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Foreword

KEEPING pace with the era of broadcasting and its promise of vest pocket and wrist-watch radio receivers in an age of transistors and other electronic miracles, **Radio-Television Daily** is proud to present this stream-lined compact volume of facts and figures. Another year of the day-to-day advances of radio are chronicled in the pages of this volume which also record the predictions of electronic miracles in the year ahead.

AGAIN we are grateful to the men and women—the who's who of broadcasting—for their many contributions which have made this 1955 edition the most authoritative and complete reference volume ever published by the broadcasting industry. Page after page is replete with factual information gained from the storehouse of knowledge of many in the communications field. To them we dedicate this 1955 volume.

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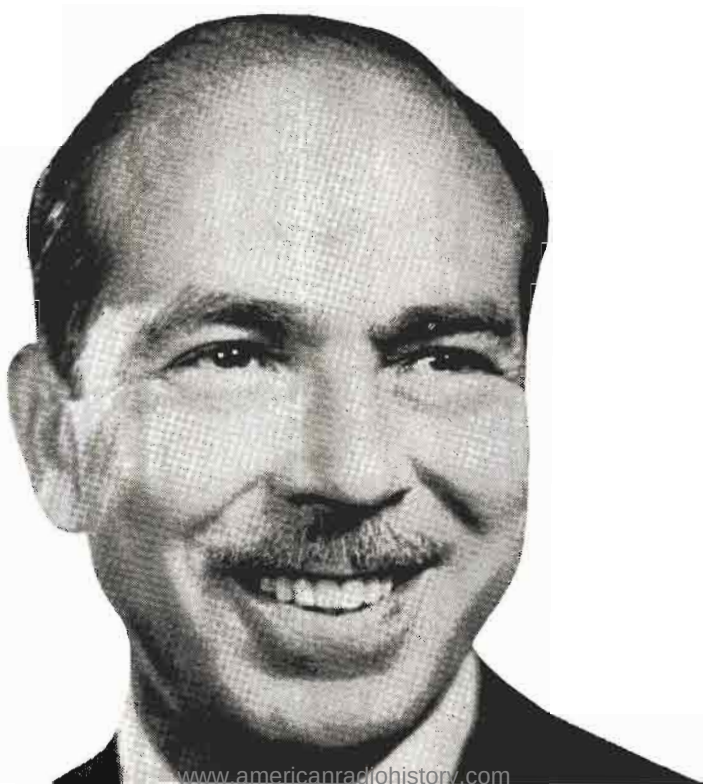

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	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
HUMAN INTEREST	Your Home	Saturday
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	In Your Neighborhood	Monday through Saturday
	In Movieland	Saturday
	Flashback	Monday through Saturday
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	Of Human Interest	Monday through Friday
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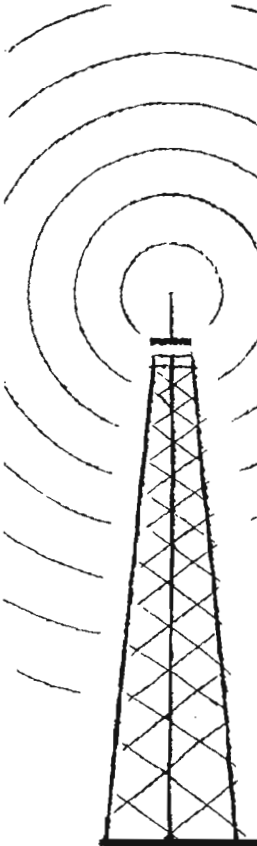

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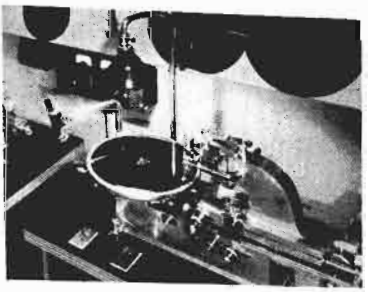

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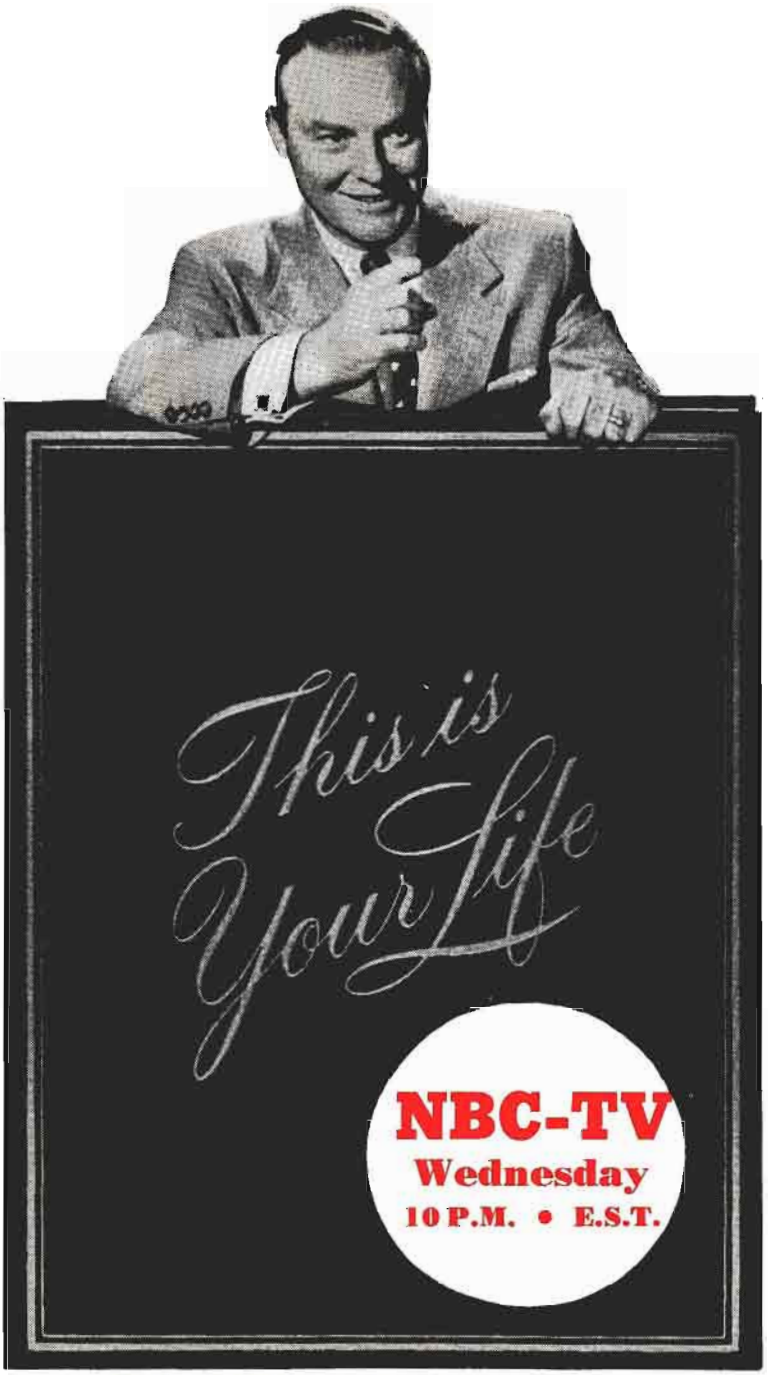

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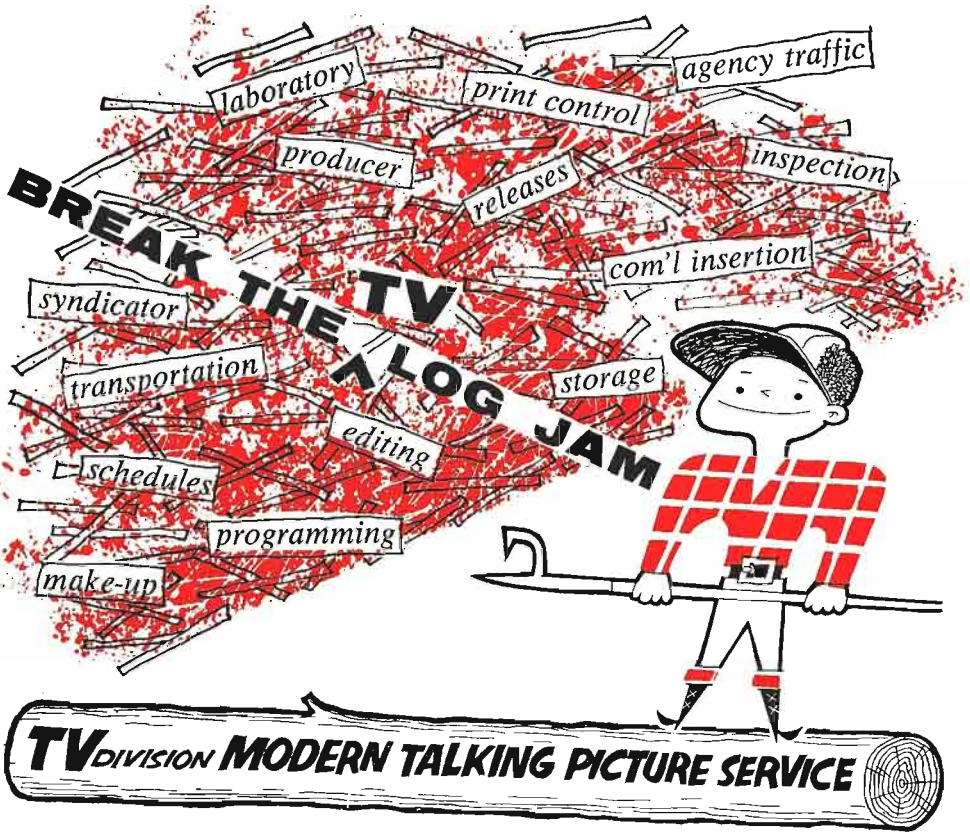

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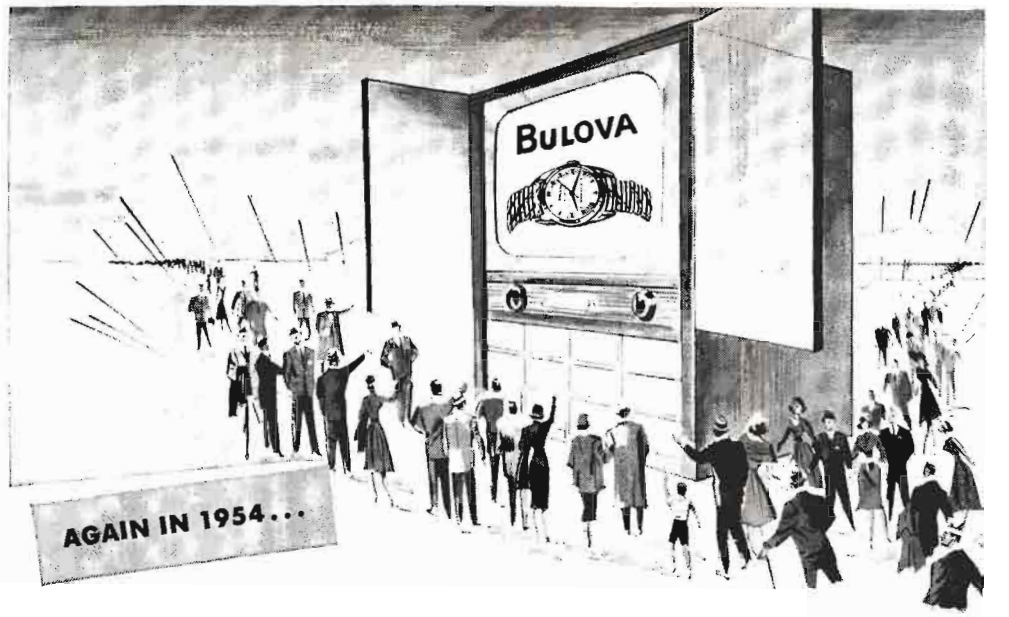

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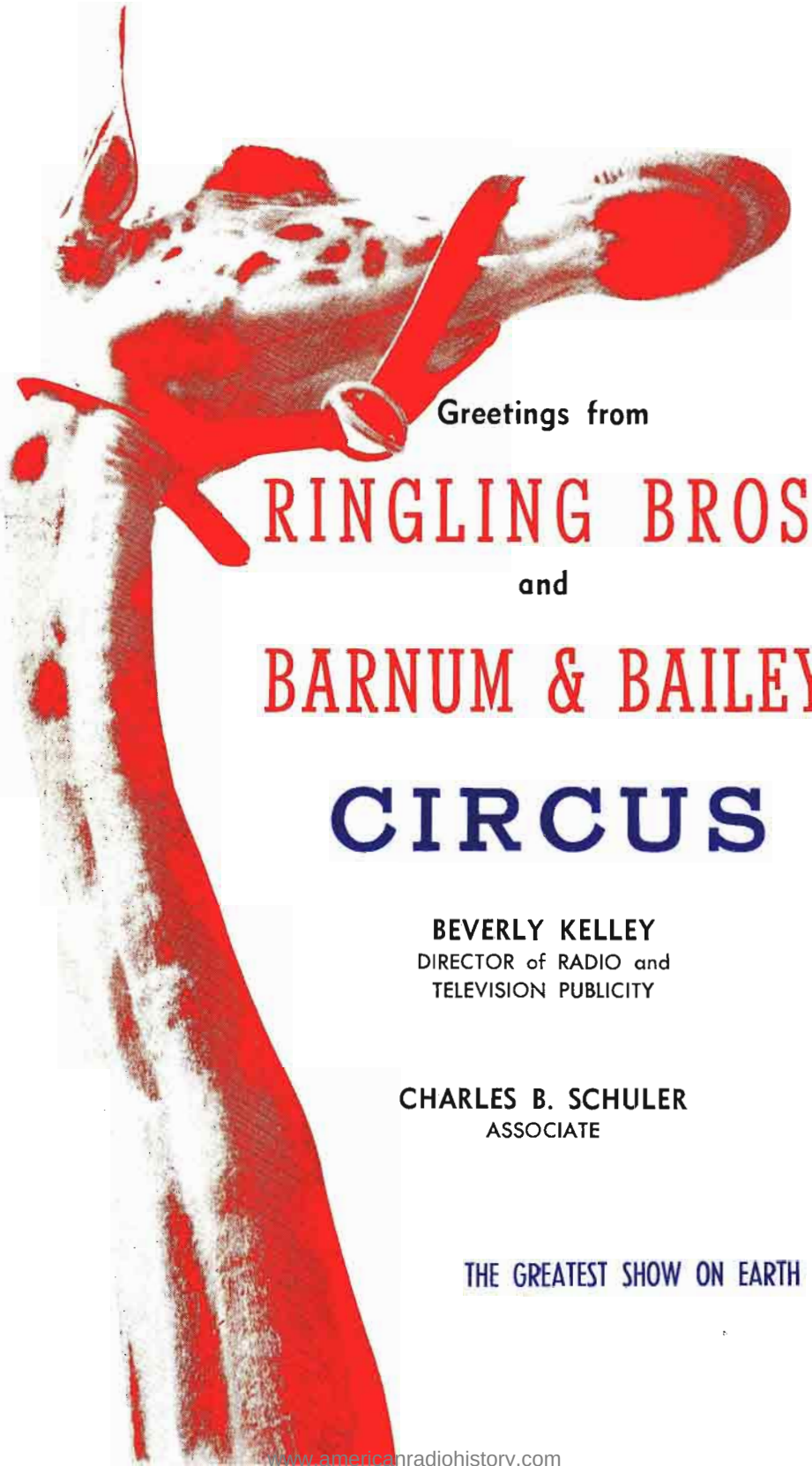

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Chairman

Communications Growth Reflected By Increase of FCC Applications

□ □ □ □ □ □

For Fiscal Year Ended June 30, 1954

SPOTLIGHTING the 20th anniversary year of the Federal Communications Commission is the fact that the Nation is now studded with and served by more than 700,000 radio transmitters; 50 different nonbroadcast services; and 11 categories of broadcast station authorizations nearing the 6,000 mark. Program service was being rendered by two types of aural stations plus an expanded video service to which compatible color had been added.

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Statistically, broadcasting authorizations totaled 5,838 at the end of fiscal 1954, which was a net gain of 408 for the year. Broadcast applications received during the year totaled 8,200, which was 1,220 more than the previous year.

For television there was a net increase of slightly more than 100 broadcast station authorizations during the year as compared to the banner number of nearly 400 in fiscal 1953, which was the first year following the lifting of the temporary freeze. The result was that, as of the end of the fiscal year 1954, the Commission had granted construction permits to 603 TV broadcast stations. Of this number, 573 were for commercial operation and 402 such stations were on the air or authorized to go on the air. The total grants represented 340 VHF and 233 UHF stations, of which 265 VHF and 137 UHF stations had operating authorizations. They were bringing TV service to a vast audience over most of the United States and in Alaska, Hawaii, and Puerto Rico.

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By the end of the fiscal year, all noncompetitive applications which were in a position to be granted had been so acted upon by the Commission. Consequently, of the 200 still-pending commercial applications, 186 were in hearing status.

Action on TV applications was, in large measure, speeded by continued study and adjustment of the Commission's temporary processing procedure. As adopted in April of 1952, it set up a priority system based upon the availability of TV service. After many grants had been made, the Commission felt that emphasis should be placed on local outlets rather than upon availability of outside service. Accordingly, on July 14, 1953, it gave primary consideration to cities which had no local TV stations.

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The new rules for color do not specify a minimum number of hours during which TV stations must transmit color programs. However, the number of colorcasts has been increasing as more stations install color equipment and the telephone company extends its color relay facilities to additional cities and stations. Most of the color receivers produced initially had the equivalent of a 15-inch picture tube. But larger tubes are in production, and indications are that as more color sets become available there will be a resultant reduction in cost to the public.

During the year the Commission granted 142 additional AM authorizations, making a total of 2,697 such authorizations at its close. Most of the new AM assignments were to the smaller communities without local stations.

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The year closed with 569 commercial FM authorizations outstanding. Authorizations were issued for 22 new stations while 54 authorizations were deleted, leaving a net loss for the year of 32 stations.

At the close of the fiscal year the number of construction permits granted for noncommercial educational TV operation had increased to 30, of which 14 were VHF and 16 UHF. Six educational TV stations were operating — three in VHF and three in UHF. While several shifts of educational reservations were made upon petition, and after rulemaking, the Commission continued to frown upon any effort to transfer educational channels to commercial use.

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Advertising Outlay Scheduled In 1955 To Reach All-Time Mark

By FRANK BURKE
Editor
Radio-Television Daily

IT'S foolhardy to try to forecast what is in store for the broadcasting industry during 1955. However one thing is certain, with government agencies predicting a good year and the advertising outlay expected to reach a new all-time high, the radio and TV broadcasters should have a progressive and prosperous year.

The outlook in the advertising field is a pretty good barometer of the broadcasting business. The wise ones are predicting that this year's expenditures will pass the $8,000,000,000 mark by a good margin. This is big money and already the radio and TV networks as well as the local stations are making their bid for a part of it.

Along with prospects for a banner year comes word that television worked wonders in 1954 and radio didn't fare so badly either. Gross TV billings were estimated at more than $500,000,000 for time as compared to $450,000,000 in 1953. Adding talent and production costs it is estimated that the figure was about $900,000,000.

Radio billings for 1954 were estimated at $415,000,000 by the Radio Advertising Bureau. The web billings were figured at $142,000,000 as compared to $144,600,000 in 1953 and the local advertising at $273,000,000 as compared to $257,300,000 in 1953.

The new year of advertising in both radio and television got off to a flying start with the regional and national spots and special programs bought by the automotive industry. The manufacturers, particularly General Motors, spent a great deal on the national and local level and indications are that their spot business and those of others will continue throughout the year.

Another aspect which brought optimism to both the radio and television fields was the increased use of spot business by national advertisers. Among these accounts are included drugs, home appliance, foods and cosmetics and amounts of their billings has been steadily growing upward. The trend, according to one time buyer, seems to be toward the purchase of regional time with merchandising tie-ins.

An interesting development of the new year is the formation of the Quality Radio Group composed of 43 stations who are banked together to sell circulation as a package. The president of this group is Ward Quall of Crosley and William B. Ryan, formerly president of BAB, is executive vice-president and director. These stations, representing most of the clear channel outlets, have sales offices in both New York and Chicago and plan to open another on the west coast.

Television forges ahead at an accelerated clip with color TV fast taking over the spotlight from conventional black and white. RCA and NBC have led the field in the promotion of compatible color and have asked other networks and manufacturers to intensify their support. In the meantime the black and white TV service enjoys further station and circulation expansion and the battle of survival of UHF in many markets continues.

All in all the outlook for 1955 is most promising and both radio and TV networks should turn in a good business year. Some forecast the decline of nighttime radio network programming as we know it today, and others envision a new era in which midget transistor portable radios will revolutionize the business and bring new energy to the radio broadcasting industries. On the television side the coming year is certain to be the biggest ever and before year's end the schedule of color TV programming on networks will probably reach the proportions of competition for some black and white. However, the color TV audience is still limited, and it will be several years before the more than 34,000,000 black and white receivers are replaced.

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JACK BENNY

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TEN TOP RADIO-TV NEWS EVENTS OF 1954

RADIO-TELEVISION DAILY's *selections of the top ten news events of* 1954, *covered by Radio and Television follow*:

1—The Supreme Court decision on segregation in the public schools.

•

2—The Army-McCarthy hearings and condemnation of the Senator.

•

3—The shooting of five Congressmen by Puerto Rican Nationalists.

•

4—The East Coast hurricanes.

•

5—Roger Bannister breaks the four minute mile.

•

6—The mid-term elections.

•

7—Geneva conference-truce in Indo-China.

•

8—Chinese Reds jail American airmen.

•

9—Illness of Pope Pius XII.

•

10—French agreement on rearming West Germany.

•

Outstanding Broadcasts

ABC Radio-TV—The Army-McCarthy hearing.

•

CBS Radio—Man's Right to Knowledge.

•

CBS TV—"The Search" Series.

•

Du Mont Network—Pro Football Championship Game.

•

Mutual—World Series Coverage.

•

NBC TV—"Three, Two, One—Zero" Documentary.

•

NBC Radio—Coverage of Hurricanes.

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Favorites of 1954

As Selected by Nation's Radio-TV Editors

RADIO	TELEVISION
MAN OF THE YEAR	
JACK BENNY CBS	JACKIE GLEASON CBS-TV
WOMAN OF THE YEAR	
EVE ARDEN CBS	LUCILLE BALL CBS-TV
COMEDY SHOW OF THE YEAR	
JACK BENNY CBS	GEORGE GOBEL NBC-TV
DRAMATIC SHOW OF THE YEAR	
LUX RADIO THEATER CBS	U.S. STEEL HOUR ABC-TV
MUSICAL SHOW OF THE YEAR	
VOICE OF FIRESTONE ABC	HIT PARADE NBC-TV
COMMENTATOR OF THE YEAR	
EDWARD R. MURROW CBS	EDWARD R. MURROW CBS-TV
DOCUMENTARY OF THE YEAR	
CHURCHILL BIRTHDAY SALUTES	"THREE, TWO, ONE—ZERO" NBC-TV
QUIZ SHOW OF THE YEAR	
YOU BET YOUR LIFE NBC	"WHAT'S MY LINE?" CBS-TV
SPORTSCASTER OF THE YEAR	
BILL STERN ABC	MEL ALLEN NBC-TV
CHILDREN'S SHOW OF THE YEAR	
"LET'S PRETEND" CBS	"DISNEYLAND" ABC-TV
VOCALIST OF THE YEAR	
Male EDDIE FISHER MBS	Male PERRY COMO CBS-TV
Female ROSEMARY CLOONEY CBS	Female DINAH SHORE NBC-TV
SONG HIT OF THE YEAR	
"THIS OLE HOUSE" BMI	"LET ME GO, LOVER" BMI

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BROADCAST REVENUES CONTINUE SPIRAL TO NEW RECORD HIGH

IN the calendar year 1953, the grand total revenues of the broadcasting industry (radio and television) passed $900 million, the highest on record. Total revenues, which comprise revenues derived from the sale of time, talent, and program materials to advertisers, were reported at $908 million. Radio revenues increased from $469.7 million in 1952 to $475.3 million, in 1953, while aggregate TV revenues of $432.7 million in 1953 were 33.5 percent greater than the $324.2 million for 1952.

Broadcasting profits of $123 million in 1953 were 6.4 percent greater than those of 1952. The industry reported a profit from television broadcast operations of $68 million, 22.5 percent higher than in 1952. Earnings from radio AM and FM broadcast operations decreased by 8.4 percent from $60.1 million in 1952 to $55 million in 1953. All profit figures are before payment of Federal income tax.

The following tables show the comparable calendar year 1952-53 radio and television financial data for the radio and television broadcast industries:

ALL NETWORKS AND STATIONS, 1952-53

Item	1952	1953	Percent increase or (decrease) in 1953
	Millions	Millions	
Total broadcast revenues	$793.9	$908.0	14.3
Radio[1]	469.7	475.3	1.1
Television	324.2	432.7	33.5
Total broadcast expenses	678.3	785.0	15.7
Radio	409.6	420.3	2.6
Television	268.7	364.7	35.7
Broadcast income (before Federal income tax)	115.6	123.0	6.4
Radio	60.1	55.0	(8.4)
Television	55.5	68.0	22.5

[1] Radio includes AM and FM broadcasting.

NOTE:—1953 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,431 AM and AM-FM and 45 independent FM stations. 1952 data are for the same networks and 2,324 AM and AM-FM and 56 independent FM stations. 1953 TV data cover the operations of 4 networks and 334 stations; 1952 data are for the same networks and 122 stations.

* Reproduced from advance release of Federal Communications Commission 20th Annual Report for fiscal year ended June 30, 1954.

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Liberace

George Liberace

Musical Director

www.americanradiohistory.com

Electronics Industry Advances Nation's Economy and Welfare

□ □ □ □ □ □

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

TELEVISION in 1954 — its eighth year as one of the country's fastest growing industries — established new records in retail sales of TV receivers and widened the scope of programming, especially in color. These accomplishments and advances in related fields once again mark the electronics industry as a leader in advancing the nation's economy and welfare.

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Some of the major developments during 1954 were:

- **Compatible Color Television:** NBC's "Introductory Year" during which it broadcast many types of programs in color and featured "Spectacular" shows, dramatically revealed the potential scope of color TV.
- **Color TV Tube and New Set:** The RCA 21-inch color tube and a new TV color receiver using this tube, were placed on the market and production will be increased in 1955.
- **RCA's Magnetic TV Tape Recorder:** Brought to commercial design stage. NBC will commence, early in 1955, field tests in both black-and-white and color television tape recording.
- **Electronic Light Amplifier:** When further developed, this will have important applications in television, and other fields. In television, for example, techniques used in the light amplifier will eventually make it possible to see a TV picture in black-and-white or in color on a thin, flat TV screen that can be framed and hung on the wall like a picture.

□ □ □

During 1954 basic progress was made in carrying all these developments forward. New knowledge was gained through research and experimentation in these fields at RCA Laboratories. The results achieved will have a profound effect on further progress during 1955.

For 1955, industry production of television receivers is estimated around 6,000,000. This will lift the total of TV receivers in the United States to approximately 38,000,000 by the end of the year.

Television is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-inch color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well, and will lift color TV "off the ground" and into the market.

□ □ □

Magnetic tape recording for black-and-white and color television, demonstrated by RCA at the end of 1953, was developed further during 1954 and will make its debut during the coming year as a new tool for the broadcasting industry.

The electronic light amplifier, which uses the principle of electronic light, under development in RCA Laboratories during 1954, will glow more brightly during 1955. Light amplification by this means has been achieved experimentally in ratios of more than 20 to 1; when that figure reaches 100 to 1, a practical amplifier of light will mark a significant step forward in the science of illumination and television.

In television, this new form of light amplification will bring bigger and brighter pictures; it will revolutionize television as we know it today.

It is estimated that more than 10,000,000 new radio sets, including auto radios, will be sold at retail during the coming year, increasing the total of radios in the United States to more than 125,000,000.

□ □ □

Achievements in science, art and industry during 1954 marked the year in radio-television and electronics as one of progress, and the advances augur well for even greater accomplishments in 1955.

The new and promising developments of the Electronic-Atomic Age open the way for the creation of new businesses, new jobs, and higher standards of living.

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SONG HITS OF 1954

January 1, 1954 to January 1, 1955

□ □ □

The 35 song hits with the largest radio and television audiences listed below in order of total ACI points received in the ACI SURVEYS during 1954. (Songs in stage or film productions are indicated; songs currently active are marked with an asterisk; songs whose activity began on the ACI SURVEYS during the Fall of 1953 are noted by the 1953 date.)

SONG TITLE, PRODUCTION AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS ON ACI SURVEY
Secret Love (1953) (Calamity Jane) (Remick)	44,184	30
Young at Heart (Sunbeam)	41,009	34
*Hey There (Pajama Game) (Frank)	37,765	31
Stranger In Paradise (1953) (Kismet) (Frank)	33,624	32
Wanted (Witmark)	33,378	27
Make Love to Me (Melrose)	31,018	31
*If I Give My Heart to You (Miller)	28,528	28
*Hernando's Hideway (Pajama Game) (Frank)	27,706	31
Three Coins in the Fountain (Same Title) (Robins)	27,462	25
*Count Your Blessings (Instead of Sheep) (White Christmas) (Berlin)	27,404	18
Little Things Mean a Lot (Feist)	26,893	34
Answer Me My Love (Bourne)	26,273	31
I Get So Lonely (Melrose)	25,660	29
High and the Mighty (High and the Mighty) (Witmark)	25,594	27
*I Need You Now (Miller)	22,794	22
*Papa Loves Mambo (Shapiro-Bernstein)	22,151	17
That's Amore (1953) (The Caddy) (Paramount)	20,225	16
Heart of My Heart (1953) (Robbins)	19,127	20
Little Shoemaker (Bourne)	19,064	26
*This Ole House (Hamblen)	18,715	22
Oh My Papa (1953) (Shapiro-Bernstein)	18,709	21
Cross Over the Bridge (Laurel)	18,189	23
*Mister Sandman (E. H. Morris)	16,156	12
Happy Wanderer (Sam Fox)	16,044	28
Green Years (Harms)	15,024	21
Changing Partners (1953) (Porgie)	14,023	16
*Teach Me Tonight (Hub-Leeds)	13,391	13
*Man That Got Away (A Star Is Born) (Harwin)	13,222	25
Sh-Boom (Hill & Range)	12,939	25
Sway (Peer)	12,341	23
I Love Paris (1953) (Can Can) (Chappell)	12,078	26
I Speak to the Stars (Lucky Me) (Witmark)	11,947	27
If You Love Me (Really Love Me) (Duchess)	11,815	26
Man with the Banjo (Mellin)	11,595	21
Skokiaan (Shapiro-Bernstein)	11,513	19

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1954 NETWORK NEWS SELECTIONS

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The networks' evaluations of the top ten news stories follow:

— ABC —

1—Condemnation of Senator McCarthy.
2—Democrats regain control of Congress.
3—London Conference: key to West German re-armament.
4—Fanatics shoot five Congressmen.
5—The Oppenheimer case.
6—Fall of Dien Bien Phu, including the important Geneva Conference.
7—Supreme Court outlaws segregation.
8—Hurricane Hazel.
9—Japanese fisherman H-bomb victim.
10—Guatemala Red regime overthrown.

— CBS —

1—The Army-McCarthy Hearings and subsequent censure of Sen. McCarthy.
2—Supreme Court Decision on segregation.
3—Public concern over power of hydrogen bomb.
4—Struggle over rearming of West Germany.
5—Armistice in Indochina.
6—Chinese Reds jail 11 American airmen.
7—Illness of Pope Pius XII.
8—Shootings in House of Representatives by Puerto Rican Nationalists.
9—Roger Bannister breaks four-minute mile.

— DU MONT —

1—Return of POW's from Korea.
2—Shooting of Congressmen by Puerto Rican Nationalists.
3—McCarthy-Army Inquiry.
4—Roger Bannister Runs Mile in 3:59.4
5—Fall of Dien Bien Phu.
6—Death of Emilie Dionne.
7—Vishinsky Dies.
8—Radio Peiping Announces Prison Sentences Passed on Thirteen Americans Accused of Espionage in Red China.
9—Senate Censures Senator McCarthy by Vote of 67-22.
10—Sheppard Trial.

— MUTUAL —

1—Sen. Joseph R. McCarthy.
2—Democratic Party gains control of Congress.
3—West Germany rises towards sovereignty.
4—Armistice reached in Indo-China; Reds press against Formosa; but lost Guatemala.
5—Supreme Court ends segregation in public schools.
6—Puerto Rican Nationalists attempt assassinations, wound five Congressmen.
7—Financial scandals exposed in Federal Housing.
8—Hurricanes sweep East Coast; drought grips Midwest; unusual weather staggers Europe.
9—President Eisenhower proposes plan to share atomic energy with other nations.
10—Sheppard found guilty in Cleveland murder trial.

— NBC —

1—Supreme Court segregation decision.
2—McCarthy hearings; censure, break with the Administration.
3—The hurricanes.
4—Geneva conference; the Indo-China truce.
5—Paris agreements on the re-armament of Germany.
6—Shooting in the House of Representatives.
7—Revoking of the Oppenheimer security clearance.
8—The rise of Mendes-France.
9—The mid-term elections.
10—American prisoners held by Red China.

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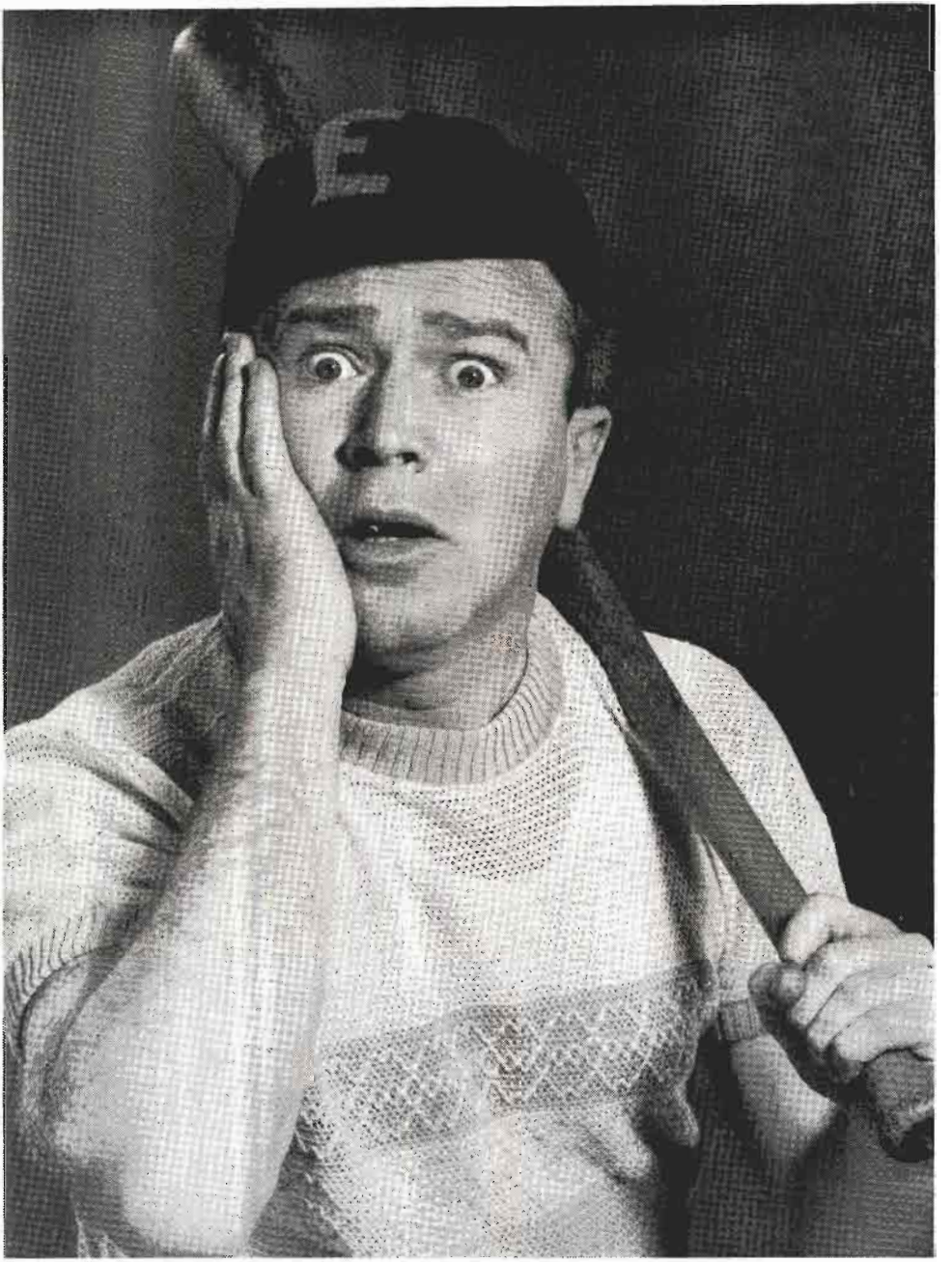

RED BUTTONS

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Color Television Will Spurt 1955 Industry Dollar Volume

□ □ □ □ □ □

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

THE radio-television industry continued to mark up new production and sales records in 1954 although the total dollar volume of business, except for retail sales of TV sets, was slightly under that of 1953.

Among the records achieved in 1954 were new peaks for weekly and monthly televbision receiver production, a new high for retail sales of TV sets, and the first commercial manufacture and sale of color television receivers. Toward the end of the year the manufacturing industry was operating at peak capacity and turning out television sets at the rate of 11 million a year.

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Preliminary tabulations of the RETMA Statistical Department indicated retail sales of television receivers in 1954 were about 7,000,000 units with production closely paralleling this figure. The previous highest retail level was 6,370,500 TV sets in 1953, while the highest production was 7,463,800 in 1950.

Radio set sales in 1954 were down sharply from 1953 despite a growing public interest in high fidelity. Home and portable radio retail sales were about 6,250,000 compared with 7,000,000 in 1953, while auto set purchases were approximately 4,000,000 representing a decline of 1,000,000 units under the previous year.

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Sales of transmitting equipment and accessories were off about 20 per cent due to a slowdown in the construction of television stations.

By the end of the year there were about 32.5 million television receivers and over 100 million radios in use. Approximately 88 per cent of the nation's homes are in TV areas and practically all are available to radio.

While only 25,000 color television receivers were manufactured in 1954, considerable progress was made in the technological development of a large screen color tube.

Although uncertain factors prevent accurate forecast of color set production, the industry generally expects color to begin a steady rise toward vloume production in 1955 and thereafter to go upward sharply. Many more manufacturers are expected to get into color, and production is estimated at several hundred thousand.

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The transition from black and white to a mixture of color and monochrome will be accomplished smoothly and without any obsolescence of present monochrome receivers.

Further strides were made in industrial and commercial uses of electronics, and all indications are that this phase of the business is just beginning. The development of computers for department stores, manufacturers, and other business organizations opens a huge market for this electronically operated device.

Capital investment in the electronic industry, largely through the purchase of smaller manufacturing concerns by large non-electronic corporations seeking diversity of operations, continued to rise in 1954.

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The outlook for the radio-television-electronics industry in 1955 is excellent. While some decline in TV set production and sales is expected, any substantial output of color receivers will more than offset a loss in monochrome receiver sales because of the 4-to-1 price advantage of color.

Radio receiver sales are expected to remain steady in 1955 with probable increases in auto sets, paralleling the rise in new car purchases, and a continued growth in radio-phonograph demand in the high fidelity field.

From a long range point of view the industry looks forward with confidence to a steady rise in its total dollar volume and production capacity as color television hits its stride and industrial and military uses of electronics increase.

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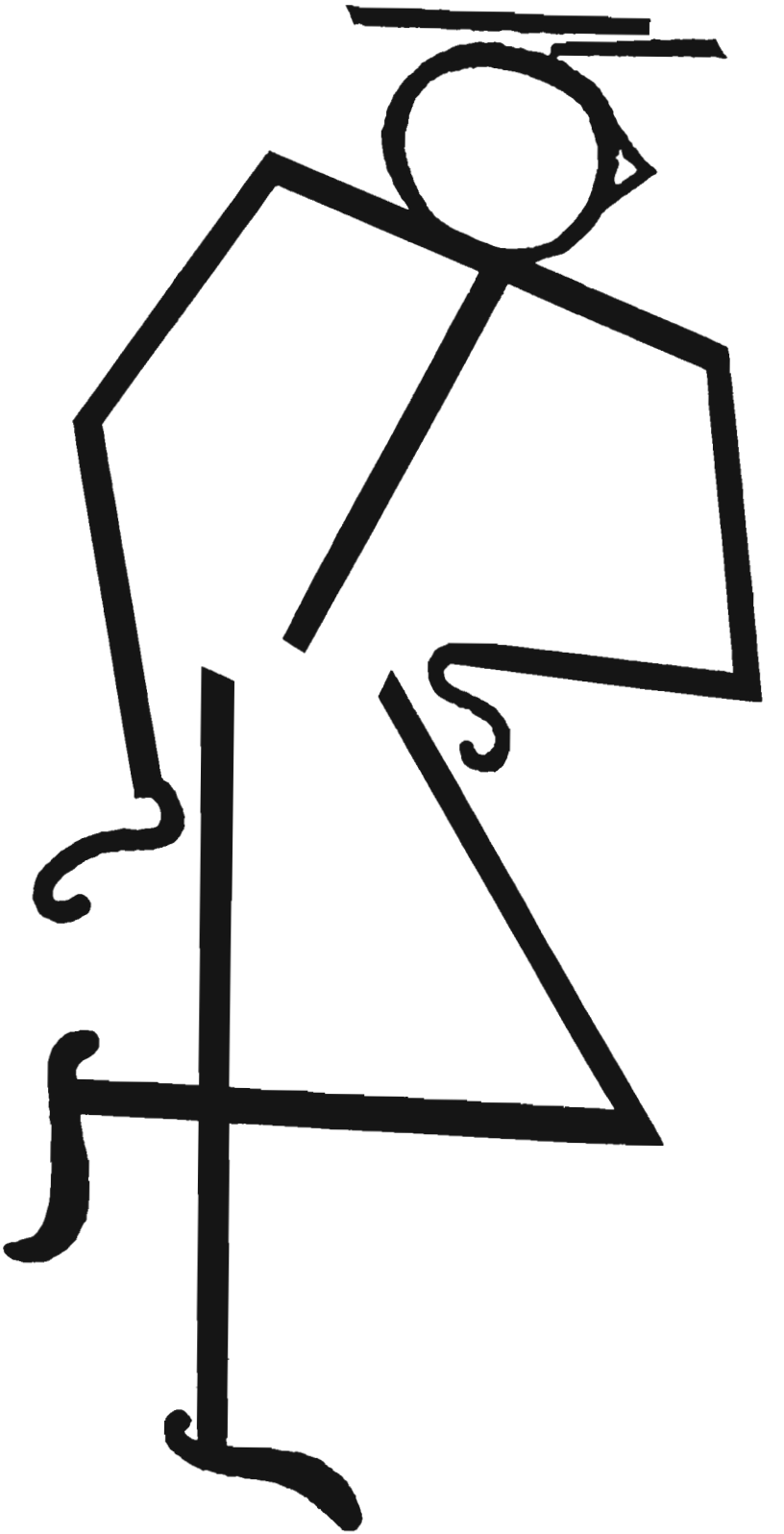

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Advertising's 'Philadelphia Story' Points Up Main TvB Function

By OLIVER TREYZ
President
Television Bureau of Advertising

RECENTLY, I addressed the Television Association of Philadelphia. This occasion marked my first official appearance on behalf of the Television Bureau of Advertising. The event occurred exactly three days after TvB itself was officially launched as a going concern.

The purpose of this get-together was to explain the general objectives of TvB and to relate them to the Philadelphia television story, and in doing the research for my talk one salient fact came to light that, more than anything else, pointed up the 'raison d'etre' for the Bureau. While it is true that the Philadelphia fact is strictly a local one, it can — and does — happen elsewhere. This is the rather startling item: national advertisers spend three dollars in TV for every dollar they spend in newspapers; local advertisers in Philadelphia spend five dollars in newspapers for every dollar they invest in television.

The Philadelphia market is a big one, one of the biggest in the country and the spending accordingly is giant-sized. Let's see just how much in terms of actual expenditures. Total television spending in Philadelphia for 1954 amounted to $43,500,000. This represents what advertisers laid out for time, talent, and production. Of this amount, $36,000,000 came from national sources of which $28,000,000 was network and $8,000,000 was national spot. Local advertisers spent $7,500,000 in the medium.

Now let's look at the other side of the picture. Total newspaper expenditures amounted to $50,000,000, of which national sources contributed $12,500,000 and local "put it on the barrelhead" for a resounding $37,500,000.

Why? Who's right, national or local? To discover ('uncover' would be more appropriate) the pros and cons of the national vs. the local advertisers' positions is, I believe, one good reason for the Bureau's existence. That, and what to do about it.

We can **suspect** the reason for the local advertisers' attitude, their apparent shyness of the medium. Conversely, we believe we can put our finger on the lack of resistance to TV that the national advertisers show. But the Bureau doesn't function according to suspicions, hunches or guestimates.

We "suspect" that the local advertisers have never been told the true story about TV; we "believe" they've never given it a fair chance to prove itself; we "have a hunch" their approach to the use of the medium is basically unsound; we "feel" they've never researched-out their full market potentialities properly. Our ideas on the subject are compounded of a bit of slight research tinged with a light smattering of metaphysics. They may or may not be the facts. TvB will DIG for the facts and there lies the crux of the Bureau's operation . . . to dig.

TvB was set up for the sole purpose of selling and promoting television, without doubt the greatest tool for mass selling ever devised.

We believe the best method is to take a specific problem, turn an expert (or team of experts) loose on that problem, gather the facts, analyze them and come up with an answer. Then, present that answer in a lucid, intelligent and dramatic manner without benefit of blue-sky, hocus-pocus or promise of miracles.

TvB knows of no better way whereby reluctant advertisers can be brought out of their shells. In the final analysis, an advertiser is a business man. He'll buy TV if he can be **shown** that the medium, properly used, soundly backstopped with research, his case authoritatively documented, is the way to make sales for him.

TvB's basic job is to function as the guidepost.

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Regards from Robert Q. Lewis

Exclusive Representative:
TED ASHLEY ASSOCIATES

Press Relations:
SOLTERS-O'ROURKE ASSOCIATES

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Prosperous Co-Existence Marks 1955 Radio-TV Interim Report

□ □ □ □ □ □

By **BEN DUFFY**
President and Chairman Executive Committee
Batten, Barton, Durstine & Osborn, Inc.

SUPPOSE we leave the latest television statistics to other parts of this book and sum them all up now in a rather obvious manner:

As an advertising medium, television in 1955 will surpass one's fondest expectations. And it will achieve for many succeeding years what may now seem improbable.

It has been my happy experience in the past thirty-five years to take an active part in the growth of every major medium of advertising. What surprises me most is that whenever we arrive at that point in our history where a great new carrier appears—then grows and prospers—it is not at the fatal expense of another. Our standard of living seems eager to make room for it.

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And I am definitely one of the number who insists that the outlook is not at all dark for radio in 1955. A marked readjustment of thinking on the parts of the advertisers, agencies and networks as regards radio's present values has been the vital key to saving radio as a major medium. Flexibility of planning has been called for more than once in this business to get the most sales per dollar. And now that we see radio in a new light—and know new ways to buy it and use it—it is ours to profit by. I haven't met a consumer yet who's thrown away his radios (see the figures on projected radio sales for 1955) nor an advertiser who dares to erase it from his mind.

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Granted, television is riding higher and higher. Never before has the copywriter behind the typewriter ventured so close to the consumer behind the set. They are now as intimate as they ever will be without touching each other. If ever there came to one man or woman the opportunity of influencing millions on a personal basis, television is affording that opportunity now to the copywriter. Television advertising is doing big things—building new businesses, enlarging others, and keeping still others abreast in a hot competitive race.

It is difficult to try to figure when this adolescent monster is going to stop growing. When I reflect, I suddenly realize that we in advertising, being sort of parents to this oversized fireball, are faced with a few man-sized responsibilities.

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There is always much noise where television is concerned, and noise breeds confusion and confusion breeds looking for the easy way out. As with radio, successful TV programs tend to be imitated. Ingenious, new commercial techniques remain new and ingenious today only so long as it takes for production of a carbon copy by another advertiser. The more sameness of technique in commercials, the less attention on the part of the viewer. More tragic, the less sales for the advertiser. Never was the virtue of pure creativeness and a willingness to adventure more important on the part of a copywriter.

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So long as television continues to entertain and inform in new and fresh methods, it will never overstay its welcome in the American home. But for the sake of all its advertisers, who pay to make it possible, stations and networks have the greatest responsibility of all in making certain that the advertiser's efforts will not be neutralized by two or three twenty or ten second spots following his program.

And now a new chapter—color television. Projected figures for color set ownership in the years directly ahead are astonishing but credible since we are talking television and TV is the kind of a medium that surprises. Our experience with it to date has already justified our planning efforts we have put behind color. Many advertisers are waiting for it . . . the automobile industry this year has styled its models with color in the forefront . . . the advertiser and the advertising agency are ready.

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JIMMY NELSON

DANNY O'DAY

and

HUMPHREY HIGSBYE

FARFEL

PERSONAL MANAGEMENT

LOUIS W. COHAN

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203 N. WABASH AVE. CHICAGO, ILL.

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Broadcasting Industry Realizes Necessity Of Aggressive Selling

□ □ □ □ □ □

By HAROLD E. FELLOWS
President and Chairman of the Board
National Association of Radio and Television Broadcasters

PERSONALLY, I liked 1954 and I hope 1955 does as well by the broadcasting industry.

In 1954, the television station population increased from 334 stations to 434 stations.

In the same year, the radio station population increased from 2509 stations to 2650 stations.

It is true, of course, that some television stations, faced by uncertainties growing out of set circulation problems, closed their doors.

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On the other hand, those TV operations thus beset by circulation problems which have found ways of staying on the air now can look forward to a brighter future. More programs are becoming available; manufacturers are recognizing the necessity for all channel tuning; the Federal Communications Commission appears to be liberalizing its regulations in such a way as to encourage the strong, economic development of "community" stations.

In radio, that perennial marvel of mass communications, growth was still the order of the day. More stations were added—and one need only examine the vast promotion put behind the development of new types of radio receivers to appreciate the confidence of manufacturers in the sturdy health of the medium.

Of course, none of these pleasant and profitable developments could be reported had not the radio and television media realized the necessity for aggressive selling in today's highly competitive market. □ □ □

Two evidences of this trend toward more informed selling is the growing strength of the Broadcast Advertising Bureau (which became the Radio Advertising Bureau on January 1st) and the organization of the Television Bureau of Advertising. Both of these groups were fostered by The National Association of Radio and Television Broadcasters—and I mention this fact in order to make a point, and a significant one, about the distribution of leadership in the broadcasting industry.

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That will be one of my treasured memories about 1954—a year in which more and more broadcasters not only contributed financially to the support of their sales organizations and their national business association, but contributed their energies and talents as well.

Believe me, it was this kind of contribution which made it possible for us to demonstrate our sincerity of purpose before the Senate Subcommittee on Juvenile Delinquency. So well was this demonstrated by the Television Code Review Board and by the Code subscribers that Senator Hendrickson, chairman of the Committee, publicly praised the broadcasters. □ □ □

And 1954 will be remembered, too, for the hearings on the Bryson Bill, which sought to outlaw or limit the advertising of alcoholic beverages on radio and television. As broadcasters, we met the issue squarely by defending our case intelligently—and by promising to give the Committee such industry statistics as it needed to arrive at an honest decision.

The survey which led to the development of that statistical information represents a new milestone in broadcasting.

We end this year with nearly all of the 48 states having state associations, a development which bolsters the strength of broadcasters.

In the last twelve-month period, over 350 new members—including radio and television stations, networks and associates—have joined NARTB.

Generally, then, it would seem to me that we can look at 1955 as a year which promises further progress—and upon 1954 as a good friend that it was nice to be with.

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MEL ALLEN

www.americanradiohistory.com

Improved Products Should Spark Outstanding 1955 Sales Volume

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

NEW and improved products in virtually all lines of radio and TV — coupled with continued vigor in merchandising that proved so successful during the past year — should spark an outstanding sales volume in the next twelve months.

Volume should be particularly good in black-and-white television receivers, TV transmitting equipment, radio sets, "Victrola" phonographs and records, also industrial TV. Development of color television into its commercial phase in 1955 will move ahead. Advances in color TV demonstrated by RCA in 1954 and incorporated in production models of RCA Victor's 21-inch color sets will contribute importantly to the transition over the next few years to a nation-wide color television service, with a steadily increasing demand for color sets.

In a forecast a year ago, I said I believed that sales opportunities for electronic products and services during 1954 would be excellent. I pointed out that American merchandising had reached a significant turning point — that the 14-year-old sellers' market had been supplanted by a buyers' market, necessitating extra hard work and careful sales planning to maintain volume.

My estimate a year ago was that 1954 could be good for business. This most certainly has proven true for the companies in the industry that heeded the changing trends and new challenges of the buyers' market.

Television attained new heights of service in 1954 as more than 90 additional stations went into operation and consumer demand for receivers led to the seven-million-plus boom in set sales. For RCA Victor, unit production and sales of TV sets surpassed the top year of 1950.

Engineering advances, which provided continuously larger screen sizes in the six-year span since 1948, have been paralleled by production efficiencies providing lower priced units without sacrifice of quality. In 1954, 95 per cent of RCA Victor TV sales were of receivers of 21 inches or larger, as compared with the 96 per cent average of 10-inch sets in 1948. Sets of 24 inches are increasing in popularity.

Opening of new television service areas and the trend to multiple TV sets in homes, will give added impetus to sales in the years ahead. In fact, estimated retail sales of black-and-white and color receivers during the next five years is expected to exceed 33 million units, thus exceeding by more than a million units sales during the past five years.

The phonograph record industry continued its impressive growth in 1954 and showed a rise of nearly 20 per cent in record sales. During 1955, record sales are expected to increase an additional 15 per cent.

Acceptance of the 45-rpm recording system, introduced by RCA in 1949, can be measured by 200 million "45" records that have been sold in five years. Today, more than 50 per cent of all records sold are in the 45-rpm speed, and "Victrola" phonographs of three speeds are increasingly popular in acceptance.

The coming year is expected to produce a substantial upward trend in radio set sales, with business in portables and clock radios exceeding by a good margin the volume in 1954.

Growth of the radio-television and electronics industry, at its present rapid rate, is highly significant. The record of progress shows that the increasing usage of electronic products and services represent a strong and stimulating factor in the growth possibilities of industries employing these modern scientific devices and technical advances. Because of this broadening horizon of usefulness the sales outlook for electronics grows steadily brighter.

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Mexican TV Developments Act As School For Latin America

□ □ □ □ □ □

By EMILIO AZCARRAGA
President
Inter-American Association of Broadcasters

AMERICANS interested in television who come to Mexico and try honestly to judge our TV, cannot adjust themselves to our peculiar conditions and they get out of focus. For a man who deals with or enjoys TV programs with a cost of 100,000 dollars, our TV is still in the bushes.

When we succumbed to the lure of this harassing business, somebody in New York said: "What about American kines? We can find more than one way to pass them on to you." Well, we thought that might be an idea. We were beginning and had lots of empty time to sell. So we tried as hard as we could to sell American kines of the best programs. And very soon we found that here in Mexico nobody wanted to see Mister Godfrey, no matter how popular he is north of the Rio Grande, or "I Love Lucy" unless it were 100 per cent in Spanish.

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Beginning from scratch, because we decided not to bring in foreign experts so as to give our men a chance to learn by themselves, we are now, in our third year of operation, fairly well satisfied with what we show on the little screen. Our TV programming has, step by step, adjusted itself to our psychology, our habits, beliefs and traditions. Our theatre, our panels, sports events, musicals, newscasts and our children's programs are well received by the audience. We also have access to about one thousand Mexican, Spanish and Argentinian long feature pictures. We have very good and plentiful theatrical talent—as good and plentiful as anywhere else. We have 3,000 actors from all Spanish speaking countries, and we use this talent in the type of theatre that appeals to our national taste and our Spanish-Indian heritage.

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With only about 150,000 sets in a country of low national income, the only way to get out of the red (and we are almost out by now) is to have many spots. We are perhaps running twice as many in the breaks as you do in the United States. Usually we fill two minutes between programs, but instead of running two or three long spots, we run from five to seven short ones. Of course we do not like it and we know the audience does not like it, but we make it our business to tell the people that they have to be tolerant with commercials for some time if they want to have TV. Within the programs we allow from 10 to 12 per cent of the total time for commercials.

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Our TV set designing is very good, in fact we are proud of it. One of our set designers discovered that painting with chalk, in colors, was faster and cheaper than the use of water colors, oil or any other painting process. So today all our sets are painted with chalk. Our engineers can prove that this type of painting gives more depth to the image on the screen. Audio and illumination are well under control.

One thing we can say, so far as operation is concerned—engineering, production and maintenance—we are now out of danger. We feel that after close to three years of experience, we have today full control of the abstruseness in the technical, economic and artistic fields. So even if we operate with small money, there is nothing in sight to stop us. We feel pretty sure about the future.

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What we have achieved in Mexico has been achieved or bettered, in Cuba. We think that Mexican and Cuban television will be the school for Latin America. So far Venezuela, Colombia, Argentina, Peru, Santo Domingo and Puerto Rico are on the starting line, ready to go. It is our contention that the exchange of kines, showing the talent peculiar to each country will, if we know how to develop it in the next two or three years, help to establish and make fast TV in Latin America, and will also yield reasonable profits.

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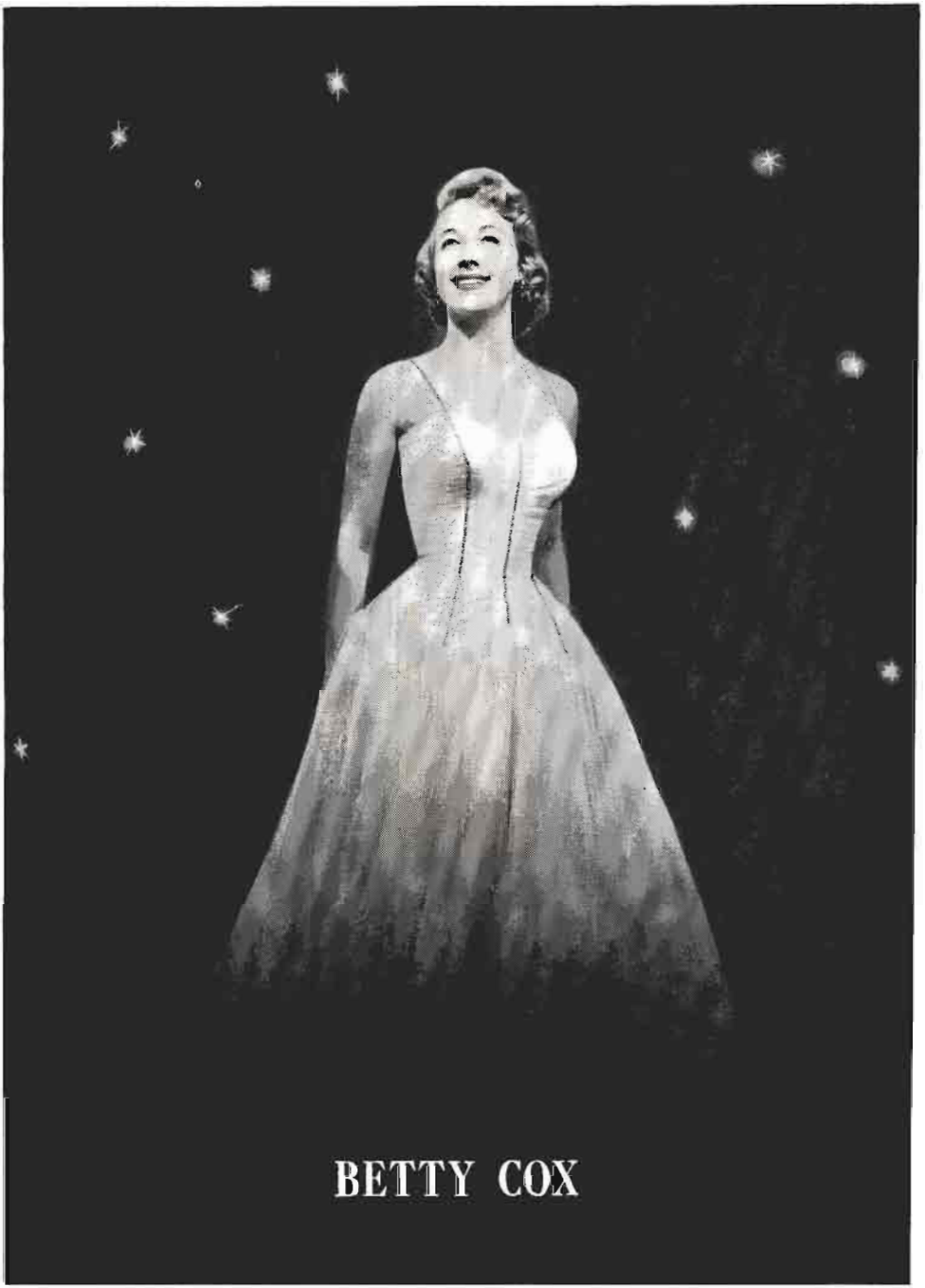

CBS TELEVISION

PLaza 9-2954

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Walt Disney Views His First TV Season as Most Challenging

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By **WALT DISNEY**
Chairman of the Board
Walt Disney Studios

WHEN the "Disneyland" TV series begins its second season on ABC in September, the premiere show will come from the 160-acre "Disneyland" near Anaheim in Orange County, California.

This is an event all of us at the studio are looking forward to because it marks the merger of two long-standing dreams-come-true. "Disneyland" the park fulfills a 20-year-old dream of a place for people to find happiness and knowledge. The "Disneyland" television productions fulfill a more recent dream of a video series combining entertainment and information.

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Whoever said the first year is the hardest could have been reading a TV producer's mind. If our first season wasn't the hardest, it surely will remain among the most challenging to us.

Happily, the four realms that we envisioned for "Disneyland" the park — Frontierland, Tomorrowland, Adventureland and Fantasyland—gave us the general format for the television series. Our job then was to develop programs from those realms. This was more than met the eye. We had to produce 21 hour-long shows—the equivalent of 10 full length motion pictures—in a matter of months. It takes us about three years to complete one feature length cartoon film.

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Our staff met the challenge admirably. As an example, in September a production unit headed by Bill Walsh and director Norman Foster travelled to Tennessee and there began shooting the first of three programs based on the life of Davy Crockett. "Davy Crockett, Indian Fighter" was televised in December, with prints having been delivered to ABC two weeks earlier.

This same gratifying response occurred on all levels of the "Disneyland" television operation, both at the studio and the network. It has never diminished.

Our full scale entry into TV led to a good many surprises, not the least of which was the discovery that our creative staff was amazingly versatile. As ideas for programs hardened into shooting scripts and finally into scheduled productions, most of our TV force began doubling in brass. Artists revealed unsuspected skill as writers, writers as directors. And almost everybody who was called upon did very well at acting.

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Ideas for the "Disneyland" shows, something that we wrestled with at the start of our opening season, have been strongly defined for the next series. There will be three programs emanating from "Disneyland" itself; four from Tomorrowland; four from Frontierland; four from Adventureland; and 11 from Fantasyland. We are going into our second year on television prepared well in advance to produce 26 instead of 21 new shows.

Foremost among them will be a realistic depiction of an expedition to Mars and a rocket flight around the moon. We also are planning a program illustrating the development of atomic energy and the constructive uses to which it may be put. These are informative subjects. We know, however, that people like to be informed, especially if they are being entertained at the same time. We learned this from the public reaction to our True-Life Adventure films, which have been among the most successful of our theatrical attractions and which will continue to be features of our television series.

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The most obvious result of our baptism into continuous television production has been an increased tempo and excitement at the studio. This is stimulating to everyone concerned with the "Disneyland" series—about 85 per cent of the overall staff at this point. The fact that such a high percentage of personnel is working on the TV project right now does not mean that we are abandoning in any way our motion picture activities. On the contrary, we are expanding them in many directions to create a fully-rounded entertainment program.

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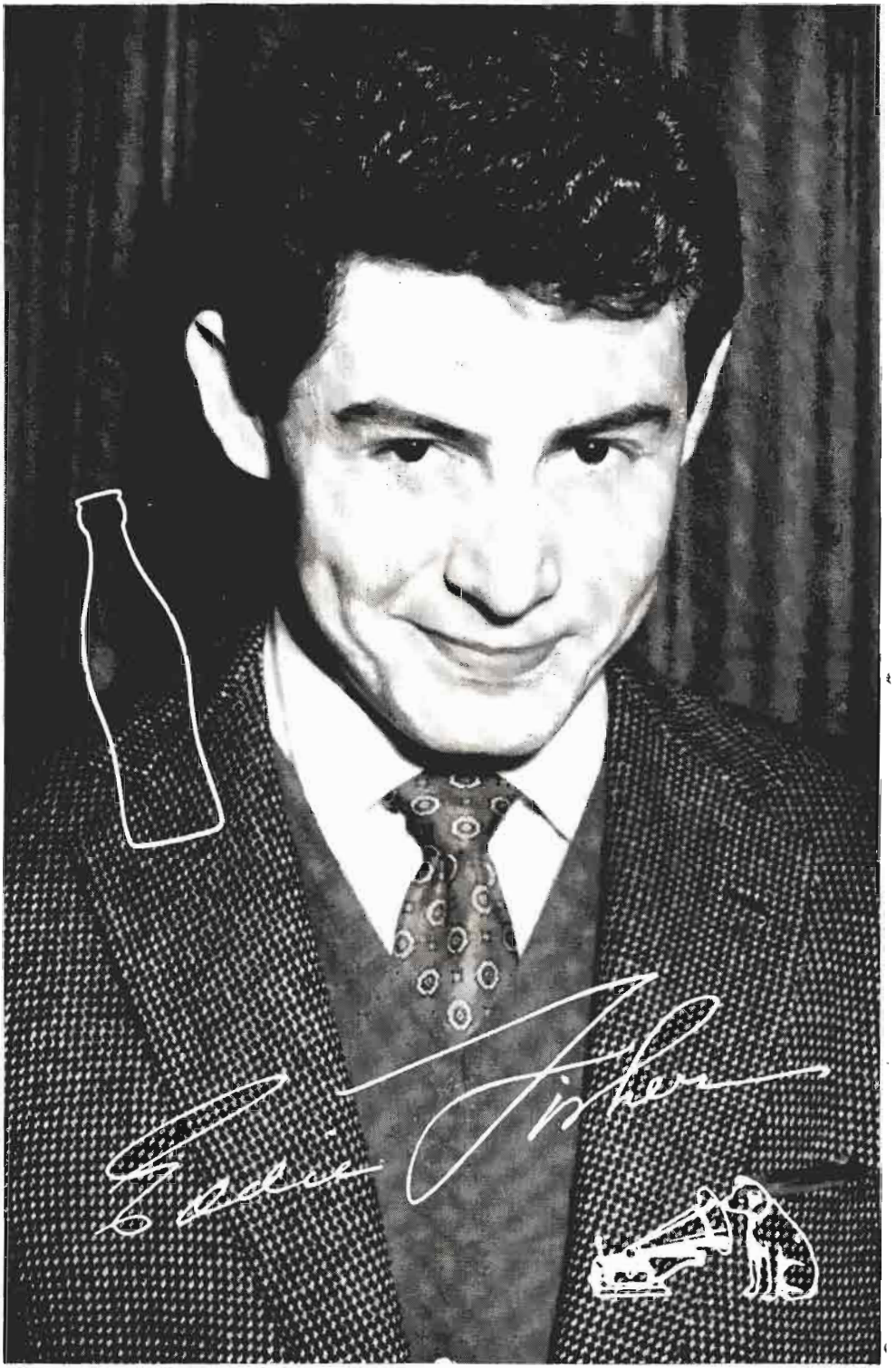

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GROWTH OF BROADCASTING REVEALED IN FCC TABLES

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Editor's note: In its 20th annual report to Congress, released late in 1954, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. Following chart shows Commission's statistics from 1949 to 1954:

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
COMMERCIAL AM								
1949	209	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	118	29	226	2,565	18	2,583	114	2,697
COMMERCIAL FM								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	193	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
EDUCATIONAL FM								
1949	18	7	9	31	3	34	24	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
COMMERCIAL TV								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	17	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	298	402	171	573
EDUCATIONAL TV								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	24	30

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THE STATLER HOTEL

IN LOS ANGELES

CONGRATULATES

GEORGE GOBEL ON THE

FABULOUS SUCCESS OF

HIS RECENT ENGAGEMENT

IN ITS TERRACE ROOM

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Independent Regulatory Body Urgently Sought by CARTB

□ □ □ □ □ □

By E. FINLAY MacDONALD
President
Canadian Association of Radio and Television Broadcasters

THE Canadian Association of Radio and Television Broadcasters, in its 30th year of existence, now has a membership of 124 radio and 18 television broadcasting stations. These figures indicate that this has been a year of growth for the CARTB but it has also been a year of stabilization and consolidation necessary and valuable at this stage of The Association's development.

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The Sales and Research office in Toronto has kept up a steady flow of statistics, research material and information to agencies, advertisers, reps and stations designed to give the maximum assistance in selling broadcast time and aid advertisers and their agencies in securing the best possible results from it. This year the Association has witnessed the growth and establishment of the comprehensive analytical survey of accounting and operating costs begun in 1953. The system, inaugurated by the CARTB to act as a basis against which the member stations can compare their sales figures and operational costs with those of other units similar in size, area coverage and power, has been widely adopted by the stations. It has been used in adapting the stations' existing accounting system, or obtaining the optimum working figures for operational costing and as a yard-stick of revenue potentials.

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The CARTB met in 1954 with the Prime Minister of Canada and a group of his senior Cabinet colleagues, urging the enactment of legislation to ameliorate the now out-dated situation in which the Government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations. The brief presented at that time, an annual endeavor of the CARTB, stresses two major points vital to the cause of broadcasting in Canada—that there be established an independent governing body to regulate both the Government directed and controlled CBC and the independent privately-owned stations, and secondly, that television stations operated by private enterprise be allowed to open in areas serviced at present only by the CBC television set-up. The long-sought institution of an independent regulatory body to direct the activities of both the CBC and the private stations is of great importance to the welfare of Canadian broadcasting. In the existing situation, the CBC not only acts as competitor for the same business and audience, while being subsidized by the Government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of non-CBC stations and controls the only national networks allowed in Canada.

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In the field of legal representation, the Association this year carried an appeal to the Supreme Court of Canada against a judgment on copyright fees rendered in 1954 by the Copyright Appeal Board. The judgment upheld the power of that Board to give CAPAC (the Canadian equivalent of ASCAP) the right to assess stations for performance fees on a percentage-of-gross basis, with permission to inspect the stations' books to determine the gross. The CARTB prepared, previous to the decision of the Supreme Court, a brief to the recently appointed Royal Commission on Patents, Copyrights, Trade Marks and Industrial Designs. The Ilsey Commission on Copyright, as it is known, was established as a result of the concern expressed by members of the Government of Canada and many other groups directly affected by it, over the situation now existing in the field of copyright legislation. As a result of the adverse decision of the Supreme Court to the Association's appeal the CARTB was able to add further recommendations to the brief concerning amendments to the present powers of the Copyright Appeal Board and the complete brief will be presented to the Royal Commission this year.

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THE FRANKIE LAINE SHOW — TV

Syndicated Nationally

Starred in "Bring Your Smile Along" — Columbia Pictures

COLUMBIA RECORDS

www.americanradiohistory.com

United Nations Radio Provides World With Impartial Information

□ □ □ □ □ □

By MICHAEL HAYWARD
Chief, English Language Service
United Nations Radio

THE United Nations is ten years old this year. For the last nine of these years there has been a United Nations Radio, one of the instruments of the Department of Public Information set up to inform the peoples of the world about what this world organization does and what it stands for.

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Throughout this time many broadcasting organizations have served the public interest by devoting a considerable portion of time and talent to originating programs about the United Nations. Many stations, of course, have been hampered in covering the United Nations because they are far from U.N. Headquarters and because they are limited in budget and staff. As a service, U.N. Radio has supplied them with prepared programs (which are described below).

These programs, produced for rebroadcast, are distributed by transcription and by short wave transmitters leased from various national and commercial services. In the United States and Canada, all major networks and many independent stations are tied by radio line and, frequently, by coaxial cable to U.N. Headquarters.

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From this center, the impact of U.N. Radio production has steadily increased, so that today its program, produced daily in 25 languages, are relayed regularly in 48 member states and in 20 other countries and territories. With the United States, Australia, Canada, New Zealand and South Africa rebroadcasting programs nationwide on a regular basis, and with at least some coverage wherever English is spoken, the English Language Service of United Nations Radio is one of the most significant English broadcasting services in the world.

Readers of this *Annual* may be particularly interested in U. N. Radio services available to United States broadcasters:

- **U.N. Radio Review:** a daily fifteen-minute review of United Nations news and features carried by the Mutual Broadcasting System, the Don Lee Network and a number of independent stations.
- **U.N. on the Record:** a weekly, fifteen-minute program featuring candid interviews with leading world figures, carried by CBS Radio.
- **U.N. Assignment:** a weekly fifteen-minute feature describing the work of men and women building for peace, carried by NBC.
- **U.N. Story:** a weekly fifteen-minute dramatized human story of the impact on peoples' lives of the United Nations and the Specialized Agencies affiliated with it, distributed by platter to 600 stations.
- **U.N. Radio Newsreel:** a five-minute summary of the day's news with recorded excerpts from meetings, press conferences, etc., fed to ABC, CBS and MBS for integration into network news programs.
- **U.N. in Action:** a daily TV program covering the sessions of the General Assembly, with Winston Burdett as commentator, presented by CBS-TV.

United Nations Radio hopes to continue its steady growth during 1955, with each of the four major American Radio Networks carrying a U.N. series.

In addition to its regular series U.N. Radio also produces programs to commemorate special occasions, such as Human Rights Day — December 10th, United Nations Day — October 24th, etc. The year 1955 will see many special projects to mark the Tenth Anniversary of the United Nations.

The growing years of United Nations Radio have been successful — essentially because the story it has to tell is your story, the story of your United Nations. This story has thrilled many at times, disappointed some a times — but the changing story of man's effort to live in peace and good will with his neighbors is, after all, *your* story.

U.N. Radio wishes to express its appreciation to all the radio systems which have made it possible to tell this story to the peoples of the world.

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ERNIE KOVACS

www.americanradiohistory.com

Radio Broadcasting Will Deliver New Effectiveness Peak in 1955

By RALPH N. WEIL
Executive Vice President, WOV

RADIO broadcasting, I say, is going to hit a new peak of effectiveness in 1955. And I am not commiting a dramatic prognostication to print with that statement. On the contrary, judging by the ever fresh energy with which alert radio men have kept the medium toned up, and judging by the performance of my own station over the years, it is a logical analysis of the situation. Whenever and wherever specialized broadcasting is the rule—and the rule is diligently followed—the prognosis for radio in '55 (and in '56 and '65) is excellent.

WOV's own case history shows long use of specialization and concomitant increase in appeal and effectiveness. More recent converts to specialization have found it works for them too. In fact, only the pioneers and the recent converts have radio operations of sufficient stature to boast about. The laissez-faire, aim-for-a-cross-section group of broadcasters were left by the wayside several years back . . . weeded out by the dual challenges of specialized broadcasting and the novelty of TV. Local or network (and nowadays the format is well indistinguishable) the harvest has been great where the planting was specific.

At WOV for example, where our specialties break down to two major categories (Italian language and Negro-appeal) we know '55 is going to be big because we have only to glance over the record for '54. A Pulse Study of Negro listenship in the metropolitan New York area (conducted in October, 1954) showed that at any given time during our 6-hour long nightly broadcasting direct from Harlem we were in the number one position. Why? I feel it is because we're being specific. We specifically chose our audience. This is an evening audience . . . primarily devoted to entertainment. We keep posted on their current musical tastes and given them great quantities of the music they want. We also give advertisers a bright showcase and top personalities to do their selling.

Lest this lead-off example of evening broadcasting sounds as though music and evening broadcasting combined to make the only prime, let me correct the impression fast. All broadcasting time can be prime. That is one of the qualities of specialized broadcasting. Direct yourself to a specific audience, program for that audience according to time of day and you'll end up doing a great job.

Now we come to daytime radio. For WOV that means a 10½ hour Italian language day. At no period in the station's long and successful history have overall ratings been higher! As specialists we're not surprised, for the Italian language WOV is a firmly entrenched habit with housewives and shopkeepers. News, drama, comedy, originated-in-Italy programs, phone quizzes and music are carefully developed into a harmonious whole. Incidentally, as the only U. S. station with full—and flourishing—studios in Italy, WOV produces ten features a day which are used by Italian language stations in other U. S. cities.

The prescription then for a bumper radio year in '55 is:

a) Aim for one particular community segment at a time; b) please its tastes and serve its specialized community interests; c) Replace a good feature with a better one as often as possible. (Obviously it must be in mood and substance an evolvement which will whet fresh interest within the specialized framework.)

So, on behalf of my fellow specialized-broadcasters who are carefully following the prescribed course, I can unequivocally deliver a 1955 prognosis. It is simply this: "Excellent."

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Continuing Strength of Radio Hinges On Programming Concept

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

THE key to the continuing strength and prosperity of radio lies in one word—programming. But this concept of programming is far removed from that of the heyday of network radio. This is programming aimed directly at the local advertiser and the local audience . . . the area of radio's greatest strength.

This concept of programming provides for depth and continuity. It means transcribing radio programs with top names, not on a once-a-week basis, but on a five-day-a-week, across-the-board basis. This is the key to our 1955 plans in radio as we launch our most ambitious plans to date, the Eddie Cantor Show—five full half-hours across the board for 52 weeks.

It is programming of this type that will build up loyal and devoted audiences at the local level, audiences that will continue to demand the respect not only of the local and the regional advertiser but of the national advertiser as well.

That this type of programming is a success can be demonstrated by the fact that sales of the Frederic W. Ziv Company in 1954 ran a full 31 per cent higher than in 1953, which had been one of the best years in our history.

A good measure of this record sales volume must be attributed to the heavy sales during 1954 of two programs which were produced with this type of depth and continuity, the Hour of Stars, starring Ginger Rogers, Peggy Lee, Tony Martin and Dick Powell, and the Red Skelton Show.

Introduced late in 1953, the Hour of Stars is a full hour, five-day-a-week, across-the-board program, while the Skelton Show is one half hour a day, five-day-a-week, across-the-board program.

Both of these programs offer advertisers an opportunity to purchase quarter hour segments, participating spot announcements or full programs.

Both advertisers and stations are well aware of the value of this type of programming. Advertisers have been so quick to demand time on these programs, and to demand new programs with this depth and continuity, that it is an immediate tribute to the efficiency of this type of advertising vehicle.

The success we have had with these programs in depth has led us to produce the biggest and most ambitious radio program ever to be produced by a radio transcription company. The Eddie Cantor Radio Show. This program, starring one of the greatest names in show business, is also produced with our concept of depth programming. Five full half hour programs a week, 260 programs a year. This one program alone provides stations with the opportunity of selling 30 full commercials a week, plus opening and closing sponsor identifications.

It is programming of this nature that is the prime source of radio's strength. Programs like The Eddie Cantor Show, The Red Skelton Show and The Hour of Stars, with their top names, with their quality production and their depth and continuity, have the power to attract and hold the listener.

Advertisers do not want to talk about radio as an advertising vehicle. They want to talk about the kind of shows and showmanship that will deliver constant audiences and will pull sales responses.

Programs of the caliber of Ziv's new properties are the answer to this demand. These programs are more than radio. They are top quality, instant appeal programs, which will attract big audiences the moment they hit the airwaves. They are the answer to radio's need and the advertiser's demand.

To drive home radio's great selling strength in 1955, we have set up a quarter million dollar budget for advertising, promotion and development of radio sales plans on behalf of our products and the stations and advertisers we serve.

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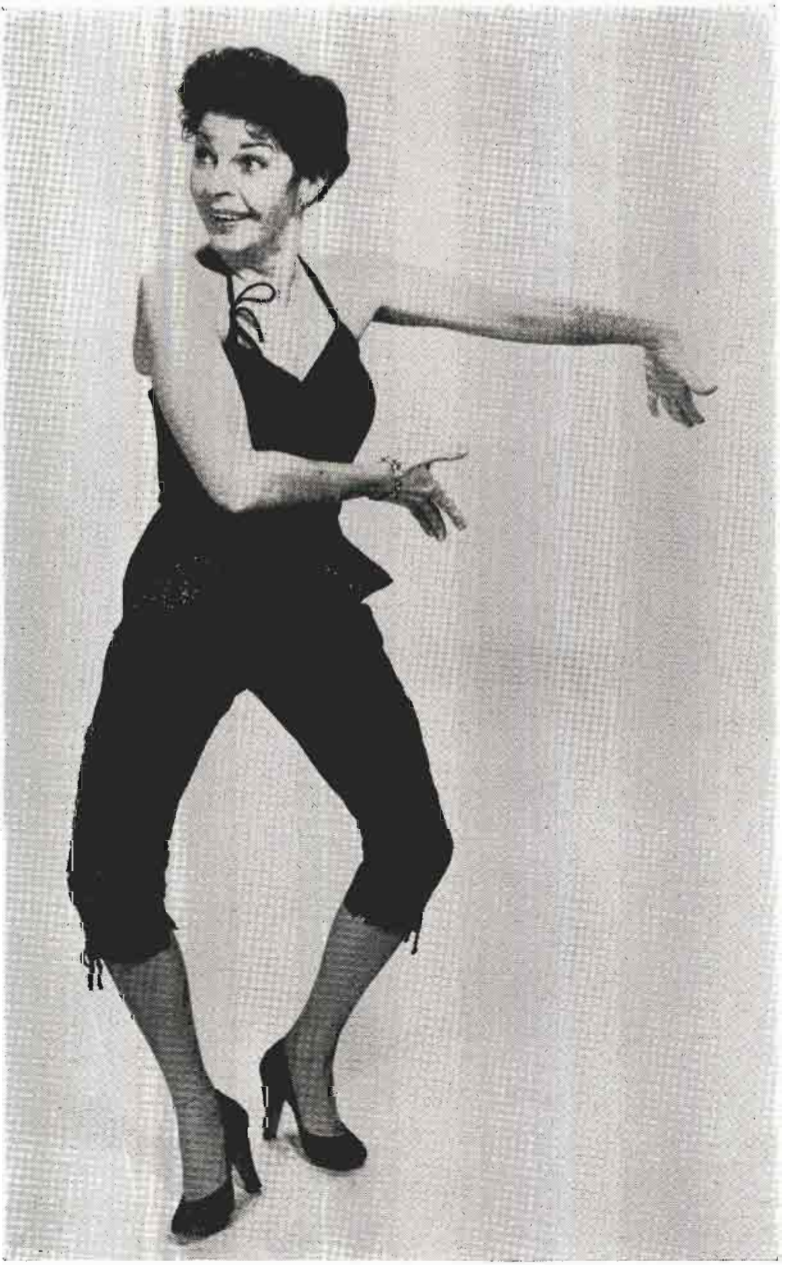
Best Wishes



Martha

www.americanradiohistory.com

Puerto Rican Station Profits By Errors of U. S. Television

□ □ □ □ □ □

By JOSE RAMON QUINONES
President
WAPA-WAPA-TV, San Juan, P. R.

TELEVISION in Puerto Rico, in comparison with television in the United States, is still an infant industry. At this writing, we still have less than one year of actual on the air "know how" in this newest and greatest medium of mass communication.

We have had the advantage of profiting by the mistakes and experience of the pioneers in the industry in the U. S., which has helped us make long strides toward as near perfect production as the present state of the art permits, in a very short time. Yet, we have had to overcome a number of obstacles not faced by the average U. S. television station.

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Staffing of WAPA-TV, in the beginning, posed a serious problem since relatively few people in Puerto Rico had ever even seen television, much less worked with it. However, by carefully choosing from among a substantial number of local people who foresaw the possibilities in this field, and who had sought to educate themselves by attending schools in the U. S., and working, in many cases, in apprenticeship training in the U. S. stations, we were able to secure a nucleus with which to begin. We have to draw in addition from experienced U. S. personnel but in less than a year we have managed to put together a working organization that is today producing television programs in our own studios which compare favorably with the best being produced anywhere in the world. For this success we can thank the people making up our staff who are so fired with enthusiasm in this new and potent medium.

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Approximately 85 per cent of our programming is done in the Spanish language. This means that much of the material in English from which we might otherwise draw is of no value. We are, therefore, compelled to operate using the rather limited supply of Spanish language film material and local live production. In this connection local talent has not been readily available in large quantities and we, like many other stations in virgin territories, are having to seek out and develop local people to fulfill our requirements in the production of live entertainment.

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WAPA-TV is affiliated with NBC, ABC and DuMont television networks and we are carrying a number of kinescope recordings from each of these. The problems of language difference has been partially overcome by programming in segments wherein several English language programs are presented consecutively. This technique is applied primarily in the case of Sunday evenings when WAPA-TV might almost be considered a continental station.

It is obvious to all of us in the industry here that television in Puerto Rico offers an opportunity to present educational material which, based upon our limited experience, is apparently readily accepted and actually in demand by our population. We shall, therefore, give serious consideration in expansion of our educational TV activities in the future.

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We have approximately 50 thousand receivers in our service area and the number is growing daily. It is estimated that this year (1955) we will approach the one hundred thousand mark, which makes our primary area by no means a small television market.

And just so that no one will conclude that we are "youngsters" in the business just because we are barely getting started in black and white transmission, let me say that already we are seriously considering the advent of color transmission, so much so, in fact, that we have seen fit to include at least basic color equipment in our present transmitter so that when the demand for color becomes compelling, we will be ready with little loss of time to meet the demand.

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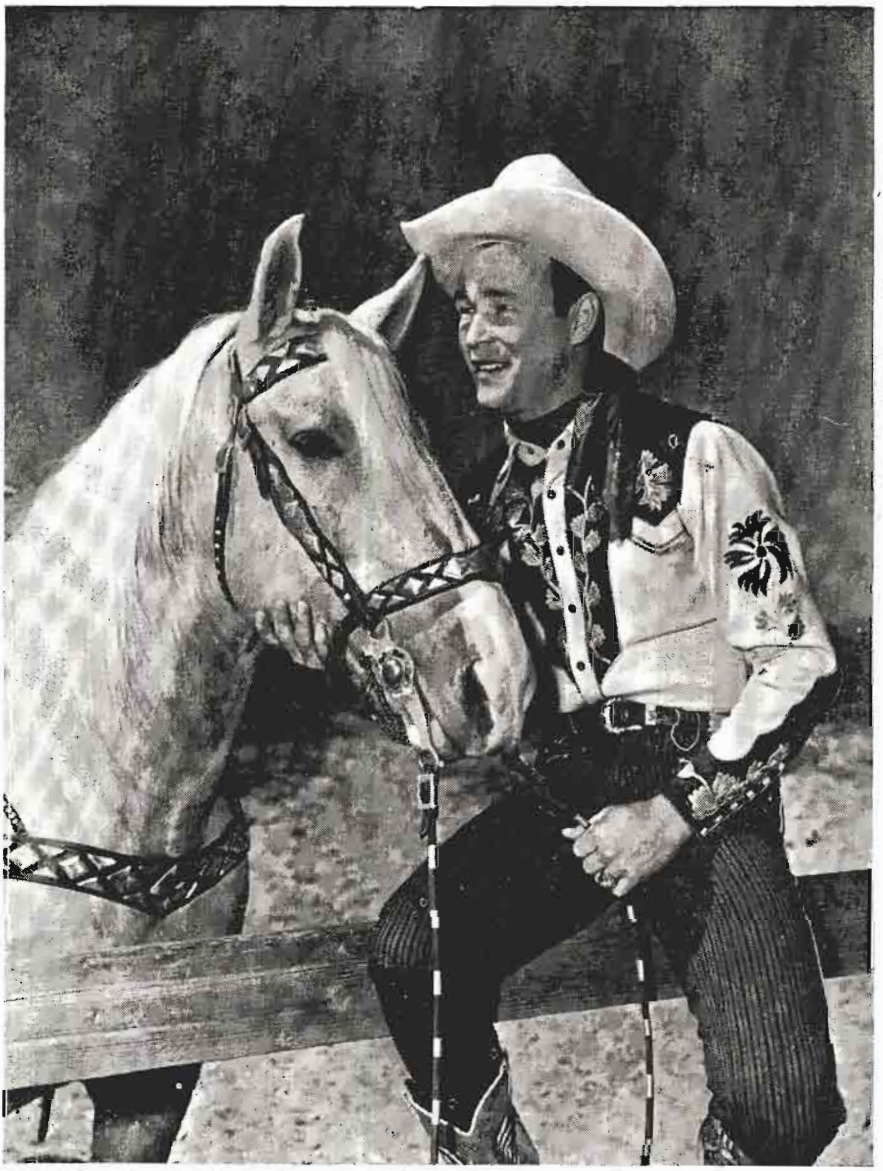

ROY ROGERS

"King of the Cowboys"

AND TRIGGER

Radio—NBC Coast-to-Coast
Sponsored by the
Dodge Division of Chrysler Corp.

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

Recordings—Bell Label and Little Golden Records

Exclusive Management	*Public Relations*	*Commercial Tie-Ups*
ART RUSH, INC.	A. L. RACKIN	ROY ROGERS ENTERPRISES

1418 North Highland Avenue — Hollywood — California

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WQXR Power Increase to 50 Kw Signpost of Good Music Trend

□ □ □ □ □ □

By **ELLIOTT M. SANGER**
Executive Vice President, WQXR

GOOD music will, for the first time, join the "big time" in 1955. Before the summer of that year WQXR hopes to have its 50,000-watt transmitter on the air, and thereby hangs a tale.

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The idea of a commercial good-music station goes back to the year 1936 when WQXR, then known experimentally as W2XR, went on the air for a couple of hours each day. The very idea of broadcasting good music in those days was regarded as hopeless. People who knew a lot more about radio than we did said that the station would not last six months, and there were many times when John Hogan and I, who owned the station then, thought that they might be right. Although we always managed to pull through, there were many paydays when we didn't know where the money was coming from for the next week's operations. There did not seem to be any demand for good music, but nonetheless we felt it was a sleeping lion and that someday it would break out with a roar. In 1936 the sales of good-music recordings hardly made a dent. It was a time when a person who listened to symphonic or operatic music was considered either a highbrow or an impecunious standee at the opera. When we talked about the advantages of high fidelity, only a few laboratory technicians even knew what it was, and the general opinion was that going to Carnegie Hall or the Metropolitan was something for the rich, but not for the masses.

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Not only did the broadcast experts discourage us, but it was almost impossible to get any serious consideration from the advertiser or the agency. It took a lot of talking and promotion to prove over the years that the audience for good music as broadcast by WQXR was increasing rapidly and that those who liked good music were just as responsive to advertising as any other people. Fortunately, a few open-minded sponsors tried us out and they all discovered that the "cost per thousand" on WQXR made their advertising profitable.

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Those are all things that come to mind at this time when we look back over the years and realize that in 1936 good music was not the national institution that it is today. A lot of other things have happened since 1936, including a World War, a cold war and the Atomic Age, all of which may have something to do with the desire of millions of people to take refuge in the best in music. That is probably the most outstanding change in the taste of the American people in the past generation. Today the figures prove that more Americans pay admission to musical events than attend baseball games, strange as that may seem. This is a nation-wide development and not restricted to New York and other large cities. In almost every part of the country one finds that this radical change in culture has taken music out of the longhair class. It is the result of a series of developments which expose them to important network musical programs such as the New York Philharmonic on CBS, the NBC Symphony, heard over NBC until last year, the Telephone Hour, and the truly staggering increase in sales of classical-music records, particularly since the introduction of the LP and other microgroove discs.

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The year 1955 is going to be very important to WQXR because we will be spreading our service area materially. The recent astounding growth of the suburbs of New York City has made this expansion of our facilities more important than ever, and in this way thousands of more homes in the New York area and neighboring states will hear more of the good music they want. We hope that our analysis of the demand for our kind of programs is just as correct now as it was back in 1936.

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TENNESSEE ERNIE FORD

says

Hi Peoples

Monday — Friday	NBC TV
Monday — Friday	CBS Radio
Everyday	Capitol Records

Personal Management
CLIFFIE STONE

MCA

Publicity
MICKEY FREEMAN

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Radios in 99% of Farm Homes According to NATRFD Figures

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By **FRANK ATWOOD**
President
National Association of Television and Radio Farm Directors

RADIO farm directors look to Frank Mullen, who was later to become executive vice-president of the National Broadcasting Company, as the founder of farm broadcasting. It was 1922 when Mullen went on the air over KDKA, Pittsburgh, with the first farm program. He opened the station, before dawn, rang a few bells to attract attention of sleepy listeners and then proceeded to read the market reports, talk about the weather and summarize the day's farm news.

It was a local operation, but KDKA, with comparatively little competition on the air, was widely heard, and letters of appreciation came to Pittsburgh from all parts of the country.

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The NATRFD, which has now added a "T" for television to its name, has grown in the years since 1944, the year it was organized, and also has grown up. Membership runs around 400 now, with 250 of these listed on-the-air radio or television farm broadcasters, and 150 as associate members.

The annual convention in Chicago, at the time of the international Livestock Exposition, is a three-day meeting, with programs that start at breakfast and are packed solid with discussion of farm radio and television, how they can best serve farm and city listeners, and how they can be commercially successful.

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A Spring Meeting of the NATRFD is held at various locations around the country, and in 1955 is scheduled at Washington, D. C., Dallas, St. Louis, Detroit and Omaha have been host cities for the RFD's in recent years.

There is a regional organization also, with eight regions in this country and a ninth that includes all of Canada. Regional meetings are held in many of them, frequently as joint conventions with the Association of Agricultural College Editors.

On the commercial side, the change in farm broadcasting has been tremendous. Farm radio now is pulling its full share of the load, and on many stations it is doing a lot better than that. During the recent period when total revenue from radio time sales was dropping, stations with strong farm departments saw their revenue from farm program sponsorship increase.

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Across the country, farm radio and television are the favorite daily source of information on farm matters for the farmer and his family. Surveys indicate that members of farm families spend 25 per cent more time listening to the radio than do people in the city. As least one radio set is found in 99 per cent of the nation's farm homes, and actually we have many more farm radios than we have farms. In a typical farm home there is a radio or a TV set in the living room, more radios in the bedrooms, in the dairy barn, in the car, in the truck and even on the tractor.

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The NATRFD has carried on an active program of sales promotion since 1953. Two regional and two national farm sales clinics have been held, with management backing, for agency people and potential advertisers. The farm director recognizes that his primary job is putting on a good farm service program, but he has found that there need be nothing inconsistent between farm service and commercial sponsorship.

The typical farm director is liked and respected by the farm community in which his voice and personality are known. He is a worker, frequently out in the field with a tape recorder and a camera to keep his program alive, up-to-date and full of interest.

He may still, as Frank Mullen did at Pittsburgh, open the station with a "Chanticleer" or a "Modern Farmer" show before the sun is up, but he or his assistant will be back on the air during the noon hour with the market news, and more than likely in the evening, once a week, on television.

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I LOVE LUCY

starring **Lucille Ball and Desi Arnaz**

A DESILU PRODUCTION

CBS-TV—Monday 9:00 PM

PHILIP MORRIS CIGARETTES

PROCTER & GAMBLE

DECEMBER BRIDE

starring **Spring Byington**

A DESILU PRODUCTION

CBS-TV—Monday 9:30 PM

GENERAL FOODS

MAKE ROOM FOR DADDY

starring **Danny Thomas**

Filmed by **D.P.I.**—ABC-TV—Tuesday 9:00 PM

Pall Mall cigarettes and Dodge Automobiles

LINEUP

Filmed by

DESILU PRODUCTIONS INC.

CBS-TV—Friday 10:00 PM

VICEROY CIGARETTES

THE RAY BOLGER SHOW

starring **Ray Bolger**

Filmed by **D.P.I.**—ABC-TV—Friday 8:30 PM

LEHN & FINK PRODUCTS CORP.

WILLY

starring **June Havoc**

A DESILU PRODUCTION

CBS-TV—Saturday 10:30 PM

GENERAL MILLS

OUR MISS BROOKS

starring **Eve Arden**

Filmed by ***DESILU PRODUCTIONS INC.***

CBS-TV—Friday 9:30 PM

GENERAL FOODS

ADDITIONAL PRODUCTIONS:

"Christmas Carol" — one hour in color (CBS)

First Jimmy Durante Film Show (NBC)

"The Aldrich Family" — pilot (CBS)

"The Web" — pilot (Goodson-Todman)

George Gobel — test film (NBC)

PLUS:

Four pilot films for Desilu Productions, Inc.

and Commercials

Desilu Productions Inc.

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Central American Broadcaster Seeks Furtherance of Freedoms

□ □ □ □ □ □

By **FERNANDO ELETA**
President
Regional Organization IAAB's Central American Associations; RPC Network of Panama

AT times, and specially of late, it is easy to forget that one of the strongest motivating forces behind the emancipating movements throughout this American Continent was the innate and common desire of all countries alike, whether from North, Central or South America, to gain the right to free speech. Some of our countries have been fortunate enough to attain, and maintain, such an elusive though fundamental privilege and, in so doing, have neglected, for various and complex, although not always valid reasons, to foster the enjoyment of such privilege by less fortunate neighbors.

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It is needless to elaborate on the premise that free speech, together with free enterprise, are medular to that system of government which we care to call our own. Quite evident and elementary; and yet so very little is being done about it in a great many of our countries.

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Our idea of grouping local associations into Regional Organizations dates back to 1951 when, at the Second General Assembly of IAAB held in Sao Paulo, Brazil, those instrumental in drawing up the revised by-laws of IAAB included a provision for the creation of such Regional Organizations. Latter, and at the Third General Assembly of IAAB gathered in San Juan, Puerto Rico, on April, 1953, a motion was approved to proceed with the organization of a Regional Organization for Central America. Still later, in Chicago, May, 1954, and during the meetings of the Board of Directors, Don Emilio Azcarraga, of XEW-Mexico City, and president of IAAB, suggested that a get together of Central American broadcasters be held in Mexico City, to implement the decision taken at San Juan.

The meeting on the tenth of September last, in the presence of such international broadcasting figures as Goar Mestre, of CMQ, Cuba, and ex-president of IAAB; Gilmore Nunn, NARTB representative to IAAB; Malcom Neill, representing the Canadian Broadcasting Association; José Ramón Quiñonez, of WAPA, San Juan, Puerto Rico, first vice-president of IAAB; and others including, of course, IAAB's president Don Emilio Azcārraga and Jose Luis Fernandez, its director general.

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Within its very short life quite a great deal has been accomplished. Let us take the case of Guatemala, for instance. Previous governments had not allowed the legal organization of a National Association of Broadcasters but, on the 16th of October, the Government decreed the new "Asociación Particular Guatemalteca de Radiofusión" as a legal entity. Up to the present, licenses to operate broadcasting stations were issued for one year only, hardly permitting their normal and proper development, but now, and by Resolution No. 3375 of the Ministry of Communications, licenses shall be issued on a permanent basis. Next in the program is to decommercialize the local government owned station which has been unfairly competing with privately owned commercial stations. There is a good reason to believe that the recent visit of the members of the Board of IAAB, together with the backing of the new Regional Organization, will again help significantly the very active and judicious intervention of the local Association in fulfilling its purpose. Last, and most important of the immediate goals in the agenda of the Guatemalan Association, is to have the Guatemalan Congress promulgate a new radio legislation based on the principles of free speech and free enterprise.

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These are a few highlights of the joint efforts and activities of IAAB, and its new Regional Organization of IAAB's Central American Associations, in backing, wherever and whenever feasible and advisable, the aims and needs of the local broadcasters associations of Central America.

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To the Many People Who Have Helped . . .

Thanks! Especially . . . UNC

MARK STEVENS

www.americanradiohistory.com

Award System Should Initiate Category for Special Events

By JOHN DALY
Past President
Overseas Press Club

IN ALL businesses and professions, awards are a wonderful stimulus. Certainly, that is true for the broadcasting and telecasting business. Some awards have greater value than others, but all are an added incentive to networks, producers and talent to aim for the best in their category. And for those that have arrived, it is a pat on the back.

However, when a system of awards tends to ignore the thing television handles best—public service special events—there must be something wrong with the award system. Generally these special events are eliminated from consideration because they are not regularly scheduled programs. This shouldn't be.

Perhaps the most important, the longest and best program of the year, the Army-McCarthy hearings, was not considered for an award since it fell in the realm of special events.

To bring this dramatic piece of history in the making to the American people, the American Broadcasting Company went to a great deal of effort and expense.

ABC-TV carried the whole story — 186½ hours of it—on a network ranging from 55 to 79 stations. The actual out-of-pocket expense for the 36 days was well over $300,000, and does not take into account loss of revenue from programs preempted.

Despite the financial burden ABC believes the series fulfilled the highest promises of the new medium's capacity to present history in the making to the American people. As was often pointed out during the hearings, the viewing public was the real jury, regardless of what the Committee decided. Thus it stands to reason the jury—the American people—were entitled to get the testimony complete in its physical setting and dramatic form at the time it was given.

The only medium that could do this visually was television. By the very nature of TV this is the thing it does best. Therefore, it becomes a responsibility that cannot be passed off. That brings up another point. Since the people are entitled to see major events first hand, the networks should be permitted to seek sponsors to help bear the tremendous expense. True, in the case of the Army-McCarthy hearings, permission for sponsorship was granted. However, it wasn't given until 15 days after the hearing began. Had permission been given a few weeks before the hearings were scheduled to start, as should be the case in future hearings of this nature, the network in all probability would have been able to find some interested advertisers.

There is no doubt about the public's interest and that's what advertisers are interested in. The hearings on ABC-TV topped all daytime competition by 72.6 per cent according to the Nielsen Ratings for the two week period ending May 8.

Getting back to the subject of awards. Without a doubt this was THE television event of the year.

While it is true that ABC did not "produce" this event, it went to great lengths and expense to present it in its entirety. Through the outstanding work of ABC director Ed Scherer, the American people at home often saw and heard a great deal that even those present at the hearings missed. And the work of the commentators who handled the audio portions without interrupting the hearings themselves demonstrated the scope and value of spot TV reporting.

The intent of these remarks is not fault-finding about recognition of a past event, but to suggest that in the future the givers of awards set aside a special category for outstanding public service coverage of a significant event—as rendered by any network and by any individual station.

I believe it would aid materially in the desire and practicability of radio-TV to give further and even greater service to the backbone of the industry—and of the country—the viewers and the listeners

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SAMMY KAYE

RADIO: Serenade Room — ABC
Sunday Serenade — ABC

TELEVISION: So You Want To Lead A Band!

COLUMBIA RECORDS

RCA THESAURUS

MANAGEMENT: David Krengel
607 Fifth Avenue New York City PLaza 3-2636
Direction—MCA

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Television Giant Among Canadian Consumer-Goods Manufacturing

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By JULES LAROCHELLE
Canadian Correspondent
Radio Television Daily

TELEVISION, a six-year-old industry in Canada, has become a giant in the field of consumer-goods manufacturing.

Today there are some 1,400,000 sets in use or a set in one of every five Canadian homes and only one other consumer product, the automobile, attracts more buying dollars. Canada's national percentage of homes having a television set more than doubled in 1954 to 22 per cent, compared with 10 per cent in 1953. Twenty-eight per cent of Quebec homes have TV sets. Ontario tops this with 37 per cent and British Columbia has 14 per cent. By way of comparison, 96 per cent of Canadian homes have radios, 69 per cent have telephones, 71 per cent have refrigerators and 55 per cent have automobiles.

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Production and sales of TV sets in 1954 continued to record substantial increases over the previous year and at the same time, the industry made inroads in its inventory the demand developing so rapidly.

In the past year a total of 612,000 units were sold, according to officials in the industry, having a nominal retail value of $198,000,000, and indications are that the industry will manufacture and sell from 610,000 to 625,000 sets in 1955, at about the same dollar value as in 1954. It is stated that possibly some color television sets will be sold in the last quarter of the year, although no provision has yet been made by the Canadian broadcasting industry to broadcast color programs.

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The radio set sales for the home did not fare as well as TV, due to the impact and competition of television. Even so, a total of 450,000 radio sets were marketed at an average retail value of $75 each or a total of $33,750,000, thus giving a total of both TV and radio sales for the year 1954 of $231,000,000.

There are 23 companies in the field of producing television and radio sets and about 25,000 workers are employed in the industry.

Of the 24 stations operating in Canada, seven are owned by the government agency, the CBC and 17 by private broadcasters. Four additional stations will be put on the air early this year and it is the hope of the industry, now that a Canadian system has been established, that licenses will be issued for additional stations, particularly in the large centers where programming time for sponsors is becoming difficult to obtain.

However, according to A. D. Dunton, chairman of the board of governors of CBC, it is the policy of the government to develop a coast-to-coast national system before duplication is allowed. The CBC has announced the Prairie Provinces will be linked by microwave system to Ontario and Quebec within two years and that the coast-to-coast system will be completed within three years.

The job will cost millions of dollars and take several years to complete but already work is under way on the toughest and longest link in the chain—the 1,250-miles between Toronto and Winnipeg. Bell Telephone Co. of Canada and the Manitoba Telephone are cooperating to bring microwave to Winnipeg by late 1956. Currently, microwave facilities exist between Quebec and London. There are also partial networks in Eastern Canada.

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It is pointed out that the recording of black and white and color television programs on magnetic tape is rapidly approaching commercialization and will greatly simplify the production and distribution of television programs for broadcasting stations.

Anyway, closer to the present, manufacturers are working to capacity in order to build up inventories which were greatly depleted by the great demand in closing month of 1954 and all companies count on a substantial share of the some 600,000 to 625,000 sets estimated to be sold in 1955.

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BARRY SISTERS

MERNA CLAIRE

TV'S NEW SINGING SENSATIONS

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Freedom of Radio-Television Information RTNDA Objective

By **RUSS VANDYKE**
President
Radio-Television News Directors Association

WHEN the Radio-Television News Directors Association holds its annual convention in Denver in the fall of 1955, it will be marking its 10th anniversary. That makes ours a comparatively young organization — representing a rather young profession. Both have proven to be rather husky youths.

Many today can remember when radio news required only a scissors, a pastepot and the latest edition of the newspaper. Those were the days when press wires for radio did not exist, when each brief sustaining newscast was followed with the admonition "see your local paper for full details."

Few today would deny that radio news, plus its new sister television news, has become a dominant factor in mass communication. And, growing up, it has had to learn its responsibilities, explore its possibilities and try to fulfill its capabilities. With that in mind a small group of news directors called the first meeting to form our organization in Cleveland some ten years ago.

At that time it was known as the National Association of Radio News Directors. But in a few years television entered the picture, and as with news itself, our membership spread across national boundaries to include nearly three dozen members from Canada and one from Australia. To recognize both televison and the enlarged scope of our membership, the name was changed to that of Radio-Television News Directors. The members of RTNDA represent the working newsmen of both individual stations and networks, as well as those in closely allied fields such as the press associations, schools of radio and television journalism, and trade publications. RTNDA provides each member with an exer expanding list of contacts in his own field for the exchange of ideas, information and news reports. It is not uncommon for one member to provide broadcast "feeds" to half a dozen other members in all parts of the country—giving each an on-the-scene direct report on a big story.

Through the years our annual conventions have attracted leaders from every level of the government and industry—giving our members a more intimate knowledge of the news they report daily. Through seminars conducted jointly with the Medill School of Journalism at Northwestern University, and through workshop sessions at the annual conventions, there has been a wide exchange of the methods and the tools needed to better our work.

During this past year there have been heartening examples where hearings, legislative functions and court proceedings have been opened to microphones and cameras both on the national and on the local levels. In each case democracy benefited through the greater insight of her citizens into the workings of her government.

All such efforts must be supported and encouraged by RTNDA, not alone within our membership, but throughout the industry. We must also, in good conscience, oppose those who would deny to us free access and deny to the public the freedom to see and hear. Working with other groups of radio, television, the press, the legislative and the legal professions, we must strive for a mutually acceptable code of conduct to utilize electronics communication for the good of all.

We of RTNDA hope that great progress can be made during this coming year—through the Freedom of Information Committee; through our officers; through the board of directors; and through the office of the president, the Radio-Television News Directors Association offers its cooperation and help to all who share our desire to extend to the fullest the three Freedoms—the Freedom to Speak; the Freedom to Hear; and the Freedom to See.

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MONICA LEWIS

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Scholarship Fund Outstanding As AWRT Enters Fourth Year

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By **JANE DALTON**
President
American Women in Radio and Television

JANUARY 1, 1955 — after four years of proud and steady growth, AWRT again presents its credentials to the industry.

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Emerson once said "The one base thing in the Universe is to receive favors and render none." AWRT in 1955 is proud not only of its thousand members drawn from all over America and its 15 strong chapters scattered from Texas to California to New England (four new ones within the past six months) — but proudest of all of the new annual AWRT scholarship initiated by the membership during the past year "to encourage the entrance of unusually able young women in the Broadcasting and Telecasting Industry."

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This AWRT scholarship, to be awarded in 1955 for the first time, came about when the members attending the National Convention held in Kansas City last April voted to set up a $500.00 scholarship to be awarded annually to an outstanding young woman in her Junior year of college, majoring in radio or television — the scholarship to be used for academic study in radio and/or television or for necessary expenses incurred in on-the-job training. Doris Corwith, past president of AWRT, heads the scholarship committee. Judges for this year's scholarship are: Leo Martin of Boston University, President of the University Association for Professional Radio Education; G. Richard Shafto, general manager, WIS, Columbia, S. C., member, TV Code Review Board; Mrs. Douglas Horton, member of the Board of Directors of the National Broadcasting Company; Mrs. Dorothy Lewis, United Nations and Honorary member of AWRT; and Harold Fellows, President of NARTB. The winner of the 1955 scholarship will be presented at the AWRT National Convention to be held in Chicago May 5-8.

The AWRT 1955 convention to be held in Chicago will be characterized by three intensive days of fine workshops, top speakers and general high purpose. Opening speaker at the AWRT convention will be Mildred McAfee Horton, member of the Board of Directors of NBC, former president of Wellesley College and wartime head of the WAVES; Harold Fellows, President of NARTB, will sound the keynote on his Friday address at the Convention, and Bea Adams, Vice President of the Gardner Advertising Company, will speak on WOMAN'S ROLE IN THE INDUSTRY.

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AWRT as an organization, continues to grow — with a net membership increase of 15 percent during the past year and the addition of four new strong AWRT chapters; the Sooner Chapter in Oklahoma (which grew from three to 31 members in seven months), the Ohio Chapter, Pittsburgh - Gateway Chapter and Maryland Chapter — making a total of 15 strong, active chapters — women engaged in radio and television from Maine to California.

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During the past year AWRT continued the publication NEWS & VIEWS with Alice Heinicke of SESAC as Editor. The magazine published monthly contains news of the industry, news of AWRT members, success stories, sales ideas, book lists, job information and information designed to keep AWRT members alert and informed. (Subscription to NEWS & VIEWS is included in the annual dues.)

AWRT has a thousand members — drawn from all facets of the industry — 18 are station owners, 13 are sales department heads, three are industry consultants, 66 are producers, 68% of the members are at stations or networks. The largest percentage of the members are broadcasters or telecasters — active on the air or before the cameras — but **all** are joined together with a common purpose — to work **as women** to make a real contribution to the Radio and Telesion Industry — and to the country.

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"THE IGOR CASSINI SHOW"

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Soviets Spending More to "Jam" Than Voice Is Spending to Operate

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By J. R. POPPELE
Assistant Director for Radio and Soviet Orbit
U. S. Information Agency

THE year 1954 was marked by the move of the Voice of America, the overseas radio service of the U.S. Information Agency, from New York City to Washington and the formal opening on December 1 of its new specially designed studios in the Nation's Capital.

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From Washington, the Voice is now originating 75 daily programs in 38 languages as part of the Agency's responsibility of explaining to peoples everywhere the policies and objectives of the United States. Because radio is the only medium available to the Government to reach the enslaved peoples behind the Iron and Bamboo curtains, more than three-quarters of the Voice of America broadcasts are directed to Eastern Europe and Communist-controlled areas of the Far East.

Other parts of the U. S. Information Agency share the responsibility with the Voice of America in carrying out the program's objectives in the free nations of the world. The Agency operates 213 posts in 77 countries of the world, maintains libraries and information centers in foreign cities and supplies news, pamphlets, films and exhibits explaining various aspects of American policy and objectives. Other informational projects are carried out in the free world through the work of the Agency's Office of Private Cooperation with various business, civic and public groups in the United States.

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The new Washington facilities of the Voice of America include 14 modern studios, a recording center capable of handling 40 recordings simultaneously and a master control designed to transmit 26 programs at one time to all parts of the world.

Increased efforts by the Kremlin to drown out the Voice by "jamming" our broadcasts testify to the effectiveness of our efforts. We estimate that the Soviet Union is spending more each year in an attempt to "jam" the Voice than we spend in our world-wide broadcasting operations. During the last year, three new Soviet jamming techniques were introduced. They are: (1) the "ice box," a piece of equipment that looks like an ice box, plugs into an ordinary wall socket and can be shifted as the Voice shifts the direction of its signals; (2) the "vodka pump," a jamming signal that sounds like a choking gurgle, and (3) the "hot rod," a speical antenna rigged to a receiving set so that when the set is turned on, it creates interferences affecting the other radio sets in the locality.

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We are countering the Soviet "jamming" through new and expanded transmitting facilities. In Europe, our Munich, Germany Radio Center includes a million watt long wave transmitter and in the Far East, we have two million watt medium wave broadcasting transmitters —both 20 times more powerful than the highest power broadcast station in use in the United States today. These facilities are part of our network of 78 transmitters in all parts of the world.

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As television facilities abroad are expanded, the Agency is stepping up its program to distribute news and feature programs overseas. As 1954 ended, we were supplying 29 stations in 21 countries of Europe, Latin America, and the Far East and Africa with material supporting American policies and objectives.

In our international broadcasting, we have received the complete cooperation of the United States broadcasting industry. Our coverage of many special events has been enhanced through the help of the American networks and individual stations in all parts of the country. With the continued support of the industry, we will continue to transmit the American story by radio and television to all parts of the world.

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LEE GRAHAM

STAR OF

"LETTER TO LEE GRAHAM"

TR 3-7300

WABD

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ARNA Maintains High-Level Standards Without Fan-Fare

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By JOHN MacVANE
President
Association of Radio News Analysts

ARNA—the Association of Radio News Analysts—enters its fourteenth year of existence with a strong representative membership and an increased sense of its responsibilities to the profession.

At the annual business meeting and Christmas get-together in December, ARNA announced election of four new members, Martin Agronsky, ABC; Walter Cronkite, CBS; James Fleming, NBC, and Allen Jackson, CBS.

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Officers elected for 1955 were: President, John MacVane; Vice-Presidents, William Costello, Ned Calmer; Executive Committee, H. V. Kaltenborn, George Fielding Eliot, Leon Pearson; Secretary, Merrill Mueller; Treasurer, Cesar Saerchinger; Assistant Secretary-Treasurer, John W. Vandercook.

It was on March 13, 1942 that a group of leading commentators from the four networks assembled under H. V. Kaltenborn and organized the Association. A few months later, one of ARNA's first two vice-presidents, Elmer Davis, became Director of War Information. During the war and in the years that have followed, ARNA with its carefully chosen membership has exerted a quiet but definite influence in maintaining the standards of the profession.

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During these years, without publicity or fanfare, ARNA has entertained upwards of two hundred guests chosen from the most prominent American and foreign statesmen. Names such as Winston Churchill, Dwight D. Eisenhower, Dean Atcheson, Field Marshal Montgomery, General Marshall, foreign ministers, and members of past and present Cabinets would have to be included.

During 1954, ARNA held a total of eighteen meetings and entertained at its headquarters, the Williams Club, 24 East 39th Street, New York, twelve major guests of honor and perhaps as many others of lesser importance. They included men in such varying fields as Dag Hammerskold, UN Secretary General; George Meany, President of the AF of L; Agriculture Secretary Benson; and French Minister of Justice, Guerin de Beaumont, a close associate of Prime Minister Mendes-France.

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Since all its members are under individual contracts with networks, ARNA can never resemble a labor union. Perhaps a better comparison would be something like the American College of Surgeons with its efforts to eliminate such medical evils as the "ghost surgeon" or fee-splitting. With a membership of only about fifty men, who come from all networks and who are known personally to one another, ARNA can exert a good deal of influence in its field without the necessity for public statements, although it has always been quick to publicize action on behalf of its own members, as happened last year when ARNA member Edward Murrow came under attack by Senator McCarthy.

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Because it must necessarily remain small—in fact the idea of restricting membership to thirty-five was once discussed—ARNA cannot presume to represent all in the radio news analyst's field. Many men across the country undoubtedly would qualify for membership, but from its beginning new members have been selected from those known well by several ARNA members which almost limits membership to New York and Washington, main communication centers, with a scattering of men working abroad or in other big cities.

When the ARNA Constitution was written, the founders provided that two blackballs could exclude a candidate from membership; nor could the commentator be admitted if more than one-third of the members wrote "Don't Know" on the ballot. The provisions still apply. So the time will probably never come when the news analyst is identified on the air to public or sponsor with the initials ARNA. Yet members are as proud of their membership as the surgeon is of becoming FACS or a Diplomate of the Surgical Boards.

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JEAN MARTIN
NBC
SINGING STAR

www.americanradiohistory.com

Membership, Activity Upward Trend Highlights RTES Report

By ROGER PRYOR
President
Radio and Television Executives Society

BEARING in mind that the RTES was formed only a little over two years ago by the uniting of the membership in the Radio Executives Club of New York and the American Television Society, its accomplishments are noteworthy. Even more so are its continual seeking of means of carrying out its objectives.

The activities of our personnel clearing house, the Listening Post, cannot be measured by mere statistics. While it is possible to trace the direct placement on an average of more than four persons a week and listing the nearly three times as many who have come to the Listening Post for interviews, it is not possible to estimate the values to these applicants of the willing ear, the interested discussions and the objective suggestions.

The word forum was probably used by both of the parent organizations and continues to be applicable to the monthly luncheons. In the year 1954, we were hosts to the former President of the United States, Harry S. Truman, in November to New York's Governor-Elect, W. Averell Harriman and, in May, to New York's Mayor, Robert F. Wagner. FCC chairman, George C. McConnaughey; Harold E. Fellows, president of the NARTB; and Thomas F. O'Neil, president of Mutual Broadcasting System were amongst the Industry leaders heard. The Peabody Awards Luncheon in April, once again, was a highlight in this brilliant series of meetings.

The monthly Workshop meetings, which since Spring have been luncheon meetings, continue to fulfill their function of affording an opportunity, to those in the Industry, of shirt-sleeve discussions. Topics ranged from analysis of TV commercials, through most of the phases of sales, self regulation and various types of special production, news, color, etc. The extremely important session on color television was completely recorded by NBC and a full transcript published and disseminated at the annual AAAA's convention. The joint luncheon in connection with the National Association of Educational Broadcasters, in October, started out to be a Workshop session and ended up with the NAEB and the RTES being hosts to the new FCC Chairman, several other members of the Commission and an exceptional representation of Industry leaders.

The new project launched in the Fall also under the category of promoting higher standards for the Industry was the Time Buying and Selling Seminar. This session of thirteen weekly luncheon sessions was planned particularly for the junior element in the Industry but has been exceptionally supported by many veterans. A registration in the neighborhood of three hundred fifty and an attendance average well above the anticipated confirms the opinion that such a course would fill a need. The readiness of top flight people in advertising and broadcasting to serve on the "faculty" for the panel discussions was also gratifying.

One word about our annual Christmas party which in 1954 topped even the record breaking affair of 1953 in raising money for our Welfare Fund. The Fund makes it possible for the RTES to operate properly the Listening Post and to contemplate other means of serving the individual in the broadcasting fields.

Two publications of the Society should be mentioned since they are the strong cement which helps to hold the Membership together. The first is the monthly RTES News bringing to the members notes on the over-all program of the Society. The other is the annual Membership Roster or Yearbook.

Through these many activities, the RTES feels it is achieving its purpose and fulfilling its desire to be of service to the Industry, and to its people.

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And so they were married

A significant magazine series a

a forward-looking radio network

The Result

is radio at its compelling best

Companion

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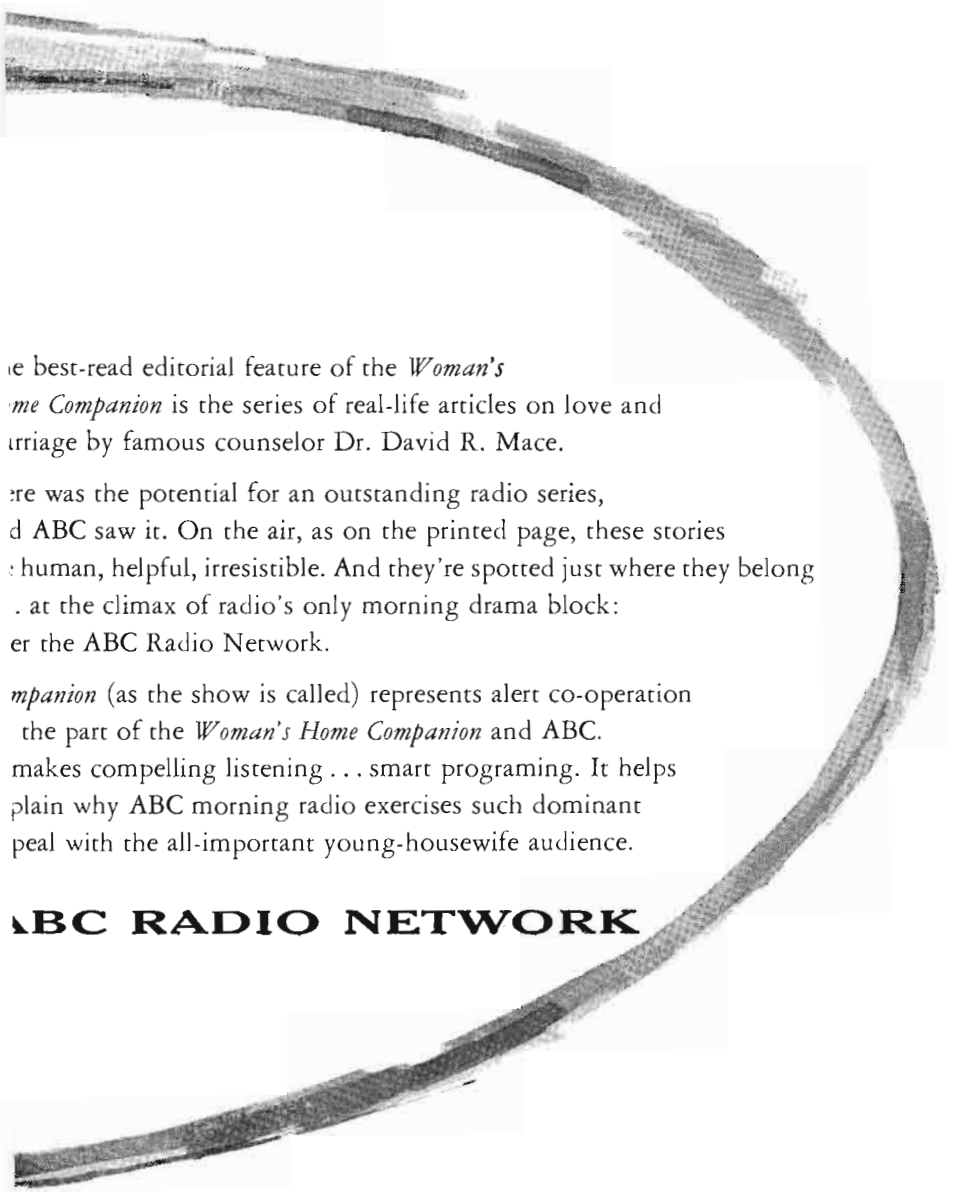

ıe best-read editorial feature of the *Woman's*
me Companion is the series of real-life articles on love and
ırriage by famous counselor Dr. David R. Mace.

ere was the potential for an outstanding radio series,
d ABC saw it. On the air, as on the printed page, these stories
human, helpful, irresistible. And they're spotted just where they belong
. at the climax of radio's only morning drama block:
er the ABC Radio Network.

mpanion (as the show is called) represents alert co-operation
the part of the *Woman's Home Companion* and ABC.
makes compelling listening . . . smart programing. It helps
plain why ABC morning radio exercises such dominant
peal with the all-important young-housewife audience.

ABC RADIO NETWORK

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Radio and Television

TELEPHONE NUMBERS

in New York

AM Radio Stations

WABC	SUsquehanna	7-5000
WBNX	MElrose	5-0333
WCBS	PLaza	1-2345
WEVD	PLaza	7-0880
WFAS	WHite Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CIrcle	6-3900
WINS	BRyant	9-6000
WKBS	OYster Bay	6-2500
WLIB	ORegon	9-2720
WMCA	CIrcle	6-2200
WMGM	MUrray Hill	8-1000
WRCA	CIrcle	7-8300
WNEW	PLaza	3-3300
WNYC	WHitehall	3-3600
WOR	LOngacre	4-8000
WOV	CIrcle	5-7979
WQXR	LAkawanna	4-1100
WWRL	NEwton	9-3300

FM Radio Stations

WABC-FM	SUsquehanna	7-5000
WABF-FM	TEmpleton	8-5400
WCBS-FM	PLaza	1-2345
WFAS-FM	WHite Plains	9-6400
WGHF-FM	LExington	2-4927
WGNR	New Rochelle	6-0800
WHLI-FM	IVanhoe	1-8000
WMGM-FM	MUrray Hill	8-1000
WRCA-FM	CIrcle	7-8300
WNYC-FM	WHitehall	3-3600
WOR-FM	LOngacre	4-8000
WQXR-FM	LAckawanna	4-1100

TV Stations

WABC-TV	SUsquehanna	7-5000
WABD	MUrray Hill	8-2600
WATV	BArclay	7-3260
WCBS-TV	PLaza	1-2345
WRCA-TV	CIrcle	7-8300
WOR-TV	LOngacre	4-8000
WPIX	MUrray Hill	2-6500

National Networks

American Broadcasting Co.	SUsquehanna	7-5000
Columbia Broadcasting System	PLaza	1-2345
DuMont Television Network	MUrray Hill	8-2600
Keystone Broadcasting System	PLaza	7-1460
Mutual Broadcasting System	LOngacre	4-8000
National Broadcasting Co	CIrcle	7-8300

Station Representatives

ABC Spot Sales	SUsquehanna	7-5000
Avery-Knodel, Inc.	JUdson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	MUrray Hill	2-6900
Blair-TV, Inc.	MUrray Hill	2-5644
Guy Bolam	MUrray Hill	2-0810
The Bolling Co., Inc.	PLaza	9-8150
The Braham Co.	MUrray Hill	6-1860
Burn-Smith Co., Inc.	MUrray Hill	2-3124
CBS Radio Spot Sales	PLaza	1-2345
CBS TV Spot Sales	PLaza	1-2345
Henry I. Christal	MUrray Hill	8-4414
Thomas F. Clark Co., Inc.	ELdorado	5-5666
Clark-Wandless-Mann, Inc.	MUrray Hill	4-1910
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MUrray Hill	2-7270
Devney & Co.	MUrray Hill	7-5365
Everett-McKinney, Inc.	PLaza	9-3747
Forjoe & Co., Inc.	JUdson	6-3100
Free & Peters, Inc.	PLaza	1-2700
Melchor Guzman Co., Inc.	CIrcle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	MUrray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	PLaza	9-4460
Joseph Hershey McGillvra, Inc.	MUrray Hill	2-8755
Robert Meeker Associates, Inc.	MUrray Hill	2-2170
NBC Spot Sales	CIrcle	7-8300
Pan American Bcstg. Co.	MUrray Hill	5-1300
John E. Pearson Co.	PLaza	1-3366
John H. Perry Associates	MUrray Hill	7-5047
Edward Petry & Co., Inc.	MUrray Hill	8-0200
Radio-TV Representatives	MUrray Hill	8-4340
William G. Rambeau Co.	MUrray Hill	6-5940
Paul H. Raymer Co., Inc.	PLaza	9-5570
Venard, Rintoul & McConnell	MUrray Hill	8-1088
The Walker Representation Co., Inc.	MUrray Hill	3-5830
Weed & Co.	PLaza	9-4700
Adam J. Young, Jr., Inc.	PLaza	9-1810

Advertising Agencies

Anderson & Cairns, Inc.	MUrray Hill	8-5800
N. W. Ayer & Son, Inc.	CIrcle	6-0200
Badger & Browning & Hersey, Inc.	CIrcle	7-3719
Ted Bates & Co.	JUdson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MUrray Hill	8-1100
The Biow Co., Inc.	PLaza	9-1717
Franklin Bruck Advertising Corp.	CIrcle	7-7660
Bryan Houston	PLaza	7-6400
Leo Burnett	MUrray Hill	8-9840
Calkins, & Holden	PLaza	5-6900
Campbell-Ewald Co., Inc.	MUrray Hill	8-3400
Cecil & Presbrey, Inc.	MUrray Hill	8-1234
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunninghom & Walsh, Inc.	MUrray Hill	3-4900
Dancer-Fitzgerald-Sample	ORegon	9-0600
D'Arcy Advertising Co.	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRyant	9-0445
Donahue & Coe, Inc.	COlumbus	5-2772
Doremus & Co.	WOrth	4-0700
Dowd, Redfield & Johnstone	MUrray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc	LExington	2-8700
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	MUrray Hill	8-5000
Albert Frank-Guenther Law	COrtlandt	7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill	6-5600
Gardner Advertising Co	COlumbus	5-2000
Geyer Advertising, Inc.	PLaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	PLaza	1-3500
Hirshon-Garfield, Inc.	MUrray Hill	8-8900
Charles W. Hoyt Co., Inc.	MUrray Hill	2-2000
Duane Jones Co., Inc.	PLaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	PLaza	1-1400
The Joseph Katz Co.	MUrray Hill	8-1223
Kenyon & Eckhardt, Inc.	MUrray Hill	8-5700

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Abbott Kimball Co., Inc.	PLaza 3-9600
Kudner Agency, Inc.	MUrray Hill 8-6700
Al Paul Lefton Co., Inc.	MUrray Hill 9-7470
Lennen & Newell, Inc.	MUrray Hill 2-5400
MacManus, John & Adams	PLaza 9-3221
Marschalk & Pratt Co.	VAnderbilt 6-2022
J. M. Mathes, Inc.	LExington 2-7450
Maxon, Inc.	PLaza 9-7676
McCann-Erickson, Inc.	JUdson 6-3400
Emil Mogul Co., Inc.	JUdson 2-5200
Morey, Humm & Johnstone, Inc.	LOngacre 4-2240
Morse International, Inc.	OXford 7-2100
Needham, Louis & Brorby	PLaza 7-0333
Peck Adv. Agency, Inc.	PLaza 3-0900
Fletcher D Richards, Inc.	JUdson 6-5400
Ruthrauff & Ryan, Inc.	MUrray Hill 6-6400
Street & Finney, Inc.	WAtkins 4-8510
St. George & Keyes	PLaza 5-1180
Sullivan, Stauffer, Colwell & Bayles	ORegon 9-2500
J. D. Tarcher & Co., Inc.	MUrray Hill 8-1234
Tatham-Laird	PLaza 3-7057
J. Walter Thompson Co.	MUrray Hill 3-2000
J. Franklyn Viola	CHickering 4-3254
Geoffrey Wade	PLaza 5-4156
Warwick & Legler, Inc.	MUrray Hill 4-5800
William H. Weintraub & Co., Inc.	PLaza 1-0900
Weiss & Geller, Inc.	PLaza 3-4070
Young & Rubicam, Inc.	MUrray Hill 9-5000

Publications

Advertising Age	PLaza 5-0404
Advertising & Selling	LOngacre 5-3320
Billboard, The	PLaza 7-2800
Broadcasting-Telecasting	PLaza 5-8354
Editor & Publisher	BRyant 9-3052
Film Daily	BRyant 9-7117
Printers' Ink	MUrray Hill 3-6500

RADIO-TV DAILY . . . Wisconsin 7-6336

Radio & Television Weekly	WAlker 5-2576
Sales Management	LExington 2-1760
Sponsor	MUrray Hill 8-2772
Standard Rate & Data Service	MUrray Hill 9-6620
Television Magazine	PLaza 3-3671
Tide	MUrray Hill 3-7700
Variety	JUdson 2-2700

News Associations

Associated Press	PLaza 7-1111
International News Service	MUrray Hill 7-8800
Press Association, Inc.	PLaza 7-1111
Reuters	BRyant 9-8558
United Press Associations	MUrray Hill 2-0400

Talent Agencies

Affiliated Artists	PLaza 3-1862
Columbia Artists Management, Inc.	CIrcle 7-6900
Consolidated Concerts Corp.	COlumbus 5-3580
Frank Cooper Associates	VAnderbilt 6-5661
Fanchon & Marco, Inc.	CHickering 4-3956
Gale, Inc.	PLaza 7-7100
William McCaffrey Agency	ELdorado 5-1076
Management Corp. of America	PLaza 9-7500
Music Corp. of America	PLaza 9-7500
Marjorie Morrow	CHickering 4-0644
William Morris Agency, Inc.	JUdson 6-5100
National Concert & Artists Corp.	PLaza 9-6000
Robbins Bros.	MUrray Hill 7-2033
Shaw Artists Corp.	MUrray Hill 8-2230

Organizations, Unions and Government Agencies

Actors' Equity	PLaza 7-7660
Advertising Federation of America	BRyant 9-0430
AAAA	LExington 2-7980
American Communications Assn.	COrtland 7-1374
American Federation of Musicians	PLaza 8-0600
AFTRA	VAnderbilt 6-1810
ASCAP	MUrray Hill 8-8800
AMP	PLaza 9-8470
Broadcast Music, Inc.	PLaza 9-1500
Federal Communications Comm.	WAtkins 4-1000
Federal Trade Commission	COrtland 7-7100
Institute of Radio Engineers	LE 5-5100
Music Publishers' Protective Association	CIrcle 6-3084
NAPA	CIrcle 7-8194
Professional Music Men, Inc.	COlumbus 5-7362
Writer's Guild of America	PLaza 7-8319
SESAC, Inc.	MUrray Hill 5-5365
Song Writers' Protective Assn.	CIrcle 6-2536
Station Representatives Assn.	MUrray Hill 5-4141

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	CIrcle 5-6873
Affiliated Program Service, Inc.	Murray Hill 7-1881
Air Features	JUdson 6-8500
Alton Alexander Productions	PLaza 9-3277
American Institute Food Products	JUdson 6-7600
Audio-Video Recording Co.	PLaza 7-3091
Barry, Enright & Friendly, Inc.	TEmpleton 2-8600
Basch Radio & TV Productions	MUrray Hill 2-8877
V. S. Becker Advtg. Service	JUdson 2-1040
Ford Bond Radio Productions, Inc.	CIrcle 7-2236
The Bruce Chapman Co.	WIsconsin 7-9244
Cineffects, Inc.	CIrcle 6-0951
Coastal Recording Co.	CIrcle 6-3900
Louis G. Cowan, Inc.	PLaza 9-3700
Frederic Damrau, M.D.	PLaza 5-3638
Gordon M. Day Productions	ORegon 9-3595
Decca Records, Inc.	COlumbus 5-2300
Roy DeGroot, Consultants, Inc.	MUrray Hill 7-6865
Empire Broadcasting Corp.	PLaza 9-4500
Allen A. Funt Radio Productions	JUdson 6-5227
Gale, Inc.	PLaza 7-7100
General Artists Corp.	CIrcle 7-7543
John E. Gibbs & Co.	PLaza 7-5959
Harry S. Goodman Radio Productions	PLaza 5-6131
Arthur Henley Productions	PLaza 5-7145
Hummert Radio Features	JUdson 6-8500
International 16mm Corp.	PLaza 7-2265
Keystone Broadcasting System, Inc.	PLaza 7-1460
Lang-Worth Feature Programs, Inc.	JUdson 6-5700
Phillips H. Lord, Inc.	PLaza 5-2211
Charles Michelson, Inc.	PLaza 7-0695
William Morris Agency, Inc.	JUdson 6-5100
Motion Picture Stages, Inc.	PLaza 3-4840
Music Corp. of America	PLaza 9-7500
Muzak Corp.	ORchard 4-7400
NBC Radio Recording Div.	CIrcle 7-8300
National Concert & Artists Corp.	PLaza 9-6000
Nelson Productions, Inc.	MUrray Hill 6-5862
Prockter Productions, Inc.	JUdson 6-6800
Radio Artists Corp.	MUrray Hill 8-0940
Radio Features of America	JUdson 2-5130
Reemack Enterprises, Inc.	MUrray Hill 7-7979
Reeves Sound Studios, Inc.	ORegon 9-3550
Rockhill Radio	PLaza 9-7979
Bernard L. Schubert, Inc.	MUrray Hill 8-0940
SESAC, Inc.	MUrray Hill 5-5365
K. R. Smith	JUdson 2-3791
Henry Souvaine, Inc.	TRafalgar 3-1158
Richard Stark & Co.	REgent 7-9608
Television Screen Productions, Inc.	MUrray Hill 2-8877
Transcribed-Radio Shows	JUdson 2-3530
Transfilm, Inc.	JUdson 2-1400
United Press Associations	MUrray Hill 2-0400
Thomas J. Valentino, Inc.	CIrcle 6-4675
Chick Vincent Co.	ELdorado 5-0734
Von Baumann Studio	RHinelander 4-5508
Roger White Productions	PLaza 5-3560
Wolf Associates	PLaza 5-2050
World Broadcasting System, Inc.	MUrray Hill 8-4700
Wright, Wynn Associates	PLaza 3-4417
Frederick W. Ziv Co., Inc.	MUrray Hill 8-4700

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Radio and Television
TELEPHONE NUMBERS
in Chicago

AM Radio Stations

WAAF	RAndolph 6-1932
WAIT	FRanklin 2-0660
WBBM	WHitehall 4-6000
WBEZ	DEarborn 2-7801
WCFL	MOhawk 4-2400
WCRW	EAstgate 7-6860
WEAW	AMbassador 2-1128
WEDC	CR 7-4100
WGES	SAcramento 2-1700
WGN	SUperior 7-0100
WHFC	CLiffside 4-7411
WIND	WHitehall 4-2170
WJJD	STate 2-5466
WLS	MOnroe 6-9700
WMAQ	SUperior 7-8300
WMBI	MIchigan 2-1570
WNMP	SHeldrake 3-1590
WSBC	MOnroe 6-9060

FM Radio Stations

WEAW	UN 4-4606
WEFM	STate 2-1357
WFMT	NEvada 2-2240
WXRT	MOnroe 6-9060
WSEL	ANdover 3-6767

Television Stations

WBBM-TV	WHitehall 4-6000
WBKB	ANdover 3-0800
WGN-TV	SUperior 7-0100
WNBQ	SUperior 7-8300

National Networks

American Broadcasting Co.	ANdover 3-0800
Columbia Broadcasting System	WHitehall 4-6000
DuMont Television Network	SUperior 7-0100
Keystone Broadcasting System	STate 2-6303
Mutual Broadcasting System	WHitehall 4-5060
National Broadcasting Co.	SUperior 7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover 3-4710
John Blair & Co.	SUperior 7-8659
The Bolling Co.	WHitehall 3-2040
The Branham Co.	CEntral 6-5726
Burn-Smith Co.	CEntral 6-4437
Capper Publications	CEntral 6-5977
CBS Radio Sales	WHitehall 4-6000
Thomas F. Clark Co.	STate 2-1663
Crosley Broadcasting Corp.	STate 2-6693
Everett-McKinney, Inc.	SUperior 7-9052
Forjoe & Co.	DElaware 7-1874
Free & Peters, Inc.	FRanklin 2-6373
Headley-Reed Co.	FRanklin 2-4686
George P. Hollingbery	DEarborn 2-6060
H-R Representatives	RAndolph 6-6431
The Katz Agency	CEntral 6-7343
Joseph Hershey McGillvra, Inc.	STate 2-5282
Everett McKinney	SU 7-9052
Robert Meeker Associates, Inc.	CEntral 6-1742
National Broadcasting Co.	SUperior 7-8300
John E. Pearson Co.	STate 2-7494
John H. Perry Associates	HArrison 7-8085
Edward Petry & Co., Inc.	WHitehall 4-0011
William G. Rambeau Co.	ANdover 3-5566
Paul H. Raymer Co.	SUperior 7-4473
Sears & Ayer, Inc.	SUperior 7-8177
Walker Co.	ANdover 3-5771
Weed & Co.	RAndolph 6-7730
Adam Young, Jr., Inc.	ANdover 3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FInancial 6-1600
N. W. Ayer & Son, Inc.	RAndolph 6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin 2-8895
BBDGO	SUperior 7-9200
Beaumont & Hohman	RAndolph 6-6181
Blackett Hill	SUperior 7-6500
Bozell & Jacobs, Inc.	CEntral 6-0870
Buchanan & Co., Inc.	ANdover 3-6611
Leo Burnett Co., Inc.	CEntral 6-5959
Campbell-Ewald Co.	CEntral 6-1946
Campbell-Mithun Inc.	DElaware 7-7553
Dancer-Fitzgerald-Sample	FInancial 6-4700
W. B. Doner & Co.	DEarborn 2-4674
Doremus & Co.	CEntral 6-9132
Erwin Wasey & Co.	RAndolph 6-4952
Foote, Cone & Belding	SUperior 7-4800
Albert Frank-Guenther Law, Inc.	DEarborn 2-6424
Goodkind, Joice & Morgan, Inc.	SUperior 7-6747
Gordon, Best, Co., Inc.	STate 2-5060
Grant Advertising, Inc.	SUperior 7-6500
Henri, Hurst & McDonald, Inc.	FRanklin 2-9180
Robert Kahn & Assoc. Inc.	DElaware 7-5480
H. W. Kastor & Sons Advertising Co.	CEntral 6-5331
MacFarland, Aveyard & Co.	RAndolph 6-9360
Malcolm-Howard	ANdover 3-0022
Maxon, Inc.	WHitehall 4-1676
McCann-Erickson	WEbster 9-3701
Arthur Meyerhoff & Co.	DElaware 7-7860
C. L. Miller Co.	CEntral 6-1640
Needham, Louis Brorby, Inc.	STate 2-5151
Olian Advertising Co.	STate 2-3381
O'Neil, Larson & McMahon	ANdover 3-4470
Presba, Fellers & Presba, Inc.	CEntral 6-7683
L. W. Ramsey Co.	FRanklin 2-8155
Roche, Williams & Cleary	RAndolph 6-9760
Ruthrauff & Ryan, Inc.	FInancial 6-1833
Schwimmer & Scott	DEarborn 2-1815
Russel M. Seeds Co.	WHitehall 3-2133
Sherman & Marquette, Inc.	DElaware 7-8000
Tatham-Laird, Inc.	HArrison 7-3700
J. Walter Thompson Co.	SUperior 7-0303
Wade Advertising Agency	STate 2-7369
Weiss and Geller	WHitehall 3-2100
Young & Rubicam	FInancial 6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior 7-0506
Louis G. Cowan & Co.	RAndolph 6-2022
Columbia Records Corp.	WHitehall 4-6000
Decca Records, Inc.	MOhawk 4-4800
Feature Productions	MIchigan 2-6015
Green Associates	WHitehall 4-0818
L. S. Toogood Recording Co.	CEntral 6-5275
William Morris Agency	WHitehall 3-1744
Jewell Radio Productions	FInancial 6-4474

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Radio and Television

TELEPHONE NUMBERS

in Chicago

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Herbert S. Laufman	RAndolph 6-4086
Jules Power Prod.	DElaware 7-7422
Les Lear Productions Corp.	FRanklin 2-7840
Modern Recording Studio	FInancial 6-4183
Monogram — Chicago	ANdover 3-7169
Morton Radio Productions, Inc.	CEntral 6-4144
Music Corp. of America	DElaware 7-1100
NBC Radio Recording Division	SUperior 7-8300
RCA Manufacturing Co.	WHitehall 4-4600
Standard Radio Trans. Service, Inc.	STate 2-5322
Hal Tate Radio Productions	FInancial 6-5450

News Agencies and Ass'ns.

Associated Press	STate 2-7700
International News Service	DE 2-0427
Press Associates, Inc.	SUperior 7-0907

RADIO-TV DAILY... RAndolph 6-3088

United Press	RAndolph 6-4172
City News Bureau	STate 2-8100
Community News	RAndolph 6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

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Federal Departments and Agencies

American National Red Cross	REpublic 7-8300
Archives, National	REpublic 7-7500
Capitol, U. S. (Senate, House of Reps.)	NAtional 8-3120
Census, Bureau of The	LUdlow 4-3000
Commerce, Department of	STerling 3-9200
Copyright Office, Library of Congress	STerling 3-0400
Court of Customs and Patent Appeals	National 8-4696
Defense, Department of,	LIberty 5-6700
Defense Mobilization, Office of	EXecutive 3-3300
Executive Mansion (White House)	NAtional 8-1414
Federal Communications Commission	EXecutive 3-3620
Federal Trade Commission	EXecutive 3-6800
Government Printing Office	STerling 3-6840
Interior, Department of The	REpublic 7-1820
Justice, Department of	REpublic 7-8200
Labor, Department of	EXecutive 3-2420
National Labor Relations Board	STerling 3-7373
Department of Defense	LIberty 5-6700
Air Force, Department of The	LIberty 5-6700
Army, Department of The	LIberty 5-6700
Navy, Department of The	LIberty 5-6700
Business and Defense Services Administration	STerling 3-9200
National Research Council	EXecutive 3-8100
Patent Office	STerling 3-9200
Post Office Department	STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	NAtional 8-3120
State, Department of	REpublic 7-5600
Supreme Court of the United States	EXecutive 3-1640
United States Information Agency	REpublic 7-8340
White House	NAtional 8-1414

Non-Governmental

Clear Channel Broadcasting Service	EXecutive 3-0255
National Association of Radio and TV Broadcasters	DEcatur 2-9300
National Press Club	REpublic 7-2500

RADIO-TV DAILY... EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association	NAtional 8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Dlc.)	DIstrict 7-1260
Westinghouse Radio Stations	STerling 3-0903

AM Radio Stations

WARL	JAckson 7-7800
WEAM	JAckson 7-7100
WFAN	REpublic 7-8000
WFAX	JEfferson 2-0900
WGAY	JUniper 9-1050
WGMS	EXecutive 3-8676
WINX	POplar 2-4357
WMAL	KEllogg 7-1100
WOL	HObart 2-9300
WOOK	REpublic 7-8000
WPIK	OVerlook 3-3000
WRC	ADams 4-5400
WTOP	EMerson 2-9300
WWDC	STerling 3-3800

FM Radio Stations

WASH-FM	DIstrict 7-1356
WBUZ	REdwood 6-8000
WCFM	REpublic 7-8688
WGAY-FM	JUniper 9-1050
WGMS-FM	EXecutive 3-8676
WMAL-FM	KEllogg 7-1100
WOOK-FM	STerling 3-7265
WRC-FM	ADams 4-5400
WTOP-FM	EMerson 2-9300
WWDC-FM	STerling 3-3800

Television Stations

WMAL-TV	KEllogg 7-1100
WRC-TV	ADams 4-5400
WTOP-TV	EMerson 2-9300
WTTG	STerling 3-5300

News Services

Associated Press	DIstrict 7-1500
International News Service	NAtional 8-1733
United Press	EXecutive 3-3430

Networks

ABC	REpublic 7-6013
CBS	EMerson 2-9300
MBS	MEtropolitan 8-1551
NBC	ADams 4-5400
DuMont	STerling 3-5300

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Radio and Television
TELEPHONE NUMBERS
in Los Angeles

AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KBIG	HOllywood 3-3205
KABC	HOllywood 2-3141
KFAC	WEbster 0161
KFI	DUnkirk 2-2121
KFOX	DUnkirk 5-2927
KFVD	DUnkirk 8-2345
KFWB	HOllywood 3-5151
KGER	MAdison 5-2551
KGFJ	HOllywood 4-0201
KGIL (Sherman Oaks)	STanley 7-3467
KHJ	HOllywood 2-2133
KIEV (Glendale)	CHapman 5-2388
KLAC	HOllywood 2-7271
KMPC	HOllywood 9-5341
KNX	HOllywood 9-1212
KOWL (Santa Monica)	EXbrook 4-6761
KRKD	MAdison 5-2121
KUSC	RIchmond 6362
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KUTE (Glendale)	CItrus 4-1414
KFWB-FM	HOllywood 3-5151
KHJ-FM	HOllywood 2-2133
KNX-FM	HOllywood 9-1212
KFOX (Long Beach)	DUnkirk 5-2927
KNOB (Long Beach)	Long Beach 8-5519
KECA	HOllywood 2-3141
KFAC-FM	WEbster 0161
KNX-FM	HOllywood 9-1212
KRKD-FM	MAdison 5-2121
KUSC	RIchmond 6-362
KWKW-FM (Pasadena)	RYan 1-6744
KCBH	CRestview 1-8124

Television Stations

KABC-TV	NOrmandy 3-3311
KCOP	HOllywood 2-7311
KHJ-TV	HOllywood 2-2133
KRCA	HOllywood 9-6161
KNXT	HOllywood 9-1212
KBIC-TV	HOllywood 3-3205
KTLA	HOllywood 9-3181
KTTV	HOllywood 2-7111

Networks

American Broadcasting System (Television Center	NOrmandy 3-3311
American Broadcasting System (Radio Center)	HOllywood 2-3141
Columbia Broadcasting System	HOllywood 9-1212
CBS-Radio	HOllywood 9-1212
CBS Television—Television City	WEbster 8-3011
Mutual-Don Lee Broadcasting System	HOllywood 2-2133
National Broadcasting Company	HOllywood 9-6161

Station Representatives

American Jewish Broadcasting	HOllywood 2-2748
AM Radio Sales Co.	HOllywood 5-0695
Atkinson Co.	DUnkirk 8-8158
Avery-Knodell, Inc.	WEbster 3-9583
Walter Biddick Co.	RIchmond 6184
John Blair & Co.	DUnkirk 7-1333
Blair-TV, Inc.	DUnkirk 1-3811
Bolling Company, Inc.	Dunkirk 8-8158
The Bramham Co.	WEbster 1-1551
Burn-Smith Co., Inc.	DUnkirk 2-3200
CBS-Radio Spot Sales	HOllywood 9-1212
Forjoe & Co.	MAdison 6-8329
Free & Peters	HOllywood 9-2151
W. S. Grant Co.	MAdison 9-2653
Headley-Reed Co.	HOllywood 4-7738
H-R Representatives, Inc.	HOllywood 7-1480
The Katz Agency	TUcker 8167
Kimball, Maurice A., Co., Inc.	DUnkirk 8-6178
Tracy Moore	HOllywood 2-2351
NBC-KRCA Spot Sales	HOllywood 9-6161
Oakes, Harlan G., Associates	DUnkirk 2-3200
Lee F. O'Connell Co.	CRestview 5-2022
Paschall, Benton, Co.	HOllywood 2-2323
John Pearson Co.	DUnkirk 7-4388
Edward Petry Co.	MIchigan 9227
Radio TV Representatives, Inc.	BRadshaw 2-6738
Wm. G. Rambeau Co.	HOllywood 4-0388
Paul H. Raymer	HOllywood 2-2376
Walker Co.	DUnkirk 2-3200
Weed & Company	HOllywood 4-8611
Western Radio Sales	HOllywood 5-1755
Young, Adam J., Jr.	HOllywood 9-0965

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk 7-7305
Action in Advertising	DUnkirk 3-3115
Ad Associates	WEbster 3-7501
Advertisers Production Agency	PRospect 7761
Alber, R. H., Co.	HOllywood 9-8273
Allen & Marshall Adv., Agency	DUnkirk 7-5163
Allen, Martin, Co.	WEbster 3-0734
Allied Advertising Agency	DUnkirk 7-7331
Altman, Bruce, Adv. Agency	WEbster 1-1761
Anderson-McConnell Adv. Agency	WEbster 1-1761
Arnold, Rupert, Adv. Agency	DUnkirk 2-0896
Asay, Wm. F., Agency, (Long Beach, California)	LB 7-2429
Associated Advertising Agency	CRestview 1-7227
Atchison, R. B., Adv. Agency	PRospect 2404
Atherton Advertising Agency	WEbster 3-8488
Ayer, N. W., & Son, Inc.	HOllywood 3-4871
Baldwin, Ben, Adv. Agency	CRestview 5-5146
Ball, Ted H., & Co.	HOllywood 7-2966
Banning Co.	DUnkirk 8-3456
Barnes Chase Co.	DUnkirk 4-1193
Barnes, John, & Assoc.	HOllywood 3-0387
Baron, Richard, Co.	PL 1-4748
Bates, Ted., & Co.	HOllywood 9-2161
Batten, Borton, Durstine & Osborn (Hollywood)	HOllywood 9-7337
(Los Angeles)	WEbster 1-1234
Beaumont & Hohman, Inc.	MAdison 9-2676
Beckman, Hamilton & Associates	WEbster 0106
Bejach, Leo Adv.	CRestview 4-4555
Bennett, Harry, Adv. Agency	DUnkirk 7-8371
Benton & Bowles, Inc.	HOllywood 4-9151
Berghoff Associates, Inc.	CRestview 5-6151
Besel Advertising	AN 3-5121
Biow Co., Inc.	CRestview 4-7641
Bishop & Assoc. Inc.	NOrmandy 2-1158
Block Advertising Agency	HOllywood 2-5668
Bogarts, The	HOllywood 3-6871
Boyd, John R., Co.	LOgan 1644
Bozell & Jacobs, Inc.	BRadshaw 2-2081
Brand, Michael, Assoc.	CRestview 6-2991
Brisacher, Wheeler & Staff	HOllywood 9-2197
Broadcasting Advertising	BRadshaw 2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUtual 8154
Brooks Advertising Agency	HOllywood 4-1158

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Brown, Byron H., & Assoc. ..... DUnkirk 7-1226
Buchanan & Co., Inc. ..... CRestview 5-5231
Bull, Frank & Co. ..... HOllywood 5-4195
Burnett, Leo, Co., Inc. ..... HOllywood 4-7347
Buwalda, Bill & Associates ..... HOllywood 9-1161
Buxton, Erwin ..... SYlvan 4-7896
California Adv., Agency ..... HOllywood 3-3189
Calkins, Holden, Carlock, McClinton & Smith, Inc. ..... YOrk 5145
Calvert, J. Russel ..... ARizona 8-4253
Campbell-Ewald Co. ..... HOllywood 5-4136
Caples Co., The ..... DUnkirk 7-4255
Carlson, Milton, Co. ..... DUnkirk 8-9464
Carson-Roberts Inc. ..... BRadshaw 2-8366
Case, Jack, Adv. Counselor ..... NOrmandy 1-1820
Case, Roger T., Assoc. ..... LOng Beach 7-4474
Castor & Assoc. ..... CKestview 5-2292
Cecil & Presbry, Inc. ..... HOllywood 3-2324
Cinema Advertising Agency ..... HOllywood 4-6146
Citizen Advertising Agency, Inc. ..... VAndyke 2463
Clark, Darwin H., Co. ..... MAdison 9-1661
Cloward, Velma, Advertising ..... DUnkirk 4-2558
Collard, Clark, Adv. Agency ..... DUnkirk 7-3388
Columbian Advertising Agency ..... YOrk 7151
Cole, Val Advertising Agency ..... CRestview 5-8462
Compton Advertising, Inc. ..... HOllywood 9-8107
Consolidated Adv. Directors ..... CRestview 6-4012
Craig & Reed Agency ..... HOllywood 4-8218
Crank Chet, Co. ..... HOllywood 3-5128
Crossley & Jeffries, Inc. ..... CLeveland 7-8271
Culbertson, Robert C. Adv. ..... BRadshaw 2-2344
Culp, Earl R., Co. ..... DUnkirk 2-8406
Cunningham & Walsh, Inc. ..... HOllywood 7-6131
Dancer-Fitzgerald-Sample, Inc. ..... HUdson 2-3256
D'Arcy Adv. Co. ..... DUnkirk 8-3462
Davis, Charlie, Advertising ..... AXminster 3-5508
Davis-Harrison-Simmons, Inc. ..... HOllywood 3-7101
Degner & Assoc. ..... DUnkirk 7-2273
Donald, Dick, Adv. ..... DUnkirk 8-2371
Dozier & Eastman Adv. ..... PRospect 7091
Durstine, Roy S., Inc. ..... DUnkirk 8-3411
Ebberts, Dan, Adv. Serv. ..... JE 4241
Edwards, Adv. Agency, The ..... BRadshaw 2-5616
Ehlert, Grace ..... MAdison 6-2227
Eisenberg, Ralph, Advertising ..... VAndike 0439
Eisaman-Johns, Advertising ..... CRestview 1-5196
Enterprise Adv. Agency ..... MAdison 9-1477
Erwin, Wasey, & Co., Ltd. ..... WEbster 1-1211
Ewell & Thurber Assoc. ..... HOllywood 9-4994
Factor, Breyer, Inc., Agency ..... DUnkirk 8-8131
Fagan, O. K. Advertising Agcy. ..... VAndyke 2192
Fehlman, Warren P. Adv. Co. ..... KImball 9296
Fennell Adv. Agency ..... HOllywood 9-8351
Foote, Cone & Belding (Hollywood) ..... HOllywood 9-6265
Foote, Cone & Belding (Los Angeles) ..... MAdison 9-3611
Freiburg, John, & Co. ..... NOrmandy 3-2111
Gardner, H. M., & Assoc. ..... DUnkirk 5-1474
Geissinger, W. B., & Co. ..... WEbster 3-7178
General Advertising Agency, Inc. ..... HOllywood 3-5128
Geyer Adv. Agency ..... HOllywood 7-6114
Gill Clifford Agency ..... CRestview 6-1606
Glasser-Gailey, Inc. ..... DUnkirk 4-2141
Glenn Advertising, Inc. ..... WEbster 3-9369
Goldstone, Nat C. Agency ..... CRestview 6-1071
Goodman, Mort Advertising ..... WEbster 8-3993
Gonda, Francis D., Adv. Agency ..... DUnkirk 7-6126
Goodman, Kent ..... HOllywood 5-8821
Grant Advertising, Inc. ..... HOllywood 9-5371
Grant, Will, Adv. Agency ..... DUnkirk 7-3361
Gregory-House, Inc. ..... HOllywood 4-7511
Gregory, Willard G., & Co. ..... TRinity 0531
Guerin-Johnstone Advertising ..... DUnkirk 5-1788
Hadlock & Associates ..... HOllywood 2-6731
Harrington-Richards ..... WEbster 3-5577
Harvey, William W., Inc. ..... HOllywood 2-0874
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Hill, Don ..... MI 5149
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Hixson & Jorgensen, Inc. ..... DUnkirk 8-3121
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Irwin, Howard & Associates ..... DUnkirk 8-1219
Jaffee & Jaffee Adv. Agency ..... CRestview 1-6211
Jimmy Fritz & Associates ..... HOllywood 3-3251
Johnson, J. Howard ..... MAdison 8044
Jordon Co., The ..... DUnkirk 2-2248
Juneau, C. B., Inc. ..... WEbster 3-7131
Kaufmann, Hans E., & Co. ..... HOllywood 3-3800
Keane, Raymond, Adv. Agcy., Inc. ..... WEbster 3-9221
Kellogg, Edward S., Co. ..... DUnkirk 7-5213
Kelso, M. H., & Co. ..... DUnkirk 2-2072
Kenyon & Eckhardt, Inc. ..... HOllywood 3-2101
Killingsworth Co., Inc. ..... BRadshaw 2-7649
Klitten, Martin R., Co., Inc. ..... DUnkirk 7-8396
Landsdale, The Company ..... DUnkirk 5-2007
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Lawrence Co., The ..... BRadshaw 2-5820
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Little & Co. ..... DUnkirk 9-1267
Logan, Dudley L., Adv. ..... DUnkirk 2-8471
Mack-Wharton, Advertising ..... WEbster 8-5187
MacManus, John & Adams, Inc. ..... WEbster 3-9569
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Martha's Adv. Service ..... MAdison 6-4897
Marto, Walter, Adv. Agcy. ..... SYcamore 6-2239
Matthews, Anne D., Adv. Agency ..... SYcamore 2-3816
Mayers Co., Inc., The ..... DUnkirk 8-2111
Mayne, Charles H., Co. ..... WEbster 3-8261
Mays & Co., Advertising ..... TRinity 8534
McCann-Erickson, Inc. (Los Angeles) ..... HOllywood 4-8268
McCarthy Co., The ..... PRospect 7011
McElroy Advertising Agency ..... PRospect 2047
McHugh, Phil D., Co. ..... MAdison 6-7186
McKee, Burns Advertising ..... HOllywood 7-4218
McLain, W. R. & Associates ..... NOrmandy 3-8209
McNeill & McCleery ..... HOllywood 4-7252
Meany, Phillip J., Co., Adv. ..... MIchigan 3601
Meehl, Michael, Adv. ..... KI 5241
Mercury Adv. Agency, Inc. ..... CRestview 5-8502
Meyerhoff, Arthur A., Agency ..... CRestview 4-6863
Miner, Dan B., Co. ..... DUnkirk 8-3301
Moeller & Shedd, Inc. ..... WEbster 8-2686
Moody, Thomas, & Associates ..... DUnkirk 2-0544
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Nathan, Edw. N., Adv. Agency ..... PRospect 1767
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O'Connell, Robert, Adv. Agency ..... STate 7-2535
Olen, David Advertising ..... BRadshaw 2-3244
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Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) ..... LB 6-1259
Patton, George Advertising ..... HOllywood 2-0841
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Porter, Wesley H., Adv. ..... AXminster 3-0400
Productive Advertising ..... DUnkirk 8-2251
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Raymond, Larry Co. ..... YOrk 8125
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Rich, Henry Agency ..... BRadshaw 2-7823
Ringer, Lee, Advertising ..... DUnkirk 7-8131
Robinson, Elwood J., Adv. ..... MUtual 6293
Roche-Eckhoff & Lee ..... HOllywood 9-5363
Ross, Charles, Adv. Agency ..... HOllywood 2-1184
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Scholtz Advertising Service ..... MIchigan 2396
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Seeds, Russell M., Co., Inc. ..... CRestview 4-7613
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Simmons Co. ..... WAlnut 2753
Smalley, Levitt & Smith ..... MUtual 5336
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Smith & Gonz, Inc. Adv. ..... HOllywood 9-8234
Speer Advertising Agency ..... Richmond 7-9626
Stahl, Charles N. Adv. Agency ..... HOllywood 2-7344
Stebbins, Barton A., Adv. ..... TRinity 8821
Stebbins, Hal, Inc. ..... PRospect 5317
Steller, Millar & Lester, Inc. ..... DUnkirk 7-5377
Stiller-Rouse Adv. ..... BRadshaw 2-7835
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Stromberger, LaVane & McKenzie ..... DUnkirk 5-2211
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Sullivan Stauffer Colwell & Bayles, Inc. ..... HOllywood 4-2119
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Tilds & Cantz Advertising ..... HOllywood 2-1157
Tullis Co., Inc., The ..... HOllywood 2-6333
Universal Advertising Agency, Inc. ..... HOllywood 4-8218
Van der Boom, Hunt, McNaughton, Inc. ..... DUnkirk 2-6203
Van-Scott, Inc. ..... DUnkirk 9-2300
Victor, A. J. Company ..... AXminster 4-7555
Wade, Geoffrey Adv. Agency ..... HOllywood 4-7457
Waldman, Harvey & Associates ..... TUcker 8185
Warwick & Legler, Inc. ..... DUnkirk 3-1141
Webster, R. W., Adv. ..... MAdison 9-2283
Weinberg, Milton, Adv. Co. ..... WEbster 8-3811
Welsh, Hollander & Coleman ..... DUnkirk 9-1171
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Wessells, George M., Company ..... YOrk 7668
West-Marquis Inc. ..... MAdison 9-2214
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Westwood, Tom Adv. Agcy. ..... CH 5-5051
Whyte, Evers, Agency ..... DUnkirk 2-2188
Wilder, Alvin ..... WEbster 8-4624
Williams, Dallas & Sons ..... BRadshaw 2-8729
Willis, Harry G., & Assoc. ..... CHapman 5-3325
Woolf, Len ..... DUnkirk 8-2361
Wynne-Alexander Advertising Agency ..... PY 1-2319
Young, M. M., Adv. ..... DUnkirk 7-3265
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American Broadcasting Co. ..... HOllywood 2-3141
Bates, Bill ..... HOllywood 3-6436
B & B Recording Studios ..... PLeasant 8-1397
Bob White Productions ..... WEbster 5-5398
Bonded TV Film Service, Inc. ..... CRestview 4-3112
Bracken Productions, Inc. ..... ARizona 9-3645
Cascade Pictures of Calif., Inc. ..... VE 8-2185
Cheshire & Associates ..... HOllywood 9-4580
Columbia Records, Inc. ..... BRadshaw 2-5411
Commodore Productions ..... BRadshaw 2-4701
Cooley Spade Enterprises ..... CRestview 6-6191
Crosby, Bing, Enterprises ..... BRadshaw 2-2771
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Dudley, Television Corp. ..... CRestview 1-7258
Eccles Recordings, Inc. ..... HOllywood 4-8351
Electro-Vox Recording Studios ..... HOllywood 5-2189
Fairbanks, Jerry, Inc. ..... HOllywood 2-1101
Five-Star Productions ..... HOllywood 3-4807
General Artists Corp. ..... CRestview 1-8101
General Television Enterprises Inc. ..... HOllywood 5-4146
Gibson, Grace, Radio Prods. ..... HOllywood 9-4580
Gray, Jeanne, TV & Radio Prods. ..... CRestview 4-5720
Guedel, John, Radio Prdoductions ..... YOrk 6291
Hollywood Central Recording Studios Inc. ..... HOllywood 3-2131
Johnson, Ed Film Co. ..... HOllywood 5-6071
Lang, Albert Productions, Inc. ..... HOllywood 2-8803
Lawrence & Lee Productions ..... HOllywood 4-0101
MacGregor, C. P., Sound Studios ..... DUnkirk 4-4191
Marquis, Arnold, Productions, Inc. ..... CRestview 6-8796
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Music City ..... HOllywood 9-8211
Patin, Ray, Productions ..... HOllywood 2-1147
RCA, Victor Division ..... HOllywood 4-5171
Radio Recorders, Inc. ..... HOllywood 3-3282
Reynolds, Stuart Prod. ..... CRestview 4-7863
Rockett, Frederick K., Co. ..... HOllywood 4-3183
Rocket Pictures, Inc. ..... HOllywood 7-7131
Ross, Jack ..... HOllywood 9-4019
Rourke, Jack, Productions ..... HOllywood 3-7178
Rubens Productions ..... HOllywood 7-6930
Sande, Robert ..... HOllywood 5-6181
Screen Gems, Inc. ..... HOllywood 2-3111
Snader Telescriptions Corp. ..... CRestview 4-6651
Song Ads ..... HOllywood 5-6181
Steffner, Wayne, Prods. ..... HOllywood 3-4173
Stevens, J. G., Inc. ..... HOllywood 4-8361
Stokey, Mike, Productions ..... HOllywood 2-1241
Studio & Artists Recorders ..... HOllywood 4-8241
Sutherland, John, Prods., Inc. ..... DUnkirk 8-5121
Telefilm, Inc. ..... HOllywood 9-7205
Telepix Corp. ..... HOllywood 4-7391
TV Spots ..... HOllywood 5-5171
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Vitapix Corporation ..... CRestview 1-7191
WRS Recording Lab. ..... HOllywood 5-1454
Wendelken, Dick Productions ..... HOllywood 5-9207
Western Recorders ..... HOllywood 3-6811
Wilding Picture Prods. of California ..... WEbster 0183
Wiley, Fletcher, Prods. ..... HOllywood 9-1212
Williams-Nickolas Animated Productions ..... HOllywood 9-8948
World Broadcasting System ..... HOllywood 3-5121
Wright, Carter, Enterprises, Inc. ..... HOllywood 9-0944
Ziv, Frederic W. ..... HOllywood 3-5121

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Affiliated Artists' Agency ..... CRestview 4-2697
Ainsworth, Helen ..... CRestview 62062
Allied Casting ..... HOllywood 3-7124
Alvarado, Carlos ..... CRestview 57203
American Copyright ..... CRestview 60369
American Federation of Radio and Television Artists ..... HOllywood 4-5125
Artigue, Louis ..... CRestview 6-4652
Artists Management Co. ..... CRestview 4-4963 or BRadshaw 2-4531
Artists, Ltd. ..... CRestview 67015
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Bagwell, M. D., Agency ..... HOllywood 4-0211
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Bernie, Herman ..... CRestview 50117
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Fralick, Freddie ..... CRestview 1-2142
Frye, Clinton L. ..... HOllywood 9-4567
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Salkow, Lester ..... CRestview 54505
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Sherman, Edward ..... CRestview 50186
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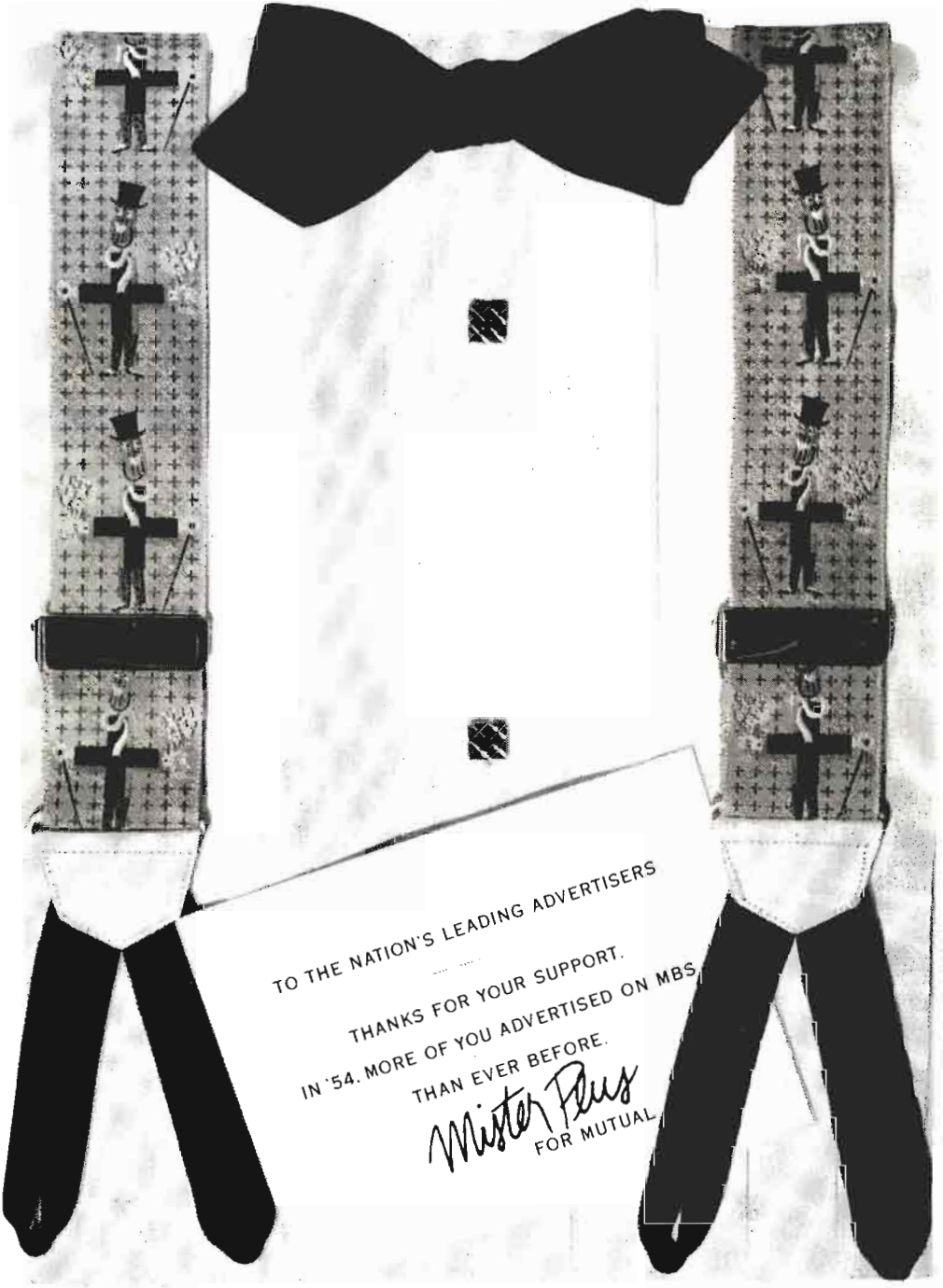

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Exciting Expansion Predicted For 1955 International Television

By PAUL TALBOT
President
Fremantle Overseas Radio & TV, Inc.

THE year 1955 will be to International Television what the first "post freeze" year of 1952 was to the U. S. industry. The long heralded commercial service in Great Britain becomes a reality in the fall and for the first time, there will be competition for product in the world's second largest TV market—a market with almost four million licensed receivers. Important to American producers is another English language market, Australia, which will initiate video service late this year. On the European continent, schedules which have been extremely limited are being expanded particularly in Italy, France and Western Germany. At least three new TV markets will become active in Latin America, to make a total of eleven countries and 29 stations in that part of the world. Japan is manufacturing its own receivers and the plants are now geared up to permit lower priced sets and thus increase the audience. Also in the Far East, Malaya and Siam are planning stations.

One of the most exciting prospects in the future of International broadcasting, is the micro-wave TV relay between Miami and Cuba which is expected to be in operation this year. This is likely to be the first link in an international network which will eventually reach into South America.

Our lawmakers are aware of the potential of International Television and recently Senate Joint Resolution 96 was passed, setting up a commission to study the subject. The commission is to make its report by December, 1955.

Mindful of the vital role which export plays in the theatrical film release set-up—up to 50 per cent of a Hollywood film's income is earned overseas—many U. S. TV film producers have looked for a similar pattern in video; and with increasing production costs, the foreign market may well become an economic necessity for them. But the job of penetrating foreign TV markets presents quite a different set of problems from those faced by theatrical distributors.

Firstly, because of the intimacy of the medium, far more attention must be paid to local tastes and customs than is the case with theatrical films. A movie patron goes perhaps once or twice a week to see a picture. If it is a film of American origin, he usually knows this in advance and the choice of seeing it or not is his. But TV entertainment comes into the home for several hours a day, seven days a week. The overseas viewer will certainly enjoy seeing a good U. S. show on occasion, but it is not difficult to appreciate how he might feel about the product of another country dominating his entire TV fare and thus, in a sense, his life.

In order to become an integral part of the local TV scene, our company, which specializes in international programming, has set up production offices in all important foreign television markets. Through these offices, American product is adapted to local needs. Where required, foreign language tracks are added to TV film shows. Complete packages, made up in part of U. S. film and part "live" local talent, are produced for sponsors and agencies in the particular foreign market.

As of December, 1954, FORTV had 17 regularly scheduled weekly TV programs and 20 weekly radio programs running in eleven countries throughout the world. Seventy per cent of our TV shows employ U. S. film product. These shows are in addition to feature film and shorts libraries which have been placed by us with almost all overseas TV stations.

During 1955, the increased activity in International markets will require a large amount of additional film. And by continuing our system of local adaptation, coupled with on-the-spot selling, we are confident that much of this need for film will be filled by product from the United States.

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More top performers in entertainment and business stand behind our microphone than anywhere else in radio. And as a logical result, the biggest audiences are tuned to the CBS

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Radio Network

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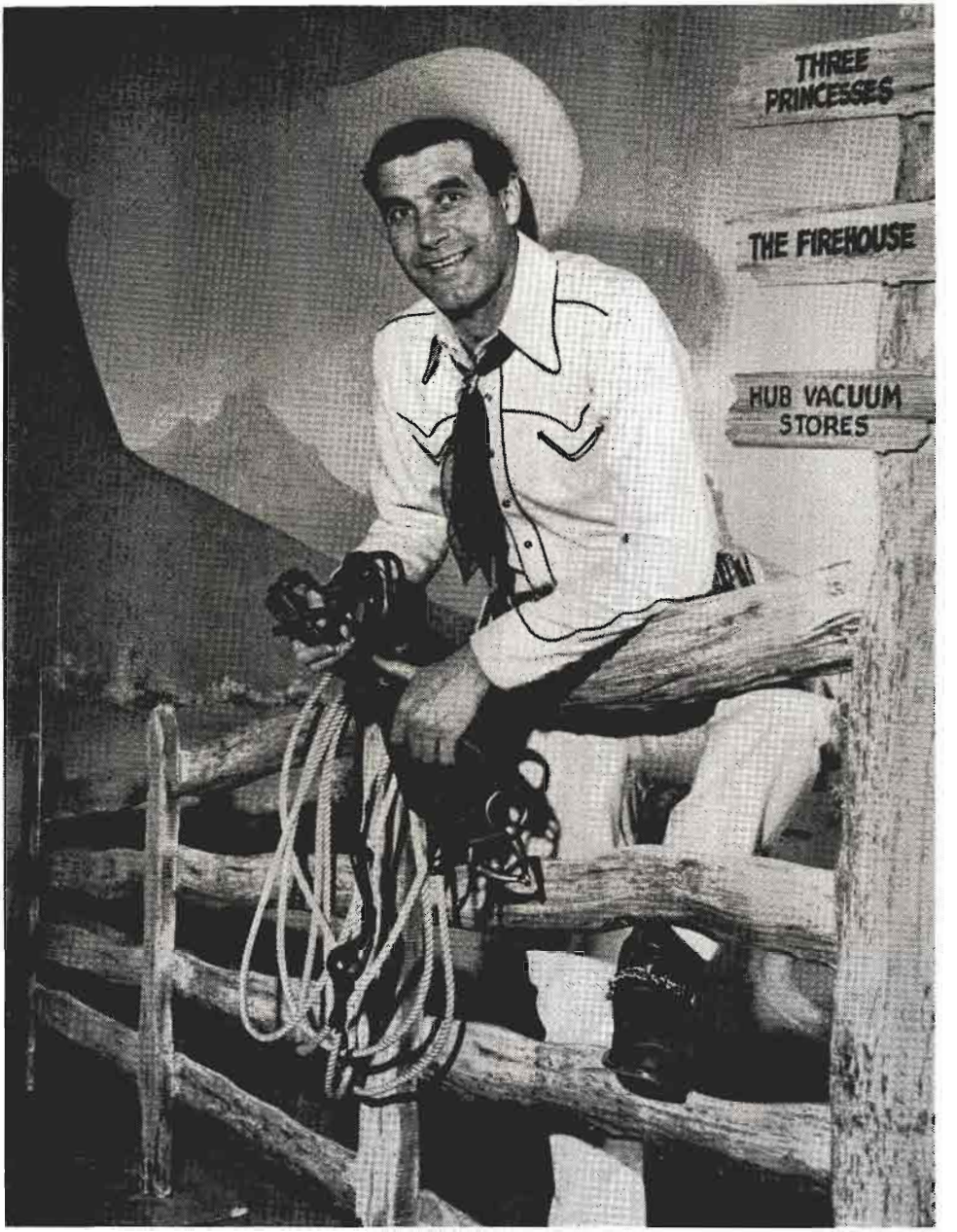

JIM WYLER
"THE TRAVELER"
HOST-NARRATOR
"THE ADVENTURES"
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"HOPALONG CASSIDY"
MONDAY-FRIDAY—4-5:00 P. M.
SUNDAY—3:30-4:30 P. M.
(THAT'S THE WABC-TV CORRAL PARDNER
. . . OVER ON THE CHANNEL 7 TRAIL)
WABC-TV **TR 4-2073**

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NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

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

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Philip G. Reed

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
Editor.....A. W. V. King
Accountant.....Miss Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

Telenews Productions, Inc.

New York—630 Ninth Ave.....JUdson 6-2450

President.....Herbert Scheftel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Charles N. Burris
Comptroller.....A. Douglas Comeaux

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President.....Frank H. Bartholomew
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....John J. Madigan
V.P., Mgr. Movietonews.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller

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RICHARD BOONE

star of

"MEDIC"

www.americanradiohistory.com

Ziv Doubles Production Plans As Video Film Business Booms

□ □ □ □ □ □

By JOHN SINN
President
Ziv Television Programs, Inc.

AS 1954 drew to a close two important factors dominated the television film industry. The first was the fully expected but extremely rapid rate of the growth of television film as an important part of station programming. The second was the increasing number of stations interested in featuring regular colorcasts of filmed programs.

The growth of the television film industry and its expanding market reflected itself in the number of new films produced, marketed, and sold to local and regional advertisers last year.

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ZIV alone produced three of these new shows, each of which was sold in close to 200 markets, and in addition continued production on three other top selling features. These new series include "Mr. District Attorney," starring David Brian; "Meet Corliss Archer," with Anne Baker and Mary Brian, and "The Eddie Cantor Comedy Theater." Continued in production were "I Led Three Lives," with Richard Carlson; "Favorite Story" with Adolph Menjou, and "Cisco Kid."

The first of these programs, "Mr. District Attorney" reached saturation distribution in almost 200 cities within nine months after it was put on the market.

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"Meet Corliss Archer" was purchased in more than 175 markets in only six months. The third of these programs, "The Eddie Cantor Comedy Theatre," was sold out in more than 180 markets even before the show went on the air. We confidently expect the Cantor program will set an all-time record in the industry for total markets sold.

These sales records demonstrate that more and more local and regional advertisers are coming to rely on television film programs as an ideal means of putting across their sales message in individual markets. And film programming is filling more and more hours of both network and local station time with each succeeding season.

Because this trend towards television film has become so pronounced during the past year, Ziv has decided to double its production of program series during 1955. To achieve this goal more efficiently, with better product and quality control, we have purchased the American National Studios in Los Angeles, now to be known as the Ziv Television Studios. We are scheduling production of all program series at these new facilities.

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Now in production for 1955 is our latest top appeal theatre type program "The Science Fiction Theatre" which opens up a host of stimulating new dramatic story lines of adventure, romance, mystery and imagination. Panel shows, dramatic programs, mystery, musical comedy, comedy and variety programs are now under consideration for 1955.

All of these programs will be produced in the Ziv tradition of high quality, top star film series, and all will be produced in Ziv's color process, Zivcolor.

Film in television programming is attaining greater importance each season. Color film in television is making important strides as well. And, just as 1954 witnessed significant expansion in the use of television film, so it also witnessed vital developments in color film programming.

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We feel that the cost which color has added to our production expenses is not a risk but a wise investment. We are prepared today to provide advertisers and stations with fine color prints, prints which will be of the same high quality as our black and white programs, and prints which embody techniques far beyond the stage of trial and experimentation.

This investment we feel, will begin paying big dividends and soon. The number of stations which have already contacted us for color prints in 1955 indicate we may well be on the threshold of the exciting new color era.

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"Direct From Paris"

RDF

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

MUSICAL PROGRAMS
Symphonic
Folklore
Popular

ENTERTAINMENT
Theatre
Arts
Books

WOMEN'S PROGRAMS
Fashion
Cuisine
Home Life

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

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

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PIERRE CRENESSE — *Director in North America*

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Empire State Broadcasters Plan Only "On Ringing the Bell"

□ □ □ □ □ □

By MICHAEL R. HANNA
President
New York State Association of Radio and Television Broadcasters

IN the early nineteenth century in America, the church collection was taken in a bag at the end of a pole, with a bell attached to arouse sleepy contributors.

When people ask me why we New York broadcasters have formed a state association, my response is that all we're doing is ringing the bell. We have been, for the most part, "sleepy contributors" —and while we have snoozed, many unfortunate things have come to pass which might not have transpired had the Empire State's broadcasters been unified.

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Among these incidents—not the only one, but illustrative—was the adoption of state legislation limiting the capacity of radio and television to cover public hearings. Individual broadcasters energetically attempted to halt this discriminatory legislation, but we did not have the strength born of cooperative action.

In New York, as in other states, we have a continuing problem in the broadcast of sports. Rights charges have soared beyond reason in some areas; in others, broadcasting has been flatly refused access to such events. This is a problem which requires unity, not only to develop the best strategy through the contribution of all of the ideas available, but unity to encourage the acceptance of the best ideas.

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Other states are encountering now the threat, if not the reality, of municipal and state taxes on gross income, on advertising and on all categories of revenue needed to sustain broadcasting as a strong community force. Broadcasters must be organized and firm in their determination if they are to oppose successfully the general emergence of such needless and unfair assessment.

I say that we had to "ring the bell" to awaken ourselves to the necessity for getting together. The fact that New York broadcasters, residing in a state which was one of the very first to join the union of states, are among the last to form their own association supports the point. Our association is the 43rd state group to be launched.

The fact that all sections of the state were represented in our original organizational meeting, held January 12th in Syracuse, demonstrates the awakening need for the existence of a state group.

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Not least among the benefits which will accrue to each of us from this amalgamation—in many ways, the best that will accrue—is the opportunity to exchange ideas and opinions on all matters of problems which beset the industry. Public Relations. Public Service. Regulation. There are subjects aplenty, as other state associations have learned.

As a corporate group, we will have an opportunity to seek the counsel of advertisers, agencies, and government representatives who will address our various meetings. Although a state organization, in some cases insulated against the trials and tribulations within other states, we will offer our assistance to other similar state groups; and we will be able to escape complete provincialism, of course, by working with the NARTB and other bodies.

Is it worth the effort? I think it is. And of course my fellow officers—Bill Doerr (Buffalo), Gordon Gray (New York City), George Dunham (Binghamton) and Elliott Stewart (Utica)—think so, too.

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The Board of Directors, which will establish policies for our guidance includes: Ham Shea (New York City), Sam Cook Digges (New York City), Fred Keesee (Auburn), Joe Bernard (Buffalo), Morris Novik (New York City), William Fay (Rochester), Joel H. Scheier (Plattsburg) and E. R. Vadeboncoeur (Syracuse).

In our first year of activity we hope we may establish, as has been done in other states, such a society of mutual aid that none among us can escape the need for membership.

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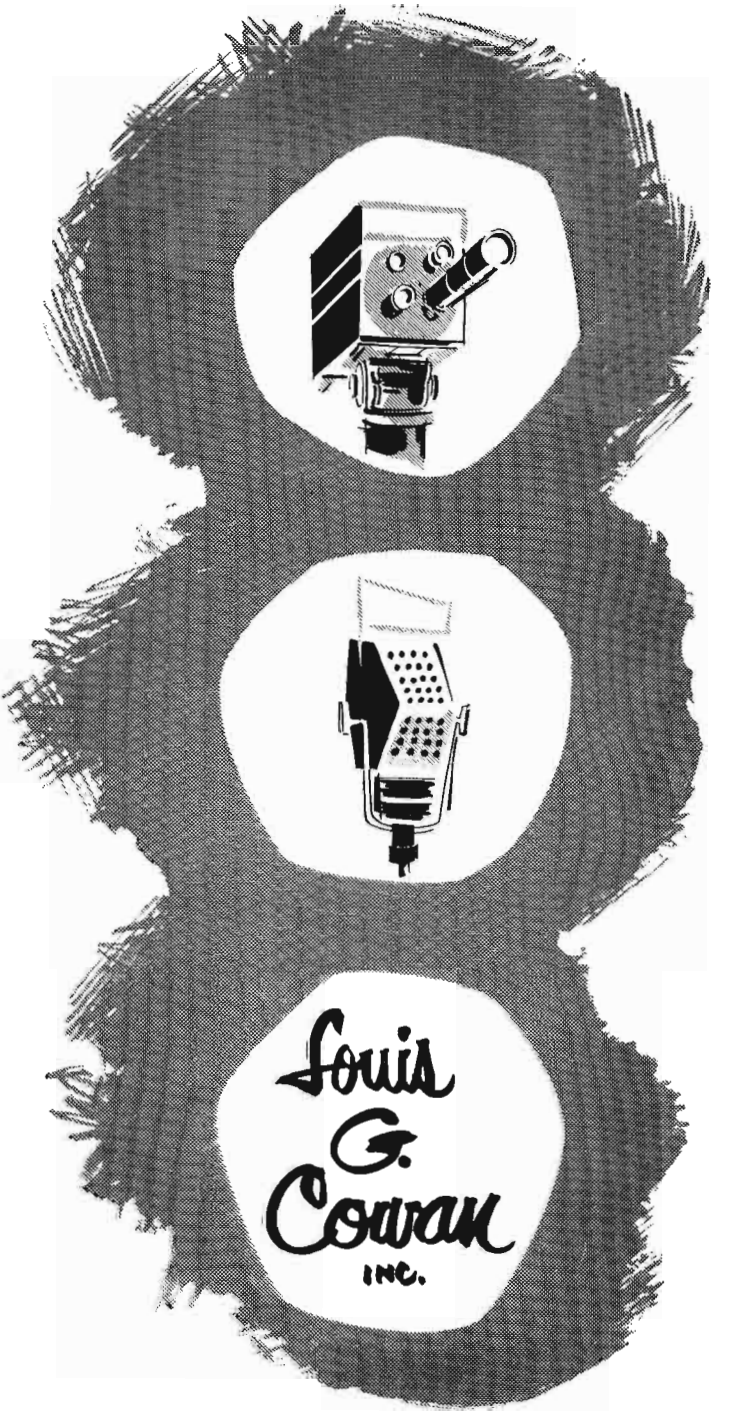

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CHICAGO *8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022*

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70-80% of Political Expenditures Allotted for Radio-Television Time

□ □ □ □ □ □

By MARTIN ZUZULO
Associate Editor
Radio Annual & Television Year Book

MORE than the advertising agency time buyers and even more then the newspaper space buyers, the political spot buyer, the person responsible for his party's victory or defeat, is a careful selector of all types of media. Keeping that in mind, an appraisal of the spending done by both major parties at the time of Congressional and presidential elections is a clear reflection of what the political analyst chooses to transform people into voters.

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Radio and television have so changed this art of campaigning that a conservative estimate was put at 70% of the total Republican New York State outlay during the 1954 Congressional elections and the Democratic estimate climbed even closer to 80%. The New York State spending in behalf of both Republican candidate Irving M. Ives and Democratic candidate, Averell Harriman and the rest of their tickets hovered close to the $1,000,000 mark.

Reports filed with the clerk of the House of Representatives showed that on a national level the Republicans spent $800,000 more than the winning Democrats, who took over control of the House and Senate in the November election. The outlay by four Republican national organizations totaled $3,716,184, the report showed. That was incidentally, more than Phillip Morris & Co. spent in radio and television for the first six months of 1954 and probably more than, for instance, a company like the Nestle Company will spend for the entire year of 1954 on radio and TV.

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Big money, and in the biggest city, New York City, politicians in the know, people who want to move other people are estimated to have alloted 70 to 80% of that budget to radio and television!

Some could say then that the Republicans, who are supposed to have spent more money during the Congressional elections, still lost the election. It's worthwhile pointing out, using New York City as a gauge, that the Republican estimate was put at 70% of the total amount allotted to radio and television whereas the Democratic estimate went further—to the 80% mark. Even this 10% difference could be attributed to one party's victory and another's defeat.

Win or lose, however, inroads of radio and television are being felt in the advertising expenditures of both major political parties. The old-time rallies and hoop-de-do have given way to the cables and microphones. An example of the bite into the expenditures of political thinking, Madison Square Garden, long remembered for its bedecked balconies and jammed capacity during election years, did not have a single party rally in the 1954 campaign—nor in 1953. Brooklyn's Academy of Music, site of many political shindigs in years gone by was also unused last Fall.

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Easing up on these giant rallies affords television. Reports for the metropolitan area's seven television stations show that the Harriman forces began buying television time back in February. Republican purchase, on the other hand, began only after the September nominating conventions. Naturally, total expenditures of both major parties does not include free time. For example, some primary spots offered to the gubernatorial and Congressional nominees would normally be offered for $1,500 each.

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Reasonably then, one could deduct from these figures, that radio and television is heavily counted on by political big-wigs to motivate people. And it is only when one studies the amounts of time and money given over for this purpose that one asks why men who also purchase time to sell their products should not slice their budget in a similar manner? But yet to our way of thinking, with 1954 billings and revenue bringing in record totals, we predict that these people will soon begin to see what a tight and pulse-like grip radio and television have upon the nation.

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"TIM-M-BER!"

If you listen to people talking about TV commercials sometimes you wonder why they haven't chopped their sets up before this. They're *that* mad.

But if you watch the products that those people buy, you realize that there are a lot of TV commercials that *don't* make people mad—that *do* a great selling job.

Funny thing is, it doesn't cost the advertiser a bit more for the best television commercials than it does for the worst.

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

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Business

NETWORK BILLINGS

ADVERTISING AGENCIES

AGENCY EXECUTIVES

STATION
REPRESENTATIVES

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Year-round enjoyment from **Lever Brothers Company** in 1955

Lux Video Theatre

Top stars in "live" performances of outstanding movie successes, direct from Hollywood. Thursdays on NBC Television.

Lux Radio Theatre

20 years young and still going strong with famous stars recreating the greatest movie roles. Tuesdays on NBC Radio.

BIG TOWN

Exciting and realistic news stories starring Mark Stevens. Mondays in N. Y. and L. A. areas; Wednesdays most other areas, on NBC Television.

And don't forget— for leisurely daytime enjoyment

- **ART LINKLETTER'S HOUSE PARTY**
  Mondays-Wednesdays-Fridays, CBS Radio-Television
- **ARTHUR GODFREY TIME**
  Mondays-Wednesdays-Fridays, CBS Radio-Television
- **AUNT JENNY**
  Real life stories, Mondays through Fridays, CBS Radio

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NETWORK RADIO BILLINGS

Estimates For Years 1954 & 1953

Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug.	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept.	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct.	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov.	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec.	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	$29,054,147	$54,245,056	$20,345,032	$34,014,356	$137,641,169

* Revised as of Dec. 30, 1954.

January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan.	$ 2,674,622	$ 5,157,148*	$ 1,786,134	$ 4,260,555	$ 13,878,459
Feb.	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar.	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr.	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug.	1,958,633	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept.	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct.	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov.	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec.	2,854,169	5,554,313	2,145,329	3,630,971	14,184,782
Total	$29,826,123	$62,381,207	$23,176,137	$45,151,077	$160,534,544

* Revised as of Jan. 1, 1954.

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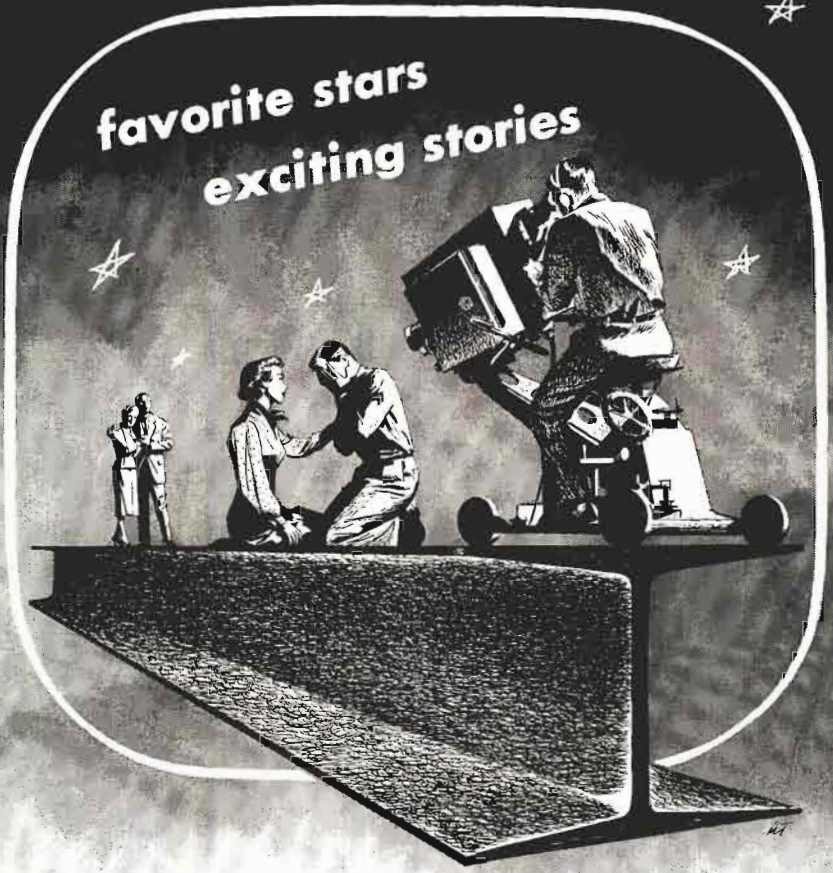
☆ TV's award-winning

U.S. STEEL HOUR



1954 Dramatic Show of the Year*

**Selected by Radio-TV editors*

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Network Television Billings

Estimates For Years 1954 & 1953

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January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan.	$ 2,780,574	$ 10,713,329	$ 1,445,608	$ 10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar.	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr.	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct.	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov.	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec.	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	$34,713,098	$146,278,452	$13,143,919	$126,073,093	$320,208,562

* Revised as of Dec. 30, 1954.

January-December 1953

	ABC-TV	CBS-TV	DuMont	NBC-TV	Total
Jan.	$ 1,604,892	$ 7,083,619	$ 982,794	$ 7,604,638	$ 17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July	1,299,471	7,422,337	592,890	6,902,092	16,217,790
Aug.	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept.	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct.	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov.	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec.	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
Total	$21,110,680	$97,466,809	$12,374,360	$96,658,551	$227,610,400

* Revised as of Jan. 1, 1954.

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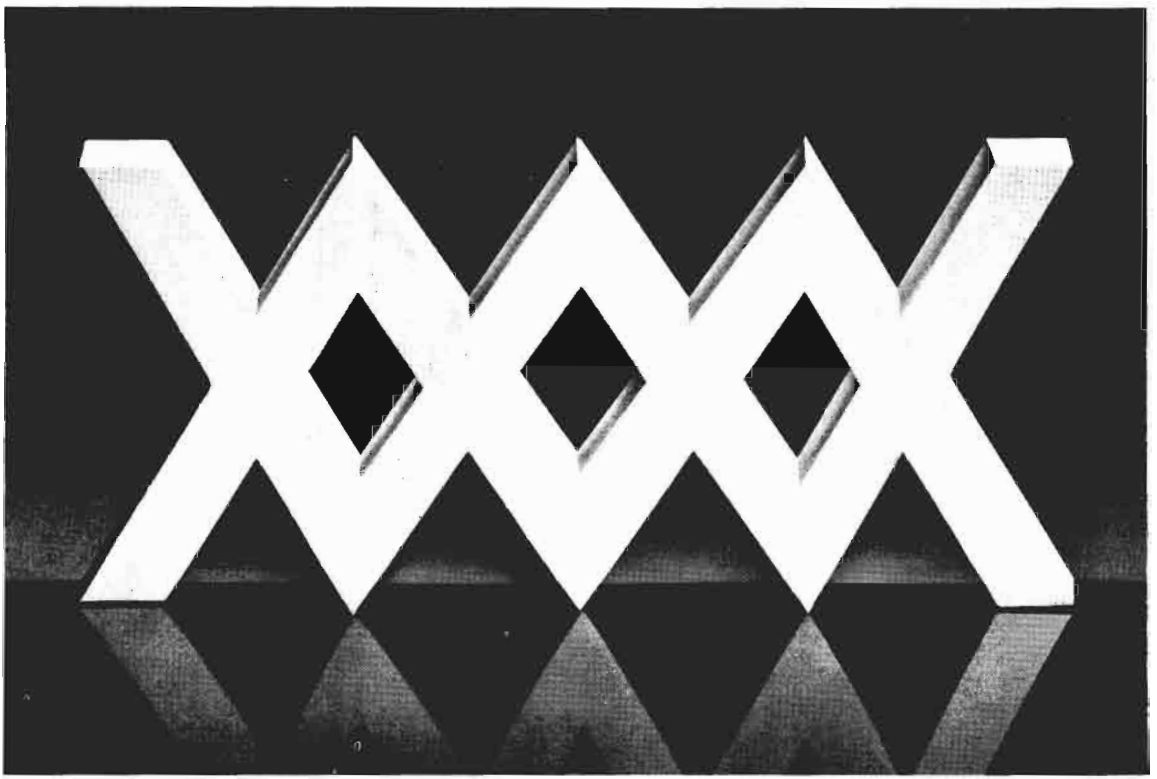
SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD



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Mutual Broadcasting System 1954 Gross Network Sales Advertisers*

S. C. Johnson & Son, Inc.	$1,868,637
P. Lorillard Co.	1,572,342
American Federation of Labor	1,311,751
Johns-Manville Corp.	1,210,908
Florida Citrus Commission	982,790
American Home Products Corp.	949,530
Miles Laboratories	938,487
Liggett & Myers Tobacco Co.	846,227
Kellogg Co.	792,742
Quaker Oats Co.	713,044
Miller Brewing Co.	687,720
R. J. Reynolds Tobacco Co.	551,502
The Coca Cola Company	460,453
Wings of Healing, Inc.	432,111
Mutual Benefit Health & Accident	425,343
Lutheran Laymen's League	400,911
State Farm Mutual Auto. Ins. Co.	375,284
Falstaff Brewing Corp.	358,078
Radio Bible Class	348,627
Philip Morris Co. Ltd., Inc.	344,748
Credit Union National Assn.	320,808
Christian Reformed Church	311,623
Voice of Prophecy	302,503
Derby Foods, Inc.	299,672
General Tire and Rubber Co.	291,460
Union Pharmaceutical Co., Inc.	270,960
Deepfreeze Appl. Div.—Motor Products Corp.	267,000
Dawn Bible Students Assn.	195,532
Florida State Advertising	188,400
Gillette Safety Razor Co.	184,825
Murine Co., Inc.	170,710
No. American Van Lines, Inc.	150,659
National Home Corp.	141,670
Lettuce, Inc.	138,922
Procter & Gamble Co.	138,000
Lemon Products Advisory Board	129,000
Billy Graham Evangelistic Assn.	122,948
Niagara Mfg. & Dist. Co.	118,002
S.O.S., Co.	111,500
Chevrolet Motor Div.	97,500
Beltone Hearing Aid Co.	88,128
Block Drug Co.	75,177
Pan American Coffee Bureau	66,200
Dodge Div.—Chrysler Corp.	61,795
Buick Motor Div.	54,300
Elsevier Press, Inc.	53,593
Jacques Kreisler Mfg. Corp.	41,300
Harrison Products, Inc.	39,900
Giant Animal Co., Inc.	39,338
Plymouth Div.—Chrysler Corp.	36,781
The Scholl Mfg. Co., Inc.	33,600
Jackson & Perkins Co.	33,123
All-State Ins. Co.	29,505
Republican Nat'l Committee	28,524
Manion Forum of Opinion	23,692
Esso Standard Oil Co.	23,268
The Barbasol Co.	23,088
White House Co.	19,936
Bridgeport Brass Co.—Aer-O-Sol Div.	18,000
Crowell-Collier Publishing Co.	16,500
Grand Duchess Steaks	12,468
Rexall Drug Co.	12,127
For America	11,388
National Assn. of Letter Carriers	10,266
Standard Oil Co. of Indiana	8,188
Committee for Constitutional Gov't	7,178
American Chemical Paint Co.	6,000
Tidewater Associated Oil Co.	5,875
Atlantic Refining Co.	5,721
Cowles Publishing Co.	5,000
Artists Publications	3,973
Prentice-Hall, Inc.	3,456
Protam Pharmacal Co.	2,070
Independent Citizens Committee	1,090

Mutual Broadcasting System 1954 Agency Gross Billings*

J. Walter Thompson	$2,514,506
Needham, Louis & Brorby, Inc.	2,352,451
Lennen & Newell, Inc.	1,572,312
Furman, Feiner & Co.	1,322,017
Sullivan, Stauffer, Colwell & Bayles, Inc.	949,530
Geoffrey Wade Advertising	938,487
Cunningham & Walsh, Inc.	912,427
Leo Burnett Co.	792,742
D'Arcy Advertising Co.	751,913
Sherman & Marquette, Inc.	713,044
Mathisson & Associates	687,720
William Esty Co., Inc.	551,502
McCann-Erickson, Inc.	461,056
Century Advertising Agency	432,111
Bozell & Jacobs, Inc.	425,343
Gotham Advertising Co.	400,911
Dancer-Fitzgerald-Sample, Inc.	358,078
J. M. Camp & Co.	348,627
The Biow Co.	344,748
Glenn-Jordan-Stoetzel, Inc.	311,623
Western Advertising, Inc.	302,503
Applegate Advertising Agency	295,329
Grey Advertising Agency, Inc.	270,960
Roche, Williams & Cleary, Inc.	267,000
Batten, Barton, Durstine & Osborn, Inc.	211,361
Olian & Bronner, Inc.	206,430
Wm. Gleeson & Co.	195,532
Direct	188,400
Maxon, Inc.	184,825
John Cohan Advertising, Inc.	138,922
Benton & Bowles, Inc.	138,000
Walter F. Bennett Co.	122,948
Campbell-Ewald Co.	97,500
Emil Mogul Co., Inc.	75,177
Kudner Agency, Inc.	67,800
Grant Advertising, Inc.	64,795
Mann-Ellis, Inc.	53,593
N. W. Ayer & Son, Inc.	42,502
Duane Jones, Inc.	41,408
Foote, Cone & Belding	41,300
Sidney Garfield & Associates	39,900
Donahue & Coe, Inc.	33,600
Maxwell Sackheim & Co.	33,123
Christiansen Advertising Agency	29,505
Erwin Wasey & Co.	23,088
E. Ross Humphrey & Assoc.	22,004
Victor & Richards, Inc.	19,936
Hazard Adv. Co.	18,000
Victor Advertising, Inc.	13,076
Phil Di Nuocsio Advertising	12,468
Marschalk & Pratt, Inc.	10,339
French & Preston, Inc.	7,478
Grey & Rogers Advertising	6,000
Buchanan & Co.	5,875
Artists Publications	3,973
Albert Frank-Guenther Law	3,456
Ellington & Co., Inc.	1,090

Mutual Broadcasting System 1954 Industrial Classifications*

Cigarettes & Smoking Materials	$3,314,819
Food & Food Products	3,134,838
Soaps, Cleaners & Polishes	3,067,667
Institutional	2,098,628
Drugs & Toiletries	1,957,374
Religion	1,682,144
Building Materials	1,355,578
Beer	1,045,798
Insurance	830,132
Automotive	544,836
Soft Drinks	460,453
Miscellaneous	298,185
Household Supplies	285,000
Transportation	150,659
Publications	82,522
Gasoline & Petroleum Products	43,352
Jewelry	41,300
Political	37,092

Mutual Broadcasting System Gross Time Sales—1954

	Monthly	Cumulative
January	$1,889,990	$1,889,990
February	1,783,452	3,673,442
March	2,031,961	5,708,403
April	1,891,998	7,600,401
May	1,908,198	9,508,599
June	1,558,196	11,066,795
July	1,481,767	12,548,562
August	1,491,422	14,039,984
September	1,523,161	15,563,145
October	1,605,042	17,168,187
November	1,633,999	18,802,186
December	1,628,191	20,430,377

* December billings estimated.

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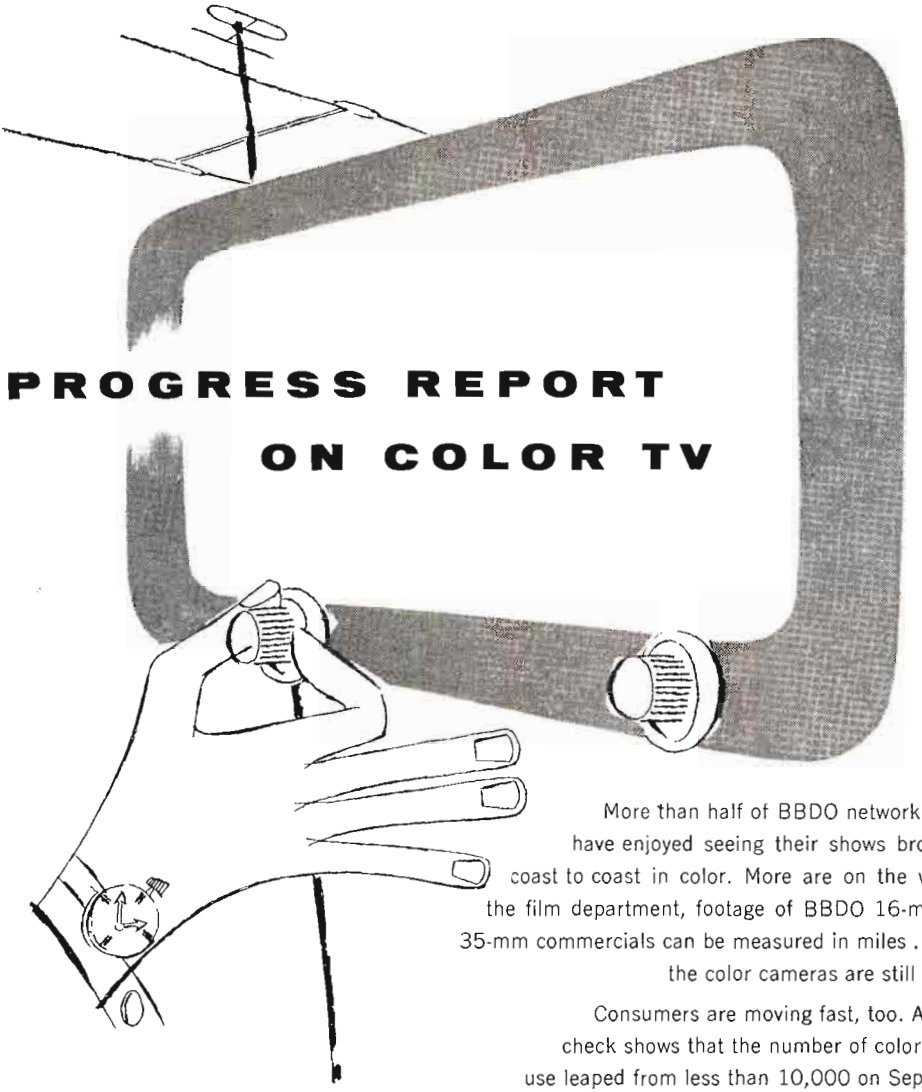

PROGRESS REPORT ON COLOR TV

More than half of BBDO network clients have enjoyed seeing their shows broadcast coast to coast in color. More are on the way. In the film department, footage of BBDO 16-mm and 35-mm commercials can be measured in miles . . . and the color cameras are still rolling.

Consumers are moving fast, too. A recent check shows that the number of color sets in use leaped from less than 10,000 on September 1, 1954, to more than 20,000 on January 1, 1955. This 100% increase in four months is a good indication of things to come.

No wonder we look forward to using this brilliant selling tool for more and more of our clients.

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ABC—Audit Bureau of Circulation
ABP—Associated Business Papers
AFA—Advertising Federation of America
ANPA—American Newspaper Publishers' Association
APA—Agricultural Publishers Association
NOAB—National Outdoor Advertising Bureau
PPA—Periodical Publishers' Association
SNPA—Southern Newspaper Publishers' Association

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562 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 6-2940
ABP

Owner.....A. D. Adams

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

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

AD FRIED ADVERTISING AGENCY

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Phone: HIgate 4-6580
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Radio & TV Time Buyer.....Janet Schuster
Music Dir., & Librarian.....Elaine Fried
TV Art Dir.....Gerhardt Jacobi
Prod. Dir.....Phil Martinez
Acct. Executives.....Ad Fried, Phil J. Martinez, Janet Schuster, L. G. Mendershausen, Roberta Madonna Dane, Elaine Fried, Gerhardt Jacobi

Branch Office
260 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-1291

Manager .....Phil J. Martinez

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Contra Costa Real Estate Board, Walnut Creek, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Gold Star Express Train Sales (Children's Toy-Ages 3-11), Hayward, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Northern California Automatic Bowling Proprietors Assn. (AMF Bowling Establishments), Headquarters changes to each new President's address; Oakland Light Opera Association, Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix-concrete), Oakland, Calif.; Buy Rite Truck & Equipment (Surplus Equipment), Port of Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Western Gem Co. (Rutile Gems), Hayward, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Company (Cosmetics), San Francisco, Calif.; United Trading Stamps, Western Divisional Headquarters (Trading Stamps), Oakland, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, Calif.; Bell Smoked Fish Co. (Tarabell Brands), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Geo. Collins, Candidate for California State Controller (1954 Election), Agency handled all TV for entire state of California; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; Lo Fare Cab Co.

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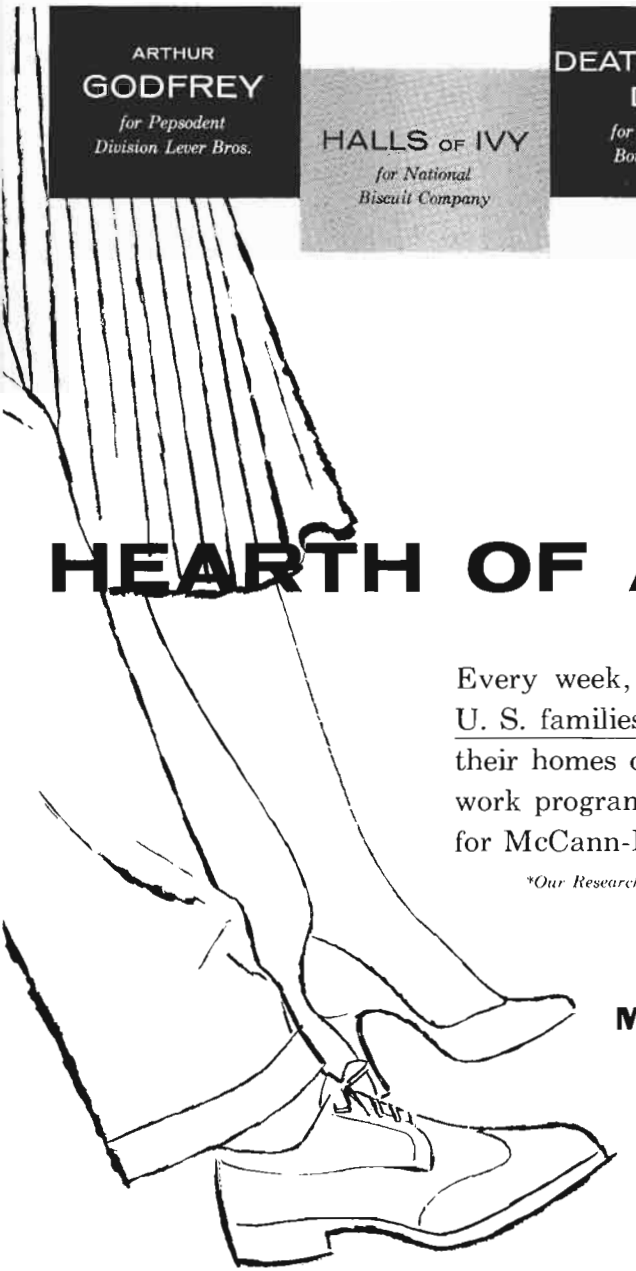
for Pacific Coast Borax Company

DISNEYLAND
for Derby Foods, Inc.



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Vice-Pres.....A. B. Stone
Art Director.....Leslie Meyers
Copy Director.....Carl Petersen
Production Mgr.....Thomas Petrie
Asst. to Pres.....John J. Petrie

Branch Office
726 Lothrop Ave., Detroit 2, Mich.
Phone: TRinity 1-1727

Manager.....J. Robert Conroy

Radio Accounts: A. J. Canfield Co., (beverages); Reo Motors, Inc. (trucks); Aladdin Industries, Inc., (Lamps—Vacuum bottles).

TV Accounts: A. J. Canfield Co.; Reo Motors, Inc.; Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances); Reo Div., Motor Wheel Corp., (Lawn Mowers).

ADMASTERS ADVERTISING, INC.

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Phone: District 7-0551
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117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
Director.....Bernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Diamond Crystal Salt, Jell-O Puddings, Minute Rice, Birds Eye Frozen Foods); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive Co. (Colgate Dental Cream, Palmolive Soap, Halo, Ajax, Vel, Fab); Hoffman Beverage Co. (Hoffman Beverages); Standard Brands, Inc. (Instant Chase & Sanborn Coffee); Whitehall Pharmacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellmann's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Instant Coffee, G. Washington's Instant Broth & Seasoning, Burnett's Extracts); The Boyle-Midway Co., Inc. (Aerowax, Wizard Wick, Easy-Off Oven Cleaner); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); The Borden Company (Borden's Cream Cheese); Dugan Brothers (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cream of Wheat Co. (Cream of Wheat); Curtiss Candy Co. (Baby Ruth and Butterfingers); The Nestle Co. (Nescafe, Nestea); Seeman Brothers, Inc. (White Rose Tea); Old Judge Foods Corp. (Airline Prune Juice); International Salt Co. (Red Cross Salt); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Cheer, Joy); International Cellucotton Products Co. (Kotex); Pharmaco Co. (Feen-a-mint, Chooz, Medigum); Republican State Committee.

TV Accounts: Republican State Committee, General Foods Corp. (Instant Maxwell House Coffee).

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Production Manager.....F. T. Cook

Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke

Branch Office
416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson

Radio-TV Accounts: Virginia Electric & Power Co. (Public Utility), Richmond; Virginia Hospital Service Assn. (Blue Cross); Lawyers Title Inc. Corp.; Greentree's (Retail Clothing); Henry R. Hasse (Furs); Mosmiller (Florist); R. F. & P. Railroad Co.; Radio Station WRVA, Richmond, Va.; Virginia Dairy Co.

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- **104 trips to Europe**
- **plus a grand total of $975,000.00 in merchandise prizes**

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Media Rate Dept.....E. M. Gretz
Acct. Executives.....Harold B. Montgomery, C. W. Eigenbrot, W. J. Culbertson, Bernard Toll, Walter Rahel

Radio-TV Accounts: Conrad-Pyle Co., West Grove Pa. (Rose Growers); Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); Stephana Bros., (Cigarettes); Wolf's Head Oil Refining Co., (Motor Oil); Southland Frozen Foods, Inc., (Frozen Southern Vegetables).

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Secretary.....Evelyn R. Jones

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

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Phone: Atlantic 4445
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Director.....Milton J. Stephan
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Radio Accounts: Carpenter Oil Co. (Gas, Oil & Automotive Products); Evans Laundry; Federal Land Bank; Glaser's Provision's Co., Inc. (Prepared Meat Products); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co.; Northrup Jones, (Cafeteria, Bakery); Omaha Public Power District, (Public Utility); P. F. Peterson Baking Co., Omaha, Cedar Rapids, Davenport; Tekseed Hybrid Co. (Hybrid Corn); U. S. National Bank; Walnut Grove Products, Inc. (Livestock Feeds); Fairmont Foods Co. (Dairy, Frozen Foods).

TV Accounts: Fairmont Foods Co. (Dairy Products & Frozen Foods); Holland Lumber Co. (Retail Lumber); Merchants Biscuit Co. (Cookies and Crackers); Omaha Public Power District (Public Utility); Glaser's Provision's Co., Inc. (Prepared Meat Products); Paxton & Vierling Steel Co. (Industrial Steel Products); P. F. Petersen Baking Co. (Pastries) Omaha, Cedar Rapids, Davenport; Tekseed Hybrid Co. (Hybrid Corn); Sidles Conditioned Air Co. (Air-Conditioning Equipment); U. S. National Bank.

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Art Director.....Jack Robbins
Account Execs.....Dick Gardner, Milton Hoffman, Jon Ross

Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co. (Furniture & Appliances); Pavode Grande (Turkeys); Pridom Davis (Optometrist); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); California Rent Car; First Nazarene Church; Galpin Motors, (New Car Dealer); Trewax Co. (Floor Wax); United Sporting Goods.

TV Accounts: Gold Furniture Co. (Furn. & Appliances); Dr. Pridham Davis (Optometrist; Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Consolidated House Movers; Gus'es Trailer Sales; Westons 909 Garage.

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

TV Accounts: C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Rootes Motors, Inc. (Hillman Minx Automobiles), New York, N. Y.; National Homefurnishings Show (Exposition), New York, N. Y.; J. Martinson & Sons (Coffee), New York, N. Y.

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Phone: DEarborn 2-4410
ABP—ANPA

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Media & Research Dir.....“Duke” Lasensky

Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.; Acousticon Int'l (Hearing Aids), Los Angeles, Calif.; Dictograph Products Co. (West Coast).

TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

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TV Accounts: Anela Distributors, Inc., Fingernail Cosmetic, Chicago; The Double Cola Co.; Snow Island Branks, Inc., Top-It Instant Frosting, Chicago; Williamson Candy Co.

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30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-0200

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Dir. Radio-TV Time Buying....J. E. Kucera
Radio-TV-Time Buyers.....Ethel Weider, Ken Kearns, Samuel Vitt, Gerard Van Horson, Al Sessions, Isabel Ziegler

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Executive .....Jack Runyon

Accounts: American Home Products, Whitehall Division (Kolynos, Kolynos with Chlorophyll, Freezone, Melcalose, Anacin. Heet; Bond Clothes; American President Lines; General Aniline (Ansco, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Spud and Dunhill, Bond Street Tobacco); National Distillers Products Corp. (PM); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Lilt, Teel, Pert, Shasta, Fluffo); Jacob Ruppert Brewing Co. (Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.; Armstrong Tire Co.; Benrus Watch Co.; Seeman Bros. Cairwick.

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Accounts: Eureka Shipbuilding Corp., Newburgh, N. Y.; Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.; Grossinger-Pancost Hotel, Miami, Fla.

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Accounts: Columbia Artists Mgt.; Doughnut Corp. of America; First Nat'l Pictures, Inc.; Howdy Doody Frozen Confection O.; Lewisohn Stadium Concerts; Paramount Industries; Schubert Theatrical Productions; Theatre Guild Productions; Vintage Wines Inc.; Warner Bros. Pictures, Inc.

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ABP

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Time Buyer.....Rose Orton

Radio Accounts: Eastern Wine Corp. (Chateau Martin Wines & Champagne); State of N. Y.; Saratoga Springs Authority (Saratoga Geyser Sparkling Water), (Saratoga SPA Health Resort); California Valley Wine Co. (Schapiro's Kosher Wine); Oceana Publications, Inc. (Books); Gardenia Flowers, Inc. (Artificial Flowers); Martin Beverages, Inc. (Les-Cal "Dietitic" Beverages); William R. McCoo Co., Inc. (Falernum "Almond Syrup).

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Jokari, Inc. (Jokari Table Tennis Game); Eastern Wine Corp.; State of N. Y., Saratoga Springs Authority, (Saratoga Geyer Sparkling Water).

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Accounts: Ampex Electric Corp., Redwood City, Calif. (Tape Recorders); Ansor Corp., San Francisco (Importers); Bay Equipment Co., Richmond, Calif. (Distributor); Equipment Engineers, San Francisco, (Classifiers); FAB Mfg. Co., Oakland (Truck Equipment); Holbrook Merril Co., San Francisco (Metal Products); International Engineering Co. Inc., San Francisco (Construction); Lando Products Inc., Sansalito, Calif. (Aluminum Products); Lenkurt Electric Corp., San Carlos, Calif. (Electronic Equipment; Lindner Bros., San Francisco, Calif. (Sweaters); Little, H. C. Burner Co. San Rafael, Calif. (Packaging Machinery); Marin French Cheese Co., Petaluma, Calif. (Cheese Mfr.); Miller-Freeman Publications, San Francisco (Publishers); Plastic Lume Inc., Sansalito, Calif. (Venetian Blind Slats); Thompson, E. A., Co. Inc. (Waxes, Polishes, Seal); Tubbs Cordage Co., San Francisco, Calif. (Rope & Twine); Vacu-Blast Co., San Mateo,

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Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand, Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Cascadian Hotel (Hotel), Wenatchee, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating Contractors), San Francisco, Calif.

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

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Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour.

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340 North Rodeo Drive, Beverly Hills, Calif.
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Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Sally's Fur Studio, Strand Theater, Weybosset Markets, R. I. Hospital Trust Co.; White Pontiac Co. (Automoblie Agency); Baker Ford Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

TV Accounts: R. I. Hospital Trust; White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

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Sec.-Treas.....A. R. Monroe
Production .....June Brantley
Art Director.....Gladys Dudley

Radio Accounts: Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. Cosmetics), Free Enterprise Train, Banna Co., (Proprietary).

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Radio Accounts: Woodlot Seed Co., Norway, Mich.; Fairmon Foods, Green Bay, Wisconsin; D. J. Murray Mfg. Co., Wausau, Wisconsin; Miller Electric Mfg. Co., Appleton, Wisconsin.

TV Accounts: Fairmont Foods, Green Bay, Wisconsin.

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Prod.-Traffic Mgr.....Jules P. Daniel
Radio & TV Producer....Humphrey Ireland

Branch Offices

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, Oakland, Calif.

TV Accounts: Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; PictSweet Foods, Inc., Mount Vernon, Wash,; California Dairy Industry Advisory Board: San Francisco Milk Industry; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

BROADCAST ADVERTISING

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: Bradshaw 2-4840

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Production Manager.....John G. Fryer
Office Manager.....Betty Lester

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; King's Ambassador, Los Angeles, Calif.; Messianic Hour.

TV Accounts: Bible Institute of Los Angeles; Calif. Inst. of Social Welfare.

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Radio Accounts: Goebel Brewing Co., Hudson Motors Div., Mullins Mfg. Corp. (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Div., Goebel Brewing Co.

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Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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

TV Accounts: Walter H. Johnson Candy Co., Chicago; Fashion Frocks, Inc., Cincinnati; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitrue, Inc., New York; Coty, N. Y.; Artistic Card Co., Elmira, N. Y.

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Phone: CRestview 5-5231
155 Montgomery Street, San Francisco
Phone: YUkon 6-2927

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

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

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Manager .....William Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Cocoanut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Marlboro Cigarettes.

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

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Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Sketchbook Film Prod., (Film Comm.) Pulaski Monuments Co. (Monuments), New York, N. Y.

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Radio Accounts: Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

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TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

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Radio Accounts: Crane & Company (stationery), Dalton, Mass.; A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products (Hi-Fi), Hollywood; Parade Publications, Inc., New York City, N. Y.; Berlitz School of Languages; State St. Council.

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

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General Motors Bldg., Detroit 2, Mich.
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Manager.....George A. Beck

4010 Washington Ave., Kansas City 11, Mo.
Phone: Jefferson 5601
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Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups, General Motors Acceptance Corporation, General Retail Corporation, Division of General Shoe Corp.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Allen B. Du Mont Laboratories, Inc., Local Metropolitan Chevrolet Dealer Groups, General Retail Corporation, Division of General Shoe Corp.

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TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l Bank. Minneapolis, Minn.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Land O'Lakes Creameries, Inc. (Dairy Products), Minneapolis, Minn.; Pillsbury Mills, Inc. (Oven-Ready Biscuits), Minneapolis, Minn.

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Art Directors.....Vaughn Thomas, Gerry Staugaitis

TV Accounts: D'amico Fifth Ave., (Beauty Consultant), Artists' Guild of America (Talent School).

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Sec't., Treas.....Josephine Dahlin

Radio-TV Accounts: Edward Aaron Corp. (Poultry), K. C.; May Potato Chip Co., K. C.; Seid Litz Paint & Varnish Co., K. C.; Metropolitan Savings Asso., Douglas Chemical Co.

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Secretary.....D. R. Roberts
Art Director.....Bob Lee
Production Manager.....Hy Crandall
Radio-TV Director.....Donna Quigley
Creative Dir.....Fred Ladd
Film Ed.....Reginald Smith
TV Scripting.....Louis M. Sirota

TV Accounts: Chesebrough Mfg. Co., Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-4942
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Secy.-Treas.....Richard H. Leiper
Space & Time Buyer.....Sara Kelly
Art Dir.....John Goss

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

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

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Treasurer.....Leo J. Hardiman
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Media Dir.....Edward B. Pope

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1612 Chanin Bldg., New York 17, N. Y.
Phone: MU 7-5040
V.-P., Gen. Mgr.....Robert D. Stuart
1500 Walnut St., Philadelphia 2, Pa.
Phone: PEnnypacker 5-9543
V.-P., Gen. Mgr.....A. W. Brownell

Radio Accounts: W. L. M. Bensdorp Co., (Cocoa); Mass. Dept. of Agriculture; Alden Speare's Sons Co., (Knife Sharpeners; Thayer, Inc. (Juvenile furniture); Commonwealth Chevrolet Co.; Bassick Co. (Casters); Standard Packaging Co.; Worthington Corp. (Air Conditioning, irrigation pumps, etc.).

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C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179

Pres. & Treas.....D. G. Goodwin
Copy Chief & Secy.....Sara Nolan

Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

1614 Du Pont Bldg., Miami 32, Fla.
Phone: 3-5486
ANPA—SNPA—NOAB

Pres. & Space Buyer.....Robt. E. Clarke
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Art Dir. & Prod. Mgr.....J. H. Freeman
Radio & Pub. Dir.....E. S. Hamburger
Media Dir. & Radio Time Buyer..C. Bonnell

Accounts: Ambrose, Frank, Aviation Inc.; Belcher Oil Co.; Florida Nat'l Bank & Trust Co.; Industrial Savings Bank; Jewish Floridian; Livesay Industries, Inc.; Maule Industries, Inc.; Miami Daily News; Miami Quick Freeze & Cold Stg. Co.; Pompano Beach Highlands Inc.; Florida Milk Producers Assn.; WIOD Radio Station; Withers Van Lines.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA

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V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith

Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

41 East 42nd St., N. Y. 17, N. Y.
Phone: OX 7-0660

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Radio-TV Director.....Peter Finney

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.

TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.

THE ARNOLD COHAN CORP.

460 W. 34th St., New York, N. Y.
Phone: WIsconsin 7-4700

Pres. & Treas.....Arnold Cohan
Prod. Mgr.....John Mulligan
Copy Chief.....Marvin Haas

Radio Accounts: Gerald O. Kaye & Assoc. Corp.; New York Times; Dale, Jim Clothes, Inc.; Kings Plumbing Supply Corp.; Viking Taximeter Distrib. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.

TV Accounts: Gerald O. Kaye & Assoc. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.; New York Times.

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Phone: BRoadway 1-9475
Manager.....Richard M. Davis

Keith Bldg., 525 Walnut St., Cincinnati 2, Ohio
Phone: PArkway 6961
Manager.....Robert P. Marsh

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8107
Manager.....James J. Seaborne

Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co. (Fibre Milk Container Div.); John H. Dulany & Son. Inc.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Co., Inc. (Shoe Products); Kelly-Springfield Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge; The Procter & Gamble Co. (Crisco, Dash, Drene, Duz, Gleem, Ivory Flakes, Ivory Soap); The Socony-Vacuum Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea) Sterling Drug Co. (Fizrin).

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Art Dir.....William B. Cormier
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Radio & TV Dir.....Daune J. Miller

Radio Accounts: Bell Aircraft Corp.; Frontier Oil Refining Co. (Oil & Motor Oil); Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders (Banking Services); WGR Corporation, (Station WGR-Radio & TV).

TV Accounts: Bell Aircraft Corp.; Art Metal Construction Co. (Steel Office Furniture, Visible Index Systems, Filing & Indexing Supplies); Frontier Oil Refining Co., Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western N. Y. (Hospital & Surgical Plans); Manufacturers & Traders Trust Co.; Morrison Steel Products. Inc. (Mor-Sun Furnaces, Roly-Door Steel Garage Doors (Carry-All Truck Bodies); WGR Corp. (Station WGR-Radio & TV).

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Accounts: Amateur Weathermen of Amerıea; Artography Inc.; Blair, John & Co.; Blair TV, Inc.; Buccaneer Lodge; Chesapeake & Ohio Railway Co.; Clinchfield Coal Corp.; Crane Arthur D., Co.; Dobie, George & Son Ltd.; Farmers & Consumers Dairy Inc.; First National Iron Bank of Morristown; The Greenbrier; Hotel Paris; Hotel Windmere; Investors Diversified Services; Knott Hotels Corp.; Mantrose Corp.; McAllister Brothers, Inc.; Pass Dye Co.; Pattison & Browns Inc.; Payne Cutlery Co.; Phototype Inc.; The Pittston Co. and Subsidiaries; Russell, James B., Inc.; Salomon, L. A. & Bro.; Science Associates; Smith Chemical & Color Co.; Sobranie, Ltd.; Station Representatives Assn.; Sulgrave Hotel; Vanderhilt, R. T. Co. Inc.

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Production Mgr.....Mildred Nelson
Acct. Executives.....Roscoe A. Smith
Victor Kaufman, Harry Watson, Kay Shinn, Harold C. Dixon, Gordon Bennett

Accounts: American Biscuit Co.; B & M Distributing Co.; Buckley-King Funeral Ser.; Coronets, Inc., Douglas Fir Plywood Assn.; Fir Door Institute; Fuel Oil Service Co.; Harbor Plywood Corp.; Harnon, F. S. Mfg. Co.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; Laucks Laboratories Inc.; Northwest Syndicate; Pacific First Federal Savings & Loan Assn.; Puget Sound National Bank; St. Paul & Tacoma Lbr. Co.; Silver Springs Brewing Co.; Tacoma Savings & Loan Assn.; Tacoma Transit Co.; Tribune Publishing Co.; United Pacific Ins. Co.; Ward Smith Inc.; Western Furnaces Inc.; Wood Coffee Co.

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Media Director.....Margaret Stair
Art Directors.....E. E. Ogilvie, William Hawksley
Radio-TV Dir.....Everett O. Liaboe

Radio Accounts: Apache Dist. Co. (Lone Star Beer); Carl's, (Ladies Ready to Wear); Express-News; Perry Shankle Co. (Appliances); Hoffmann-Hayman Coffee Co.; Lone Star Brewing Co.; Interstate Theatres; Studer Photo Co.; H. E. Butt Grocery Co.; Sommers Drug Stores; Mode-O-Day (Ladies Ready to Wear); Security Finance Co.; New Braunfels Textile Mills; Quaker Oats Co.; Pioneer Flour Mills.

TV Accounts: H. E. Butt Grocery Co.; Hoffman-Haymnan Coffee Co.; Express-News; Interstate Theatres; Ormsby Chevrolet; Pioneer Flour Mills; Security Finance Co.; Sommers Drug Stores; Studer Photo Co.; Lone Star Brewing Co.

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Research Director.....L. Louzon

Radio Accounts: Badder and Snoke (Jarman Shoes); Colonial Floor Covering; ABC Chick Hatchery (Baby Chicks); Jim Brady (Shoes); Crowl Chemical Co. (Cough Remedy); Crescent Nut & Chocolate Co.; Van

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Sciver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company.

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

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Sec.-Treas. .....Kathleen A. Walsh
Account Executives.....J. Gorman Walsh, Kathleen A. Walsh, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.

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

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TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Evinrude Motors (Outboard Motors); Humphrey Chevrolet; Associated Hospital Service; First Federal Savings; First Wisconsin Nat'l Bank; Flexy, Inc.; Glass Container Institute; Milwaukee Co.; Patek Bros. Inc.

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8420 Sunset Blvd., Hollywood 46, Calif.
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49 E. Superior St., Chicago 11, Ill.
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Radio Accounts: Liggett & Myers (Chesterfields & L & M Cigarettes); Colgate Palmolive Co., (Super Suds); Sunshine Biscuits, Inc. (All products); E. R. Squibb & Sons, (Sun 'N Surf); Narrangansett Brewing Co., (Beer & Ale); Pan American Coffee Bureau, (Coffee institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; The New York Daily News; McCall's, (Patterns); Italian Line, (Travel); Clicquot Club, (Soft drinks); Eversharp, Inc.

TV Accounts: Liggett & Myers (Chesterfields & L & M Cigarettes); Colgate Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All products); Narragansett Brewing Co.; A. T & T. (Yellow Pages); Pan American Coffee Bureau, (Coffee Institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; New York Daily News; McCall's (Patterns); Lentheric, (All products); Universal-International, (Motion Pictures); E-Z Pop, (Popcorn); Eversharp, Inc.

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Prod. Mgr., Space Buyer.....M. Lerman
Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Research Dir.....R. Blumenthal

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Dir Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories Colorfilm; Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Three Star Appliances; Webb & Knapp, Inc.

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Vice-Pres.-Secy.....F. T. Leighty
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Phone: Hudson 2-3256
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Dancer-Fitzgerald-Sample, Inc.
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107
Vice-President.....W. B. Dugan
200 St. Clair Ave. West Toronto 7, Ontario
Phone WAlnut 4-8425
V.P. & Mgr.....Gilbert Nunns

Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, and Organzed Reserve Corp Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Ester, Division of Zonite Co., Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild.

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75 Eighth St. N.E., Atlanta 5, Ga.
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Vice-President.....J. Hixon Kinsella

Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

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ABP

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Secty.....M. A. Deutsch
Treas. .....Robert Stone
Research Dir.....Edward R. Rader
Media Director.....Madeleine Allison

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

TV Accounts: E. T. Browne Drug Co. (Palmer's Skin-Success).

DEUTSCH & SHEA, INC.

230 West 41st St., New York 36, N. Y.
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ABP—APA—AAAA—ANPA

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Secretary .....Henry Geissenheimer
Production Mgr.....Richard Gazley
Space Buyer.....Erwin Lowen

Accounts: America's Hobby Center, Bankers Federal Savings Assn.; Century National Chemical Co., Federal Video Corp.; Fleming Hall Tobacco Co. Inc.; Hammer Beverage Corp., Hollywood Fontana Corp., Lang-Worth Feature Programs Inc.

DIRECTOR, BLEIER & WEISS, INC.

527 5th Ave., New York 17, N. Y.

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Exec. V.-P.....George V. Bleier
Art Director.....Albert Bart
Chief of Plans Board....Murray R. Director
Exposition Dir.....Fred Pittera
Acct. Executives.....George V. Bleier, Joel Howard, Murray R. Director, Andrew M. Weiss, Walter Von Schoenfeld

Accounts: American School, N. Y., N. Y.; American Society of Composers; Ardgreen Asso., Inc.; Bakers Review; Budd Looms; Chemdrug Corp.; Coronet Art Gallery; Dollinger Asso.; Empire Merchandising Co.; Gnome Press; Harris Laboratories; Headline Publications; Hillcrest Corp; Independent News Co.; Hoffman Motors; Mantel, H.; Mayfair Publishing; Movielab Film Laboratories, Inc.; Music Publishers Holding Corp.; Pioneer Publications; Post Photo Engraving Corp.; Robert Book Co.; Schirmer, G.; Schoenfeld & Sons; Skylark Originals; Sturm & Scheinberg; Ulano Products; Wehman Bros.; Whitecrest Associates; Witol, William, Co.; World Motor Sports Show.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA—ABP

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Acct. Execs.....Elmer H. Doe, Warwick Anderson, George W. Emerson, Richard W. Smith
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.; Radio Stations: KOLN, Lincoln, Neb.; KTHS, Little Rock, Ark.; KWKH, Shreveport, La.; WAVE, Louisville, Ky.; WDAY, Fargo, N. D.; WHO, Des Moines, Iowa; WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; WOAY, Oak Hill, West Virginia; TV Stations: KOLN-TV, Lincoln, Neb.; WAVE-TV, Louisville, Ky.; WKZO-TV, Kalamazoo, Mich.; WDAY-TV, Fargo, No. Dak.; WHO-TV, Des Moines, Iowa.

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Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York; Pharmaco, Inc. (Feen-A-Mint), Kenilworth, N. J.

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

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Branch Office
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Phone: REpublic 7-1420

Manager .....Philip Rosenfeld

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

DONAHUE & COE, INC.

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Time Buyer & Bus. Mgr.....Evelyn Jones

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

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

Radio Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Loew's Inc. (Motion Pictures, Loew's Theatres) New York, N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M Pictures), New York, N. Y.; New York, N. Y.; New York World-Telegram & Son (Newspaper), New York, N. Y.; River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; State of Israel Bonds; Miles Shoes.

TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; New York, N. Y.; Loew's, Inc. (Loew's Theatres), New York, N. Y.; Metro-Goldwyn-

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Mayer (Motion Pictures), New York, N. Y.; New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc., Pearson Pharmacal (Ends Chlorophyll Tablets).

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Exec. Vice-Pres.....Marvin H. Frank

Branch Office
1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315

Gen. Mgr., V.P.....Marvin H. Frank

Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich., Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp. (E-Z Pop Popcorn); Ira Wilson & Son, (Dairy Products).

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp.; Ira Wilson & Sons; Radio Distributing Corp. (Norge Washers & Dryers).

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Phone: LAfayette 3-0770

Senior Vice-Pres.....W. J. Sheehan
425 Bush St., San Francisco 8, Cal.
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V.P. .....Ronald Brindley

Radio Accounts: Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelpha; Provident Trust Co. of Philadelphia (Bank), Philadelphia; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco, Paine, Webber, Jackson & Curtis, (Brokerage) N. Y., N. Y.

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

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Space & Radio Time Buyer..Charles Bucklin

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

President.....John C. Dowd
Exec. V.P.....Edward D. Parent

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Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Company (Soft Drinks), Manchester, N. H.; Megowen-Educator Food Company (Crackers & Biscuits), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic

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TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warick, R. I.; DeMambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co. (Shampoo), Boston, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

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Radio Accounts: Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York.

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156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917
Exec.-in-Charge.....Robert B. England

Radio Accounts: Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers, gifts), San Francisco, Calif.

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Radio Accounts: Conway Camera, (Cameras etc.), Chicago, Ill.

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

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

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Branch Office
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Phone: HOllywood 9-8219

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay), N. Y., N. Y.

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Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

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Continuity Director.....Imogene Kundig

Radio Accounts: Abraham Lincoln Hotel; B & F Toggery; Bootery; Bresmer's; Bridge Jewelry Co.; Camera Shop; Constantino Packing Co.; Dellert's Paints; Downtain's; Dunn Paint; First National Bank; Jack Harman; Kennedy's Laundry & Dry Cleaners; LaBonte's Luggage Shop; Henry Nelch & Son Co.; Public Super Market; Quality Dairy; Rolands; Schlitt Hardware; Security Federal Savings & Loan; Sunshine Laundry; Swanson's Camera Shop; Vredenburgh Lumber Co.

TV Accounts: Constantino Packing Co.; First National Bank; Vredenburgh Lumber Co.

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Branch Office

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270 Park Ave., New York 17, N. Y.
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Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crimmins

Radio Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Philipson & Co. (Investment Securities), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

TV Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

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Partner .....David Wermen
Radio-TV Director.....Stanley Goldstein
Acct. Exec.....Leonard Schorr
Asst. Acct. Exec.....Jay Beneman

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Bandler's (furniture), Philadelphia; New Yorker (Cheese), Philadelphia; Yankee Maid (Meat Products), Philadelphia; Bunting (Outdoor Furniture), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; Renuzit Distillers (Kings Wine), Philadelphia; Quaker City Laundry, Philadelphia; Douglas Dryers, (Automatic Clothes Dryers), Philadelphia; Gaby Suntan Lotion, Philadelphia; Lou Block Pontiac, (New & Used Autos), Philadelphia.

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Executive Asst.....Walter J. Kerwin
Art Director.....Gilbert Meekins
Production Manager.....Booth Farcus
Time Buyer.....Nan Hannum

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson

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

TV Accounts: Smith's Storage Co., Washington, D. C.

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Vice-President .....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Ken Miller
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Freed Radio Corp.; N. Y., N. Y.; International Brands, Newark, N. J.; Loew Productions, Hollywood, Calif.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

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TV Accounts: Red X Thrift Stamps; Red Ace Petroleum Co. (Gas & Oil), Nashville; Robt. Orr & Co. (Foods) Nashville; J. C. Bradford & Co. (Securities), Nashville.

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Acct. Executives.....B. E. Geise, P. Bernhardt, J. Amitrani, A. Bryant

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TV Accounts: Watchung Lake, Inc. (Swimming Resort), S. Plainfield, N. J.; General Home Improvement Co. (Storm Windows), Brooklyn; Save Way Appliance Co. (Food Freezers), Jamaica, L. I.; Halogene Corp.

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TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O'Shanter Country Club (Golf Tournaments), Chicago; Nat'l Foundation for Infantile Paralysis, Chicago & N. Y.; United Artists Corp.; Universal-International Pictures Corp.; Bell Savings & Loan Assn. (Bank), Chicago; Monroe Theater (Movie Theater), Chicago; 20th Century-Fox Film Corp. (Motion Pictures), Chicago; Loeber Pontiac, Inc. (Pontiac Agency), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; San-A-Bin Corp. (Garbage Disposal Unit), Chicago.

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TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Denver Conv. & Visitors Bureau (travel), Denver; Dottie's Quickie Cookies (Frozen Cookies), Denver; Grandview Builders (builders), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; Nebraska Packing Co. (meat processor—dog food), North Platte, Nebraska; B. K. Sweeney Mfg. Co. (Distributors), Denver.

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TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

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TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis; Purina Mills, St. Louis.

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TV Accounts: American Home Products; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Colter Corp., (Jekyll Island Shrimp), N. Y. C.; Kiwi Polish Co., Ltd.; Olin Mathieson Chem. Corp.; Tetley Tea Co.; Wooster Brush Co., (Magi-Koter Paint Rollers, Wooster, Ohio.

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plies); Bonafide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.; Leorence Salon; Dean Parker, Inc.; Supercurline Corp. (Mfgrs. of beauty products); Dick Contino (Artist).

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Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streator Chevrolet Co., Sweet Candy Company, Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

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

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wisc.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

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Accounts: Arrowhead Food Products; Bewley Mills; Commerce Refrigeration Co.; Continental Geophysical Co.; Davis & Humphries; Dotties Quickies of the Southwest; Epps Smokehouse; Fort Worth Macaroni Co.; Forth Worth Nat'l Bank; Forth Worth Sand & Gravel; Garza, Ralph; Gebhardt Chili Power Co.; Globe Laboratories; Great American Health & Life Co.; Great Western Foods Co.; Harper General Tire Co.; Jordan Motors; KITE, Radio Station; McDonald Hatcheries; Mangum, John, Co.; North Texas Advertising; Piggly-Wiggly Stores; Republic National Bank; Ruth, J. B. Sales Co.; Ryan, Thomas M. Co.; Serval Drug Co.; Sperry & Hutchinson; Southern Transfer Co.; Southern Equipment Co.; Texas Dry Concrete Co.; Texas Industries, Inc.; Texas & Pacific Railway; Texcrete Companies; Thrifty Wise Services; WBAP-AM-FM-TV, Fort Worth; Waples-Platter Co.

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Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.; Humiston-Keeling & Co.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.; Humiston-Keeling & Co.

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Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; As sociated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; Bell Telephone Co. of Pa. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia, Philadelphia; Diamond State Telephone Company (Services); Delaware; Fritz & La Rue (Carpets), Philadelphia; Lee Tire & Ruhber Co. (Tires), Conshohocken; Philadelphia Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia; Keystone Automobile Club, Philadelphia; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; The Bell Telephone Co. of Penna. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia.

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Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Motion Pictures for Television, N. Y.; Palladium Radio Productions, Inc.; Paris & Fifth Ave. Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Rugoff & Becker Theatres, N. Y.; Sol Lesser Productions Inc., Culver City, Calif.; Stanley Warner Cinerama Corp., N. Y.; Tele-King Television Corp.; Trix Stix, N. Y.; United Artists Corp.

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TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Exquisite Form Inc.; Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Jacoby Bender; Frank H. Lee Co., (Lee Hats); Mathieson Chem. Corp.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

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TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

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Radio Accounts: Midwest Wine Co. (Kosher Wine), St. Paul, Minn.; Authorized TV Service Club (TV Service), Minneapolis; Authorized Agency, (Insurance), Minn.; Thompson Construction Co., (New Homes), Minn.; Huntzinger Mfg. Co. (Seat Covers), Minn.; Kline Oldsmobile, St. Paul; Midway Ford Co., St. Paul; Old Home Creameries (Cottage Cheese), Minn.; De Luxe Rug Cleaners, St. Paul.

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TV Accounts: Midwest Wine Co.; Authorized Agency; Thompson Construction Co.; Fanning Supply Co., (Pre-Cut Homes), Waterville, Minn.; Rusco Window Co. (Self Storing Windows), Minn.; Lowry Hill Cleaners; Huntzinger Mfg. Co.; Kline Oldsmobile; Old Home Creameries; Kieffer Clothing Store, (Men's Furnishings), Minn.; De Luxe Rug Cleaners; Town & Country Motors, St. Paul.

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TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

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TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Rochester Baseball Club, Rochester, N. Y.; Webaco Oil Co., Webster, N. Y.

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1510 Drummond St., Montreal, Que.
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TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Meccano Toys; Lowney's Ice Cream.

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Radio Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entpr., Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; Thor Corp.

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V.P. & Art Dir.....Jack Warren
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Acct. Executives.....M. J. Middleman, S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weinn Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Paint Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velveray Corp.

AL HERR ADVERTISING AGENCY

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Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

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

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Radio-TV Dir.....Mrs. Mabel N. Perryman
Acct. Executives.....Horace L. Hevenor, Edw. T. Loveday, Charles C. Cross, Douglas F. Van Valkenburgh

Accounts: Albany Business College; Albany Frosted Foods, Inc.; Albany Times-Union; Blenwell Beverages; Burdick & Son; City & Country Savings Bank; Delaware &

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Phone DUnkirk 5-1721

(*Los Angeles Accts. only*): Gas Appliances, Inc.; Helms Olympic Bakeries, Hemet Packing Co.; House for Men, Inc.; Mirmann & Peters; State Mutual Savings & Loan Assoc.; Les White, Inc.

Radio Accounts: Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Dix Cup Home Dispensers & Ice Cream Cups), Easton, Pa.; Glamorene, Inc. (Rug Cleaner, Upholstery Cleaner), N. Y. C.; Lewyt Corp. (Lewyt Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Red L Precooked Frosted Foods (Frozen Seafoods, Onion Rings, Chicken), N. Y. C.; Peerless Electric, Inc. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.; Roger & Gallet (Perfumes, Soaps, Toiletries), N. Y. C.; Wearing Products Corp. (Blendors, Misors), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Glamorene, Inc.; Lewyt Corp.; Red L Precooked Frosted Foods; Peerless Electric, Inc.; Waring Products Corp.; Servel, Inc.

HILL & KNOWLTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-1420
ANPA—PPA

Pres., Treas.....John W. Hill
Exec. Vice Pres.....Bert C. Goss
Sec. & Controller.....Harry S. Cooper
Art Director.....M. Richard Kaufman

Branch Office
1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 0271
Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: MUrray Hill 8-4224
ABP—ANPA—PPA—NOAB

President .....Peter Hilton
V.P. & Treas.....Louis J. Riggio
Vice President.....James Williamson
Secretary.....L. S. Hendrickson
Art Dir., Vice Pres.....Daniel Loizeaux
Merchandising Dir.....A. B. Crampton
Creative Director.....James O. Rankin
Time Buyer.....Maria Carayas
Space Buyer.....Ed Luke
Production Mgr.....Ralph Kidd
Acct. Executives.....Louis J. Riggio, James Williamson, John S. Kirk, Joseph P. Quin, Jr., Robert Fine

Branch Office
1680 N. Vine St., Los Angeles 28, Calif.

Accounts: B. B. Pen Co., Inc., Hollywood, Calif.; Bendit Merchandise Corp. (Tempo Cleaning and Facial Tissues), Cleveland, Ohio; Bjelland, Chr., Co., Inc., New York City; Bon Bon Corp. (Ice Cream Confection), Beverly Hills, Calif.; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; Graham Co. (Redbow Brand Vegetables, Nuts)), New York City; Grid-L-Redi, Inc. (Prepared Pancake Batter), Chicago, Ill.; Metropolis Brewery of N. J., Inc. (Champale), Trenton, N. J.; National Paper Products Co., Swanee Paper Products; National Yeast Corp., Belleville, N. J.; Bakers Compressed Yeast and Bakers Active Dry Yeast; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Schine Hotels Corp., New York City; Shavex Co., Los Angeles, Calif.; Sherry, Louis, Inc., Long Island City, N. Y.; Shirriff's Limited, Toronto, Canada; Sta-Wip, Inc. (Dessert Topping), Chicago, Ill.; Vermouth Industries of America, Inc., New York City.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900
NOAB—ANPA—APA—PPA

President .....Sidney Garfield
Gen. Mgr.....Julian Braun
Radio & TV Dir.....Sylvan Taplinger
Radio & TV Prod., Coordinator.....Robert Loeb
Prod. Supervisor.....Wilfred D. Howitt

Branch Offices
420 Boylston St., Boston, Mass.

www.americanradiohistory.com

Phone: LIberty 2-0485
Executive-in-Charge .....Gabriel Stern
Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.
TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580
ABP—ANPA—APA—PPA—AAAA
President.....J. Paul Hoag
Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich
Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; New York, New Haven & Hartford Railroad Co.; Radio Station WHDH, Boston; Swift & Co.

HOUCK & COMPANY, INC.—ADVERTISING

625 First St., S.W., Roanoke 16, Va.
Phone: 2-3411
ABP—ANPA—APA—PPA—SNPA
President.....C. B. Houck
V.P., Radio-TV Dir.....William B. Houck
Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell
Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

BRYAN HOUSTON, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-6400
President .....Bryan Houston
Exec. V.P., Gen Mgr.....Harry W. Bennett, Jr.
Senior V.P.....Henry M. Schachte
V.P., Acct. Sup.....Wm. C. Geoghegan
V.P., Acct. Sup.....Wm. R. Hillenbrand
V.P., Acct. Sup.....F. Winslow Stetson, Jr.
V.P. Dir. Mchdse.....Jesse O. Bickmore
V.P. Dir., Art.....Stanley Freeman
V.P. & Copy Chf.....Roger Purdon
V.P. Dir. Prod.....Samuel H. Weber
V.P. Dir. Research.....Frederick L. Ryner
V.P. Dir. Radio-TV.....Wm. B. Templeton
V.P. Dir. Media.....H. Dobberteen
Business Mgr.....Jules Bundgus
Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).
TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
Providence 3, R. I.
Phone: GAspee 1-2087
AAAA—ABC—ABP—ANPA
Partner.....Frederick C. Noyes
Partner.....C. Darrell Prutzman
Partner.....Carroll H. Rickard
Associates.....Herbert W. Gerlach, William P. Meigs, Jr.
Media Buyer.....Theodore Eilenberg
Time Buyer.....Henry C. Hart, Jr.
Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.
TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Puhlic Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
Radio-TV Director.....Wm. Philip Smith
Time Buyer.....Douglas Humm
Asst. to Mr. Smith.....Thomas A. Lee, Jr., Clifford Simpson

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

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine; Rutland Fire Clay Co.; South African Rock Lobster Assn.; Switzerland Cheese Assn.; The Taylor-Reed Corp.
TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Blueberry Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell

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Funeral Church; Flako Products Corp.; Lehn & Fink Products Corp.; Michigan Blueberry Growers Assn.; N. Y. & New England Apple Institute.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABC—ABP—ANPA

Chrm. of Board...H. Lawrence Whittemore
President.....Richard S. Humphrey
Secretary.....Harry M. Billerbeck
Treasurer.....Carroll L. Cheverie
Media Dir.....Harry M. Billerbeck
Radio-TV Dir.....Nelson Gross
Time Buyers.....Grace Kipp, Elaine Akst

Branch Office
1235 Statler Bldg., Boston 16, Mass.
Media Directors.....Elizabeth Howard Hourihan, Mary Pengilly
Radio-TV Dir.....Ray Girardin
Time Buyer.....Marianne Meoli

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck

Branch Offices
3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents.....John R. Maxwell, W. H. Maxwell
16-18 W. 46th St., New York 19, N. Y.
Vice-Presidents.....H. Pierson Mapes, James Burton
Phone: PLaza 7-8526
33-55 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661
Manager .....William Bounsall

Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Truse Co., McCurdy & Co., Music Lovers Shoppe, Philco Corp., Rittenhouse Co., Inc., W. J. Scheer, Schuler Potato Chip Co., Scrantom's Book and Stationery Co., Waldert Optical Co., Inc., Proiansky, Inc.

TV Accounts: Lincoln Rochester Trust Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

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

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848
ABC—ABP—ANPA—AFA—AAAA

Radio Accounts: The Kroger Co. (Grocery Products); Miami Margarine Co. (Nu-Maid Margarine); Strietmann Biscuit Co. (Crackers & Cookies); The Drackett Co. (Super Charge & Twinkle); The Heekin Co. (Baking Power); Cincinnati General Elec. Jet Plant (Plant & Community Relations); Ashland Oil & Refining Co.; Antonio Palazzolo & Co., (Duncan Hines Macaroni Products).

TV Accounts: The Kroger Co.; Miami Margarine Co.; Strietmann Biscuit Co.; The Drackett Co.; Antonio Palazzolo & Co.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GArfield 2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio & TV Time Buyer.....Rita Kennedy

Branch Office
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600
Manager.....W. A. Powers

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

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

KAL, EHRLICH & MERRICK, INC.

314 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes
Dir. Sales Pro.....R. Edward Hotze

Account Executives.....Joseph Weinstein, Alexander Charles, Wm. B. Mullett, Forest Entwisle, Philip Berne, Wm. Roberts.

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas
Phone: LYnchburg 3646
ANPA—APA

President ..... Lester Kamin
V.P., Space & Radio Time Buyer.....B. L. Blumberg
Vice Pres.....Charles L. Brooks
Secretary.....Martha Cornelius
Art Dir.....W. R. Stevenson
Pro. Mgr. & TV Dir.....Murray Getz
Copy Chief.....Mary Blair

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Radio Dir.....Fredora Alexander
Comptroller.....Irving L. Samuels
Acct. Executives.....Lester Kamin, Charles L. Brooks, B. L. Blumberg

Branch Office

Kamin Adv. Agency, Austin, Texas
Manager.....Charles L. Brooks
Phone: 6-6251

Accounts: Automatic Distributing; Battelstein's; Burton, A. C., Co.; Calcasieu Lumber Co.; Finger Furniture Co.; General Mfg. Co.; Gerson & Kaplan; Golden Age Beverage Co.; Gordon's of Texas; Houston Chronicle; Houston K-F Co.; Krugers Jewelers; Levit's Jewelry; Magnolia Paper Co.; Moore Bros.; Mosk's Stores for Men; Poll Parrot Shoes; Reader Wholesalers; San White Oldsmobile; Sanitary Farm Dairies Inc.; Shaw Jewelers of San Antonio; Shepherd's Cleaners; Simpson-Gillman Pontiac; Southwest Asso.; Swearingen-Armstrong; Texas State Optical.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CEntral 6-5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
Vice Pres.....John Turice
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co., Old Colony Beverages.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 16, N. Y.
Phone: PLaza 1-1400
ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500
AAAA—ABC—APB—ANPA—AFA

President.....Joseph Katz
Sr. Vice-Pres.....John T. McHugh
V.P. & Treas.....C. M. Harrison
V.P. & Prod. Mgr.....Harry Kullen
V.P. & Art Dir.....George C. Adams
Media Dir.....Frank Chipperfield
Assoc. Media Dir.....John J. Manning
Space Time Buyer.....Jean Mitchell
Vice Presidents.....Roland Brave, Stanley Blumberg
V.P., Radio-TV Dir.....Robert G. Swan
Assoc. Radio-TV Dir.....Arthur Moore
Radio-TV Producers.....Frederick Wehr, Lawrence Harris, Morton Salan

Branch Office

488 Madison Ave., New York 22, N. Y.
V.P., Mgr.....Sydney Loewenberg
Radio-TV Dir.....Richard Katz
Time Buyer.....Catherine Mauch

Radio Accounts: American Oil Co. (Amoco Gas), Baltimore; Gunther Brewing Co., Inc. (Beer), Baltimore; Madera Bonded Wine & Liquor Co., (Madera & Mt. Zion Wines), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore; Stark Films, Baltimore; Maryland Pharmaceutical Co. (Rem), Baltimore; Democratic National Committee, Washington, D. C.; Pompeian Olive Oil Corp., Baltimore.

TV Accounts: American Oil Co.; Gunther Brewing Co., Inc.; Madera Bonded Wine & Liquor Co.; Cellowax Corp.; First National Bank; Maryland Drydock Co.; Mary Sue Candy Co.; Motor Sales Co. (Plymouth-DeSoto); Maryland Pharmaceutical Co.; Democratic National Committee.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.

www.americanradiohistory.com

Secretary.....H. J. Darby
Radio-TV Director... ..A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: JUdson 2-1797

Owner.....J. F. Keilson
Scripts & Commercials.....Janet Sternberg
Program Director.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

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

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; McGuire & Co.; Mar Monte Hotel.

TV Accounts: McGuire & Company (Pink Ladies Shaving Cream).

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....G. T. C. Fry, William Green, Donald J. Maggini, E. W. Newson, John H. Owen, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, V. Armstrong, J. Woodman, S. Olson, D. Gillespie, R. Allewelt, R. Barker, B. Brady, W. King, W. Berech, R. Manoff
Art Director.....Gerald Link
Talent Buyer.....Robert Marcato
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule

Branch Offices
645 Griswold St., Detroit

Vice Pres.....Don C. Miller
Equitable Bldg., Hollywood, Cal.
Vice Pres.....Robert D. Wolfe
620 Market St., San Francisco
Vice Pres..... .....Sydney G. Walton
80 King St. W., Toronto, Ont.
Vice Pres.....William J. Frost
Lincoln-Liberty Blvd., Phila. 7, Pa.
Phone: RIttenhouse 6-8026
Vice Pres.....W. N. Berech
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101
Mgr.....L. J. Sholty, Jr.
805 Peachtree St. N. E., Atlanta 3, Ga.
Phone: Vernon 0194
Mgr. .....I. DeRidder
135 So. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-6470
Mgr. .....J. Shannon

Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Electric Razor Co.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Chase Nat'l Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Sponsored Radio-TV Shows, RCA Victor Home Instruments, RCA Institutional Advertising); Welch Grape Juice Co.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President .....George Ketcham
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir...Edgar J. Donaldson
Asst. Radio & TV Dir...Melvin F. Johnston, Donald L. Fox
Radio & TV Timebuyer..William B. Kroske

Branch Offices
Rm. 309, Brishane Bldg., Buffalo 3, N. Y.

Field Rep.....David Fernow
State Street Bldg., Harrisburg, Pa.
Field Rep.....George K. Keet
Room 609 Mercantile Trust Bldg., Baltimore, Md.
Field Representative.....W. R. Milford
1801 Central Nat'l Bank Bldg., Richmond 19, Va.
Field Rep.....C. W. Crowder

Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Dairymen's Cooperative Sales Association, Pittsburgh; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Calgon; The Natural Gas Companies, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh; The East Ohio Gas Company, Cleveland; Reyner and Brothers, Inc., Pittsburgh; ALSCO, Inc., Akron; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co., Pittsburgh.

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Tappan Stove Company; Dairymen's Cooperative Sales Association; Peoples First National Bank & Trust Company, Pittsburgh;

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Manufacturers Light and Heat Company, Pittsburgh; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co.

KIESEWETTER ASSOCIATES, INC.

9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0023
AFA—ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.

TV Accounts: Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ABC—ABP—ANPA—AFA

Chrm. of Board, Pres.....Abbott Kimball
V.P. & Secy.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
Radio-TV Time Buyer.....Miriam Traeger
TV Prod.....B. H. Collins, Jr.

Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: MIchigan 2-0300
Vice Pres.....George Enzinger
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUnkirk 7-7305
Vice Presidents.....Robert Boone, Cliff Hosking, Hugo Scheibner
405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275
Chrm. Plans Board.....Alfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Drake America Corp. (Rowntree Candy), N. Y., N. Y.; Utica Brewing Co. (Fort Schuyler Beer & Ale) Utica, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; John Robert Powers Products Co., Inc. (Cosmetics), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona
Phone: ALpine 4-5548

President .....Lew King
Sec.-Treas. .....Elinore King
Radio-TV Prod.....Jack Beveridge
Media & Pub. Dir.....Barbara Hallis

Radio Accounts: Webster's Dairy (Dairy Products); Economy Finance (Loans); Bireley's Bottling Co. (Soft Drinks); Funk Jewelry Co. (Jewelry).

TV Accounts: Webster's Dairy; Valley Furniture Co. (Home Furnishings); Ingraham-Serta Mfg. (Mattress); Dairy Queen (Ice Cream); Best Cleaners; Funk Jewelry Co.; Frank M. Siegmund Co. (Radio-TV Appliances); Gil-Barts Dept. Store (Variety Merchandise); Fred Smith Co. (Appliances); Hepler's Service Stations; McDowell Men's Shop.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161
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Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water, Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

TV Accounts: Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

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Radio Accounts: General Motors Corp., Detroit, Mich.; Sonotone Corp., N. Y. C.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y. C.

TV Accounts: The Texas Co.; United States Tobacco Co.; General Motors Corp.; Buick, Flint, Mich.; Schick, Inc., Stamford, Conn.; The Goodyear Tire & Rubber Co., Inc.

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

Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago.

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Radio Accounts: Plough Sales Corp.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Sales Corp., Memphis.

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Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbis Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmacal Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Schenley Industries, Inc., TelePrompter Corp., J. A. Wright & Co.

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

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Radio Accounts: Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; General Electric Co., Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: The Kaynee Co. (boys' wear), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

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Phone: PLaza 3-7057
1680 North Vine Street, Hollywood, Calif.

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TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

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231 W. Wisconsin Ave., Milwaukee, Wisc.
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Manager.....James T. Kelley

Radio & TV Accounts: Colgate-Palmolive Company (Lustre-Creme Shampoo, Cream & Lotion, Lustre-Creme Hair Dressing, Lustre-Color, AD, Instant Barber Shave, Lustre-Net), Jersey City, N. J.; Chicopee Mills, Inc. New York, N. Y.; Dorothy Gray, Ltd. (Beauty Products), New York, N. Y.; Emerson Drug Co. (Bromo-Seltzer, Granular and Tablet), Baltimore, Md.; Atlantis Sales Corporation (Good Luck Instant Puddings), Rochester, N. Y.; P. Lorillard Co., Inc. (Old Gold Cigarettes—King Size, Regular, Filter King Size, Muriel Cigars, Briggs Pipe Mixture, Headline Cigars), New York, N. Y.; Jos. Schlitz Brewing Company (Schlitz Beer), Milwaukee, Wisconsin; Carleton House, New York, N. Y.

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TV Accounts: Costa Ice Cream Company, Woodbridge, N. J.; G. N. Coughlan Co. (dehumidifier, paint brush cleaner), West Orange, N. J.; Spandy (Taylor-Reed Corp.), (detergent-sanitizer), Glenbrook, Conn.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; Norman M. Morris Corp. (Omega Watch), New York, N. Y.

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Phone: PL 9-6120

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408 Palmetto Bldg., Columbia, S. C.
Phone: 44458

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Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta; Georgia Peanut Co. (ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Irvindale Dairies, Atlanta.

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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,

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

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Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

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

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Journal Bldg., 237 Queen St., Ottawa, Ont.
Vice Pres.....W. F. Harrison

Radio & TV Accounts: Aluminum Goods Ltd., Ainsworth Motors, Bank of Canada, British & American Motors Canada Ltd., Broadhurst Lee Co., Ltd., Bulova Watch Company, Canada Dry Limited, Canada Paint Co. Ltd., Canadian Bank of Commerce, Canadian General Electric Co. Ltd., Canadian Red Cross, Capilano Brewery, Ltd., Christie Brown Ltd. (Food), Department of National Defense (Air Force, Navy), Do-

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Branch Office
444 Madison Ave., New York, N. Y.
Phone: PL 9-3221

Manager.....Henry G. Fownes, Jr.

Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.

TV Account: Pontiac Motor Division, Pontiac, Mich.; Dow Chemical Co.

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Copy Chief.....William Bent
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Publicity Director.....Jan Marinella
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Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.

TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), 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.

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Radio-TV Accounts: C. F. Sauer Co. (Mayonnaise, Relish, Extracts).

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Prod. Mgr.....A. P. Lawsky
Art Dir.....Anthony Pollice
Radio-TV Cons.....Sidney Walton

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

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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.; Brown Co. (Nibroc Towels-Tissues), Boston, Mass.

TV Accounts: Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odorono), Stamford,

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Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swissette Gruyere Cheese), N. Y., N. Y.

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Phone: PLaza 7-2061
Chief Exec.....Ed Hinkle
1127 Wilshire Blvd., L. A., Calif.
Phone: MU 2482
Chief Exec.....Charles Smith

Radio & TV Accounts: Miller Brewing Co., Clark Oil & Refining Corp.

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Phone: GAspee 1-4456-4457
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Radio Director.....Elena DiPietro
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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; 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.; Pfeiffer Brewing Co., Detroit, Mich.

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Production.....Hugh Hollyday
Media Dir.....Beth Broberg
Radio-TV Buyer.....Larry Lewin

Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.; Bandini Fertilizer Co., Fradelis Food Co. (Frozen Foods), Glendale Federal Savings & Loan Association, Hoffman Candy Co., Kermin Food Products Co.

TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co., Bandini Fertilizer Co., Case-Swayne, Fraddis Food Co., Kermin Food Products, Southern Calif. Edison Co.

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Radio Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Division, Cowles Magazines, Inc., Esso Standard Oil Co., Frank Fehr Brewing Co., W. P. Fuller & Company, A. Gettleman Brewing Co., Gray Drug Stores, Inc., Bulova Watch Company, Hampden Brewing Co., "Junket" Brand Foods, Lemon Products Advisory Board, Laurel Products, Inc., Lucky Lager Brewing Company, Manufacturers Trust Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Kink (Lysol & Dorothy Gray Cosmetics.

TV Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Frank Fehr Brewing Co., A. Gettleman Brewing Co., Gray Drug Stores, Inc., Gruen Watch Company, Laurel Products, Inc., Leisey Brewing Company, Lincoln Bank & Trust Co., Lucky Lager Brewing Company, Maytag Rocky Mt. Co., Maytag Sales Co., National Biscuit Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Coast Borax Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., Soil-Off Mfg. Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics.

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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.; International Nickel Co. Inc.

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

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Phone: CRestview 5-5533
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Acct. Execs.....Walter McCreery, Richard Berggren
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.

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Mdse. Dir.....A. P. Livingston
Pub. Dir.....Joan L. Aiken
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 Marvland Dairy Co. (dairy), Baltimore; Capital Bakers, Inc. (Bread), Harrisburg; Keebler Biscuit Co. (Crackers & Biscuits), Phila. & Pittsburgh; Richardson & Robbins Co. (Chicken Products & Plum Pudding), Dover, Del.

TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler Biscuit Co., Phila.; Phila. & Reading Coal & Iron Co. (coal), Phila.

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Prod. Mgr.....J. E. Spillane
Acct. Exec.....Ronald Kincaid

Accounts: Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ells Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescaboura Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; Riverview Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilaon Line Inc.

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Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Acct. Exec.....Geo. T. Metcalf, Walter C. Hyland, Sheldon D. Spencer, E. L. Wanner, O. T. Baxter, J. T. Metcalf, Jr.

Accounts: Alrose Chemical Co.; Apponaug Co.; Arnold-Hoffman & Co.; Ashworth Bros. Inc.; Atlantic Rayon Corp.; Babbitt Steam Specialty Co.; Bentley Knitting Machinery Organization Inc.; Big John Show Corp.; Blake, Edward, Co.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Glenwood Range Co.; Harwood Mfg. Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Loblo Mfg. Co.; Lodding, Inc.; Lowell Shuttle Co.; Machinists Nat. Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; New England Lacquer Co.; Phalo Plastics Corp.; Premier Thread Co.; Reliance Molded Plastics, Inc.; Riggs & Lombard Inc.; Robbins Co.; Safety First Show Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Sterling Factory Equip. Co.; Synthetic Yarns Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Walton & Lonsbury; Wardell Braiding Machine Co.; WJAR-TV Providence; Wood, J. W. Elastic Web, Co.

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Assoc. Radio & TV Dir.....George Rich III
Radio Time Buyer.....K. Knight
Radio Time Buyer.....Robert Francis
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.

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Time Buyer.....Kay Ostrander

Radio Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; 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; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances),

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Space Buyer.....Ronald Friedwald
Dir. Marketing & Mdche.....Jules Lennard
Dir. Radio-TV.....Leslie Dunier
Radio-TV—Prod., Dir.....Nat Eisenberg

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriolo 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); Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; Gradiaz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

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Secretary.....Walter H. Strauss
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Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

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Sec'y.....William G. Carmody
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Asst. to Pres.....David J. Wasko

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y., Carpet Institute of America.

TV Accounts: Sinclair Refining Co., New York, N. Y.; Richfield Oil Corp., New York, N. Y.

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260 California St., San Francisco 11, Calif.
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Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., White King 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.

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Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

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Phone: MUrray Hill 7-7377
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Vice President.....Miles Shefferman
Production Mgr.....Sidney Fischer
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
Dir. of Merch.....Robert E. Moore

Radio Accounts: L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Bosch Brewing Company (Beer), Houghton, Mich.; Klarer Provision Co. (Meats), Louisville, Ky.; Neuhoff Brothers Packers (Meats), Dallas, Texas; Oshkosh Brewing Co. (Beer), Oshkosh, Wisc.; Freshrap Div., Badger Paper Mills (Freshrap Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Visking Corp. (Miracloth); Braun Bros. Packing Co. (Meat Products), Troy, N. Y.; Toffenetti Restaurants (Pickles & Relishes), Pittsford, N. Y.; Iowa Soap Co. (Nola Soap Flakes), Burlington, Iowa; Mrs. Klein's Potato Chips, Chicago, Ill.

TV Accounts: Bosch Brewing Company (Beer), Houghton, Mich.; Fox De Luxe Foods, Inc., Chicago; L. C. Forman & Sons (Pickles & Relishes), Pittsford, N. Y.; Klarer Provision Co. (Meats), Dallas, Texas; Neuhoff Brothers (Meats), Dallas, Texas; Pavelka Brothers (Meats), Cleveland; Freshrap Div., Badger Paper Mills; Balentine Packing Co.; Visking Corp.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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AIAA

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Vice-President.....Joseph W. Madden
Copy Chief.....John L. Albright
Art Director.....J. La Rosa
Radio & TV Director.....James G. Zea
Time Buyer.....Elaine Starr

Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Quaker Oats Co., R. Hudnut, Westinghouse.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-6200
ANPA—AAAA—PPA—ABP—NOAB—APA
NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....John M. Handley
V.P. & Art Dir.....H. Nelson Kent
Exec. Sec'y.....Kathryn Intemann
Copy Directors.....E. R. Lagerwall, M. Keil
Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, James W. Baker

Accounts: America House; Centriline Corp.,; Chatham Mfg. Co.; Circle Steel Partition Co.; Cosby Brush & Import Co. Inc.; Cosby-Emmings Trading Corp.; Flower City Charcoal Co.; Green Tree Packing Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Kiss, John & Sons Inc.; Lock Joint Pipe Co.; Lockwood, A. N.; National Biscuit Co.; National Hotel Exposition; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Shawnee Mills Inc.; Staunton Military Academy; Stillman & Hoad, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webrib Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151

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Sr. Vice Presidents.....J. J. Louis, Melvin Brorby, W. R. Fowler
V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Cominos
Sec'y-Treas.....Max D. Anwyl
V.P. Chg. TV-Radio Prog.....Alan Wallace
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Branch Offices
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V.P. & Mgr.....Frank A. Pittman
Phone: HOllywood 2-2391
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333
V.P. & Mgr.....Richard L. Eastland
880 Bay St., Toronto, Ont., Canada
V.P. & Mgr.....John A. Willoughby

Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

TV Accounts: (Same as above, with the exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, 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 Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

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

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary .....Alice Pach
Art Director.....Colleen Sullivan
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Wark
TV Time, Space Buyer.....Robert Groff

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.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmacal 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

Owner .....Ted Nelson
Production Dir.....Sol Lipset
Account Exec.....Jack Fields
Script Dir.....Richard Diamond

Radio & TV 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.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.; Tentenna (Indoor Antenna), N. Y., N. Y.; Vocational Guidance Manual, N. Y., N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 2, Fla.
Phone: 98-9721
ABC—ABP—ANPA

Pres., Treas.....Hunter Lynde
V.P.-Dir.....David E. Robeson
Secy.....Ronald G. Sercombe

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa; Blue Cross-Blue Shield of Fla., Jacksonville, Fla.; Jacobs Jewelers, Fla. Agricultural Supply Co., Clair Mel Bldrs., Inc., Fla. Chip-Steak Co., J. H. Swisher & Son, Inc. (Cigars), Northeast Fla.; Optometrical Assoc.

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
AAAA—ABP—PPA—APA

Pres., Radio-TV Dir.....R. T. O'Connell
Exec. Vice Pres.....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.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
Phone: MU 8-6100

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Vice Presidents.....Stephen Dietz, Howard Connell, Rollin C. Smith, David Margaretten, Judson Irish, Lucille Goold, Eleanor Dean, William S. Blair, James J. McCaffrey, Shelby H. Page
Radio-TV Dir.....Howard Connell
Manager .....Frank Brandt

Radio and TV Accounts: Lever Brothers (Rinso, Good Luck Margarine), N. Y.; Campbell Soup Co. (Franco-American Products), Camden, N. J.; Helena Rubinstein, Inc. (Cosmetics), N. Y.; Schweppes Ltd. (U.S.A.).

OLIAN ADVERTISING CO.

4110 Lindell, St. Louis 8, Mo.
Phone: JE 1-4977

Pres.....Harold A. Thomas
Controller .....Florence Treadway
Vice Pres.....James Spencer
Radio-TV Pro. Dir.....Peggy Leonhardt
Media Dir.....Alice McDonough
Fashion Cord.....Patricia Mansfield

Radio Accounts: Reddi-Wip, Inc. (Local); Sayman Products Co. (Soap); Dairy Council of St. Louis (Milk Products); Vinmar Co. (Hurry Curl and Vinmar Cream Shampoo).

TV Accounts: General Grocer Co. (Manhattan Coffee); Dining Car Coffee Co.; Dairy Council of St. Louis; Knapp-Monarch Co. (Small Electrical Appliances); Reddi-Wip Inc.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
Phone: ATlantic 8166
AAAA—ABC—ABP—ANPA—AFA

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Exec. Partner.....John T. Foley
Partner.....John K. Mortland
Partner.....Robert B. Pile
Partners.....G. C. Hellickson, Ward Olmstead
Radio-TV Dir.....B. G. Morison
Time Buyer.....W. T. Way

Radio Accounts: Marshall-Wells Company (Appliances, Paints, etc.), Duluth, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Rochester Dairy (Dairy Products), Rochester, Minn.; Russell-Miller Milling Company, Occident Flour & Mixes, Minneapolis, Minn.; Clover Leaf Creamery Co. (Dairy Products), Minneapolis, Minn.; Owatonna Canning Co. (Canned Goods), Owatonna, Minn.; Northland Milk & Ice Cream Co. (Dairy Products), Minneapolis, Minn.; Northwest K-F-Willys (Automotive), Minneapolis, Minn.; W. H. Barber Co. (Petro Prod.); 1st Nat. Bk., Minn.; North American Life & Cas. Co., Minn.; Poplar Canning Co. (Pie Mixes), Poplar, Wisc.; Hotel Leamington (Hotel), Minneapolis, Minn.

TV Accounts: 1st National Bank, Minneapolis, Minn.; Regan Brothers (Holsum Bread), Minneapolis, Minn.; Russell-Miller Milling Company (Occident Flour & Mixes, Farm Feeds, American Beauty Flour & Mixes — Dallas, Texas), Minneapolis, Minn.; Northland Milk & Ice Cream Co. (Dairy Products), Minneapolis, Minn.; Nevens Co. (Laundry & Dry Cleaning), Minneapolis, Minn.; Northwest K-F-Willys (Automobiles), Minneapolis, Minn.; Hotel Leamington (Hotel), Minneapolis, Minn.; Marshall-Wells Co.; Clover-Leaf Creamery Co.; Dodge Labs., Inc.; Poplar Canning Co.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050
ANPA—NOAB—PPA

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Vice-Pres. .....Eldon Sullivan
Vice-President .....Freemont Knittle
Asst. to Pres.-Treas.....Robert P. Clark
Radio-TV Director.....Lou Ergman

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

TV Accounts: Andrew Jergens Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140
PPA—APA

President.....W. Wallace Orr
V.P. & Asst. to Pres...George J. Kerrigan, Jr.
Vice Presidents.....Edward Barker III, Edward D. Barker II
Sec'y & Treas.....Willard W. Hughes
Art Dir.....Silvio Romano
Copy Chief.....Morton Berry
Space & Time Buyer.....Patricia Korth

Accounts: Atlantic City Racing Assn.; Clover Hill Foods Inc.; Gillespie Motors Inc.; Horlacher Brewing Co.; Michell, Henry F. Co.; O'Brien Machinery Co.; Penn Brook Ice Cream Co.; Penn Branch Frosted Foods; Phila. American League Baseball Club; Van Tool, Inc.; Radio Station WIBG.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: Dr 7250
ABP—ANPA—APA—FAAG

President .....Merritt Owens
Vice-President.....R. Grant Neds
Production Mgr.....Glenn A. Scott
Radio-TV Director.....Earl Allvine

Radio Accounts: Charles F. Curry (Real Estate), Kansas City, Mo.; Kansas City Savings & Loan League; De Coursey Creamery Co. (Ice Cream), Kansas City; Inter-State Building & Loan Assn., Kansas City; Sodiphene Co. (Mouth Wash), Kansas City; Chevrolet Dealers of Kansas City.

TV Accounts: Zephyr Ventilated Awning Co., Minneapolis, Omaha, Kansas City; Feld Chevrolet (Cars & Trucks), Kansas City; Chevrolet Dealers of Kansas City; Kelley-Williams Motor Co. (Ford Dealer),

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Kansas City; De Coursey Creamery Co.; Consolidated Rebuilders (Rebuilt Motors), Kansas City.

PACE ADVERTISING AGENCY, INC.

251 West 42nd St., N. Y. 36, N. Y.
Phone: OXford 5-1143
ABP

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Exec. V.P.....Peter Frenkel
V.P. & Merch. Dir.....David E. Winnick
Sec'y & Treas.....Max Weintraub
Copy Chief.....Seymour Altman
Art Dir.....Elmer Pfeffer
Prod. Mgr.....Bernard Fabian
Radio Time Buyer.....Betty Silon
Media Dir., Space Buyer.....Gene Lew
Research Dir.....Jay Dresner
Pub. Dir.....Barbara Flamm
Acct. Executives.....David E. Winnick, Seymour Schwartz, Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger, Robert Rothstein

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Greenfield, Albert M.; Kentucky Distilling Co. Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son.; Overhead & Modernfold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Transoceanic Fisheries; United Metal Box Co., Inc.; Viking Air Service; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.
Phone: ELiot 1401
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Secretary .....Frank Horsley
Treasurer.....Calvin W. Franklin
Radio-TV Production.....Grant Merrill, Geo. Glavin
Time Buyer.....Gertrude M. Nyman

Branch Offices

606 Chronicle Bldg., Spokane, Wash.
Phone: MAdison 4371
Manager.....Vernon L. Cary

715 Cascade Bldg., Portland, Oregon
Phone: CApitol 1021
Manager.....Milton A. Foland

48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947
Manager .....Roger Wurtz

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, 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; Washington Cooperative Farmers Association; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Apple Commission; 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.
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NBP

Partners.....A. G. Peart, J. A. H. Rehm
Comptroller .....Thayer Durell
Media, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Largo
Acct. Execs.....S. C. Bernsley, W. Byrne, D. C. Porteous,

Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; British Publications Inc., N. Y.; Business Organization, Inc., N. Y.; Colonna, J.. Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Groveton Papers Co.; Home Style Food Products Co. Inc.; Ice Cream Novelties Div. of Fruit Products Corp.; Joe Lowe Corp.; Kannengiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Nat'l Creamery Co.; Nat'l Dairy Products Corp.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Rockwood & Co. Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Scaramelli & Co. Inc.; Serto Packing Co.; Silex Co.; Skinner & Eddy Corp. Inc.; So. Car. Peach Growers Assn.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-3055
PPA—ANPA

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.

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PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ANPA

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President .....Harry Krawit
Vice-Presidents .....Norman Mack, Sidney Alexander, John Schuman
V.P. Radio-TV.....S. S. Schweitzer

Radio Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Amazaon Germicidal Floor Wax, Bklyn., N. Y., Francis H. Leggett (Food Products), N. Y., Tuck Cellophane & Decorator Tape, N. Y.

TV Accounts: Same as Radio plus Chunky Chocolate Corp. (Chocolates), N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
Phone: RA 6-7923
ABC—ABP—ANPA—AFA—PPA—APA

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Vice-President.....Donald L. Paus
Media Dir. & Coordinator..Linea Vanderlaag
Office Manager.....Marion Tagney
Production Manager.....James Walsh
Research Director.....Peggy Knoel
Director, Industrial Adv.....Patrick Charter
Controller .....Ann Zemke

Branch Office
730 Fifth Ave., New York 19, N. Y.
Phone: PL 7-6120

Director of Radio, TV and Color Program Development....Elliot Saunders
Prod. Supv. & Acct. Ex... Tye R. Robinson
Copy Supv. & Bus. Mgr.....Earl V. Perrin
Dir, Public Rel. & Publicity.....Ted Hudes
TV Food Consultants.....Charles Sigerty
Kit Kinney
Color TV Consultant.....Michael Case

Radio Accounts: Sunbeam Corp; Kosto Gelatin Desserts; Faultless Caster Corp.

TV Accounts: Sunbeam Appliance Division; Sunbeam Rain-King Division; Sunbeam Stewart Division; Faultless Caster Corp.

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.
Phone: BElmont 4-6401

Partners.....William L. Phillips, Charles C. Ramsey
Media Director.....Robert F. Lewis
Radio-TV Dir.....Orva W. Huff

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 Andrews Sporting Goods; Walker-Scott Corporation (Department Store); San Diego, Calif.; Frosty Freezer, Hazard Concrete Products, Inc., Better Business Bureau, Kuchel Committee, Convention Tourist Bureau.

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.; Convention Tourist Bureau, Tie Master, Kuchel Comm.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
Phone: Cathedral 3-6131
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ABP—ANPA

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Partner.....Jack N. Pitluk, Jr.
Acct. Execs.....C. Carolus, 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.; Roegelin Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1001 North Western Ave., Los Angeles 29, Calif.
Phone: HOllywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
Part., Chg. Prod. Dept...Gertrude T. Porter
Account Executive.....Jerry Baron

Radio-TV Accounts: Peerless Suede Cleaners, Los Angeles; Adventure Minia-Tours, Santa Monica; Tony Wayne Health Studios, Beverly Hills; Hollywood Athletic Club; Sachi, Custom Gowns, Los Angeles; Curson Auto Works, Los Angeles.

R. J. POTTS—CALKINS & HOLDEN INC.

2233 Grand Ave., Kansas City 8, Mo.
Phone: Gr 5775
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Exec. V.P.....W. M. Giesecke
Vice Pres.....E. A. Warner, C. C. Tucker, C. L. Robinson, Al Coleman, G. F. McGill, John K. Barton
Sec'y Treas.....C. C. McMillan
Radio-TV Dir.....William J. Brewer
Radio-TV Acct. Dir.....Gene Dennis, Al Christy, Connie Connor
Time Buyers..Helen Church, Helen Hoover
Film Buyer.....Si Christy
Film Dir.....R. M. Masters
Animation Dir.....Clark Davis

PRATER ADVERTISING AGENCY, INC.

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

www.americanradiohistory.com

Phone: GArfield 1-6490
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President.....George L. Prater
Vice-President.....M. T. Prater
Vice-Pres.....G. L. Calvert
Art Dir.....Walter Miller
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.

J. G. PROCTOR COMPANY, INC.

250 Fifth Ave., New York 17, N. Y.
Phone: PLaza 3-5252-3
PPA

President.....J. G. Proctor
V.P. & Acct. Exec.....Ray Hanna
Secretary.....M. S. Proctor
Art Dir. & Prod. Mgr.....M. Sholle
Space Buyer.....John Muller

Accounts: Addis Co.; Allied Purchasing Corp.; Brevity Coats & Suits; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop Frost Bros.; Hausman M. & Sons; Horne, Joseph, Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Superior Fur Dyeing Corp.; Titche-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES, INC.

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

President.....Les L. Persky
Vice-President.....Charles K. Hepner
Public Rel. Dir.....N. R. Lorman
Time Buyer.....Martha Rose
Acct. Execs.....Si Lewis, H. Liebenson, N. R. Lorman, Les L. Persky

Radio Accounts: Strauss Stores Corp., N. Y. & Conn., (Auto Accessory Chain); Protam Pharmacal Co. (Reducing Aids).

TV Accounts: Roto-Broil Corp. of America (rotisseries); Sachs Quality Stores (Furniture Chain); ZipKnit Corp. (Knitting Machines); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment); Internat'l Molded Plastics (Plastic Dinnerware and Structoglass); Protam Pharmacal Co. (Reducing Aids); Harriet Andre, Inc. (Cosmetic Products); John Andre, Inc. (Drug Products).

CHARLES O. PUFFER ADVERTISING

57 East Jackson Blvd., Chicago 4, Ill.
Phone: WEbster 9-4478
ABP

President.....Charles O. Puffer
Art Director.....John Von Dorn
Prod. Mgr.....Glorya Ricki
Publicity Dir.....Herbert Kraus
Acct. Exec.....Charles O. Puffer

Accounts: Ceco Steel Products Corp.; Dix Food Specialties; Jeen-Air Products Corp.; Kewanee Ross Corp.; McAlear Mfg. Co.; Northwest Radio & Television School.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....E. G. Naeckel
Vice-President.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Media Director.....Dorothy L. Parsons
Acct. Executives.....Lon W. Ramsey, R. L. Brown, Dwight B. Mitchell

Branch Office
111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Acct. Exec. & Tech.Consul.....W. A. Giraldi

Accounts: American Machine & Metals Inc.; Bituminous Casualty Corp.; Boetje Foods Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, The Daily Times & Morning Democrat; Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Hot Springs National Park, Ark Mineral Spring Water; Motor Club of Iowa; Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Starck P. A., Piano Co.; Station WOC, Tri-City Brstg. Co.; Western Grocer Marshalltown, Ia.

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: Stackpole Moore & Tryon (Clothing), Hartford, Conn.

TV Accounts: Hartford Gas Co., Emerson Radio of Conn., George E. Dewey.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., N. Y. 19, N. Y.
Phone: PL 7-7676
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Vice-Pres.....H. H. Black
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Asst. Sec. & Treas.....Wm. F. Renz

Branch Office
69 Washington St., Newark 2, N. J.
Phone: MArket 3-5100

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),

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New York, N. Y.; Philadelphia Coke Co.; Dugan Bros. (Baked Goods).

REACH, YATES & MATTOON, INC.

720 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-7676
AAAA—ABP—ANPA—APA—NBP—NOAB
PPA

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Traffic Mgr.....Marlene Macey

Branch Office
66 Washington St., Newark 2, N. J.
Exec. V.P.....Francis R. Risley
Phone: MArket 3-5100

Radio Accounts: Wunderbrau Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Ale), Cincinnati, Ohio; Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearny, N. J.

TV Accounts: Wunderbrau Brewing Co.; Red Top Brewing Co.; Larus & Brother Co., Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VIctor 5269
APA—ABP—ANPA

Owner.....James R. Reese

Accounts: Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
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V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir....Dr. A. R. Root
Radio, TV Prog. Dir.....W. S. Shepherd
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, Pacific Gamble Robinson Co., Minneapolis.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440
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Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Frank M. Baker
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington & Quincy (Railroad travel), American Chain & Cable Co. (Tire Chains), York, Pa.; Anderson Co. (Wipers), Gary, Ind.; Webster Electric Co. (Recorders), Racine, Wisc.; Cartan Travel Bureau, Inc., Chicago, Ill.

TV Accounts: American Chain & Cable Co., Am. Chain Div. (Weed Tire Chains), York, Pa.; Anderson Company (Anco Wiper Blades & Arms), Gary, Ind.; Webster Elec. Co. (Recorders), Racine, Wisc.

THE REINGOLD CO., INC.

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

President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Ruleffe 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.

REINHARDT, ADVERTISING INC.

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

President .....Emil Reinhardt
Account Dir.....Joseph Connor
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Radio, TV Contracts.....Adeline Schow

Radio Accounts: Acme Packing Co., (Dog Food), San Francisco; Walter N. Boysen Company (Paints), Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T-Pak Beverages (Soft Drinks), Oakland; San Francisco Bank; San Francisco Brewing Company (Beer); Tuttle Cheese Company, Oakland.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Walter N. Boysen Co. (Paints), Oakland, Calif.; Home Bakers, Inc. (Bread), San Francisco and Sacramento; San Francisco Brewing Co.

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(Beer); Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

E. W. REYNOLDS LIMITED

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

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Sec. & Treas.....Fred Banks
Director.....N. Stuart Walton
Radio-TV Dir.....H. E. Karpus
Director.....H. D. R. Newby

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; General Mills Ltd., Toronto; Bendix Home Laundry, Weston, Ont.; Hallicrafters Ltd. (Radio-TV sets), Toronto; Seabrook Farms Ltd., Toronto; Laurence Motors (Autos), Toronto.

TV Accounts: Moffats, Ltd. (Ranges), Toronto; General Mills; Bendix; Morton Frozen Foods, Toronto.

RHOADES & DAVIS

642 Commercial St., San Francisco 11, Calif.
Phone: EXbrook 2-2870

Partner.....Robert O. Davis
Vice Presidents.....Carl Wilkins, Gault Davis
Time Buyer.....Faye Hanger

Branch Office
1201 W. Fourth St., Los Angeles 17, Calif.
Phone: MIchigan 3296

Partner.....T. D. Scholts
Radio-TV Dir.....Faythe Vent
Vice Pres.....G. A. Honold

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10 Rockefeller Plaza, New York 20, N. Y.
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Radio-TV Prod. Chief...Robert S. Colodzin
Copy Chief.....William L. Russell
Radio & TV Prog. Dept.....Edwin S. Reynolds

Branch Offices
221 N. La Salle St., Chicago, Ill.

Manager.....George T. Jahnke

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256 Sutter St., San Francisco, Calif.

Exec.-in-Charge .....Eugene Harrington
5816 Wilshire Blvd., Los Angeles, Calif.
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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; National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.; Waterman Pen Co.

TV Accounts: Avoset Company; Eastern Air Lines; 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

RINGER & ASSOCIATES, INC.

712 S. Curson Ave., Los Angeles 36, Calif.
Phone: WEbster 3-8131
AAAA—ABP—ANPA

President .....Lee Ringer

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, Chase & Walker (Real Estate), Phila., Pa.

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1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
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Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
TV Director.....Talbot Johns
Media Dir.....R. C. Neuman

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

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

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760
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Treasurer.....D. J. Kelly
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Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh

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

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

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32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

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Continuity Director.....M. Lovinger
Account Executives.....Sidney Bernberg, Ira Segall, Gerald Addis, Edw. Lovinger
Radio Director.....Trina Shuchat
Art Dir.....Lou Burrows
TV Director.....Irving Rocklin
Film Buyer.....Sue Wurtzburg
Production.....Shirley Brutzkus Helen Wurtzburg

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Chicago Furniture Mart (Furniture); Balaban Floor Covering (Floor coverings); M. Hyman & Son (clothing), Chicago; Henry's Drive-In, Chicago; Morton Motors, Chicago; Autocover Products (Car Accessories); Sid's Factory Shoe Outlet (Shoes), Chicago.

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Cole-Finder, Inc. (Mercury dealer); Studebaker Sales of Chicago; Chrysler-Plymouth on Devon; Community Surplus Stores, (Clothing), Chicago, Nortown Auto Sales, Avenue Packard Sales.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
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SAAA

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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.; KMBC, Brest. Co.

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.

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Vice-President.....F. deB. Walker
Treasurer..... Angus Ahern
TV-Radio Dir.....Frank Starr
Asst. to Radio Dir.....Gerry Lodge

Branch Offices

108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237
Vice Pres.....R. J. Avery
409 Petroleum Bldg., Edmonton
Alberta, Can.
Manager .....Hal Sparkman
Phone: 2-8356
Dacre House, Arundel St., London, England

Radio Accounts: J. H. Andrews Ltd., (Tintex Tints & Dyes); Frank Badger Co. Ltd. (Stopette & Stopette Poof); Bovril (Canada), Ltd., (Bovril); Bristol-Myers Co. of Canada Ltd.; Canadian Arena Co.; Canadian Industries Ltd. (Agricultural Chemicals Div.); Canadian Shaler Products Co. Ltd. (Rislone); Dominion Govt. (Army, Canada Savings Bonds); Fueloil & Equipment Ltd.

TV Accounts: McColl-Frontenac Oil Co. Ltd., (Texaco); Necchi Sewing Machines (Canada), Ltd.; Nestle Ltd. (Maggi Soups); Niagara Finance Co. Ltd.; Orient Hosiery Sales Ltd.; Presto Lighters; William W. Warner & Co. Ltd., (Sloan's Liniment, Rheumatisine); Norwich Pharmacal, (Pepto-Bismol).

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.
Phone: TOwer 1-6171

Pres., Treas., Radio Dir.
William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown

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Production Mgr.....Joan Burke
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
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Vice-Pres.....Irl W. Rose, II
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Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Comptroller & Off. Mgr....D. R. Rademaker
Radio Accounts: The Public Nat'l Bank & Trust Co. of N. Y.; American Kitchen Products Co. (Steero Bouillon Cubes); Twin City Shellac Co., Inc. (Dan-Dee Floor Polish); E. Regensburg & Sons (Admiration Cigars); The Morrison Co. (Lem Pudding and Pie Filling).
TV Accounts: The Morrison Co.; Noxon, Inc., (Noxon Metal Polish); Atmore & Sons, Inc. (Mince Meat & Plum Pudding); American Kitchen Products Co. (Bouillon Cubes).

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

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

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
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Phone: HOllywood 9-6263
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410 Canada Trust Bldg., Canda, Windsor, Ont.
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RUDER & FINN, INC.

32 E. 68th St., New York, N. Y.
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Copy Chief.....Ted Levine
Publicity Director.....Paul B. Zucker
Radio-TV Director.....Rene Schenker
Accounts: Bettinger Corp.; Borgenicht, Jack; Gibralter Corrugated Paper Co. Inc.; Inskip, J. S.; Jerrold Electronics Corp.; Nuclear Development Corp.; Ruder Brothers; Transfilm Inc.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
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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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Vice-Presidents .....Roger Pishny, Howard Neumann, Monty Mann.

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank & Trust Co. (Banking); Arkansas City Flour Mills (Flour), Arkansas City, Kans.; Dulaneys, Inc. (Appliance Distributors); Simpson Auto Co. (Ford Dealer); Liberty National Bank & Trust Co., Okla. City, Okla.; Hirsch-Swan (Air Conditioning), Oklahoma City, Okla.; Air Products (Hoffman TV), Okla. City; Exchange Nat'l Bank, Ardmore; Lake Murray (Resort), Okla. Farm Bureau, Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank & Trust Co. (Banking); Southwestern Bell Telephone (Telephone Service); St. Louis, Mo.; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Central Oklahoma Milk Producers Assn., Oklahoma City, Okla.; A & B Spring Co., Okla. City; Amber Liquid, Topeka; Safeway Stores, Okla. City; Okla. Farm Bureau, Okla. City; Okla. Packing Co., (Meats), Okla. City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-6400
AAAA—ABC—ABP—ANPA—APA—NOAB
PPA

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V.P., Dir. of Radio & TV.....George Wolf
Radio & TV
Copy Chief.....Douglas MacNamee
Mgr. of Radio &
TV Production.....Roland Howe
Suprv. of Film Prod.....Ernest Motyl
TV Art Dir.....Ken Haverstick
Business Mgr.....Havis Medwick
Prod. Supervisor.....Edwin R. Rooney, Jr.
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Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
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Producer (TV).....Edward Simmons
Producer (TV-AM).....Frank Blotter
Producer (AM-TV).....Walter Daspit

Carew Tower, Cincinnati 2, Ohio
Phone: GArfield 5800
V.P. & Manager.....John L. Magro

1511 Bryan Street, Dallas 1, Texas
Phone: RIverside 6453
V.P. & Manager.....John Simmons

7430 Second Boulevard, Detroit 2, Michigan
Phone: TRinity 4-2200
V.P. & Manager.....Tod Reed

6920 Sunset Boulevard, Hollywood, Calif.
Phone: HOllywood 9-3611
Manager .....Tom Hargis

1121 Walker St., Houston 2, Texas
Phone: CHarter 4-1741
Manager.....Theodore F. Keady

3440 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-0571
V.P. & Pacific Coast Mgr....John H. Weiser

611 Olive St., St. Louis 1, Mo.
Phone: MAin 1-0127
Sr. V.P. & Mgr.....Oscar A. Zahner

2650 University Ave., St. Paul 14, Minn.
Phone: PRior 7711
V.P. & Manager.....James R. Rahders

235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-4616
Manager.....John L. Harvey

1218 Third Avenue, Seattle 1, Wash.
Phone: ELliott 1572
V.P. & Manager.....F. G. Mullins

1275 National Press Bldg., Washington 4, D. C.
Phone: EXecutive 3-6730
Manager.....Donald J. Wilkins

80 Richmond Street West, Toronto 1, Ont. Canada
Phone: EMpire 6-1515
Manager .....John Brookman

Radio and TV Accounts: Adler Co., Allied Florists Association of Illinois, American Airlines, American Kitchens, Baldwin Piano Co., Banquet Canning Co., Capitol Fritos Inc., Chasers Inc., Comfort Mfg. Co., Eastco Inc., Emery Industries Inc., Florence Stove Co., Frito New York, Inc., Hancock Oil Co., Krey Packing Co., Lever Brothers, Ltd., Lewis-Howe Co., Thomas J. Lipton, Thomas J. Lipton, Ltd., Markus Campbell Co., Nally's Inc., Norito Co., Oshkosh B'Gosh, Inc., Pacific Coast Paper Mills, Pacific Finance Corp., Palm Beach Co., Peter Fox Brewing Co., Pepsodent Division of Harriet Hubbard Ayer of Canada, Ltd., Pharma-Craft Co., Reddi-wip Co., Morris B. Sachs, Safeway Stores, A. E. Staley Mfg., United Wallpaper Co., Western Reddi-wip Co., Wolverine Shoe and Tanning Corp., William Wrigley, Jr. Co., Zonolite Co., American Breeders Service, Bavarian Brewing Co., Chocolate Products Co., Albert Dickinson Co., Doyle Packing Co., Thomas Emery & Sons, Inc., Glaser-Crandell Co., A. D. Goodman Bros., Houston Post, Jacob Ries Bottling Works, Inc., Janney Semple Hill & Co., Jel Sert Co., Linco Products Distributing Co., Minneosota Hospital Service Association, Minnesota Consolidated Canneries, Inc., Old Judge Foods Corp., Seattle First National Bank, So Good Potato Chip Co., Sugardale Provision Co., Sun Oil Co., Texas Bank & Trust Co., Texas State Optical Co., Wallerstein Co., Warner-Hudnut, Inc., Waxed Paper Institute, Western Gear Works, Rap-In-Wax Paper Co.

LEWIS EDWIN RYAN ADVERTISING

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Comptroller.....Preston D. Coiner
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Art Dir.....Ed Hall
Prod. Mgr.....David F. DeYoung
Acc't. Exec.....Samuel E. Hunsaker, Donald H. Dixon
Dir., Radio-TV.....William J. Green
Copy Chief.....Louise Scheiman

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The Plaza, 2 West 59th St., New York 19, N. Y.
Phone: PLaza 1-2200
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Treasurer .....Murray Miller
Copy Chief.....Anne Green
Art Director.....Arthur Singer
Production Manager.....Bernard Spire
Media Director.....M. A. Parmenter
Radio-TV Dept.
Research Dir.....B. W. Saas
Radio & TV Time Buyer....Rita O'Sullivan
Account Executives.....Jerome G. Hahn, George B. Pampel, Glenda Sullivan, Herbert L. Steiner, Sylvia Sackhem, Ted Breining

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.

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.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1180
AAAA—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
V.P.-Sls. Prom.....R. K. Snively
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

Radio Accounts: Davison Chemical Corp., Baltimore, Md.

TV Accounts: Revere Copper and Brass (Revere Ware).

WALKER SAUSSY ADVERTISING

823 Perdido St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB

Owner .....Walker 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. (Butane & Propane Gas), Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), L. A. Frey & Sons (meat products).

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-President .....Jerry 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.

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).

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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 Buyer .....C. D. Domin
Account Executives .....S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 17, Calif.
Phone: MIchigan 2396
ABP—ANPA

Owner.....T. D. Scholts
Radio-TV Dir.....Faythe Vent

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), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabrics, Providence; Providence Retail Trade Board; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; Richmond Elec. Co., Providence; Duro-Crete Co. (Cement, Cinders), Providence; E. A. Ballou Co., Inc. (Jewelery), Providence.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Providence Retail Trade Board, Providence; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Duro-Crete Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815
AAAA—ANPA—APA—PPA—NBP

Pres. & Treas.....R. J. Scott
Copy Chief .....L. Krakover
Time Buyer.....E. Vanderploeg
Art. Dir.....A. Thaler
Secretary .....H. Heilig

Radio Accounts: Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., 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, Wisc.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Shops, Chicago.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2133
ANPA—APA—PPA

President .....Freeman Keyes
Exec. Vice Pres.....Harry H. Maus
Vice-Presidents.....A. D. Keyes, Daniel Foster, Harley B. Hobbs, James Witherell, L. J. Marshall, H. B. Goldsmith, Jr.
Sec.-Treas.....E. V. Owen
Director of Res.....James Witherell
Art Director.....Jerry Bryant
Time Buyer .....Merle Myers
Space Buyers.....A. O. Bergsten, Harry Pick
Radio-TV Director.....R. B. Young
Media Research.....K. Kraff

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

V.P. in Chg.....Paul Richey
418 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRestview 4-7613
Manager.....Lionel C. Place

Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Wayne, Ind.; Fineline Div., Sheaffer Pen, Fort Wayne, Ind.; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.

ED SHAPIRO ADVERTISING

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

President .....Edward Shapiro
Vice-Pres. .....George Bortin
Secretary .....H. Hyman Shapiro
Treasurer.....Edward L. Frater
TV Dept. Exec.....H. H. Shapiro
Radio Dept.....L. M. Goldsmith, Elinor L. Brown

Radio Accounts: Sealy Mattress Company; Chester, Pa.; Price Vacuum Stores, Phila., Pa., Kahn & Rosenau, (Furniture), Phila.; Bahco Aluminum Co. (Storm Windows), Phila.; Home Air Conditioning Corp., Bala Cynwyd, Pa.; Browning, King & Company (Clothing), Phila.; Mutual of Omaha, (Insurance), Phila.; Marshman Promotions (Stock Car Racing), Locke's Shoe Shop.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobby Dealers Association; Locke's Shoe Shop; Price Vacuum Stores;

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Marshman Promotions.

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, Arch Macdonald
Dir., Radio, TV & Commercial Films.....H. Ketting

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. (Frosted Meats, Chiffon, etc.). Chicago; The Quaker Oats Company, Chicago, Ill.

TV Accounts: Armour & Company (Frosted Meats, Miss Wisconsin Cheese), Chicago; The Quaker Oats Company, Minneapolis; Dormeyer Corp., Chicago.

SILTON BROTHERS INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730
ABP—ANPA—AFA—PPA

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
Vice President.....E. W. Hoffman
Treas.....Ramon N. Silton
V.P. Art.....Andre B. Paquette
Radio-TV Time Buyer.....L. Chalmers

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

TV Accounts: Craftsman Insurance Co. (Accident & Health Insurance); New England Provisions Co. (Meats).

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: 62-1691
SNPA—ANPA—APA—NOAB—ABP
FAAC

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

Branch Office
930 Stahlman Bldg., Nashville, Tenn.
Phone: 5-8909

Chief Exec.....W. M. Holder

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—ABP

Partners.....Leonard N. Simons, Lawrence J. M. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio-TV Dir.....R. N. Hughes

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); Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; King Paint Roller Co.; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula), Detroit; Ned's Auto Supply, Detroit; Stone's Jewelers, Detroit; Schmidt's (Beer), Detroit; Wrigley's Super Markets, Detroit.

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); General Electric Supply Co. (Appliances); Gerson's Jewelers, Inc.; King Paint Roller Co.; Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Lix; Ned's Auto Supply; Wrigley's Super Markets.

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—FAAC

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Chairman of the Board..Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Production Assistants.....Bill Morrissey, Dick Pearson
Acct. Executives.....Ronald P. Taylor, Robert E. Quaid, W. C. Sutherland

SON DE REGGER ADV. AGENCY

1020 Locust St., Des Moines, Ia.
Phone: 3-3185
ANPA—APA—ABP—FAAC

President, Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger

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

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: 3-4789

Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Acct. Execs.....Robert F. Hayward,
Radio Accounts: Coronado Hotel, People's Savings Bank, Mechanics Savings Bank, Worcester Brewing, Hadley Oil Service, Worcester, Mass., Smith & Fyfe, Inc. (Ice Cream) Worcester.

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4407
ABP—ANPA—APA—PPA

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

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Wayne J. Lewis
Copy Chief.....L. Lindeman
Production Mgr.....John A. Cole
Space & Time Buyer.....Martha Mathews
Radio-TV Director.....Ed Herr
Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.
TV Accounts: Besding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-Genesse Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

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, L. F. McCartney, G. M. MacDonald, W. F. Nugent, J. Brown, J. Carpenter, J. Gillard, B Whale, S. Boswell

Branch Office
3405 Addington Ave., Montreal, Quebec
Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle
Radio Dir.....P. E. Corbeil
Acct. Executives.....J. Randle, D. McCrimmon, E. Miller, A. Rigby, R. N. Rodricks, R. Morrin, E. Bellamore

BARTON A. STEBBINS ADVTG.

1250 Wilshire Blvd., Los Angeles 17, Calif.
Phone: Trinity 8821
ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins
Acct. Execs.....A. W. Gudelman, Nat Jeffras
Time Buyer.....A. W. Gudelman
Program Director.....E. C. Bloodworth
Radio Accounts: Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), 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

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President.....Joseph S. Edelman
Treasurer .....Herbert Goldsmith
General Mgr.....F. S. Forsberg
Radio-TV Director .....Myron L. Broun

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02, 03
AAAA—ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....William Z. Burkhart
VP, Sec. & Copy Chief.....Ranald S. West

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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
TV & Radio Time Buyer.....James Gray

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, 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; 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.

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.....Elmer Foote
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; 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.; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, 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

President.....Alston E. Storm
Exec. Vice Pres.....Edward Klein
Chairman Exec. Com.....Charles M. Storm
V.P. & Research Dir.....Harry Chapperon
Vice Pres.....George Balterman
Vice Pres.....Lawrence Wisser
V.P. & Art Dir.....Frederick Widlicka
Radio & TV Dir.....Arthur J. Klein

Radio Accounts: The Tintex Co. (Tintex Home Dyes), New York, N. Y.; Park & Tilford (Perfumes & Cosmetics, Winx Eye Makeup), N. Y., N. Y.; John Harvey & Sons (Sherries & Ports), Bristol, England.

TV Accounts: The Tintex Co. (Tintex Home Dyes), N. Y. N. Y.; Park & Tilford (Winx Eye Makeup), N. Y., N. Y.

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—NBP

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Vice-Pres.....Robert T. Colwell
Vice-Pres.....S. Heagan Bayles
Vice-Pres., Sect.....John P. Cohane
Vice-Pres.....Ralph Smith
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Vice-Pres.....Clemens F. Hathaway
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Research Dir.....Timothy J. Healy
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. & TV-Radio Dir.....Jack Van Nostrand
Assistant.....John G. Cole

J. WALTER THOMPSON COMPANY

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

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AAAA—ABC—ABP—ANPA—AFA
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Treasurer.....Luther O. Lemon
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V.P. & Dir. of Media.....Arthur A. Porter
Time Buyers.....James O. Luce, Jayne Shannon, Anne Wright
Talent.....Virginia C. Spragle

Branch Offices
410 No. Mich. Ave., Chicago, Ill.
Phone: SU 7-0303
Vice Pres.....George C. Reeves
In Chrg. Radio-TV Dept.....Peter Cavallo
Time Buyer.....Edward R. Fitzgerald
535 Griswold St., Detroit, Mich.
Phone: WO 2-8890
Vice Pres.....Norman Strouse
705 Broderick Bldg., Lakeland, Fla.
Phone: LA 7-0631
V.P's....Albert Cameron, Cornwell Jackson
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-7201
Vice Pres.....Tom R. Cooper
V.P., Radio-TV Dept.....Cornwell Jackson
Time Buyer.....Eileen Henriquez
220 Miracle Mile, Coral Gables, Fla.
Phone: MIami 83-5487
Manager .....Eugene Austin
320 California St., San Francisco, Calif.
Phone: GA 1-3510
Vice Pres.....Fred H. Fidler
Time Buyer.....Francis Austin

Radio Accounts: Kraft Foods Co.; Ford Dealers Assn.; Swift & Co.; Florida Citrus Commission; P. Ballantine & Sons; Shell Oil Co.; Johns-Manville Corp.; Ward Baking Co.; Pan American; Quaker Oats Co.; Lever Brothers; Standard Brands; Group Hospitalization, Inc.; Medical Service of Washington, D. C.; Scott Paper Co.; Mentholatum; Kilmer Co.

TV Accounts: Aluminum, Ltd.; Atlantis Sales; Brillo Manufacturing Co.; Chun King Sales; Eastman Kodak; Johns-Manville Corp.; Florida Citrus Commission; Ford Div., Central Fund; Kraft Foods Co.; Lever Brothers; Libby, McNeill & Libby; Pan American; Parker Pen Co.; Pond's Extract Co.; Quaker Oats Co.; Scott Paper Co.; Swift & Co.; Sylvania; Assoc. Hospital Service of N. Y.; United Medical Service, Inc.; Ballantine; Bowman Dairy; Bovle Midway, Inc.; Safeway; Seven-Up; Shell Oil Co., Inc.; Southeastern Trailways; Standard Brands; Ward Baking Co.; W. F. Young, Inc.; Ford Dealers Assn.; Group Hospitalization, Inc.; Medical Service of Washington, D. C.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-4404
ABP—ANPA—APA—NOAB—PPA—ABC
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Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Treas. & Sec.....Geo. M. Pease
Vice-Presidents.....F. Haas, F. Nye
Buyer.....F. W. Hass
Radio & TV Director.....P. A. Baecker

Radio Accounts: American Apothecaries Co., Inc. (Drugs), L. I. City, N. Y.; Anti-Decay Corp. (Drugs), N. Y., N. Y.; J. W. Beardsley's Sons, (Food Products), Newark, N. J.; Charles & Co., Inc. (Bon Voyage Shop), N. Y., N. Y.; Dellwood Dairy Co., Inc. (Milk & Milk Products), Yonkers, N. Y.; Adolph Goldmark & Sons Corp. (Food Imports), N. Y., N. Y.; Gristede Bros., Inc. (Grocers), N. Y., N. Y.; Hoyt Bros., Inc. (Cake & Pie Mises), Newark, N. J.; Linda Foods, Inc. (Rice Pudding), Newark, N. J.

TV Accounts: Anti-Decay Corp.; Cadie Chemical Products, Inc. (Polishing Cloths), N. Y., N. Y.; Charles & Co., Inc.; Gristede Bros., Inc.; New Jersey Egg Institute, Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
Phone: Sterling 4741
AAAA—ABC—ABP—ANPA—AFA
President .....Morris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Vice-Pres., Secy.-Treas..John H. Wellenkamp
Director.....Lawrence E. DuPont

Branch Office
711 Main St., Houston, Texas
Phone: CH 5467
Vice-President.....Clay W. Stephenson, Jr.
701 Texaco Bldg., New Orleans 16, La.
Canal 9278
Exec.....G. C. Mossman

Radio Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mills & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; Amercian Brewing Co. (Beer), New Orleans, La.

TV Accounts: Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Haggar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.; Champion Foods (Chili & Tamales), Dallas.

WILLIAM VON ZEHLE & CO., INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MU 2-9010
Chairman.....Wm. von Zehle
Vice-President.....Lawrence A. Reis
Treasurer .....Kathleen Banks
Secretary .....Anthony Sarnataro

Accounts: Bernheimer, D. F., & Co.; Blieber & Dresback Inc.; Colonial Boat Works; Complete Machinery & Equip. Co.; Cypress Hills Cemetery; Dyson Shipping,

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N. Y.; E. H. & A. C. Frederic's Co.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadow, B. Inc.; K & W Products Corp.; Larsen Products Corp.; Meyer, N. S. Inc.; Midget Louver Co.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Payne, Bruce & Assoc.; Reaction Motors Inc.; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Salon Palmer; Standard Radio, Chicago & Hollywood; State of N. H., (Recreation Div.); Trans Globel Co.; Wasco Flashing Co.; Winsor & Newton; Winston, Harry Inc.; X-Pando Corp.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.
Phone: STate 2-7369
ABC—ANPA

Exec. Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Creative Dir.....Lawrence W. Davidson
Copy Chief.....Chas. W. Tennant
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Prod. Mgr.....Edw. A. Beane
Controller.....L. J. Franel
Media Director.....Louis J. Nelson
Space-Radio-TV
Time Buyer.....David S. Williams
Dir. of Radio.....Jack Farnell
Dir. of TV.....Booth Luck

Branch Offices

6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hillside 7457
Manager.....Robert E. Dwyer

10 East 49th St., New York, N. Y.
Phone: PLaza 5-4156
Manager.....Forest T. Owen

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin, Bactine), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles, Calif.; Idaho Peat Co., Los Angeles; See's Candy Ships, Los Angeles & San Francisco.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; De Met's Candies, Chicago; Wait-Cahill Co. (Cough Syrup), Decatur, Ill.; Lanofoam Co., Chicago; Idaho Peat Co., Los Angeles, Joe Maggil, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542
AAAA—AFA—ABP—APA—PPA—ANPA
CAAN

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

Accounts: Bonded Oil Co.; Calumet Refining Co.; Dairy Council, The; Dayton Power & Light Co.; First National Bank of Middletown; MacGregor Co., The; MacGregor Golf Co.; Portable Beauty Service Mfg. Co.; Precision Rubber Products Inc.; Springfield Savings Society.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900
ABP—ANPA

President.....William S. Walker
Vice-Presidents.....C. P. Richardson, F. L. Newmeyer, Jr., V. I. Maitland
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; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

TV Accounts: Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; Hogan Milk & Ice Cream Co. (Milk & Ice Cream), Union Town, Pa.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ABP—ANPA—PPA—NOAB

President.....Norman D. Waters
Exec. V.P.....Sanford L. Hirschberg
Vice Presidents....Charles H. Whitebrook, Chester A. Gore
Secretary .....Bliss Woodward
Asst. Sec'y.....Elaine L. Waters
Treasurer.....H. L. Waters
Media Dir.....Murray Platte
Art. Dir.....Jules Helfant
Production Mgr.....Jack Fain
Asst. Treas., Gen. Mgr.....Louis Landesman
Publicity Dir.....Betty Townson
Traffic Mgr.....Abe Karlin
Acct. Executives.....Norman D. Waters, Chas. H. Whitebrook, Sanford L. Hirschberg, Chester A. Gore, Leonard Koven, Roy 1. Friedlander

Paris, France, 1 Ave. Franco-Russe
Manager .....Faith Shipway

Accounts: All-Tite Pen Co.; American Soap Power Works; Ameritogs, Inc.; Art

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Guild of Williamsburg, Inc.; Augusta Knitting Corp.; Balbrook Inc.; Bead Chain Mfg. Co., The; Beaunit Mills; Brookhaven Textiles; Bucknell Jay Co.; Casco Products Corp.; Chambers Bros. Fur Co.; Consolidated Trimming Corp.; Cybert Tire Corp.; Dayton Rubber Co.; Desley Fabrics Inc.; Drexel Hosiery Co.; Duratech Mfg. Corp.; East Coast Soap Corp.; Edelstein Foods Inc.; Eangel Bauer & Co.; Farber, S. W. Co.; Fashion Discoveries of the Month; Felton Chemical Corp.; Gardner Corp.; Gerdau, Otto Co.; Gilton Mfg. Corp.; Glen Rossie Scotch; Glenhunt Inc.; Goldmark Hosiery Co.; Goodyear Fabrics Co.; Gulbenkian Seamless Rug Co.; Hale Co., Inc., Handler, Maurice of Calif.; Herbert Mfg. Corp.; Holland, J. & Sons Inc.; Huffman Full Fashioned Mills Inc.; Jelenko, N. L. Co.; Knickerbocker Federal Savings & Loan Assn.; Larchmont Lodge; Lederer de Paris; Lenel Perfumes; Lido Luggage Co. Inc.; Lidz Brothers Inc.; Lion Ribbon Co.; Lubvard-Watson Co.; Maico Hearing Instruments Inc.; Majikweld Corp.; Mazer Bros. Inc.; Metal Findings Corp.; Modern Products Laboratories; Morganton Full Fashioned Hosiery Co.; Nancy Tucker Inc.; Napier Co.; Novelty Veiling Co.; Official Films; Paramount Furniture Industries; Paris Cosmetics Inc.; Paristyle Inc.; Perry Envelope & Bag Co.; Prym, William, Inc.; Ramseur Furniture Co.; Rejuvia Laboratories; Rivoli Corset Co.; Roger Smith Hotels Corp.; Rout Rosenthal & Co. Inc.; Sani-Aqua Shower Curtains; Shepherd Knitwear; Smith, Roger, Hotels; Stardust Inc.; Swift Business Machines Corp.; Tailorbrooke Clothes; Tausend, Felix & Sons; Vermont Woolen Mills Inc.; Wispese Co.; York St. Flax Spinning Co. Inc.; Zucker, Simon, Co.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350
ABP—APA—PANY

Partners.....Harry Solow, Jr., William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Asst. to Director.....William W. Solow
Mgr. TV Commercials...Conrad Mikorenda
TV Program Dir.....Edward O'Brien
Copy Chief.....Dorothy Scheler
Account Executives.....William Solow, S. P. Jackson, Milton Schwartz, J. C. Silverman, 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); 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.; Davega Stores; Mason & Hamlin Piano Co.; Modell Jewelers.

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.; Dale Dance Studios; Ritz Thrift Shop; Davega Stores.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....H. Paul Warwick
Vice-Presidents .....Henry Legler, S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn
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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.; 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.; Pabst Sales Company (Pabst Blue Ribbon Beer), Chicago, Ill.

WASSER, KAY & PHILLIPS, INC.

610 Clark Bldg., Pittsburgh 22, Pa.
Phone: Grant 1-5752

President.....G. S. Wasser
Publicity Dir.....A. J. Mittelhauser
Secretary.....F. F. Wasser
Media Director.....Harry Anderson
Art Dir.....Virginia Hubach
Television Director.....Alvin Roth
Account Executives.....G. S. Wasser, Roy Phebus, A. J. Mittelhauser

Radio & TV Accounts: Rosenbaum Dept. Store, Pittsburgh; City Products Corp. (Fuel & Ice), Pittsburgh; The Kroger Co. (Super Markets), Pittsburgh; Union Dairy Farmers Co-op (Dairy Products), Pittsburgh; Quaker State Coca-Cola Bottling Co.; Strunz Soap Co., Pittsburgh; Tri-State Flavor Co. ("Bottoms Up" Beverages), Pittsburgh.

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WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: 3-8100
ABP—ANPA—AAAA—AFA

President .....Don Watts
Vice-President.....Leslie S. Hauger
Treasurer.....Oscar E. Payne
Secretary .....Don Mitchell
Vice-President .....Benton Ferguson
Account Executives.....Ril C. Keefe, Don Dyer, Benton Ferguson, Joe Jillson
Radio-TV Director.....Don S. Mitchell
Copy-Prod. Chief.....C. Arnold
Traffic .....Patricia Taylor

Radio Accounts: Okla. Tire & Supply Co., Tulsa; Mid-West Chevrolet, Tulsa; 1st National Bank, Tulsa; Commercial Nat'l Bank, Muskogee; 7-Up Distributors, Tulsa; Pepsi Cola Distributors, Tulsa; Palace Office Supply, Tulsa; United Fed. Sav. & Loan, Tulsa; Bell Oil & Gas Co., Tulsa; Ozark Nurseries, Tahlequah, Okla.; Surgeons-Lotion (Medication), Tulsa; C. L. McMahon, Inc. (Oil Producers), Standard Electric Co., Tulsa.

TV Accounts: Oklahoma Tire & Supply Co.; Standard Electric Supply Co., Tulsa; 1st National Bank; Chili Bowl Seasoning; Mid-West Chevrolet; Hanna Lumber Co., Tulsa; Palace Office Supply, Tulsa; Ray Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa.

WILLIAM H. WEINTRAUB & CO., INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900
ANPA—PPA—APA—NOAB

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

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

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

WEISS & GELLER, CHICAGO, INC.

400 North Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 3-2100
ANA—PPA—NOAB

President.....Edward H. Weiss
V.P., Creative Dir.....Irving Auspitz
V.P., Acct. Exec.....Byron Bonnheim
V.P., Acct. Supervisors.....Bernard Gross, Jerome Joss, Marvin L. Mann, Don Paul Nathanson
V.P., Art Director.....Lee King
V.P., Dir. of Research.....Joseph White
Merchandising Dir.....Arthur Ramsdell
Media Director.....Jack Bard
Comptroller .....Ernest Stern
Production Mgr.....Frank P. Higgins
Producer .....John Rundall
Asst. Producer.....Maxine Anderson
Fashion Coordinator.....Peggy V. Schilling

Branch Offices
6 East 45th St., New York 17, N. Y.
Phone: OXford 7-0414
V.P., Dir. Radio-TV.....Bruce M. Dodge
9533 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 6-7048
Manager.....Walter N. Hiller, Jr.

Radio Accounts: College Inn Food Products; Holeproof Hosiery Co.; Mogen David Wine Corp.; Sealy, Inc.; Terre Haute Brewing Co.; The Toni Co.

TV Accounts: Mogen David Wine Corp.; Sealy, Inc.; Terre Haute Brewing Co.; The Toni Co.

E. TAYLOR WERTHEIM

299 Madison Avenue, New York 17, N. Y.
Phone: MUrray Hill 2-0653

Principal.....E. Taylor Wertheim
Art Director.....Walter Kolligs
Media & Prod.....C. Corbin

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.
Phone: WEbster 8-2681
ABC—ABP—ANPA

President.....Edward E. Keeler
Exec. Vice Pres.....Kenneth J. Slee
Vice-Presidents.....Paul V. Wickman, Ralph Yambert, Henry Gerstenkorn
Radio-TV Dir.....Edmund A. Lytle

Branch Office
1655 Scheffer Ave., St. Paul, Minn.
Executive in Chg.....Harold L. Maddux

Radio Accounts: Alemite Co. of Calif.; Battle Creek Food Co., Los Angeles, Calif.; Bowie Pies; Pig 'n Whistle Brands, (Candy); Calif. Wholesale Electric; Ontra Cafeterias; Community Bank; First Thrift Of Los Angeles; Huntington Park First Savings; First Federal Sav. & Loan of Wilmington, Calif.; GallenKamp's Stores Co.; Mills Sales Co.; Librascope, Inc.; G. M. Giannini Co.

TV Accounts: GallenKamp's Stores Co.; Pierpoint Landing; General Electric Supply Co.

WEXTON COMPANY

11 East 47th St., New York, N. Y.
Phone: MU 8-4050

Partners..Larry Schwartz, Howard Wechsler
Art Director.....Jack Spiro
Merchandising Director..Edward Greenberg
Personnel Director.....M. Breitkopf

Accounts: Allied Display Materials Inc.; Am. Tradair Corp.; Atlantic Metal Hose Co.; Atlas Electric Products Co.; Belgian Electric Sales Corp.; Bolsey Corp. of Am.; Cameo Curtains, Inc.; Cavalcade Fabrics; Cohn-Hall Marx Co.; Colonial Drapery & Curtain Corp.; Emco Porcelain Enamel Co.; FR Corp.; Feelite Enterprise Corp.; Ivel Corp.; Jackson Vitrified China Co.; Kagan-Dreyfuss Inc.; Lampert, M. J. & Sons Inc.; Little, J. J. & Ives Co. Inc.; Michael Electric Co.; Netherlands Fashions, Inc.; Radiant Utilities Corp.; Re-Bo Mfg. Co., Inc.; Ra-Rich

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Mfg. Co. Inc.; Scott, Elmer P. Co. Inc.; Shadowline Inc.; Shanty Boat Cruises, Inc.; Storer Best'g Co.; Sun Dew Corp.; Towne-craft Industries Inc.; 20th Century Paint & Varnish Co.; Weed & Co., N. Y.; Weed Television, N. Y.; Weiss, Albert & Co.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DElaware 7-8000
AAAA—ABC—ABP—ANPA

President .....Larry Wherry
Vice Presidents.....Bruce A. Baker, Louis E. Tilden, Clifford Bolgard, Charles A. Wilcox, Robert Ferguson
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Clifford Bolgard

Radio Accounts: Quaker Oats (Quaker and Mother's Oats, Quaker Puffed Wheat, and Quaker Puffed Rice, Full-O-Pep Feeds), Chicago; Oscar Mayer & Co. (Wieners, Pork Sausage, etc).

TV Accounts: Quaker Oats Company, Oscar Mayer Company.

THE WHITEBROOK COMPANY, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-0330

Director (AM).....James Yankaver
Director TV.....Douglas J. Baker

Branch Offices
1180 Raymond Blvd., Newark, N. J.
Phone: MArket 4-0300

Mgr.....J. P. McPherson

Suburban Sta.-Bldg., Philadelphia, Pa.
Phone: LOcust 8-1234

Exec. in Charge.....J. Yankaver

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHestnut 1-6380
AAAA—ABP—ANPA

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
Vice-President.....W. L. Sanborn
Media Dir.....George R. Bishop
V.P., Radio-TV Dir.....V. L. Morelock
Asst. Radio-TV Dir.....Rosalie A. Pietuch

Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Bardenheier Wine Co., St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Bar-B-Quik (Frozen Ribs), St. Louis; Deep Rock Oil Corp. (Petroleum), Tulsa, Okla.; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.

TV Accounts: Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis.

WOODWARD & BYRON, INC.

50 West State St., Westport, Conn.
Phone: CApital 7-9554

Ch. of Bd.....Mark B. Byron
President.....Van Lear Woodward, Jr.
Vice Pres.....Thomas F. Cosgrove
Secretary .....John Boyd
Radio Dir.....Thomas F. Cosgrove
TV Director.....Mark B. Byron

Radio Accounts: Schaefer, Inc. (Rug cleaning), Stamford, Conn.

FRANK WRIGHT NATIONAL CORP.

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

Manager.....Frank Parke Wright
Vice Pres.....Aphrodite Tavernas
Traffic Mgr.....Dorothy S. Koemme
Comptroller .....Alma McGarrigle
Art Dir.....Norma Spencer Teilmann
Copywriter .....Shirley Lewis

Branch Offices
5746 Sunset Blvd., Hollywood 28, Calif.

Manager .....Marjorie Moore

Phone: HOllywood 2-7111
2404 West 7th St., Los Angeles, Calif.
Phone: DUnkirk 8-6050

Manager .....Frank Wright

Radio & TV Accounts: Calo Dog Food Co., Inc. (Pet Foods, Canned), Oakland, Calif.

WYATT ADVERTISING AGENCY

401 Navarro St., San Antonio 5, Texas
Phone: Fannin 2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Prod. Mgr.....Virginia Richards
Copy Chief.....Esther Stith
Radio Dir.....Tom Holbrook

Accounts: Ace Mfg. Co.; Austin Savings & Loan Assn.; Bell-Kotzebue Co.; Burke, E. J. & Sons; Burney & Felder; Catto & Catto; Clicquot Club Bottling Co.; Dewar, Robertson & Pancoast; First Federal Savings & Loan Assn.; First Savings & Loan Assn.; Fox Co.; Friedrich Refrigerators Inc.; Government Personnel Mutual Life Ins. Co.; Guaranty Federal Savings & Loan Assn.; Hammond, B. M., Co.; Krisch, August J., Co.; Luderus, Fred, Tire Co.; Mission Driverless Car Co.; Mutual Savings & Loan Assn.; New Braunfels Smokehouse; Panhandle Ins. Agency; Pioneer Savings Assn.; Rickenbacker Ranch; Robertson, Frank; San Antonio Savings & Loan Assn.; San Antonio Light; Savings Institutions of Austin; Security Federal Savings and Loan Assn.; Sol Frank Co.; Standard Electric Co.; Stith Scopes & Mounts; Sunshine Laundry & Dry Cleaning Corp.; White's Uvalde Mines; WOAI & WOAI-TV (Southland Industries Inc.), San Antonio.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
ANPA—AAAA—ABC—ABP

President.....Sigurd S. Larmon
Exec. V.P., Co-Chmn. Plans Brd.....Louis N. Brockway
V.P., Co-Chmn. Plans Brd., Media Dir.....A. V. B. Geoghegan
V.P., Art Director....Frederick S. Sergenian

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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., 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 Radio-TV Oper.....D. Y. Bradshaw
V.P. Chge. Comm.....George H. Gribbin
V.P. Chg. Acct. Planning & Supv.....Rod Erickson
Vice-Presidents .....Milford Baker, Harry B. Carpenter, George B. Dippy, J. Brooks Emory, Jr., Frank Fagan, John E. Grimm, Jr., Harry Harding, Frank L. Henderson, William Howard, Alexander Kroll, A. Gardiner Layng, Robert P. Mountain, Walter K. Nield, William L. Shinnick, Albert Tilt, Jr., Walter B. C. Washburn, Edward Bond, Robert H. Brinkerhoff, Alous P. Butler, Robert Clayton, Montagu G. Miller, Bernard Pagenstecher, Paul Richardson, Luis P. Weil, J. P. Wilkerson.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
V.P. in Charge.....John F. Whedon
1866 Penobscot Bldg., Detroit 2, Mich.
Manager.....James W. Johnson
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.; General Electric Co.; Cannon Mills, Inc.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance 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 Wineries; Singer Sewing Machine Co.; Time, Inc.; Zenith Radio Corp.; P. Lorillard Co.; Cudahy Packing Co.; American Bakeries Co.; Drake Bakeries, Inc.; Johnson & Johnson; Northern Paper Mills; Personal Products Corp.; Petri Wine Co.; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Gulf Oil Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber Co., Inc.; Bristol-Myers Co.; P. Lorillard Co.; American Home Foods, Inc.; International Silver Co.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Elgin National Watch Co.; Hunt Foods, Inc.; Remington-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

Owner.....M. A. Yount
Acct. Executive.....M. John Yount
Production Mgr.....George R. Rinderle
Secretary .....Luella Drenning
Art Director.....Russel Adam

Radio-TV Accounts: The Erie Brewing Company (Beer), Erie, Pa.; Harris Ford, Inc., Erie, Pa.; Marine National Bank, Erie, Pa.

TV Accounts: Erie Brewing Co.

ZANPHIR, PETER, ADVERTISING

565 5th Ave, New York, N. Y.
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ABP

Radio & TV Accounts: TV Programs of America, The Katz Agency.

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MARVIN L. GRANT, vice president and radio-TV director of the Mann-Ellis Agency, is busy in his key post as overseer of all broadcasting and telecasting activities of the agency, embracing schedules for some 50 clients. His versatility is aptly demonstrated in his over-all radio-TV supervision which includes everything from time-buying up through production, and, in addition, acting as account executive on six accounts, being responsible for the expenditure of complete budgets in all media. Prior to joining the agency, Grant was with the William H. Weintraub Company and chalked up an enviable record as a free-lance writer-producer-director with many national radio programs to his credit.

KENNETH G. MANUEL, vice president and director of TV and radio at the D. P. Brother Agency, is a video veteran, having inaugurated the nation's first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the U. of Michigan, U. of Detroit and Cranbrook Institute of Science. The series won numerous commendations and was the forerunner of the current popular "Telecourses" conducted on the same station by Manuel's alma mater, the U. of Michigan, where he was an outstanding sports star. Following up his journalism studies with a reportorial job on the Detroit News, Ken broke into radio as the discovery of broadcasting pioneer Harry Bannister, and soon became a full time newscaster and commentator on WWJ.

FRANKLIN ROBERTS, vice president and radio-TV director of Will Roberts Advertising Agency in Philadelphia, has been active for some years in the city's television association. While at the U. of P., Frank was a campus correspondent and sports writer for the Evening Bulletin. Following his graduation, Frank first joined the Harry Feigenbaum Ad Agency as a radio continuity writer, but was soon appointed radio and television director. In addition to his work of creating TV commercials, Frank also wrote and produced musical jingles for both mediums. Together with his interest in advertising, Frank maintains an active interest in sports, stemming from his college and sports writer days.

EDWARD RATTNER, radio-TV director of Friend-Reiss, was formerly radio-TV copy chief at Product Services, Inc., where he created and scripted numerous shows for both mediums. Ed has been in the radio-television field since the end of World War II, in which he served as an aerial gunner. Ed has been a ghost writer for a syndicated columnist, a short story writer and has been a member of the Radio Writers Guild since 1946.

DON BLAUHUT, radio-TV director for Edward Kletter Associates, is a native New Yorker. A veteran of World War II, Don holds a B.A. degree from Ohio State where he finished a four year stint in three. His advertising career began with Huber Hoge and Sons Agency as time buyer and production supervisor. He also garnered experience with the H. B. Humphrey Agency, where he handled radio and TV for the Greystone Press account, plus spot and national time buying. In 1950 he joined Peck Advertising as assistant to the director of radio and TV, and was advanced to radio-TV director in 1951.

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GEORGE WOLF, vice president and radio-TV director for Ruthrauff & Ryan, Inc., has an extensive background as author, producer, director and executive for radio and TV as well as movies and the stage. As a free-lance radio writer and producer, George contributed to many leading programs prior to wartime service with the Army Signal Corps Motion Picture Center assigned to writing and producing documentary training films. The post-war era found Wolf with NBC where he wrote and produced a weekly network institutional show as well as working on special assignments. The next seven years, from 1946-1953, found him at Foote, Cone & Belding, as director of radio-TV where he supervised much of the agency's $18-million of annual airtime billings.

WALTER CRAIG, vice president in charge of TV at William H. Weintraub & Co., Inc., is a native of St. Louis and since childhood has been continuously in show business. In 1930 he moved from the stage and became program director of World Broadcasting System. Later he headed his own producing firm where he built and operated radio shows for Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products and Wheaties, among others. Compelled to retire for two years, Walter turned to raising Cocker Spaniels and Guernsey cattle in Bucks County, Pa. While there, he acted as radio consultant to Street & Finney. He returned as program director of WMCA in November, 1942, joined Benton & Bowles.

VICTOR SEYDEL, radio and TV director of Anderson and Cairns Agency, was bitten by the showbiz bug in his teens. A star in school and home town dramatics in Grand Rapids, Mich. and later in Pottstown, Pa., Vic was scheduled to enter Michigan U. when an RKO manager got him a summer job as a song-and-dance man in Chicago. The summer job lasted two and a half years, and Vic's been a showman ever since. In 1940 he joined the Blue Network, now ABC, as a director, and worked on many shows, including "Counter-Spy," "Ladies Be Seated," and others. In 1944 he became Eastern radio and TV director in the New York office of the Walker and Downing Agency and then moved on to the Anderson and Cairns Agency to serve in a similar capacity.

WILLIAM R. SETH, JR., vice president and radio-TV director of Lewin, Williams & Saylor, Inc., has a broad background in the industry. In his career, Bill has worked as announcer, disc jockey, news editor and station manager. He is a graduate of the University of North Carolina, where he helped to eke out his collegiate career playing the guitar in dance bands. Prior to his present connection, Bill was vice president in charge of TV and radio for Needham and Grohmann, and previous to that was radio director of O'Brien and Dorrance. He at one time held down a job with NBC Spot Sales and in 1948-49 acted as director of advertising with Muzak. In his spare time Bill collects antiques and miniature books.

BUCKINGHAM GUNN of Foote, Cone & Belding's Chicago office first entered radio in 1934, when he joined J. Walter Thompson in the Windy City. Within two years he was appointed as radio director of the agency. Six years later, Buck joined WGN as program director and in 1948, when Foote, Cone & Belding created a television department, he was in on the ground floor development of the agency's TV activities.

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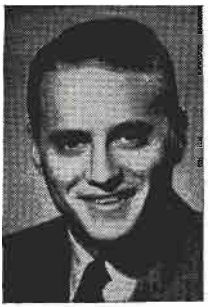

HENRY (HANK) FOWNES, vice president and director of the radio-TV department at MacManus, John & Adams, Inc., first entered the advertising field after an Air Corps career, via service in the mail room of Benton & Bowles. Hank quickly rose to the post of assistant executive on the Tide account, but soon left the agency to join Fenton Productions as radio-TV producer. In this post he serviced numerous accounts, among them Cadillac and Fontiac, whose primary agency is MacManus, John & Adams, Inc. When the latter agency opened its New York offices, Fownes was chosen to head up the air-wave department.

WICKLIFFE W. CRIDER, vice president in charge of radio and TV at Kenyon & Eckhardt, Inc., is a graduate of Penn State College. He began his advertising career as an apprentice with J. Walter Thompson Co. and soon worked up to the radio publicity department, and thence to radio production. Next jump up the ladder found Crider at BBD&O as a developer of new programs for radio and TV, which post led ultimately to the vice-presidency in charge of that department. Crider moved over from BBD&O to his present post at K&E in 1952. When he isn't rooting for the Dodgers, Wick can usually be found working out his three-dimensional camera.

ROBERT W. DAY, vice president and radio-TV director of Albert Frank-Guenther Law, Inc., has been engaged in radio and TV advertising since his graduation from Harvard. From 1939 to 1942 he was connected with Broadcast Advertising, Inc., Boston, where he served full-time as a merchandising representative for two network food programs. He spent the following three years in the U.S. Navy, from which he was discharged as a lieutenant, senior grade. From 1945 to 1948, while associated with the John Hancock Mutual Life Insurance Company, Bob handled two coast-to-coast network shows, one from Boston and the other from Hollywood. He also served as radio and TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.

LAWRENCE E. DuPONT, director of radio and TV for Rogers and Smith Advertising Agency, Dallas, Texas, is a native of New York. He received his B.A. from Long Island University and his LL.B. from the Fordham University School of Law. He entered the radio field in 1936 at KFJZ, Forth Worth and later was a newscaster for some four years with WBAP. Larry entered television in 1947 and directed the first live telecast in the Southwest by remote pick-up of President Truman's visit to Forth Worth in Sept. 1948. He went to Dallas in 1949 as program manager for KBTV, which later became WFAA-TV. In addition to his duties on the technical side, Larry has written numerous TV plays which have been telecast nationally featuring such stars as Frederic March, James Dunn and others.

LEONARD F. ERIKSON, vice president of McCann-Erickson in charge of the central radio-TV department joined the company in 1949 as a vice president and general executive. He is a graduate in journalism from the University of Wisconsin and later continued his education at the Harvard Graduate School of Business Administration. In 1930 he joined CBS and spent fourteen years with the network, first as Western sales manager with headquarters in Chicago and later as general sales manager in New York. In 1945 Leonard went to BBD&O as assistant to president Ben Duffy and liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president, and director of radio and TV. From this last position he joined McCann-Erickson.

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PAUL GUMBINNER, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., has created thousands of radio and TV commercials for his agency's clients. In 1929, Paul sold the idea of a 15-second singing commercial to George Washington Hill of the American Tobacco Company, then made a tour of the country, explaining the methods radio stations could use to gain extra revenue by selling station break time. He started in on the creation of TV commercials in 1947, using his apartment as a studio and shooting exterior shots on Riverside Drive. Paul lives in New York with his wife and four children. His apartment houses three TV sets and three radios, and he often keeps abreast of broadcasting's passing show by having all six instruments going full tilt simultaneously.

ALVIN KABAKER, vice president in charge of radio and TV for Dancer-Fitzgerald-Sample, Inc., has been with the same agency for 17 years. He started with the DFS predecessor, Blackett-Sample & Hummert in Chicago, as a copywriter where his legal training stood him in good stead in negotiating contracts, handling union difficulties, et al. He subsequently rose to the management and production ranks, and prior to assuming his present post in New York, had been in charge of the agency's Hollywood office, supervising such shows as "Beulah," "Mystery Theater," "Date with Judy," "Ma Perkins" and others. During World War II he took a three-year leave for Navy duty. Receiving both his B.A. and law degrees from the U. of Chicago, Kabaker was a practicing attorney for two years before adventuring into the newspaper field.

TOM McDERMOTT, vice president in charge of TV at Benton & Bowles, is a boy wonder of the industry. Still in his twenties, Tom has more topnotch shows to his credit than many a long-time veteran producer. Even before graduating from Manhattan College he wrote and directed plays, and formed a group which produced dramatic shows for various social organizations, and was associated with production staffs of summer theaters. Prior to joining B&B in 1942, Tom chalked up radio experience on WNYC and WOV, and wrote and directed a series with Ireene Wicker. He directed "When A Girl Marries" and the "Prudential Family Hour," wrote, edited, produced and directed scores of others. Tom has done post graduate study of the drama at Columbia, Fordham, NYU and the New School.

NICHOLAS E. KEESELEY, vice president in charge of radio and television for Lennen & Newell, Inc., Agency, is "Nick" to a legion of friends in the industry. Nick was born in Philadelphia in 1910 and took his first job in the agency field with N. W. Ayer & Son back in 1928. In 1943 he became CBS program sales head, later he opened his own artist agency. Joining Lennen & Newell, Keeseley was instrumental in setting up the agency's TV department.

CHESTER MacCRACKEN, vice president and director of radio and TV at Doherty, Clifford, Steers & Shenfield Agency, has been active in the advertising field for some 26 years. "Mac" started back in 1927 with the Skelly Oil Company and five years later joined J. Walter Thompson Co. In 1933, he moved to Benton & Bowles, where in 1937, he set up their Hollywood office. Returning to New York he supervised such shows as "Gangbusters" and the "Boake Carter Show," along with nine daytime serials. In 1944, when Doherty, Clifford & Shenfield was formed, "Mac" joined the agency in charge of radio production. His hobbies include mystery and adventure stories, photography and raising roses in his Bronxville home.

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JOHN R. SHEEHAN, director of radio and television at Cunningham & Walsh, Inc., started in radio with WGY, Schenectady, back in 1934, as a staff producer, singer and announcer. Two years later he became manager of international broadcasting for General Electric. During World War II, at Government request, John was loaned to the OWI, where, as Chief, Facilities Bureau in New York, he was responsible for planning, design, installation and operation of all radio and communications facilities required by OWI, Office of Inter American Affairs and Armed Forces Radio. From June, 1948 to March, 1950, John was director of radio and TV at Buchanan & Company, Inc. While there he handled the first telecast of Metropolitan Opera as well as managing the department.

RINO NEGRI, executive and vice president of the Emil Mogul Company, is considered among the leading advertising and marketing authorities for Italian-American products, particularly in the radio-TV media. A native of Venice, Italy, Rino was educated at the College of Milan and speaks and writes five languages fluently. He got his start in advertising here as an Italian announcer at WOV, New York. His ad campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil and Napa Valley wine products are proving fruitful, with the firm's saluting their agency account executive for his specific knowledge of the Italian-American market which has begun to pay off in sales returns.

ALVIN Q. EHRLICH, vice president in charge of radio and TV for Kal, Ehrlich & Merrick, Washington, is one of the capital's pioneers in TV advertising. He entered the advertising business in 1929, serving as advertising manager of Raleigh Haberdasher for the next two years, and joined the Kal agency in 1932. Three years later Al was made a partner in the firm and remained there until 1943 when he left for military service. The name of the agency was changed in 1945, after Al's discharge, to Kal, Ehrlich & Merrick Advertising, Inc. Al, active in civic affairs, has been a director of the Better Business Bureau, was twice president of the Washington Advertising Club and is a member of the Radio Pioneers.

WILLIAM L. WEDDELL, vice president in charge of radio and TV of Leo Burnett Co., Inc., with headquarters in Chicago, has been in the broadcasting field since graduation from the University of Chicago in 1929, when he went with NBC's Western office. Following a long stint as sales promotion manager of NBC, Chicago, Weddell became radio director of Erwin Wasey & Company. Before joining Leo Burnett Agency in 1946, he returned to NBC as assistant sales manager.

MYRON P. KIRK, vice president and executive director of radio and TV at the Kudner Agency, Inc., trained for the TV course through experience in the banking, brokerage, agency, theater, radio and movie business. From 1938 to 1941 he was president of United Artists. Kirk joined the agency in 1941 as director of radio and later became v.p. in charge of radio and television.

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SAMUEL H. NORTHCROSS, vice president of William Esty Company, Inc., and director of the agency's television department, followed graduation from NCU with post graduate work at Oxford University. He was associated with George Gallup in public opinion and audience measurement research for five years prior to going with Young & Rubicam for two years. He began his career as newspaper reporter and country editor for the Washington Times-Herald. During the war he served for three years with the Army Air Corps as a captain. He has been a vice president and manager of the TV production department for the Esty agency for five years prior to his appointment as over-all director of the agency's TV department.

ROBERT FOREMAN, vice president in charge of TV at BBD&O, began his career sixteen years ago by writing print copy for trade ads, then went into consumer advertising. Shortly afterwards, he was turning out radio copy and headed the first segregated radio writing group in the agency. It was while Bob was working in this capacity that the vocalizing for the famous "Chiquita Banana" and "Willie, the Penguin" commercials were developed. Bob has an avid interest in early American furniture, as proved in his 150-year-old farm in Westport, Conn. There he has a famous collection of Currier & Ives prints. In his New York apartment, Bob has a collection of ultra-modern oil paintings, just to even things up.

DAN SEYMOUR, vice president of Young and Rubicam, Inc., in charge of programming in the radio and TV department, is a veteran of the radio-TV field, both as a producer and performer. As a radio announcer, Seymour's voice was known to millions and with the advent of television he became increasingly popular, winning many awards. His most noteworthy achievement was as emcee and host of "We the People," and was largely responsible for the long list of "firsts" accredited to the show. A graduate of Amherst College, Dan was active in campus dramatics. When 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. He has been with Young and Rubicam since 1950.

WALTER WARE, director of television for Scheideler, Beck & Werner Agency, broke into the new medium in the old days of hall-room studios, hot light and one-time shots. A native Kentuckian, Walter entered radio via WLAP in his home-town of Lexington, and then came to New York in 1941 to join the Maxon Agency as a copywriter, and next joined the Duane Jones Company. Putting his theatrical background to work, he started TV experimentation in 1945 and soon launched the first commercial TV show originating from the DUMONT Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shopping," telecast direct from supermarkets. Ware set up the TV department for Scheideler, Beck & Werner when the agency was launched in September, 1951.

JOHN P. ATHERTON, vice president and director of radio and TV production for Atherton and Currier Agency, is an accomplished musician and composer. He has created both music and lyrics for a number of the agency's radio and TV jingle commercials, as well as many musical novelty announcements. Other duties consist of all talent-buying plus overall supervision of the agency's radio-TV department. After studying at the Oberlin (O.) Conservatory of Music, and receiving a B.A. degree in music from Bard College in 1942, Atherton spent the next 38 months in the U.S. Army, with 20 months spent in active service in the South Pacific theater. He joined the agency on his return in 1945.

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LEWIS H. TITTERTON, vice president and director of radio and TV production at Compton Advertising, Inc., is a scholarly gentleman with degrees from Cambridge University and Harvard. Lewis is a sound business executive along with his academic accomplishments and has had wide experience in both the radio and TV fields. Titterton was a journalist in his early professional days. He became assistant editor of Atlantic Monthly in 1925 and a year later moved on to Macmillan Company where he was assistant to the general sales manager. In 1932 he entered the field of radio as a script editor with NBC. He served as an executive with NBC from 1932 to 1944 when he joined the Compton agency as director and later became vice president in charge of radio and TV.

HAROLD A. DAVIS, head time buyer for Erwin Wasey & Company, got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's Degree at Marietta College, Marietta, Ohio. His first position with Benton and Bowles was that of budget-co-ordinator on Procter and Gamble. This job entailed a considerable amount of media research work. Two years later Hal switched to Doherty, Clifford, Steers & Shenfield, taking a job as assistant to the head time buyer. Later he became buyer on the Bristol Myers, Borden's and Welch accounts. Hal joined Erwin & Wasey & Co. in October, 1953, in his present position as head time buyer.

SI LEWIS, radio and TV director for Product Services, Inc., advertising agency, entered the broadcasting field through coincidence. He was working as a buyer in a department store when he conceived a promotional scheme which brought him into contact with Harry S. Goodman. Harry was so impressed by the young man's ability, he offered him a position with his transcription firm. A long and successful association followed until Si left to join the staff of WPIX, N. Y., as an account executive. He remained with W. IX for four and a half years, rising to the position of senior salesman and handling such accounts as Kreuger Beer, Hoffman Beverages, Lincoln-Mercury and Robert Hall. He left WPIX to assume his duties with Product Services.

ROGER PRYOR, vice president in charge of radio and TV at Foote, Cone & Belding, has enjoyed an exceptionally large background in the entertainment field. Starting in show business at the age of 18, he played Summer stock and gradually moved to leading parts on Broadway and Hollywood. Finally came radio, first as orchestra leader, then as M.C. on the Gulf Screen Guild Program. Pryor joined Foote, Cone & Belding in 1947 as director of TV, and clients he has presented on TV include Union Oil, Sunkist, Fepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central.

PETER ARNOLD KRUG, director of radio and television for Calkins & Holden, has directed radio and television activities of such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Co., Oakite, Stereo-Realist Cameras, and other nationally-known acccunts. Krug was formerly with Hicks & Greist for seven years in the same capacity, and prior to that served as business manager of the radio department of Donahue & Coe. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.

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NORINE FREEMAN, media director for Western Advertising Agency, Los Angeles, entered advertising with a background of newspaper reporting and public relations experience. She was a news reporter for more than 15 years, on mid-western newspapers, including the Toledo Blade. Toledo News-Bee, and the Cincinnati Post. She left the newspaper field for publicity and public relations in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir and Associates. Norine forsook New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner & Company. She went to Los Angeles in 1951, and was media director for the Caples Company, before joining Western Advertising Agency.

JOHN GAUNT, director of television and radio for Grant Advertising, was formerly a director and producer of many top-rated network shows. He now divides his time between supervising such programs as ABC's "Make Room for Daddy," NBC's "Roy Rogers Show," and KTLA's "Lawrence Welk Show," and creating filmed commercials for national Grant clients. Recently asked to define his job, Gaunt replied: "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type. Each is able and resourceful."

BETH BROBERG, media director for the Mayers Company, joined the agency in 1951 as secretary to the vice president. Going from USC, Beth started her advertising career with Foster & Kleiser Co., where she learned the business working in various departments including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period was assisting the media director, production manager and chief accountant. Two years later she joined Jere Bayard Associates as media director, where for three years she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Co.

DONALD QUINN, media director of Doherty, Clifford, Steers & Shenfield, Inc., entered the advertising field eight years ago via the research department of Lennen and Mitchell, but soon switched to media work. Later, at Ruthrauff & Ryan, Inc., and Fedlar and Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Don has been responsible for radio-TV time on a wide variety of programs ranging from "The Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Born in Northampton, Mass., Don Currently resides in Bronxville, N. Y., with his wife, Margot, and their two children, Susan and Douglas.

EILEEN HENRIQUEZ, time buyer for J. Walter Thompson's Los Angeles office, has been with JWT for seven years, and expects to stay many more. She moved quickly from her first clerical position with Kemper Insurance in Chicago into their advertising and public relations department. Her next step on the way up was layout and presentations for Liberty Magazine. She managed to see more of the country while working for National Airlines in Miami and New York. She joined Crosley Broadcasting in Chicago, but California sunshine was luring her west. She joined the Leo Burnett Agency in Los Angeles for a brief stint before making her present connection.

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H. PIERSON MAPES, vice president in charge of TV and radio, and general manager of Hutchins Advertising Co., Inc., came to TV via radio advertising and merchandising. He joined May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year, moved from May to Philco as sales promotion manager. Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and TV activities of Philco Corp. ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco Conventions and other national activities.

STEPHEN W. SIDDLE, JR., media director of Bermingham, Castleman & Pierce, Inc., is a graduate of the University of North Carolina with a B.S. Degree in Commerce. From 1943-1945 he was with the U. S. Army service in Newfoundland Base Command. Stephen entered the advertising field in 1946 with Doherty, Clifford & Shenfield, Inc., and remained there until June, 1951 in the space department. From there he joined Bermingham, Castleman & Pierce, Inc. as space buyer. In October, 1952 he was named media director and assumed responsibility for the buying of all radio and TV time, and has been handling this phase of the agency work since that time.

GEORGE POLK, a radio-TV supervisor, has been with Batten, Barton, Durstine & Osborn, Inc., since 1950. He attended Hotchkiss and Pomfret Schools in Connecticut. Upon graduation from Erskine College, South Carolina in 1950, where he received his BA degree, George started his advertising career in the mail room of BBD&O. Progressing steadily, he went on to research, time buying, and on to his present post, where he works with Robert Foreman, v.p. in charge of the radio-TV department. George is a native New Yorker and is single.

FRANK MINEHAN, vice president, media director and member of the plans board, has been with Sullivan, Stauffer, Colwell & Bayles, since it opened in 1946. Previous to that he spent a short time as media director at Pedlar & Ryan. Before coming to New York, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company he switched to advertising and he has continued there ever since.

BERNARD G. RASMUSSEN, manager of broadcast media at Fuller & Smith & Ross, Inc., is a native of Brooklyn with a degree from Fordham University in Business Administration. He started as an accountant with Seagram Distillers Corp. During World War II, he saw service as an Air Force Navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a time buyer. He has been with Fuller & Smith & Ross, Inc. in his present capacity since 1952.

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LYNN DIAMOND, radio and television time buyer for Emil Mogul Company, joined the agency after two years at Cecil & Presbrey as assistant to the account executive on Tintair. She joined the time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. Her job is a prodigious one since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.

EVELYN LEE JONES, business manager of radio and television departments and chief time buyer of Donahue & Coe, Inc., has been with the agency since August 1943. She joined the agency as a copy writer, later shifting to administration and business division. Frior to that Evelyn was at City Hall as Civilian Defense Volunteer Aide to Mayor F. H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn was on the board of directors of Advertising Women of New York, Inc. from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.

MILDRED FULTON, time buyer for the Bulova Watch Company since 1947, moved from the Biow Company to McCann-Erickson with the account in January, 1955. After positions with organizations ranging from tree surgeons to country clubs, she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with OWI in Washington during the war years. Mildred moved to New York City and joined Free & Peters in 1945. She is a native of Stamford, Conn. Her hobby is doing portraits in oil.

LOCKE W. TURNER, media director of Batten, Barton, Durstine and Osborn, Inc., Los Angeles, has been associated with the agency for the past six years, having joined the firm after graduation from Stanford University. He began as a trainee, and was promoted successively to production and account duties. Prior to being named media director he was an assistant account executive on the Rexall Drug account for a period of four years. He was married early in 1955 to Barbara Walsh, assistant to the research director of BBD&O, Los Angeles.

GEORGE KERN, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Co., now known as BBD&O. He spent seven years there learning the business in various departments, including several weeks training in the New York office of BBD&O. In 1931 George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for seven years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Morale Services Section. Frior to joining Lennen & Newell he was associated with Benton & Bowles.

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JOHN PAUL MARSICH, chief time buyer for Kudner Agency, began his advertising career at NBC in 1940. Prior to that he had attended Columbia and New York University, graduating from N.Y.U. with a degree in Business Administration. In 1943 he left NBC for the wars. As a lieutenant in the Navy he commanded the LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-TV department. Less than a half year later he was named to his present post.

EDNA S. CATHCART, chief television and radio time buyer for J. M. Mathes, Inc., has been with the agency for the past eighteen years. She has been in charge of all time buying for the agency, involving such accounts as Canada Dry Ginger Ale, Inc.; Luden's, Inc.; and the Northam Warren Corporation. Many other agency accounts are actively engaged in radio and television.

NEWMAN F. McEVOY, vice president and media director of Cunningham & Walsh, has been buying space and time for national and local advertisers since 1928. His previous business experience in retailing and in industrial marketing has provided the background and insight so vital to this highly specialized advertising function. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield Cigarettes, Sunshine Biscuits, the Texas Company and E. R. Squibb and Sons. He has served as president of the Media Men's Association and is an active member of the Radio and Television Executives Society.

JANE DALY, vice president and radio-TV director of Earle Ludgin & Company, Chicago, was named as the agency's first woman vice president at the year-end corporate meeting. She joined the company as a young secretary in 1942. Three years later she became assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as TV-radio director, a position she has held the past several years.

WILLIAM W. LEWIS, director of the radio-TV department of Geyer Advertising Agency entered broadcasting through the writing route. He graduated from Pasadena College of the Theater in 1941, acted in two off-Broadway shows, then developed an interest in radio writing. He did a few free-lance scripts for NBC where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943 when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge, he worked with Redwood Products, Inc., in a promotion capacity, then started a 1 kw. radio station in the Boston area. In 1948, he became a writer-producer for Morse International, Inc. Bill joined Geyer in 1951.

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KAY OSTRANDER, time buyer for the Dan B. Miner Company in Los Angeles, became interested in advertising agency work while employed at CBS-KNX in the post-war days. In 1948 she went to work as a secretary for McNeill & McCleery, a Los Angeles agency, where she remained until 1950. Hilly Sanders, v.p. in charge of radio and TV at Miner, offered her the job as time buyer for the agency. Kay has just passed her fourth anniversary with the agency and looks forward to being at Dan B. Miner Company long enough to have one of her daughters replace her at the job.

ROGER C. BUMSTEAD, media director of David J. Mahoney, Inc., took his present post in January 1954. He was formerly with Maxon, Inc. as a time buyer. His responsibilities at Maxon included recommendations on spot time purchases, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that Roger was with the Katz Agency for over two and a half years in the promotion and sales data department.

JOSEPH P. BRAUN, vice president and media director of Kenyon & Eckhardt is a native New Yorker. He has spent his entire career in advertising with Kenyon & Eckhardt, Inc. He joined this organization in 1933, since which time he has become successively head of the facts department, space buyer and media director. All media within the agency, outdoor, print, radio, television, etc., is under Braun's supervision.

LYDIA RYDHOLM HATTON, chief time buyer for Foote, Cone & Belding's Los Angeles office, is a native of Cleveland, Ohio. After spending one year at Ohio-Wesleyan University at Delaware, she transferred to Washington Square College of New York University, majoring in retailing and advertising. She received her B.A. degree in January 1948, and shortly thereafter joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc. in New York City. In September of 1949, Lydia entered the doors of Foote, Cone & Belding, for the first time as a member of the typing department. In October 1952 she was named chief time buyer.

JERRY BERGHOFF, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, is a graduate of Los Angeles City College with Associated Arts Degree in Theatrical Arts. Jerry's background includes being actor, producer-director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the radio-TV department at Berghoff Associates in 1949, and now directs all media, space and time buying, besides handling account executive duties for the agency's 50 national manufacturing accounts. He is a charter member of Sigma Beta Chi, a honorary fraternity. Jerry is married and has one son, Eddie Marc.

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WALTER BOWE, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., is a well-rounded agency time purchaser, having been head of the department at Ogilvy, Benson & Mather, Inc. following good groundwork at Benton & Bowles, Inc. Currently handling time purchases for Pall Mall, Revlon, Speidel, Vim and other top accounts, Walt spearheaded the large-scale radio campaign for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo two years ago, which brought fast sales results for the sponsor. Bowe's radio baptism dates back to high school productions in his hometown of Syracuse, N. Y., followed by workshop experience at Syracuse University's Radio-TV School. As a member of the Radio Workshop production staff of WAER, campus station, he scripted a weekly half-hour program, "The Sue Bennett Show" which rose to national fame.

E. A. "TIM" ELLIOTT, vice president and media director of the Fletcher D. Richards Agency, has a unique record in the industry, having spent his entire career (over a quarter-century) with one agency! He directs the purchase of TV and radio time for U.S. Rubber, Eastern Air Lines, Dixon-Ticonderoga Pencils, Waterman Pen, American Machine & Foundry among others, as well as serving as account supervisor on many key accounts. Tim came to Detroit from Canada when 19 to start with Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of N. Y. became the Fletcher D. Richards Agency, Elliott became a board member of the new organization, as well as remaining a v.p. and media director. A resident of Chappaqua, "Tim" is an ardent fisherman as well as a confirmed addict of hockey and bowling.

JAMES B. ZABIN, partner and radio-TV director of the Posner-Zabin Agency, began his ad career with Paramount Pictures, later going with United Artists and thence to the Hanff-Metzger Agency (now Buchanan Co.) for 15 years. The newly-elected president of the League of Advertising Agencies, Jim has a well-versed background and wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of New York Financial Advertisers, and former officer of Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits, having exhibited in numerous shows. Among other chief outside interests is young Cindy, a cocker spaniel.

JEAN L. SIMPSON, radio and television spot time buyer at Anderson and Cairns Agency, is a native of New Jersey, having been born in Passaic. She went westward for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with the John A. Cairns Company to form Anderson & Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.

BARBARA JONES, time buyer at Donahue & Coe, is the blonde member of the Jones Girls' Time buying tri-umvirate, none of whom are related. Following graduation from Smith College (cum laude), Bobbie joined GE's publicity department in Schenectady, principally working with WRGB, before taking New York City by storm on the staffs of Mademoiselle, Life, Televiser and Television Magazines, and free-lancing with scripts to all major outlets. After a stint with the package firm of Video Associates, Inc., she embarked on her agency career with Grey, where, for over five years, she ran the gamut of production, business management, talent buying et al, to becoming administrative assistant to the radio-TV v.p. She's been in her present post for over 18 months. She lives in Greenwich Village, taking an active part in community life, and spends Summers in the country, mainly growing tomatoes and just relaxing.

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FRANK SILVERNAIL, dean of the radio-TV time buyers, heading the department at BBD&O, and veteran of the field, being the current president of the Radio Pioneers of N. Y. Frank entered the business end of broadcasting through the talent door, being a guitar artist on WEAF in the early days before joining NBC as merchandising counsel in 1929. One of the first time buyers in the industry, he first was with Pedlar & Ryan prior to transferring to a similar post with Young & Rubicam, Inc. and thence on to BBD&O in 1943. Little did he dream back in his under-graduate days at the University of Rochester where he laid plans for a career in sales promotion that he would embark on a time buying vocation that would comprise handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.

ARTHUR A. KRON, executive vice president, treasurer and radio-TV director of Gotham Advertising Company, is virtually a one-man agency. He also is unique in having been with the one agency his entire career, having joined Gotham in 1916. He is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Active in other professional groups, he is a charter member of the Assoc. of International Ad Agencies and the Assoc. of Ad Men & Women, vice-chairman and treasurer of New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, Lambs and others. Chief outside interests are golf, gardening and pistol-shooting, although he is also noted as a violinist and trumpet player, having played professionally, between business, meetings and other activities.

GERALD GIBSON, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., began his broadcasting career as a time salesman for WJOY, Burlington, Vt. He returned to his native New Jersey to embark on his agency career at McCann-Erickson, Inc. where he estimated radio-TV time for Lever Brothers' products. Early in 1953 he joined Doherty, Clifford, Steers & Shenfield, assigned as time buyer on the Pharmaco and Minit-Rub accounts. He subsequently was promoted to his present post as head of the time buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing, Sonotone and other top clients. A true native son of the Garden State, Gerald is married to the former Catherine Martel, and they reside in South Orange.

HERBERT GRUBER, business manager of the radio and television department of Edward Kletter Associates, Inc., is a veteran specialist of the time buying field, having previously been head time buyer at Cecil and Presbrey, Inc. before assuming his present post last November, where he is concerned chiefly with purchase of all radio and television time and the execution of all contracts for such clients as Pharmaceuticals, Liggett Drug, Federated Supply Corporation, Universal Pen & Pencil and others. Prior to his association with Cecil & Presbrey, Inc., Gruber had been with the Biow Company for several years in the same capacity. Among his favorite pastimes are tennis and delving in art, both actively and passively.

MIRIAM TRAEGER, director of the radio-TV department for Abbott Kimball Company, where duties not only include supervision of all time buying, but also general production director. Educated in New York at NYU and Hunter College, Miriam began her radio career with metropolitan indies, first with WMCA and later at WINS where she was assistant to the general manager and also doubled in sales. Associated with the agency for close to 10 years, she handled such accounts as Imra, Saraka, Norcross, Drake and Trifari jewels, as well as Hathaway Fabrics, and has become a specialist in seasonal campaigns. Young as the video medium is, she is one of the early pioneers in the field, having spearheaded spot-buying for major advertisers ever since TV became a commercial actuality.

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JAMES C. DOUGLASS, director of radio and TV of Ted Bates & Company, was formerly vice-president in charge of radio and TV at Erwin Wasey & Co. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the U. S. Navy, serving in the South Atlantic, Southwest Pacific and Aleutian theaters of war. After the war, Jim became production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, George Patterson Co., Ltd.

A. EDWARD SUTHERLAND, director of radio and TV production at McCann-Erickson, Inc., Los Angeles, has a show business background of vaudeville, stock, musical comedy, movies and network radio and TV, which stands him in good stead in his present post. His career began as an actor, appearing in the early movie days in Helen Holmes serials, as a Keystone Kop and a leading man for Bebe Daniels, May McAvoy, and others. His outstanding director's career in Hollywood included some 60 films of varied types with top stars such as Bing Crosby, Spencer Tracy, Eddie Cantor and others. His New York TV experience since 1949, first with NBC and then with the Kudner Agency.

PHILIP ROUDA, vice-president and radio-TV director of Bozell & Jacobs, Inc. in Chicago, has been with the agency for 10 years, having joined as copywriter in October, 1944, after serving with the Army Air Forces as a radio instructor. Previous background included motion picture work with National Screen Service, and Filmack in writing and production and also varied motion picture and other theatrical advertising. Radio and TV work at Bozell & Jacobs includes program and spot buying for Serta Mattresses, Blue Cross-Blue Shield, Leaf Brands and others. He has won 6 Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. Philip was educated at the U. of Chicago and Chicago Conservatory of Music.

JAMES C. SHELBY, vice-president and television director for McCann-Erickson, Chicago, was recently appointed to his present post. During the past 14 years, Shelby, as director of TV and radio for McCann-Erickson, handled extensive operations of the Standard Oil Company which included newscasts, sports shows and special events of college and pro-football games. Other assignments included International Harvester, Swift & Company, Maytag, Bell & Howell and Milnot. Recently he was honored with a gold award from the Oil Industry Information Committee for outstanding services. Prior to joining McCann, Shelby handled the Dr. I. Q. Quiz Show on NBC radio. Shelby served with the Marines in World War II. He is a charter member of the Chicago Radio Management and the Chicago Television Council.

WINSLOW H. CASE, vice-president of Geyer Advertising, Inc., entered the advertising business in 1927. He was associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of Columbia University. He has been associated with Campbell-Ewald as senior vice-president and was a major contributor in the development of the agency's television department, working closely with Chevrolet officials in their TV expansion. Case was active in the presentation of "Famous Jury Trials" and the Notre Dame home football games on DuMont TV network for Chevrolet. He supervised the pick-up of sixty events at Madison Square Garden in N. Y. under sponsorship of local Chevrolet dealers.

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OF INDIVIDUAL
RADIO AND TELEVISION
STATIONS TURN TO
RADIO AND TELEVISION
STATION LISTINGS

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RADIO-TV STATION REPRESENTATIVES

□ □ □

AIRSPOT SALES

64 East Lake St., Chicago, Ill.
Phone: STate 2-0460
Radio Gen. Mgr.....Joseph Kapps
TV Gen. Mgr.....Capico Kapps

ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.
Phone: MUrray Hill 5-1303
Network Sales Mgr.....Charles E. Soden
Spot Sales Mgr.....Roy V. Smith

ALL-CANADA RADIO FACILITIES LTD.

80 Richmond St. W., Toronto, Ontario, Can.
Phone: EMpire 6-7691
Mgr., Sta. Time Div.....John W. Tregale

AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-6555
President.....Ralph L. Atlass
Vice-President.....A. R. Ellman
Executive .....Jerry Glynn
Branch Offices
1657 Broadway, New York 19, N. Y.
Phone: COlumbus 5-3739
Executive.....W. H. Losee
5939 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-5341
Executive .....Robert Block
607 Market St., San Francisco, Calif.
Manager .....Ken Carey

AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-5536
President.....Lewis H. Avery
Vice President.....J. W. Knodel
Secretary.....B. P. Timothy
Treasurer.....Arthur H. McCoy
Director.....David H. Sandeberg
Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-4710
Vice Pres.....J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 2-2053
Director.....David H. Sandeberg
6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 3-9583
Exec. In Charge.....Edwin Cahn
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
Exec. In Charge.....Clyde B. Melville

HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOodward 2-7298
Gen. Mgr.....Hil F. Best
Sales Mgr.....Michael Best
Sta. Rel.....Val A. Best
Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5096
101 Park Ave., New York 17, N. Y.
Phone: LExington 2-3783
6000 Sunset Blvd., Hollywood 28, Calif.
HOllywood 5-6667
15 Harriet St., San Francisco, Calif.
Phone: UNderhill 3-6480
Mortgage Guaranty Bldg., Atlanta, Ga.
Phone: ALpine 5084
2745 NE Brdwy., Portland 12, Ore.
Phone: Garfield 6292
203 White-Henry Bldg., Seattle
Phone: Seveca 7997

WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.
Phone: RIchmond 6184
Manager .....Guy Biddick
Asst. Mgr.....Mildred Biddick
Office Mgr.....Josephine Corbet
Traveling Rep. .....Burt Zoul

JOHN BLAIR & COMPANY

Chrysler Bldg. East, New York, N. Y.
Phone: MUrray Hill 2-6900
President.....John P. Blair
Asst. to Pres.....Wells Barnett
Exec. V-P.....Robert E. Eastman
Vice-President.....David N. Simmons
Secretary-Treasurer .....Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-8659
Vice-President.....Charles F. Dilcher
3010 Russ Bldg., San Francisco 4, Calif.
Phone: DOuglas 2-3188
Manager.....Herber Smith, Jr.
3460 Wilshire Blvd., Los Angeles 28, Calif.
Phone: HOllywood 7-6103
Vice-President.... Carleton E. Coveny
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-5688
Manager .....Tom Harrison
524 Book Bldg., Detroit 26, Mich.
Phone: WOodward 1-6030
Mgr. .....Charles Fritz
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228

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Manager .....Steve Beard
Statler Office Bldg., Boston, Mass.
Phone: HUbbard 2-3163
Mgr.....Bruce G. Pattyson

BLAIR-TV, INC.

150 E. 43rd St., New York 17, N. Y.
Phone: MUrray Hill 2-5644
Chairman.....John P. Blair
President.....William H. Weldon
Vice-Presidents.....Lindsey H. Spight, John Venninger
Secretary-Treasurer .....Blake Blair
Branch Offices
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-5580
Vice-President .....John W. Davis
3010 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-7068
Vice-President .....Lindsey Spight
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 7-1333
Mgr. .....Frank Moreland
1037 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-4459
Mgr. .....Richard Quigley
524 Book Bldg., Detroit 26, Mich.
Phone: WOoodward 1-6030
Manager .....Gabe Dype
467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RIverside 4228
Manager .....Steve Beard
1402 Barnett Bank, Jacksonville, Fla.
Phone: 6-5570
Manager.....Harry E. Cummings
Statler Office Bldg., Boston, Mass.
Phone: HU 2-3163
Manager .....Bruce Pattyson

HASKELL BLOOMBERG

39 Kearney Square, Lowell, Mass.
Phone: GLenview 8-8715
General Manager.....Haskell Bloomberg
Branch Offices
Cregg Bldg., Lawrence, Mass.
Phone: 2-2148
Mgr. .....Ruth Evans
28 Carleton St., Cambridge, Mass.
Phone: Kirkland 7-2355
Manager.....Mrs. Josephine Bishop

GUY BOLAM

American Sales and Service Agency
370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300
President .....Guy Bolam
Branch Offices
3 Place de Valois, Paris 3, France
General Mgr.....P. G. Duprat
38 Hertford St., London W 1, England
General Manager.....G. Clement Cave
AM & FM Stations Represented—Radio Luxembourg "1," "2," "3," & "4," Luxembourg, TeleLuxembourg.

THE BOLLING COMPANY, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 9-8150
President.....George W. Bolling
Vice-President.....E. Schuyler Ensell
Treasurer.....Robert H. Bolling
Secretary.....E. A. Pancoast, Jr.
Vice-President (TV).....G. Richard Swift
Branch Offices
435 N. Michigan Ave., Chicago 1, Ill.
Phone: WH 3-2040
Executive-in-Charge.....John D. Stebbins
2978 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-8158
Executive-in-Charge.....George Bolling III
5 Third St., San Francisco, Calif.
Phone: GA 1-6740
Executive-in-Charge.....John T. Coy
80 Boyleston St., Boston 16, Mass.
Manager.....Richard A. Keating
Phone: HU 2-0346

LOUIS J. BORGATTI, INC.

419 Boylston St., Boston, Mass.
Phone: COmmonwealth 6-0718
Pres.-Treas.....Louis J. Borgatti

THE BRANHAM COMPANY

99 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4606
President .....Eugene Corcoran
Chrm. of Board.....M. H. Long
Vice President.....Joseph F. Timlin
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5726
President.....E. F. Corcoran
Vice President.....L. S. Greenberg
7236 General Motors Bld., Detroit 2, Mich.
Phone: Trinity 1-0440
Executive-in-Charge.....Ed Charney
1005 Fidelity Union Life Bldg., Dallas 3, Tex.
Phone: ST 5831
Executive-in-Charge.....J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
Phone: Walnut 3025
Executive-in-Charge.....H. L. Ralls
Title Guaranty Bldg., St. Louis 1, Mo.
Phone: CHestnut 1-6192
Executive-in-Charge.....John J. Schwarz
703 Market St., San Francisco 3, Calif.
Phone: YUkon 2-1582
Executive-in-Charge .....Walter Patzlaff
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: Webster 1-1551
Executive-in-Charge .....Norman Noyes
2001 Liberty Life Bldg., Charlotte 2, N. C.
Charlotte 2, N. C.
Phone: 2-8839
Executive-in-Charge.....B. C. Finch
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: 8-2344
Executive-in-Charge.....Sidney L. Nichols

BROADCAST TIME SALES

149 California St., San Francisco 11, Calif.
Phone: SUtter 1-8656
Owner .....Carl Schuele

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Branch Office
1540 No. Highland, Los Angeles 28, Calif.
Phone: HO 5-1755 5-5884
Manager .....Jim Gates

CLARK R. BROWN CO.

Suite 1-D, 520 Lovett Blvd., Houston, Texas
Phone: JUstin 1601
452 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: RAndolph 5149

BULMER & JOHNSON, INC.

530 Roanoke Bldg., Minneapolis 2, Minn.
Phone: LIncoln 7017

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5
Vice Pres.-Eastern Mgr.....C. Stanley Bailey
Branch Offices
307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4437
Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr. .....Harlan G. Oakes
235 Montgomery St., San Francisco 4, Calif.
Phone: Yukon 6-5819
Manager .....Norman Cunningham

CANADIAN STATION REPRESENTATIVES, LTD.

477 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 9-1810
Exec. in Chg.....Thomas F. Malone

CAPPER PUBLICATIONS, INC.

1035 Topeka Blvd., Topeka, Kans.
Phone: 3-2377
President .....H. S. Blake
General Manager.....Ben Ludy
Comm. Manager.....Hilton Hodges
Branch Offices
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-1250
Executive-in-charge.....William L. McKee.
333 No. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-5977
Executive-in-Charge.....Barney Clark
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
Executive-in-charge.....Joseph H. Story, Jr.
609 Union Commerce Bldg., Cleveland, Ohio
Phone: Main 1-6774
Manager.....Andrew M. Gent
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-5220
Executive-in-charge .....Fred Jameson
1151 South Broadway, Los Angeles 15, Calif.
(Walter Biddick Company)
Executive-in-charge .....Guy Biddick

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.
Phone: CI 5-7433
Exec. Vice Pres.....A. M. Martinez
Vice President.....Vincent Ramos
Sec'y Treas.....Juan J. Cerna

CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
General Sales Mgr.....Henry R. Flynn
Eastern Sales Mgr.....Milton F. Allison
Mgr. Sls. Development....Newell T. Schwin
Research Mgr.....Richard Hess
Promotion Mgr.....Sherril Taylor
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Western Sales Mgr.....Gordon Hayes
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager.....Ralph Patt, Jr.
Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Manager .....Jack Donahue
6121 Sunset Blvd., Los Angeles 28, Calif.
Phone: Hollywood 9-1212
Manager .....Jack Woolley
31 Third St., N.E., Atlanta 5, Ga.
Phone: Elgin 0727
Manager .....David Kittrell

CBS TELEVISION SPOT SALES

Service of CBS Television
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice-Pres. in Charge.....Merle S. Jones
Gen. Sales Mgr.....Clark B. George
Business Manager.....Ben Margolis
Research Manager.....Alfred Di Giovanni
Eastern Sales Mgr.....Edward A. Larkin
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-6000
Midwestern Sales Mgr.....John A. Schneider
800 Peachtree St., Atlanta, Ga.
Phone: Elgin 0727
Manager.....H. H. Holtshouser
902 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Manager .....Tony Moe
Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000
Manager.....MacLean Chandler
1313 N. Vine St., Los Angeles 28, Calif.
Phone: Hollywood 9-1212
Manager.....J. Richardson Loughrin

HENRY I. CHRISTAL CO.

579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4414
President .....Henry I. Christal
Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone: CE 6-6357
Manager .....James L. Thompson
Russ Building, San Francisco, Calif.
Phone: YU 2-1204
Manager .....Richard E. Green
2107 Book Building, Detroit 26, Mich.
Phone: WOodward 3-2365

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Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180
Manager .....Richard Charlton

THOMAS F. CLARK COMPANY, INC.

1 East 54th St., New York 22, N. Y.
Phone: ELdorado 5-5666
Manager.....Thomas F. Clark
Asst. Mgr.....Madeline E. Miklos
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663
Manager .....Paul Elsberry
Penobscot Bldg., Detroit, Mich.
Phone: Trinity 1-8981
Manager .....Paul Pequinot
992 William-Oliver Bldg., Atlanta, Ga.
Phone: Lamar 7088
Manager .....Harry Cannon

COLLEGE RADIO CORP.

Delaware Rd., Columbus 16, Ohio
Phone: FRanklin 2-5277
President.....Edwards R. Hopple
Vice President.....Robert R. Vance, Jr.
Sales Manager.....William B. Irvine
Branch Office
Vice Pres.....Robert R. Vance, Jr.
14 West 45th St., N. Y. 36, N. Y.
Phone: OXford 7-0890

CONTINENTAL RADIO SALES

21st & Panama St., Philadelphia 3, Pa.
Phone: LOmbard 3-0882
Manager .....R. Butche
Branch Offices
285 Madison Ave., New York 17, N. Y.
Manager .....Stephanie Maytas
Phone: LE 2-2450
228 No. La Salle St., Chicago, Ill.
Manager .....R. Olson

DONALD COOKE INC.

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7270
President .....Donald Cooke
Branch Offices
1061 Penobscot Bldg., Detroit 26, Mich.
Executive-in-Charge.....Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge .....Hooper Jones
111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Executive-in-Charge.....Lee F. O'Connell
233 Sansome St., San Francisco 4, Cal.
Phone: Yukon 6-2396
Executive-in-Charge.....William A. Ayers

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5770
Owner.....Harry E. Cummings

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: Alpine 7841
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Washington Becomes Legislative Sounding Board For Industry

□ □ □ □ □ □

By PHIL COHAN

Washington Bureau, RADIO-TELEVISION DAILY

ECHOES of the past year threaten intrusion on an already noisy 1955 . . . and Washington promises to serve again as broadcasting's sounding board.

With its usual racing pulse-beat, radio and TV has sped through another year of intense development, both technical and legislative, and of audience multiplication. Along Pennsylvania Avenue, the industry has been probed and headlined —signs of growing pains in a progessive —signs of growing pains in a progressive business. News stories with big, black banners were plentiful.

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Secretary of Commerce Sinclair Weeks called the shot, or at least coined the phrase, on the year a-borning. In his annual forecast of national commercial prosperity, he called the prevaling attitude among businessmen, and this seems to apply particularly to radio and TV, "temperate optimism."

The industry's optimism is tempered only by threats of harmful legislation which would slice into services now afforded to its listeners and viewers, and a lack of legislation to help the "ailing arm" of UHF and FM.

FCC, with problems of its own, was left leaderless for many months in theory at least, until the Senate finally chose to act upon the President's nomination of George C. McConnaughey as commission chairman. Man to watch during the coming seasons seem to be Charles M. Gowdy, chief assistant to McConnaughey, a smart man in a highly political position.

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Some of the major issues facing the FCC during the coming months are a subscription TV plan proposed by Zenith Radio, a continuing battle on "tall tower" issues, and a threatened investigation by Sen. Warren G. Magnuson (D. Wash.) and his Interstate and Foreign Commerce Committee.

The recently unveiled Jones Report evidently sought to counter some of the Plotkin vitriol, with a gleaming eye to Republican backing in an off-year and some elephant-size votes when that time rolls around.

On the Hill, Senator Magnuson, in a recent press conference, promised probes of FCC, networks, boxing, movies and, as one correspondent put it, anything else a reporter thought to ask about. Whether the scope conjured up by the Senator ever materializes or not, the Commission and the nets appear headed for some Congressional attention.

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Television has gained so much stature that NARTB declares it needs a special convention all to itself. Sheared away from it older brother, radio, TV will mature younger and learn the ways of the world. And knowledge of the birds and bees may prove handy when the much-heralded Senate study report is fully expounded. Matter of fact, shouts for self-regulation may make a little old man of good ol' TV.

Industry interests, as always, will correct their faults, mend their fences, and go back to work until someone starts screaming again.

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President Eisenhower opened his press conferences, in what should prove a precedent-established "first," to film cameras for reproduction on TV. Though "live" television cameras were ruled out for the time being, future White House coverage promises new vistas in broadcasting.

Speaker Sam Rayburn, at the same time, banned TV coverage of House committee activities. Legislation introduced before Congressmen recently would make video camera reporting of all governmental affairs possible under House rules. The resolution met mixed reaction.

Though Plotkin and Magnuson panned the nets, they only succeeded in bringing the possible (?) solutions of the UHF broadcaster's problem down to eight. What the UHF'ers really want, gentlemen, is only one—the workable one, and the report made that claim for none of the eight.

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Communications Commission

HOW TO APPLY FOR FCC LICENSE

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National

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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. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

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. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

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.

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Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications.

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 hearing. 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 sometimes 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. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

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.

(*Continued on Page* 525)

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NATIONAL ASSOCIATION of Radio and Television BROADCASTERS

□ □ □

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Hugh K. Boice, Jr..... WEMP, Milwaukee, Wis.	9	Illinois and Wisconsin.
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F. E. Fitzsimonds..... KFYR, Bismarck, N. D.	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.
Cy Casper ..... WBBZ, Ponca City, Okla.	12	Kansas and Oklahoma.
Kenyon Brown ..... KWFT, Wichita Falls, Tex.	13	Texas.
Walter E. Wagstaff..... KIDO, Boise, Idaho	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.
William D. Pabst..... KFRC, San Francisco, Cal.	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.
Calvin J. Smith..... KFAC, Los Angeles, Calif.	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.
Richard M. Brown ..... KPOJ, Portland, Ore.	17	Alaska, Oregon and Washington.

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MBS, New York

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City	Call Letters	Licensee	Executive
		ALABAMA	
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV
		CALIFORNIA	
Berkeley	KPFA (FM)	Pacifica Foundation	Charles Levy, Station Mgr.
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools 12th & Russ Streets	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn. 165 Post Street	James Day, General Mgr.
San Mateo	KCSM (FM)	San Mateo Jr. College Baldwin Ave. & San Mateo	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	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	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Asst. Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director
		GEORGIA	
Atlanta	WABE (FM)	Board of Education	Alvin Gaines, Program Director
		ILLINOIS	
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. C. Waggoner, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Dick Carlson, Station Manager
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WIUC (FM)	Univ. of Illinois	Frank E. Schooley
		INDIANA	
Bloomington	WFIU (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 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.	Robert L. Montgomery, Chairman, Radio-TV
Lafayette	WBAA (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 Twnsp. 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)	Wartburg College	Robert Snyder, Manager

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City	Call Letters	Licensee	Executive
		KANSAS	
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
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	Kenneth Thomas, Director
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	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.
		LOUISIANA	
Baton Rouge	WSLU (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 Y. Donovan, Jr., Manager
Boston	WBUR (FM)	Boston Univ.	Leo Martin, Director Div. Communication Arts
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, 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
East Lansing	WKAR (TV)	Michigan State College	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting
		MINNESOTA	
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, 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	KETC (TV)	St. Louis Ed. TV Association	Martin Quigley, General Manager
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director
		NEW JERSEY	
Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. Paul Klose, Program Director
		NEW MEXICO	
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
		NEW YORK	
Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Rourke, Prog. Mgr.
Brooklyn	WNYE (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	Robert Earle, Dir. 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	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

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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	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
		NORTH DAKOTA	
Grand Forks	KFJM (AM	Univ. of North Dakota	S. Donald Robertson, Director
		OHIO	
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cleveland	WBOE (FM)	Board of Education	J. 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.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
		OKLAHOMA	
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KETA (TV)	Okla. Ed. TV Authority	John Dunn, Director
Oklahoma City	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Tulsa	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Tulsa	KWGS (FM)	Univ. of Tulsa	Howard Hansen, Dir., Radio-TV
		OREGON	
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. 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. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	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	
		SOUTH DAKOTA	
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
		TENNESSEE	
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
		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
		UTAH	
Logan	KVSC (FM)	Utah State Agri. College	Borrel F. Hansen, Director
		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	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
		HAWAII	
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Canton, Dir., Univ. Radio
		PUERTO RICO	
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

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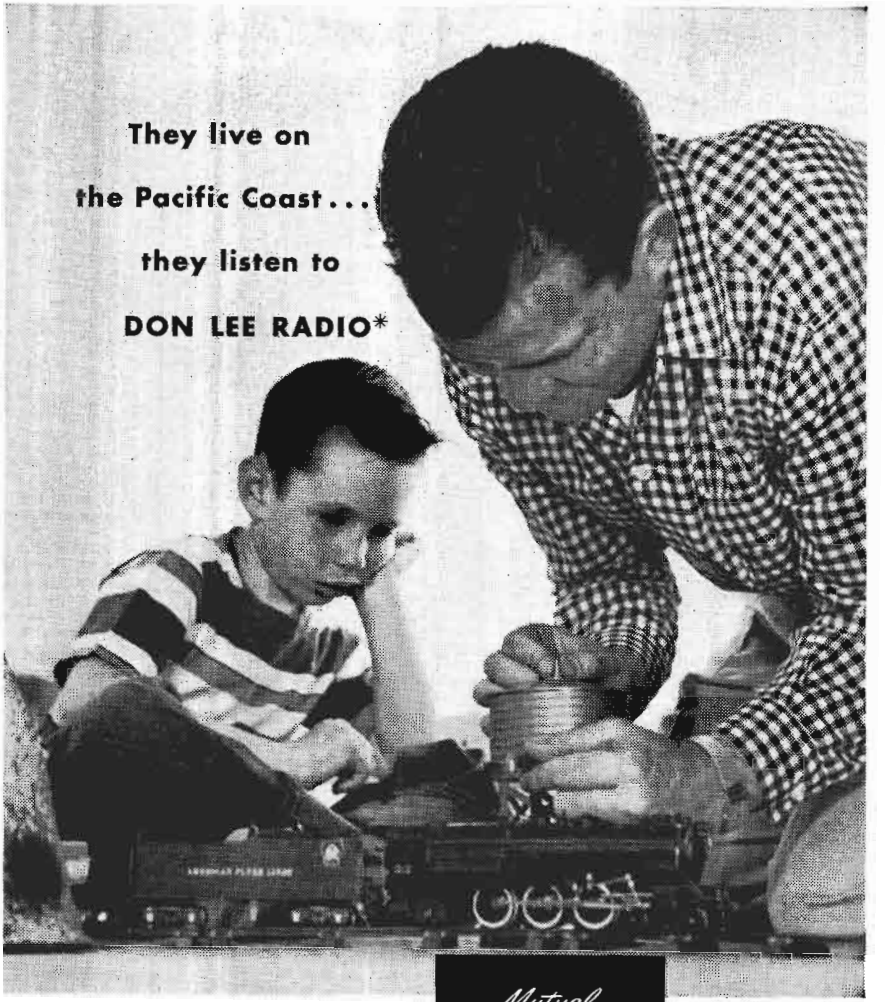

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Multi-Million Dollar Question: Where Do We Go From Here?

□ □ □ □ □ □

By **ROBERT E. KINTNER**
President
American Broadcasting Company

"WHERE do we go frome here?" is a recurring line from an old drinking song. And the singers never do come up with an answer.

Broadcasters. in their most sober moments, however, must pose themselves this same question, and they must come up with an answer, and soon. It will not be the answer of those who sit at their desks from nine to five daily, for theirs is hindsight reasoning. I look to the practitioners of broadcasting for the answer to the multi-million dollar question—where do we go from here, in programming. For that, after all, is our product. Everything else in broadcasting is just a channel of distribution; but as networks or as stations we rise or fall on the consumption of our product—programming.

□ □ □

Today, broadcasting has achieved mass distribution. Virtually every home in the country is radio-equipped. About 9 out of the nation's homes are within range of television signals, and of these, more than 7 out of 10 homes actually have sets.

No question about it, broadcasting today stands on the threshold of a great era. The only obstacle that I see to continued, healthy expansion is the quality of programming. We can dream up all the fancy terms we wish—rating terms, sales terms, psychological terms (like "gratitude factor")—but this undeniable fact remains: The public must like what it sees or hears or it won't be back to "buy" from the network or station in question.

I am convinced that television today is in exactly the same position in which motion pictures and radio found themselves when television came on the scene. Television is growing self-satisfied and complacent.

□ □ □

Today the movies find that a good picture will pull the people in at the box-office. And the picture need not be in any particular aspect ratio or any unusual color treatment. A good old black-and-white, whether large screen or not, will do a land office business.

□ □ □

Radio can do the same, and we propose to do this for ABC Radio by providing the public with the "off-beat" when necessary and with the best scripts, production and direction of all times. Personally, I do not believe that radio is doing itself justice today. It still has these "exclusives" which if properly utilized, can make it unique — immediacy, flexibility, and the listener's imagination. I look for a resurgence of radio generally in programming content in the future.

But the big problem is still television. Television because it represents such vast investments of time and money by so many, many people. The fact is that there is a decrease in the rate of increase of time spent with television in the average U. S. home. That is, consumption of our product iis leveling off, and at the present trend, may well achieve a plateau, or even decline in the next year or so.

□ □ □

What I advocate is a product improvement . . . a raising of vast bulk of TV programs from mediocre to good. The good programs of today will be constrained to improve their quality in turn, and we may see "great" television, not once a year, but possibly once a week, or oftener.

I decry complacency and apathy. The day that there are, in fact, no new ideas will be an excellent date for man to turn over his world to another species, for he will have reached his own plateau, and can only slide backwards.

Broadcasting's road is long and wide. It has the golden opportunity of bringing entertainment, information and education to the American public. It is a vital force in the nation's economy, providing advertising exposure with impact and economy. How far we go on that road depends on the vehicles we build—the programs we offer the viewers and listeners.

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Ray Diaz.....National Program Director
Addison Amor.....Director of Program Sales
Walter A. Gustafson.....Supr. of Sound Effects
William Hamilton....Eastern Program Manager
Anne Kelly.....Announcing Office Manager

(Continued on Page 262)

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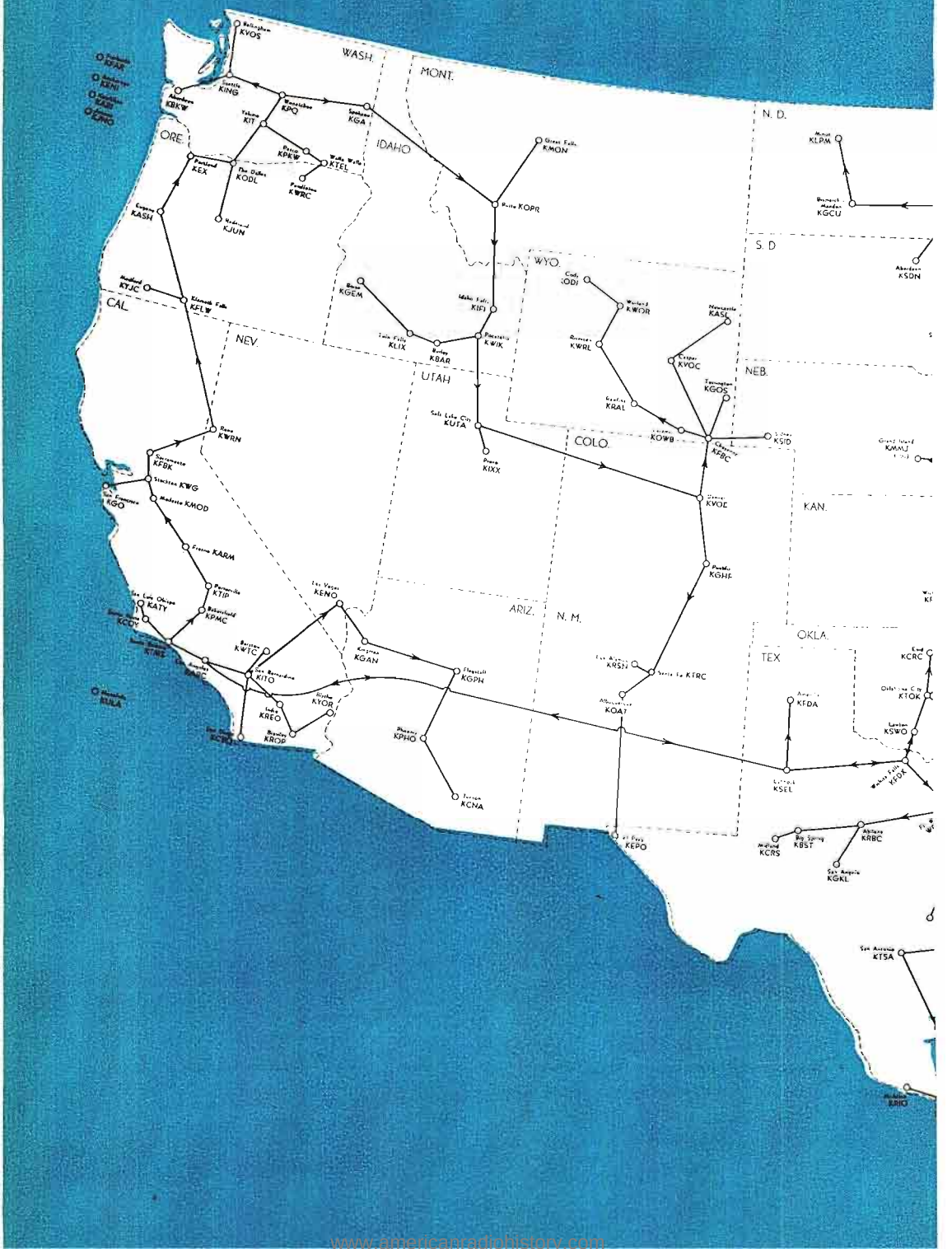

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George Sax.....National Director of Program Operations
Clayton Shields.....Business Manager
Ruth B. Smith...Supr. of Production Control Unit

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Frank Vagnoni.....Manager of Music Division

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Grace Johnsen.Director of Continuity Acceptance
Willis B. Parsons.....Manager of Advertising
Ernest E. Stern.....Manager of Publicity
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Don Durgin.....Director of Research & Sales Development
Donald Coyle.....Director of Research
Dean Shaffner....Director of Sales Development

Sales

William Fairbanks.....National Sales Manager
Steward Barthelmess...Director of Sales Service

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Frank Atkinson.....Manager of Co-operative Program Department
Charles W. Godwin.....Director of Station Relations
Peter Wade.....Manager of Station Clearance

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W. Donald Roberts.....Director of Network Radio—Central Division
Matthew Vieracker..Treasurer—Central Division

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Robert Baldrica.....Advertising & Promotion Manager
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Dresser Dahlstead.....Program Manager, Western Division
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Cameron G. Pierce.....Chief Facilities Engineer, Western Division
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Harry Woodworth.....Director of Radio Western Division

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Jon Barkhurst.....Manager of Promotion and Publicity
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Lorraine Duchene..Continuity Acceptance Editor
Vincent Francis.....Local Sales Manager
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Victor Reed.....Manager of News & Special Events
Jeanne Rieman.....Sales Service Manager
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Henry Saroyan....Controller & Purchasing Agent
Edward Smith.....Production Manager

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Radio's New Re-Selling Formula Clear Tribute of Inventiveness

By **ADRIAN MURPHY**
President
CBS Radio Network

AMERICA today has twice as much home entertainment to choose from as it had just six or seven years ago. Yet the astonishing fact is that the total volue of radio listening today is not a great deal less than it was before television came along.

Last season, radio listening amounted to nearly a billion family hours every week. And this figure does not even take into account the enormous amount of attention radio gets outside the home, in automobiles, stores, restaurants, hotels, and many other public places.

Radio's continuing popularity is a direct tribute to the imagination and energy of all the people who make radio possible—manufacturer and broadcaster alike. They have been faced with the kind of competition that might have put a less inventive industry out of business forever. Yet they have managed to do a selling job — a re-selling job — that is without parallel in modern business.

The manufacturer has sold the nation on the idea of beginning and closing the day with radio that clock radios and other bedroom sets now number more than 21 million. In 1948, the clock radio was virtually unheard of. In addition, he has styled radio so imaginatively and so inexpensively that in every waking hour, most families can now afford to have radio accessible in any room in the house. (Perhaps the best tribute to the manufacturer's ingenuity is the fact that there are one million families who have as many as six radios—and over!)

The manufacturer has made the kitchen radio so popular that women in 16 million households cook, wash and iron with radio. He has so ingeniously combined radio with phonographs, with television sets, with tape recorders, even with lamps, that in 25 million living rooms, radio continues as a focal point of family life. And by developing miniature tubes, miniature speakers, and especially the transistor, the manufacturer has made radio so small, so portable, that today there are people who literally wear their sets—who carry radio in their pocket the same way they carry handkerchiefs, money and the keys to the house and car.

In programming for all these radios—111 million in all—the advertiser, broadcaster and performer have been no less inventive. Time itself would probably have proven radio's unique capability for dealing with ideas—the way radio can report new the very moment it happens and radio's superiority in handling talks, speeches, discussions. Time would probably also have borne out radio's unique ability to present music, where essentially there is nothing to look at. But it has taken some imagination on the broadcaster's part to invent new patterns in variety, comedy and drama.

Some programs, of course, have become such perennial favorites in their established formats that no one would want them done any other way. The Jack Benny show has undergone almost no format change whatsoever in more than two decades on the air. Yet it continues to rank as radio's most popular program week in, week out.

But other hours in radio's schedule seemed to call for a more informal approach towards programming. And so we have seen the gradual evolution of such relaxed, friendly radio personalities as Arthur Godfrey, Robert Q. Lewis, Tennessee Ernie, Peter Lind Hayes—and that most informal man of them all, Bing Crosby.

Today, radio is practically a brand new industry, in many respects more dynamic than it was before television came along. The number of sets in the nation has increased vastly. And if the number of families who listen to these sets has also increased—as it has—it is because people continue to depend on the unique pleasures and company that radio brings into their busy lives.

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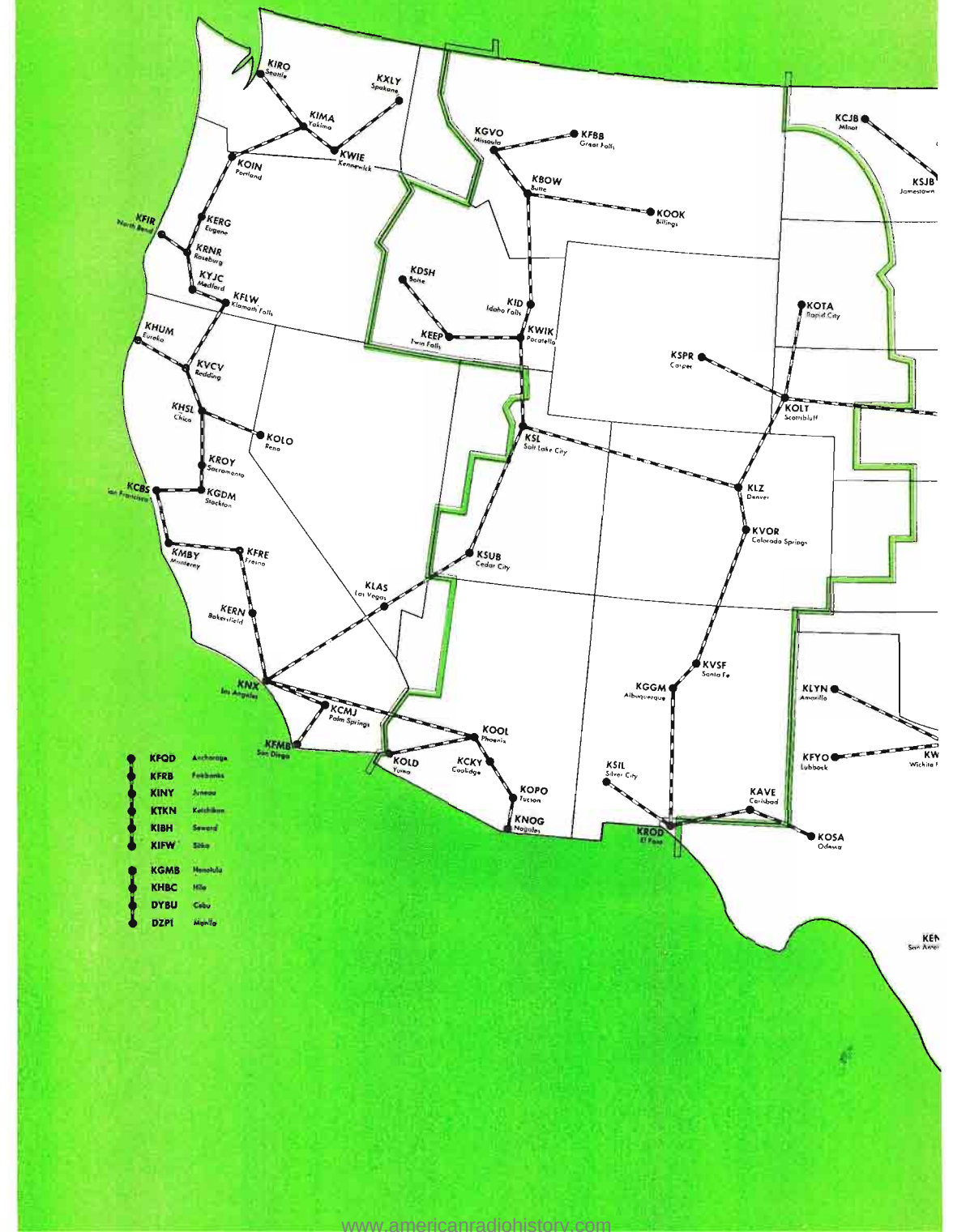
CBS RADIO



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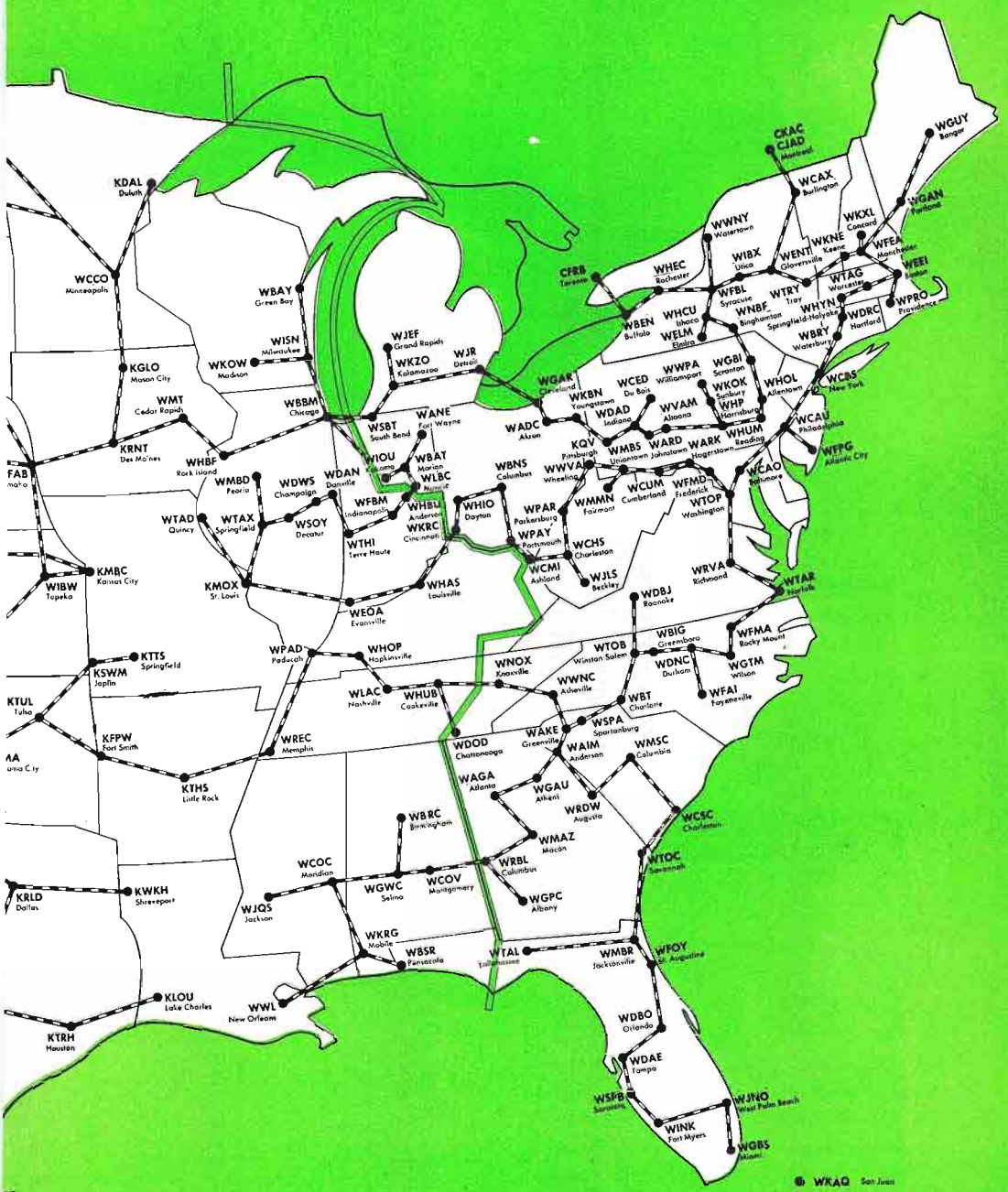
NETWORK



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CBS RADIO DIVISION

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

Registered Telegraphic Address—COLUMBIA NEW YORK

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Jack Curry.....Promotion Manager

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Newell Schwin.....Manager, Sales Development
Richard Hess.....Research Manager
Sherril Taylor.....Promotion Manager

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Atlanta Office, 800 Peachtree St.

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Ralph Patt.....Sales Manager

Los Angeles Office, Columbia Square

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Richard Golden.....Director, Network Sales Presentations
Edward Kaylen.....Associate Director, Network Sales Presentations
William Jayme.....Director, Network Copy
Irving Miller.....Director, Art Service, CBS-Owned Stations Promotion
Joseph Tole.....Production Manager

For television personnel turn to TELEVISION YEAR BOOK in this volume

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Individual Listeners Examined As Radio Gets a Re-Evaluation

□ □ □ □ □ □

By **THOMAS F. O'NEIL**
President
Mutual Broadcasting System

WE at Mutual took a thorough-going look at radio in 1954. We spent a few days last November looking back over our shoulders at the 20 years of Mutual's broadcasting past. We also spent some hard cash to survey radio as it actually is today, to find the changing character of the **individual listener** due to television's inroads — where he is each quarter-hour and what he is doing — so our advertisers could know best when to reach him.

We found that all day long people spent about as much of their time listening to radio as they did viewing television.

We found radio to be a **living medium,** not just a **living-room** medium.

□ □ □

I made several statements about radio during the year as representative of our thinking around the Mutual network. These statements stem from our year-long study of Radio—1954 and they still stand for 1955.

They are: "Radio is clearly established anew today as a dynamic force which affects the **working, playing** and **buying** habits of the majority of **individual** Americans." And —

□ □ □

"Our concepts of radio — both network and local — must be re-assessed in the light of the recently completed Ward Daily Living Habits Survey, for it reveals that millions of **people** listen to radio at the moment they awake, while they dress, while they eat, while they work and drive their autos; while they relax — at home and outside the home until they retire at night. No other medium has become so extensively an all-day companion in modern living." And again —

"No prophesiers can foretell the future role of radio any more than they can foresee all of television's possibilities, but we at Mutual are convinced that the widespread diversification of radio and its singular quality allowing 'concurrent activity' while listening, are facts which portend a long and vigorous life for radio."

When we counted noses (or I should say, ears) through a nationwide study employing 40,000 individual diaries, we found definite facts which cannot be disregarded by anyone who has an interest in the broadcasting industry — whether he be an advertiser spending his money on radio and television media, an advertising agency man or a man engaged in local or network broadcasting.

□ □ □

The facts which we offer for consideration are these:

- Of all the time people spent during the day in listening to radio or watching television — 70% was devoted to radio listening and 30% to TV-viewing and for both day and evening combined radio's share is 48%; TV's 52%.
- Radio is a "concurrent activity," commanding the listener's attention while he is engaged in doing something else, as is possible with no other medium in like manner.
- More than 96% of the American population own radios in working order and there are more than 110,000,000 radio sets in the country.
- Radio listening is everywhere and radio's location is everywhere — in all rooms of the home, the kitchen, the den, the bedroom, the workshop; radio follows us outside the home wherever we go.
- We found that radios are located 34% in the living room; 27% in the bedroom; 23% in the kitchen and 16% in other places of the home.

□ □ □

The fact that Mutual's voice is "local" in 572 cities and that we can be proud of our list of radio's top advertisers and agencies, does not necessarily indicate that the future can only be rosy. Today's buyer of time — dazzled though he may be by the wonders of our visual competitor — wants, is entitled to, and should get that kind of intimate knowledge of the listening habits of human beings which can enable him to turn the profit which is his justification for doing business with any medium.

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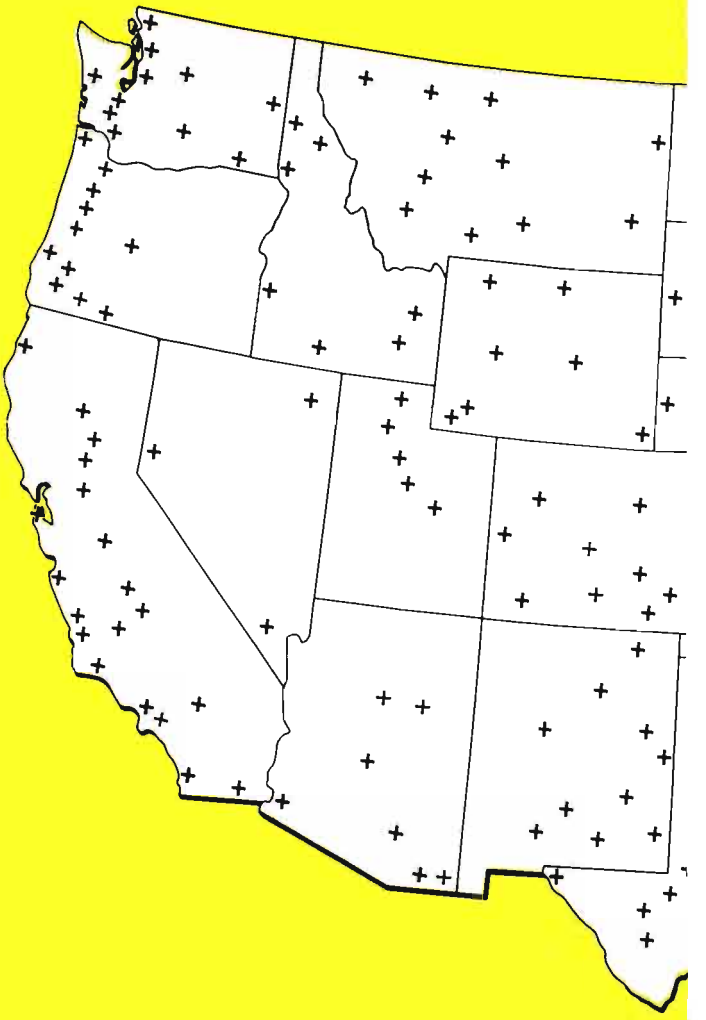
MUTUAL BROAD



ALABAMA
WCTA ANDALUSIA
WSPC ANNISTON
WILD BIRMINGHAM
WEBJ BREWTON
WKUL CULLMAN
WMSL DECATUR
WXAL DEMOPOLIS
WGWD GADSDEN
WJBB HALEYVILLE
WBHP HUNTSVILLE
WPBB JACKSON
WWWB JASPER
WJJJ MONTGOMERY
WLAY MUSCLE SHOALS
WJHO OPELIKA
WFEB SYLACAUGA
WHTB TALLADEGA
WTBF TROY
WTBC TUSCALOOSA

ARIZONA
KSUN BISBEE
KAWT DOUGLAS
KCLS FLAGSTAFF
KOY PHOENIX
KTUC TUCSON
KVNC WINSLOW
KYMA YUMA

ARKANSAS
KVRC ARKADELPHIA
KBTA BATESVILLE
KAMD CAMDEN
KGRH FAYETTEVILLE
KWHN FORT SMITH
KHOZ HARRISON
KFFA HELENA
KXAR HOPE
KWFC HOT SPRINGS
KBTM JONESBORO
KXLR LITTLE ROCK
KVMA MAGNOLIA
KENA MENA
KTLO MOUNTAIN HOME
KOTN PINE BLUFF
KXRJ RUSSELLVILLE
KUDA SILOAM SPRINGS
KWAK STUTTGART

CALIFORNIA
KBAK BAKERSFIELD
KXOC CHICO
KXO EL CENTRO
KIEM EUREKA
KVNO FRESNO
KHJ LOS ANGELES
KMYC MARYSVILLE
KYOS MERCED
KPRL PASO ROBLES
KXOA SACRAMENTO
KSBW SALINAS-MONTEREY
KFXM SAN BERNARDINO
KGB SAN DIEGO
KFRC SAN FRANCISCO
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KXOB STOCKTON
KCOK TULARE-VISALIA
KVEN VENTURA

COLORADO
KGIW ALAMOSA
KIMN DENVER
KIUP DURANGO
KGLN GLENWOOD SPRINGS
KFXJ GRAND JUNCTION
KBNZ LA JUNTA
KCSJ PUEBLO
KVRH SALIDA
KCRT TRINIDAD

CONNECTICUT
WICC BRIDGEPORT
WDTH HARTFORD
WNLC NEW LONDON
WWCO WATERBURY

DELAWARE
WAMS WILMINGTON

D. C.
WWDC WASHINGTON

FLORIDA
WNDB DAYTONA BEACH
WIRA FORT PIERCE
WRUF GAINESVILLE
WJHP JACKSONVILLE
WKWF KEY WEST
WONN LAKELAND
WLBE LEESBURG
WTYS MARIANNA
WMMB MELBOURNE
WKAT MIAMI
WLOF ORLANDO
WPCF PANAMA CITY
WCNH QUINCY
WTSP ST. PETERSBURG-TAMPA
WJCM SEBRING
WIRK WEST PALM BEACH
WSIR WINTER HAVEN

GEORGIA
WDEC AMERICUS
WQXI ATLANTA
WBBQ AUGUSTA
WMGR BAINBRIDGE
WMOG BRUNSWICK
WBHF CARTERSVILLE
WPNX COLUMBUS-PHENIX CITY
WMJM CORDELE
WDLJ DALTON
WDWD DAWSON
WMLT DUBLIN
WSGC ELBERTON
WBHB FITZGERALD
WGGA GAINESVILLE
WKEU GRIFFIN
WLAG LA GRANGE
WNEX MACON
WMVO MILLEDGEVILLE
WCOH NEWNAN
WRGA ROME
WCCP SAVANNAH
WNNS STATESBORO
WSFT THOMASTON
WTWA THOMSON
WWGS TIFTON
WLET TOCCOA
WGOV VALDOSTA

WVOP VIDALIA
WAYX WAYCROSS
WBRO WAYNESBORO

IDAHO
KVNI COEUR D'ALENE
KIFI IDAHO FALLS
KRLC LEWISTON
KPXD NAMPA-BOISE
KWIK POCATELLO
KLIX TWIN FALLS
KWAL WALLACE

ILLINOIS
WKRO CAIRO
WGN CHICAGO
WJPF HERRIN
WIRL PEORIA
WCVS SPRINGFIELD

INDIANA
WBIW BEDFORD
WKJG FORT WAYNE
WIBC INDIANAPOLIS
WASK LAFAYETTE
WSAL LOGANSPORT
WAOV VINCENNES

IOWA
KCRG CEDAR RAPIDS
KROS CLINTON
KSTT DAVENPORT
KDEC DECORAH
KWDM DES MOINES
WDBQ DUBUQUE
KVFD FORT DODGE
KFJB MARSHALLTOWN
KRIB MASON CITY
KBIZ OTTUMWA
KFNF SHENANDOAH
KCOM SIOUX CITY
KICD SPENCER
KWWL WATERLOO

KANSAS
KGNO DODGE CITY
KTSW EMPORIA
KWGB GOODLAND
KIND INDEPENDENCE
KSAL SALINA
KTOP TOPEKA
KAKE WICHITA

KENTUCKY
WLBJ BOWLING GREEN
WCTT CORBIN
WCPM CUMBERLAND
WHIR DANVILLE
WFKY FRANKFORT
WHLN HARLAN
WKIC HAZARD
WSON HENDERSON
WVLK LEXINGTON
WGRC LOUISVILLE
WFTM MAYSVILLE
WOMI OWENSBORO
WPKE PIKEVILLE
WEKY RICHMOND
WSFC SOMERSET
WWKY WINCHESTER

LOUISIANA
WAFB BATON ROUGE
KEUN EUNICE
KAOK LAKE CHARLES
KLIC MONROE
WNOE NEW ORLEANS
KENT SHREVEPORT

MAINE
WFAU AUGUSTA
WABI BANGOR
WIDE BIDDEFORD
WCOU LEWISTON-AUBURN
WPOR PORTLAND

MARYLAND
WCBM BALTIMORE
WCEM CAMBRIDGE
WDYK CUMBERLAND
WJEJ HAGERSTOWN
WBOC SALISBURY

MASSACHUSETTS
WNAC BOSTON
WALE FALL RIVER
WEIM FITCHBURG
WHAI GREENFIELD
WLLH LOWELL-LAWRENCE
WNBH NEW BEDFORD
WBRK PITTSFIELD
WMAS SPRINGFIELD
WOCB WEST YARMOUTH
WAAB WORCESTER

MICHIGAN
WATZ ALPENA
WBCK BATTLE CREEK
WATT CADILLAC
CKLW DETROIT
WDBC ESCANABA
WBBC FLINT
WIKB IRON RIVER
WJMS IRONWOOD
WHHM JACKSON
WMTE MANISTEE
WDMJ MARQUETTE
WMBN PETOSKEY
WMLS PORT HURON
WSGW SAGINAW-BAY CITY
WTCM TRAVERSE CITY

MINNESOTA
KAUS AUSTIN
KBUN BEMIDJI
KLIZ BRAINERD
WDSM DULUTH-SUPERIOR
WEVE EVELETH
KSUM FAIRMONT
KGDE FERGUS FALLS
KBZY GRAND RAPIDS
WDGY MINNEAPOLIS-ST. PAUL
KWAD WADENA

MISSISSIPPI
WLOX BILOXI-GULFPORT
WJMB BROOKHAVEN
WROX CLARKSDALE
WCJU COLUMBIA
WCBI COLUMBUS

WCMA CORINTH
WJPR GREENVILLE
WNAG GRENADA
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KOLN LINCOLN
KBRL McCOOK
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NEVADA
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KRAM LAS VEGAS
KATO RENO

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WBTA BATAVIA
WKOP BINGHAMTON
WEBR BUFFALO
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WKNY KINGSTON
WLFH LITTLE FALLS
WICY MALONE
WQR NEW YORK
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WODL ONEONTA
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WBBF ROCHESTER
WKAL ROME-UTICA
WNDR SYRACUSE
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NORTH CAROLINA
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WBBB BURLINGTON
WIST CHARLOTTE
WSSB DURHAM
WCNC ELIZABETH CITY
WFNC FAYETTEVILLE
WQBG GREENSBORO
WGTC GREENVILLE
WHNC HENDERSONVILLE
WJNC JACKSONVILLE
WISP KINSTON
WLOE LEAKSVILLE
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WTSB LUMBERTON
WSYD MT. AIRY
WHIT NEW BERN
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WBNC WHITEVILLE
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WHKK AKRON
WCPO CINCINNATI
WLW CINCINNATI

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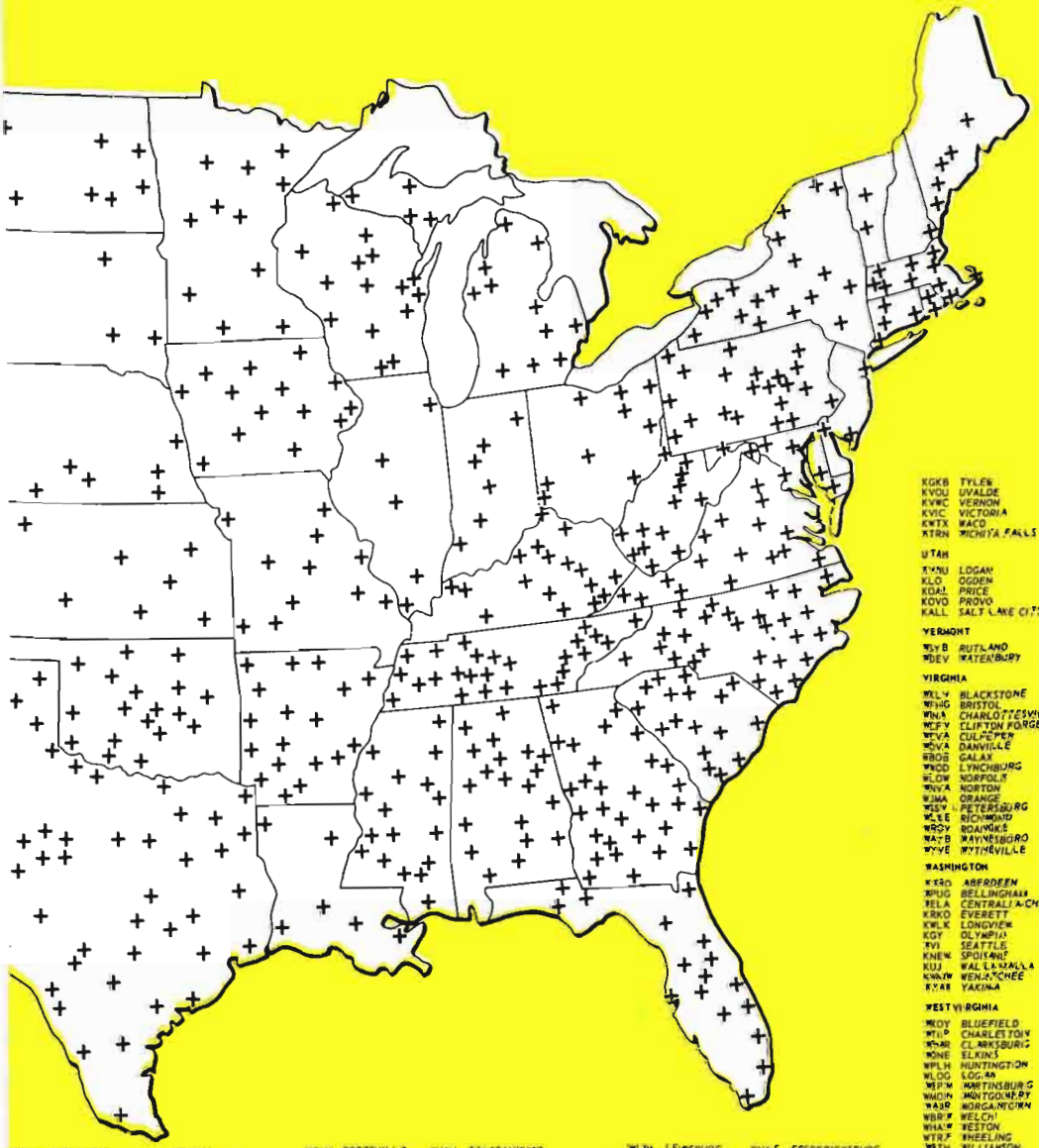
CASTING SYSTEM



WHK CLEVELAND
WTVN COLUMBUS
WIRO IRONTON
WMOA MARIETTA
WLEC SANDUSKY
WSTV STEUBENVILLE
WHMH YOUNGSTOWN-WARREN

OKLAHOMA

KADA ADA
KGFW ALTUS
KVSO ARDMORE
KWON BARTLESVILLE
KWCO CHICKASHA
KRHD DUNCAN
KASA ELK CITY
KGWA ENID
KTMC MCALESTER
KBIX MUSKOGEE
KOCY OKLAHOMA CITY
KHBG OKMULGEE
WBBZ PONCA CITY
KGFF SHAWNEE
KSPI STILLWATER
KAKC TULSA
KWSH WEWOKA
KSPG WOODWARD

OREGON

KRBL ALBANY
KRNR ASHLAND
KAST ASTORIA
KBND BEND
KOOS COOS BAY
KORE EUGENE
KUIN GRANTS PASS
KFJI KLAMATH FALLS
KPOJ PORTLAND
KRNL ROSEBURG
KSLM SALEM

PENNSYLVANIA

WFBG ALTOONA
WESB BRADFORD
WERIE ERIE
WHVR HANOVER
WCMB HARRISBURG
WAZL HAZLETON
WJOY JOHNSTOWN
WLAN LANCASTER
WBPZ LOCK HAVEN
WKST NEW CASTLE
WRAK OIL CITY
WIP PHILADELPHIA
WJAS PITTSBURGH
WPAM POTTSVILLE
WPXY PUNXSUTAWNEY
WKBI ST. MARY'S
WSBL SHAMOKIN
WRAJ STATE COLLEGE
WJPA WASHINGTON
WBAX WILKES-BARRE
WSBA YORK

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WEAN PROVIDENCE
WWON WOONSOCKET

SOUTH CAROLINA

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WGCD CHESTER
WNOK COLUMBIA
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WGTN GEORGETOWN
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WGSW GREENWOOD
WHSC HARTSVILLE
WKDK NEWBERRY
WDXI ORANGEBURG
WRHI ROCK HILL
WJAN SPARTANBURG
WFIG SUMTER
WBCU UNION
WALQ WALTERBORO

SOUTH DAKOTA

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KIHO SIOUX FALLS
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WHBT HARRIMAN
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WDXL LEXINGTON
WMAC MANCHESTER
WHBQ MEMPHIS
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WPTR PARIS
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TEXAS

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KVKM MONAHANS
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KMAC SAN ANTONIO
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KVIC VICTORIA
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WDEV WATERBURY

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WFHR WISCONSIN RAPIDS

WYOMING

KVOC CASPER
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Rodney Coulson.Press Information Representative

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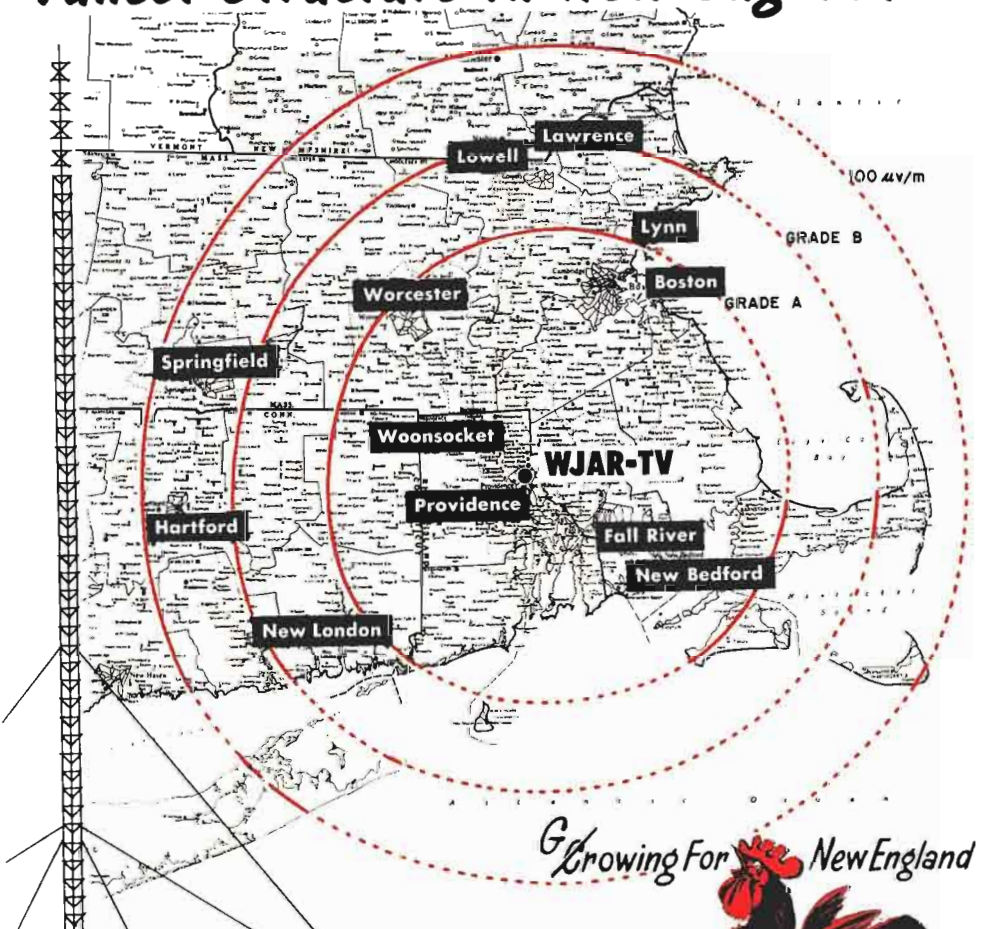
(316,000 WATTS)

HIGHER TOWER!

(1049 Ft. Above Mean Sea Level)

Tallest Structure In New England



POWERFUL WJAR-TV 10

CHANNEL PROVIDENCE, RHODE ISLAND

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Launching of 'Spectaculars' Forms 1954 Programming News

□ □ □ □ □ □

By **ROBERT W. SARNOFF**
Executive Vice President, NBC

A NEW look in television programming and sales patterns, coupled with the emergence of color television as a national service, endowed the medium with fresh vitality and excitement and made the industry's biggest news for the year 1954.

To those of us at the National Broadcasting Company who were privileged to have a hand in building these patterns, it was a year of venture and a year of vindication.

□ □ □

We ventured into new concepts of programming — concepts designed to make more people spend more time at more sets. We ventured further into new concepts of selling — concepts designed to open this powerful medium to a broader base of national advertisers and to provide a sales flexibility never before possible.

We believe we were vindicated by the high ratings of our great new shows, by public reaction to our pioneering in daytime and late-night shows. We believe we were vindicated by the 250 national advertisers — an industry record — attracted by NBC during the year, and by the excitement generated among clients, advertising agencies and dealers selling NBC-advertised products.

□ □ □

Launching of the "spectaculars" last fall constiuted the biggest programming news of the year. These much-discussed productions in color brought to television a powerhouse of entertainment values surpassing anything ever seen on a regular basis. Quarter-million-dollar productions, formerly limited to one-shot specials, became part of the viewer's regular diet.

The "spectaculars" were high-attraction hits right from the start — the first two each attracted an estimated 31,000,000 viewers — but the "spectaculars" were only part of our schedule's new look. NBC entered the fall season with no less than 38 new programs, at least one new program every evening of the week, and many scattered through the daytime schedule.

In March, HOME, a new concept in women's service programming, was introduced. In September, NBC pioneered in late-evening television with TONIGHT. These two magazine-type shows and the established early-morning favorite, TODAY, together make up a full-third of our total network time, and have brought in dozens of advertisers who could never before afford national exposure. These three programs grossed about $14,000,000 in 1954 and proved the commercial soundness of this NBC-created type of programming and sales.

□ □ □

Our color cameras made television history — and the front pages — when we presented a colorcast from Fort Meade on the use of television in warfare. Through portable cameras in the hands of front-line scouts and in a reconnaissance plane, a commander was able to follow on monitors the action in a series of maneuvers staged for our cameras. This significant advance in the art of warfare was shown in cooperation with the Radio Corporation of America, which pioneered military television, and the U. S. Army.

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The NBC Film Division, one of our major operating divisions, provided TV stations with 736 weekly half-hours of local programming, a sensational advance over the figure of 235 for 1953. More than 1,120 Film Division program sales were made in all markets. In New York, with 10 programs on the air, the NBC Film Division was providing more programming than any other syndicator.

This, then, is a thumbnail sketch of the National Broadcasting Company's activities for 1954. We feel it's a story of progress, of expansion, of pioneering. We hope we have contributed to making the broadcast medium an ever greater force in the social, cultural and economic life of America. This remains our goal as we go into 1955.

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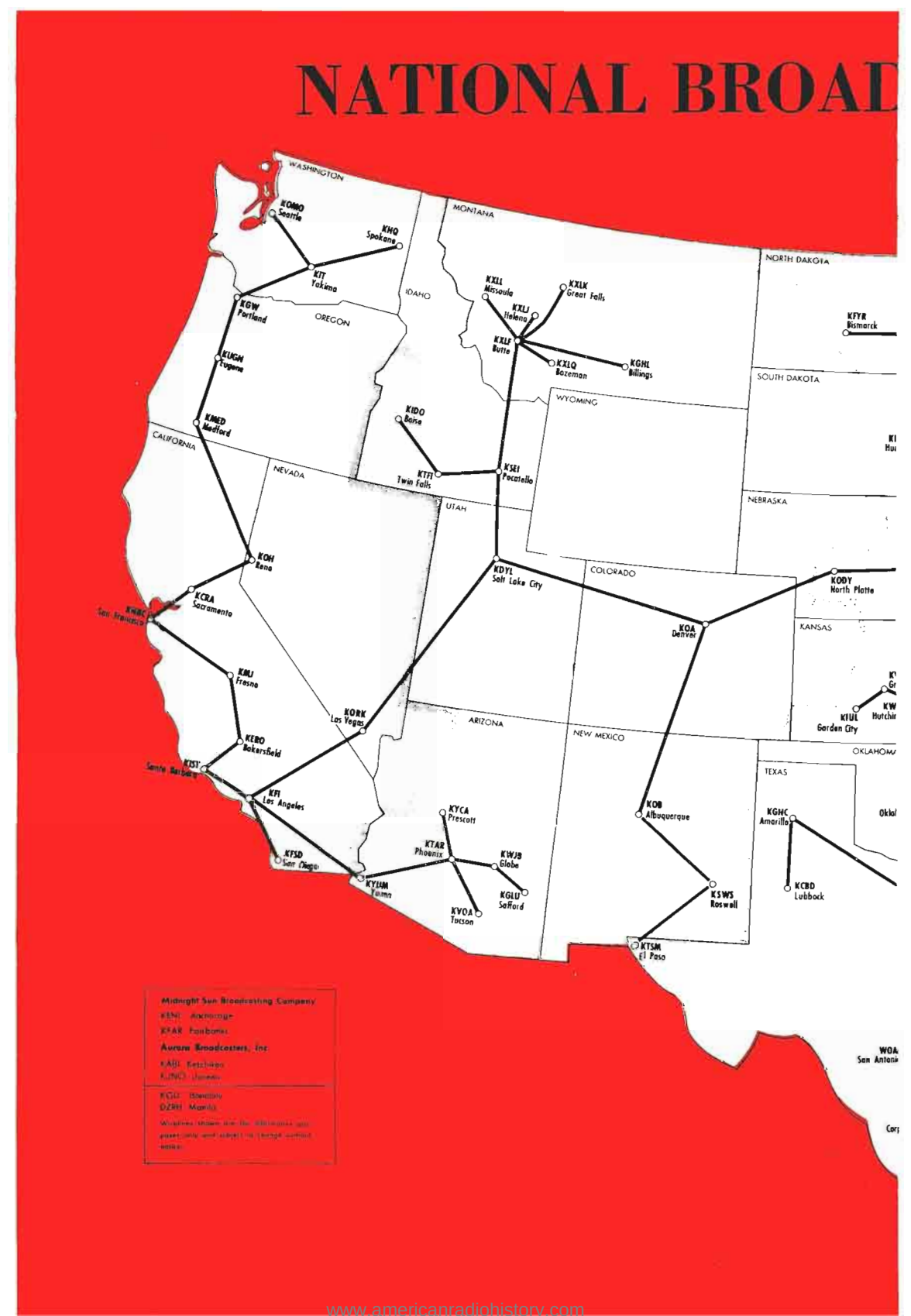
NATIONAL BROAD



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MAINE
VERMONT
NEW HAMPSHIRE
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MASS.
MICHIGAN
WISCONSIN
IOWA
ILLINOIS
INDIANA
OHIO
PENNSYLVANIA
W. VIRGINIA
MD.
DEL.
N. J.
KENTUCKY
TENNESSEE
MISSOURI
ARKANSAS
MISSISSIPPI
ALABAMA
GEORGIA
SOUTH CAROLINA
NORTH CAROLINA
LOUISIANA
FLORIDA
WHLB Virginia
WNDF Houghton
WFAG Hibbing
WEBC Duluth-Superior
WESK Escanaba
WMAM Marinette
KFAM St. Cloud
KSTP Minneapolis - St. Paul
WEAU Eau Claire
WSAU Wausau
KYSM Mankato
KROC Rochester
WKBH La Crosse
WTMJ Milwaukee
WMBA Madison
WOOD Grand Rapids
WJIM Lansing
WSAM Saginaw - Bay City
WFDF Flint
WWJ Detroit
WSPD Toledo
KDTH Dubuque
WMAQ Chicago
WTRC Elkhart
WOWO Ft. Wayne
WHO Des Moines
WOC Davenport
WEEK Peoria
WIRE Indianapolis
WMAY Springfield
WBOW Terre Haute
WLW Cincinnati
WDAF Kansas City
KSD St. Louis
WGBF Evansville
WAVE Louisville
KOAM Pittsburg
KGBX Springfield
WKYB Paducah
KVOO Tulsa
WSM Nashville
WMC Memphis
KARK Little Rock
WAPI Birmingham
WJRD Tuscaloosa
WGRM Greenwood
WJDX Jackson
WMBS Selma
WSFA Montgomery
KNOE Monroe
KTBS Shreveport
WAML Laurel
WFOR Hattiesburg
WALA Mobile
WAGF Dothan
WMIS Natchez
KSYL Alexandria
WJBO Baton Rouge
WCOA Pensacola
WDLP Panama City
KPLC Lake Charles
KNOL Lafayette
KCIL Houma
WDSU New Orleans
KPRC Houston
WDEF Chattanooga
WBML Macon
WDAK Columbus
WSB Atlanta
WBIA Augusta
WTMA Charleston
WSAV Savannah
WJAX Jacksonville
WFOY Tallahassee
WCOA Pensacola
WDLP Panama City
WFBC Greenville
WORD Spartanburg
WCRS Greenwood
WIS Columbia
WMYB Myrtle Beach
WSOC Charlotte
WISE Asheville
WPNF Brevard
WRDW Morganton
WSJS Winston-Salem
WPTF Raleigh
WKPT Kingsport
WOPI Bristol
WROL Knoxville
WGKV Charleston
WRON Ronceverte
WHIS Bluefield
WPUV Pulaski
WSLS Roanoke
WMVA Martinsville
WREL Lexington
WSVA Harrisonburg
WMBG Richmond
WAVY Norfolk - Portsmouth
WVEC Hampton
WRC Washington
WBRX Clarksburg
WHIZ Zanesville
WTBO Cumberland
WJAC Johnstown
WDAD Indiana
KDKA Pittsburgh
WTAM Cleveland
WTWO Terre Haute
WKBN Youngstown
WFBG Altoona
WKOK Sunbury
WKOK Harrisburg
WORK York
WGAL Lancaster
WLAW Lawrence
WSAN Allentown
WRAK Williamsport
WKOK Sunbury
WKBO Harrisburg
WKOK Sunbury
WKOK Harrisburg
WKOK Sunbury
WKOK Harrisburg
WKOK Sunbury
WKOK

NATIONAL
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□ □ □

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Registered Telegraphic Address: NATBROCAST NEW YORK

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Robert Wogan..Supervisor of Program Operations
Van Woodward.....Supervisor of Script

Radio Network Sales Department

Frederic L. Horton..Director Radio Network Sales
Vinton Freedley, Jr.....National Sales Manager—Radio Network
Howard Gardner.....Director of Radio Network Sales Development
Robert C. Hitchens.....Radio Network Sales Presentation Manager
Sackett Miles.....Manager of Radio Network Sales Service

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny....Vice President in Charge of NBC owned Stations and NBC Spot Sales
Charles C. Bevis, Jr.....General Executive
Charles H. Coledge.....Director of Technical Operations
Thomas S. O'Brien..Divisional Business Manager

WRCA—WRCA-FM, New York

Hamilton Shea.....Vice President in Charge of WRCA, WRCA-FM
Ernest De la Ossa.....Manager of Business Development, WRCA, WRCA-FM
William A. Berns.....Manager of News and Public Service
Robert F. Blake..Director of Press and Publicity
Max Buck.....Director of Advertising, Promotion and Merchandising
Arthur Hamilton.....Manager of Production and Business Affairs
George C. Stevens.....Sales Manager, WRCA
Steve White.....Program Manager for WRCA

WMAQ, WMAQ-FM, Chicago

Jules Herbuveaux.....General Manager WMAQ, WMAQ-FM
Henry T. Sjogren....Assistant General Manager WMAQ, WMAQ-FM
Charles V. Dresser.....Director of Sales
George Heinemann....Director of Programming
Neil Murphy.....Station Business Manager
John F. Whalley.....Director of Operations

WTAM, WTAM-FM, Cleveland

Lloyd E. Yoder.....General Manger of WTAM, WTAM-FM
William N. Davidson.....Assistant General Manager and Director of Sales
Lawson J. Deming.....Radio Program Manager
Samuel E. Leonard.....Engineer-in-Charge
John L. McHale.....Station Business Manager

KNBC, KNBC-FM, San Francisco

George Greaves.....General Manager for KNBC, KNBC-FM
William K. McDaniel.....Sales Manager
Curtis D. Peck.....Manager of Radio Technical Operations, Integrated Services
John L. Thompson....Station Business Manager

WRC, WRC-FM, Washington

Carleton D. Smith.....Vice President and General Manager for WRC, WRC-FM
Joseph Goodfellow.....Director of Sales
James Kovach.....Director of Programs
John Levan.....Station Business Manager
Lefferts A. McClelland....Director of Operations
John G. Rogers.....Engineer-in-Charge
Jay Royen.....Director of Publicity

National Spot Sales

Thomas B. McFadden...Vice President in Charge of National Spot Sales
Richard H. Close.....National Manager of Represented Stations
Harold W. Shephard.....National Director of Radio Spot Sales
George Dietrich.....National Manager of Radio Spot Sales
Caroline Herbert.....Manager of Sales Service

WASHINGTON EXECUTIVE OFFICE

Frank M. Russell....Vice President—Washington

PACIFIC DIVISION

John K. West.....Vice President for the Pacific Division
Frederic W. Wile, Jr...Vice President in Charge of Television and Radio Network Program Division (Pacific)
Lewis S. Frost.....Coordinator of Regional Network Activities
Karel Pearson.....Program Manager
Thomas W. Sarnoff.....Director of Production
Oscar C. Turner..Personnel and Labor Relations Manager

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.

Rome

Jack Begon, 54 Via Della Mercede, Rome, Italy.

Japan-Korea

George Thomas Folster, Wilson Hall, John Rich, James G. Robinson, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

Germany

Robert McCormick, Press Center (American), APO 757, c/o PM, New York, New York.

For television personnel turn to TELEVISION YEAR BOOK in this volume

www.americanradiohistory.com

Successful Radio Advertising Plan Sets "People in Motion"

□ □ □ □ □ □

By **SIDNEY J. WOLF**
President
Keystone Broadcasting System, Inc.

IF we start with the premise that the function of advertising is to effectively fortify sales efforts at all levels, and this seems elementary, we can add that in order to effectively aid sales results we have to move people at all levels.

□ □ □

Keystone moves people in two vital ways—First it gets people into motion and keeps them moving—in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System Network of Hometown and Rural stations are listened to! They're heard!

□ □ □

We deliver an audience to the advertiser. This is media's prime responsibility. In 1954 one of our vey good advertisers not only asked . . . "who's listening?" . . . but added the sharply pointed question . . . "how many?" So a survey was ordered. This suvey was made by Gould, Gleiss and Benn, Inc., and we give you a few sample audience measurements in representative markets:

City and State	Average Share of Audience	Average Rating
Andalusia, Ala.	65	18.4
Cordele, Ga.	93	28.7
Crestview, Fla.	46	16.5
McMinnville, Tenn.	75	15.3
Norton, Va.	80	20.6

□ □ □

You can imagine how this advertising agency felt after seeing the evidence which indicated that Keystone Broadcasting System was not only delivering the audience but at a dollar cost that made his media buyer look like a real hero (to say nothing of how good we at Keystone felt about it all). This advertiser called the results of this survey, "the most astonishing he'd ever seen in radio."

Having delivered the audience, and assuming that the advertiser has a good product, creditably dramatized for audio advertising by good copy, we move people in the direction of the retail store. People in motion and in the right direction. What happens now? Some advertisers think they don't need "merchandising assistance" and maybe that's principally the fault of those who have persistently abused the words, "merchandising assistance." Without blushing or boasting I can say to all concerned that we at Keystone with the invaluable and energetic cooperation of most of our station affiliates really deliver on merchandising. And by merchandising assistance I don't mean just a mimeographed notice to retailers that a "smashing campaign of radio programs or announcements is soon to bust loose in this market." I mean that before the advertising hits the consumer, KBS stations put men into motion . . . they hit the streets—the main streets and the side streets and they make sure that the product is stocked. They make sure that it's up in front where the customer can see it. They make sure that display material is used and very frequently they help the dealer dress his windows, arrange mass floor displays, paste up streamers and generally get the store ready to receive the interested radio customer and the store personnel ready to sell!

□ □ □

Keystone has been growing . . . in a healthy way. This is in brief a tabulation of the ways in which we think Keystone has forged ahead in 1954 and we'll add a small type forecast as to what we think we'll accomplish in 1955.

□ □ □

The volume of business done by Keystone in 1954 exceeded any previous year, but in 1955 we will double the volume of 1954 even though TV is growing at a fast rate.

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KEYSTONE BROAD

ALABAMA
WRFS Alexander City
WCTA Andalusia
WANA Anniston
WJLD Birmingham
WEBJ Brewton
WRAG Carrollton
WKLF Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
WULA Eufaula
WWWF Fayette
WOWL Florence-Muscle Shoals
WZOB Fort Payne
WETO Gadsden
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WBHP Huntsville
WPBB Jackson
WWWB Jasper
WMOZ Mobile
WMFC Monroeville
WJHO Opelika
WELR Roanoke
WWWR Russellville
WROS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa
WTUS Tuskegee
WETU Wetumpka

ARIZONA
KCKY Coolidge
KCLS Flagstaff
KRIZ Phoenix

ARKANSAS
KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KAMD Camden
KCON Conway
KAGH Crossett
KDMS El Dorado
KGRH Fayetteville
KXJK, Forrest City
KHOZ Harrison
KFFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KVLC Little Rock
KVSA McGehee
KVMA Magnolia
KDAS Malvern
KENA Mena
KOSE Osceola
KDRS Paragould
KOTN Pine Bluff
KPOC Pocahontas
KXRJ Russellville
KWCB Searcy
KBRS Springdale
KWAK Stuttgart

CALIFORNIA
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KDAC Fort Bragg
KCVR Lodi
KGER Long Beach
KYOS Merced
KMBY Monterey
KSFE Needles
KMOR Oroville
KPRL Pasco Robles
KAFP Petaluma
KTIP Porterville
KBLF Red Bluff
KVEC San Luis Obispo
KSMA Santa Maria
KSPA Santa Paula
KROG Sonora
KSUE Susanville
KTKR Taft
KTUR Turlock
KUOU Ventura

COLORADO
KGIW Alamosa
KRLN Canon City
KRAI Craig
KLIR Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLVC Leadville
KLMO Longmont
KSLV Monte Vista
KUBC Montrose
KVRH Salida
KCRT Trinidad

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
WSBB New Smyrna Beach
WTMC Ocala
WWPF Palatka
WDLP Panama City
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WSTU Stuart
WTNT Tallahassee
WEBK Tampo

GEORGIA
WDEC Americus
WGAU Athens
WAUG Augusta
WMGR Bainbridge
WMOG Brunswick
WGRA Cairo
WCLB Camilla
WLBB Carrollton
WBHF Cartersville
WGAA Cedartown
WMJM Cordele
WGFS Covington
WBLJ Dalton
WOWO Dawson
WGLS Decatur
WOMG Douglas
WMLT Dublin
WTJH East Point
WSGC Elberton
WBHB Fitzgerald
WFPM Fort Valley
WGGA Gainsville
WKEU Griffin
WCEH Hawkinsville
WBGR Jesup
WLFA Lafayette
WLAG La Grange
WFOM Marietta
WMVG Milledgeville
WMRE Monroe
WMGA Moultrie
WRGA Rome
WWNS Statesboro
WSFT Thomaston
WTWA Thomson
WLET Toccoa
WVOP Vidalia
WAYX Waycross
WBRU Waynesboro
WRLD West Point
WIMO Winder

IDAHO
KGEM Boise
KBAR Burley
KIFI Idaho Falls
KRPL Moscow
KWIK Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KLIX Twin Falls

ILLINOIS
WOKZ Alton
WBYS Canton
WROY Carmi
WEIC Charleston
WCRA Effingham
WRMN Elgin
WEBQ Harrisburg
WJPF Herrin
WKEI Kewanee
WPRC Lincoln
WSMI Litchfield
WKAI Macomb
WMOK Metropolis
WVMC Mt. Carmel
WINI Murphysboro
WLVN Olney
WPRS Paris
WKID Urbana

INDIANA
WCBC Anderson
WBNL Boonville
WILO Frankfort
WITZ Jasper
WSAL Logansport
WORX Madison
WPGW Portland
WSLM Salem
WJCO Seymour
WJVA South Bend
WTCJ Tell City
WKAM Goshen

IOWA
KASI Ames
KJAN Atlantic
KPIG Cedar Raoids
KCOG Centerville
KCHA Charles City
KCHE Cherokee
KSIB Creston
KFMA Davenport
KDEC Decorah
KLIL Estherville
KFAD Fairfield
KXIC Iowa City
KJFJ Webster City

KANSAS
KSOK Arkansas City
KARE Atchison
KCRB Chanute
KTSW Emporia
KMOO Fort Scott
KIUL Garden City
KWGB Goodland
KAYS Hays
KWBW Hutchinson
KINO Independence
KCLO Leavenworth
KMAN Manhattan
KNEX McPherson
KJRG Newton
KLKC Parsons
KSEK Pittsburg
KWSK Pratt

KENTUCKY
WLBJ Bowling Green
WTCO Campbellsville
WAIN Columbia
WCTT Corbin
WZIP Covington
WCPM Cumberland
WHIR Danville
WIEL Elizabethtown
WFKY Frankfort
WFKN Franklin
WKAY Glasgow
WHLN Harlan
WKIC Hazard
WSON Henderson
WKOA Hopkinsville
WLEX Lexington
WINN Louisville
WFMW Madisonville
WFTM Maysville
WMIK Middlesboro
WOMI Owensboro
WSIP Paintsville
WPKE Pikesville
WPRT Prestonsburg
WPKY Princeton
WEKY Richmond

LOUISIANA
KDBS Alexandria
KTRY Bastrop
WIKC Bogalusa
WARB Covington
KDLA De Ridder
WIHL Hammond
KCIL Houma
KJEF Jennings
KWCJ Natchitoches
KANE New Iberia
KREH Oakdale
KSLO Opelousas
KRUS Ruston
KBSF Springhill
KTLO Tallulah

MAINE
WABM Houlton
WRUM Rumford

MARYLAND
WASA Havre de Grace
WPTX Lexington Park

MASSACHUSETTS
WVOM Brookline
WREB Holyoke
WARE Ware

MICHIGAN
WALM Albion
WFYC Alma
WATZ Alpena
WLEW Bad Axe
WBRN Big Rapids
WATT Cadillac
WMRP Flint
WATC Gaylord
WIBK Iron River
WJMS Ironwood
WJPD Ishpeming
WKLA Ludington
WMTE Manistee
WDMJ Marquette
WMAW Menominee
WCEN Mt. Pleasant
WOAP Owosso
WMBN Petoskey
WHLS Port Huron
WTCM Traverse City

MINNESOTA
KASM Albany
KXRA Alexandria
KBUN Bemidji
KBMW Breckenridge
WKLK Cloquet
KROX Crookston
WEVE Eveleth
KOZY Grand Rapids
KOUZ Hutchinson
CKFI International Falls
KLTF Little Falls
KNUJ New Ulm
KOBK Owatonna
WSHB Stillwater

MISSISSIPPI
WMPA Aberdeen
WGCM Biloxi-Gulfport
WBIP Booneville
WDOB Canton
WGLC Centreville
WCLD Cleveland
WCJU Columbia
WACR Columbus
WCMA Corinth
WJPR Greenville
WGRM Greenwood
WFOR Hattiesburg
WMDC Hazlehurst
WKOZ Kosciusko
WAML Laurel
WAPF McComb
WMBC Macon
WMIS Natchez
WPMP Pascagoula
WHOC Philadelphia
WRJW Picayune
WSSO Starkville
WTUP Tupelo
WQBC Vicksburg
WABO Waynesboro
WAZF Yazoo City

MISSOURI
KGMO Cape Girardeau
KDMO Carthage
KCRV Caruthersville
KCHR Charleston
KCHI Chillicothe
KOKD Clinton
KCMU Columbia
KREI Farmington
KJCF Festus
KWOS Jefferson City
KIRX Kirksville
KNIM Maryville
KNCM Moberly
KRMO Monett
KBTN Neosho
KNEM Nevada
KWOC Poplar Bluff
KTTR Rolla
KSGM Ste. Genevieve
KRES St. Joseph
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KOKO Warrensburg
KWRE Warrenton
KWPM West Plains

MONTANA
KBMY Billings
KBNM Bozeman
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lowiston
KLCB Libby
KPRK Livingston
KATL Miles City
KIYI Shelby
KGCX Sidney

NEBRASKA
KCOW Alliance
KWBE Beatrice
KCSR Chadron
KJSK Columbus
KHAS Hastings
KGFW Kearney

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CASTING SYSTEM

KLMS Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KSID Sidney
KAWL York

NEVADA

KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WKXL Concord
WLNH Laconia

NEW JERSEY

WSNJ Bridgeton

NEX MEXICO

KALG Alamogordo
KSVP Artesia
KLMX Clayton
KOTS Deming
KVBC 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
WIRY Plattsburg
WNBZ Saranac Lake
WIPS Ticonderoga
WDLA Walton

NORTH CAROLINA

WRCS Ahoskie
WABZ Albemarle
WGWR Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCNC Elizabeth City
WFAI Fayetteville-Fort Bragg
WBBO Forest City
WFVG Fuquay Springs
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 Mocresville
WMBL Morehead City
WPAQ Mount Airy
WOOW New Bern
WNNC Newton
WKBC No. Wilkesboro
WFRC Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WSTP Salisbury
WWGP Sanford
WOHS Shelby
WADE Wadesboro
WLSE Wallace
WHED Washington
WHCC Waynesville
WENC Whiteville
WIAM Williamston

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KEYJ Jamestown
KGCU Mandan
KOVC Valley City
KWBM Williston

OHIO

WOHP Bellefontaine
WILE Cambridge
WAND Canton
WBEX Chillicothe
WJER Dover
WOHI East Liverpool
WFOB Fostoria
WJEH Gallipolis
WMOH Hamilton
WIRO Ironton
WLMJ Jackson
WMVO Mount Vernon
WPTW Piqua
WAVI Springfield-Urbana
WCHO Washington Court House
WWST Wooster

OKLAHOMA

KADA Ada
KWHW Altus
KVSO Ardmore
KBWL Blackwell
KWCO Chickasha
KWHP Cushing
KRHD Duncan
KSEO Durant
KASA Elk City
KCRC Enid
KTAT Frederick
KTJS Hobart
KIHN Hugo
KIMC McAlester
KGLC Miami
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KVLH Pauls Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City
KOME Tulsa
KSIW Woodward

OREGON

KWIN Ashland
KAST Astoria
KBKR Baker
KBND Bend
KWRO Coquille
KASH Eugene
KLBM La Grande
KGAL Lebanon
KMCM McMinnville
KSRV Ontario
KODL The Dalles
KTIL Tillamook

PENNSYLVANIA

WNCC Barnesboro
WCDL Carbondale
WHYL Carlisle
WESA Charleroi
WCVI Connellsville
WBUX Doylestown
WEMR Emporium
WLEU Erie
WFAR Farrell
WGET Gettysburg
WHUN Huntingdon
WDAD Indiana
WADP Kane
WAKU Latrobe
WKRZ Oil City
WPAZ Pottstown
WBAM Pottsville
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Waynesboro
WLYC Williamsport
WNOW York

RHODE ISLAND

WADK Newport
WPAW Pawtucket
WERI Westerly

SOUTH CAROLINA

WANS Anderson
WBAW Barnwell
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WGCD Chester
WELP Easley
WOLS Florence
WFGN Gaffney
WEAB Greer
WHSC Hartsville
WLCM Lancaster
WLBG Laurens
WJAY Mullins
WMRA Myrtle Beach
WKDK Newberry
WDIX Orangeburg
WRHI Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KDSJ Deadwood
KIJV Huron
KISD Sioux Falls
KWAT Watertown

TENNESSEE

WLAR Athens
WJZM Clarksville
WKRM Columbia
WHUB Cookeville
WAEW Crossville
WOSG Dyersburg
WEKR Fayetteville
WHIN Gallatin
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WKIN Kingsport
WKXV Knoxville
WDXE Lawrenceburg
WCOR Lebanon
WLIL Lenoir City
WJJM Lewisburg
WDXL Lexington
WGAP Maryville
WMMT McMinnville
WCRK Morristown
WGNS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WDBL Springfield
WJIG Tullahoma
WENK Union City
WCDT Winchester

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
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLK Del Rio
KDNT Denton
KDDD Dumas
KERC Eastland
KELP El Paso
KBLP Falfurrias
KFLD Floydada
KFST Ft. Stockton
KNAF Fredericksburg
KRBZ Freeport
KGAF Gainesville
KLUF Galveston
KCTI Gonzales
KGVL Greenville
KCLW Hamilton
KPAN Hereford
KHBR Hillsboro
KLBS Houston
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KOCO Kilgore
KPET Lamesa
KVOZ Laredo
KVOW 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
KMAC San Antonio
KCNY San Marcos
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KDWT Stamford
KSTV Stephenville
KSST Sulphur Springs
KXOX Sweetwater
KTAE Taylor
KTEM Taylor
KTFS Texarkana
KTLW Texas City
KTBB Tyler
KVDU Uvalde
KVWC Vernon
KVIC Victoria

UTAH

KBUH Brigham City
KVNU Logan
KOPP Ogden
KOAL Price
KEYY Provo
KJAM Vernal

VERMONT

WSYB Rutland

VIRGINIA

WKLV Blackstone
WINA Charlottesville
WKEY Covington
WCVA Culpeper
WEVA Emporia
WFAX Falls Church
WFVA Fredericksburg
WFTR Front Royal
WBOB Galax
WREL Lexington
WMEV Marion
WMVA Martinsville
WACH Newport News
WNVA Norton
WSSV Petersburg
WPUV Pulaski
WRAD Radford
WRIC Richlands
WRIS Roanoke
WHLF South Boston
WLPM Suffolk
WNNT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

WASHINGTON

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

WEST VIRGINIA

WHAR Clarksburg
WDNE Elkins
WVVW Fairmont
WPLH Huntington
WKYR Keyser
WEPM Martinsburg
WHJC Matewan
WMOD Moundsville
WETZ New Martinsville
WLOH Princeton
WBRW Welch
WHAW Weston

WISCONSIN

WATW Ashland
WTKM Hartford
WLCX LaCrosse
WLDY Ladysmith
WDLB Marshfield
WIGM Medford
WMNE Menomonie
WFOX Milwaukee
WNAM Neenah
WPFP Park Falls
WPLY Plymouth
WIBU Poynette
WRAC Racine
WRCO Richland Center
WTCH Shawano
WKLJ Sparta
KOKW Sturgeon Bay
WTRW Two Rivers
WTTN Watertown
WAUX Waukesha
WOSA Wausau

WYOMING

KVWO Cheyenne
KLUK Evanston
KOVE Lander
KOWB Laramie
KPOW Powell
KRAL Rawlins
KVRS Rock Springs
KWYO Sheridan

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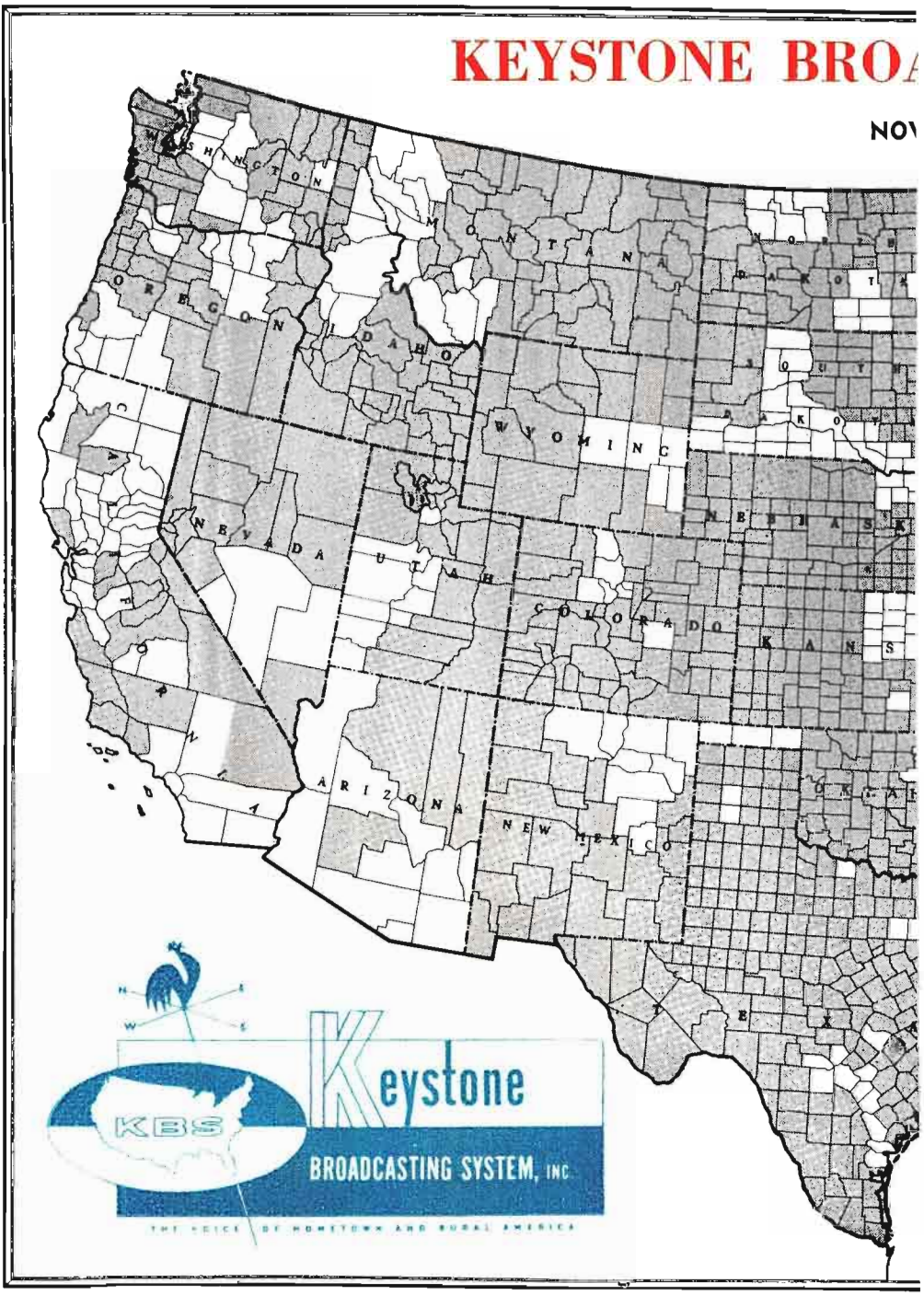

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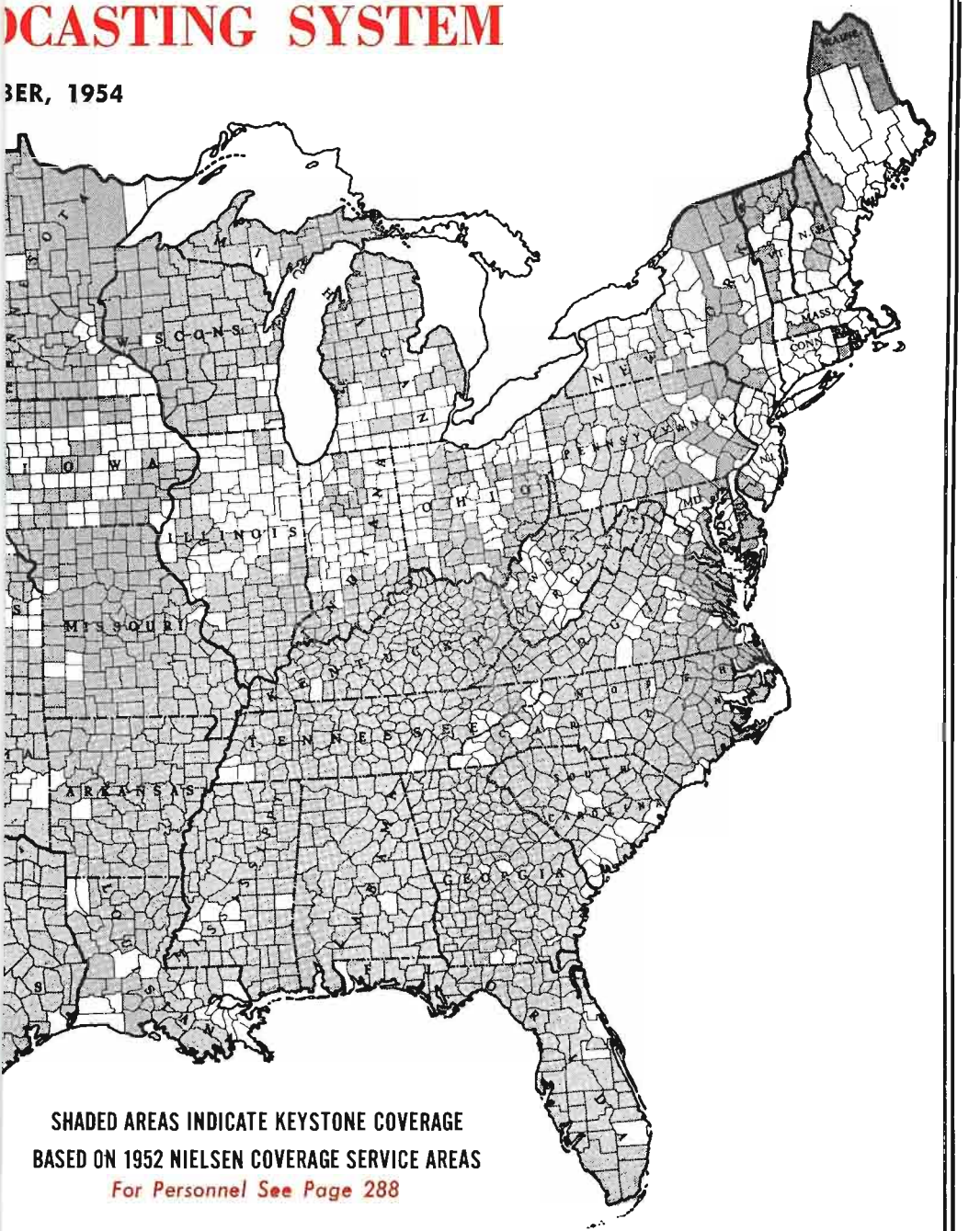
)CASTING SYSTEM

ɜER, 1954



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

For Personnel See Page 288

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the Happiest show

CHUCKLES! LAU

EVERY WEEK

5 BIG BRIGHT HALF-HOURS

ZIV'S ROLLICKIN' NEW COMEDY HIT!

"THE Eddie Cantor SHOW"

Starring

EDDIE CANTOR

www.americanradiohistory.com

n RADIO!

! FUN GALORE!

THERE'S COMEDY!

"Ain't She Sweet"

THERE'S MUSIC!

"If You Knew Susie"

"Whoopee"

"Margie"

THE BIGGEST COMEDY SHOW ever offered to Local Sponsors!

"Ido"

THERE'S SINGING!

WITH JIMMY WALLINGTON
Eddie's favorite clowning partner!

ZIV'S ANSWER TO RADIO'S BIG NEED FOR BOLD, NEW PROGRAMMING!

Write, phone or wire today for facts on how to put the Cantor name to work for you! Hurry!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

www.americanradiohistory.com

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 Waldo..... 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 Coustan..... Traffic Manager
Jane McFadgen..... Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910

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

San Francisco

57 Post Street
Phone: SUtter 1-7440

Don Kerwin..... Account Executive

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

At present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 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 the Keystone primary coverage area total more than 25,500,000 based on Nielsen reports, or one-half milivolt where Nielsen report is not available.

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.

www.americanradiohistory.com

QUALITY RADIO GROUP

The Story of Quality

By **WILLIAM RYAN**
Executive Vice-President

QUALITY Radio Group presents the newest concept in national advertising—36 of the great radio stations combined to represent 91 per cent of the total U. S. population, providing coverage and listeners equal to anything now being offered advertisers.

Quality, a fledgling of three months, has the drive of youth and the experience of stations which are the best and oldest in the industry as well as the leaders in their region. Twenty-nine members will be 50,000 watt stations. The Quality Group is actually listened to **each week by half of the total existing U. S. radio families!**

The Quality Radio Group sells programs and time on a night time basis on its 36 member stations as a group. With all the principal program sources at its disposal, plus special writer and talent resources, Quality's custom-made programs are transcribed, permitting an advertiser to secure the most advantageous time slot and best adjacencies in each market. Local announcers may be used to give identifiable home-town flavor to national commercials.

Quality's continuous radio research will further illustrate the potential of the entire medium and further demonstrate the advantages of Quality's 36 member stations in reaching the markets of the nation.

Officers of Quality Radio Group are: President, Ward L. Quaal, Crosley Broadcasting Corporation; Executive Vice-President, William B. Ryan and Secretary-Treasurer, William Wagner.

STATIONS:

WOR	New York
WGN	Chicago
KFI	Los Angeles
WCAU	Philadelphia
WJR	Detroit
WBZ-A	Boston
KCBS	San Francisco*
KDKA	Pittsburgh
KSD	St. Louis*
WTOP	Washington
WGAR	Cleveland
WBAL	Baltimore
WCCO	Minneapolis*
WBEN	Buffalo*
KPRC	Houston
WLW	Cincinnati
WTMJ	Milwaukee
KCMO	Kansas City
KIRO	Seattle
KEX	Portland
WWL	New Orleans
WSB	Atlanta
WBAP-WFAA	Ft. Worth-Dallas
KOA	Denver
WTIC	Hartford*
WGY	Schenectady*
WOAI	San Antonio
WOW	Omaha
WRVA	Richmond
WSM	Nashville
KSL	Salt Lake City
KVOO	Tulsa
WHO	Des Moines
WBT	Charlotte
KOB	Albuquerque
WPTF	Raleigh

* Station pending clearance.
** Nighttime.
Source: SAMS, 1952.

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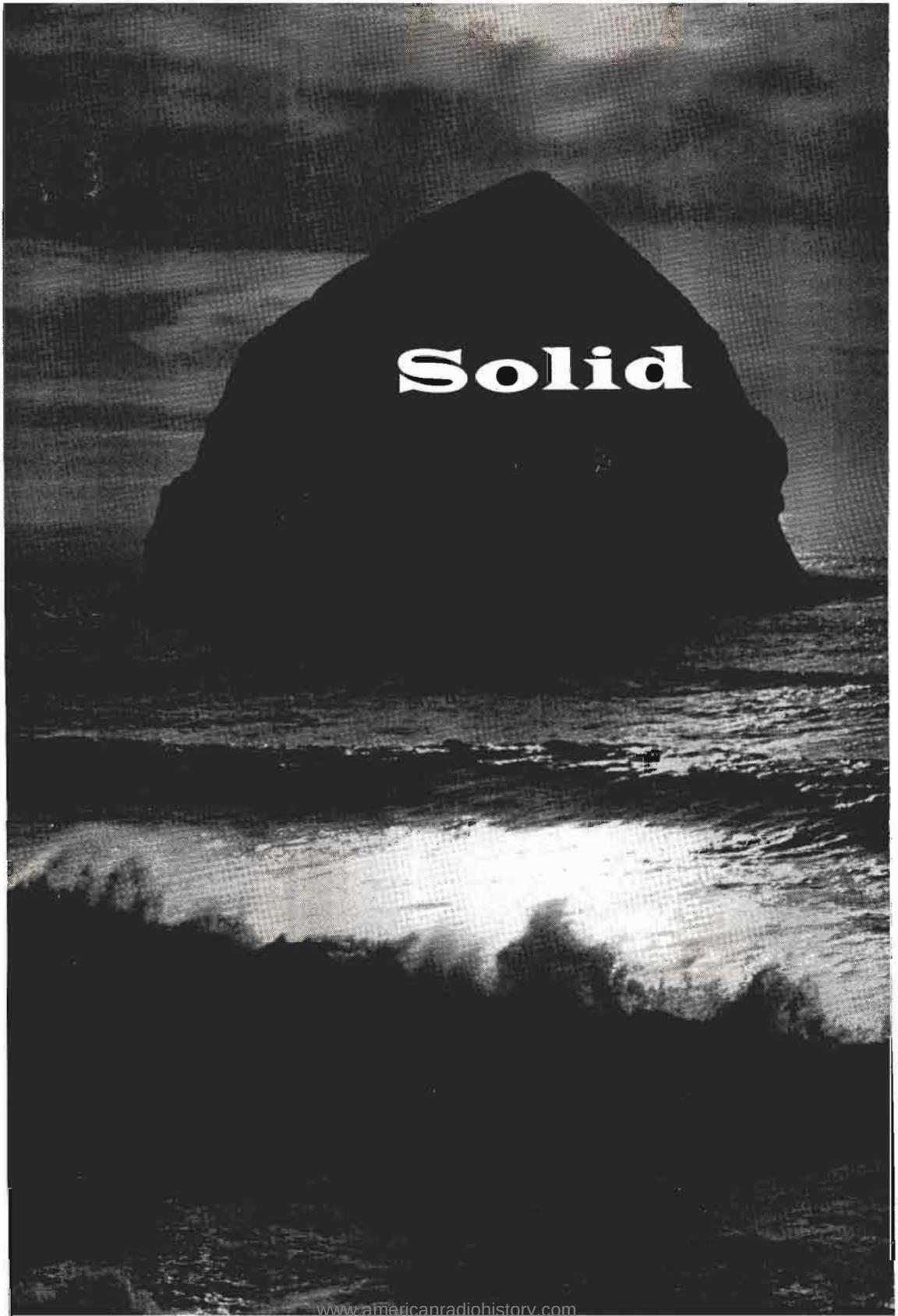

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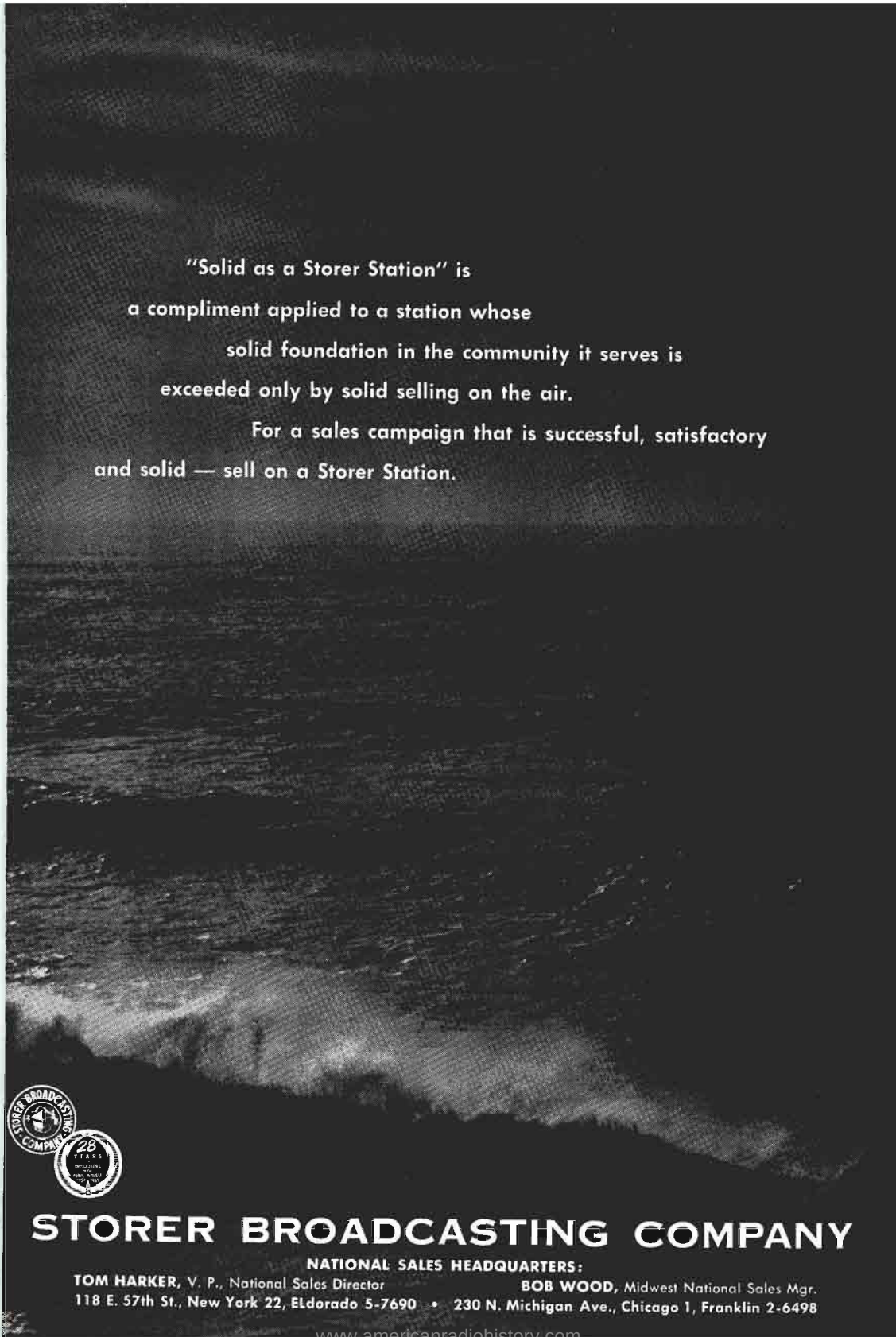

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REGIONAL NETWORKS

□ □ □

ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

PERSONNEL

Manager.....Dick Drummy

STATIONS

KFMB-TV, San Diego, Calif.; KABC-TV, Los Angeles, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHFL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KOIN-TV, Portland, Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KSTV, Denver, Col.; KOOL-TV, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLAS-TV, Las Vegas, Nev.; KKTV, Colorado Springs, Col.; KSWS-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

PERSONNEL

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

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Wm. J. Wagner, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Richard White, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio Sales, 370 Lexington Ave., N. Y., N. Y., MUrray Hill 2-1811; Duncan A. Scott & Co., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Duncan A. Scott & Co., 2978 Wilshire Blvd., Los Angeles 5, Calif.; 2978 Wilshire Blvd., L. A., Calif.

STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

All-Islands Network

Advertiser Building, Honolulu, Hawaii

Director.....William O. Paine

National Advertising Mgr...Lee D. Hirschland

STATIONS

KGU, Honolulu; KIPA, Hilo; KTOH, Kauai; KMVI, Maui.

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

KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott.

The Arizona Network

Radio Station KOY

840 N. Central Ave., Phoenix, Ariz.

Phone: Alpine 8-8181

PERSONNEL

Manager.....John L. Hogg

Program Director.....John R. Williams

BRANCH OFFICES

KTUC, 900 East Broadway, Tucson, Phone: 2-3311, Lee Little, Manager; KSUN, Bisbee, Phone: HEmlock 2-2277, Arlo Woolery, Manager; KYMA, P.O. Box 671, Yuma, Phone: Sunset 3-7841, Bill Lindsey, Manager; KCLS, Flagstaff, Phone: 946, Charles Saunders, Manager; KVNC, Winslow, Phone: 1010, Ed Whelan, Manager; KAWT, Douglas, Phone: 173, Bob Whitaker, Manager.

STATIONS

KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KCLS, Flagstaff; KVNC, Winslow; KAWT, Douglas; KOY, Phoenix.

Arrowhead Network

WEBC Building, Duluth 2, Minn.

Phone: Melrose 2873

PERSONNEL

General Manager.....Walter C. Bridges

Natl. Sales Mgr.....Harry Hyett

Gen. Mgr.....W. C. Bridges

STATIONS

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

Big Five

KSWO Radio, Box 699, Lawton, Oklahoma

Phone: 1380

President.....Leo R. Morris

STATIONS

KCRC, Enid; KSWO, Lawton; KMUS, Muskogee; KOCY, Okla. City; KAKC, Tulsa.

Broadcast Advertising, Inc.

(Ken and Carolyn Show)

8 Newbury Street, Boston 16, Mass.

www.americanradiohistory.com

Westinghouse Broadcasting Co., Inc.

"WBC IS NOT A NETWORK"

By CHRIS J. WITTING
President
Westinghouse Broadcasting Co., Inc.

EARLY in 1955, at the time of the Westinghouse take-over of the Pittsburgh station KDKA-TV, an editor of *Business Week* said to me: "If it isn't too elementary to ask—just what is Westinghouse Broadcasting?" The question wasn't too elementary. In fact, this question gets to the heart of a matter which has never been too clear, in or out of the broadcasting industry.

There are fairly well-informed people who ask: "Is WBC a network?" **(The answer is that we're not a network, and have no plans to become one.)**

Often we are asked: "Which network are you affiliated with?" (Answer: Our stations broadcast programs of 2 radio networks and of 4 television networks. WBC is not "married" to any one network.)

Westinghouse Broadcasting Company, Inc. is a wholly-owned subsidiary of Westinghouse Electric Corporation.

Our first emphasis in WBC today is on programs, for it is our policy to operate the number one station in television and radio in each of the communities we serve. Toward this goal, we have established a strong program department in our headquarters organization; we have strengthened the program departments of our nine stations; and we are conducting an aggressive program of talent development.

We recognize regional differences. We know that a program which rates high in New England is not necessarily a winner on the West Coast. Accordingly, we regard our headquarters program department a resource on which each station may draw according to its needs.

In short, we believe in strong station autonomy; with only the broad policies laid out by WBC headquarters.

Within the Westinghouse Broadcasting family, this kind of headquarters-station relationship has made our growth during the past year the greatest in the history of the organization and promises gratifying growth in the years ahead.

STATIONS

WBZ-TV ..... Boston	WPTZ (TV) ..... Philadelphia
KDKA-TV ..... Pittsburgh	KPIX (TV) ..... San Francisco
WBZ-WBZA ..... Boston & Springfield	KYW ..... Philadelphia
KDKA ..... Pittsburgh	WOWO ..... Fort Wayne
KEX ..... Portland	

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PERSONNEL

President ....James Murley

STATIONS

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHOH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE

Avery-Knodel, Inc.

Broadcasting Corp. of America Network

P. O. Box 987, Riverside, Calif.
Phone: Riverside 60260

PERSONNEL

Director Operations.....Dale R. Peterson
Commercial Manager.....Nadine Hill
Business Mgr.....Joseph P. Webb
Office Mgr.....Effie Brakebill
Chief Engineer.....Manuel I. Barraza
Manager KPRO.....Dale R. Peterson
Manager KREO.....John M. Wages
Manager KYOR.....Peter Odens
Manager KROP.....Vince Palmer

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
Commercial Mgr.....R. E. Detwiler

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.

California Rural Network

111 North Cienega Blvd., Beverly Hills, Calif.
Phone: BRadshaw 2-6738

Executive Director.....Art Chipman

BRANCH OFFICES

233 Sansome Street, San Francisco, Calif., Yukon 6-2981, Executive-in-charge, William A. Ayres; 535 Fifth Avenue, New York 17, N. Y., MUrray Hill 7-5365, Executive-in-charge, E. J. Devney, Devney & Co.

STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Ft. Bragg; KOCS, Ontario; KMOR, Oroville; KAFP, Petaluma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco.

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.....Dick Jolliffe
Sales Promotion Mgr.....John Asher
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, Jack Woolley, 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 Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif., KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, 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.
Gen. Sales Mgr.....Edmund C. Bunker
News Director.....Sam Zelman
Business Manager.....Howard Barnick
Prog. Director.....Donald M. Hine
Dir. Sls., Prom. & Pub.....D. Linger

STATIONS

KPHO-TV, Phoenix, Ariz.; KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KMJ-TV; Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KMBY-TV, Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTV, Colorado Springs, Colo.; KLZ-TV, Denver, Colo.; KBOI, Boise, Idaho; KISJ, Pocatello, Idaho; KOOK-TV, Billings, Mont.; KOPR-TV, Butte, Mont.; 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, Anchorage, Alaska; KFIF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho.

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Columbine Network

Security Life Bldg., Denver, Colo.
Phone: MAin 3-4161

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.

440 Meadow St., Waterbury, Conn.
Phone: PLaza 5-1121

PERSONNEL

President ..... Samuel R. Elman
Vice-President ..... Charles Bell, Jr.
Directors ..... Gerald Morey, Edward Obrist, Fred Wagenvoord, John Morris, Julian Schwartz, John Ellinger, Donald Lasser

STATIONS

WATR, Waterbury; WGTH, Hartford; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

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.

Dixie Broadcasting System

P. O. Box 1008, WHSY Bldg., Highway 11 South
Hattiesburg, Miss.
Phone: JUniper 3-1741

PERSONNEL

President ..... Charles W. Holt
General Sales Mgr. ..... Jack Dix
Program Director ..... Dean Griffin
Office Manager ..... Olga Hagler

STATIONS

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WSLI, Jackson, Miss.

NATIONAL REPRESENTATIVE

Thomas F. Clark Company, Inc.

Don Lee Broadcasting

1313 North Vine Street, Hollywood 28, Calif.
Phone: HOllywood 2-2133

PERSONNEL

President ..... Willet H. Brown
Exec. Vice-Pres. ..... Ward D. Ingrim
Sec.-Treas. ..... A. M. Quinn
Vice-Pres. in Charge Sales ..... Norman Boggs
Vice-Pres. Station Relations ..... Norman Ostby
Dir. of Operations ..... A. J. LaFrano
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., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Richards, Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

STATIONS

KBAK, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, 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.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRLC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

ADDITIONAL GROUPS AVAILABLE: KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

Georgia Associations of Local Stations

Box 66, Atlanta, Ga.

PERSONNEL

Sales Director ..... Tom Carr

STATIONS

WGAU, Athens; WATL, Atlanta; WBBQ, Augusta; WGIG, Brunswick; WLBB; Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Gold Nugget Television Network

1625 California St., Denver, Colo.

PERSONNEL

Sales Manager ..... William F. MacCrystall

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STATIONS

KOA-TV, Denver, Colo.; KCSJ-TV, Pueblo, Colo.; KRDO-TV, Colorado Springs, Colo.

Granite State Network

155 Front St., Manchester, N. H.
Phone: 4-4075

PERSONNEL

President.....W. J. Barkley
Treasurer.....William Rust, Jr.
Manager.....Ralph Gottlieb
Sales Manager.....Warren H. Journay

BRANCH OFFICES

419 Boylston St., Boston, Mass.
Phone: Com. 6-0718
Exec. in Chg.....Louis Borgatti

477 Madison Ave., New York, N. Y.
Phone: PL 9-1810
Exec. in Chg.....Stephen Machcinski

55 E. Washington St., Chicago, Ill.
Exec. in Chg.....William Reilly

7 North Seventh St., St. Louis, Mo.
Exec. in Chg.....Jack Hetherigton

6331 Hollywood Blvd., Los Angeles, Calif.
Exec. in Chg.....William Wallace

STATIONS

WKBR, Manchester; WWNH, Rochester; WTSV, Claremont; WMOU, Berlin, and WTSL, Hanover, all in New Hampshire; WTSA, Brattleboro, Vt.; WKXL, Concord, N. H.

Great Northern Bestg. System

107 First Ave., N.W., Mandan, North Dakota
Phone: 3584

PERSONNEL

President.....M. M. Marget
Sec.-Treas.....M. J. Reichert

STATIONS

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGCU, Bismarck-Mandan, N. D.; KVOC, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCX, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.

Great Western Network

130 Social Hall Ave., Salt Lake City 1, Utah
Phone: 22-5681

PERSONNEL

General Manager.....G. Bennett Larson
Sales Manager.....Holly Moyer

STATIONS

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.

NATIONAL REPRESENTATIVES

Weed and Company

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
Program Oper.....Florien Wineriter
News Director.....Jim Petersen
Sports Director.....Mal Wyman

BRANCH OFFICE

Hotel Albany, Denver, Colo.
Phone: ALpine 5-4681
Vice President.....Collin Lowder

STATIONS

KCSJ, Pueblo, Colo.; KBMY, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOC, Casper, Wyo.; KVWO, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KABQ, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSVP, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas.

Lobster Network

223 Lisbon Street, Lewiston, Maine
Phone: 2-7650

PERSONNEL

Director.....Faust Couture

STATIONS

WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

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

STATIONS

KFBK, Sacramento, Calif.; KWG, Stockton, Calif.; KMJ, Fresno, Calif.; KERN, Bakersfield, Calif.; KOH, Reno, Nev.

www.americanradiohistory.com

Metropolitan Network

Munsey Bldg., Washington 4, D. C.
Phone: NAtional 8-5308
Representative.....Miss Debra Dingwall

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 Baldrica

STATIONS

WBCM, Bay City; WTAC, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor; WXYZ, Detroit, Mich.

The Mid-South Network

WCBI, Columbus, Mississippi

PERSONNEL

President .....Birney Imes
General Manager .....Bob McRaney

STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-Meridian; WROX, Clarksdale; WNAG, Grenada; WROB, West Point.

Mississippi Broadcasting Co.

(Withers Gavin Stations)
Three Foot Bldg., Meridian, Miss.
Phone: 7714

PERSONNEL

Pres. & Mgr.....Withers Gavin

STATIONS

WCOC, Meridian; WJQS, Jackson.

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: JAckson 5-0801

DIRECTORS

Chairman.....Paul W. Morency
Directors..... ....Joseph E. Baudino, John J. Boyle, William H. Rines

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

Oklahoma Network

Box 642, Ada, Okla.

PERSONNEL

President .....Bill Hoover
Sec.- Treas.....Brown Morris
Reps.....Venard, Rintoul & McConnell; Hal Falter

STATIONS

KCRC, Enid; KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton; KWSH, Tri-City.

The Oregon Trail Network

c/o Sta. KBKR, Baker, Oregon

PERSONNEL

General Manager.....Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.; KLBM, LaGrande, Ore.

Palmetto Broadcasting System

#1 Martin St., Anderson, S. C.
Phone: 3802

PERSONNEL

President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
National Sales Mgr.....G. P. Browne
Promotion Director .....V. Barath
Regional Sales .....John F. McCallum

BRANCH OFFICES

504 Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: Alpine 7841
Executive.....C. J. Cosse

STATIONS

WAIM, Anderson, S. C.; WACA, Camden, S. C.; Choice, Charleston, S. C.; WGCD, Chester, S. C.; WCOS, Columbia, S. C.; WDSC, Dillon, 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.; WGGA, Gainesville, Ga.; WKLY, Hartwell, Ga.

Quaker Network

Headquarters: WFIL, Philadelphia, Pa.
Phone: EVergreen 2-4700

PERSONNEL

Sales Manager.....Kenneth W. Stowman

STATIONS

The Quaker Network is composed of a group of stations covering the entire state of Pennsylvania. WFIL is the key station of the Quaker Network.

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

STATIONS

WRRA, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weathersfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, De-Ruyster; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRC, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WAGE, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNY, 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,

www.americanradiohistory.com

Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WQAN, Scranton, Pa.

The Spanish Network

Broadcast Time Sales
149 Calif. St., San Francisco 11, Calif.
Phone: SU 1-8656
Western Radio Sales
1540 No. Highland Ave., Los Angeles 28, Calif.
Phone: HO 5-1755, 5-5884
PERSONNEL
Owner, Manager.....Carl Schuele

Sombrero Network

310 South Flores St., San Antonio 5, Texas
Phone: CApital 4-8792
PERSONNEL
Executive Secretary.....Nathan Safir
BRANCH OFFICE
40 East 49th St., (Suite 705), N. Y. 17, N. Y.
Phone: PL 5-9140
Executive-in-charge .....Richard O'Connell, National Adv. Dir. and Representative
STATIONS
KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KTXN, Austin, Texas; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; KEDF, Nuevo Laredo, Mexico.

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.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

Sunflower Network

c/o KOAM, Pittsburgh, Kansas
STATIONS
KOAM, Pittsburgh, Kans.; KANS, Witchita, Kans.; KVGB, Great Bend, Kans.; KSAL, Salina, Kans.; KGCF, Coffeyville, Kans.; and WREN, Topeka, Kans.
NATIONAL REPRESENTATIVE
John E. Pearson Co.

Tall Corn Network

(Address any Station or John E. Pearson, Reps.)
PERSONNEL
President .....Walter Teich
Vice-Presidents..Ben Sanders & George Volger
Sec.-Treas. .....Ken Gordon
Exec. Comm. Members.....Deitrich Dirks, Earl Williams, Gene Claussen
STATIONS
KPIG, Cedar Rapids; KROS, Clinton; KSIB, Creston; KFNF, 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; KGBS, San Antonio; KTRH, Houston, 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., (WFAA), 1122, Jackson St. (Dal), Dallas-Ft. Worth, Tex., Phone: Riverside 9631, WBAP, Ft. Worth, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KCBD, Lubbock, Texas.

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.
Phone: ED 3473
PERSONNEL
President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales Manager .....Dale Drake
Traffic Manager.....Forrest W. Clough
Chief Engineer.....James T. Peterson
STATIONS
KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KGBS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, Texas; KRIO, McAllen; KTRN, Wichita Falls, Texas; KTBB, Tyler, Texas.

The Tobacco Network, Inc.

710 Odd Fellows Bldg., Raleigh, N. C.
Phone: 8885
PERSONNEL
President.....Victor W. Dawson
Vice-President .....Vassie Balkcum
Secretary-Treasurer.....Lester L. Gould
General Manager.....Kenneth C. Willson
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.

Tri-State Network

550 Fifth Avenue, New York, N. Y.
Phone: JUdson 2-1728
PERSONNEL
WKRC-TV General Mgr.....U. A. Latham

www.americanradiohistory.com

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.

Union Broadcasting System

136 State St., P. O. Box 1520, Albany, N. Y.
Phone: 2-6638

PERSONNEL

General Manager.....Jim Healey

STATIONS

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAV, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

Upper Midwest Broadcasting System

1687 Northwestern Bank Bldg.,
Minneapolis, Minn.
Phone: Geneva 9631

PERSONNEL

President .....Orville Lawson
Vice President.....Louis M. Knopp

STATIONS

KASM, Albany; KXRA, Alexandria; KBUN, Benadii; KLIZ, Brainerd; KBMW, Breckenridge; Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KBUN, Bemidji; KROX, Crookston; KSUM, Fairmont; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KVOX, Fargo-Moorhead; KGCU, Bismarck-Mandan; KLPM, Minot; KOVC, Valley City; KGCX, Williston-Sidney, all in North Dakota; KABR, Aberdeen; KNDC, Hettinger; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KWAT, Watertown; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; 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; WOBT, Rhinelander; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KOXX, Keokuk; KFAD, Fairfield; KXGI, Fort Madison; KCHA, Charles City, all in Iowa; KCNL, Broken Bow; WJAG, Norfolk; KFGT, Fremont; KNEB, Scotchbluff, 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-Breckenbridge, N. D.; WDLB, Marshfield, 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.; WSHB, Stillwater, Minn.

West Texas Packaged Stations

St. Angelus Hotel, San Angelo, Texas
PHONE: 6715

STATIONS

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 723

PERSONNEL

President.....John M. Walter
Vice-President.....Earl H. Huth
Sec.-Treas., Mgr. Dir.....George T. Frechette

STATIONS

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

Wyoming Cowboy Network

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.
Phone: 4-4461

General Manager.....Wm. C. Grove
Commercial Manager.....C. P. Cahill

STATIONS

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

V.P., Gen. Manager.....Norman Knight
Vice-President .....George Steffy
Sales, Prom. Manger.....Tom Bateson
Traffic .....Dick Black
News .....L. Bickford
Program Manager.....Jack Maloy

STATIONS

WNAC, Boston-Lawrence, WFAU, Augusta, Maine; WABI, Bangor, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAI, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WHEB, Portsmith-Dover, N. H.; WEAN, Providence, R. I.; WWON, Woonsocket, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

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Estimated Families for 1955

□ □ □

STATE	Population Feb. 1, 1955 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,186,000	792,000	656,000	360,000	91
ARIZONA	1,002,000	346,000	319,000	124,000	31
ARKANSAS	1,948,000	568,000	470,000	117,000	51
CALIFORNIA	12,804,000	4,380,000	4,923,000	3,273,000	141
COLORADO	1,486,000	446,000	434,000	217,000	31
CONNECTICUT	2,263,000	678,000	670,000	557,000	25
DELAWARE	374,000	103,000	99,000	87,000	7
DISTRICT OF COLUMBIA	878,000	281,000	272,000	231,000	7
FLORIDA	3,594,000	1,141,000	1,005,000	490,000	95
GEORGIA	3,732,000	998,000	837,000	450,000	82
IDAHO	627,000	188,000	184,000	40,000	24
ILLINOIS	9,347,000	2,887,000	2,826,000	2,212,000	87
INDIANA	4,293,000	1,354,000	1,307,000	954,000	50
IOWA	2,690,000	882,000	857,000	515,000	52
KANSAS	2,056,000	621,000	597,000	246,000	42
KENTUCKY	3,055,000	780,000	694,000	413,000	58
LOUISIANA	2,982,000	745,000	642,000	323,000	59
MAINE	948,000	293,000	279,000	122,000	16
MARYLAND	2,654,000	692,000	662,000	620,000	29
MASSACHUSETTS	5,052,000	1,505,000	1,489,000	1,370,000	50
MICHIGAN	7,164,000	2,020,000	2,016,000	1,680,000	74
MINNESOTA	3,165,000	950,000	927,000	505,000	50
MISSISSIPPI	2,248,000	590,000	473,000	137,000	55
MISSOURI	4,238,000	1,265,000	1,196,000	783,000	66
MONTANA	640,000	191,000	186,000	52,000	26
NEBRASKA	1,394,000	436,000	418,000	208,000	27
NEVADA	222,000	76,000	74,000	26,000	12
NEW HAMPSHIRE	542,000	159,000	155,000	105,000	12
NEW JERSEY	5,354,000	1,577,000	1,523,000	1,456,000	21
NEW MEXICO	797,000	203,000	191,000	98,000	31
NEW YORK	15,733,000	4,772,000	4,630,000	4,310,000	101
NORTH CAROLINA	4,308,000	1,150,000	1,004,000	556,000	115
NORTH DAKOTA	648,000	227,000	218,000	32,000	15
OHIO	8,724,000	2,579,000	2,515,000	2,319,000	81
OKLAHOMA	2,312,000	658,000	590,000	360,000	47
OREGON	1,672,000	602,000	586,000	215,000	50
PENNSYLVANIA	10,993,000	3,095,000	2,985,000	2,537,000	124
RHODE ISLAND	840,000	308,000	304,000	265,000	11
SOUTH CAROLINA	2,282,000	555,000	466,000	230,000	55
SOUTH DAKOTA	679,000	233,000	223,000	37,000	14
TENNESSEE	3,430,000	885,000	769,000	450,000	77
TEXAS	8,638,000	2,763,000	2,433,000	1,300,000	200
UTAH	771,000	259,000	254,000	142,000	19
VERMONT	389,000	111,000	107,000	67,000	13
VIRGINIA	3,658,000	880,000	788,000	562,000	78
WASHINGTON	2,590,000	937,000	922,000	473,000	59
WEST VIRGINIA	1,987,000	460,000	419,000	272,000	43
WISCONSIN	3,620,000	1,065,000	1,042,000	653,000	69
WYOMING	318,000	95,000	92,000	17,000	16
TOTAL	164,327,000	48,782,000	46,738,000	32,568,000	

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Amplitude Modulation Stations—AM

STATIONS
ALPHABETICALLY LISTED
BY STATES — CITIES

RADIO HOMES BY STATE

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KTBC — Austin, Tex. 615
KTBS — Shreveport, La. 442
KTCB — Malden, Mo. 483
KTEL — Walla Walla, Wash. 655
KTEM — Temple, Tex. 635
KTER — Terrell, Tex. 635
KTFI — Twin Falls, Idaho 398
KTFS — Texarkana, Tex. 635
KTFY — Brownfield, Tex. 617
KTHS — Little Rock, Ark. 339
KTHT — Houston, Tex. 625

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KTIM — San Rafael, Calif. 358
KTIP — Porterville, Calif. 352
KTJS — Hobart, Okla. 563
KTKN — Ketchikan, Alaska 672
KTKR — Taft, Calif. 360
KTKT — Tucson, Ariz. 335
KTLD — Tallulah, La. 442
KTLN — Denver, Colo. 363
KTLO — Mountain Home, Ark. 339
KTLW — Texas City, Tex. 635
KTMC — McAlester, Okla. 563
KTMS — Santa Barbara, Calif. 358
KTNM — Tucumcari, N. M. 504
KTNT — Tacoma, Wash. 654
KTOE — Mankato, Minn. 470
KTOH — Lihue, Kauai, Hawaii 674
KTOK — Oklahoma City, Okla. 564
KTOP — Topeka, Kans. 427
KTOW — Oklahoma City, Okla. 564
KTRB — Modesto, Calif. 350
KTRC — Santa Fe, N. M. 504
KTRE — Lufkin, Tex. 628
KTRF — Thief River Falls, Minn. 473
KTRH — Houston, Tex. 626
KTRI — Sioux City, Ia. 421
KTRM — Beaumont, Tex. 616
KTRN — Wichita Falls, Tex. 636
KTRY — Bastrop, La. 435
KTSA — San Antonio, Tex. 633
KTSM — El Paso, Tex. 622
KTSW — Emporia, Kans. 423
KTTR — Rolla, Mo. 484
KTTS — Springfield, Mo. 487
KTUC — Tucson, Ariz. 335
KTUL — Tulsa, Okla. 566
KTUR — Turlock, Calif. 361
KTW — Seattle, Wash. 653
KTXC — Big Spring, Tex. 617
KTXJ — Jasper, Tex. 626
KTXL — San Angelo, Tex. 632
KTXN — Austin, Tex. 615
KTYL — Mesa, Ariz. 333
KUAM — Agana, Guam 672
KUBA — Yuba City, Calif. 362
KUBC — Montrose, Colo. 365
KUDL — Kansas City, Mo. 482
KUDU — Ventura, Calif. 361
KUGN — Eugene, Oreg. 568
KUIN — Grants Pass, Oreg. 569
KUJ — Walla Walla, Wash. 655
KUKI — Ukiah, Calif. 361
KULA — Honolulu, Hawaii 674
KULE — Ephrata, Wash. 650
KULP — El Campo, Tex. 621
KUOA — Siloam Springs, Ark. 340
KUNO — Corpus Christi, Tex. 619
KURV — Edinburg, Tex. 621
KUTA — Salt Lake City, Utah 639
KUTI — Yakima, Wash. 655
KVAN — Vancouver, Wash. 655
KVAS — Astoria, Oreg. 567
KVBC — Farmington, N. M. 502
KVCV — Redding, Calif. 353
KVEC — San Luis Obispo, Calif. 357
KVEN — Ventura, Calif. 361
KVET — Austin, Tex. 615
KVFD — Fort Dodge, Ia. 419
KVGB — Great Bend, Kans. 423
KVI — Seattle, Wash. 653
KVIC — Victoria, Tex. 636
KVIM — New Iberia, La. 439
KVKM — Monahans, Tex. 629
KVLB — Cleveland, Tex. 618
KVLC — Little Rock, Ark. 339
KVLF — Alpine, Tex. 632

KVMA — Magnolia, Ark. 339
KVMC — Colorado City, Tex. 618
KVNC — Winslow, Ariz. 335
KVNI — Coeur D'Alene, Idaho 396
KVNU — Logan, Utah 637
KVOA — Tucson, Ariz. 335
KVOC — Casper, Wyo. 668
KVOD — Denver, Colo. 363
KVOG — Ogden, Utah 637
KVOL — Lafayette, La. 437
KVOM — Morrilton, Ark. 339
KVON — Napa, Calif. 351
KVOO — Tulsa, Okla. 566
KVOP — Plainview, Tex. 631
KVOR — Colorado Springs, Colo. 362
KVOS — Bellingham, Wash. 649
KVOU — Uvalde, Tex. 635
KVOW — Littlefield, Tex. 627
KVOX — Moorhead, Minn. 472
KVOZ — Laredo, Tex. 627
KVPI — Ville Platte, La. 442
KVRC — Arkadelphia, Ark. 336
KVRH — Salida, Colo. 667
KVRS — Rock Springs, Wyo. 670
KVSA — McGehee, Ark. 339
KVSF — Sante Fe, N. M. 504
KVSM — San Mateo, Calif. 358
KVSO — Ardmore, Okla. 561
KVWC — Vernon, Tex. 636
KVWO — Cheyenne, Wyo. 669
KWAD — Wadena, Minn. 473
KWAK — Stuttgart, Ark. 341
KWAL — Wallace, Idaho 398
KWAT — Watertown, S. D. 602
KWBB — Wichita, Kans. 428
KWBC — Fort Worth, Tex. 623
KWBE — Beatrice, Nebr. 491
KWBG — Boone, Ia. 416
KWBM — Williston, N. D. 549
KWBR — Oakland, Calif. 351
KWBU — Corpus Christi, Tex. 619
KWBW — Hutchison, Kans. 425
KWCB — Searcy, Ark. 340
KWCJ — Natchitoches, La. 438
KWCO — Chickasha, Okla. 562
KWDM — Des Moines, Ia. 418
KWED — Seguin, Tex. 633
KWEI — Weiser, Idaho 398
KWEM — Memphis, Tenn. 608
KWEW — Hobbs, N. M. 503
KWFC — Hot Springs, Ark. 338
KWFT — Wichita Falls, Tex. 636
KWG — Stockton, Calif. 360
KWGB — Goodland, Kans. 423
KWHI — Brenham, Tex. 617
KWHK — Hutchison, Kans. 425
KWHN — Fort Smith, Ark. 337
KWHP — Cushing, Okla. 562
KWHW — Altus, Okla. 561
KWIE — Kennewick, Wash. 651
KWIK — Pocatelo, Idaho 397
KWIL — Albany, Oreg. 567
KWIN — Ashland, Oreg. 567
KWIZ — Santa Ana, Calif. 358
KWJB — Globe, Ariz. 333
KWJJ — Portland, Oreg. 571
KWKC — Abilene, Tex. 612
KWKH — Shreveport, La. 442
KWK — St. Louis, Mo. 485
KWKW — Pasadena, Calif. 352
KWLK — Longview, Wash. 651
KWLM — Willmar, Minn. 473
KWNA — Winnemucca, Nev. 495
KWNO — Winona, Minn. 474
KWNT — Wenatchee, Wash. 655

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KWOS — Jefferson City, Mo. 481
KWPC — Muscatine, Ia. 420
KWPM — West Plains, Mo. 487
KWRC — Pendleton, Oreg. 570
KWRE — Warrenton, Mo. 487
KWRF — Warren, Ark. 341
KWRL — Riverton, Wyo. 670
KWRN — Reno, Nev. 495
KWRO — Coquille, Oreg. 567
KWRT — Boonville, Mo. 480
KWSD — Mt. Shasta, Calif. 350
KWSH — Wewaka, Okla. 566
KWSK — Pratt, Kans. 426
KWSO — Wasco, Calif. 361
KWTC — Barstow, Calif. 344
KWTO — Springfield, Mo. 487
KWTX — Waco, Tex. 636
KWWL — Waterloo, Ia. 421
KWYO — Sheridan, Wyo. 670
KXA — Seattle, Wash. 653
KXAR — Hope, Ark. 337
KXEL — Waterloo, Ia. 422
KXEO — Mexico, Mo. 484
KXGI — Ft. Madison, Ia. 419
KXGN — Glendive, Mont. 489
KXIC — Iowa City, Ia. 419
KXIT — Dalhart, Tex. 619
KXJK — Forrest City, Ark. 337
KXL — Portland, Oreg. 571
KXLA — Pasadena, Calif. 352
KXLE — Ellensburg, Wash. 650
KXLF — Butte, Mont. 488
KXLJ — Helena, Mont. 489
KXLK — Great Falls, Mont. 489
KXLL — Missoula, Mont. 490
KXLO — Lewiston, Mont. 490
KXLQ — Bozeman, Mont. 488
KXLR — Little Rock, Ark. 339
KXLW — St. Louis, Mo. 485
KXLY — Spokane, Wash. 654
KXO — El Centro, Calif. 345
KXOA — Sacramento, Calif. 354
KXOB — Stockton, Calif. 360
KXOC — Chico, Calif. 344
KXOK — St. Louis, Mo. 486
KXOL — Fort Worth, Tex. 623
KXOX — Sweetwater, Tex. 634
KXRA — Alexander, Minn. 468
KXRJ — Russellville, Ark. 340
KXRO — Aberdeen, Wash. 649
KXRX — San Jose, Calif. 357
KXXX — Colby, Kans. 422
KXYZ — Houston, Tex. 626
KYA — San Francisco, Calif. 357
KYAK — Yakima, Wash. 655
KYCA — Prescott, Ariz. 334
KYJC — Medford, Oreg. 570
KYMA — Yuma, Ariz. 335
KYNO — Fresno, Calif. 346
KYOK — Houston, Tex. 626
KYOR — Blythe, Calif. 344
KYOS — Merced, Calif. 350
KYOU — Greeley, Colo. 365
KYSM — Mankato, Minn. 471
KYW — Philadelphia, Pa. 583
KYUM — Yuma, Ariz. 335
WAAA — Winston-Salem, N. C. 546
WAAB — Worcester, Mass. 455
WAAF — Chicago, Ill. 401
WAAT — Newark, N. J. 498
WABA — Aguadilla, P. R. 672
WABC — New York, N. Y. 513
WABG — Greenwood, Miss. 476
WABI — Bangor, Me. 443
WABJ — Adrian, Mich. 456
WABM — Houlton, Me. 444
WABO — Waynesboro, Miss. 479
WABR — Winter Park, Fla. 384
WABY — Albany, N. Y. 504
WABZ — Albemarle, N. C. 533
WACA — Camden, S. C. 595
WACB — Kittaning, Pa. 580
WACE — Chicopee-Springfield, Mass. 452
WACH — Newport News, Va. 645
WACL — Waycross, Ga. 395
WACO — Waco, Tex. 636
WACR — Columbus, Miss. 475
WADC — Akron, O. 549
WADE — Wadesboro, N. C. 545
WADK — Newport, R. I. 593
WADP — Kane, Pa. 580
WAEB — Allentown, Pa. 573
WAEL — Mayaguez, P. R. 675
WAEW — Crossville, Tenn. 605
WAFB — Baton Rouge, La. 435
WAFC — Staunton, Va. 648
WAGA — Atlanta, Ga. 385
WAGC — Chattanooga, Tenn. 603
WAGF — Dothan, Ala. 324
WAGG — Franklin, Tenn. 605
WAGM — Presque Isle, Me. 445
WAGR — Lumberton, N. C. 541
WAGS — Bishopville, S. C. 595
WAHR — Miami Beach, Fla. 379
WAIM — Anderson, S. C. 595
WAIN — Columbia, Ky. 429
WAIP — Prichard, Ala. 329
WAIR — Winston-Salem, N. C. 547
WAIT — Chicago, Ill. 401
WAJF — Decatur, Ala. 323
WAJR — Morgantown, W. Va. 658
WAKE — Greenville, S. C. 598
WAKN — Aiken, S. C. 595
WAKR — Akron, O. 549
WAKU — Latrobe, Pa. 580
WALA — Mobile, Ala. 328
WALB — Albany, Ga. 384
WALD — Waterboro, S. C. 601
WALE — Fall River, Mass. 452
WALK — Patchogue, N. Y. 523
WALL — Middletown, N. Y. 512
WALM — Albion, Mich. 456
WALT — Tampa, Fla. 382
WAMI — Opp, Ala. 329
WAML — Laurel, Miss. 477
WAMS — Wilmington, Del. 371
WAMY — Amory, Miss. 474
WANA — Anniston, Ala. 321
WAND — Canton, O. 550
WANE — Fort Wayne, Ind. 411
WANN — Annapolis, Md. 446
WANS — Anderson, S. C. 595
WANT — Richmond, Va. 646
WAOK — Atlanta, Ga. 385
WAOV — Vincennes, Ind. 415
WAPA — San Juan, P. R. 677
WAPF — McComb, Miss. 478
WAPI — Birmingham, Ala. 322
WAPL — Appleton, Wis. 661
WAPO — Chattanooga, Tenn. 603
WAPX — Montgomery, Ala. 328
WARA — Attleboro, Mass. 450
WARB — Covington, La. 436
WARD — Johnstown, Pa. 579
WARE — Ware, Mass. 455
WARK — Hagerstown, Md. 448

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WASA — Havre De Grace, Md. 448
WASK — Lafayette, Ind. 413
WASL — Annapolis, Md. 446
WATA — Boone, N. C. 533
WATC — Gaylord, Mich. 461
WATG — Ashland, O. 549
WATH — Athens, O. 550
WATK — Antigo, Wis. 661
WATM — Atmore, Ala. 321
WATN — Watertown, N. Y. 532
WATO — Oak Ridge, Tenn. 611
WATR — Waterbury, Conn. 370
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WATW — Ashland, Wis. 661
WATZ — Alpena, Mich. 456
WAUD — Auburn, Ala. 321
WAUG — Augusta, Ga. 387
WAUX — Waukesha, Wis. 667
WAVE — Louisville, Ky. 431
WAVI — Springfield, O. 559
WAVL — Apollo, Pa. 574
WAVU — Albertville, Ala. 321
WAVY — Portsmouth, Va. 646
WAVZ — New Haven, Conn. 369
WAYB — Waynesboro, Va. 649
WAYN — Rockingham, N. C. 543
WAYS — Charlotte, N. C. 535
WAYX — Waycross, Ga. 395
WAYZ — Waynesboro, Pa. 590
WAZF — Yazoo City, Miss. 480
WAZL — Hazleton, Pa. 579
WBAC — Cleveland, Tenn. 604
WBAL — Baltimore, Md. 446
WBAM — Montgomery, Ala. 328
WBAP — Fort Worth, Tex. 623
WBAR — Bartow, Fla. 374
WBAT — Marion, Ind. 413
WBAW — Barnwell, S. C. 595
WBAX — Wilkes-Barre, Pa. 590
WBAY — Green Bay, Wis. 662
WBBA — Pittsfield, Ill. 408
WBBB — Burlington, N. C. 535
WBBC — Flint, Mich. 460
WBBF — Rochester, N. Y. 527
WBBM — Chicago, Ill. 401
WBBO — Forest City, N. C. 537
WBBQ — Augusta, Ga. 387
WBBW — Youngstown, O. 560
WBBZ — Ponca City, Okla. 565
WBCK — Battle Creek, Mich. 457
WBCM — Bay City, Mich. 457
WBCO — Bessemer-Birmingham, Ala. 322
WBCR — Christianburg, Va. 642
WBCU — Union, S. C. 601
WBEC — Pittsfield, Mass. 454
WBEJ — Elizabethton, Tenn. 605
WBEL — Beloit, Wis. 661
WBEN — Buffalo, N. Y. 507
WBET — Brockton, Mass. 451
WBEU — Beaufort, S. C. 595
WBEV — Beaver Dam, Wis. 661
WBEX — Chillicothe, O. 551
WBFC — Fremont, Mich. 461
WBGE — Atlanta, Ga. 385
WBGR — Jessup, Ga. 391
WBHB — Fitzgerald, Ga. 390
WBHF — Cartersville, Ga. 388
WBHP — Huntsville, Ala. 327
WBIA — Austin, Ga. 387
WBIG — Goldsboro, N. C. 538
WBIP — Booneville, Miss. 454
WBIS — Bristol, Conn. 367
WBIW — Bedford, Ind. 410
WBIZ — Eau Claire, Wis. 661
WBKH — Hattiesburg, Miss. 476
WBKV — West Bend, Wis. 668
WBLE — Batesville, Miss. 474
WBLJ — Dalton, Ga. 389
WBLK — Clarksburg, W. Va. 657
WBLT — Bedford, Va. 641
WBMD — Baltimore, Md. 446
WBML — Macon, Ga. 391
WBMS — Boston, Mass. 450
WBNL — Boonville, Ind. 410
WBNS — Columbus, O. 554
WBNX — New York, N. Y. 513
WBNY — Buffalo, N. Y. 507
WBOB — Galax, Va. 643
WBOC — Salisbury, Md. 448
WBOF — Virginia Beach, Va. 648
WBOK — New Orleans, La. 439
WBOW — Terre Haute, Ind. 415
WBOY — Tarpon Springs, Fla. 383
WBPZ — Lock Haven, Pa. 581
WBRC — Birmingham, Ala. 322
WBRD — Ft. Lauderdale, Fla. 375
WBRE — Wilkes-Barre, Pa. 590
WBRK — Pittsfield, Mass. 454
WBRM — Marion, N. C. 541
WBRN — Big Rapids, Mich. 459
WBRO — Waynesboro, Ga. 395
WBRT — Bardstown, Ky. 428
WBRW — Welch, W. Va. 660
WBRY — Waterbury, Conn. 370
WBSC — Bennettsville, S. C. 595
WBSM — New Bedford, Mass. 453
WBSR — Pensacola, Fla. 380
WBT — Charlotte, N. C. 535
WBTA — Batavia, N. Y. 507
WBTH — Williamson, W. Va. 660
WBTM — Danville, Va. 643
WBTN — Bennington, Vt. 640
WBTO — Linton, Ind. 413
WBUD — Trenton, N. J. 500
WBUT — Butler, Pa. 575
WBUX — Doylestown, Pa. 576
WBUY — Lexington, N. C. 541
WBVP — Beaver Falls, Pa. 574
WBYS — Canton, Ill. 399
WEZ-WBZA — Boston-Springfield, Mass. 450
WCAE — Pittsburgh, Pa. 586
WCAM — Camden, N. J. 498
WCAN — Milwaukee, Wis. 664
WCAO — Baltimore, Md. 446
WCAP — Lowell, Mass. 453
WCAU — Philadelphia, Pa. 583
WCAW — Charleston, W. Va. 656
WCAX — Burlington, Vt. 640
WCAZ — Carthage, Ill. 399
WCBA — Corning, N. Y. 508
WCBC — Anderson, Ind. 410
WCBD — Zion, Ill. 410
WCBI — Columbus, Miss. 475
WCBL — Benton, Ky. 428
WCBM — Baltimore, Md. 446
WCBR — Memphis, Tenn. 608
WCBS — New York, N. Y. 513
WCBT — Roanoke Rapids, N. C. 543
WCBY — Cheboygan, Mich. 459
WCCC — Hartford, Conn. 368
WCCM — Lawrence, Mass. 453
WCCO — Minneapolis, Minn. 471
WCCP — Savannah, Ga. 393
WCDL — Carbondale, Pa. 575
WCDT — Winchester, Tenn. 612
WCEC — Rocky Mount, N. C. 543

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WCFS — Harvey, Ill. 405
WCFV — Clifton Forge, Va. 642
WCGA — Calhoun, Ga. 388
WCGC — Belmont, N. C. 533
WCHA — Chambersburg, Pa. 575
WCHF — Chippewa Falls, Wis. 661
WCHL — Chapel Hill, N. C. 535
WCHN — Norwich, N. Y. 523
WCHO — Washington Court House, O. 560
WCHS — Charleston, W. Va. 656
WCHV — Charlottesville, Va. 642
WCIL — Carbondale, Ill. 399
WCIN — Cincinnati, O. 551
WCJU — Columbia, Miss. 475
WCKB — Dunn, N. C. 536
WCKY — Cincinnati, O. 551
WCLB — Camilla, Ga. 388
WCLD — Cleveland, Miss. 475
WCLG — Morgantown, W. Va. 659
WCLI — Corning, N. Y. 508
WCLO — Janesville, Wis. 662
WCLT — Newark, O. 557
WCMA — Corinth, Miss. 475
WCMB — Harrisburg, Pa. 578
WCMC — Wildwood, N. J. 501
WCMI — Ashland, Ky. 428
WCMN — Arecibo, P. R. 674
WCMS — Norfolk, Va. 645
WCMW — Canton, O. 550
WCMY — Ottawa, Ill. 407
WCNB — Connersville, Ind. 411
WCNC — Elizabeth City, N. C. 536
WCNH — Quincy, Fla. 381
WCNR — Bloomsburg, Pa. 574
WCNT — Centralia, Ill. 401
WCNU — Crestview, Fla. 374
WCNX — Middletown, Conn. 368
WCOA — Pensacola, Fla. 381
WCOC — Meridian, Mass. 478
WCOG — Greensboro, N. C. 538
WCOH — Newnan, Ga. 392
WCOJ — Coatesville, Pa. 576
WCOL — Columbus, O. 554
WCOM — Parkersburg, W. Va. 659
WCON — Cornelia, Ga. 389
WCOP — Boston, Mass. 450
WCOR — Lebanon, Tenn. 607
WCOS — Columbia, S. C. 596
WCOU — Lewiston, Me. 444
WCOV — Montgomery, Ala. 328
WCOW — South St. Paul, Minn. 473
WCPA — Clearfield, Pa. 576
WCPM — Cumberland, Ky. 429
WCPO — Cincinnati, O. 551
WCPS — Tarboro, N. C. 544
WCRA — Effingham, Ill. 404
WCRB — Waltham, Mass. 455
WCRE — Cheraw, S. C. 596
WCRI — Scottsboro, Ala. 330
WCRK — Morristown, Tenn. 609
WCRL — Oneonta, Ala. 329
WCRO — Johnstown, Pa. 579
WCRS — Greenwood, S. C. 598
WCRT — Birmingham, Ala. 322
WCRW — Chicago, Ill. 402
WCSC — Charleston, S. C. 595
WCSH — Portland, Me. 444
WCSI — Columbus, Ind. 411
WCSS — Amsterdam, N. Y. 505
WCTT — Corbin, Ky. 429
WCUE — Akron, O. 549
WCUM — Cumberland, Md. 447
WCVA — Culpeper, Va. 643
WCVI — Connelsville, Pa. 576
WCVS — Springfield, Ill. 409
WCYB — Bristol, Va. 642
WDAD — Indiana, Pa. 579
WDAE — Tampa, Fla. 382
WDAF — Kansas City, Mo. 483
WDAK — Columbus, Ga. 388
WDAN — Danville, Ill. 403
WDAR — Savannah, Ga. 393
WDAS — Philadelphia, Pa. 583
WDAY — Fargo, N. D. 548
WDBC — Escanaba, Mich. 460
WDBF — Delray Beach, Fla. 375
WDBJ — Roanoke, Va. 647
WDBL — Springfield, Tenn. 611
WDBO — Orlando, Fla. 380
WDBQ — Dubuque, Ia. 419
WDCF — Dade City, Fla. 374
WDEC — Americus, Ga. 384
WDEF — Chattanooga, Tenn. 603
WDEL — Wilmington, Del. 371
WDEV — Waterbury, Vt. 641
WDGY — Minneapolis, Minn. 471
WDIA — Memphis, Tenn. 608
WDIG — Dothan, Ala. 324
WDIX — Orangeburg, S. C. 599
WDKD — Kingstree, S. C. 599
WDLA — Walton, N. Y. 531
WDLB — Marshfield, Wis. 664
WDLC — Port Jervis, N. Y. 524
WDLP — Panama City, Fla. 380
WDMG — Douglas, Ga. 389
WDMJ — Marquette, Mich. 465
WDNC — Durham, N. C. 536
WDNE — Elkins, W. Va. 657
WDOB — Canton, Miss. 475
WDOD — Chattanooga, Tenn. 603
WDOG — Marine City, Mich. 465
WDOK — Cleveland, O. 553
WDON — Wheaton, Md. 449
WDOR — Sturgeon Bay, Wis. 667
WDOS — Oneonta, N. Y. 523
WDOT — Burlington, Vt. 640
WDOV — Dover, Del. 371
WDQN — Du Quion, Ill. 404
WDRC — Hartford, Conn. 368
WDRF — Chester, Pa. 575
WDSC — Dillon, S. C. 597
WDSG — Dyersburg, Tenn. 605
WDSM — Superior, Wis. 667
WDSR — Lake City, Fla. 377
WDSU — New Orleans, La. 439
WDUN — Gainesville, Ga. 390
WDUZ — Green Bay, Wis. 662
WDVA — Danville, Va. 643
WDWD — Dawson, Ga. 389
WDWS — Champaign, Ill. 401
WDXB — Chattanooga, Tenn. 603
WDXE — Lawrenceburg, Tenn. 607
WDXI — Jackson, Tenn. 606
WDXL — Lexington, Tenn. 608
WDXN — Clarksville, Tenn. 604
WDYK — Cumberland, Md. 447
WDZ — Decatur, Ill. 403
WEAB — Greer, S. C. 598
WEAM — Arlington, Va. 641
WEAN — Providence, R. I. 593
WEAR — Pensacola, Fla. 381
WEAS — Decatur, Ga. 389
WEAT — West Palm Beach, Fla. 383

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WEBQ — Harrisburg, Ill. 405
WEBR — Buffalo, N. Y. 508
WEBY — Milton, Fla. 379
WEDC — Chicago, Ill. 402
WEDO — McKeesport, Pa. 581
WEDR — Birmingham, Ala. 322
WEEB — Southern Pines, N. C. 544
WEED — Rocky Mount, N. C. 543
WEEI — Boston, Mass. 450
WEEK — Peoria, Ill. 407
WEEU — Reading, Pa. 587
WEGO — Concord, N. C. 536
WEIC — Charleston, Ill. 401
WEIM — Fitchburg, Mass. 452
WEIR — Weirton, W. Va. 660
WEKR — Fayetteville, Tenn. 605
WEKY — Richmond, Ky. 434
WEKZ — Monroe, Wis. 665
WELC — Welch, W. Va. 660
WELI — New Haven, Conn. 369
WELL — Battle Creek, Mich. 457
WELM — Elmira, N. Y. 508
WELO — Tupelo, Miss. 479
WELP — Easley, S. C. 597
WELR — Roanoke, Ala. 330
WELS — Kinston, N. C. 540
WELY — Ely, Minn. 470
WEMP — Milwaukee, Wis. 664
WEMR — Emporium, Pa. 576
WENA — Bayamon, P. R. 674
WENC — Whiteville, N. C. 545
WENE — Binghamton-Endicott, N. Y. 507
WENK — Union City, Tenn. 612
WENT — Gloversville, N. Y. 509
WENY — Elmira, N. Y. 509
WEOA — Evansville, Ind. 411
WEOK — Poughkeepsie, N. Y. 524
WEOL — Elyria, O. 555
WEPG — South Pittsburgh, Tenn. 611
WEPM — Martinsburg, W. Va. 658
WERC — Erie, Pa. 577
WERD — Atlanta, Ga. 385
WERE — Cleveland, O. 553
WERH — Hamilton, Ala. 327
WERI — Westerly, R. I. 594
WESA — Charleroi, Pa. 575
WESB — Bradford, Pa. 575
WESC — Greenville, S. C. 598
WESK — Escanaba, Mich. 460
WEST — Easton, Pa. 576
WESX — Salem, Mass. 454
WETB — Johnson City, Tenn. 606
WETO — Gadsden, Ala. 325
WETU — Wetumpka, Ala. 331
WETZ — New Martinsville, W. Va. 659
WEVA — Emporia, Va. 643
WEVD — New York, N. Y. 513
WEVE — Eveleth, Minn. 470
WEW — St. Louis, Mo. 486
WEWO — Laurinburg, N. C. 540
WEXL — Royal Oak, Mich. 467
WEYE — Sanford, N. C. 544
WEZB — Birmingham, Ala. 322
WFAA — Dallas, Tex. 621
WFAH — Alliance, O. 549
WFAI — Fayetteville, N. C. 537
WFAR — Farrell, Pa. 577
WFAS — White Plains, N. Y. 532
WFAU — Augusta, Me. 443
WFAX — Falls Church, Va. 643
WFBC — Greenville, S. C. 598
WFBL — Syracuse, N. Y. 528
WFBM — Indianapolis, Ind. 412
WFBR — Baltimore, Md. 446
WFCB — Dunkirk, N. Y. 508
WFDF — Flint, Mich. 460
WFEA — Manchester, N. H. 496
WFEB — Sylacauga, Ala. 330
WFEC — Miami, Fla. 378
WFGM — Fitchburg, Mass. 452
WFGN — Gaffney, S. C. 597
WFHG — Bristol, Va. 642
WFHR — Wisconsin Rapids, Wis. 668
WFIG — Sumter, S. C. 600
WFIL — Philadelphia, Pa. 583
WFIN — Findlay, O. 556
WFIW — Fairfield, Ill. 404
WFKN — Franklin, Ky. 430
WFKY — Frankfort, Ky. 429
WFLA — Tampa, Fla. 383
WFLB — Fayetteville, N. C. 537
WFLO — Farmville, Va. 643
WFMC — Goldsboro, N. C. 538
WFMD — Frederick, Md. 448
WFMH — Cullman, Ala. 323
WFMJ — Youngstown, O. 561
WFMO — Fairmont, N. C. 537
WFMW — Madisonville, Ky. 432
WFNC — Fayetteville, N. C. 537
WFNS — Burlington, N. C. 535
WFOB — Fostoria, O. 556
WFOM — Marietta, Ga. 391
WFOR — Hattiesburg, Miss. 476
WFOX — Milwaukee, Wis. 664
WFOY — St. Augustine, Fla. 381
WFPA — Ft. Payne, Ala. 325
WFPG — Atlantic City, N. J. 497
WFPM — Fort Valley, Ga. 390
WFPR — Hammond, La. 437
WFRC — Reidsville, N. C. 543
WFRL — Freeport, Ill. 404
WFRM — Coudersport, Pa. 576
WFRO — Fremont, O. 556
WFRP — Savannah, Ga. 393
WFRX — West Frankfort, Ill. 410
WFTC — Kinston, N. C. 540
WFTL — Fort Lauderdale, Fla. 375
WFTM — Maysville, Ky. 432
WFTR — Front Royal, Va. 643
WFTW — Ft. Walton Beach, Fla. 376
WFUL — Fulton, Ky. 430
WFUN — Huntsville, Ala. 327
WFUR — Grand Rapids, Mich. 461
WFVA — Fredericksburg, Va. 643
WFVG — Fuquay Springs, N. C. 537
WFYC — Alma, Mich. 456
WGAA — Cedartown, Ga. 388
WGAC — Augusta, Ga. 387
WGAD — Gadsden, Ala. 325
WGAF — Valdosta, Ga. 394
WGAI — Elizabeth, N. C. 537
WGAL — Lancaster, Pa. 580
WGAN — Portland, Me. 444
WGAP — Maryville, Tenn. 608
WGAR — Cleveland, O. 553
WGAT — Utica, N. Y. 531
WGAU — Athens, Ga. 384
WGAW — Gardner, Mass. 452
WGAY — Silver Springs, Md. 449
WGBA — Columbus, Ga. 388
WGBB — Freeport, N. Y. 509
WGBF — Evansville, Ind. 411
WGBG — Greensboro, N. C. 538
WGBI — Scranton, Pa. 588
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WGET — Gettysburg, Pa. 577
WGEZ — Beloit, Wis. 661
WGFS — Covington, Ga. 389
WGGA — Gainesville, Ga. 390
WGGG — Gainesville, Fla. 376
WGGH — Marion, Ill. 406
WGH — Newport News, Va. 645
WGIG — Brunswick, Ga. 387
WGIL — Galesburg, Ill. 404
WGIV — Charlotte, N. C. 535
WGKV — Charleston, W. Va. 656
WGL — Ft. Wayne, Ind. 411
WGLC — Centreville, Miss. 475
WGLS — Decatur, Ga. 389
WGMA — Hollywood-Miami, Fla. 376
WGMS — Washington, D. C. 372
WGN — Chicago, Ill. 401
WGNC — Gastonia, N. C. 537
WGNI — Wilmington, N. C. 545
WGNS — Murfreesboro, Tenn. 609
WGNY — Newburgh, N. Y. 512
WGOV — Valdosta, Ga. 395
WGPA — Bethlehem, Pa. 574
WGPC — Albany, Ga. 384
WGR — Buffalo, N. Y. 508
WGRA — Cairo, Ga. 388
WGRC — Louisville, Ky. 431
WGRD — Grand Rapids, Mich. 462
WGRM — Greenwood, Miss. 476
WGRV — Greenville, Tenn. 605
WGRY — Gary, Ind. 412
WGSM — Huntington, N. Y. 511
WGST — Atlanta, Ga. 385
WGSV — Guntersville, Ala. 325
WGSW — Greenwood, S. C. 598
WGTA — Summerville, Ga. 394
WGTC — Greenville, N. C. 538
WGTH — Hartford, Conn. 368
WGTL — Kannapolis, N. C. 540
WGTM — Wilson, N. C. 546
WGTN — Georgetown, S. C. 597
WGUY — Bangor, Me. 443
WGVA — Geneva, N. Y. 509
WGVM — Greenville, Miss. 476
WGWC — Selma, Ala. 330
WGWD — Gadsden, Ala. 325
WGWR — Asheboro, N. C. 533
WGY — Schenectady, N. Y. 528
WGYV — Greenville, Ala. 325
WHAB — Baxley, Ga. 387
WHAI — Greenfield, Mass. 452
WHAK — Rogers City, Mich. 466
WHAL — Shelbyville, Tenn. 611
WHAM — Rochester, N. Y. 527
WHAN — Charleston, S. C. 596
WHAP — Hopewell, Va. 644
WHAR — Clarksburg, W. Va. 657
WHAS — Louisville, Ky. 431
WHAT — Philadelphia, Pa. 583
WHAV — Haverhill, Mass. 452
WHAW — Weston, W. Va. 660
WHAY — New Britain, Conn. 368
WHB — Kansas City, Mo. 483
WHBB — Selma, Ala. 330
WHBC — Canton, O. 550
WHBF — Rock Island, Ill. 408
WHBI — Newark, N. J. 498
WHBL — Sheboygan, Wis. 666
WHBO — Tampa, Fla. 383
WHBQ — Memphis, Tenn. 608
WHBT — Harriman, Tenn. 605
WHBU — Anderson, Ind. 410
WHBY — Appleton, Wis. 661
WHCC — Waynesville, N. C. 545
WHCU — Ithaca, N. Y. 511
WHDF — Houghton, Mich. 462
WHDH — Boston, Mass. 450
WHDL — Olean, N. Y. 523
WHDM — McKenzie, Tenn. 603
WHEB — Portsmouth, N. H. 497
WHEC — Rochester, N. Y. 527
WHED — Washington, N. C. 545
WHEE — Martinsville, Va. 644
WHEN — Syracuse, N. Y. 528
WHEP — Foley, Ala. 325
WHFB — Benton Harbor, Mich. 457
WHFC — Chicago, Ill. 402
WHGB — Harrisburg, Pa. 578
WHGR — Houghton Lake, Mich. 462
WHHH — Warren, O. 560
WHHM — Memphis, Tenn. 608
WHIE — Griffin, Ga. 370
WHIL — Medford, Mass. 453
WHIM — Providence, R. I. 594
WHIN — Gallatin, Tenn. 615
WHIO — Dayton, O. 555
WHIP — Mooresville, N. C. 541
WHIR — Danville, Ky. 423
WHIS — Bluefield, W. Va. 656
WHIT — New Bern, N. C. 542
WHIZ — Zanesville, O. 561
WHJB — Greensburg, Pa. 577
WHJC — Matewan, W. Va. 658
WHK — Cleveland, O. 553
WHKK — Akron, O. 549
WHKP — Hendersonville, N. C. 539
WHKY — Hickory, N. C. 539
WHLB — Virginia, Minn. 473
WHLD — Niagara Falls, N. Y. 523
WHLF — South Boston, Va. 648
WHLI — Hempstead, N. Y. 511
WHLL — Wheeling, W. Va. 660
WHLM — Bloomsburg, Pa. 574
WHLN — Harlan, Ky. 430
WHLS — Port Huron, Mich. 466
WHMA — Anniston, Ala. 321
WHMP — Northampton, Mass. 454
WHNC — Henderson, N. C. 538
WHNY — McComb, Miss. 478
WHO — Des Moines, Ia. 418
WHOC — Philadelphia, Miss. 479
WHOD — Homestead, Pa. 579
WHOK — Lancaster, O. 556
WHOL — Allentown, Pa. 573
WHOM — New York, N. Y. 515
WHOO — Orlando, Fla. 380
WHOP — Hopkinsville, Ky. 431
WHOS — Decatur, Ala. 323
WHOT — South Bend, Ind. 415
WHOW — Clinton, Ill. 403
WHP — Harrisburg, Pa. 578
WHPE — High Point, N. C. 539
WHRV — Ann Arbor, Mich. 456
WHSC — Hartsville, S. C. 599
WHSY — Hattiesburg, Miss. 476
WHTB — Talladega, Ala. 330
WHTC — Holland, Mich. 462
WHTN — Huntington, W. Va. 657
WHUB — Cookeville, Tenn. 605
WHUC — Hudson, N. Y. 511
WHUM — Reading, Pa. 587
WHUN — Huntingdon, Pa. 579
WHVF — Wausau, Wis. 668
WHVR — Hanover, Pa. 577
WHWB — Rutland, Vt. 640

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WHYL — Carlisle, Pa. 575
WHYN — Holyoke-Springfield, Mass. ... 453
WIAM — Williamston, N. C. 545
WIBA — Madison, Wis. 663
WIBB — Macon, Ga. 391
WIBC — Indianapolis, Ind. 412
WIBG — Philadelphia, Pa. 585
WIBM — Jackson, Mich. 463
WIBR — Baton Rouge, La. 435
WIBU — Poynette, Wis. 665
WIBV — Belleville, Ill. 399
WIBW — Topeka, Kans. 427
WIBX — Utica, N. Y. 531
WICA — Ashtabula, O. 550
WICC — Bridgeport, Conn. 367
WICE — Providence, R. I. 593
WICH — Norwich, Conn. 369
WICK — Scranton, Pa. 588
WICR — Cruz Bay, V. I. 677
WICY — Malone, N. Y. 512
WIDE — Biddeford, Me. 443
WIEL — Elizabethtown, Ky. 429
WIFM — Elkin, N. C. 537
WIGM — Medford, Wis. 654
WIKB — Iron River, Mich. 463
WIKC — Bogalusa, La. 436
WIKE — Newport, Vt. 640
WIKK — Erie, Pa. 577
WIKY — Evansville, Ind. 411
WIL — St. Louis, Mo. 486
WILD — Birmingham, Ala. 322
WILE — Cambridge, O. 550
WILK — Wilkes-Barre, Pa. 590
WILM — Wilmington, Del. 371
WILO — Frankfort, Ind. 412
WILS — Lansing, Mich. 464
WILY — Pittsburgh, Pa. 586
WIMA — Lima, O. 556
WIMO — Winder, Ga. 395
WIMS — Michigan City, Ind. 414
WINA — Charlotteville, Va. 642
WINC — Winchester, Va. 649
WIND — Chicago, Ill. 402
WING — Dayton, O. 555
WINI — Murphysboro, Ill. 407
WINK — Ft. Myers, Fla. 375
WINN — Louisville, Ky. 432
WINR — Binghamton, N. Y. 507
WINS — New York, N. Y. 515
WINX — Rockville, Md. 448
WINZ — Miami, Fla. 378
WIOD — Miami, Fla. 378
WIOK — Tampa, Fla. 383
WION — Ionia, Mich. 462
WIOU — Kokomo, Ind. 413
WIP — Philadelphia, Pa. 585
WIPC — Lake Wales, Fla. 377
WIPS — Ticonderoga, N. Y. 530
WIRA — Fort Pierce, Fla. 376
WIRB — Enterprise, Ala. 324
WIRC — Hickory, N. C. 539
WIRE — Indianapolis, Ind. 412
WIRJ — Humboldt, Tenn. 606
WIRK — West Palm Beach, Fla. 384
WIRL — Peoria, Ill. 407
WIRO — Ironton, O. 556
WIRY — Plattsburg, N. Y. 524
WIS — Columbia, S. C. 596
WISC — Madison, Wis. 663
WISE — Asheville, N. C. 533
WISH — Indianapolis, Ind. 413
WISL — Shamokin, Pa. 588
WISN — Milwaukee, Wis. 664
WISO — Ponce, P. R. 625
WISR — Butler, Pa. 575
WIST — Charlotte, N. C. 535
WITH — Baltimore, Md. 447
WITY — Danville, Ill. 403
WITZ — Jasper, Ind. 413
WIVI — Christiansted, V. I. 677
WIVK — Knoxville, Tenn. 637
WIVY — Jacksonville, Fla. 376
WIZE — Springfield, O. 559
WIZZ — Streator, Ill. 409
WJAC — Johnstown, Pa. 580
WJAG — Norfolk, Nebr. 492
WJAM — Marion, Ala. 327
WJAN — Spartanburg, S. C. 600
WJAR — Providence, R. I. 594
WJAS — Pittsburgh, Pa. 586
WJAT — Swainsboro, Ga. 394
WJAX — Jacksonville, Fla. 376
WJAY — Mullins, S. C. 599
WJAZ — Albany, Ga. 384
WJBB — Haleyville, Ala. 327
WJBC — Bloomington, Ill. 399
WJBK — Detroit, Mich. 459
WJBO — Baton Rouge, La. 435
WJBS — Deland, Fla. 375
WJBW — New Orleans, La. 439
WJCD — Seymour, Ind. 414
WJCM — Sebring, Fla. 382
WJDA — Quincy, Mass. 454
WJDX — Jackson, Miss. 477
WJEF — Grand Rapids, Mich. 462
WJEH — Gallipolis, O. 556
WJEJ — Hagerstown, Md. 448
WJEL — Springfield, O. 559
WJER — Dover, O. 555
WJET — Erie, Pa. 577
WJFR — Caguas, P. R. 674
WJHL — Johnson City, Tenn. 606
WJHO — Opelika, Ala. 329
WJHP — Jacksonville, Fla. 376
WJIG — Tullahoma, Tenn. 612
WJIM — Lansing, Mich. 465
WJIV — Savannah, Ga. 393
WJJD — Chicago, Ill. 402
WJJL — Niagara Falls, N. Y. 523
WJJM — Lewisburg, Tenn. 607
WJKO — Springfield, Mass. 454
WJLB — Detroit, Mich. 459
WJLD — Birmingham, Ala. 322
WJLK — Asbury Park, N. J. 497
WJLS — Beckley, W. Va. 656
WJMA — Orange, Va. 646
WJMB — Brookhaven, Miss. 474
WJMC — Rice Lake, Wis. 666
WJMJ — Philadelphia, Pa. 585
WJMW — Athens, Ala. 321
WJMX — Florence, S. C. 597
WJMO — Cleveland, O. 553
WJMR — New Orleans, La. 439
WJMS — Ironwood, Mich. 463
WJNC — Jacksonville, N. C. 539
WJNO — West Palm Beach, Fla. 383
WJOB — Hammond, Ind. 412
WJOC — Jamestown, N. Y. 511
WJOI — Florence, Ala. 324
WJOL — Joliet, Ill. 405
WJON — St. Cloud, Minn. 472
WJOT — Lake City, S. C. 599
WJOY — Burlington, Vt. 640
WJPA — Washington, Pa. 590
WJPD — Ishpeming, Mich. 463
WJPF — Herrin, Ill. 405
WJPG — Green Bay, Wis. 662
WJPR — Greenville, Miss. 476
WJPS — Evansville, Ind. 411

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WJRI — Lenoir, N. C. 540
WJTN — Jamestown, N. Y. 511
WJVA — South Bend, Ind. 415
WJVB — Jacksonville Beach, Fla. 377
WJW — Cleveland, O. 553
WJWL — Georgetown, Del. 371
WJWS — South Hill, Va. 648
WJXN — Jackson, Miss. 477
WJZM — Clarksville, Tenn. 604
WKAB — Mobile, Ala. 328
WKAI — Macomb, Ill. 406
WKAL — Rome, N. Y. 527
WKAM — Warsaw, Ind. 415
WKAN — Kankakee, Ill. 405
WKAP — Allentown, Pa. 573
WKAQ — San Juan, P. R. 677
WKAT — Miami Beach, Fla. 379
WKAY — Glasgow, Ky. 430
WKBC — North Wilkesboro, N. C. 542
WKBH — LaCrosse, Wis. 663
WKBI — St. Mary's, Pa. 588
WKBL — Covington, Tenn. 605
WKBN — Youngstown, O. 561
WKBO — Harrisburg, Pa. 578
WKBR — Manchester, N. H. 496
WKBS — Oyster Bay, N. Y. 523
WKBV — Richmond, Ind. 414
WKBW — Buffalo, N. Y. 507
WKBZ — Muskegon, Mich. 465
WKCT — Bowling Green, Ky. 428
WKDA — Nashville, Tenn. 609
WKDK — Newberry, S. C. 599
WKDN — Camden, N. J. 498
WKEI — Kewanee, Ill. 405
WKEU — Griffin, Ga. 390
WKEY — Covington, Va. 642
WKGN — Knoxville, Tenn. 607
WKHM — Jackson, Mich. 464
WKIC — Hazard, Ky. 430
WKID — Urbana, Ill. 409
WKIK — Leonardtown, Md. 448
WKIN — Kingsport, Tenn. 606
WKIP — Poughkeepsie, N. Y. 527
WKJB — Mayaguez, P. R. 675
WKJG — Ft. Wayne, Ind. 412
WKKO — Cocoa, Fla. 374
WKLA — Ludington, Mich. 465
WKLF — Canton, Ala. 323
WKLJ — Sparta, Wis. 667
WKLK — Cloquet, Minn. 469
WKLO — Louisville, Ky. 432
WKLV — Blackstone, Va. 642
WKLY — Hartwell, Ga. 390
WKMF — Flint, Mich. 460
WKMH — Detroit, Mich. 460
WKMI — Kalamazoo, Mich. 464
WKMT — Kings Mountain, N. C. 540
WKNA — Charleston, W. Va. 656
WKNB — New Britain, Conn. 368
WKNE — Keene, N. H. 496
WKNK — Muskegon, Mich. 466
WKNX — Saginaw, Mich. 467
WKNY — Kingston, N. Y. 512
WKOA — Hopkinsville, Ky. 431
WKOK — Sunbury, Pa. 589
WKOP — Binghamton, N. Y. 507
WKOV — Wellston, O. 560
WKOW — Madison, Wis. 663
WKOX — Framingham, Mass. 452
WKOY — Bluefield, W. Va. 656
WKOZ — Kosciusko, Miss. 477
WKPA — New Kensington, Pa. 581
WKPT — Kingsport, Tenn. 606
WKRG — Mobile, Ala. 328
WKRM — Columbia, Tenn. 604
WKRO — Cairo, Ill. 399
WKRS — Waukegan, Ill. 410
WKRT — Cortland, N. Y. 508
WKRZ — Oil City, Pa. 583
WKSB — Milford, Del. 371
WKSR — Pulaski, Tenn. 611
WKST — New Castle, Pa. 581
WKTG — Thomasville, Ga. 394
WKTM — Mayfield, Ky. 432
WKTY — LaCrosse, Wis. 663
WKUL — Cullman, Ala. 323
WKVA — Lewiston, Pa. 580
WKVM — San Juan, P. R. 677
WKWF — Key West, Fla. 377
WKWK — Wheeling, W. Va. 660
WKXL — Concord, N. H. 496
WKXV — Knoxville, Tenn. 607
WKXY — Sarasota, Fla. 382
WKY — Oklahoma City, Okla. 564
WKYB — Paducah, Ky. 433
WKYR — Keyser, W. Va. 658
WKYW — Louisville, Ky. 432
WKZO — Kalamazoo, Mich. 464
WLAC — Nashville, Tenn. 609
WLAD — Danbury, Conn. 367
WLAF — LaFollette, Tenn. 607
WLAG — LaGrange, Ga. 391
WLAK — Lakeland, Fla. 377
WLAM — Lewiston, Me. 444
WLAN — Lancaster, Pa. 580
WLAP — Lexington, Ky. 431
WLAQ — Rome, Ga. 392
WLAR — Athens, Tenn. 603
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WLAV — Grand Rapids, Mich. 462
WLAY — Muscle Shoals, Ala. 329
WLBB — Carrollton, Ga. 388
WLBC — Muncie, Ind. 414
WLBE — Leesburg, Fla. 378
WLBG — Laurens, S. C. 599
WLBH — Mattoon, Ill. 406
WLBJ — Bowling Green, Ky. 428
WLBK — DeKalb, Ill. 404
WLBL — Stevens Point, Wis. 667
WLBN — Lebanon, Ky. 431
WLBR — Lebanon, Pa. 580
WLBS — Birmingham, Ala. 323
WLBZ — Bangor, Me. 443
WLCK — Campbellsville, Ky. 429
WLCM — Lancaster, S. C. 599
WLCR — Torrington, Conn. 369
WLCS — Baton Rouge, La. 436
WLCX — LaCrosse, Wis. 663
WLDS — Jacksonville, Ill. 405
WLDY — Ladysmith, Wis. 663
WLEA — Hornell, N. Y. 511
WLEC — Sandusky, O. 559
WLEE — Richmond, Va. 647
WLET — Toccoa, Ga. 394
WLEU — Erie, Pa. 577
WLEW — Bad Axe, Mich. 456
WLEX — Lexington, Ky. 431
WLFA — Lafayette, Ga. 391
WLFH — Little Falls, N. Y. 512
WLIB — New York, N. Y. 517
WLIK — Newport, Tenn. 611
WLIL — Lenoir City, Tenn. 607
WLIP — Kenosha, Wis. 663
WLLH — Lowell-Lawrence, Mass. 453
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WLNA — Peekskill, N. Y. 524

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WLOI — La Porte, Ind. 413
WLOK — Lima, O. 557
WLOL — Minneapolis, Minn. 471
WLON — Lincolnton, N. C. 541
WLOS — Asheville, N. C. 533
WLOU — Louisville, Ky. 432
WLOW — Portsmouth, Va. 646
WLOX — Gulfport-Biloxi, Miss. 474
WLPM — Suffolk, Va. 648
WLPO — LaSalle, Ill. 406
WLRP — New Albany, Ind. 414
WLS — Chicago, Ill. 403
WLSD — Big Stone Gap, Va. 641
WLSE — Wallace, N. C. 545
WLSH — Lansford, Pa. 580
WLSI — Pikesville, Ky. 433
WLSM — Louisville, Miss. 478
WLTC — Gastonia, N. C. 538
WLVA — Lynchburg, Va. 644
WLW — Cincinnati, O. 551
WLYC — Williamsport, Pa. 591
WLYN — Lynn, Mass. 453
WMAJ — State College, Pa. 589
WMAK — Nashville, Tenn. 609
WMAL — Washington, D. C. 372
WMAM — Marinette, Wis. 664
WMAN — Mansfield, O. 557
WMAP — Monroe, N. C. 541
WMAQ — Chicago, Ill. 403
WMAS — Springfield, Mass. 454
WMAW — Menominee, Mich. 465
WMAX — Grand Rapids, Mich. 462
WMAY — Springfield, Ill. 409
WMAZ — Macon, Ga. 391
WMBC — Macon, Miss. 478
WMBD — Peoria, Ill. 408
WMBG — Richmond, Va. 647
WMBH — Joplin, Mo. 482
WMBL — More-head City, N. C. 541
WMBM — Miami Beach, Fla. 379
WMBN — Petosky, Mich. 466
WMBO — Auburn, N. Y. 505
WMBR — Jacksonville, Fla. 376
WMBS — Uniontown, Pa. 590
WMC — Memphis, Tenn. 609
WMCA — New York, N. Y. 513
WMCH — Church Hill, Tenn. 604
WMCK — McKeesport, Pa. 581
WMCW — Harvard, Ill. 405
WMDC — Hazlehurst, Miss. 476
WMDD — Fajardo, P. R. 675
WMDN — Midland, Mich. 465
WMEV — Marion, Va. 644
WMEX — Boston, Mass. 450
WMFC — Monroeville, Ala. 328
WMFD — Wilmington, N. C. 546
WMFG — Hibbing, Mich. 470
WMFJ — Daytona Beach, Fla. 374
WMFR — High Point, N. C. 539
WMFS — Chattanooga, Tenn. 603
WMGA — Moultrie, Ga. 392
WMGM — New York, N. Y. 513
WMGR — Bainbridge, Ga. 387
WMGW — Meadville, Pa. 581
WMGY — Montgomery, Ala. 329
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WMIK — Middlesboro, Ky. 433
WMIL — Milwaukee, Wis. 668
WMIQ — Iron Mountain, Mich. 463
WMIS — Natchez, Miss. 478
WMIX — Mt. Vernon, Ill. 407
WMJM — Cordele, Ga. 389
WMLS — Sylacauga, Ala. 330
WMLT — Dublin, Ga. 389
WMLV — Millville, N .Y. 498
WMMB — Melbourne, Fla. 378
WMMN — Fairmont, W. Va. 657
WMMT — McMinnville, Tenn. 608
WMMW — Meriden, Conn. 368
WMNB — North Adams, Mass. 454
WMNC — Morganton, N. C. 541
WMNE — Menomonie, Wis. 664
WMNS — St. Paul, Minn. 473
WMOA — Marietta, O. 557
WMOD — Moundsville, W. Va. 659
WMOG — Brunswick, Ga. 388
WMOH — Hamilton, O. 556
WMOK — Metropolis, Ill. 406
WMON — Montgomery, W. Va. 658
WMOP — Ocala, Fla. 379
WMOU — Berlin, N. H. 496
WMOX — Meridian, Miss. 478
WMOZ — Mobile, Ala. 328
WMPA — Aberdeen, Miss. 474
WMPM — Smithfield, N. C. 544
WMPS — Memphis, Tenn. 609
WMRB — Greenville, S. C. 598
WMRE — Monroe, Ga. 392
WMRF — Lewistown, Pa. 581
WMRN — Marion, O. 557
WMRO — Aurora, Ill. 399
WMRP — Flint, Mich. 461
WMRY — New Orleans, La. 439
WMSA — Massena, N. Y. 512
WMSC — Columbia, S. C. 596
WMSL — Decatur, Ala. 324
WMSN — Raleigh, N. C. 542
WMT — Cedar Rapids, Ia. 416
WMTA — Central City, Ky. 429
WMTC — Vancleve, Ky. 434
WMTE — Manistee, Mich. 465
WMTM — Moutrie, Ga. 392
WMTR — Morristown, N. J. 498
WMTS — Murfreesboro, Tenn. 609
WMUR — Manchester, N. H. 497
WMUS — Muskegon, Mich. 466
WMUU — Greenville, S. C. 598
WMVA — Martinsville, Va. 644
WMVG — Milledgeville, Ga. 391
WMVO — Mt. Vernon, O. 557
WMYB — Myrtle Beach, S. C. 599
WMYR — Ft. Myers, Fla. 375
WNAB — Bridgeport, Conn. 367
WNAC — Boston, Mass. 451
WNAE — Warren, Pa. 590
WNAG — Grenada, Miss. 476
WNAH — Nashville, Tenn. 610
WNAM — Neenah-Menasha, Wis. 665
WNAO — Raleigh, N. C. 542
WNAR — Norristown, Pa. 583
WNAT — Natchez, Miss. 479
WNAV — Annapolis, Md. 446
WNAW — North Adams, Mass. 454
WNAX — Yankton, S. D. 602
WNBF — Binghamton, N. Y. 507
WNBH — New Bedford, Mass. 453
WNBS — Murray, Ky. 433
WNBZ — Saranac Lake, N. Y. 528
WNCA — Siler City, N. C. 544
WNCC — Barnsboro, Pa. 574
WNDB — Daytona Beach, Fla. 375
WNDR — Syracuse, N. Y. 530
WNEB — Worcester, Mass. 455

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WNES — Central City, Ky. 429
WNEW — New York, N. Y. 521
WNEX — Macon, Ga. 391
WNGO — Mayfield, Ky. 432
WNHC — New Haven, Conn. 369
WNIX — Springfield, Vt. 641
WNJR — Newark, N. J. 499
WNLA — Indianola, Miss. 477
WNLC — New London, Conn. 369
WNLK — Norwalk, Conn. 369
WNMP — Evanston, Ill. 404
WNNC — Newton, N. C. 542
WNNJ — Newton, N. J. 499
WNNT — Warsaw, Va. 648
WNOE — New Orleans, La. 439
WNOK — Columbia, S. C. 597
WNOP — Newport, Ky. 433
WNOR — Norfolk, Va. 645
WNOS — High Point, N. C. 539
WNOW — York, Pa. 591
WNOX — Knoxville, Tenn. 607
WNPT — Tuscaloosa, Ala. 331
WNRC — New Rochelle, N. Y. 512
WNRI — Woonsocket, R. I. 594
WNRV — Narrows, Va. 645
WNTM — Vero Beach, Fla. 383
WNVA — Norton, Va. 646
WNXT — Portsmouth, O. 559
WOAI — San Antonio, Tex. 633
WOAP — Owosso, Mich. 466
WOAY — Oak Hill, W. Va. 659
WOBS — Jacksonville, Fla. 376
WOBT — Rhinelander, Wis. 666
WOC — Davenport, Ia. 417
WOCB — West Yarmouth, Mass. 455
WOHI — East Liverpool, O. 555
WOHO — Toledo, O. 559
WOHP — Bellefontaine, O. 550
WOHS — Shelby, N. C. 544
WOIC — Columbia, S. C. 597
WOKE — Oak Ridge, Tenn. 611
WOKJ — Jackson, Miss. 477
WOKO — Albany, N. Y. 504
WOKW — Sturgeon Bay, Wis. 667
WOKY — Milwaukee, Wis. 665
WOKZ — Alton, Ill. 399
WOL — Washington, D. C. 372
WOLF — Syracuse, N. Y. 530
WOLS — Florence, S. C. 597
WOMI — Owensboro, Ky. 433
WOMT — Manitowoc, Wis. 663
WOND — Pleasantville, N. J. 499
WONE — Dayton, O. 555
WONN — Lakeland, Fla. 377
WONW — Defiance, O. 555
WOOD — Grand Rapids, Mich. 462
WOOF — Dotham, Ala. 324
WOOK — Washington, D. C. 372
WOOW — New Bern, N.C. 542
WOPA — Oak Park, Ill. 407
WOPI — Bristol, Tenn. 603
WOR — New York, N. Y. 521
WORA — Mayaguez, P. R. 675
WORC — Worcester, Mass. 455
WORD — Spartanburg, S. C. 600
WORK — York, Pa. 593
WORL — Boston, Mass. 451
WORZ — Orlando, Fla. 380
WOSA — Wausau, Wis. 668
WOSC — Fulton, N. Y. 509
WOSH — Oshkosh, Wis. 665
WOTR — Corry, Pa. 576
WOTW — Nashau, N. H. 497
WOV — New York, N. Y. 521
WOW — Omaha, Nebr. 493
WOWO — Ft. Wayne, Ind. 412
WOXF — Oxford, N. C. 542
WOZK — Ozark, Ala. 329
WPAB — Ponce, P. R. 675
WPAC — Patchogue, N. Y. 524
WPAD — Paducah, Ky. 433
WPAG — Ann Arbor, Mich. 456
WPAL — Charleston, S. C. 596
WPAM — Pottsville, Pa. 587
WPAQ — Mt. Airy, N. C. 541
WPAR — Parkersburg, W. Va. 659
WPAT — Paterson, N. J. 500
WPAW — Pawtucket, R. I. 593
WPAX — Thomasville, Ga. 394
WPAY — Portsmouth, O. 559
WPAZ — Pottstown, Pa. 587
WPBB — Jackson, Ala. 327
WPBC — Minneapolis, Minn. 471
WPCF — Panama City, Fla. 380
WPCT — Putnam, Conn. 369
WPDQ — Jacksonville, Fla. 377
WPDR — Portage, Wis. 665
WPDX — Clarksburg, W. Va. 657
WPEL — Montrose, Pa. 581
WPEN — Philadelphia, Pa. 585
WPEO — Peoria, Ill. 408
WPEP — Taunton, Mass. 455
WPET — Greensboro, N. C. 538
WPFB — Middletown, O. 557
WPFP — Park Falls, Wis. 665
WPGC — Morningside, Md. 448
WPGW — Portland, Ind. 414
WPIC — Sharon, Pa. 589
WPID — Piedmont, Ala. 329
WPIK — Alexandria, Va. 641
WPIN — St. Petersburg, Fla. 381
WPIT — Pittsburgh, Pa. 586
WPKE — Pikeville, Ky. 434
WPKO — Waverly, O. 560
WPKY — Princeton, Ky. 434
WPLA — Plant City, Fla. 381
WPLH — Huntington, W. Va. 657
WPLY — Plymouth, Wis. 665
WPME — Punxsutawney, Pa. 587
WPMP — Pascagoula, Miss. 479
WPNF — Brevard, N. C. 535
WPNX — Phenix City, Ala. 329
WPON — Pontiac, Mich. 466
WPOR — Portland, Me. 444
WPPA — Pottsville, Pa. 587
WPRA — Mayaguez, P. R. 675
WPRC — Lincoln, Ill. 406
WPRE — Prairie Du Chien, Wis. 666
WPRO — Providence, R. I. 593
WPRP — Ponce, P. R. 675
WPRS — Paris, Ill. 407
WPRT — Prestonburg, Ky. 434
WPRY — Perry, Fla. 381
WPTF — Raleigh, N. C. 542
WPTR — Albany, N. Y. 505
WPTS — Pittston, Pa. 586
WPTW — Piqua, O. 557
WPTX — Lexington Park, Md. 448
WPUV — Pulaski, Va. 646
WPXY — Punxsutawney, Pa. 587
WQAM — Miami, Fla. 379
WQAN — Scranton, Pa. 588
WQBC — Vicksburg, Miss. 479
WQUA — Moline, Ill. 406
WQXI — Atlanta, Ga. 387
WQXR — New York, N. Y. 523
WRAC — Racine, Wis. 666
WRAD — Radford, Va. 646
WRAG — Carrollton, Ala. 323
WRAK — Williamsport, Pa. 591

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WRAP — Norfolk, Va. 645
WRAW — Reading, Pa. 587
WRAY — Princeton, Ind. 414
WRBC — Jackson, Miss. 477
WRBL — Columbus, Ga. 388
WRC — Washington, D. C. 373
WRCA — New York, N. Y. 521
WRCD — Dalton, Ga. 389
WRCO — Richland Center, Wis. 666
WRCS — Ahoskie, N. C. 533
WRDB — Reedsburg, Wis. 666
WRDO — Augusta, Me. 443
WRDW — Augusta, Ga. 387
WREB — Holyoke, Mass. 453
WREC — Memphis, Tenn. 609
WREL — Lexington, Va. 644
WREN — Topeka, Kans. 427
WREV — Reidsville, N. C. 543
WRFC — Athens, Ga. 385
WRFD — Worthington, O. 560
WRFS — Alexander City, Ala. 321
WRFW — Eau Claire, Wis. 662
WRGA — Rome, Ga. 393
WRGS — Rogersville, Tenn. 611
WRHC — Jacksonville, Fla. 377
WRHI — Rock Hill, S. C. 600
WRIB — Providence, R. I. 593
WRIC — Richlands, Va. 646
WRIO — Rio Piedras, P. R. 675
WRIS — Roanoke, Va. 648
WRJN — Racine, Wis. 666
WRJW — Picayune, Miss. 479
WRKD — Rockland, Me. 445
WRLD — Lanett, Ala. 327
WRLD — West Point, Ga. 395
WRMA — Montgomery, Ala. 329
WRMN — Elgin, Ill. 404
WRNL — Richmond, Va. 647
WRNY — Rochester, N. Y. 527
WROB — West Point, Miss. 480
WROD — Daytona Beach, Fla. 375
WROK — Rockford, Ill. 408
WROL — Knoxville, Tenn. 607
WROM — Rome, Ga. 393
WRON — Ronceverte, W. Va. 659
WROS — Scottsboro, Ala. 330
WROV — Roanoke, Va. 648
WROW — Albany, N. Y. 505
WROX — Clarksdale, Miss. 475
WROY — Carmi, Ill. 399
WRPB — Warner Robbins, Ga. 395
WRR — Dallas, Tex. 621
WRRF — Washington, N. C. 545
WRRR — Rockford, Ill. 408
WRRZ — Clinton, N. C. 536
WRSW — Warsaw, Ind. 415
WRTA — Altoona, Pa. 573
WRUF — Gainesville, Fla. 376
WRUM — Rumford, Me. 445
WRUN — Utica-Rome, N. Y. 531
WRUS — Russellville, Ky. 434
WRVA — Richmond, Va. 647
WRWB — Kissimmee, Fla. 377
WRXO — Roxboro, N. C. 543
WSAI — Cincinnati, O. 553
WSAL — Logansport, Ind. 413
WSAM — Saginaw, Mich. 467
WSAN — Allentown, Pa. 573
WSAR — Fall River, Mass. 452
WSAT — Salisbury, N. C. 543
WSAU — Wausau, Wis. 668
WSAV — Savannah, Ga. 393
WSAY — Rochester, N. Y. 527
WSAZ — Huntington, W. Va. 658
WSB — Atlanta, Ga. 387
WSBB — New Smyrna Beach, Fla. 379
WSBC — Chicago, Ill. 403
WSBT — South Bend, Ind. 415
WSCR — Scranton, Pa. 588
WSDR — Sterling, Ill. 409
WSFA — Montgomery, Ala. 329
WSFC — Somerset, Ky. 434
WSFT — Thomaston, Ga. 394
WSGC — Elberton, Ga. 390
WSGN — Birmingham, Ala. 323
WSGW — Saginaw, Mich. 467
WSHB — Stillwater, Minn. 473
WSHE — Sheboygan, Wis. 667
WSIC — Statesville, N. C. 544
WSID — Baltimore, Md. 447
WSIG — Mount Jackson, Va. 645
WSIP — Paintsville, Ky. 433
WSIR — Winter Haven, Fla. 384
WSIV — Pekin, Ill. 407
WSIX — Nashville, Tenn. 610
WSJS — Winston-Salem, N. C. 547
WSKI — Montpelier-Barre, Vt. 640
WSKY — Asheville, N. C. 533
WSLB — Ogdensburg, N. Y. 523
WSLI — Jackson, Miss. 477
WSLM — Salem, Ind. 414
WSLS — Roanoke, Va. 648
WSM — Nashville, Tenn. 610
WSMB — New Orleans, La. 439
WSMI — Litchfield, Ill. 406
WSMT — Sparta, Tenn. 611
WSNJ — Bridgetown, N. J. 497
WSNW — Seneca, S. C. 600
WSNY — Schenectady, N. Y. 528
WSOC — Charlotte, N. C. 536
WSOK — Nashville, Tenn. 610
WSON — Henderson, Ky. 430
WSOO — Sault Ste. Marie, Mich. 467
WSOY — Decatur, Ill. 403
WSPA — Spartanburg, S. C. 600
WSPB — Sarasota, Fla. 382
WSPC — Anniston, Ala. 321
WSPD — Toledo, O. 559
WSPN — Saratoga Springs, N. Y. 528
WSPR — Springfield, Mass. 455
WSPT — Stevens Point, Wis. 667
WSRC — Durham, N. C. 536
WSRS — Cleveland, O. 554
WSSB — Durham, N. C. 536
WSSC — Sumter, S. C. 600
WSSO — Starkville, Miss. 479
WSSV — Petersburg, Va. 646
WSTA — Charlotte-Amalie, V. I. 677
WSTC — Stamford, Conn. 369
WSTN — St. Augustine, Fla. 381
WSTP — Salisbury, N. C. 543
WSTR — Sturgis, Mich. 467
WSTU — Stuart, Fla. 382
WSTV — Steubenville, O. 559
WSUN — St. Petersburg, Fla. 381
WSVA — Harrisonburg, Va. 644
WSVS — Crewe, Va. 642
WSWN — Belle Glade, Fla. 374
WSYB — Rutland, Vt. 640
WSYD — Mount Airy, N. C. 542
WSYR — Syracuse, N. Y. 528
WTAC — Flint, Mich. 461
WTAD — Quincy, Ill. 408
WTAG — Worcester, Mass. 456
WTAL — Tallahassee, Fla. 382
WTAM — Cleveland, O. 553
WTAN — Clearwater, Fla. 374
WTAO — Cambridge, Mass. 451
WTAQ — LaGrange, Ill. 405
WTAR — Norfolk, Va. 645

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WTAX — Springfield, Ill. 409
WTBC — Tuscaloosa, Ala. 331
WTBF — Troy, Ala. 330
WTBO — Cumberland, Md. 447
WTCH — Shawano, Wis. 666
WTCJ — Tell City, Ind. 415
WTCM — Traverse City, Mich. 467
WTCN — Minneapolis-St. Paul, Minn. 471
WTCO — Campbellsville, Ky. 429
WTCW — Whitesburg, Ky. 434
WTEL — Philadelphia, Pa. 586
WTHI — Terre Haute, Ind. 415
WTIC — Hartford, Conn. 368
WTIK — Durham, N. C. 536
WTIL — Mayaguez, P. R. 675
WTIM — Taylorville, Ill. 409
WTIP — Charleston, W. Va. 657
WTIX — New Orleans, La. 440
WTJH — East Point, Ga. 390
WTJS — Jackson, Tenn. 606
WTKM — Hartford, Wis. 662
WTLS — Tallahassee, Ala. 330
WTMA — Charleston, S. C. 596
WTMC — Ocala, Fla. 380
WTMJ — Milwaukee, Wis. 665
WTMV — East St. Louis, Ill. 404
WTNC — Thomasville, N. C. 545
WTND — Orangeburg, S. C. 600
WTNJ — Trenton, N. J. 500
WTNS — Coshocton, O. 555
WTNT — Tallahassee, Fla. 382
WTOB — Winston-Salem, N. C. 547
WTOC — Savannah, Ga. 393
WTOD — Toledo, O. 560
WTOK — Meridian, Miss. 478
WTOL — Toledo, O. 560
WTON — Staunton, Va. 648
WTOP — Washington, D. C. 373
WTOR — Torrington, Conn. 370
WTOW — Towson, Md. 449
WTPR — Paris, Tenn. 611
WTPS — New Orleans, La. 440
WTRB — Ripley, Tenn. 611
WTRC — Elkhardt, Ind. 411
WTRL — Bradentown, Fla. 374
WTRN — Tyron, Pa. 590
WTRP — LaGrange, Ga. 391
WTRR — Sanford, Fla. 382
WTRW — Two Rivers, Wis. 667
WTRX — Bellaire, O. 550
WTRY — Troy, N. Y. 530
WTSA — Brattleboro, Vt. 640
WTSB — Lumberton, N. C. 541
WTSL — Hanover-Lebanon, N. H. 496
WTSP — St. Petersburg, Fla. 381
WTSV — Claremont, N. H. 496
WTTB — Vero Beach, Fla. 383
WTTH — Port Huron, Mich. 466
WTTM — Trenton, N. J. 500
WTTN — Watertown, Wis. 667
WTTR — Westminster, Md. 449
WTTS — Bloomington, Ind. 410
WTUP — Tupelo, Miss. 479
WTUS — Tuskegee, Ala. 331
WTUX — Wilmington, Del. 371
WTVB — Coldwater, Mich. 459
WTVH — Peoria, Ill. 408
WTVL — Waterville, Me. 445
WTVN — Columbus, O. 554
WTWA — Thomson, Ga. 394
WTWN — St. Johnsbury, Vt. 641
WTXL — West Springfield, Mass. 455
WTYC — Rock Hill, S. C. 600
WTYN — Tryon, N. C. 545
WTYS — Marianna, Fla. 378
WUSJ — Lockport, N. Y. 512
WUSN — Charleston, S. C. 596
WUST — Bethesda, Md. 447
WVAM — Altoona, Pa. 574
WVCG — Coral Gables, Fla. 374
WVCH — Chester, Pa. 576
WVDA — Boston, Mass. 451
WVEC — Hampton, Va. 643
WVET — Rochester, N. Y. 527
WVIM — Vicksburg, Miss. 479
WVJP — Caguas, P. R. 675
WVJS — Owensboro, Ky. 433
WVKO — Columbus, O. 555
WVLK — Lexington, Ky. 431
WVLN — Olney, Ill. 407
WVMC — Mount Carmel, Ill. 407
WVMI — Biloxi, Miss. 474
WVNJ — Newark, N. J. 499
WVOK — Birmingham, Ala. 323
WVOM — Boston-Brookline, Mass. 451
WVOP — Vidalia, Ga. 395
WVOS — Liberty, N. Y. 512
WVOT — Wilson, N. C. 546
WVOW — Logan, W. Va. 658
WVPO — Stroudsburg, Pa. 589
WVSC — Somerset, Pa. 589
WVVW — Fairmont, W. Va. 657
WWBG — Bowling Green, O. 550
WWBZ — Vineland, N. J. 501
WWCA — Gary, Ind. 412
WWCO — Waterbury, Conn. 370
WWDC — Washington, D. C. 373
WWEZ — New Orleans, La. 440
WWGP — Sanford, N. C. 544
WWGS — Tifton, Ga. 394
WWHG — Hornell, N. Y. 511
WWIN — Baltimore, Md. 447
WWIT — Canton, N. C. 535
WWJ — Detroit, Mich. 460
WWKO — Ashland, Ky. 428
WWKY — Winchester, Ky. 434
WWL — New Orleans, La. 440
WWNC — Asheville, N. C. 533
WWNH — Rochester, N. H. 497
WWNR — Beckley, W. Va. 656
WWNS — Statesboro, Ga. 393
WWNY — Watertown, N. Y. 532
WWOC — Manitowoc, Wis. 664
WWOD — Lynchburg, Va. 644
WWOL — Buffalo, N. Y. 508
WWON — Woonsocket, R. I. 594
WWPA — Williamsport, Pa. 591
WWPB — Miami, Fla. 379
WWPF — Palatka, Fla. 380
WWPG — West Palm Beach, Fla. 384
WWRL — Woodside, N. Y. 532
WWSC — Glens Falls, N. Y. 509
WWSR — St. Albans, Vt. 641
WWST — Wooster, O. 560
WWSW — Pittsburgh, Pa. 586
WWVA — Wheeling, W. Va. 660
WWWB — Jasper, Ala. 327
WWWF — Fayette, Ala. 324
WWWR — Russellville, Ala. 330
WWWW — Rio Piedras, P. R. 675
WWYO — Pineville, W. Va. 659
WXAL — Demopolis, Ala. 324
WXGI — Richmond, Va. 647
WXLW — Indianapolis, Ind. 413
WXOK — Baton Rouge, La. 436
WXRA — Buffalo-Kenmore, N. Y. 508
WXRF — Guayama, P. R. 675
WXYZ — Detroit, Mich. 460
WYVE — Wytheville, Va. 649
WZIP — Covington, Ky. 429

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ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — Families 792,000
Radio Homes — 656,000 — TV Homes — 360,000 — Stations in State 91

WAVU
ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sand Mt. Bcstg. Service
Business-Studio Address.....P. O. Box 250
Phone Number 630
News Service .....AP
Transcription Service .....World
Pres. Gen. Mgr.....Pat M. Courington
Commercial Manager.....Glenn Jackson
Station Mgr.....Jesse Culp
Prog. Dir.....Bill Hagler
Chief Engineer.....Gene Killian

WRFS
ALEXANDER CITY—1947—KBS

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Service Corp.
Business-Studio Address .....Main St.
Phone: Adams 4-2566.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Dora Clayton
President.....James L. Coley
Gen.-Station-Com. Mgr.....Jim Whatley
Prog. Dir.....Bob McKinnon
Chief Engineer.....James W. Whatley

WCTA
ANDALUSIA—1946—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By..Andalusia Bcstg. System
Address .....Sanford Rd.
Air Time.....Full Time
News Service .....AP
Transcription Service.....RCA
Representative .....Walker-Dora Clayton
Membership .....NARTB
Exec. V.P., Gen. Mgr.....Dige Bishop
Commercial Manager.....Don Cooke
Program Director.....Barbara Nicholson
Publicity Director.....Bart Pryor
Chief Engineer.....J. Dige Bishop

WANA
ANNISTON—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Gadsden Radio Co.
Address.....300 Leighton Ave.
Air Time.....Full Time
Sta. Rep.....McGillvra, Inc.
Co-Owners..Edwin H. Estes, Cary L. Graham
Gen. Mgr.....Edwin Estes

WHMA
ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Anniston Bcstg. Co., Inc.
Business-Studio Address.....Radio Bldg.
Phone: 2380.....Air Time: Full Time
Transcription Service.....World, Thesaurus
Representative.....Sears & Ayer
Membership.....NARTB, RAB
President.....Harry M. Ayers
Gen.-Sta. Mgr.....Malcolm Street
Commercial Mgr.....R. A. Davidson
Program Director.....Rosamond Ponder
Publicity Director.....E. Cody Hall
Sales Prom. Mgr.....Teena Taylor
Chief Engineer.....James A. Hudson

WSPC
ANNISTON—1949—MBS

Freq.: 1390 Kc.....Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address.....Jefferson Davis Hotel
Phone: 6-8291.....Air Time: Unlimited
News Service .....AP
Representative.....Walker & Dora-Clayton
Pres., Gen., Sta. Mgr.....W. S. Weatherly
Commercial Manager.....John M. Orrison
Program Director.....Rosebud Waldrop
Chief Engineer.....Winfred B. Kennedy

WJMW
ATHENS—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Athens Bcstg. Co., Inc.
Business-Studio Address.....Hine St.
Phone Number 565
Trans. Ser.....Lang-Worth, Library Service
News Service .....AP
Pres.-Gen. Mgr.....Homer F. Dunnavant
Pgm., Prom., News Dir.....Marjorie Jones
Chief Engineer.....William G. Mitchell

WATM
ATMORE—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southland Bcstg. Co.
Address.....P. O. Box 59
News Service .....AP
Transcription Service .....World
Partner.....T. C. Miniard
Partner.....Grady L. Ingram
General Manager.....T. C. Miniard
Commercial Manager.....Sam Ford
Program Director.....Julia Miniard
Chief Engineer.....T. C. Miniard

WAUD
AUBURN—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Address.....Montgomery H'way

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Air Time.....Full Time
Phone 1240
Transcription Service .....Associated
Representative .....Continental
Pres., Gen.-Station Mgr.....Elmer G. Salter
Sales Prom. Dir.....Lowell E. Takles
Chief Engineer.....Lawrence Dobbins
Publicity Dir.....Elmer G. Salter

WBCO

BESSEMER—BIRMINGHAM—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bessemer Bcstg. Co., Inc.
Business Address.....Box 606
Phone: 5-5241.....Air Time: Full Time
Representative.....Forjoe, Dora-Clayton
Gen. & Comm. Mgr.....Eugene P. Weil
Pres.....J. E. Lanier
Program Director.....E. Faush
Chief Engineer.....Jack Warden

WAPI

BIRMINGHAM—1922—NBC

Frequency: 1070 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Television Corp.
Address.....P. O. Box 2553
Phone: 4-2466.....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Birmingham News
Representative.....John Blair
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Henry P. Johnston
VP Programming.....Ray F. Furr
VP & Mgr. of Radio Operations.Herbert Martin
Publicity Director.....James Chenoweth
Chief Engineer.....J. V. Sanderson

WBRC

BIRMINGHAM—1925—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address.....1727½ 2nd Ave., N.
Phone: 7-3172.....Air Time: Full Time
News Service.....INS, AP
Transcription Service .....Capitol
Representative .....Katz
Membership.....NARTB, RAB
President.....George B. Storer
Mging. Dir., Comm. Mgr.....James E. Bailey
Sales Prom. Mgr.....Natt Smith
Prog. Dir.....Fox Lightfoot
Prod. Mgr.....Jack Williams
Chief Engineer.....Robert L. DuPriest

WCRT

BIRMINGHAM—1953

Freqnency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chapman Radio-TV Co.
Business Address.....725 S. 22nd St.
Air Time.....Daytime
Phone Number 7-3019
News Service.....UP
Trans. Service.....Standard
Representative .....Clark
Membership .....NARTB
Pres., Prog. Dir.....George K. Chapman
General Manager.....Rudy C. Clark
Dir. of News.....Ray Shader
Sales Prom. Mgr.....W. R. Kennedy
Publicity Dir.....W. A. Chapman
Chief Engineer.....George K. Chapman

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magic City Bcstg. Co.
Business Address.....1417 Fourth Ave. N.
Air Time.....Daytime
Phone Number 40925
News Service.....UP
Representative .....McGillvra
Partner.....J. L. Doss
Gen. Mgr.....John A. Thompson
Chief Engineer.....John F. Cram

WEZB

BIRMINGHAM—1953

Frequency: 1320 Kc.....Power: 1 Kw. d.
Owned:..Gene Newman & Emory M. Mcelroy
Address.....Bankhead Hotel, Birmingham;
Phone: 2-9122, 4-0234-6-3040 Air Time: Daytime
News Service.....UP
Trans. Service.....Special Johnson Trans. Lib.
Representative.....Continental Radio Sales
Membership .....NARTB
Pres., Gen. Mgr.....Gene Newman
Station Mgr.....Tommy Walters
Comm. Mgr.....Ganes Allen
Sales Prom. Mgr.....Davi Higgenbothom
Prog. Dir.....Ganus Scarborough
Publicity Dir.....Rita Kline
Chief Engineer.....Verl Cicero

WILD

BIRMINGHAM—1945—MBS

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pilot Bcstg. Corp.
Address.....1901 Montgomry Hi-way
Air Time.....Full Time
Phone Number.....4-4511
President.....George A. Mattison, Jr.
Sta., General Manager...George L. Sutherland
Commercial Mgr.....J. B. Roberts
News Service .....UP
Rep. .....H-R Representatives
Membership ..... NARTB
Program Director.....Richard Bennick
Sales Prom., Pub.....W. E. Mattison
Chief Engineer.....Ray Lowery

WJLD

BIRMINGHAM—1942—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 5767, Birmingham
Phone: 54-3466.....Air Time: Full Time
News Service .....AP
Representative .....Interstate

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Pres.-Gen. Mgr.....George Johnston, Jr.
Station Manager.....James Connolly
Program Director.....Joyce Savage
Comm., Sales Manager.....Joe Brewer
Chief Engineer.....Maurice McKinney

WLBS

BIRMINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WLBS, Inc.
Address.....212 N. 13th St.
Phone Number.....54-2541
President.....E. D. Rivers
General Manager.....Wm. Randall
Chief Engineer.....Gordon Bishop

WSGN

BIRMINGHAM—1926—ABC

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Oper.....Jemison Bcstg. Co., Inc.
Address.....2320 7th Ave., South
Phone: 4-3434.....Air Time: Full Time
News Service.....AP
Transcription Service.....World, Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....Bascom Hopson
Comm. Mgr.....G. O. Privett
Program Director.....Ralph Rogers
Publicity Director.....Mary Childers
Chief Engineer.....Jack Shea

WVOK

BIRMINGHAM—1947

Frequency: 690 Kc....Power: 50,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone: 6-2924.....Air Time: Daytime
News Service.....UP
Representative.....Radio Reps., Inc.
Membership.....NARTB
Pres., Gen. Sta. Mgr.....Iralee W. Benns
Com. Sales Prom. Mgr.....Ira Leslie
Chief Engineer.....R. G. Blaskow

WEBJ

BREWTON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business Address.....Box 870
News Service.....AP
Membership.....NARTB, RAB
Representative.....Dora-Clayton
Pres.....W. Emmett Brooks
Gen. Mgr.....Bolling Brooks
Program Director.....Helen Aughtman
Chief Engineer.....J. A. Sikes

WRAG

CARROLLTON—1951—KBS

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Pickens County Bcstg. Co.
Address.....Box 71
Phone Number: 2364.....Air Time: Daytime
News Service.....UP
Trans. Service.....World
Representative.....Continental
Gen. Mgr., Chief Eng.....Hugh Hughes
Comm. Mgr.....Ray Hardin
Prog. Mgr.....Carl Sauceman

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Address.....P. O. Box 110
Phone Number: 449.....Air Time: Daytime
News Service.....AP
Transcription Service.....World
Representative.....World
President.....Dr. J. Kelley Robinson
Gen., Sta., Sales Mgr.....Leland L. Hudson
Pgm., Pub. Dir.....Helen Parrish
Chief Engineer.....Lester Carter

WFMH

CULLMAN—1949

Frequency: 1300 Kc....Power: 1000 Watts d.
Owned-Operated By....The Voice of Cullman
Address.....206 Second Ave. E.
Phone No.....910
News Service.....AP
Transcription Service..Associated & Thesaurus
Membership.....RAB
Gen., Comm. Mgr.....B. C. Eddins
Prog. Dir.....V. E. Waters
Chief Engr.....J. E. Buxton

WKUL

CULLMAN—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Address.....P. O. Box 211
Phone: 863.....Air Time: Full Time
News Service.....UP
Gen. Mgr.....Ralph Mann
Program Director.....Charles Crule
Chief Engineer.....Arthur Bachmann

WAJF

DECATUR—1953

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. B. Falt, Jr.
Business Address.....112 Grant Street
Phone: 4016.....Air Time: Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Station Representative.....Sears & Ayer, Inc.
President.....J. B. Falt, Jr.
General Manager.....Cletus Quick
Comm. Mgr.....Charles Wingate
Chief Engineer.....Prince Jones

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.

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Owned-Operated By..No. Alabama Bcstg. Co.
Business-Studio Address.....Masonic Bldg.
Phone: 991.....Air Time: Full Time
News Service.....AP
Representative.....Joseph Hershey McGillvra
Transcription Service.....Thesaurus
Membership.....NARTB, RAB
Partners.....Barrett C. Shelton, John J. Jones
Gen., Comm. Mgr.....Louis C. Blizzard
Pgm. Dir.....Bob Dean
Prom. Mgr.....Jim Fouts
Chief Eng.....G. Upton

WMSL

DECATUR—1953—KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Tennessee Valley Bcstg. Co.
Address.....703 Bank St.
Phone: 802-803.....Air Time: Full Time
News Service.....AP
Pres., Gen. & Comm. Mgr....Frank Whisenant
Pgm. Dir. & Pub. Dir.....Robert E. Gleason
Chief Engineer.....John Short

WXAL

DEMOPOLIS—1948—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Phone: 400.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Pres., General Manager.....W. M. Jordan
Commercial Manager.....Henry J. Bley
Pgm. Dir.....A. A. Caldwell
Chief Engineer.....Barry Collins

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone: 2-9100.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NARTB
General Manager.....Julian C. Smith
Sales Prom. Mgr.....Eugene S. McClintic
Comm. Mgr.....Fred C. Moseley
Program Director.....Lamar Trammell
Chief Engineer.....Howard T. Rawlinson

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Business-Studio Address.....107 E. Adams St.
Phone: 3-4100.....Air Time: Full Time
News Service.....UP
Trans. Service.....Thesaurus
Representative.....Cummings Reiner
Pres., Gen. Mgr.....Jess Swicegood
Prog. Dir.....Earl Hutto
Chief Engineer.....Charles Lawshe

WOOF

DOTHAN—1948

Frequency: 560 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....The WOOF Trust
Business-Studio Address...Columbia Highway
Phone Number.....3-0560, 4-9730
News Service.....UP
Representative..Dora-Clayton, Thomas F. Clark
Membership.....NARTB, RAB
General Manager.....Agatha Gay
Station Manager.....R. A. Dowling, Jr.
Commercial Manager.....Gus Cotter
Chief Engineer.....Earl Williford

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Phone: 30.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Gen. Mgr.....R. E. James
Com. Mgr.....Fred S. Watson
Prom. Dir.....E. E. Vinson

WULA

EUFAULA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Address.....U. S. H'way. 431
Phone Number: 745.....Air Time: Full Time
News Service.....UP
Representative.....Indies
Gen. Mgr.....Edward B. Fussell
Gen. Mgr.....Fellis Carnley
Prog. Dir.....Walter E. Freeman
Chief Engineer.....Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Jasper, Ala.
Phone: 23461.....Air Time: Daytime
News Service.....UP
President.....W. W. Bankhead
General Manager.....James Reese
Sta. Mgr.....Jack Black
Chief Engineer.....James Dickenson

WJOI

FLORENCE—1945—ABC-ABS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone: 2608.....Air Time: Full Time
Pres., Gen. Mgr.....Joe T. Van Sandt
Sta. Mgr.....J. W. Phillips
Commercial Manager.....Tom York
Sales Prom. Mgr.....Paula Ferguson
Chief Engineer.....Paul Shannon

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WOWL

FLORENCE—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Muscle Shoals, Inc.
Business Address.....800 Cypress Mill Rd.
Phone: 4000.....Air Time: Full Time
News Service.....AP
Representative...Rambeau and Dora Clayton
Membership.....NARTB, RAB
President, Gen. Mgr.....Richard B. Biddle
Station Mgr.....Bill Mapes
Commercial Manager.....Gene Moore
Sales Prom. Mgr.....Dick Biddle
Program Director.....Whit Patch
Publicity Director.....Shirley Cheyne
Chief Engineer.....Lawrence Rohling

WHEP

FOLEY—1953

Frequency: 1310 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Alabama Gulf Radio Inc.
Address.....Box 1556
Phone: 3.....Air Time: Daytime
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Indie Sales
President.....Howard E. Pill
General Manager.....Ralph Howard
Commercial Manager.....William Rowland
Program Director.....Jim Stewart
Chief Engineer.....Drue Rutherford

WFPA

FT. PAYNE—1950

Frequency: 1400 Kc.....Power: 250 watts
Owned.....Gothberg Community Bdcstg.
Address.....102 So. Gault Ave.
Phone Number.....643
President.....George Gothberg
Gen. Mgr.....Ozelle Gothberg
Chief Engineer.....Ben Louden

WZOB

FT. PAYNE—1950—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Glenn M. Gravitt
Address.....P. O. Box 255
Phone: 1096.....Air Time: Daytime
News Service.....UP
Transcription Service.....Thesaurus
General Manager.....Glenn M. Gravitt
Commercial Mgr.....Irvin S. Liber
Chief Engr.....Jess R. Moore

WETO

GADSDEN—1950—KBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gadsden Radio Co.
Address.....722 S. 12th St.
Phone Number: 69201.....Air Time: Daytime
News Service.....UP
Transcription Service.....Capitol
Representative.....McGillvra
Partner, Gen. Mgr.....Edwin H. Estes
Partner.....Cary L. Graham
Commercial Manager.....David Vowell
Program Director.....Ray Estes
Chief Engineer.....Julius Vessels

WGAD

GADSDEN—1947—ABC

Freq.: 1350 Kc.....Power: 5 Kw. D., 1 Kw. N.
Owned-Oper. By.....Coosa Bcstg. Co., Inc.
Address.....Philipson Bldg.
Phone: 5641, 5642.....Air Time: Full Time
News Service.....UP
Representative.....Rambeau, D. Clayton
Membership.....NARTB, RAB
Pres., Gen. Mgr.....James L. Garrett
Prog., Spts. Director.....Boyd Parsons
Chief Engineer.....Halley D. Williams

WGWD

GADSDEN—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Etowah Bdcstrs., Inc.
Address.....750 Forest Ave.
Phone Number.....6-6301
News Service.....UP
Transcription.....Associated
Representative.....Kirby
Membership.....NARTB
President.....Joe L. Moore
Gen. Mgr.....J. P. Kirby
Chief Engineer.....W. G. Anderson

WGEA

GENEVA—1953

Frequency: 1150 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Geneva County Reaper
Business Address.....Westville Road
Phone Number.....456
Newspaper Affil.....Geneva County Reaper
Transcription Service.....World
President.....Howard Scott
Gen. Mgr.....J. C. Williams
Membership.....NARTB
Station Manager.....Robert Sidewell
Program Director.....Junior Walker
Commercial Manager.....Gene Free

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
Business Address.....P. O. Box 227
Phone: 585.....Air Time: Full Time
News Service.....UP
Representative.....Continental
Commercial Mgr.....W. H. Miller, Jr.

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Guntersville Bcstg. Co.
Address.....P. O. Box 32
Phone: 4131.....Air Time: Daytime

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THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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News Service .....UP
Membership .....NARTB
President.....H. E. Moore
Gen., Sta., Comm. Mgr.....Edward Z. Carrell
Chief Engineer.....Lavelle Jackson

WJBB

HALEYVILLE—1949—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Haleyville Bcstg. Co.
Phone: 389.....Air Time: Full Time
Membership .....ABA
Representative .....Indie Sales
President.....W. P. Thielens
Gen. Mgr.....J. L. Slatton
Program Director.....Pat Slatton
Chief Engineer.....Paul Kelly

WERH

HAMILTON—1950

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Marion County Bcstg. Co.
Address .....Box 187
Phone: 3481.....Air Time: Daytime
News Service .....UP
Transcription Service.....SESAC
Representative...Hill F. Best Co., Dora-Clayton
President, Gen. Mgr.....Hugh Fite
Sta., Sales, Mgr.....C. B. Tucker
Program Director.....Edgar L. Clayton
Publicity Director.....Hugh J. Fite
Chief Engineer.....C. B. Tucker

WBHP

HUNTSVILLE—1937—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....Fifth Ave.
Phone: JE 2-3521.....Air Time: Full Time
President, Gen. Mgr.....Wilton H. Pollard
Sales Prom. Mgr.....Lew Banks
Prog. Dir.....Shirley Hangen
Publicity Dir.....Lew Banks
Chief Engineer.....James Potter

WFUN

HUNTSVILLE—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Phone: 2424.....Air Time: Full Time
News Service .....UP
Representative...Sears & Ayers, Dora-Clayton
General Manager.....J. B. Falt, Jr.
Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc.....Power: 5,000 Watts
Owned-Oper. By...The Huntsville Times Co.
Address.....P. O. Box 986
Phone Number: 2345.....Air Time: Full Time
Newspaper Affiliation.....Huntsville Times
News Service.....AP
Rep.....Henry E. Cummings, Gill-Perna
Membership.....NARTB, RAB
President.....Henry P. Johnston
General Manager.....ohn F. Neal
Program Director.....Reuben Miller
Chief Engineer.....Victor Bankowski

WPBB

JACKSON—1950—KBS-MBS

Frequency: 1280.....Power: 1000 Watts d.
Owned-Operated By.....Jackson Bcstg. Co.
Address.....H'way 5
News Service.....UP
Representative.....Indie, Southern Radio
Membership .....NARTB
Pres., Gen. Mgr.....T. H. Gaillard, Jr.
Program Director.....Charles Ballas
Com. Mgr.....Ben Haskew

WWWB

JASPER—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Bankhead Bcstg. Co., Inc.
Address.....Bankhead-Long Bldg.
Phone Number: 23461.....Air Time: Full Time
Transcription Service .....Capitol
News Service .....UP
Sta. Rep.....Southern Radio
Membership .....NARTB
President.....W. W. Bankhead
Gen. Mgr.....William C. Edgehon

WRLD

LANETT—1943—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg., Inc.
Address.....P. O. Box 312, West Point, Ga.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
President.....J. C. Henderson
General Manager.....C. Jim Murphy
Program Director.....Aileen Love
Chief Engineer.....A. L. Stancel Jr.

WJAM

MARION—1951—ABS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Neely Bcstg. Co.
Address .....Bay 221
Phone: 7111.....Air Time: Daytime
Transcription Service .....Capitol
Membership .....NARTB
Representative.....Continental Radio
News Service .....AP
Representative .....Southern
Pres. & General Manager.....L. M. Neely, Jr.
Station Manager.....Earl W. Hanna
Chief Engineer.....Virgil Moore

WABB

MOBILE—1948—ABC

Frequency: 1480 Kc.....Power: 5000 Watts

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Owned-Oper. By...Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone: 3-1551.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative .....Branham Co.
Membership .....BAB
President.....R. B. Chandler
Executive V.P.....W. J. Hearin, Jr.
Gen. Mgr.....Dewey H. Long
Prog. Director.....Bruce Miller
Chief Engineer.....William H. Murphree

WALA

MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Government St.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NARTB
President .....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
Station Manager.....W. B. Pape
Pgm. Dir.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address.....525 Donald St.
Phone: 7-6345.....Air Time: Daytime
Transcription Service.....SESAC, Lang-Worth
Representative.....Forjoe, Dora Clayton
News Service .....AP
Owner.....Louise P. Pursley
Sta. Mgr., Pub. Dir.....R. H. Moore
Com. Mgr.....J. C. Smith
Sales Prom. Mgr.....Jim Smith
Program Director.....John T. Jackson
Chief Engineer.....Ray Gartman

WKRG

MOBILE—1946—CBS

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Operated By.....Giddens & Rester
Bus.-Studio-Trans. Address.....Telegraph Rd.
Phone: 2-6789.....Air Time: Unlimited
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership..... RAB, NARTB
President.....Kenneth R. Giddens
Gen., Sta. Mgr.....Frank Conwell
Local Sales Manager.....Carl Haug
Program Director.....Richard McMullen
Public Service Dir.....S. R. Konrad
Chief Engineer.....Leon V. Hance

WMOZ

MOBILE—1953—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gasden Radio Co.
Phone Number.....6-3546
Representative.....John E. Pearson
President .....Edwin Estes
Partner.....C. L. Graham
General Mgr.....John Watkins
Commercial Mgr.....W. H. Dutton
Prog. Dir.....Marguerite Swor
Chief Engineer.....Vernon Floyd

WMFC

MONROEVILLE—1952—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Monroe Bdcstg. Co.
Address.....H'way 84
Phone Number: 1220.....Air Time: Daytime
Sta. Rep.....Continental
News Service .....AP
Transcription Service .....World
Gen. Mgr., Chief Eng.....George T. Shurden
Program Director.....Jim Aycock

WAPX

MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business, Studio Address....116 Catoma St.
Phone: 3-7569.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Standard
Representative.....Walker Co.
Pres., Gen. Mgr.....Thomas E. Martin
Commercial Manager.....Hoke Williford
Sales Promotion Manager.....Frank Dudley
Program Director.....Lee Stockfelt
Chief Engineer.....Owen Lehr

WBAM

MONTGOMERY—1953

Frequency: 740 Kc.....Power: 50 Kw. d.
Owned.....Deep South Bcstg. Co.
Phone: 2-3851.....Air Time: Daytime
News Service.....UP
Representative.....Radio-TV Reps.
Pres., Gen. Mgr.....W. J. Brennan
Sales Prom. Mgr.....Felix Robinson
Program Dir.....Fred Wamble
Chief Engineer.....Cyril G. Brennan

WCOV

MONTGOMERY—1939—CBS

Frequency: 1170 Kc.....Power: 10 Kw.
Owned-Oper. By.....Southern Bcstg. Co.
Address .....Adrian Lane
Phone Number.....5-3561
News Service .....UP
Representative.....Paul H. Raymer Co.
Membership .....NARTB
President.....Oscar P. Covington
General Manager.....Hugh M. Smith
Station Manager.....Joe Petranka
Sales Prom. Mgr.....W. W. Hunt
Program Director.....Weston Britt
Chief Engineer.....Fred Wright

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WMGY

MONTGOMERY—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....4 S. Perry St.
News Service .....UP
Representative Forjoe & Co., Dora Clayton
Membership.....NARTB, RAB
President.....Dr. S. D. Suggs
Gen.-Comm. Manager.....Thomas W. Sewell
Sales Prom. Mgr.....Chuck Eliott
Chief Engineer.....John D. Lamar

WRMA

MONTGOMERY—1954

Frequency: 950 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Business Address.....26 North Lawrence St.
Phone: 4-6440.....Air Time: Daytime
Transcription Service .....Associated
Membership ..... NARTB
Representative .....McGillvra
Partner & Gen. Mgr.....Ralph M. Allgood
Partner .....Grover Wise
Chief Engineer.....Walter B. Stevenson

WSFA

MONTGOMERY—1930—NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031
Phone: 5-1251.....Air Time: Full Time
News Service.....AP
Representative ..... Headley-Reed
Membership .....NARTB
President.....David E. Dunn
Comm. Manager.....John C. Hughes
Tech. Dir.....Sebie B. Smith

WLAY

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
News Service.....UP
Trans. Service.....World
President.....Frank M. Farris, Jr.
General Manager.....E. O. Whitehead
Program Director.....George Manush
Publicity Dir.....(Miss.) Jean Watkins
Chief Engineer.....Lynn V. McMoran

WCRL

ONEONTA—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Pat M. Courington
Address.....H'way 32
Phone: 4871.....Air Time: Daytime
News Service.....AP
Trans. Service.....Capitol, World, Thesaurus
President.....Pat M. Courington
Gen., Comm. Mgr.....L. D. Bentley, Jr.

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Address.....1400 Auburn Road
News Service.....UP
Transcription Service .....World
Representative.....Indie Sales, Inc.
Membership ..... NARTB, RAB
General Manager.....John C. Cooper, Jr.
Commercial Manager.....E. Turk
Program Director.....M. L. King, Jr.
Chief Engineer.....John E. Smollon

WAMI

OPP—1952

Frequency: 860 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Opp Bcstg. Co.
Business Address.....Box 169
News Service .....UP
Representative .....Dora-Clayton
President.....H. N. Lee
Gen., Com. Mgr.....Beri Moore
Chief Engineer.....Joe Osgatharp

WOZK

OZARK—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Ozark Bcstg. Corp.
Phone 655
Pres.....Douglas Brown

WPNX

PHENIX CITY—1952—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Community Bdcstg. Co.
Address.....Phenix Girard Bank Bldg.
Phone: 8-8787.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President.....Ray M. Greene
Station Mgr.....Bob Mann
Comm. Mgr.....Sam Keel
Prog. Dir., Chief Engineer.....Jay H. Lamb

WPID

PIEDMONT—1952

Frequency: 1280 Kw....Power: 1000 watts d.
Owned-Oper. By ....Piedmont Radio Station
Phone: 2211.....Air Time: Daytime
News Service.....UP
President.....C. L. Graham
General Manager.....Curt Blair
Program Director.....Ollie Blair
Pub. Dir.....Alen Payne
Chief Engineer.....Acker Livingston

WAIP

PRICHARD—1954

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Prichard Bcstg. Co.
Address.....100 Chidester Ave.

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WELR

ROANOKE—1949—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. W. Buttram
Address.....801 N. Main St.
Station Rep. .....Dora-Clayton
Pres., Gen., Com. Mgr.....J. W. Buttram
Program Director.....Richard Killebrew
Chief Engineer.....Leverne Foster

WWWR

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Bankhead Bcstg. Co., Inc.
Address....Bankhead-Long Bldg., Jasper, Ala.
Phone Number: 2-3461.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Representative .....Southern Radio
President.....Walter W. Bankhead
Gen. Mgr.....Hal Kirby
Pgm. Dir., Chief Engineer....Carl Van Sittert

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pat M. Courington
Address.....P. O. Box 394
Phone: 123.....Air Time: Daytime
News Service .....AP
Trans. Service.....Thesaurus
Gen. Mgr.....Pat M. Courington
Station Mgr.....J. F. Thompson
Program Director.....Gene Brown
Chief Engineer.....James G. Wallace

WROS

SCOTTSBORO—1952—KBS

Frequency: 1330 Kw...Power: 1000 Watts d.
Owned-Oper. By.....Scottsboro Bcstg. Co.
Business Address.....717 Scott St.
President.....Hugh T. Kirby
Gen., Com. Mgr.....Rose M. Kirby
Program Dir.....Clyde R. Varner
Chief Engr.....Bill Prickett

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Dallas Broadcasters, Mc.
Address.....P. O. Box 686
Phone: TRinity 4-6687.....Air Time: Full Time
Station Representatives....Hal Holman, Ayers
Trans. Ser.....Thesaurus
Membership .....NARTB
President .....Oscar Covington
Gen. Mgr. & Chief Engr...John F. Townshend
Commercial Manager.....John Frazier

WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Selma Bcstg., Inc.
Business Address.....209 Washington St.
Phone: TR 4-8661.....Air Time: Full Time
President.....B. H. Hopson
Gen., Sta., Comm. Mgr.....Julien Smith, Jr.
Program Director.....Carolyn Perrin
Chief Engineer.....W. D. Powers, Jr.

WFEB

SYLACAUGA—1945—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Address.....527 No. Broadway
Phone Number: 2-3281.....Air Time: Full Time
News Service .....UP
President.....E. E. Forbes, Sr.
Comm., Sta. Mgr.....George W. Carr
Chief Engineer.....Conrad Pickren

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Marble City Bcstg. Co., Inc.
Business Address.....11 West 2nd St.
Phone: 2-4854.....Air Time: Daytime
News Service .....AP
Pres., Gen. Manager.....Curtis O. Liles, Jr.
Commercial Manager.....Marion W. McEwen
Prog., Pub. Dir.....Robert M. Duck
Chief Engineer.....Walter Welch

WHTB

TALLADEGA—1945—MBS-KBS-ABS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Address .....Bemiston Highway
Phone: 2205.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative .....Continental
President.....Cecil Hornady
Gen. Mgr.....Myron T. Snoddy
Commercial Mgr.....W. B. Dorriety
Chief Engineer.....David Andrews

WTLS

TALLAHASSEE—1954

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tallahasse Bcstg. Co.
Address .....H'way 14
Phone Number 8535
Pres., Gen. Mgr.....Bert Bank
Comm. Mgr., Sta. Mgr., Chief Eng..Ned Butler
Prog. Dir., Sales Mgr., Spts. Dir...Hank Holman
Prod. Mgr., News Dir.....Wallace Hobgood

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address .....College Drive
Phone Number: 980-1.....Air Time: Full Time
News Service.....AP
Transcription Service .....World

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Membership .....NARTB
President .....Roy Crow
Gen. Mgr.....Jess Jorden
Commercial Mgr.....Robert Tolbert
Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936—NBC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Wilhelmina (Doss) Echols
Business-Studio Address.....2316 Broad St.
Phone: 4464.....Air Time: Full Time
News Service .....UP
Representative.....Rambeau, Clayton
Membership .....NARTB
Gen., Sta. Mgr.....Gene Tibbett
Comm. Mgr. .....Lehman Mayer
Sls. Prom. Mgr., Pub. Dir.....G. Tibbett
Prog. Dir.....Roy McAllister
Chief Engineer.....Dave Livingston

WNPT

TUSCALOOSA—1951

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....W. Alabama Bdcstg. Co.
Address.....P. O. Box 181
Phone Number: 3311.....Air Time: Full Time
Representative .....Indie Sales
Trans. Ser.....Lang-Worth
President.....W. P. Thielens
Program Director.....Bob Jones
Chief Engineer.....T. H. Todd

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Address.....Radio Center
Phone Number: 8-5523-4..Air Time: Full Time
News Service.....UP
Representative:.....Sears & Ayer
Membership.....NARTB, RAB
General Manager.....Bert Bank
Comm. Mgr.....James A. Davis
Prog. Dir.....Jack Mock
Chief Engr.....J. A. Ward

WTUS

TUSKEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Tuskeegee, Inc.
Address.....P. O. Box 577
Phone: 580.....Air Time: Daytime
News Service .....UP
Sta. Manager.....J. A. Bowers
Program Manager.....Joe Burton
Commercial Mgr.....George Burton
Chief Engineer.....Julian A. Duncan

WETU

WETUMPKA—1954—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....Elmore Service Corp.
Address.....Rockford Rd., Box 60
Phone: 7369.....Air Time: Daytime
Transcription Ser.....Thesaurus
News Service.....UP
Station Rep. .....Dora-Clayton
General Mgr.....Ed Morgan

ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — Families 346,000
Radio Homes 319,000 — TV Homes 124,000 — Stations in State — 31

KSUN

BISBEE—1933—MBS-ABS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address .....P. O. Drawer C, Lowell Station
Phone.....2-2277—Air Time..Full Time
Transcription.....Thesaurus, World, SESAC
News Service .....UP
Representative.....Blair & Co.
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Arlo Woolery
Sales Promotion Manager.....Leo Bernard
Program Director.....Ray Helgesen
Chief Engineer.....Ben Strotman

KCLF

CLIFTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gila Bcstg. Co.
Address.....Box 548
Phone Number: 321.....Air Time: Full Time
Sta. Rep.....Best
News Service .....UP
President.....D. F. Long
Gen. Mgr.....Ira Toler
Chief Engineer.....Paul R. Wieman

KCKY

COOLIDGE—1948—CBS-ABS-KBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Address.....Roosevelt & Main Streets
Phone Number 4451
Transcription Service .....Lang-Worth
President.....Louis F. Long
Station Manager.....Bill Parady
Comm. Mgr. .....Jim Doyle

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IN PHOENIX KPHO-TV IS CHAMP!

KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows! KPHO-TV captured 220 quarter hours — 70% of all quarter hours! Telecastle, November, 1954

KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows! KPHO-TV captured 207 quarter hours — 70% of all quarter hours! ARB, October, 1954

KPHO-TV captured 12 out of 15 top weekly shows, 9 of 10 top multi-weekly shows! KPHO-TV captured 304 quarter hours — 71% of all quarter hours! Nielsen, October, 1954

KPHO-TV's own local shows, "Gold Dust Charlie" (children) and "Three Star Revue," were among top 10 multi-weekly shows on all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — $515,290,000 in retail sales!

IT'S KPHO-TV IN PHOENIX

. . . first in Arizona

YOUR MEREDITH STATIONS

CHANNEL 5 CBS BASIC

KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BETTER HOMES and GARDENS

REPRESENTED NATIONALLY By KATZ

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Program Director .....Jim Murdock
Chief Engineer.....Jeff Lapping

KAWT

DOUGLAS—1946—MBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Address.....Drawer C
Phone: Hemlock 2-2277....Air Time: Full Time
Transcription Service..Lang-Worth, MacGregor
Membership ..... RAB
Gen., Sta., Comm. Mgr.....Robert L. Whitaker
Program Director.....Sidney Manette
Publicity Director.....James Bruns
Chief Engineer.....Ben Strotman

KCLS

FLAGSTAFF—1950—MBS-KBS DON LEE—ARIZONA

Frequency: 1360 Kc....Power: 5000 Watts d.
Owned-Operated By.....Saunders Bcstg. Co.
Address .....Box 1677
Phone: 946.....Air Time: Daytime
Owner, Gen. Mgr.....Charles J. Saunders
Office Mgr.....Dorothy Saunders
Prog. Dir..... Bill Johnson
Publicity Dir.....Don Gellers
Chief Engineer.....Len Benson

KGPH

FLAGSTAFF—1950—ABC

Frequency: 630 Kc.....Power: 1 Kw. d.
Owned-Operated By.....Frontier Bcstg. Co.
Address .....Weatherford Hotel
Phone: 51 or 65.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative...John Hershey McGillvra, Inc.
Membership .....NARTB
General Manager.....A. S. Holm
Pres., Chief Engineer.....E. C. Phillippi
Publ. Dir.....Mary Jane Phillippi

KRUX

GLENDALE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Arizona Inc.
Address.....633 E. Grand Ave.
Phone.....ALpine 2-2371
President.....Stan Norman
Gen. Mgr.....Frank S. Barc, Jr.
Comm. Mgr.....Sandy Wise
Prog. Dir.....Val Brewer

KWJB

GLOBE—1938—NBC-ABS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Address.H'way 60-70, between Globe & Miami
Phone Number: 41.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Willard Shoecraft
Comm. Mgr.....C. W. Mizner

KGAN

KINGMAN—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. James Glancy
Business Address.....P. O. Box 1208
President.....J. J. Glancy
Comm. Mgr.....Kathlene Covarrubias
Chief Engineer.....Leroy O'Laughlin

KTYL

MESA—1947

Freq.: 1310 Kc..... Power: 1 kw. d.; 500 w. n.
Owned-Oper. By.....Harkins Bdcstg. Co.
Address .....P. O. Box 231
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB
Pres., Gen. Mgr.....Dwight Harkins
Commercial Manager.....Lorenzo K. Lisonbee
Program Director.....Jack Harris
Chief Engineer.....Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Address.....Rancho Grande Hotel
Phone: 770.....Air Time: Full Time
Gen., Comm. Mgr.....C. F. Montano
Asst. Mgr., Prog. Dir.....A. B. Montano
Chief Eng. .....Jose E. Braua

KOOL

PHOENIX—1947—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters,, Inc.
Business-Studio Address.....511 W. Adams
News Service .....UP
Representative.....AM Radio Sales
Membership .....NARTB
President .....Gene Autry
General Manager.....Charles H. Garland
Commercial Manager.....William Connelly
Station Mgr., Prog. Dir.....Homer Lane
Chief Engineer.....Miles Shepherd

KPHO

PHOENIX—1940—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Meredith Engineering Co.
Address.....631 No. 1st Ave.
Phone: ALpine 8-4511.....Air Time: Full Time
News Service.....UP
Representative .....Katz
Membership .....NARTB, RAB
President.....E. T. Meredith, Jr.
Commercial Manager.....Charles Schlueter
Gen. Mgr.....Richard B. Rawls
Program Director.....Gene Spry
Publicity Director.....Ron De Pinto
Chief Engineer.....George L. McClanathan

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KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Western Bcstg. Co.
Address.....1975 S. Central Ave.
Phone Number.....ALpine 3-6155
News Service .....UP
Transcription Service .....SESAC
Station Representative.....Harlan Oakes
Pres., Gen. Mgr.....Frank P. Redfield
Prog. Dir.....Peter Moraga
Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. By.....KOY Bcstg. Co.
Address.....840 N. Central Ave.
Phone: Alpine 8-8181.....Air Time: Full Time
Air Time.....24 hrs. wk. d.; 17 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, RAB
Pres., Gen. Mgr.....John L. Hogg
Sls. Mgr.....James W. Ross
Prog., Pub. Director.....John R. Williams
Chief Engineer.....Edward R. Janney

KONI

PHOENIX—1949

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Station KONI
Address.....Rm. 103, Mayer Heard Bldg.
Phone: ALpine 8-8044....Air Time: Full Time
News Service.....INS
Sta. Rep.....Indie, Dora-Clayton
President.....James T. Ownby
Program Dir.....Margie Abbott
Chief Engineer.....Ed Doraty

KRIZ

PHOENIX—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Howard M. Loeb
Address-Trans. Loc.....2345 Westward Blvd.
Phone: 4-8436.....Air Time: Full Time
News Service .....UP
Station Representative .....Burn-Smith
Membership .....NARTB
Pres., Gen., Sta. Manager....Howard M. Loeb
Comm., Prom. Mgr.....Sheldon Engel
Prog. Dir.....Bill Bailey
Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Arizona Inc.
Bus.-Studio Address.....Goodrich Bldg.
Phone: ALpine 2-2371.....Air Time: Full Time
News Service .....UP
Transcription .....SESAC, Lang-Worth
Representative.....Indie Sales, O'Conner
President .....Stanley Schultz
General Manager.....Stan Norman
Sta., Comm. Mgr.....Frank Barc
Program Dir.....Gene Burrus
Chief Engineer.....Gene Boos

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KTAR Bcstg. Co.
Business Studio Address...1101 North Central
Phone: AL 4-4161.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
Ch. of Bd.....John J. Louis
Pres., Gen. Mgr.....Richard O. Lewis
Commercial Manager.....E. W. Harvey
Public Service, Prom.....Ted Edwards
Program Director.....Rol Laughner
Chief Engineer.....A. C. Anderson

KYCA

PRESCOTT—1940
NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....East Gurley St.
Phone: 244.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Pres., Gen. Mgr.....Harold Ritter
Program Director.....Hollis Hill
Chief Engineer.....George Eitel

KGLU

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....520 Main St.
Phone: 15.....Air Time: Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Louis F. Long
Gen., Sta. Mgr.....Paul Merrill
Pgm. Dir.....Lester McBride
Comm. Mgr. .....Edward E. Furman
Pub. Dir. .....Russ Wennacott
Chief Engineer.....John E. Hickman

KCNA

TUCSON—1946—ABC

Freq.: 580 Kc.....Power: 5 kw. d.; 500 w. n.
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....1511 East 16th
Phone: 2-4664.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hollingbery

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Membership .....NARTB, RAB
President .....Erskine Caldwell
Gen., Sta. Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Chief Engineer.....Tom Epperson

KEVT

TUCSON— 1953

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Tucson Radio Inc.
Business Address.....400 N. Shawnee
Representative .....Oakes
Membership .....NARTB
News Service .....UP
Pres., Gen., Sta. Mgr.....Peter Trowbridge
Comm. Mgr.....De Witt Wray
Program Dir.....Oscar H. Stevens
Chief Engineer.....Peter Trowbridge

KOPO

TUCSON—1947—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Add.....115 W. Drachman St.
News Service .....AP
Reprsentative.....AM Radio Sales
Membership ..... NARTB
President.....Gene Autry
Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Promotion Mgr.....Joe Crystall
Chief Engineer.....Vernard Cimmioyotti

KTKT

TUCSON—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Thomas J. Wallace
Business-Studio Address .....500 W. Elm
Transcription Service .....Standard
Owner.....Thomas J. Wallace
Chief Eng., Asst. Mgr...Thomas J. Wallace, Jr.

KTUC

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway
Phone: 2-3344..... Air Time: Full Time
News Service .....UP
Trans. Service.....World, Asociated
Representative .....John Blair
Membership .....NARTB, RAB
Pres. & General Manager.....Lee Little
Business Manager.....Mac C. Matheson
Commercial Mgr.....George Bradley
Program Director.....Pete Tufts
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—1929—NBC-ABS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.....209 W. Elm
Transcription Service.....Thesaurus, Capitol
Representative.....Paul H. Raymer
Membership .....NARTB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Commercial Mgr.....John C. Underwood, Jr.
Program Director.....Ben L. Slack, Jr.
Chief Engineer.....Ray H. Holsclaw

KVNC

WINSLOW—1952

Frequency: 1010 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Gila Bdcstg. Co.
Address.....P. O. Box 373
News Service.....AP, PA
Transcription.....Thesaurus, Standard, World
President.....L. F. Long
Gen. Mgr.....O. E. Whelan
Comm. Mgr.....John C. Schooley
Chief Engineer.....Earl Hickman

KOLD

YUMA—1953—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Maricopa Bctrs., Inc.
Address.....P. O. Box 1430
Transcription Service .....Standard
Representative .....Tracy Moore, Holman
Membership .....NARTB
President .....Jack Hawthorne
General Manager.....Charles H. Garland
Station Manager.....Robert C. Garland
Chief Engineer.....Donald Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KYMA-Yuma, Inc.
Address.....P. O. Box 671
Transcription Service .....World
Representatives.....John Blair, Harlan Oakes
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....William B. Lindsey
Commercial Mgr.....Bob Brennan
Sales Prom. Mgr.....Ralph Davis
Publicity Dir.....Lowell McGill
Chief Engineer.....Ray Ring

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 E. 1st St.
News Service.....AP, UP, INS
Transcription Service...Thesaurus & Standard
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Sales Prom. Mgr.....Pat Carrick
Program Director.....Bob Hansen
Publicity Director.....Russ Siner
Chief Engineer.....Leavenworth Wheeler

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ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — Families 568,000
Radio Homes — 470,000 — TV Homes 117,000 — Stations in State 51

KVRC
ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Arkadelphia Bcstg. Co.
Business-Studio Address.....507 Main St.
Phone: 790.....Air Time: Full Time
News Service .....AP
Representative.....Hil F. Best
President.....Cecil W. Cupp
Gen., Sta., Comm. Mgr.....J. M. Moore
Pgm., Prod. Pub. Dir.....Bill Deaton
Chief Engineer.....Ray Burns

KBTA
BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....White River Valley Bdcsts. Co.
Phone: 1112-1113.....Air Time: Full Time
News Service .....AP
Representative .....Best
Transcription Service.....World
Membership .....NARTB, RAB
President.....J. F. Higginbottom
Comm. Mgr.....E. A. Poole
Program Director.....E. A. Lotridge
Chief Engineer.....Morris Coffer

KBBA
BENTON—1953—KBS

Frequency: 690 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Benton Bcstg. Service
Business Address.....Box 294
Phone: Spring 8-2690.....Air Time: Daytime
Sta. Rep..... H. L. Best
Pres., Gen. Mgr.....W. R. Tuck Jr.
Comm. Mgr.....Lavelle Langley
Prod. Dir.....Preston Bridges
Prom. Dir.....Eddie Zoch
Chief Engineer.....Preston Bridges

KLCN
BLYTHEVILLE—1922

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....Sudbury Bldg., Main St.
Phone: Poplar 2-2093.....Air Time: Daytime
News Service .....AP
Station Representative.....John E. Pearson
Pres., Gen. Comm. Mgr.....Harold L. Sudbury
Sales Promotion Manager.....J. T. Sudbury
Program Director.....Carl Frame
Chief Engineer.....Joe Nearns

KAMD
CAMDEN—1946—MBS-KBS
RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio Inc.
Address.....P. O. Box 5859
News Service .....AP
Representative .....Gill-Perna
Membership .....NARTB
President.....Walter E. Hussman
Gen., Sta., Comm. Mgr.....Donald Cathey
Sales Prom., Prog. Dir.....Callis Carter
Chief Engineer.....Dorris C. Hunter

KPLN
CAMDEN—1953

Frequency: 1370 Kw....Power: 1000 Watts d.
Owned-Oper. By.....Southern Bcstg. Co.
Business Address.....Stephens Rd.
Trans. Ser.....SESAC, World
Sta. Rep..... Hil Best
President .....D. R. James Jr.
Gen. Mgr.....C. T. Mullins
Program Director.....J. Andrew Wright
Comm. Mgr.....L. J. Smith

KCON
CONWAY—1950—KBS

Owned-Operated By.....Conway Bcstg. Co.
Frequency: 1230 Kc.....Power: 250 Watts
Address.....903½ Front St.
Phone: 189.....Air Time: Full Time
Transcription Service.....SESAC, World
Sta. Rep.....Hil Best
News Service .....UP
Pres., Gen., Sta. Mgr.....James E. Clayton
Comm. Mgr.....E. McClendon
Program Director.....Corra N. Tilley
Chief Engineer.....Herman G. Stermer

KAGH
CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Julian Haas
Address.....900 Main St.
Phone: 750.....Air Time: Full Time
News Service .....AP
Pres., Gen. Mgr.....Julian Haas
Chief Engineer.....Charles Bucie

KDMS
EL DORADO—1950—KBS

Frequency: 1290 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....KDMS, Inc.
Address .....Randolph Hotel
Phone: 3-5121.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Devney—Melville
Gen. Mgr.....P. E. Norton
Comm., Sls. Prom. Mgr.....G. Beckwith
Prog. Dr. .....Jesse James
Chief Eng. .....J. Crawford

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KELD

EL DORADO—1935—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address...Radio Center Bldg.
Phone: UNion 3-6126.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....W. N. McKinney
Comm. Mgr.....J. R. Duerson
Program Director.....Mrs. D. Pondrom
Chief Engineer.....John Long

KGRH

FAYETTEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Fayetteville Bcstg. Co., Inc.
Business-Studio Address.....922 Leverett St.
Phone: Hillcrest 2-2322....Air Time: Full Time
News Service .....AP
Representative .....Walker
Membership .....NARTB
President .....Hayden McIlroy
Gen. Sta. Mgr.....Fred J. Stevenson
Commercial Mgr.....Ed. Gideon
Program Director.....Wallie Ingalls
Chief Engineer.....Harold Lindsey

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned By.....Forrest City Bcstg. Co., Inc.
Address...Natl. Bank of East. Arkansas Bldg.
Phone: 950.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Rep.....H. F. Best, Dora-Clayton
Gen., Sta. Mgr.....William Fogg
Commercial Manager.....James Pearson
Program Director .....Harold Webber
Chief Engineer.....Walter Smith, Jr.

KFPW

FORT SMITH—1925—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tulsa Bcstg. Co.
Business Address.....Sta. B Box 98
Phone: 34105..... Air Time: Full Time
News Service ....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
President.....John T. Griffin
General Manager.....L. A. Blust
Station Manager.....J. Paul McCaslin
Chief Engineer.....Gene Gregory

KFSA

FORT SMITH—1947—ABC

Freq.: 950 Kc....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Southwestern Pub. Co.
Business-Studio Address.....920 Rogers Ave.
Phone: 29126.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
President.....Donald W. Reynolds
Gen., Sta. Mgr.....Weldon Stamps
Comm. Mgr.....D. L. Johnson
Program, Pub. Director.....Pat Porta
Chief Engineer .....Robert W. Platt, Jr.

KWHN

FT. SMITH—1947—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By...KWHN Bcstg. Co., Inc.
Business-Studio Add...421-423 Garrison Ave.
Phone: Sunset 3-8967-8....Air Time: Full Time
News Service .....AP
Trans. Ser..... Standard
Representative .....Rambeau
Gen. Mgr., Sec.-Treas.....H. S. Nakdimen
Sta. Dir., Comm. Mgr.....Parkman R. Feezor
Program Director.....Glenn O'Neal
Chief Engineer.....Bruce Dennis

KHOZ

HARRISON—1946—KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Bus.-Studio Address.....Radio City Addition
Phone: 1240..... Air Time: Full Time
News Service .....UP
Sta. Rep.....Hil Best
Transcription Service.....Thesaurus
Gen. Mgr.....R. S. Wheeler, Jr.
Sta. Mgr.....Bruce C. Washburn
Comm. Mgr.....Everett S. Horton
Chief Engineer.....Fred E. Ward

KFFA

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Address.....215 York St.
Phone: Hickory 4-2361....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Best
Comm. Mgr.....George Caven
Pres., General Manager....Sam W. Anderson
Program Director.....Larry Parker
Chief Engineer.....Earl Hodges

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Address.....P. O. Box 138
Phone Number: PR 7-3601..Air Time: Full Time
News Service .....AP
Sta. Rep.....Best
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Comm. Mgr.....Wes Ninemire
Program Director.....Carroll A. Wynn

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KBHS

HOT SPRINGS—1953—KBS

Frequency: 590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Resort Bdcstg. Co., Inc.
Address.....113 Third St.
Phone: 3888.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Sta. Rep.....Sears & Ayer
Membership.....RAB
President.....I. A. Cain
Comm. Mgr.....Ed C. Appler
Sales Prom. Mgr.....Fred Ross
Prog. Dir.....Steve Nichols
Publicity Dir.....Bonnie Jean Brooks
Gen. Mgr.....Randall L. McCarrell
Chief Eng.....Dalton Sanders

KBLO

HOT SPRINGS—1953

Frequency: 1470 Kw.....Power: 1000 Watts d.
Owned-Oper. By....National Park Bcstg. Co.
Address.....1011 Central Ave.
Phone: 5365.....Air Time: Daytime
News Service.....AP
Trans. Service.....SESAC
Co-Owner, Gen. Mgr.....R. S. Bielon
Co-Owner.....J. W. Bowie Meredith
Comm. Mgr.....Jesse Pate
Program Director.....Jim Waites
Chief Engineer.....R. G. King

KWFC

HOT SPRINGS—1941—MBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Spa Bcstg. Co., Inc.
Business-Studio Address...819½ Central Ave.
Phone: 412-3.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Gill-Perna
President.....Walter E. Hussman
Gen. Sta. Mgr.....C. J. Dickson
Commercial Manager.....Jack Wolever
Prog. Dir.....Jim Citty
Chief Engineer.....William A. Carr

KBTM

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Address.....603 Madison St.
Phone: WEbster 5-5597..Air Time: Full Time
News Service.....AP
Membership.....NARTB
Transcription Service.....World
Owner, Mgr.....Harold E. King
Comm. Mgr.....James Barnes
Sls. Prom. Mgr.....Marion Bohne
Program Director.....Bill Hart
Publicity Director.....Clarence Adams
Chief Engineer.....Norman Bowman

KNEA

JONESBORO—1950

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Jonesboro, Inc.
Address.....Citizens Bank Bldg.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Gill-Perna
Membership.....NARTB
President.....Ernest Farabee
General, Station Manager.....Dick Crane
Comm., Sales Prom. Mgr...Bernie Hargreaves
Program Director.....Chad Lassiter
Chief Engineer.....Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By..Arkansas Radio & Equip. Co.
Address.....10th & Spring
News Service.....AP, UP
Transcription Service.....World
Representative.....Edward Petry
Membership.....NARTB, RAB
President.....T. H. Barton
Station Manager.....Douglas J. Romine
Commercial Mgr.....A. C. Dowden
Prom. Mgr.....Shirley Kennedy
Sales Prom. Mgr.....Carol Vinson
Program Director.....Ernest M. Howard
Chief Engineer.....Dan L. Winn

KGHI

LITTLE ROCK—1927—ABC

Freq.: 1250 Kc.....Power: 1 Kw. d. 500 w. n.
Owned-Operated By.....KGHI Bcstg. Service
Address.....P. O. Box 3099
Station Representative.George P. Hollingbery
News Service.....UP
President.....A. L. Chilton
General Manager.....S. C. Vinsonhaler
Commercial Mgr.....Kermit L. Richardson
Program Director.....Hugh Brown
Chief Engineer.....V. O. Van Dusen

KLRA

LITTLE ROCK—1927—CBS

Freq.: 1010 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone: 2-5427.....Air Time: Full Time
Newspaper Affiliation.....Arkansas Gazette
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative.....Paul Raymer
President.....J. N. Heiskell
General Manager.....G. H. Robertson
Prom. Mgr.....R. J. Myers, Bob Hicks
Prog. Dir.....Harris Owen
Pub. Dir.....M. Berg
Chief Engineer.....Kermit F. Tracy

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KTHS

LITTLE ROCK—1924—CBS

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated .....Radio Bcstg., Inc.
Business-Studio Address.....313 Main St.
Phone: 4-2293.....Air Time: Full Time
News Service .....UP, AP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NARTB, BAB
President.....W. H. Bronson
General Manager.....B. G. Robertson
Comm. Mgr. .....W. V. Hutt
Sales Prom. Mgr.....R. Brown
Program Director.....Cecil Bland
Chief Engineer.....Cecil L. Suitt

KVLC

LITTLE ROCK—1948—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Address .....Southern Natl. Insurance Bldg.
Phone: FR 5-5321.....Air Time: Full Time
News Service .....AP
Representative .....Radio Representatives
Membership .....BAB
President.....R. M. Saxon
Vice-Pres. .....Leonard Coe
Sta. Mgr., Chief Eng.....Dale Mahurin
Asst. Sta. Mgr.....Wally Geiger

KXLR

LITTLE ROCK—1946—MBS

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Ark. Airwaves Co.
Address.....Cotton Belt Bldg.
Phone: FR 2-2155.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Rep.....Venard, Rintoul & McConnell
President.....John F. Wells
Gen., Sta. Manager.....Emil J. Pouzar
Commercial Mgr.....Melton Lancaster
Program Director.....Roy Nichols
Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Business-Studio Address..212 N. Jefferson St.
News Service .....AP
President.....Joe F. Rushton
Rep.....John E. Pearson
Membership .....NARTB
Comm. Mgr.....D. Waller
Gen., Sta. Mgr.....William M. Bigley
Chief Engineer.....Ray Wells

KDAS

MALVERN—1951—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Malvern Bcstg. Co.
Address.....Young Insurance Bldg.
Phone: 1584.....Air Time: Daytime
Transcription Service .....World
Representative .....Devney, Melville
President.....J. C. Cuffman
Gen. Manager.....Charles Perry
Program Director.....Overton Hurst
Chief Engineer.....John R. Williams

KVSA

McGEHEE—1953—KBS

Frequency: 1220 Kw.....Power: 1000 Watts d.
Owned-Oper. By...S. E. Arkansas Bcstrs. Inc.
Address .....Box 1220
Phone: 20.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Best
Membership ..... NARTB
Pres., Gen. Mgr.....Abbott F. Kinney
Comm. Mgr.....Mrs. M. F. Kinney
Sales Manager.....William R. Moore
Program Director.....H. E. Parent
Chief Engineer.....Robert L. Padgett

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. B. Bell
Address .....S. Reene St.
Phone: 878.....Air Time: Full Time
Transcription Service .....Standard
News Service .....UP
Station Representative.....Hill Best
Owner Manager.....R. B. Bell
Program Director.....Bernice Bell
Chief Engineer.....O. D. Frederick

KVOM

MORRILTON—1953

Frequency: 800 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Morrilton Bcstg. Co.
Address.....P. O. Box 541
Phone: 506.....Air Time: Daytime
Transcription Service.....Standard, World
Station Manager.....J. C. Willis
Commercial Manager....Howard F. Houston
Station Representative.....Hill Best

KTLO

MOUNTAIN HOME—1953—MBS

Frequency: 1490 Kw.....Power: 250 Watts
Owned-Oper. By..Mountain Home Bcstg. Corp.
Address .....Box 67
Phone: 1490.....Air Time: Full Time
Transcription ..... World
Membership .....NARTB
Pres., Gen. Mgr.....A. Stricklen
Commercial Mgr.....Bob Pratt
Chief Engineer .....Don Bowen

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KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Newport Bcstg. Co.
Business Address.....Box 218
Phone: 749.....Air Time: Daytime
News Service .....UP
President .....Harold Sudbury
Commercial Mgr.....Gene Howe
Program Director.....Jerry Grojean
Chief Engineer.....Anson Clark

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Osceola Bcstg. Corp.
Business Address.....P. O. Box 311
Phone: 880.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Representative.....Hil F. Best
President.....H. F. Ohlendorf
General Manager.....Ted Woods
Commercial Manager.....Betty G. Woods
Program Director.....Hobson Daws
Chief Engineer.....H. M. Jones

KDRS

PARAGOULD—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Progressive Bcstg. Co.
Business Address .....Box 491
Phone: Cedar 2-7627.....Air Time: Full Time
News Service .....AP
General Manager.....G. T. Rand
Commercial Manager.....Doyne F. Bateman
Business Manager.....T. M. Self
Prog. Dir.....W. Wheelis
Chief Engineer.....Russell Schwamb

KCLA

PINE BLUFF—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Engineering Service
Business-Studio Address.....2900 W. 28th St.
Phone: 1900.....Air Time: Full Time
News Service .....AP
Transcription Service .....Langworth
Station Representative.....Hil Best
General Mgr.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Pgm. Dir., Chief Engineer.....Charles Penix

KOTN

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Address.....505½ Main St.
Phone: 721.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen. Mgr., Chief Engr.....B. J. Parrish
Prom. Mgr.....R. W. Etter
Program Director .....Hilda Matz

KPOC

POCAHONTAS—1950—KBS

Frequency: 1420 Kc....Power: 1,000 Watts d.
Owned-Operated By...Pocahontas Radio, Inc.
Address.....P. O. Box 250
Phone: 500.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....Adrian L. White
Com. Mgr.....Hiram Mayo
Prog. Dir.....Bill Nicholson
Chief Engineer.....Jack Wilson

KAMO

ROGERS—1954

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Leon McAuliffe, Don Thompson
Address.....Am. Natl. Bank Bldg.
Phone: 1390.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil Best
General Mgr.....G. Don Thompson
Commercial Mgr.....Gean Boroughs

KXRJ

RUSSELLVILLE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Valley Broadcasters, Inc.
Address.....Fine Arts Bldg.
Phone: 299.....Air Time: Full Time
News Service .....AP
Owner, Gen., Sta. Mgr.....C. R. Horne
Commercial Manager.....L. L. Bryan
Sales Prom. Mgr.....Don Sammons
Pgm. Dir., Chf. Engr.....W. C. McKenney

KWCB

SEARCY—1951—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....White County Bcstg. Co., Inc.
Address.....P. O. Box 95
Phone: 1281.....Air Time: Daytime
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB
Pres., Gen. Mgr.....Carl N. Dodd
Sales Prom. Manager.....Don P. Jones
Program Director.....Marie H. Apple
Chief Engineer.....Homer Harris

KUOA

SILOAM SPRINGS—1923—MBS

Frequency: 1290 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone: 777.....Air Time: Daytime

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News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
President .....John E. Brown, Jr.
Gen. Mgr.....Cecil Smith
Comm. Mgr.....James Sheed
Program Director.....Ralph Kennedy
Chief Engineer.....Cecil E. Smith

KBRS

SPRINGDALE—1949—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....N.W. Ark. Bcstg. & TV. Co.
Address .....Box 29
Phone: 675.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Roy J. Bowman
Comm. Mgr.....E. E. Bullock
Sales Prom. Mgr.....Phil Phillips
Chief Engineer.....Bill Ussery

KWAK

STUTTGART—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle
Phone: 25212.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative.....Hil F. Best
Membership .....NARTB
President .....Beloit Taylor
Gen. Manager.....Melvin P. Spann
Station Mgr.....June S. Spann
Tech. Dir. .....Wm. R. Beard
Chief Engineer.....Marvin Heffington

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

KOSY

TEXARKANA—1951—MBS

Freq.: 790 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By.....Gateway Bcstg. Co.
Address....Wadley Bldg., State Line Ave. at 6th
News Service .....AP
Station Representative .....Pearson
Transcription Service .....Thesaurus
Partners....Dr. W. Decker Smith, A. L. Davis
General Manager.....Tom E. Dillahunty
Commercial Manager.....Herman Cecil
Program Director.....Bill Mitchell
Chief Engineer.....Chas. Mathis

KRLW

WALNUT RIDGE—1951
RAZORBACK

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southern Baptist College
Address .....College City
Phone: 980.....Air Time: Day Time
Representative .....Best
President.....Dr. H. E. Williams
General Manager.....Wm. H. Cate
Program Director.....Bill Thornton
Chief Engineer.....Leonard Ringle

KWRF

WARREN—1953

Freq.: 860 Kc.....Power: 250 Watts
Owned .....Pines Bcstg. Co.
Address .....Box 480
Phone: 353, 4.....Air Time: Daytime
News Service.....AP
Trans. Service .....World
Gen., Sta. Mgr.....Lee Reaves
Comm., Sls. Prom. Mgr.....Bill Wells
Program Dir.....Deno Nichols
Chief Engineer .....Larry Self

KWEM

WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KWEM Inc.
Business-Studio Address.....69 Buntyn St.
Phone: 48-3311.....Air Time: Daytime
President.....E. D. Rivers, Jr.
Sta. Dir.....Bob Way
Sales Prom.....Bob Honore
Prog. Dir.....Tom Roan
Pub. Dir.....Matty Brescia
Com. Mgr.....Spencer Bedsole
Chief Engineer.....Ed Beck

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in Southern California are powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego.**

Of these top four, KBIG . . .

- **is the only independent**
- **costs the least**
- **delivers most listeners per dollar**

KBIG's 10,000-watt Catalina Island signal focuses all its strength on its mainland market, wastes none out to sea. Booming across salt water (finest natural conductor of radio waves) KBIG covers Southern California from Santa Barbara to Mexico.

KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as $6.75 a break!

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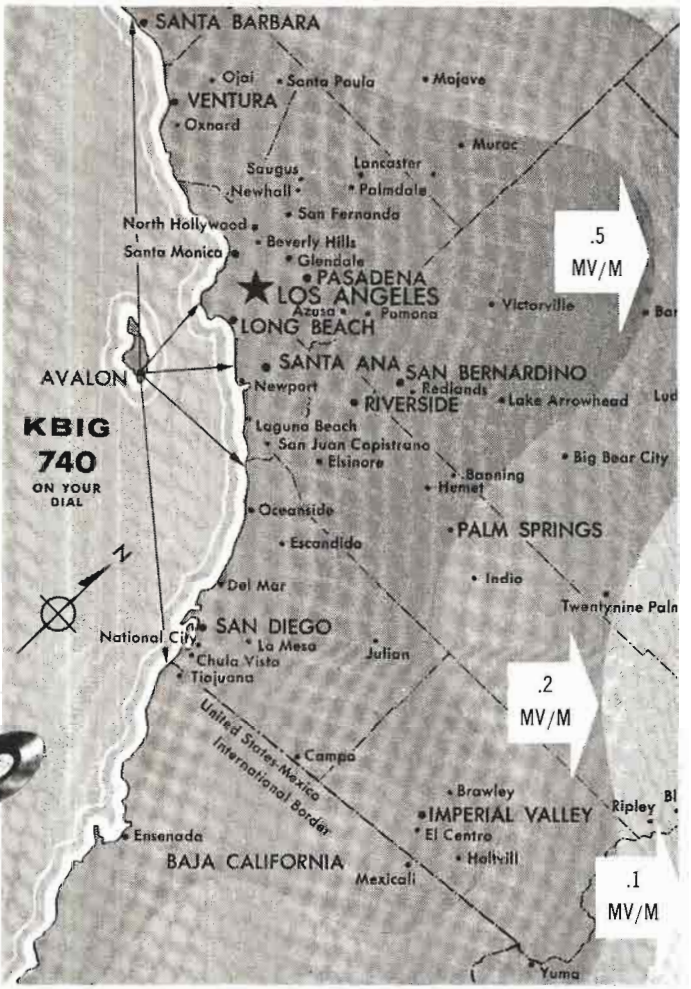

The Catalina Station

KBIG | 10,000 WATTS 740 KILOCYCLES

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JOHN POOLE BROADCASTING CO

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CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12,804,000 — Families 4,380,000
Radio Homes — 4,923,000 — TV Homes 3,273,000 Stations in State 141

KCNO
ALTURAS—1951

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....CONR Inc.
Address.....P. O. Box 207
Phone: 2531.....Air Time: Daytime
News Service .....UP
Trans. Ser.....Standard, Capitol, SESAC
Representative .....Best
President.....Jackson Teuter
Managing Director.....Dale C. Williams
Comm., Prom. Mgr... Rae E. Gloster
Chief Engineer.....Ralph Powers

KAVR
APPLE VALLEY—1954

Frequency: 960 Kc.....Power: 5 Kw.
Owned.....Apple Valley Bcstg. Co.
Address.....Apple Valley Inn
Phone: Victorville 5390.....Air Time: Daytime
News Service.....UP
Membership .....NARTB
President.....Newton T. Bass
Gen., Sta., Comm. Mgr.....Charles H. Cowling
Exec. Secretary.....Mary Sowell
Program Dir.....Jerry Casselman
Chief Engineer.....Dean Kiner

KBIG
AVALON—1952

Frequency: 740 Kc.....Power: 10.000 Watts
Owned-Operated By.....John Poole Bcstg. Co.
Address.....6540 Sunset Blvd., Hollywood
Phone Number.....Hollywood 3-3205
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Representative.....Robert Meeker Associates
Membership .....NARTB, BAB
Pres., Gen., Sta. Mgr., Chf. Engr....John Poole
Comm., Prom. Mgr.....Robert J. McAndrews
Operations Manager.....Cliff Gill
Program Director.....Alan Lisser

KBAK
BAKERSFIELD—1946

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Address.....29 Woody Rd., P. O. Box 1448
Phone: FA 4-6421.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....Harold P. See
General Manager.....A. H. Constant
Sales Manager.....Frank Onstott
Program Director.....Joe Kinser
Publicity Director.....Vern Mack
Chief Engineer.....James Garner

KBIS
BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Marmat Bcstg. Co.
Studio Address.....2013 Chester Ave.
Phone: FA 4-6093.....Air Time: Full Time
News Service .....UP
Representative .....Young
Membership .....NARTB, RAB
Pres., Mgr.....Hal Brown
Commercial Mgr.....Franklin H. Wilbur
Program Director.....Hal Brown
Chief Engineer.....Jack Duemler

KERN
BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone: FA 5-7475.....Air Time: Full Time
News Service .....AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Chief Engineer.....Luverne Shatto

KERO
BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kern County Bcstrs., Inc.
Business-Studio Address....1420 Truxton Ave.
Phone: 44548.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....Gene De Young
V.P., Gen. Sales Mgr.....Ed Urner
Program Director.....Leslyn Day
Publicity Director.....Forrest Kyle
Chief Engineer.....Edwin Andrews

KPMC
BAKERSFIELD—1932—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Address.....P. O. Bin 1709
Phone: Fairview 7-8157....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative..George P. Hollingbery
Membership.....NARTB, BAB
President.....F. G. R. Schamblin
Gen., Sta. Mgr.....L. A. Schamblin
Sales Prom., Comm. Mgr.....C. C. Sturm

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Publicity Director.....P. R. Biermann
Chief Engineer.....L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Darwin Bcstg. Co.
Address.....4425 W. Ramsey St.
Phone: 515.....Air Time: Full Time
News Service.....UP
Transcription Service.....World, SESAC
Representative .....Continental
Pres., Gen. Mgr.....Chet Darwin
Sales Prom. Mgr.....Harry Reed
Prog. Dir., Chief Eng.....Jack Campbell
Publicity Dir.....Bob Allen

KWTC

BARSTOW—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Address .....Box 697
Phone: 4001.....Air Time: Full Time
News Service .....UP
Representative .....O'Connell
President.....W. T. Brown
Sta., Com. Mgr.....Harry S. White
Program Director.....Richard Cruse
Chief Engineer .....Don Hetzel

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Central Calif. Bcstrs., Inc
Address-Trans.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....6 a.m.-12M.
News Service .....AP
Membership .....NARTB
Pres., Gen. Sta. Mgr.....Arthur Westlund
Comm., Prom. Mgr.....Don Hambly
Program Director.....Les Avery

KIBS

BISHOP—1953—KBS

Frequency: 1230 Kw.....Power: 250 Watts
Owned-Oper. By.....Inyo Bcstg. Co.
Address.....Rt. 1, Box 28
Phone: Bishop 4411.....Air Time: Full Time
Transcription Service .....Capital
Station Representative...Western Radio Sales
Owner, Gen. Mgr.....James R. Oliver
Partner.....S. A. Cisler
Commercial Mgr.....R. S. Deming
Program Director.....John Drozd
Chief Engineer.....Alva Wilt

KYOR

BLYTHE—1948—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Bcstg. Corp. of Am.
Address.....Box 987
Phone: 6290.....Air Time: Full Time
News Service.....UP
Representative .....Pearson
General Mgr.....Peter R. Odens
Program Dir.....Mrs. Guen McIntosh
Chief Engineer (actg.).....Conrad Figueroa

KROP

BRAWLEY—1946—ABC

Frequency: 1300 Kc....1000 Watts d., 500 n.
Owned-Oper. By.....Bcstg. Corp. of America
Address.....Del Rio Country Club Bldg.
Phone: OV 6-0260.....Air Time: Full Time
Representative.....John E. Pearson Co.
General Manager.....Dale R. Peterson
Station Manager.....Vince Palmer
Program Director.....Ed Silvera
Chief Engineer.....John Quimby

KBLA

BURBANK—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bdcstrs. of Burbank
Address.....11516 Oxnard St.
Phone: Sunset 2-1195.....Air Time: Full Time
News Service .....UP
Station Representative.....Grant Webb
Transcription Service.....Langworth, Capitol
President.....Gordon A. Rogers
Gen. Mgr.....Robert S. Marshall
Chief Engineer.....William Robinson

KICO

CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Address.....724 Main St., El Centro
News Service .....AP
Station Representative....D. Cooke, O'Connel
Membership .....NARTB
President.....Charles R. Love
General Mgr.....W. A. Geddes
Program Director.....Chap Rollins
Chief Engineer.....Jim Coin

KHSL

CHICO—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated....Golden Empire Bcstg. Co.
Address.....Box 303
Phone: FI 2-0141.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. H. McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Manager.....J. A. Perio
Program Director.....Tommy Nelson
Chief Engineer.....Mel Milburn

KXOC

CHICO—1949—MBS

Frequency: 1060 Kc.....Power: 10,000 Watts

www.americanradiohistory.com

Owned-Oper. By.....KXOC, Inc.
Address-Trans.....Box 523
Phone: FI 2-4211.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Rep.....Adam J. Young, D. F. McGavren Co.
Membership .....RAB
President.....Harold T. Gibney
Gen., Sta., Mgr.....Jack L. Powell
Comm., Promotion Mgr.....Burke Riley
Prog. Director.....Neil McIntyre
Chief Engineer.....Bill Pope

KCHV

COACHELLA—1954

Owner.....Coachella Valley Bcstg. Co.
Address .....Professional Bldg.

KBMX

COALINGA—1950—KBS

Frequency: 1470 Kc.....Power: 500 d.
Owned-Oper. By.....Westside Brcstg. Co.
Address .....Box 715
Phone: 136.....Air Time: Daytime
News Service .....UP
Gen., Mgr., Chief Eng.....Clifford S. Lantz
Station Mgr.....H. R. Brown
Comm. Mgr.....Dick Brown

KBUC

CORONA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned.....Radio Broadcasting, Inc.
Business Address.....Porphy Rd.
Phone: 1370-1-2.....Air Time: Full Time
News Service .....UP
Pres., Gen. Mgr.....Henry Fritzen
Sta., Sales Mgr.....Charles M. Ferguson
Chief Engineer.....Robert Cochems

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Del Norte Bcstg. Co.
Address .....Box 248
Phone: 3061.....Air Time: Full Time
News Service.....AP, INS
Representative .....Ayres
Transcription.....Standard, SESAC, World
Pres., Gen. Mgr., Pgm. Dir.....Robert E. Grey
Comm. Mgr.....A. S. Lavanaway

KCHJ

DELANO—1950

Frequency: 1010 Kc.....Power: 1000 Kc. d.
Owned-Oper. By.....Charles Herman Johnes
Address.....P. O. Box 262
Phone: 8676.....Air Time: Daytime
Transcription Service .....SESAC
News Service .....UP
Pres., Gen. Mgr., Chief Eng..Charle H. Johnes
Program Director.....Jean J. Johnes

KRDU

DINUBA—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....Box 157
Phone: DI 500.....Air Time: Full Time
News Service .....AP
Station Rep.....Continental, Ayres
Pres., Gen., Sta. Mgr.....Egon A. Hofer
Program Director.....Harold Sparks
Chief Engineer.....Warren Nystrom

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone: 1100.....Air Time: Full Time
News Service .....UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
President.....Paul A. Jenkins
General Manager.....Riley R. Gibson
Commercial Manager.....Belle Hovey
Chief Engineer.....Norm German

KHUM

EUREKA—1947—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Carroll R. Hauser
Address .....Box 1015
Phone: Hillside 2-5744.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Pearson, MacGavren
Gen., Sta. Mgr.....Carroll R. Hauser
Commercial Mgr.....Frank M. Smith
Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown
Chief Engineer.....Dean Elliott

KIEM

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Address.....6th at E. Sts.
Phone: Hillside 3-1621.....Air Time: Full Time
Trans. Ser.....MacGregor, World
News Service .....UP
Membership.....NARTB, RAB
Representative .....John Blair
President, Manager.....Wm. B. Smullin
General Manager.....Don Telford
Commercial Mgr.....Robert Stach
Program Director.....Pearl Jacobsen
Chief Engineer.....Larry King

KDAC

FORT BRAGG—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Mendocino Coast Bcstg. Co.
Address .....Box 616
Phone: 3251.....Air Time: Full Time

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News Service ..... AP
Owner ..... Edward Mertle
General Manager ..... Craig N. Smith
Comm. Mgr., Prog. Dir. ..... Matthew V. Huber
Chief Engineer ..... Donald E. Wood

KARM

FRESNO—1938—ABC

Frequency: 1430 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... KARM
Business-Studio Address .. 1333 Van Ness Ave.
Phone: 4-2966 ..... Air Time: Full Time
News Service ..... AP, INS
Transcription Service ..... Standard
Representative ..... Bolling
President ..... Mrs. Hattie Harm
General-Station Manager .... Clyde F. Coombs
Comm. Mgr. ..... L. L. Daggett
Sls. Prom. Mgr. ..... E. Roth Cooney
Program Director ..... Lou Lampe
Chief Engineer ..... Elbert Dean

KFRE

FRESNO—1937—CBS

Frequency: 940 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Calif. Inland Bcstg. Co.
Business-Studio Address .. T. W. Patterson Bldg.
Phone: 4-5001 ..... Air Time: Full Time
Transcription Service ..... World
Representative ..... Avery-Knodel
V. P. Eng. ..... Keith L. Mealey
V.P., Sta. Mgr. ..... Ed J. Frech
Program Dir. ..... Hal O'Donnell
Treasurer ..... Helen Johnson
Dir. Sales Service ..... Harry H. Burum

KGST

FRESNO—1949

Frequency: 1600 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ... Delle Broadcasting Co.
Address ..... Plaza Shopping Center
Phone: 6-9901 ..... Air Time: Daytime
News Service ..... UP
Station Representative ..... Rambeau
Membership ..... NARTB
Commercial Manager ..... Morris Mindel
Program Director ..... Jeanne Bacher

KMAK

FRESNO—1953

Frequency: 1340 Kw. ..... Power: 250 Watts
Owned-Oper. By ..... McMahan Bcstg. Co.
Address ..... 2020 McKinley
Phone: 6-9448 ..... Air Time: Full Time
Representative ..... Grant
Membership ..... NARTB
President ..... R. O. McMahan
Gen., Sta. Mgr. ..... Coyle Chambers
Chief Engineer ..... Ed Nickels

KMJ

FRESNO—1925—NBC

Frequency: 580 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... McClatchy Bcstg. Co.
Business-Studio Address .. 1515 Van Ness Ave.
Phone: 3-6277 ..... Air Time: Full Time
News Service ..... AP, UP
Transcription Service ..... Associated
Representative ..... Paul H. Raymer
President ..... Eleanor McClatchy
Station Manager ..... David T. Harris
Commercial Manager ..... Roy Swanson
Sales Promotion ..... Richard Ebbert
Chief Engineer ..... William N. Wallace

KYNO

FRESNO—1947—MBS—DON LEE

Frequency: 1300 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Radio KYNO
Address ..... 2125 N. Barton Ave.
Phone: 5-8383 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Hollingbery
Membership ..... NARTB, RAB
General, Sta. Manager ..... L. E. Chenault
Sales Prom. Mgr. ..... Jim Carroll
Program Director ..... Leo Goldman
Chief Engineer ..... Bert Williamson

KIEV

GLENDALE—1933

Frequency: 870 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Cannon System, Ltd.
Address ..... 102 N. Glendale Ave.
Phone: CItrus 1-1133 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Standard
President ..... David H. Cannon
General Mgr. ..... Cal Cannon
Chief Engineer ..... Charles N. Whitten, Jr.

KNGS

HANFORD—1948

Frequency: 620 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Hanford Bcstg.
Business Address ..... P. O. Box 620
Phone: 620 ..... Air Time: Full Time
Paper Affiliation .... Hanford Sentinel, Journal
News Service ..... INS, UP
Representative ..... McGavren
Membership ..... NARTB, RAB
President ..... Earl J. Fenston
Gen., Sta., Mgr. ..... Robert Klein
Commercial Manager ..... M. Offenbach
Program Director ..... Les Castaneda
Chief Eng. ..... Stan Vestal

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KFWB

HOLLYWOOD—1926

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KFWB Inc.
Business-Studio Add....6419 Hollywood Blvd.
Phone: HO 3-5151.....Air Time: Unlimited
News Service.....UP, INS
Transcription Service .....SESAC
Station Representative .....Branham
Pres.....Harry Maizlish
Gen. Manager.....Morton Sidley
Program Director.....Dan Russell
Chief Engineer.....Harry Meyers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone: HO 4-0201.....Air Time: Full Time
News Service.....UP
Transcription Service .....Associated
Owner.....Ben S. McGlashan
General Manager.....Thelma Kirchner
Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1928

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n
Owned-Operated By.....KMTR Radio Corp.
Address.....6363 Sunset Blvd
Phone: Hollywood 2-7271..Air Time: Full Time
News Service.....INS, UP
Representative.....Adam J. Young, Jr.
Membership .....NARTB
President, Gen. Mgr.....M. W. Hall
Commercial Manager.....Felix D. Adams
Program Director.....R. F. Horgan

KREO

INDIO—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Bcstg. Corp. of America
Phone: OV 6-0260.....Air Time: Full Time
News Service.....UP
Representative .....Pearson
General Mgr.....Dale R. Peterson
Station Mgr.....John M. Wages
Commercial Mgr.....Nadine Hill
Office Mgr.....Teddy Wages
Chief Engineer.....Manuel Barraza

KAVL

LANCASTER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Antelope Bcstg. Co.
Address.....P. O. Box 1192
Phone: Lancaster 1000...Air Time: Full Time
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Station Representative .....Western Radio
News Service .....UP
Pres., Gen. Mgr.....W. B. Carter
Commercial Mgr.....H. L. Comstock
Chief Engineer.....James French

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone: Lodi 8-0628.....Air Time: Daytime
Transcription Service .....Standard
Station Representative.....Wm. Ayres
Membership .....RAB
News Service .....UP
Co-owners....Herbert W. Brown, D. A. Brown
Public Relations.....Clyde C. Casto
Chief Engineer.....George Sampson

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone: Long Beach 6-7281.Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. A. Fetsch
Gen., Sta. Mgr.....Hal G. Nichols
Pub., Prom. Mgr.....Robert Lamb
Prog. Pub. Director.....Hal Shideler
Technical Advisor.....Al Mutter

KGER

LONG BEACH—1926—KBS

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By...John Brown Schools of Calif., Inc.
Business-Studio Address.....3745 Atlantic
Phone: 40-7907.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President.....Dr. John E. Brown
Gen., Sta. Mgr.....Clinton H. Fowler
Chief Engineer.....Luther Crumbaugh

KABC

LOS ANGELES—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By....American Bcstg. Co., Inc.
Address..1539 N. Vine St., Hollywood 28, Cal.
Phone: HO 2-3141.....Air Time: Full Time
News Service.....AP, UP
Representative .....Edward Petry
President.....Robert E. Kintner
General Manager.....John Hansen
Promotion Manager.....David Nowinson
Commercial Mgr.....William Baxley
Program Director.....Dresser Dahlstead
Chief Engineer.....Cameron Pierce

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CARROLL ALCOTT
EVE ARDEN
RUTH ASHTON
GENE AUTRY
HARRY BABBITT
MEL BALDWIN
BILL BALLANCE
LIONEL BARRYMORE
JACK BENNY
EDGAR BERGEN
BARBARA BRITTON
ROSEMARY CLOONEY
CHARLES COLLINGWOOD
PERRY COMO
BILL CONRAD
DWIGHT COOKE
CHARLES CORRELL
BILL COSTELLO
BING CROSBY
DAN CUBBERLY
BILL CULLEN
IRVING CUMMINGS
ROSEMARY DeCAMP
RICHARD DENNING
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BILL DOWNS
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CHARLES FARRELL
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GEORGE FISHER
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BILL FORMAN
CHRISTY FOX
ARTHUR GODFREY
GALE GORDON
FREEMAN GOSDEN
FRANK GOSS
TOM HANLON
TOM HARMON
MAHALIA JACKSON
TODD HUNTER
JOHNNY JACOBS
DICK JOY
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MARY LIVINGSTONE
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EDWARD R. MURROW
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JOANIE O'BRIEN
LOUELLA PARSONS
PETER POTTER
MAX ROBY
WILL ROGERS, Jr.
BILL SHADEL
DAVE SHOWALTER
HERB SHRINER
HOWARD K. SMITH
GALE STORM
RALPH STORY
LOWELL THOMAS
LARRY THOR
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DAVID VAILE
ELENA VERDUGO
JIMMY WAKELY
JOE WALTERS
MAURIE WEBSTER

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KFAC

LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Los Angeles Bcstg. Co., Inc.
Bus.-Studio Address.....5773 Wilshire Blvd.
Phone: Webster 0161.....Air Time: Full Time
News Service .....AP
Representative .....Bolling
Membership .....NARTB
Pres.-Gen.-Sta. Mgr.....Calvin J. Smith
Program Director.....Howard Rhines
Chief Engineer.....Ron Oakley

KFI

LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone: Dunkirk 2-2121....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative.....Henry I. Christal
Membership .....NARTB
Pres., Gen. Mgr.....Earle C. Anthony
Sales Prom. Mgr.....Ronnie Manders
Asst. to President.....Charles E. Hamilton
Program Director.....Pat Kelly
Co-Chief Engs...H. L. Blatterman, C. W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc.....Power: 5,000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Add.....338 S. Western Ave.
Phone: Dunkirk 8-2345.....Air Time: Daytime
News Service.....AP, UP
Trans. Ser. .....Lang-Worth, MacGregor
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Frank Burke, Jr.
Comm., Sta. Manager.....Vern Lindblade
Pgm., Pub. Dir.....Carl Brewster
Chief Engineer.....Leonard Reeves

KNX

LOS ANGELES—1922—CBS (RADIO) COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address....6121 Sunset Blvd.
Phone: Hollywood 9-1212..Air Time: Full Time
News Service.....AP, UP
Representative.....CBS Radio Spot Sales
Gen., Sta. Mgr.....William D. Shaw
Comm. Mgr.....Bert West
Sales Promotion Mgr.....John Asher
Program Director.....Robert Sutton
Pub. Dir.....Lloyd Brownfield
Chief Engineer.....Les Bowman

KMPC

LOS ANGELES—1927

Freq.: 710 Kc....Power: 50 Kw. d.; 10 Kw. n.
Owned-Oper. By.....KMPC, Inc.
Address.....5939 Sunset Boulevard
Phone: Hollywood 9-5341..Air Time: Full Time
News Service .....INS, UP
Membership .....NARTB
President.....Gene Autry
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Loyd C. Sigmon
Gen. Sales Mgr.....Stanley Spero
Director of Bcstg., Sls. Prom.....Mark Haas
Chief Engineer.....L. C. Sigmon

KPOL

LOS ANGELES—1952

Frequency: 1540 Kc....Power: 10,000 Watts d.
Owned-Oper. By....Coast Radio Bdcstg. Corp.
Address.....4628 Wilshire Blvd.
Phone Number.....Webster 8-2345
News Service .....AP
Transcription Service.....Associated, SESAC
Representative .....Keller
Membership .....NARTB
President, Gen. Mgr.....Hugh R. Murchison
Station, Comm. Mgr.....Frederick Custer
Program Director.....R. Scott
Chief Engineer.....Floyd Hall

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K H J

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Address.....1313 N. Vine St., Hollywood
Phone: Hollywood 2-2133..Air Time: Full Time
News Service.....AP, UP
Representative .....H-R
Membership .....NARTB, RAB
President .....Willet H. Brown
General Manager.....Ward D. Ingrim
Vice Pres., Sales.....Norman Boggs
Sales Promotion Mgr.....Robert Light
Program Director.....A. J. LaFrano
Publicity Director.....Bud Coulson
Chief Engineer.....Robert Arne

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address....541 So. Spring St.
Phone: Madison 2121.....Air Time: Daytime
News Service.....AP, INS
Transcription Service.....World, SESAC,
Membership .....NARTB
General Manager.....Ned Connor
Pgm. Dir.-Chief Announcer....Charles Clifton
Chief Engineer.....Benjamin Brown

K M Y C

MARYSVILLE—1940—MBS

Frequency: 1410 Kc.....Power: 1,000 Watts
Owner-Oper..Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone: 2-2396.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NARTB, RAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Program Director.....W. R. Cleveland
Chief Engineer.....Loyd McQueary

K Y O S

MERCED—1936—MBS-DON LEE-KBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business Address.....G. St. Grade
Phone: RAndolph 2-6251..Air Time: Full Time
News Service.....UP
Representative.....W. S. Grant
Membership .....NARTB, RAB
Pres., Gen. Mgr.....C. O. Chatterton
Commercial Manager.....Bob Garrett
Program Director.....Gene Bell
Sales Promotion Mgr.....Gary Lorensen
Chief Engineer.....Mal Beavers

K B O X

MODESTO—1951

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Stanislaus County Bcstrs. Inc.
Address.....1507 10th St.
Phone: 3-7756.....Air Time: Full Time
News Service .....AP
Representative .....Rambeau
Pres., Gen., Sta. Mgr.....Milton Hibdon
Comm., Sls., Prom. Mgr.....R. Nicholson
Program Director.....Norma Alamshau
Chief Engineer.....Maurice Hill

K M O D

MODESTO—1950—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Modesto, Inc.
Address.....P. O. Box 941
Phone: 2-1051.....Air Time: Full Time
News Service .....AP
Representative.....Meeker; Moore; McGavern
Membership .....NARTB
President .....John Griffin
Gen. Mgr.....Don C. Reeves
Comm. Mgr.....Judd Sturtevant
Program Director.....Gene D'Accardo
Chief Engineer.....Don Allen

K T R B

MODESTO—1933

Frequency: 860 Kc...Power: 10,000 d.; 1000 n.
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Norwegian Ave.
Phone: 3-0737.....Air Time: Full Time
News Service.....INS, UP
Transcription Service.....Cole, Standard
Representative.....W. S. Grant
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Commercial Mgr.....Lee Roddy
Prog. Dir.....Don E. Lapan
News Director.....Charlie McEwen
Chief Engineer.....William H. Bates, Jr.

K M B Y

MONTEREY—1939—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Monterey Radio-TV Co.
Business Address.....468 Calle Principal
Phone: 2-4541.....Air Time: Full Time
Membership .....NARTB
News Service .....UP
Transcription Service .....World
Station Representative .....Grant
President .....Kenyon Brown
General Manager.....S. M. Aston

K W S D

MT. SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Shasta Cascade Bcstg. Corp.
Address.....E. Alma Street

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Phone: Mt. Shasta 2124..Air Time: Full Time
News Service .....AP
Representative.....Continental, McGavren, Western Radio
Membership .....NARTB
General Manager.....Arthur Adler
Sta. Mgr., Chief Eng.....David H. Rees
Program Director.....Iola Huntingdon

KVON

NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Oper. By....Gibson Radio & Pub. Co.
Address.....P. O. Box 911
Phone: Vallejo 2-7127....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Times Herald, News Chronicle
Transcription Service.....World
Representative.....Wm. Ayres
Pres., Gen. Mgr.....Luther E. Gibson
Sta., Comm. Mgr.....Elmer L. Gibson
Sales Prom. Mgr.....Dave Bous
Publicity Director.....Nolan S. Cruise
Program Director.....Cindy Morgan
Chief Engineer.....Harley Shumway

KSFE

NEEDLES—1952—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Needles Bdcstg. Co.
Address.....P. O. Box C-2
Phone: 1234.....Air Time: Full Time
News Service .....INS
Station Representative .....Continental
Transcription Service .....Thesaurus
Partners..B. J. Fitzpatrick, L. A. Newsome, Jr.
Program Director.....L. A. Newsome, Jr.
Chief Eng.....Albert Lincoln

KLX

OAKLAND—1922

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....401 13th St.
Phone: Glencourt 1-0660..Air Time: Full Time
Newspaper Affiliation.....Oakland Tribune
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Moore, Walker
Membership .....BAB
President.....J. R. Knowland, Jr.
General Manager.....Bud Foster
Prog. Dir.....Bill Laws
Publicity Director.....Jean Williams
Chief Engineer.....Roswell S. Smith

KROW

OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KROW, Inc.
Address.....464 19th St.
Phone: TWinoaks 3-9600..Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Raymer
Membership .....NARTB, BAB
President.....Sheldon F. Sackett
General Manager.....J. G. Paltridge
Program Director.....Russ Coughlan
Chief Engineer.....A. Pattison

KWBR

OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Warner Bros. Radio
Business-Studio Address.....327 22nd St.
Phone: Higate 4-1212.....Air Time: Unlimited
News Service.....UP
Transcription .....Capitol
Representative .....Forjoe
General Manager.....S. W. Warner
Station Manager.....F. Wellington Morse
Program Director.....Jeane K. Fisher
Chief Engineer.....Paul Gregg

KOCS

ONTARIO—1946

Frequency: 1510 Kc.....Power 250 Watts
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 East "B" St.
Phone: 627-54.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, SESAC
Representative .....L. O'Connell
President.....Jerene A. Harnish
Gen., Comm. Mgr.....Harry Allen
Chief Engineer.....Glenn Clark

KMOR

OROVILLE—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Bcstrs.
Address.....P. O. Box 1032
Phone Number 1340
News Service .....UP
Representative .....Ayres (S.F.)
President.....Joy C. Fearnhead
Gen., Sta., Comm. Mgr.....J. R. Bird
Program Director.....Louis Coppola
Chief Engineer.....James R. Bird

KCMJ

PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Palm Springs Bcstg. Co.
Business Address.....Box KK
Phone: 2253.....Air Time: Full Time
News Service .....UP
Rep.....Western Radio Sales, McGavren
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Joseph E. Gamble
Commercial Manager.....Norman Lofthus
Program Director.....Jim Hadlock
Chief Engineer.....N. Vincent Parsons

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KPAL

PALM SPRINGS—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Desert Radio-Telecasting Co.
Address.....174 N. Palm Canyon Dr.

KIBE

PALO ALTO—1947

Frequency: 1220 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Sundial Bcstg. Corp.
Address.....149 Calif. St.
Phone: Yukon 2-6272.....Air Time: Daytime
News Service .....UP
Representative.....Western Radio Sales
Membership .....NARTB, RAB
President.....William R. Crocker
General Mgr.....Edward Davis
Sta., Comm., Sales Mgr.....Peter A. Cuneo
Program Director.....George Schalfer
Chief Engineer.....H. J. Richards

KALI

PASADENA—1950

Frequency 1430 Kc.....Power: 5000 Watts d.
Owned-Operated By...Consolidated Bcstg. Co.
Business-Studio Address.....758 E. Colorado
Phone: RY 1-7148.....Air Time: Daytime
News Service .....UP
Representative.....Harla Oakes
Pres., Gen. Mgr.....Henry Fritzen
Sales Prom., Prog Dir.....Ernesto Cervera
Chief Engineer.....Harvey Fritch

KWKW

PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Corp.
Address.....800 Sierra Madre Villa
Phone: Ryan 1-6744.....Air Time: Unlimited
News Service.....AP
Rep.....O'Connell, BCSTG. Time Sales
Membership .....NARTB
President.....Marshall S. Neal
Gen.-Station-Comm. Mgr.....William J. Beaton
Pgm. Dir.....Bill Garr
Chief Engineer.....Paul W. Spargo

KXLA

PASADENA—1941

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business.....1401 So. Oak Knell Ave.
Phone: Ryan 6-8383.....Air Time: Full Time
News Service .....AP
Trans. Ser.....World, Lang-Worth, Associated
Membership .....RAB
President-Gen. Sta. Mgr.....Loyal K. King
Director of News.....Carl Saunders
Program Director.....Marian Atkinson
Chief Engineer.....Jack Reeder

KPRL

PASO ROBLES—1946—MBS-KBS

DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....D. J. & Bernard Schwartz
Business-Studio Address.....32nd & Oak Sts.
Phone: 204.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative.....W. S. Grant
Station Mgr.....Dale Schwartz
Pgm., Comm. Dir.....Bernard Schwartz
Commercial Mgr.....Dorothy Schwartz
Gen. Mgr., Chief Engineer....Dale Schwartz

KAFP

PETALUMA—1950—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Redwood Empire Bcstg. Co.
Address..... Redwood H'wy South
Phone Number 2-9787
Transcription Service.....World
News Service .....UP
Rep.....Western Radio Sls., McGavren
Pres., Gen., Sta. Mgr.....A. T. Shields
Comm., Sls. Prom. Mgr.....Gerald M. Hauser
Prog., Pub. Dir.....Corinne Shields
Chief Engineer.....Aubin Thomas

KECC

PITTSBURG—1949

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KECC, Inc.
Business.....235 Railroad Ave.
Phone: 2-2964.....Air Time: Full Time
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....W. S. Grant
General Mgr.....Mel D. Marshall
Commercial Mgr.....John C. McFarland
Chief Engineer.....Wm. P. Grether

KPMO

POMONA—1947

Frequency: 1600 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Valley Bdcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone: Lycoming 2-1293..Air Time: Full Time
News Service .....UP
Station Representative.....Ben Paschall
Partner, Comm. Mgr.....Dean H. Wickstrom
Chief Engineer.....R. H. Rogers

KTIP

PORTERVILLE—1947—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph F. Miller
Business-Studio Address.....Box 1312
Phone: PO 1450.....Air Time: Full Time
News Service .....UP

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Transcription Service .....Thesaurus
Representative .....O'Connell
Gen. Mgr., Owner.....Ralph F. Miller
Local Sales Mgr.....B. Harland Ohde

KBLF
RED BLUFF—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Hal K. Shade
Address.....737 Main St.
Phone: 880.....Air Time: Full Time
General Manager.....Hal K. Shade
Chief Engineer.....Harry Shelby

KSDA
REDDING—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owner .....Valr, Inc.
Address.....1308 Placer St.
Phone.....600 & 163
Representative .....Grant
Pres., Mgr.....R. H. Dow
Chief Engineer.....Harry Shelby

KVCV
REDDING—1936—CBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By....Golden Empire Bcstg. Co.
Address.....Box 717, Merced
Phone: 1646.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative.....Avery Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Sales Prom. Mgr.....Ted Dooley
Pgm., Prod. Dir.....Lyle Mathys
Publicity Director.....Charles Castor
Chief Engineer.....Russ Pope

KCAL
REDLANDS—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owner.....Southwest Bcstg. Co., Inc.
Address.....P. O. Box 52
Phone 3-2358
Representative .....Tracy Moore
President.....Dr. Bernard Corren
Chief Engineer.....Robert Levinson

KPRO
RIVERSIDE—1941

Frequency: 1440 Kc.....Power: 1000 Watts
Owned.....Bcstg. Co. of America
Business Address.....3401 Russell
Phone: Riverside 6290....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Gen. Mgr.....D. R. Peterson

KCRA
SACRAMENTO—1945—NBC

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....1010 11th St.
News Service .....UP
Transcription Service.....World
Representative .....Robert Meeker
Membership .....RAB, NARTB
President-General Mgr.....Ewing C. Kelly
Commercial Mgr.....David A. Williamson
Station Mgr.....Howard J. Smiley
Publicity Director.....Irma Davis
Program Dir.....John Kuhlman
Chief Engineer.....W. Herbert Hartman

KFBK
SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 Eye St.
Phone: Gilbert 3-1745.....Air Time: Full Time
Newspaper Affiliation.....Sacramento Bee
News Service.....UP, AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....RAB, NARTB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Commercial Mgr.....A. C. Williams
Program Director.....Harry Warren
Chief Engineer.....Stam Sronce

KGMS
SACRAMENTO—1952

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Capitol Radio Enterprises
Address .....Hotel Senator
News Service .....AP
Transcription Service.....World, Langworth
Representative.....W. S. Grant
Membership .....NARTB
General Manager.....Irving J. Schwartz
Station Manager.....J. Matranga
Commercial Manager.....S. George
Chief Engineer.....Vince Lambert

KROY
SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KROY, Inc.
Business-Studio Address....Hotel Sacramento
Phone: Gilbert 3-2525.....Air Time: Full Time
News Service.....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....C. L. McCarthy
Comm. Mgr.....W. H. Weaver
Sls. Prom. Mgr.....E. Jefferey
Prod. Mgr.....E. Gish
Oper. Mgr.....Orel Phillips
Chief Engineer.....William Karpisek

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KXOA
SACRAMENTO—1945—MBS
DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sacramento Bcstrs., Inc.
Business Address.....P. O. Box 94
Phone: WAbash 5-2717...Air Time: Full Time
News Service.....UP
Representative.....A. J. Young, McGavern
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lincoln Dellar
Comm., Sales Prom., Mgr.....R. Guild
Program Director.....Dean Seaton
Chief Engineer.....Ewald Berger

KDON
SALINAS—1935

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Charles Blackwood Grant
Business Address.....Box 1490, Salinas
Phone: 2-6464.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Weed & Co.
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Charles B. Grant
Commercial Mgr.....Ann Knowlton
Program Director.....George Nicholaw
Chief Engineer.....Omer Wright

KSBW
SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business Address.....P.O. Box 1651
Phone Number 8071
News Service.....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NARTB, RAB
Gen., Sta. Manager.....John C. Cohan
Commercial Manager.....W. M. Oates
Sales Prom., Pub. Dir.....Mike Morisoli
Program Director.....Richard E. Shermerhorn
Chief Engineer.....George Freeman

KCSB
SAN BERNARDINO—1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Oper. By.....Fred P. D'Angelo
Business Address.....770 Mill St.
Phone: 8-2245.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
President, Gen. Mgr.....Fred P. A'Angelo
Pgm. Dir.....Jim Tracewell
Comm. Prom. Dir.....Jim Lawson

KFXM
SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business-Studio Address.....512 Fifth St.
Phone: 4761.....Air Time: Full Time
News Service.....UP
Membership .....NARTB
Representative .....John Blair
President.....E. W. Lee
General Manager.....Gene W. Lee
Commercial Mgr.....Willard Hasbrook
Sls. Prom. Mgr.....Ed England
Pub. Dir.....Bettie Iglai
Chief Engineer.....George Ewing

KITO
SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....KITO, Inc.
Address.....Box 889
Phone: 7807.....Air Time: Unlimited
News Service .....UP
Representative .....Hollingbery
Pres., Gen., Sta. Mgr.....J. J. Flanigan
Commercial Manager.....Arnold Benum
Program Director.....Fred Reinhardt
Chief Engineer.....Richard Klitzing

KRNO
SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Western Empire Bcstrs., Inc.
Address.....990 Colton Ave
Phone: 8-2771.....Air Time: Full Time
News Service .....AP
Representative.....Donald Cooke, Western Radio, McGavren
Pres., Gen. Mgr.....Norman H. Rogers
Station Manager.....Wesley Brock
Program Director.....Chuck Palmer
Chief Engineer.....George W. Brock

KCBQ
SAN DIEGO—1946-ABC

Freq.: 1170 Kc.....Power: 5 Kw. d: 1 Kw. n.
Owned-Operated By.....Charles E. Salik
Bus.-Studio Address.....P. O. Box 1629
Phone: Cypress 5-4103....Air Time: Unlimited
News Service.....UP
Representative .....Weed
Membership .....NARTB
Pres.....Stanley Schultz
Gen., Station Mgr.....Stan Norman
Comm. Mgr.....Matt Baer
Sales Promotion Mgr.....John Caidenhead
Program Director.....Ralph Nenard
Publicity Director.....Harry Dangerfield
Chief Engineer.....Charles Sherburne

KFMB
SAN DIEGO—1941—CBS

Freq.: 540 Kc.....Power: 5 Kw. d., 5 Kw. n.
Owned.....Wrather-Alvarez Bcstng Co.
Bus.-Studio Address.....Fifth & Ash Sts.
Phone: BE 2-2114.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Capitol

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Representative .....Petry
Membership .....RAB, NARTB
President.....J. D. Wrather
Vice President.....Maria Helen Alvarez
General Manager.....George Whitney
Station Manager.....A. M. Mortensen
Comm. Mgr.....J. M. Miller
Sls. Prom. Mgr., Pub. Dir.....W. H. Ryan
Program Director.....Jerry Lee Pecht
Chief Engineer.....Charles F. Abel

K F S D
SAN DIEGO—1925—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....KFSD, Inc.
Business-Studio Address.....U. S. Grant Hotel
Phone: Belmont 3-6353....Air Time: Full Time
News Service.....AP
Representative .....Katz Agency
Membership .....NARTB
President.....James G. Rogers
General Manager.....William Goetze
Station Manager.....W. R. Hasbrook
Program Director.....Bill Browning
Chief Engineer.....Leroy Bellwood

K G B
SAN DIEGO—1926—MBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Marion R. Harris
Address.....1017 First Ave.
Phone: BE 3-6151.....Air Time: Full Time
News Service .....UP
Representative .....H-R
Membership .....RAB, NARTB
President.....Marion R. Harris
Ass't Mgr.....Leonard W. Landmark
Program Director.....Robert S. Regan
Chief Engineer.....Joe Kline

K S D O
SAN DIEGO—1947

Freq.: 1130 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By...San Diego Bcstg. Co.
Bus.-Studio Address....U. S. Natl. Bank Bldg.
Phone: BE 2-2041..... Air Time: Full Time
News Service .....AP
Rep.....Pearson, McGavren, Moore & Lund
Vice-Pres., Gen. Mgr.....Wilson Edwards
Commercial Manager.....Norman Kay
Station Manager.....W. Edwards
Chief Engineer.....Vern Milton

K S O N
SAN DIEGO—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred & Dorothy Rabell
Address.....630 F. St.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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Phone: BE 3-5175.....Air Time: Full Time
News Service .....AP
Transcription Service....Associated, Standard
Membership .....NARTB
Representative .....Tracy Moore
General Manager.....Fred Rabell
Program Director.....Dick Thompson
Chief Engineer.....Jack Rabell

K G I L

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By..San Fernando Va. Bcstg. Co.
Business Address.....4915 Van Nuys Blvd.
Phone: State 4-6291.....Air Time: Full Time
News Service .....AP
Transcription.....Capitol, World, Lang-Worth
President.....E. P. Franklin
Gen., Comm., Sta. Mgr.....Howard P. Gray
Prog., Pub. Dir.....Allen McKee
Chief Engineer.....Jay Rice

K C B S

SAN FRANCISCO—1912—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By..... CBS
Address .....Palace Hotel
Phone: YUkon 2-7000.....Air Time: Full Time
News Service.....AP, UP, INS
Representative .....CBS Radio Spot Sales
Membership .....NARTB, RAB
President (CBS).....Frank Stanton
Gen., Sta. Mgr.....Arthur Hull Hayes
Commercial Manager.....Jules Dundes
Promotion Mgr.....Evelyn Clark
Program Director.....Pede Worth
Publicity Director.....William Cullenward
Chief Engineer.....Alan Cormack

K F R C

SAN FRANCISCO—1924—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....General Teleradio
Business-Studio Address..1000 Van Ness Ave.
Phone: Prospect 6-0500....Air Time: Full Time
News Service.....AP, UP
Representative .....H-R Representatives
Membership .....RAB, NARTB
General Manager.....William D. Pabst
Commercial Manager.....William E. Nichols
Sales Prom. Mgr.-Pub. Dir.....Dink Templeton
Program Director.....Mel Venter
Chief Engineer.....E. G. Underwood

K G O

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Oper. By.....ABC-PT
Business Address.....277 Golden Gate Ave.
Phone: UN 3-0077.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Lang-Worth
Representative .....Edward Petry
Membership .....RAB
President (ABC)..... Robert E. Kintner
General Manager.....James H. Connolly
Station Manager.....Paul T. Scheiner
Sales Manager.....Aaron S. Bloom
Program Director.....Russ Baker
Chief Engineer.....Harry Jacobson

K J B S

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone: Ordway 3-4148.....Air Time: Daytime
News Service.....AP, INS
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Comm. Mgr.....Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Chief Engineer.....Roger Roberts

K N B C

SAN FRANCISCO—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By .....National Bcstg. Co.
Address.....420 Taylor St.
Phone: GRaystone 4-8700..Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....S. L. Weaver, Jr.
Gen., Sta. Mgr.....George Greaves
Commercial Mgr.....W. K. McDaniel
Sales Promotion Mgr.....Dean Moxley
Program Director.....John Thompson
Publicity Director.....Jane Morrison
Chief Engineer.....Curtis Peck

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Golden Gate Bcstg. Corp.
Business Address.....1355 Market St.
Phone: Market 1-8171.....Air Time: Full Time
News Service .....UP
Representative.....Stars National
President.....S. H. Patterson
Gen. Mgr.....N. J. Patterson
Station Mgr.....Richard P. Bott
Pgm. Dir.....Shirley Bott

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Comm. Mgr.....Walter Conway
Chief Engineer.....H. Wickersham

KSFO
SAN FRANCISCO—1925

Freq.: 560 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned By.....San Francisco Bcstr's, Inc.
Bus.-Studio Address..Van Ness at Greenwich
Phone: PRospect 6-5100...Air Time: Full Time
News Service.....INS, UP
Trans. Service...Standard; World; Associated
Representative .....Headley-Reed
Membership .....NARTB, RAB
President.....Wesley I. Dumm
Gen., Sta. Mgr.....Alan L. Torbet
Com. Mgr.....Gary Garlund
Prom. Mgr.....Phyllis Diller
Program Dir.....Robert Hansen
Dir. of Engineering.....Charles Smith

KYA
SAN FRANCISCO—1926

Freq.: 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KYA, Inc.
Business Studio Address.....Fairmont Hotel
Phone: DOuglas 2-2536....Air Time: Full Time
News Service.....UP
Representative.....Wins, Young
Membership ..... RAB
President.....J. Elroy McCaw
General Manager.....H. G. Fearnhead
Commercial Manager.....Irving C. Phillips
Prog. Dir.....Pat Heron
Chief Engineer.....Paul Beck

KBIF
SANGER—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John Poole Bdcstg. Co.
Business Address.....1117 N. St.
Phone: 6-0791.....Air Time: Daytime
News Service .....UP
Representative .....Meeker
Transcription .....Associated
Membership .....RAB, NARTB
President.....John H. Poole
Gen. Mgr.....George Nickson
Comm. Mgr.....Ray Grant
Prog. Dir.....Walter K. Novell
Chief Engineer.....Russell C. Friend

KEEN
SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone: Cypress 4-0344....Air Time. Full Time
News Service .....UP
Representative.....W. S. Grant
President.....George M. Mardikian
V.P., Gen. Mgr.....Floyd Farr
Commercial Mgr.....Robert J. Blum

KLOK
SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Valley Bcstg Co.
Business Address.....P. O. Box 967
Phone: YUkon 6-0621....Air Time: Full Time
News Service.....AP
Membership ..... RAB
Representative .....Pearson
President-Gen. Mgr.....E. L. Barker
Commercial Mgr.....Richard E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham

KSJO
SAN JOSE—1946

Freq.: 1590 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone: Cypress 3-8030....Air Time: Unlimited
Paper Affil...Los Gatos Times, Gilroy Dispatch
News Service.....UP
Transcription Service.....Standard
Representative .....Rambeau
President.....Patrick H. Peabody
Gen., Sta. Mgr.....R. M. Bruce
Comm. Mgr.....Earle Russell
Sales Prom. Mgr.....F. Darien
Program Director.....Norman Paul
Chief Engineer.....Edward W. Meese

KXRX
SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
Phone: Cypress 2-5080....Air Time: Full Time
News Service .....UP
Representative.....McGavren, Tracy Moore
President-Gen. Mgr.....Joe E. Levitt
Sta., Commercial Mgr.....Gordon Graham
Program Director.....Frank G. Kilpatrick
Chief Engineer.....Frank Glass

KATY
SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....KATY
Address.....P. O. Box 700
Phone: 3171.....Air Time: Full Time
News Service .....UP
Trans. Service.....World
Representative .....Meeker
President .....Maynard Marquardt
Sales Prom. Mgr.....Dave Hildebran
Program Director.....Barbara Brydia
Publicity Director.....Glenn O. Porter
Chief Engineer.....Clay Coldwell

KVEC
SAN LUIS OBISPO—1937
MBS-DON LEE-KBS

Frequency: 920 Kc..Power: 1 Kw. d., 500 w. n.

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Owned-Oper. By.....Valley Electric-Jacobson
Business Address.....787 Higuera St.
Phone: 1100.....Air Time: Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership.....NARTB
Pres.-Owner.....Christina M. Jacobson
Gen., Sta. Mgr.....Les Hacker
Commercial Manager.....Si Darrah
Program Director.....Arthur Hapgood
Chief Engineer.....James Cochrane

KEAR

SAN MATEO—1947

Frequency: 1550 Kc.....Power: 10 Kw.
Owned-Oper. By.....Bay Radio Inc.
Address.....1 Nob Hill Circle
Phone: EX 2-4265.....Air Time: Full Time
News Service.....AP
Rep.....Good Music, Western Sales
President.....Stephen A. Cisler
Gen. Mgr.....Ken Hildebrandt
Commercial Mgr.....Walter Tolleson, Jr.
Program Director.....Ward Glen
Chief Engineer.....D. F. Mariska

KVSM

SAN MATEO—1947

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hugh H. Smith
Business Studio Address...279 Baldwin Ave.
Phone: Diamond 4-2541....Air Time: Daytime
News Service.....INS, UP
Representative.....Rambeau
President.....Les Malloy
Program Director.....Edward Kirk
General Manager.....Jack Grant
Chief Engineer.....Carl Rolliff

KTIM

SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Address.....1117 Fifth St.
Phone: GLenwood 3-6880..Air Time: Daytime
Newspaper Affiliation.....S. R. Independent Journal
News Service.....UP
Station Rep.....LaFonteese, Indie
President.....Roy A. Brown
Gen. Mgr., Prog. Dir.....Hugh E. Turner
Publicity Director.....Kitty Oppenheimer
Chief Engineer.....Edward Ohmstead

KWIZ

SANTA ANA—1926

Frequency: 1480 Kc.....Power: 1000 Watts
Owned.....Voice of the Orange Empire
Business Address.....105 E. 5th St.
Phone: Kimberly 3-8321..Air Time: Unlimited
News Service.....UP
Representative.....Pearson
Pres., Gen. Mgr.....Ernest L. Spencer
Station Manager.....Hal Davis
Commercial Mgr.....Donner P. Spencer
Chief Engineer.....Roy Morris

KDB

SANTA BARBARA—1921—MBS DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Robert Bauer
Business-Studio-Transmitter.....Radio Square
Phone: 413.....Air Time: Unlimited
News Service.....UP
Representative.....Pearson
Transcription.....Standard
Pres., Gen., Sta.....F. Robert Bauer
Comm. Mgr.....W. Buckley
Program Director.....Richard Barrett
Chief Engineer.....Robert Carter

KIST

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Harry C. Butcher
Business-Studio Address.....Balboa Bldg.
Phone: Woodland 3981....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....RAB
Pres., Gen., Sta., Pub. Mgr...Harry C. Butcher
Vice President.....M. J. McKeogh
Commercial Manager.....James Blomfield
Sales Promotion Mgr.....Michael J. McKeogh
Program Director.....Claire Behan
Chief Engineer.....Gene Fossell

KTMS

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone: 3921.....Air Time: Full Time
Newspaper Affil...Santa Barbara News-Press
News Service.....AP, UP
Transcription Service.....Langworth
Representative.....Paul H. Raymer
President.....Thomas M. Storke
Gen., Sta. Mgr.....Charles A. Storke
Commercial Mgr.....Jo Benes
Prog., Prom. Dir.....Gordon Phillips
Chief Engineer.....Leo De Connick

KSCO

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone: GR 5-1080.....Air Time: Full Time
News Service.....AP
Membership.....NARTB, RAB
Transcription Service.....Standard, Thesaurus

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Pres., Gen. Mgr., Chief Eng.....C. V. Berlin
Pub. Dir.....Lena Saluas

KCOY
SANTA MARIA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone: 5-2644.....Air Time: Full Time
Newspaper Affiliation.....News Press Co.
Representative.....Paul H. Raymer
President.....T. M. Storke
Gen. Mgr.....C. A. Storke
Sales Prom. Mgr.....Harold Young
Program Director.....Carolyn Conrad
Chief Engineer.....John D. Clowes, Jr.

KSMA
SANTA MARIA—1945—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hagerman, Groom
Address.....510 W. Morrison
Phone: 5-2582.....Air Time: Full Time
News Service .....UP
Sta. Rep.....Tracy Moore
Transcription Service .....World
Partners...James M. Hagerman, John I. Groom
Program Dir.....Anthony Kent
Chief Eng.....Gale Brady

KOWL
SANTA MONICA—1947

Frequency: 1580 Kc...Power: 10.000 Watts, d.
Owned-Operated By.....KOWL, Bcstg. Co.
Address.....Pico at Ocean
Phone: TExas 0-5152.....Air Time: Daytime
Membership ..... RAB
President.....J. D. Funk
General Manager.....G. A. Baron
Office Manager.....Margaret A. Johnson
Sls. Promotion Director.....John Malone
Program Director.....Paul Compton
Chief Engineer.....Robert H. Dye

KSPA
SANTA PAULA—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Santa Paula Bcstrs. Inc.
Business-Studio Address.....Middle Rd.
Phone: 940.....Air Time: Full Time
Transcription Service.....World, SESAC
Station Rep.....O'Connell, Ayres
General Manager.....Hugh D. Elder
Program Director.....Stella Elder
Prom., Comm. Mgr.....Chas. Martin
Chief Engineer.....Denman Dayton

meet the people whose "Specialized Programming" SELLS your clients' products

KOWL with 10,000 watts and "Specialized Programming"—gives you more complete coverage of the Negro, Spanish and Mexican-American markets in Los Angeles County, than any other radio station.

JOE ADAMS
Nation's Top Negro D.J. (also Negro spirituals).

LILLIAN RANDOLPH
Top Negro star of radio, TV and movies . . . now daily on her own variety show

'CHICO' LIONEL SESMA
The original Mexican - American D.J. (English speaking)

CHESTER WASHINGTON
Negro news and sports . . . West Coast Editor of Pittsburgh Courier and sports chief.

ELENA SALINAS
Most beloved Spanish language personality . . . variety and music.

SENOR WM. OROZCO
Favorite Spanish language radio personality for over 25 years . . . news and variety.

KOWL
10,000 WATTS
Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California
National Representatives:
Forjoe & Co. New York, Chicago, Dallas, San Francisco
Dora-Clayton Atlanta, Georgia
GEORGE A. BARON, Gen'l Mgr.

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KSRO
SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Finley Bcstg. Co.
Bus.-Studio Address...Corner Fresno & Finley
Phone: 110.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
President.....Mrs. Ruth Finley
Gen.-Station Manager.....Frank McLaurin
Program Director.....Al Pearson
Chief Engineer.....Hilmar Cann

KROG
SONORA—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Brewster E. Ferrel
Business Address.....P. O. Box 996
Phone: Jefferson 2-7426....Air Time: Full Time
News Service.....UP
Transcription Service..... Standard, SESAC
Owner, Gen. Mgr.....Brewster E. Ferrel
Comm. Mgr.....G. E. Manley
Prog., Pub. Dir.....L. E. Ferrel
Chief Engineer.....C. W. Mitchell

KGDM
STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone: 4-4551.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President.....E. F. Peffer
Gen., Comm. Mgr.....E. Smith
Program Director.....A. Stover
Promotion Director.....James Block
Publicity Dir.....L. Parkin
Chief Engineer.....J. Tyron Kelley

KSTN
STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By...San Joaquin Bcstg. Co.
Business Address.....Hotel Clark
Phone: HO 4-7338.....Air Time: Full Time
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....Knox La Rue
Gen., Sta., Com. Mgr.....D. T. Ralph
Program Director.....Ellis Lind
Chief Engineer.....Carl McGee

KWG
STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Bus.-Studio Address.....612 E. Market St.
Phone: HOward 5-5728....Air Time: Full Time
Newspaper Affiliation .....McClatchy
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Eleanor McClatchy
Station Manager.....James H. Ranger
Program Manager.....James E. Longe
Chief Engineer.....Frank Nesmith

KXOB
STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....KXOB, Inc.
Business-Studio Address.....Hotel Stockton
Phone: 4-7313.....Air Time: Full Time
News Service .....UP
Representative.....Young Co., McGavren
Membership ..... RAB
President.....J. E. Gamble
Gen., Sta. Mgr.....Ort Lofthus
Comm. Mgr., Prog. Dir.....Arthur Taylor
Publicity Director.....Carolyn Prybil
Chief Engineer.....James R. Johnson

KSUE
SUSANVILLE—1948—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Nolan Hallowell, James E. McKahan
Phone: 2020.....Air Time: Full Time
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Tracy Moore
Membership .....NARTB
Gen., Sta. Mgr.....Nolan Hollowell
Commercial Manager.....Frank Rondas
Program Director.....Gerald Oliver
Chief Engineer.....Harold C. Houston

KTKR
TAFT—1948—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....P.O. Box "WW"
Phone: 5-3101.....Air Time: Daytime
News Service.....UP
Pres., Gen. Mgr.....Kenneth Aitken
Station Manager.....George J. Tchumy, Jr.
Commercial Manager.....Jack Smith
Chief Engineer.....Kenneth Aitken

KCOK
TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sheldon Anderson
Business Address.....P. O. Box 119
Phone: 6-9513.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
Membership .....NARTB, RAB
Acting Gen. Mgr.....J. Bowles
Sta., Sales Prom. Mgr.....Don Weldon
Program Director.....Jack Miller
Chief Engineer.....Don Ferguson

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KTUR

TURLOCK—1949—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Turlock Bcstg. Corp.
Address.....P. O. Box 526
News Service .....UP
Transcription Service.....Thesaurus
Representative .....O'Connell
Membership .....NARTB, RAB
President .....Wallace Lindskoog
General Manager.....H. Ansell McMillen
Program Director.....B. McMillen
Chief Engineer.....Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....M. E. Sims
Address.....P. O. Box 638
Representative .....Grant
Transcription Service .....Standard
News Service .....AP
Membership .....NARTB
Pres., Gen. Mgr.....M. E. Sims
Commercial Mgr.....Louis DuMoulin
Program Director.....John Oliveira
Chief Engineer.....Stanley Ryno

KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Vallejo Bcstg. Co.
Business-Studio Address....3267 Sonoma Blvd.
Phone Number.....Vallejo 8-8944
News Service .....UP
Transcription .....Capitol
Representative .....McGavren
Co-Owners.....Ellsworth Peck, A. J. Krisik
Program Director.....Ellsworth Peck
Publicity Director.....Robert Wade
Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address .....Box 1611
Phone: Miller 3-8675.....Air Time: Full Time
News Service .....UP
Rep.....McGavren, Webb, Western Radio Sls.
President .....Carroll Hauser
General Manager.....Sydney Held
Station Manager.....Karl Rembe
Commercial Mgr.....Bob Brown
Sls. Prom. Mgr.....Woody Bretz
Program Director.....Fred Hall
Chief Engineer.....Charles Farmer

KUDU

VENTURA—1947—KBS

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Oper. By....Voice of Ventura County
Business Address.....South Mills Rd.
Phone: Miller 3-6185.....Air Time: Full Time
Representative.....Walker, Oakes, Keystone
News Service.....AP
Transcription Service .....Langworth
Gen., Prom., Prog. Dir.....Bill E. Williams
Comm. Mgr.....Dwight Drumm
Chief Eng.....Dick Anderson

KONG

VISALIA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Tulare County Bdcstg.
Address.....Rt. 6, Box 205
Phone: 4-5811.....Air Time: Full Time
News Service.....UP
Representative .....Hollingbery
President.....Knox La Rue
General Manager.....Stan Simpson
Sls. Prom. Mgr.....Virginia Hooker
Program Manager.....Dick Scudder
Publicity Dir.....Greg LeClercq
Chief Engineer.....Gorman Brown

KWSO

WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Maple Leaf Bcstg. Co.
Address.....P. O. Box 366
Phone: 4251.....Air Time: Daytime
Transcription Service.....Lang-Worth, SESAC
News Service .....UP
President.....E. J. Peters
Gen. Mgr.....E. Franz
Station Mgr.....Theo. G. Heinrichs
Comm. Mgr.....Jim Hodges
Pgr. Dir.....Bob Bann

KHUB

WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Patrick H. Peabody
Business Address.....P. O. Box 349
Phone: 4-5641.....Air Time: Full Time
News Service .....UP
Representative .....Rambeau
Membership .....NARTB
President.....Patrick H. Peabody
Gen., Comm. Mgr.....Vic Rugh
Program Director.....Tom Martin
Chief Engineer.....Merle Rossman

KSYC

YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
Address.....Lawrence Lane & S. Oregon St.
Phone: 624.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....T. Moore
Membership .....NARTB

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President.....E. G. Millbourn
General Manager.....D. C. Hollinger
Station Manager.....Jack A. Mitchell
Asst. Mgr., Prog. Dir.....C. Eng

KAGR

YUBA CITY—1953

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....James E. Jaeger
Address .....Box 271
Phone .....MArysville 3-7343
President .....James E. Jaeger
Chief Engineer.....James E. Walley

KUBA

YUBA CITY—1947

Fre.: 1600 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By..Peachbowl Bcstrs., Inc.
Business Address.....Hotel Marysville
Phone: 3-7309.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Ayers, O'Connell
President.....Chester V. Ullom
Gen., Station Manager.....Roger R. Hunt
Commercial Manager.....Lloyd Klemp
Sales Promotion Mgr.....Robert Fahey
Pgm., Pub. Dir.....Ric Ryan
Chief Engineer.....Carl W. Pendergraft

COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — Families 446,000
Radio Homes 434,000 — TV Homes 217,000 — Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Address .....P. O. Box 179
Phone: 26.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
General Manager.....D. L. Allen
Sls. Prom. Mgr.....Dick Frink
Prog. Director.....Kyle McClaugherty
Chief Engineer.....Delbert L. Allen

KBOL

BOULDER—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Boulder Radio KBOL, Inc.
Address .....1617 Pearl
Phone: Hillcrest 2-2242....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, Thesaurus
Station Rep.....Holman
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Russel Shaffer
Commercial Manager.....Gene Palm
Program Dir.....John Wilcox
Chief Engineer.....Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Royal Gorge Bcstrs., Inc.
Business-Studio Address....1615 Central Ave.
Phone: 1400.....Air Time: Daytime
News Service .....UP
Transcription Service.....Keystone, Cole
Pres.-Gen.-Sta. Mgr.....Ray M. Beckner
Chief Engineer.....Ed Wood

KRDO

COLORADO SPRINGS—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....399 S. 8th St.
Phone: Melrose 2-1515....Air Time: Full Time
News Service .....AP, UP
Transcription Service....Standard, Langworth, Thesaurus
Representative .....McGillvra
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Harry W. Hoth
Program Director .....John Finlayson
Publicity Dir.....Patricia Colt
Chief Engineer.....Herbert Schubarth

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By....Voice of the Rockies, Inc.
Address.....512 So. Tejon
Phone: Melrose 4-2844.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Associated
Representative .....Hollingbery
Membership .....NARTB, RAB
President .....J. D. Russell
Station Mgr.....Verl Bratton
Sls., Prom. Mgr., Prog. Dir.....R. Conner
Chief Engineer .....Earl Leonard

KRAI

CRAIG—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.No. Western Colo. Bcstg. Co.
Address .....P. O. Box 65
Phone: 707-8.....Air Time: Full Time
News Service .....UP
Representative.....Community Network

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Transcription Service.....Thesaurus
Membership .....NARTB
President.....Miles Barrett
General Manager.....George Cory
Station Manager.....Richard E. Bonderod
Sales Prom. Mgr.....Dale Kirk
Program Dir.....Norman Davis
Chief Engineer .....Tom Weir

KFSC

DENVER—1954

Frequency: 1220 Kc.....Power: 1 Kw.
Owned.....Francisco V. Sanchez
Address.....P. O. Box 246
Phone: AComa 2-8935.....Air Time: Daytime
News Service .....INS
General Manager.....Paco Sanchez
Manager, Director.....Levi Beall
Commercial Manager.....Joe Lito
Sales Manager.....J. R. Rutherford

KIMN

DENVER—1923—MBS

Frequency: 950 kc.....Power: 5 kw.
Owned .....KIMN, Inc.
Address.....5350 W. 20th Ave.
Phone: BE 7-2734.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Station Representative.....Avery-Knodel, Inc.
Membership .....RAB
President .....A. L. Glasmann
Gen., Sta. Mgr.....Collin W. Lowder
Commercial Manager.....Kenneth E. Palmer
Sales Promotion Mgr.....Ted Nelson
Program Director.....Ronald J. McCoy
Publicity Director.....Ted Nelson
Chief Engineer .....Arthur F. Southwick

KLIR

DENVER—1953—KBS

Frequency: 990 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....G. B. Anderson
Address.....6535 W. Jewell
Phone: WA-2-1189.....Airtime: Daytime
News Service .....INS
Rep.....Holman, Continental, Biddick
Owner-Gen.. Mgr.....G. B. Anderson
Commercial Mgr.....L. L. Tracy
Bus. Mgr. .....H. G. Kincaid
Pub. Dir.....F. F. Hayes
Chief Engineer.....Lloyd L. Wilson

KLZ

DENVER—1922—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.Aladdin Radio & TV, Inc.
Business-Studio Address.....131 Speer Blvd.
Phone: MAin 3-4271.....Air Time: Full Time
News Service.....AP, INS.
Newspaper Affiliation .....Time, Inc.
Representative .....Katz
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Hugh B. Terry
Station Mgr. .....Phil Hoffman
Commercial Manager .....Lee Fondrew
Sales Prom. Mgr.....Harold Storm
Program Director.....Charles Roberts
Chief Engineer.....Harvey E. Wehrman

KMYR

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Address.....Security Life Bldg.
Phone: MAin 3-4161.....Air Time: Full Time
News Service .....AP
Station Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen. Mgr.....F. W. Meyer
Station Manager.....A. G. Meyer
Commercial Manager.....Ed Koepke
Pgm., Prod. Dir.....Lowell Switzer
Chief Engineer.....Walt Wilson

KOA

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Metropolitan TV. Co.
Business-Studio Address..1625 California St.
Phone: Main 3-6211.....Air Time: Full Time
News Service.....AP, INS
Representative.....Edward Petry & Co.
Membership .....NARTB, RAB
President.....William W. Grant
Gen., Sta. Mgr.....Don Searle
Sales Promotion Manager.....John Aldern
Comm. Mgr.....Robert Hix
Program Director.....Jim Atkins
Publicity Director.....Ralph Radetsley
Chief Engineer.....J. A. Slussea

KTLN

DENVER—1948

Frequency: 1280 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Station KTLN
Address.....431 W. Colfax
Phone: Acoma 2-4811.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Representative.....Radio Reps., Inc.
Owner .....Leonard Coe
General Manager.....John L. Buchanan
Local Sales Mgr.....Dean Jarvis
Nat. Sales Mgr.....Lee Mehlig
Program Director.....Jack Helling
Chief Engineer.....O. E. Kelly

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Add...Midland Savings Bldg.
Phone: TAbor 5-2291.....Air Time: Full Time
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters

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Membership .....NARTB, RAB
President-Gen. Mgr.....William D. Pyle
Station Manager.....T. C. Ekrem
Sales Prom. Mgr.....Ben Stanton
Program Director.....V. W. Corbett
Chief Engineers.....W. D. Pyle, T. C. Ekrem

K I U P

DURANGO—1935—MBS-KBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....San Juan Bcstg. Co.
Address.....P. O. Box 641
Phone: 117.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Holman Co.
President .....J. A. Segerberg
General Manager.....R. E. O'Brien
Comm., Prom. Mgr.....Lindsey Becker
Program Director.....Herb Jobes
Publicity Director.....Frank Toomey
Chief Engineer.....Lou Shaw

K G M C

ENGLEWOOD—1952

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned By .....McMa Agency
Address.....3355 S. Broadway
Phone: Sunset 1-4481.....Air Time: Daytime
News Service .....UP
Co-owner, Gen. Mgr.....Grady F. Maples
Co-owner .....R. B. McAlister
Comm. Mgr.....J. Kenneth Brothers
Sls. Prom. Mgr.....R. J. Cutting
Chief Engineer.....D. F. White, Jr.

K C O L

FT. COLLINS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Northern Colo. Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone: 2600.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Rep.....H-R Reps. Inc.
Membership .....NARTB, RAB
President .....Herb Hollister
General Manager.....Ellis Atteberry
Commercial Manager.....Bob McClary
Program Director.....Hollis Hoff
Chief Engineer.....Dan Coltrane

K F T M

FORT MORGAN—1949—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By...Morgan County Bcstg. Co.
Address.....P. O. Box 431
Phone: 1000.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
General Manager.....Mac McGraw
Program Director.....Frank Allen
Chief Engineer.....Richard Oldfield

K G L N

GLENWOOD SPRINGS—1950—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KGLN, Inc.
Address.....P. O. Box C
Phone: 777.....Air Time: Full Time
Representative .....Holman
Membership ..... NARTB
News Service ....UP
President.....Rex Howell
Co-owner, Gen. Mgr.....Jerry Fitch
Sales Promotion Director.....Bob Duffy
Program Director.....Gene Curtis
Chief Engineer.....Bonner Z. Baker

K E X O

GRAND JUNCTION—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Voice of Western Colo., Inc.
Address.....2508 North Ave.
Phone: 1230.....Air Time: Full Time
News Service .....INS
Transcription Service.....Capitol, Thesaurus
Representative.....Harlan Oakes
Membership .....NARTB, RAB
President.....D. Spencer Grow
Gen., Sta. Mgr.....Abbott Tessman
Program Director.....Robert Collins
Publicity Director.....Mildred Fuller
Chief Engineer.....D. E. Towne

K F X J

GRAND JUNCTION—1926—MBS

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By....Western Slope Bcstg. Co.
Business-Studio Address.....Box 30
Phone: 1300.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NARTB
Pres., Gen. Mgr.....Rex Howell
Sta., Comm. Mgr.....E. Anson Thomas
Program Director.....Gregg Chancellor
Chief Engineer.....Cecil Whitchurch

K F K A

GREELEY—1921

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By..Mid.Western Bcstg. Co., Inc.
Business-Studio Address.....620—8th Ave.
Phone: 450.....Air Time: Full Time
Representative .....Hal Holman
News Service .....UP
Transcription Service.....Thesaurus
Pres., Gen. Mgr.....H. E. Green
Sta., Comm. Mgr.....William G. Stewart
Program Director.....Jack Redus
Chief Engineer.....Harry Brewer

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KYOU
GREELEY—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By 2424 6th Ave., Meroco B. Co.
Phone: 3275.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative .....McGillvra, Inc.
Transcription Service .....World
President, Gen. Mgr.....Elwood H. Meyer
Comm. Mgr.....Everett Shupe
Sta. Mgr. Chief Engr.....John T. Roscoe

KBNZ
LA JUNTA—1937—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Otero Broadcasting Co.
Address .....Box 485
Phone: 42.....Air Time: Full Time
News Service.....UP
Representative .....Clark
Transcription .....Standard
President.....M. S. Morrison
Gen., Sta. Mgr.....R. D. McGregor
Comm. Mgr., Chief Eng.....Don Smith
Sls. Prom. Mgr.....Jack Lee
Pub. Dir. .....Robert Mahaffey
Program Director.....Jane Henkenseifken

KLMR
LAMAR—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....SE Colorado Bcstg. Co.
Address .....P. O. Box 632
Phone: 804.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Continental
President.....Ralph Eaton
Gen., Sta. Mgr.....Everett Shupe
Comm., Prom. Mgr.....Dennis Behan
Program Director.....Claire Behan
Chief Engineer.....Kenneth Roberts

KLVC
LEADVILLE—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Top of the Nation Station, Inc.
Address.....520 W. 6th St.
Phone: 70.....Air Time: Full Time
Membership .....NARTB
Representative .....Clark
President .....Arline S. Hodgins
General Manager.....David W. Hodgins

KLMO
LONGMONT—1949—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Longmont Bcstg. Co.
Address .....Imperial Hotel
Phone: 1050.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Station Rep.....Continental
Membership .....NARTB
President .....Irving Ludlow
Program Director.....Frank Leslie
General Manager.....P. Reed Walker
Sales Manager.....Pat Patnode
Chief Engineer.....Walter Robinson

KSLV
MONTE VISTA—1954—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....San Luis Valley Bcstg. Co.
Address .....109 Adams St.
Phone: 553.....Air Time: Full Time
News Service .....UP
Trans. Service.....Thesaurus
Membership .....NARTB
General Manager.....George O. Cory
Asst. Gen. Mgr.....Dale G. Moore
Station Mgr.....John McRae

KUBC
MONTROSE—1947—KBS

Freq.: 1260 Kc.....Power: 1 Kw., d., 500 W. n.
Owned-Operated By..Uncompaghre Bcstg. Co.
Business-Studio Address.....P. O. Box 279
Phone: 599.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President.....F. J. Hartman
Gen. Mgr.....Geo. Cory
Station Mgr.....Dale G. Moore
Comm., Sales Prom. Mgr.....Robert Churney
Program Director.....Ed DeJulio
Chief Engineer.....Tom Weir

KCSJ
PUEBLO—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Star Bcstg. Co., Inc.
Address.....2226 Big Hill Rd.
Phone: LI 4-5782.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Avery-Knodel, Inc.
Pres., Gen. Mgr.....Douglas Kahle
Commercial Mgr.....Ray Whitworth
Station Mgr.....Larry Gordon
Chief Engineer.....Marion Cunningham

KDZA
PUEBLO—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Address .....3011 Elizabeth
Phone: 1255.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....McGillvra
Pres., Gen., Comm. Mgr.....Dee B. Crouch
News, Spts. Dir.....Jerry Rhoads

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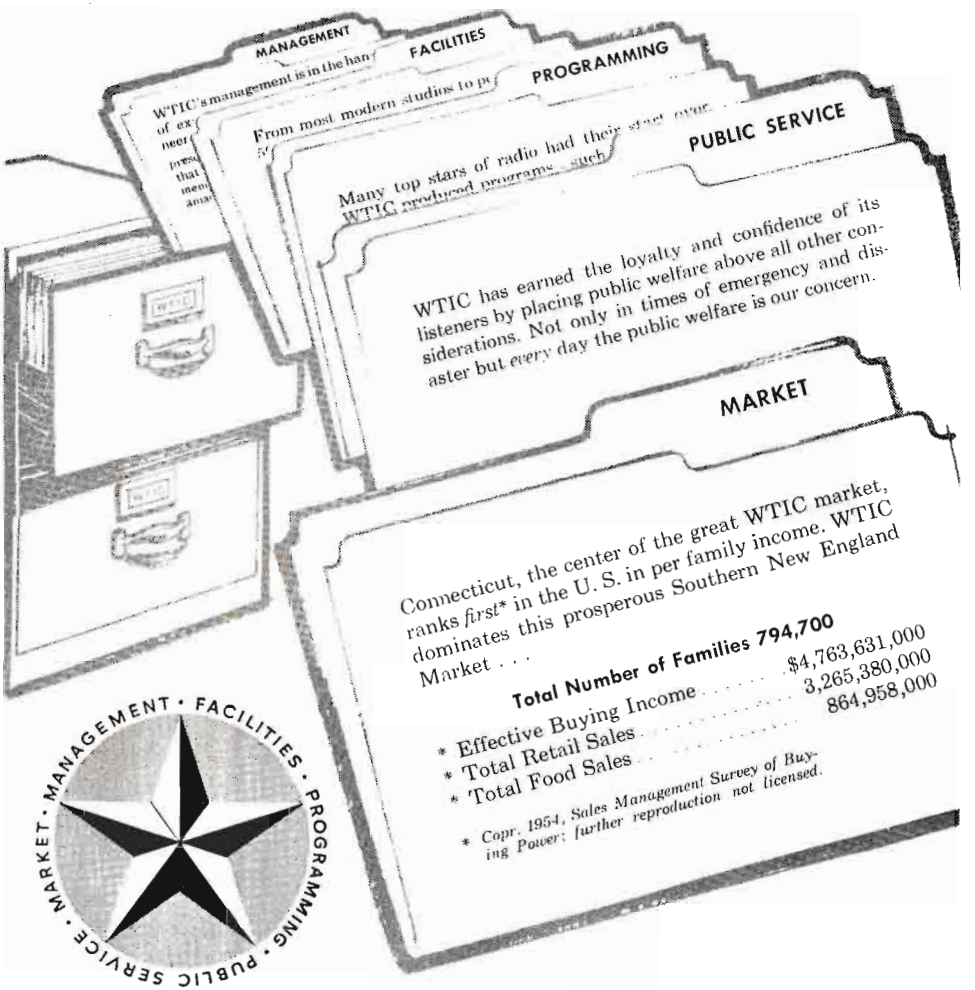
WTIC...By Every Measurement
A GREAT RADIO STATION



Measure of a Great Radio Station

REPRESENTED NATIONALLY BY

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

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KGHF

PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Address .....Box 293
Phone: LI 2-5570.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative.....Gill-Perna, Inc.
Membership .....NARTB, RAB
President .....Gifford Phillips
General Manager.....Robert D. Ellis
Commercial Manager.....Bill Mahoney
Station Manager.....J. H. McGill
Chief Engineer.....Willis C. Shanks

KVRH

SALIDA—1948—KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Heart of the Rockies Bcstg. Co.
Phone: 30.....Air Time: Full Time
News Service .....INS
Pres., Gen. Mgr.....Jon F. Lohmer
Program Director.....Alan Wall
Chief Engineer.....O. V. Charles

KGEK

STERLING—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Elmer G. Beehler
Address.....P. O. Box 830
Phone: 679.....Air Time: Daytime
News Service .....UP
Trans. Service..Lang-Worth, MacGregor, Cole
Membership ..... NARTB
Owner, Gen. Mgr.....Elmer G. Beehler
Station, Comm. Mgr.....Al Ross
Prog. Director.....John Gazdik
Chief Engr.....E. G. Beehler

KCRT

TRINIDAD—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KCRT, Inc.
Address .....Box 772
Phone: 338.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Rep., Indie Sales.....Ken Palmer
Pres., Gen. Mgr.....E. M. Cooper
Program Director .....Pete Deluca
Chief Engineer.....E. M. Cooper

CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — Families 678,000
Radio Homes 670,000 — TV Homes 557,000 — Stations in State 25

WICC

BRIDGEPORT—1926—MBS-YANKEE

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Bridgeport Bcstg. Co.
Address .....Box 9140
Phone: AM 8-1601.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative .....Adam Young
Membership ..... RAB
Pres., Gen., Sta. Mgr.....Philip Merryman
Commercial Manager.....Manning Slater
Sales Promotion Manager.....Joan Fisher
Program Director.....Bob Crane
Publicity Director .....Leo Miller
Chief Engineer.....Pat Uliano

WNAB

BRIDGEPORT—1941
ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WNAB, Inc.
Business-Studio Address.....991 Broad St.
Phone: 3-3112.....Air Time: Full Time
News Service .....UP
Representative.....Burke Stuart, Walker
President .....Harold Thomas
Gen., Sta., Comm. Mgr.....John Ellinger
Sales Prom. Mgr., Prog. Dir.....Harry Luke
Asst. Prog. Dir.....Jack Kane
Publicity Director.....Stu Warshauer
Chief Engineer.....Norman Howard

WBIS

BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone: 3-9265.....Air Time: Daytime
News Service .....UP
Representative .....Clark
Transcription Service.....Associated, World
Pres., Gen. Mgr.....Eric Hatch
Sta. Mgr.....R. C. Kilbourn
Comm. Mgr.....Amleto Ciccarelli
Chief Engineer.....Richard L. Ricci

WLAD

DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone: 8-3565.....Air Time: Daytime
News Service .....AP

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Transcription Service.....World, SESAC
Representative .....Indie Sales
President.....John P. Previdi
Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
Program Director.....Eleanor Kemble
Chief Engineer.....George McGuy

WCCC
HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Greater Hartford Bcstg Corp.
Address .....Hotel Bond
Phone: Jackson 5-6648.....Air Time: Daytime
News Service .....UP
Station Rep. .....Walker
President.....William M. Savitt
Sec't, Treas.....M. Savitt
Sta., Comm. Mgr.....R. H. Klein
Program Director.....B. LaCoe
Publicity Director.....E. Seltzer
Chief Engineer.....Michael Cookish

WDRC
HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By..The Connecticut Bcstg. Co.
Business-Studio Address..869 Blue Hills Ave.
Phone: Chapel 2-5596....Air Time: Full Time
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
President.....Franklin M. Doolittle
General Manager.....Walter B. Haase
Comm., Sales Prom. Mgr.....William F. Malo
Program, News Dir.....Harvey H. Olson
Chief Engineer.....Henry M. Broderick, Jr.

WGTH
HARTFORD—1935—MBS-ABC

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By..Gen. Times Television Corp.
Business-Studio Address.....54 Pratt St.
Phone: JA 7-9131.....Air Time: Full Time
News Service .....UP
Representative.....H-R Reps, Inc.
Membership .....RAB
President.....Thomas F. O'Neil
General Manager.....F. W. Wagenvoord
Commercial Manager.....Gordon R. Kerr
Program Director.....John Downey
Chief Engineer.....Rogers Holt

WTIC
HARTFORD—1925—NBC

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service
Business-Studio Address.....26 Grove St.
Phone: JA 5-0801.....Air Time: Full Time
News Service .....AP
Transcription Service....Lang-Worth SESAC
Representative .....Christal
Membership .....NARTB, RAB
V.P., Gen. Mgr.....Paul W. Morency
Asst. Gen. Mgr., Sls. Mgr.....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Manager.....Leonard J. Patricelli
Public Rel. Dir.....Bernard Mullins
Chief Engr.....Herman D. Taylor

(See Page 366)

WMMW
MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8 W. Main St.
Phone: 5-5747.....Air Time: Daytime
News Service.....UP
Representative .....Rambeau
President.....C. A. Schultz
General Manager.....G. A. Kruttschnitt
Comm. Mgr.....William Golder
Sales Prom. Mgr.....James McGovern
Program Director.....Lester H. Fox
Chief Engineer.....John Roache

WCNX
MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....460 Main St.
Phone: Diamond 7-2565....Air Time: Daytime
Transcription .....Thesaurus
Station Rep. .....Devney
President.....R. J. O'Brien
General Manager.....Wm. J. O'Brien, Jr.
Program Director.....Wm. J. Glynn
Chief Engineer.....Kenneth A. F. Bishop

WHAY
NEW BRITAIN—1949
CONNECTICUT STATE
FOREIGN LANGUAGE

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..Central Conn. Bcstg. Co.
Business Address.....22 Grove Hill
Phone: 3-2721.....Air Time: Unlimited
News Service.....UP
Representative .....Nona Kirby
President .....Patrick Goode
Exec. Vice-Pres.....Edward D. Taddei
General Mgr.....Aldo DeDominicis
Sta., Comm. Mgr.....Charles Bell
Program Director.....George Ehrlich
Chief Engineer.....Hillis W. Holt

WKNB
NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Oper. By.....New Britain Bcstg. Co.
Address.....1422 New Britain Ave.
Phone: Baldwin 3-3603....Air Time: Daytime
News Service .....AP
Representative .....Bolling
President .....Julian Gross
General Manager.....Peter B. Kenney
Commercial Manager.....Gustave Nathan
Program Director.....Ray Neilan
Publicity Director.....Helen M. Loy
Chief Engineer.....John Shipley

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WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAVZ Bcstg. Corp.
Business-Studio Address.....152 Temple St.
News Service .....AP
Representative.....Forjoe, Kettell, Carter
Membership ..... RAB
President.....Victor W. Knauth
V.P., Gen. Mgr.....Daniel W. Kops
Comm. Mgr.....Richard J. Monahan
Program Director.....E. J. Markle
Publicity Director.....S. L. Barstein
Chief Engineer.....Ralph Carrano

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned By.....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
News Service .....UP
Representative.....H. R. Reps., Rbt. Foster
Pres., Gen. Mgr.....Richard W. Davis
Commercial Mgr.....Edwin H. Schweitzer
Publicity Director.....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944—NBC, CSN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone: SP 7-3611.....Air Time: Full Time
News Service.....AP
Representative.....Katz Agency
Membership .....NARTB
President.....Patrick J. Goode
General Manager.....Aldo DeDominicis
Exec. Vice-Pres.....Edward D. Taddei
Commercial Manager.....J. Vincent Callanan
Station Manager.....Edward C. Obrist
Prom. Mgr., Publ. Dir.....James W. Evans
Chief Engineer.....Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone: GI 2-4365.....Air Time: Full Time
News Service.....UP
President-Gen. Sta. Mgr.....Gerald J. Morey
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Prog., Publ. Dir.....Nelson Brown
Chief Engineer.....Randolph Barrett

WNLK

NORWALK—1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..Norwalk Bcstg. Co., Inc.
Business-Studio Address....Main & Wall Sts.
Phone: Temple 8-5566....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Pres., Gen. Mgr.....James Stolcz
Program Director.....Dick Bounerba
Chief Engineer.....Clarence Burnham

WICH

NORWICH—1946

Freq: 1310 Kc.....Power: 1 Kw.
Owned-Oper. By.....Eastern Conn Bcstg. Co.
Business-Studio Address.....Cuprak Rd.
Phone: Turner 7-1613.....Air Time: Full Time
News Service .....INS, UP
Transcription Service.....CWB Time, World
Representative .....Grant Webb
Membership .....NARTB, RAB
President .....D. Lasser
Promotion Dir.....Edward Adler
Comm. Mgr.....Richard Reed
Program Dir.....Sid Frank
Chief Engineer.....Alexander Dubenetsky

WPCT

PUTNAM—1953

Frequency: 1350 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Israel Putnam Bcstg. Co.
Address.....42 Main St.
Phone: 8-2721.....Air Time: Daytime
News Service .....UP
Transcription .....World
Membership .....NARTB
President.....Roland A. Gayette
Station Manager.....Ralph F. D'Andrea
Chief Engineer.....James Bonney

WSTC

STAMFORD—1941—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....W. Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone: 4-7575.....Air Time: Full Time
Newspaper Affiliation.....Stamford Advocate
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Everett-McKinney
Membership .....NARTB
President .....Kingsley Gillespie
Gen. Manager .....Julian Schwartz
Program Director .....Steve Phillips
Chief Engineer.....Robert A. Reynolds

WLCR

TORRINGTON—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Litchfield Cty. Radio Corp.
Business-Studio Address.....23 Main St
Phone: Hunter 9-4173-74....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative.....Sears & Ayer

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Membership .....BAB, NARTB
Pres., Gen. Mgr.....Charles O. Scott
Station Mgr. .....Joe Trent
Comm. Mgr.....Alex Pernal
Program Director.....Joe Storm
Chief Engineer.....Alfred Pollakat

WTOR
TORRINGTON—1948
CONN. STATE—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Perkins St.
Phone: 9-4181.....Air Time: Full Time
News Service .....AP
Representative .....Rambeau
President .....Edmund Waller
Gen., Sta., Comm. Mgr.....John J. Morris
Program Director.....Al Ayre
Pub. Dir.....Louise Morris
Chief Engineer.....Edwin Michalski

WATR
WATERBURY—1934
ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone: 5-1121.....Air Time: Full Time
News Service .....UP
Representative .....Burke-Stuart
Membership .....NARTB
President .....Harold Thomas
Gen., Sta., Comm. Mgr.....Sam Elman
Sales Prom. Mgr.....Wallace Gordon
Program Director.....Wally King
Publicity Director .....Bob Gillespie
Chief Engineer.....Russell Jensen

WBRY
WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....P. O. Box 1627
Phone: 3-1125.....Air Time: Full Time
Newspaper Affiliation..Waterbury Republican
News Service .....AP
Transcription Service .....World
Rep. .....Avery-Knodel, Kettel-Carter
Membership .....NARTB
President.....William J. Pape
Commercial Manager.....Harry A. DeVorken
Gen. Mgr.....J. Maxim Ryder
Sales Promotion Mgr.....Robert Holczer
Program Director.....Walter O. Howard
Chief Engineer.....Frank B. Hales

WWCO
WATERBURY—1946
MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone: 4-5141.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
President.....William G. Wells
General Manager.....James H. Shoemaker
Program Director.....Robert C. Crager
Chief Engineer.....Wm. Goldstein

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — Families 103,000
Radio Homes 99,000 — TV Homes 87,000 — Stations in State 7

WDOV
DOVER—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned.....Del. State Bcstg. Corp.
Business Address.....Denny's Rd.
Phone: 5816.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Rambeau
Membership ..... RAB
President.....William S. Freed
General Manager.....Cliff Goodman
Program Director.....Virginia Bracken
Chief Engineer.....Perley Tribout

WJWL
GEORGETOWN—1951

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rollins Bcstg., Inc.
Address .....DuPont Highway
Phone: 2567.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Zimmer
President.....John W. Rollins
Gen., Comm. Manager.....Norman M. Glenn
Program Director.....Bill Jaeger
Chief Engineer.....Edward Marzoa

WKSB
MILFORD—1953

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Kent-Sussex Bcstg. Co.
Address .....Box 444
Phone: Milford 8881.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Co-owner, Comm. Mgr.....H. M. Griffith Jr.
Co-owner, Chief Engineer....C. V. Lundstedt
Program Director.....Borden E. Smith

WAMS
WILMINGTON—1948—MBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned.....Rollins Broadcasting Co.
Address.....321 Delaware Ave.
Phone: 4-8882.....Airtime: Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Rollins, Inc., N. Y. C.
President.....O. Wayne Rollins
General Manager.....Ralph J. Baron
Program Director.....Tim Crow
Chief Engineer.....Fitzgerald McDaniel

WDEL
WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone: 8-7269.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership ..... NARTB
Station Executive.....Clair R. McCollough
Station Manager.....Harvey C. Smith
General Sales Mgr.....J. Robert Gulick
Program Director.....R. V. Aydelotte
Technical Director.....J. E. Mathiot

WILM
WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone: 4-7771.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Bolling Co.
Membership ..... RAB
Pres., Gen. Mgr.....Ewing B. Hawkins
Sta., Comm. Mgr.....Jackson F. Lee
Program Director.....Warren Keyser
Chief Engineer.....H. Edwin Kennedy

WTUX
WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By....Port Frere Bcstg. Co., Inc.
Business-Studio Address.....1400 Market St.
Phone: 5-8821.....Air Time: Daytime
News Service .....AP
Representative.....Indie Sales, Inc.
Pres.-Sta. Mgr.....Gordon K. MacIntosh
V.P., Sales Mgr.....William S. Ewing
General Mgr.....Howard Robinson
Commercial Mgr.....John M. Talley
Program Director.....William H. Gehlert
Publicity Director.....Justina Spagnolo
Chief Engineer.....Seymour Toberisky

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DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — Families 281,000
Radio Homes 272,000 — TV Homes — 231,000 — Stations in State 7

WGMS

WASHINGTON, D.C.—1947

Freq.: 570 Kc.....Power: 1000 W. d.
Owned-Oper. By..The Good Music Station, Inc.
Address .....Hotel Harrington
Phone: Executive 3-8676..Air Time: Daytime
Transcription Service.....Associated
News Service .....AP
Representative..Good Music, Thomas F. Clark
Pres., Gen., Sta. Mgr.....M. Robert Rogers
Comm., Sales Prom. Mgr....Dan R. Cavalier
Program Director.....Pierson Underwood
Chief Engineer .....Nicholas J. Chaconas

WMAL

WASHINGTON, D.C.—1925—ABC

Freq.: 630 Kc.....Power: 5,000 Watts
Owned.....Evening Sun Bcstg. Co., Inc.
Address.....4461 Connecticut Ave., N.W.
Phone: Kellogg 7-1100....Air Time: Full Time
News Service .....AP
Representative .....Katz
Newspaper Affiliation.....The Evening Star
President.....John W. Thompson, Jr.
General Manager.....Fred S. Houwink
Station Manager.....Robert W. Jonscher
Sales Prom. Mgr.....Arnold Katinsky
Program Director.....Martin Pinsker
Chief Engineer.....Allan Powley

WOL

WASHINGTON, D. C.—1924

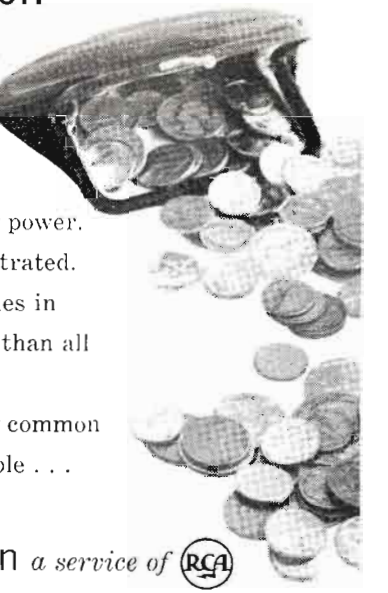
Frequency: 630 Kc.....Power: 250 Watts
Owned.....Wash. Bcstg. Corp.
Address .....2000 P. St., N. W.
Phone: ME 8-0010.....Air Time: Full Time
News Service.....UP
Representative .....Gill-Perna
Pres., Gen. Mgr.....Henry Rau
Vice-Pres.....Charles Dillon
Comm. Mgr., Prog. Dir.....Maxwell Marvin
Publicity Director .....Charles Brailer
Chief Engineer .....Lloyd Smith

WOOK

WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio.....8th & I Sts., N.W.

There's a mint in Washington



No, not a big government building, but 728,000 family purses stuffed with $4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. Nielsen averages show WRC delivering more homes in Washington's rich five-county area night and day than all the other radio stations combined!

To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .

WRC NBC Radio in Washington *a service of* RCA

Sources: Nielsen Coverage Service; Sales Management Survey of Buying Power

Represented by NBC Spot Sales

www.americanradiohistory.com

Phone: Republic 7-8000...Air Time: Full Time
Station Rep.....United Bcstg., Harlan Oakes
News Service .....WNS
Pres., Gen. Mgr.....Richard Eaton
Program Director.....Cliff Holland
Comm., Sta. Mgr.....Arthur A. Snowberger

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..Sheraton Park Hotel
Phone: Adams 4-5400....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President (NBC).....Sylvester L. Weaver Jr.
Exec. Vice-Pres. (NBC).....Robert Sarnoff
Vice-Pres. (Wash.) .....Frank Russell
Vice-Pres., Gen. Mgr.....Carlton D. Smith
Program Director.....James E. Kovach
Sales Prom. Mgr.....Robert Adams
Director of Sales.....Joseph W. Goodfellow
Commercial Mgr.....Charles de Lozier
Publicity Director.....Jay Royen
Chief Engineer.....John Rodgers

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By .....WTOP Inc.
Address.....40th & Brandywine, N.W.
Phone: Emerson 2-9300...Air Time: Full Time
News Service.....AP, UP, INS
Representative.....CBS Radio Spot Sales
Membership .....RAB
President .....John S. Hayes
V.P., Sta. Mgr.....Lloyd Dennis
Comm. Mgr.....R. W. Schellenberg
Sls. Prom. Mgr., Pub. Dir.....W. J. Wiggins
Prog. Dir. .....P. A. Searight
Chief Eng.....Granville Klink

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....WWDC, Inc.
Business-Studio Address.....1627 K St., N.W.
Phone: Sterling 3-3800....Air Time: Full Time
News Service.....AP, UP
Transcription Service....Standard, Thesaurus,
..... Langworth, World
Representative .....Blair
Membership .....NARTB, RAB
President .....Joseph Katz
General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Sls. Prom., Pub. Dir.....Irving Lichtenstein
Chief Engineer.....Ross H. Beville

THOSE WHO KNOW
FAMOUS BRANDS . . .

KNOW THE MOST
FAMOUS BRAND
IN NEWS IS

AP

www.americanradiohistory.com

FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — Families 1,141,000
Radio Homes 1,005,000 — TV Homes 490,000 — Stations in State 95

WBAR

BARTOW—1953

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WBAR, Inc.
Address.....Box 820, Lakeland Hwy.
Phone Number 3-5111
President.....W. A. Wynne
General Manager.....Ted Leeper
Commercial Mgr.....John Burgreen
Program Dir.....Chuck Dent
Chief Engineer.....Edward St. Clair

WSWN

BELLE GLADE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Phone: 2064.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, World
Membership .....RAB, NARTB
President.....Dr. R. G. Nelson
V.P., Gen. Mgr.....Mrs. Mary Foy
Sales Manager.....Marvin Smith
Program Director.....W. E. Eggleston
Chief Engineer.....C. S. Clemans

WTRL

BRADENTOWN—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Land o' Lakes Bcstg. Co.
Address.....Memorial Pier, P. O. Box 1060
Phone: 31-531.....Air Time: Full Time
News Service .....AP
Representative .....Hil Best
Membership .....NARTB
Transcription Service .....World, Standard
President.....Howard A. Donahoe
Gen., Sta. Mgr.....William McD. Herson
Comm., Sales Prom. Dir.....Ken McKendree
Program Director.....Charles A. Blake
Publicity Director.....Earl Lindgren
Chief Engineer.....Gerald McGougan

WTAN

CLEARWATER—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WTAN, Inc.
Business Address.....200 Pierce Blvd.
Phone: 33084.....Air Time: Full Time
News Service.....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President .....Wm. G. Wells
General, Station Manager.....H. D. Parker
Commercial Manager.....F. L. Parker
Program Director.....L. H. Falconnier
Chief Engineer.....Leslie E. Preedom

WKKO

COCOA—1953—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Brevard Bcstg. Co.
Address .....Box 387
Phone: 1020.....Air Time: Daytime
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Hil F. Best
Membership .....BAB
Gen. Mgr., Program Dir...Carl G. Collins, Jr.
Comm. Mgr.....Mercer Livermore
Chief Engineer.....Davis E. Wilson

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aragon Ave.
Phone: 8-74-11.....Air Time: Daytime
News Service.....AP
Transcription Service.....Associated
Representative .....Clark
Membership .....RAB, NARTB
President-General Mgr.....George W. Thorpe
Commercial Manager.....T. Hooke McCallie
Program Director.....Robert S. Stevens
Chief Engineer.....Thomas Middleton

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulfshores Bcstg. Co.
Business-Studio Address.....Box 518
Phone: 3511.....Air Time: Daytime
News Service .....AP
Transcription Service.....World, SESAC
President.....D. Grady O'Neal
General Manager.....H. French Brown, Sr
Program Director.....Vernon Cooper
Station Manager.....Sam F. Townsend

WDCF

DADE CITY—1954

Frequency: 1350 Kc.....Power: 1 Kw.
Owned.....Pasco Bcstg. Co.
Address.....P. O. Box 387
News Service .....AP
Station Representative .....Dora-Clayton
General Manager.....Elmo B. Kitts

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.

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Phone: 6492.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative....Joseph Hershey McGillvra
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Program Director.....Mildred Mullins
Chief Engineer.....Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948—MBS

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....News-Journal Corp.
Business-Studio Address..Daytona Beach, Fla.
Phone: 2-1511.....Air Time: Full Time
News Service .....AP
Representative.....John H. Perry
Membership .....RAB, NARTB
Gen.-Sta.Mgr.....Jerry Stone
Comm. Mgr.....R. Y. Huffman
Prog. Dir.....Jo Bledsoe
Chief Engineer.....F. A. Scott

WROD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Daytona Beach Bcstg. Corp.
Bus. Address.....Wilder Blvd. & S. Beach St.
Phone: 4626.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....RAB
Representative .....Rambeau
Pres.-Gen. Mgr.....E. J. Sperry
Pgm. Dir., Chief Engr.....W. C. Collier

WJBS

DELAND—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....John B. Stetson Univ.
Address.....220 East Hubbard Ave.
Phone: 1490.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Stations Rep.....Donald Cooke
Membership .....NARTB
Gen. Mgr., Prog. Dir.....C. L. Menser
Comm. Mgr.....William G. Hall
Program Dir. .....C. L. Menser
Chief Engineer .....John Andre

WDBF

DELRAY BEACH—1954

Frequency: 1420 Kc.....Power: 500 Kw.
Owned.....Delray Bcstg. Corp.
Address.....Bon Air Hotel
President.....S. R. Sague
Commercial Mgr.....Norman V. Bergholm
Station Manager.....Robert Murray
Promotion Mgr.....Bill Gannon
Chief Engineer.....Jim Lacey
Executive Engineer.....Bob Leedham

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Broward Bcstg. Co.
Address.....P. O. Box 78
Phone Number 2-2563
News Service .....UP
Representative.....Hil F. Best
President.....L. C. Judd
Gen., Sta. Mgr.....Chas. H. Gravett
Program Director.....Betty Phillips
Chief Engineer.....Theodore Dudas

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Gore Publishing Co.
Bus.-Studio Address.....1785 S. E. 15th St.
Phone: 3-2511.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
President.....J. W. Dickey
Gen., Sta., Comm. Mgr.....R. L. Bowles
Program Director.....Jack W. Swart
Chief Engineer.....Richard P. Northey

WINK

FT. MYERS—1940—CBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Ft. Myers Bcstg. Co., Inc.
Address.....54 Palm Beach Blvd.
News Service .....AP
Representative .....Donald-Cooke
President.....Daniel Sherby
General Manager.....A. J. Bauer
Program Director.....Frank Nodine
Chief Engineer.....Bob Bachman

WMYR

FT. MYERS—1952

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Robert Hecksher
Address .....WMYR Bldg.
Phone: 5-1175.....Air Time: Full Time
News Service .....UP
Station Representative .....Dora-Clayton
Membership .....RAB
Owner .....Robert Hecksher

WARN

FORT PIERCE—1952—ABC-KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Hurricane Bcstg. Co.
Address .....Angle Rd.
Phone: 1330.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB, RAB
Co-owner, Gen. Mgr.....Murray C. Tillman
Co-owner, Prom. Mgr.....C. C. Tillman
Program Director.....Willis M. Shawver Jr.
Chief Engineer.....John E. Palmer

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WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg. Co.
Business Address.....Melody Lane
Phone: 1400.....Air Time: Full Time
News Service .....UP
Membership .....RAB, NARTB
Transcription Service .....World
Pres., Gen., Sta. Mgr.....James L. Howe
Program Director.....Anne Wilder
Commercial Manager.....J. Kingsley Butt
Chief Engineer.....James Sowinski

WFTW

FT. WALTON BEACH—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owner.....Vacationland Bcstg. Co.
Address.....39 Main St., Box 87
Phone 3-2601
President.....Wilbur R. Powell
Chief Engineer.....Frank Prestwood

WGGG

GAINESVILLE—1948—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Alachua County Bcstg. Co., Inc.
Business-Studio .....1230 Waldo Rd.
Phone: Franklin 6-5791...Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Best
Pres., Gen. Mgr., Ch. Eng...R. M. Chamberlin
Commercial Manager.....Leon E. Mims
Program Director.....Pierre A. Bejano
Promotion Manager.....Scott Sutton

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....Univ. of Fla.
Business-Studio Address.Campus, Univ. of Fla.
Phone: 3261, Ext. 466-7-8..Air Time: Full Time
News Service .....AP
Trans. Service.....Lang-Worth, Thesaurus
Representative .....Burn-Smith
Membership .....NARTB
General Manager.....Garland Powell
Commercial Manager.....John Dunnavant
Program Director.....Ray Dantzler
Chief Engineer.....Bertram McNamara

WGMA

HOLLYWOOD-MIAMI—1953

Freq.: 1320 Kc.....Power: 500 Watts
Owned.....Greater Miami Broadcasters, Inc.
Address .....Box 757
Phone: Jackson 3-2616.....Air Time: Daytime
News Service .....AP
Station Representative..J. Hershey McGillvra
Membership .....NARTB
President.....Major Ranulf Compton
Gen. Managers....Mr. & Mrs. Wm. B. Murphy
Sales Prom. Mgr.....Steve Marko
Program Director.....Bop Hope
Chief Engineer.....Wm. B. Murphy

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WIVY, Inc.
Address.....1050 Spring Grove Ave.
News Service .....INS
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....Edward J. Oberle
Commercial Manager.....Randolph S. Jones
Program Director.....Lawrence Picus
Chief Engineer.....James Stephens

WJAX

JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Air Time.....Full Time
Transcription Service .....MUSAC
Representative.John Blair; Harry E. Cummings
Commissioner in Charge.....J. D. Kennedy
Sta. Mgr., Chief Engr.....John T. Hopkins, III
Program Director.....Marion D. Trowell
Commercial Manager.....J. W. Douglass

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Journal Co.
Bus.-Studio Address....4038 Phillips Highway
Phone: EX 8-9751.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....T. S. Gilchrist, Jr.
Operation Mgr.....Jack Newsom
Commercial Mgr.....Bill Fraker
Sales Prom. Mgr.....Martha Thomas
Program Director.....Larry Bodkin
Publicity Director.....Martha Thomas
Chief Engineer.....Beecher Hayford

WOBS

JACKSONVILLE—1948

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...So. Radio and Equipt. Co.
Business-Studio Address.....1036 Mary St.
Phone: 98-3411.....Air Time: Daytime
Station Representative .....Stars
President.....E. D. Rivers, Sr.
General Manager.....Jim Macri
Chief Engineer.....W. F. Askew

WMBR

JACKSONVILLE—1933—CBS

Frequency: 1460 Kc.....Power: 5000 Watts

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Owned-Oper. By.....Washington Post Co.
Business-Studio Address.....605 Main St. S.
Phone: Ex 8-0501.....Air Time: Full Time
News Service .....UP
Representative.....CBS Radio Spot Sales
Membership .....BAB
President .....Philip Graham
Vice President.....John S. Hayes
V.P., Comm. Mgr.....Dave Booher
Sls. Prom. Mgr.....Roger Langston
Program Director .....Ted Chapeau
Chief Engineer.....Ernest B. Vordermark

WPDQ

JACKSONVILLE—1942—ABC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Studio Address.....Gulf Life Bldg.
News Service .....AP
Transcription Service .....World
Station Rep.....Rintoul & McConnell, Ayers
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Comm., Prom. Mgr.....Kenneth F. Small
Program Director.....Wm. H. Blackburn
Chief Engineer.....James R. Donavan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRHC, Inc.
Address.....247 Margaret St.
Phone: 6-0461.....Air Time: Full Time
Membership.....NARTB, RAB
Representative.....Forjoe & Co.
Pres., Prom. Mgr.....Harold S. Cohn
General Manager.....Harold Cohn, II
Program Director.....Mrs. Elva Stein
Chief Engineer.....William Johnson

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Oper. By.Jacksonville Beach Bcstg. Co.
Address.....12th Ave., N., Box 428
Phone: 5-5674.....Air Time: Daytime
Representative.....Hil F. Best
Membership .....NARTB
News Service .....AP
Pres., Gen. Mgr.....J. Lyle Williams, Jr.
Station Mgr.....Morton B. Robinson
Commercial Mgr.....Thomas P. Harper
Program Director.....Morton B. Robinson
Chief Engineer.....Leslie C. Miner

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Address.....P. O. Box 891
Phone: 2-7777.....Air Time: Full Time
Pres., Gen. Comm., Mgr....John M. Spottswood
Station Manager.....Kermit Lewin
Chief Engineer.....Charles Lowe

WRWB

KISSIMMEE—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Emerson W. Browne
Address.....Arcade Theater Bldg.
Phone: 2111.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
General Manager.....Emerson W. Browne
Commercial Mgr.....Frank Taylor

WDSR

LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone: 525-591.....Air Time: Full Time
News Service .....UP
Transcription Service.....Associated
General Manager.....Alfred H. Temple
Station Mgr.....Dick Whittington
Chief Engineer.....Richard L. Cook

WLAK

LAKELAND—1936—NBC

Freq.: 1430 Kc.....Power: 5 Kw.
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone: MU 2-1271.....Air Time: Full Time
News Service.....UP
Transcription Service..Associated, World, Std.
Station Representative.....John E. Pearson
Membership .....RAB, NARTB
Pres., Gen. Mgr.....S. O. Ward
Sta. Mgr., Chief Engr.....William P. Lee
Sales & Prom. Mgr.....S. O. Ward
Commercial Manager.....Powell Adams
Program Director.....Garland Burt
Chief Engineer.....William P. Lee

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co.
Business Address.....Lake Hunter Drive
Phone: MU 5117.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Donald Cooke, Inc.
Pres., Gen., Sta. Mgr.....Robert S. Taylor
Commercial Mgr.....Tom Barber
Program Dir.....Ted Covington
Chief Engineer.....Duane McConnell

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned.....Imperial Polk Bcstg. Corp
Address.....P. O. Box 712
Phone: 2-9831.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Membership .....RAB, NARTB

www.americanradiohistory.com

President.....S. W. Keen
Gen. Mgr., Chf. Engr.....G. Max Kimbrel
Program Director.....Shirley Tucker
Publicity Director.....John Haughee

WLBE

LEESBURG—1949—MBS-KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....WLBE, Inc.
Address.....Box 297
Phone: Leesburg 552.....Air Time: Full Time
News Service.....UP
Station Representative.....Best
Transcription Service.....World
President.....Paul A. Husebo
General Manager.....Wendel F. Husebo
Program Director.....Richard R. Coleman
Chief Engineer.....Martin Kirkland

WNER

LIVE OAK—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Suwanne Bcstg. Co.
Business Address.....P. O. Box 655
Phone: 1450.....Air Time: Full Time
News Service.....UP
Owner, Gen. Mgr.....Norman O. Protsman
Commercial Mgr.....John Lee Alford
Program Director.....Faith Protsman
Chief Engineer.....C. S. Parker

WTYS

MARIANNA—1948—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..John H. Phipps Radio Stas.
Address.....Box 565
Phone: 650.....Air Time: Full Time
News Service.....AP
Representative.....Cummings
President.....John H. Phipps
General Manager.....L. H. Graves
Station Manager.....Guy Hamilton
Chief Engineer.....Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....WMMB Bldg.
Phone: 574-5.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Station Representative.....Rambeau
President.....Louis G. Bessler
Vice-President.....Erna Bessler
Gen., Comm. Mgr.....Vern L. Bessler
Sales Prom. Mgr.....Le Chapman
Publicity Director.....Robert Jobes
Chief Engineer.....Fred Schopflin

WFEC

MIAMI—1949

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....David Haber
Address.....350 N.E. 71st St.
Phone: 89-7534.....Air Time: Daytime
Representative.....Rambeau
President.....David Haber
Gen., Comm. Mgr.....Herbert Schorr
Program Director.....Milton Oshins
Chief Engineer.....William Reeder

WGBS

MIAMI—1944—CBS

Freq.: 710 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned.....Storer Bcstg. Co.
Address.....1650 Biscayne Blvd.
Phone: 9-2401.....Air Time: Full Time
Newspaper Affiliation.....Miami Beach Sun
News Service.....UP
Transcription Service.....Lang-Worth
Station Representative.....Katz Agency, Inc.
Membership.....NARTB, RAB
President.....George B. Storer
Managing Director.....Miller N. Babcock
Commercial Manager.....Francis J. Riordan
Sales Promotion Mgr.....James Storer
Program Director.....Donald E. Fischer
Chief Engineer.....Edward C. Lockwood

WINZ

MIAMI—1946

Freq.: 940 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....Hollywood Bcstg.
Business Address.....Biscayne Terrace Hotel
Phone: 82-6641-3.....Air Time: Full Time
News Service.....INS
Trans. Service.....Standard, Associated
Representative.....Paul Raymer
Membership.....NARTB
Pres., Gen. Mgr.....Rex Rand
Nat. Sls. Mgr.....B. E. Henry
Chief Engineer.....Stanley Brown

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Oper. By..Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone: 3-6444.....Air Time: Full Time
Newspaper Affiliation.....Miami Daily News
News Service.....AP, INS, UP
Transcription Service.....RCA, Thesaurus
Representative.....Hollingbery

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President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Chief Engineer.....M. C. Scott

WMIE

MIAMI—1948

Freq.: 1140 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Address .....244 Biscayne Blvd.
Phone: 3-5556.....Air Time: Full Time
News Service .....INS
Representative.....Stars Natl., Inc.
President.....E. D. Rivers, Sr.
Gen., Sta. Mgr.....Kurt Meer
Commercial Manager.....Stan Beaton
Sales Promotion Director.....S. J. Spiegel
Program Director.....Bill O'Hara
Publicity Director.....Harriet Barondess
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1921—ABC

Frequency: 560 Kc...Power: 5 Kw.d., 1 Kw. n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone: 2-6121.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NARTB, BAB
President.....John S. Knight
Gen., Sta., Comm. Mgr.....Owen F. Uridge
Sales Prom., Pub. Dir.....Ruth Tanksley
Program Dir.....Walt Suehla
Chief Engineer.....Gene Rider

WWPB

MIAMI—1947—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone: 3-7405.....Air Time: Full Time
News Service .....AP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Paul Brake
Program Director.....Peggy Newmay
Publicity Director.....Bert Y. Johnson
Chief Engineer.....Les Bryant

WAHR

MIAMI BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Alan H. Rosenson
Address.....420 Lincoln Road
Pres., Gen. Mgr.....Alan Rosenson

WKAT

MIAMI BEACH—1937—MBS

Freq.: 1360 Kc.....5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKAT, Inc.
Trans.-Address.....1759 Bay Road
Phone: 5-5711.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, Cole
Representative .....Headley-Reed
President.....A. Frank Katzentine
General Manager.....John I. Prosser
Commercial Mgr.....C. A. Wamper
Chief Engineer.....Arthur P. Smith, Jr.

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. W. Rounsaville
Address .....MacArthur Causeway
Phone: 5-5586.....Air Time: Daytime
News Service .....UP
Representatives.....Dora, Clayton, Forjoe
Mgr. Dir.....W. R. Wagner
Station Manager.....J. E. Vaughn
Program Director.....Ed. Cook
Commercial Mgr.....Arnold Kaufman
Chief Engineer.....E. H. Wilbur

WEBY

MILTON—1954

Frequency: 1330 Kc.....Power: 1 Kw.
Owned.....C. W. Mapoles
Address.....Ward Basin Rd.
Air Time..... Daytime
News Service .....UP
Trans. Service .....World
Owner.....C. W. Mapoles

WSBB

NEW SMYRNA BEACH—1951—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Beach Bcstg. Co.
Address.....P. O. Box 125
Phone: 1230-1.....Air Time: Full Time
News Service .....UP
Station Rep. .....Continental
Transcription Service .....Lang-Worth
General Manager.....A. V. Catterton
Program Director.....James D. King
Chief Engineer.....Roland W. Jordon

WMOP

OCALA—1953

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....A. B. Letson
Address .....311 Robertson Bldg.
Phone .....Marion 2-4118
Prog. Dir.....Art Creamer
Chief Eng.....Lloyd Lutz

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WTMC

OCALA—1939—NBC-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By...Ocala Bcstng. Co. Inc
Address .....14 S. Magnolia
Phone: MA 2-4127.....Air Time: Full Time
Newspaper Affiliation.....Perry Newspapers
News Service .....AP, UP
Transcription Service .....Lang-Worth
President.....John H. Perry, Jr.
Gen. Mgr.....Thomas S. Gilchrist, Jr.
Station Manager.....T. S. Catalano
Comm. Mgr.....Paul Marlowe
Publicity Director.....Ken Brown
Program Dir.....Ruth Brumball
Chief Engineer.....William P.. Callahan

WDBO

ORLANDO—1924—CBS-FRN

Frequency: 589 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone: 5-0541.....Air Time: Full Time
News Service .....AP, UP
Trans. Ser.....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membreship .....NARTB, BAB
Pres., Gen. Mgr.....Harold P. Danforth
Sales Dir.....W. G. McBride
Program Director.....Rosalind Boggs
Chief Engineer.....J. E. Yarbrough

WHOO

ORLANDO—1947—ABC

Freq.: 980 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone: 5-3591.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative .....Forjoe
President .....Edward Lamb
Gen., Sta., Comm. Mgr.....Carl Hallberg
Program Director.....Walter Mitchell
Chief Engineer.....Don Compton

WLOF

ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....Mid-Fla. Radio Corp.
Business-Studio Address.....Box 1991
Phone: 8163.....Air Time: Full Time
News Service .....UP
Station Rep. .....Raymer
Membership .....NARTB, RAB
General Manager.....Donn R. Collee
Commercial Mgr.....Thomas H. Donohue
Program Director.....Ernest Legge
Promotion Dir.....Thomas H. Donohue
Chief Engineer..... W. Dodd Daniel

WORZ

ORLANDO—1947—NBC

Freq.: 740 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Central Florida Bcstg. Co.
Address.....P. O. Box 740
Phone: 2-2451.....Air Time: Full Time
News Service .....INS
Transcription Service.....Capitol, Associated
Rep.....Venard, Rintoul & McConnell
President .....Naomi Murrell
Sta., Comm. Mgr.....Eugene D. Hill
Comm. Mgr.....John E. Surrick
Sls. Prom. Mgr.....Maurice Marshall
Program Director.....Stephen Wesley
Chief Engineer.....James Guerrinni

WWPF

PALATKA—1947—KBS

Frequency: 1260 Kc.....Power: 500 Watts
Owned-Operated By.....Palatka Bcstg. Co.
Address .....Box 86
Phone: EA 54555.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Gen. Mgr., Chief Engr.....L. C. McCall
Program Dir.....Johnny Gillis
Commercial Manager.....Herb Young

WDLP

PANAMA CITY—1940—NBC-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address..323 West Beach Dr.
Phone: Poplar 3-1777.....Air Time: Full Time
Transcription Service .....Lang-Worth
News Service .....AP
Representative.....Perry Associates
President.....John H. Perry
General Manager.....C. B. Kelly
Sta., Comm. Mgr.....Don Brookins
Chief Engineer.....Cal Howrigan

WPCF

PANAMA CITY—1949—ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bay County Bcstg. Co.
Address.....300 E. 15th St.
Phone: SU 5-6176.....Air Time: Full Time
Transcription Service.....Thesaurus
Representative.....Devney, Dora-Clayton
Pres., Gen. Mgr.....E. L. DuKate
Program Director.....Martha Ann Heath
Production Director.....Glenn Lockhart
Chief Engineer.....J. Frank Haynes

WBSR

PENSACOLA—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....1603 N. Pace Blvd.
Phone: Hemlock 2-6172....Air Time: Full Time
News Service .....AP

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Representative..Venard, McConnell & Rintoul
Pres. & Gen. Mgr.....Don J. Lynch
Commercial Manager.....Bo Mitchell
Program Director.....Tony Chastain
Chief Engineer.....Glenn Nichols

WCOA

PENSACOLA—1925—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Address.....118 E. Intendencia St.
Newspaper Affiliation.....News-Journal
Transcription Service.....Lang-Worth
Representative.....John H. Perry Associates
President.....John H. Perry, Jr.
General Manager.....J. Holliday Veal
Sales Promotion Mgr.....Ronald C. Tuten
Program Director.....Roland Wolf, Jr.
Chief Engineer.....Harold Heath

WEAR

PENSACOLA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper By.....Gulfport Bcstg. Co.
Address.....P. O. Box 1188
News Service.....AP
Sta. Rep.....Hollingbery
Membership.....RAB
Pres., Gen., Sta. Mgr.....Mel Wheeler
Program, Pub. Dir.....Bill Anderson
Chief Engineer.....Jim Smith

WPRY

PERRY—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned-Oper. By.....Taylor Co. Bcstg. Co.
Pres., Gen. Mgr.....Elmo B. Kitts

WPLA

PLANT CITY—1949—KBS

Frequency: 1570.....Power: 250 Watts d.
Owned-Operated By.....W. A. Smith
Address.....P. O. Box 1588
Station Representative.....Best
Membership.....NARTB, BAB
President.....W. A. Smith
Gen., Sta., Comm. Mgr.....George Friend
Sales Prom. Mgr.....Joseph J. Wilson
Program Director...Miss Frankie Blackwelder
Publicity Director.....Gordon Solie
Chief Engineer.....James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Address.....Box 190
Membership.....NARTB
Pres., Gen. Mgr.....A. B. Letson
Comm. Mgr.....Wendell Taylor
Program Director.....Dewey C. Newton
Chief Engineer.....A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Fountain of Youth Bcstg. Co.
Address.....Box 588
News Service.....UP
Transcription Service.....World
Station Rep.....W. S. Grant
Membership.....NARTB
President.....Mrs. Mary E. Bell
Gen., Sta. Mgr.....John E. Bernhard, Jr.
Prog., Pub. Dir.....Mrs. Frankie C. Walker
Chief Eng., Farm Editor.....Ernest Raistrick

WSTN

ST. AUGUSTINE—1954

Frequency: 1420 Kc.....Power 1 Kw.
Owned.....St. Augustine Bcstg. Co.
Address.....66 Treasury St.
Phone: 815.....Air Time: Daytime
News Service.....AP
Transcription Service.....Thesaurus
Station Rep.....Indie
General Manager.....Tom Carr
Commercial Mgr.....Roth K. Robbins

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By..Fla. W. Coast Bcstrs., Inc
Address.....Royal Palm Hotel
Phone: 7-0511.....Air Time: Daytime
News Service.....AP
Station Representative.....Indie Sales
Membership.....BAB
President.....Dr. Charles Farrington
Gen., Comm. Mgr.....Arthur Mundorff
Station Manager.....Bob Clayton
Commercial Mgr.....Richard Marsh
Promotion Manager.....Marjorie Blank
Program Director.....James Carley
Publicity Director.....Larry Rhodes
Chief Engineer.....Manley St. Jean

WSUN

ST. PETERSBURG—1928—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....Municipal Pier
Phone: 5-4121.....Air Time: Full Time
News Service.....UP
Transcription Service.....Associated, World
Representative.....Weed
Membership.....NARTB
General Manager.....Charles L. Kelly
Commercial Manager.....Vera New
Program Director.....Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.

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Business-Studio Address.....Box 691
News Service .....UP
Transcription Service .....Standard
Representative .....H-R
Membership .....NARTB, BAB
President .....Nelson Poynter
General Manager.....F. J. Kelly
Comm. Mgr.....L. L. Wildman
Prom., Prog. Dir.....Jack Faulkner
Chief Engineer.....William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Myron A. Reck
Business Address.....Box 1541
News Service .....UP
Gen., Sta. Mgr.....Myron A. Reck
Commercial Manager.....Roy D. Green
Program Director.....J. Marion Harman, Sr.
Chief Engineer.....James S. Williamson, Jr.

WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sarasota Bcstg. Co.
Address.....P. O. Box 2431
Representative .....Hil Best
Membership ..... NARTB
News Service .....AP
Transcription Service.....Lang-Worth, World
Pres., Gen. Mgr.....A. G. Fernandez

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business Address.....City Island
Phone: Ringling 8-1811..Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB, BAB
President.....Robert C. Jones, Jr.
General Manager.....John B. Browning
Commercial Manager.....J. M. Miller
Program Director.....David Hale
Chief Engineer.....James E. Grant

WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Clearfield Bcstrs., Inc.
Business Address.....P. O. Box 233
Phone: 5-1811.....Air Time: Full Time
Transcription Service.....Lang-Worth
News Service .....UP
President.....W. K. Ulerich
Gen. Mgr.....William J. Thomas
Sta., Comm. Mgr.....Al Frank
Program Director.....Betty Frank
Chief Engineer.....Robert Goshorn

WSTU

STUART—1954—MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Bluewater Bcstg. Co.
Pres., Gen. Mgr.....Lester M. Combs

WTAL

TALLAHASSEE—1935—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....John H. Phipps
Business Address.....Box 989
President.....John H. Phipps
General Manager.....L. Herschel Graves
Program Director.....Joe Hosford
Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Tallahassee Appli. Corp.
Business-Studio Address.....Duval Hotel
Representative .....Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Frank W. Hazelton
Chief Engineer.....Charles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tampa Bcstg. Co.
Address.....401 W. Tyler St.
Transcription Service .....Lang-Worth
Station Representative .....Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..W. Walter Tison
Program Dir.....C. W. Geer
Chief Engineer.....J. B. Tison

WDAE

TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....N. Franklin St.
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
President.....David E. Smiley
General Manager.....L. Spencer Mitchell
Program Director.....Kenneth W. Skelton
Chief Engineer.....William Pharr Moore

WEBK

TAMPA—1950—KBS

Frequency: 1590 Kc....Power: 1000 Watts d.
Owned-Operated By.....Hillsboro Bcstg. Co.
Address.....1521 E. Broadway
Phone: 4-4177.....Air Time: Full Time
News Service .....INS

www.americanradiohistory.com

Station Rep.....Dora Clayton
Gen. Mgr., Chf. Engr.....Elmo B. Kitts
Commercial Mgr.....John Sanders

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tribune Co.
Business Address.....P. O. Box 1410
Transcription Service.....Thesaurus
Representative..John Blair, Harry E. Cummings
Membership .....NARTB
President.....John C. Council
Sta.-Gen. Mgr.....George W. Harvey
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog. Director.....Paul M. Jones
Commercial Mgr.....Melvin E. Myer
Chief Engineer.....Joseph Mitchell

WHBO

TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Sulphur Springs Bcstrs., Inc.
Business Address.....11,011 Florida Ave.
News Service .....AP
Pres., Gen. Mgr.....Harold A. Dunlap
Sta., Comm. Mgr.....Charley Arnett
Program Director.....Ellen Sauls
Chief Engineer.....Larry M. Kay

WIOK

TAMPA—1954

Frequency: 1150 Kw.....Power: 1000 Watts
Owner.....H. C. Young, Jr.
Address .....Box 1101
Phone 4-1109
Chief Engineer.....Henry Cassady

WBOY

TARPON SPRINGS—1954

Frequency: 1470 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Freedemiller Bcstg. Co.

WNTM

VERO BEACH—1954

Frequency: 1370 Kc.....Power: 1 Kw.
Owned.....Cen. Fla. Bcstg. Co.
Address.....P. O. Box 397
Sta. Rep.....Venard, Rintoul & McConnell
President.....(Mrs.) Naomi T. Murrell
Sta., Comm. Mgr.....Rex Barney
Program Director.....James King, Jr.
Publicity Director.....Jeanne Pharr
Chief Engineer.....James Gurrinni

WTTB

VERO BEACH—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Tropics, Inc.
President.....Merrill P. Barber

WEAT

WEST PALM BEACH—1948—NBC

Frequency: 850 Kc.....Power: 1 Kw. d. n.
Owned .....WEAT-TV, Inc.
Address.....P. O. Box 70
Phone: 2-1505.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Station Rep.....Walker Reps.
President, Gen., Sta. Mgr.....J. R. Meachem
Commercial Mgr.....Clifford H. Glick
Sls. Prom. Mgr., Prog., Pub. Dir.....Peter Cole
Chief Engineer.....Wayne Stump

WJNO

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address..1500 N. Flagler Dr.
Phone: 2-3638.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Robert Meeker, Ayres
Membership .....NARTB
President.....S. K. Russell
Gen.-Sta. Mgr.....H. V. McMillan
Publicity Director.....Harry Forster
Chief Engineer.....Curtis Brinson

EST. 1936

WJNO

CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

3rd LARGEST CITY
On the Famous Florida Gold Coast

TRADING AREA—206,000 PLUS
— Plus a Big Bonus Tourist Population Year Around

WJNO EASILY LEADS
in Total Morning, Afternoon and Evening Radio

QUALITY OF MARKET INDEX
139*

- EFFECTIVE BUYING INCOME $190,341,000.00
- RETAIL SALES $110,225,000.00
- BUILDING PERMITS SHOW INCREASE EACH YEAR

WJNO IS A HABIT IN THE PALM BEACHES

WEST PALM BEACH, FLORIDA

National Representative:
Robert Meeker Associates, Inc.
Southeastern: James S. Ayres Co.

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WIRK

WEST PALM BEACH—1947—MBS

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....715 S. Flagler Drive
Phone: 2-1744.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated
Representative.....Cooke, Dora Clayton
Pres., Gen., Sta. Mgr.....Joseph S. Field, Jr.
Sales & Operations Mgr.....Rome Hartman
Chief Engineer.....William P. Heitzman

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business Address.....P. O. Box 633
Phone: 32-561.....Air Time: Full Time
News Service .....UP
Representative.....Devney & Co.
President .....Tom Moore
Gen., Sta. Manager.....Larry Rollins
Commercial Manager.....Earl Sturgeon
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

WWPG

WEST PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power 250 Watts
Owned.....Palm Beach Bcstg. Co.
Address .....3000 So. Ocean Blvd.
News Service .....UP
Sta. Rep.....John H. Perry
President.....Charles E. Davis
Program Director.....Jodi Westaway
Chief Engineer.....Clyde Walkden

WABR

WINTER PARK—1954

Frequency: 1440 Kc.....Power: 1 Kw.
Owned.....Orange County Bcstrs. Inc.
Address.....P. O. Box 7547
Phone: 5-6631.....Air Time: Daytime
Sta. Rep.....Stars Nat'l
General Mgr.....R. H. Gunckel, Jr.
Sales Manager.....Jim Macri
Chief Engineer.....Ray Campbell

GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,000 — Families 998,000
Radio Homes 837,000 — TV Homes 450,000 — Stations in State 92

WALB

ALBANY—1941—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Address.....138 Pine Ave.
Phone: Hemlock 5-4511....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Newspaper Affiliation.....Albany Herald
Representative .....Burn-Smith, Ayers
Membership .....NARTB
President.....James H. Gray
General Manager.....Tom Stillwagon
Program Director.....Jack Mayer
Chief Engineer.....John Rivard

WGPC

ALBANY—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone: Hemlock 21277.... Air Time: Full Time
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NARTB, BAB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir..L. M. George
Program Director.....Walter H. Flint
Chief Engineer.....Asa Tift

WJAZ

ALBANY—1952

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By..Southeastern Bcstg. System
Representative .....Dora-Clayton
News Service .....UP
President.....James S. Rivers
General Manager.....Richard B. Smith
Sta., Comm. Mgr.....R. V. Rogers

WDEC

AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone: 3681-3682.....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative.....Dora-Clayton, Indie Sales
Vice-Pres., Gen., Sta. Mgr....Charles C. Smith
Comm. Mgr.....J. G. Gilstrap, Jr.
Chief Engineer.....Raymond C. LaPrade

WGAU

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick Bcstg. Co.
Business-Studio Address.....Bobbin Mill Road
Phone: LIberty 6-6575....Air Time: Full Time

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Newspaper Affiliation .....Banner-Herald
News Service .....AP
President.....C. A. Rowland, Sr.
Gen., Sta. Mgr.....Burl Womack
Program Dir.....Mary L Betts
Chief Engineer.....Bill Evans

WRFC

ATHENS—1948

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Athens, Inc.
Business-Studio Add.....279½ N. Lumpkin St.
News Service.....UP
Membership .....RAB, NARTB
Sta. Rep..... McIllvra
Pres., Gen., Sta. Mgr.....L. H. Christian
Commercial Mgr.....J. T. Lloyd
Sls. Prom. Mgr.....E. A. Thilenius
Program Director.....Franklin Butler
Publicity Director.....Ed Thilenius
Chief Engineer.....Lucius D. Drewry

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Storer Bcstg. Co.
Bus.-Studio Address....1018 W. Peachtree St.
Phone: Vernon 3553.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....George B. Storer, Sr.
General Manager.....Claude H. Frazier
Promotion Manager.....R. David Mayo
Program Director.....Les Henrikson
Chief Engineer.....Hugo Bondy

WAOK

ATLANTA—1931

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlanta Bcstg. Co.
Business Address.....201 Henry Grady Bldg.
Representative .....Forjoe
Pres., Gen. Mgr.....L. M. George
Station Mgr.....Dorothy Lester
Comm. Mgr.....Stan Raymond
Prog., Pub. Dir.....Zena Sears
Chief Engineer.....Eathel Holley

WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address...Georgian Terrace Hotel
News Service .....AP
Transcription Service .....Lang-Worth
Station Rep.....J. Hershey McGillvra, Inc.
Pres.....Robert N. Pinkerton
Gen., Sta. Mgr.....H. W. Lanham
Program Director.....Edward S. Sosman
Chief Engineer.....Howard J. Parrish, Jr.

WERD

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Add..274½ Auburn Ave., NE
Phone Number.....Lamar 0868-7-8
Representative.....Interstate, Dora-Clayton
Membership .....NARTB, BAB
President.....J. B. Blayton, Sr.
Gen. & Sta. Mgr.....J. B. Blayton, Jr.
Commercial Mgr.....Albert H. Saddler
Program Director.....Paul E. X. Brown
Chief Engineer.....William F. Kennedy

WGST

ATLANTA—1923—ABC

Frequency: 920 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned..Board of Regents, University System of Ga.
Bus.-Studio Address.....900 Forsyth Bldg.
Phone: Walnut 8441.....Air Time: Full Time
News Service.....AP
Representative .....Blair
Membership .....NARTB, BAB
Gen., Sta. Manager.....Ben Ackerman
Commercial Mgr.....Don Mitchell
Prom., Pub. Dir.....Mrs. M. Lunt
Program Director.....Jack Kelly
Chief Engineer.....Ivan Miles

waga

ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by
The Katz Agency, Inc.

STORER BROADCASTING COMPANY

www.americanradiohistory.com

Southern arithmetic:

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

wsb
The Voice of the South
750 KC

wsb-tv
The Great AREA station
of the Southeast
CHANNEL 2

Represented by Edward Petry & Co. —affiliated with The Atlanta Journal and Constitution

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W S B

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Oper. By....Atlanta Newspapers, Inc.
Address .....Biltmore Hotel
Phone: ELgin 6711.....Air Time: Full Time
Newspaper Affiliation....Journal, Constitution
News Service .....AP, UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NARTB, BAB
Exec. Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Station Manager.....Frank Gaither
Sales Promotion Mgr.....Walter Paschall
Program Director.....Elmo Ellis
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty

W Q X I

ATLANTA—1948—MBS

Frequency: 790 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....R. W. Rounsaville
Bus.-Studio Address..3165 Mathieson Dr., N.E.
Transcription Service .....Standard
Station Rep.....Hollingbery, Dora Clayton
Membership .....NARTB
Station Manager.....John Fulton
Commercial Mgr.....Frank Erwin
Program Dir.....Robert Watson
Chief Engineer.....Elton B. Chick
Technical Director.....Paul Cram

W A U G

AUGUSTA—1951—KBS

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Geo. Nicholson, Chester H. Jones
Address.....Bon Air Hotel
Sta. Rep.....Interstate United Newspapers
Membership .....BAB
Pres., Gen. Sta. Mgr.....Geo. C. Nicholson
Comm., Sls., Prom. Mgr.....J. Louis Solomon
Program Dir.....Reese J. Vaughn
Chief Engineer.....Marvin Tarpley

W B B Q

AUGUSTA—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owner.....Savannah Valley Bdcstg. Co.
Address.....515 Jefferson Davis Avenue
Representative .....Walker, Dora Clayton
Membership .....BAB
President.....John W. Weiss
Gen., Sta., Comm. Mgr.....Edward H. Dunbar
Prom. Mgr.....Joe Physioc
Program Director.....George W. Fisher
Chief Engineer.....Marvin Tarpley

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc...Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....664 Broad St.
Phone: 2-2692.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
Pres., Gen. Mgr.....A. D. Willard, Jr.
Station Mgr.....Donald MacDonald
Commercial Mgr.....Martin E. White
Program Dir.....Stanley Carey
Chief Engineer.....William Atkinson

W B I A

AUSTIN—1945—NBC

Frequency: 1230 Kc.....Power: 250 Kw.
Owned .....Media, Inc.
Address.....15 8th St.
Station Rep.....Forjoe & Co., Dora Clayton
Membership .....NARTB, BAB
Vice Pres., Gen. Mgr.....J. T. Snowden, Jr.
Station Manager.....Steve D. Manderson
Program Director.....Jim Armistead
Chief Engineer.....Ernest Swint

W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Augusta, Inc.
Address .....Masonic Bldg.
Phone: 2-8805.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....RAB, NARTB
President.....Grover C. Maxwell
General Manager.....W. R. Ringson
Station Manager.....J. R. Owens, Jr.
Sales Manager.....M. C. Gregory
Program Director.....Richard Warner
Chief Engineer.....Rabun F. Bobo

W M G R

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Decatur Bcstg. Co.
Address .....Box 375
Transcription Service .....World
General Manager.....Charles W. Dowdy
Commercial Manager.....R. A. Vaughn
Program Director.....Joe Hill
Chief Engineer.....Woodrow Dunlap

W H A B

BAXLEY—1954

Frequency: 1260 Kc.....Power: 1000 d.
Owned-Oper. By.....Farnell O'Quinn

W G I G

BRUNSWICK—1949—ABC

Frequency: 1440 Kc.....Power: 1,000 Watts
Owned-Operated By...Brunswick Bcstg. Corp.

www.americanradiohistory.com

Business-Studio Address.....1514 Union St.
Phone Number 2714
News Service .....AP
Representative .....McGillvra
General Manager.....Hugh K. Tollison
Commercial Manager.....John Lane
Program Director.....Jack Lenz
Chief Engineer.....Herman Lange

WMOG

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Brunswick Inc.
Address.....St. Simons Causeway
Phone Number.....1500
Representative .....Dora-Clayton
President.....Allen M. Woodall
General Manager.....E. J. Turk
Program Director.....Lew Carter
Chief Engineer.....Cecil Tankersly

WGRA

CAIRO—1950—ABC—KBS-GALS

Frequency: 790 Kc....Power: 1000 Watts d.
Owned-Oper. By....Grady Mitchell Bcstg. Co.
Address .....Bainbridge Rd.
Phone Number 2-4392
Transcription Service .....Standard
Station Rep. .....Indie
News Service .....UP
President .....Geise Dozier
General Manager .....Glenn Pelham
Program Director.....Gus W. Mann
Chief Engineer.....Ilmar A. Strang

WCGA

CALHOUN—1953

Frequency: 900 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Gordon Cty. Bcstg. Co.
Address.....Box 312, West Point, Ga.

WCLB

CAMILLA—1954—KBS

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Capel Bcstg. Co.
Address.....P. O. Box 205
Phone: 2776.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
General Mgr.....Russell A. Browne
Commercial Mgr.....Charlie Browne

WLBB

CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carroll Bcstg. Co., Inc.
Business-Studio Address.....Bremen Rd.
Phone Number.....2-7041
Transcription Service .....World
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Thomas K. Vassy
Comm. Sales Prom. Mgr.....J. D. Norton Jr.
Program Director.....Bill Shell
Chief Engineer.....Chessley Hooper

WBHF

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Phone Number 1200
News Service .....UP
Transcription Service .....Thesaurus
Station Manager.....W. Ryan Frier
Program Director.....Martha Sullins
Chief Engineer.....H. E. Bridges

WGAA

CEDARTOWN—1941—ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Polk City Bcstg. Co.
Business-Studio Address.....P. O. Box 807
Phone Number.....Cedartown 777
News Service.....AP
Representative.....Southern Radio Prod.
Gen. Mgr., Chief Engr.....Frank Proctor

WDAK

COLUMBUS—1943—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone: 5447.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Station Representative.....Headley Reed
Membership .....NARTB, BAB
President.....Allen M. Woodall
Sta., Sales Prom. Mgr.....Miles H. Ferguson
Commercial Manager.....William Massie
Program Director.....Joe Byars
Chief Engineer.....Max F. Harper

WGBA

COLUMBUS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Christian and McClure
Business-Studio Address....1213½ Broadway
Phone: 3-3603.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra, Dora-Clayton
Membership .....BAB
Pres., Gen., Sta. Mgr.....C. A. McClure
Sales Prom. Mgr.....Ralph Burgess
Program Director.....Rhett Turnipseed
Publicity Director.....Robert F. Bradley
Chief Engineer.....F. Keith Brown

WRBL

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1350 - 13th St.
Phone: 2-0601.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Sta. Rep. .....Hollingbery
Membership .....NARTB, RAB
Pres., Gen. Mgr.....J. W. Woodruff Jr.

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Operations Dir.....Ridley Bell
Commercial Mgr.....Walter Graham
Sls. Prom. Dir.....George 'Red' Jenkins
Program Director.....George A. Gingell
Chief Engineer.....Joe A. Gamble

WMJM

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Representative.....T. F. Clark
President.....James S. Rivers
General Mgr.....William E. Blizzard, Jr.
Commercial Manager.....O. Grady Cooper
Program Director.....Clark Standard
Chief Engineer.....Russell Caldwell

WCON

CORNELIA—1953—ABC

Frequency: 1450 Kw.....Power: 250 Watts
Owned-Oper. By.....Habersham Bcstg. Co.
Address.....1 Burrell St.
Station Rep. .....Indie
General Manager.....Jack Bradley
Commercial Mgr. .....Bobby Wilkes
Program Director.....Jim Marlow
Promotion Mgr.....Bob Kilgore
Chief Engineer.....Bobby Wilkes

WGFS

COVINGTON—1953—KBS

Frequency: 1430 Kc.....Power: 1 Kw.
Owned.....Georgia Bcstg. Ser.
Address.....615 Monticello St.
Phone: 2337.....Air Time: Daytime
Station Representative .....Dora-Clayton
General Manager.....R. B. Taber

WBLJ

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address..111 South Pentz St.
Membership .....NARTB, BAB
President.....H. C. Kenemer
General Manager.....William B. Davies
Program Dir.....Marthel Acree
Chief Engineer.....John S. Andrews

WRCD

DALTON—1954

Frequency: 1430 Kc.....Power: 1000 d.
Owned-Oper. By.....Whitefield Bcstg. Co.
General Manager.....Jim Honey

WDWD

DAWSON—1948—ABC-KBS-MBS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Trans.-Bus.-Studio Address.....Box 390
Phone Number 416
News Service .....UP
Representative .....Indie Sales
President.....Ed Stevens
General Manager.....W. C. Woodall, Jr.
Program Director.....Barney Parnacott
Chief Engineer.....Joe Stephens

WEAS

DECATUR—1947

Frequency: 1010 Kc.....Power: 50 Kw.
Owned .....WEAS, Inc.
Address.....217 W. Ponce de Leon Ave.
Phone: DE 2521.....Air Time: Daytime
News Service .....INS
Station Representative.....Stars, Inc.
Chairman of Board.....E. D. Rivers, Jr.
Vice-Chairman.....Marie Bie Rivers
Vice-President .....Imogene Jones
Secretary.....D. E. May
Treasurer.....Hubert E. Ulmer
Program Director.....Bob Siegrist
Chief Engineer.....W. H. Loudermilk

WGLS

DECATUR—1949—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Address.....526 Church St.
Phone: Crescent 6471.....Air Time: Day Time
Newspaper Affiliation.....'New Era"
News Service .....UP
Transcription Service .....Standard
Representative .....Rambeau
President.....Guy W. Rutland, Sr.
Gen., Sta. Mgr.....Sam W. Kane
Comm. Sales Prom. Mgr.....Al Ciraldo
Chief Engineer.....Lawrson Leake

WDMG

DOUGLAS—1947—KBS

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address.....Box 590
Phone: 564.....Air Time: Daytime
News Service.....UP
Membership ..... NARTB
Representative .....Dora-Clayton
President.....B. F. J. Timm
General Mgr.....Mary Jarrard
Prog. Director.....Donald H. Wingate
Chief Engr., Prog. Dir.....S. H. Strickland

WMLT

DUBLIN—1945—MBS-KBS

Frequency: 1330 Kc.....Power: 1 Kw.
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address .....Dublin
Phone: 871.....Air Time: Day Time
News Service.....AP
Transcription Service .....World
Membership .....BAB
President.....George T. Morris
General Manager.....W. Newton Morris

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WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....J. S. & D. R. Rivers
Address .....Cordele, Ga.
News Service .....UP
President.....James S. Rivers
Gen. Mgr., Chief Engr.....Wm. J. Hill

WSGC

ELBERTON—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
Manager.....Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Address.....601 Roanoke Dr.
Air Time.....Full Time
News Service.....AP
Transcription Service .....World
Representative .....Evans
President .....Otto Griner
Gen., Sta., Comm. Mgr.....Al H. Evans
Program Director.....Duphine Newsome
Chief Engineer.....Ed Durham

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Peach Belt Bcstg. Co.
Address .....Fort Valley
News Service .....UP
Trans. Service .....Noew
Representative .....Indie Sales
President .....Ed Stevens
General Manager.....Hugh Birdsong
Program Director.....Lowell Register
Chief Engineer.....Wayne Foster

WDUN

GAINESVILLE—1949—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By Northeast Ga. Bdcstg. Co.
Business-Studio Address.....217½ S. Main St.
Phone: LEnox 4-7331.....Air Time: Full Time
News Service.....AP
Representative .....Indie Sales
Pres., Gen. Manager.....John W. Jacobs, Jr.
Station Manager.....J. A. Hartley
Program Director.....Julius Still
Chief Engineer.....Les Brooks

WGGA

GAINESVILLE—1941—MBS-KBS

Frequency: 550 Kc..Power: 5 Kw. d.; 500 W. n.
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Press-Radio Center
Phone: LE 2-6211.....Air Time: Full Time
News Service .....INS
Newspaper Affil.....Daily Times
Membership .....NARTB, BAB
Representative.....Dora Clayton Agency
President.....Charles A. Smithgall
Gen., Sta. Manager.....Edmond F. Jared
Commercial Manager.....Robert Schwab
Chief Engineer .....Wilbert Darracott

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WKEU
Address.....P. O. Box 155
Phone Number 5507
Air Time.....Full Time
News Service .....AP
Transcription Service .....Lang-Worth
President, General Mgr.....A. W. Marshall, Jr.
Chief Engineer.....W. F. Westmoreland

WHIE

GRIFFIN—1952

Frequency: 1320 Kw.....Power: 1000 Watts d.
Owned-Oper. By.....Griffin Bcstg. System
Address .....Box 971
Phone Number 9451
News Service .....UP
Transcription Service .....World
Representative .....Dora-Clayton
Membership .....NARTB, BAB
Owner.....Virginia Price Bowen
Station Manager.....James Watson
Commercial Mgr.....Johnny Williams
Chief Engineer.....Charles Player

WKLY

HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 189, Hartwell
Phone Number 71
News Service.....UP
Transcription Service.....Capitol, World
President.....Louie L. Morris
Exec. Vice-Pres.....Max G. Plaender
Chief Engineer.....Broadus McLane

WCEH

HAWKINSVILLE—1952—KBS

Frequency: 610 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address .....Box 184
Phone: TWilight 3-3381....Air Time: Day Time
News Service .....UP
Trans. Service .....World
Representative .....Dora Clayton
President .....R. T. Ragan
Gen., Sta., Comm. Mgr.....Paul E. Reid
Sls. Prom. Mgr.....James D. Popwell
Chief Engineer.....Mike Pelton

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WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Altamaha Bcstg. Co.
Address.....P. O. Box 147
Phone: 2444.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Representative .....Dora-Clayton
Pres., Gen. Mgr.....W. G. Thomas, Sr.
Sta., Comm. Mgr.....Dennis N. Brown

WLFA

LAFAYETTE—1954—KBS

Frequency: 1590 Kc.....Power: 1000 d.
Owned-Oper. By.....Radio Dixie
General Manager.....Harry Morgan

WLAG

LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
News Service.....UP
Representative.....Indie Sales, Dora-Clayton
President.....Roy C. Swank
General-Station Mgr.....Edwin Mullinax
Sales Promotion Mgr.....Patricia Smith
Program Director.....John Boggess
Publicity Director.....Carol Keith
Chief Engineer.....James McKay

WTRP

LaGRANGE—1953

Frequency: 620 Kw.....Power: 500 Watts d.
Owned.....Chattahooche Bcstg. Co., Ltd.
Address .....Hammett Bldg.
Transcription Service .....Thesaurus
Membership .....RAB
Partner, Gen. Mgr.....Byron H. Hurst, Jr.
Station Manager.....W. Weyman Brooks
Program Director.....Emil Rutland
Publicity Director.....George Pettit
Commercial Mgr.....Frank E. Hurst
Chief Engineer.....Ray Relihan

WBML

MACON—1941—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Middle Georgia Bdcstg. Co.
Business-Studio Address.....230 Second St.
News Service.....AP
Transcription Service.....World
Representative .....Headley-Reed
Membership .....RAB
President.....C. R. Rader
Sta., Gen. Mgr.....George W. Patton
Commercial Mgr.....E. Frederick Griffith, Jr.
Chief Engineer.....James M. Wilder

WIBB

MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone: 2-2505.....Air Time: Daytime
News Service .....AP
Representative .....Walker, Dora-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Thomas H. Maxwell
Commercial Manager.....Donald C. Frost
Program Director.....Gordon Price

WMAZ

MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Address.....Bankers Insurance Bldg.
Phone: 2-7373.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Katz
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Mgr.....Frank Crowther
Publicity Director.....Ed Pendleton
Chief Engineer.....George P. Rankin

WNEX

MACON—1945—MBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone 5-3301
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Branham
President .....Ed Lowe
General Manager.....Alfred Lowe
Business Manager.....Emory G. Stroberg
Commercial Manager.....Marion Bragg
Program Director.....Jean Jackson
Chief Engineer.....Emanuel Farber

WFOM

MARIETTA—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....F. Wilson & A. Jones
Address.....P. O. Box 131
Phone: 8-3396.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Albert L. Jones
Prog. Dir., Chief Engr.....Chuck Strauss

WMVG

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address....Milledgeville, Ga.
Phone: 250.....Air Time: Full Time
Newspaper Affiliation.....''Union Recorder''
Transcription Service .....Lang-Worth

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Representative .....Hazel Griffith
Membership .....NARTB
General Manager.....Michael T. Landy
Program Director .....Josephine Ragsdale
Chief Engineer.....Joseph S. Boone

WMRE

MONROE—1954—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Walton Bcstg. Co.
Address .....Monroe, Ga.
Phone: 8-1711.....Air Time: Full Time
News Service .....AP
Manager.....Warren G. Gilpin

WMGA

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio Address.....Box 310
Phone Number 999
Air Time.....Full Time
News Service .....UP
Representative.....Everett-McKinney, Ayres
Owner, Gen. Mgr.....John F. Pidcock
Station, Comm. Mgr.....Roy F. Zess
Pgm., Publ. Dir.....Robert Lenihan
Chief Engineer.....Homer Sloan

WMTM

MOULTRIE—1953

Frequency: 1300 Kc.....Power: 5000 Watts
Owner.....Douglas J. Turner
Owner.....N. B. Mills
Chief Engineer.....Wm. C. Player

WCOH

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Address.....P. O. Box 581
Phone: 1400.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Pres., Gen., Sta., Comm. Mgr...J. O. Hardin, Jr.
Chief Engineer.....William E. Davis, Jr.

WLAQ

ROME—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....News Publishing Co.
Address.....209 Broad St.
Phone Number 7767
Newspaper Affiliation.....“News Tribune”
News Service.....AP, INS
Transcription Service.....SESAC
President.....Mrs. Jane F. Mooney
General Manager.....J. F. Mann
Station Manager.....Roy Underwood

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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Commercial Manager.....Martha Daniel
Program Director.....Jean Wadsworth
Chief Engineer.....Dan Scott

WRGA

ROME—1929—MBS-WGN-KBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address.....501 Broad St.
Phone: 2-2411.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Walker, Dora-Clayton
Pres. and Gen. Mgr.....Mather Payne
Secretary-treasurer .....Charles Smithgall
Commercial Manager.....L. B. Talley
Sales Prom. Mgr.....Clarence Salmon
Program Director.....Jim Roberts
Chief Engineer.....R. A. Starr

WROM

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121½ Broad St.
Phone: 2-0833.....Air Time: Daytime
News Service .....AP
Representative .....Southern
President .....Dean Covington
Gen. Mgr.....Edward N. McKay
Program Director.....Charlie Doss
Chief Engineer.....Thomas Robertson

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943
News Service .....UP
Representative .....Walker
Membership .....NARTB
Pres., Gen. Mgr.....Carter C. Peterson
Sta., Comm. Mgr.....Weldon Herrin
Program Director.....Charles Beresford
Publicity Director.....Jesse Mooney
Chief Engineer.....William Moats

WDAR

SAVANNAH—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Air Time.....Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB-BAB
Pres., Gen. Mgr.....H. Blair Minick
Commercial Manager.....Robert Radecki
Program Director.....Danny Clark
Chief Engineer.....Joseph Testo

WFRP

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone: 3-9642.....Air Time: Full Time
News Service .....AP
Representative .....McKinney-Ayres
Pres., Gen. Sta. Mgr., Pgm. Dir..John F. Pidcock
Comm., Sls. Prom., Pub. Mgr....John Williams
Chief Engineer.....B. M. McKnight

WJIV

SAVANNAH—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....WJIV, Inc.
Bus. Address .....Box 737
Phone 4-7264
News Service .....AP
Membership .....BAB
Representative .....Stars' Natl.
President.....W. H. Keller, Jr.
General Manager.....J. L. Woods
Program Dir.....Jack Holden
Chief Engineer.....Heyward Tuten

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone: 3-0234.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Blair
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm., Sales Prom. Mgr.....Don Jones
Program Director.....Duane A. Hatch
Publicity Director.....Susan Perry
Chief Engineer.....M. E. Thompson

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Address.....516 Abercorn St.
Phone: 2-0127.....Air Time: Full Time
News Service .....UP
Representative .....Katz
Membership .....NARTB
Pres., Gen. Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Program Director.....Dwight J. Bruce
Sales Prom. Mgr.....C. J. Lipton
Publicity Director.....Joan Purcell
Chief Engineer.....Kyle E. Goodman

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Statesboro Bcstg. System
Address.....P. O. Box 146

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Phone: PO 4-5446.....Air Time: Full Time
News Service .....**UP**
Membership .....NARTB, RAB
Pres., Gen. Mgr.....R. H. Thompson, Sr.
Station Manager.....Jack V. LoPresti
Comm. Mgr., Chief Eng.....Ed. Bass

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address .....**Box 213**
Phone: 295.....Air Time: Daytime
News Service .....**UP**
Transcription Service .....Capitol
Station Rep.....Stars Natl.
President.....E. C. Pesterfield
General Manager.....William B. Farrar
Program Director.....**Laurence Keown**
Chief Engineer.....Charles M. Lowry, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Jack & Nancy M. Thompson
Address .....Covena Rd.
Phone Number **2011**
Trans. Service....Langworth, Capitol, World
News Service .....**UP**
Membership .....NARTB
General Manager.....Jack A. Thompson
Sta. Mgr., Chief Engr....John H. (Jack) Wiseley
Program Director.....Doris Lewis

WSFT

THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Thomaston Bcstg. Co.
Business-Studio Address.....P. O. Box 689
Phone: 2187.....Air Time: Daytime
Newspaper Affil....."Times" and "Free Press"
Transcription Service .....World
News Service .....**AP**
Membership .....BAB, NARTB
President.....J. B. Hardy
Gen., Sta. Mgr.....S. J. Carswell
Comm., Sales Prom. Mgr.....C. D. Thames
Program Director.....**Bill Heule**
Chief Engineer.....Craig Wills

WKTG

THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.
Address.....Bank of Thomas County Bldg.
Phone: 1501.....Air Time: Daytime
News Service .....**AP**
Transcription Service.....World, Thesaurus
Representative .....Clark, Dora-Clayton
Pres., Gen. Mgr.....W. F. Scott, Jr.
Sta., Comm. Manager.....**L. T. Porter**
Program Director.....Ed Bray
Chief Engineer.....Bruce E. Singleton

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number 909
News Service .....UP
Transcription Service .....Capitol
Owner, Gen. Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Hickory Hill Bcstg. Co., Inc.
Business Address.....127 Journal St.
Phone: 777.....Air Time: Full Time
Newspaper Affiliation.....McDuffie Progress, Columbia News
News Service .....**UP**
Transcription Service.....Thesaurus
Membership .....NARTB, BAB
President.....Edgar H. Kobak
General Manager.....Frank F. Hash
Commercial Mgr.....H. E. Buffington
Chief Engineer.....Gene Hardin

WWGS

TIFTON—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Tifton Bcstg. Corp.
Address.....800 So. Main
Phone: 921.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative.....Thomas F. Clark
President.....Ralph N. Edwards
Commercial Mgr.....Evelyn K. Edwards
Program Director.....Joe Beaumont
Publicity Director.....Pat Newsome
Chief Engineer.....J. Allen Brimmer

WLET

TOCCOA—1941—MBS-KBS

Frequency: 1420 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....R. G. LeTourneau
Address.....423 Prather Bridge Rd.
Phone: 544.....Air Time: Daytime
News Service .....UP
Transcription Service.....Keystone
Representative.....Thomas F. Clark
President.....R. G. LeTourneau
Sta. Mgr., Prog. Dir.....Virgle E. Craig
Comm., Sls. Prom. Mgr.....Roy Gaines
Prog. Dir.....Virgle E. Craig
Chief Engineer.....C. H. Sutton

WGAF

VALDOSTA—1951—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.....Valdosta Bcstg. Co.
Address.....116 W. Hill Ave.

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Phone Number 910
News Service ..... AP
Transcription Service ..... Thesaurus
Representative .. John E. Pearson, Dora-Clayton
Membership ..... NARTB
Pres., Gen. Mgr. ..... George B. Cook
Program Director ..... Willard Belote
Publicity Director ..... Mary V. McDonald
Chief Engineer ..... E. W. Greene

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... WGOV, Inc.
Address ..... Daniel Ashley Hotel
Phone Number 1420
Air Time ..... Full Time
News Service ..... UP
Chairman of Board ..... Ed Rivers
President ..... Wm. H. Keller, Jr.
General Mgr. ..... A. B. Smith
Program Director ..... Vince Randolph
Chief Engineer ..... Lester Q. Hall

WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Vidalia Bcstg. Co.
Address ..... Box 391
Phone: 3029 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Cole
Membership ..... NARTB
Bus., Gen. Mgr. ..... Howard C. Gilreath
Station Manager ..... Ruby Bryant
Commercial Mgr. ..... Howard C. Gilreath
Sales Prom. Mgr. ..... R. E. Leoford
Program Director ..... Joe Doggan
Chief Engineer ..... Loren Dorough

WRPB

WARNER ROBBINS—1954

Frequency: 1350 Kc. ..... Power: 1000 Watts d.
Owned-Oper. .. Warner Robbins Bcstg. Co., Inc.
President ..... D. L. Fountain

WACL

WAYCROSS—1951

Frequency: 570 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Teletronics Inc.
Address ..... Memorial Drive
Phone Number 3068
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... BAB
President ..... James S. Rivers
General Manager ..... L. H. Thesmar
Station Manager ..... Robert C. Lay
Chief Engineer ..... Lloyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Jack Williams
Business-Studio Address ... 1600 Carswell Ave.
Phone: 965 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB
Representative ..... Hal Holman
President ..... Jack Williams
Commercial Mgr. ..... John J. Tobola
Sales Prom. Mgr. ..... Charles R. Witt
Program Director ..... Raymond Williamson
Publicity Director ..... Dorothy Smith
Chief Engineer ..... Curtis Frazier

WBRO

WAYNESBORO—1953—MBS-KBS

Frequency: 1310 Kc. ..... Power: 1000 Watts d.
Owned ..... Burke County Broadcasting Co.
Address ..... Highway 56, McBean Road
Phone Number 3373
Air Time ..... Daytime
News Service ..... INS
President ..... R. F. Chalker
Gen. Mgr., Chief Engr. ..... Billy Fulghum

WRLD

WEST POINT—1941—ABC-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Valley Bcstg. Co., Inc.
Business Address ..... P. O. Box 312
Phone: 2-2771 ..... Air Time: Full Time
Newspaper Affil. .... Valley Daily Times New
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Joseph H. McGillvra
Membership ..... BAB, NARTB
Pres., Gen. Mgr. ..... J. C. Henderson
Sales Promotion Mgr. ..... Dorothy Forrester
Sta. Comm. Mgr. ..... Jim Murphy
Prog. Pub. Director ..... Aileen Love
Chief Engineer ..... Al Stancil

WIMO

WINDER—1952—KBS

Frequency: 1300 Kc. .... Power: 1000 Watts d.
Owned-Operated By ... Winder-Monroe Bcstg.
Business Address ..... P. O. Box 526
Phone Number 4831
News Service ..... UP
President ..... W. C. Woodall, Jr.
Gen., Comm. Mgr. ..... C. H. Grider
Program Director ..... Orson G. Swindle, Jr.
Publicity Director ..... R. A. Jones
Chief Engineer ..... W. R. Powell

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IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — Families 188,000
Radio Homes 184,000 — TV Homes 40,000 — Stations in State 24

KBLI

BLACKFOOT—1951

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....William I. Palmer
Address.....P. O. Box 192
Phone: 780.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President .....Howard Johnson
Gen., Sta. Mgr.....T. L. Morrison
Program Director.....Tommy Thompson
Chief Engineer.....Donald R. Clark

KBOI

BOISE—1947—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone: 3-2511.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....RAB
Pres., Gen. Mgr.....H. Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Local Sales Mgr.....George Ganz
Publicity Dir.....Dave Johnson
Chief Engineer.....James Jontz, Jr.

KGEM

BOISE—1946—ABC-KBS

Frequency: 1140 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....5601 Cassia
Phone: 4-3511.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....RAB, NARTB
President.....Frank C. Carman
Comm., Gen. Mgr.....George R. Turpin
Chief Engineer.....Howard McDonald

KIDO

BOISE—1928—NBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....KIDO, Inc.
Address.....709 Idaho St.
Phone: 2-4611.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Blair-TV, Inc.
Membership .....NARTB, RAB
President.....Georgia M. Davidson
General Mgr.....Walter E. Wagstaff
Commercial Mgr.....John Young
Program Director.....George Walton
Chief Engineer.....Harold W. Toedtemeir

KBAR

BURLEY—1946—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KBAR, Inc.
Business-Studio Address.....P. O. Box 461
Phone: 10.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Transcription Service .....World
Station Rep.....McKinney, O'Connell, Ayres
President.....Jessica L. Longston
Commercial Mgr.....Dee Carter
Gen., Sta. Mgr.....K. Clark
Program Director.....E. Joan Walleri
Chief Engineer.....Donald Lockwood

KCID

CALDWELL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Address .....Box 1052
Phone: 9-7444.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Transcription Service .....Capitol
Station Rep.....Harlan G. Oakes
Pres., Comm. Mgr.....Clair B. Hull
Sta. Mgr., Prog. Dir.....F. H. Booton
Program Director.....Joy Myers
Chief Engineer.....Richard Lewis

KVNI

COEUR D'ALENE—1946—MBS
DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone: 4-2522.....Air Time: Full Time
Pres., Gen. Mgr.....Burl C. Hagadone
Sta., Comm. Mgr.....Wayne E. Olsen
Program Director.....Bernard V. Merriman
Chief Engineer.....Don Schafer

KORT

GRANGEVILLE—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Far West Radio Inc.

KID

IDAHO FALLS—1928—CBS

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Idaho Radio Corp.
Phone: 4.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna

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General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Program Director.....Leo Higham
Chief Engineer.....Carroll Secrist

KIFI

IDAHO FALLS—1946—ABC-MBS KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....Box 581
Phone: 1054.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Avery-Knodel
Pres., Gen. Mgr.....J. M. Brady
Commercial Mgr.....J. L. Thomas
Program Director.....Hal Simmons
Publicity Director.....Malcolm Davis
Chief Engineer.....George Stone

KLER

LEWISTON—1953

Frequency: 740 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Cole E. Wylie
Address.....2829 Country Club Dr.
Phone: 3-5558.....Air Time: Daytime
News Service .....AP
Representative .....McGillvra
Membership .....RAB
President.....Cole E. Wylie
General Manager.....William C. Rhodes
Program Director.....Robert O. Edwards
Chief Engineer.....Gene Wilson

KRLC

LEWISTON—1935—MBS

Frequency: 1350 Kc.....Power: 5 Kw. d.
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone: 3-1551.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Moore-Lund
Membership .....NARTB, RAB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Thomas Decker
Program Director.....Alben Nelson
Chief Engineer.....William Neuman

KRPL

MOSCOW—1947—KBC

Frequency: 1400.....Power: 250 Watts
Owned By.....Latah County Bcstrs.
Address .....Box 396
Phone: 2283.....Air Time: Full Time
News Service .....AP
Representative.....Moore & Lund, Biddick
Membership .....NARTB
Pres., Gen. Mgr.....Roy Anderson
Sta., Comm. Mgr.....Gale "Gub" Mix
Sales Prom. Mgr.....Jim New
Program Director.....John Mix
Publicity Director.....Al McDonald
Chief Engineer.....Bert Anderson

KFXD

NAMPA—1930—MBS INTERMOUNTAIN

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....Box 891
Phone: 6-4611.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....RAB
President.....Edward P. Hurt
Sta., Comm. Mgr.....Doyle Cain
Program Director.....Shirl Black
Chief Engineer.....G. M. Rose

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Box 31
Phone: 4000.....Air Time: Full Time
News Service .....UP
Transcription. Standard, Lang-Worth, Thesaurus
Representative.....Weed and Co.
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr.....Henry H. Fletcher
Publicity Dir.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS-KBS INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Pocatello TV Corp.
Address.....1140 Yellowstone Ave.
Phone: 3400.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Rep.....Avery-Knodel, Donald Cooke, Daren McGavren, Western Radio
President.....James M. Brady
General Manager.....John R. Taylor
Commercial Mgr.....Roger L. Hagadone
Program Director.....Bert Godfrey
Chief Engineer.....Dean McCurdy

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Address .....Box 192
News Service .....UP
Transcription Service .....Associated
President .....Leon Smith
Gen., Sta. Mgr.....Rulon Dunn
Commercial Mgr.....M. S. Stocking
Chief Engineer.....D. A. Nash, Jr.

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KRXK

REXBURG—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Snake River Radio & TV Co., Inc.
Address.....445 S. 2nd East
Phone: 700, 701.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Rep...Radio-TV Prom. Synd., West Coast Sales
President.....Dr. M. F. Rigby
General Manager.....Merrill Skinner
Program Director.....James G. Clawson
Chief Engineer.....Merrill Andrus

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bauer Bcstg. Co.
Address.....P. O. 431
Phone: 555.....Air Time: Full Time
News Service .....AP
Station Rep.....Continental, Moore & Lund
Transcription Service....Standard, Langworth
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Norman Bauer
Program Director.....Watt Moreland Jr.
Chief Engineer.....William Frey

KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Sales Corp.
Address.....P. O. Box 511
Phone: 3002.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Rep. .....Gill-Perna
President.....Spencer D. Grow
Gen., Sta. Mgr.....Kenneth W. Montgomery
Program Director.....Dick Bingham
Chief Engineer.....Harold W. Gilson

KLIX

TWIN FALLS—1946—MBS-ABC-KBS

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Southern Idaho Bcstg. & TV Co.
Business-Studio Address.....Elizabeth Blvd.
Phone: 2820.....Air Time: Full Time
News Service .....AP
Transcription..Capitol, MacGregor, Associated
Rep.....Avery-Knodel, Moore-Lund, N. W.
Membership .....NARTB
V.P., Gen. Sta. Mgr.....Frank C. McIntyre
Commercial Mgr.....Juneau H. Shinn
Program Director.....Don Allen
Sales Prom. Mgr.....Bill Folsom
Chief Engineer.....Don Cedarstrom

KTFI

TWIN FALLS—1928—NBC

Frequency: 1270 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Radio Bcstg. Corp.
Address.....241 Main Ave. W.
Phone: 2400.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. M. Gardner
Commercial Mgr.....D. Silvester
Pub., Prog. Dir., Sales Prom. Mgr.....L. Parker
Chief Engineer.....Marvin Hartley

KWAL

WALLACE—1938—MBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Metals Bcstg. Co.
Business-Studio Address.....Box 930
Phone: 8-2111.....Air Time: Full Time
Transcription Service .....Lang-Worth
Reps.....Hal Holman, Moore & Lund Co.
Membership .....RAB
Pres., Gen., Sta. Mgr.....R. Lee Black
Program Director.....W. E. Roberts
Comm., Sales Prom. Mgr.....T. R. Lantry
Publicity Director.....J. D. Adams
Chief Engineer.....Joe L. Martin

KWEI

WEISER—1949

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business-Studio Address.....Box 791
Phone: 700.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Membership .....RAB
Pres., Gen., Sta. Mgr.....M. V. Ling
Comm., Sales Prom. Mgr..George MacDonald
Chief Engr., Prog. Dir.....Edwin C. Miller
Publicity Director.....Don Quigley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

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ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — Families 2,887,000
Radio Homes 2,826,000 — TV Homes 2,212,000 — Stations in State 87

WOKZ

ALTON—1948—KBS

Frequency: 1570 Kc. .....Power 1000 Watts
Owned-Oper. By.....Edward N. Palen
Address .....Hotel Stratford
Phone: 5-5506.....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....Edward N. Palen
Sta., Comm. Mgr.....W. Eccles Huff
Sales Prom. Mgr.....Lloyd Smith
Program Director.....Clyde Wiseman
Chief Engineer.....Nicholas Bono

WMRO

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
News Service .....INS
Transcription Service .....Lang-Worth
Pres., Gen., Sta. Mgr.....Martin R. O'Brien
Comm., Sales Prom. Mgr.....Vincent G. Cofey
Prog., Publ. Dir.....Jeanne M. Doran
Chief Engineer.....John Kitner

WIBV

BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone: AD 3-5000.....Air Time: Daytime
News Service .....AP
Representative .....Indie Sales
Pres., Gen., Sta. Mgr.....John W. Lewis
Program Director.....Wm. C. Bailey
Comm., Prom. Mgr.....Clarence Keller
Chief Engineer.....Marvin Mollring

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Address.....209 E. Washington
Phone: 5-2078.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Rambeau
Membership .....NARTB, RAB
President.....Loring C. Merwin
General Sta., Manager...Warner C. Tidemann
Asst. Mgr., Prog. Dir.....Fred Muxfeld
Chief Engineer.....Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone: 1490.....Air Time: Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....NARTB, RAB
Owner-Chief Engr.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....C. Graham
Publicity Director.....E. S. Myers

WBYS

CANTON—1947—KBS

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter...East Linn Limits
News Service .....AP
Transcription Service .....SESAC
Membership .....RAB
President.....H. R. Winsor
General Manager.....Charles E. Wright
Program Director.....Jerry Bidle
Sta., Comm. Mgr.....Gene Mayhall
Chief Engineer.....John Stockberger

WCIL

CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....218 W. Main St.
Phone: 167.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Gen., Sta. Mgr., Chf. Engr.....Paul F. McRoy

WROY

CARMI—1948—KEYSTONE

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Carmi Bdcstg Co.
Address .....101 South Walnut Street
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Sears & Ayer, Inc.
President .....Roy Clippinger
General Manager.....Howard M. Reedy
Commercial Manager.....Frank Cummins
Publicity Director.....Howard M. Beedy
Program Director.....Bill Baker
Chief Engineer.....John Greenwood

WCAZ

CARTHAGE—1921

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Address.....502 Wabash Ave.
Phone: 520.....Air Time: Daytime
Station Rep.....Sears & Ayer
President .....Lola Compton
Manager .....John Palmer

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Others May Talk— But Here Are Facts!

In October, 1954, Fairbanks, Morse & Company ran 40 station break announcements in one day on WGN.

Results from WGN and WGN *Only:*

375 sump pumps sold at $65 to $140 each!

Every dewatering pump sold at double that amount!

Many electric motors sold!

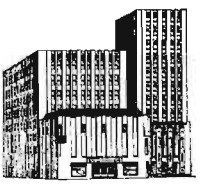
Three standby generators sold!

Obtained five new dealers!

Results such as this can be yours on WGN — reaching more homes per week than any other medium in Chicago.

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Representatives: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—233 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

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WCNT

CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned.....Southern Illinois Bcstg. Co.
Address .....Box 428
Phone: 5151.....Air Time: Daytime
News Service .....UP
Transcription Service....Standard, Thesaurus
Membership .....NARTB
President.....C. W. Rodgers
Gen., Sta. Mgr.....Merle G. Rogers
Sls. Prom. Mgr.....D. Cummings
Prog. Dir.....C. Dennis
Chief Engineer.....Al Wetzell

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owner....The Champaign News Gazette, Inc.
Business Address .....48 Main St.
Phone: 6-1855.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative...Robert Meeker & Associates
Membership .....NARTB
President.....Mrs. Helen M. Stevick
General Manager.....J. A. McDermott
Station Manager.....Larry Stewart
Chief Engineer.....Robert Brown

WEIC

CHARLESTON—1954—KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owner.....The Friendly City Bcstrs.
Address .....Box 107
Phone 2990
Program Director.....Lloyd McFee
Chief Engineer.....William Setliffe

WAAF

CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....221 N. LaSalle St.
Phone: Randolph 6-1932...Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Young
President .....Ward A. Neff
Sta., Comm., Prom. Mgr.....Thomas L. Davis
Sales Prom. Mgr.....Fred R. Randazzo
Prog., Publ. Director.....Bill Bauer
Chief Engineer.....Carl W. Ulrich

WAIT

CHICAGO—1936

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WAIT
Bus.-Studio Address.....75 E. Wacker Dr.
Phone: Franklin 2-0660....Air Time: Daytime
News Service .....UP
Transcription....Thesaurus, SESAC, Standard
Representative .....Forjoe
Gen. Mgr., Prog. Dir.....Robert O. Miller
Sales Prom. Mgr.....L. Webb
Publicity Director.....E. Reynolds
Chief Engineer.....Edward W. Jacker

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone: SU 7-0100.....Air Time: Full Time
Newspaper Affiliation...The Chicago Tribune
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Hollingberry
Membership .....NARTB, RAB
President.....Col. Robert R. McCormick
Manager-Treasurer.....Frank P. Schreiber
Commercial Manager..William A. McGuineas
Sales Promotion Manager ..Charles A. Wilson
Program Director.....Bruce Dennis
Publicity Director.....James Hanlon
Dir. of Engineering.....Carl J. Meyers

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. .....Power: 50,000 Watts
Owned By.....CBS, Inc.
Operated By.....CBS Radio Division
Address .....410 N. Michigan Ave.

CHICAGO'S
Only
GROWING
Radio Station

•

FRANKLIN 2-0660
DAILY NEWS PLAZA — CHICAGO 6

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News Service.....AP, UP, INS
Sta. Rep.....CBS Spot Sls.
Membership .....NARTB, RAB
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Asst. Gen. Mgr.....E. H. Shomo
Commercial Mgr.....Wm. F. Miller
Program Director.....Al Bland
Sales Prom. Mgr.....C. W. Doebler
Publicity Dir.....Andy Murphy
Chief Engineer.....J. F. Novy

WCFL

CHICAGO—1926

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned.....Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Transcription Service.....Standard
Membership .....RAB
Representative.....Burke Stuart, O'Connell
General Manager.....Martin F. Hogan
Commercial Mgr.....Thomas E. Haviland
Program Director.....L. J. Ronder, Jr.
Chief Engineer.....Charles E. Willett

WCRW

CHICAGO—1926

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Clinton R. White
Address.....2756 Pine Grove Ave.
Phone: Diversey 8-4440...Air Time: Full Time
General Manager.....J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Address.....3860 W. Ogden Ave.
Phone: CRawford 7-4100..Air Time: Full Time
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Program, Publicity Director.....Bill Mack

WGES

CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Address.....2708 Wash. Blvd.
News Service.....UP
Transcription Service .....Associated
General, Station Manager.....John A. Dyer
Commercial Mgr.....Elizabeth M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Chief Engineer.....William Shunk

WHFC

CHICAGO—1925

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .....WHFC, Inc.
Address..3350 S. Kedzie Ave., Chicago 23, Ill.
Phone: Townhall 3-6305..Air Time: Full Time
News Service .....AP
General Manager.....Richard W. Hoffman

WIND

CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....WIND, Inc.
Bus.-Studio Address.....400 N. Michigan Blvd.
Transcription Service .....Standard
Representative.....AM Radio Sales
Transcription .....Standard
Membership .....RAB
President, General Manager...Ralph L. Atlass
Commercial Manager.....John T. Carey
Program Director.....H. Leslie Atlass, Jr.
Sls. Prom. Mgr., Pub. Dir.....Robert D. Peel
Chief Engineer.....Kenneth C. Shirk

WJJD

CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Plough Bcstg. Co.
Bus.-Studio Address...230 N. Michigan Ave.
Phone: STate 2-5466.....Air Time: Daytime
News Service .....UP
Trans. Service.....Standard, Capitol, World
Representative..Radio-TV Representatives, Inc.
Membership .....RAB
President .....Abe Plough
Gen., Sta. Mgr.....Frederick G. Harm
Commercial Mgr.....Louis J. Frenkel
Sales Prom. Mgr.....Fred Livingston
Program Director.....Ralph A. Blank
Chief Engineer.....Walter F. Myers

50,000 WATTS OF PERSONALITY

featuring

RANDY BLAKE
CY NELSON
AL PARKER
SID ROBERTS
CARL WARNER
ROSEMARY WAYNE
STELLA WHITE

MUSIC ● NEWS ● SPORTS

THE 1160 SPOT ON YOUR DIAL

WJJD

230 N. MICHIGAN AVENUE
CHICAGO 1, ILL.

FRED HARM
vice-president-general manager

A PLOUGH, INC. STATION

www.americanradiohistory.com

WLS

CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLS, Inc.
Business Address....1230 Washington Blvd.
Phone: MO 6-9700.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NARTB
President.....James E. Edwards
Gen., Sta. Mgr.....Glenn Snyder
Commercial Manager....Charles M. Freeman
Sls. Prom. Mgr., Pub. Dir.....Betty Howard
Asst. Gen. Mgr.....A. M. Harre
Program Director.....Harold Safford
Chief Engineer.....Thomas Rowe

WMAQ

CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone: SUperior 7-8300..Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative.....National Spot Sales
Membership .....NARTB
President .....Sylvester Weaver
General Manager.....Jules Herbuveaux
Asst. Mgr.....H. T. Sjogren
Director of Sales.....C. Dresser
Comm. Manager.....Rudi Neubauer
Sales Promotion Manager.....John Keys
Program Director.....George Heineman
Publicity Director.....Chet Campbell
Chief Engineer.....Howard Luttgens

WSBC

CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone: Monroe 6-9060....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative.....Stars Nat'l, Inc.
Gen., Sta. Mgr., Pgm. Dir.....Louis B. Lee
Commercial Manager.....Julius Miller

WHOW

CLINTON—1947

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number 305
Representative .....Holman
Transcription Service .....SESAC
News Service .....AP
President .....J. R. Livesay
V.P., Gen., Sta. Mgr.....Rolland O. Looper
Comm. Manager.....James Williams
Program Director.....Frank C. Jennings

WDAN

DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Address.....1500 N. Washington
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney, Inc.
Membership .....NARTB, RAB
General Manager.....Robert J. Burow
Sta., Comm., Sls. Prom. Mgr.....Max Shaffer
Pub. Dir.....Kay Shake
Chief Engineer.....T. G. Magin

WITY

DANVILLE—1953

Frequency: 980 Kc.....Power: 1 Kw. d. n.
Owned.....Vermilion Bcstg. Corp.
Address .....P. O. Box 142
Phone: 1312.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burns Smith
Membership .....NARTB, RAB
President.....Gilbert E. Metzger
Gen., Sta. Mgr.....Francis A. Higgins
Commercial Mgr.....Wm. O'Toole
Sales Prom. Mgr.....Cecil Higgins
Program Dir.....Eldon Q. Johnson
Publicity Dir.....June Holm
Chief Engineer.....Taylor Clowson

WDZ

DECATUR—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....265 S. Park St
Phone: 3-9744.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership .....NARTB, BAB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Program Director .....William F. Miller
Chief Engineer.....L. E. Mayfield

WSOY

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Address.....Rt. 48 at N. Jasper St.
Phone: 5371.....Air Time: Full Time
News Service .....AP
Transcription Service..World, Standard, Cole
Representative .....Weed
Membership .....NARTB, RAB
President.....Frederick W. Schaub
Gen., Comm. Mgr.....Merrill Lindsay
Sta. Mgr.....M. H. Stuckwish
Prog., Pub. Dir.....Eugene Dorsey
Chief Engineer.....Allan Doyle

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WLBK

DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business-Studio Address....153½ N. Third St.
Phone: 6-3485.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB
Pres., Gen. Mgr.....George C. Biggar
Commercial Manager.....Richard Meier
Program Director.....R. C. Brown
Publicity Dir.....Herb Carrol
Chief Engineer.....Robert Zirk

WDQN

DU QUION—1951

Frequency: 1580 Kc.....Power: 250 Watts
Owned-Operated By.....Johnson & Johnson
Address.....30½ W. Main St.
Phone: 1399.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Co-owner, Prom. Mgr.....Leonard M. Johnson
Co-owner, Gen. Mgr.....Leonard F. Johnson
Sales Manager.....Raymond Steele
Chief Engineer.....Favre F. Fike

WTMV

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio Address.....Broadview Hotel
Phone: 4-4390.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
President.....Alvin O. Eads
Gen., Sta. Comm. Mgr....Frank J. Prendergast
Promotion Mgr.....Frank Imboden
Promotion Director.....D. Dellamano
Chief Engineer.....Erle E. White

WCRA

EFFINGHAM—1947—KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Address.....110 N. Banker St.
Phone: 1090.....Air Time: Daytime
News Service .....UP
President.....Joseph E. McNaughton
General Manager.....Jack Armel
Program Director.....Lee Hayward
Chief Engineer.....Tom Mathis

WRMN

ELGIN—1949—KBS

Frequency: 1410 Kc. .....Power: 500 Watts
Owned-Oper. By .....The Elgin Bdcstg Co.
Address.....156 Division St.
Phone: 7700-1.....Air Time: Daytime
News Service .....UP
Representative ....Joseph Hershey MvGillvra
Pres., Gen., Sta., Comm. Mgr..J. Richard Sutter
Prog. Dir., Chf. Engr.....George J. Merker

WEAW

EVANSTON—1953

Frequency: 1330 Kc.....Power: 500 Watts
Owned.....No. Shore Bcstg. Co., Inc.
Address .....2425 Main
News Service .....AP
Transcription Service .....World
Sta. Rep.....Ayer, Good Music Bcstrs.
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....Edward A. Wheeler
Commercial Manager.....J. Collins
Sales Prom. Mgr.....Burton Harris
Program Director.....Bill Fyffe
Publicity Director.....Jane Brower
Chief Engr.....Fred Dennison

WNMP

EVANSTON—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter...2201 Oakton St.
Transcription .....Capitol, SESAC
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Angus D. Pfaff
Program Dir.....J. W. Horton
Chief Engineer.....Albert Griffin

WFIW

FAIRFIELD—1953

Frequency: 1390 Kw.....Power: 500 Watts d.
Owned-Oper. By...Wayne County Bcstg. Co.
Address .....Box 148
Phone: Fairfield 2159....Air Time: Daytime
News Service .....AP
Representative .....Grant Webb
Membership .....NARTB
Co-Owner, Gen. Mgr.....Thomas S. Land
Co-Owner, Prog. Dir.....Bryant Davidson
Commercial Mgr.....Garnet Williams

WFRL

FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone: State 436.....Air Time: Daytime
News Service .....AP
Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen. Mgr., Ch. Engr...Vincent S. Barker
Commercial Manager.....Dave Taylor
Program Director.....Charles Harlan

WGIL

GALESBURG—1936

Frequency: 1400 Kc.....Power: 250 Watts

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Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone: 4626.....Air Time: Full Time
Newspaper Affiliation..."Daily Register Mail"
News Service .....AP
Transcription Service .....Standard
Representative .....Wm. G. Rambeau
President .....Mrs. O. N. Custer
General Manager.....Robert W. Frudeges
Commercial Mgr.....Roger L. Hoffman
Publicity Director.....David Loring
Chief Engineer.....H. H. Frederick

WEBQ

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Business-Studio-Transmitter....100 E. Poplar St.
Phone: 328.....Air Time: Full Time
News Service .....UP
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr.....Ken Hamilton
Program Director.....Dorice Turner
Publicity Director.....Eddie Wise
Chief Engineer.....Elmer L. Gladson

WMCW

HARVARD—1954

Frequency: 1600 Kc.....Power: 500 Watts
Owner .....Esther Blodget

WCFS

HARVEY—1954

Frequency: 1570.....Power: 250 Watts
Owner.....Chas. F. Sebastian
Address.....1220 N. Austin Blvd.

WJPF

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 179
Phone: 382.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, RAB
President.....Orville W. Lyerla
General Manager.....Charles R. Cook
Comm. Manager.....Fred Simmons
Prog. Dir.....Louise Piantanida
Chief Engineer.....Ben Orf

WLDS

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned..Jacksonville Radio & TV Bcstg. Corp.
Address .....Jacksonville
Phone: 1180.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Newspaper Affiliation .....Journal-Courier"
Representative .....Hal Holman
Membership .....NARTB, RAB
President.....Robert A. Fay
Gen., Comm., Sta. Mgr.....R. Karl Baker
Program Director.....T. J. Fairburn
Chief Engineer.....G. J. Cassens

WJOL

JOLIET—1924

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Business-Studio-Transmitter....601 Walnut St.
Phone: JO 4761.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Ayer
Membership ..... RAB
President .....Calvin Wilson
Gen., Sta. Mgr.....Joseph J. Garvey
Comm. Manager.....George Stofan
Promotion Manager.....Marion Philburn
Program Director.....Eileen Caron
Chief Engineer.....Lester DeCosta

WKAN

KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone: 3-6633.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Sears-Ayer
Membership .....NARTB
President.....Leslie C. Small
General Manager.....Burrell Small
Station Manager.....Bruce Brown
Asst. Station Manager.....Robert Hawkins
Sales Mgr.....M. Moncrief
Program Director.....Orren Allain
Chief Engineer .....Richard Eckels

WKEI

KEWANEE—1952—KBS

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By.....WKEI Bcstg. Co.
Address.....202½ N. Tremont
Phone: 4471.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....H. F. Best
Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett
Prog., Pub. Dir.....Paul Messplam

WTAQ

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By....The La Grange Bcstg. Co.
Address .....Box 408
Phone: FL 2-1300.....Air Time: Daytime
Representative .....Gill Perna
Membership .....NARTB, RAB
President .....Charles Sebastian

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Partner ..... Russ Salter
Commercial Manager ..... Ralph Faucher
Sales Prom. Mgr. ..... Vince Essig
Program Dir. ..... Ted Carlson
Publicity Dir. ..... Stan Noyes
Chief Engineer ..... Bill Ward

WLPO

LA SALLE—1947

Frequency: 1220 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ... La Salle County Bcstg. Co.
Bus. Ad. ..... P. O. Box 215
Phone: 3100 ..... Air Time: Daytime
News Service ..... AP
Newspaper Affil. ..... News Trib.
Transcription Service ..... RCA, Thesaurus
Membership ..... NARTB, RAB
President ..... Peter Miller
Gen., Comm. Mgr. ..... William Helm
Program Director ..... Donald Frost
Publicity Director ..... Laverne Waltman
Chief Engineer ..... Lawrence McCann

WPRC

LINCOLN—1947—KBS

Frequency: 1370 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Prairie Radio Corp.
Address ..... P. O. Box 37
Phone: 1370 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Rambeau
Membership ..... RAB
Pres., Gen. Sta. Mgr. ..... Ray F. Knochel
Comm. Manager ..... Paul E. Rankin
Sales Prom. Mgr. ..... John H. Deal
Program Director ..... William H. Brady
Prblicity Director ..... Earle W. Layman
Chief Engineer ..... Donald Thompson

WSMI

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Mid-Illinois Bcstg. Co.
Address ..... Box 241
Phone: 100 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... World
Representative ..... Hil Best
Membership ..... RAB
Pres., Gen. Mgr. ..... Hayward L. Talley
Comm. Manager ..... Clark O. Whitman
News Ed. ..... Don Yaeger

WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... The Macomb Bcstg. Co.
Address ..... 1135 Plymouth Bldg.
Phone: Macomb 1350 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Lang-Worth, World
Membership ..... NARTB
Pres., Gen. Mgr. ..... Wm. E. Schons
Sta., Comm. Mgr. ..... Allan Fobes
Sales Promotion Mgr. ..... Don Vallier
Chief Engineer ..... John Meyers

WGGH

MARION—1949

Frequency: 1150 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... George W. Dodds
Business Address ..... P. O. Box 311
Phone: 824 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Sears & Ayer
Membership ..... RAB
Pres., Gen. Mgr., Chief Eng. .. George W. Dodds
Commercial Manager ..... Raymond L. Hatley
Prog. Dir., Sta. Mgr. ..... James W. Duncan

WLBH

MATTOON—1946

Frequency: 1170 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Mattoon Bcstg. Co.
Bus.-Studio Address .... 17th & Broadway Ave.
Phone: 6464 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Holman
Membership ..... NARTB, RAB
President, Gen.-Station Mgr. ..... J. R. Livesay
Commercial Manager ..... Ken Wooddell
Sales Promotion Manager ..... Dwain Bower
Program Director ..... Robert Gwess
Chief Engineer ..... Ray Livesay

WMOK

METROPOLIS—1951—KBS

Frequency: 920 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Fort Massac Bcstg. Co.
Address ..... Nat'l State Bank Bldg.
Phone: 2106 ..... Air Time: Daytime
Transcription Service ..... SESAC
News Service ..... UP
Representative ..... Holman
Membership ..... NARTB, RAB
General Manager ..... James H. Firmin
Commercial Mgr. ..... P. Roewe
Program Director ..... Sue Teckenbrock
Chief Engineer ..... Carlos Steel

WQUA

MOLINE—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By . Quad-City Bcstg. Corporation
Address ..... 1319 Fifth Ave.
Phone: 4-6727 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Geo. P. Hollingberry Co.
President ..... Dalton A. LeMasurier
V. Pres., Gen. Mgr. ..... G. LaVerne Flambo
Comm. Mgr. ..... W. J. Archer
Prog. Dir., Chief Eng. ..... Harold Higby

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WVMC

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By .....WVMC
Address.....No. Cherry St. Rd.
Phone: 1360.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
General Manager.....Stephen P. Bellinger
Comm. Manager.....Charles H. Green
Program Director.....Gil Wallace
Chief Engineer.....Eugene D. Garrett

WMIX

MT. VERNON—1947

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mt. Vernon Radio & Tel. Co.
Address.....No. 2 Radio Center
News Service .....AP
Transcription Service .....World
Representative .....John E. Pearson Co.
President .....John Russell Mitchell
General Manager.....R. J. Cheney
Comm. Mgr.....C. Schoch
Chief Engineer.....Alva Hulbert

WINI

MURPHYSBORO

Frequency: 1420 Kc.....Power: 500 Watts
Owner.....Cecil W. Roberts

WOPA

OAK PARK—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Village Bcstg. Co.
Address.....408 S. Oak Park Ave.
Transcription Service .....Standard
News Service .....UP
Asst. Sta. Mgr.....A. Michelotti
Comm. Mgr.....E. Sanderling
Program Director.....Martin Bouhan
Publicity Director.....Marylou Kelley
Chief Engineer.....Sidney Schneider

WVLN

OLNEY—1947—KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Address.....302½ E. Main
News Service .....AP
Transcription Service.....SESAC, World
Representative .....Hal Holman
Pres., Gen., Sta. Mgr.....Marshall H. Poole
Comm. Mgr.....Clifford Thomas
Prog. Dir.....Dick Griggs
Chief Engineer.....Paul Hartsey

WCMY

OTTAWA—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carl H. Meyer
Address.....P. O. Box 687
Phone: 1551.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative.....Sears & Ayer
Pres., Gen. Mgr.....Carl H. Meyer
Comm. Mgr.....D. M. Meyer
Prog. Dir.....Bill Sweda
Chief Eng.....Sam Potter

WPRS

PARIS—1951—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By.....Paris Bcstg. Corp.
Address.....2 Mi. W. Paris on State Rd. 133
Phone: 3-1440.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.
Chief Eng.....C. Thomas

WSIV

PEKIN—1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
News Service .....AP
Representative .....Rambeau
Pres., Gen. Mgr.....W. Kenneth Patterson
Commercial Manager.....James T. Butler
Promotion Dir.....George Udry
Program Director.....R. C. Furnace

WEEK

PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Address.....Commercial Natl. Bank Bldg.
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, RAB
President.....Sen. Robert S. Kerr
Gen. Mgr.....Fred C. Mueller
Sta., Comm. Mgr.....Tom Greer
Sales Mgr., Pub. Dir.....F. R. Oakley
Chief Engineer.....Wayne Lovely

WIRL

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone: 4-9239.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President.....Timothy W. Swain
General Mgr.....Tom Gavin
Sta., Comm. Mgr.....Paul C. Brines
Sls. Prom. Mgr.....Tom Miller
Prog., Pub. Director.....Cal Rains
Chief Engineer.....Rudolph Luukinen

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WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
Owned-Oper. By.....WMBD, Inc.
Address .....212 South Jefferson Street
Phone: 6-0711.....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....Thesaurus
Representatives .....Free & Peters
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Charles C. Caley
Asst. Mgr.....Marvin H. Hult
Sales Manager.....Harold V. Phillips
Promotion Mgr.....Toby Carlson
Program Director.....Charles A. Miller
Chief Engineer.....A. James Ebel

WPEO

PEORIA—1951

Frequency: 1020 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WPEO, Inc.
Address.....926 Main St.
Phone: 4-9249.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Representative .....Holman
Pres., Gen., Sta. Mgr.....John R. Livingston
Program Director.....Ken Scott
Chief Engineer.....Gerry De Vore

WTVH

PEORIA—1952

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Hilltop Bcstg. Co.
Address.....234 No. Madison
Phone: 6-5503.....Air Time: Full Time
Newspaper Affiliation.....Peoria Journal
News Service .....AP
Representative.....Sears & Ayer
President.....Henry P. Slane
Gen. Mgr.....E. G. Smith
Asst. Gen. Mgr.....R. L. Jawer
Station Mgr.....Joe Faulkner
Sls. Prom. Mgr., Prog., Pub. Dir...L. K. Harvey
Chief Engineer.....Wallace Wurz

WBBA

PITTSFIELD

Frequency: 1580 Kc.....Power: 250 Watts
Owner.....Pike Bcstg. Co.

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone: 6840.....Air Time: Full Time
Newspaper Affiliation...Quincy Herald Whig
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....T. C. Oakley
General Manager.....Joseph S. Bonansinga
Comm. Mgr.....J. E. Muse
Chief Engineer.....Frank E. Laughlin

WTAD

QUINCY—1927—CBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lee Bcstg., Inc.
Address .....10th floor, WCU Bldg.
Phone: 6200.....Air Time: Full Time
News Service.....AP, UP
Trans. Service.....Standard, Associated
Representative.....Weed & Co.
Membership .....NARTB, RAB
President.....Lee P. Loomis
General Manager.....Walter Rothschild
Sales Promotion Mgr.....Dick Moore
Program Dir.....Merritt Milligan
Chief Engineer.....J. E. Gray

WROK

ROCKFORD—1929—ABC

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.
Owned.....Winnebago Newspapers, Inc.
Bus.-Studio Address.....Rockford Newstower
Phone: 2-6621.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....H. R.
President.....E. K. Todd
Gen., Comm. Mgr.....John J. Dixon
Publicity Dir.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Engineer.....Maurice H. Nelson

WRRR

ROCKFORD—1953

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rock River Bcstg.
Address.....113 S. Court St.
Phone: 8-2263.....Air Time: Daytime
Representative.....Radio TV Reps.
Exec. V.P., Chief Engr.....Boyd Phelps
General Manager.....L. O. Fitzgibbons
Commercial Mgr.....H. I. Tingley
Program Director.....Rick Edwards

WHBF

ROCK ISLAND—1925—CBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....231 18th St.
Phone: 6-5441.....Air Time: Full Time
Newspaper Affiliation....Rock Island Argus
News Service .....UP
Transcription Service.....Standard, World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Ben H. Potter
V.P., Gen., Sta. Mgr.....Leslie C. Johnson
Asst. Mgr., Dir. Sales.....Maurice Corken

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Program Director.....Frank S. Hicks
Publicity Director.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett

WCVS

SPRINGFIELD—1922—MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Transcription Service .....World
Membership ..... NARTB
Representative.....Sears & Ayer
President.....H. L. Dewing
Comm., Prom., Gen. Mgr.....C. W. Neeld
Chief Engineer.....R. Ashenfelter

WMAY

SPRINGFIELD—1950—NBC

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.
Owned-Oper. By.....Lincoln Bcstg. Corp.
Address.....711 Myers Bldg.
News Service .....UP
Transcription .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman
Program Director.....Syl Binkin
Prom., Publ. Dir.....Mel Kempe
Chief Engineer.....Melvin Feldman

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WTAX, Inc.
Address.....Route 66 & E. Cook St.
Phone: 2-4441.....Air Time: Full Time
News Service .....AP
Transcription .....World
Representative .....Weed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Oliver J. Keller
Commercial Manager.....O. J. Keller, Jr.
Sales Promotion Manager.....Bill Miller
Program Director.....John W. Midgely
Chief Engineer.....E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
Owned-Oper. By.....Blackhawk Bdcstg. Co.
Address.....218 1st Ave.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Sam Bartlett
Comm. Mgr.....Lillian Bartlett
Program Director..... .John Rohwer
Chief Engineer .....Ed Fisher

WIZZ

STREATOR—1953

Frequency: 1250 Kw.....Power: 500 Watts d.
Owned-Oper. By.....Streator Bcstg. Co.
Address .....Box 431
Phone: 4147.....Air Time: Daytime
Representative .....Best
Gen., Sta., Mgr.....Vernon R. Nunn
Commercial Mgr.....Jack A. Dill
Chief Engineer.....Harold I. Peters

WTIM

TAYLORVILLE—1952

Frequency: 1410 Kc.....Power: 1000 Watts d
Owned-Operated By.....Moyer Bcstg. Co.
Phone: 1410.....Air Time: Daytime
Transcription Service....Standard, Thesaurus
News Service .....UP
Representative .....Continental
President .....Roger Moyer
General Manager.....James C. Hilderbrand
Station Manager.....Kester Pollock
Chief Engineer.....Tom Giles

WKID

URBANA—1948—KBS

Frequency: 1580 Kc. Power 250 Watts d
Owned-Operated By.....Sterling Bcstg. Co.
Address .....P. O. Box 192
Phone: 75431.....Air Time: Daytime
News Service .....INS
Representative .....John Pearson

WTAX

Maximum Audience at Minimum Cost!

Year after year Hooper has shown WTAX far in front in Springfield, Illinois.

Its average audience exceeds that of the other Springfield stations *combined.*

Hooper Radio Index
Springfield, Ill., City Zone
October 1954

	Morning	Afternoon	Evening
WTAX	44.7	50.8	46.7
Sta. B	17.4	18.8	25.0
Sta. C	22.4	10.9	15.6

Daytime Monday thru Friday
Other stations reported ranged from 1.9 to 4%

CBS RADIO Affiliate

Represented by Weed & Company

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Membership .....NARTB
Pres., Gen. Mgr.....Allen Embury
Sta., Comm. Mgr.....C. Loufek
Program Director.....Steven Austin
Publicity Dir.....Roger Klucos
Chief Eng.....James Duryed

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....News-Sun Bcstg. Co.
Business Address.....P. O. Box 500
Phone: DElta 6-7900.....Air Time: Daytime
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....McGillvra
President .....F. Ward Just
Gen., Comm. Mgr.....Joseph B. Kirby
Program Director.....A. F. Sorenson
Chief Engineer.....Stanley G. Chadwick

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned.....Pyramid Radio Bcstg. & TV Co.
Address.....S. Logan St.
Phone: 1300.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Indie Sales
President.....Guy Lambert
Gen., Sta., Comm. Mgr.....Robert O. Veach
Program Director.....Billy Spangler
Chief Engineer.....Everett Kennedy

WCBD

ZION—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By.....Michael J. Mintern
Business Address.....Administration Bldg.
Phone: 2-4521.....Air Time: Sunday only
Managing Director.....Michael J. Mintern
Commercial Manager.....Carl Q. Lee

INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — Families 1,354,000
Radio Homes 1,307,000 — TV Homes 954,000 — Stations in State 50

WCBC

ANDERSON—1946—KBS

Frequency: 1470 Kc. ....Power: 1000 Watts d.
Owned-Operated By .....Civic Bdcstg Corp.
Address.....204 Tower Bldg.
News Service .....UP
Transcription Service .....World
Membership ..... RAB
Station Rep..... Hil Best
President.....Paul E. Billheimer
General Manager.....Worth S. Rough
Program Director.....John Snider
Chief Engineer.....Marvin D. Carmony

WHBU

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio.....640 Citizens Bank Bldg.
Transcription Service .....Standard
Representative .....Bolling Co.
Membership .....RAB, NARTB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson

WBIW

BEDFORD—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By.....Radio Bedford, Inc.
Address.....Radio Farm, P. O. Drawer 472
News Service .....INS
Transcription Service.....Thesaurus, RCA
Representative.....W. S. Grant
Pres., Gen. Mgr.....William C. Smith, Jr.
Program Director.....Claude Parsons
Chief Engineer .....Carl J. Finger

WTTS

BLOOMINGTON—1949—ABC

Freq.: 1370 Kc.....Power 5 Kw. d., 500 W. n.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Business-Studio Address....535 S. Walnut St.
News Service .....AP
Representative.....Robert Meeker Associates
Membership ..... RAB
President .....Sarkes Tarzian
Station Manager.....Glenn Van Horn
Commercial Mgr.....Ray Bartlett
Chief Engineer.....Carl Onken

WBNL

BOONVILLE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Boonville Bcstg. Co.
Address .....Lynville Rd.
News Service .....UP
Co-O., Gen., Comm. Mgr.....H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir.....Norman Hall

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WCSI

COLUMBUS—1950

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Syndicate Theatres, Inc.
Address.....Carr Hill Rd.
Phone: 3397-98.....Air Time: Daytime
Trans. Service .....Thesaurus
Membership ..... RAB
Station Rep. .....Rambeau
News Service .....AP
President .....Joseph Finneran
General Manager.....Dick Jewell
Chief Engineer.....Max Cockley

WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business-Studio Address.....406 Central Ave.
Phone: 1950.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
-Representative .....Gill-Perna
Membership .....NARTB
Secretary.....G. S. Tatman
Gen., Sta., Comm. Mgr.....E. M. Jackson
Program Director.....Ralph T. Underwood
Chief Engineer.....Earl Thompson

WTRC

ELKHART—1931—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owner-Oper. By.....Truth Publishing Corp.
Business-Studio Address....116 S. Second St.
Phone: 3-1960.....Air Time: Full Time
News Service .....UP
President.....John F. Dille, Jr.
General Manager.....Donald McFall
Commercial Mgr.....Don Freed
Chief Engineer.....Lester Zellmer

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone: 4-9215.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Program Director.....Michael Finn
Chief Engineer .....William Schultz

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc..Power: 5 Kd. d.; 1 Kw. n.
Owned-Operated By.....On The Air, Inc.
Business-Studio Ad. .....1001 Diamond Ave.
Phone: 21171.....Air Time: Full Time
Representative .....Weed & Co.
News Service .....UP
Membership .....NARTB
President.....Alvin Q. Eades
Ex. V.P., Gen., Sta. Mgr.....Martin L. Leich
Sales Prom., Pub. Dir.....Del Greenwood
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny

WIKY

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Address.....1162 Mt. Auburn Rd.
Phone: 4-8284.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Representative.....John E. Pearson Co.
Membership ..... RAB
Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone: 5-2221.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Robert S. Davis
Gen., Sta. Mgr.....Jack McLean
Sales Prom. Mgr., Pub. Dir...Charles Caldwell
Chief Engineer.....James Jared

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Address.....Fort Wayne Nat'l Bank Bldg.
Phone: Anthony 6212.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Bolling
President.....C. Bruce McConnell
General Manager.....Robert McConnell
Station Manager.....Charles E. Kennedy
Local Commercial Manager.....Merlin Smith
Program Director.....Robert Hill
Chief Engineer.....Eugene Humphrey

WGL

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..News-Sentinel Bcstg. Co., Inc.
Business-Studio Address..201 W. Jefferson St.
Phone: Eastbrook 3366....Air Time, Full Time
Newspaper Affiliation .....News-Sentinel
News Service .....UP
Transcription Service .....Langworth
Representative .....Headley-Reed

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Membership ..... RAB
President.....Helen R. Foellinger
Gen., Sta., Comm. Mgr.....Merrill C. Johnson
Prom. Mgr., Pub. Dir.....Dorsey M. Roth
Program Director.....Norman Widenhofer
Chief Engineer.....Damon Wilson

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owner...Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Add. .....220 E. Jefferson St.
Phone Number .....Anthony 2295
News Service.....UP, AP
Transcription Service .....World
Representative .....Raymer
President.....Clarence L. Schust
General Manager .....Edward G. Thoms
Sales Prom. Mgr.....Wilson Schroeder
Commercial Manager.....Carleton B. Evans
Program Dir.....Eugene A. Chase

WOWO

FT. WAYNE—1926—NBC

Frequency: 1190 Kc.....Power: 50 Kw.
Owner.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address..124 W. Washington Blvd.
Phone: Anthony 2136.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership ..... RAB
President.....Chris J. Witting
General Manager.....J. E. Baudino
Station Mgr.....Carl W. Vandagrift
Commercial Manager.....Tom Longsworth
Sales Prom. Mgr.....Hilda C. Woehrmeyer
Program Director.....Guy Harris
Chief Engineer .....Bruce H. Ratts

WILO

FRANKFORT—1953—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Radio Frankfort
Address.....52½ E. Washington St.
Phone: 3338.....Air Time: Daytime
News Service .....UP
Station Rep.....Hil Best
Membership ..... RAB
General Mgr.....George A. Foulkes

WGRY

GARY—1950

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WGRY, Inc.
Address.....734 Washington St.
Phone: 5-7511.....Air Time: Daytime
News Service .....UP
Membership ..... RAB
Transcription Service .....SESAC
Station Rep. .....Indie
Pres., Gen. Mgr.....George Whitney
Program Director.....Jack Smith

WWCA

GARY—1949

Frequency: 1270 Kc. .....Power: 1000 Watts
Owned-Operated By ..Lake Bdcastg Co., Inc.
Address .....Hotel Gary
Phone: 6-9171.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Station Rep.....John E. Pearson Co.
Pres., Gen., Sta. Mgr.....Dee O. Coe
Prom. Mgr.....Sam Weller
Program .....Todd Branson
Chief Engineer .....Victor Voss

WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Address .....449 State St.
Phone: Sheffield 8400....Air Time: Full Time
News Service .....UP
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....R. C. Adair
Program Director.....Gerald Mitchell
Chief Engineer.....Jess Peters

WFBM

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address...1330 N. Meridian St.
Phone Number.....MElrose 4-8521
News Service.....AP, INS
Representative .....Katz
Transcription Service.....World
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr. ....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Prom. Mgr., Pub. Dir.....Bernard W. Carney
Program Dir.....Robert Yeager
Chief Engineer.....Harold Holland

WIBC

INDIANAPOLIS—1938—MBS

Freq. 1070 Kc...Power: 50 Kw. d.; 10 Kw. n.
Owned-Operated By.....WIBC, Inc.
Business-Studio Address.30 W. Washington St.
Phone: MElrose 4-2305....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....SESAC, Thesaurus
Representative .....John Blair
Membership .....NARTB
President, Gen. Mgr.....Richard M. Fairbanks
Commercial Manager.....Gilbert I. Berry
Sales Prom., Pgm. Dir.....William L. Dean
Chief Engineer.....Robert W. Minton

WIRE

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Add...307 N. Pennsylvania St.

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Phone: Melrose 5-1541....Air Time: Full Time
Newspaper Affiliation.....Central Newspaper
News Service .....AP
Transcription Service .....Langworth
Representative.....Free & Peters
Membership ..... RAB
President.....Eugene C. Pulliam
General Manager.....Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....Richard Higgs
Program Director.....M. Wayland Fullington
Chief Engineer.....Eugene E. Alden

WISH

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..1440 N. Meridian St.
Phone: MElrose 4-6411....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....RAB, NARTB
President.....C. Bruce McConnell
Gen. Mgr.....Robert B. McConnell
Sales Prom. Mgr., Pub. Dir.....Jim Buck
Comm. Manager.....Robert Ohleyer
Program Director.....William E. Frosch, Jr.
Chief Engineer.....Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 950 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Address.....3003 Kessler Blvd.
News Service .....UP
Representative.....John Pearson Co.
Membership .....BAB, NARTB, AIMS
President.....Lyman S. Ayres
General Manager.....Robert D. Enoch
Program Director.....G. A. Smith, Jr.
Chief Engineer.....Bert Goetzinger

WITZ

JASPER—1948—KBS

Frequency: 990 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..Jasper on the Air Inc.
Address.....P. O. Box 167
News Service .....UP
Transcription Service.....Thesaurus
Membership ..... RAB
President .....Dr. Gilbert E. Metzger
Gen., Sta. Mgr.....Dennis Keller
Commercial Manager.....Al Farber
Sales Prom. Mgr.....Joe Salvi
Publicity Director.....Beverly Chism
Program Director.....Jim Young
Chief Engineer.....Peter Russo

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owner.....North Central Indiana Bcstg. Corp.
Business Address.....212½ North Main St.
Phone: 6194.....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Representative .....Weed
Membership .....NARTB, RAB
President .....Richard Blacklidge
V.P., Gen., Sta. Mgr.....John Carl Jeffrey
Promotion Mgr.....John C. Jeffrey
Chief Engineer.....Elvin Cunningham

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address .....McCarty Lane
Phone: 2-4300.....Air Time: Full Time
News Service ..... UP
Representative.....Wm. G. Rambeau
Membership ..... RAB
President.....O. E. Richardson
Sta., Comm. Mgr.....Herbert Nelson
Program Director.....James Potter
Chief Engineer.....Richard Cochran

WLOI

LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....La Porte Bcstg. Co.
Business-Studio Address.....Rumely Hotel
Phone: 3784.....Air Time: Daytime
Sta. Rep. .....McGillvra
News Service .....AP
Transcription Service .....Capitol
President.....Hoyt H. Scott
Sec'y, Treas., Gen. Mgr.....Dr. Edward Young
Station Mgr.....Robert F. Coffen

WBTO

LINTON—1953

Frequency: 1600 Kw.....Power: 500 Watts d.
Owned-Oper. By.....The Linton Bcstg. Co.
Address.....c/o WBNL, Boonville, Ind.
Phone 63
Owner.....Henry C. Saunders

WSAL

LOGANSPORT—1949—MBS-KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Operated By ..Logansport Bdg. Corp.
Address .....P. O. Box 399
Phone: 3111.....Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
General Manager.....Raymond W. Baker
Comm. Mgr.....Joseph A. Wiler
Program Director.....Ira McCormack
Chief Engineer.....Raymond A. Olson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .... Marion Radio Corp.

www.americanradiohistory.com

Business-Studio Address...303½ S. Adams St.
Phone: 5500.....Air Time: Full Time
News Service ..... AP
Transcription Service.....Standard, World
Representative .....Best
Membership .....NARTB
President .....John Ramp
Station Manager.....William Fowler
Program Dir.....William Richards
Commercial Mgr.....Wm. J. Emard
Sales Promotion Mgr.....Forest Parsons
Chief Engineer.....Tom Morrisey

WIMS

MICHIGAN CITY—1947

Freq.: 1420 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned.....Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone: 5-5245.....Air Time: Full Time
News Service ..... UP
Station Representative.....Wm. G. Rambeau
Pres., Gen. Mgr.....William N. Udell
Commercial Managers...Al Halus, Jay Schoff
Program Director.....Richard Olson
Chief Engineer.....Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....Hwy. No. 35
Phone: 4403.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, World
Representative.....Walker, Hal Holman
Pres., Gen. Sta. Mgr......D. A. Burton
Commercial Manager.....Bill Craig
Program Director.....Lee Allerton
Chief Engineer.....M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Ohio Valley Bcstg., Inc.
Address .....Box 285
Phone: 4-2235.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil F. Best Co.
Pres., Gen., Sta. Mgr. .....Roy L. Hickox
Comm. Mgr.....Milton Lamm
Program Director.....Keith Reising
Sales Prom. Mgr.....Joe Gillum
Chief Engineer.....Tom Allebrandi

WARU

PERU—1954

Frequency: 1600 Kc.....Power: 500 Watts
Owner.....Wabash-Peru Bcstg. Co.
Address .....Senger-Marvick Bldg.
Phone 2271
President.....Dr. Wendell Hansen

WPGW

PORTLAND—1951—KBS

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Glenn West
Address .....Box 608
Phone Number.....1094
Transcription Service.....SESAC, World
Gen. Mgr.....Glenn West

WRAY

PRINCETON—1950

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Princeton Bcstg. Co.
Address .....Box 8
Phone: 1250.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Representative .....McGillvra
Membership ..... RAB
President.....M. R. Lankford
Station Manager.....Gene Peterson
Commercial Mgr.....D. T. Critchfield
Program Director.....Jack Wiedemann
Chief Engineer.....Harold Bass

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Address.....W. Main St.
Phone: 3-1156.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative ..... Robert Meeker
Membership ..... RAB
President.....Paul R. Quigg
Gen., Sta. Mgr.....Lester G. Spencer
Comm., Sls.....Roland L. Nusbaum
Program Director.....Marie Robbins
Chief Engineer.....L. J. Duning

WSLM

SALEM—1953—KBS

Frequency: 1220 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Don H. Martin
Address .....Radio Ridge
News Service .....AP
Transcription Service..Thesaurus, MacGregor
Representative.....Hil F. Best
Membership ..... RAB
Pres., Gen. Mgr.....Don H. Martin
Commercial Mgr.....Simon Spurgeon
Sales Promotion Mgr.....Boyd Smedley
Pub. Dir.....Barney Schocke
Program Director.....Margaret Martin
Chief Engineer.....Darrell Dixon

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. ....Power: 500 Watts d.
Owned-Operated By.....Dr. Azra C. Baker

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Address.....1534 Ewing St.
General Manager.....Azra C. Baker
Commercial Manager .....Robert E. Shippee
Program Director.....Roger W. Bradley
Chief Engineer.....Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Address.....434 S. St. Joseph St.
Representative ..... Bolling
Membership .....NARTB, RAB
Pres.....Rev. Theodore M. Hesburgh, C.S.C.
Sec'y, Treas....Rev. Edmund P. Joyce, C.S.C.
Vice-Pres., Gen. Mgr.....Bernard Barch
Station Mgr.....Frank Crosiar
Sales Manager.....C. J. Pa-Jakowski
Program Director.....Wm. Etherton
Chief Engineer.....Ira Kealy

WJVA

SOUTH BEND—1947—KBS

Frequency: 1580 Kc. .....Power: 250 Watts d.
Owned-Oper. By St. Joseph Valley Bdstg. Corp.
Address .....Box 179
Representative .....Burn-Smith
Pres., Gen. Mgr. .....F. R. Householder
Program Director.....Owen Lackey Jr.
Commercial Mgr.....Vince Doyle
Chief Engineer.....Francis J. Bock

WSBT

SOUTH BEND—1921—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Bus.-Studio Address.....225 W. Colfax Ave.
Phone: CE 3-3141.....Air Time: Full Time
Newspaper Affiliation....South Bend Tribune
News Service.....UP, INS
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
General Manager.....Neal B. Welch
Nat'l Sales Mgr.....Robert H. Elrod
Publicity Director.....Clarence W. Harding
Program Director ..... Robert J. Drain
Chief Engineer.....Arthur R. O'Neil

WTCJ

TELL CITY—1948—KBS

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By.....Tell City Bcstg. Co.
Phone Number 740
Owner, Manager.....James R. Brewer

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Transcription Service .....Thesaurus
Representative .....Weed
President .....Alvin Eades
Comm., Gen., Sta. Mgr. ..William F. Rippetoe
Sales Prom. Manager.....Harry E. Frey
Program Director.....Ralph S. McHargue
Publicity Director.....Ralph McHargue
Chief Engineer.....Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. ....Power: 1000 Watts
Owned-Oper. By Wabash Valley Bdg. Corp.
Address.....918 Ohio St.
Phone. Crawford 9481....Air Time: Full Time
Representation.....Bolling Co., Inc.
Membership .....NARTB
President.....Anton Hulman, Jr.
Gen. Mgr.....Joseph M. Higgins
Station Mgr.....Madeline K. Barry
Promotion Mgr.....John Ball
Chief Engineer.....Don Petit

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business Address.....Grand Hotel
News Service .....UP
Newspaper Affil.....Central Newspapers
Transcription Service .....World
Representative.....Free & Peters
President.....Eugene C. Pulliam
Sls. Prom. Mgr.....G. A. Bright
Program Director.....Lorraine Monnin
Station Mgr.....Roy Stanley

WKAM

WARSAW—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Operated By...Kosciusko Bcstg. Corp.
Address.....612 W. Pike St.
Phone: 1210.....Air Time: Daytime
News Service .....AP
Representative .....Hal Holman Co.
President.....J. W. Autenrieth, Jr.
Comm. Mgr.....Charles R. Palmquist, Jr.
Chief Engineer.....Robert Norwood

WRSW

WARSAW—1952

Frequency: 1480 Kc.....Power: 500 Watts
Owned-Oper. By..Reub Williams & Sons, Inc.
Address .....Times Building
Trans. Service.....Thesaurus, RCA
President.....Raymond B. Williams
General Manager.....C. Reuben Williams
Station Mgr.....William Mollenhour
Comm. Mgr.....Jack Essenberg
Program Director.....Marie Snyder
Chief Engineer.....Fred Gresso

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IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — Families 882,000
Radio Homes 857,000 — TV Homes 515,000 — Stations in State 52

KASI
AMES—1948—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone: 3460.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....W. S. Rupe
Gen., Sta. Mgr.....Arthur A. Skinner
Commercial Mgr.....Gene Loeffer, Jr.
Program Director.....Ruby Tillerson
Chief Engineer.....Doyle D. Kelso

KJAN
ATLANTIC—1950—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By..Nishna Valley Bcstg. Co.
Phone: 1717.....Air Time: Daytime
News Service .....AP
Gen., Sta. Mgr.....Franklin G. Miller
Comm., Prom. Mgr.....H. A. Preston
Chief Engineer.....Deane Johnson

KWBG
BOONE—1950

Freq.: 1590 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Operated By.....Boone Bcstg. Co.
Address .....Boone, Ind.
Phone: 149.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
President.....Mary G. Garvey
General Manager.....H. A. Garvey
Sales Manager.....R. G. Cauier
Program Dir.....Tom Quinlan
Chief Engineer.....Dan Garretson

KBUR
BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address.....Roosevelt Ave.
Phone: PL 2-2701.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Venard, McConnell
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....Gerard B. McDermott
Prom., Comm. Mgr.....David H. Steinle
Program Director.....Richard Mosena
Chief Engineer.....John Gallino

KCIM
CARROLL—1950

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Carroll Broadcasting Co.
Address.....520 N. Adams St.
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Pearson
Membership .....NARTB
General Manager.....M. W. McPherson
Chief Engineer.....Eugene Reiff

KCRG
CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Oper. By.....Cedar Rapids TV Co.
Business.....104 1st St. S.W.
Newspaper Affil.....Gazette
News Service.....AP, INS
Transcription Service .....World
Representative .....Gill-Perna
President .....Joseph F. Hladky, Jr.
Sta., Comm. Mgr.....W. S. Patterson
Program Director.....Ralph D. Willey
Promotion Mgr.....Edna Herbst
Chief Engineer.....Carl Rollert

KPIG
CEDAR RAPIDS—1949—TALL CORN KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cedar Rapids Bcstg.
Business Address.....211 1st St., S.W.
News Service .....UP
Membership .....RAB
Transcription Service .....Capitol
Representative .....Pearson
Gen., Comm. Mgr.....James I. Mitchell
Program Director.....Ronald R. Barkley
Chief Engineer.....Donald Carmichael

WMT
CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned.....American Bcstg. Stations, Inc.
Bus.-Studio Address..Paramount Theater Bldg.
Phone: 4-0171.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....RCA
Representative .....Katz
Membership .....NARTB, RAB
President.....William B. Dolph
General Manager .....William B. Quarton
Sales Manager.....Lew Van Nostrand
Pub. Dir.....Jim Bowermaster
Program Manager.....Bruce Anderson
Chief Engineer.....George Hixenbaugh

KCOG
CENTERVILLE—1949—KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Operated By....Hiawatha Bdcstg. Co.

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Address .....1910 South Main St.
Phones' 131, 407.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus, RCA
Representative .....McGillvra
Membership .....NARTB
President .....S. A. Chesley
Program Director.....Meredith Griffing
Chief Engineer.....Harry Hanson

KCHA

CHARLES CITY—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Incorporated
Address.....Kelley & Main
Phone: 787.....Air Time: Daytime
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Orville Lawson, Walker
Membership .....NARTB
President.....Charles J. Ellis
General Manager.....Ralph A. Petti, Jr.
Commercial Mgr.....Vern Bromberg
Program Director.....John Fisher
Asst. Mgr. Sales.....Earl Wooton
Chief Engineer.....Charles J. Ellis

KCHE

CHEROKEE—1952

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Operated By....Cherokee Bcstg. Co.
Address.....219½ W. Main St.
Phone: 51.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
Gen., Comm. Mgr.....Russell A. Hickmon
Prom. Mgr., Prog. Dir.....Charles Resnikow
Chief Engineer.....Sterling H. Heil

KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By ...Clinton Bdcstg Corp.
Address .....246 Fifth Avenue South
Phone: 446.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
President .....W. S. Jacobsen
General Manager.....B. M. Jacobson
Commercial Mgr.....Darline Gordon
Program Director.....Ralph Stoeckel
Chief Engineer .....Gerald Parker

KSWI

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. .....Power: 500 Watts d.
Owned-Operated By ....Nonpareil Bdctg. Co.
Address.....120 S. Main
Phone: 4041.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Nonpareil
Transcription Service.....Thesaurus
Representative.....Arthur Hagg & Assoc.
Membership .....NARTB
President.....Robert R. O'Brien
Gen., Sta. Mgr., Chief Eng..Robert H. O'Brien
Commercial Manager.....Richard B. Gurney
Sales Promotion Mgr.....Marjorie W. Morris
Program Director.....R. M. Hallgren
Publicity Director.....Robert H. O'Brien

KSIB

CRESTON—1946—KBS

Frequency: 1520 Kc....Power: 1000 Watts d.
Owned-Oper. By...Southwest Iowa Bcstg. Co.
Address .....Creston
Phone: 55.....Air Time: Full Time
News Service .....INS
Transcription Service.....Thesaurus
Representative .....Pearson
President.....Arden D. McKee
Gen., Sta., Comm. Mgr.....E. M. Horning
Publicity Director.....Ron Wilson
Chief Engineer.....William Zollman

KFMA

DAVENPORT—1952—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....KFMA Bcstg. Co.
Address.....415 Perry St.
Phone: 6-4407.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Station Representative.....Best, Associated
Membership .....NARTB
Pres., Gen., Comm. Mgr.....A. D. Pierce
Promotion Mgr.....Doris Hanner
Pgm., Pub. Dir.....Eugene Larsen
Chief Engineer.....Francis B. Shawver

KSTT

DAVENPORT—1946—MBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Address.....310 Harrison St.
Phone: 6-2541.....Air Time: Full Time
Representative.....Sears & Ayer
President.....A. M. McGregor
Commercial Mgr. .....Neil Conklin
Nat'l Sales Mgr.....Lois Snively
Program Director.....Bill Merchant
Gen. Mgr., Pub. Dir.....I. F. Whalen
Chief Engineer.....Jim Wycher

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc. ....Power: 5000 Watts
Owned-Operated By ....Tri-City Bdcstg. Co.
Address .....805 Brady Street
Phone: 3-3661.....Air Time: Full Time
News Service .....UP
Representatives .....Free & Peters, Inc.
Membership .....NARTB, RAB
President .....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Exec. Vice-Pres.....Ralph Evans

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Secretary.....Wm. D. Wagner
Manager.....Ernest C. Sanders
Sales Manager.....Mark Wodlinger
Program Director.....Warren Vasen
Publicity Director.....Paul Ives
Chief Engineer.....Paul Arvidson

KDEC

DECORAH—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Scenic Bcstg. Co.
Business-Studio Address.....State Road
Phone: 1240.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Pearson
Pres., Gen. Co-Mgr.....Verne Koenig
Commercial Mgr.....Kenneth Bjerke
Program Dir.....Verne Koenig
Chief Engineer.....Arnie Zaruba

KCBC

DES MOINES—1947

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Majestic Bcstg. Co.
Business-Studio Address.....3512 Ingersoll
Phone: 7-4483.....Air Time: Full Time
News Service.....INS
President.....Karl Peters
General Manager.....Rollo H. Bergeson
Commercial Manager.....Claire E. Grant
Sales Prom. Mgr.....Don Purdy
Chief Engineer.....Bob Brown

KIOA

DES MOINES—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Town & Farm Co. Inc.
Address.....10th & Mulberry
Phone: 2-9191.....Air Time: Full Time
News Service.....INS, UP
Transcription Service.....World, Cole
Representative.....H-R Reps.
Membership.....RAB
President.....Don Searle
Gen., Sta. Mgr.....Joe Rohrer
Commercial Mgr.....Rex Lathen
Program Director.....Joe Rohrer
Chief Engineer.....Lyle Nolan

KRNT

DES MOINES—1935—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business Address..Register & Tribune Bldg.
Phone: 3-2111.....Air Time: Full Time
Newspaper Affiliation.....Register-Tribune
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Standard
Station Representative.....The Katz Agency
Membership.....NARTB
President.....Gardner Cowles
General-Station Manager.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Prom. Mgr., Pub. Dir. ....Joe Hudgens
Program Director.....Dick Covey
Chief Engineer.....Charles Quentin

KSO

DES MOINES—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Address.....1910 Ingersoll Ave.
Phone Number.....3-0571
News Service.....AP, INS
Transcription Service.....Capitol
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....Kingsley H. Murphy
Gen., Sta. Mgr.....Bill C. Baldwin
Commercial Mgr.....Gene Shumate
Pub., Pgm. Dir.....Gloria Frumkin
Chief Engineer.....F. E. Bartlett

KWDM

DES MOINES—1948—MBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....419 Locust
Phone: 2-8363.....Air Time: Full Time
News Service.....INS, UP
Pres., Comm. Mgr.....George W. Webber
Gen., Sta. Mgr.....Robert L. Webber
Program Director.....Edith L. Webber
Sales Prom. Mgr.....Max Rower
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....1100 Walnut St.
Phone: 8-6511.....Air Time: Full Time
News Service.....AP, INS, UP
Trans. Service...Thesaurus, SESAC, Standard
Station Representative.....Free & Peters
Membership.....NARTB, RAB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Secretary & Controller....William D. Wagner
Sales Manager.....Harold Fulton
Asst. Manager.....W. W. Woods
Sales Promotion.....John Schweiker
Program Director.....Jack Kerrigan
Production Director.....Cecil C. Huntzinger
News Bureau Manager ... ..Jack D. Shelley
Chief Engineer.....Reed E. Snyder

KDTH

DUBUQUE—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Dubuque Telegraph-Herald
Bus.-Studio Address...Eighth Ave. & Bluff St.
Phone: 3-7351.....Air Time: Full Time
Newspaper Affiliation.....Telegraph-Herald
News Service.....AP

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Station Representative .....Pearson
Membership .....NARTB
President .....Fred Woodward
General-Station Manager.....K. S. Gordon
Commercial Manager.....A. C. Newburgh
Program Director.....George Freund
Publicity Director.....Gerald McAleece
Chief Engineer.....Donald Abitz

WDBQ

DUBUQUE—1933—MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone: 3-8241.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus, RCA
Representative.....Robert Meeker
Membership .....NARTB
President.....Charles T. Landon
Exec. V.P., Gen. Sta. Mgr.....James R. King
Commercial Mgr. .....Harry Hatzenbuehler
Program Director.....Thomas G. Goodman
Publicity Director.....R. E. Carpenter
Chief Engineer.....Barker-Heim

KLIL

ESTHERVILLE—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....Esterville Bcstg. Corp.
Address.....1151 Plymouth Bldg.
Phone: 1800.....Air Time: Full Time
News Service.....AP
Transcription Service .....World, Lang-Worth
Membership .....NARTB
Pres., Gen. Mgr.....William E. Schons
Commercial Mgr.....Jack Turnbull
Sales Prom. Mgr.....Ken Peterson
Program Dir.....James Colston
Publicity Dir.....Mavis Peterson
Chief Engineer.....Gleon LeMont

KFAD

FAIRFIELD—1953—KBS

Frequency: 1570 Kw.....Power: 250 Watts d.
Owned-Oper. By.....Hiawatha Bcstg. Co.
Address .....Box 494
Phone: 345.....Air Time: Daytime
Transcription Service.....Thesaurus, World
News Service .....UP
President.....S. A. Chesely
General Manager.....John W. Ward
Program Director.....Arthur Bouldin
Chief Engineer.....Harry Hansen

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone: Walnut 3761.....Air Time: Full Time
News Service .....UP, INS
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, RAB
President, General Manager ...Edward Breen
Commercial Manager.....Max E. Landes
Program Director.....Drexel Peterson
Chief Engineer.....David G. Sinclair

KXGI

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By.....KXGI, Inc.
Business-Studio Address.....Marquette Bldg.
Phone: 1360.....Air Time: Daytime
News Service .....UP
Transcription Service.....Standard
Pres., Gen., Sta., Prom. Mgr.....Greg Rouleau
Commercial Mgr.....Paul Oye
Pgm., Pub. Dir.....Lloyd Mallette
Chief Engineer.....Harold Hackbarth

KXIC

IOWA CITY—1948—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Johnson County Bcstg. Corp.
Bus.-Studio Address..108½ E. Washington St.
Phone Number 8-1181
News Service .....INS
Trans. Service.....World
Representative .....Pearson
Membership .....NARTB, RAB
President.....Scott Swisher
Gen. Mgr.....Gene Claussen
Commercial Mgr.....F. M. Broeders
Program Dir.....Durward Early
Chief Engineer.....Elliott Full

KOKX

KEOKUK—1948

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.
Owned-Operated By .....Keokuk Bdcstg. Co.
Address.....4 So. 5th St.
Phone: 235.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President.....H. W. Stadler
General Manager.....Gary E. Schroeder
Office Manager.....Lee Loomis
Commercial Mgr.....Charles Kasper
Program Director.....Joe Malkin
Chief Engineer.....Virgil Fortner

KLEM

LE MARS—1954

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B & B Bcstg. Co.
Address .....Box 1410
Phone: 1410.....Air Time: Daytime
Station Manager.....Robert McKune
Advertising Manager.....Robert Coddington

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KFJB

MARSHALLTOWN—1923—MBS
TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Operated By.....Marshall Electric Co.
Address.....133 E. Main St.
Phone: 3361.....Air Time: Full Time
News Service.....UP
Representative .....Pearson
General Manager.....William P. White
Commercial Manager.....William C. Doll
Prom. Mgr., Prog. Dir.....Allan N. Schrock
Chief Engineer.....Herbert G. Anderson

KGLO

MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Bus.-Studio Address.....2nd & Pennsylvania
News Service.....AP, UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, RAB
President.....Lee P. Loomis
Exec. V.P., Gen. Mgr.....Herbert R. Ohrt
Comm. Mgr.....Lloyd D. Loers
Publicity Director.....Donald Harrer
Program Director.....William G. Suter
Chief Engineer.....Roger E. Sawyer

KRIB

MASON CITY—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mason City Bcstg. Co.
Address.....402 - 19th S.W.
Phone: 5400.....Air Time: Full Time
Representative .....Pearson
Transcription Service .....Thesaurus
News Service .....AP
Pres., General Manager.....Ed Lamson
Commercial Mgr.....Donald Obie
Program Director.....Charlotte Ackerman
Publicity Dir.....Margaret Lamson
Chief Engineer.....Howard Fullmer

KSMN

MASON CITY—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business-Studio Address.....Weir Bldg.
News Service.....UP
Transcription Service .....APS
Station Rep.....Lawson, Holman, Devney
Pres., Gen. Mgr.....Robert M. Carson
Commercial Mgr.....Jack Whitsell
Program Director.....Robert Booe
Chief Engineer.....L. L. Miner

KWPC

MUSCATINE—1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Muscatine Bcstg. Co.
Address.....Mulberry & Houser
News Service .....UP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
Comm., Gen., Sta. Mgr.....George J. Volger
Program Director.....John Williamson
Chief Engineer.....Darrell Dorsey

KOEL

OELWEIN—1950—TALL CORN

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By..Northeast Iowa Radio Corp.
Address.....4½ W. Charles St.
Phone: 120; 121.....Air Time: Full Time
Representative .....Pearson
Transcription Service.....Thesaurus, SESAC
News Service.....INS, AP
Membership .....NARTB, RAB
President.....Earl W. Moore
Gen., Sta. Mgr.....W. J. Teich
Comm., Prom. Mgr.....Donald McKee
Prog. Dir.....Robert Zimmerman
Publicity Director.....Len Bjella
Chief Engineer.....Burt Murphy

KBOE

OSKALOOSA—1950—TALL CORN

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Oskaloosa Bcstg. Co.
Address.....Highway 63, N. of Oskaloosa
Phone Number 3-3493
Transcription Service.....Thesaurus, Standard
News Service .....AP
Representative .....Pearson
Membership .....NARTB
President.....E. G. Wenrick
General Manager.....Ken Kilmer
Commercial Mgr.....G. L. Stanley
Program Director.....Bob Henry
Chief Engineer.....Robert W. Moore

KBIZ

OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Address.....2513 N. Court Rd.
Phone: MU 2-4535-36-37...Air Time: Full Time
News Service .....AP
Transcription Service.....World
Membership .....NARTB
President, General Mgr.....James J. Conroy
Station Manager.....Alice E. Fisher
Comm. Mgr.....Berg Allison
Program Director.....Woody Hirsch
Chief Engineer.....Loyd Hanson

KLEE

OTTUMWA—1954

Frequency: 1480 Kc.....Power: 500 Watts
Owner.....Lee E. Baker
Address.....425 West 2nd St.
Phone .....MUrray 4-5425

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KFNF

SHENANDOAH—1924—MBS

Freq.: 920 Kc..Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Address .....Shenandoah
Phone: 1302.....Air Time: Full Time
News Service.....AP, INS
Transcription Service.....World, SESAC
Representative .....Pearson
Membership .....NARTB, RAB
Sta., Gen., Comm. Mgr.....C. Earl Williams
Sls. Prom. Mgr.....Carl R. Anders
Publicity Director.....Mary Boyer
Program Director.....Earl Blakesley
Chief Engineer.....Franz Cherny

KMA

SHENANDOAH—1925—ABC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Phone: 192.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....SESAC
Representative .....Edward Petry
Membership .....NARTB
President.....Edward W. May
General Manager.....Owen Saddler
Station Manager.....Anthony Koelker
Commercial Mgr.....Harold Arkoff
Pub. Dir., Sales Prom. Mgr.....Floyd Nelson
Program Director.....Warren Nielson
Chief Engineer.....R. J. Schroeder

KMNS

SIOUX CITY—1949—MBS

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Oper. By.....Siouxland Bcstg. Co.
Address.....620 Insurance Exchange Bldg.
Phone: 8-0628.....Air Time: Full Time
Representative .....Pearson
Membership ..... RAB
President.....Wm. F. Johns
Sales, Prom. Mgr.....Ray Coffee
Program Director.....Dean Murray
Prog. Dir., Chief Eng.....Al Smith

KSCJ

SIOUX CITY—1927—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
Membership .....NARTB
President.....W. R. Perkins
Manager.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harrady
Chief Engineer.....Ernest Kruger

KTRI

SIOUX CITY—1938

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Address .....400 Commerce Bldg.
Phone: 8-0165.....Air Time: Full Time
News Service.....UP
Representative .....Venard
President.....John C. Kelly
General Manager.....James Mitchell
Station Manager.....H. W. Cassill
Sales Prom. Dir.....Harry Bulow Jr.
Program Director.....Bob Hansen
Chief Engineer.....Sam Seldon

KICD

SPENCER—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Iowa Great Lakes Bcstg. Co.
Address.....Highway 71 North
Phone Number 1240
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....Ben B. Sanders
Comm., Prom. Mgr.....Kenneth Black
Program Director.....Mason Dixon
Publicity Director.....Tom Shumate
Chief Engineer.....Eldon Kanago

KAYL

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By....Cornbelt Bcstg. Co.
Address .....Park Building
Phone: 1490-1.....Air Time: Daytime
News Service.....AP
Membership .....NARTB, RAB
President.....O. J. Grau
Program Director.....P. R. Benson
Chief Engineer.....Paul Tarrant

KWWL

WATERLOO—1947—MBS

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By ..Black Hawk Bdcstg Co.
Address .....Hotel Russell Lamson
Phone: 4404.....Air Time: Full Time
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr. .....Ralph J. McElroy
Commercial Manager.....Donald E. Inman
Program Manager.....Dale Wood
Chief Engineer.....T. W. Kirksey

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KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....WOPA, Inc.
Address.....Highway 20 East
Phone: 3-3371, 3-3372....Air Time: Full Time
News Service .....INS
Membership ..... NARTB
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Egmond Sonderling
Commercial Mgr.....A. J. DuMond
Chief Engr., Program Dir.....Don E. Kassner

KJFJ

WEBSTER CITY—1949—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Land O'Corn Bcstg. Co.
Address .....Box 222
Phone: 1500.....Air Time: Daytime
News Service .....AP
Transcription Service ....Thesaurus, Capitol
President .....Charles V. Warren
General Manager.....Ray Malmberg
Pgm. Dir.....G. D. Warland
Chief Engineer.....Cecil C. Segar

KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — Families 621,000
Radio Homes 597,000 — TV Homes 246,000 — Stations in State 42

KSOK

ARKANSAS CITY—1947—KBS

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned-Operated By .The KSOK Bdcstg. Co.
Address .....Box 172
Phone: 2666.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
President .....Oscar S. Stauffer
General Manager.....S. C. Thompson
Program Director.....Richard Moore
Commercial Mgr.....C. E. Archer
Chief Engineer.....Edward H. Howe

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc..Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone: 1843-4.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....World
President.....Richard M. Seaton
Gen., Sales Prom. Mgr., Pub. Dir.....R. Pratt
Commercial Manager.....E. B. Spoonamore
Program Dir.....Richard S. Embody
Chief Engineer.....J. S. Jaminet

KARE

ATCHISON-ST. JOSEPH—1939—KBS

Frequency: 1470 Kc. ....Power: 1000 Watts
Owned-Oper. By ..Griffith-Buenning Bdstg. Co.
Address.....Fifth & Kansas Ave., Atchison
Phone: 2447.....Air Time: Full Time
News Service .....AP
Representative.....Sears & Ayre
Membership ..... NARTB
Transcription Service .....Standard
General Manager.....J. M. Griffith
Comm., Sta. Mgr.....Paul H. Buenning
Program Director.....Ross Phillips
Chief Engineer.....L. H. Winegardner

KXXX

COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned.....Townn & Farm Co., Inc.
Address.....Grand Island, Neb.
Phone: 790.....Air Time: Daytime
News Service .....UP
Transcription Service.....RCA, SESAC
Rep. .....H-R Reps.
Membership ..... RAB
President .....Don Searle
V.P., Mgr.....Ed Mason
Commercial Mgr.....William A. Martin
Promotion Manager.....Mrs. Fay Keil
Chief Engineer.....V. L. Lynch

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Address.....Beach & Blumber
Phone: 434.....Air Time: Daytime
News Service .....UP
President.....Cecil W. Roberts
Gen. Mgr., Chief Engr.....D. W. Hoisington
Comm., Sls., Prom. Mgr.....John Wright
Program Director.....Paula Hoisington

KFRM

CONCORDIA—1947—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....11th & Central, Kans. City, Mo.
Phone: Harrison 2650.....Air Time: Daytime
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....L. G. Backstrom

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Vice-Pres., Gen. Mgr.....George J. Higgins
V.P., Sales Mgr.....George T. Higgins
Program Director.....John T. Schilling
Promotion Mgr.....Harold W. Storm
Chief Engineer.....C. E. Moler

KNCK

CONCORDIA—1954

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....General Bcstg. Co., Inc.
Address.....½ Mile, W. of St. Joseph Hosp.
Phone: 1414.....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....W. F. Danenbarger
Sales Mgr.....Oscar W. Allen

KGNO

DODGE CITY—1930

Frequency: 1370 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705½ Second St.
Phone: HU 3-3151.....Air Time: Full Time
Newspaper Affiliation..Dodge City Daily Globe
News Service.....AP, UP
Representative .....Art Hagg
Membership .....NARTB, RAB
President.....J. C. Denious
Gen. Mgr.....W. Elliott
Program Director .....Herschel Holland
Chief Engineer.....Frank Miller
Commercial Mgr.....Ruth Peterson

KBTO

EL DORADO—1953

Frequency: 1360 Kw.....Power: 500 Watts d.
Owned-Oper. By.....O. A. Tedrick
Address.....Bank of Poplar Bluff
Phone: 2526.....Air Time: Daytime
Station Rep. .....Indie
News Service .....AP
Trans. Service .....Standard
Owner.....O. A. Tedrick
General Manager.....Jim Platt
Chief Engineer.....Jay H. Williams

KTSW

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Address.....P. O. Box 350
Phone: 153.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Gill-Perna, W. C.
President.....G. F. Reed
V.P., Gen. Mgr.....Jack Fallon
Commercial Manager.....Harold Servey
Program Director.....Hugh Aspinwall
Chief Engineer.....Everett Thompkins

KMDO

FORT SCOTT—1954—KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned.....Ft. Scott Bcstg. Co.
Address .....Ft. Scott
Phone: 2545.....Air Time: Daytime
General Mgr.....L. C. McKenney
Station Mgr.....Jim McKenney

KGAR

GARDEN CITY—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Ark Valley Bcstg. Co., Inc.
Business-Studio Address 878
Phone Number 3041
News Service .....UP
Transcription Service.....SESAC
Representative .....Hal Holman Co.
Membership .....NARTB
President .....Ellsworth Sherman
General Manager.....Russell D. Erickson
Program Director.....William J. Bennett
Chief Engineer.....Earl E. Tipton

KIUL

GARDEN CITY—1935—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....KIUL, Inc.
Address.....509½ N. Main
Phone: 3251.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Thesaurus
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Robert Wells
Commercial Manager.....Bob Emery
Program Director.....Tony Jewell
Promotion Director.....Mary Connors
Chief Engineer.....Joe Tennessen

KWGB

GOODLAND—1947—MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner-Oper. By.....Goodland Bcstg. Co.
Address .....Hotel Howard
Phone: 331.....Air Time: Daytime
News Service .....UP
Membership ..... NARTB
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Program Director.....Ken Waddell
Chief Engineer.....Lyle Fick

KVGB

GREAT BEND—1937—NBC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Address.....Sec. State Bank Bldg.
Phone: 4317.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....“Daily Tribune”
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr. .....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sls. Prom. Mgr.....Bette Moore

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KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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Comm. Manager.....Robert Hilgendorf
Program Director.....Ray H. Beals
Chief Engineer.....Gilbert Hanzlicek

KAYS

HAYS—1948—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone: 4-2578.....Air Time: Full Time
Address.....2450 Hall St.
Newspaper Affiliation.....Hays Daily News
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
President .....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Max Bicknell
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

KWBW

HUTCHINSON—1935—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Nation's Center Bcstg. Co.
Business-Studio Address.....Box 1026
Phone: 24486.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative..Venard, Rintoul & McConnell
Membership .....NARTB
President.....Bess Marsh Wyse
Station Mgr.....J. W. Powell
Commercial Manager.....Kainor Carson
Program Director.....Bill Scott
Chief Engineer.....Bob Bassett

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc...Power: 1 Kw. d.; 500 n.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone: 5-4461.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
Representative .....Everett-McKinney
President.....James E. Murray
General Manager.....Vern Minor
Comm. Mgr.....Dan Salmon
Chief Engineer.....Millard Clary

KIND

INDEPENDENCE—1947—MBS-KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone: 1010.....Air Time: Daytime
News Service .....AP
Pres., Gen. Mgr.....J. Nelson Rupard
Comm. Manager.....Jo Randall
Sales Prom. Mgr.....Neale Rowland
Program Director.....Phil Atkisson

KJCK

JUNCTION CITY—1949

Frequency: 1420 Kc. ...Power: 1000 Watts d.
Owner-Oper. By.....Junction City Bcstg. Co.
Address.....724½ No. Washington St.
Phone: 8-3165.....Air Time: Daytime
News Service .....AP
Representative .....Indie Sales
Transcription Service .....World
Pres., Gen., Comm. Mgr.....R. L. Weir, Jr.
Chief Eng.....Royce Baerg
Program Director.....Albert E. Horner

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KCKN Bcstg. Co.
Business Address.....300 Waltower Bldg.
Phone: Victor 3864.....Air Time: Full Time
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership ..... NARTB
Representative .....Capper Publications
President.....H. S. Blake
General Manager.....Ben Ludy
Program Director.....B. J. Stott
Chief Engineer.....Louis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lawrence Bcstrs. Inc.
Address .....Lawrence
Phone: 3431.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....W. S. Grant
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Arden Booth
Comm. Mgr.....Tom Beal
Program Director.....Ed Hundley
Chief Engineer.....Ollie Coburn

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc. ....Power: 500 Watts d.
Owned-Oper. By.....Midwest Bcstg. Sys.
Address .....Farmington
Phone: 3620.....Air Time: Daytime
News Service .....UP
Representative .....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Chet B. Kozak
Commercial Mgr.....Jack Campbell
Program Dir.....Frances Johnston
Chief Engineer.....Del Rush

KSCB

LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business Address.....P. O. Box 311

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Phone: 3891.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
Membership .....NARTB, RAB
President .....Alf M. Landon
General Manager.....Leon S. Salathiel
Chief Engineer.....Wayne Pash

KMAN

MANHATTAN—1950—KBS

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Manhattan Bcstg. Co.
Address.....114 No. 4th St.
Phone: PR 8-4451.....Air Time: Daytime
Transcription Library.....Thesaurus, SESAC
Newspaper Affil.....'Daily Mercury-Chronicle"
News Service .....AP
Membership .....NARTB
President.....Fred A. Seaton
Gen., Sta. Manager.....Lowell E. Jack
Comm. Sales Prom. Mgr...Paulson E. Leighton
Program Director.....Sam Blessing
Chief Engineer.....Herbert P. Lavin

KNEX

McPHERSON—1949—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By.....K. R. Krehbiel
Phone: 1540.....Air Time: Daytime
News Service .....AP
Newspaper Affiliation.....Daily Republican
Transcription Service.....Thesaurus
Membership ..... RAB
General Manager .....Henry Dais
Prog. Dir.....Morris Heitschmidt
Chief Engineer.....Claude Hughes

KJRG

NEWTON—1953—KBS

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Geo. Basil Anderson
Address .....Box 77
Phone: 3240.....Air Time: Daytime
News Service.....AP
Transcription Service .....Thesaurus
Station Rep.....Continental, Biddick
President.....Geo. Basil Anderson
Station Mgr.....Robert Kent

KOFO

OTTAWA—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Ottawa Bcstg. Co.
Address.....P. O. Box 46
Phone: 1045.....Air Time: Daytime
News Service .....UP
Membership ..... RAB
Transcription Service.....Capitol, Lang-Worth
Pres., Gen. Mgr.....Roderick B. Cupp
Chief Eng.....G. Servatius

KLKC

PARSONS—1948—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Address.....109½ S. Central
Phone: 4050.....Air Time: Daytime
News Service .....AP
Transcription Service...Thesaurus, Associated
President .....Carol B. Combs
General Manager.....Lester M. Combs
Station Mgr.....Richard R. Combs
Chief Engineer.....L. D. Hargreaves

KOAM

PITTSBURG—1937—NBC

Freq.: 860 Kc.....Power: 10 Kw. d., 5 Kw. n
Owned-Oper....The Pittsburg Bcstg. Co., Inc.
Address .....Professional Bldg.
Phone: 2165.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. V. Baxter
Sales Prom. Mgr.....Paul Hudson
Chief Engineer.....Leo Stafford

KSEK

PITTSBURG—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KSEK Bcstg. Co., Inc.
Business-Studio Address.....1340 E. Quincy
Phone: 742.....Air Time: Full Time
News Service .....AP
Membership ..... NARTB
Representative .....Cooke
President.....O. S. Stauffer
General Manager.....Thad M. Sandstrom
Chief Engineer.....Paul A. Winders

KWSK

PRATT—1952—KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned .....Clem Morgan
Address.....207½-209½ S. Main
Phone: 1570-1.....Air Time: Daytime
News Service.....UP
Trans. Ser. .....Thesaurus, Lang-Worth
Membership .....NARTB, RAB
General Mgr.....Clem Morgan
Commercial Mgr.....Bud Pratt
Sales Promotion Mgr.....M. H. Morgan
Chief Engineer.....C. Evans

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address.....201 W. Iron Ave.
Phone Number 3701
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson

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Membership .....NARTB, RAB
President.....R. J. Laubengayer
Station Mgr.....R. V. Jensen
Prom. Mgr., Publ. Dir.....C. R. Lamer
Program Director.....Al Thompson
Chief Engineer.....Donald Engelhardt

KJAY

TOPEKA—1949

Frequency: 1440 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .....S. H. Patterson
Address .....908 Kansas Ave.
Phone Number 3-1336
Air Time.....Full Time
News Service .....INS
Representative .....McGillvra
President.....S. H. Patterson
Gen., Sta. Mgr.....Paul Roscoe
Sales Prom. Mgr.....E. Reynolds
Publicity Dir.....G. Allen
Program Director.....Jim Gosa
Commercial Mgr.....Wayne J. Hatchett

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles B. Axton
Address.....No. Buchanan St.
Phone: 4-3444.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated
Representative.....John E. Pearson Co.
Owner, Gen., Sta. Mgr.....C. B. Axton
Commercial Manager.....Joseph M. Purcell
Asst. Manager.....Marie M. McKinney
Program Director.....Dennis Murphy
Chief Engineer.....Floyd A. Griffiths

WIBW

TOPEKA—1926—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone: 3-2377.....Air Time: Full Time
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership .....NARTB
Station Rep.....Cappep Publs, Inc.
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Program Director.....Maude Carlson
Chief Engineer.....Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By...WREN, Bdcstg. Co., Inc.
Business-Studio Address.....411 W. 10th St.
Phone: 2-0505.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Weed

Membership .....NARTB, RAB
President.....Alf M. Landon
Comm., Business Manager....Fred L. Conger
Sales Promotion Manager ...Gerald K. Barker
Program Manager.....Max Falkenstein
Technical Spvsr.....Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Bus.-Studio Address.....418 W. Douglas Ave.
Phone: HO 4-9369.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Radio Reps. Inc.
Membership ..... NARTB
President.....Mark H. Adams
Gen., Sta. Mgr., Pub. Dir.....Graeme Fletcher
Commercial Mgr..... Roger Pepperd
Program Director.....Dick Williams
Chief Engineer.....Ira E. Courtney

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Operated By.....Taylor Radio & TV
Business-Studio Address....1015 N. Broadway
Phone: HO 4-2387.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Raymer
Membership .....NARTB
President.....O. L. Ted Taylor
General Manager.....Archie J. Taylor
Comm. Mgr.....Alan Page
Program Director.....Dave Wilson
Chief Engineer.....Ted Heithecker

KFBI

WICHITA—1922—ABC

Freq.: 1070 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....Box 1402
Phone: Temple 8-3377....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Howard Lane
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....Clarence Sewell
Sales Prom. Dir.....Lewis H. Hunter
Program Dir.....George Wells
Publicity Director .....Marie MacDonald
Chief Engineer.....K. W. Pyle

KFH

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.

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Business-Studio Address.....KFH Bldg.
Phone: 2-4491.....Air Time: Full Time
Newspaper Affiliation .....“Eagle”
News Service.....UP, AP
Transcription Service .....Capitol
Representative .....Blair
Membership .....NARTB
President .....John Rigby
V.P., Gen. Mgr.....Frank V. Webb
Sales Promotion Manager...Elizabeth Lathrop
Program Director.....Tom Bashaw
Chief Engineer.....Virgil Hinshaw

KWBB

WICHITA—1951

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcstg. Co.
Address.....2829 Salina Ave.
Phone: 8-3331.....Air Time: Full Time
Transcription Service.....Thesaurus, RCA
News Service .....AP
Membership .....NARTB, RAB
President.....O. E. Bradley
General Manager.....J. Milton Hall
Commercial Mgr.....John Merrell
Program Director.....Virginia Welch
Chief Engineer.....Gene Williams

KENTUCKY

Population Feb. 1, 1955 (Est.) 3,055,000 — Families 780,000
Radio Homes 694,000 — TV Homes 413,000 — Stations in State 58

WCMI

ASHLAND—1935—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By ....Ashland Bdcstg. Co., Inc.
Address .....120 20th Street
Phone: Main 3010.....Air Time: Full Time
News Service .....UP
Trans. Service.....World, Thesaurus
Representative .....H-R Reps
President .....Charles Sawyer
Exec. Vice-President.....J. P. Williams
Ad. Asst.....Alex Buchan
Sta., Sales Prom. Mgr.....W. R. Martin
Prog., Pub. Dir.....J. B. Sowards
Chief Engineer .....Clarence W. Weaver

WWKO

ASHLAND—1954

Frequency: 1420 Kc.....Power: 5 Kw.
Owned.....States Bcstg. System
Address .....Box 848
Phone: Grand 6784.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Station Representative.....W. S. Grant Co.
President, Gen. Mgr.....Charles F. Triuette
Sta. Mgr., Prog. Dir.....Ernest Sparkman
Commercial Mgr.....Joe Barker
Publicity Dir.....Herman Dotson
Chief Engineer.....David B. Jordon

WBRT

BARDSTOWN—1954

Frequency: 1320 Kc.....Power: 1000 Watts
Owner .....Bardstown Bcstg.
Address.....P. O. Box No. 1
Phone 4780
President .....Andy Anderson
General Manager.....J. L. Brownell

WCBL

BENTON—1954

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By.....Purchase Bcstg. Co.
Air Time .....Daytime
General Manager.....J. Shelby McCallum

WKCT

BOWLING GREEN—1947—ABC

Freq.: 930 Kc...Power: 1 Kw. d.; 500 Wts. n.
Owned-Oper. By ...Daily News Bdcstg. Co.
Address .....Box 727
Phone: BO 4325.....Air Time: Full Time
News Service .....UP
Newspaper Affiliation..Park City Daily News
Transcription Service.....Thesaurus
Representative .....Pearson
Membership .....NARTB
President .....J. Ray Gaines
Sta., Gen. Mgr. .....Al Temple
Comm. Mgr.....Jeff Wright
Program Director.....T. J. Eversole
Publicity Director .....Alvis Temple
Chief Engineer.....Haro Durham

WLBJ

BOWLING GREEN—1938—MBS-KBS

Freq.: 1410 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Bowling Green Bcstg. Co.
Address .....901 Fairview
Phone: 3212.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....Ken D. Given

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Commercial Manager.....Robert Proctor
Publicity Director.....Georgia Bates
Program Director.....Helen Given
Chief Engineer.....Tom Smith

WLCK

CAMPBELLSVILLE—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Taylor Bcstg. Co.
Address.....116 W. Main St.
Phone: 380.....Air Time: Full Time
News Service .....UP
Transcription Service .....Cole
Pres., Gen. Mgr.....Redman Turner
Commercial Manager.....Lindsey Harden
Promotion Mgr.....Frank Hayden
Program Director.....Tommie Kerr
Chief Engineer.....James B. Crawley

WTCO

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....S. Cen. Ky. Bcstg. Co.
Business-Studio Address.....203 E. Main St.
Phone: 250.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, SESAC
President.....H. T. Parrott
Gen., Sta., Comm. Mgr.....Clifford Spurlock
Program Dir.....Edward Miller
Chief Engineer.....Harvey Kingsbury

WMTA

CENTRAL CITY—1954

Frequency: 1380 Kc.....Power: 500 Watts
Owner.....Central City, Greenville Bcstg. Co.

WNES

CENTRAL CITY—1954

Frequency: 1600 Kc.....Power: 500 Watts
Owner.....Muhlenberg Bcstg. Co.
Pres., Gen. Mgr.....Wm. D. Atkinson

WAIN

COLUMBIA—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Corp.
Address .....Columbia
Phone: 4111.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil Best
Trans. Ser.....MacGregor, Thesaurus
Pres., Gen. Mgr.....S. C. Bybee
Program Director.....Oris Gowen
Commercial Mgr.....Lanier Burchett
Chief Engineer.....Lewis Owens

WCTT

CORBIN—1947—MBS-KBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Phone: 123-4.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....Kenneth Turner
Commercial Manager.....S. G. Hembree
Chief Engineer.....C. R. Austin

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
News Service .....AP
Representative .....Indies, Inc.
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr...Arthur L. Eilerman
Station Manager.....Walter Rehbaum
Chief Engineer.....Joseph M. Rice

WCPM

CUMBERLAND—1950—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Blanfox Radio Co.
Address.....Harlan, Ky.
Phone: 260.....Air Time: Full Time
Trans. Service .....Thesaurus
Station Rep.....Burn Smith
Pres., Gen., Sta. Mgr.....R. B. Helms
Program Director.....Al Cash
Chief Engineer.....J. Francke Fox

WHIR

DANVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Address .....P. O. Box 234
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Hal Holman Co.
Membership .....NARTB, RAB
Pres., Comm. Mgr. .....W. T. Isaac
V.P., Pgm. Dir.....David B. Highbaugh
Chief Engineer.....Henry C. Lovell

WIEL

ELIZABETHTOWN—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elizabethtown Bcstg. Co.
Phone: 5151.....Air Time: Full Time
Transcription Service .....Associated
Station Representative.....Hil Best
News Service .....UP
Membership .....NARTB
President.....J. W. Hodges
Gen., Sta. Mgr.....Dee Huddleston
Program Director.....Clement Cockrell
Chief Engineer.....Thomas Moore Baldwin

WFKY

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frankfort Bcstg. Co., Inc.

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Address.....Kentucky Ave. Extended
Phone: 48281.....Air Time: Full Time
News Service .....UP
Trans. Ser.....RCA, Thesaurus
Representative .....Burn-Smith
Pres., Gen. Mgr.....Ken Hart
Prog. Dir.....Mary Flynn
Comm. Mgr.....Bill Morrison
Chief Engineer.....Wally Roach

WFKN

FRANKLIN—1954—KBS

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin Bcstg. Co.
Address.....103 High St.
Phone: 33, 170.....Air Time: Daytime
News Service .....AP
General Manager.....L. L. Valentine
Commercial Mgr.....A. W. Kockritz, Jr.
Station Rep.....Southern Radio Prod.

WFUL

FULTON—1951

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Ken-Tenn Bcstg. Corp.
Address .....Box 482
Phone: 1270.....Air Time: Daytime
News Service .....UP
Station Representative.....Hil Best
Membership .....NARTB
Transcription Service .....Thesaurus
President.....Dr. R. W. Bushart
Gen. Mgr., Pgm. Dir.....J. O. Lewis
Gen. Mgr., Chief Engr.....John Latham

WKAY

GLASGOW—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Phone: 2141.....Air Time: Full Time
News Service .....UP
Trans. Service.....SESAC, World, Standard
Membership .....RAB
President.....Jack Pedigo
Gen., Sta. Mgr., Chief Eng.....Clovis Sadler
Sales Prom. Mgr.....J. M. Barrick
Mgr. .....Freeman Cherry
Program Director.....Caroline Biggers
Chief Engineer.....C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Phone: 625.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Burn-Smith
Membership .....RAB
President, Gen. Mgr.....R. B. Helms
Program Director.....Nell Bradford
Commercial Mgr.....J. T. Morgan
Chief Engineer.....Marvin Johnson

WKIC

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Address.....Peoples Bank Building
Phone: 720.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Hil F. Best
Membership .....RAB
President.....Fred B. Bullard
General Manager.....Charles W. Metcalf
Chief Engineer.....Marvin E. Young
News Director.....Charles W. Metcalf
Comm., Prom. Manager.....Bob Mansfield

WSON

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned-Oper. By....Henderson Bcstg. Co., Inc.
Bus.-Studio Address.....Zion Rd.
Phone: 3923.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Hecht S. Lackey
Comm. Mgr.....Ewing Graham
Program Director .....Martin E. Schaeffer
Publicity Dir.....Dorothy McCormick
Chief Engineer.....Orville D. Jackson

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FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

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WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Phone: TV 5-5331.....Air Time: Full Time
Studio-Transmitter Location.....Cadiz Rd.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. E. Lackey
Commercial Manager .....Katherine Peden
Program Director.....Margaret Wyatt
Pub. Dir.....Mary Ruthlong
Chief Engineer.....Leo Y. Wilson

WKOA

HOPKINSVILLE—1954

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Pennyrile Bcstg. Co., c/o Stratton
Address.....Box 110, Russelville, Ky.

WLBN

LEBANON—1953

Frequency: 1590 Kc.....Power: 1 Kw., d.
Owned.....Lebanon-Springfield Bcstg. Co.
Address.....P. O. Box 647
Phone: 486.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....C. H. Hulse, Jr.
Station Mgr.....Charles Shuffett
Commercial Mgr.....Charles Hardin
Sales Promotion Mgr.....Alan Baker
Program Director.....Charles Shuffett
Chief Engineer.....C. H. Hulse, Jr.

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kw...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone: 3-2727.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, RAB
President.....Gilmore N. Nunn
V.P.-General Manager.....J. E. Willis
Program Director.....Jack Brooks
Sales Prom. Mgr.....Joe DeLong
Technical Supervisor.....Henry C. Locklar

WLEX

LEXINGTON—1946—KBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Address.....134 N. Lime St.
Phone: 3-0433.....Air Time: Full Time
Trans. Service.....Lang-Worth, MacGregor
Membership .....NARTB
Representative .....Forjoe
News Service .....AP
President.....J. D. Gay, Jr.
Secy.-Treas. .....Guthrie Bell
Exec. V.P., Gen. Mgr.....Earl L. Boyles
Commercial Mgr.....D. J. Abbott
Chief Engineer.....J M. Robertson

WVLK

LEXINGTON—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By....Bluegrass Bcstg. Co., Inc.
Address .....Phoenix Hotel
Phone: 4-6470.....Air Time: Full Time
Membership .....NARTB
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....Donald J. Horton
V. Pres., Gen. Mgr.....Ted Grizzard
Secy., Sta. Dir.....Ted Grizzard
Commercial Manager.....Lynn E. Knox
Promotion Manager.....George T. Webb
Program Director.....O. C. Halyard, Jr.
Chief Engineer.....Paul Dunbar

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone: Wabash 2201.....Air Time: Full Time
Transcription Service....Thesaurus, Standard
News Service .....AP
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....Le Vel Waltman
Sales Prom. Mgr.....Charles Hill
Program Director.....James Caldwell
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—1936

Frequency: 790 Kc. ..Power: 5000 d. 1000 n.
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone: Wabash 8871.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative .....Walker
President.....J. Porter Smith
Gen., Sta., Mgr.....Charles L. Harris
Comm., Sales Prom. Mgr.....Tom Underwood
Pgm. Dir.....Ward Hatcher
Chief Engineer.....W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. ...Power: 50,000 Watts
Owned-Oper. By .....WHAS, Inc.
Address.....525 W. Broadway
Phone: WAbash 2211.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Courier-Journal, "Times"

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Representative.....Henry I. Christal Co.
Membership .....NARTB
President .....Barry Bingham
V. Pres., Dir.....Victor A. Sholis
Station Manager.....Neil D. Cline
Sales Director.....John M. Fouts
Publicity Director.....William Loader
Chief Engineer .....Orrin W. Towner
Program Director.....Sam Gifford

WINN

LOUISVILLE—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio Address.....Earle Hotel
Phone: WAbash 5148.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....R-TV, Rep.
Membership .....NARTB
Pres., Gen., Sta. Mgr. .....Harry McTigue
Commercial Manager ..Chas. A. Schacht, Jr.
Prog., Pub. Dir.....George Partridge
Sales Prom. Mgr.....H. E. Roberts
Chief Engineer.....Melvin Scarsdale

WKLO

LOUISVILLE—1948—ABC

Freq.: 1080 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel
Phone: Clay 4441.....Air Time: Full Time
Representative.....John Blair & Co.
Membership .....RAB
News Service .....UP
General Manager.....D. C. Summerford
Commercial Mgr.....Charles Farmer
Program Director.....Mary Louise Moore
Chief Engineer.....Raymond Ford

WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.
Phone: CLay 4811.....Air Time: Daytime
News Service .....AP
Representative .....Burn-Smith
President.....F. Eugene Sandford
Sta. Manager.....Edwin E. S. Weldon
Commercial Manager.....H. Parker Smith
Program Manager.....Paul L. Ruhle
Chief Engineer.....Charles L. Troutman

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By....Robert W. Rounsaville
Business-Studio Address.....2549 S. Third St.
Phone: Calhoun 3680.....Air Time: Daytime
News Service .....AP
Representative.....Forjoe, Dora-Clayton
Managing Dir.....W. R. Wagner
Station Manager.....Lee Smith
Commercial Mgr.....Joe Starr, Jr.
Prog. Dir.....Cliff Butler
Chief Engineer.....Steve Dawson

WFMW

MADISONVILLE—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address .....Box 387
Phone: 1885.....Air Time: Daytime
Newspaper Affiliation....Madison Publishing
News Service .....UP
Trans. Service..Capitol, Thesaurus, Standard
Representative .....Continental
President .....Edgar Arnold, Sr.
Sta., Gen. Mgr. .....H. W. Wells
Prom., Comm. Mgr. .....Elmer L. Kelley, Jr.
Program Director .....Richard T. Harris
Chief Engineer .....Evers Mick

WKTM

MAYFIELD—1946—MBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Phone: 46.....Air Time: Daytime
Studio Address.....Mayfield Hotel
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Best
Membership .....NARTB
President .....Mike Layman
General Manager.....Jack D. Henderson
Commercial Mgr.....Jerry Watson
Program Director.....Frances Reynolds
Chief Engineer.....Joseph M. Hargrove

WNGO

MAYFIELD—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By....West Ky. Bcstg. Co., Inc.
Phone: 1204.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Membership .....NARTB, RAB
President.....H. M. Suthard
Station Manager.....T. E. Brewer
Program Director.....O. L. Davis
Promotion Mgr.....Bob Lee
Chief Engineer.....Ben Dixon

WFTM

MAYSVILLE—1948—MBS-KBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By...Standard Tobacco Co., Inc.
Bus. Address.....626 Forest Ave.
Phone: Logan 4-3361.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President.....Charles P. Clarke
General Mgr.....John W. Betts
Commercial Mgr.....James Newhart
Program Director .....Gene Waters
Chief Engineer.....Harvey Cross

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WMIK

MIDDLESBORO—1948—KBS

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Cumberland Gap Bcstg.
Phone: 980.....Air Time: Daytime
Representative .....Holman
Transcription Service.....Thesaurus
News Service .....UP
Membership .....RAB
President.....Dr. U. G. Brummett
Gen., Sta., Comm. Mgr.....Maurice K. Henry
Program Dir.....Lee Wilder
Chief Engineer.....Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Address .....P. O. Box 548
Phone: 1340.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President.....H. T. Waldrop
Manager .....Edward Griffin
Comm. Mgr., Prog. Dir.....Troy Glidwell
Chief Engineer.....Otis Cohoon

WNOP

NEWPORT—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone: Juniper 7100.....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....James G. Lang
General Manager.....Ann Rolfes Lang
Sta. Mgr., Prog. Dir.....R. D. Nunn
Comm. Mgr.....R. M. Gilmore
Chief Engineer.....William J. Snyder

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Phone: 3-1558.....Air Time: Full Time
News Service .....AP
Newspaper Affiliations...Messenger, Inquirer
Transcription Service.....Thesaurus, RCA
Representative .....Burn-Smith
President.....Lawrence W. Hager
Gen.-Sta. Mgr.....Hugh O. Potter
Sales Prom. Mgr.....Jim Wilkinson
Program Director.....Cliffordean Potter
Chief Engineer.....Harold I. Peters

WVJS

OWENSBORO—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....324 Allen St.
Phone: 3-3521.....Air Time: Full Time
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
President.....V. J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Sales Prom. Mgr.....Leola C. Haydon
Program Director.....Larry Adams
Publicity Dir.....J. Walter Greep
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.
Owned-Oper. By.....WKYB, Inc.
Address.....504 Kentucky Ave.
Phone: 2-1678.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation .....Sun
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....E. J. Paxton, Jr.
Commercial Manager.....S. Livingston
Program Dir.....Joe P. Knight
Chief Engineer.....E. J. Pell

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. .....Power: 250 Watts
Owned-Oper. By ..Paducah Bdcstg. Co., Inc.
Address .....4th & Bway—Taylor Bldg.
Phone: 2-8231.....Air Time: Full Time
News Service .....UP
Trans. Serv. .....Lang-Worth
Representative .....Meeker
Membership .....NARTB, RAB
President .....Pierce E. Lackey
General Manager.....Prewitt Lackey
Asst. Sta. Mgr.....Ray Mofield
Comm. Manager.....Linn Wolff
Prog., Pub. Dir.....Ray Mofield
Chief Engineer.....U. C. Morris

WSIP

PAINTSVILLE—1949—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Sandy Bcstg. Co.
Address .....Meade Bldg.
Phone: 1196.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Rep.....Hil Best
General Manager.....Ted Arnold Silvers
Station Manager.....Jack Welch
Chief Engineer.....Eugene Baldridge

WLSI

PIKEVILLE—1949

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cumberland Pub. Co.
Address .....Pikeville
Phone: 456.....Air Time: Daytime
Newspaper Affiliation.....Daily News
News Service .....UP

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Transcription Service .....Thesaurus
President.....Mrs. W. J. Ward
Gen., Comm. Mgr.....Roy E. Alexander
Program Dir.....Charles T. Snowden
Chief Engineer.....Guy N. Ferrell

WPKE

PIKEVILLE—1949—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Ky. Bdcstg. Corp.
Phone: 1280.....Air Time: Full Time
News Service .....AP
Station Rep. .....Continental
Transcription Service .....World
Membership .....NARTB
President .....Mitchell Preston
General Manager.....W. T. Frazier
Program Director.....Al Kahn
Chief Engineer.....Yancey Bowling

WPRT

PRESTONBURG—1952—KBS

Frequency: 960 Kc.....Power: 1 Kw., d.
Owned.....Kentucky Mt. Bcstg. Co.
Address.....So. Lake Drive
Phone: 5951.....Air Time: Daytime
News Service .....UP
Transcription Service .....MacGregor
President.....D. C. Stephens
Gen., Sta. Mgr.....Rex Osborne
Commercial Mgr.....Paul R. Fairchild
Sales Promotion Mgr.....Clarence Robinson
Program Director.....Burt Roberts
Chief Engineer.....James Hoskins

WPKY

PRINCETON—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Princeton Bcstg. Co.
Address .....Box 478
Phone: 2072.....Air Time: Daytime
Trans. Service .....Capitol
Station Rep. .....Continental
News Service .....AP
Owner, Gen. Mgr.....Leslie Goodaker
Comm. Mgr.....James Johnson
Program Dir.....Mrs. Leslie Goodaker
Commercial Manager.....James H. Johnson
Chief Engineer.....Marvin Mahoney

WEKY

RICHMOND—1953—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned .....WEKY, Inc.
Address .....McKee Bldg.
Phone: 1340.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
President.....Dages I. Boyle
General Manager.....O. C. Halyard Jr.
Sales Prom. Mgr.....Fred Welch
Program Director.....Bob Doll
Promotion Mgr.....Jay Watters
Chief Engineer.....Estil Anderson

WRUS

RUSSELLVILLE—1953

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roth E. Hook
Address.....P. O. Box 110
News Service .....UP
Trans. Service .....Capitol
Station Representative.....Hil Best
General Manager.....Earl H. Johnson
Sales Manager.....Jim Pasteur

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Bcstg. Corp.
Address .....Stanford Rd.
Phone: 1240-41.....Air Time: Full Time
News Service .....UP
Transcription Service.....Theasurus
Membership .....NARTB, RAB
Representative.....Hill F. Best
Pres., Gen. Mgr.....Mike Layman
Commercial Manager .....Donald Orwin
Program Director.....John A. Hartnett
Technical Dir.....Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio Address .....Vancleve
News Service .....AP
Representative ..... Continental
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Dir.....Violet Person
Chief Engineer.....Kenneth Amspaugh

WTCW

WHITESBURG—1953

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ky.-Va. Bcstg. Corp.
Address .....Whitesburg
News Service .....UP
Trans. Service .....SESAC
Pres., Gen. Mgr.....Kenneth J. Crosthwait
Commercial Mgr.....Frank L. Jones
Program Director.....Aubrey Garber
Chief Engineer.....Clifton Branham

WWKY

WINCHESTER—1954—MBS

Frequency: 1380.....Power: 1000 Watts
Owner.....Winchester Bcstg. Co., Inc.
Address .....17½ W. Broadway
Phone 1380
President.....N. B. Ratliff
Chief Eng.....K. P. Graham

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LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — Families 745,000
Radio Homes 642,000 — TV Homes 323,000 — Stations in State 59

KROF

ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....P. O. Box 306
Phone: 90.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Membership ..... NARTB
General Manager.....George P. Martin
Program Director.....Ebba Lou Martin
Chief Engineer ..... George P. Martin

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By .Alexandria Bdcstg. Co., Inc.
Address.....601 Wash. St.
News Service .....AP, UP
Transcription Service.....World, MacGregor
Representative .....Weed & Co.
Membership .....NARTB, RAB
President .....Walter H. Allen
Gen. Mgr.....Willard L. Cobb
Sta., Comm. Manager.....Walter D. Melson
Prom. Mgr. and Pub. Dir.....Mary Petrie
Prog. Dir.....Alex Marchand
Chief Engineer .....Jesse R. Sexton

KDBS

ALEXANDRIA—1953—KBS

Frequency: 1410 Kc.....Power: 1 Kw.
Owned .....Dixie Bcstg. Ser.
Address.....915 Fourth St.
News Service .....UP
Commercial Mgr.....D. Ed Pebbles
Station Director.....W. G. Lynch

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By .....KSYL, Inc.
Address .....Box 1489
Phone: 6611-12.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Representative .....Everett-McKinney
Pres., Comm. Mgr.....Milton Fox
General Manager.....Virgil G. Evans
Comm. Mgr.....Sylvan Fox
Program Director.....Bruce Rainey
Chief Engineer.....Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Morehouse Bcstg. Co.
Business-Studio Address.....Box 193
Phone: 1400.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
General Manager.....Bill Davis
Program Director.....Carl Livingston
Commercial Manager .....G. I. Johnson
Chief Engineer.....Harry Howard

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc..Power: 5 Kw. d.; 1 Kw. n.
Owned-Oper. By.....Modern Bcstg. Co.
Address.....929 Government St.
Phone: 4-8571.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Adam Young
Membership .....NARTB, RAB
President.....C. C. Barnard
V.P., Gen. Mgr.....T. E. Gibbons
Commercial Mgr.....Ron Litteral
Pub., Program Director.....Howard Gordon
Chief Engineer.....Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Community Bcstg. Co.
Address .....P. O. Box 1226
Phone Number 49493
News Service.....AP
Trans. Serv. .....Lang-Worth & Standard
Representative .....Walker
President.....G. T. Owen
Gen. Mgr.....Robert Earle
Commercial Manager.....Roger Davison
Program Dir.....Scott W. Erwin
Chief Engineer .....E. E. Case

WJBO

BATON ROUGE—1943—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone: 2-5271.....Air Time: Full Time
News. Affil.....State Times, Morning Advocate
News Service .....AP
Representative.....George P. Hollingbery
Membership .....RAB, NARTB
President.....Douglas L. Manship
General Mgr.....Kelly Maddox
Sales Manager.....John D. Wooldridge
Prom. Dir.....Kitty Haworth
Program Director.....Don Perrie
Chief Engineer.....Theodore Hubert

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WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone: 24411.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated, World
Representative .....Wm. G. Rambeau
Membership .....NARTB, RAB
President .....Norman Saurage
Gen. Manager.....Lamar Simmons
Station Manager.....Gene Nelson
Comm. Manager.....Olas Olsen
Publicity Director.....Frank Kean
Chief Engineer.....Edward Van Valkenburg

WXOK

BATON ROUGE—1953

Frequency: 1260 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WXOK, Inc.
Address.....243 Convention St.
Phone: 4-7604.....Air Time: Daytime
News Service .....UP
Representative .....Forjoe
Co-Owners..Jules Paglin, Stanley W. Ray, Jr.
Station Manager.....Gordon Lloyd
Comm. Mgr.....Tom McGuire
Sales Prom. Mgr.....Al Homberger
Program Director.....Ed Bishop
Chief Engineer.....Noel Walter

WHXY

BOGALUSA—1954

Frequency: 920 Kc.....Power: 1 Kw.
Owned.....Bogalusa Bcstg. Co.
Address.....P. O. Box 689
Phone: RE 2-4254.....Air Time: Daytime
News Service .....AP
Station Rep.....Clark, Dixie
Exec. V.P., Gen. Mgr.....Bob Robinson
Program Director.....Aubry Gatewood
Chief Engr.....Stanley Henderson

WIKC

BOGALUSA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.Enterprise Publishing Co.
Business Address.....605 N. Rio Grande St.
Phone: RE 5-1355.....Air Time: Full Time
News Service .....AP
General Manager.....Curt Siegelin

WARB

COVINGTON—1953—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By.....A. R. Blossman, Inc.
Address .....Box 568
Phone: 1600.....Air Time: Daytime
Membership .....NARTB
President.....A. R. Blossman
Gen. Mgr., Chief Engr....William H. Bland Jr.

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South's Greatest Salesman

WWL 50,000 watts Clear channel CBS Radio Affiliate

A department of Loyola University
Represented nationally by the Katz Agency

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Commercial Mgr.....Roy Hebert
Program Director.....Winford McDaniel
Promotion Dir.....Mildred Bland

KSIG

CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone: 1450-1.....Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
President .....Max Thomas
General Manager.....George Thompson
Commercial Manager.....Thomas E. Griffin
Prog. Director.....Boyce Jim Trahan
Chief Engineer.....C. P. Ruffner

KDLA

DeRIDDER—1951—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sabine Bcstg. Co.
Address.....Wash. & 1st St.
Phone: 7600.....Air Time: Daytime
News Service .....UP
Trans. Service .....MacGregor
President.....Cyril W. Reddoch
Commercial Manager.....Ralph L. Hooks
Program Director.....Ted Thompson

KEUN

EUNICE—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Parish Bcstg. Co.
Address .....Box 789
Phone: 3041.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President .....Vincent Riehl
General Manager.....John A. Chauvin
Publicity Director.....Milton S. David
Chief Engineer.....Henry Baham

WFPR

HAMMOND—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Cefalu Radio Station
Business-Studio Address.....Box 432
Phone: 960.....Air Time: Full Time
Trans. Service.....SESAC, World
Station Rep. .....Continental
Membership ..... NARTB
News Service .....AP
President .....Nicholas Cefalu
Gen., Comm. Mgr.....J. K. Ferris
Sta. Mgr., Pgm. Dir.....George Bonnell
Chief Engineer.....Warren Adams

KCIL

HOUMA—1947—NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned .....KCIL, Inc.
Address.....P. O. Box 1031
Phone: 6828.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Station Rep.....Indie Sales
Membership ..... NARTB
President.....Denver T. Brannen
Gen., Sta. Mgr.....L. H. Thesmar
Commercial Mgr.....Les Ryder
Sales Prom. Mgr.....Ken Rogers
Prog., Pub. Director.....Virginia Ryder
Chief Engr.....Earl Herron

KJEF

JENNINGS—1950—KBS

Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By.....Jennings Bcstg. Co., Inc.
Address.....1521 Lake Arthur Ave.
Phone: 1155.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....Clovis L. Bailey
Prog. Dir.....Howard Hoag
Comm. Mgr.....Gerald Dugas
Pub. Dir., Chief Engineer.....Clovis L. Bailey

KLFY

LAFAYETTE—1950—ABC

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By.....Camellia Bcstg. Co.
Address .....P. O. Box 398
Phone: 8-9494.....Air Time: Full Time
Transcription Service.....World
News Service .....UP
Station Rep. .....Rambeau
Membership .....NARTB
President.....Paul H. De Clouet
General Manager.....William A. Patton
Program Director.....Bob Castellon
Publicity Director.....Virginia Boulanger
Chief Engineer.....Fred Herbert

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. .....Power: 1000 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Inc.
Address .....519 S. Buchanan
Phone: 5-6426-7.....Air Time: Full Time
Newspaper Affiliation.....''Daily Advertiser''
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Meeker
Membership .....NARTB, RAB
President .....Morgan Murphy
General Manager.....George H. Thomas
Commercial Manager.....Thomas G. Pears
Prog. Dir.....B. Hillman Bailey, Jr.
Chief Engineer.....Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KAOK, Inc.
Address.....P. O. Box 1399
Phone: 6-7541.....Air Time: Full Time

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News Service ..... UP
Representative ..... Forjoe
President ..... Jules J. Paglin
Co-Manager ..... Tom Gresham
Co-Mgr., Prog. Dir. ..... Roy Rhodes
Station Director ..... Stanley W. Ray, Jr.
Chief Engineer ..... Walter Jones

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. The Pelican Bcstg. Co., Inc.
Bus.-Studio Address ..... 203 W. Clarence St.
News Service ..... AP
Representative ..... Pearson
Trans. Service ..... Thesaurus
Membership ..... NARTB
Pres., Owner ..... Sara M. Anderson
Commercial Mgr. ..... Harper L. Clark
Program Director ..... Harry Cook
Publicity Dir. ..... Annelle H. Bulechek
Chief Engineer ..... Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Calcasieu Bcstg. Co.
Address ..... P. O. Box 1521
Phone: 2713 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... Weed
President ..... T. B. Lanford
Gen., Sta. Mgr. ..... David Wilson
Program Director ..... Ken Gilmore
Chief Engineer ..... A. B. Craft

KDBC

MANSFIELD—1954

Frequency: 1360 Kc. ..... Power: 1 Kw. d.
Owned ..... DeSoto Bcstg. Corp.
Address ..... P. O. Box 740
News Service ..... AP
Trans. Ser. ..... Standard
Gen., Comm. Mgr. ..... Arthur L. Greene

KAPB

MARKSVILLE—1954

Frequency: 1370 Kc. ..... Power: 1000 Watts
Owner ..... Avoyelles Bcstg. Corp.
Address ..... Box 506

KAPK

MINDEN—1952

Frequency: 1240 Kc. ..... Power: 100 Watts
Owned-Operated By ..... Parish Bcstg. Co.
Address ..... Box 586
News Service ..... UP
Pres., Gen., Sta. Mgr. ..... Martin Kirsch, Jr.
Asst. Mgr. ..... M. E. (Pat) Brown
Prog. Dir. ..... Ben F. Hubbird
Chief Engineer ..... Billy Hyatt

KLIC

MONROE—1950—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Dr. Frank Cerniglia
Address ..... 626 Bernhardt Bldg.
Phone: 3-4617 ..... Air Time: Full Time
Station Rep. ..... Dora Clayton
News Service ..... UP
President, Manager ..... Dr. Frank Cerniglia
Commercial Manager ..... William Miles
Program Director ..... Douglas China

KMLB

MONROE—1930—ABC

Frequency: 1440 Kc. .. Power: 5000 d.; 1000 n.
Owned-Oper. By .... Liner's Bcstg. Station, Inc.
Business Address ..... Hotel Frances
News Service ..... AP
Membership ..... NARTB, RAB
Representative ..... Venard
President ..... Mrs. Robert Gaston, Jr.
Gen., Sta. Mgr. ..... Charles Price
Comm., Prog. Mgr. ..... James Plaisance
Chief Engineer ..... O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... James A. Noe
Business-Studio Address ..... Knoe Road
Phone: 8155 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... H-R Reps
Membership ..... NARTB, RAB
President ..... James A. Noe
General Manager ..... Paul H. Goldman
Station, Commercial Mgr. ..... Al Donaldson
Program Director ..... Harry Arthur
Chief Engineer ..... Jack Ratliff

KMRC

MORGAN CITY—1954

Frequency: 1430 Kc. ..... Power: 500 Watts
Owned ..... Tri-City Bcstg. Inc.
Address ..... P. O. Box 889
News Service ..... UP
President ..... Warren J. Fortier
V.P., Gen. Mgr. ..... Samuel F. Hosea
Treasurer ..... Mortimer Silverman, Jr.
Secretary ..... A. A. Bensabat, Jr.

KWCJ

NATCHITOCHES—1947—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Natchitoches Bcstg. Co.
Business-Studio Address ..... Box 232
Phone: 2353 ..... Air Time: Full Time
News Service ..... AP
Membership ..... NARTB
President ..... Dr. William H. Pierson
Gen. Mgr. ..... Charles L. Planchard

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KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Address.....101 West St., Peter St.
Phone: 2-6726.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Sales Prom. Mgr.....Charles Malone
Commercial Mgr.....Donald Bonin
Prog. Mgr.....Jo Elyn Chambers
Chief Engineer.....Merle Case

KVIM

NEW IBERIA—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Queen City Bcstg. Co.
Address.....P. O. Box 50
Phone: 2-5826.....Air Time: Daytime
Transcription Service .....Associated
President.....P. M. Cochran
General Manager.....John H. Coco
Promotion Mgr.....L. E. Barrilleaux
Chief Engineer.....Kearney Escayne

WBOK

NEW ORLEANS—1951

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WBOK, Inc.
Address.....505 Baronne St.
Phone: Tulane 5363.....Air Time: Daytime
News Service .....UP
Representative .....Forjoe
President.....Jules J. Paglin
Gen., Sta. Mgr.....Stanley W. Ray, Jr.
Station Mgr.....Ed. Prendergast
Comm. Mgr.....Fred Schwarz
Sales Prom. Mgr.....Jim Smith
Chief Engineer.....John Rhode

WDSU

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone: Tulane 4371.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NARTB, RAB
President.....Edgar B. Stern, Jr.
Exec. V.P. & Gen. Mgr.....Robert Swezey
V.P. & Comm. Mgr.....Louis Read
V.P. Charge Prog'ng.....Tom Hicks
Program Director.....Don Howell
Prom. Dir.....Marion Annenberg
Chief Engineer.....Lindsey Riddle

WJBW

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Louise C. Carlson
Business-Studio Address.....Cigali Bldg.
Phone: Ma. 3488.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Pres., Gen. Mgr.....Louise C. Carlson
Commercial Mgr.....Ed. Carlson
Program Director.....Edward C. Carlson
Chief Engineer.....Frank J. Recely, Jr.

WJMR

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 500 Watts d.
Owned-Operated By...Supreme Bcstg Co., Inc.
Address.....Jung Hotel, 1500 Canal Street
Phone: Canal 0356.....Air Time: Daytime
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President .....Chester Owens
Gen., Sta., Comm. Mgr....George A. Mayoral
Sales Prom. Mgr.....Robert E. Jeffers
Program Director.....Aubrey Moore
Chief Engineer.....Jack Petrik

WMRY

NEW ORLEANS—1950

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....2107 Dryades St.
Phone: Tulane 4841.....Air Time: Daytime
Representative .....Gill-Perna
Trans. Service.....B.M.I.
News Service .....UP
Membership .....NARTB
President .....Lester Kamin
General Manager.....Mort Silverman
Sales Prom., Pub. Dir.....Mary Potter
Prog. Dir.....Larry McKinley
Chief Engineer.....Samuel Perkins

WNOE

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Phone: Express 2173.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative .....H-R
Membership .....NARTB, RAB
Owner.....James A. Noe
V.P., Gen., Sta. Mgr.....James E. Gordon
Commercial Mgr.....Paul Beville
Program Director.....Tom Abbott
Publicity Director.....Eldon Durand
Chief Engineer.....A. J. Bourgeois

WSMB

NEW ORLEANS—1925—ABC

Frequency: 1350 Kc...Power: 5 Kw. d.; 5 Kw. n.
Owned .....WSMB, Inc.
Address.....Maison Blanche Bldg.

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Phone: Magnolia 5921....Air Time: Full Time
News Service .....AP
Transcription Service.....World
Station Rep.....Avery-Knodel
Membership .....NARTB
President .....Gaston Pureau
General, Sta. Mgr.....John R. O'Meallie
Program Director.....Marshall Pearce
Publicity Dir.....Mrs. Renate May
Chief Engineer.....Harold Nebe

WTIX

NEW ORLEANS—1951

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Mid-Continent Bcstg. Corp.
Address.....624 Canal St.
Phone: MAgnolia 3562...Air Time: Full Time
News Service .....UP
Membership .....NARTB
Station Representative .....Young
President.....Robert H. Storz
Exec. Vice-President.....Todd Storz
Vice-Pres., Gen. Mgr...George W. Armstrong
Commercial Mgr.....Fred Berthelson
Program Director.....Larry Wilson
Chief Engineer.....Morris E. Jones

WTPS

NEW ORLEANS—1947

Frequency: 940 Kc.....Power: 1000 d.; 500 n.

In New Orleans
THE
MID-CONTINENT
FORMULA
works at
• WTIX

In September, 1953, WTIX was last among 11 New Orleans stations. Then Mid-Continent took over, applied new ideas, programming, personalities. Now WTIX is *first* all day with an average of 21.3%; second station 17.9%.* Talk to Adam J. Young, Jr., national representative, or call WTIX General Manager, Fred Berthelson.

*Per last available Hooper (November, 1954)

MID-CONTINENT BROADCASTING CO.
President: Todd Storz

KOWH, Omaha — Represented by H-R Reps, Inc.
WHB, Kansas City — Represented by John Blair & Co.
WTIX, New Orleans — Represented by Adam J. Young, Jr.

Owned-Oper. By.....The Times Picayune
Business Address.....615 North St.
Phone: Tulane 2411.....Air Time: Full Time
Transcription Service .....Associated
News Service .....AP
Membership .....NARTB
Representative .....Branham
President.....John F. Tims
General Mgr.....H. F. Wehrmann
Prog. Dir.....Robert Smith
Prom. Mgr.....Martin Burke
Chief Engineer.....George DeBlieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....WWEZ Radio Inc.
Bus.-Studio Address.....Hotel New Orleans
Phone: Canal 3521.....Air Time: Full Time
News Service .....UP
Representative .....Walker
President.....A. J. Chilton
General Manager.....Joe A. Oswald
Program Dir.....Ken Elliott
Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address .....Roosevelt Hotel
Phone: Raymond 2194....Air Time: Full Time
News Service.....UP, AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
President.....Rev. Patrick Donnelly
General Manager.....W. H. Summerville
Comm. Manager.....Larry Baird
Sales Prom., Pub. Mgr.....Harry Hildebrand
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KREH

OAKDALE—1953—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Louisiana Bcstg. Service
Address .....Box 571
Phone: 900.....Air Time: Daytime
News Service .....UP
President.....Cyril W. Reddoch
General Manager.....Ralph L. Hooks
Commercial Mgr.....Mel Bennett

KSLO

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Address .....KSLO Bldg.
Phone Number 2633
News Service .....UP
Transcription Service .....World

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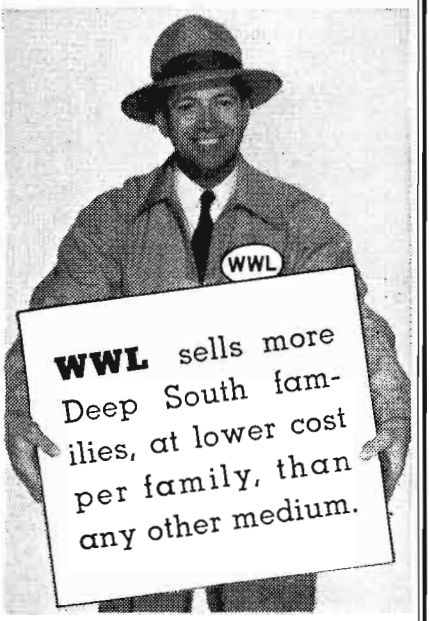
To SELL The SOUTH You Need WWL New Orleans



South's Greatest Salesman

WWL 50,000 watts Clear channel CBS Radio Affiliate

A department of Loyola University
Represented nationally by the Katz Agency

Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen. Mgr.....W. Eugene Jones
Commercial Mgr.....A. B. Reed Jr.
Program Director.....Wandell Allegood
Chief Engineer.....Richard M. Cole

KRUS

RUSTON—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Ruston Bcstg. Co.
Bus.-Studio Address.....105 Park Ave.
News Service .....UP
Newspaper Affiliation....."Daily Leader"
Representative .....Best
President.....C. E. Faulk, Jr.
Station Manager.....Kenneth L. Whitaker
Program Director.....Bill Carter

KANV

SHREVEPORT—1954

Frequency: 1050 Kc.....Power: 250 Watts
Owned.....Northwest La. Bcstg. Corp.
Address.....2730 Talbot St., P. O. Box 3611
Station Representative .....Dora-Clayton
Managing Director.....Glenn V. Wilson
Prog., Per. Mgr.....Doris F. Nargassans
Chief Engineer.....Carl F. Goulden

KCIJ

SHREVEPORT—1950

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Southland Bcstg. Co.
Address.....205 Milam St.
Phone: 4-6681.....Air Time: Daytime
Representative.....Young, Clark Brown
News Service.....UP, INS
President .....Lester Kamin
Gen., Comm. Mgr.....John H. Pace
Chief Engineer.....N. L. Keys

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc..Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone: 3-3681.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Frank H. Ford
Sta., Comm. Mgr.....Frank H. Ford, Jr.
Prom., Pub. Dir.....Bill Monroe
Sales Manager.....William F. Ford
Prog. Dir.....Irv Zeidman
Chief Engineer.....L. J. Carlson

KJOE

SHREVEPORT—1954

Frequency: 1480 Kc.....Power: 1 Kw. d.
Owned .....Audiocasting, Inc.

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Address.....507 Spring St.
Phone: 2-0732.....Air Time: Daytime
News Service .....AP
Station Representative .....Forjoe
Pres., Gen. Mgr.....Joe Monroe

KRMD

SHREVEPORT—1928—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel
Phone: 3-6171.....Air Time: Full Time
Representative .....Weed
Membership .....NARTB
President.....T. B. Lanford
Manager.....G. V. Wilson
Program Director.....Elizabeth V. Alford
Chief Engineer.....Carl W. Goulden

KTBS

SHREVEPORT—1922—NBC

Frequency: 710 Kc..Power 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....KTBS, Inc.
Address .....312 East Kings Hway
Phone: 7-3644.....Air Time: Full Time
News Service .....AP, UP
Representative .....Petry
Transcription Service .....Associated
Membership .....NARTB, RAB
Pres., Gen. Mgr.....E. Newton Wray
Business Manager.....Patrick White
Pub., Prom. Mgr.....Dorothy Goldsworthy
Program Director.....Michael Roppolo
Chief Engineer .....C. H. Maddox

KWKH

SHREVEPORT—1925—CBS

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address.....Box 1387
Phone: 2-8711.....Air Time: Full Time
Newspaper Affiliation.....Shreveport Times
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Branham
Membership .....NARTB, RAB
President.....William H. Bronson
Exec. V.P., Gen. Mgr.....Henry B. Clay
Commercial Manager.....Fred Watkins, Jr.
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Chief Engineer.....O. S. Droke

KBSF

SPRINGHILL—1954

Frequency: 1460 Kc.....Power: 1000 Watts
Owner.....Springfield Bcstg. Co.
Address .....Box 508

KTLD

TALLULAH—1954—KBS

Frequency: 1360 Kc.....Power: 500 Watts
Owner.....Howard E. Griffin

KTIB

THIBODAUX—1953

Frequency: 630 Kc.....Power: 500 Watts
Owner.....Delta Bcstrs., Inc.
Address.....Lafourche Comet Building
Phone 5348
President.....F. H. Block
Chief Engineer.....Don Gatz

KVPI

VILLE PLATTE—1953

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ville Platte Bcstg. Co.
Address .....Box 566
Phone: 5888.....Air Time: Daytime
Membership .....NARTB
President.....Lionel B. Deville
General Manager.....Chris Duplechain
Comm. Mgr.....W. O. Carson
Program Director.....J. S. Fontenot
Chief Eng.....J. S. Fontenot

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

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MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — Families 293,000
Radio Homes 279,000 — TV Homes 122,000 — Stations in State 16

WFAU

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Twin City Bcstg. Co., Inc.
Address.....223 Lisbon St.
Phone: 3-3878.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative.....O'Connell, Borgatti
President .....Faust Couture
General Manager.....Norman G. Gallant
Sales Prom. Mgr.....Harry Simons
Program Director.....Mona Hixon
Publicity Director.....Gregory Evans
Supervisory Engineer.....Joseph Roy

WRDO

AUGUSTA—1932—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....WRDO, Inc.
Address .....175 Water Street
Phone: 3-4735.....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership .....NARTB, RAB
President .....Adeline B. Rines
Sta., Comm. Mgr.....Donald K. Powers
Publ. Pgm. Dir.....Leslie R. Hubley
Chie Engineer.....Harold T. Dinsmore

WABI

BANGOR—1924—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone: 6446.....Air Time: Full Time
News Service .....AP
Representative.....Hollingbery, Kettell-Carter
Co-O.. President.....Horace E. Hildreth
Gen., Sta., Comm. Mgr.....Leon Gorman, Jr.
Program Dir.....Richard Bronson
Chief Engineer.....Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Bangor Bcstg. Corp.
Address.....26 Central St.
Phone: 7354.....Air Time: Full Time
News Service.....UP
Station Rep.....Everett-McKinney, Kirby
Pres., Gen. Mgr.....Sherwood J. Tarlow
Station Mgr.....Allan W. Roberts
Commercial Mgr.....Joseph Kruger
Sales Prom. Mgr.....Herb Vining
Program Dir.....Kenneth Manley
Publicity Dir.....Robert Norris
Chief Engineer.....Sal Fulchino

WLBZ

BANGOR—1926—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone: Bangor 2-4656.....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership .....NARTB, RAB
President .....Adeline Rines
General Manager.....Edward E. Guernsey
Comm. Mgr.....Gordon E. Kelley
Program Director.....Irving S. Hunter
Publicity Manager.....George Chapman
Chief Engineer.....John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ....Biddeford Bdcstg. Corp.
Address ..... 234 Main St.
Phone: 4-4566.....Air Time: Full Time
News Service .....AP
Transcription Service.....World

WIDE
BIDDEFORD-SACO, ME.
MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781. From June through September 1,110,298 cars come into this market, bringing with them approximately 5,800,000 potential customers. 29.5 million dollars are spent annually in Biddeford and Saco. WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.
Together with WIDE, WAZL, WHOL, WILM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

ARTHUR A. DETERS
President & General Mgr.
Rep. Paul H. Raymer Co.

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Station Rep.....Raymer, Borgatti
Membership .....NARTB
President.....Victor C. Diehm
Gen., Sta., Comm. Mgr.....Arthur Deters
Comm. Mgr.....Carl Swanson
Prog. Dir.....Harold Swaney
Chief Eng.....Arthur Deters

WABM

HOULTON—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Aroostook Bdcstg. Corp.
Address.....1340 North Rd.
Phone: 2257.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
President .....Harry E. Umphrey
General Manager .....Harold D. Glidden
Station Manager.....Ted Coffin
Commercial Mgr.....Eben Currie
Program Director.....Keith Fowles
Chief Engineer .....Robert W. MacIntosh

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone: 4-6921.....Air Time: Full Time
News Service .....UP
Transcription Serv...Standard, SESAC, World
Representative....O'Connell, Borgatti, Holman

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KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

President .....Faust Couture
General-Station Mgr.....John C. Libby
Comm. Mgr.....Oscar J. Normand
Pgm., Pub. Dir.....Herb Fontaine
Chief Engineer.....Carl P. Rounds

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business-Studio Address.....129 Lisbon St.
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Everett-McKinney, O'Connell, Kettell-Carter
President, Station Mgr.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Comm., Sales Prom. Mgr. ...Gerald T. Higgins
Program Director.....Harold W. Dutch
Chief Engineer.....Henry Root

WCSH

PORTLAND—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB, RAB
President.....Adeline B. Rines
General Manager .....William H. Rines
Station Manager.....Linwood T. Pitman
Commercial Manager.....Albert W. Smith
Prog. Dir.....Arthur Owens
Chief Engineer.....Daniel H. Smith

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
News Service.....AP, UP
Trans. Service.....ASCAP, SESAC, B.M.I.
Representative .....Avery-Knodel
Membership .....NARTB
President.....Jean Gannett Williams
General Manager.....Creighton E. Gatchell
Commercial Manager....Francis H. Farnum, Jr.
Chief Engineer.....Roger W. Hodgkins

WPOR

PORTLAND—1946—ABC-YANKEE MBS-LOBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oliver Bcstg. Corp.
Business-Studio Address.....477 Congress St.
Phone: 3-8111.....Air Time: Full Time
News Service .....AP
Rep.....O'Connell, Borgatti, Holman, Scott
Membership .....NARTB, RAB
Pres., Sta., Gen. Mgr. .....Harold H. Meyer
Commercial Manager.....William J. Mullen
Sales Prom. Mgr.....Robert Maynard
Pgm., Pub. Dir.....Raymond Mercier
Chief Engineer.....Thomas Conneen

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WAGM

PRESQUE ISLE—1931—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Aroostook Bcstg. Corp.
Address.....489 Main St.
Phone: 8821.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Transcription Service .....Thesaurus
President .....Harry Umphrey
Gen., Sta. Mgr.....Harold D. Glidden
Pgm., Comm. Dir.....Richard B. Marshall
Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
Owned-Oper. By.....Knox Bcstg. Co.
Address.....493 Main St.
Phone: 1600.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....O'Connell, Borgatti
Membership .....RAB
President.....Carleton D. Brown
Station Manager.....Paul R. Huber
Commercial Mgr.....Vere B. Crockett
Chief Engineer.....Alfred M. Thurlow, Jr.

WRUM

RUMFORD—1953—KBS

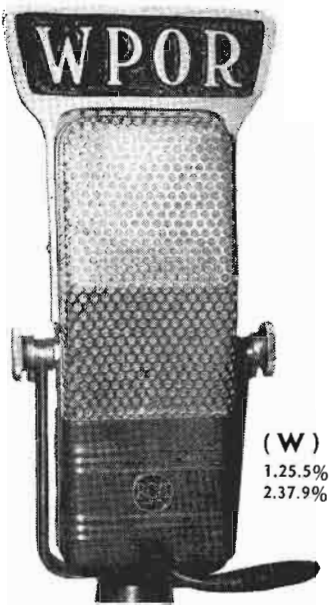
Frequency: 790 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Rumford Publ. Co.
Address.....89 Congress St.
Phone: 1057.....Air Time: Daytime
News Service .....UP
Trans. Service.....World, SESAC
Representative.....O'Connell
President.....Melvin L. Stone
Gen. Mgr., Prog. Dir.....Ken J. Ellis
Commercial Mgr.....G. B. Cunningham
Program Director.....Ken Ellis
Chief Engineer.....E. J. Tremblay

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone: 2700-1.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative.....O'Connell, Borgatti
Membership .....NARTB, RAB
Pres., Gen.-Station Mgr.....Carleton D. Brown
Commercial Mgr.....Harold L. Vique
Program Director.....Fred Preble
Chief Engineer.....Don Sutherland

AMERICAN — YANKEE — MUTUAL — LOBSTER



MUSIC
NEWS
SPORTS

(W) PORTLAND
1.25.5% of state's population
2.37.9% of state's retail sales

Portland's Favorite Station Ask Anyone

PORTLAND, MAINE

Represented by: New York: O'Connell • Boston: Borgatti • Chicago: Holman • Pacific Coast: Scott • HAL MEYER, Pres.

www.americanradiohistory.com

MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — Families 692,000
Radio Homes 662,000 — TV Homes 620,000 — Stations in State 29

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated Ly...Annapolis Bcstg. Corp.
Business-Studio Address.....Box 749
Phone Number.....Colonial 3-2500
News Service .....UP
Representative.....Pearson, Dora-Clayton
President, General Mgr.....Morris H. Blum
Chief Engineer.....Arthur P. Dietz

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....P. O. Box 1551
Phone: 9211.....Air Time: Daytime
News Service.....AP
Transcription Service .....World
Pres., Gen. Mgr.....Robert L. Blalock
Program Director.....John Drew
Chief Engineer.....Jos. H. Griscom

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By ....The Capital Bdcstg. Co.
Phone: Colonial 3-2639....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB
President .....Albert H. MacCarthy
Sta., Com., Sls. Prom. Mgr...M. A. Campbell, Jr.
Program Director.....Betty Straubel
Pub. Dir.....R. Norton
Chief Engineer.....Alan B. Laffler

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned.....Hearst Corp. (Radio & TV. Div.)
Address .....2610 North Charles St.
Phone: Hopkins 7-3000....Air Time: Unlimited
News Service .....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Representative .....Christal
V.P. and Exec. Dir.....Charles B. McCabe
V.P., & Gen. Mgr.....D. L. Provost
V.P., (Engineering) .....John Wilner
Station Manager.....Leslie H. Peard, Jr.
Dir. Pub. Affairs & Educ.....Arnold Wilkes
Program Director.....Victor F. Campbell
Program Manager.....William N. Rock
Local Sales Manager.....Alfred Buck
Pub. Mgr.....Thomas J. White, Jr.
Chief Engineer.....William C. Bareham

WBMD

BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....879 Park Ave.
Phone Number.....Mulberry 5-7095
News Service .....UP
President.....George E. Hull
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.
Program Dir.....Thomas H. O'Connor
Chief Engineer.....Leo W. Karns

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address..1102 N. Charles St.
Phone: Mulberry 5-0600..Air Time: Full Time
News Service .....AP
Trans. Service .....World
Representative.....Paul H. Raymer
Membership .....NARTB
Pres., Sta., Gen. Mgr.....L. W. Milbourne
Comm., Prom. Mgr.....Robert M. Richmond
Program Dir.....George L. Filling
Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc...Power: 10,000 d.; 5000 n.
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone: Belmont 5-8400....Air Time: Full Time
Representative ..... Bolling
Membership .....NARTB
President, Comm. Manager.....John Elmer
Gen., Sta., Comm. Mgr.....G. H. Roeder
Sales Director.....William S. Pirie, Jr.
Asst. Mgr., Prog. Dir.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...The Baltimore Radio Show
Address .....10 E. No. Ave.
Phone: Mulberry 5-1300..Air Time: Full Time
News Service .....AP, UP

www.americanradiohistory.com

Representative .....John Blair & Co.
Membership .....RAB, NARTB
President .....Robert S. Maslin
V.P. & Gen. Mgr.....Robert B. Jones, Jr.
Sls. Prom. Manager.....Mrs. Jean Mowbray
Commercial Mgr.....Dudley Tichenor
Program Dir.....Bert Hanauer
Chief Engineer .....William Q. Ranft

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Maryland Bcstg. Corp.
Business-Studio Address....7 E. Lexington St.
Phone: Lexington 9-7808..Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership ..... RAB
Pres., Gen. Mgr.....Thomas G. Tinsley, Jr.
Comm., Sales Prom. Mgr.....Robert C. Embry
Program Director.....Anna Ray Suter
Chief Engineer.....Allen Hedrick

WSID

BALTIMORE—1947

Frequency: 1010 Kc....Power: 1000 Watts, d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address....912 N. Charles St.
Phone: Saratoga 8250.....Air Time: Full Time
News Service .....UP
Representative .....R. Wittig
President .....Richard Eaton
Sta. Mgr.....Marvin Mirvis
Program Director.....Helen Wherley
Chief Engineer.....Cliff Inman

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Belvedere Bcstg. Co.
Address.....1119 N. Charles St.
Phone Number.....Saratoga 7-3555
News Service.....UP
Representative .....McGillvra
Pres., Gen. Mgr.....Thomasc F. McNulty
Station Manager.....Lenore Feldman
Comm. Mgr.....Bentley Stecher
Chief Engineer.....Frank Murphy

WUST

BETHESDA—1951

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Address.....3143 U St., Wash. D. C.
Phone Number.....HO 2-0011
News Service .....UP
Representative.....Forjoe & Co.
Pres., Gen. Mgr.....Harold E. Sheffers
Comm., Prom. Mgr.....Jackson Lowe
Chief Engineer.....Robert Carnine

WCEM

CAMBRIDGE—1947—MBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Shore Bcstg Co.
Address .....The Pines
Phone Number 1580
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....G. P. Richards
Commercial Mgr.....Sam Cannon
Station Manager.....Thomas H. Maguire, Jr.
Prog. Dir.....Bette B. Robbins
Chief Engineer.....Arthur Coburn

WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Oper. By.....The Tower Realty Co.
Address.....Willam Rd., East of City Line
Phone: 5400.....Air Time: Full Time
News Service .....AP
Representative .....Forjoe
President.....Karl F. Steinmann
Sta. Mgr.....Eldred Steinmann
Commercial Manager .....Roy S. Knotts
Chief Engineer.....Paul E. Custer

WDYK

CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Western Md. Bcstng.
Address.....450 Byrd Avenue
Phone: Cumberland 5001..Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative ...Radio Representatives, Inc.
President.....Richard A. Raese
General Manager.....Gary Schroeder
Commercial Manager.....Floyd V. Cozad
Pgm., Pub. Dir.....Edwin Meyer
Chief Engineer.....George Sokol, Jr.

WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Cumberland Valley Bcstg. Co.
Address.....31 Frederick St.
Phone: 299.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....A. William German
Sales Prom. Mgr.....Virginia Rosenbaum
Pgm. Dir.....Michael Hurst
Publicity Director.....Robert Rosamond
Chief Engineer.....Ralf Wirgman

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WFMD

FREDERICK—1936—CBS

Frequency: 930 Kc. .....Power: 1000 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Address.....1 West Seventh St.
Phone: Monument 3-4181....Air Time Daytime
News Service .....AP
Station Representative .....Meeker
Membership ..... NARTB
President .....Laurence Leonard
Commercial Manager.....Alan W. Long
Program Director.....John W. Cooley
Chief Engineer.....Howard Fisher

WARK

HAGERSTOWN—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....United Bcstg. Co., Inc.
Address .....128 S. Prospect St.
Phone: 4500.....Air Time: Full Time
News Service .....UP
Station Rep.....United Bcstg.
President .....Richard Eaton
General Manager .....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—1932—MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address .....Franklin Court
Phone: 2323.....Air Time: Full Time
News Service .....AP
Representative ..... Walker
Membership .....NARTB
Pres., Gen. Mgr. .....Grover C. Crilley
Sta., Comm. Mgr.....William H. Paulsgrove
Pub., Pgm., Dir.....Robert Lesher
Chief Engineer.....George McIntire

WASA

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Address .....P. O. Box 97
Phone: 800.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr....Charles W. Irwin
Pgm., Pub. Dir.....Bob Gray
Chief Engineer.....Gerald D. Johnson

WKIK

LEONARDTOWN—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Southern Md. Bcstrs. Inc.
Phone Number.....Greenwood 5-2211
News Service .....UP
President.....James L. Bittner
General Manager.....Charles E. Springer
Commercial Mgr.....W. C. Redd
Chief Engineer.....James L. Bittner

WPTX

LEXINGTON PARK—1953—KBS

Frequency: 920 Kc.....Power: 500 Watts
Owned.....Patuxent Radio Inc.
Address.....224 Great Mills Rd.
Phone: 2-1031.....Air Time: Daytime
Newspaper Affil.....Clearfield 'Progress'
News Service .....AP
Trans. Service .....Lang-Worth
Pres., Gen. Mgr.....W. J. Thomas
Sta., Sls., Prom. Mgr.....Charles Rutledge
Commercial Manager.....Edward Lenaway
Program Director.....Hazel Carnahan
Publicity Director.....Edward Lenaway
Chief Engr.....Harold Huhn

WPGC

MORNINGSIDE—1954

Frequency: 1580 Kc.....Power: 1000 Watts
Owner .....WPGC Inc.
Phone.....REdwood 6-8000

WINX

ROCKVILLE—1940

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Montgomery Cty. Bcstg. Co.
Phone: Poplar 2-4357.....Air Time: Daytime
News Service .....UP
Sta. Rep.....United, Oakes
General Manager.....Richard Eaton
Program Director.....Pierre Eaton
Exec. V.P.....Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio Address.....Radio Park
Phone: 6131.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Burn-Smith
President.....John W. Downing
Gen., Sta., Comm. Mgr. .....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward

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WGAY

SILVER SPRING—1946

Frequency: 1050 Kc. ...Power: 1000 Watts d.
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Address.....11306 Kemp Mill Rd.
Phone Number.....Juniper 9-1050
News Service .....AP
Representative .....Indie Sales
Membership .....NARTB, RAB
President.....John W. Kluge
Gen.-Sta. Mgr.....Joseph L. Brechner
Comm. Mgr.....Stuart J. Hepburn
Program Dir.....Chuck Dulane
Chief Engineer.....Arthur McDougall

WTOW

TOWSON—1954

Frequency: 1570 Kc.....Power: 1000 Watts
Owner.....Suburban Time Mart

WTTR

WESTMINSTER—1953

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Carroll County Bcstg. Corp.
Address .....Uniontown Road
Phone: 1170.....Air Time: Daytime
President.....E. Miller Richardson
Gen., Sta., Comm. Mgr.....R. H. Morgan
Prog. Dir.....C. T. Buffington
Chief Engineer.....Charles T. Buffington

WDON

WHEATON—1953

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Commercial Radio Equip. Co.
Address...1319 F St. N.W., Washington, D. C.
Phone .....District 7-1356
Owner, Gen. Mgr.....Everett L. Dillard
Commercial Mgr.....James A. Gustafson
Program Director.....Robert E. Best
Chief Engineer.....John Moran

NERVE CENTER OF THE FABULOUS DEL-MAR-PENINSULA

WBOC

960 KC — Full Time — Est. 1940

81,915 RADIO HOMES

MUTUAL NETWORK

*Commands 65.8 percent of the radio listening audience.

WBOC-TV

Channel 16 Est. 1954

42,750 TV HOMES

ABC, CBS, DUMONT NETWORKS

Only Television station with a consistent signal in area.

RADIO-TV PARK . . . . . SALISBURY, MD.

SERVING 301,700 POPULATION; $430,000,000 RETAIL SALES

President: John W. Downing General Manager: Charles J. Truitt

* Conlan Survey: Mon. through Fri. average, 6 AM-12 M, 63.3%; 12 M-6 PM, 68.1%; 6 PM-11 PM, 66.1%

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MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — Families 1,505,000
Radio Homes 1,489,000 — TV Homes 1,370,000 — Stations in State 50

WARA

ATTLEBORO—1950

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Attleboro Radio Assn.
Address.....8 N. Main St.
Phone Number.....AT 1-1320
Representative.....Walker
News Service.....UP
Membership.....NARTB
General Manager.....Keith S. Field
Commercial Mgr.....William A. Dawson, Jr.
Program Director.....David P. Mohr
Chief Engineer.....Raymond D. Arwold

WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Oper. By.....WBMS, Inc.
Business-Studio Add.....Hotel Shelton
Phone: Copley 7-3005.....Air Time: Daytime
News Service.....UP
Representative.....Indie Sales
President.....John Laux
General Manager.....Norman Furman
Station Mgr.....F. S. Bailey
Chief Engineer.....Donald Snider

WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned.....Westinghouse Bcstg. Co. Inc.
Business-Studio Add...1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....AP, UP
Transcription Service.....Thesaurus
Membership.....RAB
Representative.....Free & Peters
President.....Chris J. Witting
Exec. Vice Pres.....J. E. Baudino
Station Manager.....P. E. Mills
Commercial Mgr.....William J. Williamson
Promotion Manager.....C. Lud Richards
Program Manager.....Avner Rakov
Chief Engineer.....W. H. Hauser
Publicity Director.....Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Post Pub. Co.
Business-Studio Address.....485 Boylston St.
Phone: COpley 7-0123....Air Time: Full Time
News Service.....AP
Newspaper Affil.....Boston Post
Transcription Service.....World
Representative.....Weed
President.....John J. Fox
Gen., Sta. Mgr.....Roy V. Whisnand
Commercial Mgr.....P. T. McGovern
Prog. Dir.....Irvin Dierdorff
Chief Engineer.....Roland C. Hale

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....CBS Radio Division
Business-Studio Address.....182 Tremont St.
Phone. HUbbard 2-2323....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
President.....Adrian Murphy
Gen., Sta. Mgr.....Harvey J. Struthers
Commercial Mgr.....Emmett J. Heerdt, Jr.
Sales Prom. Mgr.....John T. Curry, Jr.
Program Director.....K. R. Ovenden
Publicity Director.....Marie H. Houlahan
Chief Engineer.....Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WHDH, Inc.
Bus-Studio Address.....6 St. James Ave.
Phone: HAncock 6-5500....Air Time: Full Time
Newspaper Affil.....Boston Herald
News Service.....AP
Representative.....John Blair
Membership.....NARTB, RAB
President.....Robert B. Choate
V.P., Managing Dir.....William B. McGrath
Commercial Manager....Alexander M. Tanger
Program Director.....George M. Perkins
Sales Prom. Mgr., Pub. Dir...William E. Shea
Chief Engineer.....Philip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone: CO 6-3900.....Air Time: Full Time
News Service.....INS
Transcription Service.....SESAC
Pres., Prog. Dir.....John E. Reilly
General Manager.....William S. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Chief Engineer.....William Ferruzzi

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WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 680 Kc.....Power: 50 Kw. d.
Owned-Oper. By...Yankee Net. Div., General Teleradio, Inc.
Bus.-Studio Address.....21 Brookline Ave.
Phone: CO 6-0800.....Air Time: Full Time
News Service.....INS, UP
Representative .....H-R Reps.
Membership ..... NARTB
President .....Tom O'Neil
Exec. V.P., Gen. Mgr.....Norman Knight
Vice President.....George Steffy
Commercial Manager.....Tom Bateson
Sales Prom. Mgr.....George Hallberg
Program Director.....John D. Maloy
Publicity Director.....Phyllis Doherty
Chief Engineer.....L. B. Robinson

WORL

BOSTON—1950

Frequency: 950 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Pilgrim Bcstg. Co.
Address.....92 State St.
Phone: Lafayette 3-4000....Air Time: Full Time
News Service .....AP
Representative.....Headley Reed Co.
President.....Joseph A. Dunn
Gen., Sta., Comm. Mgr.....Arthur E. Haley
Program Director.....Norm Prescott
Pub. Dir.....Polly Haddad
Chief Engineer.....John Parker

WVDA

BOSTON—1953—ABC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By.....Vic Diehm Assoc. Inc.
Address.....275 Tremont St.
Phone: HAncock 6-1122....Air Time: Full Time
News Service .....UP
Representative .....Raymer
Membership .....NARTB
President .....Vic Diehm
Station, Comm. Mgr.....Len Hornsby
Program Director.....John Mounteer
Promotion Mgr.....Gay Swankin
Publicity Dir.....Bob Martin
Chief Engineer.....Kenneth Smith

WVOM

BOSTON-BROOKLINE—1948—KBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Address.....790 Commonwealth Ave.
Phone: BEacon 2-5650....Air Time: Full Time
Transcription Service.....Thesaurus
News Service .....UP
V.P., Gen. Mgr.....Benjamin Bartzoff
Program Director.....James A. Fitzgerald, Jr.
Chief Engineer.....Jerome Bartzoff

WBET

BROCKTON—1946

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone: Brockton 7062....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Enterprise Times
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NARTB, RAB
General Manager.....Charles A. Fuller
Commercial Mgr.....Earle G. Clement
Program Director.....Arthur B. Jones
Chief Engineer.....Charles Nowell

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Address.....439 Concord Ave.
Phone Number.....Eliot 4-0500
News Service .....AP
Membership .....NARTB, RAB
President.....Frank J. Lyman, Jr.
General Manager.....Theodore B. Pitman, Jr.
Commercial Mgr.....John H. Kimball, Jr.
Program Director.....Edward Penney, Jr.
Chief Engineer.....John Hotz

WVDA

BOSTON, MASS. ABC

WVDA gives you more news and commentary than any TWO Boston stations combined and is the only station in the nation broadcasting ONLY news in the early morning, 6:00-8:30 A.M. The high calibre reporting of the news is reflective on all stations in the Vic Diehm group. Together with WDVA, WAZL, WHOL, WHLM and WIDE are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President
Rep. Paul H. Raymer Co.

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WACE

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business Address.....Hotel Bridgeway
Phone: 6-1323.....Air Time: Daytime
News Service .....INS
Representative .....Bolling
Membership .....NARTB, RAB
President .....David Hayes
Gen. Sta., Comm. Mgr.....Ralph J. Robinson
Prog. Dir.....Ed Carter
Chief Engineer.....H. R. Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Address.....374 Central St.
Phone: 4-1400.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Transcript
Representative .....Walker
Pres., Gen. Sta. Mgr.....George L. Sisson, Jr.
Commercial Mgr.....Markey Gosciminski
Sales Prom. Mgr.....J. Roger Sisson
Chief Engineer.....Roland Berube

WSAR

FALL RIVER—1921—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy Bldg.
Phone: 7-9477.....Air Time: Full Time
Newspaper Affilitaion.....Herald News, Inc.
News Service .....UP
Representative...Headley-Reed, Kettell-Carter
President.....Frank W. Miller, Jr.
Gen. Mgr., Treas.....Lincoln W. N. Pratt
Commercial Manager.....Cornellus Sullivan
Program Director.....Joseph Welch
Chief Engineer.....John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone: Fitchburg 3-3766..Air Time: Full Time
News Service .....UP
Membership ..... NARTB
Representative .....Walker, Kettell-Carter
President.....Henry G. Molina, Jr.
Station Mgr.....Al Maffie
Commercial Mgr.....James W. Chalmers
Chief Engineer.....Ted Kalin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wachusett Bcstg. Co.
Address.....455 Main St.
Phone: 3-4897.....Air Time: Daytime
Representative .....Walker
News Service .....UP
Transcription Service .....SESAC
Pres., Gen., Sta. Mgr.....David M. Myers
Sales Prom. Mgr.....Joseph R. Rich
Program Director.....Tal Hood
Pub. Dir.....Kirk Anderson
Chief Engineer.....Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKOX, Inc.
Bus.-Studio Address.....Mt. Wayte Ave.
Transcription Service .....World
Representative.....Kettell-Carter, Grant Webb
President.....Albert A. Anderson
General Manager.....Richard E. Adams
Commercial Manager.....Lewis F. Sargent
Program Dir.....Roy Leonard
Chief Engineer .....Francis Bartol

WGAW

GARDNER—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Gardner Bcstg. Co.
Business Number.....3 Pleasant St.
Phone: 1490.....Air Time: Full Time
News Service .....UP
Representative.....Borgatti, Inc., Webb
Pres. & Treas.....Emilien R. Robillard
V.P., Gen. Mgr.....William C. Engel
Commercial Mgr.....Ernest T. Smiddy
Program Director.....Durham Caldwell
Chief Engineer.....Gordon Wiley

WHAI

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....354 Main St.
Phone: 4301.....Air Time: Full Time
News Service .....AP
Representative .....Walker
Membership .....RAB, NARTB
President.....John W. Haigis, Sr.
Gen., Sta. Mgr.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Prom. Mgr., Pub. Dir.....Thomas J. Kelly
Program Director.....Ira I. Hewey
Chief Engineer.....Leland F. Wheeler

WHAV

HAVERHILL—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAV, Inc.
Business-Studio Address.....30 How St.
News Service .....UP
Representative .....Nona Kirby Co.
Membership .....RAB
Station Manager.....Robert I. Kimel
Commercial Mgr.....John J. Kirby
Program Director.....Arthur Flynn
Chief Engineer.....David Cate

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WHYN
HOLYOKE-SPRINGFIELD—1941
CBS

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By...Hampden—Hamshire Corp.
Address.....1300 Liberty St., Springfield
Phone: Springfield 4-1126..Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Branham, Weed
Membership .....NARTB
Gen., Sta. Mgr.....Charles N. DeRose
Commercial Manager ....Patrick J. Montague
Prog. Director.....W. Martin
Chief Engineer.....Harold Schumacher

WREB
HOLYOKE—1948—KBS

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Valley Bcstg. Corp.
Address .....Holyoke Nat. Bank Bldg.
Phone Number 2-3296
Transcription Service .....SESAC
News Service .....AP
Representative....Kirby, WREB Radio Sales
President.....James H. Wakelin
Sta., Pgm. Mgr.....John H. Vondell, Jr.
Sales Mgr.....Robert H. Berger
News Director.....Richard H. Stewart
Chief Engineer.....Donald A. Redman

WCCM
LAWRENCE—1947

Frequency: 800 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Lawrence Bdcstg. Co.
Address.....278 Essex Street
Phone Number.....Lawrence 3-7171-2
News Service .....AP
Representative .....Foster, Walker
Membership .....RAB
Pres., Gen. Mgr.....Geo. H. Jaspert
Comm., Sta. Mgr.....Daniel Ruggles, III
Program Director.....Pete Ward
Chief Engineer.....John David Bodel

WCAP
LOWELL—1951

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northeast Radio Inc.
Address.....243 Central St.
Phone: 4-0404.....Air Time: Daytime
News Service .....UP
Membership .....RAB
Representative .....Kettell-Carter
President .....Israel Cohen
Gen., Sta. Mgr.....William J. Warren
Chief Engineer.....Theodore Cohen

WLLH
LOWELL-LAWRENCE—1934—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Merrimac Bdcstg. Co.
Address.....39 Kearney Sq., Lowell
Phone: Glenview 8-8715.....Lawrence 2-2148
Air Time.....Full Time
News Service .....UP
Representative .....Bloomberg
President .....Gerald Harrison
Sta. Mgr. .....Dana W. Fitzgerald
Program Director.....Tom Clayton
Commercial Manager .....Haskell Bloomberg
Chief Engineer .....Anthony G. Michaels

WLYN
LYNN—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone: LY 5-6200.....Air Time: Full Time
News Service .....UP
Station Representative .....Walker
President.....Theodore Feinstein
General Manager.....Melvin Lahr
Chief Engineer.....Richard Drapeau

WHIL
MEDFORD—1952

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Conant Bcstg. Co.
Address.....99 Revere Beach Pkwy.
Phone Number.....Mystic 8-2250
News Service .....UP
Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow
Commercial Mgr.....Joseph Kruger
Sales Prom. Mgr.....Arthur Stamler
Chief Engineer.....Sal Fulchino

WBSM
NEW BEDFORD—1949

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Bay State Bcstg. Co.
Address .....Pope's Island
Phone Number 3-1767
Representative .....The Bolling Co.
Membership .....NARTB
News Service .....UP
President.....Joseph P. Duchaine
General Manager.....Otto F. A. Arnold
Program Dir.....Chris Clark
Commercial Manager.....Richard G. Evans
Chief Engineer.....Brownell Brightman

WNBH
NEW BEDFORD—1921—MBS
YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....E. Anthony & Sons, Inc.
Business-Studio Address.....555 Pleasant St.
Phone: 5-7411.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation .....Standard-Times
Representative....Walker Co., Bertha Bannan
Man., Comm. Mgr.....Henry N. Solomon
Program Director.....James Gleason
Publicity Director.....Robert Sayre

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WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone: MOhawk 3-6567....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra, Kirby
Membership .....NARTB
Pres., Gen. Mgr.....J. Gordon Keyworth
Prog. Dir.....L. G. Truesdale

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. .....Power: 250 Watts d.
Owned-Operated By.....Cecil F. Clifton
Address .....Box 193
Phone: MOhawk 3-5356...Air Time: Daytime
News Service .....UP
Transcription Service.....Associated, Cole
President.....Cecil H. Clifton
General Manager.....Robert E. Dain
Chief Engineer.....Ralph Haneman

WHMP

NORTHAMPTON—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Pioneer Valley Bcstg. Co.
Address.....78 Main St.
Phone: 4275.....Air Time: Full Time
News Service .....AP
Representative.....Louis Borgatti, Webb
President.....John H. Williams
Gen., Sta., Comm. Mgr....Alexander W. Milne
Program Director.....Joseph T. Fennessey
Chief Engneer.....Davd Angell

WBEC

PITTSFIELD—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Western Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone: 8292.....Ar Time: Full Time
Newspaper Affiliation.....Evening Eagle
News Service .....AP
Transcription Service .....World
Membership .....NARTB
Rep. .....Everett-McKinney, Kettell-Carter
President.....Donald B. Miller
Gen., Comm., Prom. Mgr..W. Wendell Budrow
Program Director.....Theodore Miller
Chief Engineer.....Walton Ayer

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Greylock Bcstg. Co.
Business-Studio Address.....8 Bank Row
Phone: 2-1553.....Air Time: Full Time
News Service .....UP
Transcription .....Lang-Worth
Representative .....Walker, Borgatti
Membership .....NARTB, RAB
President .....Leon Podolsky
Gen., Sta., Comm. Mgr.....Walter Kearsey
Sales Promotion Manager...Robert H. Burbank
Program Dir.....Edward Merritt
Chief Engineer.....Edward Taffett

WJDA

QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....Box 373
Phone: Mayflower 9-1300..Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Grant Webb, Kirby
Pres., Gen., Sta. Mgr.....James D. Asher
Program Dir.....Charles Glass
Chief Engineer.....Arthur F. Lane

WESX

SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address.....P. O. Box 710
Phone: Salem 5670.....Air Time:Full Time
Transcription Service .....World
Station Rep.....Grant Webb, Nona Kirby
Commercial Mgr.....Charles Asher
Pres., Gen., Sta. Mgr.....William C. Asher
Program Director.....Norman Durkee

WBZA-WBZ

(Synchronous Operation)
SPRINGFIELD-BOSTON—1921
NBC-NERN

(See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc.....Power: 5000 Watts d.
Owned-Oper. By .....Springfield Bdcstg. Co.
Address.....P. O. Box 898
Phone: 2-7487.....Air Time: Daytime
News Service .....UP
Representative.....Gill. Perna, Nona Kirby
Pres., Comm. Mgr.....Earle G. Hewinson, Sr.
Gen. Mgr., Prog. Dir.....Chris M. Manitsas

WMAS

SPRINGFIELD—1932—MBS
YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....101 West St.
Phone: RE 7-1414.....Air Time: Full Time

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News Service ..... UP
Representative ..... H-R Reps
Membership ..... NARTB
President ..... Gerald Harrison
Station Manager ..... Robert Donahue
Commercial Mgr. ..... Zachary Land
Chief Engineer ..... John Michnovez

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... WSPR, Inc.
Business Address ..... 63 Chestnut St.
Phone: 2-4181 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... RCA, Thesaurus
Representative ..... George P. Hollingbery
Membership ..... NARTB
Pres., Gen. Mgr. ..... Alan C. Tindal
Commercial Manager ..... John J. Sullivan
Program Dir. ..... Paul Monson
Chief Engineer ..... George Townsend

WPEP

TAUNTON—1949

Frequency: 1570 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Silver City Bcstg. Co.
Address ..... 174 Broadway
Phone: 4-7528 ..... Air Time: Full Time
News Service ..... UP
President ..... J. Marshall McGregor
General Manager ..... James Milton Hammond
Sta. Mgr. ..... Joseph G. Quill
Commercial Mgr. ..... Edwin Stawnlak
Production Dir. ..... Charles S. Williams
Chief Engineer ..... Lawrence Prado

WARE

WARE—1945—KBS

Frequency: 1250 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Central Bdcstg. Co.
Business-Studio Address ..... East St.
Phone: Ware 1250 ..... Air Time: Daytime
News Service ..... AP
President ..... H. Scott Killgore
Gen., Sta. Mgr. ..... William R. Sweeney
Comm., Sls. Prom. Mgr. ..... J. R. Jones
Prog., Pub. Dir. ..... L. L. Winiarski
Chief Engineer ..... David R. Pryce

WCRB

WALTHAM—1948

Frequency: 1330 Kc. ..... Power 1 Kw.
Owned ..... Charles River Bcstg. Co.
Address ..... Sheraton Plaza Hotel
Phone: Waltham 5-7080 ... Air Time: Full Time
News Service ..... UP
Station Rep. ..... Kirby Nat'l Good Music
Membership ..... BAB
Pres., Gen. Mgr. ..... Theodore Jones
Prog. Dir., Chif Engr. ..... Richard L. Kaye

WTXL

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Telecolor Corp.
Address ..... 34 Sylvan St.
Phone: RE 9-4768 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... L. A. Reilly
Commercial Manager ..... Holland D. Cameron
Station Mgr. ..... J. L. Spates

WOCB

WEST YARMOUTH—1940
MBS-YANKEE

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... E. Anthony & Sons
Address ..... South Sea Avenue
Phone Number ..... Hyannis 502
Representative ..... Walker
President ..... Basil Brewer
Pub., Comm. Mgr. ..... Paul Stiles
Program Director ..... Marilyn Boesse
Chief Engineer ..... Frank L. Lynch

WAAB

WORCESTER—1931—MBS

Frequency: 1440 Kc. ..... Power: 5000 Watts
Owned by ..... WAAB, Inc.
Business-Studio Address ..... 34 Mechanic St.
Phone: 2-5611 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Forjoe
Pres., Gen. Mgr. ..... Gorge F. Wilson
Commercial Mgr. ..... Wayne Teeter
Sales Prom. Mgr. ..... Robert Krieger
Chief Engineer ..... George Capalbo

WNEB

WORCESTER—1946

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... New England Bcstg. Co.
Address ..... 405 Main St.
Phone: 6-4672 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Bolling
Membership ..... NARTB
President ..... Paul C. Lytle
Gen. Mgr. ..... John J. Hurley
Commercial Mgr. ..... Edward T. McCann, Jr.
Program Director ..... Thomas J. Decker
Chief Engineer ..... Vernon P. Wilson

WORC

WORCESTER—1925—ABC

Frequency: 1310 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... WORC, Inc.
Business-Studio Address ..... 4 Walnut St.
Phone: 5-3101 ..... Air Time: Full Time
News Service ..... AP

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Representative...Headley-Reed, Kettell-Carter
President.....Robert F. Bryar
General Manager.....Kenneth M. Cooper
Commercial Mgr.....Herman M. Rosen
Chief Engineer.....Carroll Philbrook

WTAG

WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone: 5-4321.....Air Time: Full Time
Newspaper Affiliation.....Telegram & Evening Gazette
News Service .....AP
Transcription Service .....Associated
Representative.....Henry L. Christal Co.
Membership .....NARTB, RAB
Vice-Pres., Gen. Mgr.....Robert W. Booth
Vice Pres., Sta. Mgr.....Herbert L. Krueger
Commercial Manager.....Robert J. Brown
Sales Promotion Manager.Bernard J. La Plante
Prod., Pgm. Dir.....A. J. Brissette
Chief Engineer.....E. A. Browning

MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — Families 2,020,000
Radio Homes 2,016,000 — TV Homes 1,680,000 — Stations in State 74

WABJ

ADRIAN—1947

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gerity Bcstg. Co.
Address.....2982 Treat Rd.
Phone: Colfax 5-7123.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Station Rep.....Hil Best
Membership .....NARTB, RAB
President.....James Gerity, Jr.
General Manager .....O. Wm. Myers
Commercial Manager.....Albert Bishop
Chief Engineer.....Galen Stutzman

WALM

ALBION—1952—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Calhoun Bcstg. Co.
Address .....Hawes Bldg.
News Service .....UP
President.....J. C. Bedient
General Manager.....M. H. Wirth
Program Director.....Park Watson

WFYC

ALMA—1948—KBS

Frequency: 1280 Kc....Power: 1000 Watts d.,
Owned-Oper. By .....WFYC, Inc.
News Service.....UP
Membership .....RAB
Trans. Service .....Lang-Worth, World
President.....L. R. Kamperman
V.P., Gen. Mgr.....David W. Sommerville
Chief Engineer.....Bruce Rigg

WATZ

ALPENA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....M-32 West
Phone: 1049.....Air Time: Full Time
News Service .....AP
General Manager.....Les Biederman
Station Manager.....Drew McClay
Chief Engineer.....William Kiker

WHRV

ANN ARBOR—1946—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstrs., Inc.
Address.....P. O. Box 608
Phone: NO 2-4573.....Air Time: Full Time
News Service .....AP
Representative .....Walker
President.....J. F. Hopkins
Station Manager.....Steve Filipiak
Commercial Mgr.....James H. Hopkins, Jr.
Program Director.....Richard F. Harner
Publicity Director.....Donald A. Herman
Chief Engineer.....James Allen

WPAG

ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone: NO 2-5517.....Air Time: Daytime
Transcription Service.....Thesaurus
Representative .....McGillvra
Membership .....NARTB
President.....Arthur E. Greene
Gen. Sta. Manager.....Edward F. Baughn
Commercial Manager.....Kenneth MacDonald
Chief Engineer.....D. N. Bowdish

WLEW

BAD AXE—1950—KBS

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By....Port Huron Bdcstg. Co.
Address.....935 S. Van Dyke Rd.
Phone: 1010.....Air Time: Daytime

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Representative .....Gill, Perna
Transcription Service .....Standard
News Service .....UP
Gen. Mgr.....John Wismer
Station Manager.....Jim Muehlenbeck
Prog. Dir.....Dick Estell
Chief Engineer.....Don Clotier

WBCK
BATTLE CREEK—1948—MBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Address.....402 Security Natl. Bank Bldg.
Phone: WO 3-5555.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn Smith
President.....Robert H. Holmes
General Mgr.....E. F. Cahill
Chief Engineer.....Harley Hammond

WELL
BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Address.....Michigan National Bank Bldg.
Phone: WO 4-7173.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Representative .....Meeker
Membership .....NARTB, RAB
General Manager.....Dan E. Jayne
Comm. Mgr., Pgm. Dir.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM
BAY CITY—1928—ABC

Freq.: 1440 Kc...Power: 1 Kw. d., 500 W., n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone: 7551-2.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership ..... RAB
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Glesel
Program Director.....Charles E. Anthony
Chief Engineer.....Ralph H. Carpenter

WHFB
BENTON HARBOR—1947

Frequency: 1060 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Palladium Publ. Co.
Address .....Fairplain Ave.
Phone: 5-2113.....Air Time: Daytime
News Service .....AP
Newspaper Affil.....Palladium, Herald Press
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB, RAB
President .....Stanley R. Banyon
Gen., Sta. Mgr. .....J. P. Scherer
Program Director.....Ray M. Turner
Chief Engineer .....Munson Robinson

1ST IN AUDIENCE
in Greater Battle Creek

Pulse

- First choice of radio listeners among 92,734 people in city area 68% of the time according to Pulse survey.
- Best bet for bonus audience of over 340,000 in four county primary coverage area.

930 KC • 1000 WATTS • MBS NET
Represented Nationally by Burn-Smith Inc.

WBCK radio
Battle Creek, Mich.

WELL
BATTLE CREEK

Battle Creek's top-rated station

and the best buy because...

- *30 years of making friends — and sales*
- *Covers retail trading area of* 198,299
- *Affiliated with American Bcstg. Company*

Represented nationally by
ROBERT MEEKER ASSOCIATES, INC.
521 — 5th Avenue
New York City

250W • 1400
WELL

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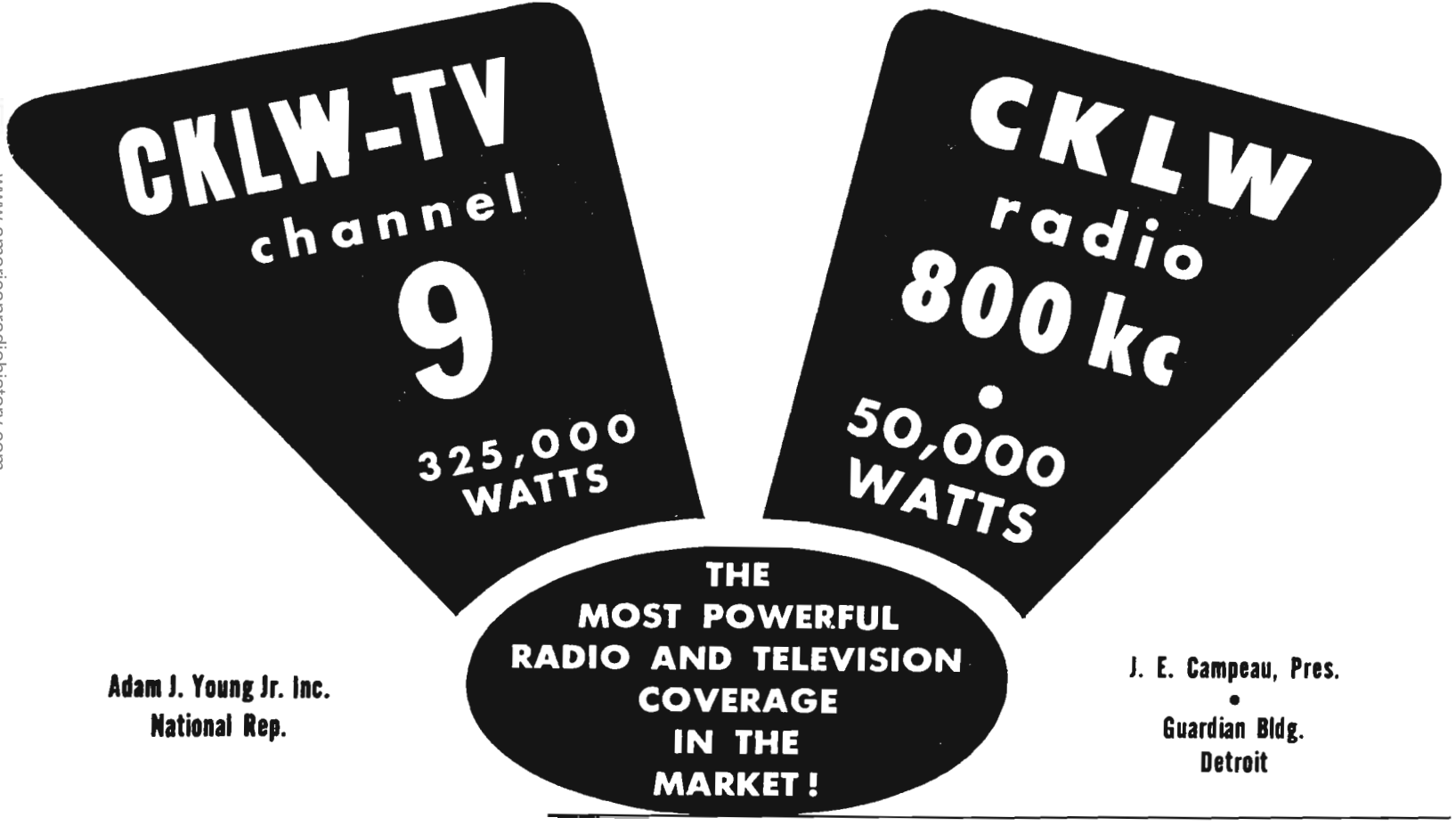
NOW!... double the wallop in the Detroit area!



Adam J. Young Jr. Inc.
National Rep.

J. E. Campeau, Pres.
•
Guardian Bldg.
Detroit

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WBRN

BIG RAPIDS—1953—KBS

Frequency: 1460 Kc.....Power: 1 Kw., d.
Owned-Oper. By.....Paul A. Brandt
Address.....P. O. Box 825
Phone Number 648
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Membership ..... RAB
Representative .....Holman
Owner.....Paul A. Brandt
General Manager.....Spencer Denison

WATT

CADILLAC—1945—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address.....U. S. 131, South
Phone Number.....PR 5-7831
News Service .....AP
Transcription Service .....SESAC
Representative ....Hal Holman
President .....Les Biederman
Station Manager.....Art Nyhus
Sales Manager.....M. L. Chandler
Chief Engineer.....Bill Kiker

WCBY

CHEBOYGAN—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Straits Bcstg. Co.
Address .....Mackinaw Ave.
Phone: 554.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Best
Pres., Gen., Sta. Mgr.....Richard E. Hunt
Comm., Sales Prom. Mgr.....Ben Morrow
Prog., Pub. Dir.....Bob Clark, Jr.
Chief Engineer.....Norbert C. Poeppelman

WTVB

COLDWATER—1949

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By ...Twin Valley Bdcstrs, Inc.
Address .....Box 32
Phone Number 1230
News Service .....AP
Trans. Service.....World, Thesaurus, Cole
Representative.....Hil F. Best
Membership ..... RAB
President .....George Hosek
Gen., Sta. Mgr.....E. Harold Munn, Jr.
Program Dir.....William Traphagen
Chief Engineer.....Virgil Royer

CKLW

DETROIT-WINDSOR—1932—MBS CBC

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd., Essex Bcstrs., Inc.
Business Address..3300 Guardian Bldg., Det. 825 Sandwich St. W. Windsor
Phone..Woodward 1-7200, W., CL 4-1155, Det.
Air Time.....Full Time
News Service .....INS, UP
Transcription Service.....World, Thesaurus
Representative.....All Canada Facilities, Adam J. Young, Jr.
Membership .....NARTB
President, General Mgr.....J. E. Campeau
Dir., Oper.....S. C. Ritchie
Commercial Manager.....E. Wilson Wardell
Program Director.....John Gordon
Sales Prom. Mgr.....Woodruff Crouse
Publicity Director.....Art Gloster
Chief Engineer.....W. J. Carter

WJBK

DETROIT—1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple Ave.
Phone: TEmple 3-7900.....Air Time: Full Time
News Service .....INS, UP
Representative .....Katz Agency
Membership .....NARTB, RAB
President.....George B. Storer, Sr.
Managing Director.....Harry Lipson
Sales Director.....Al Nagler
Sales Prom. Mgr.....Kenneth H. Boehmer
Program Director.....Richard Fischer
Pub. Dir.....E. Von Grimmenstein
Chief Engineer .....Paul O. Frincke

WJLB

DETROIT—1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ...Booth Radio & TV Stas.
Business Address.....Broderick Tower
Phone: WOodward 5-2000. Air Time: Full Time
Newspaper Affiliation .....Booth
News Service .....AP
Membership .....NARTB
Transcription Service .....World
Representative .....Forjoe
President.....John L. Booth
Gen., Sta. Mgr.....Edwin E. Nyy
Commercial Mgr.....Eric V. Hay
Sales Prom. Mgr.....George Kendall
Chief Engineer.....Edward H. Clark

WJR

DETROIT—1926—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By. WJR, The Goodwill Sta., Inc.
Address.....2100 Fisher Bldg.
Phone: Trinity 5-4440.....Air Time: Full Time
News Service .....AP, INS, UP
Trans. Ser.....Thesaurus, Lang-Worth
Representative.....Christal, Radio Time Sales
Membership .....NARTB, RAB
President .....John F. Patt
V.P., & Gen. Mgr. .....Worth Kramer
Sec'y-Treas.....William G. Siebert

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Advt. & Pub. Rel. Dir.....James Quello
Operations Mgr.....F. S. Moore
Sales, Service, Research Dir...F. A. McPhillips
Sales Manager.....Elmer O. Wayne
Prog. Mgr.....Ron Gamble
Chief Engineer.....A. Friedenthal

WKMH

DETROIT—1946

Freq.: 1310 Kc.....Power 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WKMH, Inc.
Address .....15001 Michigan Ave.
Phone: Tiffany 6-8500.....Air Time: Full Time
News Service.....UP, INS
Transcription Service .....Lang-Worth
Representative ..... Headley-Reed
Membership ..... NARTB
V.P., Managing Dir.....George M. Miller
Commercial Mgr.....John J. Carroll
Program Director.....Bob Seymour
Chief Engineer.....Jerrold Martin

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By ....The Evening News Assn.
Address.....622 W. Lafayette
Phone: WOodward 2-2000. Air Time: Full Time
Newspaper Affiliation....."Detroit News"
News Service .....AP, UP
Trans. Serv. .....Lang-Worth & Thesaurus
Representative ...George P. Hollingberry Co.
Membership .....NARTB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. Gen. Mgr.....Don DeGroot
Program Mgr.....M. C. Wissman
Public Affairs Manager .....James Eberle
National Sales Mgr.....Thomas Warner
Sales Mgr.....Robert J. McIntosh
Sales Prom. Mgr.....Glen Kyker
Business Mgr.....Henry C. Rogers
Chief Engineer.....E. J. Love

WXYZ

DETROIT—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone: WOodward 3-8321. Air Time: Full Time
News Service.....AP, INS
Representative .....John Blair
Membership .....BAB
President.....James G. Riddell
Commercial Manager.....Harold L. Neal
Sales Prom. Mgr.....Robert Baldrica
Chief Engineer .....Charles Kocher

WDBC

ESCANABA—1941—MBS

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....P. O. Box 419
Phone: 3190-1.....Air Time: Full Time
News Service .....AP
Membership .....BAB
Representative .....Walker
Pres., Gen. Mgr.....George D. Lindenthal
Station Manager.....F. J. Lindenthal
Publicity Director.....Wm. J. Duchawe
Chief Engineer.....Henry C. Olsen

WESK

ESCANABA—1953—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....M & M Bcstg. Co.
Address .....Sherman Hotel
Phone: 3750.....Air Time: Full Time
News Service .....UP
President.....William E. Walker
General Manager.....Barclay Conley
Commercial Manager.....Don Gamelin
Program Director.....Eric Parker
Chief Engineer.....Alister Alexander

WBBC

FLINT—1947—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Booth Radio & TV Stations.
Bus.-Studio Address.....3076 E. Bristol Rd.
Phone: CEdar 9-8686.....Air Time: Full Time
News Service .....AP
Representative .....Weed
President.....John Lord Booth
Sta., Gen., Mgr.....W. Gerald Schroeder
Comm. Mgr.....Gene Ellerman
Program Director.....James Rush
Chief Engineer.....E. H. Clark

WFDF

FLINT—1922—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Address.....Garland at First Ave.
Phone: CE 2-7158.....Air Time: Full Time
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB, BAB
President.....Harry M. Bitner, Sr.
Gen., Sta. Mgr.....Lester W. Lindow
Sales Prom. Mgr.....Marvin Levey
Program Director.....Elmer A. Knopf
Chief Engineer.....Gerald Wolpert

WKMF

FLINT—1952

Frequency: 1470 Kc.....Power: 1 Kw.
Owned .....WKMH, Inc.
Address.....112 W. Water St.
Phone: 9-7608.....Air Time: Full Time
Station Rep.....Mich. Spot Sls., Headley-Reed
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....W. Eldon Garner

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WMRP

FLINT—1946—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Address.....3217 Lapeer St.
Phone: 3-5112.....Air Time: Daytime
Representative ..... Best
News Service .....UP
President .....Herbert Hausser
General Manager.....William H. Morford
Commercial Manager.....Richard Carter
Chief Engineer.....Duane Mrohs

WTAC

FLINT—1946—ABC

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....WTAC, The BIG Station, Inc.
Address.....740 South Saginaw St.
Phone: CE 2-1136.....Air Time: Full Time
Transcription Service .....Lang-Worth
Station Representative.....Bolling Co.
President.....John M. Shaheen
Gen., Sta., Comm. Mgr.....Jon R. McKinley
Program Director.....Oscar A. Huff, Jr.
Chief Engineer.....Frank Folsom

WBFC

FREMONT—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owner.....Paul A. Brandt
Address.....901 E. Maple St., Mt. Pleasant

WATC

GAYLORD—1950—BUNYAN
MBS-KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwestern Bcstg. Co.
Address....Paul Bunyan Bldg., Traverse City
Phone: Traverse City 2700.Air Time: Daytime
Representative .....Holman
Pres., Gen. Mgr.....Les Biederman
Commercial Mgr.....C. O. Reed
Program Director.....Robert Fritz
Chief Engineer.....William Kiker

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Address.....399 Garfield Ave., S.W.
Phone: GL. 6-9541.....Air Time: Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Pres., Gen., Sta. Mgr. .....William Kuiper
Commercial Manager.....H. J. Swierenga
Chief Engineer.....Jack Timmer

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1000 watts at 600

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The Bolling Company, Inc.

WTAC
The **BIG** Station, Inc.
Flint, Michigan

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WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Add...35 Lafayette Ave., N.E.
Phone: 94-111.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Representative .....Gill Perna
Pres., Gen. Mgr.....Paul F. Eichhorn
Sales Prom., Prog. Dir.....Glenn LePard
Publicity Director.....Dirk M. Nebbeling
Chief Engineer.....Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Fetzer Bdcstg. Co.
Address.....187 Monroe N.W.
Phone: Glendale 8-8512...Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President.....John E. Fetzer
Sta.. Comm. Mgr.....Martin Giaimo
Managing Director.....Carl E. Lee
Program Director.....Michael Joseph
Publicity Director.....Dr. Willis F. Dunbar
Chief Engineer.....Bruce Glycadgis

WLAV

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Versluis Radio & Television, Inc.
Address.....6 Fountain St., N.E.
Phone:(Glendale 6-5461..Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
President.....Leonard A. Versluis
Gen., Comm. Mgr.....Lee G. Stevens
Prog., Pub. Dir.....Don Mullen
Chief Engineer.....Carroll Hutchings

WMAX

GRAND RAPIDS—1954

Frequency: 1480 Kc.....Power: 500 Watts
Owner .....WMAX, Inc.
President.....Joseph C. Hooker
General Manager.....Chas. A. Sprague

WOOD

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By ....Grandwood Bdcstg. Co.
Address.....120 College Ave., S.E.
Phone: 9-4125.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....World
Representative .....Katz Agency
Membership .....NARTB, RAB
President .....H. M. Bitner, Sr.
Gen., Sta. Mgr.....Willard Schroeder
Gen. Sales Mgr.....Arthur M. Swift
Program Director .....Frank Sisson
Publicity Director.....John Dragomier
Chief Engineer.....Louis Bergenroth

WHTC

HOLLAND—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Address.....Hotel Warm Friend Tavern
Phone: 9482.....Air Time: Full Time
News Service .....AP
Transc. Serv....World, Lang-Worth, Thesaurus
Representative .....Best
President .....W. A. Butler
General Manager.....Sandy Meek
Program Director.....William Gargano
Chief Engineer.....John Klungle

WHDF

HOUGHTON—1929—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Address .....Douglass Hotel
Phone: Houghton 1.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Walker
Membership .....NARTB
Chief Owner.....G. L. Burgan
General Manager.....Albert W. Payne
Program Director.....Earl Norten
Publicity Director.....F. Grant Richards
Chief Engineer.....George L. Burgan

WHGR

HOUGHTON LAKE—1954

Frequency: 1290 Kc.....Power: 1 Kw.
Owned.....Sparks Bcstg. Co.
Address.....3431 Houghton Lake Dr.
Air Time .....Daytime
Pres., Gen. Mgr.....Jacob B. Sparks
Commercial Mgr.....Harold Frisbey
Mgr., Secy., Treas.....Gordon A. Sparks
V.P., Chief Engr.....Garnet G. Sparks

WION

IONIA—1953

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Ionia Bcstg. Co.
Address .....Box 143
Phone: 1537.....Air Time: Daytime
News Service .....AP
Representative .....Best
Transcription Service .....Thesaurus
Owner.....Monroe MacPherson, Sr.
Commercial Mgr.....Kenneth R. Chapin
Program Director.....W. M. MacPherson
Chief Engineer.....Erwin Fuller

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WMIQ

IRON MOUNTAIN—1947
ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone: 2031.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
President.....Frank J. Russell
General Manager.....Russell J. Stalfeld
Commercial Manager.....William C. Johnson
Prog. Dir.....Donald J. Burdick
Chief Engineer.....Paul F. Anick

WIKB

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WIKB, Inc.
Address.....Iron River Natl. Bank
Phone: 102-3.....Air Time: Full Time
Representative .....Walker
President.....H. H. Frailing
General Manager.....Len Johnson
Chief Engineer.....Lester Patten

WJMS

IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone: 20.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Walker
President.....William L. Johnson
Program Director.....Laura Johnson
Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone: HU 6-9937.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....J. P. Deegan
Program Director .....Paul C. Crowley
Sales Prom. Mgr.....Carl B. Tupala
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Booth Radio & TV Stations, Inc.
Address.....700 Buhl Bldg.
Phone: WO 2-0220.....Air Time: Full Time
News Service .....AP

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Station Representative.....Weed & Co.
Pres., Gen. Mgr.....John L. Booth
Station Manager.....George P. Lasley
Comm., Prom. Mgr.....Robert Lees
Prog., Pub. Dir.....Jack Underwood
Chief Engineer.....Paul Wolfcale

WKHM

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Jackson Bcstg. & Tele. Corp.
Address .....441 Wildwood
Phone: 4-7181.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Fred A. Knorr
Station Mgr.....John O. Gilbert II
Program Director.....E. Richard Schueler
Chief Engineer.....Paul Wright

WKMI

KALAMAZOO—1947

Frequency: 1360 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....Steere Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number 4-0111
News Service .....UP
Representative .....Forjoe

Pres., Comm. Mgr.....Howard D. Steere
Station Manager.....Emil J. Popke, Jr.
Prog. Dir.....Dan Daniels
Chief Engineer.....Kenneth Farrance

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone: 5-2101.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President, Gen. Mgr.....John E. Fetzer
Sales Service Director.....John W. O'Harrow
Program Director.....Charles T. Lynch
Managing Director.....Carl E. Lee
Publicity Dir.....Robert Dye
Chief Engineer.....Arthur E. Covell

WILS

LANSING—1946

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone: 2-1655.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Venard
Pres., Gen. Mgr.....John C. Pomeroy

WKMI KALAMAZOO

NOW

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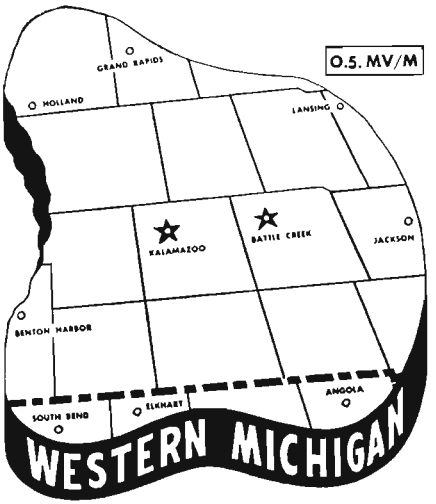

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National Representative: Forjoe and Co., Inc.
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Sales Prom. Mgr., Pub. Dir.....Stanley Kirby
Program Director.....David L. Froh
Chief Engineer.....John Whitacre

WJIM

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....WJIM, Inc.
Address.....Saginaw & Howard
Phone: 2-1333.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Standard
Representative .....Petry
Membership .....NARTB, RAB
President.....Harold F. Gross
General Manager.....Howard K. Finch
Sta. Mgr., Prog. Dir.....Richard Nason
Commercial Mgr.....Wm. Brazzil
Sales Prom. Mgr., Pub. Dir.....E. H. Davis
Chief Engineer.....Chas. I. Brady

WKLA

LUDINGTON—1944—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Raymond A. Plank
Address.....1204 East Ludington Ave.
Phone: 1450.....Air Time: Full Time
Transcription Service .....UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Raymond A. Plank
Commercial Mgr.....Don Hack
Sales Prom. Mgr.....Hal Hall
Program Director.....C. J. Hagerman
Publicity Dir.....Tom Roy

WMTE

MANISTEE—1951—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Manistee Radio Corp.
Address .....Box 332
Phone: 1340.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Lang-Worth, Thesaurus
Representative .....Best
Membership .....NARTB
President.....Dr. T. H. Manwell
General Manager.....Stephen Cole
Commercial Manager.....Edward Owens
Sales Prom. Mgr.....Norm Knudstrup
Program Director.....Lucille Blake

WDOG

MARINE CITY—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Clair, Inc.
Address.....5300 Marine City Hway.
Phone: Rockwell 2-1111....Air Time: Daytime
President .....Jerry Coughlin
General Manager.....Harry C. Coughlin
Sales Prom., Pub. Dir.....Harry Coughlin
Chief Engineer.....Carlton Goodwin, Jr.

WDMJ

MARQUETTE—1931—MBS-KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address.....Mining Jnl. Bldg.
Phone: 616.....Air Time: Full Time
General Manager.....Leo G. Brott
Station Manager.....E. W. Wallace
Commercial Manager.....Robert Luke
Program Director.....Eldon Wallace
Chief Engineer.....Gordon Brozek

WMAW

MENOMINEE—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Phone: HE 5-5331.....Air Time: Full Time
News Service .....UP
Trans. Ser.....Lang-Worth, Thesaurus
Representative .....Pearson
President.....Ben Laird
Gen. Sta. Mgr.....Vernon Uecker
Commercial Mgr.....Ed Swartzby
Sales Promotion Mgr.....Jack DuBlon
Program Dir.....Larry Koesling
Publicity Dir.....Elaine Mottard
Chief Engineer.....Bob Reimers

WMDN

MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Address.....124 So. McDonald St.
Phone: Temple 9-9988.....Air Time: Full Time
News Service .....AP
Transcription Service...Lang-Worth, Thesaurus
Station Rep.....Hil F. Best
President.....Phillip T. Rich
Station Mgr.....Peter A. Wolf
Commercial Mgr.....Harry B. Sherman
Program Director.....Betty Studer
Chief Engineer.....Peter A. Wolf

WCEN

MT. PLEASANT—1949—KBS

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Paul A. Brandt
Address.....Mt. Pleasant, Mich.
Phone: 33171.....Air Time: Full Time
News Service .....AP
Trans. Ser....Thesaurus, SESAC, Lang-Worth
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Paul A. Brandt
Sta., Prom. Mgr.....Russell Holcomb
Commercial Mgr.....Georgia Martin
Chief Engineer.....Peter Fronazak

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.

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Business-Studio Address.....432 Apple Ave.
Phone: 2-6051.....Air Time: Full Time
News Service .....AP
Trans. Serv. .....Thesaurus
Representative .....Meeker
Membership .....NARTB
Pres., Gen. Mgr.....Arch Shawd
Program Director.....W. L. Trap
Publicity Director.....B. L. Bennett
Chief Engineer.....George Krivitzky

WKNK

MUSKEGON—1949

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....NK Bcstg. Co.
Address .....Federal Square
Phone: 32126.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Best
President.....Nicholas W. Kurls
Program Director.....Evelyn Johnson
Chief Engineer.....P. L. Reynolds

WMUS

MUSKEGON—1946

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....517 W. Giles Rd.
Phone: 4-1672.....Air Time: Daytime
News Service .....AP
Station Rep. .....McGillvra
President.....R. Bunker Rogoski
Gen. Mgr.....Dalton C. Hille
Comm. Mgr.....William Kuiper
Prom. Mgr.....Henry Swierenga
Chief Engineer.....Sam Lombardi

WOAP

OWOSSO—1947—KBS

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Owosso Bcstg. Co.
Address.....2301 N. Shiawassee
Phone: 980.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Sta., Comm. Prog. Mgr.....Merrill Walker
Chief Engineer.....Fran Bowles

WMBN

PETOSKEY—1946—MBS-BUNYAN KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Bus.-Studio Address.....Traverse City
Station Representative .....Holman
President .....Les Biederman
Station Manager.....Ralph Pierson
Commercial Mgr.....Merton Carter
Program Director.....Kenn Haven
Chief Engineer.....William Kiker

WPON

PONTIAC—1954

Frequency: 1460 Kc.....Power: 500 Watts
Owned.....Gerity Bcstg. Co.
Address.....7 S. Perry
Phone: Federal 8-0444....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Hil Best
President.....James Gerity, Jr.
Vice-President.....O. W. Myers
Station Manager.....Davis Lewis Norton
Asst. Mgr., Prog. Dir.....Larry Payne

WHLS

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Huron Bdcstg. Co.
Address .....932 Military St.
Phone: Yukon 28536.....Air Time: Full Time
News Service .....AP
Trans. Ser.....World, Standard, Lang-Worth
Representative .....Gill-Perna
Membership .....NARTB
General Manager.....John F. Wismer
Station Mgr.....Ned S. Hubbell
Comm., Prom. Mgr.....John L. Shepard
Prom. Mgr.....Frank Singelyn
Program Director.....Thomas G. Sicklesteel
Chief Engineer.....Harold Oliver

WTTH

PORT HURON—1947—ABC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Times Herald Co.
Address.....606 Water St.
Phone: Yukon 5-5171.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Membership .....NARTB
Pres., Exec. V.P.....F. Granger Weil
General Manager.....R. S. Sommerville
Commercial Manager.....Gaylord H. Forbes
Program Director.....K. M. Blevins
Chief Engineer.....Kenneth Kunze

WHAK

ROGERS CITY—1948

Frequency: 960 Kc.....Power: 5000 Watts d.
Owned-Operated By...Rogers City Bcstg. Co.
Address .....Moltke Dr.
Phone: 7751.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Transcription Service .....Thesaurus
Pres., Gen., Mgr., Chief Engr..Harvey A. Klann
Prom., Comm. Mgr. .....Albert Klann
Program Director.....H. E. Brege

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WEXL
ROYAL OAK—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sparks Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone: Jordan 4-6523.....Air Time: Full Time
News Service.....AP, INS
Transcription Service .....Thesaurus
Station Representative .....Gill-Perna
Membership .....NARTB
Pres., Gen. Mgr.....Jacob B. Sparks
Program Director.....Gordon A. Sparks
Sales Manager.....Ernest Holder
Chief Engineer.....Garnet G. Sparks

WKNX
SAGINAW—1947

Frequency: 1210 Kc. ..Power: 1000 Watts d.
Owned-Oper. By ...Lake Huron Bdcstg. Corp.
Address .....221 So. Wash. Ave.
News Service .....UP
Representative .....Gill-Perna
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Pres., Gen. Mgr.....William J. Edwards
Vice-President.....Alvin M. Bentley
Station Manager.....Howard H. Wolfe
Sales Prom. Mgr.....Henry Scott
Program Director.....Robert Dyer
Chief Engineer .....Max W. Thomas

WSAM
SAGINAW—1942—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Saginaw Bdcstg. Co.
Address.....2435 Holland Ave.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed Co.
Membership .....NARTB
President.....Milton L. Greenebaum
Gen., Sta. Mgr.....Robert W. Cessna
Program Director.....Richard Crowley
Chief Engineer.....Orin Nordenskjold

WSGW
SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By...Booth Radio & TV Stations
Address.....400 Mason Bldg.
Representative .....Pearson
Transcription Service.....NBC Thesaurus
News Service .....AP
Pres., Mgng. Dir.....John L. Booth
Vice-Pres. & Gen. Mgr.....Robert W. Phillips
Prog., Pub. Director.....Fred Krell
Chief Engineer.....Harold Volz, Jr.

WSOO
SAULT STE. MARIE—1940—ABC

Frequency: 1230 Kc.....Power: 250 W. d., n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address.....208 Ashmun St.
Phone: Melrose 2-2231....Air Time: Full Time
Membership .....NARTB, RAB
Transcription Service .....Thesaurus
President.....Stanley R. Pratt
General Mgr.....Richard Y. Burnett
Publicity Dir.....Edward L. Krieger
Program Director.....J. Oscar Frenette
Chief Engineer.....William F. Morris

WSTR
STURGIS—1951

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....WSTR, Inc.
Address.....So. Nottawa Rd.
Phone: 1199.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative.....Hil B. Best
Membership .....RAB
President.....Dr. Clarence H. Snyder
General Manager.....E. Harold Munn Jr.
Station Manager.....Bob Geerdes
Chief Engineer.....William S. Miller

WTCM
TRAVERSE CITY—1941—MBS
BUNYON-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Midwestern Bdcstg. Co.
Address .....Paul Bunyan Bldg.
Phone: 2700-1.....Air Time: Full Time
Representative .....Hal Holman Co.
General Manager.....Les Biederman
Commercial Manager.....R. E. Detwiler
Program Director.....Kenn Haven
Chief Engineer.....W. H. Kiker

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MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — Families 950,000
Radio Homes 927,000 — TV Homes 505,000 — Stations in State 50

KASM

ALBANY—1950—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Stearns Co. Bcstg. Co.
Phone: 53005.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Station Rep.....Continental, Lawson
President.....William Blattner
General, Sta. Manager.....Urban J. Keppers
Commercial Mgr.....Arthur Boss
Promotion Manager.....John Nugent
Chief Engineer.....Dale Howard

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owner....Albert Lea-Austin Bdcstg. Co., Inc.
Address .....332 South Broadway
Phone: 2338.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....RAB
President.....Bennett O. Knudson
General Manager.....Anson Van Alstyne
Program Director.....Dale Dickerson
Pub. Dir.....E. A. VanAlstyne
Chief Engineer .....Robert Holt

KXRA

ALEXANDER—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Alexandria Bcstg. Co.
Address .....1315 Broadway
Phone: 1000.....Air Time: Full Time
News Service .....UP
Transcription Service .....Keystone
Representative .....Lawson
General Manager.....R. C. Brown
Station Manager.....Kenneth A. Tessmer
Commercial Manager....Everette Q. Walters
Publicity Director.....Ercel Aga
Chief Engineer.....Kenneth Olson

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KAUS
AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone: 8836.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Martin Bustad
Gen., Sta., Comm. Mgr.....Tom Steensland
Sales Promotion Mgr.....Ken Soderberg
Chief Engineer.....John Ecklin

KBUN
BEMIDJI—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business-Studio Address .419½ Beltrami Ave.
Phone 1900.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Lawson
Pres., Gen. Mgr.....Edward W. Butler
Pgm., Prod. Dir.....Gwenyth Butler
Chief Engineer.....Delwyn Grage

KLIZ
BRAINERD—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address.....2700 E. Oak
Phone: 2853.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated
Representative .....Walker
Membership .....NARTB
President, General Manager.....E. T. O'Brien
Sta., Comm. Mgr.....Earl R. Johnsen
Sls. Prom., Pub. Dir.....Betty Smith
Chief Engineer.....James Peterson

KBMW
BRECKENRIDGE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Interstate Bdcstg. Corp.
Address....519 Dakota Ave., Wahpeton, N. D.
Phone: 2-5567-8.....Air Time: Full Time
News Service .....UP
Station Representative...Continental, Lawson
Membership .....NARTB
Transcription Service .....Standard
General Manager.....H. M. Griffith
Commercial Manager.....Geo. Kaufman
Program Director.....Clayton Kulseth
Chief Engineer.....Harold Unkenholz

WKLK
CLOQUET—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Cloquet Bcstg. Co.
Address .....Reliable Bldg.
Phone 4-6725
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Richard A. Rall
Sales Promotion Manager.....Beverly Norgren
Chief Engineer.....Darrel Gander

KROX
CROOKSTON—1948—KBS

Freq.: 1260 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Phone: 1050.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Rep.....Donald Cook, Tracy Moore, Lawson
President.....Jerome A. Dahlberg
General Manager.....William J. Kiewel

KDLM
DETROIT LAKES—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Detroit Lakes Bcstg. Corp.
Address.....1360 Richwood Rd.
Phone: 1100.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Lawson
President.....R. C. Brown
General Manager.....Gordon Hutton
Commercial Manager.....James Patterson
Chief Engineer.....Eric Munro

KDAL
DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone: 2-2628.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr. .....Dalton Le Masurier
Sta., Comm. Manager.....Odin S. Ramsland
Sales Prom. Mgr.....Dale Cowle
Program Director.....Jack Gordon
Chief Engineer.....Robert A. Dettman

WEBC
DULUTH—1924—NBC-Arrowhead

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone: RA 2-2873.....Air Time: Full Time
News Service .....UP
Representative .....Hollingbery
President .....Morgan Murphy
General Manager.....Harold Parise
Station Manager.....Robert J. Rich

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Comm. Mgr.....Jack Barttikoski
Prog.am Director.....Dennis Murphy
Chief Engineer.....Norman Gill

WELY

ELY—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Charles B. Persons
Phone.....Ely 744-R
Pres., Gen. Mgr.....Charles B. Persons
Program Director.....Rus Avery

WEVE

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Carl Bloomquist
Phone: 1340.....Air Time: Full Time
Transcription Service.....Standard
Representative.....Orville Lawson
Membership.....NARTB
President.....Carl Bloomquist
General Manager.....Arthur F. Nelson
Traffic Director.....Rose Ullman
Chief Engineer.....Joe Cerar

KSUM

FAIRMONT—1949—MBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fairmont Bdcstg. Co.
Address.....306 North Park St..
Phone: 1370.....Air Time: Full Time
News Service.....AP
Representative.....Rambeau, Lawson
Trans. Serv.....Thesaurus
Membership.....NARTB, RAB
President.....Leo J. Seifert
Gen., Sta. Mgr.....Frank Endersbe
Program Director.....James L. Barkley
Chief Engineer.....Lawrence Lawson

KDHL

FARIBAULT—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....KDHL Bdcstg. Co.
Business-Studio Address....213 Central Ave.
Phone: 4-4345.....Air Time: Full Time
News Service.....AP
Transcription.....Capitol, World, Standard
General Mgr.....J. E. Hyde, Jr.
Commercial Mgr.....Palmer Dragsten
Prog. Dir.....Irv Kuelland

KGDE

FERGUS FALLS—1926—MBS

Freq.: 1250 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone: 6996.....Air Time: Full Time
News Service.....AP
Representative.....Bulmer & Johnson
Membership.....NARTB
Secy.-Treas., Gen. Mgr.....Harold L. Dell
Station Manager.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

KOZY

GRAND RAPIDS—1948—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Phone: 6-3446.....Air Time: Full Time
Membership.....RAB, NARTB
Pres., General Manager....Robert D. Kennedy
Program Director.....Bud Germ
Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Address.....WMFG Bldg., W. 37th St.
Phone: 3-7531.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative..Hollingbery, Bulmer & Johnson
Membership.....NARTB
President.....Morgan Murphy
General Manager.....Harold Parise
Commercial Mgr.....J. F. Kauper
Program Director.....Clyde Johnson
Chief Engineer.....Norman Gill

KDUZ

HUTCHINSON—1953—KBS

Frequency: 1260 Kc....Power: 1000 Watts d.
Owned-Oper. By.....A. & P. Tedesco
Address.....Radio City
Phone: 1555.....Air Time: Daytime
General Manager.....Albert Tedesco
Commercial Mgr.....Dean Holt
Program Director.....Pearl MacClod
Promotion Mgr.....Duke Fruck
Chief Engineer.....Darrel Gander

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Little Falls Bcstg. Co.
Address.....105½ Broadway E.
Phone: 367.....Air Time: Daytime
News Service.....UP
Membership.....RAB
Transcription Service.....World, Capitol
Pres., Gen. Mgr.....John H. Lemme
Station Manager.....Jack J. Nugent
Commercial Manager.....Richard J. Rudeck
Program Director.....Sumner Sabean

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By..Minnesota Valley Bcstg. Co.
Address.....Box 550
Phone: 4537.....Air Time: Full Time
News Service.....AP

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Representative ..... Pearson
President ..... H. W. Linder
Gen., Sta. Manager ..... D. O. Linder
Sls. Prom. Dir. ..... Willard Smith
Prog. Dir. ..... Wayne Hill
Chief Engineer ..... Steve Wolf

K Y S M

MANKATO—1938—NBC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... F. B. Clements & Co.
Address ..... 101 N. Second St.
Phone: 4673 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Meeker
Membership ..... NARTB, RAB
Gen., Station, Comm. Mgr. ..... Robert E. Dehaven
Sales Promotion Manager ..... Thomas Corniea
Program Director ..... Charles Pasek
Chief Engineer ..... James Houts

K M H L

MARSHALL—1946—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Harry W. Linder
Business-Studio Address ..... KMHL Bldg.
Phone: 2282 ..... Air Time: Full Time
News Service ..... AP
Representative ..... John E. Pearson
Owner ..... Harry W. Linder
General Manager ..... Gilmore F. Frayseth
Program Director ..... Gil Amundson
Chief Engineer ..... Elwood Ewy

K E Y D

MINNEAPOLIS—1948

Frequency: 1440 Kc. ..... Power: 5000 Watts d.
Owned-Operated By ..... Family Bcstg. Corp.
Address ..... Foshay Tower
Phone: Lincoln 8451 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Standard
Representative ..... H-R
Membership ..... NARTB, RAB
President ..... Leslie C. Park
Gen., Sta. Mgr. ..... Lee L. Whiting
Commercial Manager ..... Raymond Tenpenny
Sales Promotion Mgr. ..... Jim McGovern
Program Dir. ..... J. Randolph Norris
Chief Engineer ..... Harvey V. Headen

W C C O

MINNEAPOLIS—1924
CBS Radio

Frequency: 830 Kc. ..... Power: 50,000 Watts
Owned By ..... Midwest Radio-Television, Inc.
Business-Studio Address ..... 625 Second Ave. S.
Phone: Main 1202 ..... Air Time: Full Time
News Service ..... AP, UP, INS
Transcription Service ..... Lang-Worth
Representative ..... CBS Radio Spot Sales
Membership ..... NARTB, RAB
General Manager ..... Larry Hoeg
Commercial Manager ..... Phil Lewis
Director Research ..... C. H. Smith
Program Director ..... Bob McKinsey
Prom., Pub. Dir. ..... C. Kaufman
Chief Engineer ..... Kermit Sueker

W D G Y

MINNEAPOLIS—1923—MBS

Freq.: 1130 Kc. ..... Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By ..... Twin Cities Bcstg. Corp.
Address ..... Builders Exchange Bldg.
Phone: Bridgeport 2271 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Clarence T. Hagman
Commercial Manager ..... Samuel N. Nemer
Program Director ..... Don O'Brien
Chief Engrs. ..... Kenneth Olson, Kenneth Larson

W L O L

MINNEAPOLIS—1940

Frequency: 1330 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Independent Bcdstg. Co.
Address ..... 554 Northwestern Bank Bldg.
Phone: Atlantic 0406 ..... Air Time: Full Time
News Service ..... UP, AP
Representative ..... A. M. Radio Sales
President ..... Ralph L. Atlass
Station Manager ..... Wayne Williams
Prom., Pgm. Dir. ..... Edward L. Wiebe
Chief Engineer ..... Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... People's Bdcstg. Co.
Address ..... 1133 Stinson Blvd.
Phone: GR 4356 ..... Air Time: Daytime
Representative ..... Indie Sales, Inc.
Pres., Gen., Sta. Mgr. ..... M. V. Stewart
Commercial Mgr. ..... D. Mylo Beam
Merchandising Mgr. ..... Jack I. Moore
Prog., Pub. Dir. ..... Mrs. B. A. Stewart
Chief Engineer ..... Ken Hanson

W T C N

MINNEAPOLIS—ST. PAUL—1935
ABC

Freq.: 1280 Kc. ..... Power: 5 Kw. d.; 1 Kw. n.
Owned ..... Minnesota TV Public Service Corp.
Address ..... 2925 Dean Blvd.
Phone: WA 7-8881 ..... Air Time: Daytime
News Service ..... AP, UP
Transcription Service ..... Associated
Representative ..... John Blair
Membership ..... NARTB
President ..... Robert Butler
General Manager ..... Joseph L. Merkle
Sta., Comm. Mgr. ..... Bill Daley
Sls. Prom. Mgr., Pub. Dir. ..... G. E. LaRocque
Program Director ..... Jim Boysen
Chief Engineer ..... Mike Fleming

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KDMA

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Oper. By.....Midwest Bcstg. Corp.
Address.....P. O. Box 369
Phone: 8891.....Air Time: Full Time
Representative .....Pearson
Pres., Gen. Mgr.....H. Willard Lindner
Commercial Mgr.....Bill Farrell
Chief Engineer.....Richard Beekman

KVOX

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Address .....FM Hotel
Phone: 3-1522.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Membership .....NARTB
President.....E. J. McKellar
Gen., Station Mgr.....M. M. Marget
Comm., Sls. Prom. Mgr.....R. L. Owens
Program Dir.....Dewey Berquist
Pub. Director.....T. P. Hannaher
Chief Engineer.....Don Geiken

KNUJ

NEW ULM—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KNUJ, Inc.
Address .....304½ N. Minn. St.
Phone: 904.....Air Time: Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....RAB
President .....W. K. Mickelson
General Manager.....George E. Korenchen

KOBK

OWATONNA—1950—KBS

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Owatonna Bcstg. Co.
Address.....307 Vesterby Bldg.
Phone: 3388.....Air Time: Daytime
News Service .....UP
Representative .....Clark
Membership .....RAB
President.....Myles H. Johns
Gen., Sta., Comm., Sls. Prom. Mgr..H. Bulow, Jr.
Program Director.....Thelma Bulow
Chief Engineer.....W. S. Weikle

KAAA

RED WING—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Wing Bdcstg. Co.
Address.....Highway 58, Red Wing
Phone: 3511.....Air Time: Daytime
Transcription Service.....World
Gen., Station Mgr.....Maxine Jacobs
Commercial Mgr.....James Bailey
Sales Promotion Mgr.....H. D. Cory
Program Director.....Peter Lyman
Chief Engineer.....Donald M. Willie

KLGR

REDWOOD FALLS—1954

Frequency: 1490 Kc.....Power: 100 Watts
Owner.....H. W. Linder
Address.....209 S. Washington St.
Phone 2729
Representative .....Pearson, Dairyland
General Manager.....Willard Linder

KROC

ROCHESTER—1935—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Southern Minnesota Bcstg. Co.
Address.....100 1st Avenue Bldg.
Phone: 3924.....Air Time: Full Time
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Meeker
Membership .....NARTB, RAB
President.....Mrs. Gregory P. Gentling
General Mgr.....G. David Gentling
Sta. Mgr., Prog. Dir.....Cal Smith
Comm. Mgr.....Warren Miller
Sls. Prom. Mgr., Pub. Dir.....A. Janus
Chief Engineer.....Robert Cross

KFAM

ST. CLOUD—1938—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publ. Co.
Address .....Weber Bldg.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr. .....Frederick C. Schilplin
Sales Prom., Pub., Comm. Mgr..Donald J. Orth
Program Director.....Betty May
Chief Engineer .....Robert Witschen

WJON

ST. CLOUD—1950—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite City Bcstg. Co.
Address.....St. Cloud Hotel
Phone: 1240.....Air Time: Daytime
Transcription Service .....World
News Service .....UP
President.....Max H. Lavine
Gen., Sta. Mgr.....M. Bartelme
Program Director.....Wallace MacBriar
Chief Engineer.....Charles Willms

KSTP

ST. PAUL-MINNEAPOLIS—1928-NBC
NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.

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Bus.-Studio Address.....3415 University Ave.
Phone: Prior 2724.....Aid Time: Full Time
News Service .....AP, UP
Transcription Service.....Thesaurus, SESAC
Representative .....Edward Petry
President, Gen. Mgr.....Stanley E. Hubbard
Nat. Sales Mgr.....Karl A. Plain
Exec. V.P., Treas.....K. M. Hance
Production Supervisor....D. Brooks Henderson
Promotion-Publicity Director.....Wm. Davey
Chief Engineer.....William S. Sadler

WMIN

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Address.....611 Frontenac Place
Phone: Prior 7757.....Air Time: Full Time
News Service .....AP
Representative .....Clark
Pres., Gen. Mgr.....N. L. Bentson
Commercial Mgr.....Frank M. Devaney
Sls., Prom. Mgr.....Sherle M. Lowe
Program Director.....Norman Page
Chief Engineer.....Warren B. Fritze

WMNS

ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Franklin Bcstg. Co.
Address.....611 Frontenac Pl.
Phone .....PRior 7757
President.....William F. Johns
Program Director.....Norm Page
Chief Engineer.....Warren Fritze

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....South St. Paul Bcstg. Co.
Address.....58 White Bear Ave.
Phone: VA 5588.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Representative.....John E. Pearson
General Manager.....Victor J. Tedesco
Commercial Mgr.....N. Tedesco
Station Mgr.....A. Peterson
Sls. Prom. Mgr.....W. Freer
Pub. Dir.....Sam Sabean
Program Director.....Jack Douglas
Chief Engineer.....Paul Dominquez

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....St. Croix Bcstg. Co.
Address.....126½ S. Main St.
Phone: 46, 47.....Air Time: Daytime
News Service .....UP
Representative....Donald Cook, Inc., Lawson
President.....William F. Johns, Jr.
General Manager.....Richard Power
Commercial Manager.....James McLaughlin
Prog. Dir.....Roger Erickson
Chief Engineer.....Elmer Christenson

KTRF

THIEF RIVER FALLS—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Henry K. Arneson
Phone: 13.....Air Time: Full Time
Transcription Service .....World
Representative .....Bulmer & Johnson, Inc.
Membership .....RAB
Pres., Gen. Mgr.....Don Olsen
Prog. Dir.....Jane Carlson
Chief Engineer .....Henry J. Bothman

WHLB

VIRGINIA—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Address .....WEBC Bldg.
Phone: Randolph 2-2873...Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Hollingbery
President.....W. C. Bridges
Station Manager.....Baldino W. Rodorigo
Program Director.....Harry Wills
Chief Engineer.....Norman Gill

KWAD

WADENA—1947—MBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone: 920-1.....Air Time: Full Time
News Service .....UP
Transcription .....World
Membership .....NARTB
Representatives.....Bulmer & Johnson
General Manager.....James Buchan
Program Director.....Roxanne Michaels
Chief Engineer.....Howard Helland

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....1340 N. 7th St.
Phone: Belmont 5-1340....Air Time: Full Time
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NARTB
President, Gen. Mgr.....H. W. Linder
Commercial Manager.....Jack Lynch
Program Director.....Joe Martinson
Chief Engineer.....Francois Peterson

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KWNO
WINONA—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone: 3314.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Daily News
Transcription Service.....Standard, World
Membership .....NARTB, RAB
Representative.....John E. Pearson
President.....M. H. White
Gen., Sta. Mgr.....E. M. Allen
Prog. Dir.....C. E. Williams
Pub. Dir.....J. Rizzardi
Commercial Manager.....H. Rod Hurd
Chief Engineer.....Lewis Denes

KWOA
WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Address .....Hotel Thompson
Phone: 2-7301.....Air Time: Daytime
Representative.....Bulmer & Johnson
Trans. Ser.....Lang-Worth, Thesaurus
Membership .....NARTB
President.....R. W. Olson
General Manager.....R. E. Shepard
Commercial Manager.....Arne Karhu

MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — Families 590,000
Radio Homes 473,000 — TV Homes 137,000 — Stations in State 55

WMPA
ABERDEEN—1952—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Prairie Bdcstg. Co.
Address.....P. O. Box 402
Phone: 1050.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Transcription Service .....Lang-Worth
President.....T. A. Richardson
Gen., Sta., Comm. Mgr.....William Felton
Prog., Pub. Dir.....Helen McShane
Chief Engineer.....Preston Derryberry

WAMY
AMORY—1954

Frequency: 1580 Kc.....Power: 5000 Watts
Owner.....Charles C. Boren, Jr.

WBLE
BATESVILLE—1953

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Panola Bcstg. Co.
Address.....Drawer No. 73
Co-Owner, Gen. Mgr.....Harold B. McCarley
Co-Owners.....Travis A. Palmer,
James E. Hartness

WLOX
BILOXI—GULFPORT—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Address.....Buena Vista Hotal
Phone: 5581-2.....Air Time: Full Time
Trans. Ser.....Lang-Worth, Standard
News Service .....UP
Representative .....Holman
Membership .....NARTB, RAB
President.....James S. Love, Jr.
General Manager.....Ray Butterfield
Commercial Manager.....Thomas B. Majure
Sales Prom. Mgr.....Richard Kettering
Program Director.....Mary Burns Griffin
Chief Eng.....Thomas B. Majure

WVMI
BILOXI—1950

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Associates
Address.....P. O. Box 152
Phone: 6961.....Air Time: Daytime
Rep.....Natl. Time Sales, Dora-Clayton
Transcription Service.....Thesaurus, SESAC
Membership .....RAB, NARTB
News Service .....UP
Pres., Gen., Sta. Mgr.....Odes E. Robinson
Sales Prom., Comm. Mgr.....Homer Dedeaux
Program Director.....Earl B. Blessey
Chief Engineer.....Odes E. Robinson, Jr.

WBIP
BOONEVILLE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Booneville Bcstg. Co
Address.....Highway No. 45-S
Newspaper Affiliation.....The Independent
Representative.....Continental Radio Sales
President, Gen. Mgr.....E. O. Roden
Sta. Comm., Sales Prom. Mgr.....V. K. Wroten
Program Director.....Betty Box

WJMB
BROOKHAVEN—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.

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Address.....W. Chickasaw St.
Phone: 1298.....Air Time: Full Time
Station Representative.....Continental
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Tullius Brady

WDOB

CANTON—1953—KBS

Frequency: 1370 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Madison County Bcstg. Co.
Address .....Box 182
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Dora-Clayton, Indie
Gen., Sta. Mgr.....Jerry P. Keith
Commercial Mgr.....Tom Brewer
Sales Prom. Mgr.....Elizabeth Gunn
Program Director.....Buddy Thames
Publicity Director.....Merle Godfrey
Chief Engineer.....Hampton C. Clark, Jr.

WGLC

CENTREVILLE—1951—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Southern Bdcstg. Co.
Address .....Hiway 25
News Service .....UP
Transcription Service .....Capitol
Phone Number 4001
President .....Carl Trependahl
General Manager.....Alvin Sansing
Commercial Mgr.....C. W. Wright
Chief Engineer.....Bill Norris

WROX

CLARKSDALE—1943—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mrs. Eunice T. Imes
Address .....Columbus, Miss.
Phone: 1566.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Station Rep. .....McGillvra
General Manager.....Bob McRaney
Program Director.....Jack Cristil
Comm. Mgr.....Helen Sugg
Station Manager.....P. B. Hinman
Publicity Dir.....John Thomas
Chief Engineer.....C. D. Graves

WCLD

CLEVELAND—1949—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Voice of the Delta, Inc.
Address.....H'way 61 So.
Phone: 1115.....Air Time: Full Time
News Service .....AP
Station Representative.....Best
President.....Joseph W. Carson
Gen., Sta., Comm. Mgr.....C. W. Capps
Program Director.....Elizabeth Bradley
Chief Engineer.....Earl B. Neal

WCJU

COLUMBIA—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Lester Williams, WCJU, Inc.
Address.....P. O. Box 472
Phone: 755.....Air Time: Full Time
Newspaper Affiliation.....The Progress
News Service .....AP
Transcription Service .....World
Pres., Gen. Manager.....Lester Williams
Sta. Mgr., Chief Eng.....Ray Tolar
Program Director.....Clifford Chance

WACR

COLUMBUS—1950—KBS

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned.....J. W. Furr
Address.....P. O. Box 1011
Phone: 768.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Best
Membership .....NARTB
Owner.....J. W. Furr
Gen., Sta., Comm. Mgr.....B. M. Dabney, Jr.
Prog., Pub. Dir.....G. Wayne Harris
Production Mgr.....C. Landis Rogers
Chief Engineer.....Robert Montgomery

WCBI

COLUMBUS—1940
MBS—KBS-MID SOUTH

Frequency: 500 Kc.....Power: 1 Kw. d.
Owned.....Columbus Bcstg. Co., Inc.
Address .....Gilmer Hotel
Phone: 1313, 1430.....Air Time: Full Time
Newspaper Affil.....Commercial Dispatch
News Service .....SAURUS
Station Repreesntative .....McGillvra
Membership .....NARTB
President.....Birney Imes, Jr.
Gen., Prom. Mgr.....Bob McRaney
Sta., Comm. Mgr.....J. W. Eatherton
Program Director.....Martha Puckett
Chief Engineer.....Thos. McFerrin

WCMA

CORINTH—1945—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone: 5575.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Vice-Pres.....Aaron B. Robinson
Station Manager.....John E. Bell
Program Director.....Vincent Lawrence
Commercial Manager.....Joe P. Van Dyke
Sales Prom. Mgr.....John E. Bell
Chief Engineer.....James D. Anderson

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WGVM

GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cotton Belt Bcasting Co.
Bus.-Studio Address.....118 So. B'way
Phone: 4559.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative.....Dora-Clayton, Melville
Pres., General Manager.....David M. Segal
Station Manager.....E. M. Guss
Prom., Sta. Mgr.....Jack Stull
Program Director.....Wallace D. Hoy
Chief Engineer.....W. McChristian

WJPR

GREENVILLE—1939—MBS-KBS

Freq.: 1330 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Radio Services Co.
Business-Studio Address.....120 So. Poplar St.
Phone: 2434.....Air Time: Full Time
Representative.....Sears & Ayer
Gen. Sta. Mgr.....Emmett H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Murray Schroyer
Chief Engineer.....Percy L. Kuhn

WABG

GREENWOOD—1950

Freq.: 960 Kw.....Power: 1 Kw. d., 500 w. n.
Owned-Oper. By.....Greenwood Bcstg. Co.
Address .....Howard St.
Phone: 3010.....Air Time: Full Time
News Service .....AP
President .....Cy Bahakel
Manager .....Tom Reardon
Chief Engineer.....Clifford Greene

WGRM

GREENWOOD—1937—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....P. K. Ewing
Address.....600 Walnut St.
Phone: 1900-1.....Air Time: Full Time
Studio-Transmitter Location.....Walnut St.
President.....P. K. Ewing
General Manager.....F. C. Ewing
Chief Engr. Comm. Mgr.....Louis Pierce

WNAG

GRENADA—1949—MBS-MID-SOUTH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Phone: 1400.....Air Time: Full Time
Representative .....McGillvra
Newspaper Affiliation .....Dispatch
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sta., Comm. Mgr. .....Monroe Looney
Chief Engineer.....Jimmie Pinnix

WGCM

GULFPORT—1928—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Address .....Hewes-Martin Bldg.
Phone: 1110.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Station Representative .....McGillvra
Membership .....NARTB
Owner & Gen. Mgr.....Hugh O. Jones
Station Manager.....C. Edwin Vann
Commercial Manager.....Mrs. O. L. Owens
Sales Prom. Mgr.....Holton Turnbough
Program Director.....C. "Eddie" Vann
Chief Engineer.....Charles T. Hook

WBKH

HATTIESBURG—1954

Frequency: 950 Kc.....Power: 950 Watts
Owner.....Hattiesburg Bcstg. Co.
Address.....122½ E. Front St.
Phone .....JU 3-1625
Station Manager.....Frank Holified

WFOR

HATTIESBURG—1925—NBC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Address.....302 Hemphill St.
Phone: Juniper 4-5432....Air Time: Full Time
News Service .....UP
Membership .....NARTB
President.....C. J. Wright, Sr.
General, Station Manager.....C. J. Wright, Jr.
Program Director.....David L. Waite
Commercial Mgr.....E. M. Jenkins
Chief Engineer.....B. B. McLemore

WHSY

HATTIESBURG—1948—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hub City Bcstg. Co. Inc.
Address.....Highway 11, North
Phone: Juniper 3-1741....Air Time: Full Time
News Service .....AP
Station Representative.....T. F. Clark
Membership .....NARTB, RAB
President, Gen. Mgr.....Charles W. Holt
Sta. Mgr.....W. R. England
Comm. Mgr.....Bill Veidt
Sales Prom. Mgr.....W. Murphey
Program Director.....Dean Griffin
Publicity Director.....Alice Bivin
Chief Engineer.....Charles Sharpling

WMDC

HAZLEHURST—1953—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned.....Southwestern Bcstg. Co. of Miss.
Address.....P. O. Box 571

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Phone Number 869
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Louis Alford
Sta. Mgr., Chief Engr.....A. M. Smith
Commercial Mgr.....Greg Breland
Program Director.....Malcolm Jones
Chief Engineer.....A. M. Smith

WNLA

INDIANOLA 1953

Frequency: 1380 Kc.....Power: 500 watts d.
Owned.....Central Delta Bcstg. Co.
Address.....134 Baker St.
Phone: 500.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Thomas F. Clark
Membership .....NARTB, MBA
Co-Owners.....W. L. Kent; J. M. McLendon
Gen., Sta. Mgr.....Howard M. Peters
Sales Promotion Mgr.....Barbee Ashley
Program Director.....Paul Artman
Chief Engineer.....Bob Meador

WJDX

JACKSON—1929—NBC

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone: 2-2691, 3.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NARTB
General Manager.....Fred L. Beard
Commercial Manager.....Frank Gentry
Program Director.....Forrest Cox
Chief Engineer.....Percy G. Root

WJQS

JACKSON—1947—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone: 3-9681.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Jackson Bcstg. Co., Inc.
Address.....916 Foley St.
Phone: 2-6673.....Air Time: Full Time
News Service .....INS
Representative .....Indie, Dora Clayton
Pres., Gen. Mgr.....James T. Ownby
Progress Dir.....Lucy Pennel
Chief Engineer.....Robert Statham

WOKJ

JACKSON—1954

Frequency: 1590 Kc.....Power: 1 Kw. d.
Owned.....Dixieland Bcstg. Co.
Address.....1017 Lynch St.
Air Time .....Daytime
News Service .....UP
Station Rep. .....McGillvra
Gen. Mgrs.....Wilburn Kent, John McLendon
Station Manager.....Jay Gilbert
Promotion Dir.....Chuck Allen

WRBC

JACKSON—1947—MBS

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw., n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar
Phone: 5-1562.....Air Time: Full Time
Transcription Service .....Associated
Representative .....Branham
General Manager.....J. W. Carlier
Sales Prom. Mgr.....W. V. Dubard
Program Director.....A. C. Leonard
Chief Engineer.....G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone: 3-2788.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, RAB
President.....W. R. Newman
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Program Director.....B. K. Smith
Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—1947—KBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Kosciusko Bcstg. Co.
Address.....109 W. Jefferson
Phone: 782.....Air Time: Full Time
Representative .....McGillvra
Membership .....NARTB
General Manager.....Cy N. Bahakel
Sta., Comm. Mgr.....Mims Boswell, Jr.
Program Director.....Gertrude Chennault
Chief Engineer.....J. R. Collins

WAML

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station
Bus.-Studio Address.....442 6th Ave.
Phone Number 5601
News Service .....AP
Transcription Service .....World

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Representative.....George P. Hollingbery
Membership .....NARTB, RAB
President .....Harold Matison
Gen., Sta. Mgr.....Granville Walters
Commercial Manager.....M. M. Caver
Program Director.....Stanley Walters
Chief Engineer.....Clyne Graves

WLAU

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Address.....437 N. Magnolia St.
Phone: 8-7227.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....RAB, NARTB
President.....C. T. McCallum
Gen., Sta. Mgr.....Norma H. Leggett
Comm., Sales Prom. Mgr.....Teck Jones
Pgm., Pub. Dir.....David Kane
Chief Engineer.....W. B. Carter

WLSM

LOUISVILLE—1953

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Louisville Bcstg. Corp.
Address .....Box 111
Phone: 1000.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Representative.....Hil Best
Station Manager.....William R. Parkes
Chief Engineer.....Herb Guthrie

WMBC

MACON—1947—MISS.-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....J. W. (Billy) Furr
Address.....WACR, Bldg., Columbus, Miss.
Phone: 310.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil Best
Membership .....NARTB
President.....J. W. (Billy) Furr
General Manager.....Felix Adams, Jr.
Program Director.....John Isaacs
Chief Engineer.....Bob Montgomery

WAPF

McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By..S. W. Bcstg. Co. of Miss.
Address.....Pike Hotel
Phone: 1884.....Air Time: Daytime
Station Rep. .....Continental
Transcription Service.....Lang-Worth, World
President.....Louis Alford
Commercial Mgr.....W. K. Johnston
Sales Prom. Mgr.....Cindy Gardner
Program Director.....James Hemphill
General Manager.....Phillip Brady

WHNY

McCOMB—1939

Freq.: 1250 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Bcstrs. Service, Inc.
Address.....P. O. Box 111
Phone: 2080.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative.....Dora-Clayon, Clark
General Manager.....Lester Williams
Station Manager.....W. R. Taylor
Commercial Manager.....Bill Tyler
Chief Engineer.....Robert L. Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone: 7714.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin

WMOX

MERIDIAN—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Address.....P. O. Box 1511
Phone: 2-0171.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Transcription Service .....Thesaurus
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Joseph W. Carson
Comm., Mgr., Prog. Dir.....Eddie Holladay
Chief Engineer.....Winton Beaver

WTOK

MERIDIAN—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Southern TV Corp.
Address .....Southern Bldg.
News Service .....AP
Transcription Service .....SESAC
Pres., Gen. Mgr.....Robert F. Wright
Sta., Comm. Mgr.....Jerry J. Joiner
Program Director.....Gene Reeves
Publicity Director.....George Shannon
Chief Engineer.....Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Address.....615 Main St.
Phone: 8211.....Air Time: Full Time
President.....P. K. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Mgr.....Ervin Parks
Program Director.....Hoyle Littlejohn
Chief Engineer.....George W. Wilson

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WNAT
NATCHEZ—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Old South Bcstg. Co.
Address .....Eola Hotel
Phone Number 4621
News Service .....UP
President.....Mrs. Laurie G. Ratcliffe
General Manager.....Paul Schilling
Prog. Dir.....Val Jensen
Commercial Mgr.....Eddie Phelan
Pub. Dir.....Irene Griffey
Chief Engineer.....Martin Tyronne

WPMP
PASCAGOULA—1951—KBS-ABC

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Crest Bcstg. Co., Inc.
Address.....P. O. Box 391
Phone: 83391.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership .....NARTB
Pres., Gen. Mgr.....William R. Guest, Jr.
Sta., Comm. Mgr.....Floyd W. Hess
Prom. Mgr.....Bill Brewer
Program Director.....Tommy Gilbert
Chief Engineer.....Fred Strother

WHOC
PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Phone: 740.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
President, Manager....William Howard Cole
Program Director.....Mrs. Wm. H. Cole
Chief Eng.....Paul M. Miller

WRJW
PICAYUNE—1949—KBS

Frequency: 1320 Kc.....Power: 5000 d.
Owned-Oper. By.....Tung Bcstg. Co.
Address .....Picayune
Phone: 510.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Gen., Sta. Mgr.....Jimmie Willson
Program Director.....Archie Rushing, Jr.
Chief Engineer.....Don Murphy

WSSO
STARKVILLE—1949—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone: 1230.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Pres., Gen., Comm. Mgr.....Joe Phillips
Program Director.....Clarice Cruickshank

WELO
TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....Welo Bldg.
Phone: 1400.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
Gen. Mgr.....Bob McRaney
Station Manager.....Bob Evans
Commercial Manager.....E. L. Bowen, Jr.
Prog. Dir.....Edward Cleary
Chief Engineer.....LeRoy Green

WTUP
TUPELO—1953—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
OwnedOper. By.....Lee Bcstg. Co.
Address .....Box 612
Phone: 3111.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Station Representative .....Dora-Clayton
Partner.....E. O. Roden
Gen., Comm. Mgr.....James E. Reese
Chief Engineer.....Keith Wroten

WQBC
VICKSBURG—1931—MBS-KBS

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By...Delta Bcstg. Co., Inc.
Business-Studio Address.....Post-Herald Bldg.
Phone: 312.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative.....Sears & Ayer
Membership .....NARTB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Chief Engineer.....Waverley Conway

WVIM
VICKSBERG—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Miss., Inc.
Business-Studio Address.....Box 76
Phone: 3901.....Air Time: Full Time
Representative.....Indie Sales, Dora-Clayton
President.....J. Dige Bishop
General Manager.....Cecil Goodreau
Chief Engineer.....J. W. Gardner

WABO
WAYNESBORO—1954

Frequency: 990 Kc.....Power: 250 Watts
Owner.....New Laurel Radio Sta., Inc.
Phone 5-4700
Representative .....Dixie
General Manager.....Granville Walters
Chief Engineer.....Clyne Graves

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WROB
WEST POINT—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Phone: 1450.....Air Time: Full Time
Station Rep. .....McGillvra
Pres., Gen. Mgr.....Bob McRaney Sr.
Station Manager.....Jack King

WAZF
YAZOO CITY—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned .....WAZF, Inc.
Address.....South Main St.
Phone: 1300.....Air Time: Full Time
News Service .....UP
President.....E. O. Roden
General Mgr.....Richard F. Crans
Commercial Mgr.....Ollie Bales
Program Director.....Joel Netherland
Publicity Director.....Glenda Bridges
Chief Engineer.....Keith Wroten

MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — Families 1,265,000
Radio Homes 1,196,000 — TV Homes 783,000 — Stations in State 65

KWRT
BOONVILLE—1953

Frequency: 1370 Kc.....Power: 1000 Watts
Owner.....Wm. R. Tedrick
Address .....KWRT Building
Phone 1031
Representative .....Indie
General Manager.....Wm. R. Tedrick
Chief Engineer.....H. J. Schumaker

KFVS
CAPE GIRARDEAU—1925—MBS

Freq.: 960 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone: 5-5511.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Representative.....John E. Pearson
President.....Oscar C. Hirsch
Station Manager.....Ralph L. Hirsch

KGMO
CAPE GIRARDEAU—1952—KBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KGMO Radio-TV Inc.
Address .....Box 274
Phone: 5-8228.....Air Time: Full Time
Pres., Prog. Dir.....William C. Brandt
General Manager.....Richard C. Brandt
Chief Engineer.....William M. Bryan

KDMO
CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carthage Bcstg. Co.
Address.....1201 E. Chestnut
Phone: 2648, 2623.....Air Time: Full Time
News Service .....AP
Station Rep. .....Continental
Membership .....NARTB
Owner, Gen. Mgr.....J. J. Daly
Prog. Dir., Prom. Mgr.....Leon Crocker
Chief Engineer.....William Woods

KCRV
CARUTHERSVILLE—1950—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pemiscot Bcstg. Co.
Address.....106 W. 3rd St.
Phone: 965.....Air Time: Daytime
Transcription Service.....Thesaurus, World
News Service .....UP
President.....J. E. Taylor
General Manager.....Robert L. Harrison
Commercial Manager.....Ed Dyer
Program Director.....Harry A. Moreland
Chief Engineer.....Al Lawrence

KCHR
CHARLESTON—1953—KBS

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Oper. By.....South Mo. Bcstg. Co.
Phone: 2-4451.....Air Time: Daytime
News Service .....Thesaurus
Representative .....Hil Best
Co-Owner, Gen. Mgr.....Kermit Barker
Program Director.....James L. Byrd IIIrd

KCHI
CHILLICOTHE—1950—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Cecil W. Roberts
Address .....Highway 36
Phone: 1920.....Air Time: Daytime
News Service .....UP
Representative.....Hil F. Best, Conwell
President.....Cecil W. Roberts

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General Manager.....Howard G. Rion
Commercial Mgr.....Jerry Wilson
Chief Engineer.....Donald P. O'Brien

KDKD

CLINTON—1951—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KDKD, Inc.
Phone: 233.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....Keystone
Membership .....NARTB
President.....David M. Segal
Station Manager.....Stanley Dixon
Chief Engineer.....Dean Clayton

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business Address.....Box 89
Phone: 4141.....Air Time: Full Time
News Service.....AP, INS
Newspaper Affil. .....Tribune
Station Rep. .....Webb
Transcription Service.....Lang-Worth, World
Membership .....NARTB, RAB
President.....H. J. Waters, Jr.
General Manager....Mahlon R. Aldridge, Jr.
Commercial Mgr.....F. J. LeGrand
Program Director.....Shirley Bauderer
Chief Engineer.....Robert Haigh

KREI

FARMINGTON—1947—KBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Midwest Bcstg. System
Address .....Ozarks Bldg.
Phone: 1107.....Air Time: Daytime
News Service .....UP
Station Rep.....Hil F. Best
President.....Cecil W. Roberts
Station Manager.....Earl L. Whitener
Comm. Mgr.....Roy Brewington
Chief Engineer.....Bill Westbrook

KJCF

FESTUS—1951—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned.....Jefferson County Radio & TV Co.
News Service .....UP
Phone: YE 7-3810.....Air Time: Daytime
General Manager.....Donald M. Donze
Chief Engineer.....Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Lead Belt Bcstg. Corp.
Business-Studio Address.....Flat River
Phone: 1000.....Air Time: Full Time
News Service .....UP
Representative .....John E. Pearson
Membership .....RAB
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Prom. Mgr.....James Strader
Program Director.....Lynn Bobs
Chief Engineer.....Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mo. Central Bcstrs.
Address.....5th and Market
Phone: 1400.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
General Manager.....Robert W. Nickles
Station Director.....Roger P. Fox
Comm., Prom. Mgr.....L. Reed Holt
Chief Engineer.....J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Bolling Bcstg. Co.
Business-Studio Address ....102½ S. Main St.
News Service .....AP
Representative.....John E. Pearson
Partners.....James and Ada Bolling
General Manager.....William H. Shaw
Prog. Dir.....Gene Hoenes
Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Craig Siegfried
Business-Studio Address.....310 N. Osage
Newspaper Affil.....Daily News
News Service .....AP
Transcription Service .....Thesaurus
President .....Craig Siegfried
General Manager.....Harry L. Becker
Sales Prom. Mgr.....Herb Dawson
Chief Engineer.....Robert Atkinson

KLIK

JEFFERSON CITY—1953

Frequency: 950 Kc.....Power: 5 Kw., d.
Owned.....Empire Bcstg. Co.
Address .....410 Capital
News Service .....UP
Transcription Service .....Standard
Station Representative....Jerrell A. Shepherd
Gen., Sta. Mgr.....Lynn Bickett
Commercial Mgr.....Bill Brown
Chief Engineer.....John Halligan

KWOS

JEFFERSON CITY—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.

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Business-Studio Address.....210 Monroe St.
Phone: 6-3137.....Air Time: Full Time
Newspaper Affiliation.....News Tribune Co.
News Service .....AP
Transcription Service.....Thesaurus
Station Rep.....Joe Bogner
President.....Mrs. L. R. Goshorn
Gen., Sta. Comm. Mgr.....Catherine Roer
Sales Director.....E. A. Richter
Chief Engineer.....Leroy S. Hackmann

KFSB

JOPLIN—1948

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Four States Bcsters, Inc.
Address .....1027 Main
Phone: MA 4-1310.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Meeker
Membership .....NARTB
President .....Harry Easley
V.P., Gen. Mgr.....W. H. Clark
Sales Prom. Mgr.....Sam Babcock
Program Director.....Ed Johnson
Chief Engineer.....Lloyd Frazier

KSWM

JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Address .....1928 W. 13 St.
Phone: MA 4-7260.....Air Time: Full Time
News Service .....UP
Representative.....William G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Austin A. Harrison
Sta. Mgr., Pgm. Dir.....Ronald Robson
Commercial Mgr.....D. T. Knight Jr.
Publicity Director.....Austin A. Harrison
Chief Engineer.....Jack Langford

WMBH

JOPLIN—1934—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone: 330.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NARTB
Pres., Gen., Sta. Mgr.....D. J. Poynor
Comm. Mgr.....M. E. Dunn
Program Director.....Golda Shaunce
Chief Engineer .....Jack Langford

KCKN

KANSAS CITY—1925

(See Kansas City, Kansas, listing)

KCMO

KANSAS CITY—1936—ABC

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....KCMO Bcstg. Co.
Address.....125 E. 31st St.
Phone: Jefferson 6789.....Air Time: Full Time
News Service .....AP
Transcription Service...Thesaurus, Associated
Representative .....Katz
Membership .....NARTB, RAB
President.....E. T. Meredith
General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Commercial Manager .....R. W. Evans
Sales Prom., Pub. Dir.....F. C. Strawn
Program Director.....George Stump
Chief Engineer.....Karl Troeglen

KFRM

KANSAS CITY—1947

For KFRM Listing—See Concordia, Kansas

KMBC

KANSAS CITY—1921—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....KMBC Bcstg. Co.
Address.....222 W. 11th St.
Phone: HArrison 2650....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....L. G. Backstrom
V.P., Managing Director....John T. Schilling
Sales Prom. Mgr.....George J. Higgins
Chief Engineer.....Harry Goldenberg

KPRS

KANSAS CITY—1949

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Twin City Adv. Agency
Address.....2814 E. 23rd St.
Phone: Humbolt 3100.....Air Time: Daytime
Station Rep. .....McGillvra
News Service .....AP
General Manager.....Edward H. Pate
Commercial Mgr., Chief Engr...Andrew Carter
Program Director.....Eugenia Pate

KUDL

KANSAS CITY—1953

Frequency: 1380 Kc.....Power: 1 Kw. d.
Owned .....KUDL, Inc.
Address.....1012 Baltimore Ave.
Phone: Baltimore 0077....Air Time: Daytime
News Service .....UP

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Station Representative.....Forjoe & Co.
Membership .....NARTB
President.....David M. Segal
General Mgr.....Harold Backun
Commercial Mgr.....Irving Schwartz
Program Director.....Jack Baruth
Chief Engineer.....William Simons

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone: Harrison 1200....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Kansas City Star
Transcription Service.....Standard, Thesaurus
Representative.....H. I. Christal
President.....Roy A. Roberts
Gen. Mgr.....H. Dean Fitzer
Station Manager.....V. S. Batton
Commercial Manager.....E. Manne Russo
Pgm., Publ. Dir.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—1922

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned.....Mid-Continent Bcstg Co.
Address.....10th & McGee
Phone: BAltimore 8300....Air Time: Full Time
News Service .....AP
Station Representative.....John Blair Co.
Membership .....NARTB
President.....Robert H. Storz
Exec. V.P.....Todd Storz
V.P. Gen. Mgr.....George W. Armstrong
Sales Promotion Mgr.....Jack Sampson
Program Director.....John Pearson
Technical Director.....Dale Moudy

KBOA

KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts a.
Owned-Operated By.....Kennett Bcstg. Corp.
Business-Studio .....Kennett
Phone: 84-616.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President, General Manager.....Paul C. Jones
Station Manager.....C. H. Harrison
Commercial Manager.....Joe Bankhead
Chief Engineer.....Robert H. Conner

KIRX

KIRKSVILLE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business-Studio Address.....KIRX Bldg.
Phone: 5-3781.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....RAB
Gen., Sta. Mgr.....Samuel A. Burk
Comm., Sales Prom. Mgr...James J. Dougherty
Program Director.....Lois Daudel
Chief Engineer.....Ralph Neely

KLWT

LEBANON—1947—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone: 1015.....Air Time: Full Time
News Service .....UP
Transcription Service.....Langworth, SESAC
President.....Robert C. Fields
General Manager.....O. R. Wright
Comm. Mgr., Prog. Dir.....Jack A. Sellers
Chief Engineer.....Gene Clay

KTCB

MALDEN—1954

Frequency: 1470 Kc.....Power: 1 Kw.
Owned.....Tri-County Bcstg. Co.
Address.....100 W. Main St.
Phone: 851.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
General Manager.....Harold Gregson
Commercial Mgr.....Gerald Jumper
Promotion Mgr.....Ted Pyle

Mid-Continent purchased WHB in June, 1954. There's a new listen over K.C.'s oldest (1922) call letters. New programming, personalities, ideas and news have rocketed WHB to *first* place. Latest available Hooper: WHB *first* all day with 35.7%; second station, 17.5%. Talk to John Blair, or WHB General Manager, George W. Armstrong.

MID-CONTINENT BROADCASTING CO.
President: Todd Storz

WTIX, New Orleans — Represented by Adam J. Young, Jr.
KOWH, Omaha — Represented by H-R Reps, Inc.
WHB, Kansas City — Represented by John Blair & Co.

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KMMO

MARSHALL—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMO, Inc.
Address .....Marshall
News Service .....UP
Transcription Service .....World
Station Rep. .....Pearson
General Manager.....J. M. Silvey
Sta., Comm., Prom. Mgr.....Harold Douglas
Program Director.....Don Clem
Chief Engineer .....Bill Williams

KNIM

MARYVILLE—1953—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Maryville Radio-TV Inc.
Address .....Box 278
Phone: 730.....Air Time: Daytime
News Service .....AP
President.....R. W. Wilson
Prog., Gen. Mgr.....J. L. Jaquay
Commercial Mgr.....Gilbert Poese
Chief Engineer.....Arnold Wilson

KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Address .....Box 260
Phone: 2340-1.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB, RAB
President .....John Badaracco
Gen., Sta. Mgr. .....W. Earl Dougherty
Program Dir.....Greg Swanson
Chief Engineer.....Hyle Lemen

KNCM

MOBERLY—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Moberly Bcstg. Co.
Address .....Box 396
Phone: 1600.....Air Time: Full Time
Transcription Service...Lang-Worth, Thesaurus
Membership .....RAB
News Service .....AP
Owner, Gen. Mgr.....Jerrill A. Shepherd
Program Director.....James Lipsey
Chief Engineer.....Ed Scarr

KRMO

MONETT—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Carthage Bcstg. Co.
Phone: 858.....Air Time: Daytime
News Service .....AP
Station Rep. .....Continental
Membership .....NARTB
General Manager.....L. C. McKenney
Partner.....J. J. Daly
Program Director.....Floyd Stewart
Commercial Mgr.....Marion Pilant
Chief Engineer .....George Province

KLRS

MOUNTAIN GROVE—1954

Frequency: 1360 Kc.....Power: 1000 Watts
Owner.....Kickapoo Prairie Bcstg. Co.
General Manager.....L. C. McKenney

KBTN

NEOSHO—1954—KBS

Frequency: 1420 Kc.....Power: 500 Watts
Owner.....Ozarks Playground Bcstrs.
Address.....212½ E. Main St.
Phone 1666
Pres., Gen. Mgr.....John V. Turner
Chief Engineer.....Norman Bradford

KNEM

NEVADA—1949—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio KNEM
Address.....P. O. Box 15
Phone: 15.....Air Time: Full Time
News Service .....UP
Station Rep.....Hil Best
President .....John Blake
Gen. Mgr., Chief Engr.....Kenneth E. White

KRMS

OSAGE BEACH—1953

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Robert M. Smith
News Service .....AP
Membership .....NARTB
President.....Robert M. Smith
Gen., Sta. Mgr.....Javes von Gremp
Comm., Sales Prom. Mgr.....G. S. Strickland
Prog., Pub. Dir.....Helen R. Huber
Chief Engineer.....Robert M. Smith

KWOC

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Poplar Bluff Bcstg. Co., Inc.
Transmitter Address.....428 Vine St.
Transcription Service.....SESAC, World
Representative .....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall
Production Dir.....Ted Pyle
Chief Engineer .....Donald M. Lidenton

KTTR

ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....“Show-Me” Bcstg. Co.

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Address .....P. O. Box 567
Phone: 380.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm., Prom. Mgr.....Wilson C. Burkhead
Prog. Dir.....Roxy Rhodes
Pub. Dir.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus.-Studio Address.....410 Merchant St.
Phone: 580.....Air Time: Full Time
News Service .....UP
President, General Manager....Elmer L. Donze
Chief Engineer.....Murel L. Rose

KFEQ

ST. JOSEPH—1923—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....KFEQ Bldg.
Phone: 3-2528.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA, Thesaurus
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Barton Pitts
Commercial Mgr.....J. Ted Branson
Program Director.....William R. Balch
Chief Engineer.....J. Wesley Koch

KRES

ST. JOSEPH—1946—KBS

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRESS Radio Corp.
Address .....Box 69
Membership .....NARTB
News Service .....AP
Pres., Gen., Sta. Mgr.....Tee Casper
Commercial Mgr.....Robert Mosiman
Prog., Pub. Dir.....Richard Irving
Chief Engineer.....Floyd George

KMOX

ST. LOUIS—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....401 So. 12th St.
Phone: Central 8240.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Associated
Representative.....CBS Radio Spot Sales
Membership .....RAB, NARTB
General Manager.....Gene Wilkey
Commercial Manager.....Robert Hyland, Jr.
Sales Prom., Pub. Mgr.....Foster Brown
Program Director.....Mark Russell
Chief Engineer.....Harry Harvey

KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By..The Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone .....Main 1-1111
News Service .....AP
Newspaper Affil.....St. Louis Post Dispatch
Transcription Service.....World, Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Arthur J. Casey
Program Director.....Harold Grams
Promotion Manager .....David Pasternak
Chief Engineer .....J. E. Risk

KSTL

ST. LOUIS—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....5915 Berthold Ave.
Phone: Sterling 1-3636.....Air Time: Daytime
Representative .....Forjoe
Station Manager.....Dick J. Kasten
Commercial Manager.....William A. Knight
Program Director.....Tony Glenn
Sales Prom. Mgr.....Joseph Voss
Publicity Director.....Norman Edwards
Chief Engineer.....Ira E. Pollock

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Address.....1215 Cole St.
Phone: Main 1-9100.....Air Time: Full Time
Newspaper Affiliation.....St. Louis Globe-Democrat
News Service .....AP
Representative .....Katz
President, General Mgr.....Robert T. Convey
Station Manager.....Ray E. Dady
Commercial Manager.....V. E. Carmichael
Program Director .....John W. Tinnea
Prom., Publ. Director.....Fred J. Mueller
Chief Engineer.....N. J. Zehr

KXLW

ST. LOUIS—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....2735 Bonaparte Ave.
Phone: WO 1-1320.....Air Time: Daytime
News Service .....UP
Representative .....Pearson
President.....John W. Kluge
General Manager.....William W. Jefferay
Commercial Manager.....Edward W. Pape
Program Director.....June R. Hardaway
Chief Engineer.....James F. Mitchell

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KXOK

ST. LOUIS—1938—ABC-KBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOX, Inc.
Address.....710 No. 12th Blvd.
Phone: CHestnut 1-6000...Air Time: Full Time
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President.....E. M. Roberts
General Manager.....C. L. Thomas
Comm. Mgr.....V. N. Springgate
Sales Prom. Mgr.....Frank Doyle
Program Director.....Elmer Muschany
Publicity Director.....Frank Doyle
Chief Engineer.....Arthur F. Rekart

WEW

ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Address.....3642 Lindell Blvd.
Phone: FRanklin 1-5685....Air Time: Daytime
Transcription Service .....Lang-Worth
Representative .....Gill Perna
President (St. Louis U.)
Very Rev. Paul C. Reinert, S.J.
General Manager.....Geo. A. Volz
Commercial Manager.....Ray Korpowicz
Program Director.....Lambert Kaiman
Chief Engineer.....Charles C. Casey

WIL

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address.....Hotel Sheraton
Phone Number.....Olive 2-4500
News Service .....AP
Pres., Gen. Mgr. .....L. A. Benson
Vice-Pres., Sales Mgr.....R. M. Hetherington
Station Manager.....Nick Pagliara
Sales Prom. Mgr.....C. W. Beintker
Chief Engineer.....L. A. Benson

KSMO

SALEM—1953

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....."Show-Me" Bcstg. Co.
Address .....Box 71
Phone: 303.....Air Time: Full Time
News Service .....AP
General Manager.....Luther W. Martin
Promotion Mgr.....Joseph Leon Parker
Station Manager.....William B. Smith
Program Director.....Donna L. Sullinger
Chief Engineer.....Kenneth Wilkins

KDRO

SEDALIA—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone: 4004.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Program Director.....Bob Harvey
Commercial Manager.....James F. Glenn

KSIS

SEDALIA—1953

Frequency: 1050.....Power: 1000 Watts
Owner.....Yates Bcstg. Co.
Address .....KSIS Building
Phone 590
Pres., Gen. Mgr.....Carl W. Yates

KSIM

SIKESTON—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper....Sikeston Community Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone: 1.....Air Time: Full Time
News Service .....AP
President.....Lyman R. Bowman, Jr.
Sta., Comm. Mgr.....Richard L. Watkins, Jr.
Program Director.....James Palmer

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Bus.-Studio Address.....605 Boonville Ave.
Phone: 4-2822.....Air Time: Full Time
News Service .....AP
Newspaper Affil..Springfield Newspapers, Inc.
Transcription Service .....Thesaurus
Rep.....Venard, Rintoul & McConnell
Membership .....NARTB
President.....Tams Bixby, Jr.
Gen., Sta. Mgr.....K. G. Wells
Commercial Mgr.....Tyler Olfutt
Program Director.....Francis Uhlis
Pub., Prom. Dir.....Dudley Morris
Chief Engineer.....Richard Bowman

KICK

SPRINGFIELD—1949—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
Address.....610 College St.
Phone: 4-1561.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Floyd W. Jones
General Manager.....L. C. McKenney
Comm., Sales Prom. Mgr....Richard Bradley
Sta. Mgr., Prog. Dir.....Robert Vinyard
Publicity Director.....Les Kennon
Chief Engineer.....William Walker

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KTTS

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Address.....P. O. Box 1716 S. S. S.
Phone: 2-7474.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NARTB
President.....J H. G. Cooper
General Manager.....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address.....606 St. Louis St.
Phone: 2-4422.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Ralph D. Foster
V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
Commercial Manager....Raymond M. Keltner
Program Director.....Joe Slattery
Prom., Pub. Dir.....Bill Bailey
Chief Engineer.....Fritz Bauer

KALM

THAYER—1953—KBS

Frequency: 1290 Kc.....Power: 1 Kw. d.
Owned.....Robert F. Neathery
Address.....North Hiway 63
Phone: 165.....Air Time: Daytime
News Service .....AP
Transcription Service .....Keystone
Pres., Gen. Sta. Mgr.....Robert F. Neathery
Chief Engineer.....Sam Beatty

KLPW

UNION—1954

Frequency: 1220 Kc.....Power: 250 Watts
Owned.....Franklin County Bcstg. Co.
Address.....P. O. Box 72
Phone: Wash. 1439.....Air Time: Daytime
News Service .....AP
Owner .....Les Ware
General Manager.....Norb Moore

KOKO

WARRENSBURG—1953—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Warrensburg Bcstg. Co.
Address .....Box 395
Phone: 1260.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Forjoe
President.....Lee E. Baker
General Manager.....C. L. Parks
Commercial Manager.....Dorsey Dobson
Program Director.....Jim Gammon
Publicity Director.....Gene Tipton
Chief Engineer.....Jim Preston

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc.....Power: 500 Watts
Owned.....W. T. Zimmerman
Address .....Warrenton
Phone: 398.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Continental
Gen., Sta. Mgr.....W. T. Zimmerman
Comm. Mgr.....Russell Benton
Sales Prom. Mgr.....Leo Waters

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Robert F. Neathery
Address.....E. Abe Taylor Blvd.
Phone: 700.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Pres., Gen. Mgr.....Robert F. Neathery
Commercial Mgr.....Fritze W. Dixon
Program Director.....John Billingsley

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

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MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — Families 191,000
Radio Homes 186,000 — TV Homes 52,000 — Stations in State 26

KANA

ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Address.....P. O. Box 727
Phone: 136.....Air Time: Full Time
News Service .....UP
Trans. Ser...Lang-Worth, MacGregor, Republic
Station Rep. .....Gill-Perna
President.....A. J. Mosby
Program Director.....King Harmon
Chief Engineer.....Charles Field

KBMY

BILLINGS—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address .....Box 2124
News Service .....AP
Trans. Ser.....Associated, Lang-Worth
Station Representative....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President .....Rockwood Brown
General Manager.....Ken Nybo
Commercial Mgr.....Warren Marshall
Program Director.....Charles G. du Bois
Chief Engineer.....T. A. Hildebrand

KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5 Kw. d.
Owned.....Midland Empire Bcstg. Co.
Address.....5th Ave. & North B'way
News Service .....UP
Transcription Service .....Standard, SESAC
Station Representative .....Katz
Membership .....RAB
President.....P. N. Fortin
Gen. Mgr., Chief Eng.....Jeff Kiichli
Sta. Mgr., Prog. Dir.....V. Braunberger
Comm., Prom. Mgr.....Ed Yocum

KOOK

BILLINGS—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 1498
Phone: 9-5970.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB
President.....C. L. Crist
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....Lloyd Larsen
Program Director.....Cliff Ewing
Chief Engineer.....Grant French

KBMN

BOZEMAN—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Penn Engineering Co.
Address .....Box 691
Phone: 2105.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill-Perna
Pres., Gen. Mgr.....G. Norman Penwell
Sta., Comm. Mgr.....Dan Snyder
Chief Engineer.....Ben Hespen

KXLQ

BOZEMAN—1939—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....KRBM Bcstrs. Inc.
Address .....Bozeman, Mont.
Phone: 1420.....Air Time: Full Time
News Service .....UP
Representative .....Walker
President.....E. B. Craney
General Mgr.....Ernie Neath
Commercial Mgr.....Ernest Seccomb, Jr.
Prog. Dir.....Dick Smiley
Publicity Dir.....Jim Gidley
Chief Engineer.....Pen Edwards

KBOW

BUTTE—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Phone: 7429.....Air Time: Full Time
News Service .....UP
Station Rep. .....Cooke
President .....Frank Reardon
Chief Engineer.....Al Morgan

KOPR

BUTTE—1948—ABC-MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone: 6546.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodell
President.....Frank C. Carman
General Manager.....Ed Cooney
Program Director.....Jim Harrold
Chief Engineer.....John Gort

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Address .....Box 1956

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Phone: 22-3-44.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative.....Walker; Pacific No. West
Pres., Gen. Mgr. .....E. B. Craney
Sta., Comm. Mgr.....Ame E. Ansjon
Program Director.....Paul Hatton
Promotion Mgr.....Ray Larson
Chief Engineer.....Vern Totten

KLTZ

GLASGOW—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Glasgow Bcstg. Co.
Address.....1st Nat. Bank Bldg.
Phone 1000
General Manager.....James C. Carson
Chief Engineer.....William Sebastion

KXGN

GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address .....Box 200
Phone: EM 5-3377.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard, World
Representative .....Lawson
President.....Lewis Wiles Moore
General Manager.....Daniel C. Palen
Commercial Mgr.....William Danielson
Sales Prom. Mgr.....James Taylor
Prog. Dir.....Eleanor Rosman
Chief Engineer.....Don Powers

KFBB

GREAT FALLS—1921—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wilkins Bcstg., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
Phone: 4-4377.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Rep..... Headley-Reed
Membership .....NARTB, RAB
President.....J. P. Wilkins
Station Manager.....LeRoy Stahl
Commercial Manager.....W. C. Blanchette
Program Director.....J. R. Kelley
Chief Engineer.....Wilbur L. Myhre

KMON

GREAT FALLS—1947—MBS
ABC-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Box 1935
Phone: 4-4382.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President .....Lester Cole
General Manager.....Robert H. Warner
Commercial Manager.....Frank W. Kaull
Program Director.....Mel Hallock
Chief Engineers..Eugene B. Bunker, Ben Rush

KXLK

GREAT FALLS—1947—NBC NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Add.....P. O. Box 2072
Phone: 2-2453.....Air Time: Full Time
News Service.....AP, UP
Representative....Walker, Pacific Northwest
President .....Barclay Craighead
Gen., Sta., Comm. Mgr.....T. L. Frayling
Program Director.....William Zimlich
Prom. Mgr., Chief Eng.....Eugene Kukkola

KOJM

HAVRE—1946—MBS-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..No. Montana Bcstg. Co.
Address .....Box 70
News Service .....AP
Transcription Service .....Associated
Representative.....Cooke, Inc., Avery-Knodel
Membership .....NARTB
President.....O. R. Rubie
General Manager.....Charlotte H. Brader
Commercial Manager.....Carlyle D. Leeds
Program Director.....James R. Saenger
Publicity Director.....Stan G. Stephens
Chief Engineer.....George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lewis & Clark Bcstg. Corp.
Address.....P. O. Box 1164
Membership .....NARTB
President .....Edward Maronick
General Manager.....K. O. MacPherson
Commercial Mgr.....Carl Argabright
Sales Prom. Mgr.....Walter H. Marshall
Program Director.....Pat Lee
Chief Engineer.....Dean Mack

KXLJ

HELENA—1937—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
News Service.....UP, AP
Representative .....Walker, Moore
President.....A. T. Hibbard
Gen., Sta. Mgr.....Barclay Craighead
Commercial Mgr.....Gene Hogan
Sales Prom. Mgr.....George Wenstrum
Chief Engineer.....Glenn Breech

KGEZ

KALISPELL—1927—MBS-KBS

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....KGEZ, Inc.

www.americanradiohistory.com

Bus.-Studio Address.....7 Main St.
Phone: 4331.....Air Time: Full Time
News Service .....UP
Transcription Service.World, SESAC, Standard
Station Rep.....Donald Cook, Inc.
Membership .....NARTB, RAB
President.....Frank Reardon
Sales Prom. Mgr.....Richard V. Vick
Gen., Sta. Mgr., Prog. Dir.....Norm Fisher
Chief Engineer.....Paul Johnston

K X L O

LEWISTOWN—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. G. Kelly
Address.....P. O. Box 620
Phone: 1210.....Air Time: Full Time
News Service .....UP
Station Rep .....Intermountain
President.....William G. Kelly
General Manager.....Donald C. Williams
Comm. Mgr.....Joe Spoja
Chief Engineer .....David Sather

K L C B

LIBBY—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Lincoln County Bcstrs. Inc.
Address .....Box 636
Phone: 410.....Air Time: Full Time
News Service .....UP
Transcription Service..Langworth, MacGregor
Membership .....NARTB
President .....Smith McNeill
Station Manager.....Joe Menehan
Prog., Pub. Dir.....James Maurer
Chief Engineer.....Jim L. McLaughlin

K P R K

LIVINGSTON—1947—KBS INTERMTN.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address .....Box 691
Phone: 1000.....Air Time: Full Time
News Service .....UP
Station Rep. .....Avery-Knodel
Transcription Service .....World
Pres., Gen. Mgr.....Paul B. McAdam
Commercial Manager.....Jack Hinman
Program Director.....Nikki Kolence
Chief Engineer.....Duke Long

K A T L

MILES CITY—1941—KBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Address .....Box 209
Phone: 1340.....Air Time: Full Time
Newspaper Affiliation....."Daily Star"
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Ian A. Elliot
Commercial Manager.....Fred B. Hunnes
Sales Prom. Mgr.....Norval B. Davis
Program Director.....Earl L. Dahlstrom
Publicity Director.....Donald Kern
Chief Engineer.....Francis Kelly

K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.
Business-Studio Address.....127 E. Main St.
Phone: 2-2155.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Gill Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....A. J. Mosby
Sta., Comm. Mgr.....Guy B. Farnsworth
Prom. Mgr., Prog. Dir.....Don Bradley
Chief Engineer.....Leo Stewart

K X L L

MISSOULA—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Phone: 4-4114.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Pres., Gen., Sta. Mgr.....Pat M. Goodover
Comm., Prom. Mgr.....Bob Gillis
Program Director.....Pat M. Goodover
Publicity Director.....John Campbell
Chief Engineer.....Ray Lee

K I Y I

SHELBY—1947—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Address.....P. O. Box 185
Phone: 5541.....Air Time: Full Time
Representative .....Cooke
Membership .....NARTB, RAB
President .....John Lyon
Sec.-Treas. .....Frank Krshka
Program Director.....Don Redfield
Chief Engineer.....George Potter

K G C X

SIDNEY—1926—MBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....E. E. Krebsbach
Address.....109 S. Central
Phone: 408.....Air Time: Full Time
News Service .....UP
Representative .....Lawson
General Manager.....E. E. Krebsbach
Commercial Mgr.....Keith Krebsbach
Sales Prom. Mgr.....Don Cole
Chief Engineer.....O. H. Halvorson

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NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — Families 436,000
Radio Homes 418,000 — TV Homes 208,000 — Stations in State 27

KCOW

ALLIANCE—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Sandhills Bcstg. Corp.
Trans. Address.....1100 West 10th St.
Phone: 1300.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
President .....Hansford Jaggers
General Manager.....Gene Ackerley
Program Director.....George Vogel
Chief Engineer.....Roland Reed

KWBE

BEATRICE—1949—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blue Valley Bcstg. Co.
Address .....Box 567
Phone: 1245.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Cole
Membership .....NARTB
President.....Merle G. Jones
General Manager.....Bud Pentz
Commercial Mgr.....William Boyce
Program Director.....Madge McGavren
Chief Engineer.....Earl McWilliams

KCNI

BROKEN BOW—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Custer County Bstg. Co.
Address .....Box 561
Phone: 611.....Air Time: Daytime
News Service .....UP
Transcription Service .....Capitol
Gen. Mgr., Chief Engr.....Bud Crawford
Commercial Mgr.....Joe Grieser

KCSR

CHADRON—1954

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Community Ser. Radio Corp.
Address.....212 Bordeaux St., Box 949
Phone: 5545.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Co-Owners.....Bill Finch, Bob Fouse

KJSK

COLUMBUS—1948—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone: 5154.....Air Time: Daytime
News Service .....AP
Representative .....Biddick, Continental
Transcription Service .....Thesaurus
Pres., Gen. Sta. Mgr....George Basil Anderson
Commercial Manager .....Milo Kincaid
Chief Engineer.....Max Reeves

KFGT

FREMONT—1939

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Walker Radio, Inc.
Business-Studio Address.....118 E. 5 St.
Newspaper Affiliation.....Guide, Tribune
Membership .....NARTB
News Service .....AP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Lester A. Walker
Station Manager.....Robert L. Johnson
Program Director.....Ken Headrick
Chief Engineer.....Harry Snyder

KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Town & Farm Co., Inc.
Business-Studio Address....Division at Cedar
Phone: 703-4.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus
Representative .....H-R
Membership .....RAB
President .....Don Searle
V.P. & General Manager.....Bill Martin
V.P. & Regional Sales Mgr.....Ed Mason
Comm. Mgr.....Ken Titus
Program Director.....Ed. Meyer
Publicity Dir.....Willard Morton
Chief Engineer.....U. L. Lynch

KRGI

GRAND ISLAND—1953

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grand Island Bcstg. Co.
Address.....315 South Locust
News Service .....AP
Trans. Service.....Capitol, Lang-Worth
Representative.....Sears & Ayer
President.....Robert L. Lester
General Manager.....Wick Heath
Comm. Mgr., Prog. Dir.....Ray Kozak
Chief Engineer.....Don Campbell

KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.

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Transmitter Address.....906½ W. Second St.
Phone: 2-5101.....Air Time: Full Time
News Service .....**INS**
Transcription Service .....Thesaurus
Representative .....Gill-Perna
Membership .....NARTB
President .....**Fred A. Seaton**
Gen., Sta. Mgr.....James Pickett
Pub., Prog. Dir.....Lloyd O. Thomas
Chief Engineer.....**Duane B. Allison**

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Neb. Bcstg. Corp.
Bus.-Studio Address.....2221 Central Ave.
News Service .....**UP**
Transcription Service .....World
Representative .....Hal Holman
Pres., Sta. Mgr.....John W. Yeager, Jr.
General Manager.....J. C. Mitchell
Commercial Mgr.....Bob Riedy
Pgm., Pub. Dir.....Robert Rudy
Chief Engineer.....Howard Harrington

K R V N

LEXINGTON—1950

Frequency: 1010 Kc....Power: 25,000 Watts d.
Owned-Oper. By.....Nebraska Rural Radio
Address.....**104 W. 8th St.**
Phone: 716.....Air Time: Daytime
Transcription Service .....Standard
News Service .....AP
Representative .....Raymer
President.....**Jay A. Person**
General Manager.....Max Brown
Commercial Manager.....Harry H. Packard
Program Director.....G. W. Embree
Chief Engineer.....Robert Bitner

K F O R

LINCOLN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address...48th and Vine Sts.
Phone: 2-6965.....Air Time: Full Time
News Service .....**AP**
Transcription Service.....Thesaurus, Standard
Representative .....Paul Raymer
Membership .....NARTB, RAB
President .....**James Stuart**
Gen., Sta. Mgr.....Richard Chapin
Commercial Manager.....Roger Larson
Program Director.....Avrun Bondarin
Chief Engineer.....Al Pugsley

K L M S

LINCOLN—1949—KBS

Freq.: 1480 Kc.....Power: 1 Kw. d., 1 Kw. n.
Owned.....Lincoln Bcstg. Corp.
Address.....130 N. 16th St.
Phone: 2-7579.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Station Representative .....McGillvra
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Frank Stubbs
Chief Engineer.....Charles Winkler

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cornhusker Radio & TV. Corp.
Business-Studio Address.....40th and W Sts.
Phone: 6-2367.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....John E. Fetzer
General Manager.....A. James Ebel
Radio Mgr.....Dale V. Berger
Commercial Mgr.....Otis H. Seegler
Program Director.....Jack Meyer
Prom. Mgr.....Graham Jeambey
Chief Engineer.....Ray Taylor

K B R L

McCOOK—1947—MBS-KBS

Frequency: 1300 Kc.....Power: 1 Kw. d.
Owned.....McCook Bcstg. Co.
Address.....1300 West J St.
Phone: 1300.....Air Time: Daytime
News Service .....AP
Representative .....McGillvra, Inc.
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....LeRoy W. Lenwell
Program Dir.....Ronald D. Schaffer
Chief Engineer.....Gilbert H. Mitchell

W J A G

NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Huse Publ. Co.
Phone: 432.....Air Time: Daytime
News Service .....AP
Transcription Service.....Standard, World
Representative .....Walker
Membership .....NARTB, RAB
President .....Gene Huse
Station Manager .....Bob Thomas
Operations Dir.....Evans G. Meier
Program Director.....Glen Hixson
Chief Engineer.....Frank Wiedenbach

K N B R

NORTH PLATTE—1952

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....John Townsend
Address.....P. O. Box 778
Phone: 3528.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Indie Sales
Owner .....John Townsend
Gen., Comm. Mgr., Prog. Dir.....Bill Lemke
Chief Engineer.....Herb Zimmerman

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KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station KODY
Bus.-Studio-Transmitter Address..1521 W. 12th
Phone: 382.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Meeker
Membership .....NARTB
Gen., Sta. Mgr.....John Alexander
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Chief Engineer.....Jay Blakesley

KOGA

OGALLALA—1954—KBS

Frequency: 930 Kc.....Power: 500 Watts
Owner.....Ogallala Bcstg. Corp.
Address.....216 N. Spruce
Phone 845
General Manager.....Ed Launer
Chief Engineer.....Al Peters

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Add.....676 World Ins. Bldg.
Phone: JAckson 8282.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, London
Representative .....Pearson
Membership .....NARTB
Pres., Gen. Mgr.....Paul R. Fry
Commercial Manager.....Ernest S. Priesman
Chief Engineer.....Richard E. Welna

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone: Ja. 3420.....Air Time: 24 Hours
Newspaper Affil.....'Journal & Star" (Lincoln)
News Service.....INS, AP
Transcription Service .....SESAC
Representative.....Free & Peters
Membership .....NARTB
President .....Victor Toft
Gen., Sta. Mgr.....Harry Burke
Commercial Mgr.....Harold Soderlund
Prom. Mgr., Pub. Dir.....Don Shoemaker
Program Director.....Lyell Bremser
Transmitter Engineer.....Art Stewart

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Central States Bcstg. Co.
Business-Studio Address.....511 So. 17th St.
Phone: JAckson 7626....Air Time: Full Time
News Service.....AP, INS
Transcription Service. Capitol, Standard, World
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Gen. Managers. Don W. Burden, Chic Crabtree
Commercial Mgr.....Had Hughes

KOWH

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mid-Continent Bcstg. Co.
Address .....Kilpatrick Bldg.
Phone: Atlantic 2228.....Air Time: Daytime
News Service.....AP, INS, UP
Representative .....H-R
Membership .....NARTB
President .....Todd Storz
V.P., Gen. Mgr.....Virgil Sharpe
Local Sales Mgrs.....Jack Sandler, Ed Morgan
Production Mgrs.....James O'Neill,
James Milliken, William Baldwin

WOW

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated B.....Meredith WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone: Webster 3400.....Air Time: Full Time
News Service.....INS, UP
Transcription Service .....Standard

In Omaha
THE
MID-CONTINENT
FORMULA
works at
KOWH

Mid-Continent ideas, programming, personalities brought KOWH to the top in December, 1951, and have kept KOWH on top ever since without a break. Last available Hooper Continuing Measurement noted KOWH ahead in 36 out of 40 daytime quarter hours, with ratings of 50% or more in 18 quarter hours. Latest Hooper gives KOWH 46.7%; second station 19.9%. Talk to H-R Reps, or KOWH General Manager, Virgil Sharpe.

MID-CONTINENT BROADCASTING CO.
President: Todd Storz

WHB, Kansas City — Represented by John Blair & Co.
WTIX, New Orleans — Represented by Adam J. Young, Jr.
KOWH, Omaha — Represented by H-R Reps, Inc.

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Representative .....John Blair
Membership .....NARTB, RAB
Chairman of Board.....Fred Mohen
President.....E. T. Meredith, Jr.
Vice Pres., Gen. Mgr.....Frank P. Fogarty
Sales Manager.....Bill Wiseman
Program Director.....Ray Olson
Chief Engineer.....Glenn Flynn

KNEB

SCOTTSBLUFF—1948—MBS

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone: 1620.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Hal Holman
Membership .....NARTB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Mgr.....Byron Joachim
Sales Prom. Mgr.....Paul Freygang
Program Director.....Wayne McIntosh
Publicity Director.....Fred Walgren
Chief Engineer .....Leslie A. Proctor

KOLT

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
Owned-Operated By.....The Hilliard Co.
Address .....1517½ Bway
Phone: 856.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....NARTB, RAB
Representative .....Gill-Perna
Pres., Gen.-Sta. Mgr. .....L. L. Hilliard
Commercial Manager.....Tony Kehl
Program Director.....A. W. Taylor
Chief Engineer .....Harland A. Morrison

KSID

SIDNEY—1952—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Wm. C. Grove, Inc.
Address .....Legion Park
Phone: 5503.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB
Pres., Chief Eng.....W. C. Grove
Gen., Comm. Mgr.....David W. Young
Program Director.....Edith Sanks

NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — Families 76,000
Radio Homes 74,000 — TV Homes 26,000 — Stations in State 12

KELK

ELKO—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Address.....P. O. Box 790
Phone: 260.....Air Time: Full Time
News Service .....UP
President .....Chris Sheerin
General Manager.....John J. Gammick
Program Director.....Bob Vizina
Chief Engineer.....Milo Taber

KELY

ELY—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....White Pine Bcstg. Co.
Address .....Box 1088
Phone: 2077.....Air Time: Full Time
Membership .....RAB
News Service .....AP
Co-Manager.....D. I. Hansen
Co-Manager.....D. V. Bradley

KBMI

HENDERSON—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....KBMI Bcstrs.
Phone: Frontier 2-1131....Air Time: Full Time
News Service .....AP
Manager .....Tom Magowan

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Address.....2700 So. 1st St.
Phone: 1400.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
Membership .....NARTB
Pres., Gen.-Sta. Manager.....Maxwell Kelch
Commercial Mgr.....Merl Sage
Pgm., Pub. Dir.....Ken O'Connell
Chief Engineer.....R. O. Dow

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bctrs., Inc.
Address .....Desert Inn. P. O. Box 1510
Phone: 4646.....Air Time: Full Time
Transcription Service .....Standard
News Service .....AP
Representative.....Weed & Co.
Membership .....RAB

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President.....R. G. Jolley
General Manager.....Tom Ivory
Commercial Manager.....Bill Pursel
Program Director.....James Hart
Publicity Director.....Lois Lott
Chief Engineer.....Greg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Vegas Valley Bcstg. Co.
Address.....Hotel Thunderbird
Phone: 6500.....Air Time: Full Time
News Service.....UP
Representative.....Geo. P. Hollingbery
Membership.....RAB
President.....David McKay
Sales Prom. Mgr.....Lois Earp
Gen. Mgr.....Jean Paul King
Program Director.....Robert Baker
Chief Engineer.....Bill Binford

KRAM

LAS VEGAS—1947—MBS-KBS INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Boulder City Bcstg. Co.
Address.....P. O. Box 1712
Phone: 920.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Station Representative.....Avery-Knodel
President.....Edward J. Jansen
Genneral Manager.....Truman B. Hinkle
Commercial Manager.....Lester Seiffer
Program Director.....Sam Salerno
Chief Engineer.....Fred Young

KATO

RENO—1946—MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert L. Stoddard
Business-Studio Address.....Box 2231
Phone: 2-4501.....Air Time: Full Time
Rep.....Walker, McGavren, Western Radio
News Service.....UP
Trans. Service.....Langworth, McGregor
Membership.....NARTB
Pres., Gen. Mgr.....R. L. Stoddard
Commercial Manager.....Robert S. Hughes
Program Director.....Betty Stoddard
Chief Engineer.....Al Glass

KOH

RENO—1928—NBC

Freq.: 630 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner.....McClatchy Bcstg. Co.
Address.....P. O. Box 2271
Phone: 3-5106.....Air Time: Full Time
News Service.....UP
Transcription Service.....Capitol
Representative.....Paul H. Raymer

President.....Eleanor McClatchy
Manager.....Hewitt Kees
Program Director.....Bruce Branson
Chief Engineer.....Wesley Craig

KOLO

RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone: 2-4518.....Air Time: Full Time
News Service.....UP
Representative.....George P. Hollingbery
Membership.....NARTB, RAB
President.....Dave McKay
General-Station Manager.....H. G. Wells
Commercial Manager.....Howard Doyle, Jr.
Sales Prom. Mgr.....Gene McKenna
Program Director.....Roland DuBois
Publicity Director.....Pat Welty
Chief Engineer.....George O'Brien

KWRN

RENO—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWRN, Inc.
Address.....Riverside Hotel
Phone: 3-6156.....Air Time: Full Time
News Service.....UP
Station Rep.....W. S. Grant
Pres., Gen. Mgr.....Franz J. Robischon
Commercial Mgr.....W. V. Leroy Swecker
Chief Engineer.....Walt Rees

KWNA

WINNEMUCCA—1955

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....N. W. Radio & TV Corp.
Address.....Box 546
President.....Lester W. Pearce

THOSE WHO KNOW

FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS

BRAND IN NEWS IS

AP

www.americanradiohistory.com

NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — Families 159,000
Radio Homes 155,000 — TV Homes 105,000 — Stations in State 12

WMOU
BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper.....White Mtns., Bcstng. Co.
Address.....27 Green Square
News Service .....AP
Transcription Service .....World
Representative.....Kettell-Carter, Stars Natl.
Membership .....NARTB, RAB
President .....John W. Guider
General Manager.....Wendell C. MacKenzie
Program Dir.....Charles Ross
Chief Engineer.....Herschel M. Howe

WTSV
CLAREMONT—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Grandview Inc.
Trans. Address.....221 Washington St.
Representative.....A. Youug, L. Borgatti
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Sales Prom., Comm., Sta. Mgr...F. Richard Hill
Prog., Pub. Dir.....J. V. Shaw
Chief Engineer.....A. J. Davis

WKXL
CONCORD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Bcstng. Co.
Business-Studio Address.....Eagle Hotel
Phone: 5-5521.....Air Time: Full Time
News Service .....AP
Representative....Adam Young, Kettel-Carter
President.....H. Scott Kilgore
Gen., Sta., Comm. Mgr.....H. Chase
Prog. Dir.....Gary Miller
Pub. Dir.....E. O'Connor
Chief Engineer.....Fred Sheehan

WTSL
HANOVER-LEBANON—1950—ABC
GRANITE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WTSL Inc.
Address.....155 Front St.
Phone: 4-4075.....Air Time: Full Time
News Service .....UP
Station Rep.....Borgatti, Young
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Chief Engineer.....Al Davis

WKNE
KEENE—1926—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKNE Corp.
Address.....17 Dunbar St.
Phone: 2080.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Representative .....Meeker, Kettell-Carter
Membership .....NARTB, RAB
President.....Joseph K. Close
Gen., Sta., Comm. Mgr.....Frank B. Estes
Sales Prom. Mgr., Pub. Dir.....Ted B. Sawyer
Chief Engineer.....Ernest Roberge

WLNH
LACONIA—1922—ABC-KBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....653 Main St.
News Service .....AP
Representative .....Kettell-Carter, Grant
Membership .....NARTB
Transcription Service .....Lang-Worth
President .....Genevieve Wingate
Gen., Sta. Mgr.....Arthur Rothafel
Commercial Manager.....Sydney Clarke
Program Director.....Irving W. Kaizer
Chief Engineer.....Walter Avery

WFEA
MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5 Kw. d. n.
Owned.....Public Information, Inc.
Address.....P. O. Box 446
News Service .....AP
Transcription Service .....Thesaurus
Station Rep.....McKinney, Kettell-Carter
President.....Farris E. Rahall
General Mgr.....O. R. Davis
Station Mgr.....Norton I. Virgien, Jr.
Commercial Mgr.....Albert L. Auclair
Program Dir.....Donald L. Jones
Publicity Dir.....Alan Rock
Chief Engineer.....Jay Kosik

WKBR
MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Granite State Bcstg. Co.
Address.....155 Front St.
Phone: 4-4075, 6, 7.....Air Time: Full Time
News Service .....UP
Station Rep.....Borgatti, Young
Membership ..... NARTB
President.....William J. Barkley
General Manager.....Ralph Gottlieb
Station Manager.....Warren H. Journay
Commercial Mgr.....Saul Gross
Sales Prom. Mgr.....Forrest Morgan
Program Director.....Norman Bailey
Chief Engineer.....Royston Phillips

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WMUR
MANCHESTER—1941—CBS

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned.....The Radio Voice of N. H., Inc.
Business-Studio Address.....1819 Elm St.
Phone: 5-5788.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NARTB, RAB
President.....Hon. Francis P. Murphy
V.P., Gen. Mgr.....N. Gittleson
Commercial Mgr.....Wallace A. Walker
Program Director.....Bernie Mack
Chief Engineer.....Vincent Chandler

WOTW
NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone: 2-2781.....Air Time: Daytime
News Service .....UP
Representative .....Walker
Membership .....RAB
Pres., Gen., Sta. Mgr.....Arthur A. Newcomb
Station Manager.....R. E. Berry
Comm. Mgr.....H. Q. Bauman
Chief Engineer.....R. C. Bingham

WHEB
PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Phone: 4080.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Kettel-Carter, Walker
Pres., Comm. Mgr.....Charles M. Dale
Gen., Prom. Mgr.....Thomas M. Dale
Program Dir.....George Pinkerton
Chief Engineer.....Anthony Vaccaro

WWNH
ROCHESTER—1948
GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Address.....Rochester Hill Rd.
Phone: 1400-1.....Air Time: Daytime
News Service .....UP
Representative .....Borgati, Webb
Membership .....RAB, NARTB
Pres., Gen. Mgr.....A. J. K. Malin
Commercial Mgr.....M. C. Ball
Station Manager.....H. Martin
Prog. Dir.....J. Alan Jasper
Chief Engineer.....Ralph Warren

NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — Families 1,577,000
Radio Homes 1,523,000 — TV Homes 1,456,000 — Stations in State 21

WJLK
ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By..Asbury Park Press, Inc.
Address .....Press Plaza
Phone: Prospect 4-3000....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB
President.....Wayne D. McMurray
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill
Program Director.....Frank Huber

WFPG
ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business Address.....Steel Pier
Phone: 5-2188.....Air Time: Full Time
News Service .....UP
Representative.....John E. Pearson
President .....Fred Weber
Director of Operations.....Blair K. Thron
Commercial Mgr.....Cole Leaming
Office Manager.....Pearl Kogen
Program Dir.....Ed Davis
Publicity Director.....Jessie Morris
Chief Engineer.....Earle Godfrey

(See Page 498)

WMID
ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Address.....Brighton Hotel
Phone: 4-1340.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated, World
Representative .....Stars Natl.
Membership .....NARTB
President.....Richard Endicott
Gen., Sta. Mgr.....David H. Freedman
Program Director.....Alan Owen
Publicity Dir.....Dow Rich

WSNJ
BRIDGETON—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Eastern States Bcstg. Corp.
Phone: BR 2930.....Air Time: Full Time

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News Service ..... UP
Transcription Service ..... Thesaurus
Station Representative ..... Clark
Membership ..... NARTB
President ..... Russell S. Henderson
Vice-Pres., Gen. Mgr. ..... Paul Alger
Sales Prom., Prog. Dir. ..... Joseph McCulley
Publicity Dir. ..... Don Hart
Chief Engineer ..... Ed Bold

WCAM

CAMDEN—1926

Frequency: 1310 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... City of Camden
Business Address ..... Camden 1
Phone: Emerson 5-5600 ... Air Time: Full Time
Transcription Service ..... Standard
News Service ..... UP
Membership ..... NARTB
General Manager ..... John Cleary
Sales Prom. Mgr. ..... Gil Whiting
Program Director ..... Jack La Mar
Publicity Director ..... Jack Silin
Chief Engineer ..... John Zander

WKDN

CAMDEN—1948

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... South Jersey Bcstg. Co.

FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE

JOHN E. PEARSON COMPANY—REPRESENTED

WFPG-AM *CBS Network, Sports, Music-News*
Atlantic City, N. J.

WBMS-AM *Independent, Music-News*
Boston, Mass.

WPIT-AM *Independent, Features-Music-News*
Pittsburgh, Pa.

WSTV-TV *CBS-TV Network, MBS Network*
WSTV-AM *Sports, Music-News*
Steubenville, Ohio

Business-Studio Address. 2881 Mt. Ephraim Ave.
Phone: Emerson 5-7200 ..... Air Time: Daytime
Representative ..... Rambeau
Membership ..... NARTB
News Service ..... AP
President ..... Ranulf Compton
General Manager ..... Gordon Giffen
Program Director ..... Harvey Husten
Chief Engineer ..... Robert Houston

WMLV

MILLVILLE—1953

Frequency: 1440 Kc. ..... Power: 1000 Watts
Owner ..... Union Lake Bcstrs., Inc.
Address ..... Lincoln Rd.
Phone 2600
Chief Eng., Mgr. ..... R. G. Ballou

WMTR

MORRISTOWN—1948—ABC

Frequency: 1250 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Morristown Bcstg. Co.
Address ..... Box 345
Phone: MO 4-5700 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Lang-Worth
Membership ..... NARTB
President ..... George S. Croy
General Manager ..... Kenneth A. Croy
Commercial Mgr. ..... Henry Behre
Program Director ..... Bob Vesel
News Dir. ..... Merrill Morris
Chief Engineer ..... Rudolph C. Prow

WAAT

NEWARK—1921

Frequency: 970 Kc. ... Power: 5000 d., 1000 n.
Owned-Operated By ..... Bremer Bcstg. Corp.
Business-Studio Address ..... 1020 Broad St.
Phone . . Mitchell 2-6400; BArclay 7-3260 (N. Y.)
News Service ..... AP
Air Time ..... Full Time
Transcription Service ..... Associated, SESAC
Membership ..... NARTB
President, Gen. Mgr. ..... Irving R. Rosenhaus
V.P., Sales ..... Bertram Lebhar, Jr.
Sales Prom. Dir. ..... Lou Frankel
Program Director ..... George Green
V.P., Engineering ..... Frank V. Bremer

WHBI

NEWARK—1922

Freq.: 1280 Kc. . . Power: 2½ Kw. d., 1 Kw. n.
Owned-Operated By ... May Radio Bcst. Corp.
Business-Studio Address ..... 100 Shipman St.
Phone: Mitchell 2-7354 ... Air Time: Sun. Only
President ..... James L. Shearer
General Manager ..... William Masi
Program Dir. ..... Marie Masi
Chief Engineer ..... Harold Michaels

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WNJR

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Rollins Bcstg. Co.
Business-Studio Address.....P. O. Box 1258
Phone.....Unionville 2-3665, Worth 4-3445
Air Time.....Full Time
News Service .....UP
Transcription Service .....Standard
President.....O. Wayne Rollins
General Manager.....A. R. Lanphear

WVNJ

NEWARK—1947

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Address....W. Mt. Pleasant Ave., Livingston
Phone Number.....Mitchell 3-7600
News Service .....UP
Transcription Service .....Standard
President.....Edward W. Scudder, Jr.
Gen., Sta. Mgr.....Harry D. Goodwin
Commercial Mgr.....Ivon B. Newman
Chief Engineer.....Peter Testan

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone: Charter 7-1450.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
President.....James L. Howe
Station Manager.....James L. Howe
Commercial Manager....James M. Vogdes, Jr.
Prog. Dir.....John Allen Potts
Chief Engineer.....Victor Takach

WNNJ

NEWTON—1953

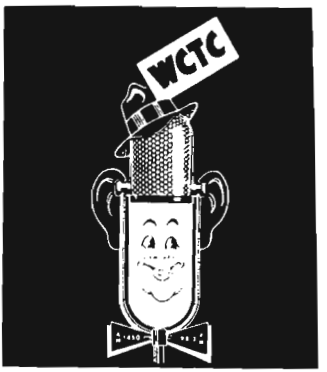
Frequency: 1360 Kc.....Power: 500 Watts
Owned.....Sussex County Bcstrs.
Address .....Box 23
Phone: 1616.....Air Time: Daytime
News Service .....AP
Gen., Sta. Mgr.....Thurston Holmes
Comm., Prom. Mgr.....George Coghlan
Program Director.....Bob Hamilton
Chief Engineer.....William Fairclough

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Pioneer Bcstrs., Inc.
Address .....Old Turnpike
Phone: 3971.....Air Time: Full Time
Transcription Service....Standard, Thesaurus
News Service .....AP

"Good Counsellors
Lack No Clients."
. . . . the Bard



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Membership .....NARTB, RAB
President .....Charles Rupp
Sta., Gen. Mgr.....John Struckell
Chief Engineer.....Milton Thurlow, Jr.

WPAT
PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....66 Hamilton St.
Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
Air Time.....Full Time
Ex. V.P., General Mgr.....D. J. Wright
Business Manager.....Charles W. Parker
Chief Engineer.....Earl F. Lucas

WBUD
TRENTON—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Morrisville Bcstg. Co.
Address .....Ewingville Rd.
Phone: EX 4-7191.....Air Time: Full Time
News Service .....AP
Station Rep.....United Bcstg.
Membership .....RAB
Transcription Service.....World, Lang-Worth
General Manager.....Richard M. Hardin
Program Director.....Albert Eastburn
Chief Engineer.....William A. Brewer

WTNJ
TRENTON—1923

Frequency: 1300 Kc.....Power: 250 Watts
Owned.....WOAX, Inc.
Address.....416 Bellevue Ave.
Phone: EX 3-4281.....Air Time: Daytime
News Service .....UP
Station Representative.....Grant Webb
President .....William DeFreitas
General Manager.....William G. Long
Commercial Manager.....Leonard H. Levitt
Program Director.....Albert Leibert
Chief Engineer.....Nicholas Dalessandro

WTTM
TRENTON—1941—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcst. Corp.
Business-Studio Address.....541 E. State St.
Phone: OW 5-8515.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NARTB, RAB
President.....M. D. Lincoln
General Manager.....F. L. Bernstein
Publicity Director.....Howard Tedder
Prog. Dir.....Wes Hopkins
Chief Engineer.....Chester Sunderland

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WWBZ
VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By...Community Bcstg. Serv.
Address.....633 Wood St.
Phone: Vineland 7-1360...Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Gill, Perna
President.....Joseph M. Bullock
Gen., Sta., Prom. Mgr.....Fred M. Wood
Commercial Manager.....John Serra
Prog. Dir.....Dorothy H. Carlson
Chief Engineer.....Saul Altzman

WCMC
WILDWOOD—1951

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Francis J. Matrangola
Address.....3010 N. J. Ave.
Phone: 2-7751.....Air Time: Full Time
Transcription Service .....Capitol
News Service .....AP
Membership .....NARTB
Owner, Gen. Mgr.....Francis J. Matrangola
Comm. Manager.....Edward Brown
Program Director.....George M. Hart
Chief Engineer.....Carlton S. Owen

NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — Families 203,000
Radio Homes 191,000 — TV Homes 98,000 — Stations in State 31

KALG
ALAMOGORDO—1950—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....William Wayne Phelps
Address .....Box 268
Phone: 211.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Wayne Phelps
Chief Engineer.....Bill Shimer

KABQ
ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KABQ Bcstg. Co.
Address .....317 N. Broadway, Box 1388
Transcription Service .....Thesaurus
News Service .....AP
Representative.....Richard O'Connell, Oakes
Membership .....RAB
Pres., Prom. Mgr.....Helen A. Price
V.P., Gen. Mgr.....Bert Arnold
Commercial Mgr.....Lloyd Anderson
Program Director.....Lowell Christison
Chief Engineer.....John Morrison

KDEF
ALBUQUERQUE—1953

Frequency: 1280 Kc.....Power: 1 Kw. d.
Owned.....KDEF Bcstg. Co.
Address.....506 2nd St. N.W.
News Service .....AP
Transcription Service .....Standard
Station Representative .....McGillvra
Membership .....NARTB
President, Gen. Mgr.....Frank Quinn
Sta. Mgr., Prog. Dir.....Wayne Griffin
Chief Engineer.....Don White

KGGM
ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business Address.....1414 Coal St., S.W.
Phone: 3-4543.....Air Time: Full Time
Representative.....Weed & Co.
Transcription Service .....World
President.....A. R. Hebenstreit
Comm. Mgr.....Geo. Morgan
Program Director.....Robert Vandriel
Chief Engineer.....Leonard F. Dodds

KOAT
ALBUQUERQUE—1946—ABC

Frequency: 860 Kc.....Power: 1 Kw. d.
Owned-Oper. By....Sunshine Bcstg. Co., Inc.
Bus.-Studio Addres....2000 Indian School Rd.
News Service .....UP
Transcription Service .....Associated
Representative .....Hollingbery
President.....Wm. Wayne Phelps
Station Manager.....Bob Watson
General Manager.....A. M. Caldwell
Chief Engineer.....Donald Delaney

KOB
ALBUQUERQUE—1921—NBC

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Address.....1430 Coal Ave. S.W.
Phone: 3-4411.....Air Time: Full Time
News, Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....RAB, NARTB
Pres., Gen. Mgr.....Wayne Coy
Commercial Manager.....Rolf Nielson
Program Director.....Michael Dillon
Chief Engineer.....George S. Johnson

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KSVP

ARTESIA—1946—KBS-MBS

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
Owned-Operated By ....Artesia Bcstg. Corp.
Business-Studio Address.....Box 38
Phone: 650.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Keystone
Membership .....NARTB, RAB
President.....Martin Yates III
General Manager.....David M. Button
Comm. Mgr.....Thomas Howard
Chief Engineer.....Ronald Austin

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address....601 No. Canal St.
Phone: 5-4101.....Air Time: Full Time
News Service .....AP
Representative .....Branham
Transcription Service .....Standard
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Richard E. Doyle
Sales Prom. Mgr.....Richard Miner
Program Director.....Alexander Pitcaithley
Chief Engineer.....Harland Nifong

KPBM

CARLSBAD—1950

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coronado Bcstg. Co.
Address.....313 W. Mermod
Phone: 5-5373.....Air Time: Daytime
Transcription Service .....Lang-Worth
Representative .....McGillvra
Membership .....RAB, NARTB
Pres., Gen., Sta. Mgr.....Darrell A. Swayze
Prog. Dir.....Martin Murray
Chief Engineer.....Vic Daley

KLMX

CLAYTON—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper By.....Ari-Ne-Mix Bcstg.
Address.....Box 7, Fair Grounds
Phone: 616.....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....UP
Representative .....Best, Palmer
President .....Arthur Jernigan
Gen., Sta., Comm. Mgr.....Frank Vale
Prog., Pub. Dir.....Henry Pruet
Chief Engineer.....Robert Waters

KCLV

CLOVIS—1952

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....New-Tex Bdcstg.
Address .....2112 Thornton
Phone: 4401.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Representative .....Pearson
President.....Odis L. Echols, Sr.
Sta., Comm. Mgr.....Odis L. Echols, Jr.
Sales Prom. Mgr.....Dave Follis
Program Director.....Albert Houpe
Chief Engineer.....Clayton Fuchs

KICA

CLOVIS—1931—MBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hugh DeWitt Landis
Address .....520 Pile
Phone: 5511.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Representative .....Hal Holman
Membership .....RAB, NARTB
Station Manager.....DeWitt Landis
Pgm., Pub. Dir.....Harold Cook
Chief Engineer.....M. S. O'Dell

KOTS

DEMING—1954—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Luna County Bcstg. Co.
Address.....P. O. Box 470
Phone: 999.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
General Mnaager.....Robert W. Tobey

KVBC

FARMINGTON—1951—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Address.....413½ West Main St.
Phone: Davis 5-3541.....Air Time: Full Time
News Service .....UP
Membership .....RAB
Transcription Service .....World
Pres., Gen. Mgr.....Marvin E. Bowles
Station Mgr.....C. O. Kendrick
Commercial Mgr.....James Montgomery
Prog. Dir.....Gene Pearsall
Chief Eng.....M. E. Bowles

KGAK

GALLUP—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Thunderbird Bcstg. Co.
Address.....P. O. Box 1150
Phone: 1300.....Air Time: Full Time
Newspaper Affiliation .....Times
News Service.....UP, AP
Transcription Service .....Lang-Worth
Station Representative .....McGillvra
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Merle H. Tucker
Program Director.....Stewart Chamberlain
Chief Engineer.....Robert Adamson

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KHOB

HOBBS—1954

Frequency: 1280 Kc.....Power: 1 Kw.
Owned.....Lea County Bcstg. Co.
Address.....P. O. Box 1596
Phone: 3-5148.....Air Time: Daytime
Station Rep. .....Melville
Owner & Gen. Mgr.....Lloyd Hawkins
Sales Mgr.....Jack Crandall

KWEW

HOBBS—1938
MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KWEW, Inc.
Business-Studio Address.....116 E. Dunnam
Representative .....Branham
President.....Mrs. Theresa Whitmore
General Manager .....Harry McAdams
Commercial Manager.....Phil McGee
Chief Engineer.....Roy Evans

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....902 N. Main St.
Phone: Jackson 6-2496....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
President.....M. B. Thompson
General Manager.....R. J. Gregory, Jr.
Chief Engineer.....Jack Diehl

KFUN

LAS VEGAS—1941—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Sunshine Bcsters, Inc.
Business Address.....Box 710
News Service .....UP
Transcription Service .....Standard
Membership .....NARTB, RAB
Representative.....Hil F. Best
Pres., Comm. Mgr.....Ernest N. Thwaites
Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunshine Bcstg. Co
Address .....Community Center
Representative.....George P. Hollingbery
Transcription Service .....Associated
News Service .....UP
Membership .....RAB, NARTB
President.....W. W. Phelps
General Manager.....A. M. Cadwell
Sta., Comm. Mgr.....Bob Porton
Program Director.....William Spack, Jr.
Publicity Director.....Jack N. Hardwick
Chief Engineer.....John L. Lockhart

KLEA

LOVINGTON—1952

Frequency: 630 Kc.....Power: 500 Watts
Owned-Oper. By...Prosperity Land Bcstg. Co.
Address.....P. O. Drawer 865
Phone: 8911, 62211.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Representative .....Clyde Melville
Owner, Gen. Mgr.....David R. Worley
Station Manager.....James Littlejohn
Comm. Mgr.....Hoyt Caldwell
Program Director.....Bobby Stone
Chief Engineer.....Francis Clements

KENM

PORTALES—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address.....Box 447, Roswell
Phone: 600.....Air Time: Full Time
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Membership .....NARTB
President .....John Burroughs
Gen. Sta., Comm. Mgr.....L. Randolph
Prog., Pub. Dir.....Bill Mathers
Chief Engineer.....Rollie Simmons, Jr.

KRTN

RATON—1948—MBS
INTERMOUNTAIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 767
Phone: 875.....Air Time: Full Time
News Service.....UP, INS
Station Rep.....Hil Best
Transcription Service .....Standard
Membership .....RAB
Pres., Gen. Manager.....Ernest N. Thwaites
Sta., Comm., Prom. Mgr...Dorothy G. Thwaites
Chief Engineer.....A. F. Schultz

KBIM

ROSWELL—1953—KBS

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Taylor Bcstg. Co.
Address.....512 W. 2nd St.
Phone: 4848, 9.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Clark
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....William C. Taylor
Comm., Prom. Mgr.....Woodrow Groves
Program Director.....S. A. Harral
Chief Engineer.....Vernon N. Hughes

KGFL

ROSWELL—1927—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.

www.americanradiohistory.com

Business-Studio Address.....Box 1019
Phone: 2000.....Air Time: Full Time
News Service .....UP
Transcription Service.....Langworth, World
Membership .....NARTB
Representative .....Branham
President.....Mrs. W. E. Whitmore
General Manager.....G. F. Roberts
Chief Engineer.....E. C. Rader

KSWS
ROSWELL—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....John A. Barnett
Business-Studio Address.....1723 W. Second
Phone: 3737.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB
Representative .....Meeker, Melville
Owner & Gen. Mgr.....John A. Barnett
Prog. Dir.....John Anderson
Dir. Sales. Service.....Paul B. McEvoy
Asst. Gen. Mgr.....W. L. Shackelford
Chief Engineer.....Ray R. Summersgill

KTRC
SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..J. Gibbs & Bayne A. Spring
Address.....210 E. Marcy St.
Phone: 3-6685.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....McGillvra
Membership .....NARTB
Pres., Gen., Sta. Mgr.....J. Gibbs Spring
Commercial Mgr.....S. C. Horn
Prog. Dir.....Bayne A. Spring
Chief Engineer.....Lloyd Storr

KVSF
SANTA FE—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address ....759 Cerrillos Rd.
Phone: 3-7319.....Air Time: Full Time
Representative .....Weed
President.....A. R. Hebenstreit
Gen., Comm. Mgr.....Ivan R. Head
Chief Engineer.....E. J. Vanderwood

KSIL
SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....James H. Duncan
Bus.-Studio-Transmitter Address..17th & Cactus
Phone: 611, 612.....Air Time: Full Time
News Service .....AP
Representative .....Branham
Pres., Gen. Mgr.....J. H. Duncan
Chief Engineer.....Earl McCall

KCHS
TRUTH OR CONSEQUENCES—1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rex A. Tynes
Address.....P. O. Box 351
Phone: 161.....Air Time: Full Time
News Service .....UP
Representative.....Continental Radio Sales
Program Director.....Richard Bonner
Chief Engineer.....Dell Sanders

KTNM
TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Quay County Bcstg. Co.
Business Address.....Box 668
Transcription Service .....World
Representative .....Melville
Membership .....NARTB
Gen., Sta. Mgr.....Lloyd Hawkins
Commercial Mgr.....Richard S. Fox
Program Director.....Kathryn Stephenson
Chief Engineer.....Howard Maudlin

NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — Families 4,772,000
Radio Homes 4,630,000 — TV Homes 4,310,000 — Stations in State 101

WABY
ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Eastern N. Y. Bcstg.
Business-Studio.....80 Braintree St.
Representative .....Rambeau
President .....David Kyle
Gen. Mgr.....Edward L. Trudeau
Station Mgr.....Toni Brady
Comm. Mgr.....Alix Blake
Chief Engineer.....Tom McDermott

WOKO
ALBANY—1924

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Business-Studio Address.....Hotel Wellington
Representative .....McGillvra
President, General Mgr.....James T. Healey
Station Manager.....Eugene J. Fitzpatrick
Program Director.....Frank G. Panny
Chief Engineer.....Stanley J. Pawlic

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WPTR

ALBANY—1948—MBS

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Oper. By....Patroon Brdcstg. Co., Inc.
Address .....Box 1540
Phone: 5-3345.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Station Representative.....Weed and Co.
Membership .....RAB
President .....J. Myer Schine
General Manager.....Leo Rosen
Program Director.....George Miller
Chief Engineer.....W. Russell David

WROW

ALBANY—1947—ABC

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Hudson Valley Br. Co., Inc.
Address.....P. O. Box 4100
Phone: 3-2225.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Station Representative.....The Bolling Co.
Membership .....NARTB
General Manager.....T. S. Murphy
Station Manager.....Harry L. Goldman
Sales Manager.....Harry V. Barker
Chief Engineer .....Charles Heisler

WCSS

AMSTERDAM—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst.
Business-Studio Address....Upper Locust Ave.
Phone: Victor 3-2500.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra
Membership .....RAB
President.....Alphonse Di Mezza
V.P. & Gen. Mgr.....Walter T. Gaines
Chief Engineer..... ....Barry Frank

WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone: 2-3511.....Air Time: Full Time
Newspaper Affiliation .....“Advertiser”
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark

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GET BIG BUDGET COVERAGE

ON WKBW IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .

$100 A WEEK!

. . . you'll be surprised what $100 a week will buy!

SATURATION

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it.

MORE LISTENERS PER DOLLAR

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you MORE THAN TWICE AS MANY LISTENERS for your advertising dollar. That's why your sales results will be MORE THAN TWICE AS GOOD! For details call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President and General Manager

www.americanradiohistory.com

Membership .....NARTB, RAB
President.....William O. Dapping
General Manager.....Frederick L. Keesee
Prog., Pub. Dir.....Robert B. Morgan
Chief Engineer.....Herbert House

WBTA

BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address....218 East Main St.
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr..... Charles L. Snow
Commercial Mgr.....Charles Snow
Program Director.....Jim Fagan
Chief Engineer.....Fred Callendar

WENE

BINGHAMTON—ENDICOTT—1947
ABC

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
Transcription Service.....Associated
Representative.....Radio Reps. Inc.
Membership .....NARTB, BAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Sales Manager.....Norman F. Flynn
Program Director.....Len Hathaway
Chief Engineer.....Sheldon W. Weyland

WINR

BINGHAMTON—1946—NBC

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..Southern Tier Radio Service
Business-Studio Address..Court House Square
Phone: 4-4318.....Air Time: Full Time
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
President .....Donald Kramer
General Manager.....George J. O'Connor
Commercial Manager.....H. R. Nicholson
Pgm., Prom. Dir.....Charles Bishara
Chief Engineer.....A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone: 2-3437.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NARTB, BAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Commercial Mgr.....Wally Buman
Chief Engineer.....Charles Hallinan

WNBF

BINGHAMTON—1927—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....P. O. Box No. 48
Phone: 3-7311.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bolling
Membership .....NARTB
General Manager.....George R. Dunham
Sales Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir.....John Turner
Program Director..... E. M. Scala
Chief Engineer.....L. H. Stantz

WBEN

BUFFALO—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Phone: MOhawk 0930.....Air Time: Full Time
Newspaper Affiliation..Buffalo Evening News
News Service.....AP, INS, UP
Transcription Service .....Lang-Worth
Representative.....Henry I. Christal
Membership .....NARTB, BAB
President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
General Manager.....C. Robert Thompson
Station Manager.....Frank W. Kelly
Sales Manager.....C. E. Daly
Program Director.....Carl Erickson
Publicity Director.....Joseph A. Haeffner
Chief Engineer.....Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Roy L. Albertson, Inc.
Address.....485 Main St.
News Service .....AP, UP
Transcription Service .....Capitol
Station Representative.....Adam J. Young
President.....Roy L. Albertson, Sr.
General Mgr.....Michael L. Merla
Sales Promotion Mgr.....Eugene K. McWhite
Chief Engineer.....Thomas L. Vines

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business Address.Radio Center, 1430 Main St.
Phone: Grant 5101.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Clinton H. Churchill
Public Service Dir.....Dorothy L. Ireland
Station Mgr.....Alfred E. Anscombe
Program Director.....Frank Ward
Chief Engineer.....Leroy Fiedler

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WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Newspaper Affiliation.....''Courier-Express''
News Service.....AP, INS, UP
Trans. Service...Thesaurus, Standard, SESAC
Representative .....Katz
Membership .....NARTB, BAB
President.....William J. Conners, III
General Manager.....William Doerr
Commercial Manager.....Carl J. Kirchhofer
Pgm., Prom. Mgr.....Wm. Schweitzer
Chief Engineer.....Frank B. Ridgeway

WGR

BUFFALO—1922—NBC

Frequency: 550 Kc.....Power: 5 Kw. d.
Owned .....WGR Corp.
Address .....Lafayette Hotel
Phone: WA 3100.....Air Time: Full Time
News Service .....UP
Station Representative.....Free & Peters, Inc.
Membership .....NARTB, BAB
President.....George F. Goodyear
General Mgr.....J. J. Bernard
Sta., Comm. Mgr.....Nat L. Cohen
Sales Prom. Mgr.....Philip H. Curtis
Program Dir.....Robert J. Strigl
Chief Engineer.....Karl B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By..Greater Erie Broad. Co.
Address.....315 Main St.
Phone: MO 1200.....Air Time: Daytime
Representative ..... Forjoe
Owner .....Leon Wyszatycki
Gene.al Manager.....Ted Wyszatycki
Commerc.al Manager.....Jack Greenfield
Chief Engineer.....Walter Williams Jr.

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc.....Power: 1000 Watts .d
Owned-Operated By..W. New York Broad. Co.
Address .....Box 85
Phone: AMherst 1160.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Station Representative.....Wm. G. Rambeau
Gen., Comm. Mgr.....Thaddeus Podbielniak
Sales Prom., Pub. Dir.....Bradley D. Steiger
Program Director.....James J. Frieling
Chief Engineer.....Roger W. Fleming

WCBA

CORNING—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
Owned...Wellsboro Corning Broad. Adv. Inc.
Address .....Caton Road
Phone: 6-7000.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative .....McGillvra, Inc.
Pres., Gen. Mgr.....Paul L. Carpenter
Station Manager.....Paul E. Carpenter
Program Director.....Richard Buzzerd
Chief Engineer.....Thomas Shaffer

WCLI

CORNING—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Radio Corning, Inc.
Address.....90 W. First St.
Phone: 6-5421.....Air Time: Full Time
Transcription Service.....Thesaurus
Station Representative.....Meeker
News Service .....AP
Pres., Gen. Mgr.....Gordon M. Jenkins
Prom., Comm. Mgr.....Frank P. Costello
Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
Chief Engineer.....Frank Saia

WKRT

CORTLAND—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Radio Cortland, Inc.
Bus.-Studio Address.....State Theatre Bldg.
Phone.....Skyline 6-2828, 2829
Air Time.....Full Time
News Service .....UP
T.anscription Service .....Lang-Worth
Representative .....Gill, Perna
Membership .....RAB
President.....Leighton A. Hope
General Manager.....William L. Thompson
Chief Engineer.....William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Dunkirk Broad. Corp.
Address.....316 Main St.
Phone: 7756.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, World
Station Representative .....Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr., Sta. Mgr....Alois A. Schmidt
Commercial Manager.....B. F. Goodrich
Program Director.....Van Miller
Chief Engineer.....J. T. Grace

WELM

ELMIRA—1947—CBS-ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Radio Elmira, Inc.
Business-Studio Address.....222 E. Market St.
Phone: 3-5626.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Station Representative .....Meeker
Membership .....NARTB
President.....John S. Riggs

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Vice Pres. (Sales).....Keith W. Horton
Vice Pres. (Bcstg.).....Phil Cameron
Program Director.....Ruth E. Dibble
Chief Engineer.....Arthur French

WENY

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone: 5181.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation....Gazette, Advertiser
Transcription Service .....World
Representative.....Everett & McKinney
Membership .....NARTB, RAB
General Manager.....Dale L. Taylor
Commercial Mgr.....Bill Pope
Sales Manager.....Ellis Erdman
Program Director.....Ted Hodge
Chief Engineer.....Thurlow A. Greene

WGBB

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Business-Studio Address....44 So. Grove St.
Phone: Freeport 9-1400...Air Time: Full Time
Transcription Service .....Lang-Worth
General Manager.....John D. Whitmore
Station Manager.....Murray C. Evans
Program Director.....A. Cheesman
Publicity Manager.....Herbert Clock

WOSC

FULTON—1949—KBS

Frequency. 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....Box 97, Oswego
Phone: Fulton 2-2255.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Richard C. Mitchell
Station Manager.....Jack Burgess
Program Director.....Edward Reich
Publicity Dir.....Betty J. Sterling
Chief Engineer.....Robert N. Blair

WGVA

GENEVA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Federal Savings Bldg.
Phone: 6691.....Air Time: Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....World
Membership .....RAB
President.....M. R. Forman
General Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver
Program Director.....Alex Lamutis
Sales Prom. Mgr.....Archie Fabretti
Chief Engineer.....R. Carleton Greene

WWSC

GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Phone: 2-6518.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Devney
Membership .....RAB
President .....Louis Brown
Gen., Comm. Mgr.....Martin Karig
Comm. Mgr.....E. V. Wiley
Program Director.....Carl Mattison
Chief Engineer.....Wilson P. Foy

WENT

GLOVERSVILLE—1944—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone: 4-7175.....Air Time: Full Time
News Service .....AP
Representative .....Gill, Perna
President .....George Bissell
General Manager.....A. C. Lloyd, Jr.
Program Director.....Peter Dreyer
Chief Engineer.....Richard Stewart

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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"The Pulse" Proves:

Strong LOCAL programming gives WHLI the Largest Daytime Audience in the *big booming Major Long Island Market*

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- LOCAL Long Island — national — international news
- Railroad — bus — school and industrial plant information
- LOCAL special events — editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather — boating — fishing — beach and garden reports

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* Data: "The Pulse" Report
Daytime, Nov. 1954
Hempstead Township, N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, *Pres.*
the voice of long island
Represented by Rambeau

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WHLI

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone: Ivanhoe 1-8000.....Air Time: Daytime
News Service .....UP
Transcription...Associated, World, Thesaurus
Representative .....Rambeau
Membership .....RAB
Pres., Gen. Mgr.....Paul Godofsky
Ex-Vice-President.....Joseph A. Lenn
Prog. Dir.....Jerry Carr
Publicity Director.....George Ball
V.P., Chief Engineer.....Frank E. Knaack

WLEA

HORNELL—1951—MBS-KBS

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address.....97 Main St.
Phone: 1420.....Air Time: Daytime
News Service .....UP
Representative .....Gill, Perna
Membership .....RAB
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr. .....G. W. Stidstone
Prog. Dir.....Don Jones
Chief Engineer.....Frederick Witter

WWHG

HORNELL—1949

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....W. H. Greenhow Co.
Address .....85 Canisteo St.
Phone: 2000, 1.....Air Time: Daytime
Newspaper Affil.....Tribune, Advocate
News Service .....AP
Transcription Service.....Thesaurus
Representative .....McGillvra
Pres., Gen. Mgr.....Louis G. Buisch
Station Manager.....Donald J. Curran
Commercial Mgr.....Sheffield Davis
Program Director.....Edward Spoo
Chief Engineer.....Howard Huff

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Address .....Union Turnpike
Phone: HU 8-3341.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra, Kittell-Carter
Membership .....NARTB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Program Director.....James P. Cranna
Publicity Director.....Jennie Weaver
Chief Engineer.....Charles Weiler

WGSM

HUNTINGTON—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Phone: Huntington 4-6740..Air Time: Daytime
News Service .....UP
Station Representative.....Robert Keller
Transcription Service .....World
President.....Byron T. Sammis
Gen., Sta. Mgr.....Edward J. Fitzgerald
Program Director.....Marjorie Anning
Publicity Director.....Ruth Rogers
Chief Engineer.....William Naramore

WHCU

ITHACA—1940—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone: 4-6301.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Michael R. Hanna
Commercial Mgr.....H. E. M. Brockway
Program Director.....Joseph A. Short
Publicity Director.....Sam Woodside
Chief Engineer.....Herbert P. Michels

WJOC

JAMESTOWN—1948—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Phone: 5-108.....Air Time: Full Time
News Service .....AP
Representative .....Gill-Perna
Transcription Service .....World
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....Harold P. Kane
Program Director.....William Winn,
Sales Prom. Mgr.....T. Graham Maxwell
Chief Engineer.....Burton O. Waterman

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Phone: 7-151.....Air Time: Full Time
News Service .....UP
Transcription Service...Associated, McGregor
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President.....Jay E. Mason
Gen., Sta. Mgr.....Simon Goldman
Comm. Mgr.....J. Carl Willems
Program Director.....George Pfleeger
Publicity Dir.....Christine O'Polka
Chief Engineer.....Harold J. Kratzert

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WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone: 4500.....Air Time: Full Time
News Service .....UP
Representative .....Meeker
Membership .....RAB, NARTB
President.....Joseph K. Close
General, Station Mgr.....Robert M. Peebles
Program Director.....Ernest Ward
Publicity Director.....Richard McCarthy
Chief Engineer.....Carl Egolf

WVOS

LIBERTY—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Phone: 1680-1.....Air Time: Full Time
News Service .....UP
Pres., Gen. Mgr.....S. D. Lubin
Commercial Mgr.....H. G. Borwick
Chief Engineer.....Robert Gessner

WLFH

LITTLE FALLS—1952—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio City Bcstrs.
Address.....339 S. 2nd St.
Phone: 654.....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
President.....Arthur Feldman
Vice-President.....Robert Feldman
Commercial Mgr.....Frank Camarata
Chief Engineer.....Arthur Clark

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address .....320 Michigan St.
Phone: 3-5944.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Newspaper Affil.....“Union Sun & Journal”
Representative .....Gill, Perna
Membership .....NARTB
President .....Egbert D. Corson
General Manager.....William J. Kemble
Comm. Mgr.....Joseph A. Pinna
Prog. Dir.....Tony Allen
Chief Engineer.....Richard Weatherbee

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By.....North Country Bcstg. Co.
Address.....65 Woodward St.
Phone: 187.....Air Time: Full Time
News Service .....UP
Pres., Gen. Sta. Mgr.....Mitchell C. Tackley
Commercial Manager.....Alice M. Tackley
Program Director.....Donald J. Paye
Publicity Dir.....M. C. Tackley
Chief Engineer.....Adolf Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Arcade St.
Phone: Watertown 27....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Weed
Membership .....NARTB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Thomas R. McHugh
Program Director.....James H. Nash
Chief Engineer.....Michael Tarkulich

WALL

MIDDLETOWN—1942—KBS

Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....62 North St.
Phone: Middletown 3119..Air Time: Full Time
News Service .....AP
Pres., Gen., Comm. Mgr.....James M. Patt
Program Director.....Jerry Wax
Chief Engineer.....Fred Schoelkoph

WGNY

NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned.....Orange County Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone: Newburgh 4600.....Air Time: Daytime
News Service .....AP
Membership .....RAB
Sta. Rep. .....Kettell-Carter
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Joseph Rake
Prog. Dir.....Richard Kaskin
Chief Engineer.....Marvin S. Seimes

WNRC

NEW ROCHELLE—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By....Radio New Rochelle, Inc.
Address.....411 Fifth Ave.
Phone: 6-0800.....Air Time: Daytime
News Service .....AP
Pres., Gen., Sta. Mgr.....James A. Iodice
Comm., Prog. Dir.....Paul V. Coughlin
Sales Prom. Mgr.....Nick Andrews
Publicity Director.....Jerry Dale

www.americanradiohistory.com

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 West 66th St.
Phone: SU 7-5000.....Air Time: Full Time
News Service.....AP, INS
Representative.....Edward Petry & Co.
President.....Robert E. Kintner
Acting Gen. Mgr.....Michael Renault
Program Manager.....Myrtle Tower
Sales Prom. Mgr.....Eugene Accas
Chief Engineer.....John Bourcier

WBNX

NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone: MElrose 5-0333....Air Time: Full Time
News Service.....AP
Transcription Service.....SESAC
Representative.....King
President.....A. L. Haskell
V.P., Sta.-Gen. Manager.....William I. Moore
Asst. Comm. Mgr.....Edward Betchley
Production Director.....Frank Johnson

WCBS

NEW YORK—1924—CBS RADIO

Frequency: 880 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
General Studio Address.....485 Madison Ave.
Phone: PLaza 1-2345.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service.....Capitol
Representative.....CBS Radio Spot Sales
Membership.....NARTB, RAB
President of CBS.....Frank Stanton
General Manager.....Carl Ward
Sales Manager.....Henry Untermeyer
Merchandising Dir.....Howard Lally
Sales Prom. Mgr.....Murray Gross
Program Director.....Sam Slate
Public Affairs Dir.....D. Gordon Graham
Publicity Director.....Milton Rich
Chief Engineer.....Davidson Vorhes

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
News Service.....AP
President.....Adolph Held
Gen.-Sta.-Comm. Mgr.....Henry Greenfield
Program Director.....George Field
Chief Engineer.....Charles Brown

WMCA

NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone: CIrcle 6-2200.....Air Time: Full Time
Transcription Service.....World
Representative.....AM Radio Sales
Membership.....BAB
President.....Nathan Straus
General Manager.....M. M. Fleischl
Program Director.....Leon Goldstein
Sales Prom. Mgr.....Patricia Bolton
Sales Mgr.....John J. McSweeney
Chief Engineer.....James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By..Marcus Loew Booking Agcy.
Business-Studio Address.....711 Fifth Ave.
Phone: MU 8-1000.....Air Time: Full Time
News Service.....UP, AP
Representative.....Rambeau
Director.....Arthur M. Tolchin
General Manager.....Frank Roehrenbeck
Sales Manager.....Samuel Faust
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Chief Engineer.....Paul Fuelling

TAP THE RICH MARKET
OF METROPOLITAN NEW YORK
through
WEVD AM 1330 K.C. 5000 K.W.
FM 97.9 20 K.W.
ENGLISH . . . JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast Metropolitan New York market.

For more than two decades top-draw national and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners.

Renewing their contracts year after year, these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

Send for your copy of the roster of
WHO'S WHO AMONG WEVD'S SPONSORS

All Programs Broadcast on
AM and FM Simultaneously

HENRY GREENFIELD, Managing Director

W E V D 117-119 West 46th Street
New York 36, N. Y.

www.americanradiohistory.com

IN NEW YORK...

GERMAN
ITALIAN
POLISH
RUSSIAN
SPANISH
UKRAINIAN
PLUS

For almost a quarter of a century, WHOM has devoted its time and effort serving the foreign language groups in New York's Metropolitan Area. Today, many of the OVER FIVE MILLION Italian, German, Spanish, Polish and Russian speaking citizens look upon WHOM as a friend who has always known how to "speak their language," presenting the type of entertainment most popular to each group. That is why WHOM influence in these homes can mean so much to your sales figures.

- 62 Hours a Week of Spanish Programs.
- 18 Hours a Week of Italian Programs.
- 18 Hours a Week of Polish Programs.
- 12 Hours a Week of German Programs.
- 4½ Hours a Week of Russian Programs.
- 3½ Hours a Week of Ukranian Programs.

. . . 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

ATLANTIC BROADCASTING COMPANY, INC.
136 West 52 St. CI 6-3900
New York 19, N. Y.

WHOM
America's Foremost Foreign Language Radio Station.
1480 Kcs. 5000 W.

www.americanradiohistory.com

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....136 W. 52nd St.
Phone: CIrcle 6-3900.....Air Time: Full Time
Newspaper Affil...Il Progreso, Italo-Americano
News Service .....UP
President .....Fortune Pope
V.P., Chge. Sales.....Charles Baltin
Sales Prom. Mgr.....R. A. Fornier
Program Director .....Ralph Constantino
Chief Engineer.....George Steiger

WINS

NEW YORK—1926

Frequency: 1010 Kc.....Power. 50,000 Wtts
Owned-Oper. By.....Gotham Bcstg. Corp.
Address.....28 W. 44th St.
Phone: BRyant 9-6000....Air Time: Full Time
News Service.....INS, UP
Membership .....NARTB, BAB
President.....J. Elroy McCaw
General Manager.....Robert Leder
Director of Sales.....Jacques Bira'ben
Sales Prom. Mgr.....Joe Besch
Program Director.....Robert Smith
Chief Engineer.....Paul von Kunitz

(See Page 516)

The Red Cross Needs

Your Unstinting Assistance

GIVE!

www.americanradiohistory.com

BOB & RAY

the **PETER ROBERTS** *show*

YANKEE BASEBALL

LISTEN TO LACY

SINGING BATTLE ROYAL

WINS *"The Smile on your Dial spot"*

STAN SHAW SHOW

LES KEITER'S SPORTS

the **ALAN FREED** *Rock 'n Roll Party*

PETER ROBERTS * news * special events

the BIRDLAND SHOW

WINS

1010

NEW YORK • 50 KW

24 HOURS A DAY

DREW PEARSON

the U. N. today

SATURDAY NIGHT HOP

WLIB

NEW YORK—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone: ORegon 9-2720.....Air Time: Daytime
News Service .....AP

Representative .....Forjoe
President .....Morris S. Novik
General Mgr.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....George A. Bernstein
Chief Engineer.....Gordon A. Greenfield

(See Page 518)

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 510-511

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LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE

The Only station in New York with studios in Harlem.

WALTER WHITE

WALTER WHITE SHOW
SYNDICATED NATIONALLY
FEATURES NEWS AND
INTERVIEWS WITH
FAMOUS PEOPLE
IN ALL WALKS
OF LIFE.
—WRITE FOR RATES

STARRING

GEO. GOODMAN

LLOYD WILLIAMS

VICTOR BOZEMAN

THE BOWSERS

HAL JACKSON

NEW YORK NEGRO
POPULATION IS 1,012,883
(U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS
PROGRAMS EVERY HOUR ON THE HALF
HOUR—35 NEWSCASTS PER WEEK

BILL JENKINS

WLIB 1190

207 EAST 30th STREET, NEW YORK 16, N. Y.

ON THE DIAL

www.americanradiohistory.com

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS

NETWORKS

□

PUBLICATIONS

□

ORGANIZATIONS

□

TALENT AGENCIES

□

FM RADIO STATIONS

□

AM RADIO STATIONS

□

NEWS ASSOCIATIONS

□

TELEVISION STATIONS

□

PROGRAM PRODUCERS

□

RECORDING COMPANIES

□

ADVERTISING AGENCIES

□

TRANSCRIPTION COMPANIES

□

STATION REPRESENTATIVES

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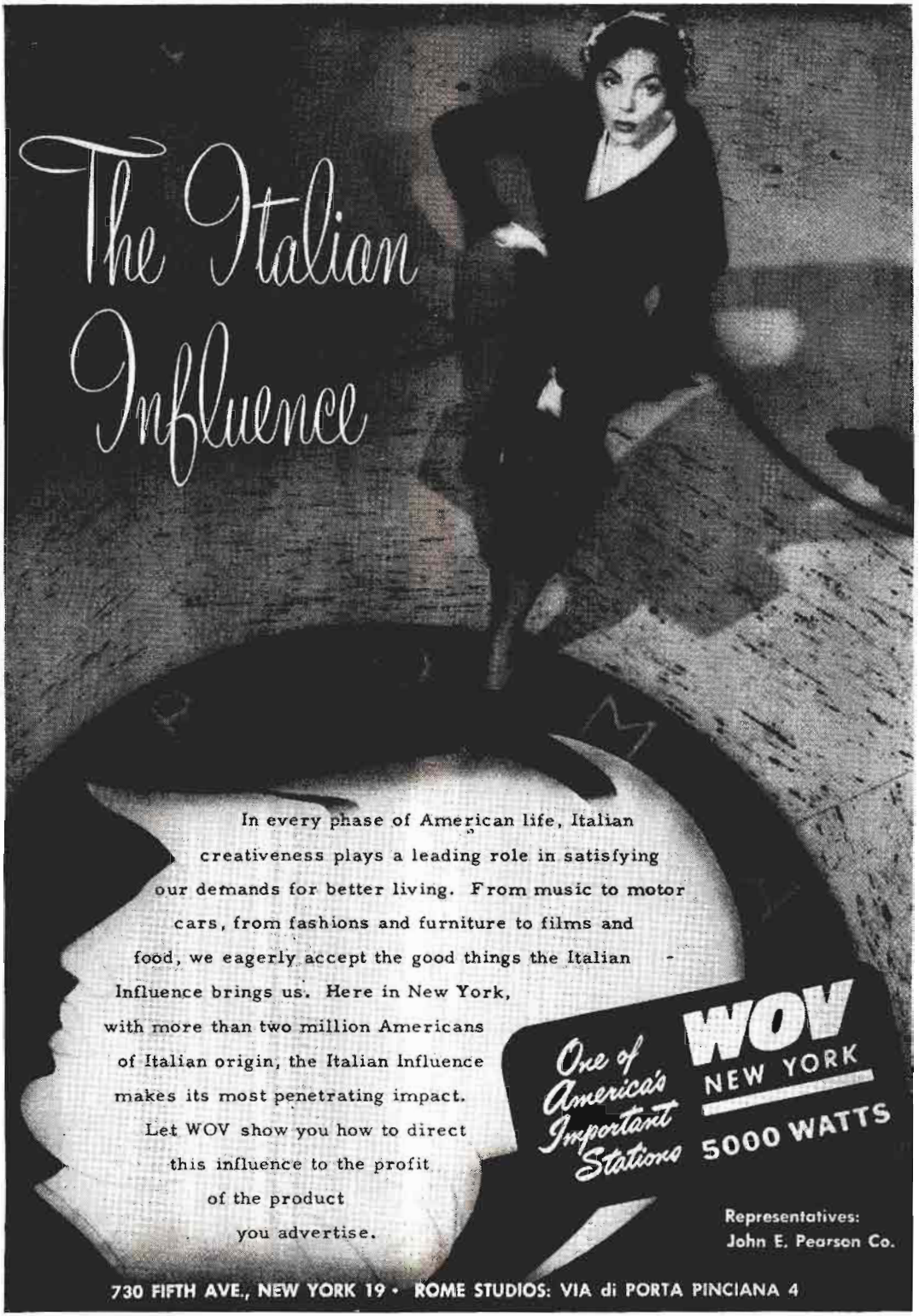

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WNEW

NEW YORK—1934

Freq.: 1130 Kc.....Power: 50 Kw. d., 10 Kw. n.
Owned-Operated By.....WNEW, Inc.
Business-Studio Address.....565 Fifth Ave.
Phone: PLaza 3-3300.....Air Time: Full Time
Transcription Service .....Lang-Worth
News Service .....AP
Representative .....John Blair
Pres. & Gen. Mgr.....R. D. Buckley
V.P., Sales Director.....Ira Herbert
Promotion Manager.....Kenneth Klein
Coordinator of Operations (V.P.)...John Jaeger
Chief Engineer.....Max Wolner

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1440 Broadway
Phone: LOngacre 4-8000..Air Time: Full Time
News Service .....INS, UP
Transcription Service .....Associated
Representative .....H-R Reps.
Membership .....NARTB, RAB
President.....Thomas F. O'Neil
V.P., Gen. Mgr., Prog. Dir.....Gordon Gray
Commercial Mgr.....William Dix
Publicity Manager.....Richard Jackson
Chief Engineer.....Charles Singer

(See Page 302)

WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone: CI 5-7979.....Air Time: 21 Hrs.
News Service .....AP, ANSA
Transcription Service Standard....MacGregor
Representative .....Pearson, Walker
Membership .....RAB
President.....Richard E. O'Dea
General Manager.....Ralph N. Weil
Commercial Manager.....Joseph N. Curl
Sales Promotion Mgr.....Carroll Forbes
Program Director.....Arnold Hartley
Chief Engineer.....Emile Hill

WRCA

NEW YORK—1922—NBC

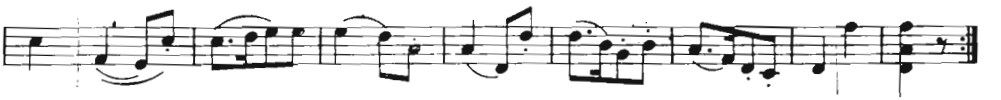
Frequency: 660 Kc.....Power: 50 Kw., d.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
Phone: CI 7-8300.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Station Rep.....NBC Spot Sales
Membership .....NARTB, BAB
President .....Sylvester Weaver
General Mgr.....Hamilton Shea
Station Mgr.....Ernest dela Ossa
Commercial Mgr. .....George Stevens
Sales Prom. Mgr.....Max Buck
Program Dir.....Steve White
Chief Engineer.....Gerald Sellar

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

www.americanradiohistory.com

Good music rings the bell!

America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

WQXR *1560 on AM dial 96.3 on FM dial*

THE RADIO STATION OF THE NEW YORK TIMES

"Always the best in music"

229 West 43rd Street, New York 36, N. Y. LA 4-1100

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WQXR

NEW YORK—1936

Frequency: 1560 Kc.....Power: 50,000 Watts
Owned-Operated By.....Interstate Bcstg. Co.
Business-Studio Address.....229 W. 43rd St.
Phone: LA 4-1100.....Air Time: Full Time
News Service.....N. Y. Times (Owner)
Transcription Service.....Associated, SESAC
Representative.....Paul H. Raymer
President.....Arthur Hays Sulzberger
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P. Sales Mgr.....Norman S. McGee
Sales Prom. Dir.....Mary Rice Anderson
Program Director.....Eleanor N. Sanger
Pub. Dir.....E. "Pat" Hurley
Chief Engineer.....L. J. Kleinklaus

WHLD

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc....Power: 5000 Watts d.
Owned-Oper. By.....Earl C. Hull
Business-Studio Address.....Hotel Niagara
Phone: 8421.....Air Time: Daytime
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership .....NARTB
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Mgr.....Jack Whitney
Program Director.....Eddy Joseph
Chief Engineer.....Robert Wilson

WJJL

NIAGARA FALLS—1947

Frequency: 1440 Kc....Power: 1000 Watts d.
Owned-Oper. By .....John J. Laux
Address.....129 Main St.
Phone: 5796.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Representative .....Pearson
Gen., Comm. Mgr.....Tom W. Talbot
Program Director.....Tiny Hamerick
Chief Engineer.....Gustav Czaplak

WCHN

NORWICH—1953

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Radio Norwich, Inc.
Address.....14 S. Broad St.
Phone: 4-2218.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Station Rep. .....McGillvra
Pres., Gen. Mgr.....William J. Hall
Publicity Director.....Ray Whitlock
Chief Engineer.....Kenneth Rockwell

WSLB

OGDENSBURG—1940—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Address.....2315 Knox St.
Phone Number 500
News Service .....UP
Membership .....RAB
President.....Joseph R. Brandy
General Manager.....Harold J. Frank
Comm. Mgr.....Joseph R. Brandy
Program Director.....Hal Gilman
Chief Engineer.....Ellsworth Hall

WHDL

OLEAN—1929—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL, Inc.
Address.....3219 State St.
Phone: 4149.....Air Time: Full Time
Newspaper Affiliation.....Times Herald
News Service .....AP
Transcription Service .....World
Representative.....Everett & McKinney
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....John R. Henzel
Commercial Manager.....James F. Hastings
Program Director.....Donald W. Merriman
Chief Engineer.....Wallace D. Taylor

WDOS

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ottoway Stations, Inc.
Bus.-Studio Address.....104 Chestnut St.
Phone: 2470.....Air Time: Full Time
News Service .....UP
Newspaper Affiliation.....Oneonta Star
Transcription Service .....Associated
Representative .....Radio Reps.
Membership .....RAB
President.....James H. Ottaway
Managing Director.....Francis H. Brinkley
Station Manager.....Harold E. Graves
Comm. Mgr.....Benjamin Turnbull
Program Director.....Howard Atwell
Chief Engineer.....Wiley Bates

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Bcstg. System, Inc.
Address...Jericho Turnpike, Mineola, Box 750
Phone: Pioneer 6-6700.....Air Time: Daytime
News Service .....UP
Pres. & Gen. Mgr.....Lee Hollingsworth
Comm. Mgr.....D. B. Robbins
Sales Prom. Mgr.....Tommy Hollingsworth
Program Dir.....Bob Jenkins
Chief Engineer.....Lee Hollingsworth

WALK

PATCHOGUE—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Suffolk Bcstg. Corp.
Address.....P. O. Box 230
Phone: Patchogue 3-0408..Air Time: Daytime

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News Service ..... AP
Newspaper Affiliation..... Suffolk Cons. Press
Transcription Service..... Associated, Capitol
Representative ..... Webb
Membership ..... NARTB
Pres., Gen. Mgr..... Nils E. Segerdahl
Vice-President..... W. K. Macy, Jr.
Gen. Mgr..... Nils E. Segerdahl
Prog. Dir..... Jack Ellsworth
Chief Engineer..... George Chandler

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc..... Power: 1 Kw. d.
Owned-Oper. By..... Patchogue Bcstg. Co.
Address ..... Box 651
Phone: Patchogue 3-4600.. Air Time: Daytime
News Service ..... UP
Pres., Gen. Mgr..... Lee Morrison
Station Mgr..... Stan Allan
Comm. Mgr..... Herbert Morrison
Sales Prom. Mgr..... Don Lombardy
Program Director..... Dick Hodkin
Chief Engineer..... Morton Morrison

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... Highland Bcstg. Corp.
Trans. Address..... Radio Terrace
Phone: Peekskill 7-1124... Air Time: Daytime
News Service ..... UP
Transcription Service..... SESAC, World
Station Rep..... Kettell-Carter
Membership ..... NARTB
Pres., Gen. Mgr..... Irving E. Cottrell
Comm., Sales Prom. Mgr..... Francis Lough

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc..... Power: 1000 Watts
Owned-Oper. By..... Plattsburg Bcstg. Corp.
Studio Address..... 153 Margaret St.
Phone: 1600..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Gill-Perna
Membership ..... NARTB, RAB
Pres., Gen. Mgr..... George F. Bissell
Program Director..... Leon Kelly
Commercial Mgr..... Jack Charles
Sales Prom. Mgr..... Alex Coursey
Chief Engineer..... Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Oper. By .. Clinton Cty. Bdcstg. Corp.
Trans. Loca. Address .... 301-03 Cornelia St.
Phone: Plattsburg 2800.. Air Time: Full Time
News Service ..... AP
Transcription Service ..... Associated
Representative ..... W. S. Grant Co., Inc.
Membership ..... NARTB, RAB

Pres., Gen., Comm. Mgr. ..... Joel H. Scheier
Business Mgr..... Donald Pelkey
Program Director..... Betty Kraus
Chief Engineer ..... John M. Nazak

WDLC

PORT JERVIS—1953

Frequency: 1490 Kc..... Power: 100 Watts
Owned-Oper. By..... Port Jervis Bcstg. Co.
Address ..... Neversink Drive
News Service ..... AP
Membership ..... NARTB
Transcription Service ..... World
President..... William H. Ware
General Manager..... Ernest C. Winkler
Commercial Mgr..... Oscar Wein
Program Director..... Henry Schwartz
Chief Engineer..... Richard L. Van Schaick

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc.... Power: 1000 Watts, d.
Owned-Operated By... Mid-Hudson Bcsts. Inc.
Business-Studio Address..... 385 Main St.
News Service ..... UP
Transcription Service..... Lang-Worth, SESAC
Representative..... Everett-McKinney
Membership ..... NARTB, RAB
Pres., Gen. Mgr..... Arthur J. Barry, Jr.
Comm. Mgr..... Frank Breslin
Prom. Dir..... William Eames
Chief Engineer..... John P. Burke

1000 W **WEAV** 960 KC

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .
. . . a fast growing, fertile market for your product's sales.
. . . a natural test market.

Retail Sales Almost Tripled in 10 Years

250 W **WENT** 1340 KC

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

WENT means consistently high listenership and best results for advertisers.
WENT can sell the rich Gloversville-Johnstown area for you.

GILL-PERNA, INC.
National Representative

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HOW TO APPLY FOR FCC LICENSE

(*Continued from Page* 249)

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, which is "Application for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is **pro forma** or technical in nature; i.e., where no substantial changes in interest occur.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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THERE'S A NEW AUDIENCE IN WGYLAND

The New York State Thruway brings a huge and important Auto-Radio audience to upstate New York. WGY will hold this audience for more than 200 miles.

WGY

32 YEARS

And... WGY also covers 54 counties of New York and Western New England with a population of 2,752,800.

WGY's 50,000 Watts now cover one of the most prosperous markets in New York, 24 hours a day.

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—
54 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco

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WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Dutchess County Bcstg. Corp.
Business-Studio Address.....Box 889
Phone: 6800.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Station Rep.....Kettell-Carter
Membership .....NARTB, RAB
Pres., Gen. Mgr.....George W. Bingham
Commercial Manager.....Richard A. Dwelley
Program Director.....John Kuhn
Chief Engineer.....Marvin S. Seimes

WBBF

ROCHESTER—1947—MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....WBBF, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone: HA 8920.....Air Time: Full Time
News Service .....AP
Representative .....Cooke
Transcription Service .....RCA
President.....Thomas L. Brown
Commercial Mgr.....Lloyd B. Gibson
Sales Prom. Mgr.....Nick Nickson
Program Director.....Claude Johnstone
Chief Engineer.....Vinent Lopopolo

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By...Stromberg-Carlson Co.
Business Address.....Rochester Radio Cty.
Phone: Culver 7240.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Standard
Representative.....George P. Hollingbery
Membership .....NARTB
Sta., Gen. Mgr.....William Fay
Commercial Manager ...John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Sales Manager.....Arthur W. Kelly
Chief Engineer.....Kenneth Gardner

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned.....Gannett Co. Inc.
Bus.-Studio Address.....55 Exchange St.
Phone: Locust 5600.....Air Time: Full time
News Service .....AP
Newspaper Affiliation.....Gannett Co.
Representative .....Everett McKinney
Membership .....NARTB, RAB
President.....Frank E. Gannett
General Manager.....Glover Delaney
Commercial Manager...Lowell H. MacMillan
Sales Prom. Mgr.....R. Bovanizer
Program Director.....Warren Doremus
Chief Engineer.....Bern C. O'Brien

WRNY

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Rochester Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone: Hamilton 9775.....Air Time: Daytime
News Service .....AP
Transcription Service.....Associated, etc.
Representative .....Stars Natl.
Membership .....RAB
President.....Arthur C. Kyle, Jr.
Gen., Sta. Mgr.....J. A. Shefrin
Chief Engineer.....John Rathbun

WSAY

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone: Baker 4870.....Air Time: Full Time
News Service .....INS
Representative .....Walker, Webb
Pres., Gen. Mgr.....Gordon P. Brown
Station Director.....John Hill

WVET

ROCHESTER—1947—ABC

Frequency: 1280 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Veterans Bdcstg. Inc.
Address .....17 Clinton Ave So.
Phone: HAmilton 4820.....Air Time: Full Time
News Service .....AP
Pres., Gen. Mgr.....Ervin F. Lyke
Gen. Sales Mgr.....Arthur Murrellwright
Program Director.....Paul C. Louther
Chief Engineer.....Raymond Jobes

WKAL

ROME—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Phone: 3616-7.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Cooke
President.....Myron J. Kallet
General Manager.....Joseph Kallet
Program Director .....Louis Barile
Chief Engineer.....James Delaney

www.americanradiohistory.com

WNBZ

SARANAC LAKE—1927—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone: 1320.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Wm. G. Rambeau
Membership .....NARTB
Pres., Gen. Mgr.....Jacques DeMattos
Chief Engineer.....H. Berwind Williams

WSPN

SARATOGA SPRINGS—1954

Frequency: 930 Kc.....Power: 250 Watts
Owner.....Spa Bcstrs., Inc.
Address.....71 West Ave.
Phone 2180
Pres., Gen. Mgr.....Richard O'Connor

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone: 7-2261.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus, World
Representative.....Henry I. Christal
Membership .....NARTB, RAB
General Manager.....Merl L. Galusha
Station Operations Mgr.....R. W. Welpott
Supervisor of Sales .....Robert F. Reid
Promotion Mgr.....James Cobb
Station Service.....Caleb Paine
Spvr. of Programs.....A. G. Zink
Mgr. of Engineering.....W. J. Purcell

(See Page 526)

Covering the Adirondacks

Since 1927

WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Western Gateway Bcstg.
Business-Studio Address.....619 State St.
Phone Number 3-3622
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....RAB
President, Gen. Mgr.....Winslow Leighton
Comm., Sls. Prom. Mgr.....Thomas Seeley
Prog. Dir.....Stephen Fitz
Chief Engineer.....Irving P. Beck

WHEN

SYRACUSE—1941—ABC

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Meredith Syracuse Radio Corp.
Address.....511 Loew Bldg.
Phone: 2-0277.....Air Time: Full Time
Newspaper Affil.....Meredith Publishing Co.
News Service .....AP
Transcription Service .....Standard
Station Representative .....Katz
Membership .....NARTB, RAB
V.P. & Gen. Mgr.....Paul Adanti
Local Sales.....L. N. Parmentier
Promotion Mgr.....Robert Peel
Program Director.....John L. Scott
Chief Engineer.....Donald F. Langham

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg.
Bus.-Studio Address.....433 S. Warren St.
Phone: 2-1147.....Air Time: Full Time
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....Oscar F. Soule
Chief Engr., Gen. Mgr.....Charles F. Phillips
Commercial Mgr.....Richard F. Polgreen
Sales Prom. Mgr.....Robert W. Weir
Program Director.....Edward Bryant
Publicity Director.....Robert W. Weir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Bus.-Studio Address.....224 Harrison St.
Phone: SY 3-7111.....Air Time: Full Time
News Service.....UP, AP

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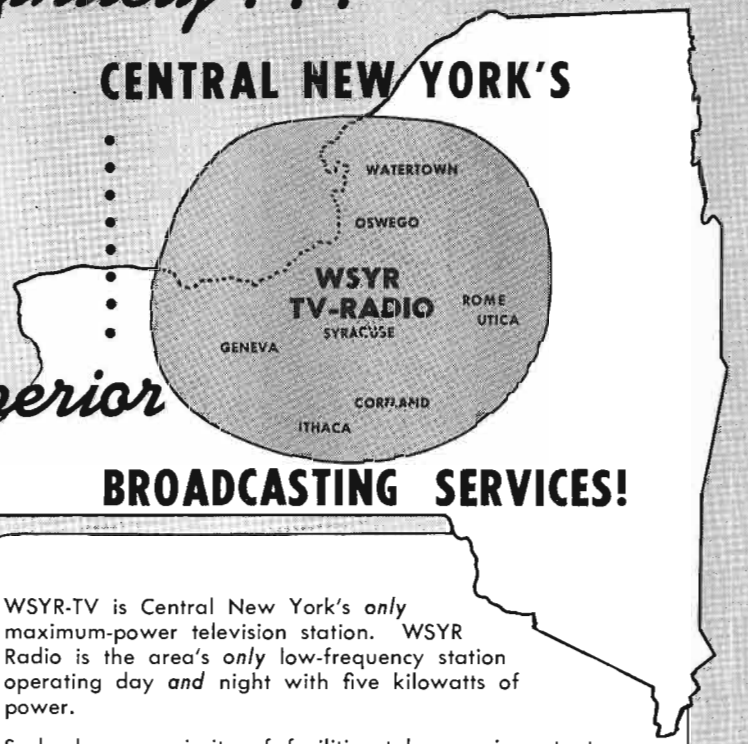
Definitely . . .

CENTRAL NEW YORK'S



Superior

BROADCASTING SERVICES!

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York.*

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

WSYR

TV 100 KW CHANNEL 3 • **RADIO** 5 KW 570 KC

Represented Nationally by
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CHRISTAL CO., Inc.

SYRACUSE, N. Y.

www.americanradiohistory.com

Trans. Service.....Lang-Worth Capitol "Q"
Newspaper Affiliation .....Herald-Journal, Post Standard
Rep.....Henry I. Christal, Harrington, Righter & Parsons
Representative .....Henry I. Christch
Membership .....NARTB, RAB
Pres., Gen. Mgr.....E. R. Vadeboncoeur
Commercial Mgr.....W. R. Alford, Jr.
Sales Prom. Mgr.....Thomas McCollum
V.P., Pgm. Dir.....Bill Rothrum
V.P., Chief Engineer.....Albert J. Eicholzer

WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By .....Syracuse Bcstg. Corp.
Address .....Box 1212
Station Rep. .....Rambeau
Membership .....NARTB
General Manager.....Arthur C. Kyle, Jr.
Asst. Manager.....James A. McKechnie
Commercial Mgr.....M. Silvieus
Program Director.....Fred L. Jeske
Chief Engineer.....Fred Schamu

WOLF

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Bus.-Studio Address.....Kirkpatrick & Van Rensellear Sts.
Phone: 2-7211.....Air Time: Full Time
Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Chief Engineer.....Don Muir

WIPS

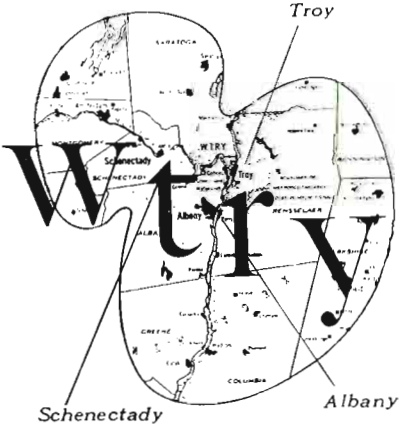
TICONDEROGA—1954—ABC-KBS

Frequency: 1250 Kc.....Power: 500 Watts
Owner.....Portage Bcstg. Co., Inc.
Phone 1776
President .....Martin Karig
Prog. Dir., Chief Eng.....John Glynn

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Troy Bcstg. Co., Inc.
Business-Studio Address.....92 Fourth St.
Phone.....Albany 4-2500, Ashley 4-1100
Air Time.....Full Time
News Service .....UP
Representative .....John Blair
Membership .....NARTB, RAB
President.....H. C. Wilder
General Manager.....W. W. Carter
Commercial Manager.....E. M. Sleighel
Sales Prom. Mgr., Pub. Dir...James F. Baker, Jr.
Program Director.....Randolph English
Chief Engineer.....A. H. Chismark



In this, the nation's 32nd retail market, WTRY remains the most popular station and benefits from these characteristics of the market:

RADIO PENETRATION: 99.1%
TV PENETRATION: 76%

RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%
TV TUNE-IN, 7:00 AM-12 PM: 18%

*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

*Pulse, Inc. October 1954

STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY

JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY

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WGAT

UTICA—1946

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Central Bcstg. Co.
Address .....Kellogg Rd.
Phone: 5-5209.....Air Time: Full Time
News Service .....AP
Station Rep.....J. Hershey McGillvra
President.....J. Eric Williams
Station Manager.....C. D. Williams
Sales Prom. Mgr.....Nicola Capomacchio
Program Director.....Nick Dardano
Chief Engineer.....Frederick H. Harrington

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....WIBX, Inc.
Address .....First Bank Bldg.
Phone: 2-2101.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Reps. .....Biddick, Walker
Membership .....NARTB, RAB
Pres., Gen. Mgr. ...Mrs. Margaret B. Stevens
Exec. V.P., Sta. Mgr., Pgm. Dir...Elliott Stewart
Production Director ....Betty Cushing Griffin
Comm. Mgr., Pub. Dir.....Nathan W. Cook
Merchandising Mgr.....F. C. Bowen
V.P., Secretary .....Gladys P. Moore
Chief Engineer .....John T. Dowdell

WRUN

UTICA—ROME—1947—ABC

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....The Rome Sentinel Co.
Business-Studio Address.....258 Genesse St.
Phone: 2-5111.....Air Time: Full Time
Representative .....Avery-Knodel
Transcription Service .....Associated
President.....Bradley C. Barnard
General Manager.....Fritz S. Updike
Program Director.....Edward M. Stemmler
Sta., Comm. Mgr.....Richard A. Clark
Chief Engineer.....George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Delaware County Bcstg.
Address.....Bear Spring Mt.
Phone: UN 5-4321.....Air Time: Full Time
News Service .....UP
Representative .....Rambeau
President.....Dr. E. Ogden Bush
V.P., Gen., Comm. Mgr.....Michael J. Cuneen
Program Director.....James T. Kirwan
Chief Engineer.....Robert Devine

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Phone Number 2424
Transcription Service.....Standard, SESAC
Membership .....NARTB
Pres., Gen. Mgr.....G. Harry Righter

WWNY

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address .....Hotel Woodruff
Phone: 4120.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Weed
Membership .....NARTB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Earl R. Kelly
Sales Manager.....Patrick E. Rheaume
Production Manager.....John V. Evans
Chief Engineer.....M. B. Davis

WFAS

WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 711
Phone: WH 9-6400.....Air Time: Full Time
News Service .....AP
Trans. Service.....Amp, Thesaurus, SESAC
Representative .....Headley-Reed
Membership .....NARTB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
Program Director.....Randall Kaler

WWRL

WOODSIDE—1926

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone: DE 5-1600.....Air Time: Full Time
News Service .....AP
Transcription Service.....Associated, SESAC
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Chief Engineer.....Benton R. Bartlett

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest Market at the Lowest Cost

• • •

TOPS in New York for the NEGRO MARKET

SPANISH

GERMAN

• • •

1600 Kc DEfender 5-1600

54 in '54!

46 Agencies placed Fifty Four National and Regional Accounts* on

WFAS

to reach the Billion Dollar Westchester Market in

1954!

* No "P.I."s, No "Call-me-Now"s!

WFAS and WFAS-FM

White Plains, N. Y.

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NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — Families 1,150,000
Radio Homes 1,004,000 — TV Homes 556,000 — Stations in State 115

WRCS

AHOSKIE—1947—KBS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone: 3101.....Air Time: Daytime
News Service .....UP
Transcription Service .....Associated
Station Rep. .....Dora-Clayton
President.....Charles H. Jenkins
Gen., Comm. Mgr.....P. G. Sewell
Program Director.....Bill Smith
Chief Engineer.....W. G. Barnes

WABZ

ALBEMARLE—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Phone: 1100.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Dora-Clayton
President.....S. R. Williams
General Manager .....W. J. Page
Commercial Manager.....J. T. Newman
Program Director.....C. H. Fletcher
Chief Engineer .....J. D. Brooks

WGWR

ASHEBORO—1947—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address.....Box 309
Phone: 2187.....Air Time: Daytime
News Service .....UP
Newspaper Affil.....Courier Tribune
Transcription Service.....Thesaurus
Membership .....RAB
President .....Roy Cox
Gen., Sta., Comm., Prom. Mgr....J. R. Marlowe
Program Director.....A. B. Brown
Chief Engineer.....W. H. Trogdon

WISE

ASHEVILLE—1939—NBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By..Radio Station WISE, Inc.
Address .....Langren Hotel
Phone: 3-5381-3.....Air Time: Full Time
News Service .....AP
Membership .....RAB, BMB
Representative .....Bolling Co.
Pres., Gen. Sta. Mgr.....Harold H. Thoms
Commercial Mgr.....Loyd B. Leonard
Program Director.....Dick Harshaw
Publicity Dir.....Skeeter Moore
Chief Engineer .....John Randolph

WLOS

ASHEVILLE—1947—ABC

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Skyway Bcstg. Co.
Business-Studio Address.....288 Macon Ave.
Phone: 2-2431.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Venard, Inc., Ayers
Executive Vice President.....Charles B. Britt
Commercial Mgr.....Bradley H. Roberts
Program Director.....R. Fred Brown Jr.
Chief Engineer.....M. D. Hunnicut

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone: 3-4451.....Air Time: Full Time
News Service .....AP
Representative .....Rambeau
Pres., Gen., Sta. Mgr.....Zeb Lee
Prom., Pub., Comm. Mgr.....James W. Young
Program Director.....Sam Greene
Chief Engineer.....Bill Clements

WWNC

ASHEVILLE—1927—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone: 5611.....Air Time: Full Time
Newspaper Affiliation .....Citizen-Times
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative .....H-R
Membership .....NARTB, RAB
President.....Charlie Peace
Gen., Sta., Prom. Mgr.....Cecil B. Hoskins
Comm. Mgr.....James A. Hagan
Program Director.....William F. Melia
Chief Engineer.....William H. Hamrick

WCGC

BELMONT—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owner.....Central Bcstg. Co.
Address .....Box 58
Gen. Mgr., Chief Eng.....Robert R. Hilker

WATA

BOONE—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Depot St.
Phone: Amherst 4-8461...Air Time: Full Time

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criteria in the carolinas

GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".

CLYDE McLEAN captures 61% with "Thursday Night Classicals".

PHIL AGRESTA'S "Carolina News" has 57%

44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.

65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.

LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Starlite Salute".

GRADY COLE... for 25 years "Mr. Radio" in the South with a 45% share of audience.

A 48% share for ALAN NEWCOMB'S "HITCHHIKER".

40% in the afternoon for JIMMY PATTERSON, "By Jimminy".

BOB RAIFORD'S "Raiford at Random" attracts 61%.

JACK KNELL and the news commands 54% of the 6:00 P.M. traffic.

Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

WBT

CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

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News Service ..... AP
Transcription Service ..... Thesaurus
President ..... Doris B. Brown
General Manager ..... Roland Potter
Commercial Manager ..... Ralph Tugman
Program Director ..... Dwight Larick
Chief Engineer ..... Bob Daugherty

WPNF

BREVARD—1950—NBC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Pisgah Bcstg. Co., Inc.
Phone: 3-2611 ..... Air Time: Full Time
News Service ..... AP
News. Affil. ..... "Transylvania Times"
News Service ..... AP
President ..... Ed M. Anderson
Gen., Comm. Mgr. ..... Jack Hammette
Program Director ..... John Dellinger
Sales Prom. Mgr. ..... John Anderson
Chief Engineer ..... Baxter Morris

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc. ..... Power: 5000 Watts d.
Owned-Operated By. Alamance Bcstg. Co., Inc.
Business-Studio Address ..... 318 S. Main St.
Phone: 6-6376 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Associated
Station Rep. ..... Media Sales
General Manager ..... E. Z. Jones
Commercial Manager ..... Robert Ray
Program Director ..... Ed Brooks
Publicity Director ..... Cletus Peacock
Chief Engineer ..... Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150 ..... Power: 1000 Watts d.,
Owned-Oper. By Burlington-Graham Bdcstg Co.
Address ..... P. O. Box 1328
Phone: 4261 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... World
Representative ..... Sears & Ayer
Membership ..... NARTB, RAB
President ..... L. E. Neese
Gen., Sta. Mgr. ..... G. C. Starnes
Comm. Prom. Mgr. ..... Harold Nall
Program Director ..... Phil Peterson
Chief Engineer ..... Charles D. Chandler

WWIT

CANTON—1954

Frequency: 970 Kc. ..... Power: 1 Kw.
Owned ..... Western N. C. Bcstrs., Inc.
Address ..... Radio Center
Phone: 3588 ..... Air Time: Daytime
Membership ..... NARTB
News Service ..... UP
President ..... Beverly M. Middleton
Vice-President ..... Kermit Edney
Treasurer ..... D. A. Gilmore

WCHL

CHAPEL HILL—1953

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Village Bcstg. Co.
Address ..... Box 338
Phone: 8484 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Lang-Worth, Indie
Pres., Gen. Mgr. ..... R. McClamroch, Jr.
Asst. to Gen. Mgr. ..... W. M. Alexander
Chief Engineer ..... Fritz Thurston

WAYS

CHARLOTTE—1941—ABC

Freq.: 610 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .... Inter-City Advertising Co.
Business-Studio Address ..... 3229 S. Blvd.
Phone: 3-7173 ..... Air Time: Full Time
Representative ..... Bolling Co., Ayers
President ..... George W. Dowdy
Gen., Sta. Mgr. ..... J. P. Poston
Sales Prom., Pub. Dir. ..... Don Matney
Chief Engineer ..... B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ... Jefferson Standard Bdcstg.
Address ..... 1901 W. Morehead St.
Phone: ED 3-8833 ..... Air Time: Full Time
News Service ..... AP, UP
Transcription Service ..... World
Representative ..... CBS Radio Spot Sales
Membership ..... NARTB, RAB
President ..... J. M. Bryan
General Manager ..... Charles H. Crutchfield
V.P., Sales & Prom. ..... Robert Covington
Program Director ..... William Nelson
Prom. Super. ..... John Dillon
Publicity Director ..... Ned Burgess
Chief Engineer ..... Thomas Howard

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .. Charlotte Radio & TV Corp.
Business Address ..... 2520 Toomey Ave.
News Service ..... AP
Representative ..... Forjoe
Transcription ..... Capital
Pres., Gen. Mr. ..... Francis M. Fitzgerald
Sales Prom. Mgr. ..... Everett Benout
Commercial Mgr. ..... Ray Ervin
Program Director ..... John McKeel
Pub. Dir. ..... Nelda McManus
Chief Engineer ..... S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. .... Power: 5000 d; 1000 n.
Owned-Oper. By ..... Bcstg. Co. of South

www.americanradiohistory.com

Address.....204 Liberty Life Bldg.
Phone: 6-3511.....Air Time: Full Time
News Service .....AP
Representative.....Free & Peters
Membership .....NARTB, RAB
President.....B. C. Hipp
General Manager.....G. R. Shafto
Station Mgr.....W. Frank Harden
Comm. Mgr.....T. B. Sawyer
Prom., Pub. Dir.....Charles Friar
Program Director.....Fred Vinroot
Chief Engineer.....John N. Parker

WSOC
CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
Phone: Edison 2-7138.....Air Time: Full Time
News Service .....AP
Representative .....H-R Reps
Membership .....NARTB, RAB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sls. Prom. Mgr., Pub. Dir...Charles M. Marshall
Program Director.....Armand F. Bodie
Chief Engineer.....L. L. Caudle, Jr.

WRRZ
CLINTON—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned.....Tar Heel Bcstg. System, Inc.
Bus.-Studio Address.....Butler Bldg.
News Service .....AP
Transcription Service .....World
Station Rep. .....Walker
President.....W. R. Roberson, Sr.

WEGO
CONCORD—1943—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owne-Oper. By .....Cabarrus Bdcstg. Co.
Business-Studio Address .....P. O. 527
Phone 2-6000
Station Rep. .....Continental
President.....A. W. Huckle
General Manager.....Elizabeth Huckle
Pgm., Comm. Dir.....Howard McCurry
Chief Engineer.....Kenneth R. Kennedy

WCKB
DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
News Service .....UP
Transcription Service .....World
Station Rep. .....Media
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr.....A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr.....John Ciccone
Program Director.....Hershell Barbour
Publicity Director.....John Thomas
Chief Engineer .....Joseph Kotlas

WDNC
DURHAM—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone: 6155.....Air Time: Full Time
News Service .....UP
Newspaper Affiliation.....Herald Sun
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President.....C. C. Council
V.P., Gen. Mgr.....J. Frank Jarman
Office Manager.....Sue Germino
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer .....G W. Bartlett

WSRC
DURHAM—1954

Frequency: 1410 Kc.....Power: 1 Kw.
Owned.....Southern Bcstg. Co.
Address.....Box 28, East Club Blvd.
Phone: 2-4681.....Air Time: Daytime
Station Rep.....Rambeau, Dora-Clayton
General Manager.....John C. Greene, Jr.

WSSB
DURHAM—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ....Public Information Corp.
Address.....211 Rigsbee Ave.
News Service .....INS
Station Rep. .....McGillvra
Pres., Gen. Mgr.....E. L. Clinton
Program Director.....C. Cook
Chief Engineer .....Edward Norman

WTIK
DURHAM—1946—ABC

Freq.: 1310 Kc...Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....WTIK, Inc.
Address.....205½ W. Main St.
News Service .....AP
Representative .....Bolling Co.
Membership .....NARTB, RAB
President.....James L. Howe
General Mgr.....Robert L. Williams
Commercial Mgr.....James W. Batts
Program Dir.....William P. Weathers
Chief Engineer.....Robert L. Williams

WCNC
ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Address.....E. Colonial Ave.
Transcription Service.....Lang-Worth, SESAC
Station Rep. .....Continental
General Manager.....R. C. Ryan
Commercial Mgr.....Norman Ragsdale
Program Director.....Charles R. Burroughs

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WGAI

ELIZABETH CITY—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
Owned-Operated By...WGAI Radio Co., Inc.
Business-Studio Address.....Kramer Bldg.
Phone: 4371-2.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Membership .....RAB
President.....C. Alden Baker
Commercial Mgr.....Jim Woods
Prom., Pub. Dir.....Don Owens
Chief Engineer.....Goodrich Williams

WIFM

ELKIN—1949

Frequency: 1540 Kc.....Power: 250 Watts
Owned.....Tri-County Bcstg. Co. Inc.
Address.....Elk Spur St.
Phone: 860.....Air Time: Daytime
News Service .....AP
Station Rep.....Media-Sales & Service
President .....H. Leffoon
General Mgr.....Will Erwin
Commercial Mgr.....Eugene Smith, Jr.
Program Director.....Mrs. Ruth Smith
Chief Engineer.....Eugene Smith, Jr.

WFMO

FAIRMONT—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carolinas Bcstg. Corp.
Address .....Box 492
Phone: 4781.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
President.....Cutlar Moore
Gen., Sta., Prom. Mgr.....B. E. Peele
Comm., Prog. Dir.....Jim Clark
Chief Engineer.....J. F. Milazzo

WFAI

FAYETTEVILLE—1951—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph E. Hess
Bus.-Studio Add.....Huske Bldg.
Phone: 2-8131.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative.....Thomas F. Clark
President.....Ralph E. Hess
General Manager.....James H. Mayes, Jr.
Comm. Mgr.....Bob Smith
Publicity Director.....Covey Moorman
Program Director.....Dick Perry
Chief Engineer.....Bob Money

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Address.....P. O. Box 512
Phone Number 2-7136
Air Time .....5:30 a.m.-M.
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB, RAB
General Manager.....L. W. Allen
Commercial Manager.....W. D. Bailey
Sales Prom. Mgr.....W. B. Belche
Chief Engineer.....Richard Madson

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Cape Fear Bcstg. Co.
Address.....1009 William Clark Rd.
Phone: 2-4196, 2-4197.....Air Time: Full Time
News Service .....UP
Representative .....Walker
Membership .....RAB
Pres., Gen. Mgr.....Victor W. Dawson
Commercial Manager.....Tom Harrell
Program Director.....Mac Stamps
Chief Engineer .....John Ikner

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Address .....Forest City
Phone: 3205.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Media
Membership .....NARTB
Pres., Gen. Mgr.....Ed M. Anderson
Sta., Comm. Mgr.....Fred Blanton
Sales Prom. Mgr., Prog. Dir.....Jane Smith
Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. ....Power: 1000 Watts d.
Owned-Oper. By .....WFVG Bdcstg. Co
Business-Studio Address.....Box 465
Phone: 333.....Air Time: Daytime
News Service .....UP
President .....J. M. Stephenson
Gen., Sta. Mgr.....Robert E. Stephenson
Comm., Prom. Mgr.....Rupert Weathers
Prog., Pub. Dir.....Walter M. Pearson
Chief Engineer.....Harry Stephenson

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Catherine T. McSwain
Address .....Dallas Highway
Phone: 8501.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
President.....Catherine T. McSwain
Gen., Sta. Mgr.....Pat McSwain

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Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1947—KBS

Frequency: 1370 Kc....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1142
Phone: 5-1079.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Thomas F. Clark
Pres., Gen. Mgr., Chief Eng.....James B. Petty
Commercial Manager.....Boyce C. Morrow
News Director.....Don Voigt

WFMC

GOLDSBORO—1951—KBC

Frequency: 750 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....P. O. Box 655
Phone: 963.....Air Time: Daytime
News Service .....UP
Trans. Service....World, Lang-Worth, SESAC
Membership .....NARTB
Pres., Gen. Mgr.....Kenneth T. Marshall
Prog. Dir., Chief Eng...Henry M. Harrison, Jr.

WGBR

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Phone: 3730.....Air Time: Full Time
Transcription Service .....Associated
President .....A. T. Hawkins
Comm., Gen. Mgr.....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Program Director....Norman D. Satterthwaite

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone: 2-6125.....Air Time: Full Time
Studio Address.....O. Henry Hotel Bldg.
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NARTB, RAB
President.....Michaux H. Crocker
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Publicity Director.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....William H. Malone

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone: 3-6925.....Air Time: Full Time
News Service .....UP
Representative.....The Bolling Co.
Membership .....NARTB
President.....George W. Dowdy
General Manager.....Gilbert M. Hutchison
Commercial Manager.....Terry Bane
Sales Prom. Mgr.....Mrs. Margaret Jones
Chief Engineer.....Joseph L. Lamb, Jr.

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone: 3-3631.....Air Time: Full Time
News Service .....UP
Representative .....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....B. George Barber, Jr.
Publicity Director.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer .....Fred S. Smith

WPET

GREENSBORO—1954

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Wayne M. Nelson
Address .....Meadowview Rd.
Phone: 5-4464.....Air Time: Daytime
News Service .....UP
Transcription Service.....Cole, Capitol
Station Rep.....W. S. Grant
Owner, Gen. Mgr.....Wayne M. Nelson

WGTC

GREENVILLE—1940
TOBACCO—MBS

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address.....Evans St. & 5th
Phone: 6181.....Air Time: Full Time
News Service.....UP
Transcription.....World, Capitol, Associated
Representative .....John E. Pearson Co.
Membership .....NARTB
President.....H. W. Anderson
General Manager.....A. Hartwell Campbell
Commercial Manager.....John G. Clark, Jr.
Program Director.....Bill Durwell
Chief Engineer.....Hank Tribley

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen., Pub., Comm. Mgr...Nathan Frank
Program Director.....Tommy Powell
Station Manager.....Edwin Evans
Chief Engineer.....James Mayo

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WHKP

HENDERSONVILLE—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Address.....Chimney Rock Road
Phone: 9061.....Air Time: Daytime
News Service .....UP
Transcription..McGregor, Keystone, Standard
Representative .....Donald Cooke
President .....Beverly Middleson
Station Manager .....Kermit Edney
Commercial Manager.....Robert Smith
Chief Engineer.....Charles Renfrow

WHKY

HICKORY—1939—ABC

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By...Catawba Valley Bcstg. Co.
Address.....415 1st Ave., N.W.
Representative.....Dora Clayton; Media
Transcription Service .....World
News. Affil.....Daily Record"
Membership .....NARTB
News Service .....UP
President.....Carl V. Cline
General Manager.....Edmund S. Long
Comm. Prom. Mgr.....Ted Weaver
Prog., Pub. Dir.....Laura Hall
Chief Engineer.....Thomas E. Long

WIRC

HICKORY—1948—TOBACCO NET

Frequency: 630 Kc. ...Power: 1000 Watts d.
Owned-Oper. By .....Foothills Bdcstg., Inc.
Address .....329 1st Ave.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President.....Margaret A. Smith
General Manager.....E. H. Smith, Jr.
Sta. Mgr., Chief Engr.....Elmer Troutman
Commercial Manager .....Lee Douglas
Program Director.....Mattie I. Padgett

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Oper. By..High Point Enterprise, Inc.
Business-Studio Address...504½ N. Main St.
News Service .....AP
Transcription Service .....World
Station Rep.....Media Sales
President.....Gary C. Davis
Gen., Comm. Mgr.....James A. Penley
Chief Engineer.....Robert Moore

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Business Studio Address.....164 S. Main
Phone: 4593.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....RAB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Sales Prom. Mgr.....William Smith
Publicity Dir.....Gerald D. Sullivan
Program Director.....Max Meeks
Chief Engineer.....Robert P. Boyd

WNOS

HIGH POINT—1953

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....North State Bcstg. Co.
Address .....Box 1448
Phone: 8900.....Air Time: Daytime
News Service .....AP
Transcription Service .....Associated
Station Rep. .....Continental
Pres., Gen. Mgr.....W. H. Currie
Commercial Mgr.....Howell F. McElfresh
Program Director.....Joy A. Currie
Chief Engineer.....Yancey Cecil

WJNC

JACKSONVILLE—1945—MBS-TBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned....Greater Carolina TV & Radio, Inc.
Address .....Box "E"

LESTER L. GOULD
PRESIDENT
MUTUAL AND TOBACCO
NETWORKS AFFILIATE

WJNC
MUTUAL

Greater Carolinas
Television and
Radio Industries, Inc.
Jacksonville, North Carolina

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HOME OF CAMP LEJEUNE, WORLD'S LARGEST
ALL PURPOSE TRAINING BASE OF THE
UNITED STATES MARINE CORPS

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Phone: 7707-7708.....Air Time: Full Time
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lester L. Gould
Comm. Mgr.....Rodric L. Jones
Sales Prom. Mgr.....W. Shelton Kellum
Publicity Dir.....Richard J. Bove
Program Director.....Dorothy R. Gould
Chief Engineer.....Rod O. Dorsey

WLAS

JACKSONVILLE—1954

Frequency: 910 Kc.....Power: 1000 Watts
Owner.....Seaboard Bcstg. Corp.
Address .....Box 56
Phone 3901
President .....Jerry Popkin
Prog. Dir., Chief Eng.....Tancil Horne

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fred H. Whitley, Inc.
Address .....Box 997
Transcription Service.....Lang-Worth, World
Membership .....NARTB
Pres., Gen. Mgr.....Fred H. Whitley
Chief Engineer.....Foy Hinson

WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Southern Radiocasting Co.
Address .....Box 669
Phone: 999.....Air Time: Daytime
News Service .....UP
Representative .....Dora-Clayton
President.....R. H. Whitesides
Gen., Sta. Mgr.....Jonas R. Bridges
Comm. Mgr.....Paul League
Sales Prom. Mgr.....Ed Campbell
Program Dir.....Doris Bridges
Chief Engineer.....Bob Hilker

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Farmers Bstg. Service, Inc.
Address.....1400 W. Vernon Ave.
Transcription Service.....Thesaurus
Representative.....Devney, Dora Clayton
Membership .....RAB
President.....William S. Page
General Manager.....Jack P. Hankins
Prog. Dir.....W. A. Kiker
Chief Engineer.....William Dixon

WFTC

KINSTON—1937—ABC

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....Kinston Bcstg. Co.
Address.....204 East King St.
Phone: 4111.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....RAB
General Manager.....J. Harold Vester
Chief Engineer.....Herman Civils

WISP

KINSTON—1953—MBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....E. J. Schuffman
Address .....Oasis Bldg.
Phone: 6161.....Air Time: Full Time
News Service .....AP
Transcription .....World
Pres., Gen. Mgr.....E. J. Schuffman
Commercial Mgr.....J. L. Moseley
Program Director.....Robert E. Mongold
Chief Engineer.....David Hardison

WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co
Bus.-Studio Address .....State Bank Bldg.
Phone: 770.....Air Time: Daytime
News Service.....AP, UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Sta. Rep.....Dora Clayton
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Commercial Mgr.....Bud Ward
Chief Engineer.....Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOE, Inc.
Address.....Box L, Blvd. St.
Phone: MA 3-3118.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Pres., Gen., Sta. Mgr....Douglas L. Craddock
Sales Prom. Mgr.....Carl F. Webb
Program Director.....Barbara Earles
Chief Engineer.....Eldred Winn

WJRI

LENOIR—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....John P. Rabb
Address .....107 West Ave.
Phone: PL 4-5361.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Media Sales & Ser.
Pres., Gen. Mgr. .....John P. Rabb
Commercial Manager .....F. Kent Atwater
Program Director .....K. Rabb
Chief Engineer.....Arnold Setzer

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WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone: 2716.....Air Time: Daytime
News Service .....UP
Transmitter Service.....Thesaurus
Station Rep. .....Continental
Membership .....RAB
General Manager.....Omar G. Hilton
Station Manager.....Walley Mack
Commercial Mgr.....Dewey Hutchins
Program Director.....Claude White
Chief Engineer.....Fred Honeycutt

WLON

LINCOLNTON—1953

Frequency: 1050 Kc.....Power: 500 Watts
Owned.....Lincoln County Bcstg. Co., Inc.
Address.....Startown Rd., Box 248
Phone: RE 5-8071-2.....Air Time: Daytime
News Service .....AP
Representative .....Media Sales
President.....J. A. Polhill
Gen., Sta., Comm. Mgr.....W. Jack Brown
Prog. Dir.....Charles W. Loveland
Chief Engineer.....Dennis C. Long

WAGR

LUMBERTON—1954—ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owner.....Southeastern Bcstg. Corp.
Address.....217 E. 3rd St.
Phone 3394
General Manager.....Billy S. Hodges

WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Business-Studio Address.....112 W. Fifth St.
Phone: 6056.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
Transcription Service .....World
Representative.....Continental Radio Sales
President.....H. E. Stacy
Program Director.....Marv Stuart
Chief Engineer.....J. E. Howell
General Manager.....James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Lake City Bcstg. Corp.
Address 229
Phone 7221
News Service .....UP
President.....W. P. Erwin
Commercial Mgr.....J. C. Pleasant
Sta. Mgr., Prog. Dir.....J. L. Reynolds, Jr.
Chief Engineer.....Hubert C. Martin

WMAP

MONROE—1948—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....Walkup Ave.
Phone: 1060.....Air Time: Daytime
Transcription Service .....World
Station Rep. .....Continental
News Service .....UP
President .....Dick Marable
Station Manager.....W. D. Benton
Program Director.....Frank Funderburk
Chief Engineer.....Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Address.....Mooresville, N. C.
News Service .....UP
Transcription Service .....Capitol
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Chief Engineer.....E. M. Stanton, Jr.

WMBL

MOREHEAD CITY—1947—KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Address .....Box 740
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Representative .....McGillvra
Pres., Gen. Mgr.....Grover C. Munden
Sales Prom. Mgr.....Charles Markey
Comm. Mgr., Chief Eng.....Walder Niemi
Program Director.....Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Address .....Box 698
News Service .....AP
Pres., Gen. Mgr.....Nathan J. Cooper
Chief Engineer.....Frank A. Ballew
Program Director.....Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Address .....Springs Rd.
Phone: 1400-1.....Air Time: Daytime
News Service .....AP
Representative .....Thomas Clark
Membership .....NARTB
Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
Commercial Manager.....Lucy Bowman
Sales Prom. Mgr.....Bill Belton
Program Director.....Costin Lindsay
Chief Engineer.....Harry A. Epperson, Jr.

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WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc..
Address.....P. O. Box 209
Phone: 581.....Air Time: Full Time
Pres., Gen. Mgr.....Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Director.....Alma Hiatt

WHIT

NEW BERN—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....Highway 17, So.
Phone: 4450-4024.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
President .....Harmon Duncan
Gen.-Sta.-Comm. Mgr. .....Ray D. Williams
Sales Prom. Mgr.....William Banks
Program Director.....George Nelson
Pub. Dir.....Jim Putnam
Chief Engineer.....Roy Gallagher

WOOW

NEW BERN—1952—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Craven Bcstg. Co.
Address .....Glenburnie Gardens
Phone: 3311.....Air Time: Full Time
Transcription Service .....Thesaurus
Co-Owners.L. T. Grantham, L. H. Wetherington
General Manager.....L. T. Grantham
Commercial Mgr.....James C. Clark
Program Director.....Harry Doggette
Chief Engineer.....Sam Birdsong

WNNC

NEWTON—1948—KBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Phone: 930.....Air Time: Full Time
Transcription Service .....SESAC
News Service .....UP
General Manager.....Earl Holder
Partner.....R. H. Whitesides
Commercial Mgr.....Eugene Henry
Program Director.....Sylvia Cope
Chief Engineer.....Eddie Cope

WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address .....Radio Bldg.
Phone: 633.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Chief Engineer.....Walter Harrold

WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Phone: 4167.....Air Time: Full Time
News Service .....UP
President.....Charles Allen
General Manager. .. James F. Flanagan
Comm. Mgr., Prog. Dir.....Bob Gilreath
Promotion Manager.....Bob Smith
Chief Engineer.....Gale Louis

WMSN

RALEIGH—1954

Frequency: 570 Kc.....Power: 500 Watts
Owned.....B. H. Ingle, Sr.
Address.....649 Maywood Ave.
Phone: 3-3874.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
General Mgr.....B. H. Ingle, Jr.
Program Dir.....Mrs. Josh Johnson
Commercial Mgr.....H. Tom Morris
Chief Engineer.....Lewis E. McLeod

WNAO

RALEIGH—1948—ABC

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By...Sir Walter Television Co.
Address .....219 So. McDowell St.
Phone: 2-0321.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....Earl Welde
Program Director.....Leo Ribitzki
Chief Engineer.....Pete Miller

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone: 8311.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NARTB
Pres., Gen. Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Henry T. Vaden
Chief Engineer.....Henry Hulick, Jr.

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WRAL

RALEIGH—1939—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone: 4-6401.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe & Co.
Membership .....NARTB, RAB
President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Mgr.....N. Fletcher Turner, Jr.
Program Director.....George Hall
Chief Engineer.....Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg.
Business-Studio Address....Box 990, Gilmer St.
Phone: 4361-2.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President.....H. T. Williams
Gen., Sta. Mgr.....Stephen F. Woodson
Sales Prom. Mgr.....Page Smith
Program Director.....Alfred Nelson
Publicity Director.....Page Smith
Chief Engineer.....Sam Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address .....Drawer 1349
Phone: 7051.....Air Time: Daytime
News Service .....UP
Representative.....Webb, Media Sales
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
Chief Engineer.....William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1940—MBS KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
News Service .....AP
Station Rep. .....Continental
Transcription Service .....World
Pres., Mgr.....J. Winfield Crew, Jr.
Station Manager.....Jerry Elliott
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips
Chief Engineer.....Marvin Floyd

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Address .....Manufacturers Bldg.
Phone: 4041.....Air Time: Daytime
Transcription Service .....World
Pres., Gen. Mgr.....Wayne M. Nelson
Commercial Mgr.....William Futterer
Chief Engineer.....William Henley

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....E. Caro. Elec.
Bus.-Studio Address.....115 N. Church St.
News Service .....AP
Newspaper Affiliation .....Telegram
Representative .....Pearson
President.....Josh L. Horne
General Manager.....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address .....Box 752
Phone: 2-6149.....Air Time: Full Time
News Service .....AP
Transcription Service.....RCA Thesaurus
Representative .....Burn-Smith
Gen.-Sta. Manager.....W. A. Wayne
Commercial Mgr.....R. E. Horner
Chief Engineer.....Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
Address .....Box 130
Phone: 6013.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
President.....H. S. Taylor
Chief Engineer.....Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address .....Drawer 99
Phone: 276.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB
President.....Charles H. Wentz
Gen., Sta. Mgr.....Harry L. Welch
Program Director.....Johnny L. Joyce
Chief Engineer.....Elbert Sherman

WSTP

SALISBURY—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.

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Bus.-Studio Address.....Center Theatre Bldg.
Phone: 2121.....Air Time: Full Time
Representative .....Burn-Smith
Membership .....NCAB
Pres., Gen. Mgr.....Robert Wallace
Sta. Mgr., Prog. Dir.....Russ McIntire
Comm. Mgr.....Katherine F. Murphy
Sales Prom. Mgr.....Russell Hunt
Publicity Dir.....Jim Turner
Chief Engineer.....Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....137 S. Steele St.
Phone: 4-5561.....Air Time: Daytime
News Service .....AP
Transcription Service.....Associated, SESAC
President.....W. L. Simmons
Comm. Mgr.....L. B. Nelson
General Manager.....W. W. Primm
Program Director.....W. M. Primm

WWGP

SANFORD—1946—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Phone: 3-6611.....Air Time: Daytime
News Service .....UP
Newspaper Affilitaion .....Herald
Transcription Service .....World
Membership .....NARTB
President.....J. C. McIver
Gen., Sta., Comm. Mgr.....Del Carty
Prog. Dir.....Dan Moss
Chief Engineer.....J. S. Dees

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....Box 1401, Shelby
Phone: 6313.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Robert M. Wallace
Comm., Prom. Mgr.....Max P. Butler
Program Director.....Hugh Dover
Chief Engineer.....Edwin Patterson

WNCA

SILER CITY—1953

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
Address.....P. O. Box 352
Phone: 616.....Air Time: Daytime
News Service .....UP
Membership .....RAB
Transcription Service.....Lang-Worth, SESAC
General Manager.....L. C. Bruce
Chief Engineer.....Henry P. Irvin

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Selma-Smithfield Bcstg. Co.
Address .....Buffalo Rd.
Phone: 2434.....Air Time: Daytime
News Service .....AP
Transcription Service .....Capitol
General Manager.....John S. Townsend
Program Director.....Bill Kirby
Commercial Mgr.....Bill Burwell
Chief Engineer.....John Townsend

WEEB

SOUTHERN PINES—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address ..... Drawer 1140
Phone: 2-2942, 2-2952.....Air Time: Daytime
News Service .....AP
Transcription Service .....Associated
Station Rep. .....Holman
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Jack S. Younts
Commercial Mgr.....Joe A. Warren
Program Director.....Charles G. Clapp
Chief Engineer.....J. A. Warren

WSIC

STATESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address .....Box 1189
Phone: 9078.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Southern Radio Reps
Membership .....NARTB, RAB
Gen., Comm. Mgr.....Charles D. Melton
Sales Prom. Mgr.....Garrett Allen
Program Director.....Tom Lawrence
Chief Engineer .....T. K. Abernethy

WCPS

TARBORO—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone: 2191-2.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Dora-Clayton
Membership .....NARTB
President.....V. E. Fountain
Prom., Gen., Sta. Mgr.....G. Lee Hodges
Sales Director.....R. M. Fountain
Program Director.....Tom Shields
Chief Engineer.....G. Lee Hodges

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WTNC
THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Address.....P. O. Box 750
Representative .....Continental
President .....George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.....Harold Harrison
Chief Engineer.....James McAden

WTYN
TRYON—1954

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....Thermal Bcstg. Co.
Address.....P. O. Box 1482
Manager .....Mildred Allen
Commercial Mgr.....Edithe Mooneyham
Program Director.....G. H. Bridgeman, Jr.

WADE
WADESBORO—1947—KBS

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. P. Lyon & Son
Address.....P. O. Box 341
Representative .....Walker
General Mgr.....W. P. Billingsley
Program Director.....Peggy L. Mitchell
Chief Engineer.....Kenneth Read

WLSE
WALLACE—1953—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Duplin Bcstg. Co.
Address .....Box 449
President .....Harry Kramer
General Manager.....Lester L. Gould
Station Mgr.....Howard Fisher
Chief Engineer.....Gene Vinson

WHED
WASHINGTON—1948—KBS

Frequency: 930 Kc...Power: 5 Ww d; 1 Kw, n.
Owned-Oper. By.....Pamlico Bcstg. Co.
Representative .....Continental
President.....R. R. Knowles
Gen., Sta., Comm. Mgr.....W. W. Moore
Program Director.....Alex Dare
Chief Engineer.....R. Tripp

WRRF
WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5 Kw., 1 Kw. n.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Add.....Bank of Washington Bldg.
Representative .....Walker
President.....W. R. Roberson, Jr.
Gen., Sta. Mgr.....T. H. Patterson
Comm., Sales Prom. Mgr....William Abeyounis
Prog., Pub. Dir.....Merrill Daniels
Chief Engineer.....L. E. Hiland

WHCC
WAYNESVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WHCC, Inc.
Business-Studio Address.....Box 180
Station Rep.....Media Sales
Pres., Gen. Mgr.....K. D. Fry
Chief Engineer.....Joseph W. Herman

WENC
WHITEVILLE—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 700
Representative .....Clark
Membership .....NARTB, RAB
President .....Josiah Maultsby
General Manager.....Jim Newton
Commercial Manager.....Jerry Honeycutt
Chief Engineer.....Steve Hart

WIAM
WILLIAMSTON—1951—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address.....115 E. Main St.
Phone: 2478.....Air Time: Daytime
Co-O., Sta. Mgr., Pgm. Dir...William H. Farrior
Co.-O., Gen., Comm. Mgr...Charles M. Gaylord
Prog., Pub. Dir.....William H. Farrior
Chief Engineer.....Charles Neer

WGNI
WILMINGTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....211 N. 2nd St.
Representative .....Pearson
President.....J. S. Brody
General Manager.....Allen B. Jones
Commercial Mgr.....A. V. Thompson
Program Director.....Carl Caudill
Chief Engineer.....Arthur L. Madeley

WMFD
WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address .....Box 696
Representative .....Burn-Smith
Membership .....RAB
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Station Manager.....R. A. Dunlea, Jr.
Commercial Mgr.....Charles Castleberry
Program Director.....Al Compton
Chief Engineer.....E. I. Herring, Jr.

WGTM
WILSON—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Transcription Service .....Thesaurus
Representative .....Walker
President.....Penn Thomas Watson
General Manager.....Desmond Barclay
Commercial Mgr.....J. Q. Wallace
Program Director.....Bill Bunn
Chief Engineer.....Ernie Pate

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WVOT

WILSON—1948—MBS-TOBACCO

Freq.: 1420 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address .....Wilson
President.....H. W. Anderson
Gen., Sta. Mgr.....Harry Severance
Commercial Mgr.....P. O. Barnes
Sales Prom. Mgr.....Lynda Thomas
Program Director .....Joel Lawhon
Chief Engineer .....Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....Community Bcstg. Service, Inc.
Address .....Box 3119
Station Rep.....Stars Nat'l
President.....Roger Page, Jr.
Gen., Comm. Mgr.....Tom Buckley

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business Address.....Box 3078
Representative .....Meeker
Membership .....RAB
President.....John S. Riggs
General Manager.....Joseph A. Pace
Comm., Prog. Mgr.....Wallace Voigt
Program Director.....Lawrence Patrick
Chief Engineer.....Lee King

WSJS

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone: 5-2311.....Air Time: Full Time
Transcription Service .....Lang-Worth
Newspaper Affiliation.....Winston-Salem Journal, Twin City Sentinel
Representative .....Headley-Reed
Membership .....NARTB, RAB
President .....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Sales Manager.....Harry B. Shaw
Program Manager.....John Comas
Publicity Director.....Jean Isenhower
Chief Engineer.....Leon Casley

WTOB

WINSTON-SALEM—1947—CBS

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
News Service .....AP
Representative.....H-R Reps., Avers
President .....James W. Coan
General Manager.....John G. Johnson
Sales Prom. Manager .....Charles Brunt
Chief Engineer.....James Hoke

GOOD... advertising always pays in the .....

RICH, GROWING NORTH CAROLINA MARKET

BETTER... coverage than ever before is yours with RADIO in the .....

15-county Winston-Salem NORTH CAROLINA Market

BEST... buy morning, afternoon and evening is

Represented by
HEADLEY-REED CO.

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NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — Families 227,000
Radio Homes 218,000 — TV Homes 32,000 — Stations in State 15

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202½ Fourth St.
Phone: CA 3-0900.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Representative .....John Blair
President.....Mrs. P. G. Meyers
General Manager.....F. E. Fitzsimonds
Commercial Mgr.....R. W. MacLeod
Program Director.....Cal Culver
Promotion Dir.....Jack Swenson
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Representative .....Lawson
Pres., Gen., Sta. Mgr.....Bert Wick
Comm., Sales Prom. Mgr.....Paul R. Lange
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Trans. Service.....Standard, SESAC, World
Representative .....Holman
Membership .....NARTB, RAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Commercial Manager.....E. A. Spear
Prog., Pub. Dir.....Lauren Haacke
Chief Engineer.....Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Transcription Service.....Standard, World
Representative .....Walker
President.....W. R. Haggart
Gen., Sta., Comm. Mgr.....Charles G. Burke
Prog. Dir.....Don French
Sales Prom. Mgr.....Garry Fox
Chief Engineer.....Olaf Gabrielson

this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place.

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarket. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds
KFYR Radio
Bismarck, North Dakota

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WDAY
FARGO—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone: 5357.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Membership.. .....NARTB, RAB
Representative.....Free & Peters
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director .....Ken Kennedy
Technical Director .....Julius Hetland
Chief Engineer.....Juline Savold

KILO
GRAND FORKS—1941—CBS

Frequency 1440 Kc....Power: 1000 d.; 500n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone: 4-5321.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation .....''Herald''
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....NARTB
Pres., Gen. Mgr.....M. M. Oppegard
Commercial Manager.....Herman Livingston
Program Director..... ...John Doyle
Chief Engineer.....A. F. Petrich

KNOX
GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address.....P. O. Box 1110
Phone: 4-4611.....Air Time: Full Time
News Service .....UP
Membership .....NARTB
Representative...Rambeau, Bulmer & Johnson
President.....Carroll E. Day
Gen., Sta. Mgr.....John G. French
Program Director.....John Dark
Chief Engineer.....David Chumley

KNDC
HETTINGER—1954

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address .....Lambert Bldg.
Phone: 549.....Air Time: Full Time
News Service .....Thesaurus
Station Rep.....Orville Lawson
Manager .....Les Kleven
Membership .....NARTB

KEYJ
JAMESTOWN—1954—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address .....White Bldg.
Phone: 1400.....Air Time: Full Time
President.....Robert E. Ingstad
Sales Manager.....A. G. Berry

KSJB
JAMESTOWN—1937—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
Address.....429 S. W. Second St.
Phone: 1600.....Air Time: Full Time
News Service .....UP, AP
Representative.....Weed & Co.
Membership .....NARTB
Pres., Gen. Mgr.....John W. Boler
Station Mgr.....C. Reiten
Sales Prom. Mgr.....Bob Ingersoll
Program Director.....Jerald Uppman
Chief Engineer.....Harvey Van Erum

KGCU
MANDAN—1925—MBS-ABC-KBS

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
Owned-Oper. By.....Mandan Radio Assn.
Business-Studio Address.....200 Third Ave.
Phone: 561.....Air Time: Full Time
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....RAB
President .....W. S. Russell
Sta., Comm. Mgr.....Paul C. Gussner
Program Director.....Merritt Bushee
Chief Engineer.....Ray Barnett

KCJB
MINOT—1950—CBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....15-A West Central Ave.
Phone: 51-161.....Air Time: Full Time
Representative ..... Weed
Transcription Service .....Associated
News Service .....UP
Pres., Gen. Mgr.....John W. Boler
Sta., Comm., Sales Prom. Mgr.....H. Burkart
Prog., Pub. Dir.....Don Kingsley
Chief Engineer.....Joseph Main

KLPM
MINOT—1929—ABC-MBS
GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address..Fairblock, So. Main
Phone: 41-146.....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker
General Manager.....John B. Cooley
Commercial Mgr.....Leslie E. Maupin
Publicity Director.....Dean Thurow
Sta. Mgr., Chief Engineer.....C. W. Baker

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KOVC

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address..135 Central Ave. S.
Air Time.....Full Time
Transcription Service .....Standard
Pres., Gen. Mgr.....Robert E. Ingstad
Program Director.....Russ Kaber
Comm. Mgr.....M. Obie
Chief Engineer.....Charles Sjostrom

KWBM

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KWBM Bcstg. Co.
Address.....Box 198, Williston
Phone: 35-371.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership .....RAB
Gen., Comm., Prom. Mgr.....James C. Carson
Publicity Director.....W. L. Holter
Prog. Dir.....Ben Innes
Chief Engineer.....Charles L. Scofield

OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — Families 2,579,000
Raadio Homes 2,515,000 — TV Homes 2,319,000 — Stations in State 81

WADC

AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg.
Phone: JEfferson 5-6165....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, World
Representative.....George P. Hollingbery
Owner-Operator.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Sales Prom. Mgr.....Doc Williams
Program Director.....Harold H. Hageman
Chief Engineer.....Arnold Bock

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Address.....853 Copley Rd.
Phone: PO 2-8811.....Air Time: Full Time
Newspaper Affiliation.....Beacon Journal
News Service.....UP, AP
Representative .....Weed
President, Gen. Mgr.....S. Bernard Berk
Station Manager.....Roger G. Berk
Comm.-Sales Mgr.....Keith Baldwin
Pgm., Pub. Dir.....A. R. Cooper
Chief Engineer.....Irwin L. Knopp

WCUE

AKRON—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Akron Bcstg. Corp.
Address.....41 S. Main St.
Phone: Fr. 6-7114.....Air Time: Daytime
Representative .....Forjoe
News Service .....UP
Membership .....NARTB
President, Gen. Mgr.....Tim Elliot
Sta., Comm. Mgr.....Jack Maurer
Asst. Sales Mgr.....P. Meyers
Program Director.....Jack Clifton
Chief Engineer.....George V. Paul

WHKK

AKRON—1944—MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Oper. By.....WHKK Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone: BI 3-7101.....Air Time: Full Time
Membership .....RAB
Representative .....Bolling
Co-Manager.....Philip R. Herbert
Co-Manager.....Jackson B. Maurer
Program Director.....Cliff Rodgers
Chief Engineer.....Henry Neiderkofler

WFAH

ALLIANCE—1953

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Review Pub.
Address.....2720 S. Union
Phone 1-5345
Representative .....Rambeau
News Service .....AP
Newspaper Affiliation.....Alliance Review
Transcription Service.....World, Langworth
Membership .....NARTB
General Manager.....D. A. Peterson
Commercial Mgr.....Frank LaBarba
Asst. Sta. Mgr., Prog. Dir.....R. A. Gates
Chief Engineer.....Gene Peterman

WATG

ASHLAND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ashland-Mansfield Rd.
Address .....Route 42

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Phone: 2-1573.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....McGillvra
News Service .....AP
President.....Robert S. Burke
General Manager.....Eugene E. Mills
Station Manager.....Don Holzapfel
Sales Prom. Mgr.....Harlan Cook Jr.
Program Director.....Richard Leidy
Chief Engineer.....Richard Matthes

WICA

ASHTABULA—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WICA, Inc.
Address.....P. O. Box 372
Phone: 32-126.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Everett-McKinney
President.....D. C. Rowley
General Manager.....John Colin
Program Director.....John C. Strassen
Chief Engineer.....F. N. Barnato

WATH

ATHENS—1950

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Andrew Kovlan & James Sinyard
Address.....P. O. Box 502
Phone: 3-1360.....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Station Rep. .....Continental
Membership .....NARTB
Gen. Mgr., Chief Engr.....Andrew Kovlan
Comm., Sls. Prom. Mgr.....J. D. Sinyard
Program Director.....Joe Klarke

WTRX

BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned.....Ohio-West Va. Bcstg. Co.
Phone: BE 1515.....Air Time: Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....Hollingberry
Membership .....NARTB, RAB
President.....John W. Kluge
V.P., Gen. Mgr.....Franklin R. Curtis
Program Director.....Paul Howard
Pub. Dir., Sales Prom. Mgr...William Greaver
Chief Engineer.....Howard Daubenmeyer

WOHP

BELLEFONTAINE—1952—KBS

Frequency: 1390 Kc.....Power: 500 Watts
Owned.....Lake Erie Radio & TV Corp.
Address.....R.R. No. 3, E. Sandusky Ave.
Phone: 6681.....Air Time: Daytime
News Service .....UP
Transcription Service.....RCA, Thesaurus
President.....T. M. Nelson
General Mgr.....Patrick Shannon
Station Mgr.....Joe E. Smith
Commercial Mgr.....Andy Anderson
Sales Promotion Mgr.....Ted Roberts
Program Dir.....Richard Winn
Publicity Dir.....Jan Evans
Chief Engineer.....Chester Terry

WWBG

BOWLING GREEN—1954

Frequency: 730 Kc.....Power: 250 Watts
Owner.....Howard R. Ward
Address .....Box 105
Phone 31334
Pres., Gen. Mgr.....Howard R. Ward
Chief Engineer.....George Stearns

WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc.....Power: 1000 Watts a.
Owned-Oper...Land o' The Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Phone: 4-5605.....Air Time: Daytime
News Service .....AP
Transcription Service .....Standard
Chairman of Board.....H. D. McClelland
President.....Howard A. Donahoe
Comm. Mgr.....Bruce Meighen
Program Director.....David C. Lorimer
Sta. Mgr., Chief Eng.....A. G. Engel

WAND

CANTON—1947—KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Magic Wand Bcstg. Co.
Address .....106 High Ave. N.W.
Phone: 68396.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capitol, Standard
Representative.....Hil F. Best
President.....P. C. Wilson
General Manager.....James Wilson
Chief Engineer.....Ronald Baker

WCMW

CANTON—1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address.....Hills & Dales Rd.
Phone: 5-9475.....Air Time: Daytime
News Service .....INS
Transcription Service .....Thesaurus, World
Representative .....McGillvra
Pres., Gen. Mgr.....S. L. Huffman
Station Manager.....Clark L. Dozer
Commercial Mgr.....Jack R. Hale
Chief Engineer.....W. Waechter

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address....550 S. Market St.

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Phone: 6-7166.....Air Time: Full Time
News Service .....AP
Representative....Venard, Rintoul, McConnell
Membership .....NARTB, RAB
President.....Gordon G. Strong
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Paul E. Gilmor
Publicity Dir.....Louise Maag
Program Director.....Robert Breen
Chief Engineer.....Kenneth L. Sliker

WBEX

CHILLICOTHE—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address.....Pohlman Road
Phone: 20646.....Air Time: Full Time
News Service .....UP
Representative.....W. S. Grant
Transcription Service .....World
Membership .....NARTB
President .....John Halliday
General Manager.....Truman Morris
Station Mgr.....William R. Minch
Comm. Mgr.....Lew Wagner
Sales Prom. Mgr.....Dave Achor
Program Director.....Robert M. Carano
Chief Engineer.....James Egbert

WCIN

CINCINNATI—1953

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Rounsaville
Address....Radio Station WQXI, Atlanta, Ga.
Phone: MU 7600.....Air Time: Daytime
News Service .....UP
Representative .....Forjoe, Dora-Clayton
Station Manager.....William R. Wagner
Commercial Manager.....Ralph B. Johnson
Sales Prom. Mgr.....Bob Williams
Program Director.....Larry Dean Faulker
Publicity Director.....George White
Chief Engineer.....Joseph McCormick

WCKY

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address....Hotel Sheraton Gibson
Phone: Cherry 6565.....Air Time: Full Time
News Service .....INS
Transcription Service....Standard, Associated
Representative .....Thomas Welstead
Membership .....RAB
President, General Manager.....L. B. Wilson
Exec. V.P.....Chas. H. Topmiller
Local Sales Mgr.....Geo. H. Moore
Sales Promotion Mgr.....Robert M. Fleming
Traffic Mgr.....Jeanette Heinze
Chief Engineer.....C. H. Topmiller

WCPO

CINCINNATI—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Phone: Capitol 0777.....Air Time: Full Time
Studio Address.....2345 Symmes St.
News Service .....UP
Representative .....Branham
Membership .....NARTB
President.....Jack R. Howard
General Manager.....M. C. Watters
Station Mgr.....Glenn C. Miller
Program Director.....Earl Corbett
Chief Engineer.....Paul Adams

WKRC

CINCINNATI—1921—CBS

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address-Trans. .....Hotel Alms
Phone: Woodburn 0550....Air Time: Full Time
News Service .....AP
Newspaper Affiliation .....Times-Star
Transcription Service .....SESAC
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
General Manager..... Hub Wood
Sales Prom. Mgr.....Lila Lambert
Commercial Manager.....Hubbard Hood
National Sales Mgr.....Kenneth W. Church
Program Director.....Ed Kennedy
Publicity Dir.....Fred Thomas
Chief Engineer.....W. Kennedy

WLW

CINCINNATI—1922—MBS-NBC

Frequency: 700 Kc.....Power: 50 Kw.
Owned.....Crosley Bcstg., Corp.
Address.....140 W. Ninth St.
Phone: Cherry 1822.....Air Time: Full Time
News Service.....INS, UP
Representative.....WLW Sls., NBC Spot Sls.
Membership .....NARTB, RAB
Chm. of Board.....James D. Shouse
Pres., Gen. Mgr.....Robert E. Dunville
V.P., Asst. Gen. Mgr.....Ward Quaal
V.P., Treas.....K. T. Murphy
V.P., chg. of Sls.....Harry Mason Smith
V.P., Public Relations.....Gilbert Kingsbury
Sales Mgr.....Carlos Franco
Dir. Client Ser. Dept.....Richard K. Jones
Dir., Prom.....Richard McCarthy
Program Dir.....Chester Herman
Publicity Dir.....James Allen
Chief Engineer.....R. J. Rockwell

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There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station.* Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

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wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER

National Representatives
for the new sound in Cincinnati
Weed & Company

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

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WSAI

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon Bcstg. Co.
Address .....Sinton Hotel
Phone: Main 1068.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative ..... Weed
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Sherwood R. Gordon
Nat'l Sales Manager.....Tom Thuman
Station Manager.....Charles Black
Publicity Director.....Arthur Plaut
Chief Engineer.....Jonas Heiser

WDOK

CLEVELAND—1950

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Civic Bcstrs., Inc.
Address.....1515 Euclid Ave.
Phone: Main 1-2890.....Air Time: Full Time
News Service.....UP, INS
Representative .....Everett-McKinney
Transcription Service.....SESAC, World
Membership .....NARTB
Pres.....R. Morris Pierce
Exec. V.P., Gen. Mgr.....Willard L. Doucherty
Ass't to Pres. & Treas.....Frederick Wolf
Chief Eng.....Ralph Quay

WERE

CLEVELAND—1948

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By....Cleveland Bcstg. Inc.
Address.....1501 Euclid Ave.
Phone: SUperior 1-9600...Air Time: Full Time
News Service .....AP, INS
Station Rep. .....Venard
President.....Ray T. Miller
General Manager.....Richard M. Klaus
Program Director.....Ed Stevens
Chief Engineer.....Harry Dennis

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Peoples Bcstg. Corp.
Address .....246 No. High St.
Phone .....Capitol 8-4711
News Service.....INS, UP
Representative ..... Christal
Membership .....NARTB, RAB
President.....Herbert L. Evans
General Manager.....Carl E. George
Commercial Mgr.....Robert E. Forker
Sales Promotion Mgr.....Robert C. Smith
Program Director.....Reg Merridew
Publicity Director.....Robert Smith
Chief Engineer.....Lloyd C. Wingard

WHK

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..5000 Euclid Avenue
Phone: Express 1-5000....Air Time: Full Time
News Service ..... INS
Transcription Service.....BMI, ASCAP
Representative .....Headley-Reed
Membership .....NARTB
President.....Sterling E. Graham
General Manager .....K. K. Hackathorn
Commercial Manager.....W. K. Brusman
Sales Prom. Manager.....John Wyman
Program Director.....C. M. Hunter
Publicity Director.....F. P. Wilhelm
Chief Engineer.....R. H. DeLany

WJMO

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Friendly Bcstg. Co.
Address.....2157 Euclid Ave.
Phone Number .....SUperior 1-4424
News Service .....UP
Transcription Service .....Lang-Worth
President .....Richard Eaton
Station Manager.....Paul Nakel
Comm. Mgr.....Leonard P. Adams
Ass't to Pres.....C. C. Courtney

WJW

CLEVELAND—1943—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone: SUperior 1-0101....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative ..... Katz
Gen., Sls. Mgr.....John D. Kelly
Program Director.....Bruce MacDonald
Promotion Director.....Peter Lee
Chief Engineer.....Gerald G. Roberts

WTAM

CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone: CHerry 1-0942.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB, RAB
Chairman of the Board.....David Sarnoff
General Manager.....Lloyd E. Yoder
Program Mgr.....Lawson Deming
Sales Manager.....Harold W. Waddell
Adv. & Prom. Mgr.....Clement G. Scerback
Publicity Director.....Robert Horan
Engineer-in-Charge.....S. E. Leonard

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WSRS
CLEVELAND—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Address .....2156 Lee Rd.
Phone: ERieview 1-2005..Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Forjoe & Co.
Pres., Gen. Mgr., Pgm. Dir.....S. R. Sague
Exec. Dir. Oper. & Sls....Norman V. Bergholm
Sales Prom. Mgr.....Bill Gannon
Prog. Director.....S. R. Sague
Chief Engineer.....Bob Leedham

WBNS
COLUMBUS—1924—CBS

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....RadiOhio, Inc.
Business-Studio Address.....33 N. High St.
Phone: CA. 4-9265.....Air Time: Full Time
News Service .....AP
Representative .....John Blair
Membership .....NARTB, RAB
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Sales Prom. Director.....Jim Yenan
Program Director.....Geer Parkinson
Chief Engineer.....Lester H. Nafzger

WCOL
COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Trails, Inc.
Business-Studio Address..E. Broad & Young St.
Representative .....H-R Reps., Inc.
Membership ..... RAB
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
Administrative Asst.....Alex Buchan
Station Manager.....W. H. Spencer
Program Director.....Michael Ryan
Chief Engineer.....Harold E. Beard

WTVN
COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....22 East Gay St.
Transcription Service .....Lang-Worth
Representative ..... Katz
President.....Hulbert Taft, Jr.
General Manager.....Byron Taggart
Comm. Mgr.....Sam T. Johnston
Sls. Prom. Mgr., Pub. Dir.....Jo Ann Smart
Program Director.....Paul Frank
Chief Engineer.....W. T. Hansher

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WVKO

COLUMBUS—1951

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sky Way Bcstg. Corp.
Address.....274 S. 3rd St.
Phone: CA. 1-5247.....Air Time: Daytime
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Forjoe
President .....Gustav Hirsch
Gen., Sta. Manager.....Bert Charles
Comm., Sales Prom. Mgr.....William Selander
Prog. Dir.....Bert Charles
Publicity Dir.....Marjorie White
Chief Engineer.....William Hammett

WTNS

COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone: 1560, 2140.....Air Time: Daytime
Trans. Service .....World
News Service .....UP
Membership ..... NARTB
Pres., Gen. Mgr.....Bruce Wallace
Commercial Mgr.....James Sigman
Sales Prom. Mgr.....Carl Speaks
Program Director.....Stanley Robinson
Chief Engineer.....Elmer Moravecky

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.1414 Wilmington Ave.
Phone: Madison 6581.....Air Time: Full Time
News Service.....AP, UP
Newspaper Affiliation.....''Daily News''
Representative .....Hollingbery
Membership .....NARTB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Commercial Mgr.....W. E. Wolaver
Station Manager.....Wade H. Alley
Publicity Director.....Chuck Gay
Chief Engineer.....Ernest L. Adams

WING

DAYTON—1924—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone: Hemlock 3773.....Air Time: Full Time
News Service .....AP
President .....Charles Sawyer
Exec. V.P. & Gen. Mgr...John Pattison Williams
Vice-Pres. .....George Lenning
V.P., Adm. Asst.....Alexander Buchan
Publicity Director.....Larry Marker
Chief Engineer.....Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Skyland Bcstg. Corp.
Address.....380 West First St.
Phone: Michgian 6501....Air Time: Full Time
News Service .....AP
Representative .....Headley-Reed
President.....Ronald B. Woodyard
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich
Chief Engineer.....Stanley A. Beck

WONW

DEFIANCE—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
Phone: 32226.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Devney
President.....Richard W. Crowell
Gen., Comm. Mgr.....Glenn R. Thayer
Program Director.....Paul R. Murphy

WJER

DOVER—1950—KBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Dover Bcstg. Co., Inc.
Address .....210 Blvd.
Phone: 4-2126.....Air Time: Full Time
Transcription Service.....World, Thesaurus
News Service .....UP
President.....Agnes J. Reeves Greer
Gen., Sta. Mgr.....W. B. Steis
Commercial Manager.....John C. Needs
Prog. Dir.....Bob Valliquette
Chief Engineer.....Don Graff

WOHI

EAST LIVERPOOL—1949—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....East Liverpool Bcstg. Co.
Address.....516 Market St.
Phone: FU. 5-1490.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President, Gen. Manager..Richard V. Beatty
Comm., Prom. Mgr.....George T. Farrall
Sta. Mgr., Prog. Dir.....Bob Metcalfe
Chief Engineer.....George Kelly

WEOL

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorain Bcstg. Co.
Address.....Elyria Savings and Trust Bldg.
Phone: EL 2255.....Air Time: Full Time
News Service .....UP
Trans. Service .....World
Station Representative .....Walker

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President .....Roy W. Ammel
General Manager.....Alex Buchan
Comm., Sta. Mgr.....Richard E. Barrett
Program Director.....Pat Fredericks
Chief Engineer.....William Albrecht

WFIN

FINDLAY—1941

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Findlay Publ. Co.
Address.....101½ W. Sandusky St.
Phone: 1330.....Air Time: Daytime
News Service.....INS, UP, AP
Newspaper Affil.....“Republican-Courier”
Representative .....McGillvra
President.....R. L. Heminger
Gen., Sta., Comm. Mgr....Harold H. Heminger
Sls. Prom. Mgr.....Allen P. Dudley
Prog. Dir.....Jack Douglas
Chief Engineer.....Edgar C. Smith

WFOB

FOSTORIA—1946—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Address.....P. O. Box 589
Phone: 5666.....Air Time: Full Time
News Service .....UP
Trans. Service.....Capitol, SESAC, World
Station Rep. .....Rambeau
President .....Andrew Emerine
General Manager.....Mel Murray
Commercial Mgr.....Roger V. Wise
Prog. Director.....Jim Paulus
Chief Engineer.....Farrell Elsea

WFRO

FREMONT—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Phone: FE. 2-3951.....Air Time: Daytime
Transcription Service .....Standard
Representative.....Hil F. Best
News Service .....UP
Membership ..... NARTB, RAB
President.....Robert F. Wolfe
Managing Director.....R. C. Force
Sls. Prom. Mgr.....J. W. Kerr
Prog. Dir.....Frank Swartz
Chief Engineer.....Allen Kaubel

WJEH

GALLIPOLIS—1950—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By..Ohio Valley on the Air, Inc.
Address .....Box 244
Phone: 1160-1.....Air Time: Daytime
News Service .....UP
Transcription Service..... World
Representative .....Grant
President.....John E. Halliday
General Manager.....Truman A. Morris
Station Manager.....Marianne Campbell
Sales Prom. Mgr.....K. W. Robinson
Program Director.....William Watterson, Jr.
Chief Engineer.....Edgar Atkins

WMOH

HAMILTON—1944—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone: Hamilton 4-6543...Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
President.....Robert J. Briede
General Manager.....Robert L. Odson
Program Director.....Norm Keller
Commercial Manager..... Ray Motley
Chief Engineer.....Dick Plessinger

WIRO

IRONTON—1951—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address .....Radio Plaza
Representative .....McGillvra
Pres., Ch. Eng.....C. A. Baker
Gen., Sta. Mgr.....C. E. McElroy
Comm. Mgr.....L. Howard
Prog., Pub. Dir.....Jay Brushart

WLMJ

JACKSON—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned .....WLMJ Inc.
Address.....P.O. Box 72
Phone: 850; 950.....Air Time: Daytime
News Service.....UP
Station Representative.....W. S. Grant
President.....Frances D. Moore
General Mgr.....Truman A. Morris
Station Mgr.....Don W. Hughes
Commercial Mgr.....Patricia Roy
Program Director.....Nina Ladd
Chief Engineer.....Eddie Adkins

WHOK

LANCASTER—1947

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Address-Trans. Loc.....Memorial Dr.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Dr. Nelson Embrey
Station Manager.....William L. Zimmerman
Chief Engineer.....Robert Wery

WIMA

LIMA—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.

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Business-Studio Address.....223 N. Main St.
Phone: 32660.....Air Time: Full Time
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Commercial Mgr.....C. B. Heller
Sls. Prom. Mgr. & Pub. Dir..... R. McDermott
Program Dir.....Easter Straker
Chief Engineer.....A. J. F. Smith

WLOK

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WLOK, Inc.
Business Address.....1424 Rice Avenue
Phone Number 6-3411
Transcription Service .....World
Membership .....NARTB
News Service .....UP
Representative.....H-R Reps., Inc.
President.....L. A. Pixley
Station Manager.....Robert O. Runnerstrom
Program Director.....William Huffman
Commercial Mgr.....Lawrence Webb
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...144½ Park Ave. W.
Phone: 4235-6.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative..Venard, Rinfoul & McConnell
Membership .....NARTB, RAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....John Patrick
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone: 1690.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra
Membership .....NARTB
President.....William G. Wells
General Manager.....R. Sanford Guyer
Commercial Manager.....Fred Reynolds
Program Director.....Leah R. Thorla
Chief Engineer.....Charles E. Clark

WMRN

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
Phone: 3-1131.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Prog. Dir.....Madge Cooper
Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
Chief Engineer.....Francis Joseph Peters

WPFB

MIDDLETOWN—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
Owned-Operated By.....Paul F. Braden
Address-Trans. Loc.....Lebanon-Coles Rd.
Phone: 2-3625.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Rep.....Grant Webb
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....Paul F. Braden
Comm., Sls. Prom. Mgr.....J. H. LeMoyne
Program Director.....George Lummis
Chief Engineer.....Larry Beckwith

WMVO

MT. VERNON—1953—KBS

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Mt. Vernon Bcstg.
Address.....Coshocton Rd., Box 390
News Service.....UP
Transscription.....Thesaurus, SESAC
President.....Dr. Charles Tramont
General Manager.....Mrs. C. M. Zelkowitz
Program Director.....George Bennett
Chief Engineer.....Royce O. Woodward

WCLT

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By...Advocate Printing Co.
Address.....27 West Main St.
Phone: 4007.....Air Time: Daytime
News Service .....AP
Newspaper Affiliation.....The Advocate
Transcription Service .....Thesaurus
Representative .....Meeker Associates
Membership .....NARTB, RAB
President.....Frank W. Spencer
Gen., Sta. Mgr.....Thomas A. Rogers
Commercial Mgr.....Robert Pricer
Program Director.....John Fisher
Chief Engineer.....Benjamin Windle

WPTW

PIQUA—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper...Miami County Bcstg. Co., Inc.
Address-Trans.....1625 W. Covington Ave.
Phone: 1420-1.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Best
Membership .....RAB

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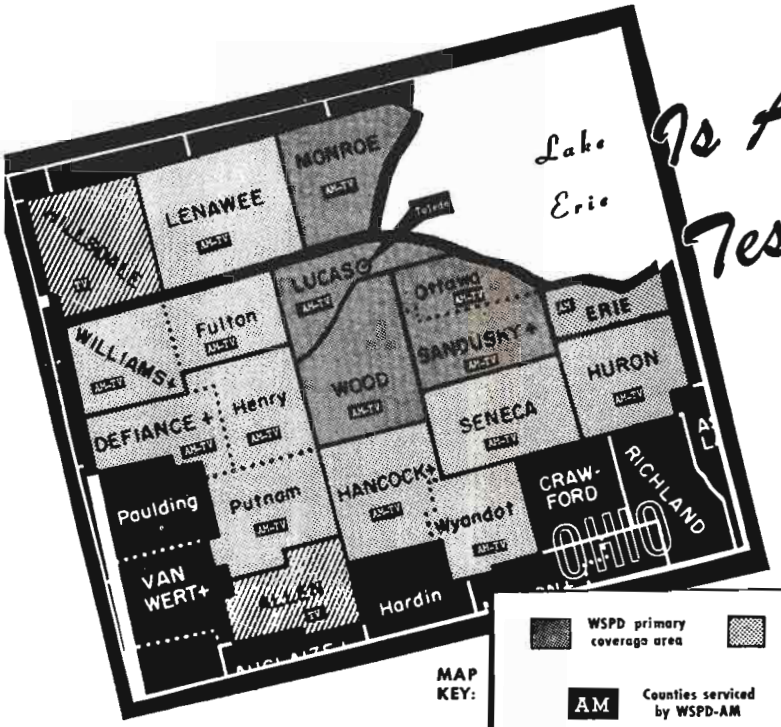
WSPD's "Billion Dollar Market"

Is America's Testground



MAP KEY:

WSPD primary coverage area

WSPD secondary coverage area

Fringe area

AM Counties serviced by WSPD-AM

TV Counties serviced by WSPD-TV

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
Families 359,150
Radio Homes 355,050
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
***Television Homes 300,050**
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—$1,917,277,000
Per Capita $1,622
Per Family $5,338

RETAIL SALES
Total $1,409,122,532
Per Family $3,923
Spent For:
Food $332,271,000
Gen. Mdse. $137,070,000
Furniture & Household—$72,696,000
Automotive $311,027,000
Drug $36,600,000

Toledo ranks high in the nation's 200 leading areas
Toledo ranks 38th in population
Toledo ranks 33rd in total income
Toledo ranks 37th in total retail sales
Toledo ranks 34th in food store sales
Toledo ranks 34th in gen. mdse. store sales
Toledo ranks 37th in home furnishing sales
Toledo ranks 31st in automotive store sales
Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:
*October 1, 1954
Standard Rate and Data Consumer Markets
Nielsen Coverage Service
Television Magazine
Sales Management

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
BOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

www.americanradiohistory.com

Pres., Gen. Mgr.....Richard E. Hunt
Sta., Comm. Mgr.....Robert Bubp
Prog., Pub. Dir.....Ken Shroyer
Chief Engineer.....Dallas Davis

WNXT
PORTSMOUTH—1951—ABC

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Portsmouth Bcstg. Co.
Address.....Masonic Temple Bldg.
News Service .....UP
Representative .....Everett-McKinney
Membership ..... RAB
Pres., Gen., Sta., Comm. Mgr..Marshall Rosene
Program Director.....Phil Phillips
Publicity Director.....Thelma Henderson
Chief Engineer.....Russell Newman

WPAY
PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Address.....1009 Gallia St.
News Service .....AP
Newspaper Affil.....Brush-Moore
Transcription Service .....Associated
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President .....Eugene Carr
Gen. Mgr.....G. Gordon Strong
Station Mgr.....Gerald F. Boyd
Program Director.....E. G. Sheridan
Chief Engineer.....Maurice L. Myers

WLEC
SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Address.....Cleveland Rd. & Huntington
Phone: 5170.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Hal Holman
Membership .....NARTB, RAB
Pres., General-Station Mgr.....Jay Wagner
Commercial Manager.....Louis Mohla
Program Director.....Robert Hinners
Chief Engineer.....Jay Leibach

WAVI
SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts
Owned.....WAVI Bcstg. Corp.
Address .....Cincinnati St.
Air Time .....Daytime
News Service .....AP
Station Rep. .....Gill-Perna
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Harry K. Crowl
Sta. Mgr., Prog., Pub. Dir.....Art Burnham
Chief Engineer.....Vern Yeich

WIZE
SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Trans.-Address .....117 W. High St.
Phone: 3-4955.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....H. R. Representative, Inc.
President .....Charles Sawyer
General Manager.....Adna Karns
Program Director.....John McEnaney
Sta., Comm. Mgr.....Virginia Bennett
Chief Engineer.....Victor L. Bushong

WJEL
SPRINGFIELD—1947

Frequency: 1600 Kc....Power: 1000 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....Guardian Bank Bldg.
Phone: 3-4678.....Air Time: Daytime
Representative .....McGillvra
Transcription Service .....Associated
President.....R. Stanley Lucas
General Manager.....Robert Yontz
Commerical Mgr.....Charles Perry
Chief Engineer.....Ken Arnold

WSTV
STEUBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WSTV, Inc.
Bus.-Studio Address....Exchange Realty Bldg.
Phone: ATlantic 2-6265....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knoedel
Pres.....Jack N. Berkman
V.P., Gen. Mgr.....John J. Laux
Asst. General Manager.....Joseph M. Troesch
Pgm., Pub. Dir.....Harry Birrell
Chief Engineer.....Charles S. Shepherd

WOHO
TOLEDO—1954

Frequency: 1470 Kc.....Power: 1470 Watts
Owner.....Midwestern Bcstg. Co.
Address.....2965 Pickle Road
Phone .....Taylor 4321
Representative ..... Pearson
President .....Ford R. Weber
Chief Engineer.....Edwin J. Powell

WSPD
TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....Storer Broadcasting Co.
Bus.-Studio Address.....136 Huron St.
Phone: Adams 3175.....Air Time: Full Time
News Service.....INS, UP
Transcription Service .....Lang-Worth
Membership .....NARTB, RAB
Representative .....Katz
President.....George B. Storer
Gen., Sta. Mgr.....Allen L. Haid
Comm. Mgr.....Westford F. Shannon
General Manager.....Emerson Kimble
Chief Engineer.....William M. Stringfellow

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WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President .....Edward Lamb
General Manager.....Sunne Miller
Program Director.....Richard Rice
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Trans.-Address .....Bell Bldg.
Phone: Adams 3291.....Air Time: Full Time
News Service.....AP, UP
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Sales Prom. Mgr., Pub. Dir.....R. H. Edsall
Program Director.....Robert Krieghoff
Chief Engineer.....Harold Holmes

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By.....Warren Tribune Radio Station, Inc.
Business-Studio Address.....108 Main St.
Phone: 2212-9.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Tribune Co.
Representative .....Rambeau
Transcription Service .....Associated
President.....Helen Hart Hurlbert
General Manager.....Carl J. Raymond
Sales Prom.....Peter J. Dignan
Comm. Mgr.....D. M. Shaver
Chief Engineer.....Robert E. Hardy

WCHO

WASHINGTON COURT HOUSE—1952—KBS

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Court House Bdcstg. Co.
Address.....113½ S. Main St.
Phone: 5-6211.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Station Rep.....Hil F. Best
Membership ..... RAB
President.....W. N. Nungesser
Gen., Comm. Mgr.....Leon Lloyd
Program Director.....William Hughes
Chief Engineer.....Carl Egbert

WPKO

WAVERLY—1954

Frequency: 1380.....Power: 1000 Watts
Owner.....Hi Kinco Bcstrs.
Phone .....Piketon 2781
Gen. Mgr., Chief Eng.....D. E. Kinker

WKOV

WELLSTON—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Family Bdcstng Co.
Address.....P. O. Box 190
News Service .....UP
Transcription ..... World
President.....Stephen H. Kovalan
General Manager..... ....Parks Robinson
Program Director.....John E. Wilson
St., Comm. Mgr.....K. Williams

WWST

WOOSTER—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Wooster Republican Ptg. Co.
Phone: 3-5075.....Air Time: Daytime
News Service .....UP
Transcription Service.....Thesaurus, SESAC
General Manager.....E. B. Evans
Commercial Mgr.....Quentin W. Welty
Program Director.....Robert Heeter
Chief Engineer.....Burton L. Bowman

WRFD

WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Peoples Bcstg. Corp.
Address.....246 N. High St.
Phone: CA. 84711.....Air Time: Daytime
Transcription Service .....Thesaurus
Representative ..... Meeker
Membership .....NARTB, RAB
President.....M. D. Lincoln
General Manager.....Herbert E. Evans
Sta., Mgr.....Joseph D. Bradshaw
Comm. Mgr.....Harry H. Hoessly
Program Director.....Bill Arthurs
Sales Prom. Mgr.....Phil Sheridan
Chief Engineer .....Harold Schaaf

WBBW

YOUNGSTOWN—1949—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Mahoning Valley Bcstg. Corp.
Address.....Warner Theatre Bldg.
Phone: Riverside 44421....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Station Representative..... Weed
Membership .....NARTB
President, Ch. Eng.....John Cherpack, Jr.
Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
Program Director.....Tony Ross
Publicity Director.....Marilyn Noble

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WFMJ

YOUNGSTOWN—1939—NBC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....WFMJ Bcstg. Co.
Business-Studio Address....101 W. Boardman
Phone: RIverside 3-4121....Air Time: Full Time
News Service.....AP, UP
Representative .....Headley-Reed
Transcription Ser.....Thesaurus, SESAC
Membership ..... NARTB
Pres., Gen. Mgr.....William F. Maag, Jr.
Gen., Sta. Mgr.....Mitchell F. Stanley
Program Director.....Robert Locke
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Phone Number.....Sterling 2-1145
Air Time.....Full Time
Address.....3930 Sunset Blvd.
News Service.....UP, AP
Newspaper Affiliation.....Plain Dealer
Transcription Service.....World, Lang-Worth
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station Manager.....J. Lothair Bowden
Program Director.....Don Brice
Public Relations Director.....Jim Smith
Chief Engineer.....B. T. Wilkins

WHIZ

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owner...Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone: 2-5431.....Air Time: Full Time
Newspaper Affiliation....Zanesville Publ. Co.
News Service .....UP
Representative.....John E. Pearson
Membership .....NARTB, RAB
President .....Clay Littick
Sales Prom. Mgr., Pub. Dir...Nancy Armstrong
Gen., Station Manager.....Allan Land
Comm. Mgr.....Nate Milder
Prog. Dir.....Bob Wagner
Chief Engineer.....William A. Hunt, Sr.

OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — Families 658,000
Radio Homes 590,000 — TV Homes 360,000 — Stations in State 47

KADA

ADA—1934—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KADA Bcstg., Inc.
Business Address.....Box 642
Phone: 12 & 13.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative...Venard, Rintoul & McConnell
Membership .....NARTB, RAB
President.....Dr. C. C. Morris
V.P. & General Manager.....Billy T. Hoover
Station Manager.....Jerry Spencer
Secy. Trea.....B. Morris
Program Director.....Fred Thompson
Chief Engineer.....George Miller, Jr.

KWHW

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Phone: 1405.....Air Time: Full Time
News Service .....AP
Representative ..... Pearson
Membership ..... NARTB
Newspaper Affiliation .....“Times-Democrat”
Membership .....NARTB
Pres., Gen. Mgr.....Frank E. Wimberly
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—1935—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Ardmoreite Publishing Co.
Bus.-Studio Address.....112 N. Washington
Phone: 3030.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Daily Ardmoreite
Membership .....NARTB, RAB
Representative ..... Venard
General Manager.....Albert Riesen
Comm. Mgr.....J. E. Riesen
Program Director.....Dolly Dutton
Publicity Director.....Galy Varnell
Chief Engineer.....William E. Kolb

KWON

BARTLESVILLE—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Bcstg. Co.
Address ..... KWON Bldg.
Phone: 1400.....Air Time: Full Time
President, Gen., Sta. Mgr.....J. Fred Case
Commercial Mgr.....John Collins
Chief Engineer.....Nathan Parsons

KBWL

BLACKWELL—1952—KBS

Frequency: 1580 Kc.... .Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.

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Address ..... Masonic Bldg.
Phone: 309 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Thesaurus
Station Rep. ..... Best
General Manager ..... John W. Carrick
Chief Engineer ..... H. B. Green

KWCO

CHICKASHA—1946—MBS-KBS

Freq.: 1560 Kc. ..... Power: 1 Kw. d., 250 W. n.
Owned-Oper. By .. Washita Valley Bcstg. Corp.
Address ..... 4th & Grand
Phone: 2898 ..... Air Time: Full Time
News Service ..... AP
Representative ..... H. F. Best
Gen. Mgr. ..... Jack L. Pink
Commercial Manager ..... Tom Miller
Program Director ..... Marjorie Richards
Chief Engineer ..... W. K. Berry

KWOE

CLINTON—1949

Frequency: 1320 Kc. ..... Power: 1000 Watts d.
Owned-Operated By . Western Okla. Bcstg. Co.
Address ..... Neptune Park
Phone: 618 ..... Air Time: Daytime
News Service ..... UP
Station Representative ..... Hil F. Best
General Manager ..... V. M. Preston
Commercial Mgr. ..... Leo Tremblay
Chief Engineer ..... Hubert Gaston

KWHP

CUSHING—1952—KBS

Frequency: 1600 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... W. H. Payne
Address ..... Box 791
Phone: 922 ..... Air Time: Daytime
News Service ..... AP
Representative ..... Hil F. Best
Transcription Service ..... Thesaurus
Gen., Comm. Manager ..... William H. Payne
Station Mgr. ..... George S. Lanham
Program Director ..... Mary Lou Wright
Chief Engineer ..... Charles F. Hebard

KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Duncan Bcstg. Co.
Address ..... West Pine St.
Phone: 1350 ..... Air Time: Full Time
Representative ..... Hil F. Best
Membership ..... NARTB, RAB
President ..... R. H. Drury
Gen., Sta. Mgr. ..... W. M. Brubaker
Comm., Sales Prom. Mgr. ..... Lester Agee
Program Director ..... John Moen

KSEO

DURANT—1947—KBS

Frequency: 750 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Democrat Printing Co.
Address ..... Democrat Bldg.
Phone: 2200 ..... Air Time: Daytime
News Service ..... AP
Membership ..... NARTB
Transcription Service ..... Standard
Partners ..... R. F. Story, Bennett Story
General Manager ..... Leroy Moses
Chief Engineer ..... Leonard Brown

KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Southwest Bcstg. Co.
Address ..... 204 N. Main
Phone: 730 ..... Air Time: Full Time
Station Rep. ..... Best
Manager ..... Lonnie J. Preston
Program Director ..... Alice Howenstine
Chief Engineer ..... Robert Hemphill

KCRC

ENID—1929—ABC-OKLA. NET-KBS

Frequency: 1390 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Enid Radiophone Co.
Bus.-Studio Address ..... Broadway Tower
Phone: 447 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
News. Affil... "Morning News," "Daily Eagle"
Representative ..... John E. Pearson Co.
Membership ..... NARTB
President ..... Milton B. Garber
General Manager ..... Pat Murphy
Commercial Mgr. ..... H. P. Hale
Program Director ..... B. Napier
Chief Engineer ..... Murray D. Coleman

KGWA

ENID—1950—MBS

Frequency: 960 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Public Bcstg. Service, Inc.
Address ..... 115½ E. Broadway
Phone: 4230 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Pearson
President ..... George E. Failing
General Manager ..... H. J. Godschalk
Chief Engineer ..... Ralph Druen

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Frederick Bcstg. Co.
Address ..... Main & Grand
Phone: 5-2131 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Keystone
Representative ..... Hil F. Best
General Manager ..... J. D. Jones, Jr.
Partner ..... Ronald W. Wheeler
Comm. Mgr., Pub. Dir. ..... E. Jones
Sls. Prom. Mgr., Chief Eng. ..... D. Jones
Program Director ..... Mary Wheeler

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KGYN

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....P. O. Box 38
Phone: 888.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, Thesaurus
Membership .....NARTB, RAB
Representative .....Hil F. Best
President, Gen. Mgr.....T. M. Raburn, Jr.
Commercial Mgr.....Edward J. Slater
Chief Engineer.....Herbert L. Noyes

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By .....A. R. Fuchs
Address .....Box 796
Phone: 1070.....Air Time: Daytime
News Service .....AP
President, Ch. Eng.....A. Fuchs
Comm. Sls. Prom. Mgr.....D. Davis

KIHN

HUGO—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address.....East on Highway 70
Phone: 1140.....Air Time: Full Time
News Service .....AP
President.....O. A. Brewer
Gen. Manager.....R. A. Prichard
Chief Engineer.....Dalton E. Jones

KBEL

IDABEL—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Idabel Bcstg. Co.
Address .....Box 1072
News Service..... AP
Transcription ..... Thesaurus
Membership ..... NARTB
Pres., Gen. Mgr.....Winston O. Ward
Comm., Sls. Prom. Mgr.....J. P. Stanley
Program Director..... Ralph Mills
Chief Engineer.....Cliff Taylor

KSWO

LAWTON—1941—ABC-OKLA. NET

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....406½ D Ave.
Phone: 1380.....Air Time: Full Time
News Service .....UP
Transcrip. Service..World, Lang-Worth, Standard
Representative..... John Pearson
Membership .....NARTB, RAB
President.....R. H. Drewry
Gen., Sta. Mgr.....Leo R. Morris
Program Director.....Tom Gilmore
Chief Engineer.....Willard Cochran

KNED

McALESTER—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..Pittsburg Bcstg. Co., Inc.
Address .....Aldrige Hotel
Phone: 1460.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Pearson
Pres., Gen. Mgr.....Ray Van Hooser
Commercial Manager.....Phil Reed
Sls. Promotion Mgr.....Frank Hopkins
Prog. Dir.....Mary Jo Lawson
Chief Engineer.....Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA. KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....McAlester Bcstg. Co.
Business-Studio Address.....Earle Hotel
Phone: 2411.....Air Time: Full Time
News Service .....AP
Representative ..... Venard
Membership ..... NARTB
President .....William Young
Gen., Sta. Mgr.....Bob Baggett
Commercial Mgr.....Bill Skeith
Sls. Prom. Mgr.....Larry Craft
Publicity Director.....Bob Bristow
Program Director.....Geraldyne Jones
Chief Engineer.....Harold Duncan

KGLC

MIAMI—1948—KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address..... Miami Hotel
Transcription ..... Capital
Membership .....NARTB, RAB
News Service .....UP
Representative .....Adam Young
President .....Kenyon Brown
General Manager.....William A. Searle
Supv.....Frank J. Lynch
Prog. Dir.....Carm Soricelli
Chief Engineer.....Lewis Stone

KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address .....Barnes Bldg.
Phone: MU 2-1331.....Air Time: Full Time
News Service .....UP
Representative .....Venard
President.....Tams Bixby, Jr.
General Manager.....Walter W. Weber
Commercial Mgr.....George Lanham
Program Director.....Howard Whitely
Chief Engineer.....Clyde Miller

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KMUS

MUSKOGEE—1948

Frequency: 1380 Kc....Power: 1000 d., 500 n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Address.....412½ Court St.
Phone: MU 2-2488.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Pearson
President.....R. M. Mountcastle
Gen., Station Mgr.....Jimmie Barry
Sls. Prom. Mgr.....Paul Weatherbee
Program Director.....George Overton
Chief Engineer.....James Keitel

KNOR

NORMAN—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Cleveland County Bcstg. Co.
Address.....P. O. Box 542
Phone: 474.....Air Time: Full Time
News Service .....UP
Station Rep. .....Best
Gen. Mgr. (Ptnr.).....William S. Morgan
President.....Tol Dickenson
Comm. Mgr.....James B. Logan
Program Director.....Gene Stansberry
Chief Engineer.....Gene Morris

KBYE

OKLAHOMA CITY—1946—KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Opearted By.....State Bcstg. Co.
Bus.-Studio Address.....9th & B'way
Phone: FO 5-2323.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
President.....A. Earl Cullum
General Manager.....Frank J. Lynch
Program Director.....F. F. Lynch
Chief Engineer.....Robert E. Schilb

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Okla. City Bcstg. Co.
Business Address.....128½ W. Commerce St.
Phone: FO. 5-6358.....Air Time: Daytime
Membership .....NARTB, RAB
News Service .....AP
Owner, Pres., Gen. Mgr.....Byrne Ross
Comm., Promotion Mgr.....Monty Wells
Program Director.....Mrs. Kathleen Burkett
Pub. Dir.....Grant Ladd
Chief Engineer.....Jay Davis

KOCY

OKLAHOMA CITY—1938—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone: Forest 5-4333.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....M. H. Bonebrake
Sta., Comm. Mgr.....George Collisson
Program Director.....Bill Ward
Chief Engineer.....Hal Henegar

KOMA

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address....7300 Lincoln Blvd.
News Service..... UP
Transcription Service....Standard, Lang-Worth
Representative .....Avery-Knodel
Membership .....NARTB
President.....John Toole Griffin
General-Station Mgr.....Edgar T. Bell
Sales Mgr.....Gene Riesen
Program Director.....Perry Dickey
Chief Engineer.....M. W. Thomas

KTOK

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc.....Power: 5000 Watts
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone: FO. 5-8352.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership ..... RAB
President .....Wendell Mayes
Gen. Mgr.....John Hopkins
Prog. Dir.....Bill Bryan
Chief Engineer.....Clifford Easum

KTOW

OKLAHOMA CITY—1948

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....Liberty Bank Bldg.
Phone: CE. 2-6367.....Air Time: Daytime
News Service .....AP
Representative .....Rambeau
Membership .....NARTB
President .....Ralph Ball
Gen., Sta. Mgr.....Rex M. Lester, Jr.
Comm. Mgr.....Eddie Peak
Sls. Prom. Mgr.....J. Claybaugh
Prog. Dir.....Morgan Roberts
Pub. Dir.....Betty Carr
Chief Engineer.....Thomas F. Lindsey

WKY

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Business-Studio Address.....500 E. Britton
Phone: TRinity 8-2161.....Air Time: Full Time
News Service .....AP, UP
Newspaper Affiliation.....Oklahoma Pub. Co.
Transcription Service .....Standard
Representative .....Katz

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Membership .....NARTB
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Dir. of Radio.....Eugene B. Dodson
Program Director.....Paul Brawner
Public Relations Mgr.....Wally Kinnan
Chief Engineer.....H. J. Lovell

KHBG

OKMULGEE—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Okmulgee Bcstg. Corp.
Business Address.....Times Bldg.
News Service .....AP
Trans. Service .....Lang-Worth
President .....Don Reynolds
Station Manager.....John D. Whitt
Program Director.....Nil Kenan
Chief Engineer.....John Brennerman

KVLH

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Trans. Address.....P. O. Box 610
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Hil F. Best
President.....James T. Jackson
General Manager.....Phil Crenshaw
Comm. Mgr.....Jim Gray
Chief Engineer.....George Rountree

WBBZ

PONCA CITY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Ponca City Pub. Co.
Address.....1601 E. Okla.
Phone: RO. 5-6607.....Air Time: Full Time
Newspaper Affiliation.....The News
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
President.....Clyde E. Muchmore
Sta., Gen. Mgr.....Cy Casper
Commercial Mgr.....Bill Gorman
Prog. Dr.....William G. Maugans
Chief Engineer.....Chuck Chaney

KLCO

POTEAU—1953—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....LeFlora Bcstg. Co.
Address .....Box 511
Phone 660
Co-Owner, Gen. Mgr.....R. B. Bell
Co-Owner, Prog. Dir.....Bernice Bell

KOLS

PRYOR—1950—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lakes Area Bcstg. Co.
Address.....Fifth & S. Mill Sts.
Phone: 1263.....Air Time: Daytime
Transcription Service.....SESAC
News Service .....AP
Representative.....H. F. Best
Owner, Gen. Sta. Mgr.....L. L. Gaffaney
Commercial Manager.....Mrs. L. L. Gaffaney
Program Director.....Merle Caldwell

KGFF

SHAWNEE—1930—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Address .....Hotel Aldridge
Phone: 4390.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Stauffer Publ., Inc.
Transcription Service .....World
President.....Oscar S. Stauffer
Gen., Sta. Manager.....William A. Weaver
Chief Engineer.....Earl R. Ward

KSPI

STILLWATER—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
News Service .....UP
Newspaper Affiliation .....News-Press
Transcription Service..... World
Sta. Rep..... Clark
Gen. Mg., Program Director.....J. R. Bellatti
Chief Engineer.....Paul McCollum

KAKC

TULSA—1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone: 4-2401.....Air Time: Full Time:
News Service .....AP
Representative .....Walker
President-Treas.....S. E. Avey
V.P., General Manager.....James L. Neal
Program Director.....Rusty Kirk
Chief Engineer.....M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....1242 S. Boston
Phone: 5-5555.....Air Time: Daytime
News Service .....UP
Representative .....Bolling
President .....Fred Jones
Comm. Manager.....Jack Betz
General Manager.....Lawson Taylor
Chief Engineer.....Nathan Wilcox

KOME

TULSA—1938—KBS

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....Oil Capital Sales Corp.

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Business-Studio Address.....8th & Main
Phone: 3-4121.....Air Time: Full Time
News Service .....AP
Representative .....Gill-Perna
Membership ..... RAB
President.....John E. Brown Jr.
General Manager.....E. William George
Comm. Manager.....C. W. Grim. Jr.
Chief Engineer.....Roy Brown

KRMG

TULSA—1949—ABC

Freq.: 740 Kc.....Power: 50 Kw. d., 25 Kw. n.
Owned-Operated By..... Western Bcstg. Co.
Business-Studio Address..311 So. Denver Ave.
Phone: 54-4291.....Air Time: Full Time
Representative .....John Blair
News Service .....AP
Membership .....NARTB, RAB
President .....Harrington Wimberly
Gen., Comm. Manager.....Frank S. Lane
Prog., Pub. Director.....Keith Bretz
Chief Engineer.....William H. Bradley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address .....Boulder-on-the-Park
Phone: 2-3191.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
President.....John T. Griffin
V.P. & Gen. Mgr.....L. A. Blust. Jr.
National Sls. Mgr.....B. Holmes
Sales Mgr.....William D. Swanson
Gen. Prom. Mgr.....George Ketcham
Program Director.....John Devine
Chief Engineer.....Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Bus.-Studio Address.....Philtower Bldg.
Phone: 2-3281.....Air-Time: Full Time
Transcription Service.....Standard, World
Membership ..... RAB
Representative .....Edward Petry
President.....W. G. Skelly
V.P., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Sales Prom. Mgr.....W. T. McClarin
Program Director.....Joseph O'Niel
Chief Engineer.....John Bushnell

KWSH

WEWAKA—1948—ABC-KBS-MBS

Frequency: 1260 Kc.....Power: 1,000 Watts
Owned-Operated By..Tri Cities Bcstg. Co., Inc.
Address .....Box 1260
Phone: 1260-1261.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative ..... Venard
President.....Dr. C. C. Morris
General Manager.....Bill Hoover
Station Manager.....Roy Judge
Prog. Dir., Prom. Mgr.....Gladys Williams
Publicity Director.....Jay Harmon
Chief Engineer.....Warren W. Abbott

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Woodward Bcstg. Co.
Address Trans. Loc.....22 & Cedar Sts.
Phone: 1450.....Air Time: Full Time
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB, RAB
Representative ..... Pearson
Pres., Gen. Mgr.....Edward A. Ryan
Program Director.....Lenora W. Ryan
Chief Engineer .....Francis R. Berry

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — Families 602,000
Radio Homes 586,000 — TV Homes 215,000 — Stations in State 50

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.....Queen Ave. & Elm
Phone: WA 6-2233.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Newspaper Affiliation.....“Democrat Herald”
Representative .....Moore-Lund, Ayres, Best
Membership .....NARTB, RAB
President.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Dewey Rand
Station Manager.....Warren Stoffer
Sales Prom. Mgr.....John Boyer
P ogram Director.....LeRoy Jolley
Chief Engineer.....Herbert Davidson

KWIN

ASHLAND—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rogue Valley Bcstg. Co.
Address.....1160 Helman Rd.
News Service .....AP
President .....Don Miller
Station Manager .....Daren L. Flickinger
Program Dir.....Bill Lively

KAST

ASTORIA—1925—MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....1006 Taylor Ave.
Phone: 95.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Moore-Lund, Ayres
Membership .....RAB, NARTB
President.....Robert B. Chessman
Gen., Sta. Mgr.....R. D. Holmes
Program Director.....Mrs. Mary Ristola
Commercial Manager.....Irving Steinbock
Chief Engineer.....Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Lower Columbis Bcstg. Co., Inc.
Address.....612 Commercial St.
News Service..... UP
Representative..... Moore, Holman
Membership ..... NARTB
Pres., Gen. Mgr.....A. L. Capstaff
Station Mgr.....T. R. Williams
Sales Prom. Mgr.....Chas. Dean
Chief Engineer.....James Titus

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.Studio Address.....3032 Auburn Ave.
Phone: 140.....Air Time: Full Time
Station Rep.....Best, Moore & Lund
Membership ..... NARTB
Transcription Service .....World
Gen., Comm. Mgr.....Kenneth B. Lockwood
Program Dir.....Kenneth Holden
Chief Engineer.....Walter E. Stewart

KBND

BEND—1937—MBS-DON LEE-KBS

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio Address.....Coble Bldg.
Phone: 848.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Moore-Lund
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Frank H. Loggan
Comm. Mgr.....Doug Gaines
Pgm. Dir.....Kessler Cannon
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address.....505 Hall Bldg.
Phone: Congress 7-2121....Air Time: Full Time
News Service .....UP
Representative .....Moore-Lund
Membership ..... RAB
President.....Sheldon F. Sackett
Comm. Mgr.....William Cook
Station Manager.....Phil Waters
Prog. Dir.....John Tasnady
Chief Engineer.....Nate Olson

KWRO

COQUILLE—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO, Inc.
Address .....P. O. Box 396
Phone: 3961.....Air Time: Full Time
News Service .....UP
Rep.....Moore-Lund, Continental, O'Connell
Sect.-Treas.....W. E. Walsh
General Manager.....Lynn C. Thomas
Chief Engr.....Drew Walker

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KCOV

CORVALLIS—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Midland Bcstg. Co.
Address...Corvallis Hotel, Second & Madison
News Service .....UP
Rep.....Everett-McKinney, Moore & Lund
Supervisor .....Lee Bishop
President.....Don McCormick
Manager .....Frank Flynn

KRUL

CORVALLIS—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Address Trans. Lot.....1221 So. 15th St.
News Service .....AP
Representative ..... McGillvra
Membership ..... RAB
President.....Fred T. Haley
Gen., Comm. Mgr.....Douglas Setterberg
Sales Prom. Mgr.....Jack Gallant
Program Director.....Hal Wehmeier
Chief Engineer.....Steve Wade

KOMB

COTTAGE GROVE—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606
Phone: 1400.....Air Time: Full Time
News Service .....UP
Station Rep. .....Continental
Manager .....Anthony Maucione

KODL

THE DALLAS—1940—ABC

Frequency: 1440 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Western Radio Corp.
Phone: 2300.....Air Time: Full Time
News Service .....UP
Transcription Service..... Thesaurus
Representative.....Moore & Lund, Ayres
Pres., General Manager.....V. B. Kenworthy
Station Manager.....Paul E. Walden
Comm. Mgr.....Lawrence Beaudoin
Promotion Director.....Monte DeVon
Prog. Dir.....George Pence
Chief Engineer.....Bruce Elliott

KASH

EUGENE—1947—ABC-KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Address.....P. O. Box 1600
Phone: 5-3357.....Air Time: Full Time
Rep. W. Coast Sls.....Donald Cooke
Pres., Gen. Mgr.....E. L. Kincaid
Commercial Manager.....Paul N. Plank
Program Director.....Laura Plank
Asst. Mgr., Pub. Dir.....Clare Mattingly
Chief Engineer.....Norville M. Packard

KERG

EUGENE—1949—CBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Guard Pub. Co.
Address.....P. O. Box 506
Phone: 5-4304.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation ....."Register-Guard"
Transcription Service....Columbia Masterwks.
Representative.....Weed & Co.
Membership .....NARTB, RAB
President.....Alton F. Baker
Gen., Sta. Mgr.....L. W. Trommlitz
Commercial Manager.....Herb Michael
Publicity Director.....Jack Craig
Prom. Mgr.....Robert Fulton
Chief Engineer.....Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lane Bcstg. Co.
Business Address.....P. O. Box 1032
Phone: 4-4214.....Air Time: Full Time
News Service .....UP
Transcription Service..... Lang-Worth
Rep.....Everett-McKinney, Moore & Lund
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Lee Bishop
Commercial Mgr.....Virgil Parker
Sales Prom. Mgr.....Bob Davis
Program Director.....Harry Kirk
Chief Engineer.....Floyd Vikea

KUGN

EUGENE—1946—NBC

Freq.: 590 Kc.....Power: 1 Kw. d., 1 Kw. n.
Owned-Operated By.....KUGN, Inc.
Business Address.....P. O. Box 112
Phone: 4-6216.....Air Time: Full Time
News Service .....AP
Representative .....Meeker
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....C. O. Fisher
Commercial Manager.....E. W. Karl
Sls. Prom. Mgr., Pub. Dir.....Reg Roos
Chief Engineer.....George Hathaway

KRWC

FOREST GROVE—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Irving G. Schmidtke
Address.....Rt. 2, Box 59
Phone: Forest Grove 6091...Air Time: Daytime
Representative....Wm. Ayres, Moore & Lund
Transcription Service..... Standard
Pres., Gen. Mgr.....Irving V. Schmidtke
Commercial Mgr.....Clarence S. Sherman
Prog. Dir.....Jack L. White
Pub. Dir.....Robert Kingsley

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KUIN

GRANTS PASS—1939—MBS
DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Phone .....GR 6-4477
Transcription Service .....World
Representative.....W. S. Grant
Representative .....NARTB, RAB
President.....A. E. Voorhies
General Manager.....E. A. Malone
Commercial Mgr.....M. K. Ball
Program Director.....Dave Allen
Chief Engineer.....N. L. Williams

KRTV

HILLSBORO—1954

Frequency: 1360 Kc.....Power: 1000 Watts
Representative .....Moore & Lund
President .....Harold C. Singleton
Chief Engineer.....Paul Alexander

KIHR

HOOD RIVER—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Ore.-Wash. Bcstrs.
Address.....P. O. Box 207
Phone: 8561.....Air Time: Full Time
News Service..... AP
Transcription ..... World
Representative ..... Moore-Lund
Membership ..... RAB
President.....C. H. Fisher
Sta. Mgr., Prog. Dir.....Don McCutcheon
Comm. Mgr.....R. C. Weisenburger
Chief Engineer.....Don I. Morris

KFJI

KLAMATH FALLS—1923—MBS
DON LEE

Frequency: 1150 Kc....Power: 5000 d., 1000 n.
Owned-Oper. By.....KFJI Bcstrs., Inc.
Address.....P. O. Box 692
Phone: 22551.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative.....W. S. Grant, Moore-Lund
Membership .....NARTB
President.....W. D. Miller
Station Mgr.....Alan K. Abner
Program Dir.....Brad Cole
Chief Eng.....W. Loerke

KFLW

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co.
Address.....P. O. Box 941
Phone Number 8115
Air Time.....Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Everett-McKinney
Membership .....NARTB, BAB
President .....Frank Jenkins
General Manager.....Bud Chandler
Commercial Manager.....Aaron Boe
Chief Engineer.....Bill Grimes

KLBM

LA GRANDE—1928—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Phone: 2201.....Air Time: Full Time
Transcription Service.....Standard
Representative.....Moore & Lund, Best
Membership ..... NARTB
Gen., Comm. Manager.....Ken Lillard
Program Director.....Judy Holman
Chief Engineer.....Len Serdar

KGAL

LEBANON—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 341
Phone: 8631.....Air Time: Full Time
News Service .....AP
Station Rep. .....Holman
Transcription Service.....Langworth, SESAC
President.....W. Gordon Allen
General Manager.....John Truhan
Commercial Manager.....Don Wellman
Program Director.....Nate Bridges
Chief Engineer.....Danny Bridges

KMCM

McMINNVILLE—1949—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Phone: 3811.....Air Time: Full Time
Newspaper Affil.....Daily News-Register
Transcription Service .....World
Station Rep. .....Continental
News Service .....AP
President.....Jack B. Bladine
Gen., Comm. Mgr.....Glasco Branson
Program Director.....Leslie Cunningham
Chief Engineer.....Jack Adkins

KBOY

MEDFORD—1954

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....K-Boy Bcstrs.
Address .....P. O. Box 1109
Phone 3-5355
Partner, Gen. Mgr., Prog. Dir.....C. E. Wilson
Partner..... P. D. Jackson
Prtn., Comm. Mgr., Chief Eng...W. H. Hansen

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KMED

MEDFORD—1922—NBC

Freq.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Radio Medford, Inc.
Address.....P. O. Box 1306
Phone: 2-4000.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Station Representative.....Meeker Assoc.
Membership ..... NARTB
President .....Vern Robinson
General, Sta. Mgr.....Ray Johnson
Commercial Mgr.....Tom Tubbs
Publicity Director.....Norm Oberst
Program Director.....Russ Jamison
Chief Engineer.....Don Smith

KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By ...Medford Printing Co.
Trans. Address.....27 North Fir St.
Phone: 2-5277.....Air Time: Full Time
News Service ..... UP
Newspaper Affilaition.....Mail Tribune
Representative .....Grant
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Robert W. Ruhl
Gen., Sta., Prom. Mgr.....Jimmy Dunlevy
Comm., Mgr.....Tom MacLeod
Program Director.....John Ahern
Chief Engineer.....Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....1940 N. Coast H'way
News Service .....AP
Rep.....Ayres, Moore & Lund, Continental
Pres., Gen. Mgr.....Tom R. Becker
Comm. Mgr., Prog. Dir.....Bob Eubanks
Sales Prom. Mgr.....Helen Wade

KFIR

NORTH BEND—1951—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 905
Phone: SK 9-7351.....Air Time: Full Time
News Service .....AP
Representative.....W. S. Grant, Keating
Owner, Gen. Mgr.....Josephine Edwards
Station Manager.....Glenn Nickell
Comm. Manager.....William Jones
Sales Prom. Mgr.....Charles Lee
Chief Engineer.....Arthur Schuldt

KSRV

ONTARIO—1946—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Inland Radio, Inc.
Address .....Box 540
Phone: 212.....Air Time: Full Time
News Service .....UP
Rep.....Pac. Northwest, Moore-Lund, Best
Transcription Service .....Standard
Tran. Ser.....Standard, Langworth
General Manager.....Gordon L. Capps
Asst. Manager.....Charles E. Harland
Commercial Manager.....Robert Humphreys
Program Director.....Rodrick Walter
Chief Engineer.....Geoffrey Gass

KGON

OREGON CITY—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone: OR 5249.....Air Time: Full Time
News Service .....UP
Trans. Ser.....World, Associated, Standard
Rep.....Robt. Meeker, Moore-Lund, Paschall
Membership .....NARTB, RAB
President.....Dr. John H. Fitzgibbon
Comm., Prom., Gen. Mgr.....Irwin S. Adams
Program Director.....Sonora B. Hoffman
Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
News Service .....UP
Trans. Ser..... Thesauraus
Station Rep.....Moore & Lund
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Commercial Mgr.....John Webb
Program Director.....John F. Cameron
Chief Engineer.....Douglas Whipple

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio
Address.....1230 SW Main St.
Phone: CApital 1881.....Air Time: Full Time
News Service.....UP, INS
Transcription Service .....Associated
Membership ..... RAB
Station Representative.....Free & Peters Inc.
President .....Chris Witting
General Manager.....Joseph E. Baudino
Station Manager.....J. B. Conley
Commercial Manager.....R. E. Rudolph
Sales Promotion Manager..Charles L. Burrow
Program Director.....Mel Bailey
Chief Engineer.....Jack Erwin

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper.....Pioneer Bcstrs. Inc.
Bus.-Studio Address.....1320 S.W. Broadway
Phone: BEacon 6364.....Air Time: Full Time

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News Service.....AP, INS
Representative .....Edward Petry
Membership .....NARTB, RAB
Transcription ..... SESAC
President .....George Orput
Gen., Sta. Mgr.....James A. Mount
Asst. Mgr.....T. D. Rishworth
Comm. Mgr.....R. H. Prigmore
Prog., Pub. Dir.....Robert E. Franklin
Chief Engineer.....Earl E. Petersen

KOIN
PORTLAND—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned.....Mt. Hood Radio-TV Bcstag. Corp.
Business Address.....P. O. Box 1031
Phone: ATwater 3333.....Air Time: Full Time
News Service.....AP, INS, UP
Transcription Service.....World, Standard
Representative.....CBS, Spot & Sls.
Membership .....NARTB, RAB
President .....Ted Gamble
Gen. Mgr.....Harry H. Buckendahl
Promotion Director.....George Wann
Program Manager.....Willard Mears
Nat'l Adv. Mgr.....J. L. Palmer
Dir. of Engineering.....Louis S. Bookwalter

KPAM
PORTLAND—1951

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bcstrs. Oregon Ltd.
Address.....P. O. Box 1230
Phone: ATwater 0106.....Air Time: Daytime
News Service .....AP
Membership .....NARTB
Trans. Serv.....Associated, World, SESAC
Pres., Sta., Gen. Mgr.....Stanley M. Goard
Program Director.....Douglas Ducklow
Comm. Manager.....Deal O. Wilkins
Sales, Prom. Mgr.....Jack Hampton
Publicity Director.....Jim McGuire
Chief Engineer.....Charles K. Dickson

KPDQ
PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Bus.-Studio-Trans. Address.1008 S.W. 6th Ave.
Phone: CA 9209.....Air Time: Daytime
News Service .....AP
Membership ..... RAB
Pres., Gen. Mgr.....Jack W. Davis
Program Director....."Wink" Guthrie
Chief Engineer.....Bob Beattie

KPOJ
PORTLAND—1932—MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....KPOJ, Inc.
Phone: Broadway 3484...Air Time: Full Time
Studio Address.....1019 S.W. 10th
News Service .....UP
Newspaper Affiliation.....Oregon Journal
Representative .....John Blair
Membership, ...NARTB, RAB
President.....Wm. W. Knight
General-Station Manager.....R. M. Brown
Commercial Manager.....Robert C. La Bonte
Program Director.....Jack Moys
Chief Engineer.....Richard R. Pooley

KWJJ
PORTLAND—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Rodney F. Johnson
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone: Atwater 4393.....Air Time: Full Time
News Service .....INS
Representative..Burn-Smith, McGawen, Young
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Rod F. Johnson
Comm. Mgr.....Ben T. Crosby
Sales Prom. Mgr.....Charles A. Larsen
Prog. Dir.....Jerry Speerstra
Chief Engineer.....Les Windes

KXL
PORTLAND—1926

Frequency: 750 Kc.....Power: 10,000 Watts
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Box 5886
Phone: EV 1-6558.....Air Time: Daytime
News Service.....UP, AP
Transcription Service .....Associated
Rep..Walker, Pacific Northwest, Moore & Lund
Pres., Gen., Comm. Mgr.....H. S. Jacobson
Program Director.....Ric Thomas
Chief Engineer.....Len Garrett

KRCO
PRINEVILLE—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Central Oregon
Address.....P. O. Box 188
Phone: 6-239.....Air Time: Full Time
Membership ..... RAB
Trans. Serv.....Thesaurus
Representative.....Best, Moore & Lund
News Service .....UP
Pres., Gen. Mgr.....Norbert A. Miksche
Program Manager.....Elsie Stover
Comm. Mgr., Chief Engr.....C. R. Matheny
Chief Eng.....Gene Johnsick

KJUN
REDMOND—1952—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Juniper Bcstrs., Inc.
Address.....P. O. Box 1240
Representative .....McGillvra
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....F. G. Lieser
Bus., Prog. Dir.....Patricia Riggs
Chief Engr.....Gene Johnsick

KRNR
ROSEBURG—1935—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.

www.americanradiohistory.com

Address.....134 N. Jackson
Phone: 3-5551.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Newspaper Affiliation.....News Review Co.
Representatives.....Moore & Lund, Grant
Membership .....NARTB, RAB
President .....Frank Jenkins
Gen., Sta. Mgr.....Leroy Hiatt
Commercial Mgr.....Warren Ward
Program Director .....Lyle Fenner
Chief Engineer .....Max Dick

KRXL

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Umpqua Bcstrs., Inc.
Address.....P. O. Box 847
Phone: OR 3-4464.....Air Time: Full Time
News Service .....UP
Trans. Ser.....World, Lang-Worth
Station Rep.....Regional Rep., Cox
Membership .....NARTB
President.....Donn Radabaugh
Sta., Comm., Gen. Mgr.....Iris Rice Helliwell
Program Director.....Del McKay
Publicity Director.....Carol Kerr
Chief Engineer.....Leo Reetz

KGAE

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KGAE, Inc.
Address .....Box 768
Phone: 4-1430.....Air Time: Daytime
News Service .....UP
Station Rep. .....Holman
President.....W. Gordon Allen
General Manager.....Earle Headrick
Program Director.....Jean McLean
Comm. Manager.....Robt. Morse
Chief Engineer.....John Truhan

KOCO

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Loring Schmidt
Address Trans. Loca. ....1426 Edgewater St.
Phone: 3-3108.....Air Time: Full Time
News Service .....UP
Transcription Service....Standard, Associated
Representative.....William G. Rambeau
Gen. Mgr.....Loring Schmidt
Program Director .....Carl Ritchie
Commercial Manager.....Seth Smith
Chief Engineer.....Bruce Fountain

KSLM

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....P. O. Box 631
Phone: 3-4831.....Air Time: Full Time
Representative .....Everett, McKinney
News Service .....UP
Transcription Service .....World
Membership ..... RAB
President, Gen. Mgr.....Glenn McCormick
Comm., Sta. Mgr.....Dave Hoss
Sales Prom., Mer.....Bill Ross
Prog., & Publicity Director.....Herb Johnston
Chief Engineer.....Clyde Carlton

KRGA

SPRINGFIELD—1954

Frequency: 1050 Kc.....Power: 1 Kw.
Owned.....W. Gordon Allen
Address.....P. O. Box 696
Air Time .....Daytime
News Service .....UP
Station Rep. .....Hal Holman
President.....W. Gordon Allen
V.P., Gen. Mgr.....Glen M. Stadler

KTIL

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Box 1590
Phone: Victor 2-4422.....Air Time: Full Time
News Service .....UP
Rep.....Continental, Ayres, Moore & Lund
President.....F. H. Guyton
Manager .....Tom Hoover
Chief Engineer.....Larry Brunes

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — Families 3,095,000
Radio Homes 2,985,000 — TV Homes 2,537,000 — Stations in State 124

WAEB
ALLENTOWN—1948

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: .....WAEB, Inc.
Address.....7th & Hamilton Sts.
Phone: HE. 4-9364.....Air Time: Full Time
News Service ..... UP
Representative ..... Radio-Rep.
President .....Howard Wasserman
General Mgr.....P. Robert Ackley
Program Dir.....John Mraz
Chief Engineer.....William Gottshall

WHOL
ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Allentown Bcstg. Corp.
Address.....Colorado & Poplar Sts.
Phone: HE. 4-4801.....Air Time: Full Time
News Service .....UP
Transcription Service.....RCA, Thesaurus
Representative ..... Raymer
Membership ..... NARTB
President.....Charles G. Helwig
Station Mgr.....James G. Chambers
Comm., Sales Prom. Mgr.....Alfred F. Wilcox
Program Dir.....James F. Chambers
Publicity Dir.....Paul Mitchell
Chief Engineer.....Gerald B. Werst

WKAP
ALLENTOWN—1947

Frequency: 1320 Kc.....Power: 1000 Watts
Operated By.....WKAP, Inc.
Bus.-Studio Address.....P. O. Box 689
Phone: Hemlock 3-3166...Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Weed
President. .....N. Joe Rahall
Sta., Gen. Mgr. .....O. R. Davies
Prog. Dir.....Marshall S. Cleaver
Chief Engineer.....C. Frank Cordaro

WSAN
ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone: Hemlock 4-9511....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Headley Reed
Membership .....NARTB, RAB
General Manager .....B. Bryan Musselman
Sta., Comm. Mgr.....Olivia M. Barnes
Dir. of Programs.....George Y. Snyder
Chief Engineer.....Revel H. Musselman

WFBG
ALTOONA—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Address.....1320 11th Ave.
Phone: 6467.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....H-R Reps., Inc.
Membership .....NARTB
President.....George P. Gable
General Manager .....John M. Snyder
Sta., Sales Prom. Mgr.....James R. Gates
Chief Engineer.....George Burgoon

WRTA
ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Thompson Bcstg. Co.
Address.....1421 12th Ave.
Phone: 6646.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Robert Meeker
Membership .....NARTB

WHOL
ALLENTOWN, PA. CBS

Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsylvania . . . 42nd in the Nation. The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1953 amounted to more than five hundred million dollars and farm dollars exceeded $28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.
Together with WHOL, WAZL, WHLM, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHARLES G. HELWIG, Esq.
President
Rep. Paul H. Raymer Co.

www.americanradiohistory.com

Pres., Gen. Mgr.....Roy T. Thompson
Sta.. Comm., Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Publicity Director.....Marge Griffith
Chief Engineer.....John Grimme

WVAM

ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....General Bcstg. Corp.
Address.....2727 W. Albert Dr.
Phone: 8127.....Air Time: Full Time
News Service ..... UP
Membership ..... NARTB
Transcription Service .....Standard
Representative .....Weed & Co.
President .....Emanuel S. Leopold
Gen., Prom. Manager.....Will Ketner
Comm. Manager.....Will Union
Chief Engineer.....Dominic Legge

WAVL

APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Address.....Press & Radio Bldg.
Phone: 72-3921.....Air Time: Daytime
News Service .....UP
Trans. Ser.....SESAC, Cole, Lang-Worth
General Manager .....Cecil F. Clifton
Business Manager.....A. J. West
Program Director.....Silas West
Chief Engineer.....H. E. Smith

WNCC

BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.
Owned-Oper. By.....No. Cambria Bcstrs.
Address..... Maple Ave.
Transcription Service.....Thesaurus, World
News Service .....UP
Membership ..... RAB
Pres.....Harris G. Breth
General Manager.....W. J. Thomas
Program Director.....William R. Raihall
Chief Engineer.....Dyle Miller

WBVP

BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... ....WBVP, Inc.
Business-Studio Address...1216 Seventh Ave.
Phone Number 4100
News Service.....UP, AP
Transcription Service.....Standard, World
Membership ..... NARTB
Pres., Gen. Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Charles H. Wilson
Pub. Dir.....Jean E. Biggard
Chief Engineer.....Robert Ramsey

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Bus.-Studio Address.....428 Brodhead Ave.
Phone: University 6-8074...Air Time: Daytime
News Service .....UP
Newspaper Affil.....Bethelem Globe Times
Transcription Service.....Capitol, Thesaurus
Membership .....NARTB
President.....Rolland L. Adams
General Manager.....Ellis Service
Station Manager .....Arthur C. McCracken
Comm., Sales Prom. Mgr.....Frank Collie
Prog. Dir.....Stefan George
Pub. Dir.....Frank Collie
Chief Engineer.....Edwin L. Rybak

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone: 1700.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Associated
Membership ..... NARTB
Gen. Mgr.....Ed Darlington
Chief Engineer.....Robert Fulton

WHLM

BLOOMSBURG—1948

Frequency: 550 Kc.....Power: 500 Watts
Owned.....Harry L. Magee
Address:.....107 W. Main St.
Phone: 1800-1.....Air Time: Full Time

WHLM

BLOOMSBURG, PA.

WHLM has big news . . . announcing that they are now a full time operation, gaining 20,000 potential new listeners; completely new studios and a brand new RCA transmitter. WHLM has a continuous merchandising program, and their coverage is directed along the banks of the Susquehanna River, the center of population for eastern and central Pennsylvania. Add all this together and you get a pretty fair idea of why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM." Located in WHLM's primary coverage area are the famous Magee Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

Together with WHLM, WAZL, WHOL, WIDE and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE
Owner and Operator
Rep. Paul H. Raymer Co.

www.americanradiohistory.com

News Service ..... AP, UP
Transcription Service ..... Lang-Worth, World
Representative ..... Raymer
Membership ..... NARTB
President ..... Harry L. Magee
Gen., Sta. Mgr. ..... Robert R. Williams
Commercial Mgr. ..... Pat Campbell
Sales Prom. Mgr. ..... Ray Calabrese
Program Dir. ..... Anthony Perry
Publicity Dir. ..... Patsy O'Brien
Chief Engineer ..... Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc. ... Power: 1000 Watts d.
Owned-Operated By ..... Matta Bcstg. Co.
Business-Studio Address ... 1233 Braddock Ave.
Phone: Electric 1-1100 ..... Air Time: Daytime
News Service ..... UP
President ..... William G. Matta
Commercial Manager ..... George Matta
Chief Engineer ..... Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By. ..... WESB
Business Address ..... 43 Main St.
Phone: 3173 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Thesaurus RCA
Representative ..... Burn-Smith
Membership ..... NARTB
Gen. Mgr., Sls. Prom., Pub. Dir. .. J. M. Cleary
Commercial Manager .... Frederick P. Tascone
Program Dir. ..... Lloyd P. Gordon
Publicity Dir. ..... Frederick P. Tascone
Chief Engineer ..... Dean Merry

WBUT

BUTLER—1949

Frequency: 1050 Kc. ..... Power: 250 Watts
Owned-Operated By ..... WBUT, Inc.
Address ..... Mcquistion Rd.
Phone: 75-778 ..... Air Time: Daytime
News Service ..... AP
Station Representative ..... Gill-Perna, Inc.
President ..... J. Patrick Beacom
Gen. & Sta. Mgr. ..... Gerald D. Coleman

WISR

BUTLER—1941

Frequency: 680 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. The Butler Bcstg. Co., Inc.
Business-Studio Address ..... 357 N. Main St.
Phone: Butler 7-4701 ..... Air Time: Daytime
Membership ..... PAB
News Service ..... UP
President ..... Joel W. Rosenblum
General Manager ..... Robert Kaufman
Comm. Manager ..... Harry W. Critchlow
Program Director ..... Warren Ihlenfeld
Chief Engineer ..... Paul Rex

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address ..... 127 Salem Rd.
Phone: Carbon 1230 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Dona'd Cooke, Inc.
President ..... William H. Ware
General Manager ..... Robert G. Adams
Comm. Manager ..... Phil E. Ladd
Prog. Director ..... Edward J. Hughes
Chief Engineer ..... Walter F. Rude

WHYL

CARLISLE—1952—KBS

Frequency: 960 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Richard Field Lewis, Jr.
Business Address ..... Holly Pike
News Service ..... UP
Membership ..... NARTB
President ..... Richard F. Lewis, Jr.
Gen., Sta., Comm. Mgr. ..... Winslow T. Porter
Prog. Dir. ..... C. H. Morse
Chief Engineer ..... Jack Simmons

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By .... Chambersburg Bcstg. Co.
Bus.-Studio Address ..... Craft Press Bldg.
News Service ..... AP
Transcription Service ..... Thesaurus, Standard
Representative ..... Forjoe
General Manager ..... John S. Booth
Sta., Comm. Mgr. ..... Earl P. Strine
Chief Engineer ..... James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. ..... Power: 250 Watts d.
Owned-Oper. By .. Monongahela Valley Bcstg.
Address ..... Box 584
Phone: Hudson 3-6551 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Thesaurus
President ..... Dr. A. S. Sickman
Gen. Mgr. ..... C. R. Duval
Program Dir. ..... George Gailey
Chief Engineer ..... Sylvio Garfolo

WDRF

CHESTER—1947

Frequency: 1590 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Eastern Bcstg. Co., Inc.
Business Address ..... 3500 Edgmont Ave.
News Service ..... UP
General Manager ..... Howard C. Weiss
Commercial Manager ..... Cy Swingle
Chief Engineer ..... Harry Simington

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WVCH

CHESTER—1948

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone: Chester 2-8861....Air Time: Daytime
News Service .....UP
Station Rep. .....Webb
Pres., Gen. Mgr., Chief Eng...James M. Tisdale
Program Director.....Robert A. Hibbert, Jr.

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. ...Power: 1000 Watts d.
Owned-Oper. By ....Clearfield Bdcsters, Inc.
Address .....215 Church St.
Phone 5-5541
Newspaper Affiliation.....Clearfield Progress
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Membership ..... NARTB
President.....W. K. Ulerich
General Manager.....W. J. Thomas
Sta., Comm. Mgr.....Joseph Milsop
Program Director.....Margaret Nemeth
Chief Engineer.. .....Lewellyn Duck

WCOJ

COATESVILLE—1949—QUAKER

Freq.: 1420 Kc.....Power: 5 Kw. d., 5 Kw. n.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address .....809 E. Lincoln H'way
Phone Number 2100
Transcription Service .....SESAC
News Service .....UP
Membership .....NARTB
President.....Louis N. Seltzer
General Manager.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes
Chief Engineer.....Louis N. Seltzer

WCVI

CONNELLSVILLE—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....126 W. Crawford Ave.
Phone Number.....Connellsville 2700
News Service .....UP
Membership ..... RAB
Trans. Service .....Thesaurus
President .....Cam T. Troilo, M.D.
Gen., Sta. Mgr.....Jack Craddock
Program Director.....Joseph Speeney
Chief Engineer.....Robert Ray

WOTR

CORRY—1954

Frequency: 1370 Kc. .....Power: 500 Watts
Air Time .....Daytime
Owned-Oper. by .....Olivia T. Rennekamp

WFRM

COUDERSPORT—1953

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
Phone: 611.....Air Time: Daytime
News Service..... AP
Trans. Service.....World, SESAC
President.....C. H. Simpson
Vice-Pres., Gen. Mgr.....John A. Fay
Prog. Dir.....C. F. Robison
Commercial Mgr.....James F. Ponder
Chief Engineer.....F. K. Reed

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....Hart Bldg.
Transcription Service .....World
Membership .....NARTB, RAB
Representative.....Indie Sales, Inc.
President.....Charles M. Meredith
Gen., Comm. Mgr.....William A. Lynch
Program Director.....Robert Fretz
Chief Engineer.....P. Robert Wright

WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Business-Studio Address.....80 N. Park Pl.
Transcription Service .....SESAC
Representative .....McGillvra
President ....Harold Gray
General Mgr.....Jason S. Gray
Comm., Sta. Mgr.....George Williams
Program Director.....Ken Johnson
Chief Engineer.....Burrell Morris

WEST

EASTON—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....516 Northampton St.
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NARTB, RAB
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
General Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Technical Director.....J. E. Mathiot

WEMR

EMPORIUM—1954—KBS

Frequency: 1340 Kc.....Power: 5000 Watts
Owned-Oper. By.....Kenneth E. Rennekamp
Address.....513-15 Berger Bldg., Pittsburgh
Phone .....Atlantic 1-1365
President.....Kenneth E. Rennekamp
Gen., Commercial Mgr.....Curt Doelicke
Prog. Director .....O. T. Rennekamp
Chief Engineer.....Calvin Custer

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WERC

ERIE—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.
Owned by.....Presque Isle Bcstg. Co.
Address.....121 West 10th St.
Phone: 4-6367.....Air Time: Full Time
News Service.....UP
Station Representative.....Weed
President.....Jacob A. Young
Gen. Mgr.....Arthur M. Ingram
Comm. Mgr.....Robert Yochim
Program Dir.....J. Jacob Young
Chief Engineer.....Kenneth L. Hestor

WIKK

ERIE—1949—ABC, NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Community Service Bcstg.
Bus. Studio Address.....3514 State St.
News Service.....AP
Transcription Service.....Lang-Worth, World
President.....Edward Lamb
Sta. & Comm. Mgr.....Charles R. Kinney
Promotion Director.....Jack Shumaker
Program Director.....Charles R. Kinney
Chief Engineer.....Ken Husband

WJET

ERIE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jet Bcstg. Co.
Address.....18th & Ash St.
Transcription Service.....Standard
Representative.....Forjoe
Membership.....NARTB
Pres., Gen. Mgr.....Myron Jones
Commercial Manager.....Lou Skelly
Chief Engineer.....William Fleckenstein

WLEU

ERIE—1933—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned....Commodore Perry Bcstg. Ser. Inc.
Address.....212 Commerce Bldg.
Phone: 22-129, 23-327.....Air Time: Full Time
News Service.....AP
Transcription Service.....Thesaurus
Station Rep.....Rambeau
Membership.....RAB
President.....Owne K. Murphy
General Manager.....Philip B. Hirsch
Commercial Mgr.....James D. Brownyard
Program Director.....Robert Eaton
Chief Engineer.....William P. Sebenick

WFAR

FARRELL

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Oper. By.....Sanford A. Schafitz
Address.....Hoelzle Rd.
Representative.....Clark
President, Gen. Mgr.....Sanford A. Schafitz
Commercial Mgr.....Leonard J. Schafitz

WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Times & News Pub. Co.
Address.....P. O. Box 28
Phone: 850.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Membership.....NARTB, RAB
Gen., Comm. Mgr.....P. H. Cunningham
Program Director.....Edwin L. Shoop, Jr.
Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1 Kw. d., 500 n.
Owned.....Pittsburgh Radio Supply House
Business-Studio Address...128 N. Penn Ave.
Phone: Greensburg 3740..Air Time: Full Time
News Service.....UP
Membership.....NARTB
President.....H. Kenneth Brennen
Prog. Mgr.....Glenn Grayson
Chief Engineer.....L. L. Allen

WHVR

HANOVER—1949—MBS

Freq.: 1280 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Operated By.....Radio Hanover, Inc.

WERC

ERIE PENNSYLVANIA'S LEADING REGIONAL STATION GIVES YOU OUTSTANDING MERCHANDISING

Pluses

BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE POSTERS
THEATER SCREEN PROMOTION

5000 WATTS
1260 KC

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WEED & CO.

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Address ..... Hanover Rd.
Phone: 3831 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... Standard
Pres., Sta. Gen. Mgr. ..... John D. Bare
Comm. & Asst. Mgr. ..... Murray L. Goldsborough
Program Director ..... Ned Rutledge
Publicity Director ..... Ed John
Chief Engineer ..... Philip Rohrbaugh

WCMB

HARRISBURG—1948—MBS

Frequency: 1460 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Rossmoyne Corp.
Business-Studio Address ..... 228 Court St.
Phone: 4-3005 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Thesaurus
Representative ..... Donald Cooke, Inc.
Membership ..... NARTB
President ..... Edgar T. Shepard, Jr.
General Manager ..... Ed K. Smith
Program Director ..... Ed. Gonzales
Chief Engineer ..... J. Howard Bair

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address ..... 112 Market St.
Phone: 4-4988 ..... Air Time: Full Time

News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Weed
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... Herbert Kendrick
Station Manager ..... Jack Hooper
Comm. Mgr. ..... Ralph Hartman
Pub. Dir. ..... Jack Hooper
Chief Engineer ..... William Kuntz

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WHP, Inc.
Business-Studio Address ..... 216 Locust St.
Phone: 4-3211 ..... Air Time: Full Time
Representative ..... The Bolling Co.
Membership ..... NARTB
Gen.-Comm. Mgr. ..... A. K. Redmond
Sales Prom. Mgr. ..... Beatrice Potteiger
Program Director ..... Dick Redmond
Publicity Dir. ..... John Price
Chief Engineer ..... E. Daniel Leibensperger

WKBO

HARRISBURG—1922—NBC

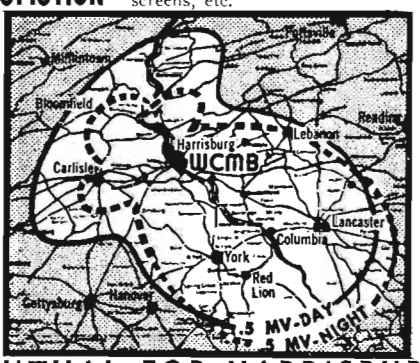
Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Keystone Bcstg. Corp.
Bus.-Studio Address ..... 31 N. Second St.

WCMB
means BUSINESS in
HARRISBURG

POWER 5000 watts day and night covers the ENTIRE Harrisburg Market.

PROGRAMS Top News, Sports, Local and MBS Features.

PROMOTION Window displays, bus cards, theater screens, etc.



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5000 WATTS — 24 HOURS DAILY

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Channel 27

Harrisburg's LOWEST CHANNEL, HIGHEST POWER, gives you Harrisburg's BEST COVERAGE.

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SEE FORJOE

WCMB-TV
HARRISBURG

www.americanradiohistory.com

News Service ..... UP
Transcription Service ..... World
Representative ..... Robert Meeker
Membership ..... NARTB, RAB
Station Executive ..... Clair R. McCollough
Station Manager ..... Henry M. Traugh
Natl. Sales Mgr. ..... J. Robert Gulick
Program Director ..... Seibert D. Eberly
Technical Director ..... J. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Hazleton Bcstg. Co.
Address ..... 708 Hazleton Natl. Bank Bldg.
Phone: GL. 4-3531-32 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... Raul H. Raymer, Co.
Membership ..... NARTB
Pres., Gen., Mgr. ..... Victor C. Diehm
Station Mgr. ..... Kathryn E. Kahler
Sales Prom. Mgr. ..... Robert J. Sacco
Comm. Mgr. ..... Thomas A. Tito
Program Director ..... Bill Graham
Publicity Dir. ..... Paul Cerula
Chief Engineer ..... Elwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Steel City Bcstg. Corp.
Bus.-Studio Address ..... 105 E. Eighth Ave.
Phone: HO 1-0172 ..... Air Time: Daytime
News Service ..... UP
Representative ..... Forjoe
President ..... Anthony S. Drtale
Comm., Prom., Prog. Sta. Mgr. .. Leonard Walk
Chief Engineer ..... James Herbert

WHUN

HUNTINGDON—1947—KBS

Frequency: 1150 Kc. ..... Power: 1000 Watts
Owned-Oper. By .. Joseph F. Biddle Publ. Co.
Bus.-Studio Address ..... 400 Washington St.
Phone: 1291 ..... Air Time: Daytime
Newspaper Affiliation ..... "Daily News"
News Service ..... UP
Trans. Ser. ..... SESAC, Lang-Worth
President ..... John H. Biddle
General Manager ..... William E. Germann
Chief Engineer ..... Ernest A. Craig

WDAD

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... WDAD Inc.
Address ..... 673 Philadelphia St.
Phone: 5-5511 ..... Air Time: Full Time
News Service ..... UP
Trans. Ser. ..... World
President ..... W. K. Ulerich
General Manager ..... W. J. Thomas
Commercial Mgr. ..... Jonas Termin
Chief Engineer ..... Stanley Graziadio

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Central Bcstg. Co., Inc.
Business-Studio Address ..... Porch Bldg.
Phone: 81-216 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Membership ..... NARTB
Representative ..... Weed
President ..... Paul Short
General Manager ..... Robert R. Nelson
Station Manager ..... Steward W. Phillips
Comm. Manager ..... Joseph E. Cavanaugh
Publicity Director ..... James Malloy
Chief Engineer ..... Millard C. Coleman

WCRO

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Century Bcstg. Corp.
Bus.-Studio Address ..... Fort Stanwix Hotel
Phone: 9-1187 ..... Air Time: Full Time
News Service ..... INS
Representative ..... Radio-TV Reps
President ..... John J. Keel
General Manager ..... John Pallottini
Prog. Dir. ..... Dick Olinger
Chief Engineer ..... Earl Castine

WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000. Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average . . . $6,570.00 per family and they use it to buy the products advertised on WAZL. A recent survey conducted in November, 1954, showed WAZL with 73 per cent of the radio listening audience from 7:00 in the morning until midnight.

Together with WAZL, WHOL, WIDE, WHLM and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
President & General Mgr.
Rep. Paul H. Raymer Co.

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WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address.....329 Main St.
Phone: 4-1267.....Air Time: Full Time
Newspaper Affiliation .....Tribune-Democrat
News Service .....AP
Representative .....Young
Membership .....NARTB
President.....W. W. Krebs
Comm. Mgr.....Park Claycomb
Prog. Dir.....John P. Foster
Publicity Director.....Edward T. Bunn
Chief Engineer.....Theodore E. Campbell

WADP

KANE—1954

Frequency: 960 Kc.....Power: 500 Watts
Owned .....Northern Allegheny Bcstg. Co.
Address .....Penn-Kane Hotel
Phone 1520
President, Gen. Mgr.....David Potter
Sta. Mgr., Pro. Director.....Robert Johnson
Commercial Mgr.....Dick Feit
Chief Engineer.....John Nordine

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
Phone: 43-1381.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Station Rep. .....Rambeau
Membership .....NARTB, RAB
President .....J. B. Moore
Gen. Mgr.....Charles M. Erhard
Commercial Mgr.....William C. Frederick
Chief Engineer.....Frank Walleck

WGAL

LANCASTER—1922—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number 5251
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
President.....Clair R. McCollough
Station Manager.....Maynard W. Thomas
Nat. Sales Mgr.....J. Robert Gulick
Program Mgr.....Kenneth Kreider
Technical Director.....J. E. Mathiot

WLAN

LANCASTER—1946—ABC-MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone: 4-7261.....Air Time: Full Time
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Frank H. Altdoerffer
Vice-President.....S. M. Altdoerffer
Commercial Mgr.....Stanley Baker
Prog. Dir.....Karl Shayne
Program Dir.....Raymond Sherman

WLSH

LANSFORD—1952

Frequency: 1410 Kc....Power: 1000 Watts d.
Owned-Oper. By...Miners Bcstg. Service, Inc.
Address.....P. O. Box D
Phone: 1440.....Air Time: Full Time
News Service .....UP
Transcription Service...Associated, Thesaurus
Representative .....Everett-McKinney
President.....Joseph L. Maguire
Station Manager.....John W. Angst
Commercial Manager.....J. C. Lindvay
Chief Engineer.....Milton W. Seltzer

WAKU

LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Clearfield Bcstrs. Inc.
Address.....P. O. Box 208
Phone: 2348.....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus, World
President.....W. K. Ulerick
General Manager.....W. J. Thomas
Chief Engineer.....Stanley Graziado

WLBR

LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone: 2-7651.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Representative .....NARTB, RAB
President.....Lester P. Etter
General Mgr.....H. Raymond Stadiem
Operation Mgr.....Julian F. Skinnell
Dir. Local Sales.....Philip J. Reilly
Dir. Nat. Sales.....Julian F. Skinnell
Program Dir.....Thomas Holston
Publicity Dir.....Henry Homan
Chief Engineer.....William Zehring

WKVA

LEWISTOWN—1949—ABC

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Pa. Bcstg. Co.
Address.....19 S. Wayne St.
Phone: 6771.....Air Time: Day Time
News Service .....UP
Representative .....Gill-Perna

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Membership ..... RAB
Pres., Sta., Gen. Mgr.....Robert L. Wilson
Pgm. Dir.....Lynn Bloom
Promotion Dir.....Reed Gray
Chief Engineer.....Robert Steltzer

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewistown Bcstg. Co.
Business-Studio Address....Monument Square
Phone: 6757.....Air Time: Full Time
News Service .....AP
Representative .....Burn-Smith
Membership .....NARTB
President.....J. S. Woods
General Manager.....T. W. Metzger
Commercial Manager.....Ralph Parker
Prom., Pub. Director.....James Keyes
Chief Engineer.....Kenneth Callahan

WBPZ

LOCK HAVEN—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone: 4038.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Asso., World, SESAC
Representative ..... McGillvra
Membership .....NARTB, RAB
President.....Donald C. Welch
Gen., Comm. Manager.....Harris Lipez
Program Director.....Dave King
Chief Engineer.....Kenneth C. Caum

WEDO

McKEESPORT—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 5th Ave.
Phone.....No. 4-7167, Homestead 1-3113
News Service .....AP
Membership ..... RAB
Trans. Service .....Thesaurus
Station Rep..... Rambeau
Pres., Gen. Mgr.....Edward J. Hirshberg
Sta. Mgr.....Robert E. Badger
Prog. Director.....Charles Moyer
Publicity Director.....R. R. Weiskircher
Chief Engineer.....Wilkes E. Hurley

WMCK

McKEESPORT—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.
Phone Number 8-8888
News Service .....UP
Transcription Service.....Lang-Worth, World
President .....Robert M. Cox
Gen., Prom. Mgr.....Gene Kline
Station Manager.....Sam Vidnovic
Chief Engineer.....Charles White

WMGW

MEADVILLE—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By .Meadville Bdcstg. Serv., Inc.
Address .....1st National Bank Bldg.
Phone: 46-723.....Air Time: Full Time
News Service .....UP
Transcriptoin Service .....World
Membership .....NARTB, RAB
President .....H. C. Winslow
Station Manager.....Robert Trace
Commercial Manager.....Douglas M. Rose
Program Director.....James Strickler
Chief Engineer.....Jack Harvey

WPEL

MONTROSE—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Montrose Bcstg.
Address.....Lake & Locust St.
Phone Number 397
News Service .....AP
Trans. Service .....SESAC
President.....W. Douglas Roe
Prog. Dir.....Bill Ohman
Chief Engineer.....Charles Hallinan

WHWL

NANTICOKE—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....38 E. Main St.
Phone .....Nanticoke 1332
News Service .....UP
Membership ..... NARTB
Representative .....Forjoe
President.....Henry W. Lark
General Mgr.....Charles Petrie
Station Manager.....Milton Laughlin
Sales Promotion Mgr.....Ronn Bergen
Program Director.....Bill Jones
Publicity Director.....Cary Williams
Chief Engineer.....Bernard Bailey

WKST

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....WKST, Inc.
Address.....110 E. Lincoln
Phone: Oliver 4-5501.....Air Time: Full Time
News Service .....UP
Representative .....Everett-McKinley
President, General Mgr.....S. W. Townsend
Station Manager.....Harley West
Comm., Sales Prom. Mgr.....G. E. McGary
Prog., Pub. Dir.....Harry Reith
Chief Engineer.....Donald Dout

WKPA

NEW KENSINGTON—1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.

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The Station You Think of

1st

. . . in Philadelphia

WFIL

560 on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

www.americanradiohistory.com

Business-Studio Address.....810 Fifth Ave.
Phone: Edison 7-3588.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
President .....C. R. Cooper
Gen., Sta. Mgr.....E. J. Kroen
Commercial Manager.....Melvin Goldberg
Program Dir.....Edward J. Kroen
Chief Engineer.....W. W. Neely

WNAR

NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone: Norristown 8-7600..Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Membership .....NARTB
President.....N. Joe Rahall
Gen. Mgr.....Ogden R. Davies
Station Manager.....John M. Banzhoff
Program Dir.....Bernard Brode
Chief Engineer.....Anthony De Sola

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKRZ, Inc.
Business-Studio Address.....201 Fair Bldg.
Phone: 4-1260.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Pres., Gen. Mgr.....Kenneth E. Rennekamp
Commercial Mgr.....Catherine McLaughlin
Promotion Mgr.....Glenn Henderson
Program Director.....John Remus
Chief Engineer.....Robert Weber
Publicity Director.....Patrick Nuhfer

KYW

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.Westinghouse Bcstg. Co. Inc.
Business-Studio Address.....1619 Walnut St.
Phone: LOcust 4-3700....Air Time: Full Time
News Service.....INS, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership ..... RAB
President.....Chris J. Witting
General Manager.....Franklin A. Tooke
Sales Manager.....R. H. Teter
Promotion Manager.....John J. Signor
Program Mgr.....Gordon Davis
Chief Engineer.....Raymond J. Bowley

WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WCAU, Inc.
Address.....City & Monument Ave.
Phone: Greenwood 7-8300.Air Time: Unlimited
News Service .....AP, INS, UP
Newspaper Affil..... Bulletin
Trans. Service.Lang-Worth, Capitol, Associated
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
P.es., Gen. Mgr. .....Donald W. Thornburgh
Exec. Vice-President.....Jos. L. Tinney
Sales Manager.....John S. DeRussy
V.P., Prog. Director.....Jos. T. Connolly
V.P., Prom. Dir.....Robert N. Pryor
V.P., Director of Engr.....John G. Leitch

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By .....Max M. Leon, Inc.
Business-Studio Address.....223 Arch St.
Phone: MArket 7-8484....Air Time: Full Time
News Service .....AP
Representative .....Forjoe
President .....Max M. Leon
Gen., Comm. Mgr.....Robert A. Klein
Program Director.....Jerry Grove
Prom. Mgr.....Irving L. Timbers
Chief Engineer.....Frank W. Unterberger

WFIL

PHILADELPHIA—1922—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned.....Triangle Publications, Inc.
Business-Studio Address.....46th & Market
Phone: Evergreen 2-4700..Air Time: Full Time
News Service .....UP
Transcription Service.....Associated, World
Representative ..... Blair
Membership .....NARTB
General Manager.....Roger W. Clipp
Station Manager.....George A. Koehler
Promotion Mgr.....Joe Zimmermann
Program Dir.....Felix Meyer
Publicity Dir.....John J. Hyland
Chief Engineer.....Henry Rhea

WHAT

PHILADELPHIA—1925

Frequency: 1340 Kc. .....Power: 250 Watts
Owned-Oper. By....Independence Bcstg. Co.
Address...Conshohocken & Windemere Aves.
Phone: RIttenhouse 6-2058.Air Time: Full Time
News Service..... AP
Representative .....Indie Sales
Pres., Gen., Comm. Mgr. ..William A. Banks
Station Manager.....Dolly Banks
Sales Prom. Mgr.....Lew Stevens
Prog. Dir.....Annette Oromaner
Chief Engineer.....Charles Lehmann

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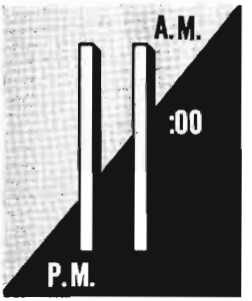
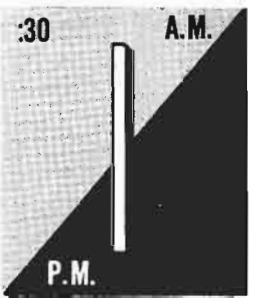
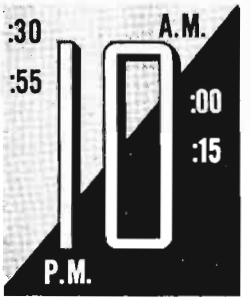
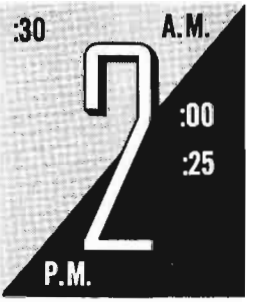


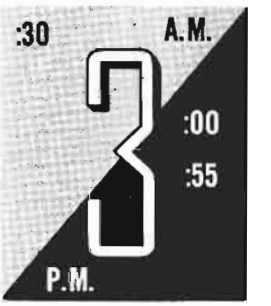






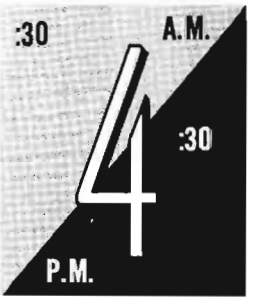
The NEWS WATCH NEVER STOPS . . .

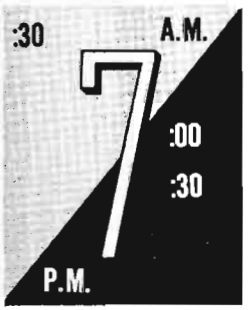
Philadelphia's Pioneer Voice is the only station in its area which is NEVER off the air. News 'round the clock seven days a week with top local and network news reporters.

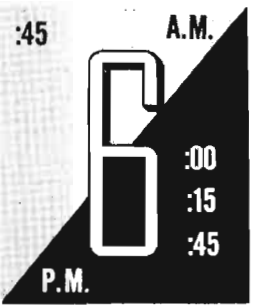


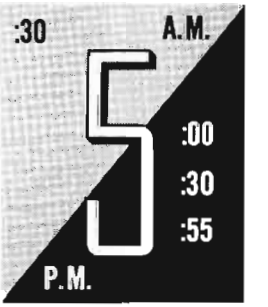
MBS **WIP** 610 KC 5,000 WATTS

National Representatives
EDWARD PETRY & CO., INC.









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WIBG
PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone: RIttenhouse 6-2300. Air Time: Full Time
News Service .....UP
Representative .....Radio Reps.
President.....Paul F. Harron
Vice-Pres. .....Joseph Lang
Gen., Comm. Mgr.....Edward D. Clery
Sales Prom., Publ. Dir.....Rupe Werling
Prog. Dir.....Douglas Arthur
Technical Director .....John H. Henninger
Chief Engineer .....George Hooper

WIP
PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone: WAlnut 2-6800....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership ..... RAB
Pres., Gen. Mgr.....Benedict Gimbel, Jr.
V.P., Director of Sales.....Ralph Brent
Loc. Comm. Mgr.....Clyde Spitzner
Program Director.....Varner Paulsen
Prom. Mgr., Pub. Dir.....Paul Martin
Chief Engineer.....Clifford C. Harris

WJMJ
PHILADELPHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....2043 Locust St.
Phone: LOcust 4-2300.....Air Time: Daytime
News Service .....AP
Transcription Service .....SESAC
Representative .....McGillvra
Pres., Gen. Mgr.....Patrick J. Stanton
Commercial Mgr.....Charles Stahl
Sales Prom. Mgr.....James Rubenstone
Prog. Dir.....Michael Deegan
Chief Engineer.....Alec Felton Iles

WPEN
PHILADELPHIA—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....William Penn Bcstg. Co.
Business-Studio Address.....2212 Walnut St.
Phone: LOcust 4-6000....Air Time: Full Time
News Service.....AP, UP
Representative .....Gill-Perna
Membership ..... RAB
President .....William Sylk
V.P., Gen. Mgr.....William B. Caskey
Asst. Sta. Mgr.....Murray Arnold
Commercial Mgr.....Erwin Rosner
Prom. Mgr., Prog., Pub. Dir.....S. Elber
Chief Engineer.....Charles W. Burtis

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WTEL
PHILADELPHIA—1924

Frequency: 860 Kc.....Power: 250 Watts d.
Owned.....Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone .....Davenport 4-4310
Pres., Pgm. Dir. .....E. Douglass Hibbs
General Manager.....Henry N. Cocker
Chief Engineer.....Edward Stenzel

KDKA
PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By Westinghouse Bcstg. Co. Inc.
Business-Studio Address.....Grant Bldg.
Phone: Grant 1-4200.....Air Time: Full Time
News Service.....AP, UP
Trans. Service..... Thesaurus
Representative.....Free & Peters
Membership ..... RAB
President.....Chris J. Witting
Gen., Station Mgr.....L. R. Rawlins
Sales Manager.....John Stilli
Promotion Manager.....David N. Lewis
Program Manager .....Robert E. White
Publicity Manager.....Lee Curran
Chief Engineer.....Theodore C. Kenney

KQV
PITTSBURGH—1919—CBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Co.
Address.....800 Chamber of Commerce Bldg.
Phone: ATlantic 1-9100....Air Time: Full Time
News Service .....UP
Representative ..... Raymer
Exec. Vice President.....Gunnar O. Wiig
General Manager.....J. F. Murray
Sales Manager.....Chris Salmon
Prom., Pub. Dir.....Owen Simon
Program Dir.....John Gibbs
Chief Engineer.....James J. Schultz

WCAE
PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....Carlton House
Phone: ATlantic 1-6900....Air Time: Full Time
News Service .....INS
Membership ..... NARTB
Pres., General Manager.....Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Alan Trench
Prom. Mgr., Pub. Dir.....William Thieman
Prog. Dir.....R. Clifton Daniel
Chief Engineer.....James Greenwood

WILY
PITTSBURGH—1947

Frequency: 1080 Kc.....Power: 1 Kw.
Owned By.....Pittsburgh Bcstg. Co.
Address.....220 N. Highland Ave.
Phone: EM. 1-5000.....Air Time: Daytime
News Service..... AP
Station Representative.....Stars Nat.
Membership .....NARTB, RAB
President..... John Kluge
General Manager..... Ernie Tannen
Commercial Manager.....Herbert Waters
Program Dir.....William Powell
Publicity Dir.....Lee Dorris
Chief Engineer.....Ralph Ketterer

WJAS
PITTSBURGH—1921—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Address.....1406 Chamber of Comm. Bldg.
Phone: Grant 1-4860.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....H. R. Reps
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchheit
Program Director.....William Babcock
Publicity Director.....Caley E. Augustine
Chief Engineer.....Walter W. McCoy

WPIT
PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address.....213 Smithfield St.
Phone Number.....ATlantic 1-1900
News Service .....UP
Representative ..... Forjoe
President.....John J. Laux
V.P., Gen., Sta., Comm. Mgr.....Don Ioset
Prom. Mgr., Prog. Dir.....Clifford Charles
Chief Engineer.....Mike Komichak

WWSW
PITTSBURGH—1932

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By .....WWSW, Inc.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 1-5200
Newspaper Affil.....Post Gazette
News Service .....UP
Representative .....John Blair
Membership .....NARTB
President, Gen. Mgr.....Pete Schloss
Station Manager.....Ben W. Muros
Chief Engineer.....Henry R. Kaiser

WPTS
PITTSTON—1954

Frequency: 1540 Kc.....Power: 100 Watts
Owned-Oper. By.....Midway Bcstg. Co., Inc.
Address .....Newrose Bldg.
Phone: Olympic 4-3388....Air Time: Daytime
Representative ..... Indie
Partner, Pres., Gen. Mgr...Angelo W. Fiorani
Partner.....Rose F. Fiorani
Commercial Mgr.....R. E. Florey

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Station Manager.....Frank Silva
Program Director.....Charles Mantione
Promotion Mgr.....Ruth Goodman
Chief Engineer.....John P. McGoldrick

WPAZ

POTTSTOWN—1951—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottstown Bcstg. Co.
Address.....247 High St.
News Service .....UP
Trans. Ser. .....Thesaurus
Representative .....Indie Sales
Membership ..... RAB
Pres., Gen. Mgr.....Herbert Scott
Commercial Manager.....Clifford M. Chafey
Chief Engineer.....Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS-KBS
QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Business-Studio Address.....Box 629
News Service .....UP
Transcription Service .....Associated
Representative .....Everett-McKinney
President.....Joseph L. Maguire
General Mgr.....Louis H. Murray
Comm. Mgr.....Frank L. Tamulonis
Prom. Mgr.....John Gallagher
Chief Engineer .....Milton Seltzer

WPPA

POTTSVILLE—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....212 S. Centre St.
News Service .....AP
Transcription Service .....World
Owner, Gen. Mgr. .....A. V. Tidmore
Commercial Manager.....Ralph L. Price, Jr.
Chief Engineer.....William P. Tidmore

WPME

PUNXSUTAWNEY—1952

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....103 N. Gilpin St.
Phone: 1221.....Air Time: Daytime
News Service..... AP
Trans. Service..... Thesaurus
President .....Sheridan Pruett
Vice-Pres., Gen. Mgr.....C. M. Erhard Jr.
Commercial Mgr.....Michael Catanzarito
Sales Prom. Mgr.....William Carlton
Program Director.....Albert Fusco
Chief Engineer.....Joseph Pelletier

WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jefferson Bcstg.
Address.....110 N. Findley
Trans. Ser. .....SESAC
Representative .....McGillvra
President.....C. H. Simpson
General Manager.....John F. Belin
Program Director.....Leonard M. Zelick
Chief Engineer.....Kenneth Bowers

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc.....Power: 1000 Watts
Owned By.....Hawley Bcstg. Co.
Business-Studio Address.....433 Penn St.
Phone: 6-7335.....Air Time: Full Time
Newspaper Affiliation....."Eagle Times"
News Service .....UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NARTB, RAB
President .....Hawley Quier
Exec. V.P., Gen. Mgr.....Thomas Martin
Asst. Dir. Radio Sales.....K. Richard Creitz
Program Director.....George Carroll
Prom., Public Relations.....Jane E. Winne
Dir., Tech. Oper.....Robert S. Guldin
Asst. Dir., Tech.....Harold E. Schearer
Chief Engineer.....David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
News Service .....INS, AP
Representative .....H-R Reps.
Pres., Gen., Sta. Mgr.....Humboldt J. Greig
Comm. Mgr.....Dick Paisley
Program Director .....Alan Lane
Chief Engineer.....Joseph Risse

WRAW

READING—1922—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Frank J. Voss
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Saul Miller
Technical Director.....J. E. Mathiot

WGCB

RED LION—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Red Lion Bcstg. Co.
Address .....Box 88

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Phone: 3-3471 ..... Air Time: Daytime
News Service ..... UP
Trans. Ser. ..... Capitol, SESAC
Station Rep. ..... Kennedy
President ..... Rev. John M. Norris
Gen., Sta. Mgr. ..... John H. Norris
Commercial Mgr. ..... Vincent A. Freeman
Chief Engineer ..... Geary Russell

WKBI

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Elk Cameron Bcstg. Co.
Address ..... 41 Erie Ave.
Phone: 4-2821 ..... Air Time: Full Time
Transcription Service ..... Standard
News Service ..... AP
Membership ..... NARTB
General Manager ..... C. H. Simpson
Commercial Manager ..... R. H. Knouse
Program Director ..... John A. Fay
Promotion Manager ..... Herbie Martin
Chief Engineer ..... Gilbert H. Wogan

WATS

SAYRE—1950—KBS

Frequency: 960 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By. Susquehanna Val. Bcstg. Co.
Address ..... 110 N. Elmer Ave.
Phone Number ..... TUrner 2-2401
Transcription Service ..... Thesaurus, World
Representative ..... Indie Sales
Membership ..... NARTB, RAB
News Service ..... UP
Owner ..... Thompson K. Cassel
General Manager ..... Walter D. Knowles
Progam Director ..... William J. Miller
Chief Engineer ..... Benjamin A. Franklin

WARM

SCRANTON—1939—ABC

Frequency: 590 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Union Bdcst. Co.
Address ..... Bowman Bldg.
Phone: 3-1245 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Hollingbery Co.
Transcription Service ..... Thesaurus
Membership ..... RAB
President ..... Martin F. Memolo
Gen., Manager ..... William M. Dawson
Comm. Mgr. ..... S. Feigenbaum
Sls. Prom. Mgr., Pub. Dir. ..... Jay Russell
Program Director ..... Art Bolin
Chief Engineer ..... Roswell J. Parker

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By ..... Scranton Bcstrs., Inc.
Business-Studio Address .. 1000 Wyoming Ave.
Phone: DI. 2-7634-5-6-7 .... Air Time: Full Time
News Service ..... AP
Representative ..... John Blair
Membership ..... NARTB
President ..... Mrs. M. E. Megargee
Vice-President ..... Mrs. Douglas Holcomb
Gen., Comm. Mgr. ..... George D. Coleman
Station Manager ..... Robert E. McDowell
Program Director ..... Frank Monaghan
Chief Engineer ..... Kenneth R. Cooke

WICK

SCRANTON—1954

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned ..... Scranton Radio Corp.
Address ..... 522 Lackawanna River
Phone: DI 7-7303 ..... Air Time: Full Time
News Service ..... AP
Station Rep. ..... Walker
Pres., Gen. Mgr. ..... Joe Dobbs
Chief Engineer ..... John P. McGoldrick

WQAN

SCRANTON—1950

Frequency: 630 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... E. T. & Eliz. Lynett
Address ..... 149 Penn Ave.
Phone: DI. 2-9151 ..... Air Time: Day Time
News Service ..... UP, AP
Trans. Ser. ..... Standard, Lang-Worth
Membership ..... NARTB, RAB
Station Rep. ..... Meeker
Gen., Sta., Mgr. ..... Cecil Woodland
Comm. Mgr. ..... Frank McCaffery
Program Director ..... Hugh Connor
Chief Engineer ..... Guy Rauer

WSCR

SCRANTON—1947—NBC

Freq.: 1320 Kc. . Power: 1 Kw. d., 500 Watts n.
Owned By .... Lackawanna Valley Bcstg. Co.
Business-Studio Address .... 116 Adams Ave.
Phone: 7-3388 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Headley-Reed
Pres., Gen., Mgr. ..... David M. Baltimore
Station's Mgr. ..... Barry Sherman
Comm. Mgr. ..... Bert Oliver
Program Dir. ..... Robt. Mchale
Chief Engineer ..... Willard Shimsky

WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Radio Anthracite, Inc.
Bus.-Studio Address ..... Rock & Sunbury Sts.
Phone: 8-6831 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... RCA-Thesaurus
Representative ..... Forjoe
President ..... Henry W. Lark
General Manager ..... Charles R. Petrie
Program Director ..... Dick Owens
Chief Engineer ..... Ray Williard

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WPIC
SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone: 4113.....Air Time: Daytime
News Service .....UP
Transcription....Associated, World Thesaurus
Representative.....Adam J. Young, Jr.
Pres., Gen. Mgr.....John Fahnline, Jr.
Program Director.....Harold R. Smith
Chief Engineer.....A. C. Heck

WVSC
SOMERSET—1951

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
Phone: 4186.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Membership ..... RAB
Representative .....Indie Sales
Gen., Comm. Mgr.....T. H. Oppegard
Chief Engr., Sta. Mgr.....Carl R. Lee

WMAJ
STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....209 E. Beaver Ave.
Air Time .....Full Time
News Service .....AP
Transcription Service .....World
President.....W. K. Ulerich
General Manager.....Mrs. Alethea Ulerich
Comm. Manager.....Mary Beezer
Station Manager.....Milton Bergstein
Program Director.....W. J. Morris
Chief Engineer.....Douglas Beman

WVPO
STROUDSBURG—1947

Frequency: 840 Kc.....Power: 250 Watts d.
Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
Phone: 1102.....Air Time: Daytime
News Service .....UP
Transcription Service .....Associated
Representative .....Radio Reps.
President.....James H. Ottaway
General Manager.....Merle C. Ostrom
Station Mgr.....Chester S. Miller
Comm. Mgr.....Edwards Somers
Managing Director.....Francis H. Brinkley
Program Dir.....Joseph Webster
Chief Engineer.....Ernest Transue

WKOK
SUNBURY—1933—CBS-QUAKER

Frequency: 1240 Kc.....Power: 250 Watts

ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

Total Retail Sales	*Radio Families*	*Population*
$1,034,174,000	276,470	1,172,900

— Data from 1954 Consumer Markets-SRDS —

FOOD	$247,722,000	FILLING STATIONS	38,581,000
GENERAL MERCHANDISE	101,169,000	BUILDING MATERIALS-HARDWARE	53,752,000
APPAREL	72,815,000	EAT-DRINK	73,825,000
HOME FURNISHINGS	55,657,000	DRUG	19,662,000
AUTOMOTIVE	146,815,000	FARM INCOME	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

SEE
FORJOE & COMPANY
New York — Chicago — Atlanta — Los Angeles — San Francisco

WISL
1000 W . . . 1480 Kc
Full Time . . . Mutual

RADIO ANTHRACITE, INC.
Rock and Sunbury Sts.
Shamokin, Penna.

WHWL
1000 W . . . 730 Kc
Day Time . . . Independent

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Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
Phone: Sunbury 1325-6...Air Time: Full Time
News Service .....AP
Membership ..... NARTB
President.....Harry H. Haddon
Gen., Sta. Manager.....Homer R. Smith
Commercial Manager.....C. Donald Walther
Program Director .....Michael J. Kane
Publicity Director.....Malcolm E. Artel
Chief Engineer.....John W. Keller, Jr.

WTRN
TYRON—1954

Frequency: 1580 Kc.....Power: 250 Watts
Owned.....Throne Bcstg. Co.
Address .....Pennsylvania Ave.
Air Time..... Daytime
News Service .....UP
Trans. Ser. .....World
President.....C. H. Simpson
V.P., Gen. Mgr.....John A. Fay
Sales Manager.....Mac Goheen

WMBS
UNIONTOWN—1937
CBS—QUAKER

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By .....Fayette Bdcstg. Corp.
Address.....F. Natl Bldg.
Phone: GE 8-3900.....Air Time: Full Time
News Service .....UP
Transcription Service.....World
Representative .....Meeker Asso., Inc.
Pres., Gen. Mgr. .....J. C. Burwell
Station Manager.....James Gismondi
Comm., Sls. Prom. Mgr.....Frederick David
Program Director.....C. H. Underwood
Publicity Director.....Anne Fox
Chief Engineer.....William Henzly

WNAE
WARREN—1946

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By ....N. Allegheny Bdcstg. Co.
Address .....Second Ave.
Phone: 3033.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
Pres., Gen. Mgr.....David Potter, Jr.
Commercial Manager.....James W. Potter
Sls. Prom. Mgr.....Frank Foster
Program Director.....Leroy Schneck
Chief Engineer .....Homer M. Haines

WJPA
WASHINGTON—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address..... George Washington Hotel
Phone Number 4870
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Managing Director.....A. Boyd Siegel
Gen., Prom. Manager.....John L. Merdian
Commercial Mgr.....Peter Stanton
Chief Engineer.....Robert Kark

WAYZ
WAYNESBORO—1953—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Richard Field Lewis Jr.
Address.....WAYZ, Winchester, Va.
News Service..... UP
Membership .....NARTB
President.....Richard Field Lewis Jr.
General Manager.....Sam Hanshaw
Sales Prom. Mgr.....Robert Harrison
Program Director.....John Geiger
Chief Engineer.....Fred Brabandt

WBAX
WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Phone: VA. 3-0198.....Air Time: Full Time
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
Licensee .....Anna Stenger
General Manager.....John H. Stenger, III
Program Director.....Ed Kuzma
Chief Engineer.....Milan Krupa

WBRE
WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NARTB, RAB
Owner.....Louis G. Baltimore
General Manager.....David M. Baltimore
Comm. Mgr.....Ernest Lewis
Program Director.....Franklin D. Coslett
Chief Engineer.....Charles Sakoski, Sr.

WILK
WILKES-BARRE—1947
ABC

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone: VA. 4-4666.....Air Time: Full Time
News Service .....AP
Transcription Service..... Thesaurus
Representative .....Avery-Knodel
Membership ..... NARTB
President .....Mitchell Jenkins
Exec. V.P., Gen. Mgr.....Roy E. Morgan
Treasurer.....Thomas P. Shelburne
Sls. Prom. Mgr.....Dorothy Albee
Commercial Manager.....Luther Strittmatter
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

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WLYC

WILLIAMSPORT—1949—ABC-KBC

Frequency: 1050 Kc.....Power: 1 Kw.
Owned By.....Lycoming Bcstg. Co.
Address.....331 Pint St. Box 389
Phone: 2-4676.....Air Time: Daytime
News Service.....AP
Transcription Service.....Thesaurus
Station Rep.....Radio-TV Promotion Syndicate
President.....John T. Keliher
General Manager.....W. Richard Carlson
Commercial Mgr.....Vince Campana
Program Dir.....Vern Hester
Chief Engineer.....Norman Briggs

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WRAK, Inc.
Address.....244 West 4th St.
Phone: 2-6116.....Air Time: Full Time
News Service.....AP
Transcription Service.....Associated
Representative.....Everett McKinney
Membership.....NARTB
Pres., Gen. Mgr.....George E. Joy
Comm. Mgr.....J. Wright Mackey
Production Mgr.....Irving Berndt
Promotion Manager.....Everett W. Rubendall
Chief Engineer.....Glen L. Sherman

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned..Williamsport Radio Bcstg. Assoc., Inc.
Address.....330 Government Pl
Phone: 7119.....Air Time: Full Time
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....NARTB, RAB
President.....Harry J. W. Kiessling
Gen., Sta. Manager.....Woodrow W. Ott
Program Director.....Louis C. Cate
Comm. Mgr.....Phil Lane
Publicity Director.....John B. Willmann
Chief Engineer.....Carl Steinbacher

WNOW

YORK—1948—KBS

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone: 8-2911, 8-2952.....Air Time: Daytime
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NARTB, RAB
Gen., Sta. Mgr.....Lowell W. Williams
Program Director.....H. E. Daugherty
Comm., Sls. Prom. Mgr.....Edwin L. Jay
Chief Engineer.....Glenn Winter

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WRAK
NBC
AM — AFFILIATE — FM

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to reach the most buyers...

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WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone: 6629.....Air Time: Daytime
Transcripiton Service .....Thesaurus
Representative .....Robert Meeker
Station Executive.....Clair R. McCollough
Station Manager.....Clare I. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Glenn M. Brillhart
Technical Director.....J. E. Mathiot

WSBA

YORK—1941—ABC—MBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By ..Susquehanna Bdctsg. Co.
Phone: 25521.....Air Time: Full Time
Transcription Service .....World
Representative ..... Young
Membership .....NARTB, RAB
President .....Louis J. Appell
Gen. Sta. Mgr.....Clarence L. Doty
Comm., Sales Prom. Mgr. ....Philip K. Eberly
Prog. Dir.....Robert Shipley
Chief Engineer.....Llewellyn Jones

RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — Families 308,000
Radio Homes 304,000 — TV Homes 265,000 — Stations in State 11

WADK

NEWPORT—1948—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Aquidneck Bcstg. Corp.
Transcription Service .....World
Representative ..... Walker
Pres., Gen. Mgr.....Milton E. Mitler
Comm. Mgr.....Gordon Gurney
Sales Prom. Mgr.....Henry N. Petersen
Prog. Mgr..... Flo Simpson
Chief Engineer.....Jos. Britto

WPAW

PAWTUCKET—1950—KBS

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Roger Williams Bcstg. Co.
Address.....34 N. Union St.
Transcription Service .....MacGregor
Representative .....Rambeau
President .....Dominick Hysko
Gen., Comm. Mgr.....Allen Jones
Program Director.....Graham Richards
Chief Engineer.....James Bonney

WEAN

PROVIDENCE—1922—ABC-MBS

YANKEE

Frequency: 790 Kc.....Power: 5 Kw. d.
Owned.....Providence Journal Co.
Address.....75 Fountain St.
Newspaper Affil. .....Providence Journal
News Service .....AP, UP
Station Rep.....Venard, Borgatti
Membership ..... NARTB
President.....George P. Metcalf
General Manager.....H. William Koster
Sales Prom. Mgr.....Arthur E. Lathrop, Jr.
Program Director.....Don Morton
Chief Engineer.....George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ..24 Mason St., WPRO Bldg.
Phone: Plantations 1-9776..Air Time: Full Time
News Service.....AP, UP
Trans. Service..... Thesaurus
Representative .....Blair
Membership .....NARTB
President.....William S. Cherry, Jr.
General Manager.....Arnold F. Schoen, Jr.
Commercial Mgr.....Kenneth Curto
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Address .....29 Weybosset St.
Phone: Union 1-4512.....Air Time: Daytime
News Service .....UP
Representative ..... Indie
President .....Frank Rao
Prog. Dir..... Don Rogers
General Manager.....Nicholas Ruggieri
Comm., Sales Prom. Mgr.....Edward McBride
Chief Engineer.....Fred Weiss

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. ...Power: 500 Watts d.
Owned-Oper. By ....Narragansett Bay B. Co.
Address.....1111 N. Main St.
Phone: Jackson 1-6565.....Air Time: Daytime
News Service .....UP
President.....Louis A. R. Pieri
Station Manager.....John C. Martin
Sales Prom. Mgr.....John F. Crohan
Comm. Mgr.....Frederick P. Grady
Chief Engineer.....Oliver R. Adams

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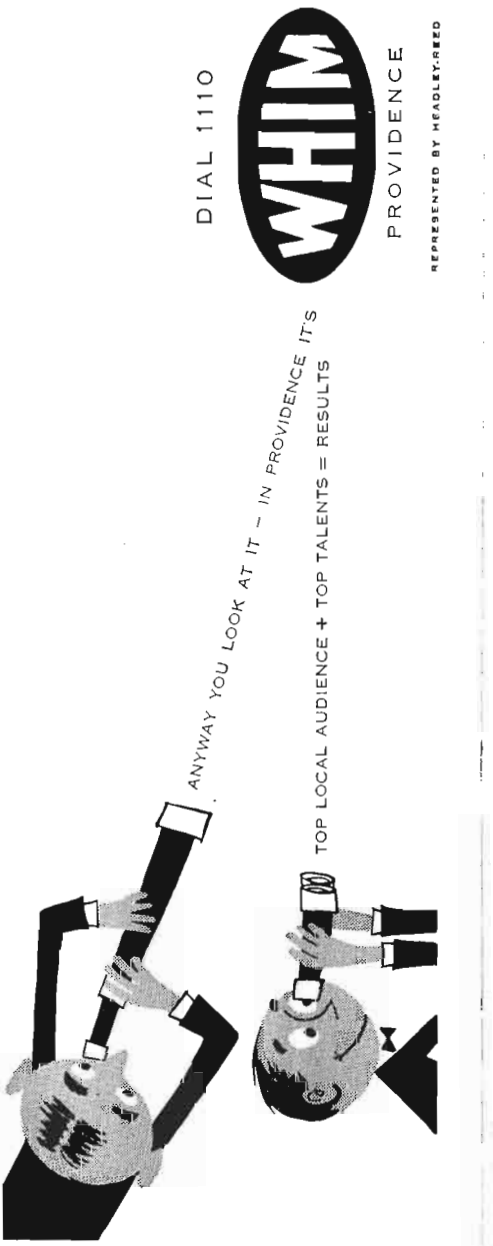

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.144 Westminister St.
Phone Number .....Union 1-4211
News Service .....AP
Representative....Headley-Reed, Kettel-Carter
President, Gen.-Sta. Mgr.....Robert T. Engles
Chief Engineer.....Carroll Philbrook

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone: Gaspee 1-8521....Air Time: Full Time
Transcription Service..... SESAC
News Service.....AP, INS
Representative .....Weed, Bannan
Membership .....NARTB
Vice Pres., Treas.....George O. Griffith
General Mgr.....John J. Boyle
Station Manager.....Sothern Abbott
Comm. Mgr.....David J. Shurtleff
Chief Engineer.....Thomas C. J. Prior

WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned Oper. By .....Radio Westerly, Inc.
Address.....34 Main St.
Phone: WE. 2263.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth,
Representative ..... Walker
President .....Richard G. Moore
Gen., Sta. Mgr.....Warren M. Greenwood
Prog., Publ. Director.....Brud Warren
Chief Engineer.....Anibal Martins

WNRI

WOONSOCKET—1954

Frequency: 1380 Kc.....Power: 1000 Watts
Owner.....Friendly Bcstg. Co., Inc.
Address.....814 Diamond Hill Road
Pres., Gen. Mgr.....Jack C. Salera
Chief Eng.....Joseph Britto

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Woonsocket Bcstg. Co.
Business-Studio Address.....99 Main St.
Phone: Woonsocket 1240..Air Time: Full Time
Station Rep.....Webb, Borgatti
Transcription Service .....World
Membership .....NARTB, RAB
President.....Mrs. Andrew P. Palmer
General Manager.....Eugene C. Rousseau
Chief Engineer.....Harold Belknap

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SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — Families 555,000
Radio Homes 466,000 — TV Homes 230,000 — Stations in State 55

WAKN
AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address .....Box 811
Phone: 774242.....Air Time: Daytime
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NARTB, RAB
Representative ..... Rambeau
President.....B. T. Whitmire
General Manager.....W. Randall Davidson
Com., Prom. Mgr.....Charlie Sciple
Prog. Dir.....Wayne Mashburn
Chief Engineer.....Allen Askins

WAIM
ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Address-Trans. Loca. .....1 Martin St.
Phone: CA. 6-1511-2-3....Air Time: Full Time
News Service .....INS
Newspaper Affiliation....Independent, Daily Mail
Transcription Service..... Lang-Worth
Representative ..... Headley-Reed
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Commercial Mgr.....G. P. Browne
Sales Prom. Mgr.....V. Barath
Program Director.....Marshall Gailliard
Chief Engineer.....John Willis

WANS
ANDERSON—1949—MBS

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Carolina Bcstrs.
Address .....Box 211
Phone: CA 4-3424.....Air Time: Full Time
Transcription Service .....Standard
Membership ..... NARTB
Representative .....Devney
News Service .....UP
President.....C. R. Johnson
General Manager.....R. E. Liverance
Commercial Mgr.....Robert S. Fant
Chief Engineer .....Alfred W. Pratt

WBAW
BARNWELL—1953—KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Ridge Bcstg. Co. Inc.
Phone: 3507.....Air Time: Daytime
News Service .....UP
Transcription Service .....Thesaurus
Station Rep.....Radio Sales
President.....J. A. Gallimore
Comm., Sta. Mgr.....Joe Wilder
Program Director.....Frank Harmon
Chief Engineer.....Marion P. Jones

WBEU
BEAUFORT—1954—KBS

Frequency: 960 Kc.....Power: 1 Kw.
Owned.....Beaufort Bcstg. Co.
Address ..... Beaufort
Phone: 812.....Air Time: Daytime
News Service .....World
Trans. Service .....World
General Mgr.....W. C. Bochman
Asst. Mgr., Prog. Dir.....Newton Smyth

WBSC
BENNETTSVILLE—1947—MBS

Freq.: 1550 Kc....Power: 10 Kw. d.; 5 Kw. n.
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address .....Box 639
Phone: 1080.....Air Time: Full Time
News Service .....AP
Pres., Gen. Sta. Mgr.....John W. Orvin
Comm. Mgr.....W. G. Hazel
Prog., Director.....Neil Terrell
Chief Engineer.....John Gronert

WAGS
BISHOPVILLE—1954—KBS

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....Lee County Bcstg. Co.
Phone: 1380.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....World
Station Rep. .....Clark
General Manager.....Howard Ginsberg
Program Director.....Bess Ginsberg

WACA
CAMDEN—1948—KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
Address .....Camden
Phone: Hemlock 2-2311....Air Time: Daytime
News Service .....UP
Station Rep. .....Dora-Clayton
Transcription Service .....World
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....Arthur Sheleen
Chief Engineer.....Angelo Amodio

WCSC
CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By .....WCSC, Inc.
Address.....485 East Bay St.
Phone: 2-7611.....Air Time: Full Time
News Service .....UP

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Transcription Service ..... World
Representative ..... Free & Peters
Membership ..... NARTB, RAB
Pres., Gen., Sta. Mgr. ..... John M. Rivers
Comm. Mgr. ..... John B. Hearne
Program Director ..... Robert Tamblyn
Pub. Dir. ..... Annie Lee Small
Chief Engineer ..... Wilbur Albee

WHAN

CHARLESTON—1946—ABC-KBC

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Charleston Bcstg. Co.
Business Address ..... Box 183
Transcription Service ..... Capitol
Representative ..... Burn-Smith
President ..... Frederick G. Storey
General Manager ..... E. H. Keown
Sales Prom. Mgr. ..... Joann Daley
Program Director ..... E. H. Keown
Publicity Director ..... George Rogers
Chief Engineer ..... William P. Birchfield

WPAL

CHARLESTON—1947

Frequency: 730 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Palmetto Bdcstrs., Inc.
Business-Studio Address .... 149 Wentworth St.
Representative ..... Forjoe, Dora-Clayton
Membership ..... NARTB
President ..... George G. Weiss
General Manager ..... Laurens Moore
Commercial Mgr. ..... Bob Chrystie
Program Director ..... Louise Withrock
Chief Engineer ..... Gunnar Sundeen

WTMA

CHARLESTON—1939—NBC

Frequency: 1250 Kc... Power: 5000 d.; 1000 n.
Owned-Oper. By ..... Atlantic Coast Bcstg. Co.
Business Address ..... 133 Church St.
Phone: 2-2681 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Hollingbery
Pres., Gen. Mgr. ..... Charles E. Smith
Station Mgr. ..... Ralph J. Shade
Commercial Mgr. ..... H. J. Guzik
Sales Prom. Mgr. ..... Chester Pike
Program Dir. ..... Jack Gale
Publicity Dir. ..... Anne Loyd
Chief Engineer ..... David W. Jefferies

WUSN

CHARLESTON—1948—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Southern Bcstg. Co.
Address ..... 42 10th Ave.
Phone: 2-2652 ..... Air Time: Full Time
News Service ..... UP
Station Rep. ..... H-R, Ayres
Transcription Service ..... Standard
Membership ..... RAB
Pres., Gen., Comm. Mgr. ..... J. Drayton Hastie
Promotion Manager ..... Martha Martin
Station Manager ..... George S. Cuthbert, Jr.
Program Director ..... Henry Hoppe
Publicity Director ..... Edith Crosby
Chief Engineer ..... Walter Nelson

WCRE

CHERAW—1953

Frequency: 1420 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Three States Bcstg. Co.
Address ..... Box 631
Phone: 7500 ..... Air Time: Daytime
Membership ..... RAB
President ..... Dr. R. D. Baxley
Vice-President ..... R. D. Meisheimer
Prog. Dir., Gen. Mgr. ..... Fred A. Staples
Chief Engineer ..... Ansel Bryan

WGCD

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Craig Bdcstg. Co.
Address ..... 128 Main St.
Phone: 2171 ..... Air Time: Full Time
Trans. Ser. ..... World
Station Rep. ..... McGillvra
President, Chief Eng. ..... Morgan J. Craig
Gen., Sta., Comm. Mgr. ..... George P. Cobb
Promotion Director ..... James Kennedy

WCOS

COLUMBIA—1939—ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Columbia
Address ..... Cornel Arms Bldg.
Phone: 2-2177 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... Headley-Reed
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... Charles W. Pittman
Commercial Manager ..... John Kress
Program Director ..... John Ropp
Chief Engineer ..... Robert D. Lambert, Jr.

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Bcstg. Co. of the South
Business-Studio Address ..... 1111 Bull St.
Phone: 3-6431 ..... Air Time: Full Time
News Service ..... AP, UP
Transcription Service ..... SESAC, Thesaurus
Representative ..... Free & Peters
Membership ..... NARTB, RAB
President ..... B. Calhoun Hipp
General Manager ..... G. Richard Shafto
Managing Director ..... J. Dudley Saumenig
Sales Mgr. ..... W. Miller Montgomery
Promotion Dir. ..... Lisa Battle
Program Director ..... Frank Harden
Chief Engineer ..... Herbert G. Eldson, Jr.

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... WMSC Radio, Inc.

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Business-Studio Address.....1127 Lady St.
Phone: 2-8659.....Air Time: Full Time
News Service .....UP
Transcription Service..... Associated
Representative .....H-R Representatives
Membership ..... NARTB, RAB
Pres., Gen., Sta., Mgr.....C. Wallace Martin
News Director.....Charles Wickensberg
Prom. Mgr.....Don Clark
Prog. Dir.....Gray Olive
Chief Engineer.....C. E. Stone

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St., Box 5307
News Service .....AP
Representative .....Raymer
General Manager....H. Moody McElveen, Jr.
Program Director.....Bill Routh
Chief Engineer .....Don Willoughby

WOIC

COLUMBIA—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Michalak Bcstg. Co.
Address.....3300 Main St.
Phone: 6-1551.....Air Time: Daytime
Representative.....National, Forjoe, Clayton
Pres.; Gen. Mgr.....Frank A. Michalak
Sta., Comm., Prom. Mgr.....Joe E. Morris
Chief Engineer.....William Bridges

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 799
Phone: 340.....Air Time. Full Time
News Service .....AP
Representative.....Joseph Hershey McGillvra
Ptnr., Gen. Mgr.....L. M. Hawley
Ptnr., Chief Eng.....H. L. Hanks
Prog. Director.....Jack E. Hawley

WDSC

DILLON—1946—ABC

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address.....U. S. Highway 301
News Service .....UP
Representative .....Gill-Perna-Clayton
Membership .....NARTB
Pres., Gen. Mgr.....Joseph Martin
Station Mgr.....Jim Murff
Commercial Manager ...Adelaide C. Monroe
Prog., Mgr.....Lee Lumpkin
Sales Prom. Mgr.....David Loyd Rush
Publicity Director.....Johnny Quick
Chief Engineer.....H. C. Sanford

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.Pickens County Bcstg. Co.
Address .....Box 522
Phone: 9388.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....Associated
Representative .....Indie Sales
Membership ..... RAB
Pres., Gen. Mgr.....Cleatus Brazzell
Prog. Director.....Chas. B. Smith
Chief Engineer.....H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone: 6351.....Air Time: Full Time
News Service .....UP
Transcription Service..... Thesaurus
Membership ..... NARTB
Representative ..... Walker
President.....Eugene E. Stone
Gen., Sta. Mgr.....Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. .....Power: 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Phone: 3271-2.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
Pres., Gen. Mgr.....Melvin Purvis
Sta., Comm. Mgr.....A. P. Skinner
Program Director.....Don Gray
Chief Engineer.....John Cooper

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By ....Cherokee Radio Co., Inc.
Address .....P. O. Box 759
Phone: 4795-6.....Air Time: Daytime
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
President .....A. Ray Godshall
Gen., Sta. Mgr.....Morton E. Green
Promotion Mgr.....Mrs. E. Stacy
Program Director.....B. Gibbons
Chief Engineer.....J. E. Parker

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Georgetown Bcstg. Co.
Address, Trans. Loc.....216 Fraser St.
Phone: 3-3421.....Air Time: Full Time
Station Rep.....Donald Cook

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Pres., Gen. Manager.....J. B. Delzell
Commercial Manager.....Al Webster
Program Mgr.....Mamie A. Delzell
Chief Engineer.....Don Delany

WAKE

GREENVILLE—1930—CBS

Frequency: 1440 Kc.....Power: 5 Kw., d.
Owned-Oper. By...Piedmont Bcstg. Co., Inc.
Address.....3 College St.
Phone: 5-7406.....Air Time: Full Time
News Service.....UP
Transcription Service.....Associated
Representative.....Pearson
President.....V. D. Ramseur
Gen. Mgr., Prog. Dir.....J. F. McDonough
Comm. Mgr.....Don Price
Publicity.....Inez Anders
Prog. Dir.....Jerry Mosteller
Chief Engineer.....Palmer Greer

WESC

GREENVILLE—1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone: 2-8241.....Air Time: Daytime
News Service.....AP
Representative.....Rambeau, Dora-Clayton
President.....(Mrs.) James Meade
General Manager.....James G. Meade
Station Mgr.....J. Davenport
Commercial Manager.....William Ingram
Program Dir.....I. Wayne Davis
Chief Engineer.....Harold White

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....WMRC, Inc.
Business-Studio Address.....Poinsett Hotel
Phone: 5-8525.....Air Time: Full Time
News Service.....UP
Transcription.....Thesaurus, SESAC
Representative.....Avery-Knodel
Membership.....NARTB
Chairman of Board.....Roger Peace
President.....R. A. Jolley, Sr.
Gen., Sta. Mgr.....Kenneth Beachboard
Commercial Mgr.....Keener Garett
Sls. Prom. Mgr., Pub. Dir.....Curtis Guthrie
Program Director.....Bruce Buchanan
Chief Engineer.....Burton T. Anderson

WMRB

GREENVILLE—1954—ABC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Paramount Bcstg. Co. Inc.
Address.....400 Mayberry St., Box 989
Phone: 3-2751.....Air Time: Full Time
News Servcie.....AP
Trans. Ser.....Lang-Worth
Station Rep.....Devney, Media Sls.
Pres., Gen. Mgr.....C. F. Cope
Vice-Pres.....Robert D. Poole
Asst. Mgr., Prod. Dir.....William T. Arrington

WMUU

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bob Jones Univ.
Address.....Greenville
Phone: GR. 2-6711.....Air Time: Daytime
News Service.....AP, INS
Trans. Ser.....SESAC, Associated, Lang-Worth
Station Rep.....Continental
Membership.....RAB
President.....Dr. Bob Jones, Jr.
General Manager.....R. K. Johnson
Station Manager.....Jim Ryerson
Commercial Manager.....Glen Schunk
Service Manager.....Mrs. Joan B. Schultz
Program Director.....David Yearick
Production Director.....Jack Buttram
Chief Engineer.....Steward Ensign

WCRS

GREENWOOD—1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Grenco, Inc.
Address.....P. O. Box 868
Phone: 9-1300, 6646.....Air Time: Full Time
News Service.....AP
Trans. Service..Thesaurus, Associated, World
Representative.....Clark, Ayers
Membership.....NARTB
President.....Douglas Featherstone
Gen., Sta. Mgr.....Dan Crosland
Commercial Mgr.....Ralph Norman
Program Dir.....David A. Moss
Chief Engineer.....Charles M. Sparks

WGSW

GREENWOOD—1953—MBS

Frequency: 1350 Kc.....Power 1000 Watts d.
Owned.....Radio Greenwood, Inc.
Address.....Edward Arms Bldg.
Phone: 9-7372.....Air Time: Daytime
News Service.....UP
Representative.....Indie Sales; Dora-Clayton
President.....W. C. Woodall, Jr.
Gen., Sta. Mgr.....George B. Cook, Jr.
Comm. Mgr.....Olyn L. Gee
Prog. Dir.....Ben H. Dekle
Publicity Director.....J. E. Smith
Chief Engineer.....Robert K. James

WEAB

GREER—1949—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Greer Bcstg. Co.
Address.....P. O. Box 151
Phone: 1057-8.....Air Time: Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Co.-O., Gen., Comm. Mgr.....E. A. Burch
Co-Owner.....W. Ryan Frier
Program Director.....Betty Beers
Chief Engineer.....Cecil Sills

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WHSC

HARTSVILLE—1946—MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Hartsville Bcstg. Co., Inc.
Address.....1306 College Ave.
Phone: 1450.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
V.P., Gen. Mgr.....Raymond Caddell
Commercial Mgr.....Jim Putnam
Sales Prom. Mgr.....Lamar Caldwell
Prog. Dir.....Earl Caton
Publicity Dir.....Eleanor Flowers
Chief Engineer.....Donald Brienen

WDKD

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Palmetto Bcstg. Co.
Address ..... Kingstree
Phone: 6761.....Air Time: Daytime
News Service..... AP
Transcription Service .....Lang-Worth
Gen. Sta. Manager.....E. G. Robinson, Jr.
Program Director.....Carroll Godwin
Chief Engineer.....Dan Owen

WJOT

LAKE CITY—1953

Frequency: 1260 Kc.....Power: 1 Kw. d.
Owned.....Lake Bcstg. Corp.
Address.....10 S. Acline Ave.
Phone: 7631.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
President.....J. Olin Tice, Jr.
Gen., Sta. Mgr.....J. Olin Tice, Sr.
Comm., Prom. Mgr.....Philip Rice
Program Dir.....Fraces M. Tice
Chief Engineer .....Walter Turner

WLCM

LANCASTER—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Wtts d.
Owned-Operated By.....Royal Bcstg. Co.
Address.....103 S. Catawba St.
Phone: 2051.....Air Time: Daytime
News Service..... AP
Station Rep.....Media Sales
Transcription Service.....Thesaurus, World
President .....Charles Connelly
General Manager.....William Coble
Station Manager.....Garry Coble
Program Director.....Joann McManus
Chief Engineer.....Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business Address.....Box 642, Laurens
Phone: 2-2331.....Air Time: Daytime
News Service .....UP
Membership ..... NARTB
Transcription Service.....World
President.....James C. Todd
General Manager.....Milton Scarboro
Program Director.....Betty Bishop
Chief Engineer .....Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Mullins & Marion Bcstg. Co.
Address ..... Highway 76
Phone: 390.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
President.....W. G. Smith
Gen., Sta., Comm. Mgr. ....James F. Ramsey
Prog. Dr.....Kenneth Gasque
Chief Engineer.....George Magera

WMYB

MYRTLE BEACH—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Coastal Carolina Bcstg. Corp.
Address.....Oak St. at 28th Ave.
Phone: 7123.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
President.....James Olin Tice, Jr.
Gen., Comm. Manager.....J. Olin Tice, Sr.
Sta., Prog. Mgr.....Harry Hyman
Chief Engineer.....W. D. Tabler

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Address, Trans.....11 Radio Dr.
Phone: 143.....Air Time: Full Time
Representative ..... Clayton
News Service .....AP
Transcription Service .....World
Pres., Gen., Sta. Mgr.....James F. Coggins
Commercial Mgr.....Emory Bedenbaugh
Prog., Pub. Dir.....Marcia Coggins
Chief Engineer.....Ray Gilliam

WDIX

ORANGEBURG—1946—ABC
MBS-KBS

Frequency: 1150 Kc.....Power: 5 Kw. d.
Owned-Oper. By.....WDIX, Inc.
Address .....Box 662
Phone: 1420.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Station Rep.....Devney, Holman
President.....Charles S. Henery
General Manager.....Frank B. Best
Asst. Manager.....Frank Best, Jr.
Program Director.....Joe Phillips
Commercial Mgr.....Norman M. Matthews
Chief Engineer.....Gus Browning

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WTND

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sims Pub. Co.
Address .....1 Memorial Plaza
Phone: 1600.....Air Time: Daytime
Transcription Service .....World
News Service ..... UP
Membership ..... RAB
Representative .....Thos. F. Clark
Gen., Sta. Mgr., Pres. .....J. I. Sims
Program Director .....Richard R. Rhame
Chief Engineers .....Larry W. Styles,
Perry Herrington

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York Co. Brdcg. Co.
Address.....Rock Hill Nat. Bk. Bldg.
Phone: 2085.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
Sta. Mgr., Prog. Dir. .....Wm. C. Beaty
Commercial Manager .....Harper S. Gault

WTYC

ROCK HILL—1949

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Tri-County Bcstg. Corp.
Address.....P. O. Box 1091
Phone: 3175.....Air Time: Daytime
News Service .....UP
Station Rep.....Media Sales
President.....T. Lamar Simmons
Gen., Sta. Mgr.....E. L. Burwell
Comm., Prom. Mgr.....Arnold Baynard
Prog., Pub. Dir.....I. E. Brooks
Chief Engineer.....Ed Roberts

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Blue Ridge Bcstg. Co., Inc.
Address.....P. O. Box 443
Phone: 8234.....Air Time: Daytime
Station Rep. .....Continental
Pres., Gen. Mgr.....J. A. Gallimore
Program Director.....Virginia Gallimore
Commercial Mgr.....Charles W. Gwyn
Chief Engineer.....Herbert Hosea

WJAN

SPARTANBURG—1953—ABC-MBS KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Spartanburg Bcstg. Co.
Address.....101 Schuyler Bldg.
Phone: 3-1400.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....World
Owner, Gen. Mgr.....W. Ennis Bray
Commercial Mgr.....Charles Goodyear
Prom. Manager.....W. Reid Bray
Publicity Director.....Dave Moss
Program Director.....Gene Bollinger
Chief Engineer.....James Tate

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Word, Inc.
Business-Studio Address.....291 E. Main St.
News Service .....AP
Representative ..... Raymer
Membership ..... NARTB
Transcription Service .....Thesaurus
President .....Irwin Kahn
Gen. Mgr.....Paul von Hagel
Comm. Manager.....John W. Kirkpatrick
Program Director.....Buddy Womick
Chief Engineer.....Ralph Queen

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned.....Spartan Radiocasting Co.
Business-Studio Address.....224 E. Main St.
Phone: 33621.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Membership ..... NARTB
Representative ..... Hollingbery
President.....Walter J. Brown
Managing Director.....Roger A. Shaffer
Commercial Manager.....Ross M. Holmes
Program Director.....Ed McGrath
Chief Engineer.....H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Comm. Mgr.....Fulton B. Creech
General Manager.....T. Doug Youngblood
Commercial Mgr.....Fulton B. Creech, Jr.
Sales Promotion Director...Charles E. Ballard
Program Director.....Paul Reidy
Chief Engineer.....Richard Elam

WSSC

SUMTER—1953—ABC

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Radio Sumter
Address.....E. Calhoun Ext.
News Service .....UP
Trans-Service .....RCA, Thesaurus
President.....J. A. Gallimore
General Manager.....Ed Damron
Program Director.....Tony James
Promotion Manager.....Harry Fowler
Chief Engineer.....Rod. B. Arkell

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WBCU
UNION—1946—MBS-KBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Co. of Union, Inc.
Address .....210 East Main St.
Phone: 1200.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Station Rep.....Dora-Clayton, Media Sales
Pres., Gen. Mgr.....Edward L. B. Osborne
Program Director.....Noel Belue
Chief Engineer .....T. W. Weathers

WALD
WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Studio Address.....Box 833
Phone: 3861.....Air Time: Full Time
News Service .....AP
President.....R. M. Jefferies
General Manager.....Louis M. Neale, Jr.
Program Director.....Mary Alice Seigler

SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — Families 233,000
Radio Homes 223,000 — TV Homes 37,000 — Stations in State 14

KABR
ABERDEEN—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Aberdeen Bcstg. Svc.
Address .....Rt. 2, Box 173
News Service .....UP
Membership ..... NARTB
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

KSDN
ABERDEEN—1948—ABC

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone: 4573.....Air Time: Full Time
Newspaper Affil. .....American-News
Representative .....Weed
Membership .....NARTB
President.....Henry J. Schmitt
Sta., Gen. Manager .....Byron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

KDSJ
DEADWOOD—1946—MBS-KBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By..Heart of the Black Hills Sta.
Address .....745 Main
Phone: 186.....Air Time: Full Time
Transcription Service .....World
Station Rep. .....Holman
Membership ..... NARTB
News Service .....UP
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial Manager .....Harry Daniels
Program Director.....Bonnie Laughlin

KIJV
HURON—1947—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..James Valley Bcstg. Co., Inc.
Bus.-Studio Address....1726 Dakota Ave., S.
Phone: 765.....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....AP
Membership ..... NARTB
Pres., Gen. Mgr.....Max F. Staley
Comm., Sls. Prom. Mgr.....Wwight Coursey
Program Dir.....Dale Larson
Chief Eng.....Lydell J. Smith

KORN
MITCHELL—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Assn.
Bus.-Studio Address.....217-219 N. Main
Phone: 621.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NARTB
Gen., Sta. Mgr.....Raymond V. Eppel
Comm., Sales Prom. Mgr.....M. Johnson
Chief Engineer.....J. R. Doherty

KGFX
PIERRE—1916

Frequency: 630 Kc.....Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Phone: 2351.....Air Time: Daytime
News Service .....UP
Representative .....Larson
President .....Ida A. McNeil

KOTA
RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By ....Black Hills Bcstg. Co. of Rapid City
Business Address .....1819 W. St. Joe St.
Phone: Fillmore 2000.....Air Time: Full Time
News Service.....UP, AP
Representative.....Headley-Reed, Bulmer & Johnson

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Transcription Service.....World, Capitol
Membership .....NARTB, RAB
President.....Helen S. Duhamel
General Manager.....Leo D. Borin
Sales Prom. Mgr.....Jack A. Crowley
Program Director.....J. Norman Heffron
Business Manager.....William F. Turner
Farm, Ranch Dir.....Gene Taylor
Chief Eng.....Robert Musfeldt

KRSD

RAPID CITY—1953—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Heart of the Black Hills Sta.
Address.....816 Kansas City St.
Phone: Fillmore 2-6050....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Thesaurus
Station Rep. .....Holman
President.....John Daniels
General Manager.....Eli Daniels
Commercial Manager.....Stan Lieberman
Program Director.....Truman Walrod

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Addres.....Phillips Ave.—8th St.
Phone: 4-5841.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Standard
Representative....Raymer, Bulmer & Johnson
Membership .....NARTB, RAB
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Program Director.....Chet Raasch
Commercial Mgr.....Elda Clingmam
Sales Prom. Mgr.....Jack Townsend
Chief Engineer.....Lester Froke

KIHO

SIOUX FALLS—1946—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Address .....218 South Main Ave.
Phone: 4-7736.....Air Time: Full Time
News Service .....UP
Representative ..... Pearson
Trans. Ser. .....World
President.....Dr. J. D. Conner
General Manager .....David J. Kempkes
Comm. Manager.....Fred Schwelkher
Program Director.....Paul Beckstrand
Chief Engr.....Ralph N. Maples

KISD

SIOUX FALLS—1948—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....KISD Bldg., W. 12th
Phone: 4-5571.....Air Time: Full Time
News Service .....AP
Station Rep. .....Cooke, Lawson
President.....H. R. Alton
Gen. Mgr., Prog. Dir.....Verl Thomson
Comm. Manager.....Warren Wright
Sales Prom. Mgr.....Bob Printup
Program Director.....Verl Thomson
Publicity Director .....Helen Achatz
Chief Engineer.....Roy Thorson

KSOO

SIOUX FALLS—192[illegible]

Freq.: 1140 Kc....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.Sioux Falls Bcstg. Asso., Inc.
Address.....317 S. Phillips Ave.
Phone: 4-5601.....Air Time: Full Time
News Service .....AP
Transcr. Service .....RCA, Thesaurus
Membership .....NARTB, RAB
Station Representative.....Avery-Knodel,Inc.
President .....Morton Henkin
Vice Pres., Gen. Mgr.....George R. Hahn
Station Manager .....George "Bill" Rohn
Comm. Manager.....Don Cavitt
Chief Engineer .....Max Pierce

KWAT

WATERTOWN—1926—KBS-MBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Midland Natl. Life Ins. Co.
Address.....5 W. Kemp St.
Phone: 777.....Air Time: Full Time
News Service .....AP
Transcr. Service .....Standard
Representative .....Walker, Lawson
Membership .....NARTB, RAB
President .....John Ehrstrom
General Manager.....Ross E. Case
Sales Prom. Mgr.....Bernard Kinney
Chief Engineer.....Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....3rd & Mulberry Sts.
Phone: YA. 442.....Air Time: Full Time
News Service .....AP. UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, RAB
President .....Gardner Cowles
General Manager.....Robert R. Tincher
Asst. Manager.....Chris Mack
Comm. Mgr.....Donald D. Sullivan
Promotion Mgr.....Gordon Laughead
Program Director.....Roland Peterson
Chief Engineer.....Clifton M. Todd

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TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — Families 885,000
Radio Homes 769,000 — TV Homes 450,000 — Stations in State 77

WLAR

ATHENS—1946—KBS-MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg. Co.
Business-Studio Address.....N. Jackson St.
News Service .....UP
Transcription Service .....Thesaurus
President.....Lowell F. Arterburn
General Manager .....Buell J. Charles
Program Director.....E. Max Robinette
Commercial Manager .....Leonard Dawson
Chief Engineer .....J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc.....Power: 250 Watts
Owned. Radiophone Bcstg. Station, WOPI, Inc.
Address..Easley-Wright Bldg., State & 4th Sts.
Phone: South 3730.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr. .....W. A. Wilson
Commercial Mgr.....James C. Wilson
Prom. Mgr.....Wm. A. Wilson, Jr.
Program Director.....Rocky Stone
Publicity Director.....Walsh McQueen
Chief Engineer .....George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co.
Address .....Hotel Patten
Phone: 7-1128.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Gen. & Comm. Mgr.....Cliff Bowers
Program Director.....Bill Giddens
Chief Engineer .....George McMurtrie

WAPO

CHATTANOOGA—1936

Frequency: 1150 Kc.. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen., Sta. Mgr.....R. G. Patterson
Program Director.....Frances Harley
Prom., Pub. Dir.....Helen Patterson
Chief Engineer.....B. B. Barnes

WDEF

CHATTANOOGA—1941—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address.....425 Volunteer Bldg.
Phone: 6-0124.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
Membership .....NARTB, RAB
President.....Carter M. Parham
Gen. Sta. Comm. Mgr.....Ken Flenniken
Publicity Dir.....Warren Herring
Program Director.....Kenn Early
Chief Engineer.....B. C. Baker

WDOD

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Address.....Hamilton Natl. Bank Bldg.
Phone: 6-5117.....Air Time: Full Time
News Service.....AP
Transcription Service .....Standard, World
Representative.....Paul H. Raymer
Membership .....NARTB, RAB
President.....Earl W. Winger
Vice Pres., Gen. Mgr.....Norman A. Thomas
Publicity Director.....Byron J. Bush
Program Director.....Frank F. Hubbs
Chief Engineer.....James E. Walker

WDXB

CHATTANOOGA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB, Inc.
Address.....100 Dome Bldg.
Phone: 6-1114.....Air Time: Full Time
Representative .....Forjoe
Membership .....NARTB, RAB
News Service.....AP, UP
President .....Joseph Bloom
General Manager.....James C. Cole
Comm. Manager.....Luther Wilson
Chief Engineer.....E. E. East

WMFS

CHATTANOOGA—1951

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WMFS, Inc.
Address.....215 W. Ninth St.
Phone: 6-4145.....Air Time: Daytime
Representative .....Pearson
Pres., Gen. Mgr.....Brody Timm
Sta., Comm. Mgr., Prog. Dir.....Fred Webb

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WMCH

CHURCH HILL—1954

Frequency: 1260.....Power: 1000 Watts
Owned-Oper. By.....Twin Cities Bcstg. Co.
Address ..... P. O. Box 4
Phone: ELgin 7-2601.....Air Time: Full Time
Owner.....Thales E. Wallace
General Manager.....Carroll G. Ogle
Program Director.....Sterling Manis
Chief Engineer.....James Ruth

WDXN

CLARKSVILLE—1954

Frequency: 540 Kc.....Power: 250 Watts
Owned.....Clarksville Bcstg. Co., Inc.
Address .....Bailey Bros.
Air Time .....Daytime
Manager.....J. M. Cecil

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Campbell & Sheftall
Business-Studio Address.....411 Madison St.
Phone: 6414.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Representative ..... Rambeau
Pres., Gen.-Sta. Mgr.....J. Parry Sheftall
Commercial Manager.....Charles Malone
Program Director.....Clay Cline
Sls. Prom. Mgr.....Bill Vogel
Publicity Dir.....Melvin Sandler
Chief Engineer .....John Bailey

WBAC

CLEVELAND—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address .....Central Ave.
Representative .....Dora Clayton
Mgng. Dir.....John Fulton
Comm., Sls. Prom. Mgr.....Bland Sells
Station Manager.....Thad F. Fitch
Program Director.....Paul Kirksey
Chief Engineer.....William D. Stuart

WKRM

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Middle Tenn. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..P. O. Box 71
Phone: 1340.....Air Time: Full Time
Transcription Service .....World
Representative ..... Walker
Membership .....NARTB, RAB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Prom. Mgr.....Mel Dugger
Program Director.....Walt D. Hard
Chief Engineer .....Cameron McKay

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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WHUB

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone: 789.....Air Time: Full Time
News Service .....UP
Representative.....Continental Radio Sales
Membership .....NARTB, RAB
Pres., General Manager.....M. L. Medley
Station Prog. Dir.....Joe Mabry
Sales Prom. Mgr., Pub. Dir.....Stacey Mott
Chief Engineer.....Claude Haston

WKBL

COVINGTON—1954

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tipton County Bcstg. Co.
Address .....P. O. Box 289
Phone: 9635.....Air Time: Daytime
General Manager.....Charles K. Sparks
Commercial Mgr.....Carl Swafford
Program Director.....Charles C. Watts Jr.
Prom. Dir., Chief Engr.....R. William Hoffman

WAEW

CROSSVILLE—1952—KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....WAEW, Inc.
Address.....406 E. B'way
Phone: 333.....Air Time: Full Time
News Service .....UP
President .....Arthur Wilkerson
Manager .....James H. Lee
Chief Eng.....Allen Breazeale

WDSG

DYERSBURG—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Address ..... Box 58
Phone: 77.....Air Time: Full Time
Transcription Service .....World
News Service .....AP
General Manager.....William Ward
Commercial Manager.....Wendell Vaughan
Program Director.....Shirley Jones
Chief Engineer.....Dave Ross

WBEJ

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned...Robert Rounsaville & George Clark
Business-Studio Address.....Elk Ave.
Phone: 2-1241.....Air Time: Full Time
Rep. .....Dora Clayton
News Service .....UP
Senior Partner.....R. W. Rounsaville
Mng. Dir.....John Fulton
Station Manager.....Frazier Cochrane
Commercial Mgr.....Terry Sams
Program Director.....Bill Hale
Chief Engineer.....M. C. Bowers, Jr.

WEKR

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstg. Co.
Business-Studio Address.....Box 625
Phone: 1240.....Air Time: Full Time
News Service .....AP
Trans. Ser. .....Thesaurus
Membership .....NARTB, RAB
President.....John R. Crowder
General Manager.....James Porter Clark
Station Manager.....Jim Tate
Program Director.....Teddy Barnes
Chief Engineer.....Ernest Tucker

WAGG

FRANKLIN—1953

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Address .....Mallory Rd.
Phone: 982.....Air Time: Daytime
News Service .....AP
Membership .....NARTB, RAB
Pres.., Gen. Sta. Mgr.....William Ormes
Commercial Mgr.....Wilson Herbert
Program Director.....John Haeberle
Chief Engineer.....Ellis F. Jones Jr.

WHIN

GALLATIN—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sumner County Bcstg. Co.
Address ..... Portland Rd.
Phone: 1010..... Air Time: Daytime
News Service .....UP
Representative .....Indie Sales
Membership ..... NARTB
President .....A. B. Perkins
Gen., Mgr.....J. B. Thomas
Commercial Manager.....Charles Brewer
Chief Engineer.....Lee Raines

WGRV

GREENEVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Greeneville, Inc.
Address .....Box 243
Phone: 4147.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Pete Luttrell
Chief Engineer.....Lalle Hampton

WHBT

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....The Harriman Bcstg. Co., Inc.
Address.....Devonia & Crescent
Phone: 661.....Air Time: Full Time
News Service .....UP

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Trans. Ser.....World, SESAC
Representative .....Continental
Owner, Gen. Mgr.....F. L. Crowder
Comm., Sales Prom. Mgr...Walter Scarbrough
Pgm. Dir., Chief Ann.....Carl Williams
Chief Engineer.....Reggie Honey

WIRJ

HUMBOLDT—1949—Mid-South KBS

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By....Gibson Co. Bcstg. Co., Inc.
Address.....210 N. 22nd Ave.
News Service .....UP
Transcription Service .....Thesaurus
President .....J. F. Warmath
Gen., Sta. Mr.....Howard E. Byrum
Chief Engineer.....Gerald Hicks

WDXI

JACKSON—1948—MBS—KBS

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....Williams Bldg.
Phone: 7-9611.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Pres., Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Commercial Mgr.....Jack Murphy
Program Director.....Larry Crenshaw
Sales Prom. Director.....Leonard Fielding
Publicity Director.....Dave O'Brien
Chief Engineer.....James S. Thomas

WTJS

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address .....Jackson
Phone: 7-3316.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Jackson Sun
Transcription Service..... Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
V.P., Gen. Mgr.....A. A. Stone
Station Manager.. .....Frank S. Proctor
Asst. Mgr.....L. R. Brooks
Sls. Prom. Mgr., Pub. Dir.....Peggy McKinnie
Program Director.....Vince Tapler
Chief Engineer..... Joseph Rhodes

WETB

JOHNSON CITY—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Press, Inc.
Business Address.....Main St.
Newspaper Affil. .....Chronicle
Representative .....McGillvra
Transcription Service .....World
President.....Carl A. Jones
Gen., Sta. Manager.....Arthur Kelsey
Program Director.....Bernard Burleson
Chief Engineer.....E. B. Jones

WJHL

JOHNSON CITY—1938—ABC

Freq.: 910 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....145 W. Main St.
Phone: 2780 .....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NARTB
President W. H. Lancaster, Sr.
General Manager.....W. H. Lancaster, Jr.
Comm. Mgr.....K. Marsh
Sls. Prom. Mgr., Prog., Pub. Dir...William Shell

WKIN

KINGSPORT—1951—KBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned & Operated.....WKIN, Inc.
Address.....Market & Wexler Sts.
Phone: Cl. 6-8131.....Air Time: Daytime
News Service..... AP
Transcription Service.....World, Keystone
Representative ..... Rambeau
Pres., Gen. Mgr.....Cy N. Bahakel
Station Manager.....Phil Bahakel
Comm., Sls. Prom. Mgr.....Andy Grauer
Program Director.....Chuck Foster
Chief Engineer.....Robert Heith

WKPT

KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone: Cl. 5-4161.....Air Time: Full Time
Transcription Service.....Thesaurus
Representative ..... Burn-Smith
Membership .....NARTB, RAB
President.....C. P. Edwards, Jr.
Gen., Sta. Manager.....Paul L. Overbay
Commercial Mgr.....Phil Weaver
Sales Prom. Mgr.....Joe N. Tipton
Program Dir.....Martin Karant
Publicity Dir.....Jim Davis
Chief Engineer.....Thomas Phillips

WBIR

KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.
Business-Studio Address.....618 S. Gay St.
Phone: 4-3321.....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....UP
Representative .....Gill Perna
Membership .....NARTB, RAB
Pres., Gen. Sta., Comm. Mgr.....John P. Hart
Prog., Pub. Director.....Neal Branch
Chief Engineer.....J. Rex Horton

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WIVK

KNOXVILLE—1953

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Dick Bcstg. Co.
Address.....319 N. Gay Street
Phone: 4-3694.....Air Time: Daytime
News Service ..... AP
Representative ..... Forjoe
Membership ..... NARTB
Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick
Comm. Mgr.....T. C. Hooper
Prog. Dir.....J. P. Hess, Jr.
Chief Eng..... Milton Jones

WKGN

KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WKGN Bcstg. Co.
Bus.-Studio Address....Park Natl. Bank Bldg.
Phone: 4-0766.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Sta. Rep.....Everett-McKinney, O'Connell
Membership .....NARTB
President.....George P. Mooney
Commercial Mgr.....J. Horton Davis
Program Director.....John Ward
Chief Engineer.....Milton L. Jones

WKXV

KNOXVILLE—1954—KBS

Frequency: 900 Kc.....Power: 1000 Watts
Owner.....Knoxville Ra-Tel., Inc.
Address.....411½ W. Main St.
President.....Roy S. Carr.
General Manager.....Tom Carr
Program Director.....W. C. Day
Chief Eng.....John D. Caylor

WNOX

KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business-Studio Address.....110 S. Gay St.
Phone: 3-3171.....Air Time: Full Time
Newspaper Affiliation.....''News Sentinel''
News Service .....UP
Transcription Service .....Standard
Representative .....Branham
Membership ..... NARTB
President.....Jack R. Howard
General Manager.....R. B. Westergaard
Comm. Sta. Dir. Mgr.....O. L. Smith
Sls. Prom., Pub. Dir., Pro. Dir...C. A. McMahon
Chief Engineer.....Ray Evans

WROL

KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By...Mountcastle Bcstg. Co.
Business-Studio Address.....612 Gay St.
Phone: 2-7111.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Paul Mountcastle
Gen., Sta. Mgr.....W. H. Linebaugh
Commercial Manager.....J. T. McCloud
Program Dir.....J. H. Reese
Prom., Pub. Dir.....H. W. Hudson
Chief Engineer.....Fred Andrews

WLAF

LAFOLLETTE—1953—MBS

Frequency: 1450 Kc.....Power: 100 Watts
Owner.....LaFollette Bcstg. Co.
Address .....Piedmont Hotel
Phone 1060
Gen. Mgr., Chief Eng.....Marvin L. Paul
Program Director.....Robert M. Leibforth

WDXE

LAWRENCEBURG—1951—MBS-KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lawrenceburg Bcstg. Co.
Address .....Locke Bldg.
Phone: 4462.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....World
Rep. .....Burn-Smith, Dora-Clayton
President.....Aaron B. Robinson
General Manager.....George Eubanks
Gen., Sta. Mgr.....Ken Marston
Promotion Manager.....Bud Sawyer
Chief Engineer.....Phillip Kemper

WCOR

LEBANON—1949—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...Lebanon Bcstg. Co., Inc.
Address.....106½ S. Cumberland Ave.
Phone: 1540.....Air Time: Daytime
News Service .....AP
Trans. Ser.....RCA, Thesaurus
Pres., Gen. Mgr.....Theo. F. Exell, Jr.
Comm. Manager.....Jack Hendrickson
Chief Engineer.....William Johnston

WLIL

LENOIR CITY—1950—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owner .....WLIL, Inc.
Address.....406 E. Broadway
Phone Number 1095
News Service .....UP
Membership .....NARTB, RAB
News Service .....UP
Pres., Gen. Mgr.....Arthur Wilkerson
Comm., Sls. Prom. Mgr.....Thomas Tuck
Prog. Dir.....E. Grubb
Chief Engineer.....Allen Breazeale

WJJM

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper, By.....Louis D. Lingner

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Address .....East Hill
Phone: 780.....Air Time: Full Time
Trans. Ser. .....World
News Service .....AP
Membership .....NARTB, RAB
General Manager.....Louis D. Lingner
Chief Engineer.....R. C. Wiley

WDXL
LEXINGTON—1954—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Lexington Bcstg. Co.
Address .....Scott Bldg.
Phone: 3500, 3155.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....World
Station Rep.....Burn-Smith, Dora-Clayton
President.....Aaron B. Robinson
General Manager.....Neal B. Bunn

WGAP
MARYVILLE—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Aluminum Cities Bcstg. Co.
Address .....Bittle Bldg.
Phone: 2490.....Air Time: Full Time
Membership .....NARTB, RAB
News Service .....AP
Transcription Service.....Thesaurus Keystone
General Manager.....F. H. Corbett
Commercial Manager.....Horace McGill
Prog. Dir.....Ken D. Kribbs
Chief Engineer.....Mark Murphy

WHDM
McKENZIE—1954

Frequency: 1440 Kc.....Power: 500 Watts
Owned.....Tri-County Bcstg. Co., Inc.
Address.....P. O. Box 191
Phone: 3371, 3372.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Thesaurus
Station Rep. .....Clark
Pres., Gen. Mgr.....Michael R. Freeland
Program Manager.....George Martin
Sales Director.....Irene Morgan
Chief Engr.....James D. McClure

WMMT
McMINNVILLE—1947—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Brdg. Co., Inc.
Address.....N. Chancery St.
Phone: 2233.....Air Time: Full Time
News Service .....UP
President.....Dr. Sam J. Albritton
General Manager.....Royce E. Richards

WCBR
MEMPHIS—1951

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Chickasaw Bcstg. Co.
Address .....378 Beale St.
Phone: 5-7545.....Air Time: Daytime
Representative ..... McGillvra
Comm. Manager.....Dick Whitmore
Program Director.....Donald G. Nicely
General Manager.....W. M. H. Smith

WDIA
MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Business-Studio Address.....2074 Union Ave.
Phone: 36-2703.....Air Time: Full Time
News Service .....UP
Representative .....Pearson, Dora-Clayton
Membership .....NARTB, RAB
Pres.....John R. Pepper
Sec. Mgr.....Bert Ferguson
Commercial Manager.....Harold F. Walker
Sls. Prom. Mgr.....F. Armstrong
Prod. Dir.....David James
Pub. Dir.....Don Kern
Chief Engneer.....Henry N. Fones

WHBQ
MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gen. Teleradio, Inc.
Bus.-Studio Address.....Hotel Chisca
Phone: 8-6868.....Air Time: Full Time
News Service .....UP
Transcription Service..... SESAC
Representative .....John Blair
Membership .....NARTB, RAB
President.....Thomas J. O'Neil
Gen., Sta. Mgr.....John Cleghorn
Commercial Mgr.....Tom W. Ragland
Program Director.....Dick Covington
Sales Prom. Mgr.....Jerry Buckaloo
Publicity Director.....Jack Starr
Chief Engineer.....Welton Roy

WHHM
MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....433 Sterick Bldg.
Phone: 37-4422.....Air Time: Full Time
News Service .....UP
Representative.....A. Young; C. Melville
Membership .....NARTB
President.....P. E. Furlow
Gen. Mgr., VP.....C. K. Beaver
Commercial Mgr.....Allan Avery
Program Director.....Jay Black
Chief Engineer.....William Marsh

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WMC
MEMPHIS—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone: 8-7464.....Air Time: Full Time
News Service .....UP, AP
Trans. Ser. .....Thesaurus,
Representative .....Branham
Membership ..... NARTB
President .....Enoch Brown
Gen., Sta. Mgr.....H. W. Slavick
Commercial Mgr.....Richard Voorhis
Sales Prom. Manager.....Walter E. Frase
Program Director.....Harlan Judkins
Chief Engineer.....E. C. Frase, Jr.

WMPS
MEMPHIS—1925—ABC

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....Radio Center
Phone: 5-2663.....Air Time: Full Time
News Service .....UP
Transcription Service..... Standard World
Representative .....Radio-TV Representatives
Membership .....NARTB
Pres., Gen. Mgr.....Harold R. Krelstein
Sta., Sls. Prom. Mgr.....Charles De Vois
Program Dir.....Gene Plumstead
Chief Engineer.....J. G. Deaderick

WREC
MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service
Business-Studio Address.....Hotel Peabody
News Service .....UP
Transcription .....World, Lang-Worth
Membership ..... NARTB
Representative .....Katz
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Jack Michael
Chief Engineer.....Wilson Raney

WCRK
MORRISTOWN—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address..Radio Center
News Service .....AP
Trans. Ser. .....World
Representative .....Hal Holman
President.....Herbert S. Walters
General Manager.....Howell Ashford
Program Director.....John Frank McCrary
Chief Engineer.....James R. Redden

WGNS
MURFREESBORO—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WGNS, Inc.
Address.....P. O. Box 456
Phone: 1450.....Air Time: Full Time
News Service.....AP, UP
Representative .....Holman
Trans. Ser.....World, Lang-Worth, Thesaurus
Pres., Gen. Mgr.....Cecil Elrod, Jr.
Station Manager.....William O. Barry
Program Director.....John D. Hood
Chief Engineer.....Paul Howell

WMTS
MURFREESBORO—1953

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Murfreesboro Bcstg. Co.
Address.....112 N. W. Broad St.
Trans. Service..... Standard
President.....A. D. Smith, Jr.
Gen., Sta. Mgr.....Virgil Trimm
Commercial Mgr.....Charles Snoddy
Sales Prom. Mgr.....Clyde Major
Program Dir.....Jim Edwards
Publicity Dir.....Yvonne Mingle
Chief Engineer.....Eugenge Covington

WKDA
NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Address.....1st American Natl. Bank Bldg.
Trans. Ser. .....Capitol
Representative ..... Pearson
Membership .....NARTB, RAB
President.....John W. Kluge
Vice Pres., Gen. Mgr.....Harvey L. Glascock
Prog. Dir., Prom. Mgr.....Tom Parrish
Chief Engineer.....Oscar C. Griffin, Jr.

WLAC
NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned..Life & Casualty Insurance Co., Tenn.
Bus.-Studio Address....Third Natl. Bank Bldg.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Katz
Membership ..... NARTB, RAB
Gen. Mgr.....F. C. Sowell
Commercial Manager.....E. G. Blackman
Promotion Manager.....Jerry Glaser
Program Director.....Paul Oliphant
Chief Engineer.....F. D. Binns

WMAK
NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By....Volunteer State Bcstg. Co.
Address.....Maxwell House Hotel
Phone: 4-3411.....Air Time: Full Time
Station Rep. .....Weed
Membership ..... RAB
President.....Frank W. Mayborn
General Manager.....Robert E. Cooper
Chief Engineer.....Charles W. Stokely

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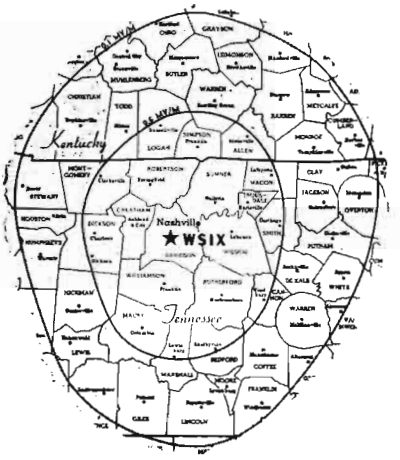

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NATIONAL REPRESENTATIVE:
GEORGE P. HOLLINGBERY COMPANY:
New York • Chicago • Atlanta •
Los Angeles • San Francisco

WNAH

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Hermitage Bcstg. Corp.
Address.....James Robertson Hotel
Phone: 4-7611.....Air Time: Daytime
News Service .....UP
Representative .....Continental
Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
Comm., Prom. Mgr.....Herman Rippy
Program Director.....Howell Smith
Publicity Dir.....Webber Parrish
Chief Engineer.....Harold Woodard

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....WSIX, Inc.
Address .....Nashville Trust Building
Phone: 5-5431.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Station Representative..George P. Hollingbery
Membership .....NARTB, RAB
Pres. Gen. Mgr.....R. D. Stanford
Sls. Prom. Mgr.....J. L. Harper
Pub. Dir.....W. C. Baird, Jr.
Commercial Mgr.....E. S. Tanner
Program Director.....Jack Simpson
Chief Engineer .....Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned-Operated By..Nat'l Life & Acc. Ins. Co.
Bus.-Studio Address.....301 7th Ave. N.
Phone: 6-7181.....Air Time: Full Time
News Service.....AP, INS
Trans. Ser. .....Associated
Representative .....Edward Petry
Membership ..... RAB
Chairman of Board.....E. W. Craig
President.....John H. DeWitt, Jr.
Commercial Manager.....Irving C. Waugh
Dir. of Publicity.....Wm. R. McDaniel
Program Director.....Jack Stapp
Chief Engineer.....George A. Reynolds

WSOK

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashville Bcstg. Co.
Address.....419 Fourth Ave. N.
Phone: 42-0489.....Air Time: Daytime
News Service .....INS
Representative .....Forjoe, Dora-Clayton
Membership ..... RAB
Pres., Gen. Mgr.....H. C. Young, Jr.
Com., Prom. Mgr.....Norman Stewart
Pub. Dir.....R. Goldman
Chief Engineer.....Arthur Viaches

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WLIK

NEWPORT—1954

Frequency: 1270 Kc.....Power: 1 Kw.
Owned .....Arthur Wilkerson Lumber Co.
Address.....406 E. B'way, Lenoir City
Phone: 3095.....Air Time: Daytime
News Service .....UP
President, Gen. Mgr.....Arthur Wilkerson
Sta., Comm. Mgr.....Ira B. Crisp

WATO

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Address.....Municipal Market Bldg.
Phone: 5-3535.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President .....Ross Charles
Comm. Manager.....Samuel P. Thrower, Jr.
Program Director.....Tom Carlisle
Chief Engineer.....Hal Tompkins

WOKE

OAK RIDGE—1951

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Air Mart Corp.
Address .....Box 391
Pres., Gen., Sta. Mgr.....Harry C. Weaver
Commercial Mgr.....O. E. O'Bleness
Sls. Prom. Mgr. .....Mrs. F. Allen
Program Director.....William E. Sorrell
Chief Engineer.....Bob Goodman

WTPR

PARIS—1947—KBS-MBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owner.....Paris Bcstg. Co.
Address.....N. Poplar St.
News Service .....UP
Trans. Ser. .....World
Sta. Rep. .....Burn-Smith
President .....A. B. Robinson
General Manager.....J. M. Cecil
Commercial Manager.....B. C. Kilgore
Chief Engineer.....Don Somerville

WKSR

PULASKI—1947—ABC

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Richland Bdcstg. Co.
Address.....So. First St.
Phone: 1066-67.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Clark
Membership ..... NARTB
President.....J. R. Stephens
Comercial Mgr.....Beechie Stephens
Sls. Prom. Mgr.....Clarence Holley
Prog. Dir.....Corky Hoover
Pub. Dir.....Nathan Street
Chief Engineer.....N. G. Morgan

WTRB

RIPLEY—1954

Frequency: 1570 Kc.....Power: 250 Watts
Owned.....West Tenn. Radio Service
Address .....P. O. Box 302
Phone: 1060.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....SESAC
Gen., Comm. Mgr.....Hobson H. Daws
Sales Prom. Mgr., Pub. Dir.....Harold L. Baker
Program Director.....Earl W. Daly
Chief Engr.....Charles R. Sykes

WRGS

ROGERSVILLE—1954

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rogersville Bcstg. Co.
Address .....Burem Pike
Phone: 6491.....Air Time: Daytime
General Manager.....John E. Beal
Commercial Manager.....Charles W. Beal
Promotion Mgr.....George Beal

WHAL

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
Address.....P. O. Box 241
Phone: 1400.....Air Time: Full Time
V.P., Gen. Mgr.....Charles Christian
Chief Engineer.....Tim Marsh

WEPG

SOUTH PITTSBURGH—1954

Frequency: 910 Kc.....Power: 500 Watts
Owned-Oper. By.....Eaton P. Govan, Jr.
Address ..... Railroad St.
Phone: 6185.....Air Time: Daytime
Pres., Gen., Comm. Mgr...Eaton P. Govan, Jr.
Program Director.....Vinetta B. Govan
Chief Engineer.....William Dunn

WSMT

SPARTA—1953

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sparta Bcstg. Co. Inc.
Address .....Box O
Phone: 3751.....Air Time: Daytime
Transcription ..... World
Membership ..... RAB
President.....Sam J. Albritton
Gen., Sta. Manager.....B. L. UpChurch
Commercial Mgr.....Van L. Slack
Program Director.....William Round Jr.
Chief Engineer .....Hubert A. Beasley

WDBL

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Springfield Bcstg. Co., Inc.
Address.....P. O. Box 464

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Phone: 1287.....Air Time: Daytime
Transcription Service .....World
Membership ..... RAB
News Service .....AP
Gen., Sta. Mgr.....Walter A. Duke
Comm., Sls. Prom. Mgr.....H. Dean Rhodes
Chief Engineer .....Anna Duke

WJIG
TULLAHOMA—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....WJIG Bcstg.
Business Address.....West End Drive
Phone: 2607-8.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Pres., Owner....Col. Raymond L. Prescott, Jr.
General Manager.....Wallace Beecham
Chief Engineer.....Alfred Parsons

WENK
UNION CITY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Union City Bcstg. Co.
Phone: 1240.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
President.....Aaron B. Robinson
Station Manager.....Louis C. Wrather
Commercial Mgr.....Edwin A. Kallenberg, Jr.
Program Director.....Mrs. J. Osborne
Chief Engineer.....Charles Holland

WCDT
WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Franklin County Bcstg. Co.
Address .....Box 1103
Phone: 2201.....Air Time: Full Time
News Service .....UP
Gen. Mgr., Prom. Mgr.....Ernest Richards, Jr.
Commercial Manager.....Harry W. Sullivan
Program Director.....Hank Murray
Chief Engineer.....James F. Spencer

TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — Families 2,763,000
Radio Homes 2,443,000 — TV Homes 1,300,000 — Stations in State 200

KRBC
ABILENE—1936—ABC—TEXAS

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Abilene Radio & TV
Business Address.....4510 S. 14th St.
Phone: 2-8491.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative.....John E. Pearson
Membership ..... RAB
President .....Dale Ackers
Station Mgr., Pro. Director.....Bro Mingus
Comm., Sales Prom. Mgr.....Forest Lane
Chief Engineer.....Troy Mallon

KWKC
ABILENE—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....2500 Butternut
Phone: 3-2545.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....World
Representative .....Venard
President.....W. P. Wright
Gen., Prom. Mgr.....A. C. Etter
Commercial Manager.....Tyler Stewart
Program Director.....Leonard Johnson
Chief Engineer.....Forrest Tipton

KBKI
ALICE—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....Box 731
Phone: 4-4324.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB
President .....Givens A. Parr
General Manager.....Robert I. Grimes
Scles Prom. Mgr.....Irma Salas
Program Dir.....J. Allen Frye
Publicity Director.....Ruth Norris
Chief Engineer.....S. L. Spencer

KVLF
ALPINE—1947—KBS-CACTUS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone: 2144.....Air Time: Full Time
News Service .....UP
Representative .....Hil F. Best
President .....Jack Hawkins
Gen. Sta., Comm. Mgr.....Gene Hendryx
Program Director.....Bill Hight
Chief Engineer.....Sherman Newsom

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KAMQ

AMARILLO—1947—MBS

Freq.: 1010 Kc.....Power: 1 Kw. d., 500 Watts
Owned-Oper. By.....Top of Texas Bcstg. Co.
Address.....1301 Polk St.
Phone: 2-6543.....Air Time: Full Time
Representative .....Forjoe
Transcription Service .....Thesaurus
News Service .....AP
Co-Owner, P.....H. W. Houck
Co-Owner, Gen. Mgr.....R. D. Houck
Comm. Manager.....Les Smith
Program Director.....Webb Smith
Publicity Director.....Johnny Hathcock
Chief Engineer.....Stewart Parsons

KFDA

AMARILLO—1939—ABC

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
Business-Studio Address.....Box 1400
Phone: 4-5343.....Air Time: Full Time
News Service .....UP, AP
Representative ..... Headley Reed
Membership ..... RAB
President .....Gene L. Cagle
V. P., Gen. Mgr.....Stan Wilson
Commercial Mgr.....Murray Woroner
Program Director.....Warren Anderson
Sls. Prom. Mgr., Pub. Dir.....L. Knorpp
Chief Engineer.....W. B. Spiller

KLYN

AMARILLO—1949—CBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By....Plains Empire Bdcstg. Co.
Address .....1014 West Seventh
Phone: 2-6773.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....John Blair & Co.
Membership ..... NARTB, RAB
President .....R. G. Hughes
Director .....Kenyon Brown
General Manager.....Willard L. Kline
Comm. Manager.....John Heetland
Program Director.....Joe S. Ramay
Publicity Director.....Mrs. V. Nelson
Chief Engineer.....Gene Fennimore

ONE HALF OF TEXAS!

KMAC
HOWARD W. DAVIS, Owner
27 YEARS SERVICE
SAN ANTONIO, TEXAS
5000 WATTS
ON 630

FOR THE 6TH CONSECUTIVE YEAR KMAC WILL BE SAN ANTONIO'S BIG LEAGUE BASEBALL STATION.

KLBS
HOWARD W. DAVIS, Pres.
GLENN DOUGLAS, Mgr.
610 on Every Dial
HOUSTON, TEXAS
5000 WATTS
ON 610

KLBS GROSSED 48% MORE IN 1954 THAN IN 1953. THE BIG BUY IN THE BIG STATE.

ASK THE WALKER REPRESENTATION CO., INC.

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"SEE THE AMARILLO MARKET BY PLANE?

Man, you need a Canberra jet!"

A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.[1] Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.[2] What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.[3] Up road, boys with Erector sets.[4] Turned nw, over vast oil refinery.[5] Another town, with kids fooling around space ships.[6] Guide pointed out three carbon black plants with huge smokestacks, one not working.[7] South, over scattered dozen lonesome structures.[8] Thin cloud across horizon; closed in on zinc smelter,[9] smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of! Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC's antennas.[10] Panhandle big place, all buildings new. People great—speak to stranger on street."

[1]Palo Duro Canyon, recreation spot. [2]Raw natural gas becomes plastic bases here. [3]Cabot Carbon's; pump units for oil wells also made here. [4]The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). [5]Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. [6]Town of Borger, with butadiene plant; looks like something from another world. [7]Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. [8]Natural gas pumping stations, on pipelines supplying 27 states. [9]The American Zinc Smelter, located near Dumas because of low gas rate. [10]Whence, powered with 10,000 watts, our signal reaches 78 Texas, Colorado, Oklahoma, New Mexico and Kansas counties with gross cash farm income of $925,000,000. See Katz for further information.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

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KGNC
AMARILLO—1922—NBC-TQN

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By ... Plains Radio Bdcstg. Co.
Address.....P. O. Box 751
Phone: DR 4-4601.....Air Time: Full Time
News Service .....UP, AP
Transcription Service .....World
Representative .....Katz
Membership .....NARTB, RAB
President.....B. E. Walker
General Manager.....Wes Izzard
Business Manager.....Calvin Handy
Sta., Mgr., Prog. Dir.....Bob Watson
Prom. Mgr., Pub. Dir.....Marianne Johnson
Chief Engineer.....W. H. Torrey

KACT
ANDREWS—1954

Frequency: 1360 Kc.....Power: 500 Watts
Owned-Oper. By.....Andrews Bcstg. Co.
Address .....Box 883
Phone: 1360.....Air Time: Daytime
Co-Owner, Gen. Mgr.....Joseph E. Young
Co-Owner .....Archie Holman
Program Director.....Jacqui Young

KBUD
ATHENS—1948—KBS

Frequency: 1410 Kc.....Power: 250 Watts
Owned.....J. B. McNutt, Jr.
Address ..... Box 309
Phone: 2277.....Air Time: Daytime
News Service .....UP
Trans. Service .....Lang Worth
Membership ..... BAB
President ..... B. McNutt, Jr.

KALT
ATLANTA—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
Phone: 900.....Air Time: Daytime
Transcription Service .....World
News Service .....AP
Representative .....Hill F. Best
President .....Herman H. Wommack, Jr.
Gen., Sta. Mgr.....David A. Wommack
Commercial Manager.....A. N. Dowd
Program Director.....George D. Wommack
Publicity Director.....Jean Wommack
Chief Engr.....James L. Waites

KNOW
AUSTIN—1927—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Pioneer Bcstg. Co., Inc.
Address.....520 Capital Nat. Bank Bldg.
Phone: 2-6213.....Air Time: Full Time
News Service .....AP
Trans. Service .....Standard
Station Rep..... Pearson
Membership ..... NARTB
President .....Wendell Mayes
Gen., Sta. Mgr.....Louis R. Cook
Commercial Mgr.....M. H. Coleman
Program Dir.....Frank Bissett
Chief Engineer.....J. E. Lewis

KTBC
AUSTIN—1939—CBS

Freq.: 590 Kc...Power: 5000 W. d., 1000 W. n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....P. O. Box 717
Phone Number.....2-2424
News Service .....UP
Representative ..... Raymer
President.....Claudia T. Johnson
Gen., Sta. Mgr.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Sales Prom. Mgr.....Van Hutto
Program Director.....Cactus Pryor
Chief Engineer.....A. B. Hearn

KTXN
AUSTIN—1947

Frequency 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Station KTXN
Address.....1211 E. 6th St.
Phone Number 74476
Rep.....Oakes, Clayton, O'Connell
Membership ..... NARTB
President.....Ed. C. James, Sr.
General Manager.....Frank Stewart
Comm. Manager.....Calvin Adams
Program Director.....Lilia Guzman
Publicity Director....Glenda Faye Robertson
Chief Engineer.....Paul Lindhorn

KVET
AUSTIN—1946—MBS

Frequency: 1300 Kc.....Power: 1 Kw., d.
Owned .....Austin Bcstg. Corp.
Address.....113 West Eighth
Phone: 8-8521.....Air Time: Full Time
News Service .....UP
Representative ..... Forjoe
Membership .....NARTB, RAB
President.....John B. Connally
Gen., Sta. Mgr.....Willard Deason
Commercial Mgr.....Charles L. Howell
Program Dir.....Dave Smith
Chief Engineer.....Willis Morter

KRUN
BALLINGER—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Address ..... Box 351
Phone: 3151.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Trans. Ser. .....World
Rep. .....Best, Melville
President .....Walter G. Russell
General Manager.....R. F. McGarvey
Commercial Manager.....Clayton Jay
Chief Engineer .....W. C. Kelley

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KIOX
BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address .....Box 1391
Phone: 4642-3.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Hil F. Best
President .....J. G. Long
General Manager .....Bryan Powell
Station Manager .....Vernon Townsend
Commercial Manager .....Boyd Porter
Chief Engineer .....Sam Sitterlee

KRCT
BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone 8251
News Service .....AP
Station Rep. .....Best
President.....W. D. Christmas
General Manager.....J. H. Touchstone

KREL
BAYTOWN—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....Decker Drive
Phone: 8211-2.....Air Time: Full Time
News Service .....UP
Representative ..... Interstate
Membership ..... NARTB
President.....J. B. Blayton, Sr.
General Manager.....J. B. Blayton, Jr.
Station Manager.....Robert H. Brisendine
Commercial Mgr.....Albert H. Saddler
Sales Prom. Mgr.....Samuel Harris
Program Director.....Larry Wayne
Chief Engr.....Mack S. Malpee

KFDM
BEAUMONT—1924—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By ....Beaumont Bdcstg. Corp.
Address.....P. O. Box 2950
Phone: 2-7758.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Free & Peters
Membership .....NARTB
President .....D. A. Cannan
Ex. V.P., Gen. Sta., Comm. Mgr....C. B. Locke
Program Director.....Dave Russell
Pub. Dir., Sales Prom. Mgr.....H. F. Caldwell
Chief Engineer .....Harold W. Bartlett

KJET
BEAUMONT—1948

Frequency: 1380 Kc.....Power: 1 Kw.
Owned.....KPBX Bcstg. Corp.
Address .....P. O. Box 2673
Phone: 2-0201.....Air Time: Daytime
News Service .....UP
Station Rep. .....Forjoe
Membership ..... NARTB
President.....Ben J. Rogers
Gen., Comm. Mgr.....Walter L. Rubens
Chief Engr.....Arthur Kendal

KRIC
BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Enterprise Co.
Bus.-Studio-Trans. Address.....380 Walnut
Phone: 4-3311.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Newspaper Affiliation..."Enterprise & Journal"
Representative .....Branham
President.....O. Eugene Davis
General Mgr.....E. C. Davis
Station Mgr.....R. M. Frost
Prog. Dir.....Gordon Clark
Commercial Mgr.....Louis Durst
Chief Engineer.....Marvin J. Easterwood

KTRM
BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone: 2-8478.....Air Time: Full Time
Rep.....Adam Young, Clarke Brown
Pres., Gen. Mgr.....Jack Neil
Station Manager.....Joseph S. Trum
Commercial Mgr.....Bill McRae
Chief Engineer.....Ben F. Hughes

KIBL
BEEVILLE—1949

Frequency: 1490 Kc.....Power: 250 Wts.,d. n.
Owned-Oper. By .....Bee Bdcstg. Co.
Address .....P. O. Box 650
Phone: 1490.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President (Partnership).....John D. Rossi,
V. L. Rossi
General Manager.....John D. Rossi
Station Manager.....James V. Rossi
Commercial Mgr.....Fred Strong
Prog. Dir.....William S. Bennett
Chief Engineer.....Edward Bertram

KBST
BIG SPRING—1936—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Big Spring Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone: 4-6391.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Pres., Gen., Sta. Mgr.....William J. Wallace
Commercial Manager .....William L. Cox
Pub., Pgm. Dir.....J. N. Young, Jr.
Chief Engineer.....Andrew M. Jones

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KTXC
BIG SPRING—1949—KBS

Frequency: 1400 Kc.....Power: 100 Watts
Owned-Oper. By .....Big State Bdcstg. Co.
Address.....Big Spring City Park
Phone: 4-4201, 4-5932.....Air Time: Full Time
Transcription Service .....World
News Service .....AP
Rep.....Hil F. Best, Clyde Melville
President .....V. T. Anderson
General Manager.....Myrl Stein

KFYN
BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Oper.....Charles L. & Jessie Mae Cain
Bus.Studio Address.....903 E. Fourth St.
Phone: 915.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership ..... RAB
President, Gen. Mgr.....Charles Cain

KHUZ
BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KHUZ, Inc.
Business Address.....Box 110
Phone: 1600.....Air Time: Full Time
News Service .....UP
Trans. Serv.....World, SESAC
Membership .....NARTB, RAB
President.....R. G. Hughes
Mgr., Prog. Dir.....Jack Roberts
Commercial Manager.....Louis Roberts
Sales Prom. Mgr.....H. Blymiller
Pub. Dir.....Jake Saxton
Chief Engineer.....Herman Kreiger

KNEL
BRADY—1933—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address.....Gibbons Bldg.
Phone: 777..... Air Time: Full Time
Representative.....Hil F. Best
President.....Mrs. G. L. Burns
General Manager .....G. L. Burns
Commercial Manager.....J. S. Sloane
Chief Engineer.....Cecil Nelln

KSTB
BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone: 1430.....Air Time: Daytime
News Service .....AP
Membership ..... NARTB
Station Rep. .....Best
Transcription Service .....Lang-Worth
Representative .....Best, Melville
Pres., Gen. Mgr.....R. W. Chapman
Chief Engineer.....R. E. Smith

KWHI
BRENHAM—1947—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead, Sr.
Business Address.....108½ Main St.
Phone: 3655.....Air Time: Daytime
Newspaper Affil.....Brenham Banner Press
News Service .....UP
Transcription Service .....World
Pres., Gen., Sta. Mgr....Tom S. Whitehead, Sr.
Commercial Manager.....J. C. Price
Chief Engineer.....Lonnie R. Schlottmann

KTFY
BROWNFIELD—1949—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By .....Terry Cty. Bdcstg. Co.
Address .....Drawer 1032
Phone: 2111.....Air Time: Daytime
News Service .....AP
Trans. Service....Standard, World, Thesaurus
Pres., Sta., Gen., Comm. Mgr...Mike A. Barrett
Sales Prom. Mgr.....E. Crawford Taylor
Program Director.....Dick Aker
Chief Engineer.....Franklin Bonner

KBOR
BROWNSVILLE—1949—ABC-KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Brownsville Bcstg. Co.
Address.....Box 472
Phone: 2-5677.....Air Time: Full Time
News Service .....UP
Trans. Service .....World, Thesaurus
Representative .....Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....M. J. Wilson
Commercial Manager.....Vance C. Wilson
Program Dir.....Les Brecht
Prom. Mgr., Pub. Dir.....Earl Wheeler
Chief Engineer.....Willis A. Wilson

KBWD
BROWNWOOD—1941—MBS-KBS

Freq.: 1380 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone: 2401.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Pres., Gen., Sta. Mgr.....W. Mayes
Commercial Manager.....Bill Jamar
Sls. Prom., Publicity Director..Barbara Taylor
Program Director.....Wendell Mayes, Jr.
Chief Engineer.....A. W. Stewart

KEAN
BROWNWOOD—1953

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By....Lyman Brown Enterprises
Address .....Box 666
Representative ..... Best

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KORA

BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....604 Varisco Bldg.
Phone: 3-1240.....Air Time: Full Time
News Service .....INS
Trans. Ser. .....SESAC
Station Rep..... Best
Pres., Gen. Mgr.....David C. Jones, Jr.
Comm., Prom. Mgr.....Mike Mistovich
Chief Engineer.....James W. Robertson

KDET

CENTER—1949

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..Center Bcstg. Co., Inc.
Address.....205 Austin St.
Phone: 1199.....Air Time: Daytime
News Service .....UP
Transcription Service..... World
Representative .....Hil F. Best
Gen., Sta. Mgr.....Tom E. Foster
Program Director.....Tolbert E. Foster
Commerical Manager.....Jack Bell
Sales Promotion Manager.....Joe Foster
Chief Engineer.....Harlan Riley

KCTX

CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....P. O. Box 272
News Service .....AP
Transcription Service .....World
Representative.....Hil F. Best
President.....R. Malone Hagan
Program Director.....LeRoy Carter
Publicity Director.....Nelle Carter
Chief Engineer.....S. J. Woodworth

KCLE

CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Marti, Inc.
Address.....919 N. Main
News Service .....AP
Representative.....Hil F. Best
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr.....George W. Marti
Commercial Mgr.....John Marti
Sales Prom. Mgr.....Frank H. Hardgrove
Program Director.....D'Voe Lee
Chief Engineer.....Walter C. Lacy

KVLB

CLEVELAND—1954

Frequency: 1410 Kc.....Power: 500 Watts
Owned & Oper. By.....Harvard C. Bailes
Address .....Plum Grove Road
Phone 692
President, General Mgr.....Harvard C. Bailes
Chief Engineer.....Al Strong

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co.
Business Address.....Box 432
Phone: 8406.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Membership ..... RAB
President.....H. H. Jackson
Gen., Sta. Mgr.....Floyd Shelton
Comm., Prom. Mgr.....Paul Johnson
Prog. Dir.....Jay Staggs
Chief Engineer.....J. D. Larson

WTAW

COLLEGE STATION—1922—KBS

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....A. & M. College of Tex.
Bus.-Studio Address .....College Station
Phone: 66724.....Air Time: Daytime
Sta. Mgr.....Richard L. Webb
Commercial Manager.....Elsie Patranella
Sales Prom. Mgr.....Iris Bullard
Prog. Dir.....John Scogin
Chief Engineer.....James E. Austin

KVMC

COLORADO CITY—1950—KBS

Frequency: 1320 Kc.....Power: 500 Watts d.
Owned.....Colo. City Bcstg. Co.
Address.....P. O. Box 990
Phone: 1320.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Thesaurus
Representative .....Best
Co-Owners.....Eldon & John Mahon
General Manager.....Charles Diegel
Chief Engineer.....Porter Richardson

KMCO

CONROE—1951

Frequency: 900 Kc.....Power: 500 Watts d.
Owned.....Montgomery County Bcstg. Co.
Address .....Conroe
Phone: 6-4466.....Air Time: Daytime
News Service .....UP
Pres., Gen. Mgr.....Reagan Smith
Prog. Dir.....James C. Dorrell
Sta., Comm., Sls. Prom. Mgr..David L. Oglesby
Chief Engineer.....John W. Neathery, Jr.

KCCT

CORPUS CHRISTI—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned & Oper. By....International Radio Co.
Address .....401 South Staples
Phone Number.....4-2426
Representative ..... O'Connell
President .....Gabe Lozano
Gen. Mgr., Chief Eng.....Mike Ferdin
Comm. Manager.....Alex Moore

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KEYS
CORPUS CHRISTI—1941

Freq.: 1440 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Nueces Bcstg. Co.
Address.....Centre Theatre Bldg.
Phone.....2-7411
Transcription Service.....World
Representative.....Raymer
News Service.....UP
Membership.....NARTB, RAB
General Manager.....E. C. Hughes
Sta., Comm., Mgr.....Allan Dale
Chief Engineer.....Harold Griffith

KRIS
CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Address.....P. O. Box 840
Phone Number.....4-6354
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Pres., Gen., Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Program Director.....Charles Nethery
Chief Engineer.....Don Morris

KSIX
CORPUS CHRISTI—1947
ABC-TEXAS STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
Address.....Show Room Bldg.
Phone: 2-9242.....Air Time: Full Time
Representative.....Forjoe
Membership.....NARTB
President.....Vann M. Kennedy
Commercial Mgr.....Charles R. Manning
Program Director.....Eugene M. Looper
Chief Engineer.....W. K. Bridges

KUNO
CORPUS CHRISTI—1950

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KUNO, Inc.
Address-Trans. Loca.....P. O. Box 4286
Phone: 4-5203.....Air Time: Full Time
Transcription Service.....Associated
News Service.....UP
Representative.....Everett-McKinney, Inc.
Membership.....RAB
Pres., Gen. Mgr.....Leslie C. Smith
Commercial Mgr.....Herb Garrett
Prog. Dir.....Hector Elpidio Barrera
Chief Engineer.....J. H. Mayberry

KWBU
CORPUS CHRISTI—1944

Frequency: 1030 Kc.....Power: 50 Kw. d.
Owned.....Baptist Gen. Convention of Texas
Address.....Bulck Bldg
Phone: 4-5258.....Air Time: Daytime
News Service.....AP
Transcription Service.....SESAC
Representative.....Branham
General Mgr.....Carr D. Collins
Station Mgr.....Harry H. Hayes
Commercial Mgr.....Ray O'Neal
Sls. Prom. Mgr.....Harry H. Hayes
Program Dir.....W. Dean Walker
Publicity Dir.....Dorothy St. John
Chief Engineer.....Paul Waller

KAND
CORSICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone: 4-7421.....Air Time: Full Time
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....Branham
Membership.....NARTB
Pres., Gen. Mgr.....Luther A. Johnson, Jr.

KIVY
CROCKETT—1949—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Pioneer Bcstg. Co.
Address.....Box 670
Phone.....222
News Service.....AP
Transcription Service.....World
Membership.....NARTB
Comm., Prom. Mgr., Chef Eng.....Bill Carter
Pres. Gen., Sta. Mgr., Prog. Dir.....J. H. Gibbs

KCFH
CUERO—1949

Frequency: 1600 Kc.....Power: 500 Watts d
Owned-Oper. By.....A. M. Respondek
Phone: 5-3430.....Air Time: Daytime
Representative.....Best
Pres., Gen. Mgr., Chief Engr...A. M. Respondek
Commercial Mgr.....Frank Notzon

KXIT
DALHART—1948—KBS

Frequency: 1410 Kc.....Power: 500 Watts a.
Owned-Operated By.....Dalrad Associates
Address.....Box 1350
Phone: 740.....Air Time: Daytime
News Service.....UP
Membership.....NARTB
Representative.....Best
Transcription Service.....World
General Manager.....Ken Bishop
Comm. Manager.....William J. B. Smith
Chief Engineer.....Bill Smith

KGKO
DALLAS—1953

Freq.: 1480 Kc...Power: 1 Kw. d., 500 Watts n.
Owned-Oper. By.....Lakewood Bcstg. Co.
Address.....P. O. Box 5808
Phone: WE. 7594.....Air Time: Full Time

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Representative ..... Radio-TV, Rep.
News Service ..... UP
President ..... H. H. Coffield
General Manager ..... W. S. Morgan, Jr.
Prog. Dir. ..... T. A. (Buddy) Harris
Chief Engineer ..... Henderson Rogers

KIXL
DALLAS—1947

Frequency: 1040 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Variety Bcstg. Co., Inc.
Business-Studio Address ... 1401 S. Akard St.
Phone: RI. 4521 ... Air Time: Daytime
News Service ..... AP
Transcription Service ... Standard, World, Capitol, Associated, McGregor, Thesaurus
Representative ..... Pearson
President ..... Lee Segall
Gen., Mgr. ..... Charles F. Payne
Prog. Dir. ..... Don Robinson
Chief Engineer ..... Bob E. Tripp

KLIF
DALLAS—1947

Freq.: 1190 Kc. ... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... Trinity Bdcstg. Corp.
Business-Studio Address ... 2104 Jackson St.
Phone: RA. 7121 ... Air Time: Full Time
News Service ..... UP
Representative ..... H-R Reps.
President ..... B. R. McLendon
General Manager ..... Gordon McLendon
Sta., Comm. Mgr. ..... Bill Weaver
Program Director ..... Bill Stewart
Chief Engineer ..... Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc. ... Power: 50,000 Watts
Owned-Operated By ... KRLD Radio Corp.
Address ..... Herald Square
Phone: RA. 6811 ... Air Time: Full Time
News Service ..... UP, INS
Transcription Service ... Standard, Thesaurus
Newspaper Affiliation ... "Times Herald"
Representative ..... Branham
Membership ..... NARTB, RAB
President ..... Clyde W. Rembert
Station Mgr. ..... J. W. Crocker
Commercial Mgr. ..... William A. Roberts
Sales Prom. Mgr. ..... A. J. Putnam
Program Director ..... Ted Parrino
Publicity Director ..... Norman Marks
Chief Engineer ..... Bill B. Honeycutt

KSKY
DALLAS—1941

Frequency: 660 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... SKY Bcstg. Service
Address ..... Hotel Stowleigh

Selling the SOUTHWEST'S LARGEST METROPOLITAN AREA — Dallas & Ft. Worth

KRLD-TV
CHANNEL 4
Dallas' Only
MAXIMUM POWER
Television Station
* * *
KRLD-TV's new 1521-foot Tower now under construction . . . to be completed in '55.
First in North Central Texas!

KRLD Radio
SATURATES MARKET EQUAL TO 68 SECONDARY STATIONS WITHIN KRLD'S 0.5 MILLIVOLT LINE!
95% MORE RADIO HOMES Since 1940
Total Population: 3,555,300 in KRLD'S PRIMARY COVERAGE AREA

EXCLUSIVE OUTLET FOR CBS TELEVISION AND RADIO NETWORK PROGRAMS IN DALLAS AND FORT WORTH
The Biggest Buy in the Biggest Market in the Biggest State
THE TIMES HERALD STATIONS . . . DALLAS, TEXAS
John W. Runyon, Chairman of the Board — Clyde W. Rembert, President
The BRANHAM CO., Exclusive Representative

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Phone: RA. 6193.....Air Time: Daytime
News Service .....UP
President.....A. L. Chilton
Gen., Prom. Manager.....R. G. Terrill
Commercial Manager .....R. L. Kanatzar
Prog. Dir.....Leonard Holland
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—1922—NBC-ABC

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....A. H. Belo Corp.
Business-Studio Address.....1122 Jackson St.
Phone: Riverside 9631....Air Time: Full Time
News Service.....AP, UP
Representative.....Edward M. Petry
Membership .....NARTB, RAB
President.....E. M. Dealey
Station Manager.....Alex Keese
Commercial Manager.....George K. Utley
Sales Prom. Mgr.....Mrs. Winona Portwood
Program Director.....Karl Lambertz
Chief Engineer.....William C. Ellis

WRR

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg.
Phone: TE. 6101.....Air Time: Full Time
News Service .....AP
Transcription Service.....Red Seal DJ
Representative .....John Blair
Membership .....NARTB, RAB
Gen., Comm. Mgr., Chief Engr..Durward Tucker
Sales Prom. Mgr.....Mrs. J. Thompson
Program Director.....Richard Workman

KDLK

DEL RIO—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Business Address.....P. O. Box 1162
Phone: 5-2431.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
General Manager.....Don R. Howard
Chief Engineer.....Pat Jeter

KDSX

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
Owned-Oper. By.....KDSX, Inc.
Address .....Denison Hotel
Phone: 3400.....Air Time: Full Time
News Service .....AP
Sta. Rep..... Falter
Co-Owners..B. V. Hammond, Jr., L. L. Hendrick
Program Director.....William A. Duke
Chief Engineer .....J. P. Knight

KDNT

DENTON—1938—KBS

Freq.: 1440 Kc....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Harwell V. Shepard
Address .....Radio Center Bldg.
Phone: CE. 4144.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, BAB
Owner & Manager.....Harwell V. Shepard

KDDD

DUMAS—1947—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Address .....Box 337
Phone: 2-5000.....Air Time: Daytime
News Service .....AP
Membership ..... NARTB
Representative .....Hil F. Best
Pres., Gen. Mgr.....Ken Duke
Promotion Mgr.....Al Tremble, Jr.
Program Director.....Bill Lask

KERC

EASTLAND—1953—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned.-Oper. By.....Tri-Cities Bcstg. Co.
Address .....109½ S. Seaman St.
Phone: 7.....Air Time: Daytime
News Service .....AP
Trans. Ser.....Capitol, Thesaurus
Pres., Gen. Mgr.....F. James Dabney
Program Director.....Jimmy Key

KURV

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KURV, Inc.
Address.....P. O. Box 480
Phone: 3-2777.....Air Time: Full Time
News Service .....UP
President .....Rogers Kelley
General Manager.....J. M. McDonald
Program Director .....Robert F. Dodson
Chief Engineer.....I. D. Williams

KULP

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Business Address.....Box 1390
Phone: 1390.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Culp Krueger
General Manager.....Bob Hathway
Comm. Manager.....V. Frank Jones
Sales Prom. Mgr.....Chuck Schwartzkopf
Publicity Director.....Bill Reading
Program Director.....Jerry H. Werlla
Chief Engineer.....Bob Hathaway

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KELP
EL PASO—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Trinity Bdcstg. Corp.
Address.....4530 Delta St.
Phone: 3-3658.....Air Time: Full Time
Representative.....Forjoe, UP
Gen., Sta., Mgr.....Joe Roddy, Jr.
President.....B. R. McLendon
Ex. Dir.....G. B. McLendon
Commercial Mgr.....Woody Fagette
Program Director.....Al Cobb
Sls. Prom. Mgr.....E. Allen
Chief Eng.....Dave Mott

KEPO
EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KEPO, Inc.
Address.....2419 N. Piedras St.
Phone: 5-2731.....Air Time: Full Time
News Service.....UP
Transcription Service...Standard, Lang-Worth
Representative.....Pearson
Membership.....NARTB
President.....W. B. Pratt
Comm. Manager.....Gene Rethmeyer
Prom., Prog. Mgr.....Arthur B. Davis
Chief Engineer.....E. L. Gemoets

KROD
EL PASO—1940—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Co.
Business-Studio Address...2201 Wyoming St.
Phone: 2-6551.....Air Time: Full Time
News Service.....AP
Membership.....NARTB
Transcription Service.....Capitol
Representative.....Branham
Chairman.....Dorrance D. Roderick
General Manager.....Val Lawrence
Station Mgr.....Bruce Barnard
Comm. Manager.....Tom Wisehart
Promotion Manager.....Ken McClure
Program Director.....Ted Hunt
Chief Engineer.....Edward P. Talbott

KSET
EL PASO—1949—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Address.....904 Magoffin
Phone: 3-2693.....Air Time: Full Time
Representative.....McGillvra
Transcription Service.....Capitol
News Service.....AP
Membership.....NARTB, RAB
President.....Fred Hervey
General Manager.....Tom R. McKenna
Station Mgr.....G. E. Bullard
Commercial Manager.....Warren Pullen
Program Director.....Tom Hipps
Prom., Pub. Dir.....A. D. Harlem
Chief Engineer.....E. A. Sullivan

KTSM
EL PASO—1929—NBC

Frequency: 1380 Kc. ...Power: 1000 d., 500 n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone: 2-5423.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....NARTB
Pres., Gen. Mgr.....Karl O. Wyler
Commercial Manager.....Roy T. Capman
Program Director.....Jack Chapman
Chief Engineer.....Kenneth J. Walton

KBLP
FALFURRIAS—1953—KBS

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned & Oper. By.....Ben L. Parker
Address.....104 North St. Mary's
Phone: 555.....Air Time: Daytime
President.....Ben L. Parker
Gen., Comm. Mgr.....Albert C. Ryan
Chief Engineer.....Humberto Gomez

KFLD
FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Operated By...West Texas Bcstrs. Inc.
Address.....P. O. Box 955
Phone: 900.....Air Time: Daytime
News Service.....UP
Transcription Service.....Standard
Representative.....Continental
President.....Ed Holmes
Gen., Sta., Comm. Mgr.....W. Robison
Program Director.....Carl Minor
Chief Engineer.....W. M. Highfill

KFST
FORT STOCKTON—1954—KBS

Frequency: 860 Kc.....Power: 250 Watts
Owned.....Fort Stockton Bcstg. Co.
Address.....Springherst Hotel Bldg.
Phone: 651.....Air Time: Daytime
News Service.....AP
Trans. Ser.....Lang-Worth
General Mgr.....James O. Taylor
Program Director.....Grace Dossett
Chief Engr.....Warren Anderson

KCNC
FORT WORTH—1947

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....2212 East 4th St.
Phone: FO. 7175.....Air Time: Daytime
News Service.....UP
Membership.....NARTB
Pres., Gen., Sta. Mgr.....J. H. Speck
Commercial Manager.....J. N. Mullan
Prog. Dir.....Walt Jones
Asst. Mgr., Chf. Engr.....Chester Grubbs

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KCUL
FORT WORTH—1946

Freq.: 1540 Kc....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By .....East-West Bdcstg. Co.
Address .....3607 Camp Bowie Blvd.
Phone: SUnset 6555.....Air Time: Full Time
Representative ..... Best
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
Program Director.....Maydell Wallace
Chief Engineer.....R. L. McAlister

KFJZ
FORT WORTH
MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster
Phone Number.....Ed 3474
News Service .....AP
Representative .....H. R., Rep.
Membership ..... RAB
Pres., Gen. Mgr.....Gene L. Cagle
Comm. Mgr.....Clyde D. Pemberton
Program Director.....Hazel Riley
Chief Engineer.....James T. Peterson

KWBC
FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Assoc. Bcstrs. Inc.
Business-Studio Address.....P. O. Box 7116
Phone: VA. 1278.....Air Time: Daytime
News Service .....UP
Representative ..... Gill-Perna
President.....John Flood Jr.
Sta., Com. Mgr.....J. R. Pipes
Sales Prom., Pub. Dir.....Joe W. Evans
Prog. Dir.....Linda Loftin
Chief Engineer .....Robert Christian

KXOL
FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address....3004 W. Lancaster St.
Phone: Edison 1448.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe & Co.
President .....F. M. Skinner
V. P., Gen. Comm. Mgr.....E. Fletcher
Local Sales Mgr.....Hewell Jones
Prog. Director.....Jerry Hahn
Chief Engineer.....John R. Crouse

WBAP
FORT WORTH—1922
NBC-ABC-TQN

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone: Ft. Worth LO-1981..Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....Star Telegram
Transcription Service.....Associated, World
Representative.....Free & Peters
Membership .....NARTB
Bd. Chairman.....Amon Carter, Sr.
President.....Amon Carter, Jr.
Director .....Harold Hough
General Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Ed Lally
Prom., Pub. Dr.....Joe Wallace
Chief Engineer.....R. C. Stinson

KNAF
FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 311
Phone: 311.....Air Time: Full Time
Representative.....Hil F. Best
Pres., Chief Engr.....Norbert A. Fritz

KBRZ
FREEPORT—1952—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Sta. KBRZ, Inc.
Address .....Box 1077
Phone: 3-2655.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Thesaurus
President .....Kelly Bell
Sta., Gen. Manager.....Kenneth Ferguson
Sls. Prom., Comm. Mgr.....Clifford Holloway
Program Director.....Will Coker
Prog., Pub. Director.....Joe Darby
Chief Engineer.....Paul Wagonschein

KGAF
GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Address .....204 E. Calif. St.
Transcription Service .....Standard, Capitol
Representative .....Clyde Melville
Membership .....NARTB, RAB
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Comm. Mgr.....Earl Leonard
Prog. Dir.....Frank Fancher
Chief Engineer.....Cordell Martin

KGBC
GALVESTON—1947

Frequency: 1540 Kc...Power: 1 Kw. d., 250 n.
Owned-Oper. By....The Galveston Bcstg. Co.
Business-Studio Address.....715 Marine St.
Transcription Service .....SESAC
Station Representative.....John E. Pearson
Membership .....NARTB, RAB
Gen., Sta. Mgr.....James W. Bradner, Jr.
Comm. Mgr.....Roger Beane
Prog. Dir.....John Speciale
Chief Engineer.....Luke Stripling

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KLUF

GALVESTON—1922—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone: 5-6676.....Air Time: Full Time
News Service .....UP
Representative.....William G. Rambeau
Pres., Gen. Mgr.....Geo. Roy Clough
Chief Engineer.....Lee Clough

KSIJ

GLADEWATER—1949

Frequency: 1430 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Gladwater Bcstg. Co.
Address .....T. W. Lee Bldg.
Phone: 2181.....Air Time: Daytime
News Service .....AP
Trans. Ser. .....Capitol
Representative .....Hil F. Best
Membership .....NARTB, RAB
President.....T. W. Lee
Gen., Sta., Comm. Mgr.....Tom Perryman
Program Director.....Dowell Bushnell
Chief Engineer .....Lloyd Johnson

KCTI

GONZALES—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....P. O. Box 158
Phone: 770.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative ..... Cooke
Gen. Mgr.....Lawrence M. Walshak
Pgm. Dir., Chief Engr.....Frank Wilson, Jr.

KSWA

GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Southwestair, Inc.
Address .....Box 1050
Phone: 1330.....Air Time: Daytime
News Service .....UP
Station Rep.....Clyde Melville
President.....Clay E. Thompson, Jr.
Gen., Comm. Mgr., Chf. Engr...H. V. Newsom
Program Director.....Eugene Turner

KGVL

GREENVILLE—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Address .....Box 1015
Phone: 2066.....Air Time: Full Time
News Service ....AP
Representative .....Pearson
President .....Truett Kimzey
General Manager.....Leo Hackney
Program Director.....James D. Jones
Chief Engineer.....Stafford E. Davis

KCLW

HAMILTON—1948—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Address .....P. O. Box 592
Phone: 500.....Air Time: Daytime
News Service.....UP
Transcription Service .....Thesaurus
Station Rep. .....Melville
Membership .....NARTB
Owners .....C. M. Hatch, Coy Perry
General Mgr.....C. M. Hatch
Chief Engineer .....Carl Knelly

KGBT

HARLINGEN—1941—CBS

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.
Owned-Oper. By ...Harbenito Bcstg. Co., Inc.
Address.....1519 W. Harrison St.
Phone: 2200.....Air Time: Full Time
News Service .....UP
Representative ..... H-R
President .....McHenry Tichenor
Gen. Mgr.....Bob McDonald
Comm. Manager.....L. S. Roberts
Chief Engineer.....Harold Jones

KGRI

HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Box 311
News Service .....UP
Representative .....Best
Transcription Service.....World, SESAC
President.....Roy B. Cannon
General Manager.....Cliff Crawford
Chief Engineer.....John M. Bolin

KPAN

HEREFORD—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hereford Bcstg. Co.
Address.....P. O. Box 868
Representative .....Best
Transcription Service .....Thesaurus
News Service .....UP
President .....Marshall Formby
Gen. Sta. Mgr.....Clint Formby
Commercial Mgr.....Sam Albright
Chief Engineer.....Dennis Surber

KHBR

HILLSBORO—1948—KBS

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By....Hill County Bcstg. Co.
Phone: 2-3431.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....World
Station Rep.....Best, Melville
President .....Ross Bohannon
General Manager.....Nelson W. Galle

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KCOH
HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston Inc.
Business-Studio Address.....1 Main St.
Phone: Charter 1888.....Air Time: Daytime
News Service .....UP
Chrm. of Board.....William A. Smith
Pres., Gen. Manager.....Robert C. Meeker
Comm. Manager.....R. E. Mulvey
Chief Engineer.....Harold Weinzel

KLBS
HOUSTON—1948—KBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Howard Bcstg. Corp.
Address.....Milby Hotel, Texas Ave.
Phone: Preston 1161.....Air Time: Full Time
News Service .....UP
Representative ..... Walker
President .....Howard W. Davis
General Manager.....Glenn Douglas
Program Director.....Bill Pelham
Chief Engineer.....Glenn Cook, Jr.

KNUZ
HOUSTON—1948

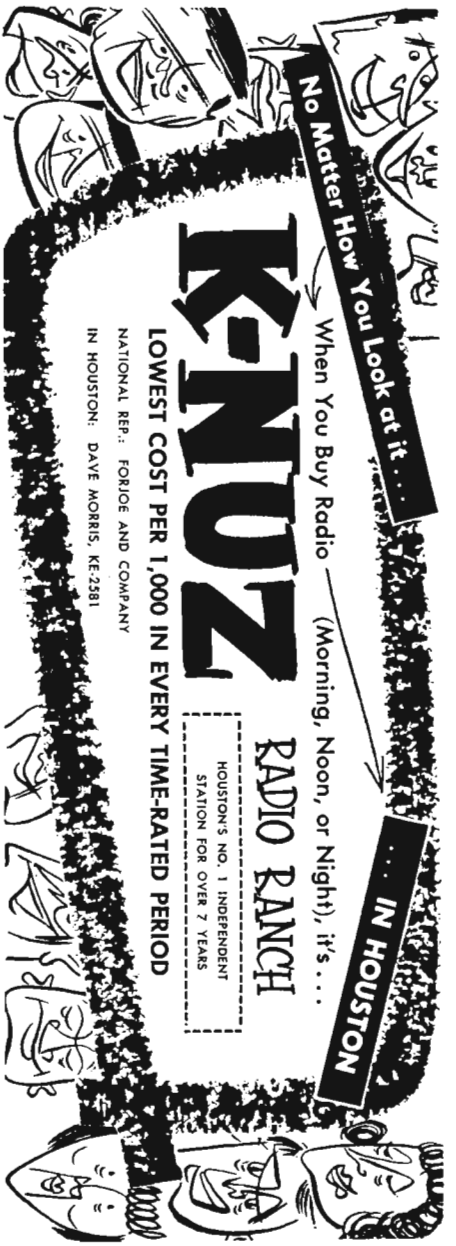
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Address .....4701 Caroline St., Box 2135
Phone: 2581.....Air Time: Full Time
News Service.....UP
Transcription Service .....SESAC
Representative .....Forjoe, Morris
Membership .....WARTB
President.....Max H. Jacobs
Gen., Sta. Mgr.....David Morris
Commercial Mgr.....Bill Lightfoot
Program Director.....Ken Grant
Publicity Director.....Deborah England
Chief Engineer.....Frank Holick

KPRC
HOUSTON—1926—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Houston Post Co.
Address.....P. O. Box 1234
Phone: MA. 9271.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Edw. Petry & Co.
President .....W. P. Hobby
Gen., Sta. Mgr.....Jack W. Harris
Commercial Manager .....Jack McGrew
Promotion Manager.....Kirt Harriss
Program Director.....Frank Sullivan
Publicity Director .....John Chapman
Chief Engr.....Frank Bartin

KTHT
HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Radio Corp.
Bus.-Studio Address .....4005 Travis St.



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Phone: KE. 5535.....Air Time: Full Time
News Service .....UP
Representative .....H-R Reps.
Membership ..... NARTB
President .....Robert Straus
Gen., Comm., Sta. Mgr.....Bill Bennett
Prog. Dir.....Johnny Goodman
Pub. Dir.....Mildred Davis
Program Director.....Tim Osborne
Chief Engineer.....O. B. Johnson

KTRH
HOUSTON—1930—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bdcstg. Co.
Address .....Rice Hotel
Phone: PR. 4361.....Air Time: Full Time
News Service.....AP, INS
News, Affil.....The Chronicle
Transcription Service .....SESAC
Representative.....John Blair
Membership ..... NARTB
President .....B. F. Orr
Station Manager.....Ray Herndon
Sales Manager.....Ray Bright
Promotion Mgr.....Helen Bender
Program Director .....Tom Jacobs
Engineers ..... Tom Hiner

KXYZ
HOUSTON—1930—ABC

Frequency: 1320 Kc. .....Power: 5000 Watts
Owned-Oper. By .....Shamrock Bdcstg.
Address .....Gulf Bldg.
Phone: Capitol 6151.....Air Time: Full Time
News Service .....AP, UP
Newspaper Affiliation....Citizen Newspapers
Transcription Service .....World
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
President .....Glenn H. McCarthy
V.P., Gen. Mgr. .....Fred Nahas
Sta., Comm. Manager.....Ted Hills
Program Director.....Ken Bagwell
Prom., Pub. Dir.....Wayne E. Thompson
Chief Engineer.....Gerald R. Chinski

KYOK
HOUSTON—1947

Frequency: 1590 Kc.....Power: 5 Kw.
Owned .....Texas Bcstrs. Inc.
Address .....412 Main St.
Phone: Preston 3108.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Lang-Worth
Station Rep. .....Pearson-Dora-Clayton
President.....Jules J. Paglin
Vice Pres., Gen. Mgr.....Stanley W. Ray, Jr.
Station Mgr.....Cal Perley
Chief Engineer.....Edward Martin

KSAM
HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address .....Box 312
Phone: 30.....Air Time: Full Time
News Service .....AP
Membership ..... NARTB
Transcription Service.....Capitol, SESAC
President.....M. B. Cauthen
Gen., Sta. Mgr.....Ted Lott
Comm., Sales Prom. Mgr.....Roy Greer
Chief Engineer.....Jack Nichols

KEBE
JACKSONVILLE—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Address .....Box 1071
Phone: 2211.....Air Time: Full Time
News Service .....UP
Pres., Sta., Gen. Mgr.....Bill A. Laurie
Comm., Prom. Mgr.....Chas. H. Wilson
Program Director.....Emo Laurie
Chief Engineer.....Donald Burroughs

KTXJ
JASPER—1948—KBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Address.....P. O. Box 6090
Phone: 580.....Air Time: Full Time
President .....Fred B. Smith
Transcription Service.....Thesaurus, RCA
Station Mgr.....H. G. Pendergast
Program Dir.....James Brasher

KMBL
JUNCTION—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.Kimble County Bcstg. Co.
Address .....Flat Rock
Phone: 70.....Air Time: Full Time
Station Rep. .....Best
General Mgr.....Farrell M. Brooks

KERB
KERMIT—1950

Frequency: 600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KERB, Inc.
Address .....Hway. 302
Phone: 3481.....Air Time: Daytime
Transcription Service.....Thesaurus, SESAC
News Service .....UP
Membership ..... NARTB
President.....George H. Cook
General Manager.....H. J. Porter
Program Director.....Ray Boyd Kilman
Chief Engineer.....Bob Shackleford

KERV
KERRVILLE—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr Bcstg. Co.
Address.....P. O. Box 791
Phone: 900 and 999.....Air Time: Full Time
News Service .....AP
Transcription Service.....Thesaurus, Capitol

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Station Rep. ..... Best
President ..... W. Scott Schreiner
Gen., Sta. Mgr. ..... Leonard "Len" Johnson
Program Director ..... Carol Woodard
Chief Engineer ..... Clyde Jones

KOCA
KILGORE—1936—KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio Sta. KOCA, Inc.
Address ..... Box 989
Phone: 2001 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
President ..... Roy G. Terry
Gen., Sta. Mgr. ..... H. A. Degner
Comm., Sales Prom. Mgr. ..... Wayne Douglas
Chief Engineer ..... J. W. Maintz

KINE
KINGSVILLE—1948

Frequency: 1330 Kc. .... Power: 1000 Watts d.
Owned-Oper. By ..... KINE, Inc.
Address ..... 205 E. King St.
Phone: 2-2822 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Hil F. Best
Membership ..... NARTB
President ..... James H. Clement
General Manager ..... Ben A. Glusing
Comm., Sta. Mgr. ..... Eston R. Pace
Chief Engineer ..... R. T. Whitaker

KPET
LAMESA—1946—KBS

Frequency: 690 Kc. ..... Power: 250 Watts
Operated By ..... Lamesa Bcstg. Co.
Business-Address ..... 502 South St.
Phone: 690 ..... Air Time: Full Time
Membership ..... NARTB
Gen.-Sta. Mgr. ..... Bob Bradbury
Commercial Mgr. ..... Robert Harris
Program Director ..... Geneva Crutcher
Chief Engineer ..... Roland Ouelette

KCYL
LAMPASAS—1948

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Lampasas Bcstg. Co.
Address ..... H'way 281
Phone: 1000 ..... Air Time: Full Time
News Service ..... UP
Trans. Ser. ..... Lang-Worth
Representative ..... Best
President ..... V. Dean Turner
Program Director ..... Gene Reithmyer

KVOZ
LAREDO—1952—MBS-KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Border Bcstrs., Inc.
Address ..... P. O. Box 1498
Phone: 3-4396 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Pearson
President ..... W. J. Harpole
General Manager ..... Burney Jones
Commercial Manager ..... Jack Senter
Program Director ..... Hector Garcia
Chief Engineer ..... Frank Manuel

KLVT
LEVELLAND—1949

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Herald Bcstg. Co.
Address ..... P. O. Box 866
Phone: 1030 ..... Air Time: Full Time
News Service ..... AP
Transcription ..... World, Thesaurus, SESAC
President ..... Forrest Weimhold
General Manager ..... Joe Garrison
Program Dir., Chief Eng. ..... Gil Patschke
Commercial Mgr. ..... Bobby Garrison

KVOW
LITTLEFIELD—1947—KBS

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Southwestern Bcstrs.
Business Address ..... Box 192
Phone: 400 ..... Air Time: Full Time
Membership ..... NARTB
President ..... J. C. Rothwell
General Manager ..... J. B. McShan
Program Director ..... Othell W. Whitson
Chief Engineer ..... Frank Bonner

KFRO
LONGVIEW—1934
ABC-KBS-TEX. STATE

Frequency: 1370 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Voice of Longview
Address ..... Curtis Bldg., P. O. Box 792
Phone Number ..... PLaza 3-4461
Air Time ..... Full Time
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Donald Cooke
Membership ..... NARTB
President ..... James R. Curtis
Commercial Mgr. ..... John Allen
Program Director ..... Howard Kuhn
Chief Engineer ..... Leslie Hellums

KLTI
LONGVIEW—1948

Frequency: 1280 Kc. .... Power: 1000 Watts d.
Owned-Operated By .. LeTourneau Radio Corp.
Address ..... P. O. Box 1866
Phone: PLaza 8-4496 ..... Air Time: Daytime
News Service ..... UP
Transcription Service ... Associated, Standard
Representative ..... Pearson
Membership ..... NARTB
President ..... R. G. LeTou-neau
Sta., Gen. Manager ..... Lynn R. Williams
Comm., Sales Prom. Mgr. ..... George Warwick
Prog., Pub. Director ..... Ruby Cooper
Chief Engineer ..... Ken Maxwell

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KCBD

LUBBOCK—1946—NBC

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Address .....P. O. Box 1507
Phone: 4-1414.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative ..... Raymer
Membership .....NARTB, RAB
President, General Mgr.....Joe H. Bryant
Business-Manager.....Robert L. Snyder
Sta., Comm. Mgr.....Leroy L. Land
Program Director.....Dudley Williams
Publicity Director.....Jack Tippit
Chief Engineer.....Frank Lee

KDAV

LUBBOCK—1953

Frequency: 580 Kc.....Power: 500 Watts
Owned .....KDAV, Ltd.
Address .....Box 1319
Phone: SH. 4-4567.....Air Time: Daytime
News Service .....UP
Station Rep.....Hal Falter
Membership ..... NARTB
Gen., Sta., Comm. Mgr.....D. P. Pinkston
Program Dir.....W. J. Ducan
Chief Engineer.....Walt Lawson

KDUB

LUBBOCK—1954

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Oper. By....Texas Telecasting Inc.
Address.....7400 College Avenue
Phone .....SHerwood 4-2345
Representative ..... Avery-Knodel
Pres., Gen. Mgr.....W. D. Rogers
Commercial Mgr.....George Collie
Chief Engineer.....Rudy Stornes

KFYO

LUBBOCK—1927—CBS

Frequency: 790 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone: 5-5567 .....Air Time: Full Time
News Service.....AP, UP
Newspaper Affil.....Avalanche Journal
Trans. Service.....Standard, Thesaurus
Representative .....Katz
Membership .....NARTB
President.....W. B. Walker
Gen., Sta. Mgr.....Gordon Thompson
Sales Prom. Mgr.....Jerry Henderson
Program Director.....Robert A. Nash
Comm. Mgr.....Leon Harris
Chief Engineer.....W. S. Bledsoe

KSEL

LUBBOCK—1946—MBS

Freq. 950 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone: 3-0484.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Wm. G. Rambeau & Co.
Membership .....NARTB, RAB
President.....Walter G. Russell
Gen., Sta. Mgr., Pub. Dir.....M. M. Rochester
Program Director.....Wesley Youngblood
Chief Engineer.....Roger Hively

KLLL

LUBBOCK—1953—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....McAlister & Maples
Address.....52nd & Magnolia
News Service .....UP
Membership ..... NARTB
Co-Owners.....R. B. McAlister and
Grady Franklin Maples
Chief Engineer.....Glenn Smith

KRBA

LUFKIN—1938—ABC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address.....110 S. First St.
Representative.....Continental Radio Sales
Owner, Gen. Mgr.....Darrel E. Yates
Chief Engineer.....Ambrose Maxim

KTRE

LUFKIN—1947—MBS

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capitol Bcstg. Co.
Address .....P. O. Box 701
Phone: 3-7771 .....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative...Venard, Rintoul & McConnel
Membership .....NARTB
President.....R. W. Wortham, Jr.
Gen., Sta. Mgr.....Richman G. Lewin
Comm., Mgr.....Jim Saxon
Program Director.....Royce Christenson
Sales Prom. Mgr.....Ernestene Trahan
Chief Engineer.....Fred C. Hill

KMLW

MARLIN—1953

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By.....KMLW, Inc.
Address .....Box 335
President .....Charles E. Reagan
General Manager.....Hugh McBeath
Commercial Mgr.....Duane W. Ramsey
Program Director.....Jerry S. Hughes
Chief Engineer .....H. P. Hicks

KMHT

MARSHALL—1947
MBS—TEX. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.

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Business-Studio Address.....109 W. Rusk St.
Phone: 5-7826.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Station Manager.....Virgil Stone
Comm. Manager.....T. K. Hewlett
Program Director.....Randy Rainwater
Chief Engineer.....Don Shepard

K R I O

McALLEN—1947—ABC-MBS-TSN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bdcstng Co.
Business Address.....1201 W. Lancaster Ave.
Phone: 6-5454.....Air Time: Full Time
News Service .....AP
Representative.....Adam Young; C. Brown
Membership ..... RAB
President.....Gene L. Cagle
VP. .....Charles B. Jordan
Gen., Sta., Mgr.....George Breeding, Jr.
Sls. Prom. .....Chuck McKasson
Program Director.....Norman Mann
Chief Engineer.....Wm. Meiners

K C M R

McCAMEY—1954—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....Sprayberry Bcstg. Co., Inc.
Address.....101 East 5th St.
Phone: 412.....Air Time: Full Time
News Service .....UP
President.....Jack W. Hawkins
General Manager.....Gene Hendryx
Station Mgr.....Dale Day

K M A E

McKINNEY—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned.....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone: 2-2651.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Pres., Gen. Mgr.....George W. Smith, Jr.
Comm., Mgr.....C. W. Rampy
Prog. Dir.....Mrs. Denise Smith
Chief Engineer .....Elza Keen

K C R S

MIDLAND—1935—ABC-TSN

Freq.: 550 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned.....Clarence & Ruth Scharbauer, Jr.
Business-Studio Address.....Box 1072
Phone: 2-4393.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NARTB
President.....Clarence Scharbauer, Jr.
Gen., Sta. Mgr.....Wallace R. Jackson
Comm. Mgr.....Eleanor McDonald
Program Director.....Dean Baker
Publicity Director.....Bob Byron
Chief Engineer.....Tom Yates

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jack Cecil
Address .....Box 1658
Phone: 4-5152.....Air Time: Daytime
News Service .....UP
Transcription Service.....World, Standard
Representative ..... Best
Membership ..... NARTB
Pres., Gen. Mgr., Chief Engr.....Jack Cecil
Commercial Mgr.....Naomi Boswell
Sales Prom. Mgr.....Paul Greenwood
Program Director.....Keith Ward
Publicity Director .....Elanor Rich
Chief Engineer .....Jack Cecil

K O R C

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. Elroy McCaw
Address .....Box 31
Phone: 319.....Air Time: Daytime
News Service .....AP
Trans. Service .....Thesaurus
Representative ..... Continental
President.....J. Elroy McCaw
Gen., Sta. Mgr.....Harry A. Riley, Jr.
Commercial Mgr.....Olie Carriker
Prog. Dir.....Ruth Lee
Chief Engineer.....W. M. McCreary, Jr.

K V K M

MONAHANS—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Address .....Radio Center
Phone: 438.....Air Time: Full Time
Representative .....Hil F. Best
President .....Doris D. Stuckey
General Manager.....J. R. Rucker
Commercial Mgr.....Tommy Hall

K I M P

MOUNT PLEASANT—1948—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mt. Pleasant Bcstg. Co.
Business Address.....Box 990
Phone: 4-4726 .....Air Time: Daytime
News Service .....AP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Winston O. Ward
Comm. Mgr. .....Deral Tucker
Program Director.....Ruby Stanley
Chief Engineer.....Brad Redfearn

K O S F

NACOGDOCHES—1947—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address .....South St.
Phone: 4-4633.....Air Time: Full Time

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News Service ..... UP
Membership ..... NARTB, RAB
President ..... Kelly Bell
Gen., Comm. Mgr. ..... J. C. Stallings
Program Director ..... R. C. Atherton
Publicity Director ..... Ed Rice
Chief Engineer ..... Frank Murray

KSFA
NACOGDOCHES—1947

Frequency: 860 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ... Nacogdoches Br. Co., Inc.
Address ..... 2107 North St.
Phone: 4-3723 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... Thesaurus
Pres., Gen., Sta., Comm. Mgr. ... Wilbur C. Fouts
Program Director ..... Sara Jane Moon
Chief Engineer ..... Royce C. Smith

KGNB
NEW BRAUNFELS—1950—KBS

Frequency: 1420 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Comal Bcstg. Co.
Address ..... 184 Castell
Phone: 1612 ..... Air Time: Daytime
Transcription Service ..... Thesaurus
News Service ..... AP
Vice Pres., Gen. Mgr. ..... F. T. Wilson
News Director ..... Bob Field
Chief Engineer ..... Bob Stewart

KECK
ODESSA—1947

Freq.: 920 Kc. ..... Power: 1 Kw. d., 500 W. n.
Owned-Operated By .. Ector County Bcstg. Co.
Business Address ..... 120 W. 3d
Phone: 6-5791-2 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Forjoe
Membership ..... NARTB, RAB
Owner, Gen., Sta. Mgr. ..... Ben Nedow
Commercial Mgr. ..... Sol Schmerman
Prog. Director ..... Roy Elsner
Publicity Dir. ..... Tom Rollins
Chief Engineer ..... Dave Williams

KOSA
ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Odessa Bcstg. Corp.
Business-Studio Address ..... 115 W. 6th
Phone: 6-4301 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World, Capitol
Representative ..... Branham
Membership ..... NARTB, RAB
Pres., General Manager ..... Cecil L. Trigg
Sales Manager ..... Lou Lindsey
Public Relations Dir. ..... Ed Costello
Pro. Dir. ..... Doyce Elliott
Program Manager ..... John Vacca
Publicity Director ..... Jay Mehaffey
Chief Engineer ..... James Simpson

KRIG
ODESSA—1946—MBS

Frequency: 1410 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Oil Center Bcstg. Co., Inc.
Address ..... Box 231
Phone: 6-6671-2 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Representative ..... Hil F. Best
President ..... R. O. Canon
Vice Pres., Gen. Mgr. ..... Jack W. Hawkins
Station Manager ..... Marguerite LaRue
Program Director ..... Lel Gillette
Chief Engineer ..... Harold Whatley

KOGT
ORANGE—1948—KBS

Frequency: 1600 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Sabine Area Brcstg. Corp.
Phone: 8-4381 ..... Air Time: Full Time
News Service ..... UP
Trans. Ser. ..... World
Station Rep. ..... Best
Membership ..... NARTB, RAB, TAB
President ..... M. L. Jacobs
Exec. V.P., Sta., Gen. Mgr. ..... Ed Lovelace
Commercial Manager ..... Frank Dusenbury
Chief Engr., Program Dir. ..... Dean Durham

KNET
PALESTINE—1936—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .... Palestine Bcstg. Corp.
Business-Studio Address ..... P. O. Box 649
Phone: 8686 ..... Air Time: Full Time
News Service ..... UP
Trans. Service ..... SESAC
Pres., Gen., Sta. Mgr. ..... Allen E. Vinson
Comm., Prom. Mgr. ..... Milton M. Evans
Program Director ..... Don Norton
Chief Engineer ..... Dave Schmidt

KPAT
PAMPA—1951—KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... J. C. Daniels
Phone: 4-2551 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... Capitol, Standard
President ..... J. C. Daniels
General Manager ..... Larry Gordon
Program Director ..... Elbert Goodnight

KPDN
PAMPA—1936—MBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Top O' Texas Bcstg. Co.
Address ..... Hughes Bldg.
Phone: 4-7461 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... World
Station Rep. ..... Best
Membership ..... NARTB, RAB
Ptnr., Gen. Mgr. ..... Coy Palmer

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Ptnr., Sta. Mgr., Prog. Dir.....Warren Hasse
Comm., Prom. Mgr.....Kay Fancher
Publicity Director.....Henry Gordon
Chief Engineer.....Gordon Hollenbeck

KFTV
PARIS—1950

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Lamar Bcstg. Co., Inc.
Address.....210 First Nat'l Bank Bldg.
Phone: 4-6676.....Air Time: Daytime
Station Rep. .....Best
News Service .....UP
President.....D. W. Brawner
Gen., Sta. Mgr.....James F. Hendrix
Chief Engineer.....Travis Fodge

KPLT
PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....No. Star Bcstg. Co., Inc.
Address .....Hway. 124
Phone: 3-3311.....Air Time: Full Time
News Service .....AP
Representative.....John E. Pearson
Pres., Gen. Sta. Mgr.....Fred Kincaid
Com., Sales Prom. Mgr.....Richard Eben
Program Dir.....Bill Davis
Publicity Director .....Virginia Jessee
Chief Engineer.....Paul H. Daniels

KLVL
PASADENA—1950

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Felix H. Morales
Address.....2903 Canal St., Houston
Phone: CA. 1-1044.....Air Time: Full Time
Representative .....Oakes
President, Gen. Mgr.....Felix H. Morales
Station Mgr.....C. B. Rice
Comm. Mgr.....Alberto Rodriguez
Program Director.....Joe L. Morales
Chief Engineer.....Donald Gullihur

KIUN
PECOS—1925—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Jack Hawkins, Barney Hubbs
Business-Studio Address.....Kiun Bldg.
Phone: 999-8.....Air Time: Full Time
News Service .....UP
Representative .....Hil F. Best
Membership ..... NARTB
General Manager.....Jack Hawkins
Station Manager.....David Martin
Program Director.....Jack James
Publicity Dir. .....Barney Hubbs
Consulting Chf. Engr....Harry W. Boehnemann

KEYE
PERRYTON—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Great Plains Bcstg. Co.
Phone: 5771.....Air Time: Full Time
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NARTB
President .....Carl Ellis
Gen., Sta., Comm. Mgr.....Irving R. Buchanan
Sales Prom., Pub.....G. K. Rupprecht
Program Dir.....Kenneth Roller
Chief Engineer.....Coy Thompson

KVOP
PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KVOP, Inc.
Address.....1100 W. 24th St.
Phone: 4-2771.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
President .....W. J. Harpole
Gen., Sta. Manager.....Kermit Ashby
Comm. Manager.....Tut Tawwater
Program Dir.....Doug Sewell
Chief Engineer.....Hugh Smith

KBOP
PLEASANTON—1950—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Atascosa Bcstg. Co.
Address.....P. O. Box 247
Phone: 4871.....Air Time: Daytime
Transcription Service.....World, SESAC
Representative .....Best
News Service .....INS
General Manager.....Ben L. Parker
Commercial Mgr.....A. Terrell
Chief Engineer.....Mona Parker

KOLE
PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Address.....400 4th St.
Phone: 2-9436.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Lang-Worth
Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratis

KPAC
PORT ARTHUR—1934—MBS

Freq... 1250 Kc.....Power: 5 Kw. d, 1 Kw. n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Address.....1500 Procter St.
Phone: 5-7458.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....Pearson
Membership .....NARTB
Pres.....J. W. Williams
Sta., Gen. Manager.....Marjorie R. Vickers
Commercial Mgr.....Gordon Baxter, Jr.
Prom. Mgr.....Mack Newberry
Pub., Program Director.....Corinne Enos
Chief Engineer.....Glenn Boatright

KOLJ
QUANOH—1952—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Operated By.....Orville L. Jenkins

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Address ..... Box 566
Phone: 654 ..... Air Time: Daytime
News Service ..... AP
Station Rep. ..... Best
Transcription Service ..... World
Gen., Sta. Mgr. ..... Orville L. Jenkins
Sales Manager ..... Bob Stabler
Chief Engineer ..... Richard O. Dormier

KFRD

ROSENBERG—1948

Frequency: 980 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... Ford Bend Bcstg. Co.
Business Address ..... P. O. Box 832
Membership ..... RAB
President ..... Mart Cole
Ex. V.P., Gen., Sls. Prom. Mgr. ..... Jim Hairgrove
Commercial Mgr. ..... Bill Sloan
Program Director ..... Paul Collins
Chief Engineer ..... Frank Wood

KGKL

SAN ANGELO—1928—ABC

Freq.: 960 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... KGKL, Inc.
Business-Studio Address ..... St. Angelus Hotel
Phone: 6715 ..... Air Time: Full Time
News Service ..... AP
Representative ..... John E. Pearson
Membership ..... NARTB
General Manager ..... Lewis O. Seibert
Commercial Mgr. ..... Robert Workman
Program Director ..... Franklin Rainey
Chief Engineer ..... William Poteet

KTXL

SAN ANGELO—1947

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Wes-Tex Bcstg. Co., Inc.
Address ..... Box 1271
Trans. Service ..... World
Representative ..... Melville
Membership ..... NARTB
President ..... Armistead D. Rust
General Manager ..... J. Harley Hubbard
Station Mgr. ..... Sealy Smith
Chief Engineer ..... Robert Benson

KCOR

SAN ANTONIO—1945

Freq.: 1350 Kc. ..... Power: 5 Kw. d., 1 Kw. n.
Owned ..... KCOR, Inc.
Address ..... 310 So. Flores
Phone: CA. 2-1301 ..... Air Time: Full Time
News Service ..... UP
Station Rep. ..... O'Connell
Membership ..... NARTB, RAB
President ..... Raoul A. Cortez, Jr.
General Mgr. ..... Nathan Safir
Station Mgr. ..... Raoul A. Cortez, Jr.
Commercial Mgr. ..... Bill Lamar
Program Dir. ..... Fred Romero
Publicity Dir. ..... Gilbert Rangel
Chief Engineer ..... Marvin E. Fiedler

KENS

SAN ANTONIO—1926—CBS

Freq.: 680 Kc. ..... Power: 50 Kw. d., 10 Kw. n.
Owned-Oper. By ..... Express Publishing Co.
Business-Studio Address ..... Milam Bldg.
Phone: CA. 6-3136 ..... Air Time: Full Time
News Service ..... UP
Representative ..... John Blair
Membership ..... NARTB, RAB
President ..... Frank Huntress, Jr.
General Mgr. ..... Albert D. Johnson
Comm. Manager ..... Wayne Kearl
Gen. Texas Comm. Mgr. ..... Bill Joekel
Prog. Dir. ..... Bill Terry
Prom., Pub. Director ..... Robert Miller
Chief Engineer ..... Bill Jackson

KEXX

SAN ANTONIO—1953

Frequency: 1250 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Leal Bcstg. Co., Inc.
Address ..... 403 N. Flores St.
Phone: Garfield 6373 ..... Air Time: Daytime
Representative ..... McGillvra
Pres., Gen. Mgr. ..... Manuel D. Leal
Commercial Mgr. ..... M. Davila
Program Director ..... R. Rodriguez
Chief Engineer ..... Charles Harris

KITE

SAN ANTONIO—1947

Frequency: 930 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Radio Station KITE
Business-Studio Address ..... 432 Transit Tower
Representative ..... Pearson
Membership ..... RAB
Pres., Gen. Mgr. ..... Charles W. Balthrope
Station Manager ..... Alex A. Coe
Commercial Mgr. ..... Kelly Wofford
Prog. Mgr. ..... Stanley F. Nelson
Chief Engineer ..... John Siercovich

KIWW

SAN ANTONIO—1948

Frequency: 1540 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Good Neighbor Bcstg. Co.
Address ..... 518 W. Houston St.
News Service ..... UP
Representative ..... Nat'l Time Sales, Oakes
President ..... Joe Olivares
Station Mgr., Chief Eng. ..... L. E. Richards
Program Director ..... Jose Arratia

KMAC

SAN ANTONIO—1926—MBS-KBS

Frequency: 630 Kc. ..... Power: 5,000 Watts
Owned-Oper. By ..... Howard W. Davis
Address ..... KMAC Bldg.
Phone: CA. 3-6211 ..... Air Time: Full Time
Representative ..... Walker
Membership ..... NARTB
Pres., Gen., Sta. Mgr. ..... Howard W. Davis
Program Director ..... A. S. (Tony) Bessan
Chief Engineer ..... Al Knight

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KONO

SAN ANTONIO—1927

Frequency: 860 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Mission Bdcstg. Co.
Address.....317 Arden Grove
Phone: CA 6-5171.....Air Time: Full Time
News Service .....AP
Representative.....Forjoe, Clarke-Brown
Membership .....NARTB, RAB
Pres., Owner .....Eugene J. Roth
General Manager.....James M. Brown
Commercial Manager.....Bob Roth
Sales Prom. Mgr.....Jack Roth
Program Director.....Robert F. Jenkins
Chief Engineer.....George Ing

KTSA

SAN ANTONIO—1928—ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone: Garfield 1251.....Air Time: Full Time
News Service.....AP, UP
Transcription Service .....MacGregor
Representative .....Raymer
President.....O. R. Mitchell
Sta., Prom., Comm. Mgr.....Charles D. Lutz
Program Director.....H. H. Carr
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.,n.
Owned-Oper. By....Southland Industries, Inc.
Address .....1031 Navarro St.
Phone: CA. 7-2441.....Air Time: Full Time
News Service .....AP, INS, UP
Representative .....Edward Petry & Co., Inc.
Membership .....NARTB
President .....Hugh A. L. Halff
General Manager.....James M. Gaines
Commercial Manager.....Rex Preis
Sales Promotion Mgr.....James F. Anderson
Publicity Director .....Imogene Stanley
Chief Engineer .....Charles L. Jeffers

KCNY

SAN MARCOS—1948

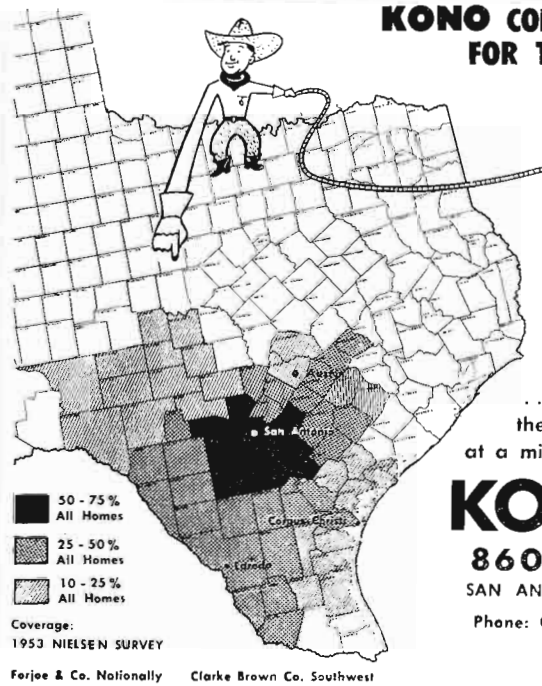
Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Brcstg. Co.
Address .....Traffic Circle
Phone: 888.....Air Time: Daytime
Transcription Service .....Lang-Worth
Station Rep. .....O'Connell
President.....Edw. C. James
General Manager.....Lloyd McClure
Program Director.....Elward Ruffin

KWED

SEGUIN—1948

Frequency: 1580 Kc. ...Power: 1000 Watts d.
Owned-Oper. By.....Seguin Bdcstg. Co.
Business-Studio Address.....200 S. Camp St.
Phone: 1580.....Air Time: Daytime
News Service .....UP
Membership .....NARTB
Representative .....Hil F. Best

KONO CONSISTENTLY GIVES ADVERTISERS MORE FOR THEIR MONEY... 63 RICH COUNTIES WITH $1,750,000,000 RETAIL SALES



... a Big share of the Biggest State at a minimum of cost!

KONO
860 K. C.
SAN ANTONIO, TEXAS
Phone: CApitol 6-5171

MARKET DATA

Source: 1954 Consumer Markets

Radio Homes	478,450
Population	1,789,900
Households	495,810
Total Retail Sales	$1,648,398,000
Food	386,956,000
Eat & Drink	107,949,000
Drug	52,426,000
Gen. Mdse.	172,826,000
Apparel	86,903,000
Home Furnishings	77,083,000
Automotive	358,657,000
Filling Station	117,689,000
Build. Mat. & Hdwe.	166,394,000
Consumer Spendable Income	2,416,655,000
Con. Sp. Inc./HH	4,784
Retail Sales/HH	3,300
Farm Population	230,300
Farm Households	64,750
Radio Farm Homes	56,710
Total Farms	68,623
Gross Farm Income	451,729,000
Gross Income/Farm	6,583
Farm Livestock	255,148,000
Farm Crop. Income	161,050,000

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President ..... Garfield Kiel
Comm., Sta. Mgr. ..... Stan McKenzie
Chief Engineer ..... Louis Sowder

KSML

SEMINOLE—1954

Frequency: 1250 Kc. ... Power: 1000 Watts d
Owned-Oper. By ..... Seminole Bcstrs.
Address ..... 400 South Main St.
Phone Number 3798
Co-Owner ..... Clint Formby
Co-Owner ..... Marshall Formby
Chief Engineer ..... Kenneth Hightower

KSEY

SEYMOUR—1950—KBS

Frequency: 1230 Kc. ..... Power: 100 Watts
Owned-Oper. By ..... W. C. Moss, Jr.
News Service ..... AP
Transcription Service ..... Keystone
Pres., Gen., Comm. Mgr. ..... W. C. Moss, Jr.
Sales Prom. Mgr. ..... Huch Weeld
Program Dir. ..... Elizabeth Moss
Publicity Dir. ..... Hal Fees
Chief Engineer ..... Richard Dorimer

KEVA

SHAMROCK—1949—KBS

Frequency: 1580 Kc. ... Power: 250 Watts d.
Owned-Oper. By ... Shamrock Tex. Bcstg. Co.
Address ..... Box 21
Representative ..... Best
Gen., Comm. Mgr. ..... Dick Dean
Program Director ..... Barbara Dean
Chief Engr. ..... Bob Featherston

KRRV

SHERMAN-DENISON—1936
MBS-TEX STATE

Frequency: 910 Kc. ..... Power: 1000 Watts
Owned-Oper. By. Red River Valley Bcstg. Corp.
Address .. Box 94 (Denison). Box 665 (Sherman)
Phone Number ... 423 (Denison); 201 (Sherman)
Air Time ..... Full Time
Representative ..... Pearson
Transcription Service ..... Associated
News Service ..... UP
General Manager .. Tom E. Spellman (Sherman)
Program Director ..... Earl Ellington
Chief Engineer ..... Tom John

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc. ... Power: 250 Watts d.
Owned-Oper. By ..... Howard L. Burris
Address ..... P. O. Box 661
Phone: 2910 ..... Air Time: Full Time
News Service ..... AP
Membership ..... RAB
Representative ..... Hil F. Best
Owner ..... Howard L. Burris
General Manager ..... William A. Jaco
Asst. Mgr., Chief Eng. ..... James Shelton

KANN

SINTON—1954

Frequency: 1590 Kc. ..... Power: 1 Kw. d.
Owned ..... San Patricio Bcstg. Co.
Air Time ..... Daytime
News Service ..... AP
Pres., Gen. Mgr. ..... Tom C. Fleet
Commercial Mgr. ..... Princess J. Fleet
Program Director ..... Jack Peart
Chief Eng. ..... Layman (Sonny) Stewart

KSNY

SNYDER—1949—MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Snyder Bdcstg. Co.
Address ..... Box 1468
Phone: 3-5451 ..... Air Time: Full Time
Station Rep. ..... Continental
Pres., Gen. Mgr. ..... J. T. Hughes
Commercial Mgr. ..... Mel Z. Gilbert

KDWT

STAMFORD—1946—MBS-KBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... David W. Ratliff
Pres., Gen., Sta. Mgr. ..... David W. Ratliff
Comm., Prom. Mgr. ..... George Morey
Program Director ..... Phil Keener
Chief Engineer ..... Erick Henske

KSTV

STEPHENVILLE—1947—KBS

Frequency: 1510 Kc. ..... Power: 250 Watts d.
Owned ..... Galen O. Gilbert & J. R. Kincaid
Address ..... P. O. Box 102
Phone: LI. 3141 ..... Air Time: Daytime
News Service ..... UP
Trans. Service ..... Standard
General Manager ..... Galen O. Gilbert
Commercial Mgr. ..... Jim Farr
Sales Prom. Mgr. ..... Bill Bentley
Prog., Pub. Dir. ..... John Dyer
Chief Engineer ..... Floyd Jeter

KSST

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Hopkins County Bcstg. Co.
Business-Studio Address ..... P. O. Box 284
Phone: 1230 ..... Air Time: Full Time
Pres., Gen., Sta. Mgr. ..... William E. Bradford
Comm., Mgr. ..... Clovis Pinion
Sls. Prom. Mgr. ..... D. Funderburk
Program Director ..... Lona Long
Chief Engineer ..... Bill Bradford

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Radio & News, Inc.

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Bus.-Studio-Transmitter Address.....Box 570
Phone: 4655-6.....Air Time: Full Time
News Service .....UP
Representative.....Hil F. Best
Membership ..... NARTB
President.....J. S. McBeath
Gen., Sta. Manager.....James T. Allen
Commercial Mgr.....Elwood Fritch
Chief Engineer.....B. F. Kelly

KTAE
TAYLOR—1948—KBS

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KTAE, Inc.
Business Address.....121 E. Second St.
Phone: EL 2-3631.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Station Rep.....Clarke Brown
Pres., Gen. Mgr.....Graham Gillis Conoley
Commercial Manager.....John M. Wehby
Sales. Prom. Mgr.....Harry Gaines
Program Director.....F. Switzer, Jr.
Publicity Director.....Karine Gilstrap
Chief Engineer.....Gordon W. Rainey

KTEM
TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone: 3-5252.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NARTB, RAB
President.....Frank W. Mayborn
General Manager.....Dale S. Phares
Station Manager.....Ralph Weedon
Program Director.....John O'Brien
Pub. Dir.....Jean Haynie
Chief Engineer.....Robert Meadows

KTER
TERRELL—1950

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Terrell Bcstg. Corp.
Address.....Walnut & State Sts.
Transcription Service.....SESAC, Thesaurus
News Service .....UP
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Paul A. Wnorowski
Program Director.....Dean Tiller
Chief Engineer.....Martin Pitte

KCMC
TEXARKANA—1932—ABC-TSN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....315 Pine St.
Phone: 3-6151.....Air Time: Full Time
News Service .....AP
Representative....Yenard, Rintoul, McConnell
Membership ..... NARTB
President.....C. E. Palmer
General Manager.....Frank O. Myers
Chief Engineer.....Harvey Robertson

KTFS
TEXARKANA—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Business-Studio Address.....4325 N. Stateline
Phone: 3-5123.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership ..... NARTB
Pres., Gen. Mgr.....A. D. Smith, Jr.
VP & Sta. Mgr.....Les Eugene
Chief Engineer .....Joe Turbyfill

KTLW
TEXAS CITY—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Texas City Bcstg. Ser.
Business-Studio Address.....Show Boat Bldg.
News Service .....UP
Sta. Rep. .....Best
President.....John G. Long
Gen., Sta. Mgr.....Cleve Griffin
Chief Engineer.....Leon Giles

KGKB
TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Lansing
Address .....Box 957
Phone: 23874.....Air Time: Full Time
Transcription Service .....World
Representative .....Pearson
Membership .....NARTB, RAB
President .....Lucille Lansing
General Manager.....Gerry Lansing
Sales Prom. Mgr.....Sam Matthews
Program Director.....Edwin Smith
Chief Engineer.....Hudson C. Collins

KTBB
TYLER—1947—ABC

Freq..: 600 Kc...Power: 500 Watts d., 1 Kw. n.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone: 4-7278.....Air Time: Full Time
News, Affil.....“Courier Times Telegraph”
News Service .....UP
Representative .....Venard, Melville
Membership .....NARTB, RAB
President.....Mrs. C. N. Clyde
Gen., Sta. Mgr.....M. Danbom
Commercial Mgr.....Bill Whitworth
Comm., Prom. Mgr.....David Bothwell
Prog., Pub. Dir.....Bill Orum
Chief Engineer.....R. A. Wileman

KVOU
UVALDE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address .....1400 Batesville Rd.
News Service .....AP
Gen. Mgr. .....Edward J. Harpole
Station Mgr.....Bob Hicks
Program Dir.....Al Mason
Chief Engineer .....Walter Herbert, Jr.

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KVWC

VERNON—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Address .....1813 Wilbarger
Air Time.....Full Time
Station Rep.....Clark, Melville
General Manager.....James Doyle

KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address .....Box 642
Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....A. B. Alkek
Gen., Sta. Manager.....James A. Traber
Commercial Mgr.....Warren Dentler
Sls. Prom. Mgr.....Jerry Salzer
Pub. Dir.....B. F. Nance
Program Director .....Robert J. Smith
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1939—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....KVIC Bcstg. Co.
Business Address.....Box 725
Phone: HI. 3-9171.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership ..... RAB
President.....J. G. Long
Gen., Comm. Mgr.....Willam C. Burks
Sales Prom. Mgr.....Pat Reed
Program Dir.....Wilburn H. Jackson
Chief Engineer.....Vic Boldt

KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....P. O. Box 3128
Phone: 3-7331.....Air Time: Full Time
News Service .....AP
Representative .....Everett McKinney
Membership .....NARTB
Gen., Sta. Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Prom. Mgr.....Harry L. Gillam
Program Director.....Curtis B. Matties
Chief Engineer.....William Moore

WACO

WACO—1922—ABC-TSN

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Waco Bcstg. Co.
Business Address.....3620 Franklin Ave.
Phone: 2-6571.....Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
President .....Gene L. Cagle
Gen., Sta. Manager.....R. Lee Glasgow
Comm. Mgr.....D. D. Hayslett
Chief Engineer.....Jesse H. Dove

KRGV

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By.....Taylor Radio & TV Corp.
Bus.-Studio-Transmitter Address..201 Border St.
Phone: 375.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative ..... Raymer
Membership ..... NARTB
President.....O. L. (Ted) Taylor
General Manager.....Byron W. Ogle
Station Manager.....Brad H. Smith
Comm., Sales Prom. Mgr.....Jack Keasler
Program Director.....Johnny Roark
Publicity Director.....Ted Cressner
Chief Engineer.....Lewis Hartwig

KFDX

WICHITA FALLS—1947—ABC

Freq.: 990 Kc.....Power: 10 Kw. d., 1 Kw. n.
Owned-Oper. By ..Wichtex Radio and Tel. Co.
Address.....City Natl. Bldg.
Phone: 2-8668.....Air Time: Full Time
News Service .....UP
Trans. Ser.....World, SESAC
Station Rep. .....Raymer
Membership ..... NARTB
President.....Darrold A. Cannan
V.P., Station Mgr.....Howard Fry
General Manager.....John R. White
Comm. Manager.....M. Johnson
Chief Engineer .....John Adams

KTRN

WICHITA FALLS—1949—MBS

Freq. 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Texoma Bcstg. Co.
Address.....917½ Scott St.
Phone: 2-5214.....Air Time: Full Time
News Service .....AP
Representative .....Pearson
Membership ..... NARTB, RAB
Pres., Gen. Manager.....Boyd Kelley
Commercial Mgr.....Ernest Skinner
Program Director.....Bill Edgar
Chief Engineer.....Bob Harmon

KWFT

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.Rowley-Brown Bcstg. Co.
Business-Studio Address.....P. O. Box 420
Phone: 3-4181.....Air Time: Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Station Rep. .....Blair
President .....Kenyon Brown
Station. Nat'l Sls. Mgr.....A. L. Pierce
Comm. Manager.....Blaine Cornwell
Promotion Manager.....Owanah Shelton
Chief Engineer.....Herbert T. Wiley

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UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — Families 259,000
Radio Homes 254,000 — TV Homes 142,000 — Stations in State 19

KBUH

BRIGHAM CITY—1948—KBS

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Revella M. Bone
Address.....948 W. Forrest St.
Phone: 948.....Air Time: Daytime
Owner.....Revella M. Bone
General Manager.....Wade M. Ebeling
Sales Prom. Mgr.....Art Fishler
Chief Engineer.....Samuel Stevans

KSUB

CEDAR CITY—1937—CBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Address.....189 N. Main St.
Phone: 590.....Air Time: Full Time
News Service .....UP
Membership .....NARTB, RAB
President .....Ivor Sharp
General Manager.....Arthur Higbee
Commercial Mgr.....W. V. Lowe
Program Director.....Mauray Payne
Chief Engineer.....Richard Gunn

KLGN

LOGAN—1954

Frequency: 1390 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Atlas Engineering Co.
Address.....1870 Atken Ave.
Phone: 6-4808.....Air Time: Daytime
Pres., Gen. Mgr.....Obed C. Haycock
Chief Eng.....Wayne Holmes

KVNU

LOGAN—1938—MBS-KBS

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Address .....1393 N. Main St.
Phone: 1400.....Air Time: Full Time
News Service .....UP
Representative .....Avery Knodel
Transcription Service .....World
Membership .....NARTB, RAB
President .....Herschel Bullen
Gen., Sta. Mgr.....Reed Bullen
Comm., Sales Prom. Mgr.....W. W. Kirkland
Program Director.....Morgan White
Chief Engineer .....DelMont Olesen

KMUR

MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Murray Bcstg. Service
Address.....4646 So. State St.
Phone: 6-4419.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....W. Biddick
Membership .....NARTB
President.....Oral J. Wilkinson
Gen., Sta. Mgr.....H. W. Pingree
Comm. Mgr.....Ted Rogers
Prog. Dir.....Mitzi Bailey
Chief Engineer .....E. Greene

KLO

OGDEN—1925
MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Address.....Hotel Ben Lomond
Phone: 4-5721.....Air Time: Full Time
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President .....Edris Glasmann
General Manager .....George Hatch
Station Manager .....Cecil Heftel
Commercial Manager.....W. Kimball Ward
Sls. Prom. Mgr. Prog. Dir.....L. Allen
Publicity Director.....Dale Brown
Chief Engineer.....Robert V. Beadles

KOPP

OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....KOPP, Inc.
Address.....W. 12th St.
Phone: 3-3476.....Air Time: Daytime
News Service .....UP
Station Rep. .....Indie
Transcription Service .....Lang-Worth
Membership ..... RAB
President.....G. Stanley Brewer
General Manager.....L. B. Suttlemyre

KVOG

OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....1538 Gibson Ave.
Phone: 2-7535.....Air Time: Full Time
Representative .....Biddick, Webb
Membership ..... RAB
Trans. Ser. .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....Arch G. Webb
Commercial Mgr.....David B. Affleck
Chief Engineer.....James Condrey

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KOAL

PRICE—1936

MBS-INTERMOUNTAIN—KBS-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.. ...Eastern Utah Bcstg. Co.
Address .....Box 591
Phone: Price 200.....Air Time: Full Time
Representative .....Avery-Knodel
Pres., Gen. Mgr.....Jack Richards
Sls. Prom. Mgr., Pgm. Dir.....Carl P. Wolfrom

KEYY

PROVO—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid Utah Bcstg. Co.
Address .....16 W. 3rd South
Phone: 4060.....Air Time: Full Time
News Service ..... AP
Membership ..... RAB
President.....D. Spencer Grow
Gen. Mgr.....E. A. Niehay
Commercial Mgr.....Dave Weiser
Program Director.....Hal Parkes
Chief Engineer.....J. Paul Smith

KIXX

PROVO—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....KIXX, Inc.
Address.....P. O. Box 550
Phone: 2801, 3.....Air Time: Full Time
News Service .....UP
Station Rep.....Hollingbery, Webb
Pres., Co-Owner, Comm., Prom. Mgr. .....Frank A. Van Wagenen
Gen., Sta. Mgr., Co-Owner, Prog., Pub. Dir.....Harold E. Van Wagenen
Chief Engineer.....Francis Boyer

KOVO

PROVO—1939—MBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address.....16 E. 3rd St.
Phone: 1680.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NARTB, RAB
President.....Clifton A. Tolboe
General-Station Mgr.....L. H. Curtis
Pgm. Dir.....James H. Lawrence
Publicity Dir.....Wayne Carle
Chief Engineer.....Le-R Burton

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address.....980 Tower Lane
Phone: 620.....Air Time: Full Time
News Service.....UP
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NARTB, RAB
President .....Homer Bandley
Gen., Sta. Mgr.....Arthur Tucker
Comm. Mgr. Chief Eng.....Ralph Ross
Sls. Prom. Mgr.....T. Mendenhall
Prog. Dir.....Hal Edwards
Pub. Dir.....Bill King

KALL

SALT LAKE CITY—1945
MBS-INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....146 S. Main St.
Phone: 4-3561.....Air Time: Full Time
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, RAB
President.....George C. Hatch
Gen., Sta., Comm. Mgr...Thomas H. Anderson
Sls. Prom. Mgr.....E. S. Smith
Publicity Manager.....Florien Winerlter
Program Director.....Kay Richins
Chief Engineer .....W. D'Orr Cozzens

KDYL

SALT LAKE CITY—1922—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned ....Intermountain Bcstg & Telev. Corp.
Bus.-Studio Address.....130 Social Hall Ave.
Phone: 22-5681 .....Air Time: Full Time
News Service .....UP
Representative .....Katz
Transcription ..... Thesaurus
Membership .....NARTB, RAB
Pres., Gen. Mgr.....G. Bennett Larson
Program Director .....Des Barker
Comm. Mgr. .....Glen Shaw
Publicity Dir.....Del Leeson
Chief Engineer.....Allan Gunderson

KNAK

SALT LAKE CITY—1945

Freq.: 1280 Kc.....Power: 1 Kw. d., 500 W. n.
Owned.....Granite District Radio Bcstg. Co.
Business-Studio Address.....1042 So. 6th W.
Phone: 4-3685.....Air Time: Full Time
News Service .....UP
Representative .....Forjoe
President.....Howard D. Johnson
Gen., Comm. Mgr.....Lee Walker
Program Director .....Mildred Baker
Chief Engineer.....Howard D. Johnson

KSL

SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone: 5-4641.....Air Time: Full Time
News Service.....AP, UP
Trans. Ser. .....Associated
Representative.....CBS Radio Spot Sales
Membership .....NARTB, RAB
President.....J. Reuben Clark
Vice Pres.....Jay W. Wright
Exec. Vice Pres.....Ivor Sharp
Vice Pres., Sta. Mgr.....Eugene M. Halliday
Sales Manager.....Frank McLatchy
Merchandising Dir.....Raymond W. F. Fritsch
Program Director.....Joseph A. Kjar
Prom. Mgr.....A. Richard Robertson
Chief Engineer.....Vincent Clayton

KUTA

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....179 Motor Ave.
Phone: 22-2505.....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard
Representative .....Hollingbery
Membership ..... NARTB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Comm., Sales Prom. Mgr.....Allan Thomas
Publicity Director.....Allen Cornwall
Chief Engineer.....C. Wendell Bell

KJAM

VERNAL—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Uintah Bcstg. Co.
Address .....120 E. Main St.
Phone: 494.....Air Time: Full Time
Trans.....Standard, Capitol, MacGregor, Cole
President.....James C. Wallentine
Gen. Mgr., News Dir.....Lee Walker
Commercial Manager.....Grant E. Parry
Chief Engineer.....Wallace D. Raker

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VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — Families 111,000
Radio Homes 107,000 — TV Homes 67,000 — Stations in State 13

WBTN

BENNINGTON—1953

Frequency: 1370 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Catamount Bcstrs. Inc.
Address .....Harwood Hill
Phone: 6321.....Air Time: Daytime
News Service .....UP
Representative .....McGillvra, Kirby
Co-Owner & Treas.....J. Gordon Keyworth
Station Manager.....Ben A. Hubley
Chief Engineer .....J. Gordon Keyworth

WTSA

BRATTLEBORO—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-State Area
Address .....Putney Rd.
Phone: ALpine 4-4567.....Air Time: Full Time
News Service .....UP
Representative .....Walker
President .....Theodore Feinstein
Vice-Pres., Gen. Mgr.....Phillips Terhune
Program Director.....Loren C. Smith
Chief Engineer.....Edward D. Somes

WCAX

BURLINGTON—1927—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone: BU. 3-3437.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative .....Weed
Membership .....NARTB, RAB
President, Gen. Mgr.....C. P. Hasbrook
Sta., Comm. Mgr.....J. D. Swan
Program Director.....Louis J. Rocke
Chief Engineer.....James W. Tierney

WDOT

BURLINGTON—1954

Frequency: 1400 Kc.....Power: 250 Watts
Owned .....WDOT, Corp.
Address.....109 S. Winooski Ave.
Air Time.....Full Time
Station Rep. .....McGillvra
President .....Val Carter

WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone: 4-5774 .....Air Time: Full Time
Transcription Service .....Thesaurus
News Service .....AP
Representative .....Brannon, Rambeau
Membership .....RAB, NARTB
President.....David W. Howe
Sta., Comm. Mgr.....Alfred E. Spokes
Chief Engineer.....Donald M. Wheatley

WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address.....Union Mutual Bldg.
Phone: 1740.....Air Time: Full Time
News Service.....AP
Representatives.....Borgatti, W. S. Grant
Pres., Gen., Comm. Mgr.....C. W. Grinnell
Program Director.....Robert Bannon
Sales Prom. Mgr.....Harry C. Perrigo
Chief Engineer.....Gerald Mareot

WIKE

NEWPORT—1952

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Memphremagog Bcstg. Co.
Address .....Box 586
Phone: 832-3.....Air Time: Full Time
Transcription Service .....World
News Service .....UP
Membership .....NARTB, RAB
Reps. .....McGillvra, Kettel-Carter
President .....E. Dean Finney
General Manager.....Donald Thurston
Program Director.....William Graham
Chief Engineer.....D. A. Thurston

WHWB

RUTLAND—1949

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Vt. Bcstg. Corp.
Address.....24½ Center St.
Phone: PR. 3-3200.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative .....Kettell-Carter, Gill-Perna
Pres., Gen., Sta. Mgr.....Vena M. Bates
Chief Engineer.....Kenneth Pockett

WSYB

RUTLAND—1930—KBS-MBS
YANKEE

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philip Weiss Music Co.
Bus.-Studio Address.....35 Washington St.
Phone: PR 3-8140.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra, Walker
President .....Philip Weiss
Station Manager.....J. H. Weiss

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WWSR
ST ALBANS—1941—YANKEE

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone: 1390.....Air Time: Daytime
News Service .....UP
Transcription Service .....World
Representative ..... Walker
Membership .....NARTB
President-Gen. Mgr.....Lloyd Squier
Sta., Comm., Sales Prom. Mgr..Richard W. Hill
Program Director.....Robert Leavitt
Publicity Dir.....C. Stuart Perry
Chief Engineer.....Theodore Boisvert

WTWN
ST. JOHNSBURY—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Twin State Bcstrs. Inc.
Address .....Concord Ave.
Phone: Pioneer 8-2344....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus, World
Membership .....NARTB, RAB
Representative .....McGillvra, Kettel-Carter
Pres., Gen. Mgr.....E. Dean Finney
Comm. Manager.....Raymond Munkittrick
Sales Prom. Mgr.....Franklin Owens
Program Director.....Tom Kibbe
Chief Engineer.....James Edgerton

WNIX
SPRINGFIELD—1954

Frequency: 1480 Kc.....Power: 1 Kw.
Owned.....Conn, Valley Bcstg. Co., Inc.
Address.....106 Park St.
Phone: 4514.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....Thesaurus
Station Rep.....McGillvra, Kettell-Carter
President.....E. Dean Finney
Manager.....Guy O. Austin
Program Director.....Ken Greene

WDEV
WATERBURY—1931—MBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Address.....8 Stowe St.
Phone: 4-7321.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership ..... RAB
General Manager.....Lloyd E. Squier
Comm. Mgr., Pgm. Dir.....Craig S. Parker
Chief Engineer.....Warren Chase

VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — Families 880,000
Radio Homes 788,000 — TV Homes 562,000 — Stations in State 78

WPIK
ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Address.....Virginia Theatre Bldg.
Phone: OV. 3-3000.....Air Time: Daytime
Representative .....Grant Webb
Membership .....NARTB, RAB
News Service .....AP
Pres., Gen. Mgr.....Carl L. Lindberg
Commercial Mgr.....Art Kellar
Publicity Dir.....Leonord Delbert

WARL
ARLINGTON—1947

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....5232 Lee Hway.
Phone: KE. 6-9000.....Air Time: Daytime
News Service .....UP
President .....Cy Blumenthal
Sta. Mgr.....Ray Armand
Comm. Mgr.....G. A. Crump
Program Director.....J. W. Galloway
Chief Engineer .....James S. Petty

WEAM
ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Arlington Fairfax Bcstg. Co.
Address.....2030 N. 16th St.
President.....Harold H. Thoms
General Manager.....George Oleson
Chief Engineer .....Robert Downie

WBLT
BEDFORD—1950

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bedford Bcstg. Co.
Address.....P. O. Box 406
Transcription Service .....RCA, Thesaurus
Membership ..... NARTB
Pres., Gen. Mgr.....A. P. Marsh
Commercial Manager .....James E. Synan
Program Director .....A. P. Marsh

WLSD
BIG STONE GAP—1953

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gap Bcstg. Co.

www.americanradiohistory.com

Phone: 960 ..... Air Time: Daytime
News Ser. ..... AP
Trans. Ser. ..... World
Membership ..... NARTB
General Manager ..... W. H. Wren Jr.
Program Director ..... Ruth Jensen
Chief Engineer ..... Andrew R. McMaster

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. ..... Power: 250 watts
Owned-Oper. By ..... Blackstone Bdcstg. Corp.
Address ..... Community Bldg.
Phone: 478 ..... Air Time: Full Time
Transcription Service ..... Lang-Worth
Representative ..... Colton
News Service ..... AP
President ..... H. L. Umstead
Sta. Mgr., Chief Eng. ..... Cosby A. Draper, Jr.

WCYB

BRISTOL—1946

Frequency: 690 Kc. ..... Power: 10,000 Watts d.
Owned-Oper. By ..... Appalachian Bcstg. Corp.
Address ..... Box 1009
Phone: North 3560 ..... Air Time: Daytime
News Service ..... AP, UP
Transcription Service ..... World, Cole, Associated
Station Rep. ..... Gill Perna
Membership ..... NARTB, RAB
President, Gen. Mgr. ..... Robert H. Smith
Comm. Mgr. ..... J. Fey Rogers
Program Director ..... James D. Thomas
Chief Engineer ..... R. V. Robinson

WFHG

BRISTOL—1954—MBS

Frequency: 980 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Bristol Bcstg. Co.
Address ..... P. O. Box 799
Phone: N-3620 ..... Air Time: Full Time
News Service ..... UP
Membership ..... NARTB
Trans. Ser. ..... Thesaurus, Standard
Station Rep. ..... Walker, Dora-Clayton
Pres., Gen. Mgr. ..... W. C. Nininger
Commercial Manager ..... Jack Martin
Program Director ..... David Pursglove
Chief Engineer ..... John Hughlett

WCHV

CHARLOTTESVILLE—1933—ABC

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Barham & Barham
Bus.-Studio-Transmitter Address .. Rose Hill Dr.
Phone: 2-5121 ..... Air Time: Full Time
News Service ..... AP
Representative ..... Clark
Membership ..... RAB
Managing Director ..... Charles Barham, Jr.
Gen., Comm. Manager ..... Robert C. Walker
Prog., Pub. Dir. ..... R. G. Sketchley, Jr.
Promotion Manager ..... Charles Smith
Chief Engineer ..... R. M. Craighill

WINA

CHARLOTTESVILLE—1949—MBS, KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By .. Charlottesville Bcstg. Corp.
Address ..... 4th & Main
Phone: 2-6177 ..... Air Time: Full Time
News Service ..... UP
Transcription Service ..... Standard
Station Rep. ..... Indie Sales, Inc.
Membership ..... NARTB, RAB
Pres., Gen. Mgr. ..... Donald G. Heyne
Comm. Mgr. ..... Thomas M. Behrendt
Chief Engineer ..... Lawrence Kennedy

WBCR

CHRISTIANBURG—1954

Frequency: 1260 Kc. .. Power: 1000 Watts d.
Owned-Oper. By ..... Montgomery Bcstg. Co.
Phone Number 7601
President ..... Dr. Vernon H. Baker
Sec. Treas. ..... Virginia Baker
Gen. Manager ..... Durwood Powell

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Clifton Forge Bcstg. Corp.
Address ..... Fairview Hts
Phone: 2147 ..... Air Time: Full Time
Trans. Ser. ..... Standard, SESAC
News Service ..... AP
President ..... Cletus H. Lawler
General Manager ..... Grover K. Fulk

WKEY

COVINGTON—1941—ABC

Freqeuncy: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Earl M. Key
Business Address ..... Main St.
Phone: 8351 ..... Air Time: Full Time
News Service ..... UP
Representative ..... Devney
Transcription Service ..... Thesaurus
Membership ..... NARTB, RAB
General Manager ..... Earl M. Key
Commercial Mgr. ..... Kenneth L. Bryant
Program Director ..... John Lee Davis
Chief Engineer ..... E. G. Hemingway

WSVS

CREWE—1947

Frequency: 800 Kc. ..... Power: 1000 Watts d.
Owned-Oper. By ..... So. Virginia Bcstg. Corp.
Business Address ..... 800 Melody Lane
Phone: 7811 ..... Air Time: Daytime
News Service ..... AP
Transcription Service ..... World
Membership ..... RAB
President ..... Calvin S. Willis
VP & Gen. Mgr. ..... John E. Sadler
Commercial Mgr. ..... Freeman H. Stewart
Prog. Dir. ..... F. H. Watkins
Chief Engineer ..... C. E. Wilson

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WCVA

CULPEPER—1949—KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Culpeper Bcstg. Co.
Address .....Radio Bldg.
Phone: 8338.....Air Time: Full Time
News Service .....UP
Trans. Ser.....Standard, Lang-Worth
Station Rep. .....Indie
President.....Ira C. Hopkins
Gen., Comm. Mgr. .....John T. Rogers
Asst. Mgr., Prog. Mgr.....Gerald M. Donovan
Chief Engineer.....Walter Wilkerson

WBTM

DANVILLE—1930—ABC

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone: 2350.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Gill-Perna
Membership .....NARTB, RAB
President.....L. N. Dibrell
General Manager .....Edward G. Gardner
Comm. Mgr.....John Holland
Program Director.....Milton Adams
Chief Engineer .....Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By....Va.-Carolina Bcstg. Corp.
Address.....American Natl. Bank Bldg.
Phone: 5300.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Robert S. Keller
Membership .....NARTB, RAB
President.....J. D. Pruitt
VP & Gen. Mgr.....Emerson J. Pryor
Commercial Mgr.....Stover Morris, Jr.
Sls. Prom. Mgr., Pub. Dir.....R. Hess, Jr.
Program Director.....Richard Campbell
Chief Engineer.....Howard Clendenon

WEVA

EMPORIA—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Stone Bdcstg. Co.
Address .....Washington St. & Florida St.
Phone: 2133.....Air Time: Full Time
Trans. Ser. .....Thesaurus
News Service .....AP
Pres., Gen. Mgr.....M. E. Stone
Station Manager.....A. L. Drew
Commercial Mgr.....Sally Whitlock
Chief Engineer.....E. A. Short, Jr.

WFAX

FALLS CHURCH—1948—KBS

Frequency: 1220 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number .....Jefferson 2-0900
News Service.....UP
Pres., Gen. Mgr.....Lamar A. Newcomb
Program Director.....Genevieve Main
Chief Engineer.....Richard Fanning

WFLO

FARMVILLE—1947

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....118 W. Third St.
Phone: Farmville 870.....Air Time: Daytime
News Service.....UP
Transcription Service .....Thesaurus
Representative .....Clark
Membership ..... NARTB, RAB
Pres., Gen. Mgr.....Carla B. Keys
Station Manager.....John D. Wilson
Commercial Mgr.....Reginald Speir
Program Director.....John Calhoun
Chief Engineer.....Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....707 Princess Anne St.
Phone: 1261.....Air Time: Full Time
News Service .....UP
Exec. Vice-Pres.....Richard Lewis
Manager .....Walter F. Harris, Jr.

WFTR

FRONT ROYAL—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Sky Park Bcstg. Corp.
Address.....P. O. Box 192
Phone: 750.....Air Time: Full Time
News Service ..... AP
Transcription ..... World
Membership ..... NARTB
President .....J. Gruver Hillidge
Gen., Comm. Mgr.....Kenneth Gordon
Program Pub. Director.....Tom Gibson
Chief Engineer.....Claude F. Jones

WBOB

GALAX—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Address.....Poplar Knob Rd.
Phone: 2921.....Air Time: Full Time
Station Rep. .....Clark
President.....Robert V. Morris
Gen., Sta. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Commercial Manager.....Brice J. Parks
Chief Engineer.....Edward Boyer

WVEC

HAMPTON—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.

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Studio-Trans. Address.....1490 Pembroke
Phone: HA. 6332.....Air Time: Full Time
News Service.....AP
Transcription Service.....World, Standard
Representative ..... Avery-Knodel
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Thomas P. Chisman
V.P. & Dir. Sls.....Harrol A. Brauer, Jr.
Op. Mgr.....L. W. Kuewer
Prom. & Merc. Dir.....G. McCarty
Program Director .....Dick Kidney
Chief Engineer.....Wm. C. King, Jr.

WSVA
HARRISONBURG—1935—NBC

Freq.: 550 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owner-Oper...Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Rawley Pike
Phone: 4-4431.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative (Eastern)..... Pearson
Membership .....NARTB, RAB
President.....Frederick L. Allman
Sales Prom. Mgr.....R. H. Johnson
Program Director.....Alvin Mullinax
Pubicity Director.....Andy McCaskey
Chief Engineer.....Warren L. Braun

WHAP
HOPEWELL—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
Business Address.....City Point Rd.
Phone: HO. 801.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Indie Sales
Membership ..... NARTB
Pres. .....C. S. Willis
VP & Gen. Mgr.....J. E. Sadler
Comm. Mgr.....C. K. Bibby
Prog. Dir.....Lee Leonard
Chief Engineer.....C. Victor Johnson

WREL
LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Phone: 6000.....Air Time: Full Time
News Service .....AP
Representative .....Indie Sales
Membership ..... NARTB
President.....Marshall L. Wilmer
Gen., Sta., Comm. Mgr.....Milton B. Henson
Program Director .....Joseph E. Lynn, Jr.
Chief Engineer.....James I. Bray, Jr.

WLVA
LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Address .....925 Church St.
Phone: 2-1242.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Lang-Worth, Associated
Representative.....George P. Hollingbery
Membership ..... NARTB
President.....Edward A. Allen
Gen., Sta. Manager .....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Prog. Publ. Dir. .....Warren Uttal
Chief Engineer.....John T. Orth

WWOD
LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Address.....P. O. Box 918
Phone: 2-3441.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus World
Representative .....Walker
Membership .....NARTB
President.....David Hugh Dillard
Gen., Sta. Mgr.....Charles R. Maillet
Commercial Manager.....Richard E. Gooch
Prog., Pub. Dir.....Don Jarvis
Chief Engineer.....Forest J. Pinkerton

WMEV
MARION—1948—ABC-KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By.Mountain Empire Bcstg. Corp.
Address .....Park Boulevard Rt. No. 637
Phone: 3-9001.....Air Time: Daytime
News Service .....AP
Transcription Service .....World
Representative ..... Indie Sales
Membership .....NARTB, RAB
Pres., Gen., Comm. Mgr...Robert C. Wolfenden
Pgm. Dir. .....Stella D. Wolfenden
Chief Engineer.....Edward Surface

WHEE
MARTINSVILLE—1954

Frequency: 1370 Kc.....Power: 500 Watts
Owned.....Mechlenburg Bcstg. Corp.
Address .....Chatham Heights
Air Time .....Daytime
News Service .....UP
Trans. Ser. .....Lang-Worth
Pres., Gen. Mgr.....John W. Shultz
Commercial Mgr.....Charles F. Adams
Promotion Manager.....Thomas W. Patterson

WMVA
MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Address .....Chatham Heights
Phone: VI. 2152.....Air Time: Full Time
News Service .....AP
Representative .....W. S. Grant
Membership ..... NARTB
President .....H. Grady Moore
General Manager.....Maynard E. Dillaber
Commercial Mgr.....Lester Williams
Program Director.....Barbara Zimmerman
Chief Engineer.....B. E. Boyer

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WSIG

MOUNT JACKSON—1954

Frequency: 790 Kc.....Power: 1 Kw.
Owned.....Richard F. Lewis, Jr.
Address .....WSIG, Bldg.
Phone: 790.....Air Time: Daytime
News Service .....UP
Gen., Comm. Mgr.....H. T. Van Derwerker
Program Director.....Phil Potter

WNRV

NARROWS—1953

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Giles Bcstg. Co.
Phone: 2211.....Air Time: Daytime
News Service .....AP
Transcription ..... World
Representative ..... Clark
President.....H. J. Romanus
General Manager.....Tom Hicks
Commercial Mgr.....R. J. Torquato
Program Director.....Albert A. Rich
Chief Engineer.....Washington Elitchko

WACH

NEWPORT NEWS—1947—KBS

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
News Service .....UP
Station Rep. .....Walker
Trans. Ser. .....Capitol, Lang-Worth
Membership .....NARTB, RAB
President .....John Doley
General Manager.....H. A. Seville
Program Dir. .....Tom Bradshaw, Jr.

WGH

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address....739 Boush St., Norfolk
Phone: Norfolk 2-7031....Air Time: Full Time
News Service .....AP
News, Affil.....Daily Press, Times-Herald
Trans. Ser. .....Amp
Representative ..... Gill-Perna
Membership .....NARTB, RAB
President.....William R. Van Buren, Sr.
Gen.-Sta. Manager .....Edward E. Bishop
Commercial Mgr.....Clyde F. Meades
Program Director.....Ambert Dail
Publicity Director.....William A. Rhyne
Chief Engineer .....Alois Braun

WCMS

NORFOLK—1954

Frequency: 1050 Kc.....Power: 1000 W. d.
Owned-Oper. By.....Cy Blumenthal
Address .....Helena Building
Phone: MA 2-4824.....Air Time: Daytime
President .....Cy Blumenthal
General Manager.....William B. Davis
Chief Engineer.....Ted Spivey

WNOR

NORFOLK—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Norfolk Bcstg. Co.
Address.....1019 Boissevain Ave.
Phone: 27071.....Air Time: Full Time
Transcription Service .....Lang-Worth
Representative ..... Weed
President.....Louis H. Peterson
Gen., Comm. Mgr.....Earl Harper
Program Manager.....Bill Montgomery
Chief Engineer.....Howard Sheets

WRAP

NORFOLK—1952

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By.....Rollins Bcstg., Inc.
Address.....300 Portlock Bldg.
Phone: 4-8307.....Air Time: Full Time
Representative ..... Pearson
Chairman of Board.....John W. Rollins
President.....O. Wayne Rollins
Gen., Sta., Comm. Mgr.....Robert Lyons
Chief Engineer.....Glen Frazier

WTAR

NORFOLK—1923—CBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....WTAR Radio Corp.
Bus.-Studio Address.....720 Boush St.
Phone: 56711.....Air Time: Full Time

The Best in Listening

WACH

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1270 Kc.

Tidewater Radio

Newport News-Norfolk, Va.

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News Service ..... AP
News Affil..... Norfolk Newspapers, Inc.
Transcription Service ..... Standard World
Membership ..... NARTB, RAB
Representative ..... Edward Petry
Pres., Sta. Mgr..... Campbell Arnoux
Gen. Mgr..... J. C. Peffer
Commercial Mgr..... Robert M. Lambe
Promotion Manager ..... Robert M. Davis
Program Director..... Harold Soldinger
Publicity Director..... Robert M. Davis
Chief Engineer..... Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc..... Power: 1000 Watts
Owned-Oper. By..... Blanfox Radio Co., Inc.
Bus.-Studio Address..... Harlan, Ky.
Phone: 700..... Air Time: Daytime
News Service ..... AP
Representative ..... Burn Smith
President..... Richard B. Helms
Gen., Sta. Mgr..... Jack T. Helms
Comm. Mgr., Pgm. Dir..... Wally Douglass
Chief Engineer..... Gene Tommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By.. James Madison Bcstg. Corp.
Address..... P. O. Box 271
Phone: 7263..... Air Time: Full Time
Transcription Service ..... SESAC
Membership ..... NARTB
President..... W. A. Sherman, Jr.
Gen., Mgr..... James E. Simmons
Comm. Mgr..... Ann G. Butler
Program Director..... Jim Simmons
Publicity Director ..... Ronald L. Landry
Chief Engineer ..... Joel E. Cole

WSSV

PETERSBURG—1945—MBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned..... Southside Virginia Bcstg. Corp.
Business-Studio Address..... 112 W. Tabb St.
Phone: 3881..... Air Time: Full Time
News Service ..... AP
Trans. Ser. ..... Capitol
Membership ..... NARTB
President..... Louis H. Peterson
General Manager..... Ray L. Moss
Commercial Mgr..... Ed Vaughan
Program Director..... N. W. Andrews
Chief Engineer..... Donald W. Hall

WAVY

PORTSMOUTH—1943—NBC

Frequency: 1350 Kc..... Power: 5000 Watts
Owned-Oper. By..... Portsmouth Radio Corp.
Bus.-Studio Address.... 205 Professional Bldg.
Phone Number 7-3488
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Burn-Smith
President..... Hunter C. Phelan
Gen., Sta. Mgr..... Carl J. Burkland
Sales Mgr..... H. Stanley
Chief Engineer ..... William Manroy

WLOW

PORTSMOUTH—1946

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By.. Commonwealth Bcstg. Corp.
Bus.-Studio Addr..... 21st & Manteo Sts.
Phone: Madison 7-5677.... Air Time: Full Time
News Service ..... UP
Trans. Ser. ..... Capitol, Associated
Representative ..... Forjoe
President..... E. L. Scott
General Manager..... Robert Wasdon
Station Manager..... Glenn Harmon
Technical Director..... Jack Siegel

WPUV

PULASKI—1946—NBC-KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Southwest Bcstg. Corp.
Address ..... Box 351
Phone: 3-3931..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... World
Representative ..... Sears & Ayer
Pres., Gen. Mgr..... Mason C. Deaver
Commercial Manager..... Larry Schoenfeld

WRAD

RADFORD—1950

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Rollins Bcstg., Inc.
Phone: 2461..... Air Time: Full Time
Membership ..... NARTB, RAB
Representative ..... Rollins
President..... O. Wayne Rollins
Gen., Comm. Mgr..... Wendell H. Siler
Sales Prom. Mgr..... Ben Johnston
Prog. Dir., Chief Engr..... L. Mills

WRIC

RICHLANDS—1951—KBS

Frequency: 540 Kc..... Power: 1000 Watts d.
Owned-Oper. By... Clinch Valley Bcstg. Corp.
Address ..... Box 218
Trans. Ser. ..... Thesaurus, SESAC, World
Membership ..... NARTB, RAB
Gen., Sta. Mgr., Chf. Eng... Max M. Blakemore
Program Director..... Lindy Seamon

WANT

RICHMOND—1951

Frequency: 990 Kc..... Power: 1000 Watts
Owned-Oper. By.. United Bcstg. Co. of Virginia
Address..... 513 E. Main St.
President ..... Richard Eaton
Gen., Station Manager..... Richart Scheele
Comm. Mgr..... F. Lovvett
Prog. Dir..... W. Lewis
Pub. Dir..... W. Gibbon
Chief Engineer..... Silas Bell

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WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Business-Studio Address.....Broad St. Road
Phone: 88-2837.....Air Time: Full Time
News Service .....AP
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Gen. Mgr.....Irvin G. Abeloff
Station Mgr.....H. L. Hudson
Comm. Mgr.....L. L. Cardona, Jr.
Program Director.....S. A. Ludgate
Chief Engineer.....George W. McGuigan

WMBG

RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St.,
Phone: 5-8611.....Air Time: Full Time
Representative .....Bolling Co.
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Commerical Mgr.....Walter A. Bowry, Jr.
Program Director.....G. Conrad Ranhard, Jr.
Sls. Prom. Mgr., Pub. Dir.....R. Kahle
Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By..Richmond Newspapers, Inc.
Business-Studio Address.....111 N. Fourth St.
Phone: 3-3436.....Air Time: Full Time
News Service.....AP
Newspaper Affil..News Leader; Times Dispatch
Transcription Service.....Standard, Thesaurus
Representative.....Edward Petry
Membership .....NARTB, RAB
President.....D. Tennant Bryan
Station Manager.....E. S. Whitlock
Sales Manager.....Frank Soden
Program Director.....Howard Hamrick
Publicity Director.....Miss Fan Cox
Chief Engineer.....Vincent Wolstenholme, Jr.

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.
Business Address.....Hotel Richmond
Phone: 3-6633.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....CBS Radio Spot Sales
Membership .....NARTB, RAB
General Manager.....C. T. Lucy
Sales Mgr.....James D. Clark, Jr.
Promotion Manager.....Jack Stone, Jr.
Program Manager.....Samuel S. Carey
Production Manager.....Wm. R. Preston
Business Manager.....Barron Howard
Pub. Rel. Mgr.....W. R. Bishop
Chief Engineer.....David C. Woods

WXGI

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone: 7-4684.....Air Time: Daytime
Representative .....Indie Sales
News Service .....AP
President.....Douglas H. Robertson
Gen., Comm. Mgr.....David M. Wilburn
Chief Engineer.....Charles Charnesky

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Address.....124 W. Kirk Ave.
Phone: 8131.....Air Time: Full Time
News Service.....AP, UP
News. Affil.....Times, World News
Transcription Service .....World
Representative.....Free and Peters, Inc.
Membership .....NARTB, RAB
President .....M. W. Armistead, III
General Manager.....Ray P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Production Director.....Charles A. Ballou
Promotion Director.....Benton B. Boggs
Chief Engineer.....J. Edward Newman

there's MORE

SELL *on*

WRNL

RICHMOND,
VIRGINIA

5000 Watts • ABC Affiliate

National Representative:
Edward Petry & Co., Inc.

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WRIS
ROANOKE—1953

Frequency: 1410 Kc.....Power: 5000 Watts d.
Owned.....Roanoke Independent Bcstrs. Inc.
Address .....Pythian Bldg.
Phone: 2-3131.....Air Time: Daytime
News Service .....AP
Station Rep. .....Rambeau
President .....Cy Bahakel
Manager .....Frank Tirico
Promotion Manager.....Coleman Austin
Chief Engineer.....Roy Giles

WROV
ROANOKE—1946—ABC-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Roanoke, Inc.
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone: 3-4444.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NARTB, RAB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Traffic Director .....Emily B. Carpenter
Chief Engineer .....E. F. St. Clair

WSLS
ROANOKE—1940—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned.....Shenandoah Life Stations, Inc.
Business-Studio Address....Shenandoah Bldg.
Phone: 9227.....Air Time: Full Time
News Service.....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NARTB, BAB
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Prom. Mgr.....F. L. Corstaphney
Prog. Dir.....C. R. Blackstone, Jr.
Commercial Manager.....Horace Fitzpatrick
Chief Engineer.....J. P. Briggs

WHLF
SOUTH BOSTON—1947—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Address .....Webster St.
Phone: 2-9988.....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Transcription Service .....World
Owner, Comm. Mgr.....John L. Cole, Jr.
Program Director.....Ella L. Poindexter
Chief Engineer.....Arthur A. Moran

WJWS
SOUTH HILL—1953

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Old Belt
Address .....Box 669
Membership ..... NARTB
President.....John Shultz
Vice-Pres., Chief Engr.....Phil Hedrick
Commercial Mgr.....W. Brown Hofler

WAFC
STAUNTON—1954

Frequency: 900 Kc.....Power: 1 Kw. d.
Owned.....Am. Home Bcstg. Co.
Address .....P. O. Box 396
Phone: 6-0100.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....SESAC
Station Rep. .....Clark
Membership ..... NARTB
General Manager.....Lloyd Gochenour

WTON
STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone: 5-5555.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NARTB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr....Charles F. Seebeck
Program Director.....Robert Sterrett
Chief Engineer.....Rex C. Houser

WLPM
SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone: 2394.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative.....Sears & Ayer
Pres., Gen. Manager.....Fred L. Hart
Commercial Dir.....Earl Hundley
Publicity Director.....Lee Williams
Chief Engineer.....Veryl W. Rupp

WBOF
VIRGINIA BEACH—1954

Frequency: 1600 Kc.....Power: 1 Kw.
Owned.....Va. Beach Bcstg. Corp.
Address .....Norfolk Highway
News Service .....AP
Membership ..... NARTB
President, Gen. Mgr.....Leo Hoarty
Vice President.....Sidney Banks
Asst. Gen., Sta., Prod. Mgr.....Bob Koolage, Jr.
Prom. Mgr., Prog. Director....Wade Williams
Commercial Mgr.....Wm. H. Vidal
Chief Engineer.....Dan Spitzer

WNNT
WARSAW—1949—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
Owned.....No. Neck & Tidewater Bcstg. Co.

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Address .....Warsaw
Phone: ED. 3-6900.....Air Time: Daytime
News Service .....UP
Transcription Service .....Standard
Pres.-Gen. Mgr.....Grayson Headley
Commercial Mgr.....Ruth R. Rouzie
Sls. Prom. Mgr., Pub. Dir.....P. Headley
Chief Engineer.....W. Dean Loudy

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone: 6066.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Rep. .....Donald Cooke
Membership .....NARTB
President.....Judson T. Phillips
Gen., Sta., Comm. Mgr.....N. Wilbur Kidd
Program Director.....Al Charles
Chief Engineer.....Donald D. Curtis

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone: 4855.....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
Transcription Service .....Associated
Manager...Richard Field Lewis, Jr. (Licensee)
Pgm., Prod. Dir.....John Morgan
Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949—KBS-MBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Wythe County Bcstg. Co.
Address.....P. O. Box 534
Phone: 840.....Air Time: Daytime
News Service .....UP
Membership .....NARTB, RAB
Transcription Service...Lang-Worth, Keystone
Pres., Prog. Dir.....A. M. Gates, M.D.
General Manager.....A. M. Gates, Jr.
Comm. Mgr.....Randolph Armbrister
Chief Engineer.....Jack Fleming

WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — Families 937,000
Radio Homes 922,000 — TV Homes 473,000 — Stations in State 59

KBKW

ABERDEEN—1949—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....KBKW, Inc.
Address ..701 E. Heron St., Aberdeen, Wash.
News Service .....AP
Transcription ..... World
Representative ..... Feltis
Membership ..... NARTB
President, Gen. Mgr.....Archie Taft, Jr.
Chief Engineer.....Jack Fleury

KXRO

ABERDEEN—1927—MBS—DON LEE KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By .....KXRO, Inc.
Address .....207½ E. Market St.
Phone: AB. 4098.....Air Time: Full Time
News Service .....UP
Rep. .....Moore-Lund, Walker, O'Connell
Membership .....NARTB, RAB
Trans. Service .....Standard
President.....Harry R. Spence
Sta., Gen. Mgr.....Fred G. Goddard
Station Mgr.....John B. Waitkus
Program Director.....Phillip M. Wacker
Comm. Mgr. .....Roy Johnson
Sales Prom. Mgr.....Charles E. Hoonan
Publicity Dir.....Bob Swan
Chief Engineer .....Philip True

KPUG

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.
Business Address.....P. O. Box 655
Phone: 1170.....Air Time: Full Time
News Service .....UP
Newspaper Affil.....Mist Pub. Co.
Representative .....O'Connell, Feltis
Membership ..... RAB
President .....Jessica L. Longston
Station Mgr.....James Hamstreet
Comm. Mgr.....John Dimed
Publicity Dir.....Dorothy Jacobson
Program Dir.....Robert Concie
Chief Engineer.....Donald R. Pinney

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone: 790.....Air Time: Full Time
News Service .....UP

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Representative .....Forjoe, Moore & Lund
Membership .....NARTB, RAB
President .....Rogan Jones
Gen., Sta. Mgr.....Tom Haveman
Sales Prom. Mgr.....Alex de Schweinitz
Prog., Pub. Dir.....Haines Fay
Chief Engineer.....Ernest Harper

KBRO

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bremerton Broadcast Co.
Address .....205 Wash. Ave.
Phone: 7-3995.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Station Rep. .....Feltis
Membership ..... RAB
Owner & Pres.....Bruce Bartley
Commercial Mgr.....Linc Perry
Program Director.....Bill Luckhurst
Chief Engineer.....Bill Dore

KELA

CENTRALIA-CHEHALIS—1937-MBS KEYSTONE-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia PE 6-3321, Chehalis SH 8-3321
News Service .....UP
Rep...Clark, Moore-Lund, Walker, McGavern, O'Connell
Membership .....NARTB, RAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. Gwinn
Gen., Sta., Comm. Mgr.....Joe Chytil
Sales Prom. Mgr.....William Tilton
Pub., Prog. Director.....Donald Younghans
Chief Engineer.....Lloyd Hannah

KGLM

CHEHALIS—1954

Frequency: 1420 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Mid-State Bcstg. Co.
Address.....804 Market St.
Phone: Sherwood 8-3379....Air Time: Daytime
Pres., Gen. Mgr.....Marvin E. Johnson
Chief Engineer.....Joseph Muench

KCLX

COLFAX—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Whitman County Bdcstrs.
Address .....Box 710
Phone: 780.....Air Time: Full Time
News Service .....AP
Membership .....NARTB
General Manager .....Lee Fiksdal
Program Director.....Val Fiksdal
Publicity Dir.....Ross Pellerin
Chief Engineer .....L. Fiksdal

KGDN

EDMONDS—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned...Garden of the King Enterprises, Inc.
Phone: Lincoln 3131.....Air Time: Daytime
President.....A. B. Martin
Manager.....A. Orville Helgeson
Program Director.....Gerald Swanson
Chief Engineer.....Robert Nichols

KXLE

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Bus. Add. Trans. Loc.....Box 600
Phone: 2-1488.....Air Time: Full Time
Trans. Ser. .....Associated
Representative .....McGillvra
Membership ..... NARTB, RAB
President.....Goodwin Chase, Jr.
Gen., Sta. Manager.....Joe Kendall
Chief Engineer.....Robert I. Sampson

KULE

EPHRATA—1949

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Columbia Basin Bcstg. Co.
Phone: 4-4686 .....Air Time: Daytime
News Service ..... UP
Membership .....NARTB, RAB
President.....Robert E. Billingsley
General Manager.....Bob Moore
Commercial Mgr.....Bob Osland
Program Director.....Dorothy McCue

KRKO

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. .....Power: 1000 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Address.....P. O. Box 916
Phone: Cedar 1144.....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative ....Joseph Hershey McGillvra
Membership .....NARTB, RAB
Pres., Gen., Sta. Mgr. .....William R. Taft
Sales Manager.....Warren Johnson
Traffic Dir.....Nancy Spaeth
Chief Engineer.....Dave Foley

KFDR

GRAND COULEE—1950—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Columbia River Bcstrs., Inc.
Address .....Box 395
Phone: 140.....Air Time: Full Time
News Service .....UP
Representative.....Moore & Lund
Membership ..... NARTB
Manager .....A. W. Morris
Chief Engineer.....John Louden

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KLOG

KELSO—1949

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By ...N.W. Public Services, Inc.
Address .....P. O. Box 90
Phone: 4900.....Air Time: Full Time
News Service .....UP
Representative .....Feltis, Ayres
Membership ..... RAB
President .....Roscoe A. Day, Jr.
General Manager.....John Carlson
Program Director.....Lowell Gibson
Chief Engineer .....Ralph Click

KWIE

KENNEWICK—1949

Frequency: 610.....Power: 1000 Watts
Owned-Oper. By .....KWIE, Inc.
Address .....11 S. Cascade St.
Phone: KE. 6961.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative....Moore-Lund, Robert Meeker
Membership .....NARTB
Pres., Sta. Mgr.....Harold A. Clark
Comm. Mgr., Chief Eng.....C. J. McCredie
Program Director.....Mar. Jean Matthews

KNBX

KIRKLAND—1948

Frequency: 1050 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Eastside Bdcstg. Co.
Address Trans. Loca. .....Civic Center
Phone: VA. 1201.....Air Time: Daytime
Presidents ..L. N. Ostrander, W. A. Chamness
General Manager.....G. A. Wilson
Comm. Mgr.....John G. Joachims
Program Director.....R. Anita Busek
Chief Engineer .....Don Bevilacqua

KBAM

LONGVIEW—1955

Frequency: 1220 Kc....Power: 1000 Watts d.
Owned-Oper. By.....Altru Bcstg. Co.
Address .....260 Hansen, Salem, Oregon
Representative ..... Holman
Partner.....W. Gordon Allen
Partner, Chief Eng.....John Truhan

KWLK

LONGVIEW—1938—MBS
Don Lee-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Bus.-Studio Add..Natl. Bank of Commerce Bldg.
Phone: 1500.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant, Moore-Lund
Membership ..... RAB
President .....John McClelland Jr
General Manager.....Bob L. Moran
Program Director.....Ellen Hammond

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Address .....Box 276
Phone: 234.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative ..... Cooke
Membership ..... NARTB, RAB
President.....Jessica Longsien
General Manager.....James Schroeder
Station Mgr.....Alan Miller
Program Director.....Roland Hooper
Chief Engineer.....Earl Baynes

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts
Owned-Operated By.....Beckley Radio Co.
Bus.-Studio Add.-Trans. Loca. ..P. O. Box 240
Phone: GA 4-2430.....Air Time: Full Time
Representative .....Moore-Lund, McGillvra
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Leo H. Beckley
Commercial Mgr.....Frank Snyder
Program Director.....Joe Armey
Chief Engineer.....John Price

KGY

OLYMPIA—1922—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....Tom Olsen
Address Trans. Loca. ..Rockway Leland Bldg.
News Service .....AP
Representative.....George Clark, Art Moore
Membership .....RAB, NARTB
General Manager.....Tom Olsen
Commercial Mgr.....Elmer J. Holmberg
Program Director.....Don Jones
Chief Engineer .....Charles A. Roark

KOMW

OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Phone: 00, 20, 21 .....Air Time: Day Time
News Service ..... UP
Transcription Service .....Lang-Worth
Representative ..... Feltis
Membership .....NARTB
President.....R. L. McNett
General Manager .....Dean Nichols
Commercial Manager .....Grover D. Allen
Program Director .....Marilyn Moomaw

KPKW

PASCO—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By .....Western Radio Corp.

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Address.....Chase & "A" Sts.
Phone: 337.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Pres., Gen. Mgr.....V. B. Kennworthy
Program Director.....Walter Mot
Chief Engineer.....Robert Rockne

KONP
PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First
Phone: 4200.....Air Time: Full Time
News Service .....UP
Newspaper Affil. .....Evening News
Transcription Service .....World
Representative .....Moore & Lund
Pres., General Mgr.....C. N. Webster
Station Manager .....Keith Patterson
Comm. Mgr.....James C. Frits
Chief Engineer.....Frederick Fields

KOFE
PULLMAN—1950

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Bayton & Hicks
Address.....P. O. Box 356
Membership ..... RAB
Station Rep. .....Ayers
Transcription Service .....Lang-Worth
Gen., Sta. Mgr.....J. Ronald Bayton
Commercial Mgr.....John R. Puckett
Prom. Mgr., Chief Eng.....Mrs. B. J. Bayton

KAYE
PUYALLUP—1952—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Henry Perozzo
Address.....P. O. Box 271
Phone: 5-7711.....Air Time: Full Time
News Service .....UP
Manager .....Henry Perozzo
Program Director.....Pete Hansen
Chief Engineer.....George Yeager

KAPA
RAYMOND—1950

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific Bcstg. Corp.
Address .....P. O. Box 626
Phone: 1010.....Air Time: Full Time
Representative .....Walker, Moore-Lund
Membership .....NARTB, RAB
President .....Joe Chytil
Gen., Sta. Comm. Mgr.....Hugh MacPherson
Sls. Prom. Mgr. Prog., Pub. Dir.....Stan Witter
Chief Engineer.....Robert McNamara

KLAN
RENTON—1952

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By .....Interlake Bdcstg. Corp.
Address Trans. Loca.....N. 7th & Park Ave.
Phone: OL. 8245.....Air Time: Full Time
News Service .....UP
Transcription Service.....Cole, World
President, Manager.....Ralph Sander
Station Manager.....Clifford H. Hansen
Program Director.....Jack L. Tregellas
Chief Engr. .....W. D. Shine

KALE
RICHLAND—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....KALE, Inc.
Address.....P. O. Box 367
Phone: RI. 4-3180.....Air Time: Full Time
Representative ..... O'Connell
Trans. Service .....Lang-Worth, World, Ziv
News Service .....UP
President.....R. S. McCaw
Gen., Sta. Mgr.....L. G. Dix
Comm. Mgr.....R. A. Wachtman
Prog. Dir. .....Art Simpson
Publicity Dir.....Wayne Killmer
Chief Eng.....Clay White

KAYO
SEATTLE—1926

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. d.
Owned-Operated By...Wash. Telecasters, Inc.
Add., Trans. Loca.....2939 Fourth Ave. So.
Phone: ELiot 2480.....Air Time: Full Time
News Service .....UP
Membership ..... RAB
President.....Jessica L. Longston
Gen., Sta. Mgr.....R. E. Pollock
Sales Prom. Mgr., Pgm. Dir.....Ben H. Harkins
Chief Engineer.....Verle Jones

KING
SEATTLE—1947—ABC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KING Bcstg. Co.
Address.....320 Aurora Ave.
Phone: Mutual 3555.....Air Time: Full Time
Representative .....Blair
News Service .....UP
Membership .....NARTB, RAB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Sta., Sales Mgr.....John H. Eichhorn
Asst. Vice Pres.....John Eichhorn
Commercial Mgr.....Roger D. Rice
Program Director.....Earl F. Reilly, Jr.
Chief Engineer.....James D. Middlebrooks

KIRO
SEATTLE—1935—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Bus.-Studio Address...1530 Queen Anne Ave.
Phone Number.....Alder 9800
News Service .....UP
Representative .....Free & Peters
Membership ..... RAB
President .....Saul Haas
Comm. Manager.....William F. Tucker

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Sales Prom. Mgr.....John Piper
Program Director.....Carroll Foster
Publicity Dir.....Warren McCloy
Chief Engineer.....James Hatfield

KJR
SEATTLE—1923

Frequency: 950 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Mt. Rainier Radio & Television Bcstg. Corp.
Business-Studio Address..1426 Fifth Ave. Bldg.
Phone: Elliot 5890.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard
Representative .....Avery-Knodel
President.....C. Howard Lane
Chairman of Board.....Theodore R. Gamble
Gen., Prom. Mgr.....Mait Jordan
Pgm. Director.....Homer Pope
Chief Engineer.....Don M. Anderson

KOL
SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....1100 W. Florida St.
Phone: MA. 2312.....Air Time: Full Time
News Service.....UP, INS
Representative .....Bolling
Membership .....RAB, NARTB
President .....Archie Taft
Sta., Gen. Mgr.....Archie Taft, Jr.
Comm. Mgr.....Bill Simpson
Prom. Mgr.....Gil Bond
Program Director.....Robert Harris
Chief Engineer.....Perry Lind

KOMO
SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone: SE. 6000 .....Air Time: Full Time
News Service .....UP
Transcription Service.....Associated
Representative .....Hollingbery
Membership .....NARTB, RAB
President, General Mgr.....O. W. Fisher
V.P., Gen. Mgr.....W. W. Warren
V.P., Com. Manager.....Ray Baker
Publicity Director.....Margaret Frey
Program Manager.....F. J. Patterson
Chief Engineer.....F. J. Brott

KTW
SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned.....The First Presbyterian Church
Phone Number.....Mutual 1250
President.....W. T. Whitney
Station Manager.....Don Bevilacqua
Chief Engineer.....James S. Ross
Program Dir.....A. G. Atworth, Jr.
Chief Engineer.....James S. Ross

KVI
SEATTLE—1929—MBS-Don Lee

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone: SEneca 4848.....Air Time: Full Time
News Service .....AP
Transcription Service .....Thesaurus
Representative.....H-R Reps.
Membership ..... NARTB
Pres., Gen. Mgr.....Vernice Irwin
Commercial Mgr.....Earl T. Irwin
Program Dir.....Harry Long
Chief Engineer.....D. M. McDonough

KXA
SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....320 Second Ave., W.
Phone: AL. 8600.....Air Time: Daytime
News Service .....AP
Representative ..... Rambeau
Membership .....NARTB, RAB
President.....Wesley I. Dumm
General Manager.....Hugh A. Smith
Chief Engineer.....John Dubuque

KGA
SPOKANE—1926—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bankers Life and Casualty
Bus.-Studio Address....Moran Prairie, Box 141
Phone: KE 0631.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....World, Thesaurus
Membership .....NARTB, RAB
Representative ..... Venard
President.....John MacArthur
General Manager.....Ray J. Williams
Comm. Manager.....Len Greensword
Sales, Prom. Mgr.....Irv Prell

KHQ
SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone: MA. 5131.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Richard O. Dunning
Comm. Mgr. .....J. Birney Blair
Program Director .....Robert Swartz
Chief Engineer.....A. G. Sparling

KNEW
SPOKANE—1947—MBS—DON LEE

Frequency: 790 Kc. .....Power: 5000 Watts
Owned-Oper. By.....Inland Empire Bcstg. Co.

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Address .....57th & Helena
Phone: ..... Keystone 9363
Representative .....Weed
Transcription Service .....Capital
Membership .....NARTB
Pres., Gen. Mgr. .....Burl C. Hagadone
Station Manager .....C. E. Rodell
Program Director .....Richard J. Wright
Chief Engineer.....Vincent L. Hoffart

KREM

SPOKANE—1947

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Louis Wasmer
Address.....South 4103 Regal
Phone: Keystone 0466....Air Time: Full Time
News Service .....AP
Membership ..... RAB
Representative ..... Forjoe
Owner .....Louis Wasmer
Gen., Sta., Comm., Prom. Mgr..Robert H. Temple
Program Director.....E. A. Moseley
Chief Engineer.....Homer W. Mead

KSPO

SPOKANE—1922

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Williams and Berthoff
Address, Trans. Loca.....Realty Bldg.
Phone: Riverside 8033...Air Time: Full Time
Membership ..... NARTB
Station Rep. .....Oakes
Co-Owner .....Delbert Berthoff
Co-Owner .....Gene Williams
Chief Engineer .....E. P. Antosyn

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Oper. By.....No. Pacific Radio Corp.
Address.....Television Center
Phone: MAin 1218.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....MacGregor, SESAC
Rep.....Avery-Knodel; Moore & Lund
General Manager.....Richard E. Jones
Sales Mgr.....Robert Struble
Program Director.....George Anthony
Prom. Mgr.....Robert Moore

KREW

SUNNYSIDE—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address .....7th & Decatur
Phone: 7-2277 .....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, RAB
President.....Cole E. Wylie
General Manager.....Don G. Bennett
Program Director.....Jean Runyan
Chief Engineer.....John Berg

KMO

TACOMA—1926

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned.....Tacoma Radio Corp.
Address .....914½ Broadway
Phone: FU. 1581.....Air Time: Full Time
News Service .....UP
Trans. Service .....Thesaurus
Representative .....Branham, Feltis
Membership ..... RAB
Pres., Gen. Sta. Mgr.....J. Archie Morton
Comm., Prom. Mgr.....R. T. McKenzie
Prom., Pub. Dir.....Art Lindsay
Chief Engineer .....John Rybon

KTAC

TACOMA—1942

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address .....Winthrop Hotel
Phone: BR. 2241.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....McGillvra, Moore
Membership .....NARTB
Gen., Station Manager.....Jerry Geehan
Sales Prom. Mgr.....John Condon
Prog. Dir.....Dick Weeks
Chief Engineer.....R. C. Velo

KTNT

TACOMA—1952

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tribune Publ. Co.
Address.....So. 11th & Grant Sts.
Phone: FU. 2561 .....Air Time: Full Time
Transcription Service .....Associated
Newspaper Affil. .....News Tribune
News Service.....AP, UP
Trans. Service .....Associated
Representative .....Weed
General Manager.....Len Higgins
Commercial Mgr.....John Upham
Program Director.....Gless Connay
Chief Engineer.....Max H. Bice

KENE

TOPPENISH—1954—KBS

Frequency: 1490 Kc.....Power: 150 Watts
Owned .....KENE, Inc.
Address.....P. O. Box 350
Phone: 5-7272.....Air Time: Full Time
News Service .....UP
Trans. Ser. .....World
Rep.....Everett-McKinney, O'Connell, Ayres
Manager .....Dick Rapp

KHFS

VANCOUVER—1954

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Oper. By.....Western Bcstg. Co.

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Address.....5500 Fourth Plain Road
Phone: OXford 3-2575.....Air Time: Daytime
Co-Owner, Chief Eng.....Charles M. Weagant
Co-Owner, Prog. Dir.....Ralph C. Weagant

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....KVAN, Inc.
Studio Address.....707½ Main St.
Phone: OX. 4-3325.....Air Time: Full Time
News Service.....UP
Representative.....Bolling
Membership.....RAB
President.....Sheldon F. Sackett
General-Station Mgr.....Fern Hayes
Comm. Mgr.....J. A. (Jack) Luetjen
Prog., Pub. Dir.....George W. Conner
Chief Engineer.....Leo Erickson

K T E L

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Phone: 4103.....Air Time: Full Time
News Service.....AP
Membership.....NARTB, RAB
Transcription Service.....World
Representative.....Grant
Pres., Gen. Mgr.....Jack Keating
Commercial Manager.....Don Harris
Chief Engineer.....Bevin Roth

K U J

WALLA WALLA—1928—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone: 1230.....Air Time: Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative...Weed, National, Moore-Lund
Membership.....NARTB
Pres., Gen. Mgr.....H. E. Studebaker
Sta., Comm. Mgr.....H. E. Studebaker
Program Director.....John Sherman
Chief Engineer.....M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....2nd & Columbia Sts.
Phone: NO 3-5121.....Air Time: Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Forjoe
Membership.....RAB
Sta., Gen. Mgr.....James W. Wallace
Prom., Comm. Mgr.....Pat O'Halloran
Program Director.....Dorothy Lee
Publicity Director.....June Winegarden
Chief Engineer.....Elmer Kaping

K W N W

WENATCHEE—1948—MBS-Don Lee

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wenatchee Broadcasters
Address.....P. O. Box 1510
Phone: 2468-2469.....Air Time: Full Time
News Service.....AP
Rep.....McGillvra, Feltis
General Mgr.....Stuart S. Maus
Sta., Comm. Mgr.....Mark A. Sorley
Chief Engineer.....Warren Brown

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Oper. By.....Cascade Bdcstg. Co.
Address.....P. O. Box 702
Phone: 6104.....Air Time: Full Time
News Service.....AP
Trans. Ser.....Lang-Worth
Rep.....Weed & Co., Moore & Lund
Membership.....NARTB, RAB
President.....A. W. Talbot
General Manager.....Thomas C. Bostic
Commercial Mgr.....W. B. Hansen
Chief Engineer.....J. Barry Watkinson

K I T

YAKIMA—1929—ABC—NBC

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....KIT, Inc.
Business-Studio Address..414 E. Yakima Ave.
Phone: 8115.....Air Time: Full Time
News Service.....UP
Representative.....Branham
Membership.....RAB
President.....Carl E. Haymond
Gen., Sta. Mgr.....James A. Murphy
Com., Prom. Mgr.....Jack H. Goetz
Prog. Dir.....Vern Sawyer
Publicity Dir.....Jack H. Goetz
Chief Engineer.....H. B. Murphy

K U T I

YAKIMA—1955

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By...Independent Broadcasters

K Y A K

YAKIMA—1947—MBS

Freq.: 1390 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Yakima Bcstg. Co.
Address.....P. O. Box 172
Phone: 2-7142.....Air Time: Full Time
Representative.....Clark, Walker
News Service.....UP
Membership.....NARTB, RAB
President.....Robert S. McCaw
Gen. Manager.....W. W. Boone
Sls. Prom. Mgr.....John Behnke
Commercial Manager.....Leroy T. Desilet
Program Director.....Gerald Webb
Chief Engineer.....Donald E. Gardner

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WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — Families 460,000
Radio Homes 419,000 — TV Homes 272,000 — Stations in State 43

WJLS
BECKLEY—1939—CBS

Freq.: 560 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Building
Phone: 7311 .....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership .....NARTB
President .....Joe L. Smith, Jr.
Gen. Sta. Manager.....Virginia N. Cooper
Comm. Mgr. .....W. S. Jackson
Program Director.....R. R. Brown
Chief Engineer.....Al J. Ginkel

WWNR
BECKLEY—1946

Freq.: 620 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Operated By.....Rahall Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone: 9309.....Air Time: Full Time
News Service .....AP
Rep. .....Everett-McKinney, Dora-Clayton
President.....N. Joe Rahall
General Manager.....R. H. Booth
Program Director.....Richard A. Braun
Chief Engineer.....Anthony Gonzales

WHIS
BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Business-Studio Address....623 Commerce St.
Phone: 7114 .....Air Time: Full Time
Newspaper Affil..Daily Telegraph, Sunset News
News Service .....AP
Transcription Service.....World, Cole
Membership ..... NARTB
Representative .....Katz
President .....Jim H. Short
Gen. Mgr.....Hugh I. Shott, Jr.
Sta., Comm. Mgr.....P. T. Flanagan
Program Director.....B. H. Nash
Chief Engineer .....J. F. Byers

WKOY
BLUEFIELD—1948—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WKOY, Inc.
Address.....West Virginian Hotel
Phone: 7405 .....Air Time: Full Time
News Service .....UP
Trans. Ser. .....Thesaurus
Rep.....Devney & Co., Holman, Dora-Clayton
Pres., Gen., Mgr.....J. Lindsley Alley
Station Mgr.....W. D. Hostetter
Comm. Mgr.....J. Robert Alston
Program Director.....Sue Phelps
Chief Engineer.....B. Yost

WCAW
CHARLESTON—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Address .....Kanawha Hotel
Trans. Service .....Lang-Worth, Standard
Representative .....McGillvra
President .....W. D. Stone
Gen., Sta. Mgr.....Selma D. Pierson
Comm. Mgr.....O. O. Pierson
Program Director.....Al Walker
Chief Engineer.....William Stone

WCHS
CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By .....The Tierney Co.
Address.....1111 Virginia St. E.
Phone: 28-131 .....Air Time: Full Time
Representative .....Branham
Membership .....NARTB, RAB
President.....Lewis C. Tierney
V.P., Gen. Mgr.....John T. Gelder, Jr.
Comm. Mgr.....John L. Sinclair, Jr.
Sls. Prom. Mgr.....Robert M. Sinclair
Program Director .....Joe Farris
Publicity Director.....C. Frohman Johnson
Chief Engineer .....Gene Brick

WGKV
CHARLESTON—1939—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Kanawha Valley Bdcstg Co.
Address .....20 Dickinson St.
Phone: 3-7541.....Air Time: Full Time
Transcription Service .....SESAC
Representative ....Robert Meeker Assos., Inc.
Pres.....Lawrence H. Rogers
Gen., Sta. Mgr.....William R. Murray
Program Director .....Bill Richards
Publicity Director.....Bill Richards
Chief Engineer.....Harry R. Bowen

WKNA
CHARLESTON—1946

Frequency: 950 Kc...Power: 5000 d., 1000 n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804½ Kanawha Blvd.
Phone: 39-971 .....Air Time: Full Time
News Service .....UP
Representative .....Weed
Membership ..... NARTB
President.....Joe L. Smith, Jr.
Gen., Station Manager.....Charles H. High
Comm. Dir.....Virginia Cooper
Sales Prom. Mgr.....H. G. Salisbury
Prog. Dir.....J. J. Herget
Chief Engineer.....A. J. Ginkel

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WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone: 23-136 .....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NARTB
President .....Gus Zaharis
Gen., Sta. Mgr.....Berton Sonis
Comm. Mgr.....Mel S. Burka
Prog., Pub. Director .....Bob Bower
Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Address.....Robinson-Grand Theatre Bldg.
Phone: 4-7571.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....RAB, NARTB
President .....Austin Woods
Vice President.....George H. Clinton
General Manager.....Carl Loose
Program Manager.....James L. Harper
Chief Engineer.....Harry S. Brown

WHAR

CLARKSBURG—1946—MBS-ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WHAR, Inc.
Address Trans. Loca. .....Radio Plaza
Phone: 4-5525-6.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB
Pres., Gen. Mgr.....Walter Patterson
Commercial Manager.....F. T. Gregg
Program Director.....Paul Ellison
Chief Engineer.....Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone: 4-6425 .....Air Time: Daytime
News Service .....AP
Transcription Service .....World
President.....O. L. Billingsley
Gen., Sta. Mgr.....R. C. Warden
Comm., Sales Prom. Mgr.....Joe M. Larosa
Prog., Pub. Dir.....Dewitt Wyatt
Tech. Supervisor .....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By .....W. Va. Radio Corp.
Address .....Davis & Wash. Sts.
Phone: 1300 .....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership ..... NARTB
President.....Mrs. A. J. R. Greer
Gen., Sta. Mgr.....John W. Johns
Program Director .....Ed Doyle
Publicity Dir.....Lewis Wilson
Chief Eng.....Joseph Kapustka

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Peoples Bcstg. Co.
Address .....208 Adams Street
Phone: 3100.....Air Time: Full Time
News Service .....AP
Transcription Service .....Standard
Representative .....H-R Reps
Membership .....NARTB, RAB
Vice President.....Herbert Evans
Station Manager.....A. G. Ferrise
Asst. Manager.....Frank J. Lee
Program Director.....Francis Lauzau
Publicity Director.....Howard Haid
Chief Engineer.....Harry W. Jackson

WVVW

FAIRMONT—1946—ABC, KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Bus.-Studio Address.....108 Gaston Ave.
Phone: 5000 .....Air Time: Full Time
Transcription Service .....Standard
Representative ..... Gill Perna
Membership ..... NARTB
President.....J. Patrick Beacom
General Manager.....Robert Drummond
Station Manager.....Numa Fabre, Jr.
Comm., Mgr. .....George Fowler
Program Director .....Robert Frazier
Publicity Director.....Arthur Pearce
Chief Engineer.....Richard McBride

WHTN

HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper...Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone: 3-3453 .....Air Time: Daytime
Transcription Service .....Thesaurus
Rep. .....Indie Sales
President .....S. J. Hyman
Gen. Sta. Manager.....John S. Phillips
Comm. Mgr. .....C. Clark
Sls. Mgr.....J. Burnley
Pub. Dir. .....E. Parker
Program Director .....George Marshall
Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts

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Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone: 3-3421.....Air Time: Full Time
News Service .....AP
Transcription Service .....Capitol
Representative .....Walker
Membership .....NARTB
President.....Cy N. Bahakel
Vice President.....Frank Tirico
Gen., Sta. Mgr.....L. J. Tackett
Chief Engineer.....Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC-KBS

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....201 Ninth St.
Phone: 38-401.....Air Time: Full Time
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NARTB, RAB
President.....Col. J. H. Long
General Manager.....Lawrence H. Rogers
Station Manager.....C. T. Garten
Prom., Pub. Dir.....Charles Dinkins
Program Director.....C. Bosworth Johnson
Chief Engineer.....Leroy Kilpatrick

WKYR

KEYSER—1954—KBS

Freq.: 1270 Kc.....Power: 1 Kw. d.
Owned .....Walter Patterson
Address.....Sta. WHAR, Clarksburg, W. Va.
Station Rep. .....Butscher
Membership ..... NARTB
Pres., Gen., Sta. Mgr.....Walter Patterson
Comm. Mgr.....Kenneth E. Robertson
Program Director.....Odbert Cornwell
Chief Engineer.....Arnett Swisher

WLOG

LOGAN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...C. H. Frey, R. O. Greever
Address.....445 Stratton St.
Phone: 540.....Air Time: Full Time
Membership ..... NARTB
News Service .....UP
Partner.....Clarence H. Frey
Partner.....Robert O. Greever

WVOW

LOGAN—1952

Freq.: 1290 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....Logan Bcstg. Corp.
Address .....60 Water St.
Phone: 2356, 7.....Air Time: Full Time
Transcription Service .....Lang-Worth
News Service .....UP
Representative .....McGillvra
President.....Dr. H. H. Farley
Gen., Comm. Mgr.....William P. Becker
Chief Engineer.....Russell E. Bassett

WEPM

MARTINSBURG—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....Peoples Trust Co. Bldg.
Phone: 5252.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Membership .....NARTB
Co-Owner.....C. M. Zinn
Co-Owner, Gen. Mgr.....C. Leslie Golliday
Program Director.....Eunice J. Schneider
Sales Prom. Mgr.....C. Rodig
Chief Engineer.....Thomas Leighton

WHJC

MATEWAN—1951—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Three State Bcstg. Co.
Phone: MC. 4771 .....Air Time: Daytime
Transcription Service.....SESAC, Standard
Membership .....NARTB
President .....Fred Morningstar
Sales Prom. Mgr.....John Stewart
Prog. Dir.....James Pelley
Chief Engineer.....Leonard Dykema

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Address.....1028 1st Ave.
Phone: HE. 2-2191 .....Air Time: Full Time
News Service .....AP
Transcription Service .....World
President.....Arnold M. Vickers
Gen., Sta., Comm. Mgr.....Andrew W. Vickers
Chief Engineer.....J. C. Craver

WAJR

MORGANTOWN—1940—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone: 9488 .....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Membership .....NARTB
President .....Agnes J. Reeves Greer
General Manager.....John W. Johns
Comm., Prom. Mgr.....George J. Shean
Prog. Dir.....Ted Williams
Publicity Director .....Eleanor Lamb
Chief Engineer.....Al Novak

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WCLG
MORGANTOWN—1954

Frequency: 1300 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Morgantown Bcstg. Co.
Address.....343 High St.
Phone: 2-3456.....Air Time: Daytime
Owner, Gen. Mgr.....C. Leslie Golliday

WMOD
MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert W. Munn
Address.....P. O. Box 732
News Service .....UP
Trans. Ser. .....World
President.....Robert W. Munn
Gen., Prom. Manager.....John T. Taylor
Chief Engineer.....J. W. Jones

WETZ
NEW MARTINSVILLE—1952—ABC KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Magnolia Broadcasting Co.
Address.....3rd St. Ext.
Phone: 1000.....Air Time: Daytime
Representative .....Gill-Perna
Trans. Ser.....World, Standard
President.....J. Patrick Beacom
General Manager.....J. F. Watkins
Comm. Mgr.....Garry Moore
Chief Engineer.....Richard McBride

WOAY
OAK HILL—1947

Frequency: 860 Kc.....Power: 10 Kw. d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Phone: 651.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capital, Thesaurus
Membership .....NARTB
Pres., Gen. Mgr.....Robert R. Thomas, Jr.
Chief Engineer.....Curtis Horton

WCEF
PARKERSBURG—1954

Freq.: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....C. E. Franklin
Address.....P. O. Box 228
Phone: 21844.....Air Time: Daytime
Gen. Mgr., Chief Eng.....C. E. Franklin

WCOM
PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Parkersburg Bdcstg. Co.
Address.....317 Ninth St.
Phone: 7-4491.....Air Time: Full Time
News Service .....AP
Membership .....NARTB, RAB
Transcription Service .....World
Representative .....McGillvra
President.....Joseph M. Handlan
Gen., Sta., Mgr.....A. N. Archer
Chief Engineer.....William Collins

WPAR
PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address .....211½ 5th St.
Phone: 7-5475 .....Air Time: Full Time
News Service .....UP
Newspaper Affil.....News Pub. Co.
Transcription Service .....Thesaurus
Representative .....Branham
Membership .....NARTB, RAB
President.....Austin V. Wood
Gen., Sta., Comm. Mgr.....George H. Clinton
Sales Prom. Mgr.....Lawrence V. Murphy
Program Dir.....Sherman Grimm
Publicity Director.....Hazel N. Mercer
Chief Engineer.....V. G. Brooks

WWYO
PINEVILLE—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By ..Wyoming Bdcstg. Co., Inc.
Address .....Box 184
Phone: 2711.....Air Time: Daytime
News Service .....UP
Trans. Ser. .....World
Membership ..... NARTB
President, Gen. Mgr.....R. D. Bailey
Sta., Com. Mgr.....Edward Hawley
Program Director.....Elaine Taylor
Chief Engineer.....William D. Stone

WLOH
PRINCETON—1947—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service
Address .....Box 1011
Phone: 2151.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
President .....H. P. Hunnicutt
Gen., Sta. Mgr.....Melvin F. Barnett
Commercial Manager.....James M. Angel
Prog. Director.....Paul Oshme
Chief Engineer.....Earl H. Graham

WRON
RONCEVERTE—1947—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Blake Bcstg. Co.
Address .....Shanklin Bldg.
Phone: 300 .....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Pres., Gen. Mgr.....William E. Blake

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Station Mgr. ..... Gladys Livesay
Comm. Mgr. ..... Ralph Shupe
Prog., Pub. Dir. ..... Phil Vogel
Chief Engineer ..... Keith Dotson

WEIR

WEIRTON—1950

Frequency: 1430 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Tri-State Bcstg. Co.
Address ..... 3992 Main St.
Phone: WE 2815 ..... Air Time: Full Time
Transcription Service ..... Thesaurus
News Service ..... AP
Membership ..... NARTB
Representative ..... Rambeau
President ..... Thomas E. Millsop
General Manager ..... Edward J. Hirschberg
Station Manager ..... Robert E. Badger
Chief Engineer ..... James Mark

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .... McDowell Service Co.
Address ..... 10 Riverside Drive
Phone: 818 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Thesaurus
President ..... Joseph C. Grant
General Manager ..... Paul Wm. Marlowe
Chief Engineer ..... Willis Seaman

WELC

WELCH—1950

Frequency: 1150 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ..... Pocahontas Bcstg. Co.
Address ..... Box 1032
Phone: 1150 ..... Air Time: Daytime
News Service ..... UP
Representative ..... McGillvra
Transcription Service ..... World
Membership ..... NARTB
President ..... Sam Sidote
Sls. Prom. Mgr., Prog. Dir. ..... J. Cullop
Chief Engineer ..... Howard R. King

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Lewis Service Corp.
Address ..... P. O. Box 431
Phone: 1555 ..... Air Time: Full Time
News Service ..... AP
Newspaper Affil. ..... Buckhannon Record
Transcription Service ..... Associated
President ..... Harold McWhorter
Gen. Sta., Comm. Mgr. ..... George Yazell
Program Director ..... Don McWhorter
Chief Engineer ..... James McEwen

WHLL

WHEELING—1949

Frequency: 1600 Kc. .... Power: 5000 Watts d.
Owned-Operated By ..... Wheeling Bcstg. Co.
Address ..... Box 989
Phone: Wheeling 6700 .... Air Time: Daytime
Station Rep. ..... Gill-Perna
Transcription Service ..... Standard
Pres., Gen. Mgr. ..... K. H. Forney
Commercial Manager ..... Paul Miles
Program Director ..... James Smith

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Community Bcstg., Inc.
Trans. Add. .. Pythian Bldg. 16th & Market Sts.
Phone: WH 5320 ..... Air Time: Full Time
News Service ..... UP
Station Representative ..... Weed
Pres., Gen. Manager ..... John B. Reynolds
Commercial Mgr. ..... Elsie M. Cook
Program Director ..... Dale M. Schussler
Chief Engineer ..... James Jones

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. ..... Power: 50,000 Watts
Owned-Oper. By ..... Storer Broadcasting Co.
Address ..... Hawley Bldg.
Phone: WH. 5383 ..... Air Time: Full Time
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... John Blair
Membership ..... NARTB, RAB
President ..... George B. Storer
Station Manager ..... Paul J. Miller
Sales Prom., Pub. Dir. .... Howard W. Meagle
Program Director ..... Paul A. Myers
Chief Engineer ..... Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Williamson Bcstg. Corp.
Business Address ..... P. O. Box 261
Phone: 1241 ..... Air Time: Full Time
News Service ..... UP
Membership ..... NARTB
Co-Owner, President ..... Clarence Lovitch
Co-Owner, Gen., Comm. Mgr. ..... Alice Shein
Program Director ..... John T. Blair, Jr.
Chief Engineer ..... Robert W. Bullio

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WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — Families 1,065,000
Radio Homes 1,042,000 — TV Homes 653,000 — Stations in State 69

WATK

ANTIGO—1947—WISCONSIN

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Antigo Bcstg. Co.
Address.....Antigo Journal Bldg.
Transcription Service .....Thesaurus
News Service .....UP
President, Gen. Mgr.....A. F. Berner
Chief Engineer.....Robert Fowler

WAPL

APPLETON—1952

Frequency: 1570 Kw.....Power: 1000 Watts d.
Owned-Oper. By....Bartell Broadcasters, Inc.
Address.....Balliet Hotel, 124 W. Wash. St.
Phone: 4-2609.....Air Time: Daytime
News Service .....UP
Station Rep.....Gill-Perna
President.....Gerald A. Bartell
Program Director.....Rex Munger
Station Mgr.....Connie Forster
Chief Engineer.....L. A. Bauernfeind

WHBY

APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio Address.....600 So. Lawe St.
Phone: 3-6639.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....Meeker
Comm., Gen., Sta. Mgr. .....Earl H. Huth
Sales Prom. Mgr.....Earl McRoberts
Program Director.....Greg McElrone
Publicity Director .....Lewis Process
Chief Engineer.....George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By ..Upper Michigan-Wisconsin Broadcasting System, Inc.
Address.....No. State Bank Bldg.
Phone: 1680 .....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....Walker
President .....William L. Johnson
Station Manager .....Arnold J. Peterson
Publicity Director .....Richard Wherley
Program Director.....Mary Jean Anne
Chief Engineer .....Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By...Beaver Dam Bcstg. Co.
Address .....Radio Park
Phone: TU. 5-4439 .....Air Time: Daytime
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB
President.....William E. Walker
General Mgr.....Charles R. Dickoff
Comm. Mgr.....George Reese
Chief Engineer .....Lloyd Nowak

WBEL

BELOIT—1948

Frequency: 1380 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone: EM. 5-5525.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Holman
President .....Russ Salter
General Mgr.....Robert O. Moran
Rockford Manager.....Warren A. Anderson
Beloit Manager .....Joe Moen
Publicity Director.....Mrs. Christie Thomsen
Chief Engineer.....Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Beloit Bcstg. Co.
Business-Studio Address.....Hotel Hilton
Phone: Emerson 5-8865..Air Time: Full Time
News Service .....AP
Rep. ..... Everett-McKinney
Membership .....NARTB
President.....Sidney H. Bliss
General Manager.....Robert J. Bodden
Commercial Manager.....Gene Steinhorst
Prog. Director.....Jerry Grainger
Chief Engineer.....Jerry Dvorachek

WCHF

CHIPPEWA FALLS—1954

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....M & N Bcstg. Co.
Address.....108½ Bridge St., Ladysmith
Station Rep. .....Clark
President .....Charles Nelson
Station Mgr.....Fred Vigder

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Address.....609 Cameron St.
Phone: 5111-2.....Air Time: Full Time
News Service .....UP
President, General Mgr.....Howard G. Bill
Pub., Program Dir.....Harold Jahnke

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WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Add.....2415 So. Hastings
Phone: 2-3474 .....Air Time: Full Time
Newspaper Affil. .....Telegram, Leader
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Hollingbery
Membership .....NARTB, RAB
President.....W. C. Bridges
General Manager.....Harry S. Hyett
Sta., Comm. Mgr.....Robert E. Nelson
Prog. Dir. .....Al Young
Chief Engineer.....T. O. Jorgenson

WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc....Power: 1000 Watts d.
Owned...Chippewa Valley Radio & TV Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone: 2-1629.....Air Time: Daytime
News Service .....AP
Transcription Service.....Capitol, Standard
President.....Thomas K. Werner
General Manager.....Jack Kelly
Commercial Manager.....Richard Werner
Chief Engineer.....Wm. Hill

KFIZ

FOND DU LAC—1922—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone: 356 .....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative ..... Holman
Membership .....NARTB
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Program Director.....Lucille Fairbanks
Chief Engineer.....Wendell S. Meyers

WBAY

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Norbertine Fathers
Phone: HE. 2-3331 .....Air Time: Full Time
News Service .....AP
Representative .....Weed
Managing Director .....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Comm. Mgr.....Joseph De Young
Prom. Manager .....Lee Stinson
Sta. Mgr., Prog. Dir. .....Rodger Mueller
Publicity Dir. .....Marcie Hayden
Chief Engineer.....Wallace Stangel

WDUZ

GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....225 N. Adams St.
Phone: HE 5-5331.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NARTB, RAB
Pres., Gen. Mgr.....Ben A. Laird
Sta. Mgr., Prog. Dir.....Don Arthur
Commercial Manager...Robert A. Vandersteen
Chief Engineer.....Leo Westerman

WJPG

GREEN BAY—1947—WISCONSIN MBS

Freq.: 1440 Kc.....Power: 5 Kw. d., 500 W. n.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....P. O. Box 620
Phone: Hemlock 5-7575...Air Time: Full Time
Newspaper Affiliation .....“Press-Gazette”
News Service .....AP
Trans. Ser. .....Standard
Representative .....McGillvra
Membership .....NARTB
President.....Andrew B. Turnbull
General Manager.....Joseph Horner, Jr.
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Sales. Prom. Mgr.....Willam McCarthy
Program Director.....Charles Gourlie
Publicity Director.....Mary Ann Bartelt
Chief Engineer.....Elmo Reed

WTKM

HARTFORD—1951—KBS

Frequency: 1540 Kc.....Power: 500 Watts d.
Owned-Operated By.Kettle Moraine Bcstg. Co.
Address.....R R No. 1
Phone: 600 .....Air Time: Daytime
Transcription Service .....SESAC
News Service .....UP
Representative ..... Lawson
Pres., Gen. Mgr.....Walter Zastrow
Sta., Comm. Mgr. .....Don Zastrow
Sales Prom. Director .....Oliver West
Chief Engineer .....Edward Wille

WCLO

JANESVILLE—1930 MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone: 3316.....Air Time: Full Time
News Service .....AP
Newspaper Affiliation.....“Daily Gazette”
Representative .....Everett-McKinney
President.....Sidney H. Bliss
Gen., Sta. Mgr.....V. W. Williams
Commercial Manager.....Charles W. Bessire
Prom., Pgm., Pub. Dir.....Ralph Schroeder
Chief Engineer.....Wayne Clay

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WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Oper. By.....Kenosha Bcstg. Co.
Address.....National Bank Bldg.
Phone: 7-6162.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Everett-McKinney
Membership .....RAB, NARTB
General Manager .....William L. Lipman
Station Manager.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinski

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....141 So. 6th St.
Phone: 2-4678 .....Air Time: Full Time
News Service.....AP
Transcription Service .....World
Representative .....Paul H. Raymer Co.
Membership .....RAB, NARTB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lee & Associates, Inc.
Business-Studio Address.....112 N. 4th St.
Phone: 2-6043 .....Air Time: Full Time
News Service .....UP
Representative .....Everett-McKinney
President .....Herbert H. Lee
Gen. Mgr. .....Don O'Brien
Comm. Mgr.....Milo Knutson
Prom. Dir. .....Charles R. Kearns

WLCX

LA CROSSE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Ottumwa Tel. Corp.
Address .....Rivoli Theatre Bldg.
Phone: 4-4521.....Air Time: Full Time
News Service .....INS, UP
Station Rep.....Sears & Ayer
President .....R. L. Phillippe
General Mgr.....Gene W. Phillippe
Commercial Mgr. .....R. A. Gaumer
Promotion Mgr. .....Ken Nyman
Program Mgr. .....Bob Mikkalson
Chief Engineer .....Bill Bruring

WLDY

LADYSMITH—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Phone: 584.....Air Time: Full Time
News Service .....AP
Representative .....Thomas Clark
Membership ..... RAB
President.....Chas. H. Nelson
General Manager.....Joseph Dalvig

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone: 3-5311.....Air Time: Full Time
News. Affil.....“Capital Times,” “Wisc. State Journal”
Representative .....Avery-Knodel
Membership .....NARTB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Commercial Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Chief Engineer.....Norman Hahn

WISC

MADISON—1948—MBS-ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By .....Radio Wisconsin, Inc.
Address .....Comm. State Bank Bldg.
Phone: 7-2588 .....Air Time: Full Time
News Service .....UP
Representative.....George P. Hollingbery
President.....Ralph M. Immell
General Manager .....Ralph O'Connor
Promotion Mgr.....Richard S. Nickeson
Sales Prom. Mgr. .....Lee Wesner
Program Director.....Beverly White
Publicity Director.....Lee Wesner
Chief Engineer .....W. M. Greely

WKOW

MADISON—1948—CBS

Freq.: 1070 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Monona Bcstg. Co.
Address.....215 W. Washington Ave.
Phone: 7-2261.....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley Reed
President .....Stewart Watson
General Manager.....Ben Hovel
Program Director.....Lu Baitinger
Chief Engineer.....Bob Wickhem

WOMT

MANITOWOC—1926—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone: 5015.....Air Time: Full Time
News Service .....UP
Transcription Service .....World
Representative .....Holman
Membership .....NARTB
President, Gen. Mgr.....Francis M. Kadow
Comm. Mgr.....Robt. Conway
Program Director.....George H. Erdman
Sales Prom. Mgr.....L. J. Splitt
Publicity Director.....Edw. Botecher
Chief Engineer.....Hubert Willis

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WWOC

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By....Manitowoc Bcstg. Co.
Address.....N. 10th Ave.
Phone: 7763.....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Representative .....McGillvra
Ptnr., Gen. Mgr.....Edward Allen, Jr.
Ptnr., Chief Engineer.....Edward Jacker

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio Address .....400 Wells St.
Phone: 2-6631.....Air Time: Unlimited
News Service .....UP
Representatives..Venard, Rintoul & McConnell
President.....William E. Walker
General Manager.....Joseph D. Mackin
Station Mgr.....Howard L. Emich
Sales Prom. Mgr.....Howard Witt
Program Director.....Pat Kehoe
Chief Engineer.....Al Alexander

WDLB

MARSHFIELD—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.
Add. Trans. Loca. .....1710 N. Central Ave.
Phone: 1450 .....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Membership .....NARTB, RAB
President .....Lloyd L. Felker
Gen., Sta. Mgr., Pub. Dir. ..Robert W. Behling
Comm. Mgr.....Roger Thomsen
Sales Prom. Mgr.....Gene La Fond
Program Director.....Du Wayne Allen
Chief Engineer .....Jerry Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Murphy-Nelson Bcstg. Co., Inc.
Business-Studio Address.....Box 59
Phone: 5147.....Air Time: Full Time
News Service .....UP
Representative .....Clark
President.....Charles H. Nelson
General Manager.....Paul Allman
Program Director.....Richard Johnson
Chief Engineer.....Ray Bohnert

WMNE

MENOMONIE—1951—KBS

Frequency: 1360 Kc.....Power: 1 Kw. d.
Owned-Oper. By.....Menomonie Bcstg. Co.
Address .....603½ Broadway
Phone: 1156 .....Air Time: Daytime
Transcription Service.....Lang-Worth, SESAC
Representative .....Lawson
News Service .....UP
General Manager.....Dr. Wendell Hansen
Sta., Mgr.....Douglas Weikley
Comm. Sales Prom. Mgr.....Thor Edgeberg
Chief Engineer.....Everette Lindgren

WCAN

MILWAUKEE—1947—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midwest Bcstg. Co.
Business-Studio Address.....723 N. Third St.
Phone: Broadway 6-2154..Air Time: Full Time
News Service .....UP
Representative .....Rosenman, Scott
President, Gen. Mgr.....Lou Poller
Chief Engineer.....Wally Wesley

WEMP

MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Address.....710 N. Plankinton Ave.
Phone: BR. 1-7722.....Air Time: Full Time
News Service .....UP
Representative .....Headley Reed
Membership .....NARTB, RAB
President.....A. M. Spheeris
Gen., Sta. Mgr.....Hugh K. Boice, Jr.
Comm., Sls. Prom. Mgr.....John C. Gagliano
Publicity Director.....Tom Dyson
Program Director.....Tom Shanahan
Chief Engineer.....Rolland Paske

WFOX

MILWAUKEE—1946—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Business Mgt. Inc.
Address.....208 E. Wisconsin Ave.
Phone: Broadway 2-1272..Air Time: Full Time
News Service .....AP
Representative ..... Young
Pres., Gen. Mgr.....Joseph A. Clark
Program Director.....Charles La Force
Chief Engineer.....George Dodge

WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Hearst Corporation
Address .....540 N. Plankinton Ave.
Phone: B'way 1-4644.....Air Time: Full Time
Transcription Service .....World, APS
Newspaper Affil. .....Sentinel
Representative .....The Katz Agency
News Service .....AP, INS
Membership .....NARTB, RAB
President .....Charles McCabe
General Manager.....R. E. Shireman
Sales Prom. Mgr.....J. D. Hill
Program Director.....Leslie F. Biebl
Chief Engineer .....Donald A. Weller

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WMIL

MILWAUKEE—1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone: WE. 3-1290.....Air Time: Day Time
News Service .....UP
Transcription Service.....SESAC, Cole
Membership .....NARTB, RAB
Representative .....McKinney, Dora-Clayton
President .....Gene Posner
Gen. Mgr.....Jerome Sill
Program Director.....Arthur H. Vogel
Chief Engineer.....Gino Monaco

WOKY

MILWAUKEE—1950

Frequency: 920 Kc.....Power: 1 Kw. d.
Owned.....Bartell Broadcasters, Inc.
Address .....704 W. Wisc. Ave.
Phone: BR. 1-8480.....Air Time: Full Time
News Service .....UP
Representative ..... Bolling
President .....Gerald A. Bartell
General Mgr.....Melvin Bartell
Station Mgr. .....John Box, Jr.
Chief Engineer .....Ralph Evans

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....720 E. Capitol Dr.
Phone: B'way 1-6000.....Air Time: Full Time
News Service .....AP
Representative .....Christal
V.P., General Mgr.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Manager.....George Comte
Research & Devel. Co-ordinator..L. W. Herzog
Sales Manager.....Neale V. Bakke
Mgr., Engineering.....Philip B. Laeser
Mgr., Pub. Serv. & Prom.....Bruce Wallace

WEKZ

MONROE—1951

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Operated By..Green County Bcstg. Co.
Phone: 1260 .....Air Time: Daytime
News Service .....AP
President .....Kenneth Stuart
Gen., Sta. Mgr.....Grant A. Ritter
Program Director.....Stan Neuberger
Chief Engineer.....Rex Eyler

WNAM

NEENAH—MENASHA—1947—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d. n.
Owned .....Neenah-Menasha Bcstg. Co.
Phone: 2-6471 .....Air Time: Full Time
News Service .....UP
Transcription ..... Thesaurus
Station Rep. .....Walker
Membership ..... NARTB, RAB
President .....Samuel N. Pickard
V.P. & General Mgr.....Con C. Wirth
Station Mgr.....W. C. Porsow
Program Dir.....Ted Moore
Chief Engineer.....Harry Hill

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Transmitter Location.....1235 Bowen St.
Transcription Service .....Capitol
Representative .....Pearson
Pres., Pgm. Dir.....Wm. F. H. Johns, Jr.
General Manager.....Wm. L. McDonald
Chief Engineer.....Don Zuehike

WPFP

PARK FALLS—1953—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....M&N Bcstg. Co., Inc.
Phone: 369, 262.....Air Time: Full Time
Transcription .....Lang-Worth
Representative ..... Clark
President .....Charles H. Nelson
Sec., Treas. .....Harold R. Murphy
General Mgr. .....Gene Halker
Sales Prom. Mgr.....Ron Koziao
Chief Engineer .....Robert Senne

WPLY

PLYMOUTH—1954—KBS

Frequencies: 1420 Kc...Power: 500 Watts d.
Owned-Oper. By....Eastern Wisc. Bcstg. Co.
Address ..... Box 222
Phone: 3-3661.....Air Time: Daytime
President .....Art Gerber
General Manager.....John R. Saxe
Comm. Mgr.....Don Harrington
Chief Eng. .....Eugene Capelle

WPDR

PORTAGE—1952

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Portage Bcstg. Co.
Address .....Box 142
Phone: 1350 .....Air Time: Daytime
Newspaper Affil. .....Daily Register
Transcription Service.....Thesaurus
Representative .....Upper Midwest
News Service .....UP
President.....W. T. Comstock
General Manager.....John Haerle
Commercial Manager .....Blair Dalton
Sales Prom. Mgr.....Carol Mork
Program Director .....Berwyn Ableman
Chief Engineer.....Garth Bowker

WIBU

POYNETTE—1925—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest

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Bus.-Transmitter Address.....Poynette
Phone: PO. 98 .....Air Time: Full Time
News Service .....UP
Transcription Service.....Standard, SESAC
Pres., Gen., Sta. Mgr.....William C. Forrest
Program Dir.....Sarah A. Forrest
Chief Engineer .....Leonard Doese

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts
Owned.....Prarie Bcstg. Co., Inc.
Address .....P. O. Box 36
Phone: 637, 638.....Air Time: Daytime
News Service .....UP
Transcription .....Capitol, World
Representative.....Lawson, Regional Radio
Gen., Sta. Mgr.....W. C. Schlaugat, Jr.
Comm., Sales Prom. Mgr.....Thomas Multerer
Program Director .....Jerry Key
Publicity Dir. .....Mickey Fanello
Chief Engineer .....Ervin Pvgh

WRAC

RACINE—1949—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
Owned-Oper. By.....WRAC, Inc.
Address .....Arcade Bldg.
Phone: 2-1627 .....Air Time: Daytime
News Service .....UP
Trans. Service .....World
Representative.....Sears & Ayer
Membership ..... NARTB, RAB
President .....George Gorton, III
General Mgr.....William J. Priaulx
Commercial Mgr.....Raymond J. Pawzun
Program Dir.....Edward J. Ruetz
Publicity Dir.....Ted Witheril
Chief Engineer .....Floyd Heary

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone: 4-3311.....Air Time: Full Time
News Service .....AP
Representative .....Walker
Newspaper Affiliation .....Journal-Times"
Membership .....NARTB, RAB
President.....J. D. McMurray
General Manager.....Harry R. LePoidevin
Station Manager .....Harold J. Newcomb
Commercial Manager .....Gerald D. Nelson
Sales Prom. Mgr.....Amelia French
Program Director.....Lyman Merens
Publicity Director.....Amelia French
Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1953

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Forrest
Address .....Poynette
Phone: 98.....Air Time: Full Time
News Service .....UP
Transcription Service .....Standard, SESAC
General Manager .....Ronald H. Smith

WOBT

RHINELANDER—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business Address.....Highway 8—East
Phone: 1240.....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Transcription Service .....World
President .....James Cleary
Gen. Mgr., Prog. Dir.....George F. Thoma
Comm. Manager.....Paul Vargo
Chief Engineer.....Charles Marvin

WJMC

RICE LAKE—1939—MBS

Frequency: 1240 Kc. .....Power: 250 Watts
Owned-Oper. By .....WJMC, Inc.
Address Trans. Loca.....1615 S. Main St.
Phone: 550.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, SESAC
Representative ...Hollingbery, Bulmer-Johnson
President .....W. C. Bridges
Commercial Manager.....Russell J. Brown
Program Director.....Carl N. Klauss
Chief Engineer .....Robert Kolsky

WRCO

RICHLAND CENTER—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Richland Bcstg. Co.
Address.....P. O. Box 192
Phone Number 20
News Service .....UP
Transcription Service .....Thesaurus
Membership ..... NARTB, RAB
President .....Arthur Overgaard
General Manager.....T. R. Kelly
Chief Engineer.....Pete Athanas

WTCH

SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owner.....Shawano County Leader Pub. Co.
Business-Studio Address..107 E. Green Bay St.
Phone: 666.....Air Time: Full Time
Representative .....Lawson
News Service .....UP
Transcription Service.....Capitol, World
General Manager.....Mrs. Jeanne Donald
Station Manager.....Ray Gruetzmacher

WHBL

SHEBOYGAN—1924—ABC-WIS.

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.
Owned-Operated By.....WHBL, Inc.
Bus.-Studio Address.....P. O. Box 27
Phone: 4844-5 .....Air Time: Full Time
News Service .....AP

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Membership ..... NARTB
Transcription Service .....Associated
Sta. Rep....Venard, Rintoul & McConnell, Inc.
President.....C. E. Broughton
General Manager .....Paul F. Skinner
Comm. Mgr.....John Harvey
Program Director.....Glen James
Chief Engineer.....Herbert J. Mayer

WSHE

SHEBOYGAN—1954

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Lake Shore Bcstg. Co.

WKLJ

SPARTA—1951—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By....Sparta-Tomah Bcstg. Co.
Address.....124½ S. Water St.
Phone: 3307 .....Air Time: Daytime
Transcription Service .....Standard
News Service .....UP
President .....Victor J. Tedesco
Gen., Sta., Comm. Mgr.....John D. Rice
Sales Prom. Mgr.....Richard M. Hubbell
Program Dir.....Lawrence C. Patton
Publicity Dir.....John D. Rice
Chief Engineer .....Raymond Skinner

WLBL

STEVENS POINT—1954

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Wisc. Radio Council

WSPT

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Oper. By.....Stevens Pt. Bcstg. Co.
Business-Studio Address.....414½ Main St.
Phone 2744
News Service .....UP
Transcription Service .....SESAC
Membership .....NARTB, RAB
Representative.....Hal Holman, Lawson
President.....W. F. Johns, Sr.
General Manager.....A. L. Mayer
Program Director.....Thomas Lund
Chief Engineer.....C. R. Colby

WDOR

STURGEON BAY—1947

Frequency: 910 Kc.....Power: 500 Watts d.
Owned-Oper. By...Door County Bcstg. Co. Inc.
Address.....P. O. Box 88
Phone: ST 593.....Air Time: Daytime
Transcription Service .....Thesaurus
Station Rep..... McGillvra
News Service .....AP
Pres., Gen. Mgr.....Edward Allen, Jr.
Commercial Manager....William O. Warnkey
Program Director.....Dolores Allen
Chief Engineer.....Joseph Genovese

WOKW

STURGEON BAY—1951—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Door County Radio Co.
Address.....154 No. Third Ave.
Phone Number 1050
Newspaper Affil. .....Advocate
News Service .....UP
Trans. Ser. .....World
Station Rep. .....Best
President.....Chandler F. Harris
Gen., Sta. Mgr.....Herbert H. Graefe
Sales Prom. Mgr.....Frank K. Ullsperger
Prog. Director, Chief Eng.....Jack Schaefer

WDSM

SUPERIOR—1939—ABC-MBS

Frequency: 710 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDSM, Inc.
Business Address.....Nat'l Bldg.
News Service .....UP
News. Affil....."Herald & News Tribune"
Representative.....Free & Peters
Trans. Ser. .....Standard
Membership .....NARTB
President .....Robert Ridder
General Manager.....Rodney A. Quick
Commercial Mgr.....Ralph Nelson
Program Director.....Carlo Anneke
Chief Engineer.....Gerry Baumann

WTRW

TWO RIVERS—1951—KBS

Frequency: 1590 Kc.....Power: 500 Watts d.
Owned-Operated By....Two Rivers Bcstg. Co.
Address .....1817 Washington
Transcription Service .....Standard
News Service .....UP
Station Rep. .....RAB
President .....Wendell Hansen
General Manager.....Howard Luebke
Commercial Mgr.....Stanley Greene
Chief Engineer.....Elmer Johnson

WTTN

WATERTOWN—1950—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Watertown Radio, Inc.
Address.....104 W. Main St.
Phone: 2215 .....Air Time: Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership ..... RAB
Pres., Gen. Mgr.....Carl V. Kolata
Program Director .....Robert K. Brown
Chief Engineer.....Harold Winkenwerder

WAUX

WAUKESHA—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Waukesha Bcstg. Co.

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Business-Studio Address.....319 W. Main St.
Phone: 6636.....Air Time: Daytime
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Holman
Membership .....NARTB, RAB
Gen., Sta. Mgr.....Mig Figi
Commercial Manager....Charles E. Williams
Prog. Dir.....Donald Froehlich
Chief Engineer.....Adin Randall

WHVF
WAUSAU—1953

Freq.: 1230 Kc.....Power: 250 Watts
Owned .....Lakeland Bcstg. Corp.
Address .....1110 Wausau Ave.
Phone: 2-1188 .....Air Time: Full Time
News Service .....AP
Trans. Service .....World, Standard
Pres., Gen. Mgr., Chief Eng..Hilding V. Forseen
Sta., Comm. Mgr.....R. H. Topinka
Publicity Director.....LeRoy Beilke

WOSA
WAUSAU—1948—MBS-KBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Alvin E. O'Konski
Address.....Lake Road, Merrill, Wis.
Phone: 1445-5.....Air Time: Full Time
Representative .....Rambeau
Trans. Ser.....Capitol, Standard, Cole, SESAC Associated
News Service.....AP, UP
General Manager.....Alvin O'Konski

WSAU
WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Wisc. Valley TV Corp.
Business-Studio Address.....714 Fifth St.
Phone: 21021.....Air Time: Full Time
News Service .....AP, UP
Transcription Service .....Thesaurus
Representative ..... Meeker
President.....J. C. Sturtervant
General Manager.....George T. Frichette
Comm. Mgr.....James W. Frey
Sales Prom. Mgr.....James Frey
Program Director.....Donald W. De Byle
Chief Engineer.....Roland W. Richardt

WBKV
WEST BEND—1950

Frequency: 1470 Kc.....Power: 500 Watts d.
Owned-Oper. By.....West Bend Bcstg. Co.
Address.....Box 59, Decorah Rd.
Rep.....Upper Midwest, Reg. Radio Rep's
Transcription Service .....Thesaurus
Pres., Gen. Mgr.....August C. Berkholtz
Station Mgr.....Roy Ambrose
Commercial Mgr.....Paul J. Mueller
Program Director .....Ray Kessnich
Chief Engineer.....Paul J. Ripple

WFHR
WISCONSIN RAPIDS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...William F. Huffman Radio
Business Address .....141 W. Grand Ave.
Transcription Service .....World
Representative.....Devney & Son
Membership .....NARTB, RAB
President.....Louise F. Huffman
Gen., Sta., Mgr., Prom. Dir...Geo. T. Frechette
Commercial Manager.....L. J. Zurawski
Sls. Prom. Mgr.....Geo. T. Frechette
Prog., Pub. Dir.....James Tighe
Chief Engineer .....Gordon Miller

WYOMING

Pop. Feb. 1 1955 (Est.) 318,000 — Families 95,000
Radio Homes 92,000 — TV Homes 17,000 — Stations in State 16

KSPR
CASPER—1930—CBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business Address.....Box 930
Phone: 3-5777.....Air Time: Full Time
News Service .....UP
Transcription Service.....World, Associated
Representative .....Walker, Moore
Membership .....NARTB, RAB
Owner, Pres., Mgr.....Donald L. Hathaway
Asst. Station Manager.....Marcus R. Nichols
Chief Engineer.....John Cheatham, Jr.

KVOC
CASPER—1946—ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address.....Box 2090
Phone: 2-24512 .....Air Time: Full Time
News Service .....AP
Representative .....McGillvra
Membership .....NARTB, RAB
President .....Duane Simons
Gen., Sta. Mgr.....William F. Shutts
Commercial Manager.....I. E. Shahan
Program Director.....Jim Baker
Publicity Dir. .....Bob Turner
Chief Eng. .....Duane Simons

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KFBC

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Bus.-Studio Address.....2923 East Lincolnway
Phone: 4-4461 .....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership .....NARTB, RAB
News, Affil.....Wyoming Eagle, State Tribune
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Manager.....Charles Cahill
Sales Prom. Mgr.....J. E. Bogan
Program Director .....Bettye Zuck
Publicity Director.....Margaret O'Brien
Chief Engineer.....R. C. Plannanschmid

KVWO

CHEYENNE—1951—MBS-KBS INTERMOUNTAIN

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Great West Co.
Address.....Box 926, 3000 W. Lincolnway
Phone: 2-6433.....Air Time: Daytime
News Service .....AP
Membership ..... RAB
Representative .....Avery-Knodel
President.....Wm. T. Kemp
Station Manager.....Bill Anderson
Commercial Mgr.....Ruth Dorr
Sales Prom. Mgr.....Bob Hale
Program Director.....Mike Gardner
Chief Engineer.....Harold M. Roberts

KODI

CODY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Address.....P. O. Box 762
Phone: 445.....Air Time: Full Time
News Service .....AP
Transcription Service .....World
Representative .....McGillvra
Newspaper Affiliate..... The "Enterprise"
Membership ..... NARTB
President .....Charles Kepler
General Manager.....Larry Morrison
Station Manager.....C. Owen Allen
Program Director.....Bert Frendrich
Chief Engineer.....Hal Bowen

KLUK

EVANSTON—1953—MBS-KBS INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Advertising Enterprises Ltd.
Address.....P. O. Box 198
Phone: 700.....Air Time: Full Time
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Owner, Gen. Mgr.....Edwin L. Bullis
Chief Engineer.....Harry Albers

KOVE

LANDER—1948—KBS—MBS INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....P. O. Box 436
Phone: 488 .....Air Time: Full Time
News Service .....UP
News. Affil.....Wyoming State Journal
Representative .....Continental
Owner .....Edward J. Breece
Sta., Gen. Mgr.....Jack L. Breece
Comm., Prom. Mgr.....Dorothy L. Reed
Publicity Director.....Louise York
Sls. Prom. Mgr. .....W. L. Ross
Prog. Dir. .....R. W. Allen
Chief Engineer.....Gary Fehlauer

KOWB

LARAMIE—1948—ABC-KBS WYO. COWBOY

Frequency: 1340 Kc.....Power: 250 Watts d.
Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
Address .....Box 972
Phone: 4888 .....Air Time: Full Time
News Service .....UP
Membership ..... NARTB
President .....John Alexander
Gen., Sta., Com. Mgr.....V. Stedry
Chief Engr., Pgm. Dir.....L. O. Smith
Pub. Dir.....J. C. Steele

KASL

NEWCASTLE—1953—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Newcastle Bcstg. Co.
Address .....Newcastle
Phone: 700 .....Air Time: Full Time
News Service .....AP
Trans. Ser. .....World
Representative ..... McGillvra
Membership ..... NARTB
President .....Joe Aimonetto
General Manager.....Floyd L. Sparks
Chief Engineer.....C. E. Warford

KPOW

POWELL—1941 MBS-KBS-INTERMOUNTAIN

Freq... 1260 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....A. J. Meyer
Air Time.....Full Time
News Service .....UP
Representative .....Avery-Knodel
Pres., Chief Engr.....Al Meyer
Program Director.....Agnes Fields

KRAL

RAWLINS—1947—ABC-KBS WYO. COWBOY

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.

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Address .....Rawlins
Phone: 1003.....Air Time: Full Time
News Service .....AP
Newspaper Affil.....Daily Times
Representative.....Joseph Hershey McGillvra
Membership .....NARTB
President.....Tracy S. McCraken
Gen., Sta., Comm. Mgr.....Jack C. Vagner
Program Director.....Anita Phisterer
Chief Engineer.....Robert S. Williams

KWRL

RIVERTON—1943—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Phone: 760..... Air Time: Full Time
News Service .....AP
President, Ch. Eng.....Joseph P. Ernst
Gen. Mgr.....Mrs. Cleo Berry
Commercial Manager.....Bud Moore

KVRS

ROCK SPRINGS—1938
MBS-INTERMOUNTAIN-KBS

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Wts. n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Address .....Box 1067
Phone: 93.....Air Time: Full Time
Representative .....Avery-Knodel
News Service .....AP
Transcription Service .....Standard
President.....D. G. Richardson
General Manager.....Dwight Fisher
Commercial Manager.....Laurel Moseby
Program Director.....Imogene Parr
Chief Engineer.....Dave Wood

KWYO

SHERIDAN—1934—MBS-KBS
INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 d., 500 n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone: 601 .....Air Time: Full Time
News Service .....UP
Transcription Service .....Lang-Worth
Membership ..... NARTB
Pres., Sta. Mgr. .....Jim Carroll
Commercial Mgr.....Don Tannehill
Program Director.....Bob Wilson
Chief Engineer.....Bob Crosthwaite

KGOS

TORRINGTON—1950—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Joseph P. Ernst
Address .....Box 271
Phone: 567 .....Air Time: Full Time
News Service .....UP
Representative .....McGillvra
Membership ..... NARTB
President.....Joseph P. Ernst
Gen., Comm. Mgr.....Lester R. Rash
Prog. Dir.....Peter L. Quattrini

KWOR

WORLAND—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Phone: 303.....Air Time: Full Time
Pres., Prom. Mgr.....Joseph P. Ernst
Gen., Comm. Manager.....Mildred V. Ernst

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AP

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TERRITORIES and POSSESSIONS

ALASKA

KBYR
ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper By.....Radio Anchorage, Inc.
Business-Studio Address.....P. O. Box 1960
Phone Number 5-8201
General Manager.....E. Pournelle
Commercial Mgr.....Wesley Burton
Station Mgr.....Nancy Warner
Chief Engineer.....Robert G. Capstick

KENI
ANCHORAGE—1948-MBS-ABC-NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business Address.....P. O. Box 1160
Phone: 20301.....Air Time: Full Time
News Service .....AP
Transcription Service .....Associated
Representative .....Wellington Fletcher
Membership .....NARTB
President.....Austin Cooley
Station Manager.....Claire O. Banks
General Manager.....Alvin Bramstedt
Commercial Manager.....William Stewart
Program Director.....Vincent Carroza
Promotion Manager.....Phyllis Bock
Chief Engineer.....Ralph Walker

KFQD
ANCHORAGE—1924—CBS

Frequency: 730 Kc.....Power: 10,000 Watts
Owned-Oper. By .....W. J. Wagner
Address .....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Owner, Sta., Gen. Mgr.....Wm. J. Wagner
Program Director.....Clarke Manning
Chief Engineer.....William E. Duck

KFAR
FAIRBANKS—1939—MBS-NBC-ABC

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Box 910
Phone Number 2803
News Services.....AP and UP
Representative ..... Fletcher
President .....Austin G. Cooley
General Manager.....Alvin O. Bramstedt
Comm. Manager.....John Griffin
Program Director.....Richard Greuel
Promotion Manager.....Jay Greuel
Chief Engineer.....Robert Franzke

KFRB
FAIRBANKS—1948—CBS

Frequency: 900 Kc.....Power: 10,000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska Radio Sales; Scott
Owner, Gen. Mgr.....Wm. J. Wagner
Station Manager.....Jack Hauser
Chief Engineer.....Claire Nodurft

KINY
JUNEAU—1935—CBS

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Oper. By .....W. J. Wagner
Address.....830 Securities Bldg., Seattle
Phone: Seneca 6333.....Air Time: Full Time
News Service .....AP
Trans. Ser.....Lang-Worth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Owner, Gen. Mgr.....Wm. J. Wagner
Program Director.....Richard Peter
Station Manager.....James B. Lawson
Chief Engineer.....Gordon Burnett

KJNO
JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Midnight Sun Bcstg. Co.
Address .....Box 140
Phone 508
Transcription Service .....Associated
News Service .....AP
Representative .....Day, Fletcher
President .....Austin Cooley
Station Manager.....Robert A. Wells
Sales Manager.....Joseph Mangan
Program Director.....Jim Douglas
Promotion Manager.....Dorothy Wheeler
Chief Engineer.....Royal O'Reilly

KABI
KETCHIKAN—1952—ABC-MBS-NBC

Freq.: 550 Kc...Power: 1 Kw. d., 500 Watts n.

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Owned-Oper. By.....Midnight Sun Bcstg. Co.
Address.....P. O. Box 1459
Phone 3124
Transcription Service .....Associated
News Service .....AP
Representative .....Day, Fletcher
President.....Austin G. Cooley
General Manager.....Jack D. Ellison
Commercial Mgr.....R. E. Moul
Program Director.....Douglas Walker
Chief Engineer.....Dick Nicholas

KTKN

KETCHIKAN—1942—CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time.....Full Time
Transcription Service...Lang-Worth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Owner, Gen. Mgr.....William J. Wagner
Station Manager.....Robert Mehan
Program Director.....Roall Erickson
Chief Engineer.....Harley Silvers

KIBH

SEWARD—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Alaska, Scott
Owner, Gen. Mgr.....William J. Wagner
Station Manager.....Dick White
Program Dir.....Allen Hendricks
Promotion Mgr.....John Funk
Chief Engineer.....William E. Duck

KIFW

SITKA—1949—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Address.....830 Securities Bldg., Seattle
Phone Number.....Seneca 6333
News Service .....AP
Air Time.....12N.-12M.
Trans. Ser.....Lang-Worth, Thesaurus
Representative ....Alaska Radio Sales; Scott
Owner, Gen. Mgr.....William J. Wagner
Station Manager.....Harry Lanz
Chief Engineer.....DeWayne Sharp

GUAM

KUAM

AGANA—1954—NBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Guam
Address....Post Office Box 68, Agana, Guam
Phone 12-365
Air Time.....Full Time
News Service .....AP, UP
Representative .....Young
President.....Harry M. Engel, Jr.
Gen. Mgr., Program Dir...H. Richard Maguire
Chief Engineer.....Walt Gambell

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1478
Phone Number 4616
Newspaper Affiliation..Honolulu Star Bulletin
Representative.....Free & Peters
President.....J. Howard Worrall
Vice-Pres., Gen. Mgr.....C. R. Evans
Station Manager.....C. T. Thrumston
Program Director.....Roger H. Coryell
Chief Engineer.....Harold L. Marques
Owner, Gen. Mgr.....James E. Jaeger
Commercial Mgr.....Bey Kodama
Prog. Director.....Robert Craft
Promotion Manager.....Sam Nakamura
Chief Engineer.....Rikio Doi

KILA

HILO—1951—MBS-ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....James E. Jaegar
Address .....Naniloa Hotel
Phone: 5-4913.....Air Time: Full Time
Representative .....Hollingbery
News Service .....UP

KIPA

HILO—1947

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address.....P. O. Box 1602
Phone Number 2177
President, Manager.....A. H. Green

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned.....Hawaiian Bcstg. System, Ltd.
Address.....1534 Kapiolani Blvd.
Phone: 9-2011.....Air Time: Full Time
News Service .....UP
Transcription Service .....Capitol
Newspaper Affiliation .....“Star-Bulletin”

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Representative.....Free & Peters
President.....J. Howard Worrall
V.;P., Gen. Mgr.....C. R. Evans
Comm. Mgr.....John D. Allison
Program Director.....Gordon C. Burke
Promotion Mgr.....John Quinlan
Chief Engineer.....Daniel Hunter

KGU

HONOLULU—1922—NBC

Frequency: 740 Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address.....P. O. Box 3110
Phone: 5-2977.....Air Time: Full Time
News Service .....UP
Representative.....NBC Spot Sales
Membership .....NARTB
President.....Lorrin P. Thurston
General Mgr.....William Q. Paine
Comm. Mgr.....George C. Mansfield
Program Director.....Lee D. Hirshland
Chief Engineer.....Sakae Kimata

KHON

HONOLULU—1946
ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number 9-5295
News Service .....UP
Trans. Serv.....Capitol, Lang-Worth
Representative .....Grant
Pres., Gen. Mgr.....Bryson R. Gardner
Chief Engr., Comm. Mgr.....Ira G. Mercer
Program Director.....Jack Colon
Promotion Mgr.....Buck Buchwach

KIKI

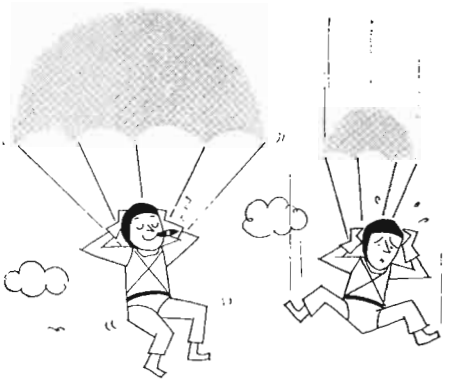
HONOLULU—1951

Frequency: 860 Kc.....Power: 250 Watts
Owned-Oper. By.....KIKI, Ltd.
Address.....320 Ward Ave.
Phone Number 63456
Representative .....Rambeau
Transcription Service .....Lang-Worth
News Service .....INS
Pres., Prog. Dir., Chief Engr...Royal V. Howard
Gen. Mgr., Comm. Mgr.....Angelo J. Rossi

KPOA

HONOLULU—1946—MBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Radio Hawaii, Inc.
Business-Studio Address.....575 Kamoku St.
Phone Number 95236
News Service .....UP
Representative.....George P. Hollingbery
President.....John M. Shaheen
Exec. V.P., Gen., Comm. Mgr.....Fin Hollinger
Program Director.....Carlos Rivas
Chief Engineer.....Bob Lang



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KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. .....Power: 10,000 Watts
Owned. Oper. By .Pacific Frontier Bdcstg. Co., Ltd.
Address.....1290 Ala Moana Blvd.
Phone: 63666.....Air Time: 18 hrs.
News Service .....UP
Representative .....Headley-Reed
Transcription Service .....World, Associated, Standard
President.....H. L. Pettey
General Manager.....Jack A. Burnett
Comm. Manager.....Hugh Ben La Rue
Program Director.....Ted Scott
Prom. Manager.....Paul Yamamoto
Chief Engineer.....Ronald Mizakla

KANI

KANEOHE, OAHU—1953

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Windward Bcstg. Co., Ltd.
Address.....P. O. Box 227, Oahu
Phone Number 242576
President.....Judge Calvin C. MacGregor
Gen. Mgr., Comm. Mgr.....Drew Kaye
Prog. Dir., Prom. Mgr.....William Whedbee
Chief Engineer.....John Ellingson

KTOH

LIHUE, KAUAI—1940—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Phone Number 961
Representative.....NBC Spot Sales
Owner, Gen. Mgr.....Charles J. Fern
Manager.....Martin H. Sebastian, Jr.
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

KMVI

WAILUKU-MAUI—1947—NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Address Trans. Loca....Wailuku-Maui, Box 374
Phone: 33-981.....Air Time: Full Time
News Service .....UP
Transcription Service.....Thesaurus
Representative.....NBC Spot Sales
Membership .....NARTB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta., Asst. Gen. Mgr.....Richard E. Mawson
Commercial Manager .....Frank Kovacic
Promotion Manager.....Marvin Ross
Chief Engineer.....Neil Arveschoug

KAHU

WAIPAHU—1950

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rural Bcstg. Co., Ltd.
Address.....P. O. Box 1007
Phone Number.....Honolulu 41-2835
Representative .....Devney
President.....Dr. Timothy I. Wee
General Manager.....Harry En Chu
Prog. Director.....Robert Miller
Prom. Manager.....Jackson McBride
Chief Engineer.....Robert Pearson

PUERTO RICO

WABA

AGUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....L. Hector Reichard
Address .....Box 188
Phone Number 242
President.....L. Hector Reichard
General Manager.....F. Bonnet Velez
Commercial Manager....Wilfredo Almodovar
Program Director.....Ricardo Vega
Chief Engineer.....Antolin Jimenez

WCMN

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By .....Caribbean Bdcstg Corp.
Address .....Box 755
Phone Number.....(Studios) 589
Membership .....NARTB
President.....Antonio Esteva Vidal
General Manager.....Nabal Barreto
Chief Engineer .....José Soler

WENA

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Bayamon Bcstg. Co.
Address .....Box 157
Phone Number.....Bayamon 161
President.....Dr. A. Diaz Atiles
General Manager.....D. Diaz Alejandro

WJFR

CAGUAS—1953

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Jorama Fer-Radio Corp.

WMIA

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owner.....Inter-American Radio Corp.
Address .....Box 487
Phone Number 678-579

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Pres., Gen. Mgr., C. E..Eduardo Biascoechea
Station Manager.....Agustina Vales
Comm. Mgr., Prog. Director.....Charles Miner
Sales Promotion Mgr.....J. Balseiro

WVJP
CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By .....Borinquen Bdcstg. Co.
Address.....P. O. Box 207
Phone Number 789

WMDD
FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Madrazo & Diaz

WXRF
GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business-Studio Address.....Apartado 615
Phone Number 243
President .....Rafael Fuster
Gen., Comm. Mgr.....Charles L. Cordero

WAEL
MAYAGUEZ—1948

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Mario Acosta
Business Address.....Iglesia No. 12, Box 297
Phone Number 799-600
Gen., Sta. Mgr.....Mario Acosta
Comm. Mgr.....Nelson Cuebas
Program Director.....Secundiro Minguela
Chief Engineer.....Arthur S. Glawson

WKJB
MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Jose A. Bechara, Jr.

WORA
MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Studio Address.....P. O. Box 43
Phone Number 1150
Representative.....Melchor Guzman Co., Inc.
Pres., Gen. Mgr. ..Alfred R. de Arellano, Jr.
Sta., Comm. Mgr.....Reinaldo Dupont
Prog. Director.....Jose Hernandez Zamora
Chief Engineer.....Jesus Aviles Brunot

WPRA
MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....WPRA, Inc.

WTIL
MAYAGUEZ—1950

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By...Mayaguez Radio Corp.
Address.....Post & Palmer Sts.
Phone Number 1290
President.....William G. Mamary
Commercial Manager.....Gilbert Mamary
Chief Engineer.....Aristides Zapata Perez

WISO
PONCE—1953

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....South P. R. Bcstg. Corp.
Address .....Box 2023
Phone Number 13F
Gen., Comm. Mgr., Chief Eng...Luis E. Freyre
Program Director.....Angel Ramos

WPAB
PONCE—1940

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Bus.-Studio Address.....164 Villa St.
Phone Number 783
Representative.....Inter-American Pub'l., Inc.
Pres., Gen. Mgr.....A. Gimenez-Aguayo
Commercial Manager .....Radames Mayoral
Program Director.....Eliseo Borrero
Chief Engineer.....Pedro E. Conesa

WPRP
PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Bus. Address..Salud St. Corner to Guadalupe
Phone Number 1015
Representative .....Guzman, Co., Inc.
Pres., Gen. Mgr...Alfredo Ramirez de Arellano
Program Director.....Bobby Diaz
Commercial Manager.....Antonio Miro
Chief Engineer.....Julio M. Conesa

WRIO
RIO PIEDRAS—1949

Frequency: 1320 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Oper. By ...The Master Bdcstg. Corp.

WWWW
RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owned-Oper. By.....Frank A. Gandia
Address.....P. O. Box 935
Phone Number 1098
Owner.....Frank A. Gandia

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200 West 57 St., New York City 19, N. Y. Circle 5-7433

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WAPA

SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address...357 Ponce de León Ave.
Phone Number 3-3000
Membership .....NARTB
President .....José Ramón Quiñones
General Sales Mgr.....Jaime Taronji
Commercial Manager...Segismundo Quiñones
Program Director.....Harold Zayas Torres
Chief Engineer.....Jose Arzuaga

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....El Mundo Bcstg. Corp.
Business Address.....P. O. Box 9007
Phone Number 2-2023
Newspaper Affiliation.....“El Mundo”
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Associated
News Service .....UP
Representatives....Inter-American Pub'l., Inc.
Membership .....NARTB
Pres., Gen. Mgr.....Angel Ramos
Comm. Mgr.....V. Lamas, Jr.
Program Director.....Ester Pales
Chief Engineer.....Angel del Valle

WKVM

SAN JUAN—1951

Frequency: 810 Kc.....Power: 25,000 Watts d.
Owned-Oper...American Colonial Bcstg. Corp.
Address.....1000 Ponce de Leon Ave.
Phone 3-0840
Pres., Gen. Mgr., Chief Eng.....R. P. Perry

VIRGIN ISLANDS

WSTA

CHARLOTTE AMALIE—1950

Frequency: 1340 Kc.....Power: 250 Kc.
Owned-Oper. By.....William N. Greer
Address.....French Village, P. O. Box 538
Phone 489
Representative ..... Young
Pres., Gen. Mgr., Chief Engr...William N. Greer
Commercial Mgr.....Nellie Greer
Program Director.....Ron de Lugo

WIVI

CHRISTIANSTED—1952—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper..Radio American West Indies, Inc.
President, Gen., Comm.,
Prom. Mgr.....Hazel M. Vickers
Program Director.....James O' Neil
Chief Engineer.....Raymond E. Higdon

WICR

CRUZ BAY—1954

Frequency: 1190 Kc.....Power: 500 Watts
Owned-Oper....West Indies-Caribbean Radio

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KNOW THE MOST FAMOUS BRAND IN NEWS IS

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STATE BROADCASTER ASSOCIATIONS

□ □ □

Alabama Broadcasters Association

P. O. Box 477, University, Alabama

Meetings: March and October
Elections: March meeting
Members: 69
President..J. Dige Bishop, WCTA, Andalusia
Vice-President...Richard B. Biddle, WOWL, Florence
Secy.-Treas.....Gene Tibbett, WJRD, Tuscaloosa

Arizona Broadcasters Association

Meetings: January
Elections: January
Members: 20
Pres....Charles H. Garland, KOOL, Phoenix
Vice-Pres.....William F. Parady, KCKY, Coolidge
Secy.-Treas.....William L. Lindsey, KYMA, Yuma
Leg. Chairman.....Richard O. Lewis, KTAR, Phoenix

Arkansas Broadcasters Association

P. O. Box 610, El Dorado, Kansas

Meetings: Spring and Fall
Elections: Spring
Members: 46
President.....W. N. McKinney, KELD, El Dorado
Vice-President...L. B. Tooley, KXAR, Hope
Secy.-Treas.....Melvin P. Spann, KWAK, Stuttgart
Leg. Chairman..Lee Reaves, KWRF, Warren

California State Radio and Television Broadcasters Association

1420 Truxton Ave., Bakersfield

Meetings: November (and on special call)
Elections: November
Members: 97
President.....George Greaves, KNBC, San Francisco
Vice-Pres.....Philip G. Lasky, KPIX, San Francisco
Vice-Pres.....Franke Burke, KFVD, Los Angeles
Secy.-Treas.....Gene DeYoung, KERO, Bakersfield

Colorado Broadcasters Association

c/o President or Secretary

Meetings: Semi-annual
Elections: March
Members: 40
President.....James D. Russell, KVOR, Colorado Springs
Vice-Pres...Frank Bishop, KFEL-TV, Denver
Secy.-Treas...Elwood Meyer, KYOU, Greeley
Leg. Chairman.....George Cory, KUBC, Montrose

Connecticut Broadcasters Association

President.....J. Maxim Ryder, WBRY, Waterbury
Vice-Pres...Aldo de Dominicis, WNHC-TV, New Haven
Secretary....Walter Haase, WDRC, Hartford

Florida Association of Broadcasters

c/o President or Secretary

Meetings: May or June and November
Elections: May or June
Members: 76
President.John B. Browning, WSPB, Sarasota
Vice-Pres.....A. B. Letson, WCNH, Quincy
2nd Vice-Pres...H. Dennison Parker, WTAN, Clearwater
Secy.-Treas.....George Friend, WPLA, Plant City

Georgia Association of Broadcasters

c/o President or Secretary

Meetings: August and January
Elections: By winter mail
Members: 56
President.....E. F. McLeod, WBML, Macon
Vice-Pres...Glen C. Jackson, WAGA, Atlanta
Secy.-Treas...L. H. Christian, WRFC, Athens

Hawaiian Association of Radio and TV Broadcasters

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

Meetings: On call
Elections: May
Members: 18
President...Ezra J. Crane, KMVI, Wailuku, Maui
Vice-Pres....William Paine, KGU, Honolulu
Secy-Treas.....Mel Wright, KGMB-TV, Honolulu

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Idaho Broadcasters Association

c/o KRPL, Lewiston

Meetings: Fall
Elections: Fall
Members: 23
President....Don Thomas, KLRC, Lewiston
Vice-Pres.....Florence M. Gardner, KTFI, Twin Falls
Secy.-Treas.....Clair Hull, KCID, Caldwell
Leg. Chairman...Walter E. Wagstaff, KIDO, Boise

Illinois Broadcasters Association

c/o President or Secy.-Treas.

Meetings: February and October
Elections: February
Members: 65
President.....Harold L. Dewing, WCVS, Springfield
Vice-Pres.....Joe Bonansinga, WGEM, Quincy
Secy.-Treas.....Tom Land, WFIW, Fairfield
Leg. Chairman.....Oliver Keller, WTAX, Springfield

Indiana Broadcasters Association, Inc.

Box 89, Washington, Indiana

Meetings: 4 times a year
Elections: March
Members: 53
President.....Bruce McConnell, WISH, Indianapolis
Vice-Pres. (AM)...W. F. Rippetoe, WBOW, Terre Haute
Vice-Pres. (TV)...Don Burton, WLBV-TV, Muncie
Vice-Pres. (FM).....Joe Edwards, WMFL, Washington
Secy.-Treas.....Lester Spencer, WKBV, Richmond
Asst. Secy..Roy Hickox, WLRP, New Albany
Asst. Treas.....Bill Fowler, WBAT, Marion

Iowa Broadcasters Association

c/o President

Meetings: Annual
Elections: Annual
Members: 40
President.....Ernest C. Sanders, WOC, Davenport
Vice-Pres....Walter Tiech, KDEL, Oelwein
Secy.-Treas.....B. C. Baldwin, KSO, Des Moines

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas

Meetings: April or May
Elections: April or May
Members: 37
President.....Ray V. Jensen, KSAL, Salina
Vice-Pres.....Fred Conger, WREN, Topeka
Secy.-Treas.....Grover Cobb, KGVB, Great Bend
Leg. Chairman.....Wendell Elliot, KGNO, Dodge City

Kentucky Broadcasters Association

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro

Meetings: October and Spring
Elections: October
Members: 53
President..Sam Livingston, WKYB, Paducah
Vice-Pres..Gilmore Nunn, WLAP, Lexington
2nd Vice-Pres.....Arthur Eilerman, WZIP, Covington
Secy.-Treas..Hugh O. Potter, WOMI, Owensboro
Executive Committee....Neil Cline, WHAS, Louisville; Richard Helms, WHLN, Harlan; Mike Layman, WSFC, Somerset

Louisiana Association of Broadcasters

c/o KRUS, Ruston

Meetings: June and November
Elections: November
Members: 45
President...Edgar B. Stern, Jr., WDSU, New Orleans
Vice-Pres..Robert Earle, WIBR, Baton Rouge
Secy.-Treas.....Clarence E. Faulk, KRUS, Ruston

Maine TV and Radio Broadcasters Association

c/o WPOR, Portland, Maine

Meetings: October
Elections: October
Members: 15
President.....Harold Glidden, WAGM, Presque Isle
Vice-Pres.....William H. Rines, WCSH-TV, Portland
Secy.-Treas.....Norman G. Gallant, WFAV, Augusta

Maryland-D.C. Radio and TV Broadcasters Association

c/o President or Secy.-Treas.

Meetings: June and November
Elections: November
Members: 46
President.....Leslie H. Peard, Jr., WBAL, Baltimore
Vice-Pres.....Ben Strouse, WWDC, Washington
Secy.-Treas.....William H. Paulsgrove, WJEJ, Hagerstown

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Massachusetts Broadcasters Association

President.....George H. Jaspert, WCCM, Lawrence
Vice-Pres...W. C. Swartley, WBC-TV, Boston
Treasurer.....Gerald Harrison, WMAS, Springfield
Secretary.....Sherwood J. Tarlow, WHIL, Medford

Michigan Association of Broadcasters

c/o WKMH, Dearborn 2

Meetings: June and November
Elections: November
Members: 85
President....Fred Knorr, WKMH, Dearborn
Vice-Pres.....Carl E. Lee, WKZO-AM-TV, Kalamazoo
Secy.-Treas...Hugh Giesel, WBMC, Bay City
New Directors.....F. Sibley Moore, WJR. Detroit; Russell J. Staffeld, WMIZ, Iron Mountain; Howard Wolfe, WKNX, Saginaw

Minnesota Association of Broadcasters

WDGY-Nicollet Hotel, Minneapolis

Meetings: September
Elections: September
Members: 30
President.....C. T. Hagman, WDGY, Minneapolis
Vice-Pres.....Lee. L. Whitting, KEYD, Minneapolis
Secy.-Treas.....Manny Marget, KVOX, Moorehead
Leg. Chairman.....C. T. Hagman, WDGY, Minneapolis

Mississippi Broadcasters Association

c/o President or Secy.-Treas.

Meetings: March or April
Elections: March or April
Members: 48
President.....Bob Evans, WELO, Tupelo
Vice-Pres.....Ed Wilkerson, WSLI, Jackson
Secy.-Treas.....Granville Walters, WAML, Laurel

Missouri Broadcasters Association

Catherine Roer, 210 Monroe St., Jefferson City

Meetings: April and August
Elections: August
Members: 47
President....Sam A. Burk, KIRX, Kirksville
Vice-Pres.....C. Thomas, KXOK, St. Louis
Secy.-Treas.....Catherine Roer, KWOS, Jefferson City

Montana Radio Stations, Inc.

P. O. Box 1498, KOOK, Billings

Meetings: September
Members: 26
President.....V. V. Clark, KOOK, Billings
Vice-Pres....Joe Wilkins, KFBB, Great Falls
Secy.-Treas..Charlotte Brader, KOJM, Havre
Leg. Chairman.....Paul MacAdam, KPRK, Livingston

Nebraska Broadcasting Association

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st
Elections: May 1st
Members: 28
President.....Harry Burke, KFAB, Omaha
Vice-President....Max Young, KSID, Sidney
Secy.-Treas..Gordon Pentz, KWBE, Beatrice

Nevada State Broadcasters Association

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called
Elections: Yearly
Members: 12
President.....H. G. Wells, KOLO, Reno
Vice-Pres.....Fred Stoye, KLAS, Las Vegas
Secy.-Treas.....Bob Stoddard, KATO, Reno
Leg. Chairman....H. G. Wells, KOLO, Reno

New Hampshire Association of Broadcasting

President....Frank B. Estes, WKNE, Keene
Vice-Pres.....Al Malin, WWNH, Rochester
Secy.-Treas.....Wallace Walker, WMUR, Manchester

New Jersey Broadcasters Association

WJLK, Asbury Park

Meetings: May and October
Elections: October
Members: 17
President...Everett Rudloff, WJLK, Asbury Park
Vice-Pres....Gordon Giffin, WKDN, Camden
Secy.-Treas..Jerry McCarthy, WTOA, Trenton
Leg. Chairman.....Fred Bernstein, WTTM, Trenton

New Mexico Broadcasters Association

4220 Mackland Ave., N.E., Albuquerque

Meetings: September and April
Elections: April
Members: 25
President..Merte H. Tucker, KGAK, Gallup
Vice-Pres.....Wayne Phelps, KOAT, Albuquerque
Treasurer.....A. M. Caldwell, KOAT, Albuquerque
Secretary.Margaret Wettling, 4220 Mackland Ave., Albuquerque
Leg. Chairman.....Ivan R. Head, KVSF, Santa Fe

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New York State Association of Radio and Television Broadcasters

Address: c/o President
Meetings: Annual
Elections: Annual
Members: 72
President....Michael Hanna, WHCU, Ithaca
1st Vice-Pres.....Gordon Gray, WOR, WOR-TV, New York
2nd Vice-Pres.....William Doerr, WEBR, Buffalo
Secretary.....Elliott Stewart, WIBX, Utica
Treasurer.....George Dunham, WMBS, Binghamton

North Carolina Association of Broadcasters Inc.

Meetings: June and October
Elections: October
Members: 96
President..William S. Page, WFTC, Kinston
Vice-Pres.....Allen Wanamaker, WBIG, Greensboro
Secretary.....Cecil B. Hoskins, WWNC, Asheville

North Dakota Broadcasters Association

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October
Elections: 2nd week in October
Members: 14
President..Paul C. Gussner, KGCU, Mandan
Vice-Pres.....Chester C. Reiten, KSJB, Jamestown
Secy.-Treas.....William Hurley, KXJB-TV, Fargo-Valley City
Leg. Chairman...John Cooley, KLPM, Minot

Ohio Association of Radio and Television Broadcasters

33 N. High St., Columbus

Meetings: April and October
Elections: April
Members: 70
President.....Robert W. Ferguson, WTRF, Bellaire
Vice-Pres. (Radio).....Herbert E. Evans, Peoples Broadcasting Co., Columbus
Vice-Pres. (Television).....Allen Haid, WSPD-TV, Toledo
Secy.-Treas.....Carlton S. Dargusch, Jr.

Oklahoma Association of Broadcasters

Meetings: January
Members: 36
President.....Frank Lane, KRMG, Tulsa
Vice-Pres.....T. M. Raburn, Jr., KGYN, Guymon
Secy.-Treas.....Pat Murphy, KCRC, Enid
Leg. Chairman....Bill Hoover, KADA, Ada

Oregon State Broadcasters Association

R. E. Summers, Box 5025, Eugene

President.....Paul E. Walden, KODL, The Dalles
Vice-Pres.....R. D. Holmes, KAST, Astoria
Secy.-Treas.....Iris Helliwell, KRXL, Roseburg
Leg. Chairman.....R. M. Brown, KPOJ, Portland

Pennsylvania Association of Broadcasters

WTPA, 3235 Hoffman St., Harrisburg

Meetings: April
Elections: April
Members: 125
President.....David Bennett, WTPA (TV), Harrisburg
1st Vice-Pres.....Joseph Connolly, WCAU, Philadelphia
2nd Vice-Pres.....Tom Price, WBVP, Beaver Falls
Treasurer.....Tom Metzger, WMRF, Lewistown
Secretary.....Roy Morgan, WILK, Wilkes-Barre
Exec. Secy....George Gottschalk, Harrisburg

Puerto Rican Association of Broadcasters

Box 4504, San Juan, Puerto Rico

Meetings: 2nd Monday of each month
Elections: 2nd Wednesday of July
Members: 19
President...Angel Ramos, WKAQ, San Juan
Vice-Pres.....Juan Piza, WNEL, San Juan
Secretary.....Frederico E. Virella, WVJP, Caguas
Treasurer...Gustavo Diaz, WENA, Bayamon

Rhode Island Radio & Television Broadcasters Association

c/o WEAN, Crown Hotel, Providence

Meetings: June
Elections: June
Members: 12
President.....H. William Koster, WPJB, Providence
Vice-Pres.....Norman Gittleson, WJAR-TV, Providence
Secy.-Treas.....Bud Armstrong, WEAN, Providence

South Carolina Radio & Television Broadcasters Association

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January
Elections: January
Members: 36

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President.....C. Wallace Martin, WMSC, Columbia
Vice-Pres.....Frank B. Best, WDIX, Florenceburg
Secy.-Treas.....T. Doug Youngblood, WFIG, Sumter
Leg. Chairman.H. Moody McElveen, WNOK, Columbia

South Dakota Broadcasters Association

President...Ray V. Eppel, KORN, Mitchell
Vice-Pres.....Byron McElligot, KSDN, Aberdeen
Secy.-Treas....Jim Slack, KUSD, Vermillion
Leg. Chairman...Evans Nord, KELO, Sioux Falls

Southern California Broadcasters Association

6047 Hollywood Blvd., Hollywood 28
President.....Robert J. McAndrews, KBIG, Avalon
Vice-Pres..Norman Ostby, KHJ, Los Angeles
Secy.-Treas.....Thelma Kirchner, KGFJ, Hollywood
Managing Ed.....Frank W. Crane

Tennessee Association of Broadcasters

407 Chamber of Commerce Building, Nashville
Meetings: November or December and May or June
Elections: November or December
Members: 46
President.Earl Winger, WDOD, Chattanooga
Vice-Pres.....John Hart, WBIR, Knoxville
Secy.-Treas.....Mrs. Drue Smith, WAPO, Chattanooga
Leg. Chairman.....F. C. Sowell, WLAC, Nashville

Texas Association of Broadcasters

KTRE, Lufkin, Texas
Meetings: Spring and Fall
Elections: September
Members: 112
President.....Louis R. Cook, KNOW, Austin
Vice-Pres.....R. G. Lewin, KTRE, Lufkin
Secy.-Treas....Barney Ogle, KRGV, Weslaco

Utah Broadcasters Association

751 Union Pacific Building, Salt Lake City
Meetings: January and June
Elections: January
Members: 20
President....Eugene M. Halliday, KSL, Salt Lake City
Vice-Pres.....George H. Hatch, KALL, Salt Lake City
Secy.-Treas....Arch G. Webb, KVOG, Ogden

Vermont Association of Radio & Television Broadcasters

c/o WSKI, Montpelier, Vt.
President.....E. Dean Finney, WTWN, St. Johnsbury
Vice-Pres.....Al Spokes, WJOY, Burlington
Secy.-Treas.....Donald Thurston, WIKE, Newport
Leg. Chairman.....John Swan, WCAX, Burlington

Virginia Association of Broadcasters

c/o WROV, Roanoke
Meetings: May or June
Elections: May or June
Members: 49 radio stations & 4 associate members
President.....Frank E. Koehler, WROV, Roanoke
Vice-Pres.....Charles Maillett, WWOD, Lynchburg
Secy.-Treas.....John L. Cole, Jr., WHLF, South Boston
Leg. Chairman.....C. T. Lucy, WVRA, Richmond

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Building, Olympia
Meetings: March and September
Elections: March
Members: 44
President..J. Elroy McCaw, KALE, Richland
Vice-Pres.....James Murphy, KIT, Yakima
Secy.-Treas...Allen Miller, KWSC, Pullman

West Virginia Broadcasters Association

c/o Secretary
Meetings: Spring and fall
Elections: Spring
Members: 34
President.....Lawrence H. Rogers, KSAZ, Huntington
Vice-Pres.....John S. Phillips, WHTN, Huntington
Secy.-Treas.....A. Garen Ferrise, WMMN, Fairmont
Leg. Chairman.....Harry Brawley, WCHS, Charleston

Wisconsin Broadcasters Association

540 N. Plankinton Ave., Milwaukee
Meetings: 1st Tuesday in October
Elections: 1st Tuesday in October
Members: 46
President..Harry D. Peck, WISN, Milwaukee
Vice-Pres...Ben Howvel, WKOW, Madison
Secretary....Jerome Sill, WMIL, Milwaukee
Treasurer....Mig Figi, WAUX, Waukesha

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Canada

ALPHABETICAL INDEX BY CALL LETTERS

NETWORKS

STATIONS

CARTB

CBC

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CBC

NETWORKS

. . . a major selling force for Canadian advertisers

RADIO

Serving English-speaking Canadians, two CBC networks . . . Trans-Canada and Dominion . . . stretch from Atlantic to Pacific.

The CBC French Network serves French-speaking listeners from Moncton and Edmundston in New Brunswick through the Province of Quebec to Sudbury and Timmins in Northern Ontario and westward to St. Boniface, Gravelbourg, Saskatoon and Edmonton.

TELEVISION

With coverage of over 1,280,000 Canadian TV homes (as of March, 1955), the CBC Television Network includes 26 stations . . . in Halifax, Sydney, Moncton, Saint John, Rimouski, Quebec, Montreal (2), Ottawa, Kingston, Peterboro, Toronto, Hamilton, Kitchener, London, Windsor, Sudbury, Sault Ste. Marie, Port Arthur, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton and Vancouver.

Four additionol TV stations will be on the air in 1955.
. . . including CBOFT, the CBC's French-language station in Ottawa, CKVR-TV in Barrie, CHLT-TV in Sherbrooke and CJON-TV in St. John's, Newfoundland.

In radio AND television, the CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the creation and production of Canadian-talent programs both French and English.

CANADIAN BROADCASTING CORPORATION

Commercial Division
354 Jarvis St., Toronto 5, Ont.
1425 Dorchester St., Montreal 25, P.Q.

www.americanradiohistory.com

CANADIAN BROADCASTING CORP.

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OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Administration—P. O. Box 6000, Montreal, Que.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
New York Office c/o United Nations

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Dean Adrien Pouliot, Laval University, Quebec
F. J. Crawford, Toronto, Ont.
G. D. Steel, Charlottetown, P.E.I.
W. H. Phillips, Ottawa, Ont.
J. A. Corry, Queen's University, Kingston
R. K. Gervin, Vancouver, B. C.
K. G. Montgomery, Edmonton, Alta.
Gordon A. Winter, St. Johns, Nfld.
Roy J. Fry, Winnepeg, Man.

Ottawa

HEAD OFFICE

J. A. Ouimet, General Manager
E. L. Bushnell, Ass't. Gen. Mgr.
J. P. Gilmore, Co-ordinator of TV
G. W. Richardson, Executive Assistant
Harry Bramah, Treasurer
Charles Jennings, Director of Programs
Marcel Ouimet, Assistant Director of Programs
J. M. Beaudet, Director of Program Planning and Production
W. G. Richardson, Director of Engineering
Marcel Carter, Director of Personnel and Administrative Services
H. G. Walker, Director of Network Co-ordination
George Young, Dir. of Station Relations and Broadcast Regulations
R. C. Fraser, Director of Press and Information Services
F. W. Savignac, Executive Assistant—Legal
R. E. Keddy, Sec'y to Board of Governors

Montreal

RADIO CANADA BUILDING

Aurele Seguin, Director for the Province of Quebec
G. Lamarche, Director of Programs, Quebec
J. St.-Georges, Director of Radio, Montreal
Andre Ouimet, Director of Television, Montreal
J. E. Hayes, Chief Engineer
W. A. Nichols, Assistant Chief Engineer
E. C. Stewart, Co-ordinator of Engineering Projects and Services
R. E. Santo, Transmission and Development
J. Carlisle, Plant Engineer
N. R. Olding, Operations Engineer
D. G. McKinstry, Chief Architect
M. D. Peterkin, Purchasing Agent
G. G. Yull, Supervisor of Stores

Toronto

NATIONAL PROGRAM OFFICE

Ira Dilworth, Director for the Province of Ontario
H. J. Boyle, Director of Programs, Ontario
K. M. Kannawin, Acting Director of Radio, Toronto
Fergus Mutrie, Director of Television, Toronto
Frank Peers, Supervisor of Talks and Public Affairs
W. H. Hogg, Chief News Editor
R. S. Lambert, Supervisor of School Broadcasts
W. J. Dunlop, Supervisor of International Exchange and Institutional Broadcasts
W. C. Anderson, Supervisor of Program Clearance
E. W. Jackson, Traffic Manager
W. E. Powell, Commercial Manager
W. R. Johnston, Assistant Commercial Manager

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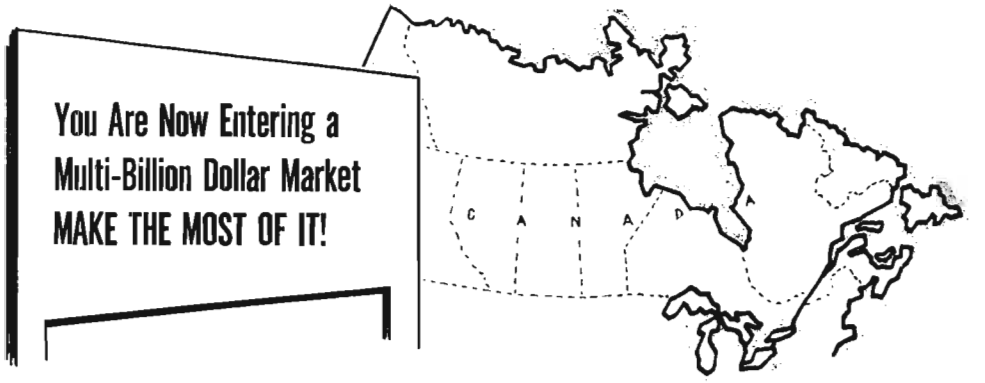

The Canadian consumer is buying in a big way . . . all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U. S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U. S. goods than anyone else, next to Americans. They want to buy more — and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, *you're heard!* Local radio is well-known and trusted in its communities. It brings its listeners the big network shows — it brings them the local shows, too. Here the community speaks to itself about matters close to its heart — the farm reports, the mining news, the town's social events, the city's backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes . . . in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates . . . convinces . . . and does it inexpensively. Come in to the Canadian market, and come in *welcomed*. Come in over local radio.

Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this muli-billion dollar market — the all-important frequencies of local, independent radio.

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada — 200 St. Clair Ave., W., Toronto, Ontario

www.americanradiohistory.com

CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

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OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.
Phone: Walnut 2-3334

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Officers

President.....E. Finlay MacDonald
Executive Vice-President.....T. J. Allard
Vice-President.....J. M. Davidson
Secretary-Treasurer.....Flora Love
Director of Sales and Research.....C. W. Fenton

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Maurice Finnerty, Penticton, B. C.; G. C. Gaetz, Edmonton, Alta.; John Craig, Brandon, Man.; J. E. Campeau, Windsor, Ont.; F. B. Ricard, Sudbury, Ont.; Wallace Slatter, Guelph, Ont.; J. P. Lemire, Hull, P. Q.; J. A. Dupont, Montreal, P. Q.; Henri Lepage, Quebec City, P. Q.; F. A. Lynds, Moncton, N. B.; J. S. Bayling, Moose Jaw, Sask.; F. H. Elphicke, Vancouver, B. C.

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Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 127 privately owned (independent) radio broadcasting stations, and 17 television stations in Canada.

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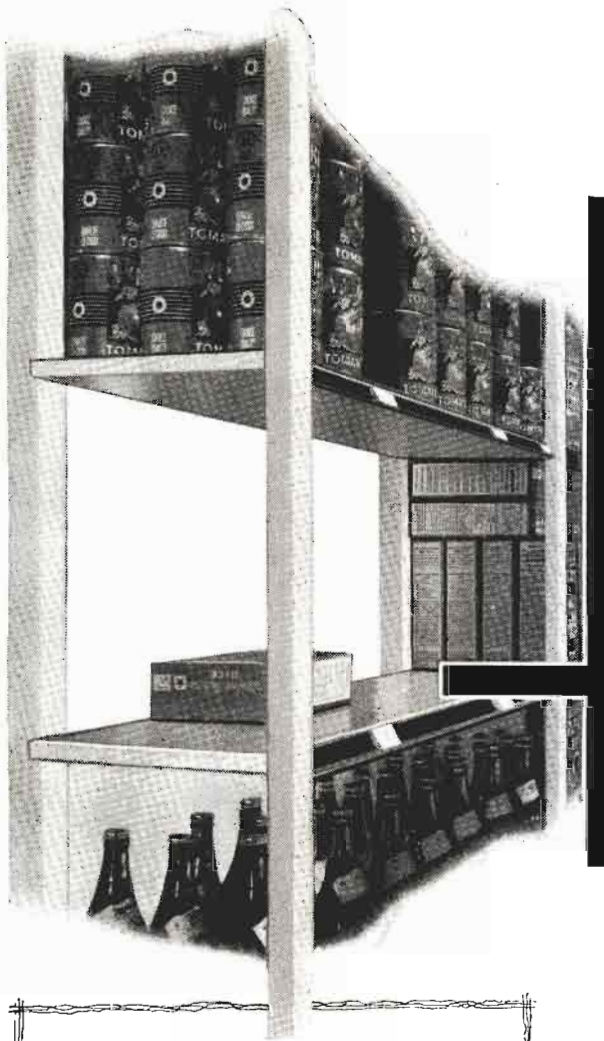

RADIO EMPTIED THIS SHELF!

RADIO SELLS. Dollar sales grow with the strong push of radio's persuasive selling power behind your goods.

RADIO IS INTIMATE. Next to your product itself, nothing can get closer to your potential customers than radio.

RADIO HAS MORE CONTACTS. No other salesman in the field has more contacts than radio.

RADIO REACHES MORE different people. Irrespective of age or interests, radio can reach your customers.

RADIO IS WELL LIKED. This salesman doesn't have to sell himself before he sells your product.

RADIO IS PERSISTENT. Wherever your customer goes, radio goes . . . home or holidaying . . . your sales message goes with him.

And CFRB is the radio station that covers *your* market completely!

Canada's most powerful independent radio station, gives you:

1. complete coverage of over ½ million radio homes every week
2. your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
3. complete coverage of 44 counties spending $66,283,699.00 every week
4. over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you without obligation, how you can augment your sales through the result-getting medium of radio.

CFRB
TORONTO

50,000 WATTS **1010 ON YOUR DIAL**

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STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	696
CBAF	Moncton, N. B.	696
CBE	Windsor, Ont.	704
CBF	Montreal, Que.	705
CBG	Gander, Nfld.	697
CBH	Halifax, N. S.	697
CBI	Sydney, N. S.	698
CBJ	Chicoutimi, Que.	705
CBK	Watrous, Sask.	710
CBL	Toronto, Ont.	703
CBM	Montreal, Que.	706
CBN	Saint John's, Nfld.	697
CBO	Ottawa, Ont.	701
CBT	Grand Falls, Nfld.	697
CBU	Vancouver, B. C.	694
CBV	Quebec City, Que.	706
CBW	Winnipeg, Man.	695
CBX	Edmonton, Alta.	691
CBXA	Edmonton, Alta.	691
CBY	Corner Brook, Nfld.	697
CFAB	Windsor, N. S.	698
CFAC	Calgary, Alta.	691
CFAR	Flin Flon, Man.	695
CFBC	St. John, N. B.	696
CFCF	Montreal, Que.	706
CFCH	North Bay, Ont.	701
CFCL	Timmins, Ont.	703
CFCN	Calgary, Alta.	691
CFCO	Chatham, Ont.	699
CFCW	Cambrose, Alta.	691
CFCY	Charlottetown, P. E. I.	704
CFDA	Victoriaville, Que.	709
CFGP	Grande Prairie, Alta.	692
CFGT	Alma, Que.	705
CFJB	Brampton, Ont.	699
CFJC	Kamloops, B. C.	692
CFJR	Brockville, Ont.	699
CFNB	Fredericton, N. B.	696
CFNS	Saskatoon, Sask.	710
CFOR	Orillia, Ont.	701
CFOS	Owen Sound, Ont.	701
CFPA	Port Arthur, Ont.	702
CFPL	London, Ont.	701
CFPR	Prince Rupert, B. C.	693
CFQC	Saskatoon, Sask.	710
CFRA	Ottawa, Ont.	701
CFRB	Toronto, Ont.	703
CFRG	Gravelbourg, Sask.	709
CFRN	Edmonton, Alta.	691
CHAB	Moose Jaw, Sask.	709
CHAD	Amos, Que.	705
CHAT	Medicine Hat, Alta.	692
CHED	Edmonton, Alta.	691
CHEF	Granby, Que.	705
CHEX	Peterborough, Ont.	702
CHFA	Edmonton, Alta.	691
CHGB	Ste. Anne de la Poc, Que.	707
CHLN	Three Rivers, Que.	708
CHLO	St. Thomas, Ont.	702
CHLP	Montreal, Que.	706
CHLT	Sherbrooke, Que.	708
CHML	Hamilton, Ont.	700
CHNC	New Carlisle, Que.	706
CHNO	Sudbury, Ont.	703
CHNS	Halifax, N. S.	698
CHOK	Sarnia, Ont.	702
CHOV	Pembroke, Ont.	702
CHRC	Quebec City, Que.	707
CHRL	Roberval, Que.	707
CHSJ	Saint John, N. B.	696
CHUB	Nanaimo, B. C.	693
CHUM	Toronto, Ont.	703
CHVC	Niagara Falls, Ont.	701
CHWK	Chilliwack, B. C.	692
CJAD	Montreal, Que.	706
CJAT	Trail, B. C.	693
CJAV	Port Alberni, B. C.	693
CJBC	Toronto, Ont.	703
CJBQ	Belleville, Ont.	699
CJBR	Rimouski, Que.	707
CJCA	Edmonton, Alta.	691
CJCB	Sydney, N. S.	698
CJCH	Halifax, N. S.	698
CJCS	Stratford, Ont.	702
CJDC	Dawson Creek, B. C.	692
CJEM	Edmundston, N. B.	696
CJFP	Riviere-Du-Loup, Que.	707
CJFX	Antigonish, N. S.	697
CJGX	Yorkton, Sask.	710
CJIB	Vernon, B. C.	694

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Call Letters	City	See Page
CJIC	Sault Ste. Marie, Ont.	702
CJKL	Kirkland Lake, Ont.	700
CJLS	Yarmouth, N. S.	698
CJMS	Montreal, Que.	706
CJMT	Chicoutimi, Que.	705
CJNB	North Battleford, Sask.	709
CJOB	Winnipeg, Man.	695
CJOC	Lethbridge, Alta.	692
CJON	St. John's, Nfld.	697
CJOR	Vancouver, B. C.	694
CJOY	Guelph, Ont.	700
CJQC	Quebec City, Que.	707
CJRL	Kenora, Ont.	700
CJRW	Summerside, P. E. I.	704
CJSO	Sorel, Que.	708
CJVI	Victoria, B. C.	694
CKAC	Montreal, Que.	706
CKBB	Barrie, Ont.	699
CKBI	Prince Albert, Sask.	709
CKBL	Matane, Que.	705
CKBM	Montmagny, Que.	705
CKBW	Bridewater, N. S.	697
CKCH	Hull, Que.	705
CKCK	Regina, Sask.	709
CKCL	Truro, N. S.	698
CKCR	Kitchener, Ont.	700
CKCV	Quebec City, Que.	707
CKCW	Moncton, N. B.	696
CKDA	Victoria, B. C.	694
CKDM	Dauphin, Man.	695
CKEC	New Glasgow, N. S.	698
CKEN	Kentville, N. S.	698
CKEY	Toronto, Ont.	704
CKFH	Toronto, Ont.	704
CKFI	Fort Francis, Ont.	699
CKGB	Timmins, Ont.	703
CKGR	Galt, Ont.	700
CKLB	Oshawa, Ont.	701
CKLC	Kingston, Ont.	700
CKLD	Thetford Mines, Que.	708
CKLG	Vancouver, B. C.	694
CKLN	Nelson, B. C.	693
CKLS	La Sarre, Que.	705
CKLW	Windsor, Ont. (See U. S. Listing, Detroit Michigan)	704
CKMO	Vancouver, B. C.	694
CKMR	New Castle, N. B.	696
CKNB	Campbellton, N. B.	696
CKNW	New Westminster, B. C.	693
CKNX	Wingham, Ont.	704
CKOC	Hamilton, Ont.	700
CKOK	Penticton, B. C.	693
CKOM	Saskatoon, Sask.	710
CKOV	Kelowna, B. C.	693
CKOX	Woodstock, Ont.	704

Call Letters	City	See Page
CKOY	Ottawa, Ont.	701
CKPC	Brantford, Ont.	699
CKPG	Prince George, B. C.	693
CKPR	Fort William, Ont.	699
CKRB	ST. George De Beauce, Que.	707
CKRC	Winnipeg, Man.	695
CKRD	Red Deer, Alta.	692
CKRM	Regina, Sask.	709
CKRN	Rouyn, Que.	707
CKRS	Jonquiere, Que.	705
CKSB	Saint Boniface, Man.	695
CKSF	Cornwall, Ont.	699
CKSM	Shawinigan Falls, Que.	708
CKSO	Sudbury, Ont.	703
CKTB	Ste. Catherines, Ont.	702
CKTR	Trois-Rivieres, Que.	708
CKTS	Sherbrooke, Que.	708
CKVD	Val D'or, Que.	708
CKVL	Montreal, Que.	706
CKVM	Ville-Marie, Que.	709
CKWS	Kingston, Ont.	700
CKWX	Vancouver, B. C.	694
CKX	Brandon, Man.	695
CKXL	Calgary, Alta.	691
CKY	Winnipeg, Man.	695
CKYL	Peace River, Alta.	692
VOAR	St. John's Nfld.	697
VOCM	St. John's Nfld.	697

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ALBERTA

CFAC

CALGARY—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Calgary Bcstg. Co., Ltd.
Bus.-Studio Address.....1000 Greyhond Bldg.
Phone: 6-1036 .....Air Time: Full Time
News Service .....BN, PUB, CP
Newspaper Affil. .....Herald
Transcription....Thesaurus, World Associated
Representative .....All-Canada, Weed
Membership .....CARTB
President.....John D. Southam
Manager.....A. M. Cairns
Commercial Manager.....D. H. Hartford
Program Director.....G. A. Brown
Promotion Manager.....R. J. Tregillus
Chief Engineer.....E. C. Connor

CFCN

CALGARY—1922—CBC

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By.The Voice of the Prairies, Ltd.
Bus.-Studio Address...12th Ave. & 6th St., East
Phone: 2-1161.....Air Time: Full Time
News Service.....BUP, BN (CP)
Transcription....SESAC, Lang-Worth, Capitol
Rep....Radio-Rep. Ltd., Can. Sta. Rep., Oakes
Membership .....CARTB, B.B.M
Pres., Gen. Mgr.....H. G. Love
Commercial Manager.....L. R. Roskin
Program Director.....Gordon L. Carter
Chief Engineer.....Robert Lamb

CKXL

CALGARY—1950

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By .....CKXL Ltd.
Address.....210 9th Ave. W.
Phone: 63026 .....Air Time: Full Time
Representative.....H. C. Stovin, Forjoe
News Service .....BUP, PN
Membership .....CARTB, BBM
President ..... F. R. Shaw
V.P., Gen. Mgr. .....A. R. Mackenzie
Gen. Sales Mgr.....Bruce D. Alloway
B'cast. Mgr.....Peter J. Edwards
Chief Engineer .....Gordon Morrison

CFCW

CAMROSE—1954

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Camrose Bcstg. Co.
General, Promotion Mgr.....Tom Shandro
Commercial Manager.....Hal Yerxa
Prod. Mgr., Program Dir.....Allan Brooks
Chief Engineer.....Kenneth Anholt

CBX

EDMONTON—1948—CBC

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....713 MacDonald Hotel
General Manager.....J. Alphonse Ouimet
Commercial Manager.....W. E. Powell
Chief Engineer.....W. G. Richardson

CBXA

EDMONTON—1953—CBC

Frequency: 740 Kc.....Power: 250 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....Macdonald Hotel
General Manager.....Alphonse Ouimet
Commercial Mgr.....W. E. Powell
Program Director.....D. Claringbull
Engineer.....W. G. Richardson

CFRN

EDMONTON—1934—CBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Oper. By....Sunwapta Bcstg. Co., Ltd.
Business-Studio Address.....109 CPR Bldg.
Phone: 22101 .....Air Time: Full Time
News Service .....BUP, BN
Transcription Service .....Lang-Worth
Representative.....R-R., Young; Oakes
Membership .....CARTB
Pres., Gen., Sta. Mgr.....G. R. A. Rice
Commercial Mgr.....A. J. Hoppe
Program Director.....George A. Duffield
Publicity Director.....Isobel McDonald
Chief Engineer.....Frank G. Makepeace

CHED

EDMONTON—1954—CBC

Frequency: 1080 Kc.....Power: 1,000 Watts.
Owned-Oper. By.....CHED, Ltd.
Address.....107th St. & 100th Ave.
Phone 4-2111
Representative.....Stovin, Forjoe, Canada
Manager .....Don McKay
Commercial Mgr.....Don MacLean
Production Manager.....Jerry Forbes
Chief Engineer.....Clint Nichols

CHFA

EDMONTON—1949—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Edmonton, Ltd.
Business Address.....10012 109th St.
Phone: 42157 .....Air Time: Full Time
Trans. Ser. .....SESAC
News Service .....BUP
Rep.....Omer Renaud Co., Hunt, McGillvra
President .....P. Mousseau
Gen., Sta. Mgr.....Leo Remillard
Comm. Mgr. .....Jean Gautron
Chief Engineer.....Robert D. Guy

CJCA

EDMONTON—1922—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone: PBX 44131.....Air Time: Full Time

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News Service.....PN, BUP, CP
Newspaper Affil. .....Journal
Trans. Serv.....Thesaurus, World
Representative .....All-Canada, Weed
Membership ..... NARTB
Station Manager.....Gerry Gaetz
Asst. Sta. Mgr.....Rolfe Barnes
Commercial Manager.....Cameron Perry
Program Director .....Dalt Elton
Promotion Manager.....Miss Win Sutton
Chief Engineer.....Frank Hollingsworth

CFGP
GRANDE PRAIRIE—1937—CBC

Freq.: 1050 Kc.....Power: 5 Kw. d., 500 W. n.
Owned By.....Northern Bcstg. Corp., Ltd.
Address .....9901-99th St.
Phone: 2311 .....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CAB, WAB
President.....J. E. Thomson
Gen. Mgr.....Harold Carson
Station Manager.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director .....Gean Ross
Pub. Dir.....Bernard Funsten
Chief Engineer.....Jim de Roaldes

CJOC
LETHBRIDGE—1926—CBC

Freq.: 1220 Kc...Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....1015 Third Ave. S.
Phone: 3161 .....Air Time: Full Time
News Service .....BN, BUP, CP
Transcription Service .....Assoc., Thesaurus, Lang-worth, World
Representative .....Weed, All-Canada
Membership .....CAB, BBM, WAB
Pres. & Gen. Mgr.....H. R. Carson
Station Manager.....N. Botterill
Prom. Mgr. .....Bob Ranson
Commercial Manager.....J. Budd
Program Director.....Bob Reagh
Chief Engineer.....Doug Card

CHAT
MEDICINE HAT—1946—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Address .....520 First St.
Phone Number 2821
Representative .....Weed, All-Canada
Transcription Library.....World
President.....J. H. Yuill
Gen., Sta. Mgr.....R. J. Buss
Chief Engineer.....Ian Carson

CKYL
PEACE RIVER—1954

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Peace River Bcstg. Co.
Address .....Radio Building
Representative.....Canadian Station Reprs.
Manager.....W. P. Dunbeck
Production Mgr.....J. Barron

CKRD
RED DEER—1949—CBC

Freq.: 850 Kc.....Power: 1 Kd. d., 1 Kw. n.
Owned-Oper. By....Central Alberta Bcstg. Co.
Business Address.....Foster Block
Phone: 2083.....Air Time: Full Time
News Service .....BUP
Representative.....Radio Reps., Young
Trans. Ser. .....Capital
Pres., Gen., Sta. Mgr.....Gordon S. Henry
Comm. Mgr.....Ken F. Wright
Program Director.....John Barton
Chief Engineer.....Ken L. Martin

BRITISH COLUMBIA

CHWK
CHILLIWACK—1927—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone: 7511-21 .....Air Time: Full Time
Representative .....All-Canada, Weed
Membership .....CARTB, WAB, BCAB
President.....C. Casey Wells
Gen. Mgr., Chief Engr.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Production Mgr.....J. M. Maclachlan
Chief Eng. .....Jack Pilling

CJDC
DAWSON CREEK—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station CJDC, Ltd.
Business Address.....2nd Ave. & 9th St.
Phone Number 216
News Service .....Broadcast News
Transcription Service .....Associated
Representative..Radio Representatives, Cooke
Membership .....CARTB
President.....W. B. Michaud
General Manager.....Paul Guy
Production Manager.....Michael Laverne
Publicity Director.....Ethyl Emes
Chief Engineer.....Don Everton

CFJC
KAMLOOPS—1927—CBC

Frequency: 910 Kc.....Power: 1 Kw. d.
Owned .....Ian G. Clark, Ltd.
Address .....310 St. Paul St.
Phone: 1021 .....Air Time: Full Time
Newspaper Affil.....Sentinel

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News Service ..... BNS
Trans. Service ..... World
Sta. Rep. ..... All-Canada, Weed
Membership ..... CARTB
Gen., Sta. Mgr. ..... Ian G. Clark
Comm. Mgr. ..... R. J. Innes
Program Dir. ..... W. Harwood
Publicity Dir. ..... Pat Marini
Chief Engineer ..... Fred Webber

CKOV

KELOWNA—1931—CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....Box 1481
Phone: 3331 .....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Representative .....All-Canada, Weed
Membership .....CARTB
Pres. .....J. W. B. Browne
Gen. Mgr.....J. H. Browne
Station Manager.....D. Reid
Promotion Mgr.....Freda Woodhouse
Chief Engineer.....J. Fred Weber

CHUB

NANAIMO—1949

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By.....Standard Bcstg. Co.
Business Address.....Malaspina Hotel
Air Time.....Full Time
News Service .....BUP
Transcription Service.....World, Standard
Rep.....Stephens & Towndrow, Hunt, Cooke
General Manager.....C. J. Rudd
Commercial Mgr.....Sheila Hassell
Program Director.....Victor Fergie
Chief Engineer.....E. Ross MacIntyre

CKLN

NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..News Publishing Co., Ltd.
Address.....268 Baker St.
Phone: 19 .....Air Time: Full Time
Newspaper Affiliation.....Nelson Daily News
News Service .....PN
Representative .....Stovin, Young
Membership..CARTB, WARTB, BCARTB, BBM
President.....Maj. R. H. Green
General Manager.....C. W. Ramsden
Station Mgr., Chief Engineer....A. R. Ramsden

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc.....Power: 5000 Watts
Owned By .....Intl. Bocstng Co., Ltd.
Business-Studio Address.....227 Columbia St.
Phone: N.W. 3000 .....Air Time: Full Time
News Service.....UP, AP
Transcription.....Associated, Standard, Cole
Representative.....Forjoe, Nat. Bcstg. Sales
Membership .....BAB
Pres., Gen., Mgr.....William Rea, Jr.
Assistant Manager.....Hugh Wallace
Prog. Dir. .....Hal Davis
Station Mgr. .....W. Hughes
Merchandising Dir.....M. Cooper
Sls. Prom. Mgr.....S. Buchanan
Chief Engineer.....Clare Purvis

CKOK

PENTICTON—1948

Freq.: 800 Kc.....Power: 1 Kw. d., 500 Wts. n.
Owned-Operated By.....CKOK, Ltd.
Business-Studio Address...125 Nanaimo Ave.
Phone Number.....2800, 2850
Transcription Service .....Standard
Representative .....Mulvihill, Cooke
Membership .....BCARTB, WAB, CARTB
Managing Director.....Maurice P. Finnerty
Station Manager.....Roy G. Chapman
Comm. Mgr.....Warren Johnstone
Program Director.....Russ Richardson
Chief Engr.....George Cameron

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....735 Third Ave., N.
Phone: 604 .....Air Time: Full Time
News Service .....PN, Reuters
Transcription .....Lang-Worth, Cole, Capitol, Standard, World
Membership ..... CARTB
President .....Harold E. Warren
Managing Dir.....Kenneth Hutcheson
Comm. Mgr.....J. Geoffrey Holmes
Program Dir.....Thomas A. Rannie
Publicity Dir. .....James A. Halldorson
Chief Engineer.....Ross McIntyre

CKPG

PRINCE GEORGE—1946—CBC

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Address.....1220 Sixth Ave.
Phone Number 140
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....Frank H. Elphicke
General Manager.....Cecil G. Elphicke
Commercial Manager.....Jack Carbutt
Production Mgr.....Chuck Cawdell

CFPR

PRINCE RUPERT—1938—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Canadian Broadcasting Corp.
Address .....336 Second Ave., W.
Representative .....Stovin
General Manager (CBC).....J. A. Ouimet

CJAT

TRAIL—1931—CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co., Ltd.

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Business-Studio Address.....815 Victoria St.
Phone Number 1840
News Service .....AP
Rep.....Weed, All-Canada Radio Facilities
President.....A. S. Mawdsley
General Manager.....John W. Loader
Commercial Manager.....Lorne V. McLeod
Program Director.....J. P. Kobluk
Chief Engineer.....John D. Hepburn

CBU

VANCOUVER—1936—CBC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....701 Hornby St.
Phone Number .....Marine 6121
News Service.....BUP, R, CP
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....Walter E. Powell
Regional Representative.....Kenneth Caple
Regional Prog. Dir.....Doug Nixon
Press Info. .....Ron C. Fraser
C. Engineer.....W. G. Richardson

CJOR

VANCOUVER—1926—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
News Service.....BUP, UP, CP
Transcription Service.....Thesaurus
Rep.....Stovin, Canadian Sta. Reps, Ltd.
Membership .....CAB
Pres., Gen. Mgr.....George C. Chandler
Exec. Assistant.....F. W. H. Wellwood
Chief Engineer.....Art Chandler
Commercial Mgr.....Don Laws

CKLG

VANCOUVER—1954

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gibson Bros. Ltd.
Address.....143 E. 11th, North Vancouver
Phone .....York 1101
General Manager.....Robert T. Bowman
Commercial Manager.....John N. Hunt
Chief Engineer.....E. G. T. Payne

CKMO

VANCOUVER—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....B. C. Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271
Transcription Service.....Associated, SESAC
Representative .....Cooke, Renaud
President.....Mrs. R. J. Sprott
Managing Director.....Mrs. K. M. Willis
Chief Engineer.....D. Rogers

CKWX

VANCOUVER—1923—MBS

Frequency: 980 Kc.....Power: 5000 Watts
Business-Studio Address.....543 Seymour St.
Phone: TA. 5131.....Air Time: Full Time
News Service.....CP, BUP
Transcription Service ..... World
Representative .....All-Canada, Weed
Membership ..... BAB
President .....Arthur Holstead
Vice-Pres., Gen. Mgr.....Frank H. Elphicke
Commercial Manager.....John L. Sayers
Program Director.....John Ansell
Sales Promotion Mgr.....Tosh MacDonald
Publicity Dir.....Ken Hughes
Chief Engineer.....Charles Smith

CJIB

VERNON—1947—CBC-DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstrs., Ltd.
Business Address.....3330 Barnard Ave. W.
Phone: 3900.....Air Time: Full Time
News Service .....PN
Rep.....Radio Representatives, Cooke
General Manager.....A. G. Seabrook
Commercial Mgr.....Larry Scott
Program Director.....Don Warner
Publicity Dir.....Dave Lilwall
Chief Engineer.....Loren Merriman

CJVI

VICTORIA—1941—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Business-Studio Address.....817 Fort Street
Phone: BE. 8221 .....Air Time: Full Time
News Service .....BN
Transcription Service .....Assd. World
Representative .....Weed, All-Canada
Membership ..... CARTB
President.....J. M. Taylor
General Manager.....W. M. Guild
Commercial Manager.....Lee F. Hallberg
Sales Prom. Mgr.....Hugh Curtis
Program Director .....V. J. Groves
Chief Engineer.....Joe Sommers

CKDA

VICTORIA—1950—CBC

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....Capital Bcstg. System
Address.....1450 Douglas St.
Phone: 4-9311 .....Air Time: Full Time
News Service .....BUP, CP
Transcription Service.....Standard, SESAC
Representative.....Forjoe Radio Reps.
Pres., Gen. Mgr.....David M. Armstrong
Commercial Mgr.....Gordon M. Reid
Production Mgr.....David G. Hill
Publicity Director .....Philip J. Baldwin
Chief Eng. .....Norman E. Bergquist

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MANITOBA

CKX

BRANDON—1928—CBC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs.
Address.....8th St. & Princess Ave.
Phone: 4532 .....Air Time: Full Time
Transcription Service .....Thesaurus, SESAC
Representative..Radio Representatives, Young
News Service .....BUP, BN
Membership .....WAB, CARTB
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland
Program Director.....Eric Davies
Publicity Director.....Archie Olson
Chief Engineer.....Humphrey Davies

CKDM

DAUPHIN—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Dauphin Bcstg. Co., Ltd.
Address .....3rd Ave., N. E.
Phone: 3230, 3270 .....Air Time: Full Time
News Service .....CP
Trans. Service .....SESAC
Representative .....Radio-Rep., Young
Pres., Gen. Mgr.....Mrs. G. Peebles
Asst. & Comm. Mgr.....J. M. Henderson
Program Dir.....Ted Benoit
Chief Engineer .....R. D. Huges

CFAR

FLIN FLON—1937—CBC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address .....436 Main St.
Phone: 4422 .....Air Time: Daytime
News Service .....BN
Trans. Service...SESAC, Lang-Worth, ASCAP
Representative .....Stovin, Young
Membership ..... CARTB
President .....J. Mundie
Station Manager.....C. H. Witney
Commercial Manager.....T. Ashmore
Program Director.....E. Smallwood

CKSB

ST. BONIFACE—1946—CBC

Frequency: 1250 Kc...Power: 1 Kw. d., 1 Kw. n.
Owned.....Radio-St. Boniface Ltd.
Address .....607 Langevin St.
Phone: 20-4865 .....Air Time: Daytime
News Service .....BUP
Trans. Service .....SESAC
Representative.....Renaud, McGillvra, Hunt
President .....Celestin Champagne
General Mgr. .....Roland Couture
Commercial Mgr.....Raoul Normandeau
Program Dir.....Denis Belair
Chief Engineer .....Yves Savignac

CBW

WINNIPEG—1948—CBC

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Address.....541 Portage Ave.
Phone: 742-541.....Air Time: Full Time
Regional Representative.....J. R. Finlay
Chrm. of Board.....A. Davidson Dunton
General Manager.....J. Alphonse Ouimet
Station Manager.....J. N. Mogridge
Commercial Mgr.....W. E. Powell
Reg. Prog. Director.....Dan E. Cameron
Publicity Director.....Jack Brickenden
Reg. Chief Engineer.....W. G. Richardson

CJOB

WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Blick Bcstg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number.....926, 374
Transcription Service.....World, Thesaurus, Associated, Standard, Lang-Worth
Membership .....CAB
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Sales Prom. Mgr.....H. J. Gibson
Production Mgr.....George C. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone: 922-266 .....Air Time: Daytime
News Service .....BUP, BN, CP
Transcription Service...Lang-Worth, Standard
Membership ..... CARTB, BBM
Representative .....Weed, All-Canada
President .....Clifford Sifton
Gen., Sta. Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Prom., Pub. Mgr.....Wm. H. Edge
Program Director.....J. M. Hill
Publicity Dir.....F. M. Desourdy
Chief Engineer.....A. W. Hooper

CKY

WINNIPEG—1950

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station CKY, Ltd.
Business Address.....432 Main St.
Phone: 931, 531 .....Air Time: Full Time
Transcription.....Capital, SESAC, Associated
Representative.....Stovin, Cooke
Membership .....CAB, WAB
President.....Lloyd E. Moffatt
Adv. Sales Mgr.....W. E. Collier
Local Sales Mgr.....C. F. Hawkins
Sales Prom. Mgr.....Harry O. Watts
Program Director.....Jack R. Stewart
Chief Engineer.....A. Melowanchuck

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NEW BRUNSWICK

CKNB
CAMPBELLTON—1939—CBC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By..Restigouche Bcstg. Co., Ltd.
Business Address.....110 Water St.
Phone: 3-2009 .....Air Time: Full Time
Representative .....Hardy, Weed
News Service .....CP
Membership .....CARTB, BBM
President.....J. Wesley MacDonald
General Manager.....Dr. Charles H. Houde
Prod. Mgr. .....Bill Harper
Station Manager.....Stan Chapman
Program Director.....Bob Richards
Chief Engineer .....Phil Paquette

CJEM
EDMUNDSTON—1944—CBC

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Phone: 880.....Air Time: Full Time
Transcription Service .....SESAC
News Service .....BN
Representative .....Stovin, Young
President .....George Michaud
Managing Dir.....Jack Brillant
Station Manager.....Maurice Lacasse
Sales Prom. Mgr.....Maurice Lacasse
Comm., Prom. Mgr.....Georges Guerrette
Program Director .....Paul-Emile Carrier
Chief Engineer .....Adrien Garceau

CFNB
FREDERICTON—1923—CBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By...James S. Neill & Sons, Ltd.
Phone: 5501.....Air Time: Full Time
News Service .....UP, AP
Transcription Service.....Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CARTB
Gen., Sta. Mgr.....Dr. Malcolm Neill
Comm., Prom. Mgr.....H. L. McFee
Program Director.....J. T. H. Fenety
Chief Engineer.....Glenn D. Love

CBAF
MONCTON—1954—CBC

Frequency: 1300 Kc.....Power: 5000 Watts
Address.....Georges & Archibald Sts.
Representative.....Canadian Bcstg. Corp.
General Manager.....Alphonese Ouimet
Commercial Mgr.....M. Valiquette
Regional Director.....W. S. Briggs
Press & Info. Service Dir.....R. C. Fraser
Engineer .....W. G. Richardson

CKCW
MONCTON—1934—CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Phone: 4-9111, 2, 3, 4.....Air Time: Full Time
News Service .....BUP, RP, BN
Transcription Service .....Lang-Worth
Representative .....Young, Stovin
Membership .....BAB
Pres., Gen. Mgr.....F. A. Lynds
Commercial Manager.....T. Tonner
Program Director .....W. Fulton
Publicity Dir. .....R. B. Reid
Chief Engineer.....Arnold Brewster

CKMR
NEW CASTLE—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Miramichi Bcstg. Co., Ltd.
Phone: 690 .....Air Time: Full Time
News Service .....BUP
Representative ..... Renaud
President .....L. W. Flett
Gen., Sta., Comm. Mgr. .....R. J. Wallace
Prog., Pub. Dir.....D. L. Leeman

CBA
SACKVILLE—1939—CBC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St., Halifax, N. S.
Phone Number 3-6188
News Service.....BUP, CP, R
Regional Representative.....W. E. S. Briggs
General Manager (CBC)...J. Alphonse Ouimet
Station Manager.....S. R.
Program Director.....H. J. Boyle
Publicity Director.....R. C. Fraser
Chief Engineer.....G. W. Olive

CFBC
SAINT JOHN—1946—CBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Address .....68 Carleton St.
Phone: 2-3301 .....Air Time: Full Time
News Service .....BUP
Transcription Service .....Thesaurus
Representative..Weed, Hunt, Nat'l Bcst. Sales
Membership .....CARTB
President.....A. M. A. McLean
General Manager .....Hugh T. Trueman
Commercial Manager.....C. F. Bedford
Program Director.....Wm. Tonner
Prom. Mgr., Publ. Dir.....R. J. Gallagher
Chief Engineer.....H. M. Stout

CHSJ
SAINT JOHN—1934—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...New Brunswick Bcstg. Co.
Business-Studio Address.....14 Church St.
Phone: 3-3304 .....Air Time: Full Time
Newspaper Affil. .....Journal, Globe
Transcription Service.....World, Lang-Worth
Representative .....Stovin, Young
Membership ..... NARTB
Station Manager.....George A. Cromwell
Program Director.....Cleve G. Stillwell
Asst. Station Manager.....Earl McCarron
Chief Engineer .....J. G. Bishop

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NEWFOUNDLAND

CBY
CORNER BROOK—1942—CBC

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Air Time.....Full Time
Representative.....C. V. Hierlihy
Gen. Mgr. (CBC).....J. Alphonse Ouimet

CBG
GANDER—1949—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address.....P. O. Drawer 32
Phone Number 349
News Service.....CP, BUP, Reuters, PN
General Manager.....J. A. Ouimet

CBT
GRAND FALLS—1949—CBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....Munro Bldg.
Phone Number 2102
Air Time.....16½ hrs.
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....John J. Grace
Press & Info. Ser. Director (CBC)..Ron C. Fraser

CBN
ST. JOHN'S—1949—CBC

Frequency: 640 Kc.....Power: 10,000 Watts
Owned-Operated By...Canadian Bcstg. Corp.
Address .....St. John's
Air Time.....16½ hrs.
News Service.....CP, Reuters
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Mgr. (CBC).....W. E. Powell
Publ. Director (CBC).....Ron C. Fraser
Chief Engineer (CBC).....C. W. Olive

CJON
ST. JOHN'S—1951

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.
Address.....Prince of Wales St.
Phone: 7106 .....Air Time: Full Time
News Service .....AP, CP, BN
Transcription Service....Lang-Worth, SESAC
Reps.....All-Canada Radio, Weed
Membership ..... CABT, BBM
Pres., Gen. Mgr.....Geoffrey W. Stirling
Station Manager.....Don Jamieson
Commercial Manager.....F. Dawe
Sales Prom. Mgr.....Jack Baird
Program Director.....Art Hartnett
Publicity Director .....C. Yuill
Chief Engineer.....Oscar Hierlihy

VOAR
ST. JOHN'S—1929

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Oper. By.....Nfld. Mission Conf.
Address.....P. O. Box 574
Phone 6760
Pres., Gen. Mgr.....Philip Moores

VOCM
ST. JOHN'S—1936

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Colonial Bcstg. System
Business Address....Water at McBride's Hill
Phone 3148-9
News Service.....CP, PN, BUP
Transcription Service.....Thesaurus, World
Membership .....CARTB, AAB
Representative.....Stovin, Canada, Young
Managing Director.....H. N. Butler
Commercial Manager.....M. Shulman
Program Director.....J. Regan
Chief Engineer.....W. B. Williams

NOVA SCOTIA

CJFX
ANTIGONISH—1943—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Box 280
Phone: 580 .....Air Time: Full Time
Transcription Service .....SESAC
Representative .....Mulvihill, Young
General Manager.....J. Clyde Nunn
Sales Prom. Mgr.....C. M. Tierney
Program Director.....Charles O'Brien
Publicity Dir. .....Bruce Rafuse
Chief Engineer.....G. C. MacDougall

CKBW
BRIDEWATER—1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.
Address.....399 King St.
Representative .....R-R. Cooke
President.....C. J. Morrow
General Manager.....John F. Hirtle
Station Manager.....James A. MacLeod
Comm. Mgr.....J. C. Newell
Sales Prom. Mgr.....Lester L. Rogers
Program Director.....A. Maxwell Ramey
Publicity Director .....R. A. MacLaren
Chief Engineer.....Douglas B. Hirtle

CBH
HALIFAX—1947—CBC

Frequency: 1330 Kc.....Power: 250 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
General Manager.....J. Alphonse Ouimet
Station Manager.....S. R. Kennedy
Press & Info Service Director.....Ron Fraser

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CHNS
HALIFAX—1926—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address.....10 Tobin St.
Phone: 3-8318.....Air Time: Full Time
News Service.....CP, BUP
Newspaper Affil...Chronicle-Herald, Mail-Star
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
Membership ..... CARTB
President.....Graham W. Dennis
Gen., Station Manager.....Gerald Redmond
Commercial Manager.....Douglas Grant
Sales Prom. Mgr.....John Holden
Program Manager.....John A. Funston
Chief Engineer.....Arthur H. Greig

CJCH
HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....741 Robie St.
Phone: 5-5443 .....Air Time: Full Time
Transcription Service .....World
Representative .....Mulvihill
Managing Director.....B. P. McCurdy
Station Manager.....E. Finlay MacDonald
Prod. Mgr. .....Leonard J. Chapple
Prog. Dir.....Al Foster
Commercial Mgr.....C. L. Chambers
Chief Engineer.....A. Reginald MacWilliams

CKEN
KENTVILLE—1944

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address.....Radio Center
Phone: Kentville 2111.....Air Time: Full Time
News Service .....CP
Transcription Service .....World
Representative .....Alexander
Membership .....CARTB, BBM
President.....George Wilson
General Manager.....J. A. C. Lewis
Commercial Mgr.....Mrs. E. J. Macmillan
Sales Prom. Mgr.....B. M. Butler-Gray
Program Director.....W. A. Bishop
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CKEC
NEW GLASGOW

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Hector Bcstg. Co.
General Manager.....James M. Cameron
Asst. Gen., Comm. Mgr.....Howard MacLean
Promotion Manager.....Ross Ingram
Chief Engineer.....Charles Gogen

CBI
SYDNEY—1948—CBC

Freq.: 1140 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Station Manager.....F. G. Cooke
Chief Eng.....G. R. Oulton

CJCB
SYDNEY—1929—CBC

Frequency: 1270 Kc.....Power: 5000 d., 1000 Watts n.
Owned-Oper. By.....Cape Breton Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number 5596-7
Air Time.....Full Time
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth
Representative .....All-Canada, Weed
General Manager.....J. Marven Nathanson
Commercial Manager..... R. M. Burchell
Sales Prom. Mgr.....M. C. MacQuarrie
Program Director.....T. C. Robertson
Chief Engineer.....A. E. Vernon

CKCL
TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.Colchester Bcstg. Co. Ltd.
Business Address.....7 Pleasant St.
Phone: 491 .....Air Time: Full Time
News Service .....BUP, RP
Transcription Service .....Associated, World
Representative .....Radio Time Sales
Membership .....CARTB, BBM
President, General Mgr.....J. Arthur Manning
Comm. Mgr. .....George B. Moore
Program Director.....Lloyd Cavanagh
Chief Engineer.....Sidney Bernasconi

CFAB
WINDSOR—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Radio Centre
Phone: 2111.....Air Time: Full Time
News Service .....CP
Transcription Service .....World
Representative .....Alexander
Membership .....CARTB, BBM
President .....George Wilson
General Manager.....J. A. C. Lewis
Comm. Mgr.....Mrs. E. J. MacMillan
Promotion Mgr.....Bernard Butler-Gray
Program Director.....Willard A. Bishop
Publicity Director.....Graham Galloway
Chief Engineer.....A. M. Bishop

CJLS
YARMOUTH—1934—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Address.....222 Main St.
Phone: 500 .....Air Time: Full Time
News Service .....CP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Pres., Gen., Comm. Mgr., Chf. Eng...D. L. Smith
Publicity Dir. .....William Singer

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ONTARIO

CKBB
BARRIE—1949

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Barrie Bcstg. Co. Ltd.
Address .....26 Dunlop St. W.
Phone: 5585.....Air Time: Full Time
News Service .....BN
Membership .....CARTB, BBM
Representative .....Young, Mulvihill
Pres., Gen. Mgr.....Ralph T. Snelgrove
Station Manager.....H. J. Snelgrove
Comm. Mgr.....Robert Hunter
Program Director.....Robert McLean
Publicity Director.....F. L. Fraser
Chief Engr.....Jack Mattenley

CJBQ
BELLEVILLE—1947—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Address .....P. O. Box 399
Phone: 3200 .....Air Time: Full Time
Transcription Service.....World, Thesaurus
Representative .....Stovin, Can. Sta. Rep.
Membership ..... CARTB
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....P. R. Flagler
Chief Engineer.....J. B. Buchanan

CFJB
BRAMPTON—1953

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Oper. By.....CFJB, Ltd.
Address.....2 Ellen St.
Phone 2321
Rep.....Radio & TV Sales, Cooke
President .....William Martin
General Manager.....Fenwick Job
Commercial Manager.....Deryk Upton
Chief Engineer.....E. F. Job

CKPC
BRANTFORD—1923—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.. .....525 Colborne St.
Phone: 3-2664.....Air Time: Full Time
Transcription Service .....World
News Service .....BUP
Transcription Service.....World, Capitol
Representative.....J. L. Alexander
Pres., Gen. Mgr.....Mrs. F. M. Buchanan
Station Manager.....R. Buchanan
Comm. Manager.....Wally Shubat
Sales Prom., Pub. Director.....A. J. Kelly
Chief Engineer.....J. Featherston

CFJR
BROCKVILLE—1943—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....17 King St. West
Phone: 4628.....Air Time: Full Time
News Service .....BUP
Trans. Service.....Lang-Worth
Representative .....Stovin, Young
Membership ..... BBM
Pres., Gen. Sta., Comm. Mgr...Jack R. Radford
Asst. Sta. Mgr.....Thomas Statham
Program Director.....Jim Chapman
Chief Engineer.....Sid Penstone

CFCO
CHATHAM—1926—CBC—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 277
Phone Number 2626
News Service .....BUP
Transcription Service.....Cole, Lang-Worth
Pres., Gen. Manager.....John Beardall
Commercial Director.....Peter Kirkey

CKSF
CORNWALL—1945—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Standard-Freeholder, Ltd.
Business-Studio Address.....36 Pitt St.
Phone Number 4800-01
Air Time.....6:45 a.m.-11:45 p.m.
News Service .....CBN
Transcription Service .....Thesaurus
Representative .....Stovin, McGillvra
Membership .....CARTB
Station Manager.....Fred H. Pemberton
Publicity Director.....Alma Larocque
Program Director.....Carl Fisher
Chief Engineer.....Mahlon Clark

CKFI
FORT FRANCES—1944—CBC-KBS

Frequency: 800 Kc...Power: 1 Kw. d., 1 Kw. n.
Owned By.....Radio Station CKFI
Business-Studio Address.....242 Scott St.
Phone: 200 .....Air Time: Full Time
News Service .....BN
Transcription Service ...Keystone, Lang-Worth
Rep.....Radio Reps., Cooke, Hunt, Lawson
Pres., Gen. Mgr.....J. G. McLaren
Station Manager.....Gordon McBride
Commercial Mgr.....Ted Ashton
Chief Engineer.....Dick Endseth

CKPR
FORT WILLIAM—1931—CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....H. F. Dougall Co., Ltd.
Bus.-Studio Address.....Radio Hall
Phone: 33477.....Air Time: Full Time
News Service .....CP, PR
Trans. Ser. .....Thesaurus,
Rep.....Radio Representatives, Young
Membership ..... CARTB
Pres., Gen. Mgr.....H. F. Dougall

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Sta., Comm. Mgr.....George Jeffrey
Program Director.....J. P. Friesen
Publicity Director.....Jack Masters
Chief Engineer.....W. T. Ross

CKGR
GALT—1954

Frequency: 1110 Kc.....Power: 250 Watts
Owned-Oper. By....Margaret Gourlay Spohn
Address .....3 Amslie St.
Phone 4318
Representative ..... Stovin
President .....Mrs. Margaret Spohn
Managing Director.....Gerald H. Lee
Advertising Representative...Derrick Crossey
Program Director.....John Meadows
Chief Engineer.....Gerald W. Lee

CJOY
GUELPH—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone: 5500 .....Air Time: Full Time
News Service .....BN
Transcription Service .....Associated
Representative .....Radio Reps., Cooke
Membership ..... CARTB
Pres., Sta. Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Don LeBlanc
Chief Engineer.....J. Milligan

CHML
HAMILTON—1927—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By...Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address.....848 Main St., E.
Phone: 9-2411 .....Air Time: Full Time
Transcription Service .....Standard
Membership .....CARTB
President.....Kenneth D. Soble
Station Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr.....Stafford Habberfield
Program Director .....Agnes M. Anderson
Chief Engineer.....Hugh Potter

CKOC
HAMILTON—1922—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned.....Wentworth Radio Bcstg. Co., Ltd.
Business-Studio Address.....32 John St.
Phone: 7-4483 .....Air Time: Full Time
News Service .....BUP
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed
Membership .....CARTB, BBM
President.....H. R. Carson
General Manager.....W. T. Cranston
Commercial Manager.....J. Lyman Potts
Promotion Mgr.....Donald H. Watson
Program Director .....Frank D. Fogwell
Chief Engineer.....Leslie Horton

CJRL
KENORA—1938—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Oper. By.....Loyd Moffat
Address .....Johnson Block
Phone Number 6212
News Service .....CP, BUP
Representative .....Stovin, Cooke
Membership.....BBM, WAB, CARTB
Manager .....J. Thom
Sales Prom. Mgr.....George Balcaen
Chief Engineer.....Bill Jones

CKLC
KINGSTON—1953—CBC

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By.....St. Lawrence Bcstg. Co.
Address.....99 Brock St.
Phone 24927
Representative .....Stovin, Forjoe
General Manager.....T. D. French
Comm. Manager.....J. F. French
Prog. Dir., Prod. Mgr.....C. J. Bermingham
Chief Engineer.....Barry M. Ogden

CKWS
KINGSTON—1942—CBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By....Frontenac Bcstg. Co., Ltd.
Address .....King St.
News Service .....PN
Trans. Ser.....Lang-Worth
Rep.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....Senator W. R. Davies
Vice-President.....Roy H. Thomson
Station Manager.....Roy W. Hofstetter
Asst. Mgr.....P. D. Scanlan
Comm. Manager.....Weldon Wilson
Program Manager.....W. Luxton
Chief Engineer.....Burt Cobb

CJKL
KIRKLAND LAKE—1934—CBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned.....Kirkland Lake Bestg., Ltd.
Address .....Govt. Rd. West
Phone: 27 .....Air Time: Full Time
News Service .....BN
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Weed
Membership ..... CARTB
President.....Roy H. Thompson
General Manager.....J. M. Davidson
Station Manager.....Gord Burnett
Commercial Manager.....J. Weatherwax
Sales Prom. Mgr.....Bill Binney
Program Director.....Jesse French
Chief Engineer.....C. L. Spence

CKCR
KITCHENER—1929—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Opr. By.....K.-W. Bcstg. Co., Ltd.

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Business-Studio Address.....125 King St. W.
Phone: 3-3628 .....Air Time: Full Time
News Service .....AP
Transcription Service .....SESAC
Representative....Renaul, Hunt, Young Reps.
Membership ..... CARTB
Pres., Gen. Mgr.....James C. Mitchell
Comm. Mgr.....Jack G. Liddle
Sales Prom. Mgr.....Gordon J. Shaw
Prog. Dir.....Ken W. Mackinnon
Publicity Dir.....James C. Mitchell
Chief Engineer .....Ion Hartman

CFPL
LONDON—1933—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper....London Free Press Printing Co.
Address.....442 Richmond St.
Phone: 2-5201 .....Air Time: Full Time
News Service .....CP
Transcription .....Langworth, World
Representative .....Weed, All-Canada
Membership .....CARTB, BMI, BBM, CCBA
President.....Walter J. Blackburn
Gen. Mgr. .....Murray T. Brown
Station Mgr.....W. Clifford Wingrove
Production Mgr.....J. N. Illman
Comm. Mgr. .....Douglas C. Trowell
Sales Prom. Mgr. .....Harvey M. Clarke
Chief Engineer.....Glen A. Robitaille

CHVC
NIAGARA FALLS-WELLAND—1947

Frequency: 1600 Kc.....Power: 5,000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address...Rainbow Bridge, Niagara Falls—76 Division St., Welland
Phone: EL. 8-7151, 7269....Air Time: Full Time
News Service .....BUP
Transcription Service .....Thesaurus
Representative .....Cooke, Alexander
President.....B. Howard Bedford
General Manager.....A. W. Blakely
Commercial Manager .....John Pritchard
Chief Engineer.....L. H. Rook

CFCH
NORTH BAY—1932—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Thompson Enterprises
Address...Bank of Nova Scotia Bldg., Toronto
Phone: 2400 .....Air Time: Full Time
Transcription Service..Lang-Worth, Thesaurus
Representative .....Natl. Bcst. Sales Weed
President ..... Ken Thompson
General Manager.....H. Freeman
Station Manager.....Keith Packer
Commercial Manager.....Bill King
Program Director .....Clarence Houston
Chief Engineer.....Jack Barnaby

CFOR
ORILLIA—1945—CBC

Frequency: 1570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....R. R. No. 3
Phone: 3246.....Air Time: Full Time
Transcription Service .....World, Cole
Representative .....Stephens& Towndrow
Membership .....CAB, BBM
President, General Mgr.....Gordon E. Smith
Program Director.....Pete McGarvey
Commercial Manager.....Alex Gilmour
Promotion Manager.....Russ Waters
Chief Engineer.....George Slinn

CKLB
OSHAWA—1949

Frequency: 1350 Kc.....Power: 5 Kw. d.
Owned-Oper. By...Lakeland Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone: 3-3415 .....Air Time: Full Time
Representative .....Alexander, McGillvra
News Service .....CP
Membership ..... CARTB
Pres., Gen. Mgr.....Alfred H. Collins
Comm., Sta. Mgr.....Gordon G. Garrison
Program Director .....Ken Phillips
Publicity Diretcor .....William Marchand

CBO
OTTAWA—1924—CBC

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel
Phone Number 2-1151
Station Manager.....Charles P. Wright

CFRA
OTTAWA—1947

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station CFRA
Business Address.....Ryan Auditorium
Phone Number 3-6241
Transcription Service...Standard, Lang-Worth, Capitol
Representative....Stephens-Towndrow, Weed
President, General Mgr.....Frank Ryan

CKOY
OTTAWA—1949—CBC

Freq.: 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....CKOY, Ltd.
Address... .....272 Somerset St., W.
Phone: PA. 2-6501 .....Air Time: Full Time
News Service .....BN, BUP
Transcription Service.....Capitol, Thesaurus, World, Lang-Worth
Representative.....Cooke, Natl. Bcst. Sales
President.....Duncan K. MacTavish
Commercial Manager.....Jack Thompson
Program Director.....Keith Sterling
Sales Prom. Mgr.....Lew Hill
Chief Engineer.....Ken Puttock

CFOS
OWEN SOUND—1940—CBC

Frequency: 1470 Kc.....Power: 1000 Watts
Owned.....Grey & Bruce Bcstg. Co., Ltd.
Address..... .....270 9th St. E.

www.americanradiohistory.com

Phone: 1940 ..... Air Time: Full Time
News Service ..... BN
Transcription Service ..... World
Newspaper Affil. ..... Sun-Times
Representative ..... Stovin, Young
President ..... Howard Fleming
General Manager ..... William N. Hawkins
Commercial Manager ..... R. Tomlinson
Program Director ..... E. Smith
Publicity Director ..... L. Phillips
Chief Engineer ..... R. Turnpenny

CHOV

PEMBROKE—1942—CBC

Frequency: 1350 Kc. ..... Power: 1000 Watts
Owned-Oper. By .... Ottawa Valley Bcstg. Co.
Address ..... 319 Pembroke St.
Phone: RE. 2-3657 ..... Air Time: Full Time
News Service ..... BUP
Transcription Service ..... Thesaurus, SESAC
Representative ..... Stovin, Young
Pres., Gen. Mgr. ..... E. G. Archibald
Program Director ..... Gregory Poupore
Comm., Prom. Manager .... Ramsay F. Garrow
Chief Engineer ..... W. E. Schmidt

CHEX

PETERBOROUGH—1942—CBC

Frequency: 1430 Kc. ..... Power: 1000 Watts
Owned ..... Kawartha Bcstg. Co., Ltd.
Bus.-Studio Address ..... Hunter & Water Sts.
Phone: 2-0451 ..... Air Time: Full Time
News Service ..... BN
News. Affil. ..... The Examiner
Transcription Service ..... Lang-Worth
Representative ..... Natl. Bcst. Sales, Weed
Membership ..... CARTB, CCBA, BMI
President ..... W. R. Davies
General Manager ..... J. Davidson
Station Manager ..... D. R. Lawrie
Commercial Manager ..... D. T. Manning
Sales Prom. Mgr. ..... D. Slater
Program Director ..... Wm. Stratton
Publicity Dir. ..... D. Clark
Chief Engineer ..... A. E. Crump

CFPA

PORT ARTHUR—1944—CBC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Ralph H. Parker
Address ..... 87 N. Hill St.
Phone: 4-2404 ..... Air Time: Full Time
News Service ..... BN
Transcription Service ..... Standard, SESAC
Representative .... Broadcast Representatives, Alexander, Weed, Hunt
Membership ..... CARTB, BBM, CCBA
Pres., Sta., Gen. Mgr. ..... Ralph H. Parker
Commercial Manager ..... R. P. MacGowan
Program Director ..... Ken MacGray

CKTB

STE. CATHARINES—1930—CBC

Frequency: 620 Kc. ..... Power: 1000 Watts
Owned ..... Niagara District Bcstg. Co., Ltd.
Business-Studio Address ..... 12 Yates St.
Phone: MU. 4-1174 ..... Air Time: Full Time
News Service ..... PN
Transcription Service ..... Standard, World
Representative ..... McGillvra, P. Mulvihill
Membership ..... CARTB, BBM, CAB
President ..... W. B. C. Burgoyne
General Manager ..... Mary C. Burgoyne
Commercial Manager ..... V. A. Lococo
Program Director ..... Jack Dawson
Chief Engineer ..... W. H. Allen

CHLO

ST. THOMAS—1943—CBC

Frequency: 680 Kc. ..... Power: 1000 Watts
Owner ..... Station CHLO, Ltd.
Address ..... 133 Curtis St.
Phone: 3696 ..... Air Time: Full Time
News Service ..... BUP, BN
Transcription Service .... Lang-Worth, SESAC
Rep. ..... Stephens & Towndrow, Young
Membership ..... CARTB, CCBA
President ..... G. C. Nicholls
Gen., Comm. Mgr. ..... F. Allen Bestall
Ass't Mgr., Comm. Mgr. ..... Peter K. Dickens
Program Dir. ..... F. Robert Station
Publicity Dir. ..... Glenn Bricklin
Chief Engineer ..... William R. Onn

CHOK

SARNIA—1946—CBC

Freq.: 1070 Kc. .... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..... Sarnia Bcstg. Co., Ltd.
Address ..... 148½ Front St. N.
Phone: Digby 4-1121 .... Air Time: Full Time
News Service ..... BN
Transcription Service ..... Lang-Worth
Representative ..... Cooke, Mulvihill
Membership ..... CARTB, CCBA
Pres., Gen. Mgr. ..... Claude R. Irvine
Station Manager ..... Karl E. Monk
Commercial Manager .... Arthur H. J. O'Hagan
Program Director ..... Phil Clayton
Chief Engineer ..... Robert F. Cooke

CJIC

SAULT STE. MARIE—1934—CBC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Hyland Radio-TV Ltd.
Address ..... 119 East St.
Phone: Algoma 31121 .... Air Time: Full Time
News Service ..... BN
Representative ..... J. L. Alexander, McGillvra
Membership ..... CARTB
Pres., Gen. Mgr. ..... J. G. Hyland
Commercial Manager ..... E. Vance
Program Director ..... Babs Corbett
Chief Engineer ..... D. N. Irwin

CJCS

STRATFORD—1927—CBC
DOMINION

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Frank M. Squires
Address ..... 125 Ontario St.

www.americanradiohistory.com

Phone: 1675.....Air Time: Full Time
News Service .....BUP
Transcription Service .....World
Representative.....All Canada, Weed
Membership ..... CARTB
Sta., Gen. Manager.....Frank M. Squires
Sta., Comm. Mgr.....S. E. Tapley
Sls. Prom. Mgr., Pub. Dir.....John E. Phillips
Program Director.....Alex L. Smith
Chief Engineer.....John Grigg

CHNO

SUDBURY—1947—CBC

Frequency: 1900 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St., W.
Phone: OS. 5-6416.....Air Time: Full Time
News Service .....BN
Trans. Service .....SESAC
Representative.....Renaud, Hunt, Young
President, General Mgr.....F. B. Ricard
Station Commercial Manager.....R. Riel
Sales Prom. Mgr.....J. Glover
Program Director.....Wilf Davidson
Chief Engineer.....Henry Albert

CKSO

SUDBURY—1935—CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Radio, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone: OS. 5-7505.....Air Time: Full Time
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership ..... CARTB
President.....G. M. Miller, Q.C.
General Manager.....W. J. Woodill
Station Manager.....K. Dobson
Program Director.....Basil Scully
Chief Engineer.....J. McRae

CFCL

TIMMINS—1951—CBC

Frequency: 580 Kc.....Power: 1 Kw. d n.
Owned.....J. Conrad Lavigne
Address .....175 Third Ave.
Phone: 576, 7 .....Air Time: Daytime
News Service .....BUP
Trans. Service .....SESAC
Representative ..... Renaud
Membership ..... NARTB
President .....J. Conrad Lavigne
Sta., Sales Prom. Mgr.....Rene Barrette
Commercial Mgr.....Laurent Smith
Program Dir.....Jean De Villiers
Chief Engineer .....Roch Demers

CKGB

TIMMINS—1933—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By .....Timmins Bcstg. Ltd.
Bus.-Studio Address .....P. O. Box 560
Phone: 1-500 .....Air Time: Full Time
News Service .....BN
News, Affil.....Daily Press
Transcription Service .....Lang-Worth
Representative.....Natl. Bcst. Sales, Weed
Membership .....CARTB
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....J. W. Pollie
Commercial Manager.....Wally Rewegan
Sales Prom. Mgr.....Gerry Hall
Program Director.....Bill Nadeau
Publicity Director.....Gino Cicci
Chief Engineer.....Ernie Mott

CBL

TORONTO—1927—CBC

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
News Service.....BUP, Reuters, CP
Transcription Service .....Lang-Worth
Representative .....CBC
General Manager (CBC)...J. Alphonse Ouimet
Commercial Manager (CBC).....W. E. Powell
Program Director.....H. J. Boyle

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.Rogers Radio Bcstg. Co., Ltd.
Address .....37 Bloor St. W.
Phone: WA. 4-5711 .....Air Time: Full Time
Transcription Service.....Thesaurus, World
Representative .....Young, All-Canada
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Sales Prom. Dir. .....Ken Marsden
Chief Engineer.....Clive Eastwood

CHUM

TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address .....250 Adelaide St. W.
News Service .....UP
Transcription Service.....Associated Capitol
Representative .....McGillvra, Nadeau
Membership ..... CARTB
President .....Allan F. Waters
Sales Mgr. .....Geo. Taylor
Program Director.....Leigh Lee
Chief Engineer.....George Jones

CJBC

TORONTO—1936—CBC

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....WAlnut 3-5481
Air Time.....17 hrs.
News Service.....BUP, Reuters, PN
General Manager (CBC)...J. Alphonse Ouimet
Program Director.....H. J. Boyle
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Richardson

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CKEY

TORONTO—1944

Frequency: 580 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone: EM 8-3881.....Air Time: Full Time
News Service.....CP, BUP, AP
Transcription Service.....World, Lang-Worth, Standard, Associated, Capitol, Thesaurus
Representative.....Natl. Bcst. Sales, Cooke
President.....Jack K. Cooke
Gen., Sta. Manager.....Hal Cooke
Commercial Manager.....Jack Turrall
Program Director.....Don Insley
Publicity Director.....Barry Penhale
Chief Engineer.....Allan Taylor

CKFH

TORONTO—1951

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Foster Hewitt Bcstg., Ltd.
Address.....1 Grenvills St.
Phone: Walnut 3-0921....Air Time: Full Time
News Service.....BUP, UP
Transcription Service.....Associated, SESAC
Representative..eStephens & Towndrow, Weed
Membership.....CARTB
President.....Foster Hewitt
Station Manager.....Howard C. Caine
Commercial Mgr.....Keith Davey
Program Director.....D. Robert Pugh
Publicity Director.....Frank Somerville
Chief Engineer.....Gerald Wilson

CBE

WINDSOR—1950—CBC

Frequency: 1550 Kc....Power: 10,000 Watts d.
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....Security Bldg.
News Service.....CP, BUP, R.
General Mgr. (CBC).....J. Alphonse Ouimet
Station Manager.....M. L. Poole
Promotion Manager.....Ron C. Fraser
Commercial Manager (CBC).....W. E. Powell
Chief Engineer (CBC).....G. W. Olive

CKLW

WINDSOR—CBC

(See U. S. Listing, Detroit, Mich.)

CKNX

WINGHAM—1926—CBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned.....CKNX, Ltd.
Address.....Josephine St.
Phone: 158.....Air Time: Full Time
News Service.....BUP
Transcription Service.....Thesaurus
Representative.....Alexander, Young
Membership.....CARTB
President, General Mgr.....W. T. Cruickshank
Sta., Comm. Manager.....J. J. Cruikshank
Promotion Manager.....V. Dittmer
Publicity Director.....Clint Godwin
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 100
Phone: Lennox 7-3414.....Air Time: Full Time
News Service.....BUP
Transcription Service.....Langworth
Representative.....Hunt, Renaud
Membership.....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm., Sales Prom. Mgr.....Rex Brooks
Program Director.....William Holmes

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—1924—CBC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone: 7347.....Air Time: Full Time
News Service.....PN
Transcription Service.....Thesaurus
Representative.....All-Canada, Weed
Membership.....CARTB
President.....Lt. Col. K. S. Rogers
Station Manager.....R. F. Large
Promotion Manager.....M. E. Large
Prog. Traffic Mgr.....W. A. McMillan
Technical Supervisor.....A. L. Finley

CJRW

SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone: 2201-2.....Air Time: Full Time
Representative.....Radio Reps.
Transcription Service.....World
Membership.....CARTB
President.....J. K. Curran
General Manager.....R. C. Schurman
Sales, Prom. Mgr.....A. A. Nicholson
Program Director.....L. Huestis
Chief Engineer.....H. Huestis

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QUEBEC

CFGT

ALMA—1953—CBC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Lac. St. Jean, Ltee.
Address.....112 St. Joseph St.
Representative ..... Renaud
General Manager.....Lionel Morin
Program Director.....Jean Jacques Fortin

CHAD

AMOS—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Radio Inc.
Business Address....70 Gamble St. W., Rouyn
Phone: 1400.....Air Time: Daytime
News Service .....BUP
Pres., Gen. Mgr.....David A. Gourd
Chief Eng., Asst. Mgr.....Jean Senecal

CBJ

CHICOUTIMI—1333—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
News Service.....CP, BUP, R, PN
Representative .....V. Fortin
President.....A. D. Dunton
General Manager.....J. A. Ouimet
Station Manager.....V. Fortin
Commercial Mgr.....M. Valiquette
Program Director.....Aurele Seguin
Publicity Director.....Robert Elie
Chief Engineer.....J. Roberts

CJMT

CHICOUTIMI—1953—CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Chicoutimi Enrg.
Address.....Tremblay Bldg., 365 Racine St.
Representatives .....Renaud, Davis
Station Manager.....Jean Bender

CHEF

GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Granby Bcstg. Co., Ltd.
Address.....Hains Bldg., 13 Centre
Phone Number 6611
News Service .....BUP
Representative.....Radio & TV Sales
Membership .....CARTB
President .....R. Chaput
Gen., Sta. Mgr.....G. LaLiberte
Sales Manager.....F. Normandin
Program Director.....R. M. Dube
Publicity Director.....Bernard Papineau

CKCH

HULL—1933—CBC

Frequency: 970 Kc.....Power: 1000 Watts
Owned.....Syndicats d'Oeuwes Sociales Ltée
Business Studio Address...121 Notre-Dame St.
Phone Number.....Pr 7-2771
Air Time .....Unlimited
News Service .....BUP
News. Affil.....Le Droit
Transcription .....SESAC
Representative .....Renaud, McGillvra
President.....L. J. Billy
General Mgr.....A. Gratton
Station Manager.....J. P. Lemire
Sales Promotion Manager.....Henry Allard
Publicity Director.....Y. Dufour
Chief Engineer.....J. L. Champagne

CKRS

JONQUIERE—1947

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Saguenay, Ltd.
Address.....735 St. Hubert St.
News Service .....BUP
Representative..Trans-Quebec, Hardy, Young
Station Manager.....Tom Burham
Chief Engineer.....Gerard Lemieux

CKLS

LA SARRE—1950

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Radio La Sarre, Inc.
Operated By..Northern Radio-Radio Nord, Inc.
Representative .....Renaud, Weed
Pres., Gen. Mgr.....David Armand Gourd

CKBL

MATANE—1948

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By....La Campagnie de Radio
Address..... .....144 Ave. St. Jerome
Phone: 355.....Air Time: Full Time
Transcription Service .....Associated
Rep.....Hardy, Canadian Station Reprs.
Membership .....CAB
Pres., Gen., Sta. Mgr.....Rene Lapointe
Sales Manager.....Octave Lapointe
Pub. Dir., Prom. Mgr.....Jean Daigle
Pgm., Prod. Dir.....Marcel Houle
Chief Engineer.....Yvan Fortier

CKBM

MONTMAGNY—1954—CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Alleghanys, Inc.
Address .....8 Rue St. Thomas
Representatives.....Radio & TV Sales, Hardy
General Manager.....Roger Boulanger
Station Manager.....Andre Mercier

CBF

MONTREAL—1937—CBC-ABC-MBS NBC

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.

www.americanradiohistory.com

Address.....P. O. Box 6000
Phone: UN 6-2571.....Air Time: Full Time
News Service.....BUP, CP, AP, AFP
President.....A. D. Dunton
General Mgr.....J. A. Ouimet
Station Mgr.....Jean Saint-Georges
Commercial Mgr.....Maurice Valiquette
Program Dir.....Roger Rolland
Publicity Dir.....Robert Elie
Operations Mgr.....Jos. Marcotte

CBM

MONTREAL—1933—CBC

Frequency: 940 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....1425 Dorchester St.
Phone Number.....University 62571
News Service.....CP, BUP, AFP
Representative .....McGill
President.....A. D. Dunton
Gen. Mgr. (CBC).....J. Alphonse Ouimet
Commercial Mgr. (CBC).....M. Valiquette
Press & Info. Supr. (CBC).....R. Elie
Operations Mgr. (CBC).....Jos. Marcotte

CFCF

MONTREAL—1919—ABC-CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address.4824 Cote des Neiges Rd.
Phone: RE 1-1101.....Air Time: Full Time
News Service .....BUP
Transcription Service .....Associated
Representative .....Weed, All-Canada
Membership .....CARTB, BBM
Bcstg. Manager.....J. Allan Hammond
Asst. Manager.....R. E. Misener
Commercial Manager.....T. J. Quigley
Promotion Mgr.....Arthur Weinthal
Program Director.....Michael Wood
Chief Engineer.....J. Creighton Douglas

CHLP

MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper...."La Patrie" Publishing Co. Ltd.
Address.....Sun Life Bldg.
Phone: University 6-6611..Air Time: Full Time
News Service.....BUP, CP
Transcription Service.....Associated
Rep. .....Renaud, McGillvra
Pres., Gen. Mgr.....Sen. P. R. DuTremblay
Sales. Sta., Comm. Mgr.....Flavius M. Daniel
Prog. Director.....Fernard E. Bergevin
Chief Engr.....Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc.....Power: 10 Kw. d., n.
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone: University 6-6821..Air Time: Full Time
News Service.....BUP, CP
Transcription Service .....Lang-Worth, World, Associated, Thesaurus, Capitol
Representative.....Young, Radio Time Sales
Membership .....CARTB, BAB
Pres., Gen. Mgr.....J. Art Dupont
Station Manager.....James A. Tapp
Comm., Prom. Manager.....R. L. Laurion
Program Director.....H. T. McCurdy
Trans. Engineer.....Aurele Boisvert

CJMS

MONTREAL—1954

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....La Bonne Chanson, Inc.
Address .....Windsor Hotel
Phone .....UNiversity 1-3456
Rep.....Radio Time Sales, Forjoe

CKAC

CONTREAL—1921—CBC

Freq.: 730 Kc.....Power: 10 Kw. n., 5 Kw. d.
Owned-Oper. By.....La Cie De Publication
Phone Number.....UNiversity 6-7301
Studio Address.....980 St. Catherine St., W.
Air Time.....19 hrs.
News Service.....BUP, PN, CP, FP
Transcription Service..Associated, Lang-Worth
Representative .....Young, Renaud
Pres., Gen. Mgr...Hon. Sen. P. R. Du Tremblay
General Manager.....Phil Lalonde
Program Director.....Ferdinand Bionde
Chief Engineer.....Leonard Spencer

CKVL

MONTREAL—1946

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....CKVL, Ltd.
Address.....211 Gordon Ave.
Phone .....POntiac 6-2311
Rep.....Canada Radio & TV Sls., Inc., Cooke
President .....Jack Tietolman
Station Manager .....Corey Thomson
Commercial Manager.....Judah Tietolman
Chief Engineer.....Maurice Rousseau

CHNC

NEW CARLISLE—1933—CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By...Gaspesia Radio Bcstg. Co.
Phone: 63.....Air Time: Full Time
Representative .....Hardy, Young
News Service .....BN
Membership .....CARTB
President.....Dr. Charles A. Dumont
General Mgr.....Dr. Charles Houde
Sta., Comm. Manager.....Viateur Bernard
Program Dir.....Raoul St.-Julien
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—ABC-CBS-CBC

Frequency: 980 Kc.....Power: 1 Kw. d.
Owned.....Canadian Bcstg. Corp.
Address.....Palais Montcalm, St. John St.
Phone: 5-8155.....Air Time: Full Time

www.americanradiohistory.com

President.....A. D. Dunton
General Manager.....J. Alphonse Ouimet
Station Mgr.....Roger Daveluy
Commercial Mgr.....Maurice Valiquette
Publicity Dir.....Robert Klie
Chief Engineer.....Rene Frenette

CHRC

QUEBEC CITY—1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Business-Studio Address.....39 St. John St.
Phone: 2-8177.....Air Time: Full Time
News Service .....UP, BN
Transcription Service .....Standard
Representative .....Young, Hardy
Membership .....NARTB, BBM
President .....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pelletier
Program Director.....Mr. Magella Alain
Chief Engineer.....Arsene Nadeau

CJQC

QUEBEC CITY—1949—CBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Goodwill Bcstrs. of Quebec, Inc.
Address.....405 Hamel Blvd.
Phone Number.....MU 3-4931
Transcription Service.....SESAC, Lang-Worth
Representative.....Radio Time Sales, Young
President.....G. Howard Wert
Vice President.....Peter Nesbitt Thomson

CKCV

QUEBEC CITY—1926—CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV, Ltd.
Business-Studio Address.....142 St. John St.
Phone: 2-1585.....Air Time: Full Time
News Service .....BN
Transcription Service .....World
Representative .....Renaud, Weed
Membership .....CARTB
President .....Gaston Pratte
Gen., Sta., Comm. Mgr.....Paul Lepage
Sales Prom. Mgr.....J. G. Bernier
Prog., Prod. Dir.....Marcel Leboeuf
Chief Engineer.....Lucien Gobeil

CJBR

RIMOUSKI—1937—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned.....Cen. Pub. Service Corp., Ltd.
News Service .....PN
Transcription Service .....SESAC
Membership .....CARTB
Representative .....Stovin, Young
President.....Hon. J. A. Brillant
Station Manager.....André Lecomte
Commercial Manager.....Rosario Levesque
Sales Prom. Mgr.....Yuan Leclerc
Program Director.....Francois Raymond
Publicity Dir.....S. Burgess
Chief Engineer.....Cecil Daok

CJFP

RIVIERE-DU-LOUP—1947—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Temiscouata Ltee
Address.....322 rue Lafontaine
Phone: 2727.....Air Time: Full Time
Transmitter Location.....La Pointe
News Service .....BUP
Newspaper Affiliation.....Le St. Laurent
Representative .....Renaud
Pres., Gen. Mgr.....Armand Belle
Sta. Mgr., Pub. Dir.....Henri Bourdeau
Commercial Manager.....Yves Marchand
Sales Prom. Mgr.....Luc Simard
Program Director.....Raoul Savard
Chief Engineer.....Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Roberval Inc.
Address.....Hotel Maison Blanche
News Service .....UP
Representative .....Renaud
Membership .....CAB
President .....Georges Gagnon
Station Mgr.....J. Wilfrid Mondoux

CKRN

ROUYN—1937—CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....Northern Radio Nord, Inc.
Address.....P. O. Box 70
Phone: 1400.....Air Time: Daytime
Representative .....Renaud, Weed
Pres., Gen. Mgr.....David A. Gourd
Chief Engineer.....Jean Senecal

CHGB

STE. ANNE DE LA POC—1938—CBC

Frequency: 1350 Kc.....Power: 1 Kw. d.
Owned.....G. Thomas Desjardins
Phone: 101, 20.....Air Time: Full Time
News Service .....UP
Transcription Service .....SESAC
Representative .....Renaud, McGillvra
Membership .....CAB, BBM
General Mgr.....G. Thomas Desjardins
Station Mgr.....P. E. Hudon
Commercial Mgr.....L. G. Chamard
Sales Prom. Mgr.....A. Freve
Program Dir.....R. Gagne
Publicity Dir.....R. Plante
Chief Engineer.....G. T. Desjardins

CKRB

ST. GEORGE DE BEAUCE—1953
CBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio-Beauce, Inc.
Representative ..... Renaud
General Manager.....George Roberge

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CKSM

SHAWINIGAN FALLS—1950—CBC

Frequency: 1220 Kc.....Power: 1000 Watts
Owned-Operated By.....Shawinigan Falls Broadcasting Co.
Address.....City Hall Bldg.
Phone Number 4494
Transcription Service .....Thesaurus
News Service .....BUP
Representative ..... Hardy
Membership .....CARTB
General Manager.....Allen Rogerson
Program Director.....Gaston Tessier
Chief Engineer.....Ernest Brunelle

CHLT

SHERBROOKE—1937—CBC

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Oper. By.....La Tribune Ltee.
Business-Studio Address.....221 Dufferin St.
Phone: 9-2525.....Air Time: Full Time
Trans. Ser....Thesaurus, SESAC, Lang-Worth
News Service .....PN
Representative .....Hardy, Young
President.....Sen. Jacob Nicol
General Manager.....A. Gauthier
Station Manager.....Jean Louis Gauthier
Program Director.....Rene Caron
Chief Engineer.....Romeo Paquette

CKTS

SHERBROOKE—1946—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper.....Telegram Printing & Pub. Co.
Business-Studio Address.....221 Dufferin St.
Phone: 9-2525.....Air Time: Full Time
Trans. Ser....Thesaurus, SESAC, Lang-Worth
Membership .....BAB, NRB
Representative .....Hardy, Young
President.....Hon. C. B. Howard
General Manager.....A. Gauthier
Commercial Mgr.....J. L. Gautlier
Sales Prom. Mgr.....Ward Buzzell
Program Dir.....G. Breen
Chief Engineer.....R. Paquette

CJSO

SOREL—1945—FRA

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Richelieu, Ltee
Business Studio Address.....70 du Roi St.
Phone: 3318.....Air Time: Full Time
News Service .....BUP
Representative.....J. A. Hardy Co. Ltd.
Pres., Elec. Engr.....J. Arthur Villeneuve
General Manager.....Henri Olivier
Station Manager.....Maurice Boulianne
Sales Prom. Mgr.....Maurice Berube
Program Director.....Claude Rochon
Chief Engineer.....Joseph Cardin

CKLD

THETFORD MINES—1950—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Thetford Ltee.
Address .....Boulevard Labbe
Representative ..... Hardy
Station Manager.....Henri Lagueux
Prog. Dir., Chief Eng.....Gaston Bilocq

CHLN

THREE RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By....Radio Trois-Rivieres, Inc.
Bus.-Studio Address.....522 Bonaventure St.
Phone Number 4-3556
Air Time.....6:50 a.m.-M.
News Service .....PN
Transcription Service .....SESAC
Representative .....Renaud, Young
Owner .....Honoré Dansereau
Station Manager.....Léon Trépanier
Commercial Manager.....Maurice Dansereau
Program Director.....Antoine Desroches
Chief Engineer.....Oric Lefebvre

CKTR

TROIS-RIVIERES—1954

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....J. Fernand Rufiange
Address ..... 543 Gervais St.
Phone 5-4855
Representatives ..... Cooke
President.....J. Fernand Rufiange
Manager.....Lucien Saint Amand
Commercial Manager.....Charles Couture
Chief Engineer.....Herve Lapointe

CKVD

VAL D'OR—1937—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Northern Radio-Radio Nord, Inc.
Address.....P. O. Box 70
Phone: 1400.....Air Time: Daytime
News Service .....BUP
Representative .....Renaud, Weed
Pres., Gen. Mgr.....David A. Gourd
Chief Engineer.....Jean Senecal

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CFDA

VICTORIAVILLE—1951

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By .....CFDA-Ltd.
Address .....150-A Notre-Dame East
Phone 3545
Representative.....Radio & TV Sales
President .....Dr. C. A. Gilbert
General Manager.....Roger Gilbert
Chief Engineer.....Pierre Brisson

CKVM

VILLE-MARIE—1950—CBC

Frequency: 710 Kc.....Power: 1000 Watts
Owned-Oper. By...Radio-Temiscaminque, Inc.
Address .....Ste. Anne St.
Representative .....Canadian Station, Hardy
Station Mgr.....Louis Bilodeau

SASKATCHEWAN

CFRG

GRAVELBOURG—1952—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Gravelbourg, Ltd.
Phone 155
News Service .....BUP
Representative .....Renaud
President.....Dr. R. Morin
Gen., Sta., Comm. Mgr.....Dumont LePage
Sales Prom. Mgr.....Joseph E. DeGagne
Chief Engineer.....Marc Riou

CHAB

MOOSE JAW—1922—CBC

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....127 Main N.
Phone: 6464.....Air Time: Full Time
News Service .....BUP
Representative .....Stovin, Weed
Membership .....CARTB
President.....W. L. Davis
General Manager.....J. S. Boyling
Commercial Manager.....N. Skingle
Prom. Dir.....Martha Fidlep
Program Director.....R. D. Giles
Chief Engineer.....M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.Northwestern Bcstg. Co., Ltd.
Address .....Box 484
Phone: 2477-8.....Air Time: Full Time
News Service .....BUP
Transcription Service .....Associated
Representative .....Stovin
Membership .....CARTB
Gen., Sta. Mgr.....Harry Dekker
Comm., Sales Prom. Mgr.....Bob Barr
Program Dir.....George Garrett
Publicity Dir.....Mrs. Chris. Dekker
Chief Engineer.....Al Ruddell

CKBI

PRINCE ALBERT—1932—CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Address .....Central Ave.
Phone: 2621.....Air Time: Full Time
News Service .....BN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
General Manager.....E. A. Rawlinson
Commercial Manager.....Gerald Prest
Sales Prom. Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK

REGINA—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....Trans Canada Communications Ltd.
Phone: 8525.....Air Time: Full Time
News Service .....BUP, BN
Transcription Service .....World
Representative .....Weed, All-Canadian
Membership .....CARTB, WARTB
Representative .....All-Canada, Weed
President .....Clifford Sifton
General Manager.....Harold A. Crittenden
Station Mgr.....Don Dawson
Commercial Manager.....Roy Malone
Sls. Prom. Mgr.....Allan Edwardson
Program Dir.....Jim Grisenthwaite
Chief Engineer.....E. A. Strong

CKRM

REGINA—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By....Western Communications
Business-Studio Address.....2060 Halifax St.
Phone Number 3-5661
Air Time .....Unlimited
Membership .....CARTB, BBM
Representative.....Radio Reps., Young
Membership .....CAB, BBM
President.....Dr. E. A. McCusker
Station Manager.....D. J. Oaks
Commercial Manager.....H. C. Dane
Sales Prom. Mgr.....W. A. Smith
Program Director.....B. R. Hill
Chief Engineer.....William MacDonald

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CFNS

SASKATOON—1952—CBC

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.
Address .....1902 Broadway
Phone 93015
President.....Father J. A. Beaulac
Gen., Comm. Mgr.....Theodore Prefontaine
Program Director.....F. Ippersiel
Chief Engineer .....J. Lacroix

CFQC

SASKATOON—1923—CBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone: 26611.....Air Time: Full Time
Representative....Radio Reps., Young, Oakes
Trans. Ser...Standard, Langworth, World, Cole
News Service .....BN, BUP
President.....A. A. Murphy
Station Manager.....Vernon Dallin
Asst. Manager.....Blair Nelson
Program Director.....Roy Currie
Publicity Dir.....Margaret Morrison
Chief Engineer.....Lyn Hoskins

CKOM

SASKATOON—1951

Frequency 1420 Kc.....Power: 5000 Watts
Owned..Saskatoon Community Bcstg. Co., Ltd.
Address .....Empire Hotel
Phone: 2-1271.....Air Time: Full Time
Transcription Service.....Thesaurus, Capitol
Representative .....Stovin, Weed
Membership .....CARTB
News Service.....Broadcast News, CP
Pres., Gen. Mgr.....R. A. Hosie
Commercial Mgr.....G. D. Tunnicliffe
Program Director.....G. E. Walburn
Publicity Dir.....O. Worden
Chief Engineer.....William Forst

CBK

WATROUS—1939—CBC

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Address.....1840 McIntyre St.
Phone 36641
General Manager.....A. Ouimet
Commercial Mgr.....W. E. Powell

CJGX

YORKTON—1927—CBC

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Address .....Smith-MacKay Bldg.
Phone: 2258-9.....Air Time: Full Time
News Service .....CP
Transcription Service .....Lang-Worth
Representative.....Stovin, Can.-Sta. Rep.
Membership .....CARTB
President .....Dawson Richardson
Gen., Sta. Mgr.....J. M. Shortreed
Program Dir.....J. C. Goodman
Commercial Mgr.....Geo. Gallagher
Chief Engineer.....M. McRae

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STATIONS OF MEXICO

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Location	Call Letters	Frequency	Owner
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortego Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEIY	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuma, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr,
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad, Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez

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Location	Call Letters	Frequency	Owner
Colima, Col.	XERL	1280	J. Roberto Levy
Colima	XEUT	1280	
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosamaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuautla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensendada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A.
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S.
Huauchinango, Puebla	XEGU	1490	
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos.
Jiquilpan, Mich.	XEIX	1290	

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Location	Call Letters	Frequency	Owner
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
La Piedad, Mich.	XELC		
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisors de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEAI	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.

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Location	Call Letters	Frequency	Owner
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad National de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Ouers de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	
Oaxaca, Oax.	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax.	XECE	1240	
Ocotlan, Jal.	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih.	XECT	1450	
Orizaba, Ver.	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver.	XETQ	1370	Sucrs de Francisco Campos H.
Pachuca, Hgo.	XETK	1420	
Pachuca, Hgo.	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver.	XEGK	920	
Piedras Negras, Coah.	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah.	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver.	XEFO	1480	
Progresso, Yuc.	XEGO	620	
Progreso, Yuc	XECN	1400	
Puebla, Pue.	XECD	1170	Roberto Canedo
Pueblo, Pue.	XEHR	1090	Manuel R. Canale

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Location	Call Letters	Frequency	Owner
Queretaro, Qro.	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro.	XENA	1520	Ramon Rodriquez Familiar
Quertaro, Que.	XED1	1570	
Reynosa, Tam.	XEFP	1240	
Reynosa, Tam.	XEGH	620	
Reynosa, Tam.	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam.	XERT	590	Ignacio Magallon
Rio Bravo, Tam.	XEFD	1170	
Rio Bravo, Tam.	XEFL	1110	
Rosarito, B.C.	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah.	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah.	XESH	1460	
Saguayo, Mich.	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto.	XENP	1430	
Salamanca, Gto.	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax.	XEEA	1330	
Saltillo, Coah.	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah.	XESJ	1250	Froylan Mier Narro
Saltillo, Coah.	XEXU	1490	
San Andres Tuxtla, Ver.	XEPA	980	
San Andres Tuxtla, Ver.	XERM	1370	
San Andres Tuxtla, Ver.	XELN	1510	
San Andres Tuxtla, Ver.	XEDQ	1400	
San Andres Tuxtla, Ver.	XEGA	1300	
San Miguel Allende, Gto.	XESQ	1280	
San Luis Potosi, S.L.P.	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P.	XECZ	1430	Radiodif, Mexicano
San Luis Potosi, S.L.P.	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P.	XEXQ	1460	
San Luis Potosi, S.L.P.	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son.	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal.	XESP	1400	Herminio Macias Alonso
Santa Ana, Son.	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih.	XEHB	770	
Santa Barbara, Chih.	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C.	XEAH	560	
Santa Rosalia, B.C.	XESR	1320	
Santiago Ixcuintla, Hay.	XEEF	620	
Tala, Jal.	XEAF	550	
Tampico, Tam.	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam.	XEFW	810	Flores y Martinez
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez

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Location	Call Letters	Frequency	Owner
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreon, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreon, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreon, Coah.	XETB	1350	Radio Laguna, S.A.
Torreon, Leon	XEOB	1490	
Torreon, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S A
Villahermosa, Tab	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

STATIONS OF CUBA

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Location	Call Letters	Frequency	Owner
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.

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Location	Call Letters	Frequency	Owner
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progesso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A
Havana	CMBF	950	Radio Universal S.A.
Camaguey	CMJL	920	Circuito CMQ S.A.
Pinar Del Rio	CMAQ	920	Circuito CMQ S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	760	La Voz del Aire
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	

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Location	Call Letters	Frequency	Owner
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Circuito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidenta S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguev
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	900	Circuito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHQ	640	Cirquito CMQ S.A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHM	970	Cadena Oriental de Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHM	1130	Cadena Oriental de Radio S.A.
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon

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STATIONS OF HAITI

Location	Call Letters	Frequency	Owner
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

STATIONS OF DOMINICAN REPUBLIC

Location	Call Letters	Frequency	Owner
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Cuidad Trujillo	H12H	1490	Raf. E. Tavarez L.
Cuidad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andres Cordero Puello
Ciudad Trujillo	H1L	790	Joaquin C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristobal	H12R	1440	Luis Alberti
San Francisco de Macoris	H14F	1440	
San Francisco de Macoris	H14C	1250	Manuel R. Peralta
San Pedro de Macoris	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedi Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joacquin C. Pellicer

STATIONS OF BAHAMAS & JAMAICA

Location	Call Letters	Frequency	Owner
BAHAMAS			
Nassau	ZNS	1540	Bahamas Government
JAMAICA			
Kingston	ZQI	880	Jamaica Bcstg. Co.
Montego Bay		1180	

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General Offices: Vallarta #1
Phones:
Head Office: 21-01-78—36-84-68
General Offices: 10-39-09—21-38-62
P. O. Box 7892
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Commercial Manager ..... José Horacio Septién
General Auditor ..... Eduardo Martinez Celis
Control Manager ..... Jesús Amor D.
Sales Promotion Manager ..... Carlos Gonzalez Flores
Accounting ..... Raquel Burgos Romero

Radio Programas de Mexico, S. A.

Head & General Offices: Bucareli 109
Phones:
Head Office: 35-13-73—12-72-34
General Offices: 36-29-01—12-65-44—13-91-14
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Vice President ..... Antonio Eufracio Ontiveros
Vice President ..... H. Nino M.
Publicity Manager ..... H. Rios D.

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Location	Call Letters	Frequency Kcs.
Acapulco, Gro.	XEBB	600
Aguscalientes, Ags.	XERO	1490
Agua Prieta, Son.	XEFH	1310
Agua Prieta, Son.	XEAQ	1490
Apatzingan, Mich.	XECJ	1340
Celaya, Gto.	XEY	1360
Cd. Acuna, Coah.	XERF	1570
Cd. Carmargo, Chih.	XEHA	580
Cd. Cuauhtemoc, Chih.	XEER	990
Cd. Juarez, Chih.	XEJ	970
Cd. Juarez, Chih.	XEWG	1490
Cd. Juarez, Chih.	XEF	1420
Cd. Juarez, Chih.	XEFV	1240
Cd. Mante, Tamps.	XECM	1450
Cd. Miguel Aleman, Tamps.	XEHL	1470
Cd. Obregon, Son.	XEAP	1290
Coatepec, Ver.	XERE	1160
Coatzacoalcos, Ver.	XEGB	840
Cordoba, Ver.	XEDZ	580
Cuernavaca, Mor.	XEJC	980
Culiacan, Sin.	XECQ	1300
Chihuahua, Chih.	XEBW	1280
Chihuahua, Chih.	XEM	1390
Delicias, Chih.	XEJK	1340
Durango, Dgo.	XEDU	860
Durango, Dgo.	XEND	1400
Empalme, Son.	XEBQ	1240
Ensenada, B. C.	XESS	1450
Guadalajara, Jal.	XEHL	1010
Guadalajara, Jal.	XESP	1400
Guadalajara, Jal.	XEBA	840
Guadalajara, Jal.	XEJE	1310
Guadalajara, Jal.	XEAD	1150
Hermosillo, Son.	XEDL	1250
Hermosillo, Son.	XEDM	1580
Iguala, Gro.	XEKF	1360
Irapuato, Gto.	XEBO	1330
Jalapa, Ver.	XEJW	1270
Jimenez, Chih.	XEJZ	1320
Leon, Gto.	XELG	680
Leon, Gto.	XERZ	1240
Los Mochis, Sin.	XECU	1470
Magdalena, Son.	XEDJ	1450
Manzanillo, Col.	XECS	1400
Matamoros, Tamps.	XEO	970
Matamoros, Tamps.	XEMT	1340
Matehuala, S.L.P.	XEFF	1490
Mazatlan, Sin.	XERJ	1320
Merida, Yuc.	XEZ	600
Merida, Yuc.	XEMQ	1240
Mexicali, B. C.	XED	1050
Mexico, D. F.	XERCN	1110
Monterrey, N. L.	XET	990
Monterrey, N. L.	XEH	1420
Monterrey, N. L.	XEAW	1280
Monterrey, N. L.	XEG	1050
Morelia, Mich.	XESF	1300
Morelia, Mich.	XECR	1340
Nogales, Son.	XECG	1240
Nogales, Ariz.	KNOG	1340
Nvo. Casas Grandes, Chih.	XETX	1010
Nvo. Laredo, Tamps.	XEDF	960
Nvo. Laredo, Tamps.	XERG	1090
Nva. Rosita, Coah.	XENR	980
Pachuca, Hgo.	XEPK	760
Parral, Chih.	XEJS	1150
Parral, Chih.	XEGD	1520
Poza Rica, Ver.	XEPR	1480
Puebla, Pue.	XECD	1170
Queretaro, Qro.	XEJX	1520
Reynosa, Tamps.	XEOR	1390
Sahuayo, Mich.	XEGC	1450
Salamanca, Gto.	XERX	1560
Saltillo, Coah.	XEKS	1330
San Luis Potosi, S.L.P.	XEPO	1310
San Luis Potosi, S.L.P.	XESL	1340
San Luis Rio Colorado, Son	XECB	1450
Sta. Ana, Son.	XEAB	1400
Tampico, Tamps.	XEFW	810
Tampico, Tamps.	XETO	1370
Tecula, Nay.	XETD	1450
Tepic, Nay.	XEXT	980
Tijuana, B. C.	XEBG	1550
Tijuana, B. C.	XEAU	1470
Tijuana, B. C.	XEXX	1420
Tlaquepaque, Jal.	XESP	1400
Toluca, Mex.	XECH	1490
Torreon, Coah.	XETB	1350
Torreon, Coah.	XEOB	1490
Tuxpan, Nay.	XEUX	1340
Uruapan, Mich.	XEFN	1130
Veracruz, Ver.	XETF	1250
Veracruz, Ver.	XEHV	1310
Villahermosa, Tab.	XEVT	970
Zacatecas, Zac.	XEXZ	1150
Zacapu, Mich.	XEZU	1270
Zamora, Mich.	XEZM	650
Zamora, Mich.	XEGT	1490
Zapopan, Jal.	XEDV	700
Zihuatanejo, Gro.	XESZ	1450

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INTERNATIONAL STATIONS
IN THE UNITED STATES AND CANADA

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Licensee and Location	*Call Letters*	*Power*
The Associated Broadcasters, Inc., San Francisco, Calif.	KWID-1	100 kw.
	-2	50 kw.
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.	WDSI-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	10 kw.
Columbia Broadcasting System, Inc., Wayne, N. J.	WDSI-5	50 kw.
	-6	50 kw.
Columbia Broadcasting System, Inc., Delano, Calif.	KCBR-1	200 kw.
	-2	50 kw.
	-3	50 kw.
	-4	100 kw.
	-5	100 kw.
The Crosley Corporation, Mason, Ohio	WLWO-1	75 kw.
	-2	50 kw.
The Crosley Corporation, Bethany, Ohio	WLWO-3	200 kw.
The Crosley Corp., Cincinnati, O.	KQ2XAU	1 kw.
	-4	200 kw.
	-5	200 kw.
	-6	200 kw.
	-7	200 kw.
	-8	200 kw.
General Electric Company, Schenectady, N. Y.	WGEO-1	100 kw.
	-2	50 kw.
	-3	25 kw.
General Electric Company, Belmont, Calif.	KGEI-1	50 kw.
	-2	100 kw.
National Broadcasting Co., Inc., Bound Brook, N. J.	WNBC-1	50 kw.
	-2	50 kw.
	-3	50 kw.
	-4	50 kw.
	-5	50 kw.
	-6	50 kw.
National Broadcasting Co., Inc., Dixon, Calif.	KNBH-1	50 kw.
	-2	50 kw.
	-3	200 kw.
	-4	100 kw.
	-5	100 kw.
World Wide Broadcasting Corp., Scituate, Mass.	WRUL-1	50 kw
	-2	50 kw.
	-3	50 kw.
	-4	20 kw.
	-5	7 kw.

CANADIAN INTERNATIONAL STATIONS

Licensee and Location	*Call Letters*	*Power in Watts*
Canadian Marconi Co., Montreal, Que.	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.	VE9AI	200

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Play and Story

BROKERS

Los Angeles, Calif.

Bentel, George R.
5617 Hollywood Blvd.....HOllywood 7-8068

Bergerman Agency
141 El Camino Dr., B. H.....CRestview 6-4124

Bloom, Phil, Agency
120 El Camino Drive, B. H..CRestview 6-1339

Elwood, Maren, Agency
4949 Hollywood Blvd.....NOrmandy 4-4786

French, Samuel, Inc.
7623 Sunset Blvd.....HOllywood 3-3146

Irwin, Lou
9165 Sunset Blvd.....CRestview 1-7131

Kohner, Paul, Inc.
9169 Sunset Blvd. (46)....BRadshaw 2-0462

Morris, William, Agency
202 N. Canon Dr., B. H.....BRadshaw 2-4111

Music Corp. of America
9370 Santa Monica Blvd., B. H.
BRadshaw 2-3221

Orsatti & Co.
300 S. Beverly Dr.....CRestview 6-6241

Ring, S. E.
1654 Cherokee .....HOllywood 7-6412

Swanson, H. N., Inc.
8523 Sunset Blvd.....CRestview 1-5115

New York, N. Y.

American Play Co.
522 Fifth Ave.....MUrray Hill 2-0156

Ashley, Ted, Associates
545 Fifth Ave.....MUrray Hill 7-0576

Bartsch, Hans
1501 Broadway .....BRyant 9-6933

Brandt & Brandt
101 Park Ave.....MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave.....MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave.....MUrray Hill 2-0156

Cowl, Carl
516 Fifth Ave.....MUrray Hill 7-6782

Fishbein, Frieda
11 W. 42nd St.....LOngacre 5-1379

French, Samuel
25 W. 45th St.....JUdson 2-4700

Gaines, Blanche
350 W. 57th St.....PLaza 7-0537

Hayward, Leland, Ltd.
655 Madison Ave.....TEmpleton 8-5100

International Literary Bureau, Inc.
11 W. 42nd St.....LOngacre 4-5576

Jay Garon-Brooke Associates, Inc.
8 E. 52nd St.....PLaza 3-7815

King, Eleanor
19 W. 44th St.....MUrray Hill 2-6390

Matson, Harold
30 Rockefeller Plaza.....CIrcle 6-2750

Morris, William, Agency, Inc.
1740 Broadway .....JUdson 6-5100

Pauker, Dr. Edmond
1639 Broadway.....COlumbus 5-1726

Reynolds, Paul R. & Son
599 Fifth Ave.....MUrray Hill 8-4767

Roberts, Flora
545 Fifth Ave.....MUrray Hill 7-4137

Salisbury, Leah
234 W. 44th St.....LAckawanna 4-8628

Sanford, Jay
17 E. 48th St.....PLaza 5-1127

Talent Associates
41 E. 50th St.. .....PLaza 3-1030

Taylor, Ethel C.
55 W. 55th St.....CIrcle 5-8620

Williams, Annie Laurie
18 E. 41st St.....MUrray Hill 5-7565

Writers Literary Agency
117 W. 58th St.. .....JUdson 6-2470

Writers Workshop, Inc.
280 Madison Ave.....LExington 2-9878

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GERRY GROSS-NORMAN BAER PRODUCTIONS

NEW YORK HOLLYWOOD

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Production

Radio and Television

PROGRAM PRODUCERS

SERVICES OFFERED

PERSONNEL

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PROCKTER
TELEVISION ENTERPRISES, INC.

The Big Story

Treasury Men in Action

The Man Behind the Badge

TV Reader's Digest

Police Call

Playhouse 15

www.americanradiohistory.com

RADIO-TELEVISION PROGRAM PRODUCERS

□ □ □

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6873

President.....Charles A. Alicoate
Secy. & Treas.....F. E. Miles

Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

President.....Paul F. Adler

Services Offered: Syndicated films, animated spots.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232

President.....Nicholas T. Agneta

Services Offered: Recording, Production, Scripts, Talent.

Productions: Broadway Musical Comedy, TV film.

AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.
Phone: JUdson 6-8500

President.....I. S. Becker
Sales Manager.....Harry E. Hobbs
Comptroller.....Andy Subbiondo

Services Offered: Radio-TV packaged programs, live, film and transcribed.

Current Productions: Mr. Keen, Helen Trent, Our Gal Sunday, Backstage Wife, Just Plain Bill, Young Widder Brown, Stella Dallas, Lorenzo Jones.

ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3277

President .....Alton Alexander
Dir. of Sales.....David A. Lown
Production Chief.....Suzanne Ryan

Services Offered: Television program production, live and film.

Productions: Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JU 6-7600

General Manager.....Robert A. Bories

Services Offered: Production, scripts, talent for food merchandising.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 N. Wabash Ave., Chicago 2, Ill.
Phone: SUperior 7-7500

Pres. & Gen. Mgr.....Thomas J. O'Brien, Jr.
Asso. Producer .....Jean Gendon
Asso. Producer.....Phyllis F. O'Brien
Admin. Asst. .....Allis Allen
Admin. Asst. .....Dan D. O'Brien

Services Offered: Live, film shows & commercials.

AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

President.....Guy Bolain

Services Offered: Sales agency for Radio Luxembourg.

CHARLES R. ANDREWS AFFILIATES, INC.

19 E. 53rd St., New York 22, N. Y.
Phone: MU 8-7589

President.....Charles R. Andrews
Sect.-Treas. .....Marjorie Warner

Services Offered: Package shows.

Productions: "Jolly Gene and his Fun Machine."

PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.
Phone: TRafalgar 9-5097

Producer .....Peter Arnell
Asso. Prod., Personal Mgr.....Don Sheldon
Asso. Prod., Prod. Mgr.....Jean Heaton

Services Offered: TV & Radio Programs: Production, Package, Consultation.

Productions: The Name's The Same (In association with Goodson-Todman Productions).

ASSOCIATED BROADCAST ADVERTISING CO.

1001 No. Western Ave., Los Angeles 29, Calif.
Phone: HO 5-0580

Partner, Advg. Mgr. & Publicity Dir.....Irwin T. Porter
Partner, Program Mgr. & Dir. Research Dept.....Gertrude T. Porter
Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute

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TWO SMASH HITS NOW AVAILABLE

With a Combined Juvenile and Adult Appeal
With Time-Tested Elements of Merchandising and 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

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programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
General Manager.....Frank J. Starzel
Asst. General Manager ....Oliver Gramling
Serices Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

A-V TAPE LIBRARIES, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-3091
President.....Charles E. Rynd
V. P.-Treas.....Richard S. Rynd
Sales Manager.....Ray Rynd
Services Offered: Music on tape for commercial use, available for dealers and distributors. Program material on tape created and produced for specialty uses.

ANN BARBINEL

54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351
President .....Ann Barbinel
Services Offered: Creating-producing-directing custom built package shows for radio and TV.

BARRY, ENRIGHT & FRIENDLY PRODUCTIONS, INC.

667 Madison Avenue, New York, N. Y.
Phone: TEmpleton 2-8600
President .....Jack Barry
Vice-President .....Dan Enright
V.-P. in Chg. Sales....Edwin S. Friendly, Jr.
Services Offered: Package producers of live and transcribed radio shows and live and filmed TV shows.
Productions: Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
Sales Manager.....Charles J. Basch, Jr.
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS

60 East 42 St., New York 16, N. Y.
Phone: MU 2-4813
Owner.....Zach Baym
Services Offered: Distribution of films for TV. 1-hour features & westerns; half, quarter-hour documentary-travel series; baseball series; animated cartoon series; Christmas films.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y.
Phone: DObbs Ferry 3-3578
Owner..... Irene Beasley
Services Offered: Program production; package programs.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 36, N. Y.
Phone: LUxemburg 2-1040
Owner.....Viola S. Becker
Services Offered: Production of package shows and commercials for Radio, Television programs, live and film. Distributors of film; representatives of talent & ideas for Radio, TV, film, sales promotion.

GEORGE R. BENTEL & ASSOCIATES

5617 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-8608
Director .....Carl Coolidge
Services Offered: Scripts.

WALTER BIDDICK CO. (Radio Programs Div.)

1151 S. Bway., Los Angeles 15, Calif.
Phone: RI 6184
Manager .....Guy Biddick
Asst. Mgr.....Mildred Biddick
Office Manager.....Josephine Corbet
Traveling Rep.....Glenn Biddick
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS

9 Rockefeller Plaza, Room 1526
New York 20, N. Y.
Phone: CI 5-7466
President ..... .Albert Black
V.P., Secy., Treas.....Michael Lippert
Exec. Director.....Julien Roffman
Services Offered: Live and film package shows; commercials for television; radio shows, transcriptions.

FORD BOND RADIO PRODUCTIONS, INC.

RCA Bldg., W., New York 20, N. Y.
Phone: CIrcle 7-2236
President .....Ford Bond
Services Offered: Specializing in open-end transcribed programs. Development of program ideas and advice on radio production. Counselor on radio and TV presentation.

THE BORIES ORGANIZATION

608 Fifth Ave., New York, N. Y.
Phone: JU 6-7600
President .....Bob Bories
Services Offered: Radio and TV package producer.

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GOODSON-TODMAN PRODUCTIONS

Creative Programming for Radio,
Television and Television Film

41 EAST 57th STREET
NEW YORK 22, N. Y.

449 SOUTH BEVERLY DRIVE
BEVERLY HILLS, CALIF.

West Coast Representative
HARRIS KATLEMAN

MARK GOODSON **BILL TODMAN**

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BOX OFFICE TELEVISION, INC.

30 East 60th St., New York 22, N. Y.
Phone: PLaza 1-2541

Board Chairman.....Milton N. Mound
President.....Wm. P. Rosensohn
General Mgr.....Robert M. Rosencrans
Exec. Producer.....Edgar A. Rosenberg
Nat'l Sales Mgr.....Wallace A. Ross

Services Offered: Specialists in Closed-circuit Television: industrial business meetings and entertainment events.

BROADCASTING PROGRAM SERVICE

17 E. 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Services Offered: Transcription service, musical programs on tape, sound effects records, mood and bridge music library, TV programs on films.

WILLIAM F. BROIDY PRODUCTIONS, INC.

5545 Sunset Blvd., Hollywood 28, Cal.
Phone: HOllywood 2-7421

President.....William F. Broidy
V.P. & Secry.....Edward J. Kay
Exec. Asst. to President.....Ace Herman
Production Mgr.....A. R. Milton
Adv. Dir.....J. L. Kaufman

Services Offered: Studios for rental. Package shows. Physical and creative productions of industrial films, short subjects, TV series and announcements.

BYRON PRODUCTIONS

8 E. 52nd St., New York 22, N. Y.
Phone: PLaza 3-6930

President.....Edward A. Byron

Services Offered: Package programs.

BRUCE CHAPMAN COMPANY

55 West 42nd St., New York 36, N. Y.
Phone: WIsconsin 7-9244

President .....Bruce Chapman
V.P.-Treas.....Edna Chapman
Sales Manager.....George Ellis

Branch Offices:
30 rue de Gramont, Paris 2, France
Phone: RIchelieu 80-04

Director .....Dan Morley
Assoc. Dir.....Michael Alexander
22 Davies St., London W. 1, England
Phone: MAyfair 1037
Manager.....Frank Byers
9-10 am Park, Berlin, Schoneberg, Germany
Phone: 71-64-69
Manager .....Rolf Brede

Services Offered: Production of radio & TV programs in U. S. and Europe.

Productions: The Answer Man.

CHESHIRE & ASSOCIATES

3129 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-4580

General Manager .....Bob Reichenbach
Production Director.....Harry V. Cheshire
Traffic Dir.....Mary Ann Hooper

Services Offered: Transcribed program and television film producers and distributors. Open-end and custom features.

Productions: Stand By . . . For Crime, Swap With The Stars, and The MJB Show.

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.

Manager .....Ted Collins

Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

971 N. LaCienega Blvd., Hollywood 46, Calif.
Phone: CRestview 1-7106

Pres. & Exec. Prod.....Walter White, Jr.
Associate Producer.....Bill Heath
Sec'y-Treas. .....Eleanor Payne

Services Offered: Program production, syndicated transcriptions, scripts, package programs, talent.

Productions: (104 ½ hr. Trans. Radio) Hopalong Cassidy, (156 ½ hr. Trans. Radio) The Clyde Beatty Show, Tarzan.

FRANK COOPER ASSOCIATES AGENCY

6277 Selma Ave., Hollywood 28, Calif.
Phone: HO 4-7258
N. Y. Phone: VAnderbile 6-5661

President .....Frank Cooper
V.P. Chge. of N. Y. Office.....Sy Fischer
Head of Sales—Calif. Off...Martin Sperber
Executive Secretary.....Gloria Farrier

Services Offered: Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

LOUIS G. COWAN, INC.

575 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President.....Louis G. Cowan
Vice-President.....Harry Fleischman
Treasurer.....J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022
Vice-Pres.-in-Charge .....John Lewellen
Vice-Pres.....R. D. Michels

Services Offered: AM-TV-Productions-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

117 W. 14th St., Kansas City 6, Mo.
Phone: VIctor 2585

President .....Vic Damon
Vice President.....Robert Damon
Secretary-Treasurer .....Alice Damon
Chief Engineer.....Roger Webb

Services Offered: A.F.M. licensed for making commercial phonograph masters, radio and TV commercials, etc.

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ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ ***RADIO,***

★ ***TELEVISION AND***

★ ***FILM PACKAGES***

RECORDING DEPARTMENT

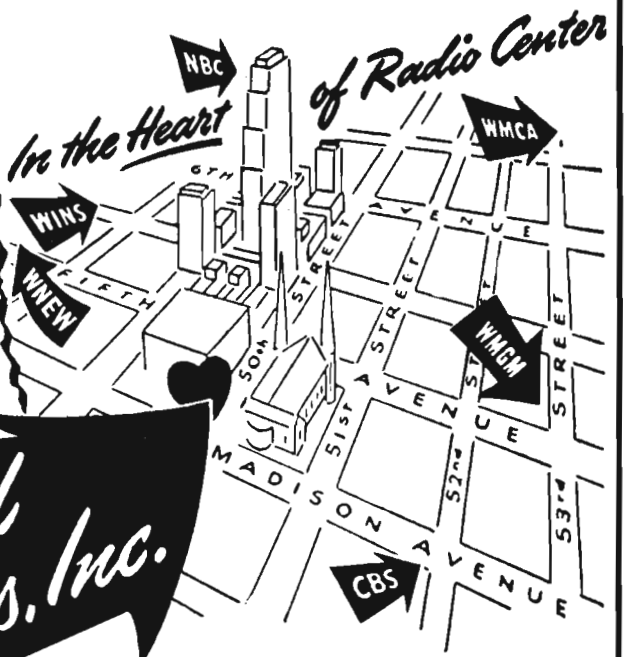
COMPLETE RECORDING FACILITIES

☆ ☆ ☆

TRANSCRIPTIONS

☆ ☆ ☆

"ON LOCATION" – REMOTE RECORDINGS



Rockhill Productions, Inc.

18 East 50th

PLaza 9-7979

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FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374

Director .....Mac Davis

Services Offered: Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

Productions: Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer, Composer .....Gordon M. Day
Director .....Carol Bulkley
Production Mgr.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Package programs, radio-TV consultants to advertising agencies, creating and producing custom-built musical jingles and TV film spots of all kind.

DANNY DEE ENTERPRISES, INC.

510 Madison Ave., New York, N. Y.
Phone: PLaza 3-4153

President.....Irwin N. Herbert
Sec., Sales Manager.....Eric Blau
Treasurer .....Roy Doty

Services Offered: Produce live and filmed shows. Radio Shows, Commercials.

Productions: "The Adventures of Danny Dee."

DEMBY PRODUCTIONS INC.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495

President .....Emanuel Demby
Vice President.....Mildred Demby
Film Supervisor.....Myron L. Broun
Dramatic Scripts.....Betty Jeffries
Sales .....Hunter W. Smith
Story Editor.....Al Marshack

Services Offered: Live and film programs, syndication, industrial and public relations films, live and recorded radio programs and commercials.

Productions: Hollywood To Broadway, How To Be A Cowboy, This Is Indonesia, Turning Points.

ALFRED DIXON PRODUCTIONS

109 E. 39th St., New York, N. Y.
Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon
Casting and production.....Lynn Masters
Asst. Dir. and Coaching.....Norma Burton

Services Offered: Radio, stage, film, TV productions.

FOUR OF OUR TOPS

TV

BREAK THE BANK
STARRING
BERT PARKS
FOR
DODGE DIVISION OF CHRYSLER CORP.
ABC-TV SUNDAY 10:00 PM EST.

RADIO

HILLTOP HOUSE
STARRING
JAN MINER
FOR
PHARMACO, INC.
CBS RADIO MON. THRU FRI. 3-3:15 PM EST.

MASQUERADE PARTY
STARRING
PETER DONALD
FOR
REMINGTON ELECTRIC SHAVERS
ESQUIRE BOOT POLISH
ABC-TV WEDNESDAY 9:00 PM EST.

BREAK THE BANK
STARRING
BUD COLLYER
FOR
MILES LABORATORIES
NBC RADIO MON. THRU FRI. 10:45-11 AM
MUTUAL RADIO MON. THRU FRI.. 12 NOON

WOLF PRODUCTIONS **WOLF ASSOCIATES**
420 MADISON AVENUE, NEW YORK, N. Y.

www.americanradiohistory.com

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-7035

Manager .....J. Knight

Services Offered: Live Talent, package shows and transcriptions.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .....Henry Morley
Treasurer ..... Nathan Zucker
Exec. Pro.....Lee R. Bobker
Editorial Chief.....Lester Becker
Sound Engineer.....John De Blau
Film Dist.....M. Pfeiffer

Services Offered: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

W. M. ELLSWORTH

Suite 203, 159 E. Chicago
Phone: MOhawk 4-7050

Owner.....W. M. Ellsworth

Services Offered: Folk artists. entertainers for radio-TV-records and transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-4500

President.....Helen D. Kelleher

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

ENDORSEMENTS, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: CHickering 4-7257

President .....Jules Alberti
Vice-Pres.....Dr. Harold S. Wadro
Sec.-Treas.....Hazel F. McCabe
Chg. Production.....Ted Baehr

Services Offered: Endorsements and testimonials live and film for TV.

ESTES NEWS AND FEATURE SERVICE

6 Peter Cooper Rd., New York 10, N. Y.
Phone: SPring 7-5766

President .....Bernard Estes
Secretary-Treasurer.....Hazel Estes
Associate Producer.....Jack Sheldon

Services Offered: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

WILBUR STARK — JERRY LAYTON

RADIO & TELEVISION PRODUCTIONS

270 PARK AVENUE

PL. 3-1742

www.americanradiohistory.com

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

GEORGE F. FOLEY, INC.

625 Madison Ave., New York 22, N. Y.
Phone: PL 7-6454

President.....G. F. Foley
Vice President.....V. C. Holahan

Services Offered: Package programs, talent representative, production consultant.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas
New York 36, New York
OXford 7-3322

Producer.....Walt Framer
Associate Producers.....Joe Gottlieb, Sid Tamber, Paul Kaczander
Production Supervisors.....Mervyn Framer, Estelle Citron, Vivian Roberts
Business Manager.....Henry Schmerzer

Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

Current Productions: Strike It Rich, The Big Payoff.

FREMANTLE OVERSEAS RADIO, & TELEVISION, INC.

366 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-4344

President.....Paul Talbot
Secretary .....Lee Volker
Mgr. (Mexico City).....Rene Anselmo

Services Offered: Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, Room 11-C,
New York 19, N. Y.
Phone: JUdson 6-5227

President.....Allen A. Funt
Production .....Al Slep

Services Offered: Network, live, transcribed and syndicated programs and candid commercials.

GAINSBOROUGH ASSOCIATES

207 East 30th St., New York 16, N. Y.
Phone: ORegon 9-2720

President.....Mitchell Jablons
VP and Gen. Mgr.....Josephine Savoca
VP in chg. Sales.....Martin Seligson
Casting Director.....Arlene Shelley Gaines
VP in chg. Progs.....Pamela Jablons
Radio Director.....Scott Kuney
Treasurer.....Herbert M. Davis
Prod. Supervisors.....Kathy Burke, Richard Gaines, William Savoca
Television Director.....Susan M. Gaines

Offices
7200 Santa Monica Blvd., Los Angeles 26, Cal.

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667 MADISON AVE. NEW YORK 21, N. Y. TE 2-8600

www.americanradiohistory.com

Office Manager.....Chas. B. Rogers
Services Offered: Radio & TV package producers. Program consultants to new and existing radio and TV stations. Fund raising campaigns on radio and TV. Talent management and personal representation.
Current Productions: "The Editors Speak," "Harlem Serenade," "Buddy Rogers Show," "Revistas del Mediodia," "Pick A Date."

GALE, INC.

48 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-7100
President.....Moe Gale
Services Offered: Talent, management and production.

GBA-GALLUCCI BROS. & ASSOCIATES

727 Meriden Rd., Waterbury 4, Conn.
Phone: Waterbury 3-5272
President.....N. T. Gallucci
Services Offered: Package programs.

HAROLD R. GINGRICH, PRODUCTIONS

333 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-1022
Owner-Manager.....Harold R. Gingrich
Musical Director.....Vee Jones
Script Director.....Jessica Petrie
Services Offered: Transcriptions and films, package program and counsellor service.
Productions: Roman Meal.

GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7543
President.....Thomas G. Rockwell
V.P., Chg. Radio-TV Dept..Milton W. Krasny
V.P., Chg. Prod.....Harry Anger
Services Offered: Program production, package shows, artists' representatives.

JOHN E. GIBBS & CO., INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-5959
President.....John Gibbs
Writers Department.....Francis Head
Talent Department.....Keith Brown
Services Offered: Radio and TV production. Talent representation.

GRACE GIBSON RADIO PRODUCTIONS

3129 Cahuenga Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-3498
General Manager.....Bob Reichenbach
Executive Producer.....Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs for general or specific sponsorship.
Productions: Drama Of Medicine, Adventures of Gregory Dean, and "Famous Court Dramas.

GOMALCO ENTERPRISES

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 4-5921
Partner.....George Gobel

WALT FRAMER PRODUCTIONS

specialists in high-rated, low cost
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Continually proved in rating reports *and* at the cash register.

More than twenty-five years of top level experience.
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Tel: OXford 7-3322

www.americanradiohistory.com

Partner .....David P. O'Malley
Services Offered: Television production.
Current Productions: The George Gobel Show.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53rd St., New York 22, N. Y.
General Manager.....Harry S. Goodman
Sales Manager.....Everett F. Goodman
Office Manager.....William Baron
Secretary .....H. D. Knuth
Services Offered: Network show, One Minute Please; local show, TV Telephone Game, others upon request.

GOODSON-TODMAN PRODUCTIONS

41 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0600
Partner.....William S. Todman
Partner .....Mark Goodson
General Business Mgr....Howard F. Todman
Exec. Dir. of Programs.....J. Gil Fates
Exec. Producer.....Franklin Heller
Dir. of West Coast Prog.....Harris Katleman
Production Manager.....Mitchell Leiser
Branch Office
Goodson-Todman Enterprises, Ltd.
449 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 4-7357
Services Offered: Producing and packaging live and transcribed radio, and live and filmed programs for national, regional and spot sales.
Productions: Beat the Clock, The Name's The Same, Two For The Money, I've Got A Secret, What's My Line, What's Going On, The Web, It's News To Me.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-5577
President.....Herbert M. Moss
Vice Pres.....Stephen F. Temmer
Gen. Manager.....Harry F. Landon
Comptroller.....Robert M. Volkell
Services Offered: Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0818
General Manager.....Lewis G. Green
Services Offered: Radio-TV consultation for advertising agencies. Jingles—Animated Spots—Live productions.
Productions: Red Grange Football Show, Greyhound Bus TV Jingles.

JOHN GUEDEL PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48, Calif.
Phone: YOrk 6291
Vice-Pres. & Exec. Producer....John Guedel
Services Offered: Radio and television packaging and producing.

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Savoy-Plaza Hotel, Suite 1338
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Phone: MU 8-8882
1680 North Vine St., Hollywood 28, Calif.
Phone: HOllywood 2-6343

Partners.....Gerry Gross, Norman Baer
Executive Producer.....Arnold Peyser

Services Offered: Radio and Television Packaged programs.

Productions: The Maggi McNellis Show; Morey Amsterdam Show; Junior Champion; Claire Mann; Maggi's Magazine; Let's Take Sides; Finders Keepers.

LAURENCE HAMMOND PRODUCTIONS, INC.

455 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210

President & Gen. Mgr...Laurence Hammond
Vice-Pres.....Merikay Howard

Services Offered: Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

SUE HASTINGS MARIONETTES, INC.

3706 McKinney Ave., Dallas 4, Texas
Phone: Lakeside 4022

President .....Linnea Roberts
Art Director.....W. Higgins
Film & Program Director.....R. A. Green

Services Offered: Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

ARTHUR HENLEY PRODUCTIONS

Shelton Hotel, 49th St. & Lexington Ave.
New York, N. Y.
Phone: PLaza 5-7145

Producer .....Arthur Henley
Prod. Co-ordinator.....Lee Wallace
Production Asst.....Ruth Salmon

Services Offered: Creative programming for radio and television. Complete packages and production, writing and consultation services.

Current Production: Make Up Your Mind.

WEST HOOKER, INC.

853—7th Ave., New York, N. Y.
Phone JUdson 2-3026

President .....West Hooker

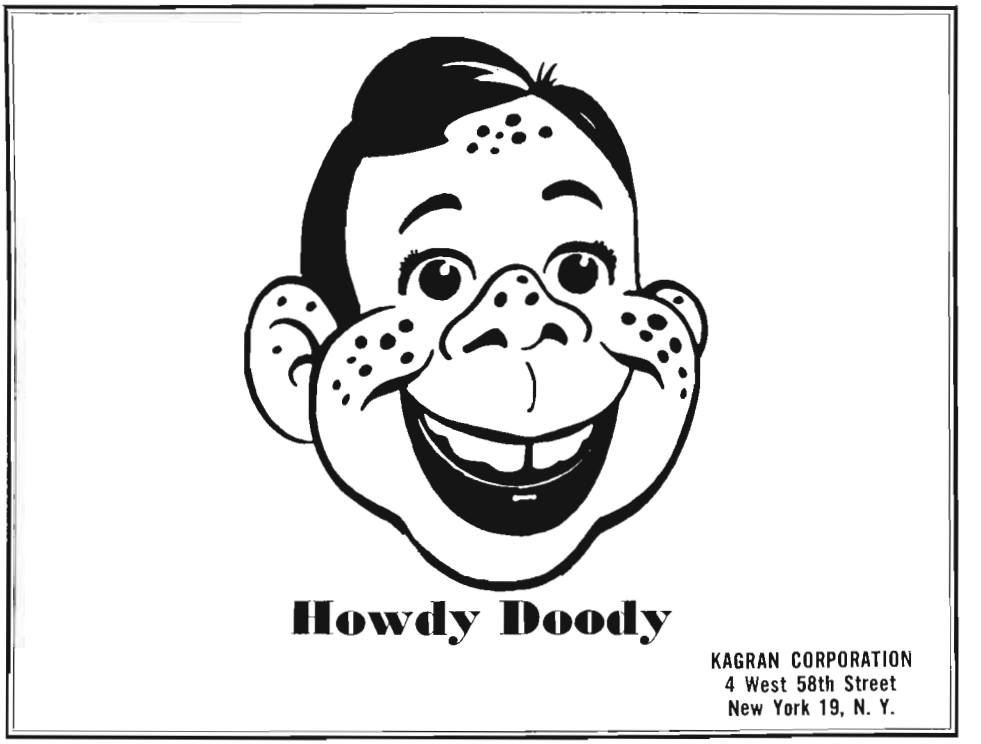
Services Offered: Program production and programs, Talent, Artists' Representative.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128

Owner .....Bernard Howard

Services Offered: All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV depart-



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ments; package producer; free-lance writing and production.

RICHARD W. HUBBELL & ASSOCIATES

120 Broadway, New York, N. Y.
Phone: BArclay 7-7760
Exec.-in-Charge .....Gilbert Parker
Chairman.....R. W. Hubbell
Services Offered: Program producers.

INTER-CALIFORNIA BROADCASTING SYSTEM

253 S. Broadway, Los Angeles 12, Calif.
Phone: MUtual 2759
General Manager.....Gustavo Faist Moran
Services Offered: Specialists in Spanish language advertising. Production of Spanish langauge programs.

INTERNATIONAL 16mm CORP.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treasurer....Patrick E. Shanahan
Secretary .....George Blake
Services Offered: Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

INTERNATIONAL TELEMETER CORP.

2000 Stoner Ave., Los Angeles 25, Calif.
Phone: ARizona 8-7751
Chrm. of Board.....Paul Raibourn
Board of Directors....Eugene Zukor, (Treas. & Asst. Sec'y); Louis Novins; Jacob Karp (Sec'y); Arthur Israel, Carl Leserman, Paul MacNamara, Dr. Louis N. Ridenour
V.P. & Chairman....Dr. Louis N. Ridenour
V.P. .....Paul MacNamara
V.P.....Chester I. Lappen
Sec. & Adm. Asst.....Will Baltin
Controller .....William F. Goodwin
Services Offered: Engaged in the development of the Telemeter coin-box method of Pay-As-You-See Television, and other electronic devices.

THE JAFFE AGENCY, INC.

8553 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-6121
President .....Sam Jaffe
Secretary .....Philip Gersh
V.P., Chg. Lit., TV Dept.....Mary Baker
TV Department.....Fred Hamilton, Hal Ross, Jon Kohn
Literary Dept.....Evarts Ziegler, Robert Goldfarb, Clancy Sigal
Services Offered: Representation of artists, actors, actresses, directors and writers and material in live and film television and radio. Packagers of live and film television shows.

ROBERT G. JENNINGS

53 West 53rd St., New York, N. Y.
Phone: JU 6-0711
Serivces Offered: Radio & TV packages.

520 HALF-HOUR MYSTERIES

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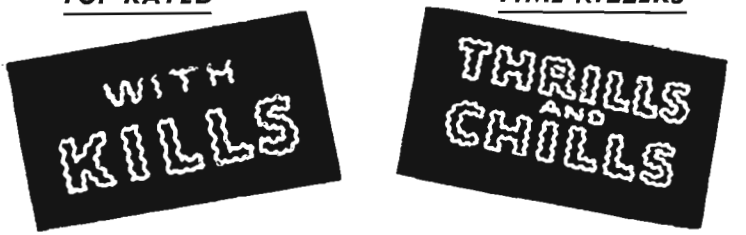

World's Largest Selection
of Transcribed Radio Programs
of Every Category

WARNING! These Programs DANGEROUS IN THE HANDS of Competition!

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Phone: FInancial 6-4474

President .....James E. Jewell
Vice President .....W. Ralph Jewell
Manager .....Charles P. Flynn
Nat'l. Sales Rep.....Carl Wester
Treas. .....Lincoln Douglass
Secretary.....M. P. Casey
Editor .....James Lawrence

Services Offered: A complete radio and television production service. Scripts, Copy, Music, Direction, Transcribed Package Shows, Spots.

Productions: The Silver Eagle, The King's Jesters Show.

KAGRAN CORPORATION

4 W. 58th St., New York 19, N. Y.
MUrray Hill 8-0585

President.....S. M. Clifford
VP, Merch. Dir.....Allan Stone
Merch. Acct. Execs.....Milton P. Kayle, Robert Max
Production Supervisor.....Joseph Clair
Pub. & Prom. Dir.....Murray Benson
Director of Programming.....E. Kean
Script Editor.....W. K. Clarke
General Manager.....E. L. Justin
Art Director.....Mario Trombetta

Services Offered: Merchandising and TV and Radio package producers.

Current Productions: Howdy Doody, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

MAXINE KEITH

234 W. 44th St., New York, N. Y.
Phone: LA 4-2697

Manager .....Maxine Keith

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0890

Pres., Exec. Prod.....James Sonny Kendis

Services Offered: Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

JACK KURTZE AGENCY

214 North Canon Drive, Beverly Hills, Calif.
Phone: CRestview 45403

President .....Jack M. Kurtze
V.P.-Treasurer.....Lulu Mae Kurtze
Executive Producer.....Eddie Ricci

Services Offered: Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

ELY LANDAU, INC.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8200

President.....Ely A. Landau
Secretary .....Harold Kovner

Services Offered: Producers of television programs on film.

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FILMS, PUBLIC RELATIONS,
SPECIAL EVENTS,
PRODUCT REPRESENTATION

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TOMMY BARTLETT

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Chicago 1, Ill.
Phone: FRanklin 2-2100

www.americanradiohistory.com

Productions: The Passerby, The Bill Corum Sports Show, Man's Heritage.

LANG-WORTH DISTRIBUTING CORP.

Steinway Hall, 113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Treasurer.....C. O. Langlois, Jr.
Vice-President .....W. O'Keefe

Services Offered: Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

LANG-WORTH FEATURE PROGRAMS, INC.

Steinway Hall, 113 W. 57th St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary .....John D. Langlois
Vice President.....W. O'Keefe
West Coast Mgr.....Hugh S. Allen

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

HERBERT S. LAUFMAN & COMPANY

221 N. La Salle St., Chicago 1, Ill.
Phone: RAndolph 6-4086

Partner, Sales .....Herbert S. Laufman

Services Offered: Packagers and producers of TV programs, supervision of production for TV film commercials.

LAWRENCE & LEE, INC.

Equitable Bldg., Hollywood 28, Calif.
Phone: HOllywood 7-1009

President .....Jerome Lawrence
Vice-President.....Robert E. Lee

Services Offered: Production consultants. Delivery of literary rights for television, radio and motion pictures.

LES LEAR PRODUCTIONS CORP.

Hotel Sherman, Chicago 1, Ill.
Phone: FRanklin 2-2100

President .....Les Lear

Services Offered: Radio, TV and film production. Personal management.

LESTER LEWIS ASSOCIATES

11 East 48th St., New York 17, N. Y
Phone: PLaza 3-5083

Partner .....Lester Lewis

Services Offered: TV package shows, personal management.

PHILLIPS H. LORD, INC.

1440 Broadway, New York 18, N. Y.
Phone: LO 4-8000

Pres., Mgr., Prog. Super.....C. R. Manby

Services Offereds Radio and TV package shows.

MANY OTHER TOP QUALITY
TRANSCRIBED SHOWS AVAILABLE
Quality Programs At Reasonable Rates

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THE FREEMAN LUSK COMPANY

1618 No. Argyle Ave., Hollywood 28, Calif.
Phone: HOllywood 5-2121

President .....Freeman Lusk
Sec.-Treas. .....Elsey V. Horner

Services Offered: Moderator and producer of discussion programs in the public interest; news reporting and commentary; actor.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUnkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

MARK VII, LTD.

(For full listing see TV Film Producer-Distributors)

ARNOLD MARQUIS PRODUCTIONS, INC.

717 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 6-8796

President .....Arnold Marquis

Services Offered: Write, direct, produce and package radio and television programs and spots.

MARSHALL—HESTER PRODUCTIONS, INC.

521 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722-3-4

President.....A. W. Marshall
Vice-President .....Harriet Hester
Legal Representative.....Gerald Dickler

Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTERSON, REDDY & NELSON

10 E. 49th St., New York 17, N. Y.
Phone: PLaza 9-1120

Partner .....John Masterson
Partner .....John Reddy
Partner .....John Nelson
Production Supvr. .....Ruth Kyle
Business Mgr. .....Helen Guy

Services Offered: Packaging and production of radio and TV programs.

Productions: Bride & Groom, Bank On The Stars, Double Or Nothing.

McGRAW ASSOCIATES

33 West 42nd St., New York 36, N. Y.
Phone: PE 6-7110

Partners. Peg M. McGraw, Walter J. McGraw

Services Offered: Write, produce and direct package radio and TV programs.

Productions: The Phrase That Pays.

TALENT ASSOCIATES

TELEVISION PRODUCTION
AND MANAGEMENT

ALFRED LEVY

DAVID SUSSKIND

ROBERT COSTELLO

www.americanradiohistory.com

ALEXANDER McQUEEN & ASSOCIATES

5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

CHARLES MICHELSON, INC.

15 W. 47th St., New York 19, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Secretary .....A Michelson
Divisional Sales Manager.....Ray Linton
Traffic Manager.....R. Mantell
Export Manager.....Martin Diamond

Services Offered: Producers and distributors of open end quarter hour and half hour radio and television programs. Radio Transcription feature of mystery shows for local station use and TV film series on 16 m.m. motion picture film.

MILVERNE PRODUCTIONS, INC.

Hotel Bryant, 230 W. 54th St., N. Y. 19, N. Y.
Phone: CIrcle 5-6224; CIrcle 6-2100, Ext. 219

Executive Producer.....Milton E. Stanson
Executive Producer.....Vernon P. Becker

Services Offered: Origination and production of creative TV programs for every budget: Creation and production of TV Film and Radio commercials: Programming and film consultants to agency and client.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chge. of Radio..Wallace S. Jordan

Services Offered: Production of packaged shows for radio and TV, also talent reps.

CARLTON E. MORSE ENTERPRISES, INC.

Room 511, 1680 North Vine St.
Hollywood 28, Calif.
Phone: Hollywood 9-6161

Owner.....Carlton E. Morse

Services Offered: Recording, program production, scripts, package programs.

Productions: One Man's Family, The Woman In My House.

MORTON RADIO PRODUCTIONS, INC.

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President .....Morton Jacobson

Services Offered: Dramatic-adventure stories and gimmick show with prizes.

Productions: This Is The Story, What's Wrong With This Picture.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y.
Phone: JU 6-5577

Producer.....Herbert M. Moss

FOR TV FILM SALES IN THE INCREASINGLY IMPORTANT OVERSEAS MARKETS

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THE LARGEST *INTERNATIONAL* DISTRIBUTORS OF RADIO & TELEVISION PROGRAMS

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Now bringing the leading U. S. radio and tv programs to 37 nations!

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CARACAS — SAO PAULO — BUENOS AIRES

www.americanradiohistory.com

Services Offered: Live and transcribed shows for Radio and TV.

MUSIC CORPORATION OF AMERICA
MCA Artists, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500
139 Piccadily, W1, London, England
49 bis Ave., Hoche, Paris, France
111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025
9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211
515 Glenn Building, Atlanta, Ga., Lamar 6750
45 Newbury St., Boston, Mass., COpley 7-5830
430 N. Michigan Ave., Chicago, Ill., DElaware 7-1100
1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010
116A West Kirk Ave., Ronanoke, Va., ROanoke 3-4344
42 Allard Blvd., New Orleans, La., GAlvez 4410
3790 Gardner Ave., Cincinnati, O., SYcamore 9149
2102 No. Akard St., Dallas, Tex., PRospect 7536
837 Book Tower, Detroit, Mich., WOodward 2-2604
105 Montgomery St., San Francisco, Calif., EXbrook 2-8922
203 White Building, Seattle, Wash., Mutual 4567
212 Beason St., Salt Lake City, Utah, 3-4657
1048 Northwestern Bank Building, Minneapolis, Minn., LIncoln 7863
550 Grant St., Suite 146, Pittsburgh, Pa., GRant 1-9995
Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PEnnypacker 5-9462
1700 Liggett Drive, St. Louis, Mo., WOodland 2-3683

Services Offered: Production and sales service for live, recorded and filmed TV and radio programs.

MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080
Ed. Dir.-Merch.....Milton Paule

Services Offered: Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

NATIONAL PRODUCTIONS, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222

MAKE UP YOUR MIND *

The most talked-about show on radio!

(2nd year on CBS for Continental Baking and Ted Bates Agency)

ARTHUR HENLEY PRODUCTIONS

PLaza 5-7145

Shelton Hotel
525 Lexington Avenue
New York 17, N. Y.

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www.americanradiohistory.com

President.....Robert J. Enders
Vice-President.....Howard A. Enders
Director of Scripts.....Mimi Griffin
Executive Producer.....Robert L. Friend
Coordinator.....Stanley Bass

Services Offered: Radio and television complete production. Transcriptions and films; program consultants; producers of motion pictures for television and industry. Commercials, animation, packagers of programs for local sponsorship.

Productions: Charles Goren On Bridge, Rogers Hornsby Baseball School.

NELSON PRODUCTIONS, INC.

341 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5862

President.....Raymond E. Nelson
Secy.-Treas.....Betty Nelson

Services Offered: Production-direction on retainer or free-lance basis, package production. consultation to agencies and clients, time buying, filmed commercials, research.

Current Productions: Little Lady Storytime, Rod & Gun Club of the Air (TV) Rod & Gun Club of the Air (AM).

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY Newyork

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

OLIO VIDEO TELEVISION PRODUCTIONS, INC.

(See Television Film Producers)

PALLADIUM RADIO PRODUCTIONS, INC.

445 Park Ave., New York 22, N. Y.
Phone: PLaza 9-8644

Pres.....Monroe W. Greenthal
Producer.....S. George Gallu
Writer.....Roger Lewis

Services Offered: Package producers.

Productions: The Planet Man.

PAN AMERICAN BROADCASTING CO.

370 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 5-1300

Program Director.....Leo Shore

Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PETERSON RADIO PRODUCTIONS

1457 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-0069

Owner.....Donald Peterson

CARLO VINTI

— o —

EXECUTIVE PRODUCER

"Opera Cameos"

CHANNEL 5

www.americanradiohistory.com

Services Offered: Recording, program production (religious, economic).

JULES POWER PRODUCTIONS, INC.

646 North Michigan Ave., Chicago, Ill.
9 E. 75th St., N. Y., N. Y.—REgent 4-1370

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Globe 6-2135

President.....George Logan Price
Sales Manager.....S. M. Lauch
Copy and Production....George L. Price, Jr.

Services Offered: Production of packed radio serials geared to sell to and for ethical accounts of every type. Complete accompanying on commercials, publicity, promotion and public relations.

PROCKTER TELEVISION ENTERPRISES, INC.

221 West 57th St., New York, N. Y.
Phone: JUdson 6-6800

President .....Bernard J. Prockter
V.P. in chg. of Film.....Jerome Robinson
V.P. in chg. Pub. Rel.....Clem Wyle
Treasurer .....John Prockter

Services Offered: Live and film packages.

Productions: Big Story, Treasury Men In Action, Man Behind The Badge, International Police, Playhouse 15, and Mail Story.

RCA VICTOR CUSTOM RECORD SALES DIVISION

(See Transcription Companies.)

RADIO CITY PRODUCTIONS, INC.

525 Lexington Ave., New York 17, N. Y.
Phone: LE 5- 9850

Pres. & Sales Mgr.....Morton D. Catok
V.P. & Prog. Dir....Raymond R. Chambers
General Manager.....Frank Scott

Services Offered: Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.

Productions: Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show."

RADIO FEATURES OF AMERICA

37 West 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York

Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit
Hotel New Weston, Madison Ave. at 49th St.
New York 22, N. Y.
Phone: PLaza 3-4800
Managing Director..John Henry Macdonell
Program Coordinator.....Eileen Ellis

Services Offered: Program production and consultation, package live and film shows, script, talent.

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Vice-President .....Ted Mack
Secretary .....Lloyd Marx
Services Offered: Producers of "The Original Amateur Hour," starring Ted Mack.

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9120 Sunset Blvd., Los Angeles 46, Calif.
President .....Stuart Reynolds
Productions: Deadline, O.S.I., Mr. President, and Pony Express Scout.
Services Offered: Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

R. S. ROBBINS

163 Bleecker St., New York 12, N. Y.
Phone: SP 7-2568
President .....R. S. Robbins
Mgr. of Prize Promotion..Edward E. Finch
Services Offered: Radio and Television package producers and merchandise prizes.

BOB L. ROBERTS PRODUCTIONS

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-6300
President.....Bob L. Roberts
Services Offered: A—Radio and TV live and film productions. B—Specialized publicity and promotion.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York, N. Y.
Phone: RIverside 9-3647
Bd. Chairman.....M. Roffman
President .....Richard H. Roffman
Services Offered: Package programs and production, Talent, Public Relations. Guest and Prize procurement, Publicity and Promotion, Scripts, Legal Counsel, Ideas For Contests.

ROBINSON RECORDING LABS.

35 S. 9th St., Philadelphia 7, Pa.
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President .....W. P. Robinson
Recording Engineers.....W. W. Jost, Chas. Metz
Services Offered: Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
Phone: PLaza 9-7979
President.....Stanley J. Wolf
Services Offered: Complete packages, radio, TV and film.

JACK ROURKE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HE 7178
President .....Jack Rourke
Treasurer.....Joan Lane Rourke
Production Manager.....Dick Wendelken
Office Mgr.....Marjorie Lawson
Musical Dir.....Robert Garretson
Services Offered: Live and transcribed

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TIP TOP TIME	WNHC-TV New Haven

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New York: 9 East 75th REgent 4-1370

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radio and TV programs; spot announcement campaigns and jingles.

Productions: "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade."

LESLIE ROUSH PRODUCTIONS, INC.

333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430

President.....Leslie M. Roush
Vice-Pres. .....Jules Sindic
Gen. Mgr.....John Fox

Services Offered: Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

Productions: TV Comm'ls: Canada Dry Ginger Ale; Shredded Wheat; Fig Newtons; Vanilla Wafers; White Rose Tea & Coffee; Benrus Watch Co. Comm'l Mot. Pix: "Why Nuts & Bolts" (Bethlehem Steel); "Ichabod—The Headless Man" (Assoc. Amer. Railroads); various films for U. S. Navy.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS

Empire Bldg., Philadelphia 7, Pa.
Phone: KIngsley 5-6063

Production Manager.....Barnard L. Sackett
Film & Transcription Tech..R. K. Newmeyer
Continuity Director.....Charles E. Magic

Services Offered: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, custom-built shows, television consultants, personal radio-television representation, concert management.

ABE SAPERSTEIN TV ENTERPRISES

350 5th Ave., Suite 7614, New York, N. Y.
Phone: LO 3-4677

Producers..Fay Sapperstein, Walter Kennedy

Branch Offices

127 N. Dearborn St., Chicago, Ill.
8506 Sunset Blvd., Hollywood, Calif.

Services Offered: Children films.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way, Beverly Hills, Calif.
Phone: CRestview 1-7231
6 East 45th St., New York, N. Y.
Phone: MUrray Hill 7-8370

President.....James L. Saphier
Mgr. of New York Office.....James Schulke

Services Offered: Radio and TV productions, sale of package programs and talent.

Productions: The Bob Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

ALLEN SAVAGE NETWORK PRODUCTIONS

140 West 57th St., New York 19, N. Y.
Phone: CIrcle 7-2694

Owner .....Allen Savage

Services Offered: Producers and packagers.

Productions: Elizabeth Rae LaMont, Good Look and Good Living.

KERMIT SCHAFER RADIO & TELEVISION PRODUCTIONS

45 East 51 St., New York 19, N. Y.
Phone: PL 8-2675

President .....Kermit Schafer

Services Offered: Live and film television productions, transcribed radio series and kinescope television series, specialtists in cooperative advertising also offers celebrity securing and prize procuring services.

SCHOOLHOUSE PRODUCTIONS

1610 N. Argyle, Hollywood 28, Calif.
Phone: HO 1-9959

Producer, Owner.....Walter Hempel
Co-owner Educator.....Eleanor Hempel

Services Offered: Full production services, specializing in Children's Shows.

Productions: Little Schoolhouse.

BERNARD L. SCHUBERT, INC.

509 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert

Services Offered: Talent, production radio and TV package management.

SCREEN GEMS, INC.

(For complete listing see TV Film Producers).

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Chicago Phone: FR 2-4392

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16 E. 41 St., New York 17, N. Y.
New York *Phone*: LExington 2-1791
Sales Manager.....Ted Beil
1606 Vista Del Mar Ave., Hollywood 28, Cal.
Phone: HO 9-1171
President .....Walter Schwimmer
Vice President.....George Guyan
Sales Manager.....Bernie Crost
Program Director.....Arthur Pickens
Services Offered: TV and Radio package programs.

SESAC, INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365
President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to Pres.....E. S. Prager
Production Manager.....R. S. Stone
Pub. & Prom.....Alice J. Heinecke
Traffic.....I. K. Weiss
Services Offered: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

SKIATRON ELECTRONICS & TELEVISION CORP.

30 East 10th St., New York 3, N. Y.
Phone: ORegon 3-3464
President .....Arthur Levey
Treasurer .....Kurt Widder
Secretary.....Frank V. Quigley
Dir. of Research & Dev.....Dr. John H. Laub
Dir. of Ultrasonic TV.....Richard Duggan
Dir. of Subscriber-Vision System .....William J. Shanahan
Services Offered: Electronic Equipment, Subscriber-Vision, Research and Development TV and Electronics.

CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
Exec. Prod-Dir.....Charles E. Skinner
General Manager.....Ray Rand
Music Editor.....Alfonso Corelli
Musical Directors.....Skitch Henderson & Ted Royal
Set Designer.....Charles Carlotti
Production Supervisor.....William Toth
Camera Directors.....Joseph Brun, Drummond Drury, William Storz
Assoc. Prod., West Coast Rep...Albert Kelley
Film Distribution.....Bruce Ross
Sales Manager.....Howard Blackmore
Services Offered: Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

FLETCHER SMITH STUDIOS, INC.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-9010
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

SNADER PRODUCTIONS, INC.

9130 Sunset Boulevard, Hollywood 46, Calif.
Phone: CRestview 4-6651
President.....Louis D. Snader
Director .....LeRoy Prinz
Musical Director.....Sid Lippman
Services Offered: TV program production, package TV programs, TV film production, syndicate film, TV talent.

SONG ADS COMPANY

5927 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-6181
President .....Robert Sande
Exec. V.P. Chg. of Sales.....Donald Estey
V.P.-Creative Dir.....Del Porter
V.P.-Music Dir.....Larry Greene
Vocal Director.....Ray Linn
Services Offered: Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

THE SOUVAINE ASSOCIATES

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158
General Partner.....Henry Souvaine
Services Offered: Producers of radio and TV programs.

STAR ENTERTAINMENT CORP.

214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450
President .....Max Wolff
Talent .....Al Roth
Services Offered: Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REgent 7-9608
Partners.....Richard Stark, Jane Troxell
Fashion Photog., Consultant....J. T. Stark
Design .....George Shealy
Services Offered: Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

WILBUR STARK-JERRY LAYTON, INC.

270 Park Avenue, New York 17, N. Y.
Phone: PL 3-1742
President.....Wilbur Stark
V.P.-Treas. .....Jerry Layton
Services Offered: Programs and person-

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alities for television and radio.
Productions: Modern Romances—for radio and TV; Rocky King.

RICHARD STROUT PRODUCTIONS LTD.

649 North Rossmore Ave., Los Angeles 4, Cal.
Phone: HOllywood 7-9091
President .....Richard Strout
Branch Office
507 Fifth Ave., New York 18, N. Y.
Phone: MUrray Hill 2-6924
President.....S. B. Strout

TALENT ASSOCIATES LTD.

41 East 50th St., New York, N. Y.
Phone: PLaza 3-1030
President .....Alfred Levy
Vice Presidents.....David Susskind, Robert Susskind
Services Offered: Produce live dramatic television programs.
Productions: Justice, Mr. Peepers, Philco-Goodyear Television Playhouse, Armstrong Circle Theatre.

TV PROGRAMS, INC.

10 Washington Place, New York 3, N. Y.
Phone: SPring 7-0232
President.....Edward Roberts, Jr.
Services Offered: Package producers of live shows for TV. Also represent and furnish talent.

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1, Ill.
Phone: FInancial 6-5450
President .....Hal Tate
Vice Pres., Sales Mgr.....Phil Fischer
Sec'y-Treas. .....Lucille E. Schall
Services Offered: Syndicators of Who's Talking?, quiz program, telephone quiz show featuring actual transcribed poetic clues of nationally known celebrities. Voices, clue sheets and merchandising aids are all furnished as part of the package.

TELECREATIONS BY NOVAK

344 W. 72nd Street, New York 23, N. Y.
Phone: TRafalgar 4-1999
Owner-Musical Consult..Frank J. Novak, Jr.
Manager, Charge of Radio/TV Formats G. Kane Campbell
Radio/TV Producer.....John Gunn
Writers.....Paul Davis, Laura McGhee
Services Offered: Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

TELEMOUNT PICTURES, INC.

(See TV Film Producers)

TELEVISION SCREEN PRODUCTIONS, INC.

(See TV Film Producers)

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, Newyork
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Production Unit, Hotel New Weston, Madison Ave. at 49th St., New York 22, N. Y.
Phone: PLaza 3-4800
Managing Dir.....J. H. Macdonnell
Program Coordinator.....Eileen Ellis
Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

THEATRE NETWORK TELEVISION INC.

575 Madison Ave., New York, N. Y.
Phone: MU 8-3220
President .....Nathan L. Halpern
General Sales Mgr.....Fanshawe Lindsley
Sales.....Robert L. Crawford
Prod. Super.....Martin H. Poll
Services Offered: Closed circuit TV for business, industry and entertainment.

TOWER PRODUCTIONS

11541 Landale, North Hollywood, Cal.
Phone: ST 7-6414
Owner-Producer.....Helen L. Moser
Directors.....Dik Darley, Larry Robertson
Prod. Assistant.....Bela Kovacs
Services Offered: Production and sale of television and radio package shows.
Productions: Space Patrol.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone JUdson 2-3530
President.....M. E. Moore
Services Offered: Program productions, syndicated transcriptions, scripts, package programs.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. William
Office Manager.....B. Deck
Services Offered: Open-end transcribed programs. 5 and 15 minute shows featuring top talent.

TRANSFILM, INC.

(For complete listing see TV Film Producers)

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

118 E. 40th St., New York 22, N. Y.
Phone: MU 3-8684
President.....John L. Clark
Services Offered: Television and radio writing, direction, production and packaging.

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TRENDLE-CAMPBELL-MEURER INC.

28 West Ave., Detroit 26, Mich.
Phone: WOodward 2-9184

President .....George Trendle
V. Pres. & Gen. Mgr. ....H. Allen Campbell
Secy. & Gen. Counsel....Raymond J.Meurer
Services Offered: Radio-TV production.

RICHARD H. ULLMAN, INC.

295 Delaware Avenue, Buffalo 2, N. Y.
Phone: CL 2066

President.....Richard H. Ullman
Vice President.....Marvin A. Kempner
Treasurer .....Edward H. Kavinoky
Production Manager.....Bill Jacobs
Productions: Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdy, fully animated film quiz show, selected spots, animated films.

UNITED FILM & RECORDING STUDIOS, INC.

301 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-9144

President .....William L. Klein
Services Offered: Recording, Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400

President.....Frank H. Bartholomew
Television Mgr. .....Wm. C. Payette
Radio Manager.....John Madigan
Gen. Sales Manager.....Leroy Keller
Services Offered: World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows.

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 19, N. Y.
Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino
Vice-President.....Michael T. Valentino
Vice-President.....Elsie F. Valentine
Gen. Mgr., Secy.....Peter J. Riolo
Services Offered: Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

VIDEO EVENTS

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1668

President.....Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio programs, TV commercials, consultants; specializing in children's shows.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President .....Bill Murphy
Vice-President .....Charlotte Morgan
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.
Phone: EL 5-0734

Director Producer.....Chick Vincent
Assoc. Prod., Casting Dir.....Marion Lennox
Services Offered: Package producers, program production, TV programs, live and film.

WOLF ASSOCIATES, INC.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

President, Gen. Mgr.....Edward Wolf
Vice-President .....Herbert Wolf
Associate Producers.....Jack Rubin, Keith Taylor, Alan Gilbert
Dir. of Sales.....Paul Ross
Services Offered: Radio-TV package production.
Productions: Break The Bank, for radio and TV; Hilltop House, and Masquerade Party.

FRANK WRIGHT NATIONAL CORPORATION

995 Market St., San Francisco 3, Calif.
Phone: DOuglas 2-5470

Manager.....Frank Parke Wright
Treasurer .....Sylvia C. Wright
Vice Pres.....Aphie Tavernas
Traffic Manager.....D. S. Koemme
Services Offered: Merchandised advertising in the food products field.
Productions: Calo Pet Exchanges.

WYNN WRIGHT ASSOCIATES

17 West 57th Street, New York 19, N. Y.
Phone: PLaza 3-4417-8

Producer .....Wynn Wright
Manager .....Charles Granzow
Asst. Director.....Charles Carruth
Services Offered: Creation and production of radio dramas.
Current Productions: Squad Room, Official Detective, Crime Fighters, Farm Quiz.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323

President .....Frederic W. Ziv
Services Offered: Network and transcribed programs.

ZIV TELEVISION PROGRAMS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P., Chg. of Sales.....Maurice J. Rifkin
V.P., Chg. West Coast.....Maurice Unger
Mgr., Midwestern Div.....Ed Broman
Mgr., West Coast Div.....Walter Kingsley
Mgr., Eastern Div.....A. Goustin
Services Offered: Custom built and syndicated shows.
Productions: Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story.

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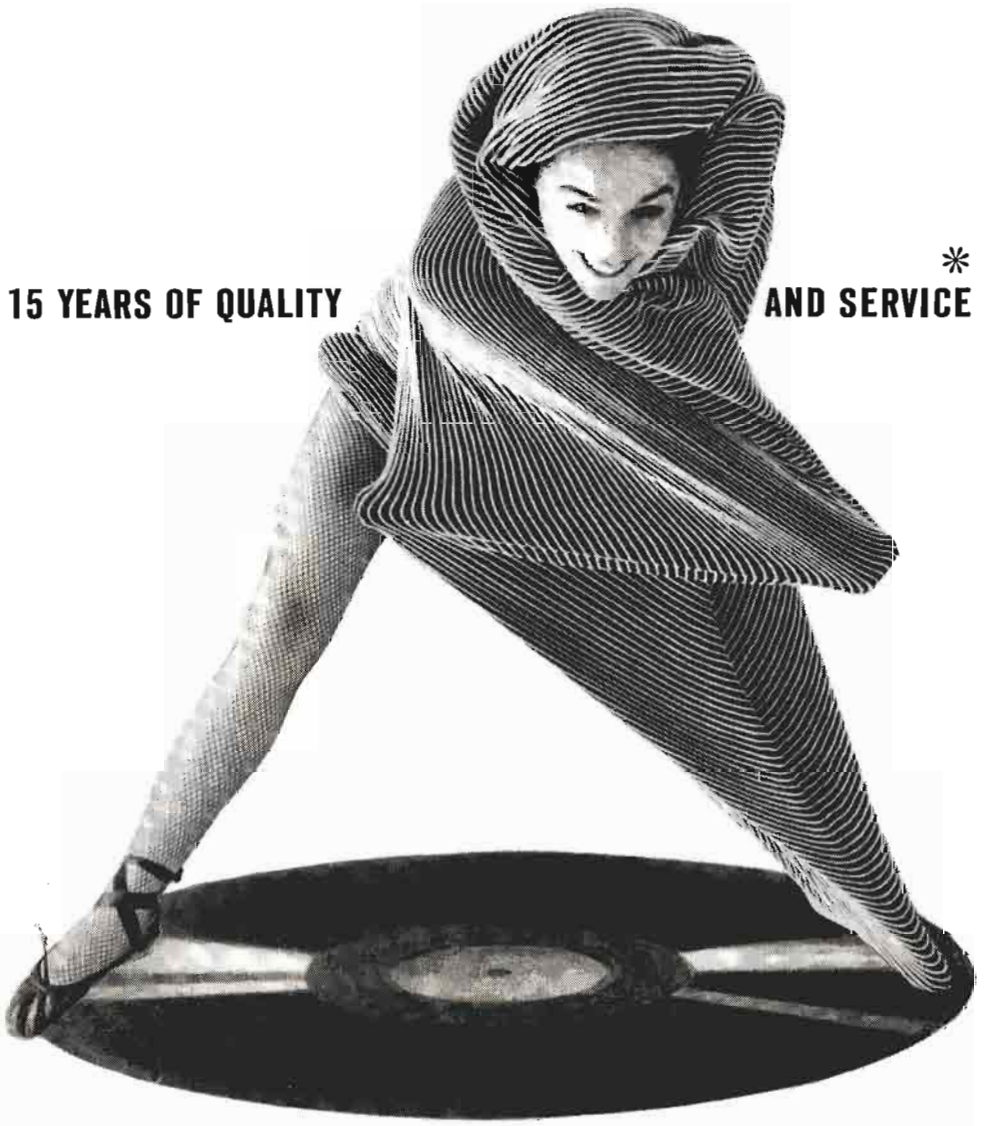

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Secretary .....(Miss) Norma Dickson

Services Offered: Production, live programs, series transcriptions, feature length TV film, custom productions, musical arrangements, script preparations.

AFFILIATED PROGRAM SERVICE, INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1881

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Services Offered: Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

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Phone: EMpire 6-7691

Vice President.....G. F. Herbert
General Manager.....Stuart MacKay
Mgr., Prog. Div.....Robert Tait
Asst. Mgr., Prog. Div.....C. D. S. Murray

Services Offered: Canadian representatives and distributors for transcription companies.

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Phone: HOllywood 9-5107

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Vice Pres. of Mgfr.....Sam Salzman
Comptroller.....Irving M. Huncilman
Sales Manager.....John F. Wegner
Sales Manager.....Hal G. Neely
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ARTISTS RECORDING STUDIOS

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Phone: HA 6109

Owner.....Bill L. Godden
Engineer-Operator.....Bill L. Godden

Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.
Edward Hochhauser, Jr.

Services Offered: A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President .....Herbert Rosen

Service Offered: Transcriptions; mood and bridge music library; three speed record and transcription players.

AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.
Phone: PL 7-3091

President.....Charles E. Rynd
Vice-Pres.....T. J. Merson
Vice-Pres., Treas.....Richard Rynd
Secretary .....Joseph Connolly
Sales Manager.....Ray Rand

Services Offered: Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities transcription and phonograph records, mass tape duplication for radio, educational, religious and industrial programs; complete program production service.

A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.
Phone: PLaza 7-3091

President.....Charles E. Rynd
Sales Manager.....Ray Rand

Services Offered: Full library of recordings on tape, recording, program production.

AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.
Phone: COlumbus 5-2517

Owners....Raymond Scott, Dorothy Collins, Leonard Wolf
Officers....Raymond Scott, Dorothy Collins, Leonard Wolf, Bob Briody
General Manager.....L.eonard Wolf

Services Offered: Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

BELL SOUND STUDIOS, INC.

112 W. 89 St., New York 24, N. Y.
Phone: TR 3-4328-9

President .....Allen Weintraub
Secy.-Treas. .....Daniel Cronin

Services Offered: Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

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WJPS, Evansville, Ind., SAYS: "World means dollars to us . . . $8580 annual net from YOU WIN quiz series alone. In just 13 weeks this one series pays for the entire World Service for over a year.

WBML, Macon, Ga., SAYS: "YOU WIN is really a winner . . . $8388 annual net. 13 weeks' revenue more than cost of entire Service for year."

STATIONS SELL WITH WORLD LOCAL PERSONALITY SHOWS AND WOMEN'S FEATURES . . .

including, Homemaker Harmonies . . . Wedding Bells are Ringing (for local wedding announcements) . . .

Whose Birthday is This (for local birthday observances) . . . Happiness Parade (for local anniversary programs) . . . Bundle of Joy (for local birth announcements).

KWRN, Reno, Nev., SAYS: "We're delighted with HOMEMAKER HARMONIES . . . one of the easiest programs we've ever had to sell. Had to put it on a 'first come, first served' basis."

STATIONS SELL WITH WORLD "THE BETTY GRABLE-HARRY JAMES SHOW"

Complete Open-End Transcription show starring famous personalities and music 5 hours a week across the board!

WTAR, Norfolk, Va., SAYS: "GRABLE-JAMES SHOW signed for 26-weeks, 5 days a week by Regent Beer . . . promotion includes newspapers, direct mail and radio spots!"

KSD, St. Louis, Mo., SAYS: "GRABLE-JAMES terrific! Pulled in big-name sponsors . . . General Mills, Falstaff Brewing Co., Fletcher's Castoria, G. F. Satina, Kroger Co., P & G Oxydol."

WAPX, Montgomery, Ala., SAYS: "GRABLE-JAMES SHOW wowed us with 15 participating sponsors 5 days a week! Sponsors include shoe stores, drugs, insurance, paint and hardware, food and beauty shops."

STATIONS SELL WITH WORLD SPECIAL APPEAL PROGRAMS

. . . revenue raising shows that prove World's leadership in quality programming ideas.

KWJB, Globe, Ariz., SAYS: "RAYMOND MASSEY in THE CHAPEL BY THE SIDE OF THE ROAD sold to Globe Mortuary for Sunday morning broadcast each week. Sponsor writes that it is the finest program of its type and public acceptance has been gratifying."

STATIONS SELL WITH WORLD'S BIG STARS....

Judy Conova	Xavier Cugat	Sportsmen Quartet
Betty Grable	David Rose	Blackwood Brothers
Harry James	Gisele MacKenzie	Helen Forrest
Lanny Ross	Three Suns	Muggsy Spanier
Eddy Howard	Ray Bloch	Mimi Benzell
Fontane Sisters	Oscar Peterson	Ken Griffin

George Shearing Quinette

. . . and many, many more!

AND FOR 1955

More than ever before . . .

NEW FEATURES! NEW IDEAS! NEW NAMES! NEW TALENT!

Beginning with

6 NEW ACROSS-THE-BOARD

Half-hour and quarter-hour PROGRAMS

With 111 selling opportunities

- The Song And The Star
- Westward To Music
- Music Coast-To-Coast
- Passport To Daydreams
- The Three Suns
- Guess What! Guess What!

STATIONS SELL, SELL, SELL with WORLD'S BIG ARRAY OF MONEY-MAKING PROGRAMMING!

www.americanradiohistory.com

TATIONS ROSPER WORLD!

1st with TOP STARS...

1st with TOP SHOWS...

1st with TIMELY SELLING AIDS OF EVERY KIND! WORLD IS YOUR No. 1 all-purpose sales and program SERVICE!

STATIONS SELL WITH WORLD TOP SPORTS PROGRAMS!

Some of World's "firsts" in sports shows include: Get a Hit (Baseball) . . . Football Time . . . Basketball Time!

KAND, Carsicana, Texas, SAYS: "Local Western Auto Store grabbed up complete 26 week 'Get a Hit' baseball series. A good program, well written, quick-to-sell."

STATIONS SELL WITH WORLD BIG NAME SHOWS!

World sets the pace in library presentations of big names in big time packages for single or participating sponsors!

WHWB, Rutland, Vt., SAYS: "JUDY CANOVA in COUNTRY FAIR sold on first audition, bi-weekly basis, to Scott's Tractor & Implement Co., and Harold Wescott Appliances."

KOOK, Billings, Mont., SAYS: "LANNY ROSS in STEAMBOAT JAMBOREE sold on 52 week contract, to local department store."

WTIP, Charleston, W. Va., SAYS: "WALTER HUSTON in FORWARD AMERICA sold before our library arrived. Show bought for weekly broadcast by one of the nation's leading retail furniture houses."

STATIONS SELL WITH WORLD JINGLES AND SPECIAL EFFECTS

World produces an ever-increasing repertoire of up-to-date spot announcement lead-ins . . . specially created songs, jingles, sound treatment, voice and sound montages and seasonal appeals.

KBUN, Bemidji, Minn., SAYS: "World DAIRY JINGLES opened the door for a 400-spot announcement campaign by local RED CAP DAIRY."

CJVI, Victoria, B.C., Canada, sold World Automotive Jingle Campaign to Gladwell Motors.

WTCH, Shawano, Wisconsin, sold World Dollar Day Jingles to Chamber of Commerce.

WWBZ, Vineland, N. J., sold World Groceries Jingles to Co-op Neighborhood Grocers.

The list could go on and on proving World Jingles Sell!

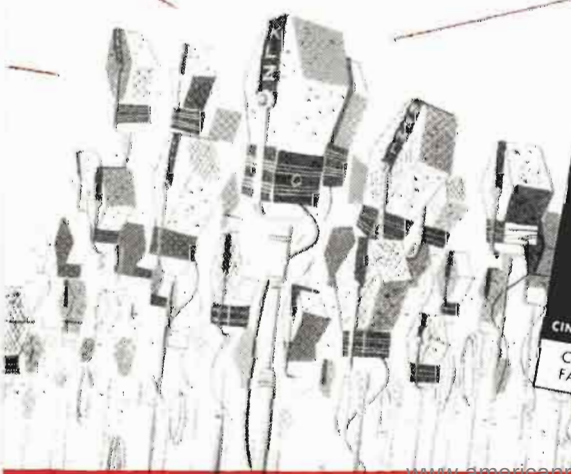
STATIONS SELL WITH WORLD TIME AND WEATHER JINGLES

. . . the first in any library service!

WIP, Philadelphia, Pa., SAYS: "World Weatherbird jingles resulted in a substantial amount of revenue . . . sold to Goebel Brewing Company of Detroit. A natural tie-in with Goebel's rooster trademark.

WRAC, Racine, Wisc., sold a profitable weather jingle campaign to Baumann Oil Co.

KRUN, Ballinger, Texas, sold a sales producing time signal campaign to local Pontiac Dealer.



WORLD SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.

488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

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20 YEARS OF RECORD SERVICE

PROCESSING
Better in dozens of ways, because of scientific testing at every step.

PRESSING
Proved better by hundreds of satisfied clients all over the world.

TAPE DUPLICATION
Guaranteed broadcast quality—now used in broadcasts everywhere.

SHIPPING
Allied's cross checking controls assure on-time delivery under any circumstance.

ALLIED RECORD
MANUFACTURING COMPANY

1041 N. LAS PALMAS, HOLLYWOOD, CALIFORNIA HOllywood 9-5107

www.americanradiohistory.com

CADENCE RECORDS

40 E. 49th St., New York City
Phone: MUrray Hill 8-6141

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada
Phone: WAlnut 2-2103

President .....Spence Caldwell
Vice Pres., Sales.....G. Norris MacKenzie
Vice Pres., Prod.....Gordon F. Keeble
Comptroller.....S. H. Coxford
Film Super.....R. H. (Dick) Sheppard
Creative Director.....John N. Heaton
Co-ordinator .....J. M. (Doc) Savage
Director.....R. M. Rose
Chief Cameraman.....Fritz Speiss
Sales Executives.....W. F. Milnes, G. B. Quinney, Hugh Bearg

Services Offered: Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players, Cinesalesman Projectors, Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

CAPITOL RECORDS DISTRIBUTING CORP.

Studio and Rec. Sales Services Div.

5515 Melrose Ave., Hollywood 38, Calif.
Phone: HOllywood 3-7114
151 West 46th St., New York 36, N. Y.
N. Y. Phone: COlumbus 5-4758

President .....Glenn Wallichs
Vice-President.....Walter S. Heebner
Eastern Sales Manager.....Herbert I. Sachs
Eastern Studio Rep.....Thomas Sheehy
Western Studio Reps.....Fred Grimes, John Seely

Services Offered: Custom recording for records and television; mastering, processing and pressing; full library of production music.

CENTURY RECORD MFG. CO.

160 West Olive Ave., Burbank, Calif.
Phone: VIctoria 9-1593

Sr. Partner.....James B. Keysor
Plant Manager.....James B. Keysor, Jr.
Sales Manager.....Richard B. Keysor

Services Offered: Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

COASTAL RECORDING CO., INC.

136 W. 52 St., New York 19, N. Y.
Phone: CIrcle 6-3900

Managing Director.....Arthur Shaer

Services Offered: Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. A complete staff for foreign transcriptions. Ampex tape recording.

COLUMBIA RECORDS, INC.

799 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-7300

President.....James B. Conkling
Executive Vice-Pres.....Goddard Lieberson
Vice-Pres. Chg. Research & Development.....James H. Hunter
Vice-Pres. Chg. of West Coast Op.....A. J. Schrade
Vice-Pres. Chg. of Sales.....Paul J. Wexler
Secretary.....Kenneth E. Raine
Treasurer.....W. G. Wilkin
General Auditor.....Arthur S. Padgett

Services Offered: Records, phonographs needles, and attachments and transcriptions.

COLUMBIA TRANSCRIPTIONS (A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.
Phone: CI 5-7300

Director.....Gilbert S. McKean
National Sales Mgr.....Al Shulman
Chicago Mgr.....Girard Ellis
Los Angeles Mgr.....William A. Wheeler

Services Offered: All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

COMMODORE PRODUCTIONS AND ARTISTS, INC.

971 N. La Cienega, Hollywood 46, Calif.
Phone: CRestview 1-7106

Pres. and Exec. Prod.....Walter White, Jr.
Associate Prod. .....Bill Heath
Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne

Services Offered: Creators and producers of tape and open-end recordings such as our "Hopalong Cassidy," "Tarzan," "The Clyde Beatty Show," AM & TV, "Down Our Way," "Strollin' Tom," etc. All are 30 min. vehicles excepting "Strollin' Tom," which is a quarter hour open end.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16, N. Y.
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day
Producer-Director .....Carol Bulkley
Production Manager.....Edith Adelson
Treasurer.....Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving as radio-TV department for advertising agencies.

DECCA RECORDS, INC.

50 W. 57 St., New York 19, N. Y.
Phone: Columbus 5-2300

Mgr., Special Service.....Edward Strauss

Services Offered: Studio rental; records pressed.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: PLaza 9-4500

President & Treasurer...Helen D. Kelleher
Vice-President .....Arthur Lubo
Vice-President.....Fred de Jaager
Treasurer.....Helen D. Kelleher
Secretary.....John Hughes Dwyer

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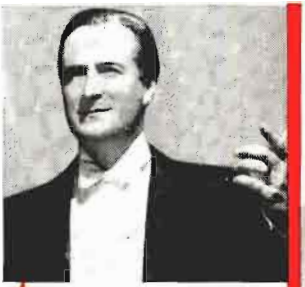
Here's dollars and cents can boost subscriber's

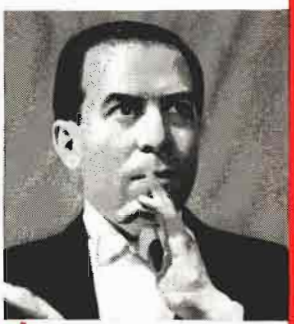
Only RCA Thesaurus gives you big name talent like this . .



★ **George Melachrino** and the Melachrino Strings have proven perfect for single or participating sponsorship. (Quarter-hour, three times a week)

★ **Gloria DeHaven**

★ **Wayne King** delights young and old . . . sponsors, too. (Half-hour, once a week)



★ **Phil Spitalny** and his All-Girl Orchestra are setting new sales records for stations everywhere. (Half-hour, once a week)

★ **June Valli**

★ **Nelson Eddy** puts on a "Penthouse Party" five times a week . . . introduces top-flight Guests who draw listeners. (Half-hour, five times a week)

★ **Johnny Desmond**

★ **Sammy Kaye** knows that everyone wants to "Swing and Sway" . . . and his popular program is "tops" with listening and dancing audiences. (Quarter-hour, three times a week)

Here are some of the many big name Thesaurus Shows for every sponsor.

"Penthouse Party"—Nelson Eddy and Guest Stars

"The Haur af Charm"—Phil Spitalny and the All-Girl Orchestra

"The Wayne King Serenade"

"Music by Roth"—Allen Roth Orchestra

"Music Hall Varieties"—Joe E. Howard, Beatrice Kay

"Concert Hall of the Air"—Arthur Fiedler

"The Melachrino Musicale"

"The Sammy Kaye Show"

"The Freddy Martin Show"

"Date in Hollywood"—Eddie Fisher, Gloria DeHaven and Hugo Winterhalter

"Sons of the Pioneers"

"Hank Snow and His Rainbow Ranch Boys"

"Music of Manhattan"—Johnny Desmond, June Valli

"The Singing Americans"—Frank Black Chorus & Roger Wagner Chorus

"Music to Dream By"

www.americanradiohistory.com

proof that RCA *Thesaurus* income by over $5,000 a year

backed by plus commercial features like these:

Sales tools and program aids like these put Thesaurus out in front . . . and keep it there.

- Brilliant weekly continuity service
- Exclusive monthly Marketing Bulletins
- Tremendous Jingl-Library (over 2,000 individual jingles)
- Exclusive "Sell Effects" (Sound Effects that Sell)
- Attention-Getting Sound Effects
- Sponsor-Selling audition discs
- Sales Clinching brochures
- Audience Building Promotion Kits
- Mood and Theme Music for every program building need
- Easy-to-sell big name Holiday Shows
- Attention-Getting Time and Weather Jingles
- Ear-catching Station Breaks
- "Quickie" tunes for participating programming

A complete package of hard-hitting Sales Tools

1954 year-end survey of hundreds of subscriber stations showed income due exclusively to Thesaurus programs and features averaged over $5,000 per subscriber. Yes, the proof that *Thesaurus means profits* comes from those who best know its tremendous value – Thesaurus subscribers themselves. Why is Thesaurus so successful in helping make sales to sponsors? The answer is unmatched, big-name entertainment . . . plus easy-to-sell commercial features and advantages no other program service offers. Get in touch with the RCA Recorded Program Services Representative nearest you (or contact 630 Fifth Ave., New York, N. Y.) and learn how you, too, can profit more ways with Thesaurus. Write, wire, or phone today, Dept. R-1.

RCA's Thesaurus... The Library That Pays Its Own Way!

RCA recorded program services

TMKS. ®

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOllywood 4-5171
522 Forsyth Bldg., Atlanta 3, Ga.—LAmar 7703
1907 McKinney Ave., Dallas 1, Tex.—RIverside 1371

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New! Ultra Modern!

You may be confident of the most professional finished product when you entrust your recording to OLMSTED.

OLMSTED SOUND STUDIOS, INC.

ONE EAST FIFTY FOURTH STREET, NEW YORK 22, N. Y.

PLAZA 5-1646

www.americanradiohistory.com

Services Offered: Tape—Disc recording Studios—Remote work. Production—Talent.

FINE SOUND, INC.

711 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-5400

President.....C. Robert Fine
Exec. V.P.....Elmer O. Wilschke
Chief Eng.....Jack J. Clink
Recording Super.....George Piros
Sales Director.....Betty Jane Keilus

Services Offered: Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes. 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

MITCHELL GERTZ AGENCY, INC.

338-44 N. Rodeo, Beverly Hills, Calif.
Phone: CR 4-5491

Owner .....Mitchell Gertz
TV Head.....Ralph Rogers

Services Offered: TV program production, scripts, package TV programs, talent TV film production.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

Branch Offices: London, Eng.; Sydney. Aust.; Toronto, Can.

General Manager.....Harry S. Goodman
Sales Mgr., Radio Dir..Everett F. Goodman
Office Manager.....William Baron
Musical Director.....Dick Manning
Secretary.....H. D. Knuth

Services Offered: Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

GOTHAM RECORDING CORP.

2 West 46th St., New York 19, N. Y.
Phone: JU 6-5577

President.....Herbert M. Moss
Vice-President.....Stephen F. Temmer
Comptroller-Treas.....Robert M. Volkell
General Manager.....Harry F. Landon

Services Offered: Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa.
Phone: GRant 1-3696

President .....George Heid
V.P., Treas.....Margaret Heid
Chief Engineer.....Arthur Romer
Musical Director.....Everett Neill

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

MARY HOWARD RECORDINGS

37 E. 49 St., New York 17, N. Y.

EMPIRE
for
RECORDING
TAPE-DISC
•
AIR-CONDITIONED STUDIOS
•
AIR/LINE CHECKS AM-FM-TV
•
REMOTES
•
TAPE-EDITING
•
SHIPPING—DELIVERY
•
LIBRARY SERVICE
•
For the finest sound on disc, tape . . . call
Empire Broadcasting Corp.
480 Lexington Ave.
New York 17, N. Y.
PLaza 9-4500

www.americanradiohistory.com

Mood Music
for
TV FILMS
INDUSTRIAL
DOCUMENTARY FILMS
and FEATURE
Motion Pictures

Five complete recordings of the following libraries:

PAXTON — BOSWORTH — BRULL — ODEON —
AND
FRANCIS DAY & HUNTER

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

MAJOR RECORDS

SEND FOR FREE CATALOGUE

THOMAS J. VALENTINO, INC.
Established 1932
150 West 46th Street
Dept. RD
New York 36, N. Y.

Music Clearance on Above Catalogues Arranged by Our Firm

Phone: PLaza 8-2910
Owner .....Mary Howard
Chief Engineer.....Deryck Waring
Sales & Promotion.....Marjorie Lambert
Office Manager.....Gretchen C. Howard
Services Offered: Studio facilities, Hammond organ, Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 33 rpm. Off-the-air, line and studio recordings. Tape editing.

ESTELLA H. KARN

49 West 45th St., New York 19, N. Y.
Phone: JUdson 2-2170
Owner.....Estella H. Karn
Services Offered: Recording, program production and packages.

KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President (Dir.).....Sidney J. Wolf
Vice-President (Dir.).....Joseph Bayer
Vice-President.....Noel A. Rhys
Vice-President.....Edwin R. Peterson
Vice-President .....William Bayer
Secretary-Treasurer (Dir.).....Arthur Wolf
580 Fifth Ave., New York, N. Y.
Phone: PLaza 7-1460
V.-P., East. Sales Dir.....Noel A. Rhys
Acct. Executive....Charles A. Hammarstrom
Office Manager.....Eve Waldo
Director of Research.....John Scanlan
111 W. Washington St., Chicago, Ill.
Phone: State 2-6303
President.....Sidney J. Wolf
Vice-President.....Edwin R. Peterson
Secretary-Treasurer .....Arthur Wolf
Dir. of Station Relations.....Blanche Stein
Traffic Manager.....Kay Coustan
Program Director.....Jane McFadgen
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 3-2910
Vice-President .....William Bayer
Account Executive.....Henry G. Eschen
75 Post St., San Francisco
Phone: SUtter 1-7440
Account Executive.....Don Kerwin
Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 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 the Keystone Primary Coverage Area total more than 25,000,000 based on Nielson Reports, or one-half millivolt where the Nielson Report is not available.

www.americanradiohistory.com

LANG-WORTH FEATURE PROGRAMS, INC.

113 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-5700

President.....C. O. Langlois
Secretary.....John D. Langlois
Vice-President.....W. O'Keefe
Mgr. of West Coast Oper..Hugh S. Allen, Jr.

Services Offered: Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
N. Y. *Phone*: Dunkirk 4-4191

President.....C. P. MacGregor
Manager.....George R. Jones

Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

MAGNETIC SOUND, INC.

4803 Grand Ave., Des Moines, Iowa

Pres., Gen. Mgr.....Stuart Steelman
Chief Engineer.....John Beatson
Sales.....Richard H. Gurley, Jr.

National Sales for US handled by
Universal Broadcasting System
2193 Commonwealth Ave., Boston 35, Mass.

Services Offered: The world's largest tape duplication service, through the Dupli-Recording Process tape masters are copies in large numbers (40 at a time) for tape networks, and transcription services.

MAGNE-TRONICS, INC.

122 East 42nd St., New York 17, N. Y.
Phone: MU 7-3935

President.....Percy L. Deutsch
Vice-Pres.....Thomas L. Clarke, Jr.
V.P., Prog. Dir.....Joseph F. Hards
Sales Marketing Mgr.....Roger L. Thaxter

Services Offered: Producers of long-playing magnetically-recorded Musical Tapes for on-premise background use and for central studio transmission. Processors of special program material on tape for religious, educational and industrial use.

MASTERPIECE RECORDING CO.

28 West 44th St., New York 36, N. Y.
Phone: LO 4-3808

President.....Bernard Zisser
Vice President.....Paul C. Baldwin
Sec'y & Treas.....Nathan Levy

Services Offered: Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

FRED C. MERTENS & ASSOCIATES

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135

Sales Manager.....George L .Price

*** PROVEN QUALITY!**

COASTAL RECORDING COMPANY, INC.

COASTAL "40"
80 West 40th Street

COASTAL "52"
136 West 52nd Street

New York, N. Y. — CIrcle 6-3900

- Complete recording facilities • 16MM film synchronization
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- Fine quality • Dependable rapid service • Experienced personnel . . . have resulted in a representative clientele.

* Proven by repeated patronage of New York's finest advertising agencies.

ARTHUR SHAER
Managing Director

www.americanradiohistory.com

Services Offered: 156 five-minute transcribed spots, Miracles of Faith, open in middle and at each end.

M G M RECORDS

701 Seventh Avenue, New York, N. Y.
Phone: CIrcle 5-4820

General Manager.....Frank B. Walker
Advertising & Promotion...Sol Handwerger
Artist & Repertory.....Harry Meyerson

Services Offered: Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

CHARLES MICHELSON, INC.

15 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695

President .....Charles Michelson
Divisional Sales Mgr.....Ray Linton

Services Offered: Open end dramatic and musical transcribed feature programs. Gennett and Speedy-Q Sound Effect Libraries.

MODERN RECORDING STUDIO

55 W. Wacker Drive, Chicago 1, Ill.
Phone: FI 6-4183

Owner.....Edwin M. Webb

Services Offered: Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

MUSICOMMERCIALS

344 W. 72 St., New York 23, N. Y.
Phone: TRafalgar 4-1999

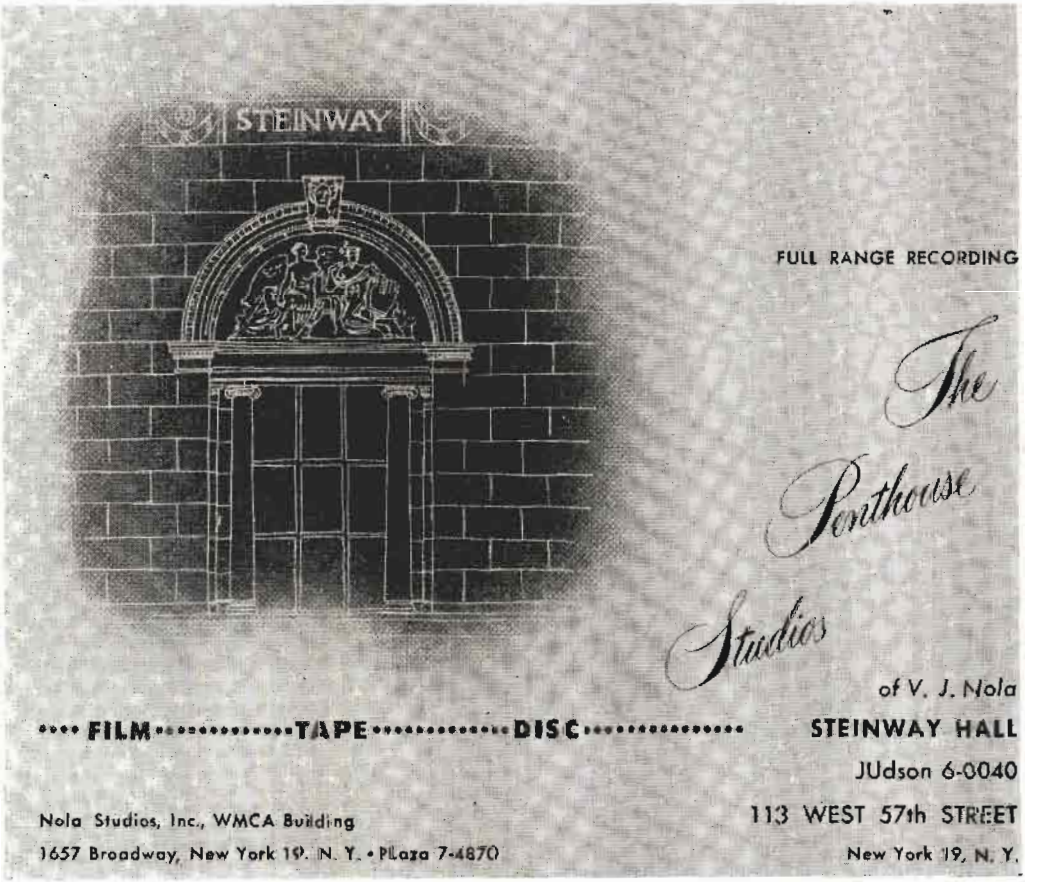
President .....Frank Novak
Radio-TV Producer.....John Gunn
Mgr., Writer.....Lewis Reid
Associate Producer.....Betty Marshall
Promotion Manager.....Richard Davis

Services Offered: Creators of live or transcribed radio and television spots and jingles. Overall production including talent, musicians and all mechanicals for the convenience of out-of-town agencies. Musical variety formats with mass appeal for both radio and TV.

MUZAK CORPORATION

229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

President.....Harry E. Houghton
Exec. Vice Pres.....Charles C. Cowley
Vice Pres., Treas.....John R. Andrus
Vice Pres., Sp. Ser...Alexander B. Motenko
V.P., Eng. & Research...Emil F. Hembrooke
V.P., Adv., Pro., Pub.,
Pub. Relations....Edward Hochhauser, Jr.
New York Operations



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V.P. in Chg.....Ethel W. Maclean
Associated Program Service Division
V.P. & Gen. Mgr.....Edward Hochhauser, Jr.
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other places where people congregate. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films).

NBC RADIO RECORDING DIVISION

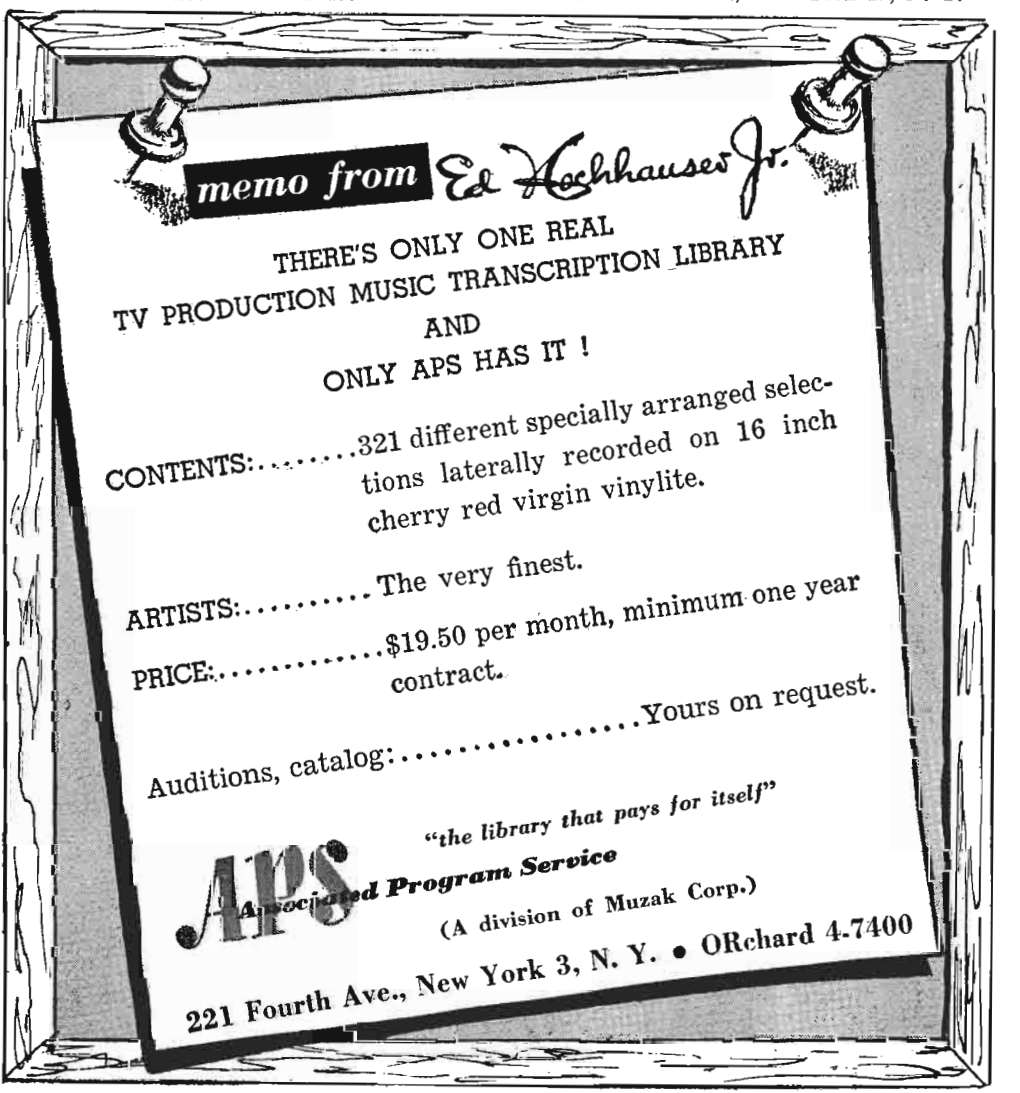
30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-8300
Manager.....Henry P. Hayes
Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8300
Manager.....M. P. Eisenmenger
Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400
Sunset & Vine Sts., Hollywood 28, Calif.
Phone: HOllywood 9-6161
Manager.....A. M. Wooley
Services Offered: Recording, program production, scripts, package programs, and talent.

OLMSTEAD SOUND STUDIOS, INC.

1 East 54th Street, New York, N. Y.
Phone: PLaza 5-1646
President.....Henry C. Olmstead
V.P. & Sec.....Richard B. Olmstead
Services Offered: Complete facilities and engineering for tape, disc, and film work. Mobile equipment in all three media. 35 mm, 16 mm. Complete program production service.

THE PENTHOUSE STUDIOS OF V. J. NOLA

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



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Phone: JUdson 6-0040
WMCA Bldg. 1657 B'way, New York 19, N. Y.
Phone: PLaza 7-4870
President.....Vincent J. Nola
Vice President.....V. Thomas Nola
Chief Engineer.....Stanley Bumbly
Film Division Mgr.....V. T. Nola
Services Offered: Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
President.....Frank J. Starzel
Vice-Pres., Mgr.....Oliver Gramling
Services Offered: Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
Phone: Globe 6-2135
President.....George Logan Price
Sales Manager.....S. M. Lauch

HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT

Speed: Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

Savings: Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

Quality: The outstanding feature of every RCA VICTOR Transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details. Dept. RY-101.
630 Fifth Ave., New York 20, N. Y.—JUdson 2-5011
445 N. Lake Shore Dr., Chicago 11, Ill.—WHitehall 4-3215
1016 N. Sycamore Ave., Hollywood 38, Calif.—HOllywood 4-5171
1525 McGavock St., Nashville 3, Tenn.—NAshville 5-6691

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HIS MASTER'S VOICE
custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

Services Offered: Radio transcriptions of morale-building, constructive, open-end 15- and 30-minute programs. Scripts, ideas, commercial tie-ins, production, and advice on talent availabilities. **(Not a talent agency.)**

RCA VICTOR CUSTOM RECORD SALES DIV.

630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
Vice-Pres., Gen. Mgr.....Emanuel Sacks
Manager.....James P. Davis
Artist & Repertoire Mgr.....Ben Selvin
Advtg. & Prom. Mgr.....Frank J. O'Donnell

Custom Record Sales Sections

Manager.....D. J. Finn
Chicago Manager.....A. E. Hindle
Hollywood Manager.....R. C. Bucholz
Nashville Manager.....Geoffrey B. Bennett
N. Y. Mgr. Orders & Service
Richard E. Bylandt
N. Y. Sales Rep. (Phonograph Records).....Ralph C. Williams
N. Y. Slide Film Rep...Marjorie B. Tahaney
N. Y. Sales Rep.....James R. Cunnison
Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
Central Northeast
Sales Manager.....William F. Reilly
Western Sales Manager.William C. Gartland
Northeastern Sales Rep.....George Field

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Southeastern Sales Rep...Wallace D. Cochran
Central Sales Rep.....Hugh Gravel
Southwestern Sales Rep.....Robert Fender
Central Northeast Sales
Rep. (Chicago).....Gus Hagenth
Mgr. Sales Service.....Chas. Broderick
Mgr. Comm'l Research.....Donald D. Axt
Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices
630 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-5011
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3530
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 4-5171
522 Forsythe Bldg., Atlanta 3, Ga.
Phone: Walnut 5948
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371
1525 McGovock St., Nashville, Tenn.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
Phone: JUdson 2-5130
Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Assoc. Dir. of Svcs.....Sandra Munsell
Mng. Dir. of Prod.....J. H. Macdonell
Program Coordinator.....Eileen Ellis
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO RECORDERS

7000 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 3-3382
Chair. of Bd., Secy. & Treas....H. DeVoe Rea
President.....G. Howard Hutchins
Vice-President.....J. Joseph Sameth
Vice-President.....H. L. Bryant
Vice-President.....E. F. Dummel
Service Offered: Complete recording facilities.

RADIOZARK ENTERPRISES, INC.

606 St. Louis St., Springfield, Mo.
Phone: 2-4422
Vice-President, Mgr.....E. E. Siman, Jr.
Vice-President, Mgr.....John B. Mahaffey
Services Offered: Transcribed and network country music features. Current programs: Tennessee Ernie Show, Red Foley Show, Smiley Burnette Show, Bill Ring Show, Saddle Rockin' Rbythm, Carter Sisters & Chet Atkins Show, ABC Network's Ozark Jubilee.

REEVES SOUND STUDIOS, INC.

304 East 44th St., New York 17, N. Y.
Phone: OREgon 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Mgr.—Disc Div.....John Vorisek
Chief Engineer.....Lyman J. Wiggan
Services Offered: Sound recording for motion pictures and television, transcriptions.

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37 East 49th St., New York, New York — Plaza 8-2910

To Our Many Friends . . .

Thanks for all your help in making our first two years so successful.

As we enter our third year we further dedicate ourselves to produce the finest in recorded entertainment.

Cordially,
Leonard Wolf
General Manager

Hear Your Favorite
DOROTHY COLLINS and
RAYMOND SCOTT Recordings
78 RPM 45 RPM 33 1/3 RPM

AUDIVOX
SOUND ENHANCEMENT
DIVISION OF UNIVERSAL RECORDING CO., INC.

• AUDIVOX RECORDS
• 140 West 57th St.
• New York, N. Y.

www.americanradiohistory.com

ROCKHILL RECORDING

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President .....Janet Taylor
Manager.....Leo J. Launer
Chief Engineer.....Herbert Kaplan
Sales Manager (Recording)..Fred Freeman

Services Offered: Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 5-5365

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....Robert S. Stone
Publicity & Prom.....Alice J. Heinecke
Traffic.....I. K. Weiss

Services Offered: Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including specal continuities for holidays. Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

THE CHARLES E. SKINNER PRODUCTIONS

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-6915

Exec. Producer-Director..Charles E. Skinner
General Manager.....Ray Rand
Musical Directors.....Skitch Henderson, Ted Royal, Drummond Drury, William Storz (IATSE)
Assoc. Prod., West Coast Rep...Albert Kelley
Sales Manager.....Howard Blackmore

Services Offered: Creators, Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood. National Television, theatrical, non-theatrical distribution in United States, Canada, Mexico, and South America.

HARRY SMITH RECORDING STUDIOS, INC.

48 West 48th St., New York 36, N. Y.
Phone: CI 6-5171

President .....Harry Smith

Services Offered: Recording studios, transcription service, air checks, etc.

K. R. SMITH (Division of) RALEIGH RECORDS, INC.

619 W. 54 St., New York 19, N. Y.
Phone: JUdson 2-3791

V.P. and Sales Mgr.....K. R. Smith
Customer Service.....Ben Goldman

Services Offered: Processing, pressing, shipping and handling all sizes and types of transcriptions and phonograph records. Recording studio available.

My
Sincere Thanks
for your help in
making it all
possible.

Archie Bleyer

cadence
RECORDS INC. 40 EAST 49TH ST. NEW YORK 17, N.Y.

M-G-M Records

The Greatest Name

In Entertainment

78 RPM

Extended Play Albums

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TELAVIX STUDIOS, INC.

216 Tremont St., Boston 16, Mass.
President.....Richard L. Colten
National Sales.....Universal Bcstg. System
Exec. Sec'y.....Mrs. M. Jones
Services Offered: TV films, air checks, tape master, full studio transcription services, film and tape editing rooms.

L. S. TOOGOOD RECORDING CO.

221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner.....L. S. Toogood
Services Offered: Transcription service and magnetic tape duplicating.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y.
Phone: JUdson 2-3530
President.....M. E. Moore
General Manager.....Norm Bart
Services Offered: A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

TRANSCRIPTION SALES, INC.

117 W. High St., Springfield 35, O.
Phone: 2-4974
President.....J. P. Williams
Executive Vice-Pres.....John S. Zarka
Office Manager.....Bess Deck
Services Offered: Open end transcriptions —quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Emile Cote, Curley Bradley, The Golden Gate Quartet.

RICHARD H. ULLMAN, INC.

295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 2066
President.....Richard H. Ullman
Exec. V.P.....Marvin A. Kempner
Treasurer.....Edward H. Kavinoky
Production Manager.....Bill Jacobs
Services Offered: Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; $Dollar Derby$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

UNITED FILM & RECORDING STUDIOS

301 East Erie St., Chicago 11, Ill.
Phone: SUperior 7-9114
Gen. Mgr. & Exec. Producer...Wm. L. Klein
Exec. Vice-President.....Wm. C. Hutchings
Management .....Egmont Sonderling
Office & Studio Mgr.....John Brunn
Services Offered: Everything on film, discs and tape. Two large film stages. Modern equipment for audio and video.

UNITED RECORDING LABS.

1650 Broadway, New York 19, N. Y.
Phone: CI 7-3718, 2089
Partners.....George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.

6757 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 9-8282
General Manager.....Roger LeFont
Services Offered: All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

UNIVERSAL RECORDING CORP.

111 E. Ontario St., Chicago 11, Ill.
Phone: MI 2-6465
President.....Milton T. Putnam
Vice-President.....A. B. Clapper
Secretary-Treasurer.....Robert A. Weber
Office Manager.....Belinda Richmond
Controller .....Tony Parri
Services Offered: Recording, transcriptions, package programs, masters, pressings, and sound track for slide

THOMAS J. VALENTINO, INC.

150 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4675
President.....Thomas J. Valentino
Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino
Gen. Mgr. & Sec.....Peter J. Riolo
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 3-6811
Owner.....H. Dixon McCoy
Services Offered: Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

WORLD BROADCASTING SYSTEM

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
5255 Clinton St., Los Angeles, Calif.
President.....John L. Sinn
Chairman of Board.....Frederic W. Ziv
Vice-President.....Robert W. Friedheim
General Manager.....Pierre Weis
Sales Manager.....Dick Lawrence
West Coast Mgr.....James L. Weathers
Services Offered: Sales and program transcription service for radio and TV.

ZAHLER MUSIC LIBRARY

918 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: BRadshaw 2-9337
President .....Gordon Zahler
Services Offered: Background music for TV filmed series.

FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.
Phone: PLaza 1323
488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700
President.....Frederic W. Ziv
Vice-President (Executive)...John L. Sinn
V.P., Chg. of Sales.....Alvin E. Unger
V.P., Chg. of Prod.....Herb Gordon
Treasurer.....Joseph L. Moore
Services Offered: Transcribed radio programs for local and regional sponsorship.

www.americanradiohistory.com

World Broadens Programming Scope To Re-Focus Radio Selling

□ □ □ □ □ □

By **PIERRE WEIS**
General Manager
World Broadcasting System

THE basic strength of radio lies in the important services it can perform for the local listener and the local and regional advertiser. As long as radio is beamed in this direction, as long as radio offers the local listener the type of program he desires, and the local and regional advertiser the type of programming he needs to put across his sales message, radio will continue as a potent advertising force.

□ □ □

For radio, after all, is depended on by the American people to provide a continuous flow of information and entertainment hour after hour . . . from early morning until late at night, and very often through the night. As long as it fulfills this function, radio will remain strong.

The function, in fact the responsibility, of a library service is to provide stations with programming features and sales tools designed to attract both listener and advertiser response.

□ □ □

We at World Broadcasting System face this as our major responsibility to our customers. In the changing picture of radio selling, World has broadened the scope of its program and sales service to embrace scores of new ideas for attracting more advertising dollars to stations. These services are now being performed for our more than 1000 affiliates who recognize the need for a new look in radio.

□ □ □

One example of World's willingness to broaden its scope is "The Betty Grable-Harry James Show," one of the most startling new concepts in programming ever developed by a library service.

For the first time in library service history, a full hour program, designed for five-day-a-week, across-the-board programming was furnished to local stations at no talent or program fee. A nominal disc charge of one dollar per second was set to partially offset physical manufacturing costs.

The success of this program can be seen in the fact that a large list of stations, including many network affiliates, have scheduled the Grable-James Show for night time listening, and have sold it to important national, regional and local advertisers.

As the first important new feature of our 1955 schedule, we sent to World affiliates a package of seven musical program series for across-the-board scheduling, 52 weeks a year, the largest such package ever made available by a library service.

□ □ □

This package of new shows, in half-hour and quarter units, provides stations with almost 12 hours of programming per week, plus the opportunity to sell 111 spot announcements per week.

It is in programming of this type that radio finds a quick appeal to listeners, and a ready market among advertisers. Quality programs within the price range of local and regional advertisers, and quality programming which will put across the sponsor's sales message to the widest possible audience.

□ □ □

But programming of this type is only one of the sales tools needed by local stations. Equally as important is the need for attention-getting merchandising aids tied in to special advertiser classifications, special campaigns, seasons of the year, sporting events, and holiday occasions.

□ □ □

All of these programs, all of these promotions, are designed specifically to help station affiliates make additional time sales to local and regional advertisers. If radio makes full use of such services, it is certain to continue as a potent force among all advertising media.

www.americanradiohistory.com

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS
GUILDS — ASSOCIATIONS — RADIO-TV GROUPS

□ □ □

ACADEMY OF TELEVISION ARTS AND SCIENCES

Hollywood Athletic Club, 6525 Sunset Blvd.,
Hollywood 28, Calif.
HO 3-8942

OFFICERS

President ..... Don DeFore
1st Vice-President ..... Hal Hudson
2nd Vice-President ..... Robert J. Black
Secretary ..... Shirley Thomas
Treasurer ..... Thomas McCray
Recording Secretary ..... Gale Storm
Secretary to Treasurer ..... Sara Haney Stevens
Corresponding Secretary ..... Mildred Beach
Director-at-large ..... Danny Thomas
Director-at-large ..... Barbara Britton
Director-at-large ..... Betty Mears
Director-at-large ..... James T. Aubrey, Jr.
Director-at-large ..... Harry Koplan

FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.
PLaza 7-7660

OFFICERS

President ..... Ralph Bellamy
1st Vice-President ..... Maurice Evans
2nd Vice-President ..... Bill Ross
3rd Vice-President ..... Frederick O'Neal
4th Vice-President ..... Margalo Gillmore
Treasurer ..... Paul Dullzell
Recording Secretary ..... John Effrat
Exec. Sec. ..... Angus Duncan
Counsel ..... Herman E. Cooper

BRANCH OFFICES

720 Bittersweet Pl., Chicago 13, Ill.
6636 Hollywood Blvd., Hollywood 28, Calif.
216 Pine St., San Francisco 4, Calif.

COUNCIL

Joseph Anthony, George Britton, Thomas Chalmers, Edwin Clay, Donald Cook, Robin Craven, Doris Dalton, John Drew Devereaux, Mildred Dunnock, John Emery, Paul Ford, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gateson, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Rusty Lane, Carmen Mathews, Ruth Matteson, Frank Maxwell, Ruth McDevitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roehrick, Polly Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, David Wayne, Jane White, Eleanor Wilson, Lois Wilson.

THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.
JUdson 2-1520

OFFICERS

Chairman ..... Stuart Peabody
Vice-Chairman ..... Louis N. Brockway
Vice-Chairman ..... Leo Burnett
Vice-Chairman ..... John C. Sterling
President ..... Theodore S. Repplier
Vice-President ..... Allan M. Wilson
Vice-President ..... George P. Ludlam
Secretary ..... Frederick R. Gamble
Treasurer ..... Paul B. West
Radio-TV Director ..... Gordon C. Kinney
Pub. Rel. Director ..... Maxwell Fox

BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repplier, President.
203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.
1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166. R. C. Coleson, West Coast Representative.
425 Bush Street, San Francisco 8, Cal. GA 1-6868. Charles W. Collier, (AAW).

FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA

330 W. 42nd St., New York 36, N. Y.
BRyant 9-0430

OFFICERS

President ..... Elon G. Borton
Chairman of Board ..... Wesley I. Nunn
Secretary ..... Viola Erickson
Treasurer ..... Ben R. Donaldson

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION

11 W. 42 St., New York 36, N. Y.
LOngacre 3-5100

OFFICERS

Chairman ..... Marion Harper, Jr.
Vice-Chairman ..... Fred B. Manchee
President ..... Edgar Kobak
Treasurer ..... E. P. Seymour
Managing Director ..... A. W. Lehman
Technical Director ..... D. B. Lucas
Secretary ..... Edward F. Herrick

FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board ..... William R. Baker, Jr.
Vice-Chairman ..... Henry G. Little
President ..... Frederic R. Gamble
Secretary-Treasurer ..... Robert E. Grove
Vice-President ..... Richard L. Scheidker

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Vice-President ..... Richard Turnbull
Secretary to Committee on Broadcast Media ..... Kenneth Godfrey

FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members

AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.
COrtlandt 7-1374

OFFICERS

President ..... Joseph P. Selly
Secty.-Treas. ..... Jaseph F. Kehoe
Publicity Director ..... Charles Silberman

BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa. Phone: LO 4-1251. Mort Borrow, Chairman.

Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

Pres. ..... James C. Petrillo
Vice-Pres. ..... C. L. Bagley
Secretary ..... Leo Cluesmann
Treasurer ..... Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.

220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44th St., New York 36, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President ..... Frank Nelson
1st Vice-President ..... Vinton J. Hayforth
2nd Vice-President ..... John Gannon
3rd Vice-President ..... Hal Wallis
4th Vice-President ..... Jim Lewis
5th Vice-President ..... Tyler McVey
6th Vice-President ..... Ernie Winstanley
7th Vice-President ..... Ray Michael
Recording Secretary ..... Janet Baumhover
Treasurer ..... Elizabeth Morgan
National Executive Secretary ..... George Heller

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. HOllywood 4-5125. Claude L. McCue, Western Regional Director.

102 E. Hubbard St., Chicago 11, Ill. WHitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated witih A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 46th St., New York 36, N. Y.
COlumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President ..... Lawrence Tibbett
President ..... John Brownlee
1st Vice-President ..... Jascha Heifetz
2nd Vice-President ..... Leopold Sachse
3rd Vice-President ..... Betty Stone
4th Vice-President ..... Astrid Varnay
5th Vice-President ..... James Pease
Treasurer ..... Jerome Hines
Recording Secretary ..... Elizabeth Hoeppel
National Executive Secretary ..... Hyman R. Faine

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.

216 Pine St., San Francisco, Calif. Phone: SU 1-0855. Theodore Hale, Rep.

215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.

134 N. LaSalle, Chicago, Ill. Phone: FI 6-0787. Sanford Wolff, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y.
CIrcle 6-7130

OFFICERS

President ..... Jackie Bright
Nat. Adm. Sec. ..... Jack Irving

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois
MU. 4-5267

OFFICERS

President ..... Thomas G. MacGowan
Vice-President ..... Ira D. Anderson
Vice-President ..... Arno H. Johnson
Vice-President ..... William R. Spurlock
Secretary ..... Hugh G. Wales
Treasurer ..... Chas. W. Smith
Executive Director ..... Wm. C. Gordon, Jr.

BRANCH OFFICES

32 Chapters in 33 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President ..... Richard W. Slocum
Vice-President ..... William Dwight
Secretary ..... W. J. Blackburn
Treasurer ..... W. L. Fanning
General Manager ..... Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Manager.

ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 8159. Roy W. Prince, Acting Technical Research Director.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y.
MUrray Hill 8-8800

President ..... Stanley Adams
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BRANCH OFFICES

In all principal cities throughout the United States.

FUNCTIONS

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN WOMEN IN RADIO AND TELEVISION, INC.

70 East 45th St., New York 17, N. Y.
MUrray Hill 9-8520

OFFICERS

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WSPA, Spartanburg, S. C.
Vice-President ..... Bette Doolittle
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Executive Secretary ..... Betty Chapin
AWRT, New York City

DIRECTORS

Jane Barton, New York State Radio-Motion Picture Bureau, Albany; Betty Barnett, KSD-TV, St. Louis Nena Badenoch, National Society for Crippled Children & Adults, New York; Betty Ross, NBC, Chicago; and Gertrude Trobe, WBVP, Beaver Falls, Pa.

CHAPTERS

New York City, Western New York, Philadelphia, Atlanta, San Diego, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota). Sooner Chapter, (Okla.); Ohio.

FUNCTIONS

American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

ARTISTS' REPRESENTATIVES ASSOCIATION, INC.

1270 Ave. of the Americas, New York 20, N. Y.
Circle 6-1379

OFFICERS

President ..... Eddie Elkort
Vice-Presidents ..... John F. Dugan, Art Weems, Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
Secretary ..... Milton Berger
Treasurer ..... Joseph Singer
Assistant Secretary ..... Ruth L. Simonson
Counsel ..... Jack J. Katz

BRANCH OFFICES

203 N. Wabash Ave., Chicago, Ill.
754 Century Bldg., Pittsburgh, Pa.
116 New Montgomery, San Francisco, Calif.
301 Fox Bldg., Detroit, Mich.

FUNCTIONS

Trade Association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC.

589 Fifth Ave., New York 17, N. Y.
1 West 47th St., New York 36, N. Y.
PL 9-8470

Chrm. of Board ..... Sydney M. Kaye
President ..... Charles A. Wall
Vice Presidents ..... Richard F. French, Benjamin V. Grasso, Karl F. Bauer
Secretary ..... Robert J. Burton

BRANCH OFFICE

1549 No. Vine St., Hollywood Calif. Carl Post, Mgr.

FUNCTIONS

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario
EMpire 3-8046

OFFICERS AND DIRECTORS

President ..... Robert E. Day, Bulova Watch Co.
Exec. Vice-Pres. ..... M. M. Schneckenburger, House of Seagram

FUNCTIONS

This association was incorporated in March 1917. For 38 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President ..... Paul B. West
Vice-President ..... Lowell McElroy
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Secretary ..... Peter W. Allport
Chairman of the Board ..... E. G. Gerbic
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Vice-Chairman ..... E. W. Ebel
General Foods Corp.

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS

24 East 39th St., New York 16, N. Y.

President ..... H. V. Kaltenborn
Vice-President ..... William Costello
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Executive Committee ..... George Fielding Eliot, Merrill Mueller, Leon Pearson
Secretary ..... John MacVane
Treasurer ..... Cesar Saerchinger
Asst. Secy.-Treas. ..... John W. Vandercook

FUNCTIONS

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Merle Miller
Vice-Pres. ..... William Schirer
Secretary ..... Phyllis McGinley
Membership Secretary ..... Edith Mackin

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COUNCIL

Martha Albrand, Cleveland Amory, Betsey Barton, Evelyn Barkins, Howard Breslin, John Brick, Samuel Gratton, John Hersey, Helen Hull, Leonard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Phyllis McGinley, Ralph Moody, Ann Petry, Henry F. Pringle, Marjorie Hillis Roulston, Budd Schulberg, Max Shulman, Rex Stout, John T. Winterich, Theodore H. White, Herman Wouk, Margaret Cousins, Alan Green, Norman Katkov, Irmengarde Eberle Koehler.

FUNCTIONS

National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Rex Stout
Vice-Pres. ..... John Hersey
Secretary ..... Erik Barnouw
Exec. Sec. ..... Luise M. Silicox
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FUNCTIONS

The national business organization of authors and dramatists.

BRAND NAMES FOUNDATION, INC.

37 West 57th St., New York 19, N. Y.
PLaza 9-8425

OFFICERS

Chairman of the Board ..... Barry T. Leithead
(President, Cluett, Peabody & Co., Inc.)
Vice-Chairman ..... Don Francisco
(Vice-President, J. Walter Thompson Co.)
Vice-Chairman ..... James Hill Jr.
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(Vice-President, CBS-Columbia, Inc.)
President ..... Henry E. Abt
Vice-President ..... Nathan Keats

FUNCTIONS

Conducts a national program of educational activity, to get across to the public the tremendous importance of brand responsibility and free choice of brands.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.
Circle 7-0656

OFFICERS

North American Rep. ..... Basil Thornton
Program Director ..... Alec Sutherland
Program Assistant ..... Lillian Lang
TV Officer ..... A. Singer
Transcription Assistant ..... Marian Moss
Chief Engineer ..... Arthur S. Toby

BRANCH OFFICES

United Nations Office Room C-309, United Nations, N. Y. PLaza 4-1234, Ext. 3121. F. O. Walker, U. N. Correspondent.

Natl. Press Bldg., Washington, D. C. Phone: Executive 3-1465. Christopher Serpel, Washington correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

BROADCASTING AND FILM COMMISSION, NAT'L COUNCIL OF CHURCHES

220 Fifth Ave., New York 1, N. Y.
ORegon 9-2968

OFFICERS

Exec.-Director ..... S. Franklin Mack
Asst. Exec. Dir. ..... W. B. Goodman
Director of Television ..... A.bert Crews
Business Manager ..... Arthur W. Rhinow
Director of Films ..... Alexander B. Ferguson
Director of Radio ..... Ben E. Wilbur

BRANCH OFFICE

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7464. George Heimrich, Director. Radio & TV

FUNCTIONS

The Broadcasting and Film Commission produces network radio and television programs, radio transcriptions, and television films representative of Protestant and Orthodox Churches.

BROADCAST MUSIC, INC. (BMI)

589 Fifth Ave., New York 17, N. Y.
PLaza 9-1500

OFFICERS

President ..... Carl Haverlin
Vice-President—General Counsel ..... Sydney M. Kaye
Vice-Pres. in charge of Finance & Treasurer
Charles A. Wall
Vice-Pres. in charge of Publisher and Writer Relations, Sect. ..... Robert J. Burton
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BMI CANADA, LTD.

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm. Harold Moon, Asst. Gen. Mgr.

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Vice-President ..... Harry P. Somerville
Chicago Office, 360 N. Michigan Ave.; Andover 3-5394. Stan Myers, Mid-West Representative.
Los Angeles, 1549 N. Vine St., Hillside 7-7447; Lawrence Conti, Far-Western Representative.

PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.
Chicago Office, 360 N. Michigan Ave. Andover 3-5349. Jimmie Cairns, Professional Representative.
Hollywood, Calif. Office: Wm. Walters, 1549 N. Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

FUNCTIONS

The functions of BMI are (1) To coordinate and license the performing rights to music of a group of affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

THE BUREAU OF BROADCAST MEASUREMENT

85 Richmond Street West,
Toronto 1, Ontario, Canada
EMpire 3-8046

President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.
Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.
Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.

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DIRECTORS

William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto; Neil Morrison, Canadian Broadcasting Corp., Ottawa; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; J. Arthur Dupont, Radio Station CJAD, Montreal.

Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa 4, Ont.
3-4036

President of the Board ..... E. F. MacDonald
Vice-President of the Board ..... J. M. Davidson
Exec. Vice-President ..... T. J. Allard
Secretary-Treasurer ..... Flora Love
Copyright Counsel ..... Samuel Rogers
French Language Counsel ..... Guy Roberge

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BRANCH OFFICE

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WAlnut 2-3334. C. W. Fenton, Sales Director.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 125 privately owned (independent) radio broadcasting stations and 17 telecasting stations in Canada.

CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.
CIrcle 6-5566

OFFICERS

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1st Vice-Pres. ..... Pat O'Brien
2nd Vice-Pres. ..... Jay Jostyn
Recording Secretary ..... Ed Begley
Historian ..... Jane Taylor
Executive Secretary ..... George Buck
Chairman of Executive Board ..... Frank McNellis
Chaplain ..... Rt. Rev. Msgr. Vincent J. Brosnan
Treasurer ..... Rev. Francis M. Costello

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.

128 W. 71 St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director ..... Rev. John B. Kelly
President ..... William Fay
Vice-Pres. ..... Richard Reid
Vice-Pres. ..... Joseph A. Duffy
Executive Secretary ..... Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

CENTRO-AMERICANO DE RADIO

P. O. Box 1795
Panama, Panama

President ..... Fernando Eleta

FUNCTIONS

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

COMPOSERS GUILD OF AMERICA

25 West 45th Street, New York 36, N. Y.
JUdson 2-4500
12924 Sarah Street, North Hollywood, Calif.
HO 2-1353; SU 2-8377

President ..... Leith Stevens
1st Vice-President ..... Arthur Schwartz
2nd Vice-President ..... Walter Schumann
3rd Vice-President ..... Gene von Hollberg
Secretary-Treasurer ..... Mack David
Asst. Sec. Treasurer ..... Winston Sharples
Executive Secretary ..... Elsa Clay

FUNCTIONS

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.

182 St. George St., Toronto 5, Ont., Canada
WAlnut 3-8457

OFFICERS

President ..... Sir Ernest MacMillan Mus. D. (Oxon.)
General Manager ..... William S. Low

FUNCTIONS

The administration in Canada of the right of performance of authors and composers of music throughout the world.

THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.
MUrray Hill 9-4950

President ..... Moss Hart
Vice-Pres. ..... George S. Kaufman
Secretary ..... Dorothy Fields
Exec. Sec. ..... Mills Ten Eyck, Jr.

FUNCTIONS

The national business organization of dramatists.

EPISCOPAL ACTORS GUILD OF AMERICA, INC.

1 East 29th St., New York, N. Y.
MUrray Hill 5-2927

OFFICERS

Hon. Presidents ..... Rt. Rev. Henry Knox Sherrill, Rt. Rev. Horace W. B. Donegan
President ..... Vinton Freedley

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Vice-Presidents.....Rev. Randolph Ray, Charles Coburn, Bobby Clark, Peggy Wood
Rec. Secy.....Rev. Chas. Breck Ackley
Treasurer.....John Knight
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FUNCTION

The Guild ministers to actors of all religious faiths.

FEDERAL COMMUNICATIONS BAR ASSOCIATION

600 Munsey Building, Washington 4, D. C.
STerling 3-1000

President.....Vincent B. Welch
1st Vice-President.....Percy H. Russell, Jr.
2nd Vice-President.....William J. Dempsey
Secretary.....Thomas H. Wall
Treasurer.....Parker D. Hannock
Delegate to American Bar. Assoc....Vincent B. Welch

EXECUTIVE COMMITTEE

Robert M. Booth, Jr., Jeremiah Courtney, Frank U. Fletcher, Stephen H. Fletcher, Leonard H. Marks, George O. Sutton.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.
EXecutive 3-6800

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U. S. Court House, Foley Square, New York 7, N. Y. Rolf H. Kielland, Attorney in Charge. COrtlandt 7-7100.

Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill. William F. Lemke, Jr., Mgr., ANdover 3-3600.

Room 133, Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Attorney in Charge. KLondike 2-2350.

Room 811, U. S. Court House, Seattle 4, Wash. Walter W. Harris, Attorney in Charge. MUtual 3300.

Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott, Attorney in Charge. CAnal 3481.

FUNCTIONS

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

972 Fifth Ave., New York 21, N. Y.
REgent 4-1501

Director.....Pierre Crenesse
Ass't. Dir.....Alice Lewitin
Administrator.....Suzanne Weltman
Program Director.....Marins Kobtzeff
Public Relations.....Denise Falk

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION

Ohio State Univ., Columbus 10, O.
UN. 3148 Ext. 280

Director.....I. Keith Tyler
Asst. to Dir.....Patrick E. Welch
Secretary.....Bette Wallach

FUNCTIONS

International meeting for broadcasters, educators and civic leaders devoted to discussion of policy and techniques of educational broadcasting.

THE INSTITUTE OF RADIO ENGINEERS, INC.

1 East 79th St., New York 21, N. Y.
LEhigh 5-5100

OFFICERS

President.....J. D. Ryder
Vice-President.....Franz Tank
Treasurer.....W. R. G. Baker
Secretary.....Haraden Pratt
Editor.....J. R. Pierce
Executive Secretary.....G. W. Bailey

DIRECTORS

S. L. Bailey, A. N. Goldsmith, J. T. Henderson, A. G. Jensen, A. V. Loughren, C. J. Marshall, J. W. McRae, L. E. Packard, J. M. Pettit, E. M. Boone, J. F. Byrne, J. N. Dyer, W. R. Hewlett, D. J. Tucker, Howard Vollum, George Rappaport, B. E. Shackelford, Ernest Weber, H. W. Wells.

FUNCTIONS

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

INTERCOLLEGIATE BROADCASTING SYSTEM

333 North Michigan Ave., Chicago 1, Ill.
3107 Westover Drive S. E., Washington 20, D. C.
LUdlow 2-7210

OFFICERS

President.....George Abraham
Vice-Pres. & Operations Mgr.....David W. Borst
Treasurer.....James R. Wylie
Secy. & Prog. Mgr.....Howard C. Hansen
Engineering Dir. & Bulletin Editor.Richard H. Crompton
Sales Promotion & Pub. Relations Mgr.
Thomas M. Blaisdell

BRANCH OFFICES

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass.; 113 Locust Drive., Baltimore 28, Md.; 1562 Van Vranken Ave., Schenectady 8, N. Y.

FUNCTIONS

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

www.americanradiohistory.com

JEWISH THEATRICAL GUILD

1564 Broadway, New York 36, N. Y.
PLaza 7-5237

Chairman, Bd. of Trustees....Wm. Degen Weinberger
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Asst. Treasurer.....Nat Lefkowitz
Chairman of Relief.....Dr. Leo Michel
Legal Committee.....Henry M. Katz
Chaplain.....Rabbi Abraham Burstein
Executive Secretary.....Dave Ferguson

FUNCTION

Non-sectarian theatrical assistance agency.

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

1785 Massachusetts Ave., N. W.,
Washington 6, D. C.
Hudson 3-6620

Chairman.....Dr. Edgar Fuller, Nat'l Council of Chief State School Officers
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Executive Director.....Ralph Steetle

JCET MEMBERS

Dr. Franklin Dunham, Association for Education by Radio-Television; James H. Denison, Association of Land-Grant Colleges and Universities; Graydon Ausmus, National Association of Educational Broadcasters; Dr. Albert N. Jorgensen, National Association of State Universities; Dr. Belmont Farley, National Education Association.

FUNCTIONS

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourages educators to meet their responsibilities in regard to it.

THE LAMBS

130 W. 44th St., New York 36, N. Y.
LUxemburg 2-1515

OFFICERS

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Boy .....Harry Hershfield
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LIFE DIRECTORS EX-SHEPHERDS: William Gaxton, Fred Waring, John Golden.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.

1270 Sixth Avenue, New York 20, N. Y.
CO. 5-7362

President .....Robert Miller
Vice-President .....Joe Santly
Treasurer .....Chas. Lang
Executive Secretary.....Bob Miller

MEMBERS OF EXECUTIVE COUNCIL

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Harry Santly, Sammy Smith, Murray Luth.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill., Morton Schaeffer, Regional Dir.; 1491 N. Vine St., Hollywood, Cal., Lucky Wilber, Regional Dir.; 225 - 26th St., Santa Monica, Cal., Al Comparte, Reg. Secy.; 36 E. 5th St., Cincinnati, Ohio, Danny Engel, Reg. Director.

FUNCTIONS

Labor Union.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President .....Louis Bernstein
Vice-President .....Jack Mills
Secretary.....J. J. Bregman
Treasurer .....Abe Olman
Agent and Trustee.....Harry Fox

NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION

882 Victorio Ave., Los Angeles, Cal.
Whitney 4245

OFFICERS

President.....Mrs. Clara S. Logan
1st Vice Pres.....Dr. Richard Atkinson
2nd Vice Pres.....Dr. Lee DeForest
Secretary.....Mrs. Victor Roberts
Treasurer.....Mrs. Gertrude Blackstock

FUNCTIONS

To co-ordinate the interest of civic, religious, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS

(For Complete Listing See NARTB Section)

NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.
JUdson 2-5130

OFFICERS

National Chairman.....Oliver W. Nicoll

COUNCILS

37 W. 46th St., New York 36, N. Y. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIllside 5125. Claude McCue, Chairman, Hollywood Council.

CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.;

www.americanradiohistory.com

Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)

80 East Jackson Blvd., Chicago 4, Ill.
WA 2-2462

International President.....Clifford E. Rothery
International Vice-President.....Gene Klump
International Executive Secretary.....George Maner
International Sec'y-Treasurer.....Arthur Hjorth
Canadian Sec'y-Treasurer.....Jiacomo Papa

BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 Independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.
Urbana 7-6611, Ext. 3394

OFFICERS

President.....Frank E. Schooley
Vice-President.....John Dunn
Treasurer.....Robert J. Coleman
Secretary.....William Harley
Executive Director.....Harry J. Skornia

DIRECTORS

Region 1: James MacAndrews, WNYE, Board of Education, 29 Ft. Greene Place, Brooklyn, N. Y.; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Paul B. Rickard, Director of Radio and TV, Wayne University, Detroit, Mich.; Region IV: Dr .Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: Marguerite Fleming, KSLH, Board of Education, 1517 S. Theresa Ave., St. Louis, Mo.; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.
WH 3-3600, Seymour N. Siegel, Past President

FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizotions, and public-service agencies.

NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-8194

OFFICERS

President.....**Fred Waring**
Treasurer.....Don Voorhees
General Counsel.....Alfred Rice

FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS

Address care of President
President.....Frank Atwood, WTIC, 26 Grove St., Hartford, Conn., Phone: 5-0801
Vice-President.....John McDonald, WSM, 301 Seventh Ave. N., Nashville, Tenn., Phone: 6-7181
Secretary-Treasurer.....Jack Timmons, KWKH, Shreveport, La., Phone: 2-8711
Historian.....Herb Plambeck, WHO, 914 Walnut St., Des Moines, Ia., Phone: 3-7147
CHATS Editor.....Harvey Dinkins, WSJS, 419-21 N. Spruce St., Winston-Salem, N. C., Phone: 5-2311

FUNCTION

NATRFD is an organization dedicated to the service of agriculture, station management and the advertiser.

NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

Chairman of Board.....Charles H. Watts
President.....Kenneth B. Willson
1st Vice-Chairman.....Warren Agry
2nd Vice-Chairman.....Lorimer B. Slocum
Secretary.....Lowell Shumway
Treasurer.....Frank F. Soule

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.

710 14th St., Northwest, Washington 5, D. C.
MEtropolitan 8-1415

President.....M. F. Malarkey, Jr.
Vice-President.....N. W. Cogswell
Treasurer.....W. J. Calsam
Secretary.....C. E. Reinhard
Executive Secretary.....E. Stratford Smith

DIRECTORS

Louis Babic, George H. Bright Jr., Frank Brophy, John Colling, C. C. Daker, William Daniels, Eli Kramer, A. J. Malin, J. H. Rannells, Joseph Saricks.

FUNCTIONS

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

NATIONAL SOCIETY OF TELEVISION PRODUCERS, INC.

17 East 45th St., New York 17, N. Y.
MUrray Hill 2-8877
Room 504

President.....Irving Sulds
Vice-President.....Charles Basch

WEST COAST OFFICE

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930

FUNCTIONS

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded tele. programs. Membership in NSTP is open to all such independent producers or production firms provided they are not a part of, or associated with, an advertising, agency, tele. network, or local tele. station.

NAT. TELEVISION FILM COUNCIL

1501 Broadway (Suite 1519) New York 36, N. Y.
LOngacre 4-8234

President.....Melvin L. Gold
Executive Vice-President.....Johnny Schneider
Executive-Secretary.....Sally Perle
General Secretary.....Sydney A. Mayers
Treasurer.....Samuel Spring
Chairman, Bd. of Directors...Dr. Alfred N. Goldsmith
V.-P. in charge of Distribution....Archie A. Mayers
Production.....Albert D. Hecht
Stations.....Ardien Rodner
Agencies.....James P. Ellis
Membership.....John J. Bergen, Jr.

www.americanradiohistory.com

DIRECTORS

Norman Barnett, Henry Brown, Lou Feldman, Herbert Gelbspan, Andrew Jaeger, Waldo Mayo, William J. Reddick, Lester Schoenfeld, Alvin Stahl, Burton Zucker.

FUNCTIONS

NTFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

NATIONAL VARIETY ARTISTS, INC.

218 W. 47th St., New York 36, N. Y.
COlumbus 5-0956

OFFICERS

President ..... Louis Handin
Vice-President ..... Dorothe A. Masters
Treasurer ..... Lester Rose
Secretary ..... Bettie North

BOARD OF GOVERNORS

Hon. Leonard Conner, James Clark, Eddie Halson, Ted Hennig, Lilliam Lindeman, Ruth Lyons, Lillian McNeill, Edna Osborne, Evelyn Silver, Lillian Saunders Sollisch, Phoebe Whiteside, Joe Woods.

NEGRO ACTORS GUILD OF AMERICA, INC.

1674 Broadway, New York 19, N. Y.
CIrcle 5-4343

OFFICERS

President ..... Noble Sissle
Vice-President ..... Leigh Whippter
Executive Secretary ..... Lillyn Brown Evans
Treasurer ..... W. C. Handy
Assistant Treasurer ..... A. Edward Walters
Recording Secretary ..... Evelyn Davis
Assistant Secretary ..... Lillian Roberts
Chaplain ..... Dr. John H. Johnson
Counsel ..... Harry T. Bragg, Simon Finestein

NETWORK ADVERTISERS ASSOCIATES, INC.

1587 Broadway, N. Y.
COlumbus 5-4700

PHILADELPHIA RADIO AND TELEVISION BROADCASTERS ASSOCIATION

President ..... William B. Caskey
Vice-President ..... Raymond S. Green
Treasurer ..... William A. Banks
Secretary ..... Joseph L. Tinney
Executive Secretary ..... Helen M. Grigal

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting for the purpose of improving service to the public and advertisers.

PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.
COlumbia 5-7362

OFFICERS

Honorary President ..... Rocco Vocco
President ..... Robert Miller
Vice-President ..... Joseph Santly
Treasurer ..... Charles Lang
Executive Director ..... Bob Miller
Board of Governors ..... Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jack Perry, Bernie Pollack, Harry Santly, Sammy Smith, Murray Luth.

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director ..... Morton Schaefer
1491 N. Vine St., Los Angeles, Calif.
Regional Director ..... Lucky Wilber
36 E. 5th St., Cincinnati, O.
Regional Director ..... Danny Engel
225 - 26th St., Santa Monica, Calif.
Regional Secretary ..... Al Comparte

FUNCTIONS

Charitable and Benevolent Organization.

RADIO FREE EUROPE

110 West 57th St., New York 19, N. Y.
PLaza 7-7600

Director ..... Robert E. Lang
Executive Director ..... W. J. Convey Egan
Asst. Director ..... Thomas H. Brown, Jr.
Program Manager ..... William Rafael
Public Relations Director ..... Alton Kastner
Policy Advisor ..... Lewis Galantiere
Technical Director ..... Claude Harris
European Director (Munich Office) ..... Richard Condon
Managing Director (Lisbon office) ..... Henry Lolliat

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania and Bulgaria over 23 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit, awaiting the time when strong action may become possible.

RADIO ADVERTISING BUREAU, INC.

270 Park Ave., New York 17, N. Y.
MUrray Hill 8-4020

OPERATING GROUP

President ..... Kevin B. Sweeney
Dir. of Local Promotion ..... R. David Kimble
Dir. of National Promotion ..... J. Norman Nelson
Director of Member Service ..... Arch L. Madsen
Office Mgr., Asst. Sec.-Treas. ..... William L. Morison

GOVERNING GROUP

Chr. of the Board ..... Joseph E. Baudino
Westinghouse Broadcasting Co.

Secretary ..... William B. McGrath
WHDH, Boston, Mass.

Treasurer ..... Donald W. Thornburgh
WCAU, Philadelphia, Pa.

Chr. of Executive Committee ..... Kenyon Brown
KWFT, Wichita Falls, Tex.

Chr. of Finance Committee ..... John S. Hayes
WTOP, Washington, D. C.

BRANCH OFFICE

333 N. Michigan Ave., Chicago 1, Ill. Phone: CEntral 6-5066. Gale Blocki, Jr., Director of Midwestern Sales.

BOARD OF DIRECTORS

J. Elroy McCaw, WINS, New York, and KYA, San Francisca; Ralph J. McElroy, KWWL, Waterloo, Iowa; Frank P. Schreiber, WGN, Chicago, Ill.; A. E. Spokes, WJOY, Burlington, Vt.; Joseph J. Weed, Weed & Co., New York; Charles T. Ayres, American Broadcasting Co., New York; Joseph E. Baudino, Westinghouse Broadcasting Co., Washington, D. C.; John P. Blair, John Blair & Co., New York; Kenyon Brown, KWFT, Wichita Falls; Charles C. Caley, WMBD, Peoria; John C. Cohan, KSBW, Salinas; Robert E. Dunville, WLW, Cincinnati; William H. Fineshriber, Jr., National Broadcasting Co., New York; Simon Goldman, WJTN, Jamestown, N. Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingrim, KHJ, Los Angeles; Edgar Kobak, WTWA, Thomson, Ga.; Howard Lane, KOIN, Portland, Ore.; William B. McGrath, WHDH, Boston, Mass.; James H. Moore, WSLS, Roanoke, Va.; Adrian Murphy, CBS Radio, New York; John F. Patt, WJR, Detroit, Mich.; William B. Quarton, WMT, Cedar Rapids, Iowa; Robert A. Schmid, Mutual Broadcasting System, New York; George B. Storer, Storer Broadcasting Co., Miami, Beach; Kevin B. Sweeney, RAB, New York; Donald W. Thornburgh, WCAU, Philadelphia; Allen M. Woodall, WOAK Columbus, Ga.

FUNCTION

The organization is supported by all networks, leading station representatives and 840 stations to promote and sell radio at the national level to advertisers and agencies, and provide members with research and sales tools to sell at both the national and local levels.

www.americanradiohistory.com

RADIO NEWS ANALYSTS

c/o John McVane, ABC
7 West 66th St., New York, N. Y.

President ..... John McVane
Vice-Presidents ..... William Costello, Ned Calmer
Exec. Committee .... H. V. Kaltenborn, George Fielding Eliot, Leon Person
Secretary ..... Merrill Mueller
Treasurer ..... Cesar Saerchinger
Assistant Secretary-Treasurer .... John W. Vandercook

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 22, N. Y.
PLaza 1-2720

OFFICERS

President ..... Roy Edwards
Vice-President ..... Thomas Priestley
Sgt. at Arms ..... Herbert Mulligan
Secretary ..... Ruth N. Knopf
Asst. Secretary ..... Monroe Benton
Treasurer ..... Richard Milbauer
Board of Governors ..... A. A. Brown, David Klein, Larry Racies, Nick Archer, George Jordan, Carl Larsen, Sr.

FUNCTIONS

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Memebrship is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc. Annually sponsors Mike & Screen Press Awards.

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Arthur B. Church
1st Vice-President ..... Raymond F. Guy
Vice-President ..... Victor Diehm
Vice-President ..... John Patt
Secretary ..... Lewis H. Avery
Treasurer ..... Charles A. Wall

FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that this organization with the resultant exchange of information would make a valuable contribution to the public interest."

The purposes as outlined in the constitution are sufficiently broad to enable the Radio Pioneers to undertake almost any task which the Club may desire for the furtherance of the Radio Industry.

Accordingly, 1950 will mark the establishment of a Radio Hall of Fame in which the memories of men and women whose contribution have placed them among the immortals will be perpetuated.

RADIO AND TELEVISION DIRECTORS GUILD (A.F. OF L.)

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President ..... Franklin J. Schaffner
1st Vice-President ..... Robert L. Robb
2nd Vice President ..... Alex Segal
3rd Vice President ..... Ian Harrower
Secretary ..... Richard Borden
Treasurer ..... Jock MacGregor

NATIONAL BOARD

Walter Gorman, New York; David Lowe, New York; Jock MacGregor, New York; Paul Nickell, New York; Ernest Ricca, New York; Franklin J. Schaffner, New York; Richard Schneider, New York; Alex Segal, New York; Frank Danzig, Hollywood; George Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Ian Harrower, Detroit; Richard Borden, Washington; Raymond Shane, Cleveland.

National Executive Director ..... Newman H. Burnett
General Counsel ..... Charles Ballon (Phillips, Nizer, Benjamin & Krim)

BRANCH OFFICES

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. Newman H. Burnett, Executive Secretary; Jock MacGregor, President.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOllywood 2-3324. Elizabeth Gould, Executive Secretary; Robert L. Robb, President.

Chicago Local—6841 Laflin St., Chicago, Ill. Joseph Byrne, President.

Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOodward 5-0061. Boaz Siegel, Executive Secretary; Ian Harrower, President.

Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Richard Borden, President.

Cleveland Local—8223 Vineyard Ave., Cleveland 5, Ohio, Diamond 1-7543. Raymond Shane, President.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

RADIO AND TELEVISION EXECUTIVES SOCIETY, INC.

420 Lexington Ave., New York 17, N. Y.
LExington 2-3988

OFFICERS

President ..... Roger Pryor
1st Vice-President ..... Robert Jay Burton
2nd Vice-President ..... Elliot M. Sanger
Secretary ..... Claude Barrere
Treasurer ..... Joseph A. McDonald
Executive Secretary ..... Elizabeth Clarkson

BOARD OF GOVERNORS

Lewis H. Avery, John H. Bachem, Caroline Burke, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Wm. Thomas Hamilton, Robert W. Sarnoff, Robert A. Schmid, George T. Shupert.

FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

RADIO-TV MANUFACTURERS ASSOCIATION OF CANADA

Rm. 410, 200 St. Clair Ave. West, Toronto Ontario, Canada
WAlnut 1-2898

www.americanradiohistory.com

OFFICERS

Pres., Chrm. of Board.....C. A. Pollock
V.P., Chrm., receiver Div.....J. D. Campbell
V.P., Chrm., parts and Accessory Div.....L. Harris
V.P., Chrm., Tech. Products Div.....H. S. Dawson
Dir. of Engineering.....R. A. Hackbusch
General Mgr.....S. D. Brownlee

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

President.....Russell Van Dyke
KRNT, Des Moines, Iowa
Vice-President, Program.....Paul White
KFMB, San Diego, Calif.
Vice-President, Radio.....Harold Baker
WSM, Nashville, Tenn.
Vice-President, Television.....Charles Harrison
WFIL, Philadelphia, Pa.
Chairman of Board.....James Byron
WBAP, Fort Worth, Texas
Treasurer.....Sheldon Peterson
KLZ, Denver, Colorado
Exec. Secretary.....Rob Downey
WKAR, East Lansing, Mich.
Editor of Bulletin.....Prof. Art Barnes
State Univ. of Iowa, Iowa, City

BRANCH OFFICES

Station KTUL, Tulsa, Oklahoma. Reg. Vice President, Jack Morriss.
Station WCSH, 157 High St., Portland Me. Reg. Vice-President, Phillip Johnson.
Station WILS, 407½ N. Washington, Lansing, Mich. Reg. Vice-President, John Maters.
Station CFPL-TV Commissioners Rd., London, Ont. Reg. Vice-President, Roland Laidlow.
Univ. of Denver, Denver, Colo. Reg. Vice-President, Robert A. Mott.

FUNCTIONS & ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

RADIO-TELEVISION PROGRAM MATERIALS

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897
Chief.....Franklin Dunham
Radio-TV Education Specialist...Gertrude C. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcsating by educational and civic organizations and radio and television stations by serving as a clearing house for selected television educational scripts, kinescopes and production aids, and as a source of all kinds of information pertaining to the field of educational radio and television.

SCREEN ACTORS GUILD, INC.

7046 Hollywood Blvd., Hollywood 28, Calif.
HOllywood 9-7311
President.....Walter Pidgeon
1st Vice-President.....Leon Ames
2nd Vice-President.....John Lund
3rd Vice-President.....William Holden
Recording Secretary.....Paul Harvey
Treasurer.....George Chandler

BRANCH OFFICES

67 W. 44th St., New York 36, N. Y.
MUrray Hill 7-4623, Harold Hoffman, East. Rep.
102 E. Hubbard St., Chicago 11, Ill.
WHitehall 3-1344, Raymond Jones, Chicago Exec. Secy.
1257 Penobscot Bldg., Detroit 26, Mich.
WOodward 1-8214, Boaz Siegel, Det. Exec. Secy.
421 Phelan Bldg., San Francisco 2, Cal.
Exbrook 2-6990, Charlotte Cohelan, S. F. Exec. Secy.
513 Bulkley Bldg., Cleveland 15, Ohio
SUperior 1-1930, Ted Smoot, Cleve. Exec. Secy.
1505 Fountain Square Bldg., Cincinnati 2, Ohio
DUnbar 2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
RIchmond 2-0208, Robt. Segal, Boston Exec. Secy
1101 Plaza Bldg., 535 5th Ave., Pittsburgh 19, Pa.
AT 1-6767, Donald Hirsch, Pitt. Exec. Secy.

FUNCTIONS

Union affiliated with A.F. of L., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

SCREEN COMPOSERS ASSOCIATION

8782 Sunset Blvd., Los Angeles 46, Calif.
SU 2-8377
President.....Adolph Deutsch
Vice-President.....Robert E. Dolan
Secretary.....David Buttolph
Treasurer.....George Dunning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SESAC INC.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365

OFFICERS

President.....Paul Heinecke
Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Director Station Relations.....W. F. Myers
Director Program Services.....R. S. Stone
Publicity, Promotion.....Alice Heinecke
Office Administration.....S. B. Candilora

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd St., New York 36, N. Y.
LOngacre 5-0172
President.....John G. Frayne
Past President.....Herbert Barnett
Executive Vice-President.....Barton Kreuzer
Engineering Vice-President.....Axel G. Jensen
Editorial Vice President.....Norwood L. Simmons
Financial Vice-President.....John W. Servies
Convention Vice-President.....Bryon Roudabush
Secretary.....Edward S. Seeley
Treasurer.....George W. Colburn
Chrm., Central Section.....James L. Wassell
Chairman, Atlantic Sec.....Everett Miller
Chairman, Pacific Section.....Philip G. Caldwell
Executive Secretary.....Boyce Nemec

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y.
CIrcle 6-2536

OFFICERS

President.....Charles Tobias
Vice-President.....Louis Alter
2nd Vice-President.....Sam H. Stept
Secretary.....Joseph Meyer
Treasurer.....Abel Baer
Counsel.....John Schulman
Assoc. Counsel.....William Klein II
Executive Director.....Miriam Stern
Chmn., West Coast Comm.....Ben Oakland

www.americanradiohistory.com

MEMBERS OF THE COUNCIL

Milton Drake, Chairman; Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Fields, Ira Gershwin, Oscar Hammerstein 2nd, Otto Harbach, Edgar Leslie, John Jacob Loeb, George W Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Sam H. Stept, Charles Tobias, Jack Yellin.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Hollywood 28, Calif.
President.....Robert J. McAndrews, KBIG
Vice-President.....Norman J. Ostby, KHJ-Don Lee
Secretary-Treasurer.....Thelma Kirchner, KGFJ

BOARD OF DIRECTORS

Frank Burke, KFVD, Amos Baron, KABC, William Beaton, KWKW, Charles Hamilton, KFI, Calvin Smith, KFAC, Ernest Spencer, KWIZ.

District Directors: F. Robert Bauer, KDB; Hal Brown, KBIS, Gene Lee, KFXM; Marion Harris, KGB.
Managing Director.....Frank W. Crane
Assistants.....Louise Sanders, Sally Smalley

FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y.
President.....Don Dunphy
1st Vice-President.....Jim McKay
2nd Vice-President.....Les Kieter
Secretary.....Frank Litsky

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Adam J. Young, Jr.
Vice-President.....Arthur McCoy
Secretary.....Joseph Timlin
Treasurer.....John E. Pearson

DIRECTORS

Joseph J. Weed, John P. Blair, Russel Woodward, George Brett.
Managing Director.....T. F. Flanagan

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING (TvB)

444 Madison Ave., New York 22, N. Y.
MUrray Hill 8-0215
Co-chairman of Board.....Clair R. McCollough
Co-chairman of Board.....Richard A. Moore
President.....Oliver Treyz
Secretary.....W. D. Rogers
Treasurer.....Lawrence H. Rogers

FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y.
PLaza 9-0949

OFFICERS

International President.....Franklin Schaffner
National Exec. Director.....Newman H. Burnett

UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA

11 East 51st St., New York 22, N. Y.
PLaza 3-1960

OFFICERS

General President.....Albert J. Fitzgerald
General Secy.-Treas.....Julius Emspak
Director of Organization.....James J. Matles

UNITED NATIONS—RADIO DEPARTMENT OF PUBLIC INFORMATION DIVISION

United Nations, New York, N. Y.
PLaza 4-1234

OFFICERS

Asst. Sec'y. Gen.....Benjamin Cohen
Dir, Radio Div.....Peter Aylen
Chief of Production.....W. Gibson Parker
U. S. Station Rel.....Dorothy Lewis
Sr. Broadcast Engineer.....Arthur E. Barrett
Film Div. TV Officer.....Maxwell Dunn

BRANCH OFFICES

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FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

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FUNCTIONS

To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.

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FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

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Radio-Television Daily's Almanac of Holidays and Special Events

1955

□ □ □

January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere born (1735).
Emancipation Proclamation (1863).
Blue Network organized (1927).

2: Georgia admitted (1778).

3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).

4: Utah admitted (1896).

5: Stephen Decatur born (1779).
George Washington Carver died (1943).
Week of Prayer, first week in January.

6: Carl Sandburg born (1878).
New Mexico admitted (1912).

7: Millard Fillmore, 13th President born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).

8. Anniversary of the Battle of New Orleans (Louisiana).

9: Connecticut ratified the U. S. Constitution (1778).
Connecticut admitted (1788).

10: Ethan Allen born (1737).

11: Alexander Hamilton born (1757).

12: John Singer Sargent born (1856).

13: Salmon Portland Chase born (1808).

14: First Written Constitution adopted at Hartford, Conn. (1639).

15: Mathew B. Brady died (1896).

17: Benjamin Franklin born (1706).
Feast of St. Anthony.

18: Daniel Webster born (1782).

19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe born (1809).

20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
Return of POW's from Korea began (1954).

21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson born (1824).

23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi apparatus in time of disaster at sea (1909).

24: Gold discovered in Calif. (1848).

25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scottish poet Robert Burns born (1759).

26: Michigan admitted (1837).
General Douglas MacArthur born (1880).
A.E.F. landed in Ireland (1942).
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).

27: Wolfgang Amadeus Mozart born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).

28: Thomas Edison granted patent on his incandescent light (1880).

29: William McKinley born (1843).
Kansas admitted (1861).

30: Franklin D. Roosevelt born (1882).

31: Franz Schubert born (1797).
Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

February

1: Victor Herbert born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).

2: Fritz Kreisler born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).

3: Horace Greeley born (1811).

6: Massachusetts admitted (1788).
Aaron Burr born (1756).
American Forces recapture Manila from Japan (1945).
George Herman ("Babe") Ruth born (1895).

7: Charles Dickens born (1812).

8: Boy Scout Day.

9: William Henry Harrison, 9th President, born (1773).
Nebraska Admitted (1867).

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10: Peace Treaty signed with Spain, ending Spanish-American War (1899).

11: Thomas A. Edison born (1847).
Daniel Boone born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Arizona admitted (1912).
Oregon admitted (1859).

15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.

16: Katharine Cornell born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
Ash Wednesday.

19: Ohio admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Edgar Wilson ("Bill") Nye died (1896).
James Russell Lowell born (1819).

23: Johannes Gutenberg died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).

25: Enrico Caruso born (1873).
John Adams appointed first Minister of U. S. to England (1785).

26: William F. Cody (Buffalo Bill) born (1846).

27: Henry Wadsworth Longfellow born (1820).

29: Leap Year. The name given to every year of 366 days.

March

1: Nebraska admitted (1867).
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).

2: Texas Independence Day.

3: Florida admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell born (1842).

4: Pennsylvania Day.
Vermont admitted (1791).

5: Boston Massacre (1770).

6: Fall of the Alamo (1836).

7: Luther Burbank born (1849).
Maurice Ravel born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).

8: Oliver Wendell Holmes, Jr. born (1841).

9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest born (1806).

10: Lillian D. Wald born (1867).

11: Johnny Appleseed, properly John Chapman, died (1847).
The great blizzard in New York City and New England states (1888).

12: U. S. Post Office established by act of Congress (1789).
Girl Scout's birthday.

13: Standard Time established in U. S. (1884).

14: Albert Einstein born (1879).
First Trans-Atlantic radio broadcast (1925).

15: Maine admitted (1820).
Andrew Jackson born (1767).

16: James Madison born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.

18: Feast of Esther.
Grover Cleveland born (1837).

19: William Jennings Bryan born (1860).

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

23: Patrick Henry delivered his famous speech (1775).

25: The Annunciation Day.
Arturo Toscanini born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.

27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1889).

29: John Tyler born (1790).

30: Seward Day. Alaska (Not observed by federal employees).

31: Transfer Day. In the Virgin Islands.

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April

1: All Fools' Day.
2: Sergei Rachmaninoff born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.
Washington Irving born (1783).
Good Friday.
4: Adoption of the present American flag's design (1818).
5: Elihu Yale Born (1648).
Easter Sunday.
7: Peary discovered North Pole (1909).
Louisiana admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
Henry Ford died (1947).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth born (1829).
Joseph Pulitzer born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes born (1862).
12: Franklin Delano Roosevelt died (1945).
Halifax Independence Resolution (N. C.).
13: Thomas Jefferson born (1743).
National Sunday School Week.
14: Pan-American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln assassinated (1865).
16: Charles Spencer Chaplin born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolf Hitler born (1889).
21: Anniversary of Battle of San Jacinto (Texas).
22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953).
Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations the Army's charges against Sen. Jos. R. McCarthy (1954).
23: James Buchanan born (1791).
William Shakespeare born (1564).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First newspaper issued in America (1704).
U. S.-Mexican War (1846).
U.N. Charter Conference opens in San Francisco (1945).
25: War declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi born (1874).
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
Slavery abolished in U. S. (1865).
First shot of war with Germany (1917).
John James Audubon born (1785).
27: General U. S. Grant born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe born (1758).
Maryland admitted (1788).
29: Sir Thomas Beecham born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana purchased (1803).
Washington became First President (1789).
Rhode Island settled (1636).
Benito Mussolini executed (1945).

May

1: May Day.
Child Health Day
Labor Day (Canal Zone).
Dewey's victory in Manila Bay (1898).
2: Stonewall Jackson fatally wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's death (1821).
Cinco de Mayo celebrations (Mexico).
Arbor Day.
6: Corregidor surrender (1942).
Admiral Robert E. Peary born (1856).
Roger Bannister runs mile in 3:59.4. (1954).
7: Germany surrendered to United States, England and Russia (1945).
Lusitania torpedoed (1915).
Johannes Brahms born (1833).
Robert Browning born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown born (1833).
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Mothers Day, second Sunday in May.
Completion of First Transcontinental Railroad (1869).
11: Minnesota admitted (1858).
12: Florence Nightingale Born (1820).
13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).

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14: Rockefeller Foundation granted Charter (1913).
Free State of Israel proclaimed (1948).

15: First regular Air Mail service in the world inaugurated by the U. S. Government.

17: "I am An American Day," often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
Supreme Court rules against segregation in the public schools (1954).

18: World Good-Will Day, formerly Peace Day.

19: First American Confederation of United Colonies of New England (1643).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
Armed Forces Day.

21: Lindbergh's Flight to Paris (1927).

22: National Maritime Day.

23: South Carolina admitted (1788).

24: First telegraph message sent (1844).

25: Ralph Waldo Emerson born (1803).

27: Golden Gate Bridge, San Francisco opened (1937).

29: Wisconsin admitted (1848).
Rhode Island admitted (1790).
Patrick Henry born (1736).

30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

31: Walt Whitman born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

June

1: Kentucky admitted (1792).
Tennessee admitted (1796).

3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).

6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale born (1756).
D-Day (1944).
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).

7: Daniel Boone Day (Kentucky)

8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).

9: Feast of St. Columba.
Confederate Memorial Day (Petersburg, Virginia).

11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha, first King of Hawaii, observed in Hawaii.
TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).

12: John Augustus Roebling born (1806).
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).

14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe born (1811).
Flag Day.

15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and the U. S.

16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.

17: Bunker Hill Day. (In Massachusetts, Suffolk County).

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).

20: West Virginia Day.

21: Longest Day in Year.
Father's Day; 3rd Sunday in June.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).

22: Bolivarian Day (Canal Zone).

24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

25: Virginia Admitted (1788).
North Korean Communists attack So. Korea (1950).
Battle of Little Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
CBS presents first commercial color program (1951).

26: Virginia ratified the U. S. Constitution (1788).
President Truman orders U. S. troops into Korea battle (1950).
First American Troops land in France (1917).

27: Helen Keller born (1880).

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28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).
First telecast of an eclipse of the sun over NBC and CBS (1954).

July

1: Battle of San Juan Hill (1898).
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield assassinated (1881).
3: Idaho admitted (1890).
John Singleton Copley born (1737).
4: Independence Day.
U. S. Military Academy at West Point opened (1802).
Calvin Coolidge born (1872).
Slavery abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson died (1826).
James Monroe died (1831).
John Adams died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut born (1801).
6: Republican Party founded (1854).
John Paul Jones born (1747).
Columbia University opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller born (1839).
Liberty Bell cracked tolling death of John Marshall (1835).
9: Elias Howe born (1819).
10: Wyoming admitted (1890).
James McNeill Whistler born (1834).
11: John Quincy Adams born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry opened first negotiations for trade with Japan (1853).
First sports event in color, races at Monmouth Park, N. J. (1951).
15: St. Swithin's Day.
16: Mary Baker Eddy born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's birthday (Puerto Rico).
18: William Makepeace Thackeray born (1811).
19: Franco-Prussian War began (1870).
20: Guglielmo Marconi died (1937).
21: Spanish Armada defeated by England (1588).
Society of Jesuits abolished by Pope Clement XIV (1773).
First battle of Bull Run (1861).
CBS begins TV broadcasting from station W2XAB (1931).
24: Simon Bolivar born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
26: George Bernard Shaw born (1856).
Serge Koussevitzky born (1874).
New York ratified the U. S. Constitution (1788).
27: First successful Atlantic Cable (1866).
Barbosa's birthday, in the Canal Zone.
28: Austria declared war on Serbia (1914).
Volunteers of America Founder's Day.
National Vegetable Week begins.
29: Booth Tarkington born (1869).
Benito Mussolini born (1883).
30: Henry Ford born (1863).
First Representative Assembly in America convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius Loyola.

August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).

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Germany declared war on England and France (1914).
Columbus sailed from Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
Emilie Dionne, of the Dionne quintuplets, died (1954).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits restored by Pope Pius VII (1814).
8: Charles A. Dana born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton born (1593).
10: Herbert Clark Hoover born (1874).
Russia declared war against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).
U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
14: V-J Day (1945).
Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
15: Panama Canal opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
George Herman ("Babe") Ruth died (1948).
18: Virginia Dare born (1587).
19: National Aviation Day.
Orville Wright born (1871).
20: Benjamin Harrison born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy born (1862).
23: Oliver Hazard Perry born (1785).
24: British burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
25: Edgar Wilson ("Bill") Nye born (1850).
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe born (1749).
29: Oliver Wendell Holmes born (1809).
30: Germany declared war on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

September

1: Germany invaded Poland (1939).
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)
Labor Day.
Eugene Field born (1850).
3: First American Peace Treaty with England (1783).
Allies invaded Italy (1943).
4: Henry Hudson discovered Manhattan Island (1609).
First Electrical power station in world in New York (1882).
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914):
7: James Fenimore Cooper born (1789).
Japanese Peace Treaty (WW II) signed (1951).
8: Dutch surrendered New Amsterdam (New York) to British (1664).
Italy surrendered (1943).
Crimean War ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton born (1892).
Rosh Hashonah.
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) born (1862).
Defender's Day (Maryland).
12: Battle of Lake Erie (1813).
13: Walter Reed born (1851).
John Joseph Pershing born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft born (1857).
16: Russians burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

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19: Washington issued his farewell address to people of U. S. (1796).
Yom Kippur.
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale executed (1776).
First day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
27: American Indian Day (4th Friday).
28: Georges Eugene Benjamin Clemenceau born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

October

7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).
Germany crossed border into Czechoslovakia (1938).
2: Ferdinand Foch born (1851).
Mohandas Gandhi born (1869).
3: Religious Education Week. First full week in October.
4: Rutherford B. Hayes born (1822).
Wright Brothers took first long distance flight in an airplane (1905).
Chester A. Arthur born (1830).
5: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).
James Whitcomb Riley born (1853).
8: Edward Vernon Rickenbacker born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened. (1845).
11: Eleanor Roosevelt born (1884).
Farmer's Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams born (1821).
FCC approves CBS color TV tests (1950).
National Bible Week.
12: Columbus Day.
14: William Penn born (1644).
15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
16: Noah Webster born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo appointed Premier of Japan (1941).
Alaska Day.
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
Hurricane "Hazel" hits U.S. Eastern coast (1954).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) passed (1919).
John Adams born (1735).
20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt born (1845).
Al Jolson died (1950).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
United Nations Day
William Penn born (1644).
Light's Diamond Jubilee, largest commercial television hook-up (1954).
25: First cabinet meeting televised (1954).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Theodore Roosevelt born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

November

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota admitted (1889).
South Dakota admitted (1889).
James K. Polk born (1795).
Warren G. Harding born (1865).
George Bernard Shaw died (1950).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie born (1867).
8: N. Y. Symphony Orchestra gave its first con-

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cert under Leopold Damrosch (1858).
Montana admitted (1889).
Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington admitted (1889).
13: Robert Louis Stevenson born (1850).
Edwin Booth born (1833).
14: Robert Fulton born (1765).
Book Week.
15: Pike's Peak discovered (1806).
16: Oklahoma admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
James A. Garfield born (1831).
21: North Carolina admitted (1789).
Edison Announced invention of Phonograph (1877).
23: Franklin Pierce born (1804).
24: Zachary Taylor born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) born (1835).
Russia invaded Finland (1939).
Winston Churchill born (1874).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois admitted (1818).
Gilbert Stuart born (1755).
5: Martin Van Buren born (1782).
Walt Disney born (1901).
7: Pearl Harbor attacked (1941).
Roosevelt, Churchill, Stalin confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
8: Eli Whitney born (1765).
U. S. declared war on Japan (1941).
9: Germany-Italy declare war on U. S. (1941).
10: U.S. Declared War on Germany-Italy (1941).
Peace Treaty signed with Spain (1899).
Mississippi admitted (1817).
Human Rights Day.
11: Alfred Nobel born (1833).
Indiana admitted (1816).
12: First Marconi Wireless across Atlantic (1901).
Pennsylvania admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama admitted (1819).
George Washington died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven born (1770).
17: John Greenleaf Whittier born (1807).
Aviation Day.
First mechanical airplane flight by Wright Brothers (1903).
FCC approved color TV (1953).
18: New Jersey admitted (1787).
First Sunday paper published (1796).
19: Tyrus (Ty) Cobb born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First electrical lights on Broadway (1880).
21: Pilgrims landed at Plymouth Rock (1620).
First day of winter.
23: George Washington resigned Army commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
27: Louis Pasteur born (1822).
28: Iowa admitted (1848).
Woodrow Wilson born (1856).
Irish Free State became State of Eire (Ireland).
29: Texas admitted (1845).
Andrew Johnson born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
30: Rudyard Kipling born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S (1853).
31: New Year's Eve.

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RADIO-TV EDITORS

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors

□ □ □

ALABAMA

Bay Minnette, The Times: **Bob Morisette**
Birmingham News: **Lily May Caldwell**
Birmingham News: **Roger Thames**
Birmingham Post Herald: **Claude Keithly**
Birmingham Post Herald: **Fred Woodress**
Decatur Daily: **Ruby Sandlin**
Fairhope, The Courier: **Francis Gaston**
Fayette County Times: **Douglas Barbour**
Fayette, West Alabama News: **O. C. Morgan**
Florence Herald: **Harold May**
Florence Times: **Louis Eckl**
Foley, The Onlooker: **M. S. Howell**
Fort Payne Journal: **Harry Howe**
Fort Payne, Times-New Era: **J. A. Downer**
Haleyville, The Advertiser: **W. D. Smith**
Hamilton, Marion County News: **Emma McKenzie**
Homewood Shades Valley Sun: **George Watson**
Mobile Press: **Kenny Morgan**
Mobile Register: **Vivian Cannon**
Montgomery, Alabama Journal: **Jerry Carter**
Montgomery Advertiser: **Fields Varner**
Montgomery Examiner: **Charlie Casmus**
Phoenix City, The Herald: **Harald Paar**
Talladega News: **Bruce Harrison**
Troy Messenger: **Clyde Serfustini**

ARIZONA

Nogales, International: **Craig Pottinger**
Nogales Herald: **Alvin Sisk**
Phoenix, Arizona Republic: **Maggie Wilson**
Phoenix Gazette: **Bobbie Johnson**
Tucson, Arizona Daily Star: **John Farr**
Tucson, Arizona Daily Star: **Leo Della Betta**
Tucson, Arizona Daily Star: **Dorothy Kalil**
Tucson Daily Citizen: **Dick Olsen**
Yuma Daily Sun: **Jones Osborne**

ARKANSAS

Ft. Smith Times Record: **Bill Barksdale**
Ft. Smith, Southwest American: **C. C. Brown**
Harrison Daily Times: **J. E. Dunlap, Jr.**
Hot Springs, Sentinel Record: **Edna Howe**
Little Rock, Arkansas Democrat: **Inez Maeduff**
Little Rock, Arkansas Gazette: **Paul Mendy**
North Little Rock Times: **John Pruniski, Jr.**
Paragould, Daily Press: **Gene Wirges**
Pine Bluff Commercial: **Gordon Freeman**
Searcy Daily Citizen: **Perren Jones**

CALIFORNIA

Apple Valley News: **Eva Conrad**
Apple Valley, Corralings: **Chuckles Reid**
Bakersfield Californian: **Jim Day**
Bakersfield, The Californian: **Murray Arnold**
Barstow Printer Review: **Martin Weinberger**
Calexico Chronicle: **Bud Phillips**
Chico, Enterprise Record: **Bill Lee**
Coalinga Record: **George Edwards**
Crescent City American: **Howard Griffin**
Crescent City, Del Norte Triplicate: **Jim Yarbrough**
Eureka, Humboldt Times: **Leontine Bennett**
Hollywood-Citizen News: **Zuma Palmer**
Long Beach Independent and Press Tel.: **Jane Hoxie**
Los Angeles, Daily News: **Paul Price**
Los Angeles, Herald-Express: **Bob Hull**
Los Angeles Herald-Express: **Owen Callin**
Los Angeles Examiner: **Jack Lait, Jr.**
Los Angeles Times: **Walter Ames**
Los Angeles, The Mirror: **Hal Humphrey**
Marysville, Appeal Democrat: **Bill Monohan**
Mill Valley Review: **John Ward**
Navato Advance: **James Cuzner**
North Hollywood, Valley Times: **Allen Rich**
Oakland Tribune: **James Abbe**
Palm Springs, Desert Sun: **Ward Riswold**
Pasadena Independent: **Bill Bird**
Pasadena Star News: **Bill Monroe**
Pasadena Star News: **Charles Perlee**
Petaluma Argus Courier: **Bill Sobranes**
Riverside Enterprise: **Harry Lawton**
San Bernardino, Sun-Telegram: **Dee Phillips**
San Diego, Evening Tribune: **Dave McIntyre**
San Diego Union: **Don Freeman**
San Diego Union: **Bonnie Rogers**
San Francisco, Examiner: **Dwight Newton**
San Francisco News: **Paul Speagle**
San Francisco Call Bulletin: **Bob Hall**
San Francisco Chronicle: **Terence O'Flaherty**
San Jose Mercury: **Frank Freeman**
San Luis Obispo, Telegram Tribune: **Elliott Curry**
San Rafael Independent Journal: **Jack Craemer**
Santa Barbara, News-Press: **Ronald Scofield**
Santa Barbara, Star: **Fran Benes**
Vallejo Times-Herald: **Dave Beronio**
Vallejo Times-Herald: **Don Gleason**
Ventura, Star-Free Press: **Fred Cleer**
Victorville, Apple Valley Herald: **Marty Jewett**
Wasco News: **Wally Shafer**
Watsonville, The Pajaronian: **Frank Orr**
Willows Daily Journal: **Harold Westlund**
Yreka, Siskiyou Daily News: **Dick Layman**
Yuba City, Independent Herald: **Earl Brownlee**

COLORADO

Alamosa, Daily Courier: **Charles Barnes**
Boulder, Daily Camera: **Arline Neal**
Denver Post: **Helen Verba**
Denver Times: **John W. Fishback**
Denver, The Monitor: **Bob Erikson**
Denver, The Monitor: **Roy Raney**
Denver, The Monitor: **Carson Harris**
Denver, Rocky Mountain News: **Earl Winnergren**
Greeley Booster: **Loren Walling**
Greeley Journal: **Jule Edgerton**
Greeley Tribune: **Bob Widlune**

CONNECTICUT

Bridgeport Herald: **Martin Lee**
Bridgeport Post: **Fred Russell**
Bridgeport Post-Telegram: **Jean Rose**
Bridgeport, Sunday Herald: **Leo Miller**
Danbury, News-Times: **Steve Collins**
Hartford Courant: **Ethel Bouton**
Hartford Courant: **Jack Fitzgerald**
Hartford Courant: **M. Oakley Stafford**
Hartford Times: **L. A. Young**
Hartford, The Sunday Herald: **Ray Linders**
New London Day: **George Clapp**
Norwich Bulletin: **Eli Cramer**
Putnam Patriot: **John McCormack**
Putnam, Windham County Observer: **Arthur Bove**
Stamford Advocate: **E. R. McCullough**
Waterbury, Waterburian: **Lawrence Witte**
Waterbury American: **E. Christy Erk**
Willimantic Chronicle: **Roy Downer**

DELAWARE

Wilmington, Journal: **Mary Elizabeth Power**
Wilmington, Morning News: **Florence Kasky**

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DISTRICT OF COLUMBIA

Washington Daily News: **Bernie Harrison**
Washington, Evening Star: **Harry MacArthur**
Washington, Post-Times Herald: **Paul Hume**
Washington Post-Times Herald: **Larry Laurent**

FLORIDA

Bradenton Herald: **Mary McMurria**
Clearwater Sun: **Jim Beardsley**
Cocoa Tribune: **Johnny Pound**
Daytona Beach, The Evening News: **Tippen Davidson**
Daytona Beach, Morning Journal: **Bob Vance**
Daytona Beach News-Journal: **Robert Hunter**
Ft. Lauderdale Daily News: **Orville Revelle**
Gainesville, Alachua County Journal: **Ash Wing**
Gainesville Daily Sun: **Jim Camp**
Jacksonville Journal: **George Mason**
Miami, The Florida Sun: **Maude Massengale**
Miami Daily News: **Louise Leyden**
Miami Herald: **Marion Aitcheson**
Miami Herald: **Jack Anderson**
Miami Herald: **Larry Coy**
Miami Whip: **Sam Solomon**
Ocala Star-Banner: **R. N. Dosh**
Orlando, Corner Cupboard: **Zelda Jasper Newhart**
Orlando Sentinel Star: **Carl Hunsinger**
Orlando Morning Sentinel: **Jean Yothers**
Sarasota, The News: **Arnold Burnett**
Sarasota, The News: **Furman Arthur**
Sarasota Herald Tribune: **Roy Cook**
St. Petersburg Independent: **Connie McDonnell**
St. Petersburg Times: **Dan Hall**
West Palm Beach, Palm Beach Sun: **Al Schocket**

GEORGIA

Atlanta Constitution: **Paul Jones**
Atlanta Daily World: **Marion Jackson**
Atlanta Journal: **Joe Boyd**
Atlanta Journal-Constitution: **Dwanylle Warren**
Atlanta, Pittsburgh Courier: **William Fowlkes**
Augusta Herald: **John L. Barnes**
Cochran Journal: **William R. Smith**
Columbus Inquirer: **Edge Reed**
Columbus, Ledger-Enquirer: **Bob Brown**
The Dalton Ottizen: **Mark Pace**
Decatur, DeKalb New Era: **Joe Baird**
Eastman, Times-Journal: **E. T. Methvin**
Franklin News and Banner: **Berrien McCutchen**
Gainesville, The Daily Times: **Joe Dabney**
Hawkinsville Dispatch: **John C. McCune**
Hogansville Herald: **Leo Bowen**
LaGrange Daily News: **Tom MacRae**
Macon Telegraph & News: **Mrs. Donald McDonald**
Marietta Daily Journal: **Bill Kinney**
Newman Times Herald: **James Thomasson**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Frank Rossiter**
Statesboro, Bulloch Herald: **Mrs. Ernest Brannen**
Toccoa Record: **R. W. Graves**
Vidalia Advance: **R. E. Ledford**
Waycross Journal-Herald: **Dorothy Smith**
Waycross Journal-Herald: **Roger Williams**
West Point, Valley Daily Times News: **Joe Railey**

IDAHO

Caldwell, News-Tribune: **Mike Layton**
Coeur d'Alene Press: **Chuck Sonder**
Idaho Falls, The Post Register: **J. Robb Brady**
Idaho Falls, The Post Register: **George Scott**
Kellogg Evening News: **William Penny**
Wallace, North Idaho Press: **Robert Bull**

ILLINOIS

Carmi Times: **Roy O'Neal**
Chicago American: **Janet Kern**
Chicago Daily News: **Ethel Diecardo**
Chicago Herald-American: **Bill McHugh**
Chicago, Sun-Times: **Lucia Carter**
Chicago Tribune: **Larry Wolters**
Danville, Commercial News: **Phyllis Cundiff**
Decatur, Herald and Review: **James Beaumont**
DeKalb Daily Chronicle: **C. Edward Raymond**
Evanston Review: **Eric Lead**
Harrisburg, The Daily Register: **Alta Porter**
Herrin, Southern Illinoisan: **Sam Hancock**
LaSalle, Daily News Tribune: **Bob Johns**
Marion Daily Republican: **Homer Butler**
Moline Daily Dispatch: **Elizabeth McCarthy**
Pekin Daily Times: **Marie Lewis**
Peoria Journal & Star: **R. M. Shepardson**
Norris City News: **Rue Starr**
Rockford Morning Star: **Betty L. Thro**
The Rock Island Argus: **Charles Sanders**
Springfield, Illinois State Journal: **Robert Harris**
Springfield, Illinois State Register: **James Armstrong**
Wilmette Life: **Lloyd Hollister**

INDIANA

Connersville, News-Examiner: **Emmett Jackson**
Evansville Courier: **Frances Bracey**
Evansville Press: **Sally Kincaid**
Fort Wayne, Journal-Gazette: **Jean Mack**
Fort Wayne, News-Sentinel: **Peg O'Connor**
Indianapolis Star: **Richard Hart**
Indianapolis Times: **Kathleen Cvengos**
Indianapolis News: **Georgia Gianakos**
Jeffersonville Post: **Joe Chalfant**
Kokomo Tribune: **Dow Richardson**
New Albany, The Tribune: **Wally Criswell**
South Bend Tribune: **Robert Spangler**
Warsaw Times-Union: **R. O. McGlynn**

IOWA

Cedar Rapids, Gazette: **Nadine Subotnik**
Clear Lake, Mirror-Reporter: **Genevieve Litzel**
Davenport, Daily Times: **Ron Lorenzen**
Davenport, Daily Times: **Ina Wickham**
Davenport, Democrat: **Bill Wundram**
Davenport, Times-Democrat: **Ina Wickham**
Des Moines Register: **Paul Cotton**
Des Moines, Register: **Mike Cowles**
Estherville Daily News: **D. Lee**
Mason City, Globe Gazette: **Thor Jensen**
Muscatine Journal: **Walter Russell**
Spirit Lake Beacon: **Art Lorch**

KANSAS

Atchison Daily Globe: **Cotton O'Neil**
Great Bend Daily Tribune: **Bob Graham**
Great Bend, Herald-Press: **Paul Conrad**
Lawrence Outlook: **Ed Abels**
Manhattan Mercury: **Bill Colvin**
McPherson Daily Republican: **Mark Anson**
Topeka, Daily Capitol: **Allen Young**
Wichita Beacon: **Chapin Wallace**
Wichita Eagle: **Earl Shaw**

KENTUCKY

Ashland Independent: **J. T. Norris**
Ashland, Boyd Co. Observer: **John R. Gilpin, Jr.**
Ashland, Daily Independent: **John McGill**
Benton, Tribune-Democrat: **Bill Nelson**
Bowling Green, Park City Daily News: **J. R. Gaines**
Campbellsville, News-Journal: **George Trotter**
Frankfort, State Journal: **Bill Fluty**
Lebanon Enterprise: **Paul Crowdus**
Lebanon, Marion Falcon: **Paul Owens**
Louisville, Courier-Journal: **Bill Ladd**
Louisville, Courier-Journal: **Angela Preis**
Louisville Times: **Jack Eisen**
Mayfield, Messenger: **Jessie Anderson**
Owensboro Messenger: **Larry Hager**
Paducah, Sun-Democrat: **Joe LaGore**
Paducah, Sun-Democrat: **Joe Mitchell**
Paducah, Sun-Democrat: **Bill Powell**

LOUISIANA

Alexandria Town Talk: **Jim West**
Baton Rouge, Morning Advocate: **Margaret Dixon**
Baton Rouge, Morning Advocate: **Jim Faulkner**
Baton Rouge, Morning Advocate: **Bill Rivers**
Baton Rouge, State Times: **Ernest Gueymard**
The Houma Courier: **John Gordon**
Jennings Daily News: **Harvey Laing**
Minden Herald and Webster Review: **Major Depingre**
New Orleans, The Item: **Ted Liuzza**
New Orleans States: **Bob Sublette**
New Orleans, Pittsburgh Courier: **Ernest Curry**
New Orleans, Times Picayune: **Ed Brooks**
Shreveport Journal: **Wallace Beene**

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Shreveport Times: **Pericles Alexander**
Shreveport Times: **James T. Briggs**

MAINE

Augusta, Daily Kennebec Journal: **Ruth Henderson**
Bangor, News: **Elizabeth Kilmire**
Bangor, Patriot: **Tom Weber**
Lewiston, LeMessager: **L. P. Gagne**
Lewiston, Sun-Journal: **Rose Niekerson**
Portland Press Herald: **Robert B. Beith**
Rumford Times: **Everett Martin**

MARYLAND

Annapolis, Evening Capitol: **Ham Elliott**
Baltimore, Sun: **Donald Kirkely**
Baltimore Evening Sun: **Hope Pantell**
Baltimore Morning Sun: **Robert Snyder**
Baltimore Sunday Sun: **James Brown**
Baltimore News-Post and Sunday American: **Jennie Lea Bird**
Hagerstown, Morning Herald: **Joe Harp**
Hagerstown, Daily Mail: **George Rash**
Salisbury Advertiser: **Samuel Sherwell**
Salisbury Times: **Oscar L. Morris**

MASSACHUSETTS

Boston Globe: **Mary Cremmens**
Boston Globe: **Elizabeth Sullivan**
Boston Herald: **William Buchanan**
Boston, Herald-Traveler: **Joe Levine**
Boston Post: **Mark Finley**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Joe Purcell**
Boston, Christian Science Monitor: **Mabelle Joyce**
Boston, Christian Science Monitor: **Mary Handy**
Boston, Record-American: **Anthony LaCamera**
Brockton, Enterprise: **Malcolm Dalton**
Brockton, Enterprise: **Joseph Messier**
Fall River Transcript: **Hal Sayers**
Haverhill Gazette: **Vin Driscoll**
Holyoke Transcript: **Irene Michelek**
Hyannis, Cape Cod Standard-Times: **Newell Avery**
Pittsfield, Berkshire Eagle: **Milton Bass**
Pittsfield, Berkshire Eagle: **Ed Farrell, Jr.**
Pittsfield, Berkshire Eagle: **Ted Giddings**
Springfield Newspapers: **Harvey Gray**
Springfield Union: **Graydon H. Spragg**
Worcester, Evening Gazette: **Jim Gourgouras**
Worcester, Sunday Telegram: **Don Williams**
Worcester, Telegram: **Fred Rushton**

MICHIGAN

Benton Harbor, News Palladium: **Russ Isminger**
Cheboygan Tribune: **Gordon Turner**
Detroit Free Press: **Mark Beltaire**
Detroit Free Press: **Dick Osgood**
Detroit Free Press: **Betty Lou Peterson**
Detroit News: **Herschell Hart**
The Detroit News: **Betty Hyde**
Detroit Times: **Andy Wilson**
The Flint Journal: **Ralph Coulter**
Grand Rapids Press: **Florence Kasprzak**
Grand Rapids Press: **Mrs. Joseph Mack**
Grand Rapids Herald: **Sue Rogers**
Ionia County News: **Fred Keister**
Lansing, State Journal: **Kenneth West**
Muskegon Chronicle: **Luella Schaefer**
Saginaw News: **H. Spendlove**

MINNESOTA

Albert Lea Tribune: **Ken Allen**
Albert Lea, Community Magazine: **Mac Lyon**
Alexandria, Lake Region Farmer: **Keith Hockett**
Alexandria, Park Region Echo: **Gordon Duenow**
Brainerd Daily Dispatch: **W. C. McCullough**
Brainerd, Crow Wing County Review: **C. Burnson**
Eveleth News Clarion: **Joe Orehak**
Grand Rapids, Herald-Review: **Ken Hickman**
Hibbing Tribune: **George Fisher**
Minneapolis Star Journal: **Cedric Adams**
Minneapolis Tribune: **Will Jones**
Moorhead, Daily News: **Dick Terry**
St. Cloud, Times Publishing Co.: **Harold C. Sholhopf**
St. Paul Dispatch: **Bill Diehl**
St. Paul Pioneer Press: **John Harvey**
Virginia, Mesabi Daily News: **Everett Blomgren**
Virginia, Misabi Daily News: **Amundo DeYoannes**
Winona Daily News: **Joseph Rizzardi**

MISSISSIPPI

Aberdeen Examiner: **Roy Steinfort**
Amory News-Advertiser: **Theron Harden**
Biloxi, Daily Herald: **Ike Brandt**
Biloxi, Daily Herald: **Cosman Eisendrath**
Canton, Madison County Herald: **Phil Mullen**
Clarksdale, Press Register: **Bill Skelton**
Columbus, Commercial Dispatch: **Drew Shankle**
Corinth, The Daily Corinthian: **Frederick Jay**
Fulton, Itawamba County Times: **D. C. Hardin**
Jackson, Clarion Ledger: **Purser Hewett**
Jackson, Daily News: **Max Smythe**
Natchez Democrat: **Elliott Trimble**
Pascagoula, Chronicle-Star: **Easton King**
Pickens, Four County News: **Jim Lacey**
Vicksburg Evening Post: **Burrell C. Conway**

MISSOURI

Columbia Missourian: **Eugene Sharp**
Columbia Tribune: **J. P. Hamel**
Independence Daily News: **Tuck Stadler**
Joplin Globe and News Herald: **Ray Cochran**
Kansas City Star: **Bob Hoyland**
Rolla Daily Herald: **William Breuer**
Rolla Daily Herald: **L. W. Martin**
Springfield Advertiser: **Ethel Strainchamps**
Springfield Newspapers, Inc.: **Dale Freeman**
Springfield, Weekly News Journal: **Jim Billings**
St. Joseph, Times Review: **George Sherman**
St. Louis, Globe Democrat: **Peter Rahn**
St. Louis, Post Dispatch: **Warren Schoyen**

NEBRASKA

Beatrice Daily Sun: **Robert Marvin**
Grand Island Independent: **Harold Hartley**
Lincoln Journal and Star: **Burton D. Mann**
Lincoln Star: **James Lawrence**
Sidney Telegraph: **Jack Lowe**

NEVADA

Las Vegas Sun: **Bill Willard**

NEW HAMPSHIRE

Laconia Evening Citizen: **Nancy Pashley**

NEW JERSEY

Asbury Park Press: **Gail Christensen**
Bridgeton Evening News: **Meade Landis**
Camden, Courier-Post: **Bud Stretch**
Newark Evening News: **Roland Lindbloom**
Newark News: **Bob Taylor**
Newton, New Jersey Herald: **Marlin S. Morgan**
Trenton, Trentonian: **Bill Blitman**
Trenton Times: **Bob Stewart**

NEW MEXICO

Albuquerque Journal: **H. P. Pickrell**
Albuquerque Tribune: **Dan Burrows**
Gallup Independent: **Larry McSwain**
Gallup Times: **William J. Bonville**

NEW YORK

Albany, Knickerbocker News: **Bill Skirving**
Auburn, Citizen-Advertiser: **Don Bylngton**
Auburn, Citizen-Advertiser: **Frederik Osborne**
Binghamton Press: **Tom Cawley**
Brooklyn Eagle: **Steven Scheer**
Buffalo Courier-Express: **Jean Dingle**
Buffalo Evening News: **Ray Rineh**
Cortland, Herald-Journal: **Margaret Miner**
Cortland, Post-Standard: **Arthur Cameron**
Elmira Star Gazette: **Jim Morse**
Garden City, Newsday: **Joe Coppola**
Garden City, Newsday: **Betty McKenna**
Huntington, Long Islander: **Clarence MacLachlan**
Jamaica, L. I.Pres: **John Lester**
Jamaica, Long Island Daily Press: **Morton Pye**
Jamestown Post-Journal: **John A. Hall**
Jamestown Sun: **Edward J. Byrne**
Port Jervis Union Gazette: **Dan Dwyer**
Kenmore Record Advertiser: **P. D. Fahenstock**
Kingston Ulster Press: **Oliver Stalter**
Lockport, Union-Sun & Journal: **T. E. Brundage**

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Lockport, Union-Sun & Journal: **Easton Elliott**
Middletown, Times-Herald: **Ed Dougherty**
New York, Age-Defender: **Julius J. Adams**
New York, Age-Defender: **Walter White**
New York City, Associated Press: **Bud Bennett**
New York City, Associated Press: **Wayne Oliver**
New York, Herald Tribune: **John Crosby**
New York, Herald Tribune: **Ruth Gilbert**
New York, Herald Tribune: **Josephine Jablons**
New York City, International News Service: **John Cooper**
New York, Journal American: **Jack O'Brian**
New York, Journal American: **Walter Stern**
New York, Daily Mirror: **Nick Kenny**
New York, Daily Mirror: **Eddie Zeltner**
New York, Daily News: **Ben Gross**
New York, Daily News: **Kay Gardella**
New York, Daily News: **Sid Shalit**
New York, Pittsburgh Courier, New York Edition: **George A. Schuyler**
New York, Post: **Al Cusick**
New York, Post: **Jay Enelson Tuck**
New York, Times: **Val Adams**
New York, Times: **Jack Gould**
New York, Times: **J. P. Shanley**
New York City, United Press: **Jack Gaver**
New York City, United Press: **John P. Madigan**
New York, World Telegram & Sun: **Marie Torre**
New York, World Telegram & Sun: **Harriet Van Horne**
Hornell Evening Tribune: **Grace Barber**
Olean Times Herald: **Ned Connor**
Olean Times Herald: **John Morton**
Olean Times Herald: **Gil Stinger**
Poughkeepsie New Yorker: **Charles Murray**
Rochester, Democrat and Chronicle: **Bob Fisher**
Rochester, Democrat and Chronicle: **Harold Nichols**
Rochester, Times Union: **Jack Hadley**
Rome Daily Sentinel: **Connie Myer**
Saugerties Post: **Bertram W. Burns**
Syracuse, Herald Journal: **Robert Sokolsky**
Syracuse, Post Standard: **Peg Simpson**
Utica Observer-Dispatch: **Joe Hahn**
Watertown Daily Times: **Dominic Pepe**

NORTH CAROLINA

Brevard, The Times: **John Anderson**
Charlotte News: **Emery Wister**
Charlotte Observer: **Wriston Locklair**
Durham Sun: **John Barry**
Fairmont, Times Messenger: **Billy Whitted**
Forest City, The Courier: **Frank Jeter, Jr.**
Fuuay Springs, The Independent: **Todd Caldwell**
Jacksonville, Daily News: **J. B. Robinson**
Kinston Free Press: **Jake Strother**
Morganton, The News-Herald: **Stanley Moore**
Raleigh, News & Observer: **Jane Hall**
Salisbury Post: **Teenus Cheney**
Sanford Herald: **Ernest Jennes**
Selma, Johnstonian-Sun: **Tom Davis**
Spindale, The Sun: **Glenn James**
Wallace Enterprise: **Tom Boney**
Wallace Enterprise: **Faye Rivenbark**
Wilson, Daily Times: **Vernon Morton**

NORTH DAKOTA

Devils Lake Daily Journal: **Russ Dushinski**
Devils Lake World: **Gordan Stefonowicz**
Diekinson Press: **Ad Nordmarken**
Fargo Forum: **Stan Cowan**
Jamestown Sun: **Bill Wright**
Minot Daily News: **Jack Bone**
Minot Daily News: **Blanche Lynche**

OHIO

Akron, Beacon-Journal: **Art Cullison**
Bellefontaine, The Examiner: **Ham McPeck**
Cincinnati Inquirer: **James Devane**
Cincinnati Enquirer: **Magee Adams**
Cincinnati Leader: **Ben Simson**
Cincinnati Post: **Mary Wood**
Cincinnati Times Star: **Charleton Wallace**
Cleveland News: **Maurice Van Metre**
Cleveland Plain Dealer: **George Condon**
Cleveland Press: **Stan Anderson**
Columbus, The Citizen: **Jo Bradley Reed**
Columbus Dispatch: **Dean Myers**
Columbus Star: **Pauline Smith**
Columbus, Ohio State Journal: **Glenna Hunter**
Columbus, Ohio State Journal: **Poely Smith**
Coshocton Tribune: **Kenneth Slaughter**
Dayton Journal-Herald: **Brainard Platt**
Dayton Journal Herald: **Dale Stevens**
Findlay, Republican-Courier: **Allen Dudley**
Ironton Tribune: **Don Mayne**
Jackson Herald: **Jerry Kirkendall**
Marion Star: **Frances Haas**
Martins Ferry, Times Leader: **Bob Fordyce**
Middletown Journal: **Warren Wolfe**
Niles Daily Times: **Agnes Lopata**
The Portsmouth Times: **John Green**
Portsmouth Times: **Jim Joseph**
Warren Tribune Chronicle: **John Forrest**
Youngstown Vindicator: **Adrian Slifka**

OKLAHOMA

Cushing Daily Citizen: **Robert B. Allen**
Drumright, Journal: **Gordon Rockett**
Enid Morning News: **Bob Leahr**
McAlester News Capital: **Howard Cowan**
Ponca City News: **Ivy Coffee**
Ponca City News: **Gareth Muchmore**
Tulsa Tribune: **John Booker**
Tulsa World: **Russell Gideon**

OREGON

Coos Bay Times: **Ulla E. Bauers**
Coos Bay Times: **Gene Briggs**
Coquille Sentinel: **Ralph Stuller**
Eugene Register Guard: **Jack Craig**
Klamath Falls, Herald and News: **Florence Jenkins**
Klamath Falls, Herald and News: **J. Maxwell Wachope**
McMinnville, Daily News-Register: **Bill Powell**
Medford Mail Tribune: **E. C. Ferguson**
Oregon City, Enterprise-Courier: **Richard Revenaugh**
Portland, The Oregonian: **Francis Murphy**
Portland, The Oregon Journal: **Bill Moyes**
Prineville, Central Oregonian: **Ed Donally**
Redmond, The Spokesman: **Mary Brown**
Salem, Capital Journal: **Margaret Magee**
Salem, Oregon Statesman: **Wendell Webb**

PENNSYLVANIA

Allentown, Call-Chronicle: **Arthur Gerhart**
Allentown, The Morning Call: **Phil Storch**
Altoona Mirror: **Ed Benny**
Altoona Mirror: **Pat Hinton**
Altoona Mirror: **Leo Carroll**
Beaver Valley Times: **Ralph Young**
Bethlehem Globe Times: **Robert Kirkpatrick**
Bethlehem Globe Times: **C. Fred Ritter**
Bradford Era: **Joe Cleary**
Bradford Era: **Fred Tascone**
Brookville, American: **Jim Howard**
Butler Eagle: **Bill Fanst**
Chester Times: **Mitch Rosenfeld**
Chester Times: **Gil Spencer**
Chester Times: **Matt Zabitka**
Clarion, Democrat: **Walt Smith**
Clearfield, The Progress: **Betty Hamilton**
Coatesville, Record: **George Heintzleman**
Downingtown, The Archive: **Jane McIlvaine**
Erie Daily Times: **Eddie Mead**
Erie Dispatch: **Mike Lamb**
Gettysburg Times: **C. William Harbaugh**
Hanover, Evening Sun: **Cap Grenier**
Johnstown, Observer: **Jim Malloy**
Johnstown, Tribune-Democrat: **Ed Kliem**
Lancaster Advertiser News: **Glen Able**
Meadville, Tribune: **Robert Bates**
Montrose Independent: **Henry Felton**
Mt. Carmel, Item: **T. Stanton**
New Castle News: **Bart Richards**
Philadelphia, Daily News: **John Moore**
Philadelphia, Daily News: **Mitchell Schwartz**
Philadelphia, Evening Bulletin: **Frank Brookhouser**
Philadelphia, Evening Bulletin: **Elmer Cull**
Philadelphia, Evening Bulletin: **Bob Williams**
Philadelphia Inquirer: **Jimmy George**
Philadelphia Inquirer: **Jean Koniuk**

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Philadelphia, Inquirer: **Leo Mishkin**
Pittsburgh Post-Gazette: **Harold Cohen**
Pittsburgh, Post-Gazette: **Win Fanning**
Pittsburgh Press: **Fred Remington**
Pittsburgh Sun Telegraph: **Jim Pettican**
Pittsburgh Sun-Telegraph: **Bill Clark**
Pittsburgh Sun-Telegraph: **Wilbur Clarke**
Pittsburgh Sun-Telegraph: **Karl Krug**
Punxsutawney, Spirit: **P. L. Smith**
Reading Eagle: **Oan H. Thompson**
Reading Times: **Louis J. Schlosberg**
St. Marys, Daily Press: **Jack O'Brien**
Sayre, Evening Times: **Harold Yingling**
Scranton Times: **Ed Donahoe**
Shamokin, News-Dispatch: **Paul McAlwee**
Stroudsburg, Daily Record: **Horace Heller**
Sunbury Daily Item: **Malcolm Arter**
Towanda, Daily Review: **David Turner**
Uniontown, Evening Standard: **Buz Storey**
Uniontown, Morning Herald: **Tod Trent**
West Chester, Daily Local News: **Butch McDevitt**
Williamsport, Grit: **John B. Davis**
Williamsport, Sun-Gazette: **Frank Ziegler**
York, Dispatch: **Danner Chronister**
York, Gazette and Daily: **Jim Huchins**

RHODE ISLAND

Providence Journal: **Aubrey Schenk**
Providence Journal: **William Keough**

SOUTH CAROLINA

Bennettsville, Marlboro Herald Advocate: **Bill Reasonover**
Greenville, News-Piedmont: **Hurley Badders**
Marion Star: **Lem Winsett**
Mullins Enterprise: **James L. Platt**
Newberry Sun: **Frank Armfield, Jr.**
Spartanburg, Herald-Journal: **Charles O. Hearon**
Sumter Daily Item: **John Mitchell**

SOUTH DAKOTA

Aberdeen American-News: **Ellsworth Karrigan**
Sioux Falls, Daily Argus-Leader: **Herb Bechtold**

TENNESSEE

Chattanooga Times: **Ruth Robinson**
Clinton Courier News: **Horace Wells**
Cookeville, Citizen: **John R. Mott**
Cookeville, Herald: **T. T. Gentry**
Cookeville, Oracle: **James Wall**
Jackson Sun: **Peggy McKinnie**
Knoxville Journal: **Juanita Glenn**
Knoxville, News Sentinel: **Hugh Allen**
Maryville Enterprise: **Gene Thompson**
Memphis, The Commercial Appeal: **Paul Molloy**
Memphise, Press Scimitar: **Louise Nolan Ahrens**
Memphis, Press-Scimiter: **Robert Johnson**
Nashville Banner: **Eddie Jones**
Nashville Tennessean: **Helen P. Abernathy**
Oak Ridge, The Oak Ridger: **Richard Smyser**
Oak Ridge, The Oak Ridger: **Herb Stein**
Pulaski Record: **Clarence Holley**
Sparta Expositor: **Floyd Bryan**

TEXAS

Alice News: **Hal Kennedy**
Amarillo Daily News: **Patsy Dinan**
Amarillo Daily News: **Tex Kelrsey**
Austin-Statesman: **Charles Green**
Beaumont Enterprise: **Merita Mills**
Beaumont Journal: **Gladys Quilliam**
Big Spring Herald: **Robert Whipkey**
Crystal City, Zavalla Sentinel: **Bill Berger**
Dallas Morning News: **Fairfax Nisbett**
Dallas Morning News: **John Rosenfield**
Dallas Times Herald: **Walter Kempley**
Ft. Worth Press: **Jack Gordon**
Houston Chronicle: **Ann Hodges**
Houston Chronicle: **Everett Collier**
Houston Informer: **Carter Wesley**
Houston Post: **Isabelle Brown**
Houston Press: **Tommy Mahr**
Jacksonville, The Journal: **Bill Laurie**
Lubbock, Avalanche-Journal: **Charles Guy**
Lubbock, Avalanche-Journal: **R. C. Hankins**
Lufkin Daily News: **Jim Hale**
Odessa American: **Jim Scott**
Paris News: **Nancy Proteet**
Port Arthur News: **Grace Foote**
San Antonio Express: **Leona Pappas**
San Antonio Express: **Tom McGowan**
San Antonio Light: **Paul Trench**
San Antonio News: **Jack Whitley**
Temple Daily Telegram: **Larry Ingram**
Tyler, Courier-Times: **Bill Dozier**
Tyler, Morning Telegraph: **Phil Dibert**
Uvalde Leader News: **Harry Hornby, Jr.**
Victoria Advocate: **Dave Hoster**

UTAH

Logan, Herald-Journal: **Ray Nelson**
Salt Lake City, Desert News: **Jim Grebe**
Salt Lake City, The Desert News: **Howard Pearson**

VERMONT

Burlington Daily News: **Bob Cronin**
Burlington Free Press: **Robert Beaupre**

VIRGINIA

Bedford Democrat: **Glenn Babb**
Bristol Herald Courier: **Tutt Bradford**
Buena Vista News: **Lloyd Page**
Chase City Progress: **Nancy Hipps**
Danville, Commercial Appeal: **Watt Miles**
Danville, The Bee: **Johnny Johnston**
Lexington Gazette: **Houston Harlow**
Lexington, Rockbridge County News: **Matt Paxton**
Marion, Smyth County News: **James Tindall**
Narrows, Valley Leader: **Eton K. Goldwaite**
Norfolk Ledger-Dispatch: **Sandusky Curtis**
Norfolk Virginian-Pilot: **Warner Twyford**
Richmond News Leader: **Norman Rowe**
Roanoke Time: **William Atkinson**
Roanoke World-News: **W. C. Stouffer**

WASHINGTON

Aberdeen Daily World: **Ed Stanley**
Port Angeles Evening News: **Joe Lewis**
Bellingham Herald: **Charles Seifrit**
Lynden Tribune: **Bill Lewis**
Seattle Post Intelligencer: **Bill Jahn**
Seattle Times: **Ed Baker**
Tacoma News Tribune: **Helen Rogers**

WEST VIRGINIA

Charleston Daily Mail: **Arnold Knapp**
Charleston Gazette: **Nancy Brady**
Fairmont, The Times: **Bill Evans**
Fairmont, The Times: **C. E. Smith**
Fairmont, The West Virginian: **Helen Bickle**
Fairmont, The West Virginian: **Richard Parrish**
Huntington, Herald-Advertiser: **Ernie Salvatore**
Huntington, Herald Advertiser: **Jack York**
Huntington Advertiser: **Brooks Wells**
Wheeling Intelligencer: **Dorothy Cohen**
Wheeling Intelligencer: **Norman Yost**
Wheeling News-Register: **Harry Hamm**

WISCONSIN

Beaver Dam, Daily Citizen, **Bill Conners**
Beloit Daily News: **Bob Edwards**
Eau Claire, Leader Telegram: **M. B. Atkinson**
Janesville Gazette: **Ralph Schroeder**
Madison, Wisconsin State Journal: **William L. Doudna**
Menomonie, Dunn County News: **Paul Hassett**
Milwaukee Journal: **Bea Pepan**
Milwaukee Sentinel: **Buck Herzog**
Racine Journal-Times: **Charles E. Edwards**
Sturgeon Bay, Door County Advocate: **Chan Harris**
Wisconsin Rapids, Daily Tribune: **Carl E. Otto**
Woodville Leader: **Art Best**

WYOMING

Cody Enterprise: **Larry Morrison**
Cody Rustler: **Bill Rankin**
Lander, Wyoming State Journal: **Bill Epler**
Lander, Wyoming State Journal: **William Luzmoor**
Sheridan Press: **Bob Johnson**

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. . . with du mont telecasting equipment

The proof of Du Mont television broadcasting equipment is in its performance — past, present and future. Stations employing Du Mont equipment over the years have benefited by its greater dependability, better performance and lower operating costs. New Du Mont equipment such as the "years ahead" Multi-Scanner is setting the pace today for the industry — in both monochrome and color broadcast operations.

Base your selection of television broadcast equipment on actual proof — past performances that have spelled OPERATION SUCCESS for Du Mont-equipped stations throughout the world!

DU MONT

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, N. J.

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Television 1955

TELEVISION—the miracle of sight and sound — which has linked the nation with dramatic impact in a few short years — is still on the threshold of a revolutionary period: the coming of color to the millions of viewers coast-to-coast. Like the growth of conventional black and white, and the experimentation in color, the 1955 Television Year Book is a revealing edition of video progress.

THIS YEAR, as in the past years since the coming of television, experts in the field of video have contributed much to the story of television as unfolded in the pages that follow. We again are mindful of the many contributions made to this volume and wish to express our thanks to all those who participated in its compilation.

JACK ALICOATE
Editor-in-Chief

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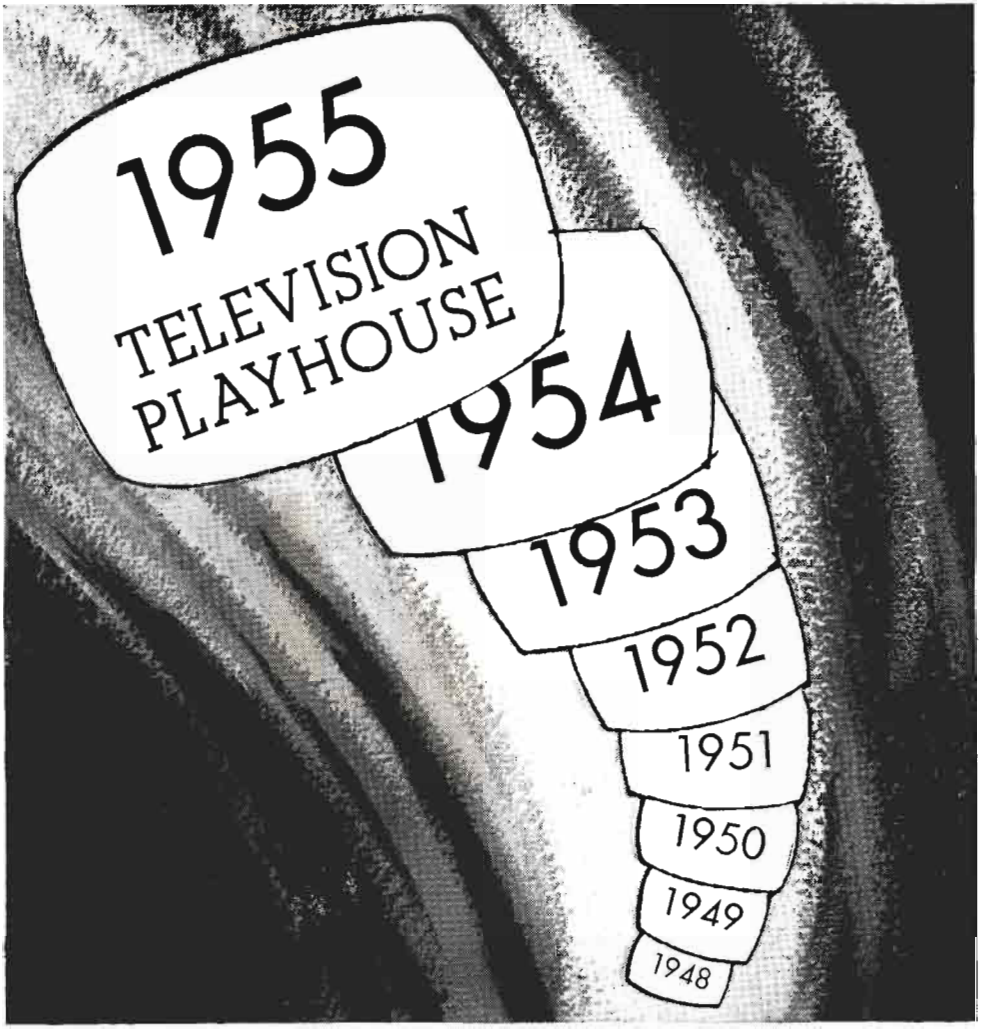

As a new year rolls around,
Philco and Goodyear send
a heartfelt "thanks" to all
the fine actors, writers and
technicians who year after year
have made TELEVISION PLAYHOUSE
America's leading dramatic program.

TELEVISION
PLAYHOUSE

SUNDAYS

9-10 P.M. (E. S. T.)—NBC-TV

THE GOODYEAR TIRE & RUBBER CO., INC. • PHILCO CORPORATION

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FAMILY TV OWNERSHIP INCREASES

As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family-Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of* 28 *geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during* 1954 *revealed these percentage increases:*

	July 1954	October 1954
United States	58%	61%
Regions:		
Northeast	77	78
South	37	42
North Central	61	64
Mountain & Southwest	40	42
Pacific	56	61
City Size:		
Farm	28	31
Under 2,500	41	44
2,500 to 50,000	39	42
50,000 to 500,000	64	67
500,000 & over	81	83
Total Family Income:		
Upper Fourth	70	71
Next Fourth	63	68
Next Fourth	59	62
Lowest Fourth	41	44
Education of Family Head:		
Grade School	51	53
High School	65	68
College	61	66
Size of Families:		
1 & 2 Members	48	51
3 Members	65	68
4 & 5 Members	69	71
6 Members & Over	55	57
Age of Housewife:		
Under 35 Years	65	68
38 thru 44 Years	68	69
45 Years & Over	49	52
Presence of Children:		
5 Years & Under	65	68
6-12 Years	65	68
13-20 Years	58	61
No Children	50	53

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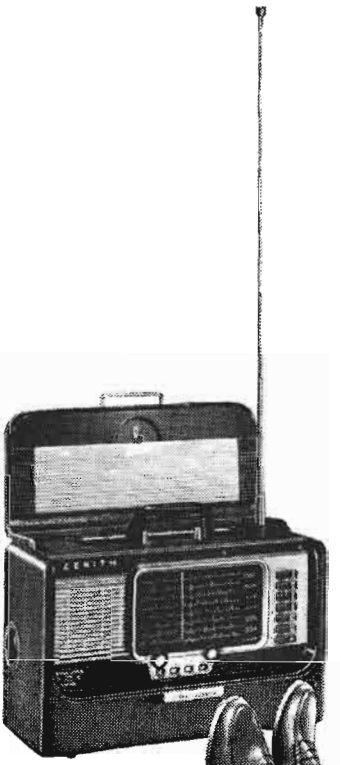
Isn't it a small world?



It is, when you own a new Zenith Super Deluxe TRANS-OCEANIC Radio, the world's finest shortwave portable

This latest version of the world's only 13-year-proved shortwave portable will take you to dozens of different countries with astonishing ease. Works on AC, DC, or long-life batteries. Tropically treated against high humidity. It's a great gift for anyone. In Black Stag, only $139.95*. In handsome genuine top-grain cowhide, $159.95*.

*Manufacturer's suggested retail price, less batteries. Slightly higher in Far West and South.

ZENITH

The royalty of television and RADIO

Backed by 36 years of Experience in Radionics Exclusively. ALSO MAKERS OF FINE HEARING AIDS. Zenith Radio Corporation, Chicago 39, Illinois.

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Potential Market Only Touched By Syndicated Film Industry

By **M. J. RIFKIN**
Vice-President
In Charge of Sales, Ziv Television Programs, Inc.

THE year 1954 can be marked down as a banner year in the sales of Ziv Television properties, and we are confident 1955 will break all previous records.

During 1954, two Ziv properties in their second year of production, "Favorite Story" and "I Led Three Lives," passed the 200-market point, and two others "Boston Blackie" and "Cisco Kid" exceeded 150 markets.

In addition, the three Ziv properties introduced during 1954, "Mr. District Attorney," starring David Brian, "Meet Corliss Archer," starring Ann Baker and Mary Brian, and "The Eddie Cantor Comedy Theatre" all sold at a record-breaking rate.

Introduced last May, "Mr. District Attorney" neared the 200 market point by the end of 1954, while "Meet Corliss Archer," introduced in July, had passed 175 markets by the end of the year.

"The Eddie Cantor Comedy Theatre" was sold at the most phenomenal rate ever achieved by a syndicated television film. Introduced in November, 1954, the program was sold in more than 180 markets in eight weeks of selling and before the program was put on the air.

This rapid rate of sales was accomplished despite the fact that the program, budgeted at an average cost of $53,000 per show, carried the highest rate card ever issued for a syndicated television film.

The rapid acceptance of these programs in 1954 by local, regional and national spot advertisers indicates that the syndicated television film industry has barely scratched the surface of its potential market.

Let's take a long look at the needs and desires of the local and regional advertiser in order to determine why syndicated television film as an advertising vehicle has increased so rapidly in popularity.

First, the local and regional advertiser wants to utilize as his advertising medium a program with the high quality of a network show, but at a cost within the means of his advertising budget.

Only through film are top quality, top star programs available at the local level. And with film programs as produced by Ziv, the advertiser gets top star names, top property values with immediate and widespread audience acceptance.

Secondly, the regional advertiser and many national advertisers are interested in putting their sales story into specially selected markets, the local advertiser into one or more markets in his area. This can only be achieved through film programs, with stations selected on a spot basis to get the best available time slots and adjacencies. The only way these advertisers can purchase the times and markets they want and still get top quality vehicles is through syndicated television film.

Thus, the outlook for the syndicated television film industry is bright. However. this should not be cause for complacency. The key to continuing success in this field is top quality product. Advertisers want quality television programs . . . not just celluloid. Turning out films is one thing. Producing fine quality programs specifically designed for television is completely different, a highly specialized field. "Meet Corliss Archer," "Mr. District Attorney," and "The Eddie Cantor Comedy Theatre" were not successful because they were television films. They were successful because they embodied the talent, writing skills and production techniques that set them apart as television films with an instant audience appeal.

This is the answer to high sales of syndicated television film. Although the market among local and regional advertisers is there, it will be the producer of high quality film products, starring top names in instant audience appeal programs, whose show will be in demand.

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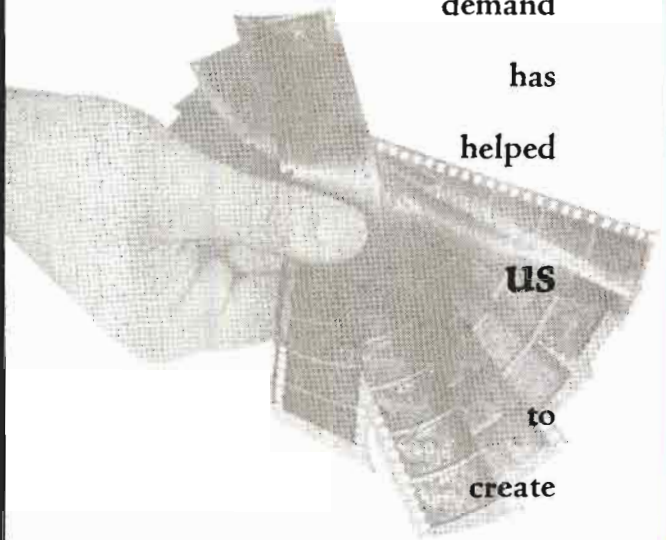

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to

create

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. . . our sincere

gratitude and

appreciation

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1740 Broadway, New York 19, N. Y. • JU. 6-1700

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COLOR TELEVISION

A COMPILATION OF TERMS, SYSTEMS AND EQUIPMENT

To make color, the latest advancement of television, comprehensible, these explanatory notes serve to add a working knowledge to the pleasure of televiewing. All data has been compiled from reliable records and manufacturers' equipment specifications.

Achromatic: Chiaroscuro; black and white.

Brightness: The variation in visually perceptive emission of light.

Camera Spectral Characteristic: Specific sensitivity of individual camera's color channel respective of wavelength.

Chroma: Resultant color characterized by saturation only.

Chromaticity: Shades of chromatic or achromatic color specifically by hue and saturation.

Chrominance: The variation between a color and a similar hue of equal radiance.

Chrominance TV Signals: Voltage received from red, green or blue area of color camera.

Cie: Committee Internationale d'Eclairage.

Color Disruption: Disturbance of color pattern caused by rapid alteration of physical status. Eg., a momentary visual obstruction.

Color Edging: Disturbing factors affecting color clarity at fringe areas.

Color Fringing: Disturbing hues affecting image in alteration of picture object from one field to another.

Color Gamut: Restricted area of demarcation from basic color range.

Color Signal: Any signal, excepting monochrome or luminance, which affects chromaticity values.

Compatibility: Standard monochromatic reception of color transmitted by unvarying monochrome receptor.

Convergence: Focal point intersection of electronic beams on shadow-mask of picture tube.

Color Cross: Monochrome interference on chrominance channel.

Compatible Fusion: Dual merging of sidebands of equal bandwidth minus appreciable tangential disturbance.

Hue: Excepting grey, commensurate with the term "color"; a prevailing wavelength which accentuates blues, reds, etc.

Luminance: Normal illumination.

Luminance Consistency: Color, so transmitted, that chromaticity of picture is received without noticeable luminance disruption.

Mixed Highs: Transmission of high frequency components in conjunction with luminance to assimilate achromatic detail in colored image.

Monochrome Signal: TV signal serving as regulator of luminance on standard and color receivers.

Primary Colors: Selective combinations of red, blue and green which form diverse hues. Sole limitation is upon mixture of basics.

Saturation: Chromatic opalescence or variable degrees of colors with white. Darker shades are of fuller saturation.

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The standard of quality
wherever films are used

EASTMAN PROFESSIONAL MOTION PICTURE FILMS
THE EASTMAN 16mm PROJECTOR, MODEL 250
THE EASTMAN TELEVISION RECORDING CAMERA

Whether you use film to bridge
the coast-to-coast gap of time
and space . . . to overcome the
confinements of studio walls . . .
or to pre-test your investment
in time and talent, Eastman is
always the first choice both
for production and projection.

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

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COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1955

□ □ □

State	City	Station	1954	1955	Affil.
Alabama	Birmingham	WABT	—		NBC-TV; DuMont
		WBRC-TV	—		CBS-TV
	Mobile	WALA-TV	—		NBC-TV
	Montgomery	WCOV-TV	—		CBS-TV; DuMont
		WSFA-TV	—		NBC-TV
Arizona	Phoenix	KPHO-TV		Sept.	CBS-TV
	Phoenix-Mesa	KVAR	—		NBC-TV
	Tucson	KOPO-TV	—		CBS-TV
		KVOA-TV		July, 1956	NBC-TV
Arkansas	Little Rock	KARK-TV	—		NBC-TV; DuMont
	Pine Bluff	KATV	—		CBS-TV
	Texarkana	KCMC-TV	—		CBS-TV
California	Bakersfield	KERO-TV	—		NBC-TV; CBS-TV
	Chico	KHSL-TV	—		NBC-TV; CBS-TV
	Fresno	KMJ-TV	—		NBC-TV; CBS-TV
	Los Angeles	KHJ-TV	—		DuMont
		KNXT	—		CBS-TV
		KRCA	—	Feb.	NBC-TV
	Sacramento	KCCC-TV	—		NBC-TV; CBS-TV; DuMont
	Salinas-Monterey	KSBW-TV	—		CBS-TV
		KMBY-TV	—		CBS-TV
	San Diego	KFMB-TV		July	CBS-TV
		KFSD-TV	—		NBC-TV; DuMont
	San Francisco	KPIX	—		CBS-TV; DuMont
		KRON-TV	—		NBC-TV
	Santa Barbara	KEYT		Jan., 1956	NBC-TV; CBS-TV
	Stockton	KTVU	—		NBC-TV
Colorado	Colorado Springs	KKTV	—		CBS-TV; DuMont
		KRDO-TV	—		NBC-TV
	Denver	KFEL	—		DuMont
		KLZ-TV		Nov.	CBS-TV
		KOA-TV	—		NBC-TV
	Pueblo	KCSJ-TV		Fall	NBC-TV
Connecticut	New Britain	WKNB-TV	—		CBS-TV
	New Haven	WNHC-TV	—	June	NBC-TV; CBS-TV; DuMont
Delaware	Wilmington	WDEL-TV	—		NBC-TV; DuMont
Dist. of Columbia	Washington	WRC-TV		April	NBC-TV
		WTOP-TV	—		CBS-TV
Florida	Jacksonville	WJHP-TV	—		NBC-TV
		WMBR-TV	—		CBS-TV; DuMont
	Miami	WGBS-TV	—		NBC-TV
		WTVJ		June	NBC-TV; CBS-TV; DuMont
	Orlando	WDBO-TV	—		NBC-TV; CBS-TV
	Palm Beach	WJNO-TV	—		NBC-TV
	St. Petersburg	WSUN-TV	—		CBS-TV
	Tampa	WFLA-TV	—		NBC-TV
Georgia	Atlanta	WAGA-TV	—		CBS-TV; DuMont
		WSB-TV		July	NBC-TV
	Augusta	WJBF	—		NBC-TV; DuMont
		WRDW-TV	—		CBS-TV
	Columbus	WDAK-TV	—		NBC-TV
		WRBL-TV		Nov., 1957	CBS-TV
	Macon	WMAZ-TV	—		CBS-TV
		WNEX-TV	—		NBC-TV
	Savannah	WTOC-TV	—		CBS-TV
Illinois	Belleville	WTVI	—		CBS-TV
	Champaign	WCIA	—		NBC-TV; CBS-TV; DuMont
	Chicago	WBBM-TV	—		CBS-TV

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State	City	Station	1954	1955	Affil.
		WGN-TV	—	April	DuMont
		WNBQ			NBC-TV
	Peoria	WEEK-TV	—		NBC-TV; CBS-TV
		WTVH-TV	—		DuMont
	Quincy	KHQA-TV	—		CBS-TV; DuMont
		WGEM-TV	—		NBC-TV
	Rockford	WREX-TV	—		CBS-TV
		WTVO	—		NBC-TV
	Rock Island	WHBF-TV	—		CBS-TV; DuMont
	Springfield	KTTS-TV	—		DuMont
		WICS	—		NBC-TV
Indiana	Bloomington	WTTV	—		NBC-TV; DuMont
	Elkhart	WSJV-TV		—	NBC-TV
	Evansville	WFIE-TV	—		NBC-TV
	Fort Wayne	WINT	—		CBS-TV
		WKJG-TV	—		NBC-TV; DuMont
	Indianapolis	WFBM-TV	—		CBS-TV
		WISH-TV	—		NBC-TV; CBS-TV; DuMont
	Muncie	WLBC-TV	—		NBC-TV; CBS-TV
	South Bend	WSBT	—		CBS-TV; DuMont
	Terre Haute	WTHI-TV	—		CBS-TV
Iowa	Ames-Des Moines	WOI-TV	—		DuMont; CBS-TV
	Cedar Rapids	KCRG-TV	—		DuMont
		WMT-TV	—		CBS-TV
	Davenport	WOC-TV	—		NBC-TV
	Des Moines	WHO-TV	—		NBC-TV
	Fort Dodge	KQTV	—		NBC-TV
	Mason City	KGLO-TV	—		CBS-TV
	Sioux City	KTIV	—		NBC-TV
		KVTV	—		CBS-TV; DuMont
	Waterloo	KWWL-TV	—		NBC-TV
Kansas	Hutchinson-Wichita	KTVH	—		CBS-TV; DuMont
	Pittsburg	KOAM-TV	—		NBC-TV
	Topeka	WIBW-TV	—		CBS-TV; DuMont
	Wichita	KEDD	—		NBC-TV
Kentucky	Henderson	WEHT	—		CBS-TV
	Louisville	WAVE-TV	—		NBC-TV; DuMont
		WHAS-TV	—		CBS-TV
Louisiana	Alexandria	KALB-TV	—		NBC-TV
	Baton Rouge	WAFB-TV	—		NBC-TV; CBS-TV
	Lake Charles	KTAG-TV	—		CBS-TV
		KPLC-TV	—		NBC-TV
	Monroe	KNOE-TV	—	Sept., 1956	NBC-TV; CBS-TV; DuMont
	New Orleans	WDSU-TV	—		NBC-TV; CBS-TV; DuMont
	Shreveport	KSLA	—		NBC-TV; CBS-TV
Maine	Bangor	WABI-TV	—		NBC-TV; CBS-TV
	Portland	WCSH-TV	—		NBC-TV
		WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont
		WBAL-TV	—		NBC-TV
		WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV
		WNAC-TV	—		CBS-TV; DuMont
	Holyoke	WHYN-TV	—		CBS-TV
	Springfield	WWLP	—		NBC-TV
Michigan	Bay City-Saginaw	WNEM-TV	—		NBC-TV
	Detroit	WJBK-TV	—		CBS-TV; DuMont
		WWJ-TV	—		NBC-TV
	Grand Rapids	WOOD-TV	—		NBC-TV; DuMont
	Kalamazoo	WKZO-TV	—		NBC-TV; CBS-TV; DuMont
	Lansing	WJIM-TV	—		NBC-TV; CBS-TV
	Saginaw	WKNX-TV	—		CBS-TV
	Traverse City	WPBN-TV	—		NBC-TV
Minnesota	Duluth	KDAL-TV	—		NBC-TV
	Minneapolis	WCCO-TV	—		CBS-TV
		WMIN	—		DuMont
	Rochester	KROC-TV	—		NBC-TV
	St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont
		WLBT	—		NBC-TV
	Meridian	WTOK-TV	—		NBC-TV; CBS-TV

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State	City	Station	1954	1955	Affil.
Missouri	Cape Girardeau	KFVS-TV	—		CBS-TV
	Columbia	KOMU-TV	—		CBS-TV; NBC-TV
	Kansas City	KCMO-TV	—		DuMont
		KMBC-TV		Feb.	CBS-TV
		WDAF-TV	—		NBC-TV
	St. Joseph	KFEQ-TV	—		CBS-TV
	St. Louis	KSD-TV	—		NBC-TV
		KWK-TV	—		CBS-TV
		WTVI	—		DuMont
	Springfield	KTTS-TV	—		CBS-TV
		KYTV	—		NBC-TV
Nebraska	Kearney	KHOL-TV	—		CBS-TV
	Lincoln	KOLN-TV	—		CBS-TV
	Omaha	KMTV	—		CBS-TV
		WOW-TV	—		NBC-TV; DuMont
New Hampshire	Mt. Washington	WMTW	—		CBS-TV
New Mexico	Albuquerque	KOB-TV	—		NBC-TV
New York	Albany	WTRI	—		CBS-TV
	Binghamton	WNBF	—		NBC-TV; CBS-TV; DuMont
	Buffalo	WBEN-TV	—		CBS-TV; DuMont
		WGR-TV	—		NBC-TV
	Carthage-Watertown	WCNY-TV	—		CBS-TV
	Kingston	WKNY-TV	—		NBC-TV; CBS-TV
	New York	WABD	—		DuMont
		WCBS-TV	—		CBS-TV
		WRCA-TV	—		NBC-TV
	Rochester	WHAM-TV	—		NBC-TV
		WHEC-TV	—		CBS-TV
		WVET-TV	—		CBS-TV; DuMont
	Schenectady	WRGB		Nov.	NBC-TV; CBS-TV; DuMont
	Syracuse	WHEN-TV	—		CBS-TV; DuMont
		WSYR-TV		Nov.	NBC-TV
	Utica	WKTV		Nov.	NBC-TV; CBS-TV; DuMont
North Carolina	Charlotte	WAYS-TV	—		NBC-TV
		WBTV	—		NBC-TV; CBS-TV
	Durham	WTVD	—		NBC-TV
	Greensboro	WFMY-TV	—		CBS-TV; DuMont
	Greenville	WNCT	—		NBC-TV; CBS-TV
	Raleigh	WNAO-TV	—		CBS-TV; DuMont
	Winston-Salem	WSJS-TV	—		NBC-TV
North Dakota	Fargo	WDAY-TV	—		NBC-TV
	Valley City	KXJB-TV	—		CBS-TV
Ohio	Cincinnati	WCPO-TV	—		DuMont
		WKRC-TV		Oct., 1956	CBS-TV
		WLWT	—		NBC-TV
	Cleveland	WEWS	—		CBS-TV
		WNBK		April	NBC-TV
		WXEL	—		CBS-TV
	Columbus	WBNS-TV	—		CBS-TV
		WLWC	—		NBC-TV
	Dayton	WHIO-TV	—		CBS-TV; DuMont
		WLWD	—		NBC-TV
	Lima	WIMA-TV	—		NBC-TV; CBS-TV
	Steubenville	WSTV-TV	—		CBS-TV
	Toledo	WSPD-TV		March, 1956	NBC-TV; CBS-TV; DuMont
	Youngstown	WFMJ-TV	—		NBC-TV; CBS-TV; DuMont
	Zanesville	WHIZ-TV	—		CBS-TV; NBC-TV
Oklahoma	Oklahoma City	KWTV	—		CBS-TV; DuMont
		WKY-TV	—		NBC-TV
	Tulsa	KOTV	—		CBS-TV
		KVOO-TV	—		NBC-TV
Oregon	Eugene	KVAL-TV	—		NBC-TV
	Medford	KBES-TV	—		NBC-TV; CBS-TV
	Portland	KOIN-TV	—		CBS-TV
		KPTV	—		NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—		NBC-TV; DuMont
	Bethlehem	WLEV-TV	—		NBC-TV
	Erie	WICU	—		NBC-TV; DuMont
		WSEE	—		CBS-TV
	Harrisburg	WHP-TV	—		CBS-TV
		WTPA	—		DuMont
	Johnstown	WJAC-TV	—		NBC-TV; CBS-TV; DuMont
	Lancaster	WGAL-TV		Jan.	NBC-TV; CBS-TV; DuMont

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State	City	Station	1954	1955	Affil.
	Philadelphia	WFIL-TV	—		DuMont
		WCAU-TV	—		CBS-TV
		WPTZ	—		NBC-TV
	Pittsburgh	KDKA-TV	—		NBC-TV; CBS-TV
		WDTV	—		DuMont
		WENS	—		NBC-TV
	Reading	WEEU-TV	—		NBC-TV
		WHUM-TV	—		CBS-TV
	Scranton	WGBI-TV	—		CBS-TV
	Wilkes-Barre	WBRE-TV		1957	NBC-TV
Rhode Island	Providence	WJAR-TV		Summer	NBC-TV; CBS-TV; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
	Charleston	WCSC-TV	—		CBS-TV
		WUSN-TV	—		NBC-TV
	Columbia	WIS-TV	—		NBC-TV
		WNOK-TV	—		CBS-TV
	Florence	WBTW	—		CBS-TV
	Greenville	WFBC-TV		1957	NBC-TV
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV; CBS-TV
	Johnson City	WJHL-TV	—		CBS-TV
	Knoxville	WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
		WMCT		Jan., 1956	NBC-TV; DuMont
	Nashville	WLAC-TV	—		CBS-TV
		WSM-TV	—		NBC-TV; DuMont
Texas	Amarillo	KFDA-TV	—		CBS-TV
		KGNC-TV	—		NBC-TV
	Austin	KTBC-TV		April, 1956	NBC-TV; CBS-TV; DuMont
	Dallas	KRLD-TV	—		CBS-TV
		WFAA-TV	—		NBC-TV; DuMont
	El Paso	KROD-TV	—		CBS-TV
		KTSM-TV	—		NBC-TV
	Ft. Worth	WBAP-TV	—		NBC-TV
	Galveston-Houston	KGUL-TV	—		CBS-TV; DuMont
	Houston	KPRC-TV		Jan., 1956	NBC-TV
	Lubbock	KCBD-TV	—		NBC-TV
		KDUB-TV		July	CBS-TV
	San Angelo	KTXL-TV	—		CBS-TV
	San Antonio	KENS-TV	—		CBS-TV; DuMont
		WOAI-TV	—		NBC-TV
	Temple	KCEN-TV	—		NBC-TV
	Wichita Falls	KFDX-TV	—		NBC-TV
		KWFT-TV	—		CBS-TV
Utah	Salt Lake	KSL-TV		April, 1956	CBS-TV; DuMont
		KTVT	—		NBC-TV
Vermont	Burlington-Montpelier	WMVT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
	Lynchburg	WLVA-TV	—		CBS-TV
	Norfolk	WTAR-TV		Sept., 1956	CBS-TV; DuMont
		WVEC-TV			NBC-TV
	Richmond	WTVR		Fall	NBC-TV; DuMont
	Roanoke	WSLS-TV	—		NBC-TV
Washington	Seattle	KOMO-TV	—		NBC-TV
	Spokane	KHQ-TV	—		NBC-TV
		KXLY-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV; DuMont
	Yakima	KIMA-TV	—		NBC-TV; CBS-TV
West Virginia	Charleston	WCHS-TV	—		CBS-TV; DuMont
	Huntington	WSAZ-TV		Feb.	NBC-TV; DuMont
	Parkersburg	WTAP	—		NBC-TV
	Wheeling	WTRF-TV	—		NBC-TV
Wisconsin	Eau Claire	WEAU-TV	—		NBC-TV; DuMont
	Green Bay	WBAY-TV	—		CBS-TV; DuMont
	La Crosse	WKBT	—		NBC-TV
	Madison	WKOW-TV	—		CBS-TV
		WMTV	—		NBC-TV
	Marinette-Green Bay	WMBV-TV	—		NBC-TV
	Milwaukee	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
	Wausau	WSAU-TV	—		NBC-TV
Wyoming	Cheyenne	KFBC-TV	—		CBS-TV

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Color television sets require 2,076 parts,
according to RCA, manufacturers of 21-inch receivers.
These components are provided by 600 suppliers.

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PRESIDENTIAL APPROVAL

Radio and television gained additional White House acceptance on February 2 when President Eisenhower allowed radio-TV coverage of his weekly press conferences.

BIGGEST SALE OF '54

Chris J. Witting, president of Westinghouse Broadcasting Co., (left, seated) completes his company's purchase of station WDTV, now KDKA-TV, Pittsburgh, from DuMont by presenting a check to Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories.

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1954 RADIO-TV SET PRODUCTION

• *Washington—Radio and TV set production for* 1954 *is shown, by months, in the following table*:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	420,571	271,036	46,571	394,442	159,932	871,981
February	426,933	233,063	98,275	331,961	105,933	769,232
March (5 wks.)	599,606	244,110	206,130	370,249	119,863	940,352
April	457,608	165,232	175,424	330,989	73,590	745,235
May	396,287	173,480	174,735	316,519	57,370	722,104
June (5 wks.)	544,142	226,350	141,904	336,733	132,668	837,655
July	306,985	150,002	39,447	191,512	57,100	438,061
August	633,387	280,607	74,713	275,008	155,171	785,499
Sept. (5 wks.)	947,796	352,499	76,271	296,327	207,226	932,323
October	921,476	343,269	97,331	336,683	220,505	997,788
November	858,501	327,973	93,716	404,453	272,583	1,098,725
Dec. (5 wks.)	833,423	300,023	109,001	539,584	312,967	1,261,575
	7,346,715	3,067,644	1,333,518	4,124,460	1,874,908	10,400,530

1954 RADIO SET SHIPMENTS

Washington—The following table shows radio set shipments to dealers by states for the first 11 months of 1954:

State	Total	State	Total
Alabama	55,680	Nebraska	32,153
Arizona	25,453	Nevada	5,667
Arkansas	34,180	New Hampshire	14,112
California	395,982	New Jersey	247,586
Colorado	32,565	New Mexico	15,185
Connecticut	91,085	New York	851,422
Delaware	12,143	North Carolina	94,951
District of Columbia	52,527	North Dakota	14,714
Florida	113,252	Ohio	311,129
Georgia	92,079	Oklahoma	48,303
Idaho	11,090	Oregon	32,765
Illinois	358,677	Pennsylvania	367,751
Indiana	98,124	Rhode Island	29,959
Iowa	61,310	South Carolina	39,880
Kansas	40,599	South Dakota	15,812
Kentucky	60,740	Tennessee	73,976
Louisiana	69,300	Texas	225,075
Maine	24,095	Utah	17,138
Maryland	89,884	Vermont	8,413
Massachusetts	205,604	Virginia	79,705
Michigan	222,429	Washington	72,225
Minnesota	74,104	West Virginia	33,534
Mississippi	34,259	Wisconsin	104,491
Missouri	115,871	Wyoming	6,317
Montana	15,042	GRAND TOTAL	5,128,337

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BROADCASTERS are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts, ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

Your program manager is receiving all seven of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.

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SEVEN COMPLETE BMI PROGRAM PACKAGES

● THE AMERICAN STORY

Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom Top prestige programming.

● STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

● THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

● MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

● ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 11th successful year.*

● YOUR CONCERT HALL

The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music *popular* music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum — music at a maximum.

● MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

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GOOD PROGRAMS SELL GOOD PRODUCTS

**** THE NEW KEN MURRAY SHOW
"WHERE WERE YOU?"

**** CROWN THEATRE WITH
GLORIA SWANSON

**** ROYAL PLAYHOUSE

**** COUNTERPOINT

**** THE CHIMPS

**** GENERAL ELECTRIC THEATRE*

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION

9028 Sunset Blvd., Los Angeles 46, California

* The Crosby G. E. Theatre productions now in MCA-TV package entitled "Curtain Call".

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Television Networks

EXECUTIVE PERSONNEL

ARTICLES

MAPS

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Fireworks Just as Dangerous Now as They Were Last July

By SLOCUM CHAPIN
Vice-President in Charge of Sales, ABC-TV

LAST July in an article for Radio Daily I said that if I were an advertiser I would prefer the "steady spotlight" of regular broadcast frequency to the unpredictable "fireworks" of the irregularly scheduled "spectacular." Now that we are in mid-season, I believe there are many long-term lessons that can be learned from a study of this season of the "spectaculars." These once-a-month block-busters were to usher in a new era. But, as Advertising Age commented, "never have so many spent so much to reach so few." As somebody said, the producers of spectaculars labored mightily and brought forth a mouse.

We at ABC-TV also brought forth a mouse—the mighty Mickey and his fabulous cohorts of Walt Disney's Fantasyland, Adventureland, Frontierland and Tomorrowland—in a program that has proved the big hit of the season. The success of Disneyland week after week underlines many important principles of value to the advertiser.

The spectaculars got such an enthusiastic ballyhoo—before they started—that six advertisers committed themselves to spend $14,000,000 on them on just one network. The results, however, have been unspectacular. In most cases, the spectaculars drew smaller Trendex ratings than their competition.

By contrast, Disneyland's initial Trendex rating was higher than that of any other previous spectacular. Its first Nielsen rating (Nov. 1) was 41.0 and its second (Nov. 11) was 44.4, both outrating the spectaculars. On an average audience basis, Disneyland had a 36.7 rating, compared with a 28.3 for "Liebman Presents"—highest-rated spectacular in the Nov. 11 report.

In the same Nielson report Disneyland ranks sixth in average audience rating; the nearest spectacular, The Liebman Show, ranks 30th—despite its much higher cost. What can we deduce from the facts?

- The importance of the weekly dialing habit. People tend to tune in from the force of habit, just as in the old days of radio there was a Bing Crosby habit on Wednesday.

- The importance of continuity. Spectaculars try for surprise, being different. They often end up as "freaks," stumbling because they seek novelty for novelty's sake. They lose the values gained by producer, crew, cast and writers working continuously together.
- The value of sponsor identification. Although I have seen no sponsor identification ratings on the spectaculars, I have a strong hunch that relatively few people know the sponsors of the specs.
- The plusses of merchandising and promotion. The ability of the advertiser to capitalize on the personality of the performer and program, to utilize them in their print ads or on packages, to use them in many subsidiary ways, is of growing importance. We broadcasters have to do more in this field.

- The importance of sincerity and intimacy. The specs have tried to overawe the public with expensive productions. But the public wants sincerity and warmth, values the intimacy of TV.
- The criterion of costs. Money is no substitute for ideas, skill and art. The viewer doesn't see the budget. We in TV have to keep costs in line. The fact is that for the average evening show cost-per-thousand homes dropped from $13.85 in November 1951 to $9.34 in March-April 1954, according to Nielsen.

Disneyland, of course, is only one example—although a "spectacular" one—of a good program realizing its full potential on ABC-TV. Disneyland proves that when it comes to choosing a network winner, it's not the track but the horse that counts. In 1955 The New ABC will continue to invest millions of dollars in new programming requisites—and will continu eto program weekly shows, in the interest of the public and advertisers alike.

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A. B. C. TELEVISION NETWORK

JOHN H. MITCHELL
Vice President in Charge of the ABC Television Network

Heading the ABC-TV Network is JOHN H. MITCHELL who was promoted to the position of Vice President in Charge of the ABC Television Network on Nov. 1, 1953. His dynamic leadership and organizational ability have gained for his recognition as an outstanding executive. John's achievements in the theatre business with the Balaban & Katz Corporation led to his entry into TV in 1948 as General Manager of the firm's Channel 4 in Chicago. He was the prime mover in developing the station into one of the most successful in the nation. John left his position of General Manager of Channel 4 to join the American Broadcasting Company as Vice President and General Manager of WBKB in Chicago. Again he demonstrated his great executive and competitive abilities and established a successful record. On July 1, 1953, Mitchell was moved to New York as Vice President and General Manager of WABC-TV. His outstanding record with WABC-TV led to his most recent appointment as Vice President in Charge of the ABC Television Network.

MITCHELL

ROBERT M. WEITMAN
Vice President in Charge of Programming and Talent

One of the most valuable executives in the telecasting industry is ROBERT M. WEITMAN, ABC-TV's Vice President in Charge of Programming and Talent. Bob Weitman joined ABC as a direct result of the merger of the American Broadcasting Company, Inc., and the United Paramount Theatres, Inc. Bob is well known to the people in show business. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation. He brings all of his outstanding abilities to the greatly strengthened operations of the American Broadcasting Company's Television Network and its new era of "star power" in his executive capacity as vice president in charge of programming and talent.

WEITMAN

JOHN DALY
Vice President in Charge of News, Special Events, Sports & Public Affairs

One of the best known executives in the television industry is JOHN DALY, ABC's Vice President in Charge of News, Special Events, Sports & Public Affairs. John Daly, long a byword with radio and television audiences throughout the nation, joined ABC on August 1, 1953. He is especially well known to audiences for his news sense as well as his ability to reach behind the story and detail the significant background. John's "quarterbacking" of the ABC Radio and Television Networks' coverage of the national political conventions in 1952 and the Election Night coverage in 1952 and 1954 won for him new laurels in the news field. A former White House correspondent and a veteran of several national political conventions and elections, John has covered every kind of story ranging from the Nurenberg Trials in Germany to the ill-starred Texas City explosions. He remains in the small, select group of executives whose names are synonymous with the best in video and radio news journalism.

DALY

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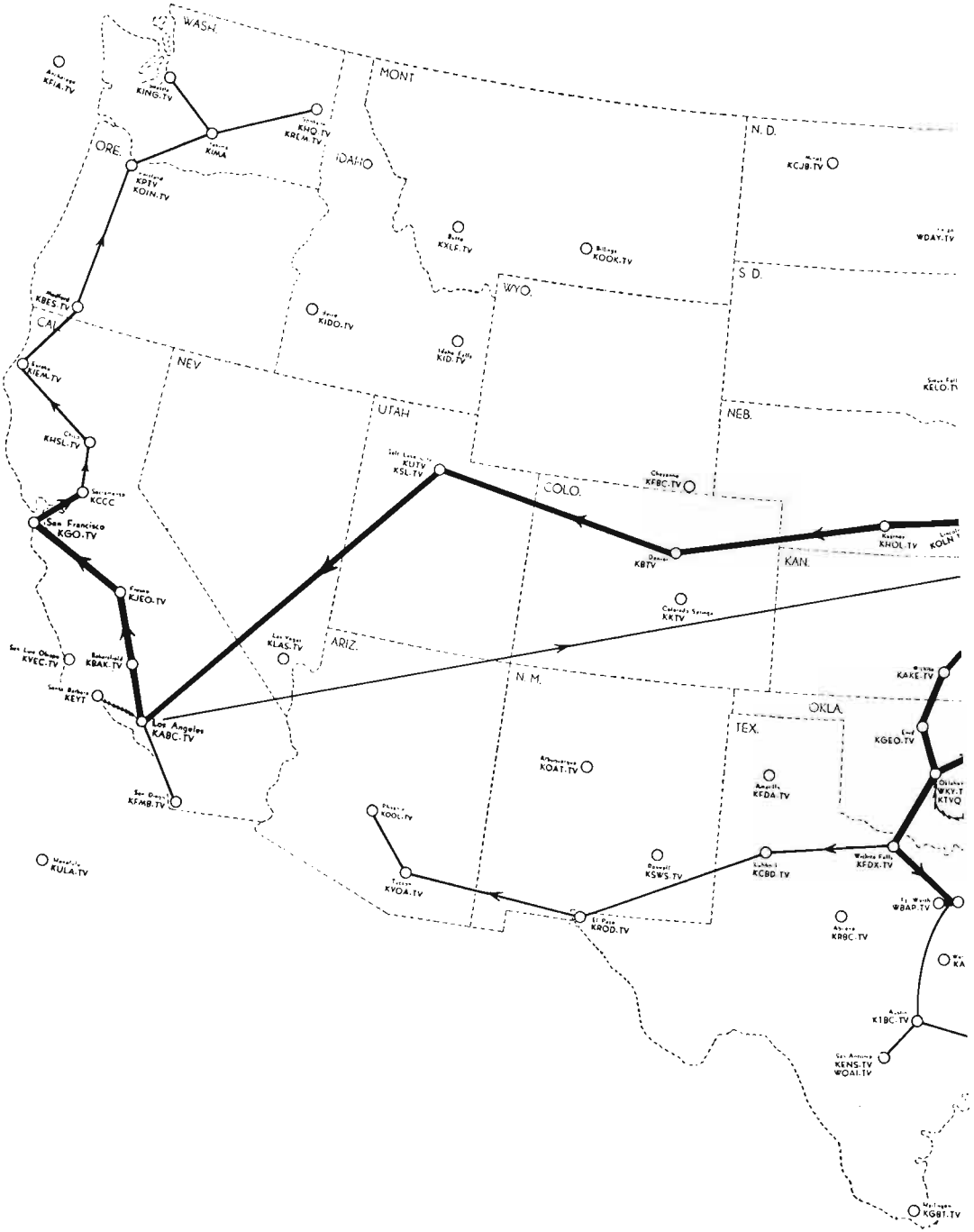
AMERICAN BROAD



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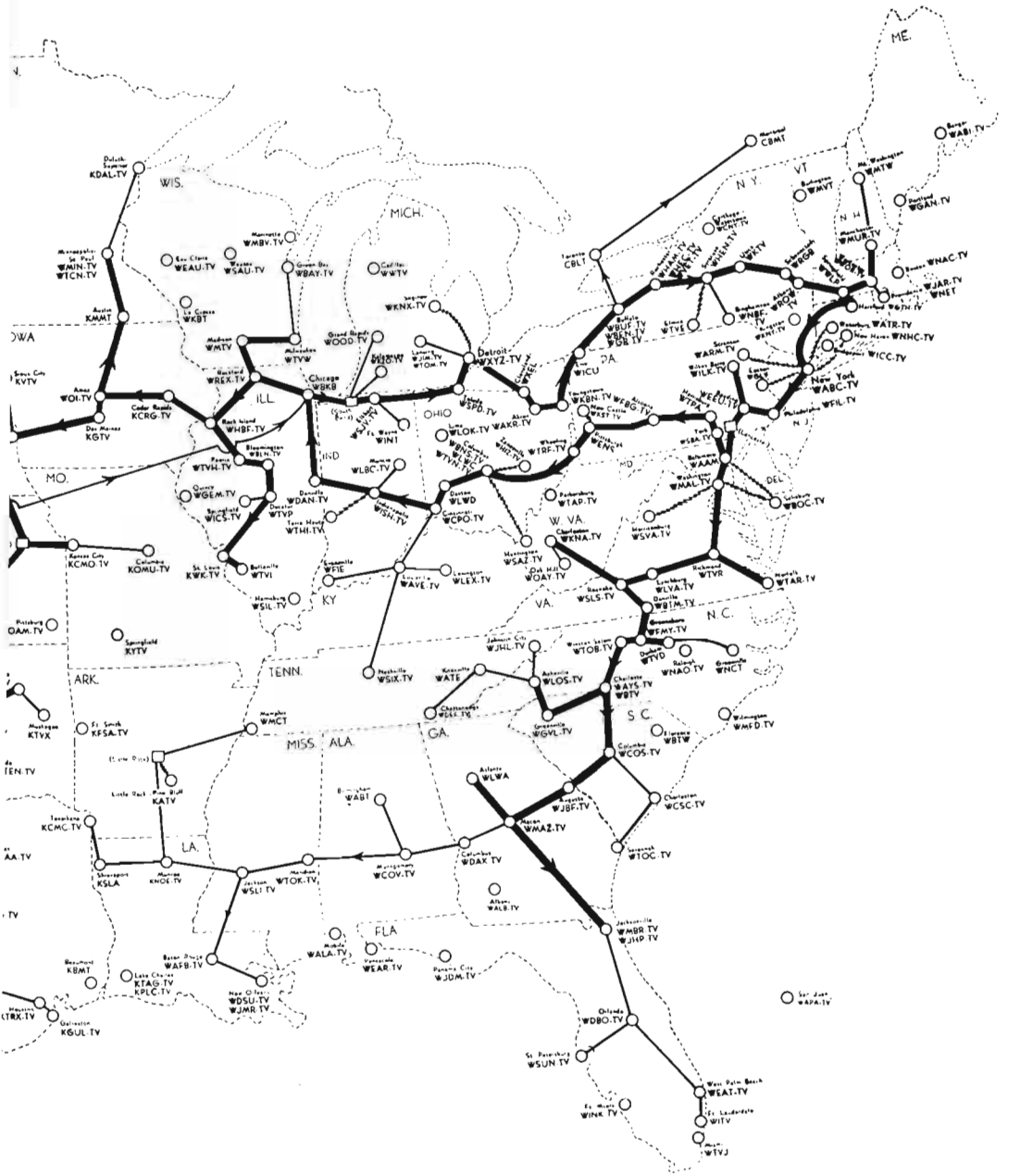
CASTING COMPANY



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AMERICAN
BROADCASTING COMPANY, INC.

□ □ □

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

R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.
Telephone Number: SUsquehanna 7-5000

OFFICERS

Robert E. Kintner.....President
Earl E. Anderson.....Vice-President
Charles T. Ayres.....Vice-President
Slocum Chapin.....Vice-President
James H. Connolly.....Vice-President
John Daly.....Vice-President
Robert H. Hinckley.....Vice-President
Earl Hudson.....Vice-President
Ernest Lee Jahncke, Jr.....Vice-President
Frank Marx.....Vice-President
John H. Mitchell.....Vice-President
Harold L. Morgan, Jr.....Vice-President & Controller
Theodore I. Oberfelder.....Vice-President
Sterling C. Quinlan.....Vice-President in charge of WBKB
Thomas Velotta.....Vice-President
Robert M. Weitman.....Vice-President
Paul Whiteman.....Vice-President
Geraldine B. Zorbaugh.....Secretary & General Counsel
Omar Elder.....Ass't. Secretary & Ass't. General Counsel

TELEVISION

John H. Mitchell.....Vice-President in Charge of Television Network

Engineering & General Services

Frank Marx.....Vice-President in Charge
Clure Owen.....Administrative Assistant
John Preston..Director of Engineering Facilities & General Services
Thomas F. Foy.....Purchasing Agent
Joseph J. Spagnola.....Director of Office & Studio Services
William Trevarthen.....Director of Engineering Operations
Richard Hamilton..Supervisor of Communications
Lawrence A. Ruddell.....Recording Director
Reginald Willcocks.....Traffic Manager
Merle Worster.....Eastern Engineering Operations Manager

Finance, Personnel

Harold L. Morgan, Jr.....Vice-President & Controller
Marie McWilliams.....Director of Personnel
Jason Rabinovitz.....Assistant Controller
J. Russell Gavin.....Chief Accountant

Labor Relations

Mortimer Weinbach..Director of Labor Relations

Legal & Business Affairs

Geraldine B. Zorbaugh....Secretary & General Counsel
Omar Elder.....Assistant Secretary & Assistant General Counsel
James Stabile.....Director of Business Affairs Department

Program

Robert M. Weitman....Vice-President in Charge of Programming & Talent Television
Robert Lewine.....Director of Television Program Department
Richard Depew.....Manager of TV Program Operations
Freelon Fowler.....Film Program Manager
Charles Mortimer.....Ass't To TV Program Director—In Charge of Program Production
J. English Smith..Manager of TV Program Service

Services

Robert L. Stone..Director of Television Services Department
Ruth K. Blainey.....Operations Manager
James McNaughton.....Executive Art Director
Harold Sobolov.....Studio Supervisor

Music

Paul Whiteman.....Vice-President in Charge of Music

News, Special Events, Sports & Public Affairs

John Daly....Vice-President in Charge of News, Special Events, Sports & Public Affairs
Thomas Velotta,.....Vice-President & Administrative Officer of News, Special Events, Sports & Public Affairs
Francis N. Littlejohn.....Director of News and Public Affairs
Donald G. Coe.....Director of Special Events and Operations
William A. Whitehouse.....Director of Radio & TV Sports
Wiley Hance.....Manager of Public Affairs

Advertising, Publicity, Promotion & Continuity Acceptance

Gene Accas..Director of Advertising, Promotion and Publicity

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Ruth Crawford.....Librarian
Ellen Heagerty.....Supervisor of Audience Information
Grace Johnsen.Director of Continuity Acceptance
Willis B. Parsons.....Manager of Advertising
Ernest E. Stern.....Manager of Publicity
A. L. Seton.....Trade News Editor

Sales

Slocum Chapin.....Vice-President in Charge of Television Network Sales
Charles R. Abry.....TV National Sales Manager
Henry T. Hede.....Director of Sales Service TV Network
Mary Alice Connell.....Manager of Station Clearance—TV

Station Relations

Ernest Lee Jahncke, Jr.....Vice-President in Charge of Station Relations
Alfred R. Beckman.....Director of Station Relations for TV Network
Frank Atkinson.....Manager of Co-Operative Program Department

Research and Sales Development

Don Durgin.....Director of Research and Sales Development
Donald Coyle.....Director of Research
Dean Shaffner....Director of Sales Development

ABC Film Syndication, Inc.

George T. Shupert.....President
Richard P. Morgan.....Executive Assistant to President
Donald L. Kearney....Vice-President in Charge of Sales
Howard Anderson.....Dallas Office Manager
John B. Burns.....Midwest Manager
William L. Clark.....Western Manager
Joseph Porter.....Atlanta Office Manager
Lee Francis.....Promotion Manager
Joseph F. Greene.....Traffic Manager

CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan...Vice-President in Charge of WBKB
James W. Beach.....Sales Manager of WBKB
Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
Daniel Schuffman.....Program Manager WBKB
Matthew Vieracker.....Treasurer—Central Division
Gerald Vernon....Director of Network Television Central Division

DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton.....Traffic Manager
Robert Baldrica.....Advertising & Promotion Manager
Joseph C. Cassel.....Controller
Ralph Dawson.....Television Sales Manager
Charles Kocher.....Chief Engineer
John Lee.....Television Program Manager
John Pival.....Vice-President for Television
James Riddell....President & General Manager

HOLLYWOOD

ABC Television Center
Hollywood 27, Calif.

J. Clifford Anderson..Director of Labor Relations
John M. Asher.....Promotion Manager
Amos Baron.....Manager of KABC-TV
Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
Edwin C. Conklin.....News Editor, Western Division
Kenneth B. Craig.....National & Regional TV Network Program Coordinator, Western Division
Ralph G. Denechaud....Supervisor of Engineering Operations
Stanton Kramer..Director of Promotion-Publicity, Western Division
Elton Rule.....Sales Manager, KABC-TV
Florence T. Schiro.....Personnel Director
Selig Seligman....Assistant to Vice-President & Business Coordinator
John C. Wagner...Controller, Western Division

SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker.....Program Manager
Jon Barkhurst.....Manager of Promotion and Publicity
James H. Connolly....Vice-President in Charge of San Francisco Office
Lorraine Duchene.....Continuity Acceptance Editor
Vincent Francis.....Local Sales Manager
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
Robert Mitchell.....Film Editor
Victor Reed..Manager of News & Special Events
Jeanne Rieman.....Sales Service Manager
David Sacks.....National Sales Manager
Henry Saroyan....Controller & Purchasing Agent
Edward Smith.....Production Manager

WASHINGTON

1735 DeSales St., N.W.
Washington, D. C.

Robert H. Hinckley....Vice-President in Charge of Washington Office

WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Theodore I. Oberfelder.....Vice-President & General Manager of WABC-TV
Gordon Kunz..Production Manager of WABC-TV
Thomas J. Martinez....Treasurer of WABC-TV
Ardien B. Rodner.....Program Manager of WABC-TV

ABC-TV Stations Advisory Committee

Roger Clipp.....WFIL-TV—Philadelphia, Pa.
Otto Brandt.....KING-TV—Seattle, Wash.
E. K. Hartenbower.KCMO-TV—Kansas City, Mo.
Harold Hough..WBAP-TV—Fort Worth, Texas
William P. Robinson.....WLW-A—Atlanta, Ga.
Franklin Snyder.....WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

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Disney

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ABC

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and Friends hit the top 10 . . . as expected

Excuse our bounce, but we can't help feeling good about the nifty Nielsen and the top-10 position that DISNEYLAND has chalked up in just a few breath-taking weeks.

Few, if any, TV programs have risen so far so fast . . . in rating and in the esteem of the public.

Of course, this comes as no great surprise. Whatever Disney touches turns to great entertainment; we knew we had a hit on our hands before the ink on the storyboards was dry. And wait — there's much more on the way.

We also feel chipper because this is just the latest . . . and most dramatic . . . step in our steady TV progress. DISNEYLAND is an example of what's new and different, and worthwhile these days on ABC. An outstanding example, but hardly the only one.

TELEVISION NETWORK

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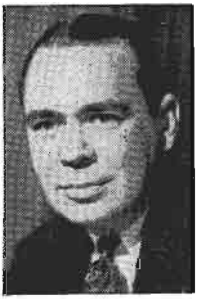

Network Success Underscores Value of Program Continuity

By J. L. VAN VOLKENBURG
President
CBS Television

CBS TELEVISION moves into the new year strengthened by the knowledge that 1954 has been the most successful year in its history on all levels of activity. In terms of advertising revenue CBS Television today is the biggest single advertising medium in the world. The most recent P.I.B. report covering network billings for the first 10 months of 1954 shows that CBS Television gross billings exceeded $117,000,000, a 51 per cent increase over the comparable period of 1953. In achieving this gross figure CBS Television led its nearest competitor by 16 per cent.

CBS Television's leadership also extended to the programming area. For the first 11 months of 1954 Trendex reported that the network averaged 6 out of the top 10 nighttime programs. In average ratings, both nighttime and daytime, the network led its nearest competitor—by 11 per cent in the former category, and by 85 per cent in the latter. For the most part the leaders were programs which had been broadcast on a regular weekly basis for at least 3 years. They represented a striking record of continuity-plus-popularity, and in so doing reaffirmed the validity of CBS Television's basic policy as well as the quality of its execution.

In 1954 CBS took a major step forward in color programming. On August 22, CBS Television opened its new color Studio 72 in New York, the most comprehensive studio of its kind in the country, and simultaneously converted the 10,000 square feet of Studio 43 in Television City, Hollywood, for network color originations from the West Coast. In the Fall of 1954 two regular once-a-month series of one-hour color programs were inaugurated: The Best of Broadway and Shower of Stars, sponsored respectively by Westinghouse Electric Corporation and Chrysler Corporation. In the Fall a schedule was initiated calling for every major television program on the network to be broadcast in color. As this schedule moves into 1955, a total of 69 of the network's affiliated stations are equipped to carry these programs in color. More and more of these stations will acquire color equipment and find increasing audiences for color programs as CBS Television expands its color schedule during the coming year.

During 1954 the physical size of the CBS Television Network grew from 157 stations as of January 1, 1954 to 202 stations as of December 20, 1954, an increase of 45 stations. The average number of stations cleared per commercial nighttime program totaled 88 in the Fall of 1954 as compared with 61 during Fall 1953; during the daytime the average number of stations cleared per commercial program totaled 69 as opposed to 49 during 1953—in both instances a significant increase.

During the forthcoming year television, according to all signs, bids fair to become a billion dollar industry. In contemplating this outlook I cannot help reflecting on my prognostications in this same space at the end of 1951—the year that CBS Television became a separate operating entity of its own. At that time it was estimated that the number of U. S. television homes at the end of 1952 would be in the neighborhood of 19,000,000. I doubt whether even the most optimistic of us at that time would have predicted that this figure would become more than 37,000,000 by the end of 1955. While I am sure such cautiousness may be commendable, it illustrates how little one fully appreciates the inherent dynamism of the medium. In fact, television's growth has been so prodigious during the past 8 years that I believe it can be properly regarded as one of the most powerful forces behind the expansion of the entire economy. In my view it is destined to continue to fulfill this role with ever increasing effectiveness in the years ahead.

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C. B. S. TELEVISION NETWORK

HUBBELL ROBINSON, JR.
Vice President in Charge of Network Programs

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising

ROBINSON JR.

HARRY S. ACKERMAN
Vice President in Charge of Network Programs — Hollywood

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transfered to Hollywood, where he served as director of network programs.

ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y

WILLIAM H. HYLAN
Vice President in Charge of Network Sales

WILLIAM H. HYLAN, associated with CBS for seventeen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account executive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

HYLAN

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C B S TELEVIS

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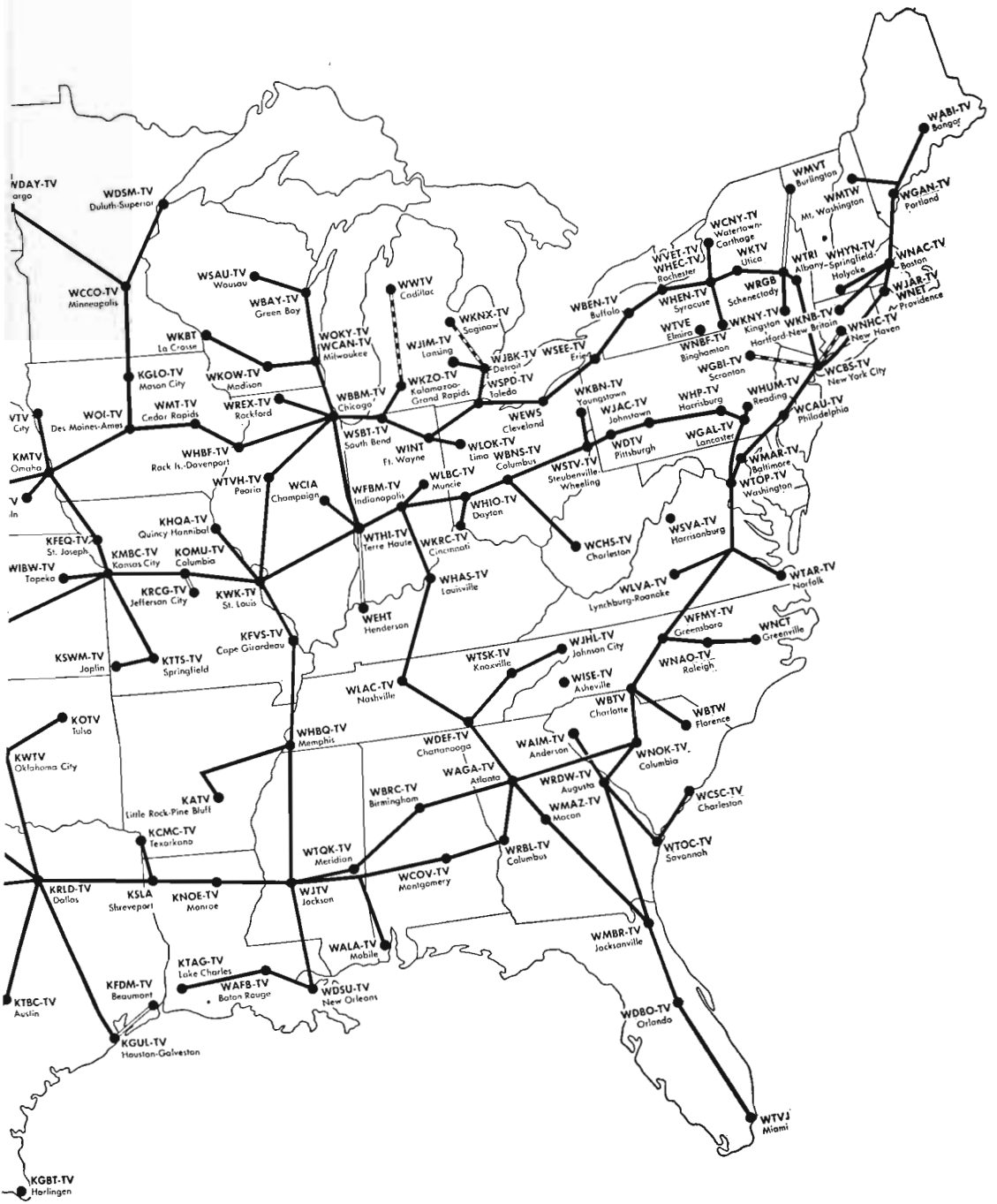
ION NETWORK



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CBS TELEVISION

A DIVISION OF CBS, INC.

□ □ □

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 1-2345
Production Center: 524 W. 57th St., New York 19, N. Y.
Telephone: JUdson 6-6000
Registered Telegraphic Address—COLUMBIA NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg.....President
Edward L. Saxe.....Vice-President & Assistant to President
William H. Hylan....Vice-President in Charge of Network Sales
Hubbell Robinson Jr...Vice-President in Charge of Network Programs
Harry S. Ackerman....Vice-President in Charge of Network Programs, Hollywood
H. Leslie Atlass.....Vice-President in Charge of Central Division
Frank B. Falknor.....Vice-President in Charge of Operations
Merle S. Jones....Vice-President in Charge of CBS Owned Television Stations and General Services
W. Spencer Harrison...Vice-President in Charge of Legal & Business Affairs
Herbert V. Akerberg..Vice-President in Charge of Station Relations
William B. Lodge....Vice-President in Charge of Engineering
Leslie Harris.....Vice-President & General Manager, CBS Television Film Sales, Inc.
Charles L. Glett.....Vice-President in Charge of Network Services, Hollywood
William J. Flynn.....Comptroller

Network Sales

William H. Hylan.....Vice-President in Charge of Network Sales
Thomas H. Dawson.....General Manager of Network Sales
George E. Klayer.....Chicago Sales Manager
Frank Samuels....Pacific Coast Sales Manager
Charles R. Sterritt.....Detroit Sales Manager
James C. Shattuck.....Sales Manager, Color
William J. Fagan.....Business Manager
T. D. Connolly.....Program Sales Manager
Edward F. Lethen, Jr.....Manager of Network Sales Development
Robert F. Jamieson.....Sales Service Manager
Terrence McGuirk.....Sales Manager, EMP
George A. Kolpin.....Contract Manager

Network Programs

Hubbell Robinson, Jr...Vice-President in Charge of Network Programs
Harry S. Ackerman....Vice-President in Charge of Network Programs, Hollywood
Harry G. Ommerle.....Program Director
William Dozier....Program Director, Hollywood
Louis Stone.....Manager of Program Budget
Marlo Lewis.....Executive Producer, Music & Variety Programs
Milo Frank.....Talent & Casting Director
Richard Lewine.....Executive Producer, Color
E. Carlton Winckler.....Production Manager
Charles Holden..Production Manager, Hollywood
John Hundley.....Manager, Program Service

Operations

Frank B. Falknor.....Vice-President in Charge of Operations
Henry Grossman.....Director of Operations
R. G. Thompson.....Director of Technical Operations
H. C. Meier....Manager of Network Operations
Walter R. Pierson.....Manager of Production
Gilbert DeStefano.....Manager of Lighting
Albert J. Raymond..Manager of Stage Operations
Anthony Boschetti.....Manager of Procurement
Paul Wittlig.....Manager of New Effects Development
Orville Sather,..Manager of Technical Operations
C. H. Rylander.....Manager of Special Effects
H. Grant Theis.....Manager of Film Service Operations
Herbert O. Phillips.....Manager of Scenic Art Division
George Lehmann.....Manager of Scenery Construction

Station Relations

Herbert V. Akerberg...Vice-President in Charge of Station Relations
Edward P. Shurick.....National Director
Robert Wood.....Assistant Director
Bert Lown.....Western Manager (Los Angeles)
Ed Scovill.....Midwest Manager
David R. Williams.....Eastern Manager

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Advertising & Sales Promotion

William Golden.....Creative Director
John P. Cowden.....Operations Director
Robert Strunsky.....Copy Chief
Alex Kennedy....Director of Program Promotion
Gordon Hellmann.....Director of Presentations
Thomas Means.....Director of CBS Owned Television Stations Promotion Service
Edward Side.....Production Manager

Press Information

Charles J. Oppenheim.....Director
Michael J. Foster.....Publicity Manager
Jack Goldstein.....Director of Exploitation
James J. Kane.....Trade News Editor
Dorothy Leffler....Director of Magazine Division
Arthur Perles.....Assistant to the Director, Press Information
Hank Warner.....Manager of Operations
Ted Wick...Director of Publicity & Exploitation, Hollywood

Research

Oscar Katz.....Director
Rose Marie O'Reilly.....Manager of Ratings
Tore Hallonquist..Manager of Program Analysis
Leonard DeNooyer..Manager of General Surveys
Jay Eliasberg.....Research Projects Supervisor

Engineering

William B. Lodge.....Vice-President in Charge of Engineering
A. B. Chamberlain.....Chief Engineer
H. A. Chinn.....Chief Audio-Video Engineer
J. D. Parker.....Chief Radio Engineer

Business Affairs

W. Spencer Harrison...Vice-President in Charge of Legal & Business Affairs
Merritt H. Coleman..Director of Business Affairs
Philip Feldman.....Director of Business Affairs, Hollywood

Accounting

William J. Flynn.....Comptroller
Norman C. Hadley.....Director, Accounting Operations

Network Services, Hollywood

Charles L. Glett.....Vice-President in Charge of Network Services, Hollywood
Lester H. Bowman.....Director of Technical Operations, Hollywood
James Melick....Director of Budgeting, Business Operations, Hollywood

News & Public Affairs

Sig Mickelson.....Vice-President in Charge of News and Public Affairs
John F. Day.....Director of News
Irving Gitlin.....Director of Public Affairs
Elmer Lower.....Director of Special Projects
Howard Kany.....Manager of Newsfilm
Jack Bush.....Manager of Film Production
George Crothers....Associate Director of Public Affairs for Television
Stuart Novins.....Associate Director of Public Affairs for Radio
James Burke.....Assignment Editor for Radio and Television News
David Zellmer..Executive Producer of TV News
Robert Skedgell..Exec. Producer of Radio News
John Derr.....Director of Sports
Helen Sioussat.....Director of Talks
Theodore F. Koop.....Director of News and Public Affairs, Washington

CBS Television Spot Sales

Clark B. George.....General Sales Manager
Ben Margolis.....Business Manager
Al DiGiovanni.....Research Manager
Edward A. Larkin.....Eastern Sales Manager
Jack L. Mohler.....Director Sales Development
John Donald Foley.....Director Sales Promotion

Branch Offices

John A. Schneider....Midwestern Sales Manager
410 N. Michigan Ave., Chicago
H. H. Holtshouser.....Atlanta Manager
800 Peachtree St., N.E., Atlanta, Ga.
Tony Moe.....Detroit Manager
902 Fisher Bldg., Detroit 2, Mich.
MacLean Chandler.....San Francisco Manager
Palace Hotel, San Francisco
J. Richardson Loughrin....Los Angeles Manager
1313 N. Vine St., Los Angeles

CBS Television Film Sales, Inc.

Leslie Harris..Vice-President & General Manager
Wilbur S. Edwards.....General Sales Manager
Fred Mahlstedt.....Director of Operations
Eugene Moss.....Director of Research
Walter Scanlon...Dir. of Merchandising & Prom.

CBS-OWNED TELEVISION STATIONS

Craig Lawrence.....Director of Station Administration

WCBS-TV, 488 Madison Ave. New York 22, N. Y.

Sam Cook Digges.....General Manager
Frank Shakespeare Jr.....General Sales Manager
Clarence Worden..Assistant to General Manager
Hal Hough.....Program Director
Robert Patt.....Promotion Manager
William C. Lacey.....Film Manager
Robert Fuller.....Publicity Manager

WBBM-TV, 410 N. Michigan Ave. Chicago, Ill.

H. Leslie Atlass.....Vice-President, Central Division
George J. Arkedis.....Sales Manager
Eugene McClurg.....Sales Traffic Manager
C. W. Doebler.....Sales Promotion Manager
William Ryan.....Program Manager
Les Weinrott.....Executive Producer
Andy Murphy.....Publicity Director

KNXT, 1313 North Vine St. Los Angeles 28, Calif.

James T. Aubrey, Jr.....General Manager
Robert D. Wood.....Sales Manager
Donald M. Hine.....Program Manager
Dean Linger.....Promotion Manager
Larry Lazarus.....Business Manager
Sam Zellman.....News Director
Don Rosenquest.....Operations Manager

WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager
Leon Drew.....Program Director
Theodore F. Shaker.....General Sales Manager
John Lathrop Viemeister.....Business Manager
Arthur F. Schoenfuss.....Director of Operations
By Colvig.....Promotion-Publicity Director

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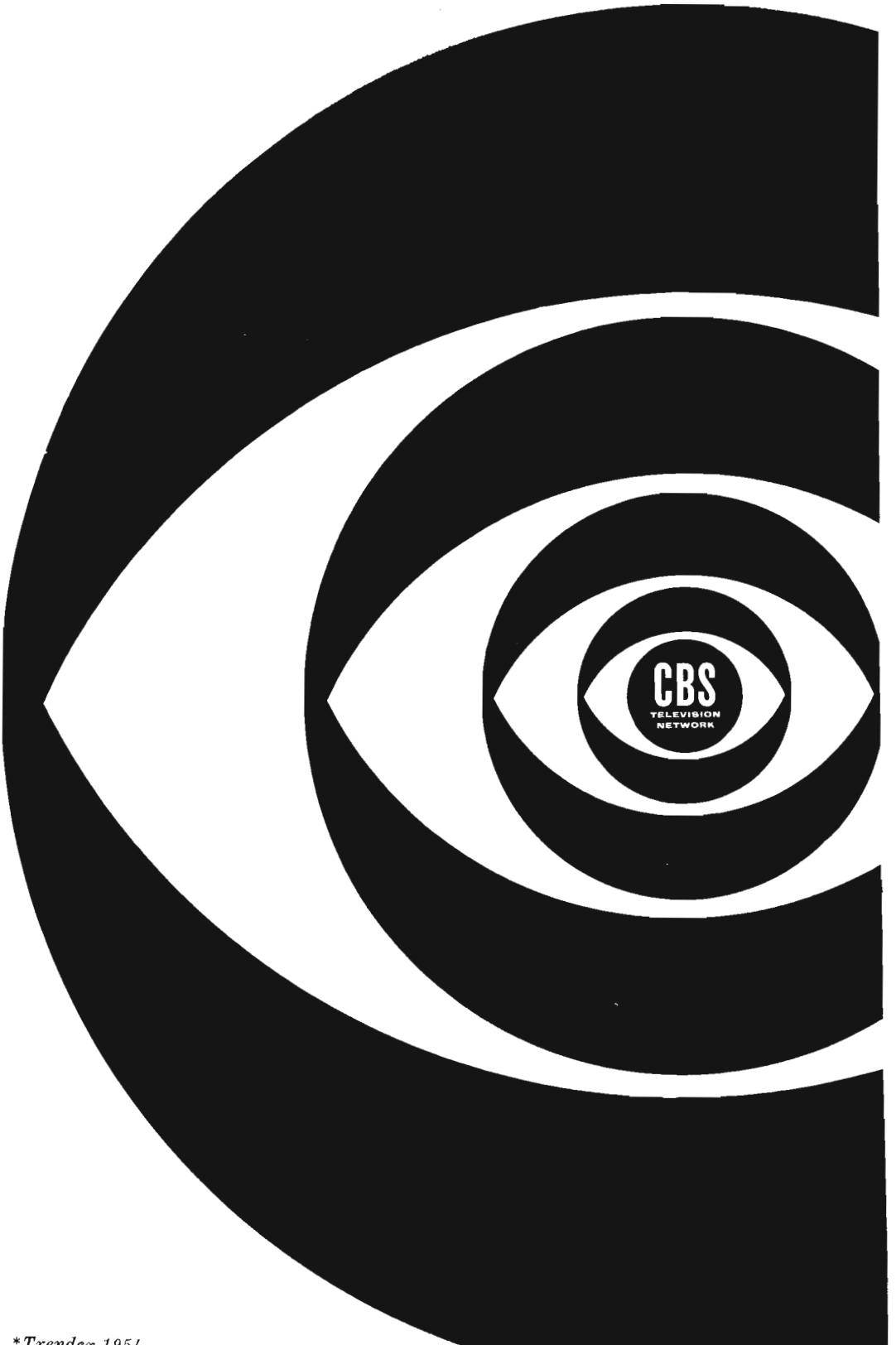

**Trendex 1954*

***Nielsen Television Index, January 1954*

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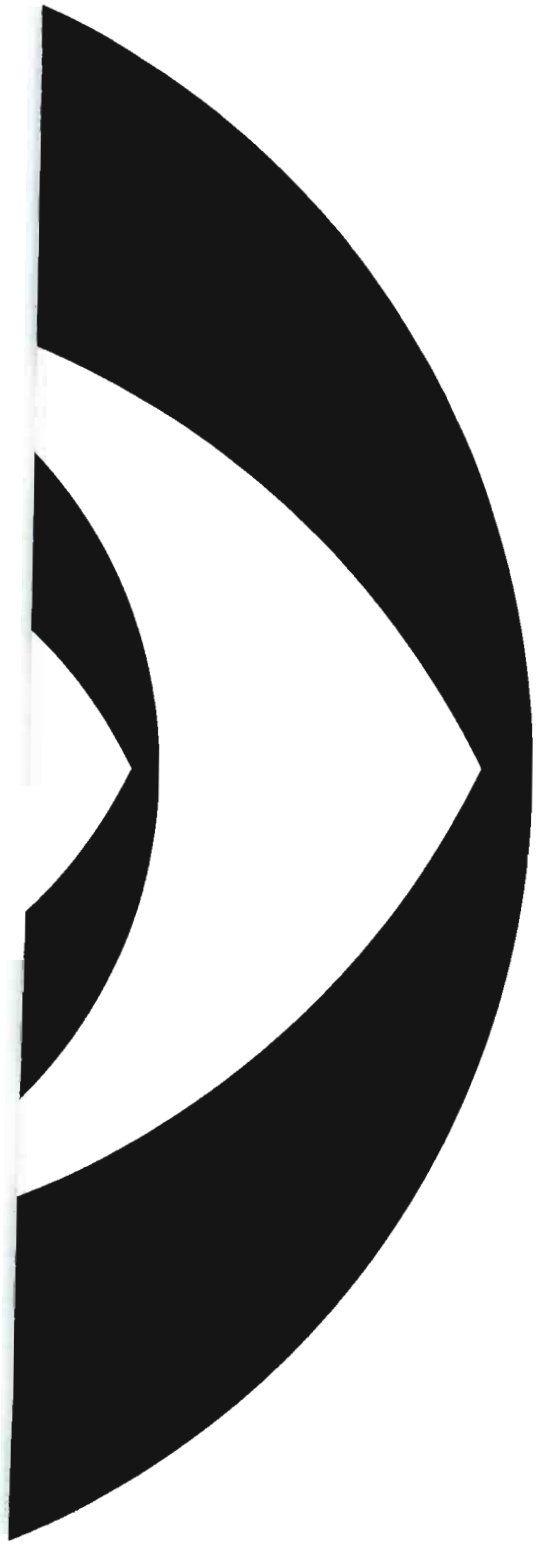

Network identification

In 1954 Television again demonstrated that it was the most effective sales force in America by reaching larger audiences than any other medium of mass communications.

In 1954 the number of U. S. television homes increased from 28,000,000 to 32,500,000.

In 1954 the network identified by this symbol

- won the highest average ratings* of any broadcasting network—11% higher at night, 85% higher during the day
- broadcast the most popular* programs in television—an average of 6 of the top 10 at night, all of the top 10 during the day
- grew from 157 to 202 stations, while the number of stations carrying the average nighttime commercial program increased by 44%
- reached its audiences at the lowest cost per thousand** in network television
- earned the largest investment by far ever committed to a single advertising medium.

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Selling Drive Would Bring TV Larger Slice of Ad Expenditures

By TED BERGMANN
Managing Director
Du Mont Television Network

YOU Pays Your Money and You Takes Your Choice. That's an old and pungent saying about the way America does business in free competition. We in the television industry haven't thought about it much in our short history, but it's time we began to.

Short sighted? That depends on the way you look at our growth. In Television's first year as an accepted national activity we billed $57,800,000. Today advertisers are spending $900,000,000 in the medium—dollars credited with moving 18 *billion* dollars worth of goods at the retail level. That's quite a growth curve, especially in a medium that still covers only 195 markets. Quite a record, considering that only 14 of the top 148 markets have 4 or more stations—and only 52 have only one station or none at all! And think of the business we lost because there weren't enough outlets to handle it all!

But then look at the picture this way. In spite of that gigantic billing figure, Television still accounts for *only* 10 *per cent* of all advertising expenditure today. Ninety per cent of all advertising dollars are going into other media. For Television, the most powerful advertising means in the world, a 10 per cent cut isn't enough. Not by a long shot.

What can we do to get that 10 per cent slice of the pie up much higher? Here at Du Mont we have some strong opinions on the subject.

First, the subject of outlets. We encourage advertisers to tailor-make their own networks. An advertiser on Du Mont can buy 2 stations—or he can buy 187, the all-time record number that we recently cleared for the Pro-Football Championship game. Small advertisers or big, Du Mont fits the lineup to the advertiser's need. There's no "must buy," no "basic network" on Du Mont. That means every dollar in time costs works hard, without waste.

Second, Du Mont also shapes the *type* of buy to the client's needs, varying from full sponsorship to shared buys. As a matter of fact, Du Mont pioneered a number of cost-splitting techniques. Take the magazine concept, for instance, under which networks produce and control programs and advertisers simply place messages on them. Think that's new? Actually, Du Mont introduced the *first* such concept in 1949. We then worked out a multiple sponsorship arrangement for "Cavalcade of Stars," "Cavalcade of Bands" and "Cosmopolitan Theater." Du Mont was also first in developing the alternate week technique, now demonstrated by the Emerson Drug Company and Lentheric on "Chance of a Lifetime."

Third, Du Mont keeps program costs down so that advertisers who want exclusive program identification can have shows of their own for less than a king's ransom. We know that a million dollar show and gold plated talent are *not* essential for effective Television usage. Results have proved that low-cost, ingenious packages can do an excellent job for sponsors. In today's climate of stratospheric costs, Television must search for new low-cost programs.

These are some of the reasons why some sponsors use Du Mont for all their Television work, while many others use it in combination with other buys to get important added impact.

Techniques like them, or new ones just as realistic and businesslike, will open immense new opportunities for Television. I believe we'll meet the challenge. I foresee a day when Television will attract two billion dollars a year in billings and be responsible for moving 41 *billion* dollars worth of goods at the retail level.

If we get down to business—hard-headed business — that day will come soon.

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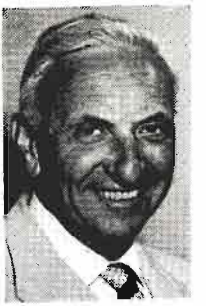
DuMONT TV NETWORK

JOHN H. BACHEM
General Manager

JOHN H. BACHEM, with a long record of success in sales and advertising in television, radio and national magazines, moved up on January 1, 1954, from national sales manager to general manager of the Du Mont Television Network. He joined the organization in 1949 as an account executive, then became assistant sales head. His promotional and research-minded selling was responsible for many of Du Mont's initial sales at several of New York's major advertising agencies. Starting his career in New York as an advertising salesman for Cosmopolitan, House and Garden, American Home, Smart Set and the Butterick quarterlies, he became thoroughly grounded in the needs of national advertisers. He entered the young radio industry in 1932 as an account executive for NBC, was promoted to Eastern Sales manager, and then to assistant to the vice president in charge of sales. Next followed 12 years on the radio sales staff of CBS, where he served as sales supervisor for Philadelphia and the Southern territories, until joining Du Mont.



BACHEM

JAMES L. CADDIGAN
Director of Programming and Talent

JAMES L. CADDIGAN has been director of programming and production for the Du Mont Television Network since 1947. One of TV's veterans, he was largely responsible for the success of two major developments—daytime programming and low-cost production—and introduced many "firsts" in formats, especially in the children's bloc, which included Magic Cottage and Captain Video. Before joining Du Mont, he did executive, production and newsreel work over a fifteen-year period for the motion picture industry. He has also written and produced legitimate musical comedies, revues and radio shows. Among the innovations he created for Du Mont were the first on-location production (Dark Of Night), the fifteen-minute dramatic series (Not For Publication), the first soap opera (Woman To Remember), the first daily religious program (Morning Chapel), the first disc jockey show (Take The Break), and the first daytime shopping show. Civic activities have marked his career. Among other posts, he served as vice president in charge of public relations for the Boston Junior Chamber of Commerce. During World War II, he served as Colonel, Adj. G-2, handling disaster intelligence and control.

CADDIGAN

GERRY MARTIN
National Sales Director for the Du Mont TV Network

GERRY MARTIN, with a background of fifteen years as an advertising agency executive and radio network salesman, became director of sales for the Du Mont Television Network in July, 1953. Making his start in broadcasting in 1935 in promotion and publicity for the National Broadcasting Company, he soon headed the network's guest relations department and then moved successively into local sales, spot sales and network sales. He left in 1947 to become business manager of the radio department and producer of programs for William Esty, opening its television department as assistant director. In 1950, he became vice-president in charge of radio and television at Duane Jones Company, moving in 1951 to Geyer, Newell and Ganger and then to Lennen and Newell, where he was vice-president and executive contact for the year prior to his joining Du Mont. He is a native of Montclair, New Jersey.

MARTIN

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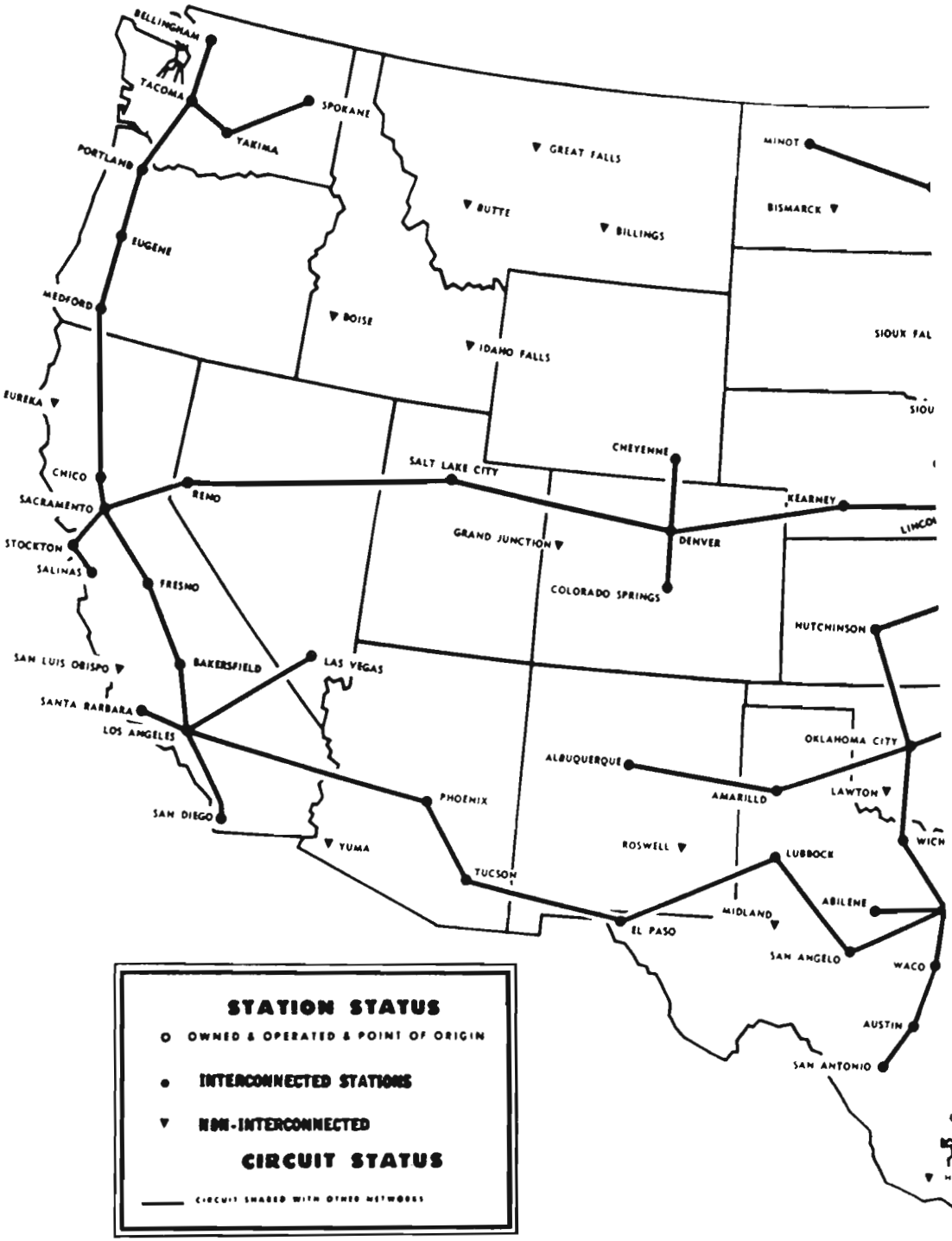
DuMONT TELE



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VISION NETWORK

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D u M O N T

TELEVISION NETWORK

The Allen B. DuMont Laboratories, Inc. Broadcasting Division
Business Office: 515 Madison Ave., New York 22, N. Y.
MUrray Hill 8-2600

Studios:
Tele-Centre, 205 East 67th St., New York 22, N. Y.
LEhigh 5-1000
Adelphi Teletheatre, 54th St. at Seventh Ave., N. Y. C.
Ambassador Theatre, 49th St. at Broadway, N. Y. C.

Affiliates:
Owned and Operated Television Stations
Allen B. Du Mont Laboratories, Inc.: WABD, New York;
WTTG, Washington, D. C.

Du Mont Broadcasting Division

Ted Bergmann.....Director of Broadcasting
James L. Caddigan.....Director of Programming and Production
R. D. Chipp.....Director of Engineering
Gerald Lyons.....Director of Publicity and Public Relations
Joseph W. Hess.....Controller
Morris A. Mayers...General Manager of Closed Circuit Operations
Paul G. O'Friel.....Director of Labor Relations
Richard L. Geismar....Administrative Assistant to the Director
Leil Tanenholz.....Manager, Personnel

Du Mont Television Network

Ted Bergmann.....Managing Director
John H. Bachem.....General Manager
James L. Caddigan.....Director of Programming and Production
Rodney D. Chipp.....Director of Engineering
E. B. Lyford.....Director of Station Relations
Gerry Martin.....Director of Sales
A. L. Hollander, Jr.....Director of Operations
James M. Dolan.....Director of Sports
Werner Michel.....Executive Producer
Robert L. Coe.....Manager, Stations Relations Department
Shirley Stone Godley.....Manager, Promotion, Advertising and Merchandising Department
Roy Sharp.....Manager, Network Traffic Department
Robert Woolf.....Manager, Teletranscription Department
James O'Grady.....Manager, Sales Service

Du Mont Owned and Operated Stations

George L. Baren Bregge.....General Manager, WABD, New York, N. Y.
Leslie G. Arries, Jr.....General Manager, WTTG, Washington, D. C.
George Griesbauer.....Sales Manager, WTTG

Network Sales

Gerry Martin.....Director of Sales
William Koblenzer.....Eastern Sales Manager
Gordon Mills....Central Division Sales Manager, 435 N. Michigan Ave., Chicago, Illinois
E. J. Rosenberg..Manager of Sales Development
James O'Grady.....Manager, Sales Service
Shirley Stone Godley.....Manager, Promotion, Advertising and Merchandising
Edward R. Eadeh.....Manager of Research
H. Malcolm Stuart, Harry Pertka, Richard Hubbell, Howard Kiser, Marge Kerr.....Account Executives, Eastern Division
Robert H. Miller....Account Executive, Central Division
George Lentz, Pat Johnston..Account Servicemen

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Program Department

James L. Caddigan.....Director of Programming and Production
Werner Michel.....Executive Producer
David Lowe.....Manager of News and Public Affairs; Director and Supervising Producer
Louis E. Arnold.....Business Manager
Frank Bunetta....Manager, Development of New Production Techniques
Henry Humphrey....Manager, Film Department
Elizabeth Mears.....Manager, Casting
Don Trevor.....Supervising Film Editor
Dominick Celentano.....Supervisor of Music Clearance and Library
Joan Thompson...Supervisor, Religious Programs
Frank Savage.....News Editor
Roger Gerry.....Supervising Producer
Frank Telford.....Producer-Director
Frank Bunetta, Pat Fay, Wesley Kenney, Arnee Nocks, Dick Sandwick, Barry Shear, Frank Telford, Scudder Boyd (Washington Beatty Show) ..... Directors
Merle Bredwell, Stanley Epstein, Al Kassel, Stephen Otis, Lee Polk, and Jim Saunders..Associate Directors
Frank Cronican and Harry Hicks.....Program Assistants
Don Russell.....Chief Announcer
Ed Condit, Fred Scott and Jay Sims..Announcers

Operations Department

A. L. Hollander.....Director of Operations
James G. Graham.....Business Affairs Manager
John Seidler....Production Operations Manager
William C. Seaman,.....Assistant Production Operations Manager
Edwin L. Lieberthal.....Broadcast Operations Manager

Station Relations

Elmore B. Lyford....Director of Station Relations
Robert L. Coe.....Manager, Station Relations Department
Edwin G. Koehler.....Area Supervisor
Roy H. Sharp.....Manager, Traffic Department
Robert S. Woolf.....Manager, Teletranscription Department
Carmine Patti.....Assistant Manager, Traffic Department

Engineering Department

Rodney D. Chipp.....Director of Engineering
Harry C. Milholland.....Manager of Technical Operations
Robert I. Brown. .....Acting Manager, General Engineering
Eric Herud.....Technical Operations Engineer, WABD
Arthur W. Deneke...Building Facilities Engineer
John Auld.....Project Engineer
Robert Crossman.....Staff Engineer
Kenneth Reichenbach.....Staff Engineer
Michael Stefanik.....Staff Engineer
Malcolm M. Burleson....Chief Engineer, WTTG

Sports

James M. Dolan.....Director of Sports

Accounting

Joseph Hess....Controller, Broadcasting Division
Willoughby Walsh.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations and Publicity

Advertising and Promotion

Shirley S. Godley.....Manager, Advertising, Sales and Promotion

Research

Edward R. Eadeh....Manager of Sales Research

Personnel

Leil Tanenholz....Manager, Network Personnel Department

Station WABD—NEW YORK

George L. BarenBregge.....General Manager
James L. Caddigan.....Program Director
William Crawford.....Sales Manager
F. A. Wurster.....Sales Service Manager
William Walters, Lawrence Buck, Robert F. Adams, Perry Frank, Maxine Cooper, Charles Bernard.....Sales Account Executives
Edward R. Eadeh.....Research Director
Rodney D. Chipp.....Engineering Director

Station WTTG—Washington, D. C.

Leslie G. Arries, Jr.....General Manager
George Griesbauer.....Sales Manager
F. V. Guidice.....Program Manager
M. M. Burleson.....Chief Engineer
Richard Stakes.....Office Manager
John Rule.....Film Supervisor
Matthew Warren.....Director of News
Weston J. Harris.....Director of Special Events
Madeline Kulp.....Traffic Manager

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DU MONT
MEANS BUSINESS

GOOD BUSINESS

TODAY
and in the
FUTURE

It Pays
to Decide
on the
DU MONT®
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MUrray Hill 8-2600
435 N. Michigan Avenue, Chicago 11, Ill., MO 4-6262

A Division of the Allen B. Du Mont Laboratories, Inc.

Owned and Operated Stations

WABD, Channel **5 New York** · **WTTG**, Channel **5 Washington**

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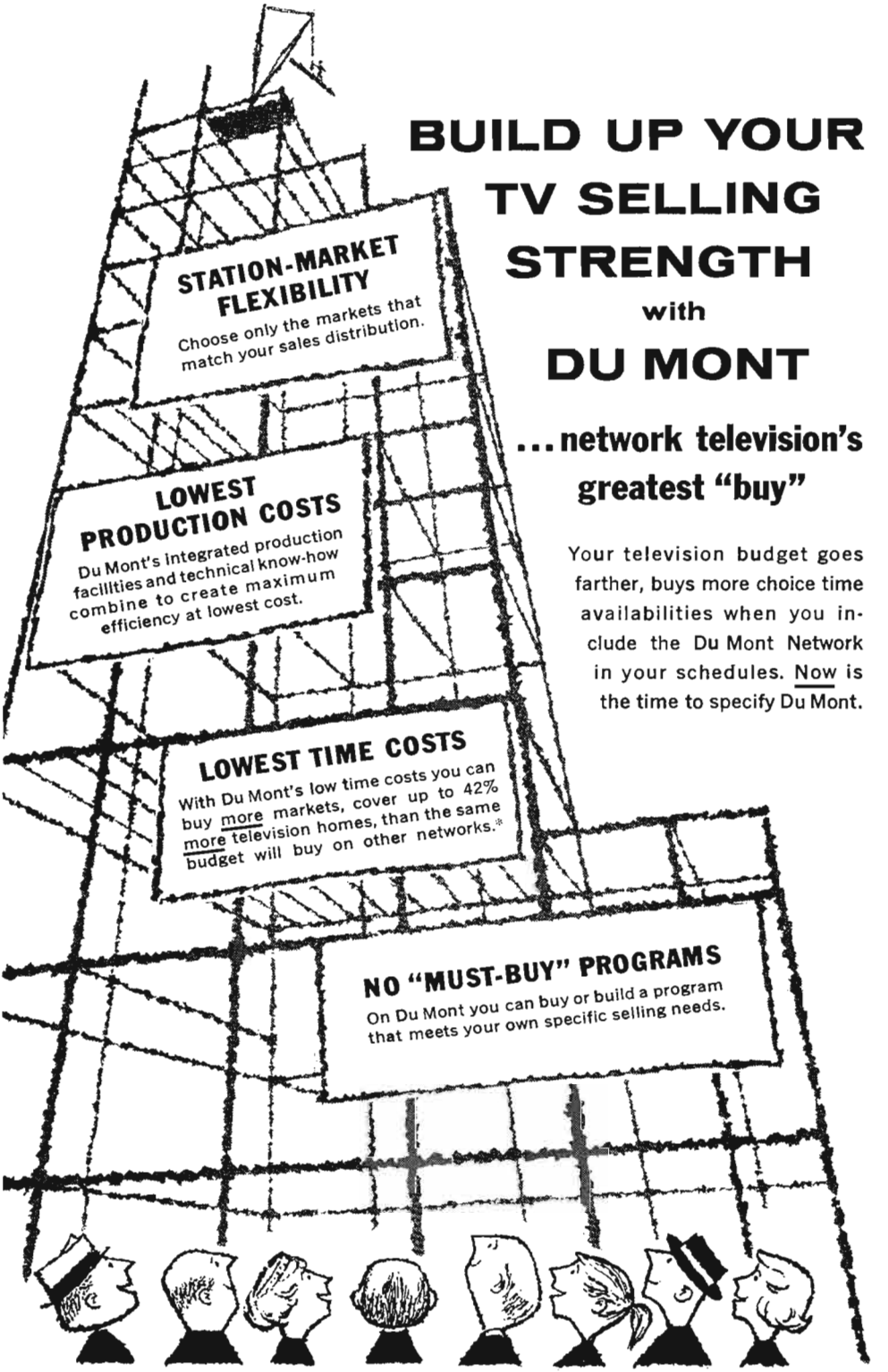

BUILD UP YOUR TV SELLING STRENGTH

with

DU MONT

...network television's greatest "buy"

Your television budget goes farther, buys more choice time availabilities when you include the Du Mont Network in your schedules. Now is the time to specify Du Mont.

* Based on equally competitive network markets, SRDS Class A rates, May 1954

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"Enlightenment Through Exposure" Elevates Audience Standards

By THOMAS A. McAVITY
Vice President in Charge of TV Network
National Broadcasting Company

ANYONE who has compared television shows has been struck by the almost startling improvement from one year to the next. At first you might suppose that this improvement is the natural result of time and experience. But a moment's thought and a glance at, say, the history of the films will convince you that improvement is by no means inevitable.

What then, is behind the upgrading of TV? I might mention a good many factors, including the growing awareness of viewers, the increasing sense of responsibility on the part of the broadcasters and so on. But these, you might reply, are generalities, difficult of definition and analysis. For a specific factor, it is necessary to go back a little into the history of television.

In the early years of TV, the National Broadcasting Company fulfilled its responsibility to the public by carrying a rounded schedule of newscasts, background features, documentaries, forums, drama, symphonic music, opera and all manner of other informational and cultural programs. This schedule was received with enthusiasm by a rather large audience, but it was an audience restricted essentially to those **already trained to enjoy these things.**

We soon realized that we needed something more than these so-called "responsibility" programs. By drawing a line, however broad, between information and culture on one side and entertainment on the other, we were running the danger of stratifying our audience. **What we wanted instead was an all-set audience with broad interests and highly developed tastes, an audience which would appreciate and expect the finest programs.**

To this end a plan of programming was developed by Sylvester L. Weaver, Jr., then Vice President in charge of Programming and now President of NBC. This plan, which was described within the network as "enlightenment through exposure," was put into effect three years ago. It called for every NBC producer to introduce informational and cultural elements into his program, whether daytime or evening, whether variety, drama, quiz show or what have you. In this way, we believed, more and more people would be exposed to thoughtful discussion and to the finest theatre arts and, once exposed, would cultivate a taste for them.

Now, three years later, what are the results? Today it is commonplace to tune into an NBC spectacular or the Colgate Comedy Hour and find a ballet sequence, an operatic passage, an outstanding play, or an occasion, one of America's foremost poets reading his lines. No eyebrows are raised when, on TODAY, HOME, or TONIGHT we introduce a discussion of architecture, painting, books, sculpture or any number of other subjects which once would have been rare on a commercial show. Nowadays our audience not only expects these elements but wants them.

Yet, with all this, we have only begun to draw on the full potentials of television. The future will record much greater improvements, which will come not as a matter of course but only from a continuing effort by broadcasters and viewers alike.

The greatest promise of the medium lies in the coming era of color television. Sylvester L. Weaver, Jr., president of NBC, recently described the prospect in these terms: "We plan color television to induce all segments of the population to view our programming enough so that its general impact will be felt, and for public good. Our viewers will know more about more things, will have been everywhere, seen everything, learned of and about the arts, the drama, music and opera, as well as of man's history, his environment, and his soul."

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N. B. C. TELEVISION NETWORK

□ □ □

DAVID SARNOFF
Chairman of the Boards of RCA and NBC

SARNOFF

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America in 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial manager. During the following eleven years, he advanced from Commercial Manager to General Manager then Vice President, Executive Vice President and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

SYLVESTER L. WEAVER, JR.
President of NBC

WEAVER, JR.

SYLVESTER L. WEAVER, JR., joined NBC in the summer of 1949 as head of television, after 23 years of outstanding accomplishment in the advertising and broadcasting fields, including service as advertising manager of American Tobacco Company and vice president in charge of radio and television for Young and Rubicam. After three years as Vice President in charge of TV for NBC, he was made Vice President in charge of both radio and television networks in the summer of 1952. In December, 1952, he was named Vice Chairman of the Board and in December, 1953, he was elected NBC President. Weaver was born in Los Angeles and was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa. He started in radio as a writer, then became program manager of the Don Lee network in San Francisco. In 1935, Weaver came to New York, where he joined Young and Rubicam. During World War II, he spent two years in the Navy in command of an escort vessel.

ROBERT W. SARNOFF
Executive Vice President of NBC

SARNOFF

Elected Executive Vice President of NBC in December, 1953, ROBERT WILLIAM SARNOFF joined the network on January 1, 1948, as an account executive in the sales department after three years of service in the Navy, followed by three years with the Cowles publications. After serving NBC in a variety of capacities, including television production manager and television program sales manager, he was appointed director of unit production for TV in 1951. It was in this capacity that he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II, for which he received the Navy's Distinguished Public Service Award. In June, 1951, he was elected a Vice President of NBC and a year later was placed in charge of the newly created NBC Film Division. Sarnoff was named executive assistant to Sylvester L. Weaver, Jr. in September, 1953, and a month later was elected to the NBC Board of Directors. He was born in New York City, was graduated from Harvard and, after a year at Columbia Law School entered the Government service in August, 1941.

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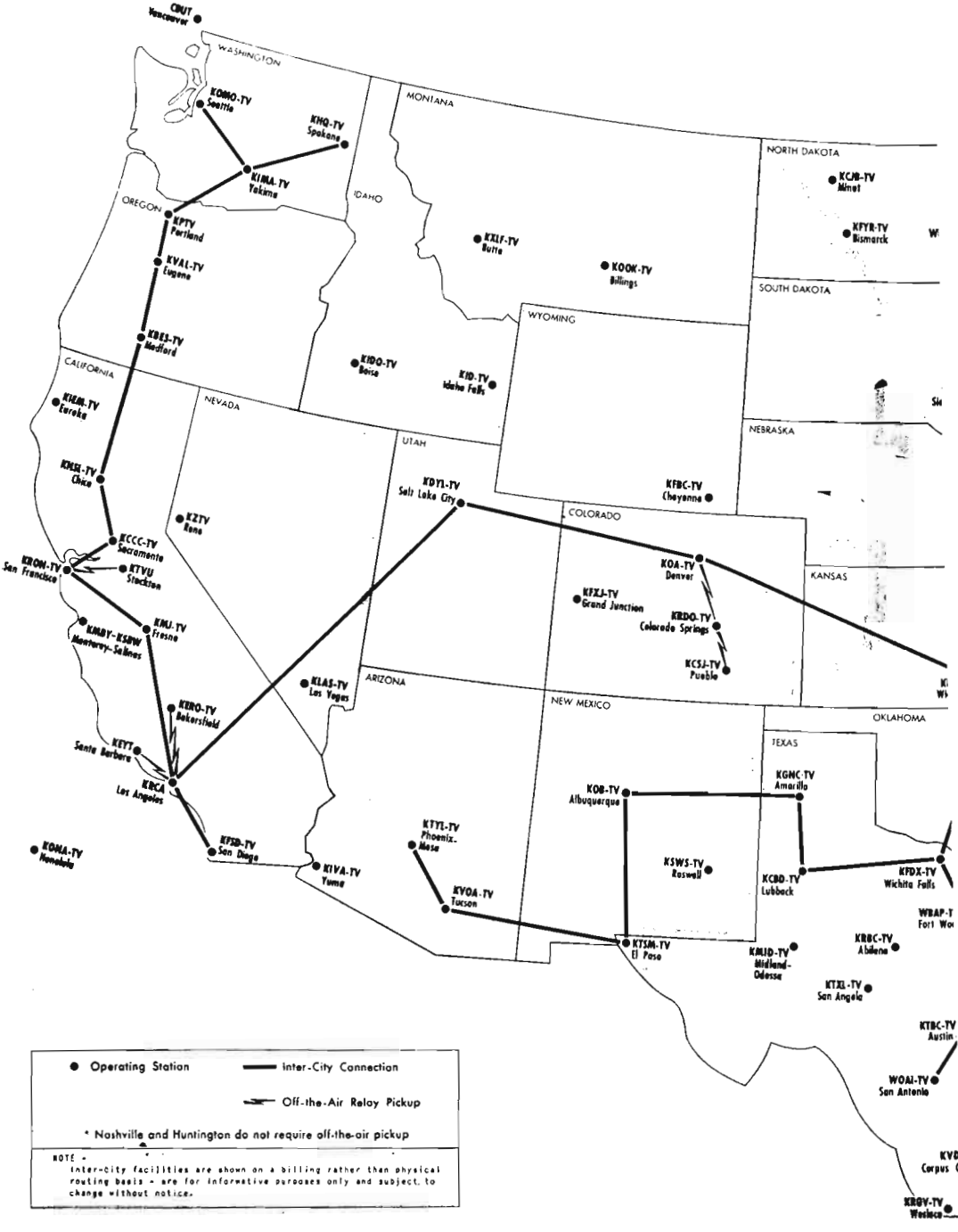
NATIONAL BROAI



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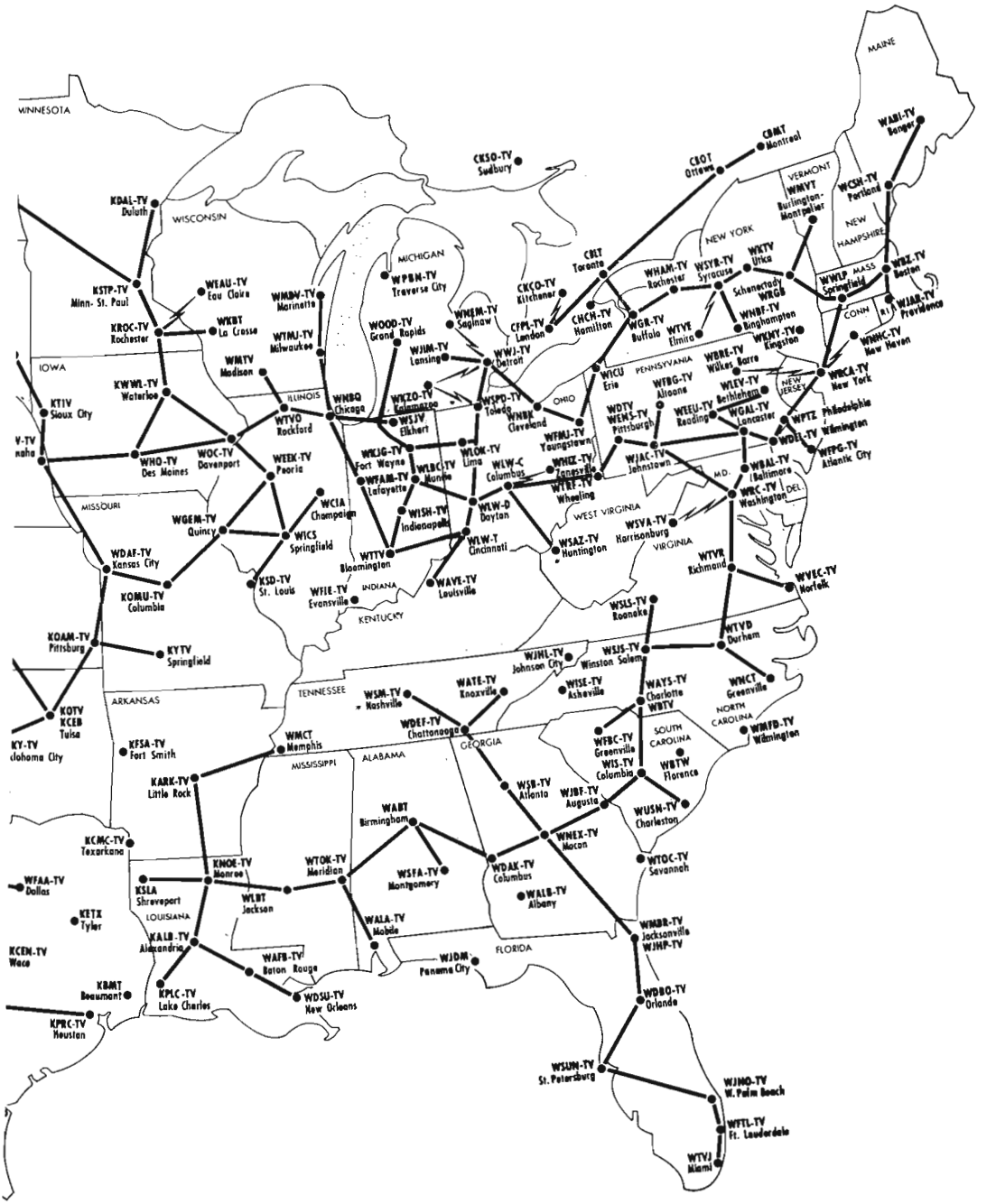
CASTING COMPANY



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NATIONAL
BROADCASTING COMPANY, INC.

□ □ □

30 Rockefeller Plaza, New York 20, N. Y.
Telephone: CIrcle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.

ORGANIZATION UNDER THE PRESIDENT AND EXECUTIVE VICE PRESIDENT

Sylvester L. Weaver, Jr. . . . . President
Robert W. Sarnoff . . . . Executive Vice-President
Thomas A. McAvity . . . . . Vice-President In Charge of NBC-TV Network

ADMINISTRATIVE DIVISION

John M Clifford . . . . Administrative Vice President

FINANCE AND SERVICES

Joseph V. Heffernan . . . . Financial Vice-President
Samuel Chotzinoff . . . . General Musical Director

Engineering Department

Robert E. Shelby . . . . Vice-President & Chief Eng.
William A. Clarke . . . . . Administrative Ass't.
Edward R. Cullen . . . . . Liaison Engineer
Joseph D'Agostino . . . . . Liaison Engineer
Raymond F. Guy . . . Dir. of Radio Frequency Eng.
George M. Nixon . . . . . Manager of Engineering Development
Chester A. Rackey . . . . Mgr. of Audio-Video Eng.
James Wood, Jr. . . Manager of Technical Services

Integrated Services Department

William S. Hedges . . . . Vice-President in Charge of Integrated Services
Mildred Joy . . . . . Chief Librarian
Edward M. Lowell . . . . . Building & General Services Manager
William Burke Miller . . . . Night Executive Officer
Peter M. Tintle . . . . . Guest Relations Manager

TELEVISION NETWORK SALES DIVISION

George H. Frey . . . . . Vice-President in Charge of Television Network Sales
Matthew J. Cullgian . . . . National Sales Manager of Television Network Sales Division

Sales Administration Department

Walter D. Scott . . . Administrative Sales Manager
Stephen Flynn . . . . . Manager of Television Sales Traffic Operations
David Hedley . . . . . Television Network Sales Presentation Manager
Robert McFadyen . . Director of Sales Development
Hamilton Robinson . . . Manager of Office Services

Treasurer

Joseph A. McDonald . . . . . Treasurer
William A. Williams . . . . . Assistant Treasurer

Public Relations Division

Kenneth W. Bilby . . . . . Vice-President for Public Relations

National Advertising and Promotion Department

John H. Porter . . . . . Manager of National Advertising & Promotion
Clyde L. Clem, Jr. . . . . National Audience Promotion Manager
John Graham . . . . . Art Director
Edwin Vane . . . National Sales Promotion Manager

Press and Publicity Department

Sydney H. Eiges . . . . . Vice-President in Charge of Press & Publicity
Mike Horton . . . . . Director of Information
Ellis Moore . . . . . Director of Press Department
Cornelius K. Sullivan . . . . . Public Relations Representative
Donald Bishop . . . . Manager of Program Publicity
Kathryn Cole . . . . . Manager of Information
William Anderson . . . . . Manager of Business & Trade Publicity

Research and Planning Department

Hugh M. Beville . . . . . Director of Research & Planning
Dr. Thomas E. Coffin . . . . . Manager of Research
Allen R. Cooper . . . Manager of Markets & Media
James Cornell . . . . . Manager of Audience Measurement
Barry Rumple . . . . . Manager of Plans

Station Relations Division

Harry Bannister . . . . . Vice-President for Station Relations
Thomas Knode . . . . . Director of Station Relations

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TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

National Program Department

Samuel Fuller.....National Program Director
Thomas O. Loeb.....Mgr. of TV Network Programs Div.
LeRoy Passman.....Manager of Program Administration

Public Affairs Department

Davidson Taylor.....Vice-President in Charge of Public Affairs
Thomas S. Gallery.....Manager of Sports
Eugene E. Juster...Manager of NBC News Film
William McAndrew.....Director of NBC News
Arch Robb.....Manager of Special Events
Edward Stanley.....Manager of Public Service Programs
Leslie C. Vaughn.....Business Manager of Public Affairs
Barry Wood.....Director of Special Events

Talent Department

Gustav B. Margraf.....Vice-President for Talent
Martin J. Begley.....Casting Director

Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge of Production & Business Affairs
Anthony M. Hennig.....Director of Production
Frederick Shawn.....Director of Production Operations
Ernest W. Theiss.....Manager of Production Operations
William V. Sargent....Divisional Business Mgr.
John J. Heywood..Manager of Divisional Budgets
Edward J. Stegeman....Manager of Prog. Budgets

FILM DIVISION

Carl M. Stanton.....Vice-President in Charge of Film Division
Edgar G. Sisson, Jr.....Director of Film Division
Robert A. Anderson.....Business Manager
Charles Henderson.....Director of Publicity
Frederick A. Jacobi.....Manager of Press

WRCA-TV—New York

Hamilton Shea.....Vice-President in Charge of WRCA, WRCA-FM and WRCA-TV
Ernest de la Ossa.....Station Manager of WRCA, WRCA-FM and WRCA-TV
William A. Berns.....Manager of News & Special Events
Robert F. Blake.....Director of Publicity
Max Buck.....Director of Advertising, Promotion & Merchandising
Stephen Krantz.....Program Manager for WRCA-TV
Arthur Hamilton.....Manager of Production & Business Affairs
Jay Heiten.....Sales Manager of WRCA-TV

WNBQ—Chicago

Jules Herbuveaux.....General Manager of WMAQ, WMAQ-FM, WNBQ

WNBK—Cleveland

Lloyd E. Yoder.....General Manager of WTAM, WTAM-FM, WNBK

KRCA—Hollywood

Thomas C. McCray..General Manager of KRCA

WRC-TV—Washington

Carleton D. Smith....Vice-President & General Manager of WRC, WRC-FM, WRC-TV

NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge of NBC-owned stations & NBC Spot Sales
Charles C. Bevis, Jr.....General Executive
Charles H. Colledge.....Director of Technical Operations
Thomas S. O'Brien..Divisional Business Manager

WASHINGTON AND PACIFIC DIVISION OFFICES

Washington

Frank M. Russell....Vice-President, Washington

Pacific Division

John K. West.....Vice-President for the Pacific Division
Frederic W. Wile, Jr...Vice-President in Charge of Television & Radio Network Programs Div.
Frank Cleaver.....Television Network Program Manager
Lewis S. Frost.....Coordinator of Regional Network Activities
Harold Kemp.....General Program Executive for the Radio & Television Network Programs Division
Karel Pearson.....Program Manager
Thomas W. Sarnoff.....Director of Production
Oscar C. Turner.....Personnel & Labor Relations Manager
Sheldon B. Hickox, Jr.....Director of Station Relations, Pacific Division
Ralph F. Shawhan..Director of Press & Publicity

NOTE: A full listing of the personnel of NBC's O & O stations, as well as the organization of the Washington and Hollywood offices, will be found on Page 280.

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you put them

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together... *T-H-T makes the sales!*

TODAY, HOME and TONIGHT have long since made their mark—each is a great NBC-TV program in its own right. Now they have been combined into T-H-T, the most flexible participation plan in network television, offering three star salesmen and reaching three separate markets.

With T-H-T you can buy as many participations as you need, distributed as you choose among these three programs.

TODAY sells the whole family—housewives, children, working men and women with early morning news, special features and DAVE GARROWAY.

HOME Charming ARLENE FRANCIS in less than a year has become the friend and guide of women who are vitally interested in improving their own homes.

TONIGHT Easy, breezy STEVE ALLEN and his guests have won the biggest adult male audience at Class "C" rates and you make the last impression that *lasts.*

T-H-T's flexibility has already won it such smart sponsors as Dow Chemicals, Northam Warren, Bissell Carpet Sweeper Co., United States Tobacco Co., Broil-Quik, Inc., Starkist-Tuna Foods, Inc., and the California Packing Co.

Combination buys of TODAY, HOME and TONIGHT entitle you to discounts up to 20%. Ask your NBC-TV representative about the profitable arrangements *you* can make.

NBC TELEVISION
a service of RCA

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NEW TV STATIONS SET FOR OPENING IN 1955

On the following pages, we list geographically the television stations planning to begin operation in 1955, together with channel numbers. In 1954 there were 23 stations that had gone off the air but have retained their construction permits. For lists consult index. Asterisk (*) denotes non-commercial educational stations.

□ □ □

City	Call Letters	Channel	Licensee
ALABAMA			
Birmingham	WJLN-TV	48	Johnson Bestg. Co.
Montgomery	WSFA-TV	12	Montgomery Bestg. Co.
Selma	WSLA	8	Deep South Bestg. Co.
Dothan	WTVY	9	Ala.-Fla.-Ga. Tele. Inc.
*Birmingham	WEBD	10	Alabama Educational TV Commission
ARKANSAS			
Ft. Smith	KNAC-TV	5	American Tele. Co., Inc.
Little Rock	KETV	23	Great Plains Tele. Prop.
El Dorado	KRBB	10	S. Ark. Tele. Co., Inc.
Little Rock	KTHV	11	Arkansas Television Co.
CALIFORNIA			
Corona	KCOA	52	KOWL Bestg. Co.
Los Angeles	KBIC-TV	22	John Poole Bestg. Co.
Sacramento	KBIE-TV	16	John Poole Bestg. Co.
San Diego	KUSH	21	E. L. Cushman
Modesto	KTRB-TV	14	KTRB Bestg. Co., Inc.
San Francisco	KBAY-TV	20	Lawrence A. Harvey
San Jose	KQXI	11	Standard Radio & Tele. Co.
Sacramento	KBET-TV	10	Sacramento Telecasters, Inc.
Visalia	KAKI	13	Sequoia Telecasting Co.
COLORADO			
*Denver	KRMA-TV	6	School Dist No. 1
CONNECTICUT			
*Norwich	WCTN	63	Conn. State Bd. of Ed.
*Hartford	WEDH	24	Conn. State Bd. of Ed.
New Haven	WELI-TV	59	Conn. Radio Foundation, Inc.
New London	WNLC-TV	26	Thames Bestg. Corp.
Stamford	WSTF	27	Stamford-Norwalk Tele. Corp.
*Bridgeport	WCTB	71	Conn. State Bd. of Ed.
DISTRICT OF COLUMBIA			
Washington	WOOK-TV	50	United Bestg. Co.
Wash.	Pending	20	Wash. Metro. Tele. Corp.
FLORIDA			
Clearwater	WPGT	32	Pioneer Gulf Tele. Bestrs.
Daytona Beach	WMFJ-TV	2	Telrad, Inc.
Jacksonville	WOBS-TV	30	Southern Radio & Equipt. Co.
Miami	WMFL	33	Miami Biscayne Tele. Corp.
Tampa	WTVT	12	Tampa Tele. Co.
*Miami	WTHS-TV	2	Lindsey Hopkins Voc. School
GEORGIA			
Thomasville	WCTV	6	E. D. Rivers, Sr.
IDAHO			
Pocatello	KISJ	6	Tribune-Journal Co., Inc.
Twin Falls	KLIX-TV	11	Southern Idaho Bestg. & Tele. Co.
ILLINOIS			
Chicago	WHFC-TV	26	WHFC, Inc.
Chicago	WIND-TV	20	WIND, Inc.
Chicago	WOPT	44	WOPA-TV, Inc.
Evanston	WTLE	32	Northwestern Tele. Bestg. Co.
Joliet	WJOL-TV	48	Joliet Tele., Inc.
*Champaign-Urbana	WTLC	12	Univ. of Illinois
*Chicago	WTTW	11	Chicago Educ. TV. Foundation

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City	Call Letters	Channel	Licensee
		INDIANA	
Ft. Wayne	WANE-TV	69	Radio Fort Wayne, Inc.
Notre Dame	WNDU-TV	46	Michiana Telecasting Corp.
		IOWA	
Sioux City	KCTV	36	Great Plains Tele. Prop.
		KANSAS	
*Manhattan	KSAC-TV	8	Kansas State College
		KENTUCKY	
Ashland	WPTV	59	Polan Industries
Lexington	WLEX-TV	18	WLEX-TV, Inc.
Lexington	WLAP-TV	27	American Bestg. Corp.
Louisville	WQXL-TV	41	Robert Rounsaville
Newport	WNOP-TV	71	Tri-City Bestg. Co.
		LOUISIANA	
Baton Rouge	WBRZ	2	La. Tele. Bestg. Corp.
Lafayette	KLFY-TV	10	Camelia Bestg. Co., Inc.
Lafayette	KVOL-TV	10	Evangeline Bestg. Co., Inc.
New Orleans	WCKG	26	CKG Television Co.
New Orleans	WCNO-TV	32	Community Tele. Corp.
		MARYLAND	
Baltimore	WITH-TV	60	WITH-TV, Inc.
Baltimore	WTLF	18	United Bestg. Co. of E. Md., Inc.
Cumberland	WTBO-TV	17	Tenn. Valley Bestg.
		MASSACHUSETTS	
Boston	WJDW	44	J. D. Wrather, Jr.
Brockton	WHEF-TV	62	Trans-American Enterprises, Inc.
Worcester	WAAB-TV	20	WAAB, Inc.
		MICHIGAN	
Battle Creek	WBCK-TV	58	Michigan Bestg. Co.
Detroit	WCIO	62	Woodward Bestg.
Flint	WJRT	12	WJR, The Goodwill Station
Grand Rapids	WMCN	23	Peninsular Bestg. Co.
Marquette	WAGE-TV	6	Peninsula Tele., Inc.
Muskegon	WTVM	35	Versluis Radio & TV, Inc.
*Ann Arbor	WUOM-TV	26	Regents of the U. of Mich.
*Detroit	WTVS	56	Detroit Ed. TV Foundation
		MINNESOTA	
Hibbing	KHTV	10	North Star Tele. Co.
		MISSISSIPPI	
Columbus	WCBI-TV	4	Birney Imes, Jr.
Tupelo	WTWV	9	Tupelo Citizens Tele. Co.
		MISSOURI	
Clayton	KFUO-TV	30	Lutheran Church-Miss. Synod
Kirksville	KTVO	3	KRITZ, Inc.
St. Louis	WIL-TV	12	Missouri Bestg. Corp.
Jefferson City	KRCG	13	Jefferson Tele. Co.
		NEBRASKA	
Scottsbluff	KSTF	10	Frontier Bestg. Co.
		NEVADA	
Henderson	KLRJ-TV	2	Southwestern Publ. Co.
		NEW HAMPSHIRE	
Keene	WKNE-TV	45	WKNE Corp.
		NEW JERSEY	
Atlantic City	WOCN	52	David E. Mackay
Camden	WKDN-TV	17	So. Jersey Bestg. Co.
New Brunswick	WTLV	19	Dept. of Ed. State of N. J.
		NEW YORK	
*Binghamton	WQTV	46	Univ. of the State of N. Y.
*Buffalo	WTVF	23	Univ. of the State of N. Y.
*Ithaca	WIET	14	Univ. of the State of N. Y.
*New York	WGVT	25	Univ. of the State of N. Y.
*Rochester	WROH	21	Univ. of the State of N. Y.
*Syracuse	WHTV	43	Univ. of the State of N. Y.
*Albany	WTVZ	17	Univ. of the State of N. Y.
Albany	WPTR-TV	23	Patroon Bestg. Co., Inc.
Binghamton	WINR-TV	40	Southern Tier Radio Serv. Inc.
New York City	WNYC-TV	31	N. Y. Municipal Bestg. System
Ithaca	WHCU-TV	20	Cornell University
Rochester	WCBF-TV	15	Star Bestg. Co., Inc.
Rochester	WRNY-TV	27	Genesee Valley TV Corp.
		NORTH CAROLINA	
Gastonia	WTVX	48	Air-Pix Corp.
Wilmington	WTHT	3	Wilmington Tele. Corp.

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City	Call Letters	Channel	Licensee
Fayetteville	WFLB-TV	18	Fayetteville Bestrs., Inc.
Washington	WRRF-TV	7	N. C. Tele., Inc.
	NORTH DAKOTA		
Grand Forks	KNOX-TV	10	Community Radio Corp.
	OHIO		
Cincinnati	WQXN-TV	54	Robert W. Rounsaville Tele. Co.
Cleveland	WERE-TV	65	Cleveland Bestg., Inc.
Cleveland	WHK-TV	19	United Bestg. Co.
Lima	WIMA-TV	35	Northwestern Ohio Bestg. Corp.
Mansfield	WTVG	36	Fergum Theatres, Inc.
Massillon	WMAC-TV	23	Midwest TV Co.
Elyria	WEOL-TV	31	Elyria-Lorain Bestg. Co.
Toledo	WTOH-TV	79	Woodward Bestg. Co.
Columbus	WOSU-TV	34	Ohio State U.
	OKLAHOMA		
Ardmore	KVSO-TV	12	John F. Easley
Miami	KMIV	58	Miami Tele. Co.
Tulsa	KSPG	17	Arthur R. Olson
*Oklahoma City	KETA	13	Okla. Educ. TV Authority
*Tulsa	KOED-TV	11	Okla. Educ. TV Authority
	OREGON		
Portland	KLOR	12	Ore. Tele., Inc.
Klamath Falls	KFJI-TV	2	KFJI Bestrs.
Salem	KSLM-TV	3	Oregon Radio, Inc.
	PENNSYLVANIA		
Allentown	WQCY	39	Queen City Tele. Co., Inc.
Erie	WLEU	66	Commodore Perry Bestg. Serv., Inc.
Lancaster	WWLA	21	Harold C. Burke
Philadelphia	WIBG-TV	23	Daily News Televlsion Co.
Pittsburgh	WTVQ	17	Golden Triangle TV Corp.
Williamsport	WRAK-TV	36	WRAK, Inc.
Sharon	WSHA	39	Leonard J. Shafitz
Hazelton	WAZL-TV	63	Hazelton TV Corp.
	SOUTH CAROLINA		
Camden	WACA-TV	14	Camden Bestg. Corp.
Spartanburg	WSPA-TV	7	Spartan Radiocasting Co.
	SOUTH DAKOTA		
Rapid City	KOTA-TV	3	Black Hills Bestg. Co. of Rapid City
Rapid City	KTLV	7	Hills Bestg. Co.
	TENNESSEE		
Jackson	WDXI-TV	9	Dixie Bestg. Co.
	TEXAS		
Corpus Christi	KTLG	43	Trinity Bestg. Corp.
Dallas	KDTX	23	UHF Television Co.
Dallas	KLIF-TV	29	Trinity Bestg. Corp.
El Paso	KOKE	13	Trinity Bestg. Corp.
Ft. Worth	KFJZ-TV	11	Texas State Network, Inc.
Big Spring	KBST-TV	4	Big Spring Bestg. Co.
Houston	KTVP	23	UHF Television Co.
Houston	KXYZ-TV	29	Shamrock Bestg. Co.
Lufkin	KTRE-TV	9	Forest Capital Bestg. Co.
San Antonio	KCOR-TV	41	KCOR, Inc.
Sweetwater	KPAR-TV	12	Texas Telecasting, Inc.
Waco	KWTX-TV	10	KWTX Bestg. Co.
San Antonio	KALA	35	Alamo TV Co.
	UTAH		
Provo	KOVO-TV	11	KOVO Bestg. Co.
	VIRGINIA		
Richmond	WOTV	29	Winston-Salem Bestg. Co., Inc.
Petersburg	WPRG	8	Petersburg Tele. Corp.
	WASHINGTON		
Seattle	KCTL	20	Seattle Construction Co., Inc.
Vancouver	KVAN-TV	21	KVAN, Inc.
	WEST VIRGINIA		
Wheeling	WLTV	51	Polan Industries
Clarksburg	WBLK-TV	12	Ohio Valley Bestg. Corp.
Huntington	WHTN-TV	13	Greater Huntington Radio Corp.
Bluefield	WHIS-TV	6	Daily Telegraph Printing Co.
	WISCONSIN		
Green Bay	WFRV-TV	5	Valley Telecasting Co.
LaCrosse	WTLB	38	LaCrosse Television Corp.
	TERRITORIES		
	ALASKA		
Fairbanks	KFIF	2	Midnight Sun Bestg. Co.
Fairbanks	KTVF	11	Northern TV. Inc.

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OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	7
Opelika	22
Selma	8, 58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Port Chicago	70
Porterville	55
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco-Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18

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	Channel No.
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 59, 83

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26, 50

FLORIDA

Belle Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	15
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Toccoa	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	15
Caldwell	9
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 10
Preston	41
Rexburg	27

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	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, 66
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	69

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38

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	Channel No.
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	46
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	30
Monroe	13, 8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Salisbury	16

MASSACHUSETTS

Amherst	82
Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	33
Ironwood	12, 31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35

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	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	7, 33
Louisville	46
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	*20
Vicksburg	41
West Point	56
Yazoo City	49

MISSOURI

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	20
Glasgow	16
Glendive	18
Great Falls	3, 5, 23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24

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	Channel No.
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
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of The United States

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KAKE-TV	Wichita, Kan.	899
KALB-TV	Alexandria, La.	900
KANG-TV	Waco, Tex.	958
KARK-TV	Little Rock, Ark.	874
KATV	Pine Bluff, Ark.	874
KBAK-TV	Bakersfield, Calif.	876
KBES-TV	Medford, Ore.	940
KBET-TV	Sacramento, Calif.	879
KBMT	Beaumont, Tex.	952
KBOI	Boise, Idaho	891
KBTV	Denver, Colo.	883
KCBD-TV	Lubbock, Tex.	957
KCCC-TV	Sacramento, Calif.	879
KCEN-TV	Temple, Tex.	958
KCJB-TV	Minot, N. D.	932
KCKT-TV	Great Bend, Kans.	899
KCMC-TV	Texarkana, Tex.	958
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KCOP-TV	Hollywood, Calif.	877
KCRG-TV	Cedar Rapids, Ia.	897
KCSJ-TV	Pueblo, Colo.	884
KDAL-TV	Duluth-Superior, Minn.	910
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KOVR	Stockton, Calif.	881
KPHO-TV	Phoenix, Ariz.	873
KPIX	San Francisco, Calif.	879
KPLC-TV	Lake Charles, La.	901
KPRC-TV	Houston, Tex.	955
KPTV	Portland, Ore.	940
KQTV	Fort Dodge, Ia.	898
KRBC-TV	Abilene, Tex.	951
KRCA	Hollywood, Calif.	877
KRCG	Jefferson City, Mo.	919
KRDO-TV	Colorado Springs, Colo.	881
KREM-TV	Spokane, Wash.	962
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KROD-TV	El Paso, Tex.	955
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KSBW-TV	Salinas-Montgomery, Calif.	879
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KVOA-TV	Tucson, Ariz.	873
KVOO-TV	Tulsa, Okla.	939
KVOS-TV	Bellingham, Wash.	961
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KVVG	Tulare, Calif.	881
KWFT-TV	Wichita Falls, Tex.	959
KWK-TV	St. Louis, Mo.	917
KWTV	Oklahoma City, Okla.	939
KWWL-TV	Waterloo, Ia.	899
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KXLF-TV	Butte, Mont.	919
KXLY-TV	Spokane, Wash.	962
KYTV	Springfield, Mo.	919
KZTV	Reno, Nev.	921
WAAM-TV	Baltimore, Md.	903
WABC-TV	New York, N. Y.	925
WABD	New York, N. Y.	927
WABI-TV	Bangor, Me.	902
WABT	Birmingham, Ala.	871
WACH-TV	Newport News-Norfolk, Va.	960
WAFB-TV	Baton Rouge, La.	901
WAGA-TV	Atlanta, Ga.	889
WAIM-TV	Anderson, S. C.	948
WAKR-TV	Akron, Ohio	933
WALA-TV	Mobile, Ala.	871
WALB-TV	Albany, Ga.	889
WAPA-TV	San Juan, P. R.	966
WARD-TV	Johnston, Pa.	943
WARM-TV	Scranton, Pa.	945
WATE-TV	Knoxville, Tenn.	950
WATR-TV	Waterbury, Conn.	885
WATV	Newark, N. J.	923
WAVE-TV	Louisville, Ky.	900
WBAL-TV	Baltimore, Md.	903
WBAP-TV	Fort Worth, Tex.	955
WBAY-TV	Green Bay, Wis.	964
WBBM-TV	Chicago, Ill.	893
WBEN-TV	Buffalo, N. Y.	925
WBKB	Chicago, Ill.	893
WBLN	Bloomington, Ill.	893
WBNS-TV	Columbus, Ohio	935
WBOC-TV	Salisbury, Md.	905
WBRC-TV	Birmingham, Ala.	871
WBRE-TV	Wilkes-Barre, Pa.	946
WBTV	Charlotte, N. C.	931
WBTW	Florence, S. C.	949
WBUF-TV	Buffalo, N. Y.	925
WBZ-TV	Boston, Mass.	905
WCAN-TV	Milwaukee, Wis.	964
WCAU-TV	Philadelphia, Pa.	943

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Station	City—State	Page
WCBS-TV	New York, N. Y.	927
WCCO-TV	Minneapolis, Minn	910
WCHS-TV	Charleston, W. Va.	963
WCIA	Champaign, Ill.	893
WCMB-TV	Harrisburg, Pa.	943
WCNY-TV	Carthage, N. Y.	925
WCOS-TV	Columbia, S. C.	948
WCOV-TV	Montgomery, Ala.	871
WCPO-TV	Cincinnati, Ohio	933
WCSC-TV	Charleston, S. C.	948
WCSH-TV	Portland, Me.	902
WDAF-TV	Kansas City, Mo.	915
WDAK-TV	Columbus, Ga.	890
WDAN-TV	Danville, Ill.	894
WDAY-TV	Fargo, N. D.	932
WDBO-TV	Orlando, Fla.	888
WDEF-TV	Chattanooga, Tenn.	949
WDEL-TV	Wilmington, Del.	885
WDSM-TV	Duluth-Superior, Minn.	910
WDSU-TV	New Orleans, La.	901
WEAR-TV	Pensacola, Fla.	888
WEAT-TV	West Palm Beach, Fla.	889
WEAU-TV	Eau Claire, Wis.	964
WEEK-TV	Peoria, Ill.	894
WEEU-TV	Reading, Pa.	945
WEHT	Henderson, Ky.	900
WENS	Pittsburgh, Pa.	945
WEWS	Cleveland, Ohio	935
WFAA-TV	Dallas, Tex.	952
WFAM-TV	Lafayette, Ind.	896
WFBC-TV	Greenville, S. C.	949
WFBG-TV	Altoona, Pa.	942
WFBM-TV	Indianapolis, Ind.	896
WFIE	Evansville, Ind.	895
WFIL-TV	Philadelphia, Pa.	945
WFLA-TV	Tampa, Fla.	889
WFMJ-TV	Youngstown, Ohio	937
WFMY-TV	Greensboro, N. C.	931
WFMZ-TV	Allentown, Pa.	942
WGAL-TV	Lancaster, Pa.	943
WGAN-TV	Portland, Me.	902
WGBI-TV	Scranton, Pa.	946
WGBS-TV	Ft. Lauderdale, Fla.	887
WGEM-TV	Quincy, Ill.	894
WGLV	Easton, Pa.	942
WGN-TV	Chicago, Ill.	893
WGR-TV	Buffalo, N. Y.	925
WGTH-TV	Hartford, Conn.	885
WGVL	Greenville, S. C.	949
WHAM-TV	Rochester, N. Y.	929
WHAS-TV	Louisville, Ky.	900
WHBF-TV	Rock Island, Ill.	895
WHBQ-TV	Memphis, Tenn.	950
WHEC-TV	Rochester, N. Y.	929
WHEN-TV	Syracuse, N. Y.	929
WHIO-TV	Dayton, Ohio	937
WHIZ-TV	Zanesville, Ohio	938
WHO-TV	Des Moines, Ia.	898
WHP-TV	Harrisburg, Pa.	943
WHUM-TV	Reading, Pa.	945
WHYN-TV	Springfield-Holyoke Mass.	905
WIBW-TV	Topeka, Kan.	899
WICA-TV	Ashtabula, Ohio	933
WICC-TV	Bridgeport, Conn.	885
WICS	Springfield, Ill.	895
WICU	Erie, Pa.	942
WILK-TV	Wilkes-Barre, Pa.	946
WINK-TV	Fort Meyers, Fla.	887
WINT	Waterloo, Ind	897
WIRI	Plattsburg, N. Y.	927
WIRK-TV	West Palm Beach, Fla.	889
WIS-TV	Columbia, S. C.	948
WISE-TV	Asheville, N. C.	930
WISH-TV	Indianapolis, Ind.	896
WITV	Ft. Lauderdale, Fla.	887
WJAC-TV	Johnstown, Pa.	943
WJAR-TV	Providence, R. I.	947
WJBF-TV	Augusta, Ga.	890
WJBK-TV	Detroit, Mich.	909
WJDM	Panama City, Fla.	888
WJHL-TV	Johnson City, Tenn.	950
WJHP-TV	Jacksonville, Fla.	887
WJIM-TV	Lansing, Mich.	909
WJMR-TV	New Orleans, La.	901
WJNO-TV	Palm Beach, Fla.	888
WJPB-TV	Fairmont, W. Va.	963
WJTV	Jackson, Miss.	911
WKAQ-TV	San Juan, P. R.	966
WKBN-TV	Youngstown, Ohio	938
WKBT	LaCrosse, Wis.	964
WKJG-TV	Fort Wayne, Ind.	896
WKNB-TV	New Britain, Conn.	885
WKNX-TV	Saginaw, Mich.	909
WKNY	Kingston, N. Y.	925
WKOW-TV	Madison, Wis.	964
WKRC-TV	Cincinnati, Ohio	933
WKTV	Utica, N. Y.	929
WKY-TV	Oklahoma City, Okla.	939
WKZO-TV	Kalamazoo, Mich.	909
WLAC-TV	Nashville, Tenn.	950
WLAM-TV	Lewiston, Me.	902
WLBC-TV	Muncie, Ind.	896
WLBT	Jackson, Miss.	911
WLEV-TV	Bethlehem, Pa.	942
WLOK-TV	Lima, Ohio	937
WLOS-TV	Asheville, N. C.	930

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Station	City—State	Page
WLVA-TV	Lynchburg, Va.	960
WLW-A	Atlanta, Ga.	890
WLW-C	Columbus, Ohio	935
WLW-D	Dayton, Ohio	937
WLW-T	Cincinnati, Ohio	933
WMAL-TV	Washington, D. C.	886
WMAR-TV	Baltimore, Md.	905
WMAZ-TV	Macon, Ga.	890
WMBR-TV	Jacksonville, Fla.	887
WMBV-TV	Marinette, Wis.	964
WMCT	Memphis, Tenn.	950
WMFD-TV	Wilmington, N. C.	931
WMGT-TV	Adams, Mass.	905
WMIN-TV	St. Paul, Minn.	911
WMSL-TV	Decatur, Ala.	871
WMT-TV	Cedar Rapids, Ia.	897
WMTV	Madison, Wis.	964
WMTW	Poland Spring, Me.	902
WMUR-TV	Manchester, N. H.	923
WMVT	Burlington, Vt.	960
WNAC-TV	Boston, Mass.	905
WNBF-TV	Binghamton, N. Y.	924
WNBK	Cleveland, Ohio	935
WNBQ	Chicago, Ill.	893
WNCT	Greenville, N. C.	931
WNEM-TV	Bay City-Saginaw, Mich.	906
WNET	Providence, R. I.	947
WNEX-TV	Macon, Ga.	891
WNHC-TV	New Haven, Conn.	885
WNOA-TV	Raleigh, N. C.	931
WNOK-TV	Columbia, S. C.	948
WNOW-TV	York, Pa.	946
WOAI-TV	San Antonio, Tex.	958
WOAY-TV	Oak Hill, W. Va.	963
WOC-TV	Davenport, Ia.	897
WOI-TV	Ames, Ia.	897
WOOD-TV	Grand Rapids, Mich.	909
WOR-TV	New York, N. Y.	927
WOW-TV	Omaha, Neb.	921
WPAG-TV	Ann Arbor, Mich.	906
WPBN-TV	Traverse City, Mich.	910
WPFA-TV	Pensacola, Fla.	888
WPIX	New York, N. Y.	927
WPTZ	Philadelphia, Pa.	945
WQMC	Charlotte, N. C.	930
WQXI-TV	Atlanta, Ga.	890
WRBL-TV	Columbus, Ga.	890
WRC-TV	Washington, D. C.	886
WRCA-TV	New York, N. Y.	927
WRDW-TV	Columbus, Ga.	890
WREX-TV	Rockford, Ill.	894
WRGB	Schenectady, N. Y.	929
WROM-TV	Rome, Ga.	891
WROW-TV	Albany, N. Y.	924
WRTV	Asbury Park, N. J.	923
WSAU-TV	Wausau, Wis.	965
WSAZ-TV	Huntington, W. Va.	963
WSB-TV	Atlanta, Ga.	890
WSBA-TV	York, Pa.	946
WSBT-TV	South Bend, Ind.	896
WSEE	Erie, Pa.	942
WSFA-TV	Montgomery, Ala.	873
WSIL-TV	Harrisburg, Ill.	894
WSIX-TV	Nashville, Tenn.	951
WSJS-TV	Winston-Salem, N. C.	932
WSJV	Elkhart, Ind.	895
WSLI-TV	Jackson, Miss.	911
WSLS-TV	Roanoke, Va.	961
WSM-TV	Nashville, Tenn.	951
WSPD-TV	Toledo, Ohio	937
WSTV-TV	Steubenville, Ohio	937
WSUN-TV	St. Petersburg, Fla.	888
WSVA-TV	Harrisonburg, Va.	960
WSYR-TV	Syracuse, N. Y.	929
WTAO-TV	Boston, Mass.	905
WTAP	Parkersburg, W. Va.	963
WTAR-TV	Norfolk, Va.	961
WTCN-TV	Minneapolis, Minn.	910
WTHI-TV	Terre Haute, Ind.	897
WTMJ-TV	Milwaukee, Wis.	965
WTOB-TV	Winston-Salem, N. C.	932
WTOC-TV	Savannah, Ga.	891
WTOK-TV	Meridan, Miss.	913
WTOM-TV	Lansing, Mich.	909
WTOP-TV	Washington, D. C.	886
WTPA	Harrisburg, Pa.	943
WTRF-TV	Wheeling, W. Va.	963
WTSK-TV	Knoxville, Tenn.	950
WTTG	Washington, D. C.	887
WTTV	Bloomington, Ind.	895
WTVD	Durham, N. C.	931
WTVH-TV	Peoria, Ill.	894
WTVI	St. Louis, Mo.	919
WTVJ	Miami, Fla.	888
WTVN-TV	Columbus, Ohio	937
WTVO	Rockford, Ill.	895
WTVP	Decatur, Ill.	894
WTVR	Richmond, Va.	961
WTVU	Scranton, Pa.	946
WTVW	Milwaukee, Wis.	965
W-TWO	Bangor, Me.	902
WUSN-TV	Charleston, S. C.	948
WVEC-TV	Hampton-Norfolk, Va.	960
WVET-TV	Rochester, N. Y.	929
WWJ-TV	Detroit, Mich.	907
WWLP	Springfield, Mass.	906
WWOR-TV	Worcester, Mass.	906
WWTV	Cadillac, Mich.	906
WXEL	Cleveland, Ohio	935
WXIX	Milwaukee, Wis.	965
WXYZ-TV	Detroit, Mich.	907

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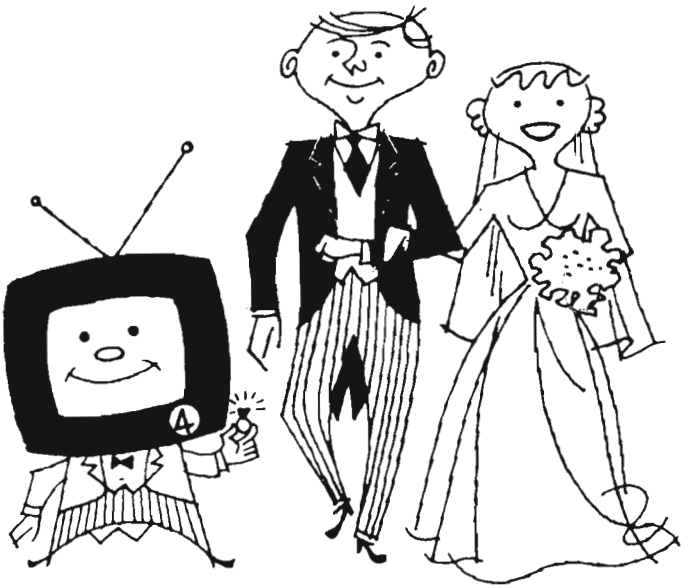

ANOTHER HAPPY COUPLE!

During 1954, Mr. 4 was best man at 355 weddings of Products and Sales. After each ceremony, KRCA (local member of the famous NBC family), presented the happy couples with a large gift of Merchandising and Promotion.

Planning a wedding in 1955? Consult . . .

KRCA-4 LOS ANGELES

represented by NBC SPOT SALES

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ALABAMA

Pop. Feb. 1, 1955 (Est.) 3,186,000 — TV Homes 360,000
Stations in State 6

WABT
BIRMINGHAM—1949—
ABC-CBS-DuM

Channel: 13 VHF..AP: 178 Kw...VP: 316 Kw.
Owned-Oper. By.....Television Corp.
Business Address.....P. O. Box 2553
Phone Number 4-3506
Air Time.....18 hours daily
Newspaper Affiliation.....Birmingham News
News Service .....AP
Representative .....Blair-TV
Membership .....NARTB; TvB
Pres., Mgr. Dir.....Henry P. Johnston
Commercial Mgr.....Charles F. Grisham
VP in charge of Prgmng.....Ray A. Furr
Pub., Prom. Dir.....James Chenoweth
Dir. of News & Sp. Events.....Maury Farrell
Production .....Johnny Johnson
Film Manager.....Nod Nelson
Chief Engineer.....J. V. Sanderson
Consulting Engineer.....Gautney & Jones

WBRC-TV
BIRMINGHAM—1949—CBS

Channel: 6 VHF....AP: 17 Kw.....VP: 35 Kw.
Owned-Oper. By.....Birmingham Bcstg. Co.
Bus. Studio Address.....P. O. 5957
Phone Number.....4-4701
Air Time.....12 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer
V.P. & Mgr. Dir.....J. Robert Kerns
General Sales Mgr.....Oliver Naylor
Program Director.....M. D. Smith, III
Promotion, Pub. Dir.....Sterling Madding
Dir. of News; Sp. Events....Davenport Smith
Film Manager.....M. D. Smith, III
Chief Eng.....Robert L. Dupriest

WMSL-TV
DECATUR—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 23 UHF...AP: 8.52 Kw....VP: 15.8
Owned-Oper. By.Tenn. Valley Radio & TV Co.
Address .....701 Bank Street
Phone Number 802
Air Time.....5 hours daily
News Service .....AP
Representative.....J. Wythe Walker
Pres., Gen. Mgr.....Frank Whiesenant
Prog. Dir., Film Mgr.....John Utley
Dir. of News & Sp. Events.....Bob Gleason
Chief Engineer.....John Short
Consulting Engineer.....John Mullaney

WALA-TV
MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF..AP: 235 Kw...VP:..316 Kw.
Owned-Oper. By.....Pape Bcstg. Co., Inc.
Address.....210 Government St.
Phone 3-3756
Air Time.....10 hours daily
News Service .....AP
Representative .....Headley Reed
Membership .....NARTB, TvB
President .....W. O. Pape
Exec. Vice-Pres.....H. K. Martin
Gen. Manager.....W. B. Pape
Program Director.....Al Holman
Chief Engineer.....A. R. Bell
Consulting Engineer.....L. J. N. duTreil

WCOV-TV
MONTGOMERY—1953
ABC-CBS-DuM

Channel: 20...AP: 8.9 Kw.....VP:17.9 Kw.
Owned-Oper. By.....Capitol Bcstg. Co.
Business Address.....Adrian Lane
Phone Number 5-3561
Air Time.....10 hours daily
News Service.....UP
Representative.....Paul H. Raymer
President.....O. P. Covington
General Manager.....Hugh Smith

DOMINATING
ALABAMA

WBRC-TV
CHANNEL—6
BIRMINGHAM

CBS
MAXIMUM POWER
A STORER STATION

NAT. REPS. — THE KATZ AGENCY

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IN PHOENIX KPHO-TV IS CHAMP!

KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows. KPHO-TV captured 320 quarter hours — 76% of all quarter hours. *Telepulse, November 1954*

KPHO-TV captured 12 out of 15 top weekly shows, all 10 top multi-weekly shows. KPHO-TV captured 307 quarter hours — 73% of all quarter hours. *ARB, October 1954*

KPHO-TV captured 10 out of 15 top weekly shows, 9 of 12 top multi-weekly shows. KPHO-TV captured 304 quarter hours — 72% of all quarter hours. *Hooper, October 1954*

KPHO-TV's own local shows, "Gold Dust Charlie" (children) and "Three Star News," were among top 10 multi-weekly shows on all three surveys!

Phoenix is a three station market. Three separate surveys were recently taken in Phoenix. KPHO-TV pulled better than twice the combined audiences of the other two stations . . . on all three surveys. So . . . to bring YOUR sales story to the greatest number of Phoenix homes, use KPHO-TV — the station that dominates the growing Phoenix market! And it's a market worth reaching — $515,290,000 in retail sales!

IT'S KPHO-TV IN PHOENIX

. . . first in Arizona

YOUR MEREDITH STATIONS

CHANNEL 5 CBS BASIC

KPHO-TV

FIRST IN ARIZONA SINCE '49

AFFILIATED WITH BETTER HOMES and GARDENS

REPRESENTED NATIONALLY By KATZ

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Operations Mgr.....Eugene Munger
Commercial Manager.....Morris South
Prog. Dir.....Ben Hargill
Dir. of News.....Bob Underwood
Production Manager.....Phil Taylor
Chief Engineer.....W. D. Weatherly
Film Manager.....Bob House
Consulting Eng.....W. J. Holey

WSFA-TV

MONTGOMERY—1954—NBC

Station Operating with Special Temporary Authorization

Channel: 12....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....Montgomery Bcstg. Co.
Business Address.....Box 1013
Phone Number.....5-1251
Air Time.....14 hours daily
Representative .....Headley Reed
President.....David E. Dunn
General Manager.....Hoyt Andres
Technical Director.....Sebie B. Smith

ARIZONA

Pop. Feb. 1, 1955 (Est.) 1,002,000 — TV Homes 124,000

Stations in State 6

KVAR

MESA—1953—NBC

Channel: 12 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....KTAR Broadcasting Co.
Address.....1101 No. Central Ave.
Phone .....Alpine 4-4161
Air Time.....Full Time
News Service .....AP
Representative .....Raymer
Membership ..... NARTB
Pres., Gen. Mgr.....Richard O. Lewis
Station Mgr.....Dwight Harkins
Commercial Mgr.....E. W. Harvey
Program Director.....Wm. Robb
Prom., Pub. Director.....Ted Edwards
Dir. of News & Sp. Events.....Bob Vache
Production Manager.....Charles Wallace
Chief Engineer.....A. C. Anderson

KOOL-TV

PHOENIX—1953

Channel: 10 VHF..AP: 12.5 Kw..VP: 29.45 Kw.
Owned-Oper. By.....Maricopa Bsctrs. Inc.
Business Address.....511 West Adams St.
Phone Number.....ALpine 3-3121
Air Time.....Full Time
News Service.....UP
Representative .....Hollingbery
Membership ..... NARTB
President .....Gene Autry
General Manager.....Charles H. Garland
Asst. Gen. Mgr.....Kenneth Morton
Dir. of News & Sp. Events.....Don Cordray
Commercial Manager.....William Connelly
Program Director.....Miles Reed
Publicity Director.....Dick Goebel
Chief Engineer.....Cliff Miller

KPHO-TV

PHOENIX—1949—CBS-DuM

Channel: 5 VHF..AP: 8.7 Kw...VP: 17.5 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address.....631 N. First Ave.
Phone Number.....ALpine 8-4511
Representative ..... Katz
Membership .....NARTB, TvB
Air Time.....Full Time
General Manager.....Richard B. Rawls
Commercial Manager.....C. A. Larson
Program Director.....Robert Martin
Promotion Pub. Dir.....Dan Schwartz
Dir. of News & Sp. Events.
Prod. Mgr.....Jack Murphy
Film Manager.....Fred Frederick
Chief Engineer.....George McClanathan
Consulting Engineer.....T. A. M. Craven

KOPO-TV

TUCSON—1952—CBS-DuM

Channel: 13 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By.....Old Pueblo Bcstg. Co.
Business Address.....115 W. Drachman St.
Air Time.....12 hours daily
Representative ..... Hollingbery
President.....H. C. Tovrea
General Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Program Director.....Cliff Stillinger
Promotion Director.....Jack Martin
Dir. News & Sp. Events.....Chris Cole
Publicity Director.....Virginia Harper
Film Manager.....Reed Haythorne
Chief Engineer.....Paul Benewitz

KVOA-TV

TUCSON—1953—ABC-NBC

Channel: 4 VHF...AP: 5.5 Kw....VP: 11 Kw.
Owned-Oper. By.....Arizona Bcstg .Co.
Business Address.....209 West Elm St.
Representative .....Paul H. Raymer
Pres.-Gen. Mgr.....R. B. Williams
Business Manager.....Harper M. Phillips
Sales Manager.....John C. Underwood
Program Director.....Ben L. Slack, Jr.
TV Prog. Supervisor.....Charles T. Webb
News Editor.....Frank Barreca
Prod. Manager.....L. D. Cable
Film Manager.....N. S. Luppino
Chief Engineer.....Raymond H. Holsclaw
Consulting Engineer.....George C. Davis

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KIVA

YUMA—1953—NBC-DuM

Channel: 11 VHF..AP: 16 Kw...VP: 29 Kw.
Owned-Oper. By.....Valley Telecasting Co.
Business Address.....Box 1708
Phone Number 6-8311
Air Time.....Full Time
News Service .....AP
Membership .....NARTB, TvB
Representative .....Grant
President .....Donald Ellsworth
General Manager.....Arthur L. Fszol
Station Manager.....Robert Harker
Program Director.....Robert Davies
Production Manager.....Robin Adair
Film Manager.....Sarah Gregory
Chief Eng.....Roland Yount

ARKANSAS

Pop. Feb. 1, 1955 (Est.) 1,948,000 — TV Homes 117,000
Stations in State 3

KFSA-TV

FORT SMITH—1953—DuM-NBC-ABC-CBS

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.
Owned-Oper. By Southwestern Radio & TV Co.
Business Address.....920 Rogers Ave.
Phone Number.....2-9126
Air Time.....Full Time
News Service .....AP
Newspaper Affil.....Southwest American
Representative ..... Pearson
President.....D. W. Reynolds
Gen., Station Manager.....H. Weldon Stamps
Commercial Manager.....Roland Hundley
Prog., Prom. Dir.....Pat Porta
Dir. of News & Sp. Events....Harry Freeman
Film Manager.....Charles Putman
Chief Engineer.....Robert W. Platt, Jr.
Consulting Engineer.....T. A. M. Craven

KATV

PINE BLUFF—1953—CBS-ABC

Channel: 7 VHF..AP: 89.1 Kw...VP: 170 Kw.
Owned-Oper. By.....Central South Sales Co.
Business Address.....100 Williams Road
Phone Number.....3880
Air Time.....Full Time
News Service.....AP, UP
Membership .....NARTB
Representative.....Avery-Knodel Inc.
President.....John T. Griffin
General, Station Mgr.....John H. Fugate
National Comm. Mgr.....Bruce B. Compton
Local Comm. Mgr.....Oscar Alagood
Prog., Prom., Pub. Dir.....Don B. Curran
Dir. of News & Sp. Events.....W. H. Hadley
Production Manager.....Sid Lasher
Film Manager.....Jack Parks
Chief Engineer.....A. R. Garrett
Consulting Engineer.....Paul Godley Co.

KARK-TV

LITTLE ROCK—1954—NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 4 VHF...AP: 29 Kw....VP: 58 Kw.
Owned & Oper...Kansas Radio & Equip't Co.
Address.....1001 Spring Street
Phone .....FRanklin 6-2481
Air Time.....15 hours daily
News Service.....AP, UP
Representative ..... Petry
Membership.....NARTB, TvB
President.....T. H. Barton
VP & General Manager.....T. K. Barton
Station Manager.....Douglas J. Romine
Commercial Manager.....Lee Bryant
Program Director.....Dale Hart
Promotion, Pub. Director.....Shirley Kennedy
Dir. News & Sp. Events.....Bob Kemp
Prod. Manager.....Fred S. Buschmeyer, Jr.
Film Manager.....Ray North
Chief Engineer.....L. C. "Champ" Smith
Consulting Engineer..Craven, Lohnes & Culver

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FAMOUS BRANDS . . .
KNOW THE MOST
FAMOUS BRAND
IN NEWS IS
AP

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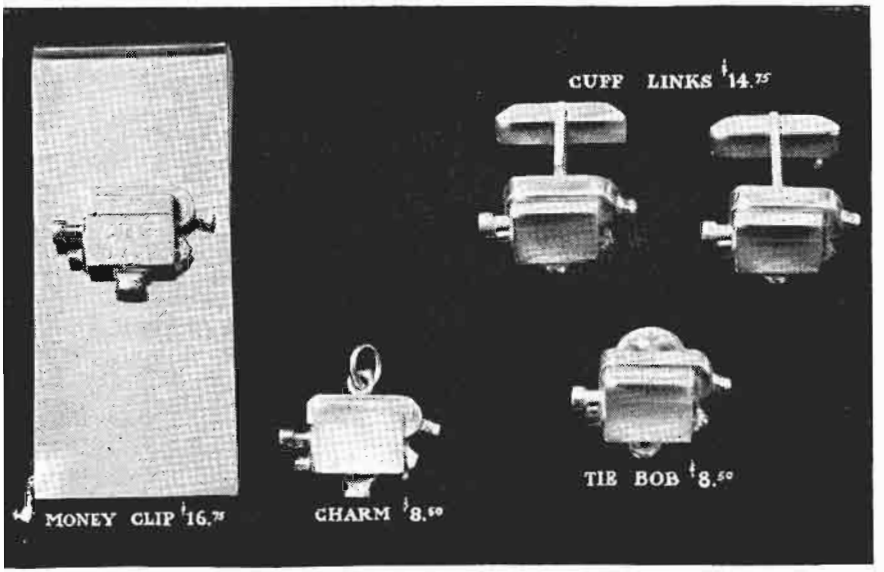
A Complete Line of TV Camera Jewelry



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MONEY CLIP $14.00 — CHARM $6.50

MAURICE JEWELS Located in the famous Hollywood BROWN DERBY

1624 North Vine St., Hollywood 28, Calif.

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CALIFORNIA

Pop. Feb. 1, 1955 (Est.) 12, 804,000 — TV Homes 3,273,000
Stations in State 27

KBAK-TV

BAKERSFIELD—1953—DuM—ABC

Channel: 29 UHF..AP: 10.5 Kw...VP: 19 Kw.
Owned-Oper. By.....Bakersfield Bcstg. Co.
Business Address.....29 Woody Road
Phone Number 4-6421
Air Time.....Full Time
News Service.....UP
Newspaper Affil. .....Chronicle
Representative ..... Forjoe
Membership .....TvB
President.....Harold P. See
General Manager.....A. H. Constant
Prog. Director.....Vern Mack
Sales Manager.....Frank Beazley
Promotion Director.....Marlin E. Smythe
Chief Engineer.....Don Anderson

KERO-TV

BAKERSFIELD—1953—CBS-NBC

Channel: 10 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By....Kern County Bcstrs. Inc.
Business Address.....1420 Truxton Ave.
Phone Number 7-1441
Air Time.....Full Time
News Service.....UP
Representative ..... Avery-Knodel
Membership.....NARTB, TvB
Pres., Gen. Mgr.....Gene DeYoung
V.P. & Gen. Sales Mgr.....Edward Urner
Operations Director.....Kenneth Croes
Sales Manager.....John Barrett
Production Manager.....David Horowitz
Prom. & Publicity Director....Deloris Brigham
Chief Engineer.....Edwin Andress
Consulting Engineer.....Robert Hammett

KHSL-TV

CHICO—1953—CBS-NBC-ABC-DuM

Channel: 12 VHF..AP: 38 Kw...VP: 63.1 Kw.
Owned-Oper. By.....Box 303
Phone Number.....FIreside 2-5614
Air Time.....Full Time
News Service.....UP
Representative .....Avery-Knodel
Membership .....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....M. F. Woodling
Comm. Manager.....Jerry Pero
News, Prog. Dir.....Martin Jacobsen
Prom., Publicity Director.....Ed Parker
Film Manager.....Gene Tapie
Chief Engineer.....Russell B. Pope
Consulting Engr.....Kear & Kennedy

KIEM-TV

EUREKA—1953—CBS-NBC-DuM-ABC

Channel: 3 VHF..AP: 7.3 Kw...VP: 14.6 Kw.
Owned-Oper. By.....Redwood Bcstg. Co.
Business Address.....P. O. Box 1021
Phone Number.....HIllside 2-5754
Air Time.....Full Time
News Service.....UP
Representative ..... Blair
Membership ..... NARTB
President.....William B. Smullin
Manager.....Donald H. Telford
Program Director.....Jerry Poulos
Promotion Director.....G. Fuller
Tech. Director.....J. G. Bauriedel
Chief Engineer.....Donald King
Consulting Engineers.....Lohnes & Culver

KJEO-TV

FRESNO—1953—ABC-CBS-DuM

Channel: 47 UHF..AP: 240 Kw...VP: 440 Kw.
Owned-Oper. By.....O'Neill Bcstg. Co.
Business Address.....Box 1708
Phone Number.....7-8405
Air Time.....Full Time
News Service.....UP
Representative ..... Branham
Membership ..... NARTB
President.....J. E. O'Neill, Sr.
Vice Pres..... Joe Drilling, Charles Theodore
Comm. Manager.....W. O. Edholm
Dir. of News Sp. Events.....W. Anthony
Program Director, Prod. Mgr.....Jack Shepard
Prom., Publicity Director.....Francis Quinn
Film Manager.....John Parkhurst
Chief Engineer.....Jack McElwain

KMJ-TV

FRESNO—1953—NBC-CBS

Channel: 24 UHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Operated By....McClatchy Bcstg. Co.
Address .....Van Ness & Calaveras Sts.
Representative .....Raymer
News Service.....AP, UP
Membership .....NARTB, TvB
President .....Eleanor McClatchy
Sta. Mgr., Film Buyer.....Perry Nelson
Commercial Manager.....Wilson Lefler
Program Manager.....Joe Tomes
News & Special Events..Tom Flynn, Dean Mell
Film Editor.....William Curtis
Chief Engineer.....James B. Hancock

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KCOP-TV

HOLLYWOOD—1953

Channel: 13 VHF..AP: 15.5 Kw...VP: 31.0 Kw.
Owned-Oper. By.....The Copley Press, Inc.
Bus.-Studio Address...1000 N. Cahuenga Blvd.
Phone Number.....HUdson 2-7311
Air Time.....Full Time
News Service.....AP, UP
Representative.....Katz Agency Inc.
Membership ..... NARTB
Vice President, Gen. Mgr.....Jack Heintz
Commercial Manager.....Dave Lundy
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan
Promotion, Publicity Director.....Warren Earl
Film Mgr.....Mattie Tippit
Prod. Manager.....Dan Lindquist
Chief Engineer.....Marvin Wentworth
Consulting Engr...Craven, Lohnes & Jorgensen

KNXT

HOLLYWOOD—1948—CBS

Channel: 2 VHF..AP: 23.4 Kw..VP: 46.8 Kw.
Owned-Oper. By.....CBS Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....HOllywood 9-1212
Air Time.....18½ hours daily
Representative.....CBS TV Spot Sales
News Service.....AP, UP
Membership .....NARTB, TvB
President.....J. L. Van Volkenburg
General Manager.....James T. Aubrey, Jr.
Program Director.....Donald M. Hine
Prom., Publicity Director.....Dean D. Linger
Director News & Sp. Events.....Sam Zelman
Production Manager.....Leon Drew
Film Manager.....Bob Hurlbut
Chief Engineer.....Lester H. Bowman

KRCA

HOLLYWOOD—1949—NBC

Channel: 4 VHF..AP: 21.4 Kw...VP: 42.7 Kw.
Owned-Oper. By...National Broadcasting Co.
Bus.-Studio Address.....Sunset & Vine St.
Phone Number .....Hollywood 9-6161
Air Time.....Full Time
News Service.....AP, INS, UP
Membership .....NARTB
Representative.....NBC Spot Sales
President .....Sylvester Weaver
Gen. Station Manager.....Thomas McCray
Commercial Manager.....James Parks
Executive Producer.....Dean Craig
Promotion Director.....Jack Kenaston
Director of News.....Roy Neal
Operations Manager.....James Damon
Publicity Director.....Bob Pelgram
Film Manager.....George Burke
Chief Engineer.....John Knight
Consulting Engineer.....Raymond Guy

KABC-TV

LOS ANGELES—1949—ABC

Channel: 7 VHF.....AP: 59.....VP: 118 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....ABC TV Center
Phone Number.....NO 3-3311
Air Time.....Full Time
News Service .....AP
Membership ..... NARTB
Representative ..... Petry
Vice President.....Earl J. Hudson
General Manager.....Amos T. Baron
General Sales Manager.....Elton H. Rule
Program Director.....Hunt Stromberg, Jr.
Promotion Director.....Jack Brembeck
Dir. of News & Special Events....Ed Conklin
Production Manager.....James Mandulay
Publicity Director.....Stan Kramer
Film Manager.....Russell Landers
Chief Engineer.....Phillip G. Caldwell

KHJ-TV

LOS ANGELES—1948—DuM

Channel: 9....AP: 81.3Kw.....VP: 162 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address.....1313 N. Vine St.
Phone Number.....Hollywood 2-2133
Membership .....TvB
Air Time.....11¼ hours daily
Representative .....H-R
News Service.....AP, UP
President, General Teleradio.Thomas F. O'Neil
Pres., (Don Lee, Div.).....Willet H. Brown
Gen. Mgr. (Don Lee Div.).....Ward D. Ingram
Station Mgr.....John Reynolds
Program Director.....James Higson
Chief Engineer.....Robert Arne

KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF..AP: 83 Kw...VP: 166 Kw.
Owned-Oper. By.....KTTV, Inc.
Business Address.....5746 Sunset Blvd.
Phone Number.....Hollywood 2-7111
Air Time.....16 hours daily
News Service .....AP
Representative .....Blair-TV, Inc.
Membership .....NARTB
President .....Norman Chandler
V.P., Gen. Mgr.....John Vrba
Sales Mgr.....Robert Breckner
Program Dir.....Jack O'Mara
Promotion Dir.....Bill Welsh
Dir. of News, Spec. Events.....Val Conte
Production Mgr.....Reavis Winckler
Publicity Dir.....Richard Woollen
Film Manager.....Edward Benham
Chief Engineer.....

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18 YEARS OF LEADERSHIP AND STILL AHEAD!

DAILY VARIETY DAILY — Radio—Television

KTLA COMES OFF WITH FLYING COLORS IN FIRST TRY AT TELEVISING IN TINT

Klaus Landsberg gave an invited audience its first look at KTLA color television Friday night and the critical consensus was both favorable and enthusiastic. It was generally agreed that the colorcast of "Western Varieties" was comparable in quality to some of the network Specs from the east and certainly a milestone in the history of the local station, first of the unaffiliated indies to "show its colors."

Landsberg's chromatic display of the cowboy revue with two RCA color cameras shown on 10-inch Motorola receivers was sharply brilliant in the closeups. . . . On the monitors, Landsberg said the picture was clear and sharp and that he was highly elated at the first exposure of his color program, with others to follow at weekly intervals. It is estimated that there are now 1,500 color sets in the L.A. signal area.

The gay and vivid colorings of the cowboy regalia brought out the bright qualities of the color lenses and splashed the western set with fast moving rainbowish hues. Performing in colorful garb under the emceeing of Doye O'Dell were such familiars to the hoedown set as Roscoe Ates, Spade Cooley, Eddie Dean, Eddie Cletro, Twin Tones, Y-Knot Twirlers, Gail Moser, Ricky Lane & Willie and Cheetah, the ape, who wasn't given the chance to steal the show.

LOOK AT THE RECORD

KTLA

GIVES YOU

MORE VALUE

MORE COVERAGE

MORE SALES POWER

YOUR BEST BUY IN LOS ANGELES

KTLA CHANNEL 5 LOS ANGELES

Nationally Represented by

Paul H. Raymer Company, Inc.

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KTLA

LOS ANGELES—1947
PARAMOUNT

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
Owned-Oper...Paramaunt TV Productions, Inc.
Business Studio Address....5451 Marathon St.
Phone Number.....HOllywood 9-3181
Air Time.....11 hours daily
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NARTB
Pres. Para. T-V Prods.....Paul Raibourn
Gen. Mgr. & V-P, Paramount
T-V Prods.....Klaus Landsberg
Sales Manager.....Robert Mohr
Production Coordinator.....J. Gordon Wright
News Editor.....Gilbert Martyn
Film Director.....Leland G. Muller
Remote Engr. Op. Spvsr.....John D. Silva
Studio Engr. Op. Spvsr.....Roy White
Trans. Op. Spvsr.....William S. Barnard

KBET-TV

SACRAMENTO—1955

Station Operating with Special Temporary Authorization
Channel: 10....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Sacramento Telecasters, Inc.
Address.....716 California State Life Bldg.
Vice-Pres., Gen. Mgr.....John H. Schacht

KCCC-TV

SACRAMENTO—1953—
CBS-NBC-ABC-DuM

Channel: 40 UHF..AP: 114 Kw...VP: 200 Kw.
Owned-Oper. By.....Capital City TV Corp.
Business Address.....Senator Hotel
Representative ..... Weed
President .....Harry McCart
Gen., Station Manager....Ashley L. Robinson
National Comm. Manager.....Al Richards
Local Comm. Manager.....Jack Kehoe
Prog. Dir., Prod. Mgr.....John Edwards
Prom., Publicity Director.....Clarence Talbot
Dir. News & Special Events...Harvey Chester
Film Manager.....Cal Cape
Chief Engineer.....Paul Leake
Consulting Engineer.....Vandivere, Cohen, & Wearn

KSBW-TV

SALINAS-MONTGOMERY—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 5.9 Kw...VP: 11.5 Kw.
Owned-Oper. By.....Salinas Bcstg. Corp.
Address.....P. O. Box 1651
Representative.....Hollingbery Co.
Pres., Gen., Sta. Mgr.....John Cohan
Comm. Manager.....W. M. Oates
Prog., News, Sp. Ev. Dir.....N. Edmonson
Promotion Director.....J. S. Randall
Prod. Mgr., Pub. Dir.....O. C. Sullivan
Film Manager.....Peg Miner
Chief Engineer.....George Freeman
Consulting Engineer.....Robert Hammett

KFMB-TV

SAN DIEGO—1949—ABC-CBS

Channels: 8 VHF..AP: 27 Kw...VP: 54 Kw.
Owned...Wrather-Alvarez Broadcasting, Inc.
Business Address.....Fifth & Ash Sts.
Phone Number.....Belmont 2-2114
Air Time.....Full Time
Representative ..... Petry
News Service.....AP, UP
Membership .....NARTB, TvB
President.....Jack D. Wrather
Vice President.....Maria Helen Alvarez
General Manager.....George Whitney
National Comm. Manager....Ralph McKinnie
Local Comm. Manager.....Charles Jackson
Dir. of News & Spec. Events..Paul W. White
Production Mgr.....Hal Coddon
Prom., Pub. Rel.....Bill Ryan
Prog., Film Manager.....Bill Fox
Chief Engineer.....Charles Abel

KFSD-TV

SAN DIEGO—1953—NBC

Channel: 10 VHF..AP: 35.4 Kw...VP: 63 Kw.
Owned-Oper. By.....KFSD, Inc.
Business Address.....3642 Enterprise St.
Phone Number.....Woodcrest 8-7151
Representative ..... Katz
Manager.....John Merino
Program Manager.....John Clement
Chief Engineer.....Leroy Bellwood

KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF..AP: 12.6Kw...VP: 25.4 Kw.
Owned-Oper. By.....American Bcstg. Co.
Address.....277 Golden Gate Ave.
Phone Number.....UN 3-0077
Air Time.....Full Time
Representative ..... Petry
News Service.....AP, INS
Membership ..... NARTB
President (ABC).....Robert E. Kintner
Vice President.....James H. Connolly
Station Mgr.....Vincent Francis
Comm. Mgr.....David Sacks
Prom., Pub. Director.....Jon W. Barkhurst
Dir. of News and Spe. Events.. ....Vic Reed
Production Manager.....Edward Smith
Publicity Director.....Gordon Grannis
Film Manager.....Robert Mitchell
Chief Engineer.....Harry Jacobs
Asst. Chief Engineer.....Dick Parks
Construction Engineer.....Kear & Kennedy

KPIX

SAN FRANCISCO—1948—CBS
DUMONT

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Westinghouse Bcstg., Inc.
Address.....2655 Van Ness Ave.
Phone Number.....PRospect 6-5100
Air Time.....17½ hours daily

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News Service .....INS
Representative .....Katz
Membership .....NARTB
General Station Manager.....Philip G. Lasky
Asst. Gen. Manager.....George Mathiesen
Commercial Manager.....Lou Simon
Program Director.....William C. Dempsey
Prom., Publicity Director.....Herb Bachman
Chief Engineer.....Al Towne

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Chronicle Pub. Co.
Business Studio Address.....929 Mission St.
Phone Number.....GArfield 1-1100
News Service.....AP
Air Time.....Full Time
Newspaper Affiliation .....Chronicle
Representative.....Free and Peters
Membership .....NARTV, TvB
President.....G. T. Cameron
General Manager.....Charles Thierlot
Station Manager.....Harold P. See
Comm., Film Mgr.....Norman Louvau
Program Dir.....Douglas Elleson
Prom., Publicity Director.....R. Irving
Chief Engineer.....L. Berryhill
Consulting Engineer.....Robert Hammett

KSAN-TV

SAN FRANCISCO—1954

Station Operating with Special Temporary Authorization

Channel: 32 UHF...AP: 10 Kw....VP: 20 Kw.
Owned & Oper. By.....S. H. Patterson
Address.....1355 Market Street
Phone .....MArket 1-8171
Air Time.....8 hours daily
News Service .....UP
Representative .....McGillvra
Gen., Station Mgr.....Norwood J. Patterson
Comm. Mgr., Prom., Pub. Dir.....Allen Storm
Program Director.....Dawn Patterson
Dir. News & Special Events.....Frank Arthur
Production Mgr.....Herm Falk
Film Manager.....Rickie Dines
Chief Engineer.....Roger Skelton
Consulting Eng.....N. J. Patterson, Radio Engineering Co.

KVEC-TV

SAN LUIS OBISPO—1953—DuM

Channel: 6 VHF.AP: 12.97 Kw..VP: 19.8 Kw.
Owned-Oper. By.....The Valley Electric Co.
Business Address.....787 Higuera St.
Phone Number.....San Luis Obispo 1100
Air Time.....Full Time
News Service.....AP

COVERAGE!

BASIC COVERAGE: 125,117 TV SETS in Southern California between Monterey on the North and Los Angeles County on the South.

BONUS COVERAGE: 93,880 TV SETS in San Diego, Bakersfield and Los Angeles.*

** ARB Survey, January 1955.*

CONTACT YOUR HOLLINBERY MAN FOR DETAILS

KEY-T 3
Channel

CBS NBC ABC DUMONT

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Representative.....W. S. Grant Co.
President.....Christina Jacobson
Gen. Sta. Mgr.....Les Hacker
Commercial Manager.....Si Darrah
Program Director.....Robert S. Wilton
Prom., Prod. Dir.....Ted Warner
News Director.....Gary Merker
Publicity Director.....James Stookey
Film Manager.....Earl Muff
Chief Engineer.....James Cochrane

KEY-T

SANTA BARBARA—1953—
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 25 Kw....VP: 50 Kw.
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.
Business Address.....730 Miramonte Drive
Phone Number.....5-8533
Air Time.....Full Time
News Service.....UP
Representative ..... Hollingbery
Membership.....NARTB, TvB
President, Gen. Mgr.....Colin M. Selph
Operations Director.....Russell L. Furse
Dir. of News & Sp. Events...Raymond Dietrich
Program Supervisor.....Mary Ann Casey
Promotion Director.....Joe Costantino
Chief Engineer.....Lloyd M. Jones

KOVR

STOCKTON—1954—DuM

Station Operating with Special Temporary Authorization
Channel: 13 VHF..AP: 72.2 Kw...VP: 144 Kw.
Owned & Oper. By....Television Diablo, Inc.
Phone .....HOward 6-6981
Air Time.....8 hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB
President.....A. E. Joscelyn
Gen., Station Mgr.....Terry Hamilton Lee
Commercial Manager.....William Rambo
Program Dir., Prod. Mgr...William Hollenbeck
Prom., Publicity Director.....Gordon Grannis
Director News & Sp. Events.....Mel Riddle
Film Director.....Lloyd Hansen
Chief Engineer.....Stanton D. Bennett

KTVU

STOCKTON—1953—NBC

Channel: 36 UHF..AP: 260 Kw...VP: 525 Kw.
Owned-Oper. By.....San Joaquin Telecasters
Business Address.....2293 East Main
Air Time.....Full Time
Phone .....HOward 5-7271
Newspaper Affiliation..Richmond Independent
Representative.....George P. Hollingbery
Membership .....NARTB
President.....Warren Brown, Jr.
Gen., Station Manager.....D. M. Greene
Program Director..... David Hume
Chief Engineer.....Bruce Joyner

KVVG

TULARE—1953—DuM

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.
Owned-Oper. By....Sheldon Anderson Estate
Business Address.....1385 East Tulare St.
Phone Number.....TUlare 6-3481
Air Time.....9 hours daily
Representative .....Forjoe
Manager.....Wally Sherwin
Program Director.....Bob Merrifield
Publicity Director.....Marcia Drake
Cheif Engineer.....Don Ferguson

COLORADO

Pop. Feb. 1, 1955 (Est.) 1,486,000 — TV Homes 217,000

Stations in State 8

KKTV

COLORADO SPRINGS—1952—
ABC-CBS-DuM

Channel: 11 VHF..AP: 31 Kw. VP: 62 Kw.
Owned-Operated By.....TV Colorado, Inc.
Address.....510 South Tejon St.
Phone .....MElrose 4-2844
Air Time.....Full Time
News Service .....UP
Membership ..... NARTB
Representative .....Hollingbery
President, Gen., Station Mgr...James D. Russell
Vice-Pres. National Sales.....Robert D. Ellis
Local Sales.....W. B. Rogers
Prog. Dir., Prod. Mgr.....Cecil Seavy
Prom., Pub. Dir.....E. F. Shadburne
Dir. of News & Sp. Events...Howard Arnburg
Film Manager.....Carl Pehlman
Chief Engineer.....Willis Shanks
Transmitter Engineer.....Cozey Strang
Consulting Engineer.....Page, Creutz, Garrison, & Waldschmitt

KRDO-TV

COLORADO SPRINGS—1953—NBC

Channel: 13 VHF..AP: 5.65 Kw..VP: 11.31 Kw.
Owned-Oper. By.....Pikes Peak Bcstg. Co.
Business Address.....399 South Eighth St.
Phone Number.....MElrose 2-1515
Air Time.....Full Time
Membership ..... NARTB
News Service.....AP, UP
Representative .....McGillvra
President, Gen., Sta. Mgr.....Harry Roth
Pub., Prom. Dir.....Patricia Colt

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Dir. of News & Sp. Events.....William Gear
Production Manager.....Robert Fitzmorris
Film Manager.....Glenn E. Lilly
Chief Engineer.....Herb Schubarth

KBTV

DENVER—1952—ABC

Channel: 9 VHF..AP: 141 Kw...VP: 282Kw.
Owned-Operated By.....Colo. TV Corp.
Address.....1089 Bannock St.
Phone .....TAbor 5-6386
Air Time.....Full Time
News Service.....INS, UP
Membership ..... NARTB
Representative.....Free & Peters
President.....W. D. Pyle
Station Manager.....Joseph Herold
National Sls. Mgr.....James F. Brown
Local Sls. Mgr.....Robert Brown
Program Director.....Sam Worsham
Dir. of News & Sp. Events.....Bill Michelsen
Prod. Mgr.....Everett Wren
Film Manager.....W. L. Murray
Chief Engineer.....Russ Elias
Transmitter Supervisor.....Carl Bliesner
Consulting Engineer.....A. Earl Cullum, Jr.

KFEL-TV

DENVER—1952—DuM

Channel: 2 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Operated By..Eugene P. O'Fallon, Inc.
Address.....550 Lincoln St.
Phone 4-8281
Air Time.....Full Time
News Service .....UP
Membership .....NARTB, TvB
Representative .....Blair-TV
President, General Mgr.....Gene O'Fallon
Director, Comm. Mgr.....Frank Bishop
Prog. Dir., Film Buyer.....Dale Morgan
Pub., Prom. Dir.....Gene O'Fallon, Jr.
Oper. Manager.....B. Robinson
Art Director.....C. Goodfellow
Chief Engineer.....Rheam Cunningham
Cons. Eng...Commercial Radio Equipment Co.

KLZ-TV

DENVER—1953—CBS

Channel: 7 VHF...AP: 55 Kw....VP: 110 Kw.
Owned-Oper. By.....Alladin Radio & TV Inc.
Business Address.....131 Speer Blvd.
Phone Number.....Main 3-4271
Air Time.....12 hours daily
News Service.....INS, UP
Representative ..... Katz
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Hugh B. Terry
Station Manager.....Phil Hoffman
Commercial Manager.....Jack Tipton
Program Director.....Clayton Brace
Promotion Director.....Harold Storm
Production Manager.....Jerre Wyatt

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Publicity Director.....Bill Day
Dir. of News & Sp. Events....Sheldon Peterson
Film Manager.....William Witt
Chief Engineer.....Eugene Jenkins

KOA-TV

DENVER—1953—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Metropolitan TV Co.
Business Address.....1625 California
Phone Number.....Main 3-6211
Representative ..... Petry
Membership .....NARTB, TvB
President .....William Grant
General Manager.....Don Searle
TV Operation Manager.....Jud Woods
Com. Manager.....William F. MacCrystall
Program Director.....C. Van Haaften
Dir. of News & Sp. Events....Ralph Radetsky
Consulting Eng.....Kear & Kennedy
Promotion Manager.....Dick Harris
Film Director.....Harlan Mendenhall
Chief Engineer.....J. A. Slusser

KFXJ-TV

GRAND JUNCTION—1954—ABC-NBC-DuM

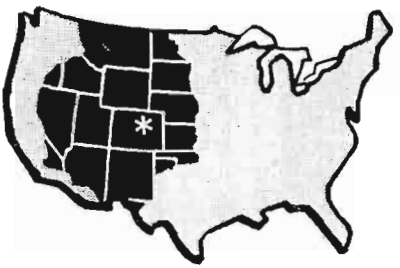
Station Operating with Special Temporary Authorization
Channel: 5 VHF..AP: 776 Kw...VP: 1.29 Kw.
Owned-Oper. By.....Western Slope Broadcasting Co., Inc.
Address.....P. O. Box 30
Phone Number..... 1300
Air Time.....Full Time
News Service..... UP
Representative .....Hal Holman
Membership .....NARTB, TvB
President, Gen. Manager.....Rex Howell
Station, Comm. Manager....E. Anson Thomas
Program, Pub. Director.....Ruth Howell
Promotion Director.....Roy Adamson
Dir. of News & Sp. Events...Gregg Chancellor
Prod., Film Manager.....Rick Krepela
Chief Engineer.....Cecil Whitechurch
Consulting Engineer.....Everett Dillard

KCSJ-TV

PUEBLO—1953—NBC

Channel: 5 VHF..AP: 10.6 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Star Bcstg. Co.
Business Address.....226 Television Lane
Phone Number 4-5782
News Service.....UP
Air Time.....Full Time
Representative ..... Avery-Knodel
Membership ..... NARTB
Pres., Gen. Station Mgr.....Douglas D. Kahle
Commercial Mgr.....John Henry
Program Director.....Russ Truesdell
Prom., Publicity Director.....Ruth Sample
Production Manager.....George Harris
Chief Engineer.....Marion Cunningham
Cons. Eng.....Comm. Radio Equip Co.
Film Manager.....Jackson Cravens

KOA-Radio



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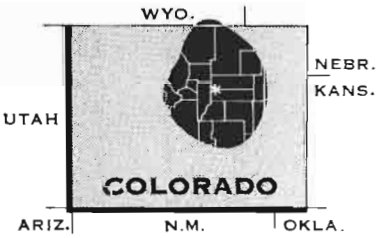
consistent leadership, in audience,
power, coverage, results and
prestige!
The "single-station network" that
delivers 302 counties of 12 states!

KOA-TV



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in its second year...duplicating
KOA-Radio's record of
achievement.
Leading all Denver TV Stations
in overall "Share-of-Audience"!

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KOA-Radio and KOA-TV
Covers The West...*Best!*

KOA DENVER
KOA TV 4
NBC in DENVER

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CONNECTICUT

Pop. Feb. 1, 1955 (Est.) 2,263,000 — TV Homes 557,000
Stations in State 5

WICC-TV

BRIDGEPORT—1953—ABC-DuM

Channel: 43 UHF..AP: 91 Kw...VP: 182 Kw.
Owned.....Southern Conn. & L. I. Bcstg. Co.
Business Address.....Box 9140
Air Time.....Full Time
Phone Number..... 8-1601
News Service.....AP
Representative .....Adam Young
Pres., Gen. Mgr.....Philip Merryman
Prog. Dir., Prod. Mgr.....Wallie Dunlap
Comm. Mgr.....Manning Slater
Promotion Manager.....Joan Fisher
Publicity Director.....Leo Miller
Dir. of News & Spec. Events.....Bill Whalen
Film Ed.....Irving Magilnick
Chief Engineer.....Alvin Andrus
Consulting Engineer .....McIntosh

WGTH-TV

HARTFORD—1954—ABC-DuM

Station Operating with Special Temporary Authorization
Channel: 18 UHF..AP: 98.4 Kw...VP: 187 Kw.
Owned .....General-Times Television
Address .....54 Pratt Street
Phone Number.....JAckson 7-9131
Air Time.....8 hours daily
Newspaper Affiliation.....Hartford Times
Representative .....H-R
President.....Thomas F. O'Neil
V.P. & Gen. Mgr.....Fred W. Wagenvoord
Commercial Mgr.....Gordon R. Kerr
Program Director.....John O. Downey
Dir. News & Sp. Events.....Charles Norwood
Film Manager.....Daniel German
Chief Engineer.....Rogers B. Holt

WKNB-TV

NEW BRITAIN—1952—CBS

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.
Owned.....New Britain Bcstg. Co.
NBC Sale Pending FCC Approval
Address.....1422 New Britain
Air Time.....Full Time
Representative .....Bolling
President .....Julian Gross
Ex. V.P. & Gen. Mgr.....Peter B. Kenney
National Sales Mgr.....David Scott
Local Sales Mgr.....E. Needles
Publicity, Promotion Dir.....Helen M. Loy
Film Manager.....Elliott Weisman
Program Director.....Barry Barents
Production Manager.....Philip Hale
Chief Engineer.....John Shipley
Consulting Engineer.....George C. Davis

WNHC-TV

NEW HAVEN—1953—CBS, NBC-DuM-ABC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Elm City Bcstg. Co.
Business Address.....1110 Chapel St.
Air Time.....Full Time
News Service.....AP, INS
Representative ..... Katz
President.....Patrick J. Goode
Gen. Mgr.-Sec.-Treas.....Aldo DeDominicis
Exec. V.P.....Edward D. Taddei
Sta. Mgr., Prog. Director....Edward C. Obrist
Commercial Mgr.....J. Vincent Callanan
Prom., Pub. Director.....James W. Evans
Dir. of News & Sp. Events.....Rockwell Clark
Production Mgr.....Kenneth Wynne, Jr.
Film Manager.....W. G. Mulvey
Chief Engineer.....Vincent DeLaurentis
Consulting Engineer.....Garo Ray

WATR-TV

WATERBURY—1953—ABC

Channel: 53....AP: 125 Kw.....VP: 245 Kw.
Owned-Op. By.....Harold Thomas
Business Address.....440 Meadow St.
Air Time.....11 hours daily
Representative .....Burke Stuart
Membership ..... NARTB
President .....Harold Thomas
Gen., Sta., Commercial Mgr....Samuel Elman
Program Director.....Edmund Waller
Promotion Director.....Wally King
Production Manager.....Charles Bengston
Publicity Director.....Wallace F. Gordon
Film Manager.....Astrid Curtis
Chief Engineer.....Andrew Toross
Consulting Engineer.....Garo Ray

DELAWARE

Pop. Feb. 1, 1955 (Est.) 374,000 — TV Homes 87,000
Stations in State 1

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Steinman Stations, Inc.
Business-Studio Address.....10th & West Sts.
Phone Number.....6-2567
Air Time.....18 hours daily
News Service .....UP
Membership .....NARTB, TvB
Representative .....Meeker
Station Manager.....Thomas R. Nunan, Jr.
Gen. Sales Mgr.....J. Robert Gulick
Comm. Manager.....Barton K. Feroe
Program Dir. & Film Mgr.....Richard W. Getz
Technical Director.....J. E. Mathiot
Consulting Engineer.....James C. McNary

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DISTRICT OF COLUMBIA

Pop. Feb. 1, 1955 (Est.) 878,000 — TV Homes 231,000
Stations in State 4

WMAL-TV
WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF...AP: 12 Kw....VP: 22 Kw.
Owned-Oper. By The Evening Star Bcstg. Co.
Address.....4461 Connecticut Ave., N.W.
Phone Number.....Kellogg 7-1100
Air Time.....Full Time
Newspaper Affiliation.....The Evening Star
Membership .....NARTB
Representative ..... Katz
News Service .....AP
President.....John W. Thompson, Jr.
General Manager.....F. S. Houwink
Commercial Manager.....Neal J. Edwards
Program Director.....Charles Bishop
Prom. & Pub. Director.....E. Haywood Meeks
Dir. of News & Sp. Events.....Bryson Rash
Production Manager.....Philip Milillo
Chief Engineer.....Allan Powley
Consulting Engineer.....Jansky & Bailey

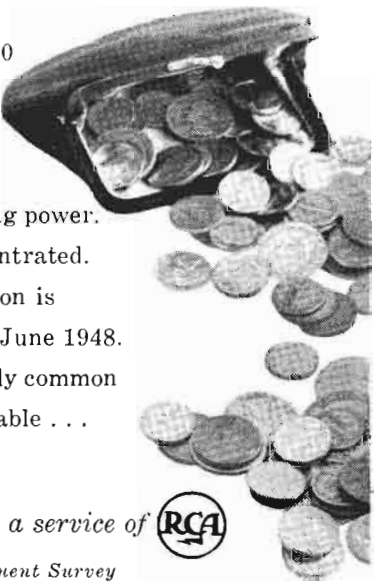
WRC-TV
WASHINGTON—1947—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address.Wardman Park Hotel
Phone Number.....AD 4-5400
Air Time.....Full Time
News Service.....AP, INS, UP
Representative.....NBC Television Spot Sales
Membership ..... NARTB
VP & General Mgr.....Carleton D. Smith
Director of Sales.....Joseph Goodfellow
Local Sales Mgr.....Charles de Lozier
Director of Programs.....James E. Kovach
Program Director.....James E. Kovach
Superv. Adv. & Prom.....Robert M. Adams
Director of Publicity.....Jay Royen
Dir. of News & Sp. Events.....Cassius Kelley
Dir. of Operations.....Lefferts A. McClelland
Business Manager.....John A. Lavan
Film Editor.....John Johnson
Chief Engineer.....John Rogers

WTOP-TV
WASHINGTON—1949—CBS

Channel: 9 VHF..AP: 175 Kw...VP: 316 Kw.
Owned-Oper. By.....WTOP, Inc.
Business Address.....Broadcast House
Phone Number.....Emerson 2-9300
Air Time.....Full Time
Newspaper Affiliation.....Washington Post
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Pres., Gen. Mgr.....John Hayes
V.P., TV.....George Hartford
Comm. Mgr.....Robert A. J. Bordley

There's a mint in Washington



No, not a big government building, but 728,000 family purses stuffed with $4,532,064,000 of effective buying income. Washington, America's ninth-largest city has the second-highest family income in the entire country. Concentrated buying power.

In Washington, selling power is just as concentrated. The most-viewed television station in Washington is WRC-TV . . . and it has been every month since June 1948.

To tap this tremendous buying power, it is only common sense to use the most potent selling power available . . .

WRC-TV NBC in Washington *a service of* RCA

Sources: Sales Management Survey of Buying Power; ARB

Represented by NBC Spot Sales

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Dir. of News & Spec. Events..Theodore F. Koop
Pub. & Prom. Director.....Cody Pfanstiehl
Film Mgr., Prog. Dir.....Thomas B. Jones
V.P., Chief Eng.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5 VHF..AP: 10.5 Kw...VP: 17.5 Kw.
Owned-Oper. By..Allen B. DuMont Labs., Inc.
Business-Studio Address.....Hotel Raleigh
Phone Number.....STerling 3-5300
Air Time.....Full Time
News Service.....UP
Representative.....Blair-TV
Membership.....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Leslie G. Arries, Jr.
Sales Manager.....George Griesbauer
Dir. Sports & Spec. Events....Weston J. Harris
Prom., Pub. Dir.....George Flax
Program Director.....Frances V. Guidice
Film Director.....John Rule
Chief Engineer.....Malcolm M. Burleson

FLORIDA

Pop. Feb. 1, 1955 (Est.) 3,594,000 — TV Homes 490,000
Stations in State 15

WGBS-TV

FT. LAUDERDALE—1953—NBC

Channel: 23 UHF..AP: 92 Kw...VP: 185.5 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business Address.....2425 Biscayne Blvd.
Phone Number.....82-1942
Air Time.....16 hours daily
News Service.....UP
Representative.....Katz
Membership.....TvB, NARTB
President.....George B. Storer
Gen., Sta. Mgr.....Noran E. Kersta
Program Director.....John J. Crosby
Promotion Dir.....Robert Nashick
Chief Engineer.....William Needs
Consulting Eng.....A. E. Cullum, Jr.

WITV

FT. LAUDERDALE—1953—ABC-DuM

Channel: 17 UHF..AP: 215 Kw...VP: 430 Kw.
Owned-Oper. By.....Gerico Investment Co.
Bus. Address.....5500 Hollandale Blvd.
Phone Number.....2-3108
Air Time.....Full Time
News Service.....UP
Representative.....Bolling
Membership.....NARTB
President.....Russell E. Lowell
General Station Manager.....Arthur L. Gray
Comm. Mgr.....William W. Van der Busch
Prog., Prom. Dir.....William Wyler
Dir. of News & Sp. Events.....William Bayer
Production Manager.....Steve Zinn
Publicity Director.....Terry Stein
Film Manager.....Eleanor Zinn
Chief Engineer.....Bill Latham

WINK-TV

FORT MEYERS—1954—ABC-CBS

Channel: 11 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....Fort Meyers Bcstg. Co.
Business Address.....54 Palm Beach Blvd.
Phone Number.....4-1341
Membership.....TvB
Representative.....Weed
General Mgr.....A. J. Bauer
Technical Dir.....Bob Bachman
Program Dir.....Frank Nodine

WJHP-TV

JACKSONVILLE—1953—NBC-DuM-ABC

Channel: 36 UHF..AP: 138 Kw...VP: 276 Kw.
Owned-Oper. By.....Jacksonville Journal Co.
Business Address.....4038 Phillips Hwy.
Phone Number.....EX 8-9751
Air Time.....Full Time
News Service.....UP
Newspaper Affil.....Jacksonville Journal
Representative.....Perry
Membership.....NARTB
President.....John H. Perry
Gen. Mgr.....T. S. Gilchrist, Jr.,
Oper., Prod. & Film Mgr.....Jack Newson
Commercial Manager.....Bill Fraker
Program Director.....George Booker
Prom., Pub. Director.....Martha Thomas
Dir. of News & Sp. Events.....Bob Dow
Chief Engineer.....Beecher Hayford
Consulting Engineer.....Frank McIntosh

WMBR-TV

JACKSONVILLE—1949

ABC-CBS-DuM

Channel: 4 VHF...AP: 100 Kw....VP: 60 Kw.
Owned-Oper. By.....Washington Post
Business Address.....605 S. Main
Phone Number.....EX 8-0501
News Service.....UP
Representative.....CBS TV Spot Sales
President.....Philip L. Graham
Vice President.....John S. Hays
Pres. WMBR Div.....Glenn Marshall, Jr.
V.P., Comm. Mgr.....Charles Stone
Prom., Pub. Dir.....Roger Langston
Program Dir.....Harry Kalkines
Dir. of News & Spec. Events.....Bill Grove
Prod. Manager.....W. Bissell
Film Manager.....W. Kopec
Chief Engineer.....Ernest Vondermark

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WJNO-TV

PALM BEACH—1954—ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By .....WJNO-TV
Business Address.....5 Cocoanut Row
Phone Number 3-2471
Air Time..... 9 hours daily
News Service .....AP
Representative .....Meeker, TV
Membership .....NARTB, TvB
President.....George H. Buck, Sr.
Gen., Comm. Manager.....Walter L. Dennis
Prog. Dir., Prod. Mgr.....Daniel Durniak
Prom., Pub. Dir.....Charles Curtain
Dir. of News & Sp. Events.....Harrison Eagles
Film Manager.....Frank Struzzieri
Chief Engineer.....Walter R. Brown
Consulting Engineer.....George Davis

WTVJ

MIAMI—1949—ABC-CBS-DuM

Channel: 4 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WTVJ, Inc.
Address.....316 N. Miami Ave.
Phone Number.....Miami 2-6262
Air Time.....Full Time
News Service.....INS, UP
Representative.....Free & Peters
Membership ..... NARTB
President.....Mitchell Wolfson
Exec. V.P., Gen. Mgr.....Lee Ruwitch
V.P., Gen. Sales Manager.....John S. Allen
Vice-Pres., Operations Mgr.....John A. Shay
Legal Director.....R. Wolfson
Program Director.....Lee Waller
Pub. & Prom. Director.....Burt Toppan
Production Mgr.....Ashe Dawes
Business Film Mgr.....Louis Wolfson
Nat. Sls. Mgr.....Stan Gordoni
Local Sls. Mgr.....Mary Ford
Dir. of News & Special Events...Ralph Renick
Chief Engineer.....Earl W. Lewis
Cons. Eng.....Jansky & Bailey

WDBO-TV

ORLANDO—1954—ABC-CBS-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Orlando Bctg. Co., Inc.
Business Address.....30 S. Ivanhoe Blvd.
Phone Number 5-0541
Air Time.....9 hours daily
News Service .....AP
Representative ..... Blair-TV
Membership ..... NARTB
President, Gen. Mgr.....Harold P. Danforth
Sales Director.....John Thorwald
Program Director.....Walter Sickles
Production Manager.....Mark V. Barker
Publicity Director.....Audrey Kinghorn
Film Manager.....Harold P. Danforth, Jr.
Chief Engineer.....J. E. Yarbrough
Consulting Engineer.....George C. Davis

WJDM

PANAMA CITY—1953—ABC-NBC DuM

Channel: 7 VHF..AP: 5.36 Kw...VP: 10.7 Kw.
Owned-Oper. By.....J. D. Manly
Business Address.....Box 428
Phone Number.....ADams 4-2251
Representative ..... Hollingbery
General Manager..... Mel Wheeler
Program Director.....Jerry Williams
Chief Engineer.....Jim Smith

WEAR-TV

PENSACOLA—1953—ABC—DuM

Channel: 3 VHF....AP: 33 Kw.....VP: 55 Kw.
Owned-Oper. By.....Gulfport Bc'g. Corp.
Business Address.....Highway 90
Phone Number 3-8311
Air Time.....Full Time
News Service.....AP, UP
Representative .....Hollingbery
President, Gen. Mgr.....Mel Wheeler
Asst. Gen. Mgr. & National
Sales Manager.....Milt de Reyna, Jr.
Comm. Mgr.....Irv Welch
Prog. Dir., Film Manager.....Jerry Williams
Dir. of News & Sp. Events.....Dave Fulton
Prod. Manager.....Ray Carow
Publicity Director.....Jean Marie Stark
Chief Engineer.....Jim Smith
Consulting Eng.....Comm. Radio Equip. Co.

WPFA-TV

PENSACOLA—1953—CBS

Channel: 15 UHF..AP: 11 Kw...VP: 20.4 Kw.
Owned-Oper. By.....WPFA-TV, Inc.
Business Address....North "O" & Loletta Sts.
Phone Number.....3-1141
News Service.....AP
Representative.....Adam Young
Membership ..... NARTB
President.....Charles W. LaMar, Jr.
V.P. & Gen. Mgr.....F. E. Busby
Production Manager.....Elizabeth D. Hayter
Film Manager.....M. C. Saviak
Chief Engineer.....N. V. Pieler
Consulting Eng.....Gautney & Jones

WSUN-TV

ST. PETERSBURG—1953—ABC-CBS-NBC-DuM

Channel: 38 UHF...AP: 5 Kw....VP: 20 Kw.
Owned-Oper. By.....City of Petersburg
Business Address.....Box 240
Phone Number.....5-4121
Representative ..... Weed
Air Time.....Full Time
News Service .....UP
Membership ..... NARTB
General Manager.....Charles L. Kelly
Commercial Manager.....Vera New
Program, Film Director.....Robert E. Gilbert
Promotion Director.....William H. Bowes
Chief Engineer.....Louis J. Link
Consulting Engineer.....William Codding

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WFLA-TV

TAMPA—1955—NBC

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 220 Kw...VP: 316 Kw.
Owned-Oper. By.....Tribune Company
Address .....312 Morgan St.
Phone Number.....2-4747
Newspaper Affiliation.....Tampa Tribune
News Service .....UP
Representative ..... Blair-TV
Membership ..... NARTB
President.....J. C. Council
General Manager.....George W. Harvey
Commercial Mgr.....William B. Faber
Program Director.....Paul M. Jones
Promotion Director.....Tom Matthews
Production Mgr.....Carl P. Bergquist
Chief Engineer.....J. H. Mitchell
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WEAT-TV

WEST PALM BEACH—1955—ABC

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 60 Kw...VP: 112 Kw.
Owned-Oper. By.....WEAT-TV Inc.
Business Address.....P. O. Box 70
Phone Number.....2-1505
News Service .....AP
Representative .....Walker
Membership .....NARTB
President, Gen. Mgr.....J. R. Meachem
Program Dir.....R. W. Kirkpatrick
Promotion Pub. Dir.....Warren MacAllen
Chief Engineer.....J. Ross McPherson
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WIRK-TV

WEST PALM BEACH—1953—ABC DuM

Channel: 21 UHF..AP: 10 Kw...VP: 18.6 Kw.
Owned-Oper. By.....WIRK-TV, Inc.
Business Address.....711 S. Flagler Drive
Phone Number 2-1744
Air Time.....Full Time
News Service .....AP
Membership ..... NARTB
Representative ..... Weed
Pres., Gen. Mgr.....Joseph S. Field, Jr.
Program Director.....Sherlee Barish
Promotion Director.....W. S. Stokes
Production Manager.....Stu Wayne
Chief Engineer.....William P. Heitzman

GEORGIA

Pop. Feb. 1, 1955 (Est.) 3,732,000 — TV Homes 450,000
Stations in State 13

WALB-TV

ALBANY—1954—NBC-ABC-DuM

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.
Owned-Oper. By.....Herald Publishing Co.
Business Address.....138 Pine Ave.
Phone Number.....HEmlock 5-8386
Air Time.....10 hours daily
Representative.....Burn Smith; Ayers
General Manager.....T. R. Stillwagon
Program Director.....Jack Mayer
News Director.....Don Ferrandou
Chief Engineer.....John L. Rivard
Consulting Engineer.....Kear & Kennedy

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....Storer Bcstg. Co., Inc.
Bus.-Studio Address.1018 W. Peachtree, N.W.
Phone Number.....Vernon 3553
Air Time.....16 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....George B. Storer, Sr.
Managing Dir.....Glenn C. Jackson
Sta., Comm. Manager.....John W. Collins, Jr.
Program Dir., Film Mgr.....Don Naylor
News Director.....Dale Clark
Prom., Pub. Director.....Charles E. Trainor
Production Manager.....Terry Mason
Chief Engineer.....Hugo Bondy
Consulting Engineer.....Earl Collum

waga • tv

ATLANTA, GA.

- CBS in Atlanta, the South's number 1 market.
- Draws mail from 6 states.
- Serves more than 3,000,000 people.
- Month after month after month leads in ratings.

Represented by
The Katz Agency, Inc.

STORER BROADCASTING COMPANY

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WLW-A

ATLANTA—1951—ABC-DuM

Channel: 11 VHF..AP: 12.5 Kw..VP: 23.8 Kw.
Owned-Oper. By Crosley Bcstg. of Atlanta Inc.
Business Address....1611 West Peachtree St.
Phone Number.....CYpress 6676
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Crosley National Sales
Membership .....TvB
President.....W. P. Robinson
Program Director.....John Sever
Prom., Pub. Dir.....W. B. Colvin
Dir. of News.....Bob Hendrickson
Film Manager.....George Brimer
Chief Engineer.....Harvey J. Aderhold

WQXI-TV

ATLANTA—1954

Channel: 36 UHF..AP: 117 Kw...VP: 219 Kw.
Owned-Oper. By.....Robert W. Rounsaville
Business Address....3165 Mathieson Dr., NE
Phone Number.....EX 5717
Air Time.....5 hours daily
News Service .....UP
Representative ..... Hollingbery
Membership ..... NARTB
Owner, Sta., Film Mgr...Robert W. Rounsaville
Program Dir.....Robert Corley
Prom., Pub. Director.....Patrick J. Kelly
Chief Engineer.....Paul Cram
Consulting Engineer.....John Mullaney

WSB-TV

ATLANTA—1948—NBC

Channel: 2 VHF...AP: 50 Kw....VP: 100 K.w
Owned-Oper. By....The Atlanta Newspapers
Address.....10 Forsyth St., N. W.
Phone Number.....EL 6711
Air Time.....17 hours daily
Newspaper Affiliations..Atlanta Newsp., Inc.
News Service.....AP, INS, UP
Representative .....Petry
Membership .....NARTB
Executive Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Comm. Manager.....Marcus Bartlett
Promotion Director.....Walter Paschall
Dir. of News & Spec. Events.....Don Elliott
Production Manager.....Mark Toalson
Publicity Director.....Wayne Anderson
Film Director.....Jean Hendrix
Chief Engineer.....R. A. Holbrook

WJBF-TV

AUGUSTA—1953—NBC-ABC-DuM

Channel: 6....AP: 11.9 Kw.....VP: 23.8 Kw.
Owned-Oper. By..Georgia-Carolina Bcstg. Co.
Business Address.....Box 129
Phone Number.....7-7787
Representative ..... Hollingbery
Membership .....TvB
V.P.-Gen. Mgr.....J. H.Manning
V.P.-Sales Mgr.....Donald M. Kelly, Jr.
Program Director.....Thomas J. Hennesy
Chief Engineer.....John Jopling

WDAK-TV

COLUMBUS—1953—ABC-NBC-DuM

Channel: 28 UHF..AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Television Columbus
Business Address.....1307 1st Avenue
Phone Number.....2-8828
Air Time.....12 hours daily
News Service.....AP
Representative.....Headley Reed
Membership ..... NARTB
General Manager.....Allen Woodall
Station Manager.....E. F. McLeod
Commercial Mgr.....Ed Hennessy
Program Director.....Jack Rathburn
Dir. of News & Sp. Events.....Bill Henry
Production Manager.....John Hughes
Film Manager.....Ronnie Otwell
Chief Engineer.....Reeve Owen
Cons. Eng.....Craven, Lohnes & Culver

WRBL-TV

COLUMBUS—1953—CBS

Channel: 14 VHF..AP: 14.4 Kw...VP: 27.5 Kw.
Owned-Oper. By.....Columbus Bcstg. Co.
Business Address.....1350 13th St.
Phone Number 2-0602
Air Time.....11½ hours daily
News Service.....UP
Newspaper Affil.....Columbus Ledger
Representative ..... Hollingbery
Membership ..... NARTB
Dir. of Oper., Film Buyer.....Ridley Bell
Commercial Manager.....Walter Graham
Program Director.....George A. Gingell
Promotion Director.....George "Red" Jenkins
Dir. of News & Sp. Events....Boyd Hinton, Jr.
Production Manager.....Ronnie Evans
Chief Engineer.....Joe A. Gamble
Consulting Engineer.....George C. Davis

WRDW-TV

COLUMBUS—1954—CBS

Station Operating with Special Temporary Authorization
Channel: 12 VHF...AP: 6 Kw....VP: 10 Kw.
Owned-Operated By.....Radio Augusta, Inc.
Business Address.....P. O. Box 932
Phone Number 7-5432
News Service .....AP
Representative ..... Headley-Reed
Air Time.....13 hours daily
President.....Grover C. Maxwell, Sr.
General Manager.....W. Ray Ringson
Sta., Comm. Mgr.....J. W. Hicks
Prog., Prom. Director....William H. Mackenzie
Dir. of News & Sp. Events.....Warren Hites
Production Manager.....John Atkinson
Film Manager.....Frank Allen
Chief Engineer.....Joseph P. Gill, Jr.
Consulting Engineer.....George Davis

WMAZ-TV

MACON—1953—CBS-DuM

Channel: 13 VHF..AP: 30 Kw...VP: 60 Kw.
Owned-Oper. By.....Southeastern Bcstg. Co.

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Business Address....Bankers Insurance Bldg.
Phone Number.....2-7373
Air Time.....12 hours daily
News Service.....UP
Representative ..... Katz
President.....George Rankin, Jr.
General Manager.....Wilton E. Cobb
Station Manager.....Herman Hatton
Promotion Dir.....Ed Pendleton
Dir. of News.....Ben Chatfield
Production Mgr.....Norman Gray
Publicity Dir.....Nelle Smith

WNEX-TV

MACON—1953—NBC

Channel: 47 UHF..AP: 9 Kw...VP: 16.8 Kw.
Owned-Oper. By.....Macon Television Co.
Business Address.....Box 2245
Phone Number.....3-9355
Air Time.....8 hours daily
News Service.....AP
News Affil.....Macon Telegraph & News
Representative ..... Branham
President.....William A. Fickling
Gen. Sta. Manager.....Archie S. Grinalds, Jr.
Program Director.....Mary E. Britt
Dir. of News & Sp. Events....Richard Weitham
Production Mgr.....Joseph M. Petty
Film Manager.....Robert F. Jones
Chief Engineer.....Charlie Walker
Consulting Eng.....Craven, Lohnes, Culver

WROM-TV

ROME—1953

Channel: 9 VHF..AP: 15.5 Kw...VP: 30.9 Kw.
Owned-Oper. By.....WROM-TV, Inc.
Business Address.....121 Broad St.
Phone Number.....2-0833
Representative ..... Weed
President.....Dean Covington
General Manager.....Ed McKay
Commercial Manager.....Charles Doss
Chief Engineer.....T. H. Robertson

WTOC-TV

SAVANNAH—1954—CBS-NBC-DuM ABC

Channel: 11 VHF...AP: 30 Kw....VP: 60 Kw.
Owned-Oper. By.....Savannah Bcstg. Co.
Business Address.....516 Abercorn St.
Phone Number.....2-0127
Station Representative .....Avery-Knodel
Membership ..... NARTB
President & Gen. Mgr...William T. Knight, Jr.
Vice Pres., TV.....F. Schley Knight
Commercial Mgr.....Ben B. Williams
Program Director.....Dwight J. Bruce
Promotion Dir.....Joan Purcell
Chief Engineer.....Kyle Goodman

IDAHO

Pop. Feb. 1, 1955 (Est.) 627,000 — TV Homes 40,000
Stations in State 3

KBOI

BOISE—1953—CBS-DuM

Channel: 2 VHF....AP: 7 Kw.....VP: 14 Kw.
Owned-Oper. By.....Boise Valley Bcstrs. Inc.
Business Address.....311 North 10th
Phone Number.....2-2222
Air Time.....9 hours daily
News Service.....UP
Representative.....Free & Peters
Pres., Gen. Mgr.....Westerman Whillock
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.
Dir of News & Sp. Events.....Dave Johnson
Production Manager.....Bill Gratton
Film Manager.....Robert Howell
Chief Eng.....J. A. Jontz, Jr.

KIDO-TV

BOISE—1953—ABC-NBC-DuM

Channel: 7 VHF..AP: 26.5 Kw...VP: 53 Kw.
Owned-Oper. By.....KIDO, Inc.
Business Address Chamber of Commerce Bldg.
Phone Number.....2-4611
Air Time.....8½ hours daily
News Service.....UP
Representative ..... Blair
Membership.....NARTB, BAB, TvB
President.....George M. Davidson
General Manager.....Walter E. Wagstaff
Commercial Mgr.....Barry Tucker
Prog. Prom. Dir.....Jack Link
Dir. of News.....Vern Moore
Chief Engineer.....Harold Toedtemeier

KID-TV

IDAHO FALLS—1953—CBS-NBC DuM-ABC

Channel: 3 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Idaho Radio Corp.
Business Address.....Box 701
Phone Number.....4
Air Time.....6 hours daily
News Service .....UP
Representative ..... Gill-Perna
Membership ..... NARTB
Gen. Mgr.....C. N. Layne
Sales Manager.....Claude Cain
Film Manager.....Quincy Jensen
Commercial Mgr.....Claude Cain
Prog. Prod. Mgr.....Roy Southwick
Chief Engineer.....Carroll Secrist
Cons. Eng.....Vandivere, Cohen & Wearn

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WGN-TV delivers top audiences for locally sponsored programs on Chicago television.

When you buy a program on WGN-TV, you're in the best of company —

Badge 714, Racket Squad, Meet Corliss Archer, Life of Riley, I Led 3 Lives, Liberace, Boston Blackie, Inner Sanctum, Florian Zabach, Sherlock Holmes, Exclusive Cubs and Sox Baseball — to mention a few.

For the best availabilities, proof of results for locally sponsored programs — check WGN-TV first in Chicago.

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ILLINOIS

Pop. Feb. 1, 1955 (Est.) 9,347,000 — TV Homes 2,212,000
Stations in State 16

WTVI

BELLEVILLE—ST. LOUIS—1953
ABC-CBS-DuM
(See St. Louis, Mo. Listing)

WBLN

BLOOMINGTON—1953

Channel: 15 UHF..AP: 8.51 Kw...VP: 15.8 Kw.
Owned-Oper. By.....WBLN Television Inc.
Business Address.....Box 646
Phone Number 4-3031
Representative .....McGillvra
President.....Cecil W. Roberts
General Manager.....Jerrell Henry
Commercial Mgr.....John F. Spahr

WCIA

CHAMPAIGN—1953—CBS-NBC
DuM

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Midwest Television, Inc.
Business Address.....509 S. Neil St.
Phone Number 6-8333
Air Time.....17 hours daily
Representative .....Hollingbery
Membership .....NARTB, TvB
President.....August C. Meyer
Sales Manager.....Guy Main
Traffic Coordinator.....John Ketterer
Promotion Director.....Leonard Davis
Dir. of News & Sp. Events.....Fred Sorenson
Production Manager.....James Fielding
Publicity Director.....William Moore
Film Director.....Bob Schaub
Chief Engineer.....Bob Myers

WBBM-TV

CHICAGO—1953—CBS

Channel: 2 VHF..AP: 12.7 Kw...VP: 25.4 Kw.
Owned-Oper. By.....CBS, Inc.
Bus. Studio Adddress....410 N. Michigan Ave.
Phone Number .....WHitehall 4-6000
News Service.....UP, INS, AP
Air Time.....18½ hours daily
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President J. L. Van Volkenburg
Vice-Pres., Gen. Mgr.....H. Leslie Atlass
Commercial Mgr.....George Arkedis
Program Director.....William Ryan
Production Manager.....Don Dillion
Publicity Director.....Charley Wiley
Prom. Director.....C. W. Doebler
Dir. of News & Sp. Events.....William Garry
Film Manager.....Vann Cominos
Chief Engineer.....Joseph Novy

WBKB

CHICAGO—1948—ABC

Channel: 7 VHF..AP: 100 Kw...VP: 200 Kw.
Owned-Operated By.....American Bcstg. Co.
Business Address.....20 N. Wacker Dr.
Phone Number.....ANdover 3-0800
Air Time.....17 hours daily
Representative .....Blair-TV
V.P., Gen. Manager.....S. C. Quinlan
Sales Manager.....J. Beach
Dir. of News & Spec. Events .Cornelius O'Dea
Publicity Director.....Elliott Henry
Film Director.....Ralph Andrews
Chief Engineer.....W. Kusack

WGN-TV

CHICAGO—1948—DuM

Channel: 9 VHF...AP: 60 Kw....VP: 120 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.. ....441 N. Michigan Ave
Phone Number .....SUperior 7-0100
Air Time.....15½ hours daily
Newspaper Affiliation.....Chicago Tribune
News Service.....AP, UP, INS
Representative.....George P. Hollingbery
Membership .....TvB
President.....Col. Robert R. McCormick
Manager-Treas.....Frank P. Schreiber
Asst. Manager.....Robert Hibbard
Program Director.....J. E. Faraghan
Sales Director.....Ted Weber
Newsreel Director.....Spencer Allen
Operations Director.....George E. Petterson
Promotion Director.....Charles A. Wilson
Publicity Director.....James Hanlon
Film Director.....Elizabeth Bain
Director of Remotes.....Donald Cook
Chief Engineer.....Carl J. Meyers
Director of Remotes.....Donald Cook

WNBQ

CHICAGO—1949—NBC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....National Bcstg. Co.
Business-Studo Address....Merchandise Mart
Phone Number.....SUperior 7-8300
Air Time.....17:40 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales
Membership .....NARTB
President .....Sylvester Weaver
General Manager.....Jules Herbuveaux
Asst. Gen. Mgr.....Henry T. Sjogren

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Dir. of Sales.....Charles Dresser
Comm. Manager.....Floyede Beaston
Program Director.....George Heinemann
Promotion Director.....John Keye
Dir. of News & Sp. Events.....William Ray
Production Mgr.....Richard Johnson
Publicity Director.....Chet Campbell
Film Manager.....Isabelle Cooney
Chief Engineer.....Howard C. Luttgene
Consulting Engineer.....Raymond F. Guy

WDAN-TV

DANVILLE—1953—ABC

Channel: 24 UHF..AP: 19.5 Kw...VP: 9.5 Kw.
Owned-Oper. By..Northwestern Publishing Co.
Business Address...1500 N. Washington Ave.
Phone Number 1700
Air Time.....5 hours daily
Newspaper Affiliation..The Commercial News
News Service .....AP
Representative.....Everett-McKinney, Inc.
Membership ..... NARTB
General Manager.....Robert J. Burow
Commercial Manager.....John Eckert
Program Director.....Honore Ronan
Sta. Mgr., Dir. of News.....Max Shaffer
Production Manager.....William Dorn
Chief Engineer.....Orville Neely
Consulting Eng.....Walter Kean

WTVP

DECATUR—1953—ABC-DuM

Channel: 17 UHF..AP: 93.3 Kw...VP: 174 Kw.
Owned-Oper. By.....Prairie Television Co.
Business Address.....Box 108
Phone Number 8-4304
Air Time.....9 hours daily
Representative .....Bolling
President.....W. L. Shellabarger
Program Director.....Robert G. Wright
Director of News.....Robert Shade
Chief Engineer.....Hubert F. Abtalter

WSIL-TV

HARRISBURG—1953—ABC

Channel: 22 UHF..AP: 14.12 Kw..VP: 11.1 Kw.
Owned-Oper. By.....Turner-Farrar Assn.
Business Address.....21½ W. Poplar St.
Phone Number 373
Air Time.....5 hours daily
Representative .....Walker
Pres., Gen. Mgr.....Oscar L. Turner
Program Director..... Jim Bolen
Chief Engineer.....Charles Gilliam

WEEK-TV

PEORIA—1953—NBC

Channel: 43 UHF..AP: 85 Kw...VP: 175 Kw.
Owned-Operated By..West Central Bcstg. Co.
Address.....Comm. Nat'l Bank Bldg.
Phone Number.....3-3688
Air Time.....17 hours daily
News Service .....UP
Membership ..... NARTB
Representative .....Headley-Reed
President.....Robert S. Kerr
General Manager.....Fred C. Mueller
Comm. Manager.....William J. Flynn
Prog. Dir., Prod. Mgr.....Robert Johnson
Prom., Pub. Dir.....F. R. Oakley
Dir. of News & Sp. Events.....Bob Arthur
Film Manager.....Robert Kroepel
Chief Engineer.....Wayne Lovely
Consulting Engineer.....Frank H. McIntosh

WTVH-TV

PEORIA—1953—ABC-CBS-DuM

Channel: 19 UHF..AP: 5.76 Kw...VP: 12.5 Kw.
Owned-Oper. By.....Peoria Journal Star
Business Address.....Peoria, Ill.
Phone Number.....6-5561
Representative .....Petry
President.....Harry P. Slane
General Mgr.....Edward G. Smith
National Sales Mgr.....John Leslie
Promotion Director.....Morton Cantor
Program Director.....Robert G. Holben
Chief Engineer.....Wallace Wurz

WGEM-TV

QUINCY—1953—ABC-NBC

Channel: 10 VHF..AP: 25.1 Kw...VP: 50.2 Kw.
Owned-Oper. By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Phone Number 2-6840
Air Time.....12 hours daily
Newspaper Affiliation....Quincy Herald Whig
News Service.....UP
Representative .....Avery-Knodel
President.....T. C. Oakley
General Manager.....J. S. Bonansinga
Commercial Mgr.....James E. Muse
Program Director.....T. W. Austin
Promotion Director.....Mike Olds
Chief Engineer.....Frank E. Laughlin

WREX-TV

ROCKFORD—1953—ABC-CBS

Channel: 13 VHF..AP: 22.9 Kw...VP: 47 Kw.
Owned-Oper. By....Greater Rockford TV, Inc.
Business Address...Auburn & Winnebago Rds.
Phone Number 8-1813
News Service .....UP
Air Time.....14 hours daliy
Representative .....H-R Representatives
Membership .....NARTB
President.....L. E. Caster
General Manager.....Joe M. Baisch
Local Sales Manager.....Jack Gennaro
Program Director.....John Mazzie
Prom., Pub. Dir.....Charles Olson
Dir. of News & Sp. Events.....Robert Clyde
Merchandising Mgr.....Rollie Spongberg
Film Manager.....Donna Mazzie

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Chief Engineer.....Howard Elliott
Consulting Engineer.....Weldon & Carr

WTVO

ROCKFORD—1953—DuM-NBC

Channel: 39 UHF..AP: 9.8 Kw...VP: 19.6 Kw.
Owned-Oper. By..Winnebago Television Corp.
Business Address.....Meridian Rd.
Phone Number 3-5413
Representative .....Weed
Manager .....Harold Froelich
Production Mgr.....John W. Kelin
Chief Engineer.....Herbert Eckstein
Film Director.....Carl P. Stemler

WHBF-TV

ROCK ISLAND—1950—ABC-CBS DuM

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Rock Island Bcstg. Co.
Bus.-Trans. Address.....Telco Bldg.
Phone Number.....R. I. 6-5441
Air Time.....16½ hours daily
Newspaper Affil.....The Argus"
News Service.....UP
Representative .....Avery-Knodel, Inc.
Membership.....NARTB, TvB
President.....Ben. H. Potter
General Manager.....Leslie C. Johnson
Asst. Manager.....Maurice Corken
Sales Manager.....Ted Arnold
Program Director.....Forest W. Cooke
Asst. Prog. Director.....Phil Nesbitt
Dir. of News & Sp. Events.....William Ellison
Publicity Director.....Fern Hawks
Film Manager.....Joseph Grear
Chief Engineer.....Robert J. Sinnett
Consulting Engineer.....E. C. Page

WICS

SPRINGFIELD—1953—ABC-NBC DuM

Channel: 20 UHF...AP: 10 Kw....VP: 18 Kw.
Owned-Oper. By.....Plains Television Corp.
Business Address.....523 E. Capitol Ave.
Phone Number 8-0465
Air Time.....11½ hours daily
News Service.....AP, INS
Representative .....Adam Young
Gen., Sta. Manager.....Milton D. Friedland
Comm. Manager.....Warren King
Program Director.....H. J. Hoskins
Prom., Pub. Director.....Jim Henneberry
Dir. of News & Sp. Events.....B. Waterman
Production Manager.....Robert Steffan
Film Manager.....William Shaw
Chief Engineer.....Bazil O' Hagan

INDIANA

Pop. Feb. 1, 1955 (Est.) 4,293,000 — TV Homes 954,000
Stations in State 9

WTTV

BLOOMINGTON—1949 ABC-CBS-NBC-DuM

Channel: 10 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Sarkes Tarzian, Inc.
Address.....539 S. Walnut St.
Phone Number .....2-140[illegible]
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Robert Meeker Assoc
Membership .....NARTB, TvB
President .....Sarkes Tarzian
General Manager.....Robert Lemon
Asst., Comm. Manager.....Norman Cissna
Program Manager.....Robert Petranoff
Prom., Pub. Dir.....Keith Wilson
Dir. of News & Sp. Events.....David Lewis
Production Mgr.....Jerry Danziger
Film Manager.....Warren Perney
Chief Engineer.....Carl Onken
Consulting Eng.....Kear & Kennedy

WSJV

ELKHART—1954—NBC-ABC-DuM

Channel: 52 UHF..AP: 115 Kw...VP: 266 Kw.
Owned-Oper. By.....Truth Publishing Co.
Business Address.....Box 403
Phone Number.....2-1518
Air Time.....15½ hours daily
Newspaper Affiliation.....Elkhart Truth
News Service.....AP, UP
Representatives .....H-R
Membership.....NARTB, TvB
President.....John F. Dille Jr.
Commercial Mgr.....John J. Keenan
Program Director.....Edwin J. Lasko
Promotion Director.....R. J. Gillespie
Dir. News & Sp. Events.....Robert Wright
Production Manager.....John Alves
Film Manager.....Arthur Whitaker
Chief Engineer.....Lester E. Zellner
Consulting Eng.....Craven, Lohnes, Culver

WFIE

EVANSVILLE—1953—NBC-ABC DuM

Channel: 62 UHF....AP: 12 Kw.....VP: 23.5
Owned-Oper. By.....Premier Television, Inc.
Business Address.....1115 Mount Auburn Rd.
Phone Number 5-6201
Air Time.....12 hours daily
News Service .....UP

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Representative..Venard, Rintoul & McConnell
Membership .....NARTB
President.....Jesse D. Fine
Gen., Station Mgr.....Ted Nelson
Comm. Manager.....Shaun Murphy
Program Director.....Charlie Carey
Prom., Pub. Dir.....Hugh Dunbar
Dir. of News & Sp. Events.....Fred Rollison
Production Manager.....Jack Reinhart
Film Manager.....William C. Francis
Chief Engineer.....Harvey H. Shellito
Consulting Engineer.....George Adair

WKJG-TV

FORT WAYNE—1953—ABC NBC-DuM

Channel: 33 UHF..AP: 145 Kw...VP: 277 Kw.
Owned.....Northeastern Indiana Bcstg. Co.
Business Address.....220 E. Jefferson St.
Phone Number.....Anthony 2295
Air Time.....15 hours daily
News Service.....AP
Representative.....Paul H. Raymer
Membership .....NARTB, TvB
President.....Clarence L. Schust
General Manager.....Edward G. Thoms
Commercial Mgr.....Carleton B. Evans
Program Director.....Calo Mahlock
Chief Engineer.....Eugene A. Chase
Asst. Manager.....Hilliard Gates
Consulting Engineer.....George Gautney

WFBM-TV

INDIANAPOLIS—1948—CBS

Channel: 6.....AP: 50 Kw.....VP: 100 Kw.
Owned-Operated By.....WFBM, Inc.
Bus.-Studio Address.....1330 N. Meridian St.
Phone Number.....MElrose 4-8521
Air Time.....18 hours daily
News Service .....AP, INS
Representative .....Katz
Membership.....NARTB, RAB
Pres., Gen., Sta. Mgr.....Harry M. Bitner, Jr.
Comm. Manager.....William F. Kiley
Prog. Dir.....William Fall
Sales Service, Film Dir.....Hugh Kibbey
Prom., Pub. Director.....Bernard Carney
Dir. of News & Sp. Events.....Gilbert Forbes
Production Mgr.....Carl Belles
Chief Engineer.....Harold S. Holland
Consulting Engineer.....Kear & Kennedy

WISH-TV

INDIANAPOLIS—1954—ABC-CBS NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By....Universal Bcstg. Co., Inc.
Business Address.....1440 North Meridian
Phone Number.....MElrose 4-6411
Air Time.....12 hours daily
News Service.....AP, UP
Representative ..... Bolling
Membership .....NARTB
President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Mgr.....Robert F. Ohleyer
Program Director.....Steve Briggs
Prom., Pub. Director.....Jim Buck
Dir. of News & Sp. Events.....Vince Leonard
Film Manager.....Richard Miles
Chief Engineer.....Stokes Gresham, Jr.
Consulting Engineer.....Robert Brockway

WFAM-TV

LAFAYETTE—1953—ABC-CBS-NBC DuM

Channel: 59 UHF..AP: 10.5 Kw...VP: 20 Kw.
Owned-Oper. By.....WFAM, Inc.
Business Address.....McCarty Lane
Phone Number 2-4300
Air Time.....7½ hours daily
News Service .....UP
Representative .....Rambeau
President.....O. E. Richardson
Station Manager.....Herbert Nelson
Production Manager.....James Potter
Chief Engineer.....Richard Cochran
Consulting Engineer.....Frank McIntosh

WLBC-TV

MUNCIE—1953—ABC-CBS-NBC DuM

Channel: 49 UHF..AP: 6 Kw...VP: 112 Kw.
Owned-Oper. By.....Tri-City Radio Corp.
Business Address.....Box 271
Phone Number 4403
Air Time.....11 hours daily
News Service.....UP
Representative .....Holman, Walker
Membership .....NARTB, TvB
Pres., Gen., Sta. Mgr.....Don Burton
Com., Prom. Dir.....Bill Craig
Program Director.....Lee Allerton
Dir. of News & Sp. Events.....Fred Hinshaw
Production Mgr.....George Marks
Chief Engineer.....Maury Crain
Consulting Eng.....George Davis

WSBT-TV

SOUTH BEND—1952—CBS-DuM

Channel: 34 UHF..AP: 122 Kw...VP: 304 Kw.
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave
Phone Number.....3-6161
Air Time.....17 hours daily
Membership .....NARTB
Representative .....Raymer
President.....F. A. Miller
Gen. Mgr.....Neal B. Welch
National Sales Mgr.....Robert H. Elrod
Program Director.....Robert J. Drain
Promotion Director.....Bruce Petsche
Dir. of News & Sp. Events.....G. R. Houser
Production Manager.....Justin Meacham
Film Manager.....Walter A. Sweitzer, Jr.
Chief Engineer.....Arthur R. O'Neil
Consulting Engineer.....Millard M. Garrison

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WTHI

TERRE HAUTE—1954—ABC-CBS DuM

Channel: 10 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Wabash Valley Bcstg. Co.
Business Address.....918 Ohio Street
Phone Number.....Crawford 9481
Air Time.....8½ hours daily
Representative .....Bolling
Membership .....NARTB
President.....Anton Hulman, Jr.
General Manager.....J. M. Higgins
Dir. TV Oper.....Ben Falber, Jr.
Comm. Manager.....Lou Froeb
Technical Director.....Pat Murphy
Dir. of News & Sp. Events..Richard M. Forbes
Film Superivsor.....Nancy Langan
Chief Engineer.....Don Petit
Consulting Engineer.....George Davis

WINT

WATERLOO—1954—ABC-CBS

Station Operating with Special Temporary Authorization
Channel: 15 UHF..AP: 126 Kw...VP: 237 Kw.
Owned-Oper. By.....Tri-State Television Inc.
Business Address.....2000 Lincoln Tower
Phone Number..... Anthony 8475
Air Time.....13 hours daily
News Service .....UP
Representative .....H-R Television
Membership .....NARTB
President.....R. Morris Pierce
Vice Pres., Gen. Mgr.....Ben B. Baylor
Prog. Dir.....Robert C. Currie, Jr.
Prom., Pub. Director.....Ben K. West
Dir. of News & Sp. Events.....Richard Hickox
Production Manager.....Robert Grossman
Film Manager.....Charles Bloomquist
Chief Engineer.....Charles E. Wallace

IOWA

Pop. Feb. 1, 1955 (Est.) 2,690,000 — TV Homes 515,000
Stations in State 11

WOI-TV

AMES—1950—ABC-CBS-DuM

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Operated By.....Iowa State A & M
Address .....Ames, Ia.
Phone Number.....2500 Extension 831
Air Time.....17 hours daily
News Service.....AP, UP, INS
Representative .....Weed
Membership .....NARTB, TvB
President.....Dr. James Hilton
General Manager.....Richard B. Hull
Gen. Mgr. Asst.....M. C. Ludwig
Comm. Manager.....Robert Mulhall
Prog. Dir., Prod. Mgr.....Chris Donaldson
Prog. Devel. Supervisor....Edward Wegener
Prom., Pub. Dir.....Marguerite Theobald
Dir. of News & Spec. Events....George Halsey
Film Manager.....Donna DeCamp
Chief Engineer.....Keith Ketcham
Consulting Engineer.....Jansky & Bailey

WMT-TV

CEDAR RAPIDS—1953—CBS

Channel: 2 VHF...AP: 70 Kw....VP: 100 Kw.
Owned-Oper. By.....WMT-TV, Inc.
Business Address.....600 Old Marion Road
Phone Number.....Cedar Rapids 4-0177
Air Time.....15 hours daily
News Service.....AP
Representative .....Katz
Membership .....NARTB, TvB
President.....William B. Dolph
General Manager.....William B. Quarton
Sta. Oper. Manager.....Douglas Grant
Sales Manager.....Lew Van Nostrand
Promotion Manager.....Don Badger
Dir. of News.....Dick Cheverton
Production Manager.....Wayne Loui
Creative Supervisor.....Hersh Weakley
Film Manager.....Mrs. Jackie Grant
Chief Engineer.....George Hixenbaugh
Business Manager.....Leo F. Cole

KCRG-TV

CEDAR RAPIDS—1953—ABC-DuM

Channel: 9 VHF..AP: 16.5 Kw...VP: 33 Kw.
Owned-Oper. By..Cedar Rapids Television Co.
Business Address.....1st Ave & 1st St. S.W.
Phone Number 4-4194
Air Time.....7½ hours daily
Representative..Venard, Rintoul & McConnell
General Manager.....Wade S. Patterson
Program Director.....Ralph D. Willey
Promotion Director.....Edna Herbst
Chief Engineer.....Carl Rollert
Consulting Engineers.....Kear & Kennedy

WOC-TV

DAVENPORT—1949—NBC

Channel: 6 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By..... ..Central Bcstg. Co.
Business Address.....805 Brady St.
Phone Number 3-3661
Air Time.....17 hours daily
News Service .....UP
Representative.....Free & Peters, Inc.
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
Vice-Pres. & Treas.....D. D. Palmer
Exec. Vice-Pres..... Ralph Evans

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Secretary.....William D. Wagner
Vice-President .....Paul Loyet
Resident Manager.....Ernest Sanders
News Editor.....Bob Frank
Publicity Editor.....Paul Ives
Film Editor.....Ken Wagner
Program Director.....Raymond Guth
Asst. Mgr. & Prom. Mgr.....Fred Reed
Chief Engineer..... ..Paul Arvidson
Consulting Engineer.....A. D. Ring Co.

K G T V

DES MOINES—1953—ABC

Channel: 17 UHF..AP: 10 Kw...VP: 18.5 Kw.
Owned-Oper. By.....Rib Mt. TV Inc.
Business Address.....2d Ave. & Hobson Dr.
Phone Number 8-6751
Air Time..... 9 hours daily
News Service .....INS
Rep.....Hollingbery, Bulmer & Johnson
Membership .....NARTB
President.....W. C. Bridges
General Manager.....Leo Howard
Program & Prom. Dir.....T. J. Kelly
Dir. of News & Sp. Events.....Walter Burks
Film Manager.....Jim Moon
Chief Engineer.....Walter Hariv

W H O - T V

DES MOINES—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 13 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By....Central Broadcasting Co.
Business Address.....1100 Walnut Ave.
Phone Number.....8-6511
Air Time.....17 hours daily
News Service.....AP, INS, UP
Representative.....Free & Peters
Membership .....NARTB, TvB
President.....Col. B. J. Palmer
V.P., Treasurer.....D. D. Palmer
Exec. V.P.....Ralph Evans
V.P., Resident Manager.....Paul A. Loyet
Sec. & Controller.....William D. Wagner
Asst. Manager.....W. W. Woods
Sales Manager.....Harold W. Fulton
Program Director.....Jack Kerrigan
Production Manager.....Kenneth Gfeller
News Bureau Mgr.....Jack Shelley
Film Buyer.....Jack Kerrigan
Chief Engineer.....Reed E. Snyder
Consulting Eng.....A. D. Ring & Associated

K Q T V

FORT DODGE—1953—NBC-DuM

Channel: 21 UHF..AP: 145 Kw...VP: 215 Kw.
Owned-Oper. By....Northwest Television Co.
Business Address.....Warden Bldg.
Phone Number.....WAlnut 3761
Air Time.....6 hours daily
News Service .....INS
Representative .....Pearson
Membership .....NARTB
Pres., Gen., Station Mgr.....Edward Breen
Comm. Mgr.....Max E. Landes
Program Director.....Drexel Peterson
Dir. of News & Sp. Events.....Bob Betts
Production Manager.....Vern Gielow
Film Manager.....Leonard Greene
Chief Engineering.....David Sinclair
Consulting Engineer.....Everett Dillard

K G L O - T V

MASON CITY—1954—CBS-DuM

Station Operating with Special Temporary Authorization
Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lee Radio, Inc.
Business Address....Second & Pennsylvannia
Phone Number.....2800
Air Time.....9 hours daily
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....Lee P. Loomis
General Manager.....Herbert R. Chrt
Comm. Manager.....Lloyd Loers
Program Director.....Bud Suter
Promotion, Pub. Dir.....Don Harrer
Dir. of News & Special Events.....Ken Kew
Production Manager.....Doug Sherwin
Chief Engineer.....Roger Sawyer
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

K T I V

SIOUX CITY—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 4 VHF....AP: 26 Kw.....VP: 52 Kw.
Owned-Oper. By.....KTIV Television Corp.
Address.....Tenth & Grandview
Phone Number 8-0545
Air Time.....11 hours daily
Newspaper Affil.....Journal-Tribune
News Service.....UP
Representative ..... Hollingbery
Membership .....NARTB
Pres., Gen. Mgr.....Dietrich Dirks
Comm. Manager.....L. L. McCurnin
Program Dir., Film Mgr.....William Lucas
Dir. of News & Sp. Events.....Ken Wayman
Production Manager.....Max Schindler
Chief Engineer.....Alvin Smith
Consulting Engineer.....George Davis

K V T V

SIOUX CITY—1953—CBS-ABC-DuM

Channel: 9VHF..AP: 57.5 Kw...VP: 107 Kw.
Owned-Oper. By.....Cowles Bcstg. Co.
Business Address.....614 Pierce Street
Phone Number 2-2711
Air Time.....20 hours daily
Newspaper Affiliation.....Register & Tribune
News Service.....AP, UP
Representative .....Katz
Membership.....NARTB, TvB
President.....Garner Cowles Jr.
General Manager.....Robert R. Tincher
Station Mgr., Dir. of News & Sp. Events.....Arthur J. Smith
Comm. Manager.....Donald D. Sullivan
Prog., Pub. Director.....Norman Bacon
Promotion Director.....Don Beedle

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Production Manager.....George Hutchins
Film Manager.....Ben Roen
Chief Engs.....Jack Iverson, Charles Prohaska
Con. Eng.....Craven, Lohnes and Culver

KWWL-TV

WATERLOO—1953—NBC-DuM

Channel: 7 VHF..AP: 50 Kw...VP: 250 Kw.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Business Address.....Hotel Russell Lamson
Phone Number.....3-8475
News Service .....UP
Air Time.....14 hours daily
Membership .....NARTB
Representative .....Headley-Reed
Pres., Gen., Comm. Mgr.....Ralph J. McElroy
Commercial Mgr.....Don E. Inman
Director of News.....Ed Falk
Dir. of Oper.....Dale Wood
Dir. of Programming.....Warren Mead
Film Manager.....Gene Bennett
Chief Engineer.....T. W. Kirksey
Consulting Engineer.....Frank McIntosh

KANSAS

Pop. Feb. 1, 1955 (Est.) 2,056,000 — TV Homes 246,000
Stations in State 6

KCKT-TV

GREAT BEND—1954

Station Operating with Special Temporary Authorization
Channel: 2 VHF...AP: 52 Kw....VP: 100 Kw.
Owned-Oper. By..Central Kansas TV Co., Inc.
Business Address.....Box 182
Phone Number.....7868
Air Time.....6 hours daily
News Service .....UP
Representative .....Bolling
Membership .....NARTB, TvB
President.....E. C. Wedell
Vice Pres., Gen. Mgr.....Les Ware
Comm. Mgr., Pub. Dir.....Otis Cowan
Prog. Dir., Prod. Mgr.....Ben Butler
Chief Eng.....Kenneth H. Cook

KTVH

HUTCHINSON—1953—CBS-ABC DuM

Channel: 12 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Hutchinson TV, Inc.
Business Address.....1800 North Plum
Phone Number 5-5503
Representative .....H-R
Air Time.....18½ hours daily
News Service .....AP
President.....W. D. P. Carey
Gen., Station Mgr.....Howard O. Peterson
Sales Manager.....E. W. Dallier
Prog. Dir., Dir. News, Sp. Events...Ray Huffer
Prom., Pub. Director.....William S. Ritchie
Film Manager.....Dick Cornish
Chief Engineer.....Robert B. Marye
Consulting Engineer.....A. Earl Cullum

KOAM-TV

PITTSBURGH—1953—NBC-ABC-DuM

Channel: 7 VHF...AP: 49 Kw...VP:. 98 Kw.
Owned-Oper..Mid-Continental Telecasting, Inc.
Business Address.....P. O. Box 609
Phone Number.....2508
Air Time.....10 hours daily
News Service .....UP
Membership .....NARTB
Representative .....Katz
President .....Cowgill Blair
Gen., Sta., Comm. Mgr.....R. E. Wade
Prog., Prom. Director.....Louis R. Martin
Chief Engineer.....Jack Lawrence
Technical Director.....Leo S. Stafford
Consulting Engineer.....T. A. M. Craven

WIBW-TV

TOPEKA—1953—ABC-CBS-DuM

Channel: 13 VHF..AP: 52.5 Kw...VP: 87.1 Kw.
Owned-Oper. By....Capper Publications, Inc.
Business Address.....1035 Topeka Blvd.
Phone Number 3-2377
Representative.....Capper Publications, Inc.
President .....Henry Blake
General Manager.....Ben Ludy
Television Manager.....Art Holbrook
Commercial Mgr.....Hilton Hodges
Publicity Director.....Allan Young
Chief Engineer.....Lewis Dickensheets

KAKE-TV

WICHITA—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 10 VHF..AP: 219 Kw...VP: 316 Kw.
Owned-Oper. By.....KAKE-TV, Inc.
Business Address.....1500 North West St.
Phone Number.....WHitehall 3-4221
Air Time.....10 hours daily
News Service.....AP
Representative .....Hollingbery
Membership .....NARTB
President.....Mark H. Adams
General Manager.....Martin Umansky
Regional Sales Mgr.....Donivan Waldron
Local Sales Manager.....Bryce Benedict
Sales Service Dir.....Norman W. Larson
Promotion Director.....Robert C. Payne
Dir. News & Sp. Events.....Guy Runnion
Operations Mgr.....John Quigley
Film Editor.....Garry Hultgren
Film Production.....Paul Threlfall
Chief Engineer.....Harold Newby
Con. Eng.....Craven, Lohnes & Culver

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KEDD

WICHITA—1953—NBC

Station Operating with Special Temporary Authorization
Channel: 16 UHF..AP: 132 Kw...VP: 245 Kw.
Owned-Oper. By.....KEDD, Inc.
Business Address.....Box 1740
Phone Number.....TEmple 8-3321
Air Time.....16 hours daily
Newspaper Affiliation.....Wichita Beacon
News Service.....UP, INS
Representative.....Petry
Membership.....NARTB, TvB
President.....Stanley H. Durwood
Gen., Sta. Mgr.....John E. North
Regional Sales Mgr.....Bob Paxon
Program Director.....Mary Jo Taylor
Prom., Pub. Director.....Nevin McCord
Dir. of News & Sp. Events.....Jerry Dunphy
Production Manager.....Don Markley
Film Manager.....Murray Tucker
Chief Engineer.....George Smith
Consulting Engineer.....George Adair

KENTUCKY

Pop. Feb. 1, 1955 (Est.) 3,055,000 — TV Homes 413,000
Stations in State 3

WEHT

HENDERSON—1953—CBS

Channel: 50 UHF..AP: 8.77 Kw..VP: 16:25 Kw.
Owned-Oper. By...Ohio Valley Television Co.
Business Address.....Box 395
Phone Number.....HEnderson 5-2634
Air Time.....12 hours daily
Representative.....Meeker, Adam Young
President.....Herbert R. Levy
General Manager.....Cecil M. Sansbury
Asst. Mgr. Ops.....Roger Garrett
News Director.....Brod Seymour
Chief Engineer.....Robert Cleveland

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....17 hours daily
News Service.....AP
Membership.....NARTB, TvB
Representative.....NBC Spot Sales
President.....George W. Norton, Jr.
Gen., Sta. Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Prog., Film Dir.....George Patterson
Production Manager.....Pat O'Hara
Prom., Pub. Dir.....Charles Hill
Dir. of News & Sp. Events.....Rodney Ford
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....R. C. Ring

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 11....AP: 158 Kw.....VP: 316 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....525 W. Broadway
Phone .....Wabash 2211
Representative....Harrington, Righter, Parsons
News Service.....AP
Newspaper Affiliation.....Courier-Journal, Louisville Times
Air Time.....15 hours daily
Membership.....NARTB, TvB
President.....Barry Bingham
V.P. & Director.....Victor A. Sholis
Station Manager.....Neil D. Cline
Comm. Manager.....Albert J. Gillen
Program Director.....Ralph M. Hansen
Prom., Pub. Director.....William F. Loader
Dir. of News & Sp. Events....Richard Oberlin
Production Mgr.....Robert Pilkington
Film Manager.....Charles McDaniel
Chief Engineer.....O. W. Towner

LOUISIANA

Pop. Feb. 1, 1955 (Est.) 2,982,000 — TV Homes 323,000
Stations in State 8

KALB-TV

ALEXANDRIA—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 5 VHF..AP: 14.4 Kw...VP: 28.4 Kw.
Owned & Oper. By....Alexandria Bcstg. Co.
Business Address.....601 Washington St.
Phone Number.....3-2543
Air Time.....7 hours daily
News Service.....AP, UP
President.....W. H. Allen
General, Station Mgr.....Willard L. Cobb
Program Director.....Tom Palmer
Chief Engineer.....Jesse Sexton

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WAFB-TV

BATON ROUGE—1953—ABC-CBS NBC-DuM

Channel: 28 UHF..AP: 108 Kw...VP: 216 Kw.
Owned..Modern Bcstg. Co. of Baton Rouge Inc.
Business Address.....929 Government St.
Phone Number 4-8571
Air Time.....14 hours daily
News Service.....UP
Membership.....NARTB, TvB
Representative .....Adam Young
President.....C. C. Barnard
V.P., Gen., Sta. Mgr.....Tom E. Gibbens
Comm. Manager.....Mervyn Rhys
Sales Manager.....Ron Litteral
Prog. Dir., Film Mgr.....Don Hallman
Prom., Pub. Dir.....Una Daigre
Director of News.....John Coburn
Dir. Special Events.....Bob Peters
Prod. Mgr., Chief Engineer.....Don Allan
Consulting Engineer.....George A. Gautney

KPLC-TV

LAKE CHARLES—1954—NBC-ABC

Station Operating with Special Temporary Authorization
Channel: 7 VHF..AP: 35.5 Kw...VP: 52.5 Kw.
Owned-Oper. By.....Calcasieu Bcstg. Co.
Business Address.....Majestic Hotel
Phone Number.....HEmlock 6-3631
Air Time.....8½ hours daily
News Service.....AP, UP
President.....T. B. Lanford
General Manager.....David Wilson
Comm. Mgr.....Pelham Mills
Prog. Director.....Bob Thompson
Production Director.....Bob Weimar
Chief Engineer.....A. B. Craft

KTAG-TV

LAKE CHARLES—1953—CBS-ABC DuM

Channel: 25 UHF...AP: 11 Kw....VP: 21 Kw.
Owned-Oper. By.....KTAG-TV, Inc.
Business Address.....Box 173
Phone Number 9-9413
News Service .....INS
Membership .....NARTB
Pres., Gen. Mgr.....Warren Berwick
Sales Promotion Mgr.....William Hession
Chief Eng., Program Dir.....Maurice Wynne

KNOE-TV

MONROE—1953—CBS-NBC-ABC DuM

Channel: .8 VHF..AP: 115 Kw...VP: 230 Kw.
Owned-Oper. By.....James A. Noe
Business Address.....Box 1713
Phone Number 8155
Air Time.....17 hours daily
News Service .....AP
Membership .....NARTB
Representative .....H-R
President.....James A. Noe
Vice-Pres., Gen. Mgr.....Paul H. Goldman
Sales & Prom. Mgr.....Jack Ansell, Jr.
Program Director.....Harry Arthur
Dir. News & Sp. Events.....Mac Ward
Operations Mgr.....Pete McCausland
Film Manager.....Lee Hunt
Dir. Engineering.....Ray Boyd
Consulting Eng.....Frank H. McIntosh

WDSU-TV

NEW ORLEANS—1948 ABC—CBS—NBC—DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSU Bcstg. Corp.
Business-Studio Address.....520 Royal St.
Phone Number.....TUlane 4371
Air Time.....119 hours weekly
News Service.....AP, UP
Representative .....Blair
Membership.....NARTB, BAB, TvB
President.....Edgar B. Stern, Jr.
Exec. V.P., Gen. Mgr.....Robert D. Swezey
V.P., Comm. Manager.....A. Louis Read
Program Director.....Hubie Weiss
V.P., Chg. Programming.....Tom Hicks
Prom., Pub. Dir.....Marion Annenberg
Prog. Operations Mgr.....Stanley Holiday
Chief Engineer.....Lindsey Riddle
Consulting Engineer.....E. C. Page

WJMR-TV

NEW ORLEANS—1953—ABC-DuM CBS

Channel: 61 UHF..AP: 25 Kw...VP: 50 Kw.
Owned-Oper. By.....Supreme Bcstg. Co. Inc.
Business Address.....1500 Canal St.
Phone Number.....Canal 0356
Representative .....Bolling
Vice-Pres., Gen. Mgr.....George A. Mayoral
Commercial Mgr.....Patrick J. Shannon
Program Director.....Aubrey Moore
Chief Engineer.....Jack Petrik

KSLA

SHREVEPORT—1953—NBC-CBS ABC-DuM

Channel: 12 VHF..AP: 6.5 Kw...VP: 13 Kw.
Owned-Oper. By.....Interim Television Corp.
Business Address.....Box 1661
Phone Number 2-0697
Air Time.....11 hours daily
News Service .....UP
Membership .....NARTB
Representative.....Paul H. Raymer
President .....Don George
Gen., Sta., Comm. Mgr.....Deane R. Flett
Program Director.....Henry J. Davis
Prom., Pub. Dir.....Carol Vinson
Dir. of News & Sp. Events.....Michael Hinn
Production Mgr.....John Renshaw
Film Manager.....Hugh Pickett
Chief Engineer.....Morris C. Barton
Con. Eng.....Vandivere, Cohen & Wearn

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MAINE

Pop. Feb. 1, 1955 (Est.) 948,000 — TV Homes 122,000
Stations in State 6

WABI-TV

BANGOR—1953
ABC-CBS-NBC-DuM

Channel: 5 VHF..AP: 17.9 Kw...VP: 30 Kw.
Owned-Oper.....Community Telecasting Serv.
Address.....57 State St.
Phone Number.....8255
Air Time.....14 hours daily
News Service.....AP
Reps.....Hollingbery, Kettel-Carter
Membership.....NARTB
President.....Horace Hildreth
Gen., Station Mgr.....Leon P. Gorman, Jr.
Comm. Mgr.....Milton C. Chapman
Program Director.....Leon H. Nelson
Promotion Director.....Richard B. Bronson
Dir. News & Sp. Events.....Robert H. Patten
Film Manager.....Ralph Libby
Chief Engineer.....Walter L. Dickson
Consulting Engineer.....George Davis

W-TWO

BANGOR—1954

Station Operating with Special Temporary Authorization
Channel: 2 VHF..AP: 8.52 Kw...VP: 14.15 Kw.
Owned-Oper.....Murray Carpenter & Assoc.
Business Address.....46 Hammond St.
Phone Number.....2-4822
Air Time.....9 hours daily
News Service.....UP
Representative..Venard, Rintoul & McConnell
President, Gen., Sta. Mgr...Murray Carpenter
Comm. Manager.....Rudolph Marcoux
Prog., Pub. Dir., Prod. Mgr....Clifton Reynolds
Promotion Director.....Robert Walton
Film Manager.....Robert Rinehart
Chief Engineer.....William Clark
Consulting Engineer.....Pace, Creutz, Garrison, & Waldschmitt

WLAM-TV

LEWISTON—1953—DuM

Channel: 17 UHF..AP: 8.54 Kw...VP: 15.7 Kw.
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Business Address.....129 Lisbon Street
Phone Number.....4-5401
Air Time.....7 hours daily
News Service.....AP
Rep.....Everett-McKinney-Kettell-Carter
President.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Comm., Prom. Dir.....Gerald T. Higgins
Program Director.....Donald Jordan
Director of News.....F. Parker Hoy
Chief Engineer.....Henry G. Root

WMTW

POLAND SPRING—1954—CBS-ABC DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 52.5 Kw...VP: 105 Kw.
Owned-Oper. By....Mt. Washington TV Inc.
Business Address.....Riccar Inn
Phone Number.....51
Membership.....TvB
President.....John W. Guider
Vice Pres. & Gen. Mgr.....John H. Norton Jr.
Program Director.....John T. Madigan
Production Director.....Lester J. Richards
Chief Engineer.....Parker H. Vincent

WCSH-TV

PORTLAND—1953—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Congress Square Hotel Co.
Business Office.....157 High Street
Phone Number.....2-0181
Air Time.....14 hours daily
News Service.....UP
Representative.....Weed
Membership.....NARTB, TvB
President.....Adeline B. Rines
Gen. Manager.....William H. Rines
Station Manager.....Jack S. Atwook
Comm. Manager.....Bruce McGorrill
Program Director.....Bornell Poole, Jr.
Promotion Director.....Linwood T. Pitman
Dir. of News & Sp. Events....Philip N. Johnson
Film Manager.....William Kearkos
TV Operations Dir.....Daniel H. Smith

WGAN-TV

PORTLAND—1954—ABC-CBS

Channel: 13 VHF....AP: 127....VP: 240 Kw.
Owned-Oper. By..Guy Gannett Bcstg. Services
Business Address.....390 Congress St.
Newspaper Affil.....Gannett Publ. Co.
News Service.....AP
Air Time.....12 hours daily
Membership.....NARTB
Phone Number.....2-7423
Representative.....Avery-Knodel
President.....Jean Gannett Williams
V.P., Gen. Sta. Mgr....Creighton E. Gatchell
Comm. Manager.....Richard E. Bates
Prog., Pub. Director....Samuel G. Henderson
Dir. News & Sp. Events.....Nunzi Casavola
Production Mgr.....Lloyd Knight
Film Manager.....Earl Fenderson
Chief Engineer.....Roger W. Hodgkins
Cons. Eng.....Cravens, Lohens, & Culver

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MARYLAND

Pop. Feb. 1, 1955 (Est.) 2,654,000 — TV Homes 620,000
Stations in State 4

WAAM-TV

BALTIMORE—1948—ABC-DuM

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By....WAAM, Incorporated
Business Address.....Television Hill
Phone Number.....MOhawk 4-7600
Air Time.....15 hours daily
News Service .....AP
Representative.....Harrington, Righter and Parsons, Inc.
Membership .....NARTB, TvB
President .....Ben Cohen
General Manager.....Ken Carter
Comm. Manager.....Armand Grant
Program Manager.....Herbert B. Cahan
Dir. of News & Sp. Events.....Ted Jaffee
Chief Engineer.....Glenn Lahman
Consulting Eng.....Kear & Kennedy
Director of Eng.....Ben Wolfe

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF..AP: 120 Kw...VP: 240 Kw.
Owned-Operated By.....Hearst Corporation
Business-Studio Address.....2610 N. Charles
Phone Number.....Hopkins 7-3000
News Service.....INS, UP, AP
Representative .....Edward Petry
Vice Pres. & Exec. Dir.....Charles B. McCabe
Vice-Pres. & Gen. Mgr.....D. L. Provost
Vice-Pres. (Engineering).....John T. Wilner
Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.
Dir. Public Affairs & Education..Arnold Wilkes
Program Director.....Sydney King
Business Mgr.....Freeman W. Cardall
Sales Manager.....Willis K. Freiert
News & Publicity Mgr.....Thomas J. White, Jr.
Dir. Women's Programs.....Mollie Martin
Chief Engineer.....William C. Bareham

SYMBOL OF TELEVISION SERVICE IN BALTIMORE

MARYLAND

316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

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WMAR-TV

Speaking of FIRSTS . . .

CBS TELEVISION

FIRST--TV Station in Maryland

From 1,600 receivers in October, 1947, Baltimore has spurted to 575,174 sets in the latest (November 1, 1954) official count.

FIRST--in Maryland with Color

WMAR-TV and CBS conducted local live experimental color-casts from Johns Hopkins Hospitol in 1949. These were viewed by Government and industry representatives by off the air reception in Washington. The first regular broadcasts of color TV were made on June 17, 1951.

Since December 1953, WMAR-TV has originated one or more color programs every week and has carried many CBS Network programs in full color. Station is also equipped with the first 3V vidicon color chain and currently televises one or more color film programs weekly.

FIRST--with Maximum Power Under FCC Standards

WMAR-TV was the first video station in Maryland to achieve full power under FCC standards when it inaugurated service on a new super power 100,000-watt transmitter, July 22, 1953.

FIRST--with Viewers

QUARTER-HOUR FIRSTS*	ARB. Oct. 7-13 incl.	HOOPER Nov. 3-9 incl.
WMAR-TV	234	229
Stations A & B Combined	219	214

*When two or more stations were on the air in Baltimore

CHANNEL 2

WMAR TV

SUNPAPERS TELEVISION
BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

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WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....The A. S. Abell Co.
Address.....Sun Square
Phone Number.....MUlberry 5670
Air Time.....17½ hours daily
News Service.....AP
Newspaper Affiliation...Baltimore Sunpapers
Representative.....Katz
Membership.....NARTB, TvB
President.....William F. Schmick
V.P., Dir. of TV.....Ewell K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochran
Chief Engineer.....Carlton G. Nopper

WBOC-TV

SALISBURY—1954—ABC-DuM

Station Operating with Special Temporary Authorization
Channel: 16 UHF..AP: 8.6 Kw...VP: 15.6 Kw.
Owned & Oper....Peninsula Broadcasting Co.
Address.....Radio Park
Phone.....6131
Air Time.....7 hours daily
News Service.....AP
President.....John W. Downing
Gen., Sta., Comm. Mgr...John W. Downing, Jr.
Dir of News & Sp. Events.....Phil Adams
Film Manager.....B. J. Langrall
Chief Engineer.....Jack W. Ward
Consulting Eng.....A. D. Ring & Associates

MASSACHUSETTS

Pop. Feb. 1, 1955 (Est.) 5,052,000 — TV Homes 1,370,000
Stations in State 7

WMGT-TV

ADAMS—1953—DuM

Channel: 74 UHF..AP: 150 Kw...VP: 300 Kw.
Owned-Oper. By.....Greylock Bcstg. Co.
Business Address.....8 Bank Row
Phone Number.....Pittsfield 2-1553
Air Time.....8 hours daily
Representative.....Walker
News Service.....UP
Membership.....NARTB
President.....Leon Podolsky
Station Manager.....John T. Parsons
Commercial Manager.....Wm. P. Geary
Program Director.....Edward Pearson
Prom., Pub., News Dir.....Larry Vaber
Production Director.....Donald Selby
Film Manager.....Dick Bolender
Chief Engineer.....Leonard Lavendol
Consulting Engineer.....James C. McNary

WBZ-TV

BOSTON—1948—NBC

Channel 4.....AP: 50 Kw.....VP: 95 Kw.
Owned-Oper. By..Westinghouse Brdcsting Co.
Address.....1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
News Service.....INS, AP, UP
Air Time.....18 hours daily
Representative.....Free & Peters
President.....Chris J. Witting
General Manager.....W. C. Swartley
Comm. Manager.....C. Herbert Masse
Program Director.....W. Gordon Swan
Promotion Dir.....E. J. Muriaty
Dir. of News & Sp. Events.....F. Whitmarsh
Production Manager.....Iran Berlow
Publicity Director.....J. Cullinane
Film Manager.....R. Duffield
Chief Engineer.....W. Hauser
Consulting Eng.....R. N. Harmon

WNAC-TV

BOSTON—1948—CBS-(ABC-DuM)

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business-Studio Address....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Air Time.....15 hours daily
News Service.....INS, UP
Representative.....H-R Reps, Inc.
Membership.....TvB
President.....Tom O'Neil
Exec. V.P. & Gen. Mgr.....Norman Knight
Comm. Mgr.....Tom Bateson
Vice Pres.....George Steffy
Promotion Dir.....George Hallberg
Dir. of News & Spec. Events..Leland Bickford
Production Mgr.....Tony Lang
Publicity Dir.....Phyllis Doherty
Film Director.....James Pike
Technical Director.....Harry Whittemore

WTAO-TV

BOSTON—1953—ABC-DuM

Channel: 56 UHF..AP: 11.5 Kw...VP: 20.5 Kw.
Owned-Oper. By.....Middlesex Bcstg. Corp.
Business Office.....439 Concord Ave.
Phone Number.....EL 4-0500
Representative.....Everett-McKinney
President.....Frank J. Lyman, Jr.
General Manager.....Theodore B. Pitman Jr.
Program Supervisor.....R. C. Holbrook
Program Director.....Walter Harrington
Chief Engineer.....Carmen Ferraro

WHYN-TV

SPRINGFIELD-HOLYOKE—1953
CBS-DuM

Channel: 55 UHF..AP: 91 Kw...VP: 182 Kw.
Owned-Oper. By..Hampden-Hampshire Corp.

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Business Address.....1300 Liberty St.
Phone Number.....Springfield 4-1126
Air Time.....16 hours
News Service.....UP
Representative.....Branham, Weed
Membership.....NARTB
Gen., Sta. Manager.....Charles N. DeRose
Comm. Manager.....Patrick J. Montague
Program Director.....Kendall Smith
Production Manager.....Paul Wiley
Publicity.....Michael Horn
Film Manager.....Robert Thomas
Chief Engineer.....Harold Schumacker
Consulting Engineer.....Kear & Kennedy

WWLP

SPRINGFIELD—1953—ABC-NBC

Channel: 61 UHF..AP: 73 Kw...VP: 146 Kw.
Owned-Oper. By.....Springfield Television Bcstg. Corp.
Business Office.....61 Chestnut St.
Phone Number.....Springfield 2-4181
Air Time.....15 hours daily
News Service.....AP, INS
Membership.....NARTB, TvB
Representative.....Hollingbery
President.....Roger L. Putnam
General, Comm. Manager..William L. Putnam
Station Manager.....Alan C. Tindal
Program Director.....Milton R. Slater
Promotion Director.....Howard S. Keefe
Dir. of News & Sp. Events...Wallace Sawyer
Production Manager....Wayne Henry Latham
Publicity Director.....Lionel Labrie
Film Manager.....David Walker
Chief Engineer.....George R. Townsend
Consulting Engineer.....Frank MacIntosh

WWOR-TV

WORCESTER—1953—ABC-DuM

Channel: 14 UHF..AP: 16.2 Kw...VP: 8.71 Kw.
Business Office.....P. O. Box 609
Phone Number.....7-8374
Air Time.....15 hours daily
News Service.....UP
Representative.....Paul H. Raymer
Membership.....NARTB
President.....John Z. Buckley
V.P. & Gen. Mgr.....Ansel E. Gridley
Commercial Mgr.....Leonard V. Corwin
Program Director.....Thomas C. Sawyer
Prom. & Pub. Director.....John McSheehy
Director of News.....Frank Knight
Production Mgr.....Norman "Cy" Locke
Film Manager.....Harold Eckman
Chief Engineer.....Donald P. Wise
Cons. Eng.....Craven, Lohnes & Culver

MICHIGAN

Pop. Feb. 1, 1955 (Est.) 7,164,000 — TV Homes 1,680,000
Stations in State 13

WPAG-TV

ANN ARBOR—1953—DuM

Channel: 20 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Washtenaw Bcstg. Co.
Business Address.....Hutzel Bldg.
Phone Number.....2-5517
Air Time.....5½ hours daily
News Service.....AP
Representative.....Everett-McKinney
President.....Arthur E. Greene
Vice-Pres., Gen. Mgr.....Edward F. Baughn
Commercial Mgr.....Kenneth MacDonald
Program Director.....David Pringle
Chief Engineer.....Donald N. Bowdish

WNEM-TV

BAY CITY-SAGINAW—1954—NBC DuM

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....North Eastern Michigan Corp.
Business Address....814 Adams St., Bay City
Phone Number.....3-6505
Air Time.....15 hours daily
News Service.....AP
Membership.....NARTB, TvB
Representative.....Headley-Reed
President.....James Gerity, Jr.
General Manager.....Harry Travis
Prom., Pub. Director.....Claude Mendell
Dir. of News & Sp. Events.....Frank Benesh
Prod. Mgr., Chief Eng.....Hugh Woolsey
Asst. Chief Engineer.....Marty Gannon
Studio Operations Supervisor.....Lou Furlin

WWTV

CADILLAC—1954—ABC-CBS-DuM

Channel: 13 VHF..AP: 54 Kw...VP: 104 Kw.
Owned-Oper. By.....Sparton Bcstg. Co.
Business Address.....214 N. Mitchell St.
Phone Number.....Prospect 5-3478
Representative.....Weed
Membership.....TvB
Air Time.....12 hours daily
News Service.....AP
President.....John J. Smith
General Manager.....L. T. Matthews
Oper. Manager.....Daryl Sebastian
Comm. Manager.....John Cundiff
Prog. Dir., Film Mgr.....Donald Cunningham
Prom., Pub. Director.....Fred Lamb

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Dir. of News & Sp. Events....Guy VanderJagt
Production Manager.....Dwight Wheeler
Chief Engineer.....A. W. Daubendick

CKLW-TV

DETROIT—WINDSOR—1954—DuM

Channel: 9 VHF..AP: 180 Kw...VP: 325 Kw.
Owned-Oper...Western Ontario Brdcstng. Co.
Business Address.....825 Sandwich St.
Phone Number.....WO 1-7200
News Service.....INS, UP
Rep.....All-Canada TV Ltd., Adam J. Young
Pres., Gen. Manager.....J. E. Campeau
Dir. of Operations.....S. C. Ritchie
Comm. Manager.....E. W. Wardell
Promotion Director.....Woodruff Crouse
Dir. of News & Sp. Events.....Austin Grant
Publicity Director.....Art Gloster
Film Manager.....Arthur MacColl
Dir. of Engineering.....W. J. Carter

WWJ-TV

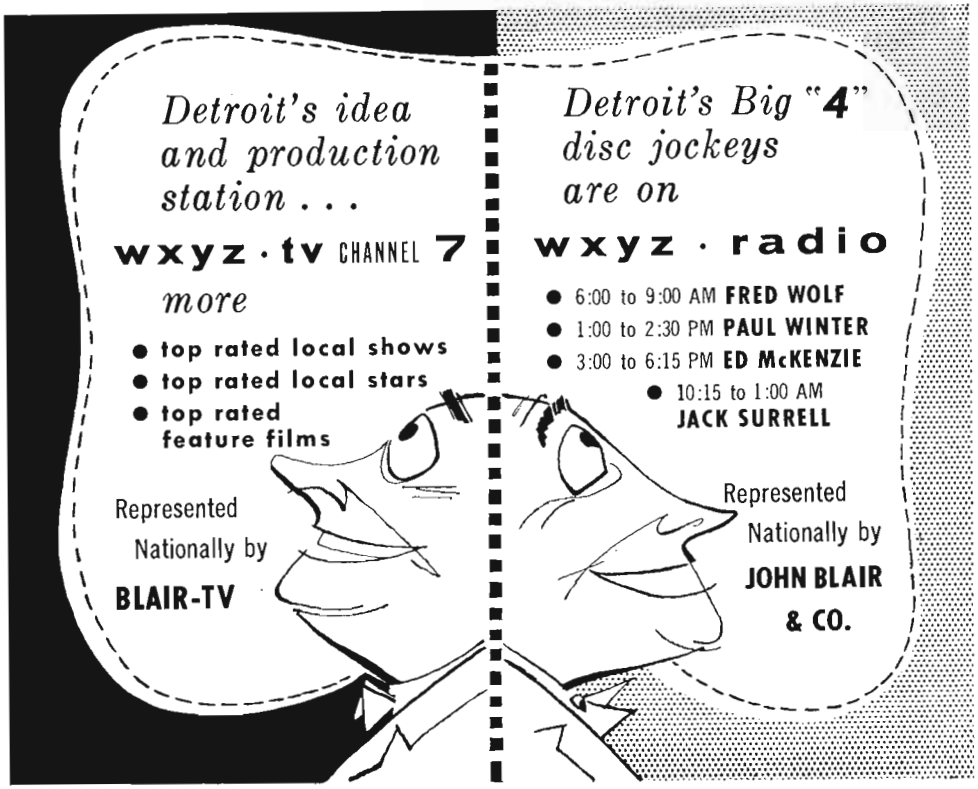
DETROIT—1947—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 97.7 Kw.
Owned-Operated By....Evening News Assoc.
Business-Studio Address....622 W. Lafayette
Phone Number.....WOodward 2-2000
Newspaper Affiliation.....The Detroit News
Air Time.....18 hours daily
News Service.....UP, AP
Representative .....Hollingbery
Membership .....NARTB, TvB
President.....Warren S. Booth
General Manager.....Edwin K. Wheeler
Asst. General Manager.....Don DeGroot
Business Manager.....Henry C. Rogers
Prog. & Prod. Manager.....James Schiavone
Sales Prom. Manager.....Glenn Kyker
News Editor.....James F. Clark
Public Affairs Manager.....James Eberle
National Sales Mgr.....Wendell Parmelee
Film Manager.....Frank Picard
Gen. Eng. Manager.....E. J. Love
Consulting Engineers.....Page, Creutz, Garrison & Waldschmitt

WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By...American Broadcasting Co.
Business Address.....1700 Mutual Bldg.
Phone Number.....WOodward 3-8321
Air Time.....16 hours daily
News Service.....AP, INS
Representative .....Blair-TV
Membership .....NARTB
President, Gen. Mgr.....James G. Riddell



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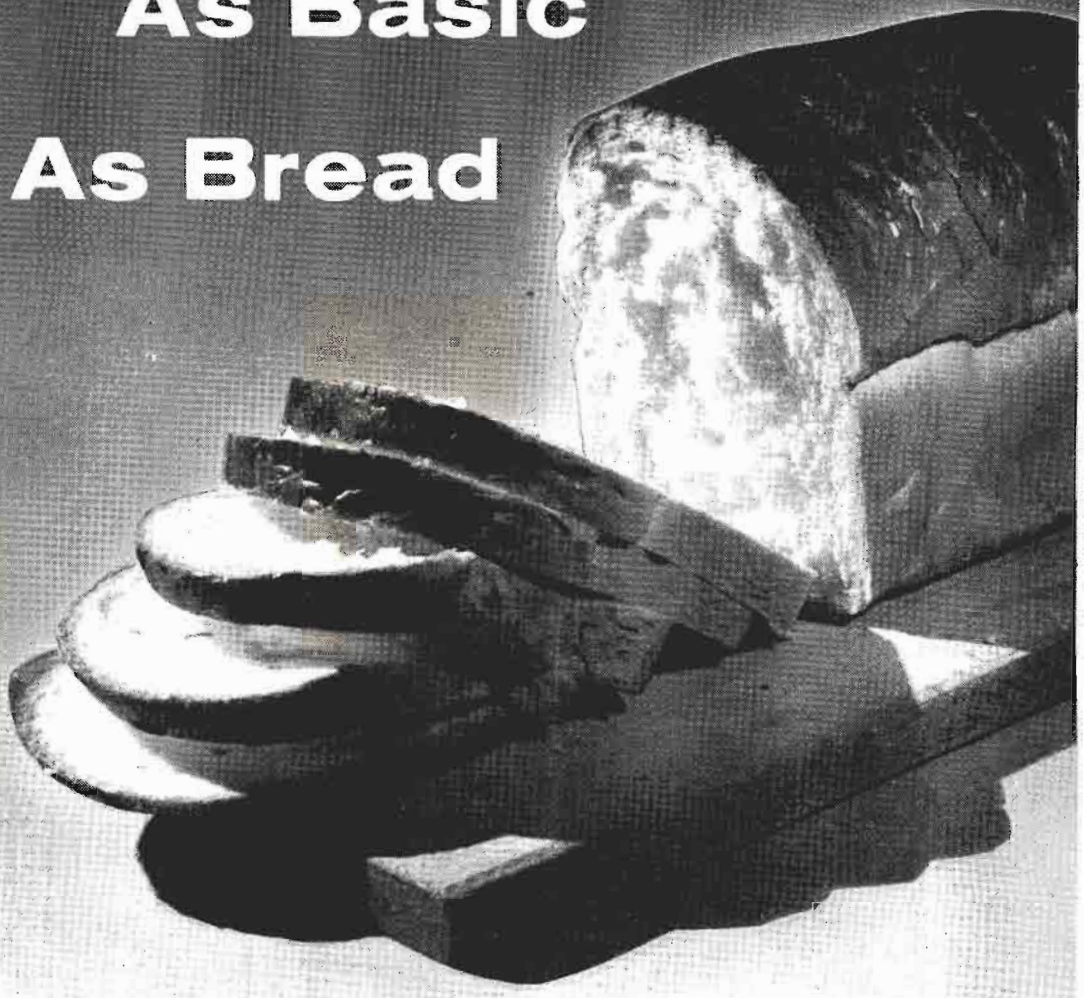
As Basic As Bread



It's a fact! WJBK-TV is as basic to your advertising budget as bread is to the nation's table! Get the biggest slice of the sales in the rich midwest industrial area with WJBK-TV's commanding Channel 2 dial position, top CBS and local programs, 1,057 foot tower and 100,000 watt power.

WJBK-TV
DETROIT

Represented Nationally by THE KATZ AGENCY

A STORER

National Sales Director, TOM HAYNES, 118 E. 57th, New York 22, ELDORADO 5-7690

Station, Film Mgr.....John F. Pival
Comm. Manager.....Ralph Lawson
Program Director.....John Lee
Promotion Director.....Robert Baldrica
Dir. of News & Sp. Events.....Dick Femmel
Production Manager.....Peter Strand
Publicity Director.....Joe Avesian
Chief Engineer.....Charles Kocher
Consulting Engineer.....Kear & Kennedy

WJBK-TV

DETROIT—1948—CBS

Channel: 2 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Business-Studio Address.....500 Temple
Phone Number.....Temple 3-7900
Air Time.....17½ hours daily
News Service.....INS, UP
Membership.....NARTB, TvB
Representative.....Katz
President.....George B. Storer Sr.
Station Mgr.....Gayle V. Grubb
Production Mgr.....Glenn Boundy, Jr.
Commercial Mgr.....Maurice McMurray
Program Dir.....Richard Fischer
Promotion Dir.....Kenneth H. Boehmer
Managing Director.....Bill Michaels
Publicity Director...Elaine von Grimmenstein
Film Manager.....Bob Buchanan
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

WOOD-TV

GRAND RAPIDS—1951
ABC-NBC-DuM

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....120 College S E
Phone Number.....9-4125
Air Time.....18 hours daily
News Service.....AP, INS
Membership.....NARTB, TvB
Representative.....Katz
President.....Harry M. Bitner
Vice-President.....Harry M. Bitner, Jr.
Controller.....Leonard Bridge
Gen., Sta. Manager.....William Schroeder
Gen. Sales Manager.....Arthur M. Swift
Program Director.....Frank G. Sisson
Promotion Director.....John Dragomier
Dir. of News & Sp. Events.....Bob Runyon
Continuity Director.....David Hoyle
Publicity Dir.....Sharon Schneider
Film Manager.....Clark Grant
Chief Engineer.....Louis Bergenroth
Consulting Engineer.....Kear & Kennedy

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3 VHF..AP: 80 Kw...VP: 100 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....5-2101
Air Time.....17 hours daily
News Service.....AP
Representative.....Avery-Knodel, Inc.
Membership.....NARTB, TvB
President.....John E. Fetzer
Managing Director.....Carl E. Lee
Comm. Manager.....Donald DeSmit
Program Director.....Charles Lynch
Promotion Director.....Robert Dye
Chief Engineer.....Arthur Covell

WJIM-TV

LANSING—1954—ABC-CBS-NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned & Oper. By.....WJIM-TV, Inc.
Address.....Saginaw & Howard Streets
Phone Number.....2-1333
Air Time.....17 hours daily
News Service.....UP
Representative.....Petry
Membership.....NARTB
President.....Harold Gross
Vice-President.....Howard K. Finch
Oper., Prod. Manager.....Richard E. Nason
Comm. Manager.....William Brazzill
Promotion Director.....Jane Stockwell
Dir. of News & Sp. Events.....Howard Finch
Publicity Director.....Elmer Davis
Film Manager.....Phil Sherck
Chief Engineer.....Charles Brady
Consulting Engineer.....Kear & Kennedy

WTOM-TV

LANSING—1953—ABC-DuM

Channel: 54 UHF...AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Inland Bcstg. Co.
Business Address....407 N. Washington Ave.
Phone Number.....2-1655
Air Time.....6 hours daily
News Service.....UP
Membership.....NARTB, TvB
Pres., Gen., Sta. Mgr.....Thomas B. Shull
Comm. Manager.....Roger Underhill
Prog. Dir., Dir. News & Sp. Ev..Edward Carson
Production Manager.....Kenneth Herman
Publicity Director.....Mary Preston
Film Manager.....Francis Wilson
Chief Engineer.....William Cruse

WKNX-TV

SAGINAW—1953—ABC-CBS

Channel: 57 UHF..AP: 103.5 Kw..VP: 207 Kw.
Owned-Operated By...Lake Huron Bcstg. Co.
Address.....221 S. Wash. Ave.
Phone Number.....3-4471
Air Time.....16 hours daily
News Service.....UP
Representative.....Gill-Perna
Membership.....NARTB, TvB
President, Gen. Mgr.....William J. Edwards
Station Manager.....Howard H. Wolfe
Commercial Manager.....Robert M. Chandler
Program Director.....Thomas A. Taylor
Promotion Director.....Robert E. Douglas
Dir. of News & Sp. Events.....Britt Temby
Production Manager.....Ernest Whitmire

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Film Manager.....William Sullivan
Chief Engineer.....Max W. Thomas
Consulting Engineers.....Page, Creutz, Garrison & Waldschmidt

WPBN-TV

TRAVERSE CITY—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 7 VHF..AP: 30.9 Kw...VP: 51.3 Kw.
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address.....Paul Bunyan Bldg.
Phone Number.....2700
News Service.....AP
Membership.....TvB
President, Gen. Mgr.....Les Biederman
Station Mgr.....John Anerson
Commercial Mgr.....R. E. Detwiler
Chief Engineer.....William H. Kiker

MINNESOTA

Pop. Feb. 1, 1955 (Est.) 3,165,000 — TV Homes 505,000
Stations in State 9

KMMT

AUSTIN—1953—ABC

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.
Business Office.....Minnesota-Iowa TV Co.
Business Address.....405 North Main St.
Phone Number.....8836
Air Time.....6 hours daily
News Service.....AP
Representative.....Pearson
President.....Martin Bustad
Gen., Sta., Comm. Mgr.....Tom Steensland
Promotion Director.....Ken Bryant
Dir. of News & Sp. Events.....Ken Cessna
Production Manager.....Stan Stydnicki
Film Manager.....Dick Lane
Chief Engineer.....John Ecklin

KDAL-TV

DULUTH-SUPERIOR—1954—NBC ABC

Station Operating with Special Temporary Authorization
Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business Address.....Bradley Building
Phone Number.....RAndolph 2-4466
News Service.....AP
Representative.....Avery-Knodel
President, Gen. Mgr.....Dalton LeMasurier
V.P., Comm. Mgr.....Odin S. Ramsland
Sales Manager.....John Grandy
Program Director.....Earl Henton
V.P., Chief Engineer.....Robert Dettman

WDSM-TV

DULUTH-SUPERIOR—1954—CBS DuM

Station Operating with Special Temporary Authorization
Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WDSM Television Co.
Business Address.....230 East Superior St.
Phone Number.....7-6875
Representative.....Free & Peters
Vice-Pres., Gen. Mgr.....Rodney A. Quick
Commercial Mgr.....Martin Olson
Production Mgr.....Edwin M. Conrad
Program Director.....Lew Martin
News Director.....Bob Ball
Promotion Director.....Paul Andresen
Chief Engineer.....Jerry Baumann

WCCO-TV

MINNEAPOLIS—1949—CBS

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Midwest Radio-TV Inc.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Free & Peters
Membership.....NARTB
President.....Robert B. Ridder
Gen. Mgr.....F. Van Konynenburg
Asst. TV Mgr.....Sherman Headley
Comm. Mgr.....Robert N. Ekstrum
Dir. of News & Sp. Events....Charles McCuen
Production Manager.....Charles D. Miller
Film Manager.....Harry C. Jones
Prom., Publ. Director.....Gene Coot
Program Dir.....Gwen Harvey
Chief Engineer.....John M. Sherman

WTCN-TV

MINNEAPOLIS—1953—ABC

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.
Owned-Oper. By..Minnesota Television Public Service Corp.
Business Address.....2925 Dean Blvd.
Phone Number.....WAlnut 7-8881
Air Time.....8½ hours daily
News Service.....AP, UP
Representative.....Blair
Membership.....NARTB
President.....Robert Butler
General Manager.....Joseph L. Merkle
Station Mgr., Prog. Dir.....Donald Kraatz
Comm. Manager.....David Cole
Prom., Pub. Director.....G. E. La Rocque
Dir of News & Sp. Events.....Paul Sevareid
Production Manager.....Joseph Carney
Film Manager.....Eugene Wecker
Chief Engineer.....Mike Fleming
Consulting Engineer.....George P. Adair

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KEYD-TV

MINNEAPOLIS-ST. PAUL—1954

DuM

Station Operating with Special Temporary Authorization
Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Family Bcstg. Corp.
Business Address.....Foshay Tower
Phone Number.....LIncoln 8451
Representative.....H-R. Television. Inc.
General Mgr.....Lee L. Whiting
Asst. General Mgr.....Raymond Tenpenny
Operations, Prog. Dir.....Robert C. Fransen
Promotion Mgr.....Jim McGovern
News Director.....Harry Reasoner
Chief Engineer.....Harvey Headen

KROC-TV

ROCHESTER—1953—NBC

Channel: 10 VHF..AP: 53 Kw...VP: 100 Kw.
Owned-Oper. By.....So. Minn. Bcstg. Co.
Business Address.....100 - 1st Ave. Bldg.
Phone Number.....3924
Air Time.....10 hours daily
Representative.....Meeker
President.....Mrs. Gregory P. Gentling
General Manager.....G. David Gentling
Station Manager.....Willard Lampman
Comm. Manager.....Warren Miller
Program Director.....Don Perry
Chief Engineer.....Robert W. Cross

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948

NBC

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo...3415 University Ave., St. Paul
Phone Number.....Prior 2724
Air Time.....17 hours daily
News Service.....AP, UP
Representative.....Edward Petry
Membership.....NARTB
President, Gen. Mgr.....Stanley E. Hubbard
Exec. V.P. & Treas.....K. M. Hance
National Sales Mgr.....Karl A. Plain
Regional Sales Mgr.....William R. Brazzil
Program Director.....Del Franklin
Sales Prom. & Pub. Dir.....William Davey
News Director.....Julian Hoshal
Asst. National Sales Mgr.....James E. Blake
Film Director.....Ben Leighton
Chief Engineer.....Wm. S. Sadler

WMIN-TV

ST. PAUL—1953—ABC-DuM

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WMIN Bcstg. Co.
Business Address.....538 Hamm Building
Phone Number.....CApitol 4-4831
Air Time.....7 hours daily
News Service.....AP
Representative.....Blair TV
Membership.....NARTB
President, Station Mgr.....N. L. Bentson
V.P., Gen. Sales Mgr.....Frank M. Devaney
Dir. of News & Sp. Events, Prog.....Stuart A. Lindman
Prom., Publicity Dir.....Dick J. Quaas
Production Manager.....Fred H. Kaufman
Film Manager.....Oscar Backlund
Chief Eng.....Warren Fritze
Consulting Engineer.....Jansky & Bailey

MISSISSIPPI

Pop. Feb. 1, 1955 (Est.) 2,248,000 — TV Homes 137,000
Stations in State 4

WJTV

JACKSON—1953

ABC-CBS-DuM-NBC

Channel: 25 UHF..AP: 98 Kw...VP: 180 Kw.
Owned-Oper.....Mississippi Publishers Corp.
Address.....P. O. Box 427
Representative.....Katz
General Manager.....John Rossiter
Consulting Engineer....Raymond M. Wilmotte

WLBT

JACKSON—1953—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Lamar Life Bcstg. Co.
Business Office.....Box 2171
Phone Number.....2-2691
Air Time.....15 hours daily
News Service.....UP
Representative.....Hollingbery
President.....Wiley P. Harris
Gen., Station Mgr.....Fred L. Beard
Comm. Manager.....Frank Gentry
Program Director.....Maurice Thompson
Promotion Director.....Walter Henson
Dir. of News & Sp. Events.....Dick Sanders
Production Mgr.....George Land
Publicity Director.....Gene Grant
Film Manager.....Cliff Bingham
Chief Engineer.....Bob Smathers
Consulting Eng.....A. Earl Cullum, Jr.

WSLI-TV

JACKSON—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 107 Kw...VP: 214 Kw.
Owned-Oper. By....Standard Life Bdcstg. Co.

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How does your sales Garden grow in Kansas City?

With the right merchandising cultivation, sales can bloom in this rich Mid-America market.

Here's the kind of merchandising major food advertisers are getting free right now in the Kansas City market, via KCMO's famous Feature Foods Merchandising plan:

1. 200 store calls each 13 weeks to place point-of-sale material.
2. 75 special one-week displays in top volume stores each 13 weeks.
3. 50 days of in-the-store Bargain Bar promotion, demonstration, sampling, literature distribution.
4. Full reports twice each cycle on each activity in every store.

AND ALL AT NO EXTRA COST! A reasonable radio or TV schedule puts the KCMO Feature Foods Merchandising staff to work for you in Kansas City's top chain and independent supers!

Contact KCMO Radio or KCMO-TV, Kansas City, Missouri.

KCMO

TV-Channel 5

Radio—810 kc
50,000 watts

125 E. 31st Street • Kansas City, Mo. • Represented by The Katz Agency

Affiliated with the publishers of Better Homes and Gardens and Successful Farming Magazines

www.americanradiohistory.com

Business Address....Box 8187
Phone Number....2-6625
Air Time....9 hours daily
News Service....AP
Representative....Weed TV
Membership....NARTB
President....W. R. Newman
General Manager....L. M. Sepaugh
Station Mgr....Owens F. Alexander
Comm. Manager....Evan Hughes
Traffic Director....Iona Edgett
Sports Director....Lyman Hellums
Director of News....Bill Robertson
Publicity Director....Brad Crandall
Film Manager....Fitz Hooton
Chief Engineer....C. A. Perkins
Consulting Eng....Comm. Radio Equip. Co.

WTOK-TV

MERIDAN—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 15.5 Kw...VP: 31.2 Kw.
Owned-Oper. By....Southern Television Corp.
Business Address....Box 1771
Phone Number....3-1441
Air Time....10 hours daily
News Service....AP
Representative....Headly-Reed
President....Robert F. Wright
Commercial Manager....W. B. Crooks
Traffic Manager....Cecil Germany
Program Director....George Shannon
Chief Engineer....Joe Saxon

MISSOURI

Pop. Feb. 1, 1955 (Est.) 4,238,000 — TV Homes 783,000
Stations in State 15

KFVS-TV

CAPE GIRARDEAU—1954—CBS
DuM

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 47.5 Kw...VP: 95 Kw.
Owned-Oper. By....Hirsch Broadcasting Co.
Business Address....324 Broadway
Phone Number....5-5511
Air Time....5½ hours daily
News Service....UP
Pres., Gen. Mgr....Oscar C. Hirsch
Station Manager....Robert O. Hirsch
Comm. Manager....John K. Ramey
Program Director....Donald T. McNeely

KOMU-TV

COLUMBIA—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 24.35 Kw...VP: 48.7 Kw.
Owned-Oper. By....Curators of Univ. of Mo.
Business Address....Box 83
Phone Number....2-1122
Air Time....10 hours daily
News Service....UP
Representative....H-R
Membership....NARTB
Director of TV....Edward C. Lambert
Station Mgr....Claude F. Ratliff, Jr.
Sales Mgr....John O. Conwell
Program Director....Charles D. Sigsbee
Promotion Director....Frank Tuttle
Dir. of News & Sp. Events....Phi E. Berk
Production Mgr....Lee Ellis
Chief Engineer....Duane M. Weise

KHQA-TV

HANNIBAL—1953—CBS-DuM

Channel: 7 VHF..AP: 18.3 Kw...VP: 36.8 Kw.
Owned-Oper. By....Lee Broadcasting, Inc.
Business Address....W. C. U. Bldg.
Phone Number....2-6200
Air Time....9 hours daily
Representative....Weed
President....Lee P. Loomis
General Manager....Walter Rothschild
Program Director....Merritt Milligan
Promotion Director....Dick Moore
Director of News....Don Nicholson
Film Manager....Charles Lotz
Chief Engineer....J. E. Gray

KSWM-TV

JOPLIN—1954—CBS

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 37.4 Kw...VP: 58.9 Kw.
Owned-Oper. By....Air Time, Inc.
Business Address....1928 W. 13th St.
Phone Number....MA 3-7260
Air Time....10 hours daily
News Service....UP
Rep....Venard, Rintoul, & McConnell
Pres., Gen. Mgr....Austin A. Harrison
Sta., Film Manager....Ronald Robson
Comm. Manager....D. T. Knight
Promotional Dir....William Harned
Chief Engineer....Jack Langford

KCMO-TV

KANSAS CITY—1953—ABC—DuM

Channel: 5 VHF..AP: 42.6 Kw...VP: 71.1 Kw.
Owned-Oper. By...Meredith Engineering Co.
Business Address....125 East 31st St.
Phone Number....Jefferson 6789
Air Time....16¼ hours daily
News Service....AP
Representative....Katz
Membership....NARTB, TvB
President....E. T. Meredith, Jr.

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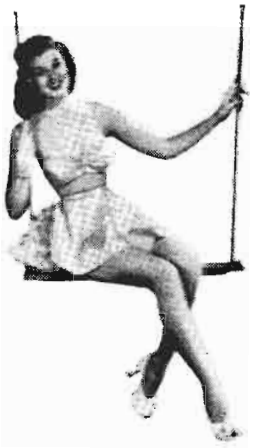

the SWING is to... KMBC-TV

Kansas City's Most Powerful TV Station

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV dwarfs every other television facility in the Heart of America. Channel 9 booms its signal into areas never before covered by Kansas City television. Out-state reception reports from all points of the compass show KMBC-TV delivers markets lying far beyond 100 miles from Kansas City.

If you're aiming your advertising message at Kansas City and its rich surrounding secondary markets, KMBC-TV is the best place to invest your television dollars. Your Free & Peters Colonel can give you complete program and availability information on the Midwest's most-up-and-coming TV station.

...and in Radio, it's the KMBC-KFRM radio TEAM

in the Heart of America

You go first class when you go into the great Heart of America with KMBC-KFRM, the Midwest's leading radio combination. KMBC *of* Kansas City serves 83 counties in western Missouri and eastern Kansas. Four Counties (Jackson and Clay in Missouri and Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, *ranked* 15th *nationally in retail sales*. KFRM *for* the State of Kansas, a bonus to KMBC, puts your selling message into the high-income homes of Kansas, 6th richest agricultural state.

FREE & PETERS, INC.
Exclusive National Representatives

For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television *plus* KMBC-KFRM Radio!

KMBC-TV CBS TELEVISION Primary Basic CBS-TV Affiliate

CBS KMBC-KFRM radio TEAM

www.americanradiohistory.com

Director Radio, TV.....Payson Hall
General Manager.....E. K. Hartenbower
Asst. General Manager.....C. E. Breazeal
Comm. Manager.....S. B. Tremble
Program Dir.....Kenneth W. Heady
Prom., Pub. Director.....F. C. Strawn
Dir. of News & Sp. Events.....James Monroe
Film Manager.....T. R. Thompson
Chief Engineer.....Karl Troeglen
Consulting Engineer.....A. D. Ring

KMBC-TV

KANSAS CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....KMBC Bcstg. Co.
Business Address.....222 W. 11th St.
Phone Number .....Harrison 2650
Air Time.....17 hours daily
Membership .....NARTB, TvB
News Service.....AP, UP, INS
Representative.....Free & Peters, Inc.
1st V.P. & Comm. Mgr...Donald Dwight Davis
V.P. & Gen. Mgr.....John T. Schilling
V.P. & Sales Man.....George J. Higgins
TV Sta. Director.....Mori Greiner
Promotion Director.....Ed Schulz
Director News.....Claude Dorsey
Dir. Special Events.....Jim Burke
Program Director.....Ken Greenwood
Film Manager.....Margaret M. Maley
Chief Engineer.....Henry Goldenberg
Consulting Eng.....A. Earl Cullum, Jr.

WDAF-TV

KANSAS CITY—1949—NBC

Channel: 4.....AP:50 Kw.....VP: 100 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Number.....1729 Grand Ave.
Phone Number.....Harrison 1200
News Service.....AP
Representative..Harrington, Righter, & Parsons
Air Time.....17 hours daily
Membership .....NARTB, TvB
General Manager.....H. Dean Fitzer
Station Mgr.....William A. Bates
Comm. Manager.....E. Manne Russo
Program Director.....Jay Barrington
Dir. News & Sp. Events.....Randall Jessee
Film Manager.....John Krivas
Chief Engineer.....Joseph Flaherty
Consulting Engineer.....George E. Gautney, Gautney, Ray & Price

KFEQ-TV

ST. JOSEPH—1953—CBS-DuM

Channel: 2 VHF...AP: 26 Kw....VP: 52 Kw.
Owned-Oper. By.....KFEQ, Inc.
Business Address.....KFEQ Bldg.
Phone Number 3-2528
Air Time.....9 hours daily
News Service .....AP
Representative.....Headley-Reed
Pres., Gen., Sta. Mgr.....Barton Pitts
Comm. Mgr., Prom. Dir.....Glenn G. Griswold
Program Director.....E. Carleton Schirmer
Director of News.....Ralph Combes
Film, Production Mgr.....Wally Johnson

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

www.americanradiohistory.com

In more and more client-agency huddles, decision-makers are

SOLD ON SPOT

. . . and all the advantages of SPOT TELEVISION advertising which influence their decisions are prominently present on KSD-TV . . . the NBC television network affiliate in the nation's NINTH LARGEST MARKET. That's why more and more client and agency decision-makers are

SOLD ON KSD-TV

The St. Louis Post-Dispatch Television Station
100,000 Watts on VHF Channel 5

National Advertising Representative:

SPOT SALES

www.americanradiohistory.com

Chief Engineer.....J. Wesley Koch
Cons. Eng.....George C. Davis

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC

Channel: 5 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1-1111
Air Time.....18 hours daily
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President .....Joseph Pulitzer
Gen. Manager.....George M. Burbach
Program Director.....Harold Grams
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak
Chief Engineer.....J. E. Risk

KWK-TV

ST. LOUIS—1954—ABC-CBS

Station Operating with Special Temporary Authorization
Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By:.....KWK, Inc.
Business Address.....1215 Cole Street
Phone Number.....MAin 1-9100
Air Time.....18 hours daily
Newspaper Affil.....St. Louis Globe Democrat
News Service.....AP, UP
Representative ..... Katz
Pres., Gen. Manager.....Robert T. Convey
Vice-Pres., Station Dir.....Ray E. Dady
Vice-Pres., Comm. Dir.....V. C. Carmichael
Sales Manager.....James E. Goldsmith
Prog. Dir., Film Mgr.....John W. Tinnea
Promotion, Publicity, Dir.....Fred J. Mueller
News Editor.....Jack Griffin
Production Manager.....Ted Liss
Chief Engineer.....N. J. Zehr
Consulting Eng.....E. Earl Cullum, Jr.

For Important
Telephone Numbers
in
New York
Chicago
Washington
Los Angeles
See
Page 100

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NEWS from

ABC, CBS & DuMONT Features

WTVI • *Channel 54*

ST. LOUIS 2, MISSOURI

Jim — Just a statue delivers

ST. LOUIS POST-DISPATCH Tues., Jan. 25, 1955

Television Notes and Gossip

WHEN Perry Como appears on Max Liebman's "spectacular" on NBC-TV Sunday night, he will get $25,000 for a 15-minute stint.

* * * *

Actor Jack Webb, the Sgt. Joe Friday of television and radio, will be master of ceremonies for the announcement of nominations for the Academy Awards Feb. 12. The event will be telecast nationally by NBC-TV.

* * * *

NBC is reported to have offered Kent Murray the job of producer and star of his Sunday night Comedy Hour series.

* * * *

Ed Furgol of St. Louis, the National Open golf champ, will be a guest on the Today program on KSD-TV tomorrow morning. Gen. Omar Bradley will be a guest Friday.

* * * *

Television Playhouse on NBC-TV Sunday night will star Peter Lind Hayes and his wife Mary Healy, who have an exclusive CBS-TV contract. CBS gave them permission to do the show.

A survey by Radio-Television Daily on re-runs of television film programs shows that the re-runs tend to have a higher rating that the original runs.

* * * *

Singer Peggy Lee is writing some special lyrics for Dinah Shore.

* * * *

Frances Octavia Smith will be one of the guests on the Bob Hope Show a week from tonight. Frances Octavia Smith is the original name of Dale Evans, wife of Roy Rogers, who also will be a future guest.

* * * *

Like movie actors, circus performers used to be reluctant to appear on television for fear it would lessen the attraction for personal appearances. But now most of them have decided that it helps.

* * * *

Victure Mature is making money in television, without being in it. He has a television store in Hollywood.

Perfect for Fuels

Yes!!

New York proved it. .
San Diego proved it. .
Los Angeles proved it. .
now WTVI has pioneered and PROVED this idea in the greater St. Louis area. A half hour show on WTVI with 'multiple-exposure' handling delivers more viewers for that program than a single showing on any other St. Louis TV station.

WTVI always delivers

more audience

for less money!

for detailed proof of actual case histories in St. Louis call your WTVI man today.

It's our best buy in St. Louis

The Boss

WTVI *delivers MORE AUDIENCE for LESS MONEY than any other St. Louis TV Station*

Write, wire or phone collect —

RADIO TV REPRESENTATIVES, INC. • *New York*, MU 8-4340; *Chicago*, FI 6-0982; *San Francisco*, YU 6-2982; *Beverly Hills*, BR 2-6738

JOHN D. SCHEUER, Jr., *Exec. V-Pres. & Gen. Mgr.*, EX 7-0054 • JAMES R. BONFILS, *Local Sales Mgr.*, GE 6-5454

www.americanradiohistory.com

WTVI

ST. LOUIS—1953—ABC-CBS-DuM

Channel: 54 UHF....AP: 7 Kw.....VP: 12 Kw.
Owned-Oper. By..Signal Hill Telecasting Corp.
Bus. Studio Address.....10200 West Main St.
Phone Number 7-0054
Air Time.....8 hours daily
Representatives ....Radio-TV Representatives Inc.
President.....Paul E. Peltason
Gen. Mgr. & Ex. V.P.....John D. Scheuer Jr.
Comm. Manager.....James R. Bonfils
Program Director.....Ted Wescott
Prom., Pub. Dir.....James F. Jae Jr.
Dir. of News & Sp. Events....Bruce Hayward
Production Mgr.....Jack Murdock
Film Manager.....Wm. Cook
Chief Engineer.....Dick Trompeter

KRCG

JEFFERSON CITY—1955—CBS

Station Operating with Special Temporary Authorization
Channel: 13.... AP: 63.1 Kw.....VP: 105 Kw.
Address.....Callaway Hills Farm
Phone Number.....6-6188, 5-3122
Owned By.....Mrs. Betty Goshorn Handy
Representative ..... Hoag-Blair
Eng. Rep....Commercial Radio Equipment Co.

KDRO-TV

SEDALIA—1954

Channel: 6 VHF..AP: 8.71 Kw...VP: 16.2 Kw.
Owned-Oper. By.....Milton J. Hinlein
Business Address.....2100 W. Broadway
Phone Number 4004
Representative .....Pearson
General Manager.....Herb Brandes
Commercial Mgr.....James Glenn
Chief Engineer.....Bob Smith

KTTS-TV

SPRINGFIELD—1953—CBS-DuM

Channel: 10 VHF..AP: 6.38 Kw..VP: 12.76 Kw.
Owned-Oper. By.....Independent Bcstg. Co.
Business Address.....P. O. Box 1716
Phone Number 2-7474
Air Time.....14 hours daily
News Service.....AP, UP
Representative ..... Weed
Membership .....NARTB
President.....J. H. G. Cooper
Gen., Sta. Manager.....G. Pearson Ward
Program Director.....Kevin McAndrews
Dir. of News & Sp. Events.....Bill Bowers
Film Manager.....Ted Tucker
Chief Engineer.....William F. Curry
Consulting Engineer.....J. C. McNary

KYTV

SPRINGFIELD—1953—ABC-NBC

Channel: 3 VHF..AP: 30.5 Kw...VP: 61 Kw.
Owned-Oper. By....Springfield Television Inc.
Business Address.....999 W. Sunshine
Phone Number 6-2766
Air Time.....11 hours daily
News Service .....AP
Membership .....NARTB, TvB
President.....Lester L. Cox
Co-Mgr., Comm. Mgr.....Ralph L. Stufflebam
Co-Mgr., Prog. Dir.....Carl Fox
Promotion Director.....J. Robert Muie
Dir. of News & Sp. Events..Richard L. Hainline
Production Mgr.....Gene Hudson
Film Manager.....Fred L. Rains
Chief Engineer.....E. Dennis White

MONTANA

Pop. Feb. 1, 1955 (Est.) 640,000 — TV Homes 52,000
Stations in State 4

KOOK-TV

BILLINGS—1953—CBS-DuM-ABC NBC

Channel: 2 VHF..AP: 8.8 Kw...VP: 17.5 Kw.
Owned-Oper. By.....Montana Network
Business Address.....P. O. Box 1498
Phone Number 9-2382
Membership .....NARTB
Representative.....Headley-Reed
President.....C. L. Crist
Gen., Station Manager.....V. V. Clark
Comm. Manager.....John Conner
Program Director.....Ed Peiss
Dir. of News & Sp. Events.....Lee Peer
Chief Engineer.....Grant French
Cons. Engineer....Comm. Radio & Equip. Co.

KXLF-TV

BUTTE—1953—NBC-DuM

Channel: 6 VHF....AP: 1 Kw.....VP: 2 Kw.
Owned-Oper...Pacific Northwest Broadcasters
Business Address.....1681 George St.
Phone Number 2-2696
Air Time.....8 hours daily
Membership .....TvB
Reps. East.....Walker,
West .....Pacific Northwest
President.....E. B. Craney
Station Manager.....Jim Manning
Commercial Mgr.....J. Wythe Walker
Chief Engineer.....Jack Provis
Consulting Engineer.....George Adair

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KFBB-TV

GREAT FALLS—1954—ABC-CBS DuM

Channel: 5 VHF..AP: 12.6 Kw...VP: 25.1 Kw.
Owned-Oper. By.....Wilkins Broadcast Inc.
Business Address.....Box 1139
Phone Number 4-4377
Air Time.....4½ hours daily
News Service .....UP
Representative .....Headley-Reed
Pres., Gen. Mgr.....J. P. Wilkins
Station Manager.....LeRoy Stahl
Comm. Manager.....W. C. Blanchette
Program Director.....Robert Froemming
Film Manager.....Ted Funyak
Chief Engineer.....Anthony J. LoPuch
Con. Engineer.....Weldon & Carr

KGVO-TV

MISSOULA—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 13 VHF..AP: 29.4 Kw...VP: 58.8 Kw.
Owned-Oper. By.....Mosby's Inc.
Business Address.....127 East Main St.
Phone Number 9-7668
News Service.....UP
Representative .....Gill-Perna
Membership .....NARTB, TvB
Pres., Gen., Sta. Manager.....A. J. Mosby
Comm. Manager.....Hugh Bader
Prog. Director.....Jack Harrington
Dir. of News & Sp. Events.....Don Weston
Prod. Mgr.....Charles Cromwell
Publicity Director.....Shirley Pohrman
Film Manager.....Robert Mohaires
Chief Engineer.....Amos Hargrove
Con. Engineer.....Archer Taylor

NEBRASKA

Pop. Feb. 1, 1955 (Est.) 1,394,000 — TV Homes 208,000
Stations in State 5

KLRJ-TV

HENDERSON—1955—NBC

Station Operating with Special Temporary Authorization
Channel: 2 VHF..AP: 12.2 Kw...VP: 6.3 Kw.
Owned-Oper....Southwestern Publishing Co.
Business Address..737 North Main, Las Vegas
Representative .....Pearson
General Manager.....Bob Gardner
Production Manager.....Rick Williams
Chief Engineer.....Stanley Sulek

8 of the TOP TEN Multi-Weekly Shows in the OMAHA AREA are on WOW-TV channel-6

- DINAH SHORE
- HOWDY DOODY
- *NEWS, SPORTS (10:15 P.M.)
- EDDIE FISHER
- *WEATHER, NEWS (10 P.M.)
- CAMEL NEWS CARAVAN
- *EARLY EVENING NEWS (6:20 P.M.)
- *STAND BY FOR ACTION

*Local live shows

Facts from NOV. 1954 Pulse

Low-cost participations in starred programs have produced results for others and can for you . . . Write Fred Ebener, Sales Manager, WOW-TV, Omaha, Nebraska for availabilities.

WOW TV OMAHA

Channel 6 • Blair TV Rep. • CBS-TV • NBC-TV Aff.

Affiliated with "Better Homes and Gardens" and "Successful Farming" magazines.

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KHOL-TV

KEARNEY—1953—ABC-CBS-DuM

Channel: 13 VHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By.....Bi-States Co.
Business Address.....414 East Ave.
Phone Number.....SH 3-4541
Representative.....Meeker
Membership.....NARTB
President.....Wayne Brewster
Station Manager.....Duane L. Watts
Asst. Station Manager.....Jack Gilbert
Sales Manager.....Jack Gilbert
Program Director.....Bob Schnuelle
Prom., Pub. Director.....J. R. Hackney
Dir. of News, Prod. Mgr.....Bob Schnuelle
Film Director.....K. Cooper
Chief Engineer.....Jack Lewis
Con. Eng.....Comm. Radio Equip. Co.

KOLN-TV

LINCOLN—1953—ABC-CBS-DuM

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By
Cornhusker Radio & TV Corp.
Address.....40th and W Sts.
Representative.....Avery-Knodel
Membership.....NARTB, TvB
President.....John E. Fetzer
Gen., Sta. Mgr.....A. James Ebel
Comm. Manager.....Thomas L. Young
Program Director.....Paul Jensen
Prom., Pub. Director.....Graham Jeambey
Dir. of News & Sp. Events.....By Krasne
Production Mgr.....Bill Hemke
Film Manager.....Eli Modenstein
Chief Engineer.....D. R. Taylor
Con. Engineer.....Craven, Lohnes & Culver

KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....May Bcstg. Co.
Bus.-Trans. Address.....2615 Farnam St.
Phone Number.....HA 3333
Air Time.....17 hours daily
News Service.....UP
Representative.....Edward Petry & Co.
Membership.....NARTB
President.....Edward W. May
Ex., V.P., Gen. Mgr.....Owen Saddler
Commercial Manager.....Arden Swisher
Program Director.....Glenn Harris
Promotion Dir.....Joe Baker
Pub. Director.....Amos Eastridge
Film Manager.....Joe Binko
Dir of News and Spec. Events....Floyd Kalber
Production Director.....Lew Jeffrey
Chief Engineer.....R. J. Schroeder
Consulting Engineer.....Robert M. Silliman

WOW-TV

OMAHA—1949—NBC

Channels: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meredith WOW, Inc.
Business Address.....Insurance Bldg.
Phone Number.....WEbster 3400
Air Time.....17¾ hours daily
News Service.....UP, INS
Representative.....Blair TV
Membership.....NARTB, TvB
Chairman of Board.....Fred Bohen
President.....E. T. Meredith, Jr.
V.P. & Treas.....Payson Hall
General Manager.....Frank P. Fogarty
Asst. Gen. Manager.....Lyle DeMoss
Sales Mgr.....Fred Ebener
Program Director.....Bill McBride
Promotion Dir.....Bob Seltzer
Dir. of News & Spec. Events.....Ray Clark
Production Mgr.....Verne Reynolds
Film Manager.....Bill McBride
Dir. of Engineering.....Wm. J. Kotera
Chief Engineer.....Glenn Flynn

NEVADA

Pop. Feb. 1, 1955 (Est.) 222,000 — TV Homes 26,000
Stations in State 2

KLAS-TV

LAS VEGAS—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 14.5 Kw...VP: 29 Kw.
Owned-Oper. By....Las Vegas Television Inc.
Business Address.....Box 711
News Service.....AP
Representative.....Weed
Membership.....NARTB
President.....R. G. Jolley
Gen., Station Mgr.....Jean Paul King
Comm. Manager.....Marian Y. Komar
Program Director.....James A. Lilly
Prom., Pub. Director.....Henry Thompson
Director of News & Sp. Events....Ross Durfee
Production Manager.....Donald C. Graves
Film Manager.....Robert Keate
Chief Engineer.....Ralph E. Smith
Con. Engineer.....Grant Wrathall

KZTV

RENO—1953
ABC-CBS-NBC-DuM

Channel: 8 VHF..AP: 1.4 Kw...VP: 2.7 Kw.
Owned-Oper....Nevada Radio-Television Inc.
Business Address.....770 East 5th St.

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Phone Number 3-0721
Newspaper Affil.....Review Journal
News Service .....AP
Representative .....Pearson
President.....Donald W. Reynolds
General Manager.....Harry Huey

NEW JERSEY

Pop. Feb. 1, 1955 (Est.) 5,354,000 — TV Homes 1,456,000
Stations in State 2

WRTV

ASBURY PARK—1953

Channel: 58 UHF. AP: 9.12 Kw.. VP: 17.10 Kw.
Owned-Oper. By.....Atlantic Video Corp.
Business Address.....Eatontown Circle
Phone Number.....EAtontown 3-1520
President.....Walter Reade, Jr.
Vice-Pres., Mgr.....Harold C. Burke
Commercial Mgr.....Allen Preville
Production Mgr.....Bernard Probert

WATV

NEWARK—1948

Channel: 13 VHF..AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Bremer Broadcasting Co.
Business Address.....1020 Broad Street
Phone No.....BArclay 7-3260, PLaza 5-1331
Air Time.....13 hours daily
News Service .....AP
Representative .....Edward Petry
President & Gen. Mgr.....Irving R. Rosenhaus
Vice-President.....Edmund S. Lennon
Vice-Pres. in Chg. Sales...Bertram Lebhar, Jr.
Program Director.....George Green
Prom., Publicity Director.....Lou Frankel
Dir. of News & Sp. Events, Prod. Mgr.....Herb Green
Film Manager.....Robert Paskow
Vice-Pres. Engineering.....Frank V. Bremer

NEW HAMPSHIRE

Pop. Feb. 1, 1955 (Est.) 542,000 — TV Homes 105,000
Stations in State 1

WMUR-TV

MANCHESTER—1954—ABC-DuM

Channel: 9 VHF..AP: 67.6 Kw...VP: 112 Kw.
Owned-Oper. By....Radio Voice of N. H. Inc.
Business Address.....1819 Elm St.
Phone Number 5-5788
Air Time.....10 hours daily
News Service .....UP
Representative .....Weed
Membership .....TvB
President.....Francis P. Murphy
Vice Pres., Gen. Mgr.....Norman Gittleson
Asst. Mgr.....Louis Allen
National Sales Director.....Dana Baird
Program Director.....William Gildersleeve
Promotion Director.....Lucien Dumont
Dir. of News & Sp. Events.....Thomas Power
Film Manager.....Robert Boak
Chief Engineer.....Charles Halle
Con. Engineer.....Jansky & Bailey

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NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — TV Homes 98,000

Stations in State 4

KGGM-TV

ALBUQUERQUE—1953—CBS

Channel: 13 VHF...AP: 6 Kw....VP: 12 Kw.
Owned-Oper. By.....New Mexico Bcstg. Co.
Bus. Address.....1414 West Coal Ave. S. W.
Phone Number 3-4543
News Service.....AP, UP
Representative .....Weed
President, Station Mgr.....A. R. Hebenstreit
Comm. Manager.....George B. Morgan
Prog., Prom., Pub. Dir.....Bob Van Driel
Production Mgr.....Ed Sanchez
Film Manager.....Jim Morley
Chief Engineer.....Leonard F. Dodds
Con. Engineer.....A. Earl Cullum, Jr.

KOAT-TV

ALBUQUERQUE—1953—ABC-DuM

Channel: 7 VHF..AP: 12.9 Kw...VP: 28.8 Kw.
Owned-Oper. By.....Alvarado Television Co.
Business Address.....122 S.E. Tulane Dr.
Phone Number 5-8716
Membership .....NARTB, TvB
Representative .....Hollingbery
President.....A. M. Cadwell
Comm. Manager.....Mel Drake
Station Manager.....Ted Snider
Program Director.....Richard True
Prom. Mgr.....W. Bozarth
Chief Engineer.....William Carman

KOB-TV

ALBUQUERQUE—1948
NBC-DuM

Channel: 4 VHF..AP: 5.6 Kw...VP: 11.3 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address....1430 Coal Ave., S. W.
Phone Number 3-4411
News Service .....UP
Representative .....Branham
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Wayne Coy
Comm. Manager.....Rolf S. Nielsen
Program Director.....Dorothy B. Smith
Prom., Pub. Director.....Dallas Wyant
Dir. of News & Sp. Events....George Morrison
Prod. Manager.....Al Jarrett
Film Manager.....Milford Williams
Chief Engineer.....George S. Johnson

KSWS-TV

ROSWELL—1953—ABC-DuM
NBC-CBS

Channel: 8 VHF..AP: 57.5 Kw...VP: 115 Kw.
Owned-Oper. By.....John A. Barnett
Business Address.....1723 W. Second St.
Phone Number 3737
News Service .....AP
Representative.....Meeker, Melville
Membership ..... NARTB
Owner & Gen. Mgr.....John A. Barnett
Asst. Gen. Manager.....W. L. Shackelford
Director of Sales.....Paul B. McEvoy
Program Director.....Jack Shafer
Chief Engineer.....Ray Summersgill
Consulting Engineer.....George Gautney

NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — TV Homes 4,310,000

Stations in State 22

WROW-TV

ALBANY—1953—ABC-DuM-CBS

Channel: 41 UHF..AP: 138 Kw...VP: 269 Kw.
Owned-Oper. By....Hudson Valley Bcstg. Co.
Business Address.....Box 4100
Phone Number 3-2225
Air Time.....9 hours daily
Representative .....Bolling
General Manager.....Thomas S. Murphy
Station Manager.....Harry L. Goldman
Commercial Mgr.....Harry Littler
Program Director.....Charles Pogan
Promotion Dir.....Hilda Nauman
Chief Engineer.....Charles Heisler

WNBF-TV

BINGHAMTON—1949
ABC-CBS-NBC-DuM

(Sale to Triangle Publications Pending FCC Approval)

Channel: 12 VHF..AP: 83 Kw... VP: 166 Kw.
Owned-Oper. By.....Clark Associates, Inc.
Business Address.....Wall & Henry Sts.
Phone Number 3-7311
News Service .....AP
Representative .....Bolling
Membership .....NARTB
General Manager .....George R. Durham
Sales Manager.....Stanley N. Heslop
Program Dir., Film Mgr.....Edward M. Scala
Prom., Publicity Director.....John L. Turner
Production Manager.....Clark Pollock
Chief Engineer.....L. H. Stantz
Con. Engineer.....Jansky & Bailey

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WBEN-TV

BUFFALO—1948—NBC

Channel: 4 VHF..AP: 27 Kw...VP: 54 Kw.
Owned-Oper. By.....WBEN, Inc.
Phone Number.....MOhawk 0930
Studio, Transmitter Location.....Hotel Statler
Air Time.....17½ hours daily
Newspaper Affil.....Buffalo Evening News
News Service.....AP, INS, UP
Representative.....Harrington, Righter & Parsons, Inc.
Membership.....NARTB
President.....Edward H. Butler
Vice-President.....Alfred H. Kirchhofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Station Mgr.....George R. Torge
Prom., Pub. Dir.....Joseph A. Haeffner
Film Director.....Quintin P. Renner
Program Dir.....Frederick A. Keller
Prod. Manager.....John L. Hutchinson, Jr.
Chief Engineer.....Ralph J. Kingsley
Consulting Eng.....A. E. Cullum, Jr.
Asst. Tech. TV Dir.....R. G. Beerbower

WBUF-TV

BUFFALO—1953—ABC-CBS-DuM NBC

Channel: 17 UHF..AP: 114.5 Kw..VP: 229 Kw.
Owned-Oper. By....WBUF, Inc. "Sale to NBC pending FCC approval."
Business Address.....184 Barton St.
Phone Number.....Summer 1717
Air Time.....8 hours daily
News Service.....UP
Representative.....H-R
Membership.....NARTB
Persident & Station Mgr.....Sherwin Grossman
Vice-Pres. & Co-Mgr.....Gary L. Cohen
Comm. Mgr.....Robert L. Brenner
Prog. Coordinator.....Carol S. Moe
Dir. of News & Sp. Events.....Frank Fredrics
Sports Director.....Don Cunningham
Publicity Director.....Victoria Patrick
Film Director.....William Maier
Director of Oper.....Ernest E. Rety
Consulting Eng.....Kear & Kennedy

WGR-TV

BUFFALO—1954—NBC-DuM-ABC

Station Operating with Special Temporary Authorization
Channel: 2 VHF...AP: 66 Kw....VP: 100 Kw.
Owned-Oper. By.....WGR Corporation
Business Address.....184 Barton St.
Phone Number.....SUmmer 7115
Air Time.....18 hours daily
News Service.....UP
Representative.....Headley-Reed
Membership.....NARTB
President.....George F. Goodyear
General, Station Mgr.....J. J. Bernard
Comm. Manager.....Ollie Howard
Prog. Director.....VanBeuren De Vries
Prom., Pub. Director.....Phillip Curtis
Production Mgr.....Warren Rossell
Dir. News & Sp. Events.....VanBeuren & Charles Warren
Film Manager.....M. Eisler
Chief Engineer.....Karl B. Hoffman
Consulting Eng.....Walter L. Davis

WCNY-TV

CARTHAGE—1954—ABC-CBS-DuM

Station Operating with Special Temporary Authorization
Channel: 7 VHF..AP: 91.2 Kw...VP: 174 Kw.
Owned-Oper. By....The Brockway Company
Business Address.....P. O. Box 211
Phone Number.....410
Air Time.....8 hours daily
News Service.....UP
Representative.....Weed
Membership.....NARTB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....James W. Higgins
Commercial Mgr.....Alford M. Tauroney
Program & Prom. Director....David M. Graves
Film Manager.....John A. LaLibertie
Chief Engineer.....Maynard B. Davis
Consulting Engineer.....George C. Davis

WKNY-TV

KINGSTON—1954—CBS-NBC-DuM ABC

Channel: 66 UHF..AP: 11.5 Kw...VP: 24.4 Kw.
Owned-Oper. By.....WKNY-TV Corp.
Business Address.....601 Broadway
Phone Number.....Kingston 4500
Air Time.....6 hours daily
News Service.....AP
Representative.....Meeker
President.....Joseph K. Close
General Manager.....Robert M. Peebles
Station Manager.....Robert L. Sabin
Prog. Prod., Pub. Director.....Irv Rose
Film Manager.....Bern Levy
Chief Engineer.....Bill Reeves
Consulting Engineer.....George Lohnes

WABC-TV

NEW YORK—1948—ABC

Channel: 7 VHF...AP: 40 Kw....VP: 80 Kw.
Owned-Oper. By
American Bcstg.-Paramount Theaters, Inc.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Air Time.....16 hours daily
News Service.....INS
Membership.....NARTB
Representative.....Weed
President.....Robert E. Kintner
V.P., Gen. Mgr.....Ted Oberfelder
Sales Manager.....Trevor Adams
Sales Secy.....Marie Adams
Program Director.....Ardien Rodner
Nat. Spot Sales & Traffic Mgr.....Dan Norton
Dir. News & Sp. Events.....John Daly
Production Mgr.....Gordon Kunz
Publicity Director.....DeWard Jones
Film Manager.....George Rice
Chief Engineer.....Frank Marx
Consulting Eng.....Kear & Kennedy

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Independent
Television
Station

REPRESENTATIVE:
Free & Peters, Inc.

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WABD

NEW YORK—1944—DuM

Channel: 5 VHF..AP: 8.4 Kw...VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont Laboratories, Inc.
Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2600
Air Time.....13 hours daily
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
President.....Allen B. DuMont
Managing Director.....Ted Bergmann
Station Manager.....George L. Barenbregge
Sales Manager.....W. Crawford
Prog., Prod. Director.....James L. Caddigan
Promotion Director.....Norman S. Ginsburg
Director of News & Sp. Events....David Lowe
Publicity Director.....Gerald Lyons
Film Manager.....Henry Humphrey
Chief Engineer.....Rodney D. Chipp

WATV

NEWARK, N. J.

(See New Jersey listing)

WCBS-TV

NEW YORK—1941—CBS

Channel: 2 VHF..AP: 22 Kw...VP: 43 Kw.
Owned-Oper.....Columbia Bcstg. System Inc.
Business Address.....485 Madison Ave.
Phone Number.....PLaza 1-2345
Air Time.....19 hours daily
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
Membership.....NARTB, TvB
President (CBS Inc.).....Frank Stanton
President (CBS TV Div.)..J. L. Van Volkenburg
General Manager.....Sam Cook Digges
General Manager Asst.....Clarence Worden
General Sales Mgr.....Frank Shakespeare
Program Dir.....Hal Hough
Dir. Adv. & Sales Promotion....Robert G. Patt
Asst. Prog. Dir. & Prod. Mgr...Dan Gallagher
Publicity Director.....Robert Fuller
Film Manager.....William C. Lacey
Chief Engineer.....Robert G. Thompson

WOR-TV

NEW YORK—1949

Channel: 9 VHF....AP: 44Kw.....VP: 88 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Air Time.....11½ hours daily
News Service.....AP, UP
Station Representative.....H-R Reps.
Membership.....NARTB, TvB
President.....Thomas F. O'Neil
V.P. in Charge.....Gordon Gray
Executive Asst.....Seymour Handy
Comm. Mgr.....Charles H. Philips
Promotion Director.....Robert Sullivan
Dir. of News & Sp. Events.....George Brown
Production Mgr.....Ivan Reiner
Publicity Director.....Richard Jackson
Film Manager.....Milford Fenster
Chief Engineer.....Charles Singer

WPIX

NEW YORK—1948

Channel: 11 VHF..AP: 51 Kw...VP: 100 Kw.
Owned-Oper. By.....N. Y. Daily News
Address.....220 E. 42nd St.
Phone Number.....MU 2-6500
Air Time.....12 hours daily
News Service.....UP
Newspaper Affiliation....N. Y. Daily News
Station Representative.....Free & Peters
President.....F. M. Flynn
V.P., Gen., Mgr.....F. M. Thrower
Asst. Gen. Manager.....L. Pope
Program Manager.....W. R. Rich
News & Sp. Events Mgr.....Walter Engels
Sales Mgr.....J. A. Patterson
Promotion Director.....M. Kraemer
Chief Engineer.....O. Freeman
Film Mgr.....Carol Levine
Consulting Engineer.....A. D. Ring

WRCA-TV

NEW YORK—1941—NBC

Channel: 4 VHF..AP: 7.25 Kw...VP: 14.5 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Air Time.....18 hours daily
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
Membership.....NARTB
General Manager.....Hamilton Shea
Station Manager.....Ernest de la Ossa
Comm. Manager.....Jay Heiten
Program Director.....Steve Krantz
Prom., Adv., & Merh. Dir.....Max E. Buck
Dir. of News & Sp. Events.....Bill Berns
Production Manager.....Peter Affe
Publicity Director.....William Anderson
Chief Engineer.....Al Jackson

WIRI

PLATTSBURG—1954—DuM

Station Operating with Special Temporary Authorization
Channel: 5 VHF...AP: 12 Kw....VP: 20 Kw.
Owned-Oper...Great Northern Television Inc.
Business Address.....357 Cornelia St.
Phone Number.....3070
News Service.....AP
President, Gen., Sales Mgr.....Joel H. Scheier
Program Director.....Hal Wilson
Production Director.....Carl Stohn Jr.
Chief Engineer.....John H. Nazak

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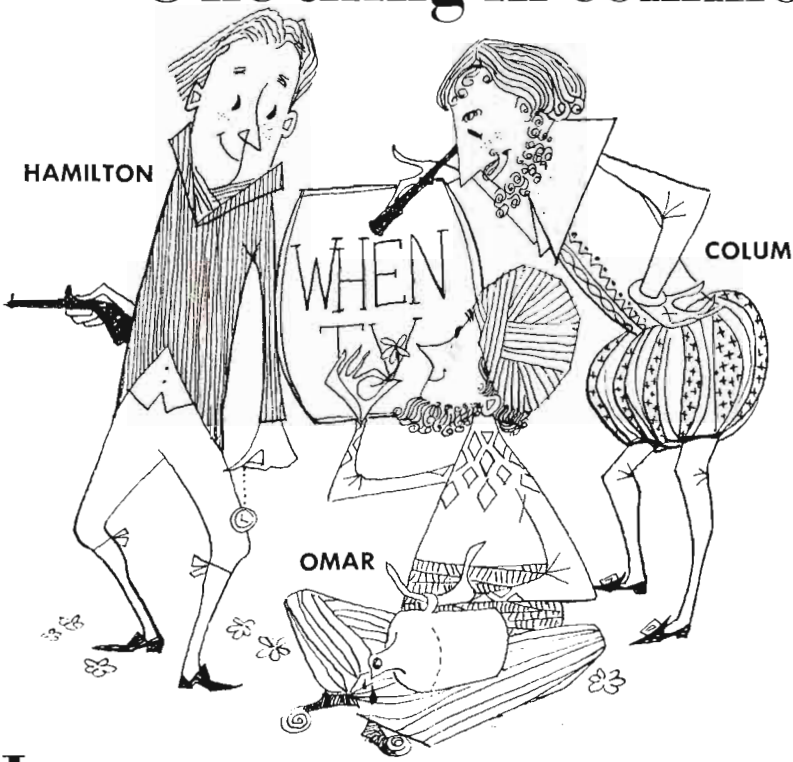
One thing in common



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W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

CBS-ABC-DUMONT
A MEREDITH STATION

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WHAM-TV

ROCHESTER—1949—NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Stromberg Carlson Co.
Business Address.....100 Carlson Road
Phone Number.....Culver 7240
Representative .....Hollingbery
Membership .....NARTB
Vice-Pres., Gen. Mgr.....William Fay
Commercial Manager....John W. Kennedy, Jr.
Program Director.....Charles W. Siverson
Promotion Director.....Ralph Wallace
Publicity Director.....Terry David
Director of News.....David E. Kessler
Production Mgr.....James Trayhern
Film Director.....David Manning
Chief Engineer.....Kenneth Gardner

WHEC-TV

ROCHESTER—1953—CBS

Channel: 10 VHF..AP: 66 Kw...VP: 124 Kw.
Owned-Oper. By.....Gannett Co., Inc.
Business Address.....55 Exchange St.
Phone Number.....Baker 6740
Representative .....Everett-McKinney
Membership .....NARTB, TvB
President.....Frank E. Gannett
Vice-Pres., Gen. Mgr.....C. Glover DeLaney
Asst. Gen. Manager.....Lowell H. MacMillan
Comm. Manager.....LeMoine C. Wheeler
Program Director.....William J. Adams
Promotion Director.....Betty Borden
Production Manager.....Douglas Tillett
Film Manager.....James Reidenbach
Chief Engineer.....Bernard C. O'Brien
Technical Director.....Richard K. Blackburn

WVET-TV

ROCHESTER—1953—CBS-ABC

Channel: 10 VHF..AP: 62.5 Kw...VP: 125 Kw.
Owned-Oper. By.....Veterans Bcstg. Co., Inc.
Business Office.....17 Clinton Ave. S.
Phone Number.....Hamilton 4820
Representative .....Bolling
Pres., Gen., Station Mgr.....Ervin F. Lyke
Comm. Manager.....Arthur Murrellwright
Program, Pub. Director.....Paul C. Louther
Promotion Director.....Donald Kallock
Dir. of News & Sp. Events.....David Roberts
Production Manager.....F. Chase Taylor
Film Manager.....Arthur V. Cook
Chief Engineer.....Raymond Jones
Consulting Eng.....John Creutz

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 6 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Road
Phone Number.....Schenectady 7-2261
Air Time.....17½ hours daily
News Service.....UP, AP
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President.....Chester H. Lang
General Mgr.....Raymond W. Welpott
Manager of GE Broadcasting
Stations Dept.....Robert B. Hanna, Jr.
Comm. Manager.....Robert F. Reid
Prog. Director, Film Mgr.....Albert G. Zink
Prom., Pub. Director.....James Q. Cobb
Dir. of News & Sp. Events..Lansing Christman
Chief Engineer.....Willard J. Purcell

WHEN-TV

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF..AP: 100 Kw. VP: 190 Kw.
Owned-Oper. By.Meredith Syracuse TV Corp.
Address.....101 Court St.
Phone Number 74-5711
Air Time.....17½ hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB, TvB
President.....E. T. Meredith, Jr.
Vice-Pres. & Gen. Mgr.....Paul Adanti
Comm. Manager.....W. H. Bell
Prog. Dir., Film, Prod. Mgr....Gordon Aldeman
Prom., Publicity Director.....Robert G. Peel
Chief Engineer.....Frank Spain

WSYR-TV

SYRACUSE—1950—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Central N. Y. Bcstg. Corp.
Business Address.....224 Harrison St.
Phone Number 3-7111
Air Time.....18 hours daily
News. Affil...Post & Standard, Herald-Journal
News Service.....UP INS
Representative ....Harrington-Righter-Parsons
Membership .....NARTB
Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur
Comm. Manager.....William R. Alford, Jr.
V.P. in Charge of Prog.....William V. Rothrum
Prom., Pub. Director.....Thomas F. McCollum
Dir. of News & Sp. Events.....Fred Hillegas
Program Director.....James McDonald
Film Manager.....Rodney Swift
Chief Engineer.....Albert Eicholzer
Consulting Eng....Craven, Lohnes & Culver

WKTV

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 100 Kw...VP: 187 Kw.
Owned-Oper. By....Copper City Bcstg. Corp.
Business Address.....P. O. Box 386
Phone Number 3-0404
Air Time.....18 hours daily
News Service .....UP
Representative.....Donald Cooke, Inc.
President.....Myron J. Kallet
Gen., Sta., Comm. Mgr.....Michael C. Fusco
Program Dir.....Jack Fredericks
Pro., Pub. Director.....Frank Gruenewald
Dir of News & Sp. Events.....Lyle Bosley
Prod. Manager.....Edward Whittaker
Film Manager.....Joseph Casaletta
Chief Engineer.....De Forest T. Layton, Jr.
Consulting Eng.....George Adair

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NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — TV Homes 556,000

Stations in State 11

WISE-TV

ASHEVILLE—1953—NBC

Channel: 62.....AP: 16 Kw.....VP: 29 Kw.
Owned-Operated By.....WISE, Inc.
Address.....100 College St.
Phone Number.....3-5381
Air Time.....5 hours daily
News Service .....AP
Representative .....Bolling
President, Gen. Mgr.....Harold H. Thomas
Commercial Mgr.....Joseph J. Master
Program Director.....Coletta M. Mouw
Dir. of News & Sp. Events.....Rex Moore
Film Manager.....Paul Bridges
Chief Engineer.....John Randolph

WLOS-TV

ASHEVILLE—1954—ABC—DuM

Station Operating with Special Temporary Authorization
Channel: 13:....AP: 85 Kw.....VP: 170 Kw.
Owned-Oper. By....Skyway Broadcasting Co.
Business Address.....288 Macon Avenue
Phone Number.....2-2431
Air Time.....11 hours daily
News Service .....UP
Rep.....Venard, Rintoul & McConnell; Ayers
President.....Charles M. Britt
Gen. Mgr. & Exec. V.P.....Charles B. Britt
Comm. Manager.....Bradley H. Roberts
Prog. Dir., Prod. Mgr.....Charles E. Newcomb
Dir of News & Sp. Events..James E. Edmonds
Production Manager.....Charles E. Newcomb
Film Manager.....Bob Hensley
Chief Engineer.....M. D. Hunnicut
C. Eng..Page, Creutz, Garrison & Waldschmitt

WQMC

CHARLOTTE—1953—ABC-NBC-DuM

Channel: 36 UHF..AP: 12 Kw...VP: 24 Kw.
Owned-Oper. By.....WAYS-TV
Business Address.....3229 South Blvd.
Phone Number .....ED 4-5374
Air Time.....7 hours daily
News Service .....UP
Representative .....Bolling
President.....Harold H. Thoms
General Manager.....James P. Poston
Station Manager.....James F. Polston
Comm. Manager.....George Carter
Program Dir., Prod. Mgr.....Richard Frosch
Promotion Director.....Don Matney
Dir of News & Sp. Events.....Bill Rollins
Chief Engineer.....B. C. Stewart
Consulting Eng.....Craven, Lohnes & Culver

WQMC

CHANNEL 36

CHARLOTTE, NORTH CAROLINA

Representative: The Bolling Company.

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WBTV

CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business Address.....1901 W. Morehead
Phone Number 3-8833
Air Time.....16 hours daily
News Service.....UP, AP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President.....Joseph M. Bryan
Exec. V.P., Gen. Mgr....Charles H. Crutchfield
V.P., Sales & Prom.....J. Robert Covington
V.P. Prog. & Pub. Rel.....Kenneth I. Treadwell
Controller.....C. K. Spicer
Gen. Sales Mgr.....Wallace J. Jorgenson
Sales Manager.....Paul B. Marion
Dir. of Engineering.....Thomas Howard
Promotion Supervisor.....John Dillon
Prod. Supervisor.....Lacy Sellars
Publicity Director.....Ned Burgess
Film Supervisor.....Charlie Seward

WTVD

DURHAM—1954—ABC-NBC

Station Operating with Special Temporary Authorization
Channel: 11 VHF..AP: 29.3 Kw...VP: 47.8 Kw.
Owned-Oper...Durham Bcstg. Enterprises, Inc.
Business Address.....P. O. Box 2009
Phone Number 22111
Air Time.....9½ hours daily
News Service .....AP
Representative .....Headley-Reed
Membership .....TvB
Pres., Gen. Mgr.....Harmon L. Duncan
Comm. Manager.....Mike Thompson
Prog. Dir., News Dir.....Ernie Greup
Promotion Director.....Norman Hackney
Production Manager.....Harry Middleton
Publicity Director.....Carolyn Weiss
Film Buyer.....Dale Baum
Chief Engineer.....Henry Cronin

WFMY-TV

GREENSBORO—1948

Channel: 2 VHF..AP: 8.4 Kw...VP: 16.72 Kw.
Owned-Operated By....Greensboro News Co.
Address.....212 N. Davie St.
Phone Number 4-0114
Air Time.....17 hours daily
News Service.....UP
News. Affil.....News, Record
Representative..Harrington, Righter & Parsons
Membership .....NARTB, TvB
Gen., Sta. Manager.....Gaines Kelley
Commercial Mgr.....Wm. S. Baskerville
Program Director.....Gomer R. Lesch
Prom. Mgr.....Richard Zaron
Film Manager.....Jack Wiggins
Chief Engineer.....William E. Neill
Consulting Engineer.....Craven, Lohnes, & Culver

WNCT

GREENVILLE—1953
ABC-CBS-NBC-DuM

Channel: 9 VHF...AP: 56 Kw....VP: 100 Kw.
Owned-Oper. By...Carolina Bcstg. System Inc.
Business Address.....Evans Street
Phone Number 6181
Air Time.....16.45 hours daily
News Service.....UP
Representative .....Pearson
Membership .....TvB
President.....Earl Westbrook
Gen., Sta. Manager....A. Hartwell Campbell
Comm. Manager.....John G. Clark, Jr.
Program Director.....Eck Wall
Promotion Mgr.....Dave Mosier
Production Mgr.....Joe Reaves
Film Manager.....Malcolm Nicholson
Chief Engineer.....Hank Tribley
Consulting Eng.....Everett Dillard

WNOA-TV

RALEIGH—1953
ABC-CBS-DuM

Channel: 28 UHF..AP: 102 Kw...VP: 182 Kw.
Owned-Ojer. Bq.....Sir Walter Television Co.
Business Address.....219 S. McDowell St.
Phone Number 2-0321
Air Time.....15 hours daily
News Service .....AP
Representative.....Avery-Knodel, Inc.
Membership .....NARTB, TvB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....Earl Welde
Chief Engineer.....Pete Miller
Consulting Engineer.....Craven, Lohnes

WMFD-TV

WILMINGTON—1954—ABC-NBC

Station Operating with Special Temporary Authorization
Channel: 6 VHF...AP: 31 Kw....VP: 62 Kw.
Owned-Oper. By.....WMFD-TV, Inc.
Business Address.....225 Princess Street
Phone Number.....3-4666
Air Time.....8 hours daily
News Service.....UP
Representative .....Weed
Membership .....NARTB
President, Gen. Mgr.....R. A. Dunlea
Station Manager.....R. A. Dunlea, Jr.
Comm. Manager.....C. O. Shields
Program Director.....Clint Long
Promotion Director.....Bob Caudle
Dir. of News & Sp. Events....Paul Jennewein
Production Manager.....Bob West
Publicity Director.....Gene Warren
Film Manager.....John McNeil
Chief Engineer.....E. I. Herring
Consulting Engineer.....A. D. Ring

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WSJS-TV

WINSTON-SALEM—1953—NBC

Channel: 12 VHF..AP: 21.9 Kw...VP: 40 Kw.
Owned-Oper. By.....Triangle Bcstg. Corp.
Business Address.....419-21 N. Spruce St.
Phone Number.....5-2311
Air Time.....18 hours daily
Newspaper Affiliate...Wniston-Salem Journal & Twin City Sentinel
News Service.....UP
Representative.....Headley-Reed
Membership.....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....John A. Comas
Promotion & Publicity Dir.....Jack Abernathy
Director News.....F. O. Carver
Production Manager.....Robert C. Estes
Film Manager.....Carl Wiegold
Operations Manager.....Phil Hedrick
Consulting Eng.....Craven, Lohnes & Culver

WTOB-TV

WINSTON-SALEM—1953
ABC-DuM

Channel: 26 UHF..AP: 9 Kw...VP: 17.2 Kw.
Owned-Oper. By...Winston-Salem Bcstg. Co.
Business Address.....Box 5176
Phone Number.....3-4353
Air Time.....8 hours daily
Representative.....H-R Television
President.....James W. Coan
General Manager.....John G. Johnson
Production Mgr., Film Dir.....Tracy Lounsbury
Chief Engineer.....Jim Hoke

NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — TV Homes 32,000
Stations in State 4

KFYR-TV

BISMARCK—1953—NBC-CBS-DuM

Channel: 5 VHF..VP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Meyer Bcstg. Co.
Business Address.....202½ Fourth St.
Phone Number.....CA 3-0900
Air Time.....10 hours daily
News Service.....UP
Membership.....NARTB, TvB
Representative.....Hoag-Blair
President.....Mrs. P. J. Meyer
General Manager.....F. E. Fitzsimonds
Comm. Manager.....A. L. Anderson
Program Director.....Cal Culver
Prom., News & Sp. Events Dir.....Jack Swenson
Production Manager.....Wayne Turner
Film Manager.....C. F. Dirlam
Chief Engineer.....Ivar Nelson
Consulting Engineer.....E. C. Page

WDAY-TV

FARGO—1953—NBC-CBS-DuM-ABC

Channel: 6 VHF..AP: 33 Kw...VP: 66 Kw.
Owned-Oper. By.....WDAY, Inc.
Business Address.....118 Broadway
Phone Number.....5357
Representative.....Free & Peters
President.....E. C. Reineke
Manager.....Tom Barnes
Asst. Manager.....Jack Dunn
Program Manager.....Ken Kennedy
Promotion Mgr.....Roy Pedersen
Production Director.....Jack Gauvitte

KCJB-TV

MINOT—1953—ABC-CBS-NBC-DuM

Channel: 13 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Oper. By.....North Dakota Bcstg. Co.
Business Address.....15 West Central Ave.
Phone Number.....51-161
Air Time.....12 hours daily
News Service.....AP, UP
Representative.....Weed
Membership.....NARTB
Pres., General Manager.....John W. Boler
Sta., Comm. Manager.....Herman Burkart
Prog., Pub., Prod., Film Dir.....Don Kingsley
Dir. News & Sp. Events.....William Johnson
Chief Engineer.....Joe Main
Consulting Engineer.....Lloyd R. Amoo

KXJB

VALLEY CITY—1954—CBS-DuM

Channel: 4 VHF..AP: 57 Kw...VP: 100 Kw.
Owned-Oper. By..North Dakota Bcstg. Co., Inc.
Business Address.....4000 West Front Street
Phone Number.....4461
Air Time.....11 hours daily
News Service.....AP, UP
Representative.....Weed
Pres., Gen. Mgr.....John W. Boler
Station, Comm. Manager....William L. Hurley
Program Director.....Hal Kennedy
Promotion Director.....Stanley Spangler
Dir. of News & Sp. Events.....Joe McCarthy
Operations Manager.....Judy Lawton
Film Manager.....Lois Stewart
Chief Engineer.....Robert Ridgeway
Consulting Engineer.....Lloyd Amoo

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OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — TV Homes 2,319, 000
Stations in State 19

WAKR-TV

AKRON—1953—ABC

Channel: 49 UHF..AP: 9.1 Kw...VP: 18.2 Kw.
Owned-Oper. By.....Summit Radio Corp.
Business Address.....853 Copley Road
Phone Number .....POrtage 2-8811
Air Time.....9 hours daily
Newspaper Affiliation...Akron Beacon Journal
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB
President.....S. Bernard Berk
General Manager.....Roger G. Berk
V.P. in charge of Sales....Kenneth M. Keegan
Program Director.....Bloyce M. Wright
Prom., Pub., Director.....A. R. Cooper
Dir. of News & Sp. Events.....Ed McDonald
Director .....Milton Komito
Film Manager.....William A. Mavrides
Chief Engineer.....Irwin L. Knopp
Consulting Engineer.....Kear & Kennedy

WICA-TV

ASHTABULA—1953

Channels: 15 UHF...AP: 12 Kw....VP: 20 Kw.
Owned-Oper. By.....WICA, Inc.
Business Address.....Jefferson Road
Phone Number 32-126
Air Time.....3 hours daily
News Service .....UP
President.....D. C. Rowley
General Manager.....John Colin
Station Manager.....Donald Fassett
Comm. Manager.....Vernon Webster
Prog. Dir., Film Mgr.....John Strasen
Prom. & Pub. Director.....Lawrence Gerrity
Dir. of News & Sp. Events....Andrew Holecko
Production Manager.....Robert Coxe
Chief Engineer.....Frank Bernato
Consulting Engineer.....Guatney & Jones

WCPO-TV

CINCINNATI—1949—ABC-DuM

Channel: 9 VHF..AP: 130 Kw...VP: 250 Kw.
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....CApital 0777
Air Time.....17½ hours daily
News Service .....UP
Newspaper Affiliation.....Scripps-Howard
Representative.....The Branham Co.
Membership .....NARTB
President .....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Glenn C. Miller
National Sales Dir.....Patrick H. Crafton
Asst. Gen. Mgr.....Ed Weston
Prom., Pub. Director....Maurice Wattenburg
Dir. of News & Sp. Events.....Robert Otto
Sales Mgr.....Clarence (Chick) Doty
Production Manager.....Len Goorian
Film Manager.....Sidney Barger
Chief Engineer.....Paul Adams

WKRC-TV

CINCINNATI—1949—CBS

Channel: 12 VHF..AP: 195 Kw...VP: 316 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....18 hours daily
News Service .....AP
Newspaper Affiliation .....Times-Star
Representative .....Katz
Membership .....NARTB
President .....Hulbert Taft, Jr.
General Manager.....U. A. Latham
Gen. Sales Mgr.....Robert T. Schlinkert
Program Director.....Paul E. Shumate
Coord. Director of Merch., Prom.
& Publicity.....John J. Walsh
Dir. of News & Sp. Events....George Palmer
Comm. Prod. Manger.....George Rogers
Publicity Director.....Fred Thomas
Promotion Director.....Lila Lambert
Film Manager.....Emil Bergdolt
Director of Eng.....George Wilson
Consulting Engineer.....George Davis

See Page 936

WLW-T

CINCINNATI—1948—NBC

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By....Crosley Bcstg. Corp.
Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Air Time.....18 hours daily
News Service.....UP, INS
Rep.....WLW Sales, NBC Spot Sales
Membership .....NARTB, TvB
Chairman of the Board.....James D. Shouse
Pres. & Gen. Mgr.....Robert E. Dunville

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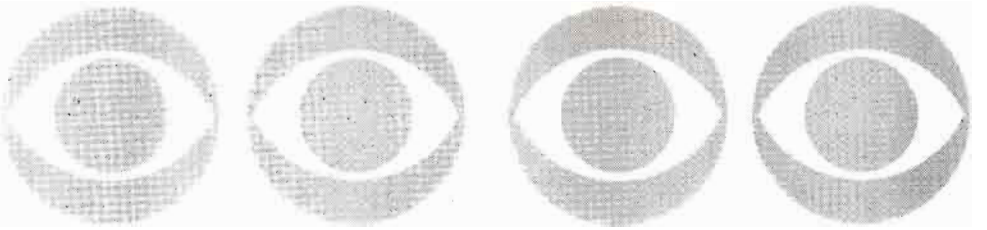
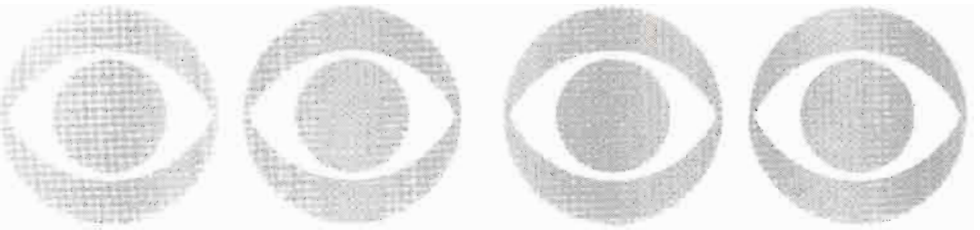
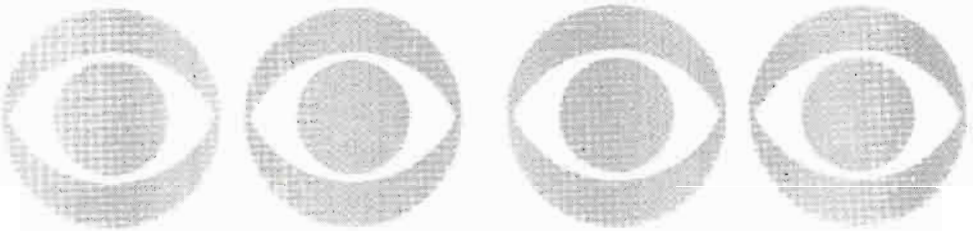


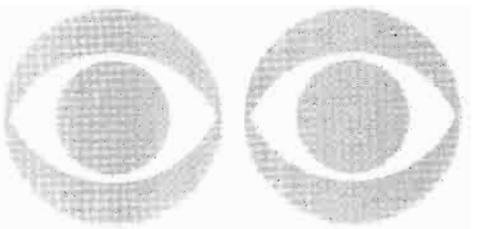
WXEL is now



Basic CBS Television



in Cleveland (starting March 2)



Maximum power—316,000 watts ERP – with greater Grade-A coverage than any other Cleveland station.

a Storer Station—which means the finest in programming and service.

It's a triple combination you can't beat for selling results in the 4 billion dollar Greater Cleveland market!

now Basic CBS Television Network **WXEL** *Channel 8 Cleveland*

Represented nationally by the Katz Agency

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V.P. & Asst. Gen. Mgr.....Ward Quaal
V.P. & Dir. TV Oper.....John T. Murphy
V.P. & Treasurer.....K. T. Murphy
V.P., Public Relations.....Gil Kingsbury
Station Mgr.....Robert Boulware
Asst. Manager.....Harry LeBrun
Program Director.....James Bruce
Dir. Client Service Dept.....Richard K. Jones
Prom., Pub. Director.....James E. Allen
Dir. of News & Sp. Events.....Terry Flynn
Exec. Producer.....Pete Katz
Dir. Film Procurement.....Al Sussman
Film Director.....Art Nevins
Chief Engineer.....R. J. Rockwell
Consulting Engineer.....Weldon & Carr.

WEWS

CLEVELAND—1947—CBS

Channel: 5 VHF..AP: 47 Kw...VP: 93 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business-Studio Address.....1816 E. 13th St.
Phone Number.....TOwer 1-5454
Air Time.....17½ hours daily
News Service.....UP
Newspaper Affiliation.....Sripps-Howard
Membership.....NARTB
Representative.....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
General Executive.....David M. Baylor
Exec. Program Mgr.....Betty Cope
Dir. of News & Spec. Events..Donald L. Perris
Film Manager.....Gilbert S. Canfield
Chief Engineer.....Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 1-0942
Air Time.....18½ hours daily
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership.....NARTB
President.....Sylvester L. Weaver
General Manager.....Lloyd E. Yoder
Asst. General Manager
& Director Sales.....William N. Davidson
Sales Mgr.....Theodore H. Walworth, Jr.
Program Manager.....George W. Cyr
Promotion Director.....Clement G. Scerback
Dir. of News & Sp. Events..Edward R. Wallace
Oper. Supervisor.....William A. Howard
Publicity Director.....Robert Horan
Film Manager.....Albert L. O'Deal
Engineer-in-charge.....S. E. Leonard
Consulting Engineer.....NBC Engineering

WXEL

CLEVELAND—1949—CBS

Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....1630 Euclid Ave.
Phone Number.....TOwer 1-8989
Air Time.....16 hours daily
News Service.....UP, AP, INS
Representative.....Katz
Membership.....NARTB, TvB
President.....George B. Storer
Managing Director.....Franklin Snyder
Publicity Director.....Barbara Snyder
Commercial Mgr.....R. C. Wright
Program Director.....Ben Wickham
Chief Engineer.....H. A. Brinkman
Consulting Engineer.....A. Earl Cullum

WBNS-TV

COLUMBUS—1949—CBS

Channel: 10 VHF..AP: 123 Kw...VP: 219 Kw.
Owned By.....Dispatch Printing Co.
Business Address.....33 N. High St.
Phone Number.....Fletcher 3538
Air Time.....17½ hours daily
Newspaper Affiliation....Columbus Dispatch
News Service.....AP
Station Representative.....Blair TV
Membership.....NARTB, TvB
Dir. of Television.....Richard A. Borel
Program Director.....Jerome R. Reeves
Sales Director.....Robert D. Thomas
Promotion Director.....Barbara Haddox
Dir. News & Spe. Events.....Chester S. Long
Production Dir.....John Haldi
Public Serv. Dir.....Charles S. Cady
Merchandising Dir.....Morton Sherman
Film Buyer.....Betty Dixon
Chief Engineer.....Lester H. Nafzger
Consulting Engineer.....Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC-ABC

Channel: 4 VHF..AP: 13 Kw...VP: 26 Kw.
Owned-Operated By.....Crosley Bcstg. Corp.
Business Address...3165 Olentangy River Rd.
Phone Number.....Jefferson 5441
Membership.....TvB
Air Time.....19 hours daily
News Service.....UP
President.....Robert E. Dunville
Vice Pres. & Gen. Mgr.....James Leonard
Commercial Mgr.....James G. Burgess
Program Director.....Walter S. Jacobs
Promotion Director.....Donald H. Edgemon
Production Manager.....Bud Gillis
Dir. of News & Spec. Events....David Nichols
Film Manager.....Carol Barclay
Chief Engineer.....Charles Sloan

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Now 316,000 watts

CBS

ON CHANNEL 12
Cincinnati, Ohio

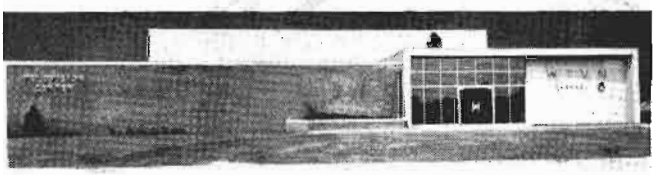
C B S programming over WKRC-TV dominates the Cincinnati area day and night.

WKRC-TV — CINCINNATI, OHIO

MAXIMUM POWER IN COLUMBUS

WTVN-TV
Now 100,000 watts

ON CHANNEL 6
Columbus, Ohio



WTVN-TV — COLUMBUS, OHIO

Don Chapin
Mgr. New York Office
550 Fifth Avenue

Ken Church
National Sales Manager

REPRESENTED BY THE KATZ AGENCY

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WTVN-TV

COLUMBUS—1949—CBS-DuM

Channel: 6 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Address.....753 Harmon Ave.
Phone Number.....CApitol 8-5801
Air Time.....15 hours daily
News Service .....AP
Representative .....Katz
Membership .....NARTB
President.....Hulbert Taft, Jr.
Exec. Vice-President.....Kenneth Church
General Manager.....J. W. McGough
Sales Manager.....Edwin G. Richter, Jr.
Program Director.....Joseph A. Jenkins
Promotion Director.....Bernice Caldron
Director of News.....Joe Hill
Film Manager.....Richard McKinney
Chief Engineer.....William H. Hansher

WHIO-TV

DAYTON—1949—CBS-DuM

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Miami Valley Bcstg. Corp.
Business Address.....45 S. Ludlow St.
Phone Number.....ADams 2261
Air Time.....18 hours daily
Newspaper Affil.....Dayton Daily News
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB
President.....James M. Cox Jr.
General Manager.....J. Leonard Reinsch
Station Manager.....Robert H. Moody
Commercial Manager.....W. E. Wolaver
Program Director.....Charles Gay
Dir. of News & Sp. Events.....Don Wayne
Production Manager.....Jack Hodgkinson
Film Manager.....Ralph Gram
Chief Engineer.....Ernest L. Adams
Consulting Engineer.....Frank H. MacIntosh

WLW-D

DAYTON—1949—NBC-ABC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Crosley Bcstg. Corp.
Business-Studio Address...4595 S. Dixie Hwy.
Phone Number.....Walnut 2101
Air Time.....20 hours daily
News Service .....UP
Representative ...WLW Sales, NBC Spot Sales
Membership .....NARTB, TvB
President .....R. E. Dunville
V.P., Gen. & Sta. Mgr.....H. P. Lasker
Comm. Mgr.....C. R. Dodsworth, Jr.
Program Director.....Bill Bailey
Prom., Publicity Dir.....Dorothy A. Sanders
Chief Engineer.....Lester Sturgill

WLOK-TV

LIMA—1953—NBC

Channel: 73 UHF...AP: 8 Kw....VP: 16 Kw.
Owned-Oper. By.....WIOK, Inc.
Business Address.....1424 Rice Ave.
Phone Number 6-3411
Air Time.....8 hours daily
News Service .....UP
Representative .....H-R
Membership .....NARTB
Gen., Sta. Manager....Robert O. Runnerstrom
National Comm. Mgr.....Lawrence Webb
Local Comm. Manager.....Harley Lucas
Program Director.....Gordon Max
Dir. of News & Sp. Events.....Joe Rex
Production Manager.....Jack Leverenz
Film Manager.....Lenore Merritt
Chief Engineer.....Darrel Hunter
Consulting Engineer..Craven, Lohnes & Culver

WSTV-TV

STEUBENVILLE—1953—CBS

Channel: 9 VHF..AP: 70 Kw...VP: 140 Kw.
Owned-Oper. By.....WSTV, Inc.
(CBS-TV Pending Approval)
Business Address.....Exchange Realty Bldg.
Phone Number 2-6265
Air Time.....18 hours daily
News Service .....UP
Representative .....Avery-Knodel
President .....Jack N. Berkman
Gen., Sta. Manager.....John J. Laux
Gen. Mgr. Designate.....F. F. Samuels
Comm. Mgr., Prom. Dir.....Joseph M. Troesch
Prog. Dir., Prod. Mgr.....Robert E. Holt
Dir. of News & Sp. Events.....Scott McMurray
Pub. Director.....Mira DeJuli
Film Manager.....Carl Kroskey
Chief Engineer.....Charles S. Shepherd
Consulting Engineer.....George C. Davis

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF..AP: 24 Kw...VP: 48 Kw.
Owned-Oper. By.....Storer Bdcstg. Co.
Business-Studio Address.....136 Huron St.
Air Time.....16 hours daily
News Service.....INS, UP
Phone Number.....Adams 3175
Representative .....Katz
Membership .....NARTB, TvB
President .....George B. Storer
V.P. & Managing Dir.....Alle L. Haid
Asst. Station Manager.....Les Dana
National Sales Mgr., Prom. Dir...Bill Ashworth
Dir. of News & Sp. Events.....Jim Uebelhart
Production Manager.....John Saunders
Film Director.....Elaine Phillips
Chief Engineer.....Bill Stringfellow
Consulting Engineer.....Jansky & Bailey

WFMJ-TV

YOUNGSTOWN—1953—NBC

Channel: 21 UHF..AP: 87.5 Kw...VP: 175 Kw.
Owned-Operated By...Vindicator Printing Co.
Address.....101 W. Boardman Street
Phone Number 3-4121
Air Time.....18 hours daily
Membership .....NARTB
Newspaper Affil...The Youngstown Vindicator
Representative .....Headley-Reed
President.....William F. Maag Jr.
Gen., Sta., Comm.....Mitchell F. Stanley

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Program Director.....Warren S. Park Jr.
Promotion Director.....Eugene A. Barko
Dir. of News & Sp. Events....William Lindsay
Production Manager.....Charles Cutler
Film Manager.....Eugene L. Donahay
Chief Engineer.....Frank A. Dieringer
Consulting Engineer.....A. Earl Cullum Jr.

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS DuM

Channel: 27 UHF..AP: 95 Kw...VP: 160 Kw.
Owned-Operated By.....WKBN Bcstg. Co.
Address.....3930 Sunset Blvd.
Phone Number.....STerling 2-1145
Newspaper Affil....Forest City Publishing Co.
News Service.....AP, INS, UP
Membership.....NARTB
Representative.....Raymer
President, Gen. Mgr....W. P. Williamson, Jr.
Station Dir., Comm. Mgr.....J. L. Bowden
Program Director.....D. S. Brice
Promotion, Publicity Dir.....Jim E. Smith
Dir. News & Sp. Events.....Gene Starn
Production Mgr.....Howard Rempes
Film Manager.....Norman Berger
Chief Engineer.....B. T. Wilkins
Consulting Engineer.....Page, Creutz, Garrison & Waldschmitt

WHIZ-TV

ZANESVILLE—1953 ABC-CBS-NBC-DuM

Channel: 50 UHF..AP: 40.7 Kw...VP: 74.1 Kw.
Owned-Oper. By.....Southeastern Ohio TV System
Business Address.....Lind Arcade Bldg.
Phone Number.....2-5431
Air Time.....8½ hours daily
Newspaper Affil.....Zanesville Publ. Co.
News Service.....UP
Representative.....Pearson
Membership.....NARTB, TvB
President.....Clay Littick
Gen., Station Mgr.....Allan Land
Comm. Manager.....Nate Milder
Program Director.....Reed Mellon
Prom., Pub. Director.....Nancy Armstrong
Prod., Film Manager.....Edward Fisher
Chief Engineer.....William A. Hunt, Sr.
Consulting Engineer..Craven, Lohnes & Culver

OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — TV Homes 360,000
Stations in State 10

KTEN

ADA—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 10 VHF..AP: 141 Kw...VP: 252 Kw.
Owned-Oper. By....Eastern Okla. TV Co., Inc.
Business Address.....P. O. Box 10
Phone Number.....1010
Air Time.....8 hours daily
News Service.....AP
Rep.....Venard, Rintoul & McConnell
President.....Dr. C. C. Morris
V.P. & Gen. Mgr.....Bill Hoover
Sec. Treas. & Station Mgr.....Brown Morris
Prog., Prom. & Pub. Dir.....Nadine Wheeler
Dir. of News & Sp. Events..George Millers, Jr.
Production Maanger.....Jack Hoover
Film Manager.....G. C. Northington
Chief Engineer.....Fred Smith
Consulting Eng...Vandivere, Cohen & Wearn

KGEO-TV

ENID—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 5 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Streets Electronics, Inc.
Business Address.....206 East Randolph
Phone Number.....835
Air Time.....8 hours daily
News Service.....UP
Representative.....John E. Pearson
Membership.....NARTB
President.....P. R. Banta
Gen. Station Mgr.....George Streets
Comm. Manager.....Tom Belcher
Program Director.....Marylin Ellis
Prom., News & Sp. Ev. Dir.....Casey Cohlmia
Production Manager.....Gene Clark
Film Manager.....Bill Evans
Chief Engineer.....William Teitzel
Consulting Engineer.....A. Earl Cullum

KSWO-TV

LAWTON—1950—DuM

Channel: 7 VHF..AP: 4.7 Kw...VP: 9.6 Kw.
Owned-Operated By
Oklahoma Quality Bcstg. Co.
Address.....406½ D. Ave.
Representative.....Everett-McKinney
Phone Number.....7777
Air Time.....8 hours daily
News Service.....UP
Membership.....NARTB
Representative.....Pearson
President.....R. H. Drewry
Comptroller.....Paul N. Goode
Station Manager.....Ross Baker
Comm. Manager.....Al Shore
Prog., Prom. Director.....Lyle Gaston
Dir. of News & Sp. Events.....Jack Sasser
Production Manager.....Bill Wheatley
Publicity Director.....June Reynolds
Film Manager.....Murdoch Matthew
Chief Engineer.....Williard Cochran
Consulting Engineer.....William Buford

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KTVX

MUSKOGEE—1954—ABC—DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business Address.....Box 1739
Phone Number.....2-3191
Air Time.....17 hours daily
News Service.....AP, UP
Representative .....Avery-Knodel
Membership .....NARTB
President .....John T. Griffin
Exec. Vice Pres.....James C. Leake
Vice-Pres., Gen. Mgr.....L. A. Blust, Jr.
Station Manager.....Ted Cramer
Sales Manager.....William D. Swanson
National Sales Mgr.....Ben Holmes
Program Director.....John Devine
Prom., Publicity Director....George Ketcham
Dir. of News & Sp. Events.....Jack Morris
Production Mgr.....Ellison Stanbaugh
Film Manager.....A. A. (Bus) Dory
Engineering Supervisor.....Robert E. Snider
Chief Engineer.....Louis Brown
Consulting Engineer.....Paul Godley

KMPT

OKLAHOMA CITY—1953—DuM

Channel: 19 UHF..AP: 89 Kw...VP: 178 Kw.
Owned-Oper. By.....KLPR Television Inc.
Business Address.....128 W. Commerce
Phone Number.....Central 2-1341
Air Time.....8 hours daily
News Service .....UP
Representative .....Bolling
General Manager.....Troy Hoskins
Program Director.....Lou Miller
Director of News.....Michael Kennedy
Chief Engineer.....John Galbreath

KTVQ

OKLAHOMA CITY—1953—ABC-CBS

Channel: 25 UHF..AP: 137 Kw...VP: 275 Kw.
OwnedOper. By.....Republic TV & Radio Co.
Business Address.....1901 Classe Blvd.
Phone Number.....Jackson 5-1561
Air Time.....8 hours daily
News Service .....AP
Representative .....H-R
Membership .....NARTB, TvB
President .....John Esau
Comm. Mgr.....Raymond Ruff
Program Director.....Dick Kirchner
Promotion Director.....Al Fiegel
Dir. of News & Sp. Events.....Jack Sherman
Production Manager.....Vlada Dimac
Publicity Director.....Hugh Scott
Film Manager.....Wayne Taylor
Chief Engineer.....Harold L. Coomes
Consulting Eng...Vandivere, Cohen & Wearn

KWTV

OKLAHOMA CITY—1953—CBS

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Business Address.....Box 8788
Phone Number.....Victor 3-6641
Representative .....Avery-Knodel
General Manager.....Edgar T. Bell
Commercial Mgr.....Fred L. Vance
Promotion, Pub. Dir.....Montez Tjaden
Film Manager.....David Hunt
Director of News.....Bruce Palmer
Program Director.....Perry Dickey
Chief Engineer.....Morris W. Thomas

WKY-TV

OKLAHOMA CITY—1949
ABC-NBC

Channel: 4 VHF..AP: 60 Kw...VP: 100 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Studio Address.....500 E. Britton Rd.
Phone Number.....TRinity 8-2161
Air Time.....17½ hours daily
News Service .....UP
News Affil.....Okla. Publishing Co.
Representative .....Katz
Membership .....NARTB, TvB
President, Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Asst. Station Mgr.....Hoyt Andres
Adm. Asst.....Eugene B. Dodson
Program Director.....Robert Olson
Prom., Publicity Dir.....Wally Kinnan
Dir. of News & Sp. Events.....Grant Foster
Asst. Prog. Mgr., Film Mgr.....Kieth Mathers
Chief Engineer.....H. J. Lovell
Consulting Eng.....A. D. Ring & Associates

KOTV

TULSA—1949—CBS

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....J. H. Whitney & Co.
Business Address.....302 S. Frankfort St.
Phone Number 2-9233
Air Time.....18 hours daily
News Service .....UP
Membership .....NARTB, TvB
Station Representative .....Petry
Pres., Gen Mgr.....C. Wrede Petersmeyer
Oper., & Prod. Mgr.....Dick Campbell
Comm. Manager.....Jim Richdale
Prog. Dir., Film Mgr.....Jim Randolph
Prom., Publicity Director.....Robert Freeland
Dir. of News & Sp. Events.....Cy Tuma
Chief Engineer.....George Jacobs
Consulting Engineer.....Earl Cullum

KVOO-TV

TULSA—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 2 VHF...AP: 11 Kw....VP: 22 Kw.
Owned-Oped...Central Plains Enterprises, Inc.
Business Address.....311 South Denver

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Phone Number 54-7204
Air Time.....17 hours daily
News Service .....UP
Representative .....Blair TV
Membership .....NARTB
President .....W. G. Skelly
Gen., Sta. Manager.....C. B. Akers
Comm. Manager.....Russ N. Lamb
Program Director.....Bill Sadler
Prom., Pub. Director.....Ann Fellows
Dir. of News & Sp. Events.....Ken Miller
Film Manager.....Wayne Taylor
Chief Engineer.....John Bushnell
Consulting Engineer.....Jansky & Bailey

OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — TV Homes 215,000
Stations in State 5

KVAL-TV

EUGENE—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 13 VHF.. AP: 13.6 Kw...VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business Address.....P. O. Box 548
Phone Number 4-3245
Air Time.....8 hours daily
News Service .....AP
Rep.....Hollingbery, Moore & Lund
President .....Bob Booth
Gen., Sta. Manager.....S. W. McCready
Comm., Mgr., Pub. Dir.....Glenn Nickell
Prog., Prom. Dir., Prod. Mgr....Bob Lownsbery
Dir. of News & Sp. Events.....Phil George
Film Manager.....Martin Levenson
Chief Engineer.....Al Barnard

KBES-TV

MEDFORD—1953
CBS-ABC-NBC-DuM

Channel: 5 VHF..AP: 15.8 Kw...VP: 28.8 Kw.
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....Box 1189
Phone Number 3-4581
Air Time.....8 hours daily
Newspaper Affil.....Grants Pass Courier
News Service .....AP
Representative .....Hoag, Blair
Membership .....NARTB
President .....Amos Voorhies
Station Manager.....Ed A. Malone
Vice-Pres., Business Mgr.....Everett A. Faber
General Manager.....William B. Smullin
Business Manager.....Everett A. Faber
Chief Engineer.....Nestor L. Williams

KLOR

PORTLAND—ABC

Station Operating with Special Temporary Authorization
Channel: 12....AP: 158 Kw.....VP: 316 Kw.
Owned By.....Huntington Malarkey Estate
Address.....4854 SW 19th St.
Sales Rep.....Geo. P. Hollingbery
E. Rep...Page, Creutz, Garrison & Waldschmitt
Legal Rep.....Barnes & Neilson
General Manager.....John Schley

KOIN-TV

PORTLAND—1953—CBS-ABC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned By...Mt. Hood Radio & TV Bcstg. Corp.
Business Address.....140 S.W. Columbia St.
Phone Number.....Atwater 6412
Rep.....CBS Spot Sales
Membership .....TvB
President.....Theodore R. Gamble
Vice Pres. & Managing Dir...C. Howard Lane
National Sales Mgr.....John L. Palmer
Local Sales Mgr.....Frank H. Coffin
Program Director.....Ted W. Cooke
Promotion Director.....Robert McGill
Dir. of News & Sp. Events.....Tal Tripp
Production Manager.....Roy Rector
Film Manager.....Tad M. Williams
Chief Engineer.....Louis S. Bookwalter

KPTV

PORTLAND—1952—ABC—DuM
NBC

Channel: 27 UHF..AP: 102 Kw...VP: 204 Kw.
Owned-Operated By.....Empire Coil Co.
Address.....735 S.W. 20th Pl.
Phone Number .....Capitol 9921
Air Time.....16 hours daily
News Service.....UP
Representative.....NBC Spot Sales
Membership .....NARTB, TvB
President & Gen. Mgr.....Herbert Mayer
Vice Pres. & Sta. Mgr.....Russell K. Olsen
Comm. Manager.....Charles R. White
Program Director.....Gene Ragle
Prom. Director.....D. Donald Lonie, Jr.
Dir. of News & Sp. Events.....William Swing
Film Manager.....Richard Norman
Chief Engineer.....William H. McAlister
Consulting Eng...Adler Communications Labs.

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Television Station WGLV

Channel 57

Truly An

AREA

Station

Located in the

center of the

Allentown – Bethlehem – Easton

Metropolitan Area

. . . that Serves and Sells the Third Largest Market in Pennsylvania . . . 44th in the United States.

W G L V

EASTON PA.

Represented by Headley-Reed TV

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PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — TV Homes 2,537,000
Stations in State 26

WFMZ-TV

ALLENTOWN—1954

Station Operating with Special Temporary Authorization
Channel: 67 UHF..AP: 43.6 Kw...VP: 79.4 Kw.
Owned-Oper....Penn Allen Broadcasting Co.
Address .....MacArthur Road
Phone Number.....HEmlock 5-6733
Air Time.....11 hours daily
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President, Gen. Mgr.....Raymond F. Kohn
Comm. Manager.....Perry S. Ury
Program Director.....Edward F. Glacken
Promotion Director.....Mark Dean
Film Manager.....Don Mohr
Chief Engineer.....Carl C. Egolf

WFBG-TV

ALTOONA—1953—NBC-ABC-DuM CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By..The Gable Broadcasting Co.
Address .....Gable Arcade
Phone Number.....ALtoona 6467
Air Time.....16 hours daily
News Service .....AP
Representative .....H-R Television
Membership .....NARTB
Persident .....George P. Gable
Managing Director.....Jack Snyder
Oper. Manager.....George R. Burgoon
Program Director.....Lois M. Huey
Prom., Pub. Director.....Samuel W. Patton
Dir. of News & Sp. Events.....Charlie Ritchie
Film Manager.....B. Harley Shook
Chief Engineer.....K. R. Brubaker
Consuting Eng.....Craven, Lohnes & Culver

WLEV-TV

BETHLEHEM—1952—NBC

Channel: 51 UHF..AP: 12.4 Kw...VP: 12.4 Kw.
Owned-Oper. By.....Associated Bcstrs. Inc.
Business Address..... P. O. Box 111
Phone Number.....Hemlock 4-6278
Air Time.....9 hours
News Service .....UP
Representative .....Meeker
Membership .....NARTB, TvB
Station Executive.....Clair R. McCollough
Sta., Film Manager.....Elwood Anderson
National Sales Manager.....J. R. Gulick
Program Director.....Bernard Ames
Chief Engineer.....J. E. Mathiot
Consulting Engineer.....James C. McNary

WGLV

EASTON—1953—ABC-DuM

Channel: 57 UHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WGLV, Inc.
Address .....2857 Nazareth Road
Phone Number.....EAston 3-3557
Air Time.....18 hours daily
Newspaper Affiliation.....Easton Express
News Service .....AP
Representative .....Headley-Reed
President .....J. L. Stackhouse
General Manager.....John Reed Porterfield
Program Director.....Tom Grant
Promotion Director.....Macey Schaffer
Director of Sports.....Bill Wright
National Sales Mgr.....Nelson S. Rounsley
Chief Engineer.....Charles Thon
Consulting Engineer.....Paul Godley

(See Page 941)

WICU

ERIE—1949—ABC-NBC-DuM

Channel: 12.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By.....Dispatch Incorporated
Bus.-Trans. Address.....3514 State St.
Phone Number 4-5021
Air Time.....18 hours daily
Newspaper Affiliation..Erie Dispatch Herald
News Service .....AP
Representative .....Petry
Membership .....NARTB
President .....Edward Lamb
General Manager.....Ben McLaughlin
Comm. Manager.....Karl Nelson
Program Director.....Bob Lunquist
Promotion Director.....Jack Schumacher
Production Manager.....Dick Johnson
Film Manager.....John Cook
Chief Engineer.....Mike Csop

WSEE

ERIE—1954—CBS-DuM

Station Operating with Special Temporary Authorization
Channel: 35 UHF..AP: 100 Kw...VP: 200 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Phone Number 5-7575
Air Time.....11½ hours daily
Newspaper Affiliation.....Times
News Service .....UP
Representative .....Avery-Knodel
President .....George J. Mead
Exec. V.P. & Gen. Mgr.....Charles E. Denny
Station Manager.....Frank B. Palmer
Comm. Manager.....Donald M. Boyce
Dir. of News & Sp. Events....Richard Morgan
Film Manager.....Frank Herrick
Chief Engineer.....Edward Zellefrow
Consulting Engineer.....Kear & Kennedy

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WCMB-TV

HARRISBURG—1954—DuM

Channel: 27 UHF..AP: 120 Kw...VP: 240 Kw.
Owned-Oper. By.....Rossmoyne Corp.
Business Address.....228 Court St.
Phone Number 4-3005
Air Time.....7 hours daily
Representative .....Cooke
Membership .....NARTB
President.....Edgar T. Shepard, Jr.
General Manager.....Ed. K. Smith
Program Director.....John Archer
Dir. of News & Sp. Events.....Edward Kenny
Production Manager.....Jacob Koser
Film Manager.....William Bowman
Chief Engineer.....J. Howard Bair
Consulting Engineer.....Frank McIntosh

WHP-TV

HARRISBURG—1953—CBS

Channel: 55 UHF..AP: 126 Kw...VP: 253 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Phone Number 4-3211
Air Time.....9½ hours daily
Representative .....Bolling
General Manager.....A. K. Redmond
Program Director.....Dick Redmond
Promotion Dir.....Beatrice Potteiger
Director of News.....John Price
Chief Engineer.....E. Daniel Leibensperger

WTPA

HARRISBURG—1953—ABC

Channel: 71 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Harrisburg Bcstrs. Inc.
Business Address.....3235 Hoffman St.
Phone Number.....Harrishburg 8-7171
Air Time.....15½ hours daily
Newspaper Affiliation.....Patriot-News
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB
President .....Donald Newhouse
Gen., Sta. Mgr.....David J. Bennett
Commercial Mgr.....Alan Solada
Prog. Dir. & Film Mgr.....Donald D. Wear
Prom. & Pub. Director.....Gladys Swift
Director of News.....Roy Nassau
Production Mgr.....''Mac'' McCauley
Chief Engineer.....Paul Gross
Consulting Engineer..Craven, Lohnes & Culver

WARD-TV

JOHNSTON—1953—ABC-CBS-DuM

Channel: 56 UHF..AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....First Natl. Bank Bldg.
Phone Number 81-216
Representative .....Weed
General Manager.....Robert R. Nelson
Chief Engineer.....Millard Coleman

WJAC-TV

JOHNSTOWN—1949
CBS-NBC-DuM

Channel: 6 VHF..AP: 36.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number 9-1965
Air Time.....17½ hours daily
Newspaper Affiliation..The Johnstown Tribune
News Service .....UP
Representative .....Katz
Membership .....NARTB, TvB
President.....Walter W. Krebs
Gen., Sta. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog. Dir., Film Mgr.....Frank P. Cummins
Dir. of News & Sp. Events.....E. J. Klym
V.P. Chg. Tech. Operations....Nevin L. Straub
Chief Engineer.....Theodore Campbell
Consulting Engineer .....McNary

WGAL-TV

LANCASTER—1949
CBS-NBC-DuM

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....WGAL, Inc.
Business-Transmitter Address..24 S. Queen St.
Phone Number 5246
Air Time.....18 hours daily
News Service .....UP
Representative .....Meeker
Membership .....NARTB, TvB
President.....Clair R. McCollough
Asst. Gen. Mgr.....J. Robert Gulick
Station, Film Manager.....Harold E. Miller
Comm. Manager.....Leroy K. Strine
Program Director.....Paul Rodenhauser
Promotion Director.....Paul I. Woodland
Technical Director.....J. E. Mathiot
Consulting Eng.....James C. McNary

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Bulletin Co.
Address.....City Ave. & Monument Ave.
Phone Number.....GR 7-8300
Air Time.....16 hours daily
Newspaper Affil.....Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
President & Gen. Mgr...Donald W. Thornburgh
V.P. in charge of TV.....Charles Vanda
Asst. Mgr. TV.....John McClay
TV Sales Mgr.....Robert M. McGredy
Program Director.....Robert A. Forrest
V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor
Dir. of News & Sp. Events.....Charles Shaw
Asst. Operation Mgr.....Mel Levine
Film Manager.....Norman Leebron
V.P. in chg. Engineering.....Hohn G. Leitch

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2

Lowest channel . . . highest tune-in in the Pittsburgh market

CHANNEL 2
NOW A WBC STATION

Top reception—top audiences—top results—top markets. That's the WBC story. And now WBC's top markets include Pittsburgh . . . with over a million sets and unapproached viewer-loyalty because Channel 2 is the pioneer in Pittsburgh. Put it to work for you in America's sixth market. Contact Lloyd Chapman, Sales Manager, KDKA-TV at EXpress 1-3000, or Eldon Campbell, WBC Sales Manager, at PLaza 1-2700, New York.

KDKA-TV

(*Formerly WDTV*)

PITTSBURGH — CHANNEL 2

Population — 3,975,940 Retail Sales — $5,098,764,000
TV Families — 1,256,400 Average Family Income — $5,800

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV, *Pittsburgh*; **WBZ+WBZA** • **WBZ-TV**, *Boston*; **KYW** • **WPTZ**, *Philadelphia*: **WOWO**, *Fort Wayne*: **KEX**, *Portland*; **KPIX**, *San Francisco*
KPIX Represented by the Katz Agency, Inc.
WBC National Representatives — Free & Peters, Inc.

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WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By...Triangle Publications Inc.
Business Address.....46th & Market Sts.
Phone Number.....Evergreen 2-4700
Air Time.....16 hours daily
Newspaper Affiliation...Philadelphia Inquirer
News Service .....UP
Representative .....Blair TV
Membership .....NARTB, TvB
General Manager.....Roger W. Clipp
Exec. Assts.....George A. Koehler,
Howard W. Maschmeier
Commercial Mgr.....Kenneth W. Stowman
Program Director.....Jack Steck
Promotion Director.....Joe Zimmermann
Director of News.....Charles Harrison
Publicity Director.....John Hyland
Production Manager.....Chet Cooper
Film Manager.....Ralph Goldstein
Chief Engineer.....Henry Rhea

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By..Westinghouse Bdcstng., Inc.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-5500
Air Time.....19 hours daily
News Service .....UP, INS
Station Representative.....Free & Peters
Membership .....NARTB
Gen. Mgr.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Dir. of News & Sp. Events....Dick McCutchen
Program Manager.....Stan Lee Broza
Pub., Prom. Dir.....Edward Wallis
Film Buyer.....Edward Murray
Chief Engineer.....Raymond J. Bowley

KDKA-TV

PITTSBURGH—1949
CBS-NBC-DuM

Channel: 2.....AP: 8.3 Kw.....VP: 16.6 Kw.
Owned-Oper. By..Westinghouse Brdcstng. Co.
Business Address.....Gateway Bldg.
Phone Number.....Express 1-3000
Air Time.....19 hours daily
News Service .....UP
Representative.....Free & Peters
General Manager.....Harold C. Lund
Comm. Manager.....Lloyd D. Chapman
Program Director.....Byron Dowly
Prom., Pub. Director.....Dick Fortune
Dir. of News & Sp. Events.....Bill Burns
Film Manager.....Richard Dreyfus
Chief Engineer.....Raymond Rodgers

WENS

PITTSBURGH—1953—ABC-CBS-NBC

Channel: 16 UHF..AP: 106 Kw...VP: 200 Kw.
Owned-Oper. By.....Telecasting, Inc.
Business Address.....700 Ivory Avenue
Phone Number.....WEllington 1-1200
Air Time.....16 hours daily
News Service.....UP, INS
Representative ..... Petry
President.....Thomas P. Johnson
Vice Pres., General Mgr.....Larry Israel
Sales Mgr.....Don Menard
Publicity Director.....Peter Thornton
Chief Engineer.....James Hurley

WEEU-TV

READING—1953—ABC-NBC

Channel: 33 UHF..AP: 87 Kw...VP: 167 Kw.
Owned-Oper. By.....Hawley Bcstg. Co.
Business Address.....433 Penn St.
Phone Number 6-7335
Air Time.....11½ hours daily
Newspaper Affiliation.....Eagle-Times
News Service .....UP
Representative .....Headley-Reed
Membership .....NARTB
President .....Hawley Quier
Exec. V.P. & Gen. Mgr.....Thomas E. Martin
Asst. Mgr. & Dir. TV Sales...K. Richard Creitz
Prom. & Pub. Rel. Director.....Jane E. Winne
Program Director.....George Carroll
Dir. of News & Sp. Events....Jack B. Gounder
Production Manager.....Roy V. Swinamer
Film Manager.....Jack B. Gounder
Dir. Tech. Oper.....Robert S. Guldin
Asst. Dir. Tech. Oper.....Harold E. Schearer

WHUM-TV

READING—1953

Channel: 61 UHF..AP: 135 Kw...VP: 260 Kw.
Owned-Oper. By.....Eastern Radio Corp.
Address .....Skyline Drive
Phone Number 4-4805
Air Time.....18 hours daily
News Service .....INS, AP
Representative.....H R Television, Inc.
Membership .....NARTB
President.....Humboldt J. Greig
Vice President.....John E. Schuler
National Sales Manager..Robert M. Reuschle
Regional Sales Manager.....Ed Walpert
Program Director.....Robert Bostian
Promotion Director.....Robert Esterly
Dir. of News & Sp. Events.....John Deegan
Film Manager.....Alan Lane
Chief Engineer.....Joseph Risse
Consulting Engineer.....A. Earl Cullum, Jr.

WARM-TV

SCRANTON—1953—ABC

Channel: 16 UHF..AP: 182 Kw...VP: 228 Kw.
Owned-Oper. By.....Union Bcstg. Co.
Business Address.....333 Madison Ave.
Phone Number.....Diamond 3-1245
Air Time.....11 hours daily
News Service .....AP
Representative .....Hollingbery

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President.....Martin F. Memolo
Vice President.....W. W. Scranton
Gen., Sta. Mgr.....William M. Dawson
Commercial Mgr.....Sam M. Feigenbaum
Program & Prod. Dir.....Joseph Salsburg
Director of News.....Joe Salsburg
Chief Engineer.....Roswell J. Parker
Consulting Engineer.....Jansky & Baily

WGBI-TV

SCRANTON—1953—CBS

Channel: 22 UHF. AP: 114.5 Kw.. VP: 215.5 Kw.
Owned-Oper. By.....Scranton Bcstrs. Inc.
Business Address.....1000 Wyoming Ave.
Phone Number .....DIamond 2-7634
Air Time.....16 hours daily
News Service .....AP
Representative .....Blair
President.....Mrs. M. E. Megargee
Gen., Comm. Mgr.....George D. Coleman
Station Manager.....Robert E. McDowell
Prog. Dir., Film Mgr.....Mort Rosenthal
Prom., Pub. Director.....Douglas Holcomb
Dir. of News & Sp. Events.....Tom Powell
Chief Engineer.....K. R. Cooke
Consulting Engineer.....George C. Davis

WTVU

SCRANTON—1953

Channel: 73 UHF. AP: 8.42 Kw.. VP: 12.84 Kw.
Owned-Oper. By.....Appalachian Co.
Business Address.....First Natl. Bank Bldg.
Phone Number 7-3334
Representative .....Everett-McKinney
President .....Frank Collins
Vice-President.....James H. Crowley
General Mgr.....Thomas W. Jones
Chief Engineer.....Adolph Oschmann

WBRE-TV

WILKES-BARRE—1953—NBC

Channel: 28 UHF.. AP: 500 Kw... VP: 1000 Kw.
Owned-Oper. By.....WBRE TV Inc.
Address.....62 S. Franklin St.
Phone Number.....Valley 3-3101
Air Time.....17 hours daily
News Service .....AP
Representative .....Headley Reed
Membership ..... TvB
President.....Louis G. Baltimore
General Manager.....David M. Baltimore
Comm. Manager.....Ernest Lewis
Program Director.....Franklin D. Coslett
Dir. of News & Sp. Events....William Connelly
Production Manager.....Fred Foerster
Film Manager.....Robert Gibson
Chief Engineer.....Charles Sakoski, Sr.

WILK-TV

WILKES-BARRE—1953—ABC-DuM

Channel: 34 UHF.. AP: 180 Kw... VP: 250 Kw.
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Business Address.....88 North Franklin St.
Phone Number 4-4666
Representative ..... Avery-Knodel
Air Time.....4 hours daily
News Service .....AP
Membership .....NARTB
President .....Mitchell Jenkins
General Manager.....Thomas P. Shelburne
Executive Vice Pres.....Roy E. Morgan
Comm. Manager.....Malcom Dale
Program Director.....Harold Berg
Prom., Pub. Director.....Mrs. Dorothy Albee
Dir. of News & Sp. Events.....Thomas Bigler
Production Mgr.....Bill Williams
Film Manager.....Francis J. Lee
Chief Engineer.....Theodore French
Consulting Eng.....Page, Creutz, Garrison & Waldschmitt

WNOW-TV

YORK—1953—DuM

Channel: 49 UHF.. AP: 10 Kw... VP: 20 Kw.
Owned-Oper. By....Broadcast Division, Helm Coal Co.
Business Address.....25 So. Duke St.
Phone Number.....27-821
Air Time.....10½ hours daily
News Service .....AP
Representative .....Forjoe
Membership .....NARTB
General Manager.....Lowell W. Williams
Sta. Mgr., Prog. Dir.....Richard E. Burg
Comm. Manager.....Robert Stough
Prom., Pub. Dir.....J. Edward Schwalm
Dir. of News & Sp. Events.....Will Groff
Film Manager.....George Kraft
Chief Engineer.....Glenn M. Winter
Consulting Engineer.....John H. Mullaney

WSBA-TV

YORK—1952—ABC

Channel: 43 UHF.. AP: 10 Kw... VP: 20 Kw.
Owned-Operated By..Susquehanna Bcstg. Co.
Address .....Queen St.
Phone Number 2-5531
Air Time.....13 hours daily
News Service .....AP
Representative .....Adam J. Young, Jr.
President.....Louis J. Appell, Jr.
Gen., Sta., Comm. Mgr.....C. L. Doty
Program Director.....Jim Curtis
Promotion Director.....Jack Herr
Dir. of News & Sp. Events.....Otis B. Morse
Film Manager.....Tom Miller
Chief Engineer.....Lew Jones
Consulting Engineer.....George E. Davis

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RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — TV Homes 265,000
Stations in State 2

WJAR-TV

PROVIDENCE—1949
ABC-NBC-DuM

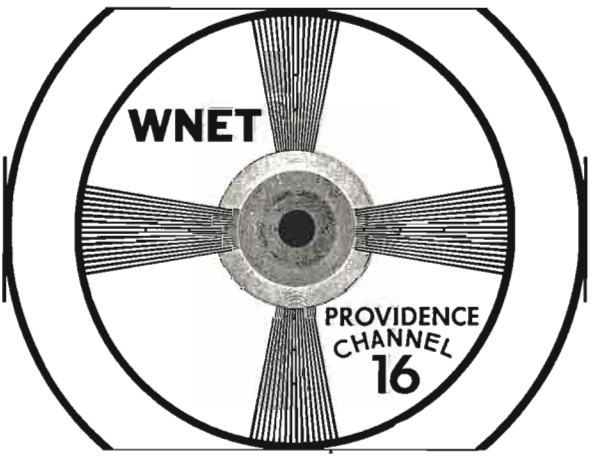
Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1-8255
Air Time.....18 hours daily
News Service.....AP, INS
Representative .....Weed
Membership .....NARTB
Vice President.....George C. Griffith
Station Manager.....Peter B. James
Oper. Manager.....Frederick R. Griffiths
Sales Manager.....Edward Boghosian
Program Director.....Seymour Horowitz
Promotion Director.....Jay Hoffer
Dir. of News & Sp. Events....Warren Walden
Production Manager.....Manning Tesser
Public Relations.....Dody Sinclair
Film Manager.....William Cooper
Chief Engineer.....Thomas C. J. Prior
Consulting Eng.....Craven, Lohnes & Culver

(See Page 274)

WNET

PROVIDENCE—1953—ABC-CBS-DuM

Channel: 16 UHF..AP: 154 Kw...VP: 209 Kw.
Owned-Oper..Channel 16 of Rhode Island, Inc.
Business Address.....Box 1533
Phone Number.....Union 1-3100
Air Time..... 8 hours daily
News Service .....UP
Representative .....Raymer
Membership .....NARTB
President .....Harold C. Arcaro
General Mgr.....E. James McEnamey, Jr.
Comm. Manager.....Charles W. Shields Jr.
Program Director.....Patricia Vayda
Promotion Director.....Bruce D. White
Film Manager.....Robert Gilmore
Chief Engineer.....Herbert Evans
Consulting Engineer.....George C. Davis



SERVING THE NATION'S 14th MARKET AREA

E. JAMES McENAMEY, JR.
General Manager

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SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — TV Homes 230,000
Stations in State 9

WAIM-TV

ANDERSON—1953—CBS

Channel: 40 UHF..AP: 8.3 Kw...VP: 16.6 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....1 Martin St.
Phone Number.....CAnal 6-1511
Air Time.....10 hours daily
Newspaper Affil....Independent & Daily Mail
News Service .....INS
Representative .....Headley-Reed
President..... Wilton E. Hall
General Manager.....Glenn P. Warnick
Program Director.....Marshall Gaillard
Chief Engineer.....John Willis
Consulting Engineer.....George C. Davis

WCSC-TV

CHARLESTON—ABC-CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Phone Number 3-8371
Air Time.....12½ hours daily
News Service .....UP
Representative.....Free & Peters
President, Gen. Mgr.....John M. Rivers
National Adv., Sta. Mgr.....Roland Weeks
Regional Sales Mgr.....Ralph Thornley
Program Director.....Russell D. Long
Prom., Pub. Director....Mrs. Annie Lee Small
Dir. of News & Sp. Events.....Harry Gianaris
Production Manager.....Charles Hall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Wilbur R. Albee

WUSN-TV

CHARLESTON—1954—NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 2 VHF..AP: 53.7 Kw...VP: 100 Kw.
Owned-Oper. By...Southern Broadcasting Co.
Address.....P. O. Box 879
Phone Number 8-4141
Air Time.....8 hours daily
Newspaper Affil.....Evening Post Publ. Co.
News Service.....AP, UP
Representative .....H-R
Membership .....NARTB
Pres., Gen. Mgr.....J. Drayton Hastie
Station Manager.....Douglas M. Bradham
National Sales Mgr.....Philip D. Porterfield
Local Sales Mgr.....Grange S. Cuthbert
Prog. Dir., Prod. Mgr.....Harry R. Wagner
Promotion Director.....William Stokes
Dir. of News & Sp. Events.....Arthur Brock
Publicity Director.....Dene Callahan
Film Manager.....Harry R. Patton
Chief Engineer.....Walter Nelson
Consulting Engineer.....Gautney & Jones

WCOS-TV

COLUMBIA—1952—ABC

Channel: 25 UHF..AP: 8 Kw...VP: 17.8 Kw.
Owned-Oper. By.....Radio Columbia, Inc.
Business Address.....Cornel Arms Bldg.
Phone Number 2-2177
Air Time.....8½ hours daily
News Service .....AP
Representative .....Headley-Reed
Membership .....NARTB
Pres., Gen. Mgr.....Charles W. Pittman
Sta., Film Mgr., Prom. Dir.....Stewart Spencer
Comm. Manager.....Wayne Poucher
Program Director.....Blair McKenzie
Prog., News & Sp. Events Dir...Blair McKenzie
Prod. Mgr., Pub. Dir.....Joseph McGinley
Film Manager.....Stewart Spencer
Chief Engineer.....Robert Lambert

WIS-TV

COLUMBIA—1953—NBC-DuM

Channel: 10 VHF..AP: 135 Kw...VP: 269 Kw.
Owned-Oper. By.....WIS-TV Corp.
Business Address.....1111 Bull St.
Phone Number 3-8356
Air Time.....12.5 hours daily
News Service .....UP
Representative.....Free & Peters
Membership .....NARTB
Pres., Gen. Mgr.....G. Richard Shafto
Station Manager.....Charles A. Batson
Comm. Manager.....Law Epps
Program Director.....Adrian Munzell
Dir. of News & Sp. Events.....Gren Seibels
Production Manager.....Dixon C. Lovvorn
Film Manager.....Robert Humphries
Chief Engineer.....Herbert G. Eidson
Consulting Eng.....Craven, Lohnes & Culver

WNOK-TV

COLUMBIA—1953—CBS-DuM

Channel: 67 UHF..AP: 39.3 Kw...VP: 93.5 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Business Address.....1811 Main Street
Phone Number 2-7737
Air Time.....8 hours daily
News Service .....AP
Representative .....Raymer
Gen., Comm. Mgr.....H. Moody McElveen, Jr.
Prog. Director.....Bill Routh
Promotion Director.....Pat Conder
Dir. of News & Sp. Events.....Don Robertson
Production Manager.....Graham Thomas
Art Director.....Mary Faith Scarboro
Film Manager.....R. L. Brown
Chief Engineer.....Donald E. Willoughby
Consulting Engineer.....Kear & Kennedy

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WBTW

FLORENCE—1954—CBS

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 191 Kw...VP: 316 Kw.
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Address .....Charlotte
Phone Number 2-1557
Air Time.....8 hours daily
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB, TvB
President.....Joseph M. Bryan
General Manager.....Charles H. Crutchfield
Station Manager.....Melvin Purvis
Managing Director.....J. William Quinn
Prog. Dir., Prod. Mgr.....Robert Rierson
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars
Consulting Eng.....A. D. Ring & Associates

WFBC-TV

GREENVILLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....19 E. North St.
Phone Number 5-9653
Air Time.....15 hours daily
Newspaper Affiliation.....Greenville-News Piedmont Co.
News Service .....AP
Representative .....Weed
Membership .....NARTB
President.....R. A. Jolley
General Manager.....B. T. Whitmire
Asst. Mgr., Prog. Dir.....Norvin C. Duncan
Comm. Mgr.....Robert Q. Glass, Jr.
Promotion Director.....Ivan Reese
Dir. of News & Sp. Events.....Monty Dupuy
Production Manager.....L. J. I. Barrett
Publicity Director.....Curt Guthrie
Film Manager.....Charles Howard
Chief Engineer.....William Garrison
Consulting Engineer.....Wilson Wearn

WGVL

GREENVILLE—1953—ABC-DuM

Channel: 23 UHF..AP: 8.51 Kw...VP: 17 Kw.
Owned-Oper. By....Greenville Television Co.
Business Address.....Box 2344
Phone Number 5-0471
Air Time.....9 hours daily
News Service .....AP
Representative .....H-R, Ayers
President .....Edgar M. Norris
Gen., Station Manager.....Ben K. McKinnon
Prog., News, Sp. Events Dir.....Ben Greer
Publicity Director.....Betty Davidson
Film Manager.....Bill Banner
Chief Engineer.....Harley Reynolds
Consulting Engineer .....McIntosh-Ingles

SOUTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 679,000 — TV Homes 37,000
Stations in State 1

KELO-TV

SIOUX FALLS—1953—ABC-CBS NBC-DuM

Channel: 11 VHF..AP: 120 Kw... VP: 216 Kw.
Owned-Oper. By.....Midcontinent Bcstg. Co.
Business Address.....8th St. & Phillips Ave.
Air Time.....12 hours daily
News Service .....INS
Membership .....NARTB
Phone Number 4-5841
Representative .....Raymer
President.....Joseph L. Floyd
Gen., Station Mgr.....Evans A. Nord
Program Director.....Murray Stewart
Prom., Pub. Director.....Jack Townsend
Dir. of News & Sp. Events.....Bill Wigginton
Production Manager.....Dave Dedrick
Film Manager.....Ella Hanson
Chief Engineer.....Lee Froke

TENNESSEE

Pop. Feb. 1, 1955 (Est.) 3,430,000 — TV Homes 450,000
Stations in State 9

WDEF-TV

CHATTANOOGA—1954—ABC-CBS NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 12 VHF..AP: 52.6 Kw..VP: 105.2 Kw.
Owned-Oper. By.....WDEF Broadcasting Co.
Address .....Volunteer Building
Phone Number 6-0124
Air Time.....12 hours daily
News Service .....UP
Representative .....Branham
Membership .....NARTB
President.....Carter M. Parham
Gen., Station Mgr.....Harold E. Anderson
Comm. Manager.....Otis H. Segler

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Program Director.....Morris Quave
Prom., Pub. Director.....Emory Williamson
Dir. of News & Sp. Events.....Mort Lloyd
Production Manager.....David I. Andrews
Film Manager.....John Bonney
Chief Engineer.....B. C. Baker
Consulting Engineer.....Russel P. May

WJHL-TV

JOHNSON CITY—1953
ABC-CBS-NBC-DuM

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....WJHL, Inc.
Business Address.....145 W. Main St.
Phone Number 2780
Air Time.....15 hours daily
News Service .....UP
Representative .....Pearson
Membership .....TvB
President.....W. H. Lancaster, Sr.
Gen., Sta. Mgr.....W. Hanes Lancaster, Jr.
Prog. Dir. & Film Mgr.....Walter Heeb
Prom., Publicity Director.....William Shell
Dir. of News & Sp. Events.....Mike Blancard
Production Manager.....Jack Sausman
Chief Engineer.....O. K. Garland

WATE-TV

KNOXVILLE—1953—ABC-NBC

Channel: 6 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper...Greater East Tennessee TV, Inc.
Business Address.....612 S. Gay St.
Air Time.....16 hours daily
Phone Number 2-7111
News Service .....UP
Representative .....Avery-Knodel
Membership .....TvB
President.....Paul Mountcastle, Sr.
Gen., Station Mgr.....W. Henry Linebaugh
Comm. Manager.....J. T. McCloud
Program Director.....John Reese
Promotion Director.....H. Wayne Hudson
Prom., Publicity Director...H. Wayne Hudson
Dir. of News & Sp. Events....Arthur J. Metzler
Production Mgr.....Carl Tibbetts
Chief Engineer.....Fred M. Andrews
Consulting Eng.....Comm. Radio Equip. Co.

WTSK-TV

KNOXVILLE—1953—CBS-DuM
DuM

Channel: 26 UHF..AP: 10.5 Kw...VP: 21 Kw.
Owned-Oper....Television Services, Knoxville
Phone Number 5-2113
Business Address.....530 S. Gay St.
Representative .....Pearson
Vice-Pres., Gen. Mgr.....Harold B. Rothbrock
Production Mgr.....Jay Miller
Program, Film Mgr.....Jerry Danziger
Commercial Mgr.....Guy L. Smith III
Publicity Director.....Marie Hogan
Chief Engineer.....Joy Broyles

WHBQ-TV

MEMPHIS—1953—CBS

Channel: 13 VHF..AP: 160 Kw...VP: 316 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1381 Madison Ave.
Phone Number 32-1705
Air Time.....17 hours daily
News Service .....UP
Representative .....Blair TV
Membership .....NARTB, TvB
President .....Thomas J. O'Neil
General Manager.....John H. Cleghorn
Operations Manager.....Bill Grumbles
Prog. Director, Film Mgr.....Gordon Lawhead
Prom., Pub. Director.....Bill Rucker
Dir. of News & Sp. Events.....Gene Roper
Production Manager.....Wilson Northcross
Chief Engineer.....Welton Roy

WMCT

MEMPHIS—1948—ABC-NBC-DuM

Channel: 5 VHF...AP: 60 Kw....VP: 100 Kw.
Owned-Operated.....Memphis Publishing Co.
Address.....Goodwyn Institute Building
Phone Number 8-7464
Air Time.....17 hours daily
Newspaper Affil.....The Commercial Appeal
News Service.....AP, UP
Representative .....Branham
Membership .....NARTB, TvB
President .....Enoch Brown
General Manager.....H. W. Slavick
Station, Comm. Mgr.....Earl Moreland
Prog. Dir., Film Mgr.....Wilson Mount
Prom., Pub., Director.....Walter E. Frase
Dir. of News & Sp. Events.....Ed White
Production Mgr.....Edward Greaney
Chief Engineer.....E. C. Frase, Jr.
Consulting Engineer.....George C. Davis

WLAC-TV

NASHVILLE—1954—CBS

Station Operating with Special Temporary Authorization
Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. .....WLAC-TV Inc.
Address.....159 Fourth Avenue North
Phone Number 42-4331
Air Time.....16 hours daily
News Service .....UP
Representative .....Katz
Membership .....NARTB
President.....Guilford Dudley, Jr.
Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
Asst. Gen. Mgr.....Ruth C. Holly
Commercial Manager.....W. W. Walker
Operations Mgr.....Carl J. Junker
Asst. Op. Mgr.....Roy A. Smith
Dir. of News & Sp. Events..A. G. Kenngott, Jr.
Publicity Director.....Ruth Estes
Chief Engineer.....Ralph L. Hucaby
Consulting Engineer.....Earl A. Cullum

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WSIX-TV

NASHVILLE—1953—ABC-DuM

Channel: 8 VHF...AP: 58 Kw....VP: 109 Kw.
Owned-Oper. By.....WSIX-TV Inc.
Business Address.....Nashville Trust Bldg.
Representative .....Hollingbery
Pres., Gen. Mgr.....R. D. Stamford, Jr.
Dir. Operations.....Shelton Weaver
Comm. Manager.....E. S. Tanner
Prog. Dir., Prod. Mgr.....Jim Kent
Chief Engineer.....Charles Duke
Dir. Special Events.....Larry Mumson
Promotion Director.....Harry L. Alsup

WSM-TV

NASHVILLE—1950—DuM—NBC

Channel: 4 VHF...AP: 50 Kw....VP: 100 Kw.
Owned....Nat'l Life & Accident Insurance Co.
Address.....301 Seventh Avenue, North
Representative .....Petry
Chairman of Board.....E. W. Craig
President, Gen. Mgr.....John H. DeWitt, Jr.
V.P. & Tech. Dir.....George Reynolds
Comm. Manager.....Irving Waugh
Operation Manager.....Brad Crandall
Film Manager.....Elmer Cartwright
Chief Engineer.....Aaron Shelton
Production Mgr.....Fritz Kleibacker
Dir. of News & Sp. Events.....Harold Baker

TEXAS

Pop. Feb. 1, 1955 (Est.) 8,638,000 — TV Homes 1,300,000

Stations in State 29

KRBC-TV

ABILENE—1953—NBC-ABC-DuM

Channel: 9 VHF..AP: 14.7 Kw...VP: 29.5 Kw.
Owned-Oper. By.....Abilene Radio & TV Co.
Business Address.....4510 So. 14th St.
Phone Number.....2-8491
Air Time.....10 hours daily
News Service .....AP
Representative .....Pearson
Membership .....TvB

President & Gen. Mgr.....Dale Ackers
Station Manager.....John Kelly
Comm. Manager.....John Higgins
National Sales Manager.....Forest Lane
Program Director.....Steve Cowan
Production Mgr.....Larry Fitzgerald
Continuity Chief.....Bert Mitchell
News Director.....Don Wilson
Film Buyer.....John Kelly
Promotion Mgr.....Forest Lane
Chief Engineer.....Bill Kessel

ABILENE RADIO & TELEVISION COMPANY
ABILENE, TEXAS

Serving the Rapidly Expanding Market That Is the Populous Heart of Central West Texas

KRBC—TV

A "Texas Tall' Antenna

772 feet above average terrain
1,038 feet above downtown Abilene

A "Texas Size" Studio

60 feet x 60 feet— 3600 feet of floor space

NBC — ABC CHANNEL 9 CBS — DuM

The only TV station in the market

Natl. Rep. — John E. Pearson Company
Texas-Louisiana Rep. — Clarke Brown Co.

KRBC—RADIO

5 Kw. Day — 1 Kw. Night

ABC 1470 Kc TSN

On the air since 1936

Programmed to meet the needs of the market.

Natl. Rep. — John E. Pearson Company

National Sales Manager — Forest Lane

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KFDA-TV

AMARILLO—1953—ABC-CBS

Channel: 10 VHF..AP: 30.4 Kw...VP: 56.5 Kw.
Owned & Oper. By....Amarillo Bsctg. Co., Inc.
Address .....P. O. Box 1400
Phone Number.....DRake 4-5343
Air Time.....13 hours daily
News Service.....AP, UP
Representative .....Branham
Membership .....NARTB
President.....Gene L. Cagle
General Manager.....Stan Wilson
Comm. Manager.....Ed Moore
Prog. Dir., Prod., Film Mgr.....N. C. Long
Promotion Director.....Laurel Knorpp
Director of News & Sp. Events.....Bill Johns
Publicity Director.....Kin Raley
Chief Engineer.....Bill Spiller

KGNC-TV

AMARILLO—1953—NBC-DuM

Channel: 4 VHF.. AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By..Globe News Publishing Co.
Address.....1800-2200 North Polk St.
Phone Number 4-4601
Air Time.....15 hours daily
News Affil.....News, Times, Globe
News Service.....AP, UP
Membership .....NARTB, TvB
Representative .....Katz
President .....Parker Prouty
General Manager.....Wes Izzard
Station Manager.....Bud Thompson
Comm. Manager.....Aubrey Jackson
Program Director.....Bob Vaughn
Promotion Director.....Marianne Johnson
Dir. of News & Sp. Events.....Bob Izzard
Production Manager.....Bill McEachern
Publicity Director.....Beverly Beck
Film Manager.....Joan Jamison
Chief Engineer.....W. H. Torrey
Consulting Engineer.....A. Earl Cullum

KTBC-TV

AUSTIN—1952
ABC-CBS-NBC-DuM

Channel: 7 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....Texas Bcstg. Corp.
Address.....P. O. Box 717
Phone Number 2-2424
Air Time.....13½ hours daily
News Service .....UP
Representative .....Raymer
President.....Claudia T. Johnson
General Manager.....J. C. Kellam
Sales Manager.....O. P. (Bob) Bobbitt
Program Director.....Richard "Cactus" Pryor
Prom., Publicity Dir.....Charles Brown
Dir. of News & Sp. Events.....Paul Bolton
Production Manager.....Fred Noble
Film Manager.....Elmo Brown
Chief Engineer.....Ben Hearn
Consulting Engineer.....A. Earl Cullum, Jr.

KBMT

BEAUMONT—1954—ABC-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 31 UHF.. AP: 117 Kw...VP: 224 Kw.
Owned-Oper. By..Television Broadcaster, Inc.
Address.....P. O. Box 1192
Phone Number 9-2476
Air Time.....8 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President.....Randolph C. Reed
V.P. & Gen. Mgr.....John Rossiter
Dir. of News & Sp. Events.....Roy Grimse
Production Manager.....William Beathard
Chief Engineer.....Frank Leins
Consulting Engineer.....Frank McIntosh

KVDO-TV

CORPUS CHRISTI—1954—ABC-NBC DuM

Station Operating with Special Temporary Authorization
Channel: 22 UHF..AP: 10.2 Kw...VP: 18.8 Kw.
Owned-Oper. By..Costal Bend Television Co.
Address.....409 South Staples
Phone Number 2-7468
News Service .....AP
Air Time.....8½ hours daily
Representative .....Adam Young
President .....Gabriel Lozano
Gen., Sta. Manager.....L. W. "Bud" Smith
Comm. Manager.....V. E. Tinsley
Program Director.....Edward F. Joslyn
Chief Engineer.....Nestor Aresta, Jr.

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KRLD Radio Corp.
Business Address.....Herald Square
Phone Number.....RAndolph 6811
Newspaper Affiliation...Dallas Times Herald
Air Time.....17 hours daily
Membership .....NARTB
Representative .....Branham
Board Chairman.....J. W. Runyon
President.....Clyde Rembert
Station Manager.....Roy M. Flynn
Comm. Manager.....W. A. Roberts
Program Director.....Ves Box
Promotion Director.....A. J. Putnam
Dir. of News & Sp. Events.....Larry Rasco
Production Manager.....Fritz Kuler
Publicity Director.....A. J. Putnam
Film Manager.....Nick Mueller
Chief Engineer.....B. B. Honeycutt
Consulting Engineer.....T. A. M. Craven

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF..AP: 137 Kw...VP: 274 Kw.
Owned-Operated By.....A. H. Belo Corp.
Business Address.....Young & Houston

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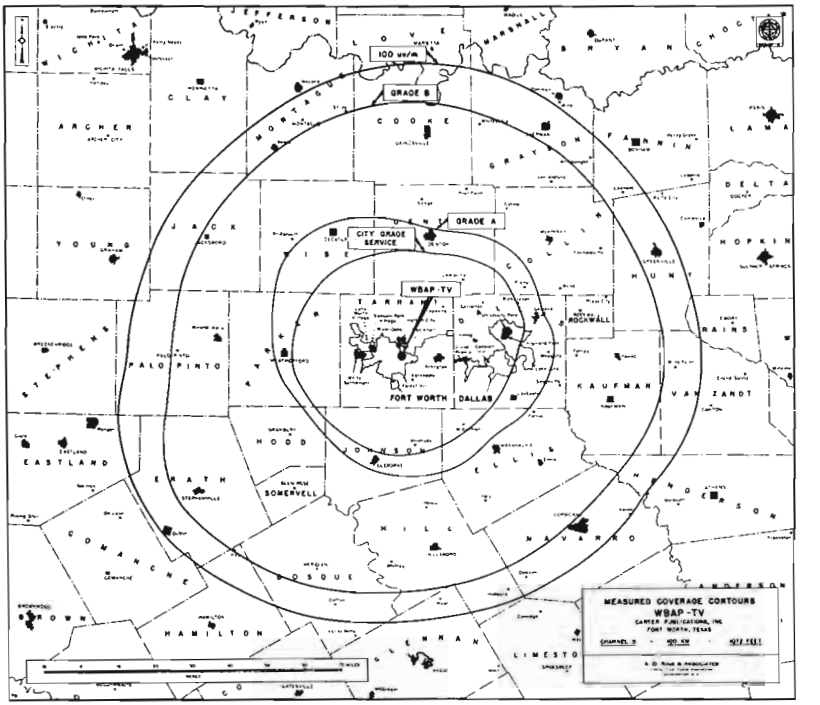
FULL COVERAGE with WBAP-TV . . . and here it is



SET COUNT 440,000

City grade service in BOTH cities!

WBAP-TV, Channel 5 with a tower 1072 feet high; tower and antenna 1113 feet; height above sea level 1739 feet.

REMEMBER—The only television station with city grade service in both Fort Worth and Dallas. In its sixth year, still the most coverage, the clearest picture, the largest audience. Full power with 100,000 watts.

Hooper's composite combine Fort Worth-Dallas survey, November, 1954 shows share of audience, 6:00-10:30 p.m.:

WBAP-TV 38%
2nd Sta. 36%
3rd Sta. 27%

Counties	24
Population	1,856,400
Families	572,200
Total Retail Sales	$2,284,777,000
Buying Income	$3,075,563,000

Sources: Sales Management "Survey of Buying Power" May 10, 1954
Measured Service Contour Map, A. D. Ring & Associates.

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC–NBC • FORT WORTH, TEXAS

AMON CARTER, Chairman | AMON CARTER, JR., President | HAROLD HOUGH, Director | GEORGE CRANSTON, Manager | ROY BACUS, Commercial Manager

FREE & PETERS, Inc. – National Representatives

www.americanradiohistory.com

KPRC-TV FIRST with 500* YEARS of TV EXPERIENCE

To be first and STAY first requires EXPERIENCE. KPRC-TV has it . . . 500 years of it! A staff of 127 people (many of them with the station since it telecast Houston's first program in 1949) keeps KPRC-TV first. They maintain KPRC-TV's excellence in performance and market-wise programming. They make KPRC-TV the best buy in the Gulf Coast Area . . . morning, afternoon, evening . . . all the time, day after day, and year after year.

* aggregate TV experience total—January 1955

KPRC-TV CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.

YOUR BEST COST-PER-THOUSAND BUY!

www.americanradiohistory.com

Phone Number.....Riverside 3315
Air Time.....17 hours daily
Newspaper Affiliation.....Morning News
News Service .....UP
Representative .....Petry
Membership .....NARTB, TvB
President.....E. M. (Ted) Dealey
General Manager.....James M. Moroney
Station Manager.....Ralph W. Nimmons
Comm. Manager.....Terry Lee
Program Director.....Jay Watson
Promotion Director.....Charles Larkins
Dir. of News & Spec. Events....Harvey Bogen
Production Manager.....Ben January
Film Manager.....Gordon Hamilton
Chief Engineer.....William C. Ellis
TV Tech. Supervisor.....George Krutilek
Consulting Eng.....A. Earl Cullum

KROD-TV

EL PASO—1952—ABC-CBS-DuM

Channel: 4 VHF....AP: 28 Kw.....VP: 56 Kw.
Owned-Oper. By.....El Paso Times, Inc.
Address.....2201 Wyoming St.
Representative .....Branham
General Manager.....Val Lawrence
Sales Manager.....Dick Watts
Promotion Mgr.....Ken McClure
Chief Engineer.....E. P. Talbott

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF..AP: 33.1 Kw...VP: 55.1 Kw.
Owned-Operated By.....Tri-State Bcstg. Co.
Address.....801 N. Oregon St.
Phone Number 2-5423
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
Pres., Gen., Sta. Mgr.....Karl O. Wyler
Comm. Manager.....Roy T. Chapman
Prog. Director.....Jack B. Chapman
Sec. Treasurer.....Karl O. Wyler, Jr.
Dir. of News & Sp. Events.....John Phelan
Production Manager.....Jack Rye
Film Manager.....Allan Johnston
Chief Engineer.....Kenneth J. Walton
Consulting Engineer.....George Adair

WBAP-TV

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 60.3 Kw...VP: 100 Kw.
Owned-Oper. By.....Carter Publications, Inc.
Business Address.....3900 Barnett St.
Phone Number.....Lockwood 1981
Air Time.....17 hours daily
Newspaper Affiliation.....Fort Worth Star-Telegram
News Service .....AP
Representative.....Free & Peters
Membership .....NARTB, TvB
Chairman .....Amon Carter Sr.
President.....Amon Carter, Jr.
General Manager.....George Cranston
Director .....Harold Hough
Commercial Mgr.....Roy Bacus
Prom., Pub. & Merch. Dir.....Joe Wallace
Program Director.....Robert Gould
Film Manager.....Lynn Trammell
Oper. Manager.....Robert Grammer
Director of News.....James A. Byron
Prod. Supervisor.....Phil Wygant
Chief Engineer.....R. C. Stinson

(See Page 953)

KGUL-TV

GALVESTON-HOUSTON—1952

CBS

Channel: 11 VHF..AP: 125 Kw...VP: 235 Kw.
Owned-Oper. By.....Gulf Television Co.
Business Address.....11 Video Lane
Phone Number 3-1607
Air Time.....18 hours daily
News Service .....AP
Representative.....CBS Television Spot Sales
Membership .....NARTB
Pres., Gen. Mgr.....Paul E. Taft
Sales Manager.....Robert S. Wilson
Comm. Manager.....Raymond E. Jones
Prog. Dir., Prod. Mgr.....Thomas L. Thompson
Prom. Director.....John L. Eisele
Dir. of News & Sp. Events.....Bob Savage
Pub. Director.....Wiliam D. Evans, Jr.
Film Manager.....Bud Johnson
Chief Engineer.....William R. Sloat
Consulting Eng...Vandivere, Cohen, & Wearn

KGBT-TV

HARLINGEN—1953—CBS-ABC-DuM

Channel: 4 VHF...AP: 6.9 Kw....VP: 13 Kw.
Owned-Oper. By....Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Phone Number 3500
Air Time.....8 hours daily
News Service .....UP
Membership .....NARTB
Representative .....Pearson
President .....McHenry Tichenor
General Manager.....Troy McDaniel
Comm. Manager.....I. S. Roberts
Program Director.....Frederic B. Folks
Promotion Director.....Ann Williams
Dir. of News & Sp. Events.....Jerry Fisher
Film Manager.....Roberto Rodriguez
Chief Engineer.....A. R. Beck
Consulting Engineer.....Andy Ring

KPRC-TV

HOUSTON—1950—NBC

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Houston Post Co.
Business Address.....2318 Polk Ave.
Phone Number.....Madison 9271
Representative .....Petry
Membership .....TvB
V.P., General Manager.....Jack Harris
Commercial Mgr.....Jack McGrew
Program Director.....Bert Mitchell
Promotion Mgr.....Kirt Harris
Film Manager.....Earl Corridon
Publicity Director.....Edna Forester
Traffic .....Katherine Estes
Chief Engineer.....Paul Huhndorfl

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I'm the cat in catalyst.

I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I—KTRK-TV—Channel 13—Houston.

BLAIR-TV.

KTRK-TV

THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
150 E. 43rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

www.americanradiohistory.com

KTRK-TV

HOUSTON—1954—ABC—DuM

Station Operating with Special Temporary Authorization
Channel: 13 VHF..AP: 170 Kw...VP: 316 Kw.
Owned-Oper...Houston Consolidated TV Co.
Address.....P. O. Box 12
Phone Number.....LOcust 1313
Air Time.....19 hours daily
Newspaper Affiliation .....Chronicle
Representative .....Blair-TV
Membership .....NARTB
President.....John T. Jones, Jr.
Gen., Sta. Mgr.....Willard E. Walbridge
Comm. Manager.....William F. Bennett
Dir. of News & Sp. Events.....Ray Conoway
Film Manager.....Hugh Pickett
Production Manager.....Tom Morehead
Chief Engineer.....Tom Hiner

KTVE

LONGVIEW—1953

Channel: 32 UHF..AP: 12 Kw...VP: 20 Kw.
Owned-Oper. By.....East Texas TV Co.
Business Address.....P. O. Box 2029
Phone Number.....PLaza 8-5551
Air Time.....7 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President, Gen. Mgr.....A. James Henry
Sta. Mgr., Prog. Director.....Barre Monigold
Comm. Manager.....Bernie Bouma
Director News.....Herschel McClure
Dir. of Sp. Events.....Wes Dean
Production Mgr.....Carl Lay
Music Dir. & Film Mgr.....Lawrence Birdsong
Chief Engineer.....William H. Dixon
Consulting Engineer.....Irvin Simpson

KCBD-TV

LUBBOCK—1953—ABC-NBC

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Bryant Radio & TV Corp.
Business Address.....Box 1507
Phone Number 4-1414
Air Time.....14 hours daily
News Service.....AP, UP
Representative .....Raymer
Membership .....NARTB
Pres., Gen. Manager.....Joe H. Bryant
Asst., Business Manager.....Robert L. Snyder
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Prom., Pub. Director.....Jack Tippit
Dir. of News & Sp. Events.....Joe Gilbert
Production Manager.....Bob Sanders
Film Manager.....Stewart Hester
Chief Engineer.....Frank Lee
Consulting Engineer.....Weldon & Carr

KDUB-TV

LUBBOCK—1952—CBS-DuM

Channel: 13 VHF..AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By.....Texas Telecasting, Inc.
Business Address.....7400 College Ave.
Phone Number 4-2345
News Service.....INS, AP
Representative .....Avery-Knodel, Inc.
Air Time.....15 hours daily
Membership .....NARTB, TvB
Pres., Gen. Mgr.....W. D. (Dub) Rogers
National Sales Mgr.....George C. Collie
Local Sales Manager.....Jimmie Isaacs
Prog. Dir., Film Mgr.....Ray Trent
Promotion Director.....W. H. Shipley
Production Manager.....Vernon Peorner
Publicity Director.....Johnny Williams
Chief Engineer.....Rudy Starnes
Consulting Engineer.....Frank McIntosh
Dir. of News & Sp. Events.....Jimmie Isaacs

KMID-TV

MIDLAND—1953—NBC-ABC-CBS DuM

Channel: 2 VHF..AP: 13.8 Kw...VP: 26.3 Kw.
Owned-Oper. By..Midessa Television Co., Inc.
Business Address.....Box 2758
Phone Number 2-7321
Air Time.....10 hours daily
News Service .....UP
Rep.....Venard, Rintoul & McConnell, Brown
Membership .....NARTB
President.....J. Conrad Dunigan
Gen., Sta. Mgr.....Sidney A. Grayson
Comm. Manager.....Bob Cain
Prog., News & Sp. Events Dir.....Bill Richie
Promotion Director.....Brad Bodkin
Production Manager.....Bob McClellan
Publicity Director.....Louise Owen
Film Manager.....Carl Kennedy
Chief Engineer.....William D. Buford

FAVORITE in the Lubbock area

✓ First in Promotion

✓ First in Network Programing

✓ First in Live Production

FIRST TV IN WEST TEXAS — ESTABLISHED 1952

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRES. & GEN. MGR.: W. D. "DUB" ROGERS
NATL. SALES MGR.: GEORGE COLLIE

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KTXL-TV

SAN ANGELO—1953—CBS

Channel: 8 VHF..AP: 15.5 Kw...VP: 27.5 Kw.
Owned-Oper. By.....WesTex Television Co.
Business Address.....Box 1271
Phone Number 7677
Air Time.....9 hours daily
Representative .....Melville
Membership .....NARTB
President.....A. D. Rust
General, Film Mgr.....J. Harley Hubbard
Comm. Manager.....George Olsen
Prom., Pub. Dir.....Ken Markel
Chief Engineer.....Robert Benson
Consulting Eng.....Craven, Lohnes & Culver

KENS-TV

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5 VHF..AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By.....San Antonio Bcstg. Co.
Business Address.....Transit Tower
Phone Number.....CApital 7-8151
Air Time.....16 hours daily
News Service.....AP, UP
Representative .....Free & Peters
Membership .....NARTB, TvB
Newspaper Affil.....Express & News
President.....Frank G. Huntress, Jr.
General Manager.....Albert D. Johnson
Gen. Sales Mgr.....Wayne Kearl
Texas Sales Mgr.....Hugh B. Higgins
Program Director.....Edward Uhler, Jr.
Prom., Pub. Director.....Bob Miller
Dir. of News & Sp. Events.....Pat Boyette
Production Manager.....Bob Farrar
Film Manager.....Bob Shultz
Chief Engineer.....William J. Jackson
Consulting Engineer.....W. G. Egerton

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By....Southland Industries, Inc.
Address.....1031 Navarro St.
Phone Number.....GArfield 7-4221
Air Time.....17 hours daily
News Service.....AP, INS, UP
Representative .....Petry
Membership .....TvB
President.....Hugh A. L. Halff
V.P. & Gen. Mgr.....James M. Gaines
Comm. Manager.....Edward V. Cheviot
Prog. Dir., Prod. Mgr.....French Ferguson
Promotion Director.....James F. Anderson
Dir. of News & Sp. Events.....Henry Howell
Publicity Director.....Imogene Stanley
Chief Engineer.....Charles Jeffers

KCEN-TV

TEMPLE—1953—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Bell Publishing Co.
Business Address.....P. O. Box 188
Phone Number 3-6868
Air Time.....7¼ hours daily
Newspaper Affiliation..Temple Daily Telegram
News Service .....UP
Representative .....Hollingbery, Melville
President.....Frank W. Mayborn
Asst. to Pres.....Burton Bishop
General Manager.....Harry Stone
Station Manager.....J. Harry Abbott
Program Director.....Jim Bentley
Chief Engineer.....William Crusinberry
Consulting Engineer.....A. Earl Cullum, Jr.

KCMC-TV

TEXARKANA—1953
CBS-ABC-DuM

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....KCMC, Inc.
Business Address.....Summerhill Rd.
Phone Number 32-8201
Air Time.....14 hours daily
News Service .....AP
Newspaper Affil.....Texarkana Gazette & Daily News
Representative..Venard, Rintoul & McConnell
Membership .....NARTB, TvB
President .....C. E. Palmer
Gen., Comm. Manager....Walter M. Windsor
Program Dir., Prod. Mgr.....Charles E. Wade
Chief Engineer.....Harvey Robertson
Consulting Eng.....Comm. Radio Equip. Co.

KLTV

TYLER-LONGVIEW—1954
NBC-ABC-CBS-DuM

Station Operating with Special Temporary Authorization
Channel: 7 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By.....Lucille Ross Lansing
Business Address.....115 South College
Phone Number 2-3875
General Manager.....Marshall H. Pengra
Program Director.....Bob Norris
News Director.....Gerry Lansing
Chief Engineer.....Hudson Collins

KANG-TV

WACO—1953—ABC-DuM-CBS

Channel: 34 UHF..AP: 10 Kw...VP: 18.6 Kw.
Owned-Oper....Central Texas Television Inc.
Business Address.....Box 3127
Phone Number 31525
Air Time.....7 hours daily
Representative .....Raymer
Membership .....NARTB
President, Gen. Mgr.....Clyde Weatherby
Station Manager.....Bob H. Walker
Chief Engineer.....J. H. Smith
Consulting Engineer.....Weldon & Carr

KRGV-TV

WESLACO—1954—NBC

Channel: 5 VHF..AP: 14.4 Kw...VP: 28.8 Kw.

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Owned-Oper. By.....KRGV Television Inc.
Business Address.....311 S. Missouri Ave.
Phone Number 517
News Service.....AP, UP
Air Time.....7½ hours daily
Membership .....NARTB
Representative .....Raymer
President.....O. L. Taylor
General Manager.....Millman Rochester
Comm. Manager.....Jack Keasler
Prog. Dir., Prod. Mgr.....Jim Cook
Prom., Pub. Dir.....Ted Cressner
Dir. of News & Sp. Events..Harry Van Slycke
Film Manager.....Bettie Sue Lynch
Chief Engineer.....Lewis Hartwig
Consulting Engineer.....A. Earl Cullum

KFDX-TV

WICHITA FALLS—1953—ABC-NBC

Channel: 3 VHF....AP: 30 Kw.....VP: 60 Kw.
Owned-Operated By..Wichtex Radio & Tele. Co.
Address .....Seymour Road
Phone Number 2-8668
Air Time.....14 hours daily
News Service .....UP
Representative .....Raymer
Membership .....NARTB
President.....Darrold A. Cannan
General Manager.....Howard H. Fry
National Sales Mgr.....Mott M. Johnson
Local Sales Manager.....George Craig
Program Director.....Warren Silver
Prom., Pub. Director.....Jimmie Skidmore
Dir. of News & Sp. Events....Norman Duncan
Production Manager.....Bill Angel
Film Manager.....Gene Riddle
Film Buyer.....Howard Fry
Chief Engineer.....John Adams
Consulting Engineer.....George Davis

KWFT-TV

WICHITA FALLS—1953—CBS-DuM

Channel: 6 VHF..AP: 11.7 Kw...VP: 23.5 Kw.
Owned-Operated By..Wichita Falls Tele., Inc.
Address.....P. O. Box 420
Phone Number 3-4181
Air Time.....10 hours daily
News Service .....UP
Representative .....Blair-TV
Membership .....NARTB, TvB
Pres., Gen. Mgr.....Kenyon Brown
Asst. Mgr.....A. L. Pierce
Comm. Manager.....Blaine Cornwell
Prom. Director.....Mrs. Owanah Shelton
Dir. of News & Sp. Events.....Ed Hamlyn
Film Manager.....Thomas R. Sugars
Chief Engineer.....Herbert T. Wiley
Consulting Engineer.....A. Earl Cullum

UTAH

Pop. Feb. 1, 1955 (Est.) 771,000 — TV Homes 142,000
Stations in State 3

KSL-TV

SALT LAKE CITY—1948
CBS-DuM

Channel: 5 VHF...17.8 Kw....VP: 29.5 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Phone Number 5-4641
Air Time.....16 hours daily
News Service .....UP
Representative.....CBS TV Spot Sales
Membership .....NARTB, TvB
Exec. Vice President.....Ivor Sharp
Vice President.....J. W. Wright
V.P. & Gen., Sta. Mgr.....D. Lennox Murdoch
Comm. Mgr.....Edward B. Kimball
Prom. & Pub. Dir.....A. Richard Robertson
Production Manager.....Scott R. Clawson
Merchandising Dir.....J. Henry Boren
Chief Engineer.....Vincent E. Clayton
Film Editor.....Richard V. Thiriot

KTVT

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 14 Kw....VP: 27 Kw.
Owned By....Intermountain Bcstg. & TV Corp.
Business Address.....128 Social Hall Ave.
Phone Number.....22-5681
Air Time.....16 hours daily
Station Representative .....Katz
Newspaper Affiliation.....Time, Inc.
News Service.....INS
Membership .....NARTB, TvB
Pres. & Gen. Mgr.....G. Bennett Larson
V.P., Director Oper.....John M. Baldwin
Prod. & Prog. Director.....Dan Rainger
Prom. & Pub. Director.....Del Leeson
Dir. of News & Sp. Events.....Jack Goodman
Film Manager.....James Chubb
Chief Engineer.....Allan Gunderson

KUTV

SALT LAKE CITY—1954—ABC

Station Operating with Special Temporary Authorization
Channel: 2 VHF..AP: 22.85 Kw..VP: 45.71 Kw.
Owned-Oper...Utah Broadcasting & TV Corp.
Address.....179 Social Hall Ave.
Phone 22-2505
Air Time.....9½ hours daily
Newspaper Affiliation.....Tribune
Representative .....Hollingbery
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Frank C. Carman
Comm. Manager.....Brent H. Kirk
Program Director.....John P. Brody
Prom., Pub. Director.....Rod C. Parkin
Dir. of News & Sp. Events.....John Salisbury
Production Manager.....Alan Frank
Film Manager.....Miles Ivers
Chief Engineer.....Wendell Bell
Consulting Engineer.....Grant Wrathall

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VERMONT

Pop. Feb. 1, 1955 (Est.) 389,000 — TV Homes 67,000

Stations in State 1

WMVT

BURLINGTON—1954—ABC-CBS-NBC

Station Operating with Special Temporary Authorization

Channel: 3 VHF..AP: 9.5 Kw...VP: 18.3 Kw.
Owned-Oper. By..WCAX Broadcasting Corp.
Address.....135 Main Street
Phone Number 3-3437
Air Time.....5 hours daily
News Service .....UP
Representative .....Weed
Membership .....NARTB
President.....C. P. Hasbrook
General Manager.....S. T. Martin
Comm. Manager.....J. D. Dobson
Promotion Director.....Charles Lewis
Dir. of News & Sp. Events....John A. Sullivan
Production Manager.....Richard G. Huntley
Film Manager.....Lee S. Varker
Chief Engineer.....J. W. Tierney

VIRGINIA

Pop. Feb. 1, 1955 (Est.) 3,658,000 — TV Homes 562,000

Stations in State 7

WVEC-TV

HAMPTON-NORFOLK—1953
NBC-DuM

Channel: 15 UHF..AP: 110 Kw...VP: 220 Kw.
Owned-Oper. By.....Peninsula Bcstg. Corp.
Business Address.....812 W. 21st St.
Representative .....Avery-Knodel
Pres., Gen., Sta. Mgr.....Thomas P. Chisman
Comm. Manager.....Harrol A. Brauer, Jr.
Program Director.....L. W. Kliewer
Prom., Pub. Director.....Georgia McCarty
Dir. of News & Sp. Events.....Lewis T. Jester
Production Manager.....Orlan Gray
Film Manager.....Gordon Walsh
Chief Engineer.....William C. King, Jr.
Consulting Eng...Vandivere, Cohen & Wearn

WSVA-TV

HARRISONBURG—1953
ABC-DuM-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Business Address.....Rawley Pike
Representative .....Pearson
Pres., Gen., Sta. Mgr.....Frederic L. Allman
Comm., Prom. Mgr.....Howard C. Evans
Prog. Director.....Robert E. Lee
Pub. Director.....Andy McCaskey
Chief Engineer.....Warren L. Braun

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF..AP: 25.7 Kw...VP: 51.3 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....925 Church St.
Representative .....Hollingbery
President .....Edward Allen
General Manager.....Phil Allen
Sales Manager.....Joseph F. Wright, Jr.
Program Director.....Warren Uttal
Chief Engineer.....John T. Orth

WACH-TV

NEWPORT NEWS-NORFOLK—1953

Channel: 33 UHF..AP: 10.5 Kw. VP: 20.9 Kw.
Owned-Oper. By.....Eastern Bcstg. Corp.
Business Address.....114 24th St.
Phone Number 3-1631
Air Time.....18 hours daily
News Service .....UP
Representative .....Walker

The Best in Viewing

is

WACH-TV

•

Channel 33

Tidewater Radio

Newport News-Norfolk, Va.

www.americanradiohistory.com

Membership .....NARTB
President .....John Doley
Gen., Sta. Mgr.....H. A. Seville
Comm. Mgr., Pub. Dir.....Charles E. Sweeney
Prog., News & Sp. Ev. Dir.....John Harris
Prom. Dir., Film & Prod. Mgr...Helen Rushton
Chief Engineer.....Stanford Willis
Consulting Engineer.....George Adair

WTAR-TV

NORFOLK—1950
ABC-CBS-DuM

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.
Owned-Operated By.....WTAR Radio Corp.
Business Address.....720 Boush St.
Phone Number 56711
Air Time.....17 hours daily
Newspaper Affil.....Norfolk Newspapers, Inc.
News Service.....AP, INS
Representative .....Petry
Membership .....NARTB, TvB
President, Sta. Mgr.....Campbell Arnoux
Asst. General Mgr.....John C. Peffer
Comm. Manager.....Robert M. Lambe
Program Director.....Harold Soldinger
Prom., Pub. Director.....Robert Davis
Dir. of News & Sp. Events..Gilbert A. McLeod
Production Mgr.....Patrick Arnoux
Film Manager.....Harry L. Lindell
Consulting Engineer.....Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Address.....3301 W. Broad St.
Phone Number 5-8611
Air Time.....17 hours daily
News Service .....UP
Station Representative.....Blair TV
Membership .....NARTB
Pres., Gen., Sta. Mgr.....Wilbur M. Havens
Comm. Manager.....Walter A. Bowry, Jr.
Prog. Dir., Film Mgr.....John Shand
Prom., Publicity Director.....Robert Kahle
Prod. Mgr. & Dir. of News.....Roy Roman
Chief Engineer.....James Kyle
Consulting Engineer.....James C. McNary

WSLS-TV

ROANOKE—1952—NBC-ABC

Channel: 10 VHF..AP: 148 Kw...VP: 296 Kw.
Owned-Oper. By....Shenandoah Life Stations
Address.....301 1st St. SW
Phone Number 9227
Air Time.....18 hours daily
News Service .....AP
Representative .....Avery-Knodel
Membership .....NARTB, TvB
President .....Paul C. Buford
Exec. Vice Pres.....James H. Moore
Asst. & Comm. Mgr.....Horace Fitzpatrick
Program Director....George W. Chernault Jr.
Promotion Dir.....Fred L. Corstaphney
Dir. of News & Sp. Events.....Tom S. Wright
Chief Engineer.....J. P. Briggs
Consulting Engineer.....George C. Davis

WASHINGTON

Pop. Feb. 1, 1955 (Est.) 2,590,000 — TV Homes 473,000
Stations in State 9

KVOS-TV

BELLINGHAM—1953—CBS-DuM

Channel: 12 VHF...AP: 17 Kw....VP: 34 Kw.
Owned-Oper. By.....KVOS Inc.
Business Address.....1321 Commercial
Representative .....Forjoe
President .....Rogan Jones
Commercial Manager.....Fred Elsethagen
Production Director.....David Mintz

KING-TV

SEATTLE—1948—ABC

Channel: 5 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Representative .....Blair-TV
Membership .....TvB
President.....Mrs. A. Scott Bullitt
V.P., Gen. Mgr.....Otto P. Brandt
Commercial Manager.....Al Hunter
Dir. of News & Spec. Events...Charles Herring
Production Manager.....Bernie Cary
Program Director.....Lee Schulman
Dir. of Engineering.....James L. Middlebrooks
Consulting Engineer..Craven, Lohnes & Culver

KOMO-TV

SEATTLE—1953—NBC

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Representative .....Hollingbery
Membership .....NARTB
President.....O. W. Fisher
Vice Pres. & Gen. Mgr.....W. W. Warren
V.P. & Comm. Mgr.....Ray Baker
Program Manager.....Dave Crockett
Public Service Mgr.....Reg Miller
News & Sp. Events Ed.....Herb Robinson
Production Manager.....Tom Rogstad
Publicity Director.....Margaret Frey
Dir. of Eng.....F. J. Brott
Consulting Eng.....A. D. Ring Associates

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KHQ-TV

SPOKANE—1952—NBC-ABC

Channel: 6 VHF...AP: 55 Kw....VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....700 Radio Central Bldg.
Phone Number.....MAdison 5131
Air Time.....12 hours daily
Newspaper Affil.....Spokesman Review & Chronicle
News Service .....AP
Representative .....Katz
Membership .....TvB
Pres., Gen., Station Mgr.....R. O. Dunning
Comm. Manager.....John Pindell
Program Director.....William A. Neilson
Prom., Pub. Director.....Mrs. Pat McIntyre
Dir. of News & Sp. Events.....Patrick Cullen
Production Manager.....Homer Mason
Film Manager.....Dick Bennington
Chief Engineer.....Al Sparling

KREM-TV

SPOKANE—1954—ABC

Station Operating with Special Temporary Authorization

Channel: 2 VHF..AP: 69.2 Kw...VP: 100 Kw.
Owned & Oper. By.....Louis Wasmer
Address.....S. 4103 Regal
Phone Number.....Keystone 0466
Air Time.....9 hours daily
News Service .....AP
Representative .....Petry
President .....Louis Wasmer
General Manager.....Robert Temple
Program Director.....Paul Morris
Dir. of News & Sp. Events....Richard Hoover
Chief Engineer.....Homer Mead
Consulting Engineer.....James Hatfield

KXLY-TV

SPOKANE—1953—CBS-DuM

Channel: 4 VHF..AP: 28.5 Kw...VP: 48 Kw.
Owned-Oper. By...Northern Pacific TV Corp.
Address .....West 315 Sprague Ave.
Phone Number.....Madison 4291
Air Time.....14 hours daily
News Service .....UP
Representative .....Avery-Knodel
Membership .....NARTB
President .....Norman Eisenstein
Gen., Sta. Mgr.....Richard Jones
Comm. Manager.....Robert Struble
Program Director.....Gene Roth
Promotion, Publicity Dir.....Bob Moore
Dir. of News & Sp. Events..Martin Koschmann
Production Manager.....Ed Robinson
Film Manager.....Clarence Koenig
Chief Engineer.....Dave Green

KTNT-TV

TACOMA—1953—CBS-DuM

Channel: 11 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Operated By...Tribune Publishing Co.
Address.....711 St. & Grant Ave.
Phone Number .....FUlton 2561
Air Time.....15 hours daily
Newspaper Affil.....Tacoma News Tribune
News Service.....AP, UP
Representative .....Weed
Membership .....NARTB, TvB
General Manager.....Len Higgins
Comm. Manager.....Larry Carino
Program Director.....Burke Ormsby
Chief Engineer.....Max Bice
Consulting Engineer.....Alvin H. Barnard

KTVW

TACOMA—1953

Channel: 13 VHF..AP: 57 Kw...VP: 95.5 Kw.
Owened-Oper. By.....J. Elroy McCaw
Business Address.....914½ Broadway
Phone Number.....BR 3157
Air Time.....8 hours daily
News Service .....INS
Membership .....NARTB
General Manager.....H. G. Fearnhead
Station, Comm. Manager.....Roger D. Rice
Program Director.....Clair Weidenaar
Promotion Director.....Eugene Holce
Film Manager.....Howard C. Perkin
Chief Engineer.....C. R. Morris

KIMA-TV

YAKIMA—1953
ABC-CBS-NBC-DuM

Channel: 29 UHF..AP: 7.5 Kw...VP: 15 Kw.
Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address...Radio & Television Center
Phone Number 6104
Air Time.....10 hours daily
News Service .....AP
Representative .....Weed
Membership .....NARTB, TvB
President.....A. W. Talbot
Gen., Sta. Mgr.....Thomas C. Bostic
Commercial Mgr.....H. R. Cary
Program, Flm. Mgr.....James Nolan
Promotion Director.....Joe Ryan
Director of News.....John Knievel
Production Mgr.....Tom Ewing
Chief Engineer.....Barry Watkinson
Consulting Engineer.....Frank McIntosh

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WEST VIRGINIA

Pop. Feb. 1, 1955 (Est.) 1,987,000 — TV Homes 272,000
Stations in State 6

WCHS-TV

CHARLESTON—1954—ABC-CBS DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.
Owned & Oper. By.....WCHS-TV Inc.
Address.....1111 Virginia Street East
Phone Number 6-5358
News Service .....UP
Air Time .....15 hours daily
Representative .....Branham
Membership .....NARTB, TvB
President.....Lewis C. Tierney
General Manager.....John T. Gelder, Jr.
Comm. Manager.....John L. Sinclair, Jr.
Promotion Manager.....Frohman Johnson
Program Director.....Morton S. Cohn
Chief Engineer.....William E. Dixon

WSAZ-TV

HUNTINGTON—1949—NBC

Channel: 3 VHF...AP: 42 Kw....VP: 100 Kw.
Owned-Operated By.....WSAZ, Incorporated
Address.....201 Ninth St.
Phone Number 4-4126
Air Time.....17 hours daily
Newspaper Affil...Huntington Publishing Co.
News Service .....AP
Station Representative .....Katz
Membership .....NARTB, TvB
President.....Col. J. H. Long
V.P. & Gen. Mgr.....L. H. Rogers II
V.P. & Tech. Dir.....L. E. Kilpatrick
Asst. Gen. Mgr.....C. T. Garten
Sales Mgr.....R. E. White
National Sales Director.....Liz Conaty
Regional Sales Mgr.....W. R. Murray
Program Director.....J. H. Ferguson
Promotion Director.....C. W. Dinkins
Dir. of News & Sp. Events.....Nick Basso
Production Mgr.....Ned R. Brooke
Public Affairs Dir.....W. T. Romaine
Film Manager.....Gayle MacCracken
Chief Engineer.....J. P. Clay

WOAY-TV

OAK HILL—1954—ABC-DuM

Station Operating with Special Temporary Authorization
Channel: 4 VHF..AP: 69.2 Kw...VP: 100 Kw.
Owned & Oper. By.....Robert R. Thomas, Jr.
Business Address.....Box 251
Phone Number 651
Representative .....Weed TV
General Manager.....Robert R. Thomas, Jr.
Sales Manager.....Will Jackson
Program Director.....Clyde Higgins
Chief Engineer.....Kenneth Rice

WTAP

PARKERSBURG—1953—ABC-DuM NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.
Owned-Oper....West Virginia Enterprises Inc.
Business Address.....121 W. Seventh St.
Phone Number 7-4589
Air Time.....9 hours daily
News Service .....UP
Representative .....Forjoe
Membership .....NARTB
President, Gen. Mgr.....T. A. Eiland
Comm. Manager.....Jerry Burns
Prog., Prom., Pub. Dir.....Don Painter
Film Manager.....T. A. Eiland
Chief Engineer.....George W. DeBlieux
Consulting Eng.....Vandivere, John & Wearn

WTRF-TV

WHEELING—1953—ABC-NBC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.
Owned-Oper. By.....Tri-City Bcstg. Co.
Business Address.....Ogden Bldg.
Phone Number.....Wheeling 1177
Air Time.....17 hours daily
Newspaper Affiliation.....News-Register
News Service .....UP
Representative .....Hollingbery
Membership .....NARTB, TvB
Exec. V.P. & Gen. Mgr.....Robert W. Ferguson
Comm. Mgr.....H. Needham Smith
Prog. Director.....Lou Meyer
Prom., Pub. Director.....Greg Van Camp
Dir. of News & Sp. Events.....George Diab
Production Manager.....Gary Vorhees
Film Manager.....William Ney
Merchandising Manager.....Albert T. Jones
Asst. Program Director.....By Williams
Chief Engineer.....Howard Daubenmeyer
Asst. Chief Engineer.....Fred Baker
Consulting Eng.....Robert Silliman & Assoc.

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WISCONSIN

Pop. Feb. 1, 1955 (Est.) 3,620,000 — TV Homes 653,000
Stations in State 11

WEAU-TV

EAU CLAIRE—1953—ABC-NBC

Channel: 13 VHF. AP: 26.2 Kw.. VP: 59.5 Kw.
Owned-Oper. By.....Central Bcstg. Co.
Business Address.....2415 So. Hastings Way
Phone Number 2-3474
Air Time.....9 hours daily
Newspaper Affiliation.....Superior Telegram, Eau Claire Leader Telegram
News Service .....UP
Membership .....NARTB
Representative .....Hollingbery
President.....W. C. Bridges
General Manager.....H. S. Hyett
Station Manager.....Richard Kepler
Comm. Manager.....Robert Trump
Prog. Director.....Lynn Tilley
Chief Engineer.....T. O. Jorgenson

WBAY-TV

GREEN BAY—1953—ABC-CBS-DuM

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Norbetine Fathers
Business Address.....115 South Jefferson St.
Phone Number.....HEmlock 2-3333
Air Time.....17½ hours daily
News Service .....AP
Representative .....Weed
Membership .....NARTB
Managing Dir.....Rev. M. J. Beemster
General Manager.....Haydn R. Evans
Station Manager.....Burkett Farquhar
Commercial Mgr.....Robert C. Nelson
Prog. Dir.....Leo Persselin
Promotion Dir.....Robert Meister
Director of News.....Clair Stone
Production Mgr.....Bill Manschot
Film Manager.....Jim Krause
Chief Engineer.....Wallace Stangel

WKBT

LA CROSSE—1954—CBS-NBC-DuM

Station Operating with Special Temporary Authorization
Channel: 8 VHF..AP: 50 Kw...VP: 100 Kw.
Owned & Oper. By....WKBH Television Inc.
Address.....141 South 6th St.
Phone Number 2-4678
Air Time.....5 hours daily
Newspaper Affiliation.....Tribune
Representative .....Raymer
Membership .....NARTB
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison
Program Director.....Tom Maloney
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman
Consulting Engineer.....Jansky & Bailey

WKOW-TV

MADISON—1953—CBS

Channel: 27 UHF. AP: 8.49 Kw..VP: 16.98 Kw.
Owned-Oper. By.....Monona Bcstg. Co.
Business Address..215 West Washington Ave.
Phone Number 3-5329
Representative .....Headley-Reed
President .....Stewart Watson
General Manager.....Ben J. Hovel
Commercial Mgr.....Robert E. Loomer
Program Director.....Audrey Bland
Technical Supervisor.....Cloven Smith
Consulting Engineer.....W. F. Keane

WMTV

MADISON—1953—ABC-NBC-DuM

Channel: 33 UHF..AP: 9.1 Kw...VP: 17 Kw.
Owned-Oper. By.....Bartell Television Corp.
Business Address.....West Beltline Hwy.
Phone Number 3-5381
Air Time.....12 hours daily
News Service .....UP
Representative .....Bolling
Pres., Gen. Mgr.....Gerald A. Bartell
Sta., Comm. Mgr.....Morton J. Wagner
Prom., Pub. Director.....Claire Roelandt
Director of News.....Michael Griffin
Production Mgr.....Thomas E. Arend
Film Manager.....William Edwards
Chief Engineer.....Stanley Sadler
Consulting Engineer.....Ralph Evans

WMBV-TV

MARINETTE—1954—NBC

Station Operating with Special Temporary Authorization
Channel: 11 VHF..AP: 56.2 Kw...VP: 95.5 Kw.
Owned-Oper By..M & M Broadcasting Co., Inc.
Address .....Radio-TV Park
Phone Number 2-6631
Air Time.....9 hours daily
News Service .....UP
Rep.....Venard, Rintoul & McConnell
Membership .....NARTB
President.....W. E. Walker
General Manager.....Joseph D. Mackin
Sta., Film Manager.....William R. Walker
Program Director.....Pat Kehoe
Prom., Pub. Director.....Howard Witt
Dir. of News & Sp. Events..Robert MacCauley
Chief Engineer.....Al S. Alexander
Consulting Eng.....A. D. Ring & Assoc.

WCAN-TV

MILWAUKEE—1953—CBS

Channel: 25 UHF..AP: 100 Kw...VP: 212 Kw.
Owned-Oper. By.....Midwest Bcstg. Co.
Business Address.....808 N. Third St.
Phone Number.....Broadway 6-2154

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Air Time.....17 hours daily
News Service .....UP
Representative .....Rosenman
President, Gen. Mgr.....Lou Poller
Director of Oper.....Kal Ross
Comm. Mgr.....Burt Levine
Prog. Director.....Buddy Marino
Promotion Director.....Mort Rosenman
Dir. of News & Sp. Events....Dr. A. A. Suppan
Production Mgr.....Budde Marino
Publicity Director.....Claire Salop
Film Manager.....Jack Beatty
Chief Engineer.....Walter Wesley
Consulting Eng.....Russell P. May

WSAU-TV

WAUSAU—1954—ABC-CBS-NBC DuM

Station Operating with Special Temporary Authorization

Channel: 7 VHF...AP: 50 Kw....VP: 100 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address .....714-5th Street
Phone Number 2-1021
Newspaper Affil.....Record-Herald
News Service.....AP, UP
Air Time.....6½ hours daily
Representative .....Meeker
President.....J. C. Sturdevant
General Manager.....George T. Frechette
Comm., Asst. Gen. Mgr.....Richard D. Dudley
Program Director.....James K. Harelson
Chief Engineer.....Roland W. Richardts

WTMJ-TV

MILWAUKEE—1947—ABC NBC-DuM

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Phone Number.....B'way 1-6000
News Service .....AP

Air Time.....16 hours daily
Representative.....Harrington, Righter & Parsons, Inc.
Membership .....NARTB, TvB
V.P. and Gen. Mgr. of Radio and TV, The Journal Co.....Walter J. Damm
Asst. Gen. Mgr.....R. G. Winnie
Station Mgr.....George Comte
Asst. Sta. Mgr.....George Nicoud
Res., Devel. Co-ordinator.....L. W. Herzog
Sales Mgr.....Neale V. Baake
Program Manager.....James Robertson
Mgr. Radio & TV Engng.....Phillip Laeser
News Editor.....Jack Krueger

WTVW

MILWAUKEE—1954—ABC-DuM

Station Operating with Special Temporary Authorization

Channel: 12 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....Empire Building
Phone Number.....BRoadway 6-8660
Manager .....I. E. Showerman
Representative ..... Petry
Program Director.....Elden Anspach
Chief Engineer.....Lionel Wittenberg

WXIX

MILWAUKEE—1953—CBS

Channel: 19 UHF..AP: 12 Kw...VP: 18.5 Kw.
Owned-Oper. By.....CBS, Inc.
Business Address.....704 West Wisconsin
Phone Number.....Broadway 1-8480
General Manager.....Edmund C. Bunker
Program Director.....Leon Drew
General Sales Mgr.....Theodore F. Shaker
Business Mgr.....John Lathrop Viemeister
Director Operations.....Arthur F. Schoenfuss
Promotion, Publicity Director.....By Colvig
News Director.....Guy Runnion

WYOMING

Pop. Feb. 1, 1955 (Est.) 318,000 — TV Homes 17,000
Stations in State 1

KFBC-TV

CHEYENNE—1954—CBS-DuM ABC-DuM

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Frontier Bcstg. Co.
Business Address.....2923 East Lincolnway
Phone Number 4-4461
Newspaper Affiliation.....Wyoming Eagle & Wyoming Tribune

News Service .....UP
Representative .....Hollingbery
President.....Robert S. McCracken
Gen., Sta. Mgr.....William C. Grove
Commercial Mgr.....C. P. Cahill
Promotion Manager.....D. E. Allen
Traffic Manager.....Joyce Pratt
Production Manager.....Jackson H. Mumey
Chief Engineer.....R. C. Pfannenschmid

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TELEVISION STATIONS
IN TERRITORIES AND POSSESSIONS

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ALASKA

KFIA
ANCHORAGE—1953—CBS-ABC

Channel: 2 VHF..AP: 8.42 Kw...VP: 13.8 Kw.
Owned-Oper. By.....Kiggins & Rollins
Business Address.....Box 939
Representative .....Weed, Moore-Lund
President.....Richard R. Rollins
Gen., Station Mgr.....James G. Duncan
Comm. Manager.....John B. Kearney
Prog., Prom. Dir.....Naomi G. Rector
Dir. News & Sp. Events.....David Hassinger
Film Mgr.....Bob Austin
Cons. Engineer.....James G. Duncan

KTVA
ANCHORAGE—1953—NBC-DuM

Channel: 11 VHF..AP: 1.61 Kw...VP: 3.22 Kw.
Owned-Oper. By....Northern Television, Inc.
Business Address.....Mt. McKinley Bldg.
Representative .....Hugh Feltis
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert
Program Director.....Lois Clemens
Dir. News, Prod. Mgr.....Walter A. Welch
Film Manager.....Hal Knutson

HAWAII

KGMB-TV
HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw...VP: 104 Kw.
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.
Address .....1534 Kapiolani
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Station Manager.....Wayne Kearl
Program Director.....Robert Costa
Dir. News & Spec. Events.....Wayne Collins
Production Director.....Sheridan Reid
Merchandising Dir.....Donald Frink

KULA-TV
HONOLULU—1954—ABC-DuM

Channel: 4 VHF..AP: 13.1 Kw...VP: 26.3 Kw.
Owned-Oper. By.....Pac. Frontier Bcstg. Co.
Address.....1290 Ala Moana Blvd.
Representative.....Adam Young TV Corp.
President.....Herbert L. Pettey
Gen., Film Mgr.....Jack Burnett
Station Mgr.....Arthur Sprinkle
Comm. Manager.....Hugh B. LaRue
Program Director.....Bob Seuey
Promotion Director.....Paul Yamamoto
Coord. TV & Radio.....Ted Scott
Production Manager.....Wright Esser
Chief Engineer.....Ronald T. Miyahira

KONA
HONOLULU—1952—NBC

Channel: 11 VHF...AP: 15 Kw....VP: 30 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.
Address .....206 Koula St.
Representative.....NBC Spot Sales
Membership .....NARTB
Pres., Sta. Mgr.....John D. Keating
Program Director.....Trent Christman
Dir. News & Spec. Evts.....Jim Washburn
Film Manager.....Mike Carr

PUERTO RICO

WKAQ-TV
SAN JUAN—1954—CBS

Channel: 2 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....El Mundo Inc.
Business Address.....Box 5096
Rep.....Inter-American Publications Inc.
Membership .....NARTB
President .....Angel Ramos
General Manager.....R. Delgado Marquez
Comm. Mgr.....Jorge Rivero
Program Director.....Fernando Cortes, Jr.
Production Mgr.....Sally H. Boulon
Film Manager.....Valentin Torres
Cons. Engineer.....George C. Davis

WAPA-TV
SAN JUAN—1954—NBC-DuM

Channel: 4 VHF..AP: 33.9 Kw...VP: 56.2 Kw.
Owned-Oper. By..Ponce de Leon Bcstg. Corp.
Business Address.....357 Ponce de Leon
Phone Number 3-3000
Air Time.....8 hours daily
Representative.....Caribbean Networks Inc.
President.....Jose Ramon Quinones
General Manager.....Delfin Fernandez
Comm. Mgr.....Segismundo Quinones
Program Director.....Jose E. Franco
Promotion Director.....Mariano Angelet
Prod. Mgr.....Jose A. Gonzalez Cordova
Film Manager.....Jose E. Viguie
Chief Engineer.....Howard Hayes
Cons. Engineer.....Comm. Radio Equipment

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TELEVISION STATIONS OF CANADA

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C B F T

MONTREAL—1952—CBC-ABC-CBS-DuMont-NBC

Channel: 2....AP: 8.28 Kw.....VP: 15.7 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Director .....Andre Ouimet
Assistant Director.....Yves Vien
Program Director.....Fernand Guerard
Comm. Manager.....Maurice Valiquette
Press and Information Supervisor..Robert Elie

C B H T

HALIFAX—1954—CBC-CBS

Channel: 3.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address .....Bell Rd.
Director.....G. F. Brickenden
Comm. Representative....Donald G. LeBlanc
Technical Director.....J. Simonsen
Program Director.....Carl MacCaull

C B L T

TORONTO—1952—CBC-CBS-ABC-DuMont-NBC

Channel: 9...AP: 12.72 Kw....VP: 25.65 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....354 Jarvis St.
Phone Number.....Walnut 35481
Director .....Fergus Mutrie
Asst. Director.....J. R. W. Graham
Program Director.....R. W. McGall
Technical Director.....Reginald Horton
Comm. Representative.....J. R. Kennedy
Film Supervisor.....O. C. Wilson
Supervisor of Design.....William McCrow
Press and Information Rep...James Creighton

C B M T

MONTREAL—1954—CBC-ABC-CBS-DuMont-NBC

Channel: 6....AP: 26.2 Kw.....VP: 43.8 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1425 Dorchester St. W.
Phone Number.....UNiversity 6-2571
Television Director.....Andre Ouimet
Comm. Manager.....Maurice Valiquette
Technical Director.....C. Frenette
Press and Information Supervisor..Robert Elie

C B O T

OTTAWA—1953—CBC-ABC-CBS-DuMont-NBC

Channel: 4....AP: 4.8 Kw.....VP: 9.2 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....Scott St. W. of Island Park. Dr.
Phone Number..... 21151
Director .....Charles P. Wright
Program Director.....Bruce McPherson
Technical Director.....Maxted Gilbert

C B U T

VANCOUVER—1953—CBC-CBS-ABC-DuMont-NBC

Channel: 2.....AP: 55 Kw.....VP: 100 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....1200 Georgia St.
Phone Number.....Marine 6121
Television Director.....Peter McDonald
Program Director.....Marce L. Munro
Technical Director.....Ross L. Whiteside
Newsreel Editor-in-charge.....R. L. Elson
Film Director.....Don Lytle
Design Director.....Cliff Robinson

C B W T

WINNIPEG—1954—CBC

Channel: 4.....AP: 28 Kw.....VP: 56 Kw.
Owned By.....Canadian Bcstg. Corp.
Address.....541 Portage Ave. W.
Phone Number 742-541
Television Director.....W. G. Carpentier
Program Director.....Gordon Atkinson
Technical Director.....Harry Heywood

C F C M - T V

QUEBEC CITY—1954—CBC-CBS

Channel: 4....AP: .635 Kw.....VP: 1.27 Kw.
Owned By...Famous Players Canadian Corp.
Address....200 Ave. St. Jean Bosco, Ste. Foy
Phone Number.....Murray 3-4985
Sales Rep...Weed TV; Hardy; Hunt and Assoc.
President .....Gaston Pratte
Executive Director.....A. C. Picard
Director of Operations.....Ernest W. Miller
Comm. Mgr.....A. P. Fitzgibbons
Program Manager.....Suzanne Guinard

C F P A - T V

PORT ARTHUR—1954—CBC-CBS-NBC

Channel: 2....AP: 2.55 Kw.....VP: 5-10 Kw.
Owned By.....Ralph H. Parker
Address.....87 N. Hill St.
Phone Number 4-2404
Sales Rep.....Weed TV; All-Canada TV
President and Mgr.....Ralph H. Parker

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CFPL-TV

LONDON—1953—CBS-NBC-ABC-DuMont

Channel: 10....AP: 59.6 Kw.....VP: 117 Kw.
Owned By....London Free Press Printing Co.
Address.....Commissioners Rd., Box 488
Phone Number 4-2115
Sales Rep.....Weed TV; All-Canada TV
President, Mgr. Dir.....Walter J. Blackburn
Station Mgr.....Murray G. Brown
Asst. Manager.....Robert A. Reinhart
Dir. of Engineering.....G. Robitaille
Production Coordinator.....Kevin Knight
Newsreel Supervisor.....Ron Laidlaw

CFQC-TV

SASKATOON—1954—CBC-NBC-ABC

Channel: 8.....AP: 60 Kw.....VP: 100 Kw.
Owned By.....CFQC-TV Officers
Address.....216 1st Ave. N.
Phone Number 2-6611
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representative, Ltd.
President .....A. A. A. Murphy
Vice-Pres., Gen. Mgr.....G. Blair Nelson
Asst. Manager.....Vernon Dallin
Production Director.....Walter Romanow
News Service Dir.....Godfrey Hudson
Chief Engineer.....Lyn Hoskins

CFRN-TV

EDMONTON—1954—CBC-CBS-ABC-NBC-DuMont

Channel: 3....AP: 13.7 Kw.....VP: 27.4 Kw.
Owned By.....G. R. A. Rice
Address .....Jasper Highway
Phone Number 2-2101
Sales Rep.....Adam Young TV Corp.; Oakes; Radio Representatives Ltd.
Manager.....G. R. A. Rice
Chief Engineer.....F. G. A. Makepeace
Program Director.....S. S. Lancaster

CHCH-TV

HAMILTON—1954—CBC

Channel: 11..AP: 25.75 Kw...VP: 42.9 Kw.
Owned By.....Wentworth Bcstg. Co., Ltd.
Address.....163 Jackson St. W.
Phone Number 2-1121
Sales Rep.....Adam Young, All-Canada TV
President, Gen. Mgr.....Kenneth D. Soble
Asst. Mgr.....S. J. Bibby
Comm. Manager.....R. J. Peters
Production Mgr.....T. J. Sutton
News Editor.....Dave C. Rogers
Chief Engineer.....W. E. Jeynes

CHCT-TV

CALGARY—1954—CBC

Channel: 2.....AP: 50 Kw.....VP: 100 Kw.
Owned By.....Calgary Bcstg. Co.
Address.....1023 11th Ave., W.
Phone Number 44-7471
Sales Rep.....Weed TV Corp.; All-Canada TV
Engineering Rep.....K. A. Mackinnon, Ottawa
General Manager.....John H. Battison

CHSJ-TV

SAINT JOHN—1954—CBC

Channel: 4....AP: 50 Kw.....VP: 100 Kw.
Owned By....New Brunswick Bcstg. Co., Ltd.
Address .....14 Church St.
Phone Number 3-3304
Sales Rep.....Weed TV Corp.; All-Canada TV
General Manager.....George A. Cromwell
Production Director.....Earl McCarron
Prod. Supervisor.....Fred Blizzard
Women's Prog. Supervisor.....Jene L. Wood
Technical Director.....T. Reid Dowling
Chief Engineer.....Jack Bishop

CJBR-TV

RIMOUSKI—1954—CBC—CBS

Channel: 3....AP: 34.55 Kw.....VP: 60.6 Kw.
Owned By....Lower St. Lawrence Radio Inc.
Address.....6 St. John St.
Sales Rep.....Adam Young TV Corp.; Stovin
President .....Jacques Brilliant
Station Manager.....Andre Lecomte
Program Director.....Francois Raymond
Film Manager.....Paul Ratte
Sports Editor.....M. Claude Pearson
Chief Technician.....M. Marcel Vallee

CJCB-TV

SYDNEY—1954—CBC

Channel: 4....AP: 60 Kw.....VP: 100 Kw.
Owned By.....CJCB-TV Officers
Address .....Hardwood Hill
Phone Numbers.....5596, 8240, 3431
Sales Rep...Weed TV Corp.; All-Canada TV
President, Gen. Mgr.....J. Marven Nathanson
Business Manager.....Norris Nathanson
Chief Engineer.....Robert J. Norton

CJIC-TV

SAULT STE. MARIE—1954—CBC-CBS

Channel: 2...AP: 2.58 Kw....VP: 5.16 Kw.
Owned By.....J. G. Hyland
Address.....119 East St.
Phone Number.....ALgoma 6-7494
Sales Rep....Weed TV Corp.; All-Canada TV
President, Gen. Mgr.....J. G. Hyland
Program Manager.....Sam Pitt
Comm. Mgr.....Gene Plouffe
Chief Engineer.....Dave Irwin

CKCK-TV

REGINA—1954—CBC—CBS

Channel: 2....AP: 10 Kw.....VP: 19.5 Kw.
Owned By .....Transcanada
Address.....Highway No. 1
Phone Number 36671

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Sales Rep.....Weed TV Corp.; All-Canada TV
Engineering Rep.....Keith McKinnon
President .....Clifford Sifton
General Manager.....H. A. Crittenden
Sales Mgr.....Lloyd Westmoreland
Production Manager.....Larry Glover
Promotion Director.....William Rees
Sports Director.....Lloyd J. Saunders
News Director.....Jim McLeod

CKCO-TV

KITCHENER—1953—CBC-CBS

Channel: 13....AP: 8.45 Kw..... VP: 16 Kw.
Owned By.....Carl A. Pollock
Address.....864 King St. W.
Phone Number 4-4703
Sales Rep.....Weed TV Corp.; J. A. Hardy
General Manager.....Eugene E. Fitzgibbons
Director of Operations.....W. D. McGregor

CKCW-TV

MONCTON—1954—CBC

Channel: 2.....AP: 3 Kw.....VP: 5 Kw.
Owned By.....F. A. Lynds, Pres.
Address .....Halifax St.
Phone Number 4-9601
Sales Rep.....Adam Young; Stovin & Co.
Pres., Gen. Mgr.....F. A. Lynds
Comm. Manager.....J. S. Irvine
Production Manager.....H. Button
Film Manager.....Helen Savage
Chief Engineer.....Arnold Brewster

CKLW-TV

WINDSOR

(See Detroit, Michigan Listing.)

CKSO-TV

SUDBURY—1953—CBC-CBS-NBC-ABC-DuMont

Channel: 5....AP: .87 Kw.....VP: 1.74 Kw.
Owned By...G. Miller, J. Cooper, W. Woodill
Address.....Regent at Ash St.
Phone Number.....Osborne 3-3644
Sales Rep.....Weed TV Corp.; All Canada TV
General Manager.....W. J. Woodill
Production Manager.....J. A. Boyd
Film Editor.....Ingrid Rushton
Chief Engineer.....James McRae

CKWS-TV

KINGSTON—1954—CBC

Channel: 11....AP: 154 Kw.....VP: 257 Kw.
Owned By.....Sen. W. Rupert Davies
Address.....170 Queen St.
Phone Number 4405
Sales Rep.....Weed TV Corp.; All-Canada TV
Manager.....R. W. Hofstetter
Comm. Mgr.....Harry Edgar
Program Mgr.....Bill Luxton
Chief Engineer.....Bert Cobb

CKX-TV

BRANDON—CBC

Channel: 5....AP: 9.65 Kw.....VP: 19.3 Kw.
Owned By.....Western Manitoba Bcstrs. Ltd.
Address.....City Hall Square
Phone Number 4532
Sales Rep.....Weed TV Corp.; All-Canada TV
Pres., Gen. Mgr.....John B. Craig
Sales Manager.....Archie Olson
Program Director.....Douglas A. Lee
News Editor.....Jim Struthers
Sports Director.....Ken Milton
Chief Engineer.....E. H. Davies

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

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TV Outside of United States

TV stations in operation; or under construction (CP) as of January 1, 1955. Prepared by Research Division, Allen B. DuMont Laboratories, Inc.

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Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— CANADA —			
Brandon, Man.	CKX-TV		Western Manitoba Bestrs., Ltd.	77.25	81.75	525/60
Calgary, Alta.	CHCT-TV		Calgary Television, Ltd.	55.25	59.75	525/60
Edmonton, Alta.	CFRN-TV		Sunwapta Bestg. Co., Ltd.	61.25	65.75	525/60
Halifax, N. S.	CBHT	CP	Canadian Broadcasting Corp.	61.25	65.75	525/60
Hamilton	CHCH-TV		Niagara Television, Ltd.	199.25	203.75	525/60
Kingston, Ont.	CKWS-TV		Frontenac Bestg. Co., Ltd.	199.25	203.75	525/60
Kitchener, Ont.	CKCO-TV		Central Ontario Tv., Ltd.	211.25	215.75	525/60
London	CFPL-TV		London Free Press Printing Co., Ltd.	55.25	59.75	525/60
Moncton, N. B.	CKCW-TV		Moncton Bestg., Ltd.	55.25	59.75	525/60
Montreal	CBFT		Canadian Broadcasting Corp.	55.25	59.75	525/60
Montreal	CBMT		Canadian Broadcasting Corp.	83.25	87.75	525/60
Ottawa, Ont.	CBOT		Canadian Broadcasting Corp.	67.25	71.75	525/60
Ottawa, Ont.		CP	Canadian Broadcasting Corp.	187.25	191.75	525/60
Peterborough, Ont.	CHEX-TV	CP	Kawartha Bestg. Co., Ltd.	205.25	209.75	525/60
Port Arthur, Ont.	CFPA-TV		Ralph A. Parker	55.25	59.75	525/60
Quebec	CFCM-TV		Television de Quebec, Ltd.	67.25	71.75	525/60
Regina, Sask.	CKCK-TV		Trans-Canada Communications, Ltd.	55.25	59.75	525/60
Rimouski, Que.	CJBR-TV		Lower St. Lawrence Radio, Inc.	61.25	65.75	525/60
St. John, N. B.	CHSJ-TV		New Brunswick Bdestg. Co., Ltd.	67.25	71.75	525/60
Saskatoon, Sask.	CFQC-TV		A. A. Murphy & Sons, Ltd.	181.25	185.75	525/60
Sault Ste. Marie, Ont.	CJIC-TV		Hyland Radio Television, Ltd.	55.25	59.75	525/60
Sherbrooke, Que.	CHLT-TV	CP	La Tribune Limitee	175.25	179.75	525/60
Sudbury, Ont.	CKSO-TV		CKSO Radio, Ltd.	77.25	81.75	525/60
Sydney, N. S.	CJCB-TV		Cape Breton Broadcasters, Inc.	67.25	71.75	525/60
Toronto	CBLT		Canadian Broadcasting Corp.	187.25	191.75	525/60
Vancouver, B. C.	CBUT		Canadian Broadcasting Corp.	55.25	59.75	525/60
Windsor, Ont.	CKLW-TV		Western Ontario Broadcasting, Ltd.	187.25	191.75	525/60
Winnipeg, Man.	CBWT		Canadian Broadcasting Corp.	67.25	71.75	525/60
			— CUBA —			
Camaguey		CP	Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey	CMJL-TV		Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		CP	Cadena Azul de Cuba	193.25	197.75	525/60
Havana	CMA-TV		Radiotelevision El Mundo	55.25	59.75	525/60
Havana	CMBF-TV		Radio Universal	175.25	179.75	525/60
Havana	CMQ-TV		Circuito CMQ	83.25	87.75	525/60
Havana	CMUR-TV		Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holquin	CMKJ-TV	CP	Circuito CMQ	67.25	71.75	525/60
Holquin		CP	Cadena Azul de Cuba	193.25	197.25	525/60
Holquin		CP	Radiotelevision Nacional, S.A.	205.25	209.75	525/60
Matanzas	CMGQ-TV		Circuito CMQ	187.25	191.75	525/60
Santa Clara	CMNQ-TV	CP	Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	CMHQ-TV		Circuito CMQ	77.25	81.75	525/60
Santa Clara		CP	Cadena Azul de Cuba	181.25	185.75	525/60
Santiago de Cuba	CMKN-TV	CP	Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba		CP	Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba		CP	Radiotelevision Nacional, S.A.	199.25	203.75	525/60
Santiago de Cuba		CP	Cadena Azul de Cuba	211.25	215.75	525/60
			— MEXICO —			
Acapulco		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		CP	Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guanajuato		CP	Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo		CP	Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XEJ-TV		Television de la Frontera, S.A.	77.25	81.75	525/60
Merida		CP	Romulo O'Farrill, Sr.	67.25	71.75	525/60
Mexicali	XEDC-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali		CP		199.25	203.75	525/60
Mexico City	XEQ-TV		Emilio Azcarraga	187.25	191.75	525/60
Mexico City	XEW-TV		Cadena Radiodifusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	XHGC-TV		Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City	XHTV		Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City		CP	University of Mexico	211.25	215.75	525/60
Monterrey		CP	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		CP	Romulo O'Farrill, Sr.	193.25	197.75	525/60
Monterrey		CP	Emilio Azcarraga	83.25	87.75	525/60
Nogales		CP	Romulo O'Farrill, Sr.	193.25	197.75	525/60
Nuevo Loredo	XELN-TV	CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa	XERD-TV	CP	Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa		CP		83.25	87.75	525/60
Reynosa	XERA-TV	CP	Emilio Azcarraga	205.25	209.75	525/60

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Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Mc. Carrier Freq. Aural	Lines/Pix and Fields/Sec
			— MEXICO —			
Tampico		CP	Emilio Azcarraga	67.25	71.75	525/60
Tampico		CP	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV		Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana		CP		55.25	59.75	525/60
Torreon		CP	Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz		CP	Romulo O'Farrill, Sr.	205.25	209.75	525/60
			—ARGENTINA —			
Buenos Aires	LR-3-TV		Radio Belgrano y Primera Cadena Argentina de Broadcasting	175.25	179.75	625/50
Buenos Aires	LR-1-TV	CP	Radio El Mundo	77.25	81.75	625/50
			— BELGIUM —			
Brussels			Inst. National du Radio Communication	196.25	201.75	625/50
Brussels			Inst. National du Radio Communication	210.25	215.75	819/50
			— BRAZIL —			
Bello Horizonte	PRH-6-TV	CP	Emissaros Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV		Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV		Emissaros Associadas	83.25	87.75	625/50
Rio de Janeiro		CP	Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	CP	R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	CP	Societe Radio Emissaros Continental	187.25	191.75	525/60
Rio de Janeiro	PRE-8-TV	CP	Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV		Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		CP	Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	CP	Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	CP	Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-4-TV	CP	S.R. Cultras Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	CP	Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	CP	Radio Bandeirantes S.A.	211.25	215.75	525/60
			— COLOMBIA —			
Bogota	HJRN-TV		Radio Difusora Nacional (Govt.)	175.25	179.75	525/60
			— CZECHOSLOVAKIA —			
Prague (Exp.)			Government	49.75	56.25	625/50
			— DENMARK —			
Copenhagen			Danish State Radio	62.25	67.75	625/50
			— DOMINICAN REPUBLIC —			
Ciudad Trujillo	HIT-TV		La Voz Dominicana (Govt.)	67.25	71.75	525/60
			— FRANCE —			
Lille			Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon		CP	Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon		CP	Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille		CP	Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille		CP	Radiodiffusion-Television Francais	54.5	50.0	819/50
Paris			Radiodiffusion-Television Francais	46.0	42.0	441/50
Paris			Radiodiffusion-Television Francais	185.25	174.1	819/50
Strasbourg			Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg			Radiodiffusion-Television Francais	164.0	175.15	819/50
			— GERMANY, EAST —			
Berlin (East Sector)			Government	99.9	106.4	625/50
Dresden			Government	145.25	151.75	625/50
Leipzig			Government	59.25	65.75	625/50
			— GERMANY, WEST —			
Baden Baden			Southwest Radio	189.25	194.75	625/50
Berlin (West Sector)			Northwest German Radio	182.25	187.75	625/50
Berlin (West Sector) (Exp.)			Allied High Command	196.25	201.75	625/50
Bonn			Northwest German Radio			625/50
Bremen		CP	Northwest German Radio			625/50
Cologne			Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)			Hessian Radio	196.25	201.75	625/50
Freiburg			Southwest Radio	189.25	194.75	625/50
Hamburg			Northwest German Radio	182.25	187.75	625/50
Hannover			Northwest German Radio	196.25	201.75	625/50
Kaiser Lautern			Southwest Radio	189.25	194.75	625/50
Koblenz			Southwest Radio	182.25	187.75	625/50
Langenburg			Northwest German Radio	189.25	197.75	625/50
Munich		CP	Bavarian Radio	48.25	53.75	625/50
Stuttgart			South German Radio	175.25	180.75	625/50
Trier			Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)			Southwest Radio	210.25	215.75	625/50
Zweibruecken			Southwest Radio	189.25	194.75	625/50
			— GREAT BRITAIN —			
Aberdeen (Redmoss)			British Broadcasting Corp.	61.75	58.25	405/50
Aberdeen (Core Hill)			British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)			British Broadcasting Corp.	45.0	41.5	405/50
Birmingham (Sutton-Coldfield)			British Broadcasting Corp.	61.75	58.25	405/50
Brighton			British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)			British Broadcasting Corp.	66.75	63.25	405/50
Divis (Northern Ireland)		CP	British Broadcasting Corp.	45.0	41.5	405/50

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Location	Call Letters		Licensee or Grantee	Mc. Carrier Freq. Visual	Aural	Lines/Pix and Fields/Sec
			— GREAT BRITAIN —			
Douglas (Isle of Man)			British Broadcasting Corp.	66.75	63.25	405/50
Edinburg (Kirk O'Shotts)			British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)			British Broadcasting Corp.	45.0	41.5	405/50
Manchester (Holme-Moss)			British Broadcasting Corp.	51.75	48.25	405/50
Newcastle (Pontop Pike)		CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth		CP	British Broadcasting Corp.	51.75	48.25	405/50
Rowridge (Isle of Wight)		CP	British Broadcasting Corp.	56.75	53.25	405/50
			— ITALY —			
Alessandria (Piedmont) (Exp.)		CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)			Radio Audizione Italiana (RAI)			625/50
Florence			Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Portofino)			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia			Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice			Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra			Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Rome (Mt. Mario)			Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Eremo)			Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)			Radio Audizione Italiana (RAI)	175.25	180.75	625/50
			— JAPAN —			
Nagoya	JOCK-TV		Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV		Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV		Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV		Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV		Nippon TV Network Corp.	103.25	107.75	525/60
			— MOROCCO, FRENCH —			
Casablanca			Compagnie Marocaine de Radio-Television (Telma)	174.1	185.25	819/50
			— NETHERLANDS —			
Amsterdam (Utrecht-Lopik)			Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2		Philips, Ltd.	175.25	180.75	625/50
Eindhoven	PAB-3	CP	P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	CP	P.T. & T. Adm.	41.25	46.75	625/50
			— NORWAY —			
Oslo (Exp.)			Norwegian State Bestg. System	62.75	67.75	
			— PHILIPPINE ISLANDS —			
Manila	DZAQ-TV		Alto Sales & Management Corp.	61.25	65.75	525/60
			— POLAND —			
Warsaw			Communications Inst.	89.25	94.75	625/50
Lodz		CP	Communications Inst.			625/50
			— SPAIN —			
Madrid (Exp.)			Radiodifusion Nacional	55.25	60.75	625/50
			— SWEDEN —			
Stockholm (Exp.)			Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)			Royal Inst. of Technology	175.25	180.75	625/50
			— SWITZERLAND —			
Basel (Exp. Booster)			Swiss General Post Office	55.25	60.75	625/50
Zurich (Uetliberg)			Swiss General Post Office	55.25	60.75	625/50
			— THAILAND —			
Bangkok (Exp.)			Chulalongkorn University	(174 - 217)		625/50
Bangkok		CP	Public Information Dept.			625/50
			— TURKEY —			
Istanbul (Exp.)			Tech. University of Istanbul	62.25	67.75	625/50
			— UNION OF SOUTH AFRICA —			
Johannesburg (Exp.)			Samuel Liff	421.5		
			— U.S.S.R. —			
Gorky			Govt.			625/50
Kharkov			Govt.	59.25	65.75	625/50
Kiev			Govt.	77.25	83.75	625/50
Leningrad			Govt.	59.25	65.75	625/50
Moscow			Govt.	49.75	56.25	625/50
Odessa (Exp.)			Govt.	49.75	56.25	625/50
Tomsk			Govt.			625/50
			— VATICAN CITY —			
Vatican City	HJV		Radio Vatican	185.25	174.1	819/50
			— VENEZUELA —			
Caracas	YVLV-TV		Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV		Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV		Radio Caracas, TV	55.25	59.75	625/50
			— YUGOSLAVIA —			
Belgrade	YZO		Radiodiffusion Yougoslave (Govt.)	42.5	47.0	625/50

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COMMUNITY TELEVISION ANTENNA SYSTEMS

• As of January 1, 1955

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State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
	Port Payne	J. L. Killian	
	Russellville	E. E. Stuart	WABT; WBRC-TV (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Globe	Willard Shoecraft	
	Nogales	Chas. G. Boice	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix)
	Prescott	Norman A. Hendry	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff)
	Fayetteville	Hal Douglas	KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
California	Banning	E. N. Knox	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV; (Los Angeles)
	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Francisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Eagle Mt. Mines	E. C. Ketally	
	Glendale	Luther Opelt	
	Grass Valley	John Colling	KPIX; KRON-TV; KGO-TV (San Francisco)
	Ione	Lawrence Angier	
	Jackson	Lawrence Angier	
	Laguna Beach	Lewis L. Le Mieux	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)
	Martel	Lawrence Angier	
	Martinez		KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Nevada City	John G. Colling	KRON-TV; KPIX; KGO-TV (San Francisco)
	Placerville	John S. Hocking	KRON-TV; KPIX; KGO-TV (San Francisco)
	San Bernardino	Richard J. Filanc	KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)
	San Diego	Roy F. Cloud	KNXT; KRCA; KTTV; KCOP (L. A.) KFMB-TV; KFSD-TV (San Diego) XETV (Tiajuana)
	Ukiah	F. P. Stipp	KRON-TV; KPIX; KGO-TV (San Francisco) KOVR (Stockton)
	Ventura	John G. George	KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)
Colorado	Climax	Don Stephens	KFEL-TV; KOA-TV; KBTV; KLZ-TV (Denver)
	Durango	George F. Rock	KOB-TV (Albuquerque)
	Leadville		
	Salida	David F. Onstead	KCSJ-TV (Pueblo)
	Sterling	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver) KFBC-TV (Cheyenne)
	Trinidad	Donald C. Campbell	KCSJ-TV (Pueblo) KKTV (Colorado) Springs)
Idaho	Craigmont	Carl Blevins	
	Kamiah	J. A. Fleischer	
	Kellogg	J. C. Moore	KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Ketchum	C. E. Atkinson	KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City)
	Lewiston	Newell Priess	KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Moscow	S. C. Haddock	KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Osburn	Wm. Zanetti	
	Wallace	Wm. Zanetti	

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State	City	Exec. in Charge	Stations
Illinois	Marengo	Frank Drake	
	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WHBF-TV (Rock Island) WCIA (Champaign)
	Taylorville	Louis Flanders	KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Indiana	Cannelton	Charles G. Gerber	WHAS-TV; WAVE-TV; (Louisville)
Iowa	Fort Madison	J. V. Hamey	
Kansas	Centralia	Jack Johnstone	
	Longford	Jack Johnstone	
	Onaga	E. A. Grim	
Kentucky	Alva	Raymond Burnette	WJHL-TV (Johnson City)
	Benham	A. J. McCarthy	WATE (Knoxville) WSAZ-TV (Huntington)
	Brookside	B. W. Whitfield, Jr.	WATE (Knoxville)
	Harlan	Joe Guthrie	WAVE-TV (Louisville)
	Irvine	Frank Miller	WLWT (Cincinnati) WAVE-TV; WHAS-TV (Louisville)
	Liberty	George E. Wolford	
	Lynch		WSAZ-TV (Huntington)
	Paintsville	Dwight L. Brown	WCHS-TV (Charleston) WSAZ-TV (Huntington)
	Pikeville	R. G. Wells, Jr.	WCHS-TV (Charleston)
	Pineville	J. M. Brooks, Jr.	
	Middlesboro	W. Howes Meade	
	Wheelright	George Leatherman	
	Whitesburg	R. B. Salyer	
	Winchester	W. Howe Meade	
	Yancey	Joe Guthrie	
Maine	Biddeford	Sumner Sewall	
Maryland	Cumberland	J. Holland Rannells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Friendsville	R. Earl Guard	WJAC-TV (Johnstown) WDTV (Pittsburgh) WTRF-TV (Wheeling)
	Hancock	Stanley M Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMGT (Adams) WWOR-TV (Worcester)
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Mississippi	Columbus	Nelson Myers	WRBC-TV; WABT (Birmingham)
Montana	Big Timber	McClean Clark	KOOK-TV (Billings)
	Kalispell	E. B. Fetz	KXLY-TV (Spokane) KGVO-TV (Missoula)
	Livingston	P. B. McAdam	KOOK-TV (Billings)
Nebraska	Falls City	Marion L. Boatman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)
	Scottsbluff	L. L. Hilliard	
Nevada	Reno	John G. Colling	KPIX; KRON-TV; KGO-TV; (San Francisco) KOVR (Stockton)
	Sparks	John G. Colling	
New Hampshire	Berlin	Richard L. Blais	WNAC-TV (Boston) WMTW (Mt. Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
New Jersey	Ventnor	Frederick T. Soving	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis	Carlton Davis	
	Farmington	Kelly A. Crawford	KOB-TV; KGGM-TV; (Albuquerque)
New York	Bainbridge	David H. Coe	WNBF-TV; (Binghamton) WSYR-TV; WHEN-TV; (Syracuse)

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State	City	Exec. in Charge	Stations
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNBF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)
	Dansville	Dr. Calder	WHAM-TV (Rochester)
	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Ellenville	F. Judson	WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
	Gibson	Charles W. Fribling	
	Hornell	Ford Walton	
	Ithaca	Anthony Cerrace	WNBF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)
	Little Falls	John J. MacDavitt	
	Margaretville	Dr. Gilbert Palen	WRGB (Schenectady)
	Montour Falls	Philip Hager	
	Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Port Jarvis	Thomas Sarro	
	Walton	Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WNBF-TV (Binghamton)
	Watertown	Charles H. Curtis	
	Watkins Glen		
	Woodridge		WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
Ohio	Athens	James D. Sinyard	WLWC; WBNS-TV (Columbus)
	Coshocton	Claude Stevanus	WXEL; WEWS (Cleveland) WLWC (Columbus)
	Logan	Phil A. Henderson	
	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown	P. K. Ortt	
	Sugarcreek	Claude Stevanus	XEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
	Waverly	L. D. Kissinger	
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
	Paul's Valley	M. S. Biffle	
Oregon	Albany	Chet Wheeler	
	Astoria	T. R. Williams	KING-TV; KOMO-TV (Seattle) KTNT-TV (Tacoma)
	John Day	Haskell Scott	KBOI (Boise)
	Lebanon	Chet Wheeler	
	Pendleton	V. M. McCormmack	KHQ-TV; KXLY-TV; KREM-TV; (Spokane)
	Portland	Wally Matson	KOIN-TV; KPTV (Portland)
	Reedsport	Wally Matson	
	Roseburg	J. T. Pierce	KBES-TV (Medford) KVAL-TV (Eugene)
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.)
	Avis	Fred Charles	WJAC-TV; (Johnstown) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Berwick	Paul F. Lee	
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBI-TV (Scranton)
	Blossburg	Wm. S. Rennie, Jr.	
	Bradford	Victor H. Samuelson	
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brandonville	Samuel Unvsoovage	
	Brockton	Dominie Vitelli	
	Brockway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Buck Hill Falls		
	Clarksville	Joseph F. Missick	
	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Conemaugh	Frank Chiodo	
	Coudersport	Joseph A. English	WBEN-TV (Buffalo) WFBG-TV (Altoona) WJAC-TV (Johnstown)

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State	City	Exec. in Charge	Stations
	Cressona	James A. Seltz	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Elizabethville	R. L. Weaver	
	Everett	C. T. Wetstone	
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Honesdale		
	Isabella	Frank J. Beachley	
	Jersey Shore	Fred J. Hardt	WJAC-TV (Johnstown) WILK-TV; WBRE-TV (Wilks Barre) WFBG-TV (Altoona) WGBI-TV (Scranton) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Johnsonburg	Roy Nelson	WJAC-TV (Johnstown) WFBG-TV (Altoona) WBEN-TV (Buffalo)
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lock Haven	Dale W. Allen	WJAC-TV (Johnstown) WFBG-TV (Altoona) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading) WPIX (New York)
	Mansfield	Byron A. Neal	WNBF-TV (Binghamton) WBEN-TV (Buffalo) WSYR-TV (Syracuse)
	Meadville	George J. Barco	WICU (Erie) WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh)
	Meyersdale	Robert Kirchner	WDTV (Pittsburgh) WJAC-TV (Johnstown) WTRF-TV (Wheeling)
	Millersburg	Fred R. Helwig	WMAR-TV (Baltimore) WGAL-TV (Lancaster) WFIL-TV (Phila.)
	Minersville	F. E. Moser	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Montgomery	Francis Heinbach	
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Muncy	Max E. Miller	WBRE-TV; WILK-TV (Wilkes-Barre) WHUM-TV (Reading) WNBF-TV (Binghamton) WGAL-TV (Lancaster)
	Newport	Henry O. Schiffer	
	Oil City	B. A. Drelick	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pine Grove	Dr. Sidney Melnicove	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading) WSBA-TV (New York)
	Plymouth	Robert R. Hosey	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WBRE-TV; WILK-TV (Wilkes-Barre) WGBI-TV (Scranton)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Renovo	John P. Rathmell	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Ridgway	Frank S. Rich	

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State	City	Exec. in Charge	Stations
	Schuykill Haven	A. M. Strause	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Selinsgrove	W. M. Kearney	WHUM-TV (Reading) WFBG-TV (Altoona) WBRE-TV; WILK-TV (Wilkes-Barre) WGAL-TV (Lancaster)
	Shamokin	Fred Bower	WPTZ; WFIL-TV (Phila.) WMAR-TV (Baltimore)
	Sheffield	F. F. Feidler, Jr.	
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)
	Shickshinny	Noel B. Caverly	
	Slatington	Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	Smethport	W. E. Thomas	WBEN-TV (Buffalo) WDTV (Pittsburgh)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	St. Clair	John S. Warner	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York) WHUM-TV (Reading)
	St. Mary's	Frank Vitarelli	
	Steelton	M. L. Houtz	
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.)
	Sunbury	John J. Barni, Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre)
	Tamaqua	Ben P. Houser	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Warren	John A. Carbon	
	Wellsboro	Chester Pierce	
	Westfield	J. F. Eberle	
	Wilkes-Barre	Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York)
	Williamsport	Carl A. Maeulen	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona) WNBF-TV (Binghamton)
	Williamsport	Joseph L. Lecce	WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading) WNBF-TV (Binghamton)
	Williamsport	Ray Schneider	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
	Youngsville	Rex E. Young	WBEN-TV; WGR-TV (Buffalo) WJAC-TV (Johnston)
South Dakota	Mitchell	Allen C. Harmes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
Tennessee	Blountville	J. W. Adams	WBTV (Charlotte) WJHL-TV (Johnson City)
	Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV. (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Lee Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Sherman	O. P. Leonard, Jr.	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Sulphur Springs	Mort Zimmerman	
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft Worth)
	Victoria	A. B. Alkek	
Utah	Price	Louis Vetre	
Vermont	Barre	Louis Babic	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)

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State	City	Exec. in Charge	Stations
	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Brattleboro	F. Elliot Barker, Jr.	WWOR-TV (Worcester) WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CMBT; CBFT (Montreal)
	Ludlow	Amie Pallotta	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Northfield	George L. Goodrich	WMVT (Montpelier) WMTW (Mt. Washington)
	Springfield	S. R. Young	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
	Springfield		
	St. Johnsbury	E. F. Ellingwood, Sr.	WCSH-TV; WGAN-TV (Portland) WMTW (Mt. Washington)
	Windsor	S. R. Young	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester) WMVT (Montpelier) WMTW (Mt. Washington)
	Woodstock	Richard Leonard	WBZ-TV (Boston) WRGB (Schenectady) WMTW (Mt. Washington)
Virginia	Grundy	Barnes B. Rife	WSAZ-TV (Huntington) WJHL-TV (Johnson City) WOAY-TV (Oak Hill)
	Harrisonburg	Frederick L. Allman	
	Staunton	Norwood Rosen	WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Aberdeen	Fred G. Goddard	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Bellingham	Rogan Jones	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Centralia	Lloyd C. Hannah	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Chehalis	Joe Chytil	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Chelan	Emory Weimer	KXLY-TV; KHQ-TV (Spokane)
	Colville	August Schwartz	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Coulee Dam	George Curtiss	KXLY-TV; KHQ-TV (Spokane)
	Dayton	Ben H. Klingenstein	KREM-TV; KHQ-TV; KXLY-TV (Spokane)
	Ellensburg		
	Ephrata	Harold Cathow	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Everett	Eldon A. Root	KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)
	Kennewick	R. S. McCaw	KHQ-TV; KXLY-TV (Spokane) KLMA-TV (Yakima)
	Lind	John Shimek	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Montesano	Fred C. Butler	
	Omak-Okanogan	Melvin Rothrock	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Pomeroy	Wm. E. Rauch	KHQ-TV; KXLY-TV; KREM-TV (Spokane)
	Raymond	Leroy Powell	KING-TV; KOMO-TV (Seattle) KTNT-TV (Tacoma)
	Richland	Robert S. McCaw	
	Seattle	Fred Nelson	
	Soap Lake	Dr. Leonard McNamara	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Walla Walla	Charles E. Brown	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Waterville	Charles C. Clements	KXLY-TV; KHQ-TV; KREM-TV (Spokane)
	Wenatchee	Charles E. Brown	KHQ-TV; KXLY-TV (Spokane) KING-TV (Seattle)
	Wenatchee	Rogan Jones	KXLY-TV; KHQ-TV (Spokane)
West Virginia	Amherstdale	Frank Reeves	
	Bluefield	Harry Holmes	
	Charlton Heights		
	Chesapeake		
	Coalwood	Charles Brown	WTRF-TV (Wheeling) WDTV-TV (Pittsburgh) WSTV-TV (Steubenville)
	Clarksburg	W. D. Dantzler	WSAZ-TV (Huntington) WSLS-TV (Roanoke WCHS-TV (Charleston)
	East Gulf	H. G. Schmidt	
	Elkins	Ralph S. Shepler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Fairmont	Edward A. Pence	

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State	City	Exec. in Charge	Stations
	Follansbee	Leo Cocco	
	Grafton		
	Hinton	James V. Coste	WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Keyser	Dr. Harry E. Coffman	WTOP-TV; WMAL-TV; WTTG (Washington) WJAC-TV (Johnstown)
	Lost Creek	D. B. Randolph	
	Man	C. O. Erickson	WSAZ-TV (Huntington)
	Moundsville	George Prostivack	WDTV; WENS (Pittsburgh) WTRF-TV. (Wheeling) WSTV-TV (Steubenville) WJAC-TV (Johnstown)
	Mullens	Robert R. Jones	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV Roanoke)
	New Martinsville	P. P. McCray	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Phillippi		
	Piedmont	Homer Ferrell	WRC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Prenter	C. G. Evans	
	Princeton	E. Clyde Bourne	WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Rainelle	J. E. Decker	WSLS-TV (Roanoke, Va.) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Richwood	Carl E. Gainer	WSAZ-TV (Huntington) WCHS-TV (Charleston) WOAY-TV (Oak Hill)
	Rowlesburg	S. A. Phillips, Jr.	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)
	Slab Fork	S. Austin Caperton, Jr.	
	Speocer	Robert Doolittle	
	War	L. W. Coffey	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston)
	Webster Springs		
	Weirton	Wm. R. Lago	
	Welch	Edmund O. Gates	WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke)
	Weston	M. W. Adler	WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
	Weston (Con)	M. W. Adler	WOAY-TV (Oak Hill)
	Wheeling	Donald W. Levenson	
	Whitesville	James Williams	
	Williamson	Jack Gates	
Wisconsin	Niagara	Edward Gaber	WBAY-TV (Green Bay) WMBV-TV (Marinette)
	Rhinelander	D. H. Goodearle	WBAY-TV (Green Bay) WSAU-TV (Wausau) KDAL-TV (Duluth)
Wyoming	Casper	Bill Daniels	KLZ-TV; KOA-TV; KBTV; KFEL-TV (Denver) KFBC (Cheyenne)
	Cody	Harry M. Moore	KOOK-TV (Billings)
	Cokesville		
	Laramie	J. E. Collier	KFEL-TV; KOA-TV; KLZ-TV; KBTV (Denver)
	Worland	Thomas Mitchell, Jr.	KOOK-TV (Billings)
Canada	Grand'mere, Que.	Jules Matteau	CBFT; CBMT (Montreal) CFCM-TV (Quebec)
	Guelph, Ontario	F. T. Metcalf	WBEN-TV; WGR-TV (Buffalo) CKCO-TV (Kitchener) CBLT (Toronto) CHCH-TV (Hamilton)
	London, Ontario	E. R. Jarman	WNBK; WEWS; WXEL (Cleveland)
	Montreal, Que.	A. Cross	CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations
	Trail, Br. Columbia	Gordon L. Fairweather	KREM-TV; KXLY-TV; KHQ-TV (Spokane)
	Vancouver, B. C.	C. G. Chandler	CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

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SUSPENDED TV OPERATIONS

- **A list of TV stations which have gone off the air but have retained their C.P.'s**

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City	Call Letters	Date of Broadcast Cessation
	ALABAMA	
Mobile	WKAB-TV (UHF)	August 1, 1954
	CALIFORNIA	
Fresno	KBID-TV (UHF)	July 15, 1954
Los Angeles	KTHE (UHF)	September 10, 1954
	INDIANA	
Princeton	WRAY-TV (UHF)	July 17, 1954
	KENTUCKY	
Louisville	WKLO-TV (UHF)	April 20, 1954
	MAINE	
Portland	WPMT (UHF)	December 16, 1954
	MINNESOTA	
Duluth	WFTV (UHF)	July 11, 1954
	MISSISSIPPI	
Meridian	WCOC-TV (UHF)	July 30, 1954
	MISSOURI	
Festus	KACY (UHF)	April 2, 1954
	MONTANA	
Butte	KOPR-TV (VHF)	September 19, 1954
	NEW JERSEY	
Atlantic City	WFPG-TV (UHF)	May 17, 1954
	NEW YORK	
Albany	WTRI (UHF)	
Elmira	WTVE (UHF)	October 15, 1954
	OHIO	
Dayton	WIFE (UHF)	March 13, 1954
	OKLAHOMA	
Tulsa	KCEB (UHF)	December 25, 1954
	PENNSYLVANIA	
Lebanon	WLB-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
	TEXAS	
Houston	KNUZ-TV (UHF)	June 25, 1954
Tyler	KETX (UHF)	October 23, 1954
	VIRGINIA	
Danville	WBTM (UHF)	December 31, 1954
Norfolk	WTOX (UHF)	October 3, 1954
	WEST VIRGINIA	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	WISCONSIN	
Nennah-Appleton-Menasha	WNAM-TV (UHF)	January 2, 1954

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THE TELEVISION CODE OF THE NARTB

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PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

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ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

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(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

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s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of

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propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

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or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

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truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available

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for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not accepable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

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a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

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Length of Program		Length of Advertising Message (minutes and seconds)	
	News Programs	All Other Programs	
(minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these specal characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

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8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

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REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

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dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code susbcription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

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Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

* Amended February 4, 1953.

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the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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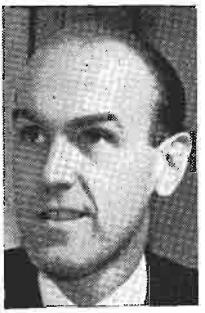


The Changing Complexion of A Transcription Music Library

By **A. B. SAMBROOK**
Manager
RCA Recorded Program Service

THE increased emphasis on one key word points up the changing complexion of the transcription library service today. That key word is "sell."

We at RCA Thesaurus are continually searching for new ways to bring more and more solid sell into our library service. Recently we added "Sell Effects," which is a whole new category consisting of sounds that sell. Thesaurus subscribers have written us repeatedly to tell us how these have made it possible for them to sell a local sponsor over the competition.

About the time this annual is published we will be making an announcement of a plan which will offer our subscribers still more radio selling power. This plan makes it possible for a subscriber to offer his sponsors and local advertising prospects a completely set up and going campaign which ties radio advertising in with newspaper ads, in-store promotion and local publicity.

From the station standpoint this new radio sales campaign is simple to operate. The selling tools to do the job are made available to the station's salesman by Thesaurus—all he has to do is put them to use with the local sponsors. A manual describing all sorts of local promotion possibilities also comes with this new plan which is offered to Thesaurus subscribers as a supplementary tool for increasing local sales.

We confidently feel that this plan will be enthusiastically received by Thesaurus subscribers. Further, we believe it will set a whole new pattern for building local radio time sales through the use of selling tools that provide the station with a complete, tailor made advertising and promotion campaign.

Another local sales tool that we recently made available to Thesaurus subscribers is one that makes it possible for local sponsors of "The Hour of Charm" show, with Phil Spitalny, his All-Girl Orchestra and Evelyn, to take full advantage of the tremendous popularity of this musical group. We've prepared three inexpensive point-of-sale promotion pieces: a window poster, a counter card and a wall or window streamer. The local sponsor simply drops in his name, the station call letters, and the time at which the show is broadcast. These pieces become his own; to his customers the show is more than ever tied-in in their minds with the local sponsor. If the local sponsor or the Thesaurus subscribing station had to make up these three two-color pieces on their own the costs would be prohibitive.

The increased emphasis on "sell" in Thesaurus is not confined to sales tools—our new thinking is also reflected in the plans we will be announcing during 1955 in connection with new Thesaurus shows.

And here we want to make the first such announcement — Thesaurus is greatly broadening its basic programming concept. Of course, music is still the most important factor because we realize that it remains a basic element in local programming. But now our plan includes many programming innovations and time selling tools which will provide our subscribers with even more sales opportunities.

During 1955 we will be making major announcements concerning new commercial programming formats in the following categories: homemaking, sports, religious and a children's program with an important child authority as the star. All the shows will have unique, built-in sales possibilities that will make them extremely saleable by Thesaurus subscribers.

In all of our plans, be they for new local selling tools, new radio time selling promotions, or new big name shows, the emphasis is on "sell." It is this emphasis that keynotes the changing complexion of the transcription library service today.

www.americanradiohistory.com

Looking... at a great clip!

Take any scene from any CBS Television Film Sales show and you'll see frames at work — building huge audiences in record time. For example...

In Cincinnati, *The Whistler* is a consistent first in its time period, with a 30.4 rating... *and ratings go higher month after month!*

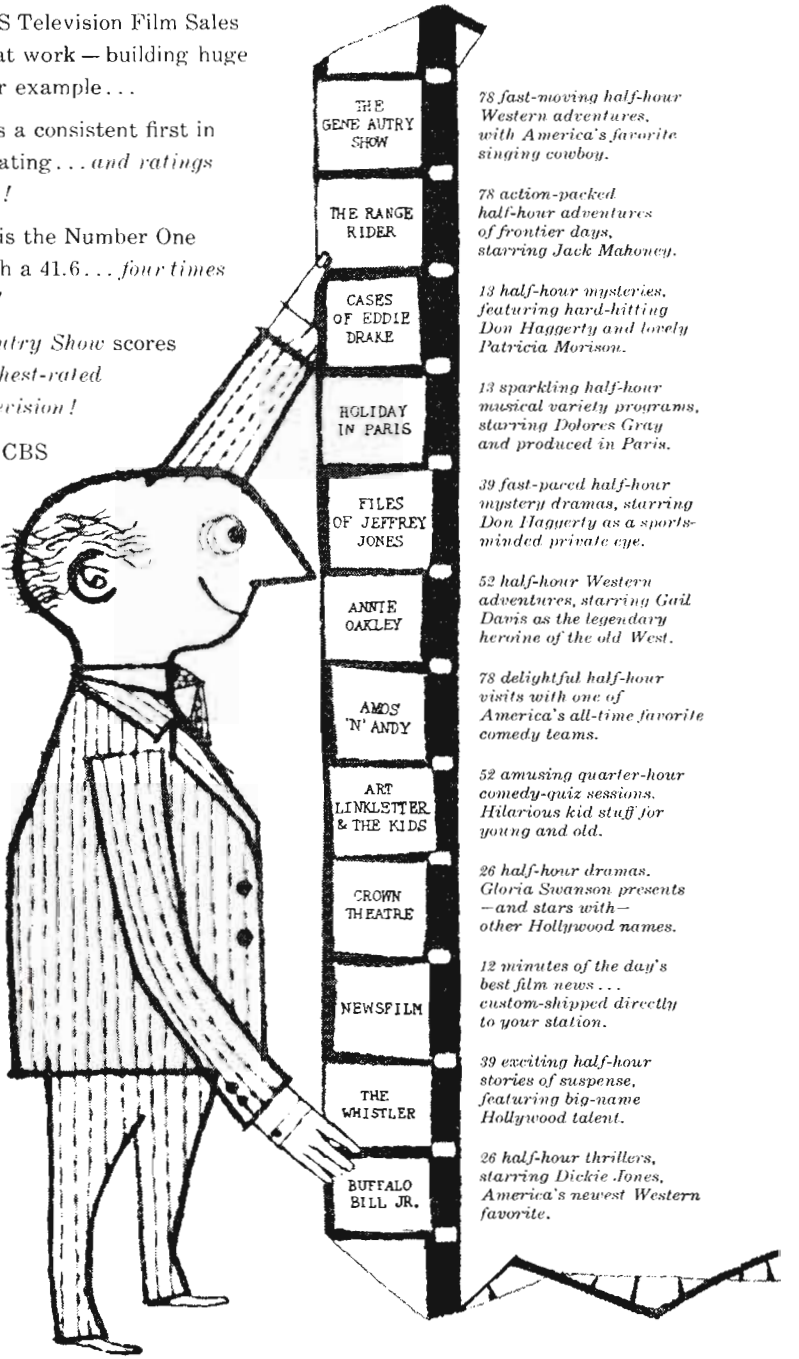
In Boston, *The Range Rider* is the Number One syndicated film program, with a 41.6... *four times the rating of its competition!*

And in Chicago, *The Gene Autry Show* scores an 18.4... *making it the highest-rated daytime strip in Chicago television!*

The story's the same for *all* CBS Television Film Sales shows. They're going at a great clip in markets all over the country...winning top ratings at lowest cost. See for yourself. Ask any CBS Television Film Sales representative for a private showing.

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta and Boston. In Canada: S. W. Caldwell Ltd.



78 fast-moving half-hour Western adventures, with America's favorite singing cowboy.

78 action-packed half-hour adventures of frontier days, starring Jack Mahoney.

13 half-hour mysteries, featuring hard-hitting Don Haggerty and lovely Patricia Morison.

13 sparkling half-hour musical variety programs, starring Dolores Gray and produced in Paris.

39 fast-paced half-hour mystery dramas, starring Don Haggerty as a sports-minded private eye.

52 half-hour Western adventures, starring Gail Davis as the legendary heroine of the old West.

78 delightful half-hour visits with one of America's all-time favorite comedy teams.

52 amusing quarter-hour comedy-quiz sessions. Hilarious kid stuff for young and old.

26 half-hour dramas. Gloria Swanson presents —and stars with— other Hollywood names.

12 minutes of the day's best film news... custom-shipped directly to your station.

39 exciting half-hour stories of suspense, featuring big-name Hollywood talent.

26 half-hour thrillers, starring Dickie Jones, America's newest Western favorite.

Source: ARB, Jan. 1955

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TV FILM PRODUCERS AND DISTRIBUTORS

□ □ □

ABC Film Syndication, Inc.

7 West 66th St., New York 23, N. Y.
Phone: SUsquehanna 7-5000

President.....George T. Shupert
V.P., Chg. of Sales.....Don L. Kearney
Executive Sec'y.....Richard P. Morgan
Ad. & Promotion Mgr.....Lee Francis
Traffic Mgr.....Joseph Greene

Services Offered—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

Productions—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope.

●

Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.
Phone: MIchigan 2-0128

President .....Bernard Howard
Vice-President .....Morris Alexander
Secretary-Treas. .....Bernard Kurlan

Services Offered—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action— in own sound-proof studio or on location anywhere. Specialists in 3-D movies.

Productions—American Bakers Assn. 4½ min. TV film; Wisco "99" Gasoline-TV commercial with Fran Allison; Melody Hill Wine —animated film; Chesty Potato Chips—two animated films; Canadian Ace Beer—1 live comm.; Chicago Defender Publication—15 min. color film.

●

Academy Pictures, Inc.

588 Fifth Ave., New York 36, N. Y.
Phone: PL 7-0744
7934 Santa Monica Blvd., Hollywood 46, Cal.
Phone: HOllywood 9-5873

President.....Edward L. Gershman
Vice President.....C. Moray Foutz
Head of Sales.....George S. Gladden
Supervising Dir. (N.Y.C.)....William Tytla
Supr. Dir. (Hollywood).....Arthur Babbitt
Prod. Mgr. (N.Y.C.).....Murray Fairbairn
Prod. Mgr. (Hollywood)..William Lightfield

Services Offered—Producers of all types of slidefilms and motion pictures, in color or black and white; live or animation; 16 mm or 35 mm, for television and industry.

●

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7471

Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President .....Patrick Shanahan

Services Offered: 16, 35 mm. films for television rental.

●

Advertisers' Television Program Service, Inc.

15 East 48th St., New York 17, N. Y.
Phone: PLaza 1-1290

Eastern Sales Manager....William P. Mullen
9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-7496

V.P., General Mgr.....Maurie H. Gresham
Western Sales Mgr.....Charles C. Alsup

Services Offered—Distributors of "Mr. and Mrs. North."

●

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437

President.....Harry M. Popkin
V.P., Assoc. Producer.....Julius F. Tuchler
Secretary.....Kenneth N. Chantry
Treasurer.....Jack Y. Berman
Producer .....Harold Helvenston
Director.....Erle C. Kenton
Production Mgr.....Jerry Pycha

Services Offered — Producer of films in series form for TV.

●

Alesander Film Co.

Alesander Film Bldg., Colorado Springs Colorado
Phone: MElrose 3-1771
N. Y Phone: PEnnsylvania 6-3028

President.....J. Don Alexander
V.P. in chg. of Prod.....Don M. Alexander
Vice President.....Don Alexander, Jr.
V.P. in chg. of Sales.....M. J. McInaney
Production Manager.....James Anderson
Television Sales Mgr.....Earl Austin
Sales Promotion Mgr.....W. A. Hillhouse
Dir. of Advertising & Pub. Relations.....Robert Geddy, Jr.

●

ALL CANADA TELEVISION (Div. of All-Canada Radio Facilities Ltd.)

80 Richmond St. West, Toronto, Ontario, Can.
Phone: EMpire 6-9236

General Mgr.....J. Stuart MacKay
Mgr., TV Division.....R. C. Thompson
Film Program Mgr.....W. O. Steer

Services Offered: Exclusive film representatives for the F. W. Ziv Company and Studio Films Ltd.

www.americanradiohistory.com

www.americanradiohistory.com

M & A Alexander Productions, Inc.

6040 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3414

President .....Arthur Alexander
Vice-President .....Max Alexander

Services Offered—Distributors of motion pictures for television: features, westerns, half-hour series, shorts.

●

All-Scope Pictures, Inc.

8949 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-6943

President.....Gordon S. Mitchell
Vice-President.....C. D. Owens
Secretary-Treasurer.....L. B. Mitchell
Chairman of Bd.....Gordon S. Mitchell

●

Allegro Pictures, Inc.

4238 Mammoth Ave., Sherman Oaks, Cal.
Phone: STate 9-4952

Pres., Exec. Producer.....William Lava

●

American-British TV Movies, Inc.

200 West 57th St., New York 19, N. Y.
Phone: JUdson 6-7198

President .....Nathan Kramer
Vice-President .....Michael Hyams
Legal Dept.....David Kallman
Secretary .....Gloria Harden

Services Offered—New feature films for television. Half-hour and quarter-hour series.

Productions—Case Histories of Scotland Yard.

●

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WAlnut 2-1800

Mgr. .....Ben Harris

Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

●

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915

Executive Producers.....Robert Gross, Lawrence A. Glesnes
Production Control....Sheldon Abromowitz
Editorial Chief.....Frank Madden

Services Offered—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

●

American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.
Phone: HO 2-6282

President .....John Sinn
Chairman of Board.....Fred W. Ziv

Services Offered—Complete studio space and facilities with complete production personnel.

Productions—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

●

Animated Productions Inc.

1600 Broadway, New York, N. Y.
Phone: LO 5-2942-3

President .....Al Stahl
Vice President.....Irwin Stahl
Art Department.....Tony Garcia
Director .....Jack Weisburg
Production Manager.....Peter Puzzo

Services Offered—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films.

Productions—"Kid Stuff," "Comic Book Comics," "Mush Moore."

●

Animation Service Co.

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4832

Manager.....A. L. Simon
Chief Animator.....Abe Blashko
Art Director.....William Steinel
Administration .....Muriel Friedman

Services Offered — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

●

Evan J. Anton Productions, Ltd.

550 Fifth Ave., New York 36, N. Y.
Phone: CIrcle 6-0118

President.....Evan J. Anton
Vice-Pres. .....Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commericals and spots.

●

Arrow Productions, Inc.

c/o Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 4-3118
N. Y. Phone: PLaza 5-2108

President .....Milton Gordon
Vice Pres.....Edward Small
Secry-Treas. .....Leon Fromkess

Services Offered: produce, distribute half-hour TV dramas—"Ramar of the Jungle" series.

●

Arrowhead Productions

8822 W. Washington Blvd., Culver City, Calif.
Phone: TExas 07619

Producer .....Ed Beloin
Business Manager.....Burt I. Harris
Associate Producer-Dir.....Richard Bare

Productions—Film series "So This Is Hollywood" starring Mitzi Green and Virginia Gibson.

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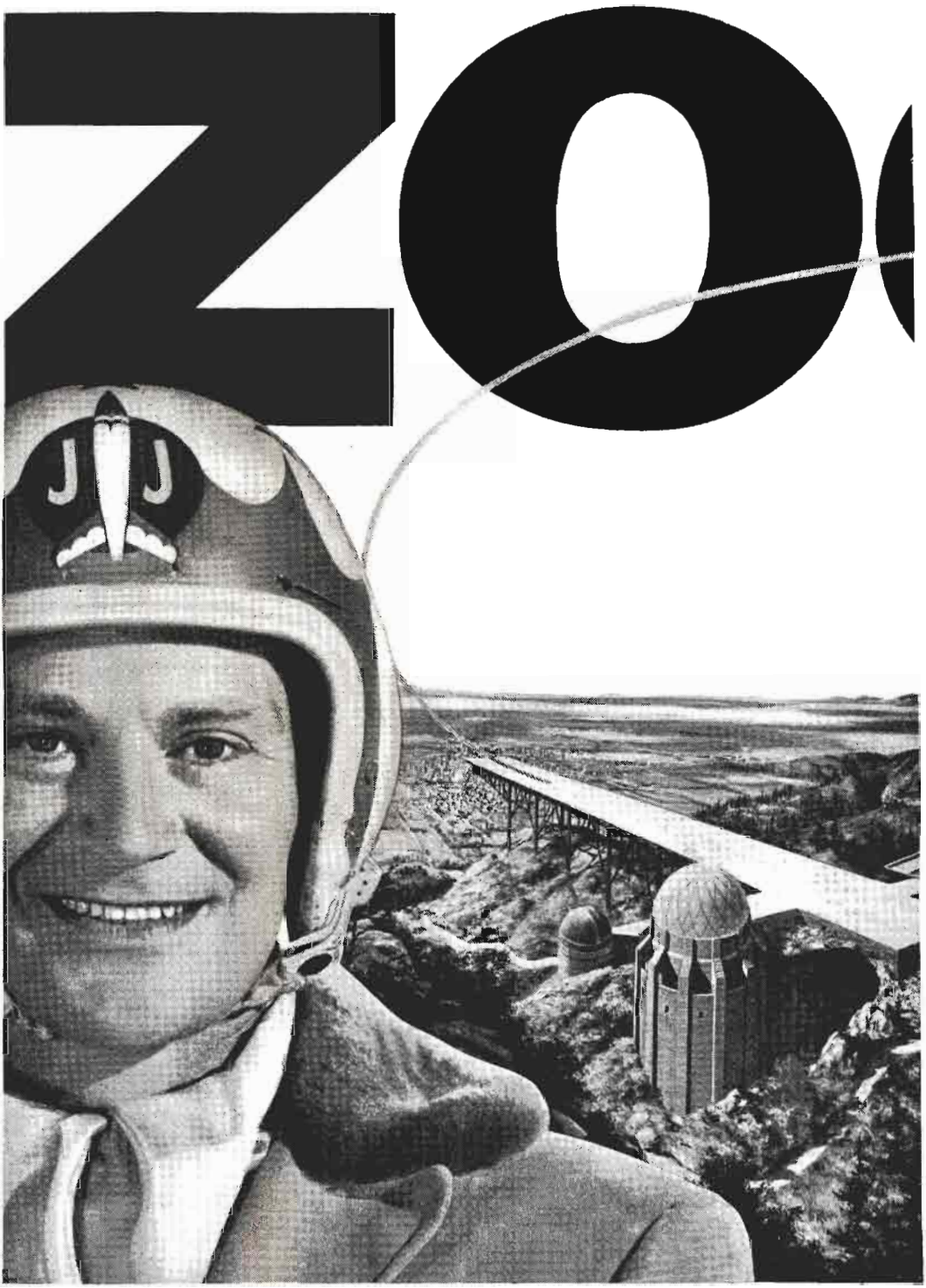

NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044 DETROIT, 16603 E. WARREN RD., TU 5-5811 DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150 SALT LAKE CITY, 212

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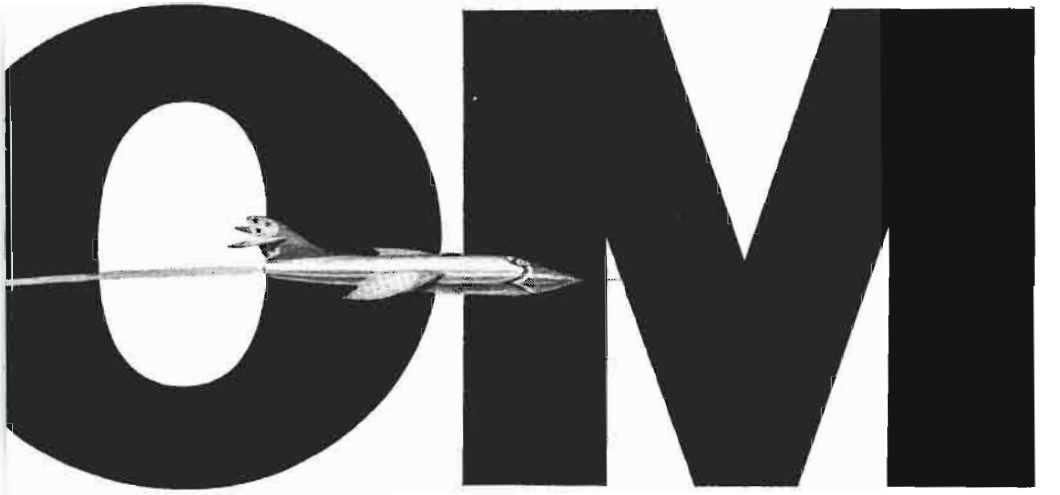


CAPTAIN MIDNIGHT SERIES...
now available for syndication!

For Jet Action it's—Jet Jackson—Flying Commando! This is the syndicated version of the brand new "Captain Midnight" series now being sponsored on CBS by General Mills and Ovaltine (through Tatham-Laird). A big-time, Hollywood-produced-and-written adventure series packed with action...for viewers *and* for advertisers!

Of all Saturday shows available for syndication, this program was the highest rated* on all networks in the morning—the second highest rated* of any Saturday show *day* or *night!* This is your opportunity to have it on your own station, in your own time period.

Write, phone or wire us collect about availabilities of this great new program...produced at the Hollywood Studios of Columbia Pictures Corporation.

*Nielsen Television Index

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N.Y. • CIRCLE 5-5044

The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

BEASON BLDG., PHONE 3-3903 **SAN FRANCISCO,** 995 MARKET ST., DO 2-1060 **ATLANTA,** 3130 MAPLE DRIVE, N. E., EX 6100 **CHICAGO,** 230 N. MICHIGAN, FR 2-3696

www.americanradiohistory.com

CALIFORNIA STUDIOS

Home of

GROSS-KRASNE, INC.

Now Shooting:

"BIG TOWN"

"MAYOR OF THE TOWN"
(In association with RAWLINS-GRANT)

Preparing:

"O'HENRY" series

and

"ALIAS JIMMY VALENTINE"

www.americanradiohistory.com

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
814 N. La Brea, Hollywood 38, Cal.
Phone: HO 7-4882
709 Fox Bldg., Detroit, Mich.
Phone: WOodward 1-3979

President.....Louis Goldstein
Vice President.....Bob Seidelman
Treasurer.....Jerome S. Hyams

Services Offered—Quality feature films, including "Night Train," "Young Mister Pitt," "Shipyard Sally," "A Girl Must Live," "The Girl In The News," "Kipps," "Inspector Hornleigh," and others.

●

Associated Artists Productions, Inc.

345 Madison Ave., New York, N. Y.
Phone: MUrray Hill 6-2323

President.....Eliot Hyman
Vice Presidents.....Kenneth Hyman, Arthur Kalman, Donald Klauber

Services Offered—Production and distribution of TV, theatrical and non-theatrical film and 16 mm.

●

Associated Program Service

(Division of Muzak Corp.)
229 Fourth Ave., New York 3, N. Y.
Phone: ORchard 4-7400

V.P., Gen. Mgr.....Edward Hochhauser, Jr.

Services Offered—Exclusive TV distributor for Encyclopaedia Britannica Films.

Productions—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encylopaedia Brittanica Films.

●

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-8573

President.....J. R. Bingham
Treasurer.....A. L. Fredrick
Director Adv. & Prom.....Robert Finehout

Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 175 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

●

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

President.....Robert M. Savini
Gen. Sales Mgr.....David A. Bader

Services Offered—Producer and distributor of features and short subjects.

●

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee

CONTINUING . . .

production of AMERICA'S FOREMOST WESTERN TELEVISION PROGRAM!

Wild Bill Hickok

Starring GUY MADISON & ANDY DEVINE

. . . Entering ITS 5th YEAR OF UNINTERRUPTED NATIONAL SPONSORSHIP BY KELLOGG*
At Consistently High Audience Ratings.

(*Thru Leo Burnett Company)

WM. F. BROIDY PRODUCTIONS

www.americanradiohistory.com

Join the big-time advertisers who sponsor these shows!

Brewers, oil companies, railroads, banks, food stores, auto dealers, dairies, *all* kinds of manufacturers and retailers are now selling with these sponsor- and audience-proven shows.

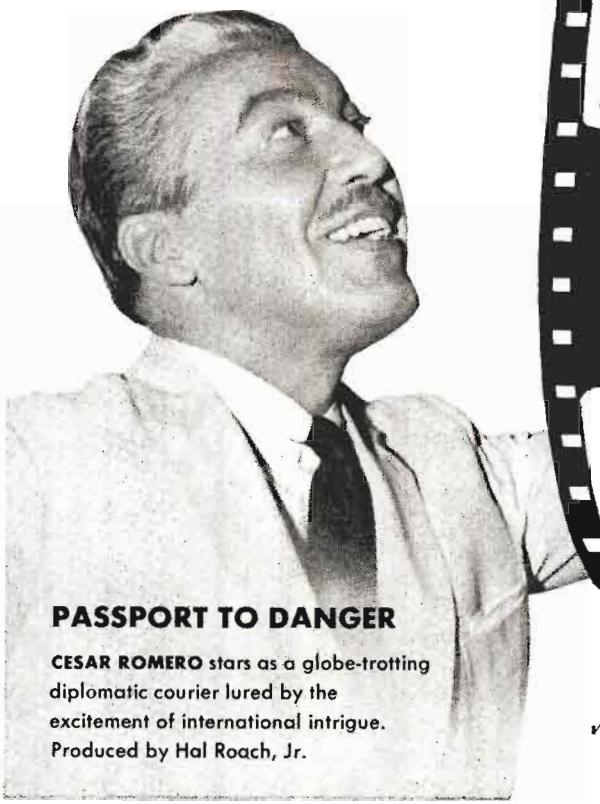
ABC FILM SYNDICATION, INC.
7 West 66th St., New York 23, N. Y.

CHICAGO
ATLANTA
HOLLYWOOD
DALLAS

RACKET SQUAD. Top-rated film show in city after city... with a slightly phenomenal renewal record (ask us for rating histories). Produced by Hal Roach, Jr.

THE PLAYHOUSE. Star-spangled films sparkling with top box-office attractions. National, regional and local advertisers hitch their sales stories to these stars.

KIERAN'S KALEIDOSCOPE. Winner of Billboard's annual film award. Starring witty John Kieran who steers this series right to the family audience you want.



PASSPORT TO DANGER

CESAR ROMERO stars as a globe-trotting diplomatic courier lured by the excitement of international intrigue. Produced by Hal Roach, Jr.

COMING SOON!

✓DOUGLAS FAIRBANKS PRESENTS
✓SHEENA, QUEEN OF THE JUNGLE
✓LIFE CAN BE BEAUTIFUL

www.americanradiohistory.com

V.-P. Chg. Sales.....Edward Schager
V.-P. Chg. Adv. & Prom..Frederick K. Barber
V.P. & Dir. of TV.....Norman C. Lindquist
V.P., Prod. Mgr.....Albert S. Bradish

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms —in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

●

Atlas Television Corp.

15 West 44th St., New York, N. Y.
Phone: MU 7-5535

President.....Henry Brown
V.P.....Robert B. Brown
Exec. Asst.....William J. Jones, Jr.
Div. of East. Sales.....Jackson E. Dube
Div. of Mid-West Sales.....Pete Rodgers
Dir. of West. Sales.....Jack London
Div. of Southwest Sales.....Wm. Dubois
Booker.....Bill Norton

Services Offered — American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3 - 5 minutes.

Productions—"Captain Z-RO," "Hollywood to B'way," "Your Family Theatre," "Is This Magic."

●

A.T.V. Film Productions, Inc.

1600 Broadway, New York, N. Y.
(Studios) 37-15 35th St., L.I.C.
Phone: CIrcle 7-6434-5, STillwall 6-5825-6

Pres., Prod. Dir.....Mickey Schwarz
Production Mgr.....Milton Cohen
Cameraman.....Harold Mullee
Film Ed. (Supr.).....Robert Harris
Art Director.....Paul Heller

Services Offered—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, two stages 50 x 60—50 x 100, street level.

●

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725

President.....Herbert Rosen

Services Offered—Library of mood and bridge music.

●

Audio Pictures, Ltd.

310 Lake Shore Rd., Toronto 14, Ont.
Phone: CLifford 1-5211

President.....Arthur Gottlieb
Managing Dir.....David Coplan
Sec'y-Treas.....Clem Williams

Services Offered—Producers of shows and commercials on film for TV.

●

Audio Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: PLaza 7-0760

President.....Frank M. Speidell
Vice Pres.....Herman Roessle
Treas.....Lawrence W. Fox, Jr.
Sec'y.....Peter J. Mooney
TV Director.....Harold R. Lipman

Services Offered—Producer of TV commercials and sponsored short subjects.

Jerry Fairbanks Productions

Theatrical, Television and Commercial
Motion Pictures

6052 Sunset Blvd. Hollywood 28, Calif.
HOllywood 2-1101
25th Year

www.americanradiohistory.com

TOPS...

in filmed television entertainment for all the family...

THE FRANKIE LAINE SHOW

THE FLORIAN ZABACH SHOW

LIFE WITH ELIZABETH

IT'S FUN TO REDUCE

THE LIBERACE SHOW

CONRAD NAGEL THEATRE

THE JOE PALOOKA STORY

CONFIDENTIAL FILE

THE GOLDBERGS

THE INA RAY HUTTON SHOW

PLUS...

more than 1000 hours of top FEATURE FILMS

GUILD FILMS

460 PARK AVENUE, NEW YORK 22, N. Y. • MUrray Hill 8-5365

www.americanradiohistory.com

Avis Films, Inc.

904 East Palm Ave., Burbank, Calif.
Phone: THornwall 8-1666
President .....Leslie Helhena
Sec.-Treas. .....Norris Ewing
Vice Pres.....Helen Ewing

•

George Bagnall & Associates, Inc.

8827 Olympic Blvd., Beverly Hills, Calif.
Phone: CR 15133
N. Y. Phone: MUrray Hill 6-7543
President.....George L. Bagnall
V.P., Gen'l Sales Mgr.....J. J. O'Loughlin
Secretary.....Fred C. Lindquist
Services Offered—Distributors of films for TV.

•

Bailey Films, Inc.

6509 De Longpre Ave., Hollywood 28, Calif.
Phone: HOllywood 2-0939
President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder
Services Offered—Three dimensional animation and live action shorts, educational motion pictures, advertising films, and special television subjects.

•

Barnett International Forwarders

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6080
President.....William Barnett
V.P., Secr'y.....Norman Barnett
Treas.....Alan Barnett
Services Offered: International film forwarders, packers and custom brokers.

•

Basch Radio & Television Productions

(See Program Producers.)

•

Beacon Television Features Inc.

420 Boylston St., Boston 16, Mass.
President.....J. Leonard Sanderson
Treasurer.....Barbara G. Keane
Services Offered—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc. Film program producers of fishing and outdoor shows.
Productions—Building new series of 39 half hour shows full color showing fishing in North and South America—available 1955—traveling to famous fishing resorts theme of programs.

•

Blinkey Productions Inc.

106 West End Ave., New York 23, N. Y.
Phone: SU 7-4429
Producer-Director .....Murray King
Technical Director.....Dr. Lucille Emerick
Production Supervisor.....Sydney Parker

EMPIRE
for
FILMS

16/35MM FILM
SPOTS — PROGRAMS
•
AIR-CONDITIONED
STUDIOS
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MOBILE UNITS
•
SCREENING ROOMS
FOR 16MM/35MM
•
COMPLETE PRODUCTION
SERVICES
•
FILM EDITING
•
PACKING — SHIPPING
•
LIBRARY SERVICE
•

For the finest sound on film . . . call

Empire Broadcasting Corp.
480 Lexington Ave.
New York 17, N. Y.
PLaza 9-4505

www.americanradiohistory.com

To a TV station owner who's frantic for profits

Studio Films offers you profit opportunities galore . . . high rating programs which never fail to attract sponsors. Find out today how Studio Films can help you build your profits.

S F

STUDIO FILMS, INC.

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President.....Chester M. Ross
V.P. in Chg. of Oper.....Emanuel Kandel
Gen. Sales Mgr.....Don McClure
Branch Offices
409 N. LaCienega Blvd., Los Angeles, Calif.
1301 S. Wabash Ave., Chicago, Ill.
2024 Jackson St., Dallas, Texas
Services Offered—Shipping, expediting and servicing of TV film.

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William Boyd Prod., Inc.

8901 Wilshire Blvd., Beverly Hills, Cal.
Phone: CRestview 4-5248
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Vice Pres.....Robert Stabler
Sec'y-Treas. .....Marguerite Cherry
Production Mgr.....Glenn Cook
Services Offered—Producer of films for TV.

B & R Enterprises, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 9-5981
Producer .....Stanley Shapiro
Associate Prod.....E. D. Leshin
Production Mgr.....Argyle Nelson
Director .....John Rich
Art Director.....Claudio Guezman
Casting Director.....Ruth Burch
Chief Cameraman.....Robert deGrasse
Music .....Earle Hagen
Productions—"The Ray Bolger Show."

●

Bray Studios Inc.

729 Seventh Ave., New York 24, N. Y.
Phone: CI 5-4582
President.....J. R. Bray
Vice-Pres. and Prod. Mgr.....Paul A. Bray
Treasurer .....M. Bray
General Mgr.....Max Fleisher
Film Distribution Mgr.....B. D. Hess
Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons.
Productions — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

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Office Manager.....Edith Zornow
Services Offered—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

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Exec. Aide to Pres.....L. W. (Ace) Herman
Vice Pres. & Sec.....Edward J. Kaye
Treasurer .....A. R. Nunes
Story Editor.....Cecile Kramer
Public Relations Dir.....J. L. Kaufman
Services Offered—Producers of television film-program series and features; producers of TV-film commercials. Studio rental and packaged shows.
Productions—"Wild Bill Hickok."

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British Information Services —Film Division (Agency of the British Government)

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-5100
Director .....Charles Dand
Distribution Mgr.....Lester Schoenfeld
Radio Officer.....Jack Aistrop
Pub. & Adv. Mgr.....Joe Slevin
Services Offered—Official distributor in the United States of films produced by the British Government.

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Vice Presidents.....William S. Kent, Howard Kaiser
Secretary .....Dietlinde Ruber
Treasurer .....Miriam Calhoun
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Cavalcade Television Programs Inc.

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N. Y. Phone: ACademy 4-2781
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Sec.-Treas. .....Esther Pergament
Services Offered — Producers representative, distribution of motion picture films, exporter of TV programs.

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Cavalier Productions, Inc.

9119 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 6-4174
President .....Robert Young
V.P. Chg. Prod.....Eugene B. Rodney
Secretary .....Ben Bisgeier
Services Offered—Producing own television shows.
Productions—"Father Knows Best."

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Campus Film Productions

14 E. 53rd St., New York 22, N. Y.
Phone: PL 3-3280
Exec. Pro.....Nat Campus
Services Offered—Film production under contract for clients specific use.

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Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
Phone: CIrcle 7-6110
President.....David I. Pincus
V.P. Chg. of TV.....Calhoun McKean
Prod. Supr.....Mauri Goldberg
V.P., Chg. of Creative Planning.....Albert Z. Carr
Vice President.....F. Burnham MacLeary
Studio Manager.....David Kreeger
Chief, Animation Dept.....Jack S. Semple
Chief, Art Dept.....Arnold B. Vogelsang
Chief Editor.....Lawrence Kreeger
Services Offered—Production of documentaries, industrial, educational pictures, television spots, television packages, slide films, technical and cartoon animation.
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V.P., Gen. Mgr.....Fred J. Mahlstedt
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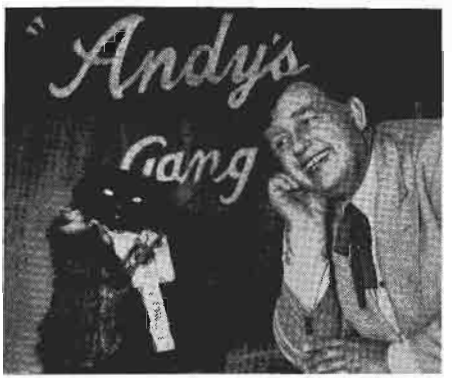

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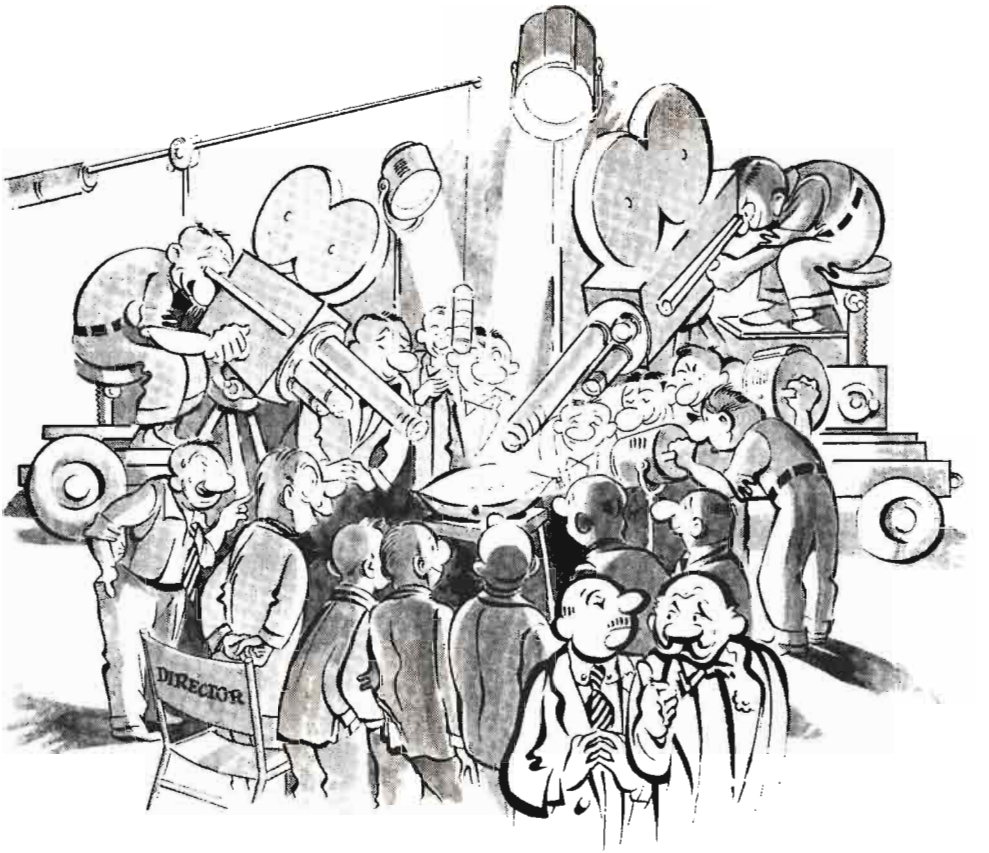

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Bruce Chapman Co.

55 W. 42nd St., New York 36, N. Y.
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President .....Bruce Chapman
V.P. & Treas.....Edna Chapman
30 Rue de Gramont, Paris, France
Phone: Richelieu 80-04
Director .....Dan Morely
Mgr. Film Division.....Michael Alexander
Services Offered—Producer of TV films and commericals; industrial and educational films; dubbing in U. S. and Europe.

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Charter Oak Tele-Pictures

846 7th Ave., New York 19, N. Y.
Phone: CIrcle 6-2508

President.....Louis Cavrell
Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.
Productions—Marita Bread, Roy Doty and Chase National Bank shows.

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Jack Chertok Productions

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HOllywood 3-5106

Producer .....Jack Chertok
Assoc. Prod., Prod. Mgr.....Harry Poppe
Art Director.....Howard Campbell
Casting Director.....Ruth Burch
Cameraman .....Robert Pittack
Services Offered—Series and commercials.
Productions — "Private Secretary," "Cavalcade of America," and "Lone Ranger."

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President .....Nathan Sobel
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Sales .....Phillip Feld
Services Offered—Producers of general entertainment, documentary programs and spot commercials for TV.

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Phone: FLushing 8-1935
President .....George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

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6325 Santa Monica Blvd., Hollywood 38, Calif.
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Executive Producer .....Harry J. Lehman
Secretary .....Jacques R. Lehman
Associate Prod.....Esco Mietten
Services Offered — Films for television. Public relation, training, education.

Productions—"Let's Face It," "Meet Pvt. Bill Martin," "Part-Time Soldier," "Mission of the Day," "The Argonut Division," "Part Time Tanker." In production, "Travel Tours."

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Owner .....Leonard Clairmont
Services Offered—Complete production for industry television, churches and educational institutions. Commercial TV spots and newsreel coverage. Stock footage library in 16 mm color.
Productions — Hollywood Leg Man (TV series).

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Clune Studios Co.
Werner Janssen Productions, Inc.

5358 Melrose, Hollywood 38, Calif.
Phone: HO 9-6291
Pres., and Chairman of the Board....Mrs. Dorothy Clune Murray
Executive Director.....Werner Janssen
National Sales Director..Linwood P. Beacom

●

Commodore Productions and Artists, Inc.

971 N. La Cienega, Hollywood 46, Cal.
Phone: CRestview 1-7106
Pres., Exec. Prod.....Walter White, Jr.
Assoc. Producer.....William C. Heath

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Producer-Director

Supervisor of Production
NBC FILM DIVISION
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"His Honor, Homer Bell"
"Inner Sanctum"
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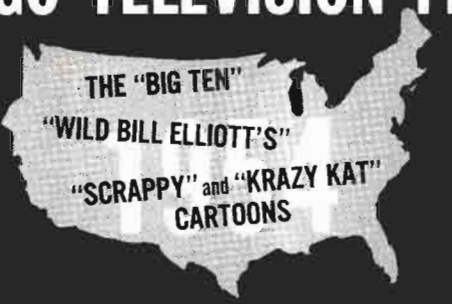

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Production Mgr.....Vernon Keays
Coordinator .....Eleanor Payne
Film Editor...Robert Warwick, Jr. (A.C.E.)
Art Director.....James Sullivan
Services Offered: Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; 156 Episodes, The Clyde Beatty Show, Radio, transcribed open end shows ½hr.: TV, 13 ½hr. films in color.
Productions: "Perils of the Jungle."

Commonwealth Film & Television, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-6456
President.....Mortimer D. Sackett
Sec., Treas.....S. Sackett
Services Offered—TV producers and distributors.

Frank Cooper Associates Agency

6277 Selma Ave., Hollywood 28, Calif.
Phone: HOllywood 4-7258
521 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-5661-2
Owner .....Frank Cooper
V.P., Chg. N. Y. Office.....Sy Fischer
Mgr. Hollywood Office.....Martin Sperber
Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

Cornell Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: WIsconsin 7-6650
President.....J. Milton Salzburg
V.P., Sales Mgr.....David B. Dash
Services Offered—Producers and distributors of features and shorts.

Cornwall Productions, Inc.

30 W. 56th St., New York 19, N. Y.
Phone: CIrcle 6-2082
President .....Ella Raines Olds
Executive Vice Pres.....William Dozier
Services Offered—Producer of half hour dramatic films.

Tom J. Corradine & Associates

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-4448
President .....Tom Corradine
Vice President.....Kyle C. Thomas
Sales Mgr.....James W. Campbell
Secretary .....Marion Wrenn
Services Offered—Service Television stations and agencies with all types of film programming. Library includes: Features, westerns, half hour and fifteen minute shows produced especially for TV.

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633 No. Almond Dr., Hollywood 46, Calif.
Phone: CRestview 4-5621

Owner-Producer .....Jerry Courneya
Sec. Treas. .....Ed Hampel

Services Offered — Quarter-hour shows, Short subjects, Features, and Commercials.

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Clayton W. Cousens Productions

436 West 57 St., New York 19, N. Y.
Phone: CO 5-7380

President.....Clayton W. Cousens
Director .....Ralph Porter
Head Cameraman.....Vachel Blair
Associate Producer.....John K. Cousens

Services Offered—Filming of commercial spots for television, also film documentary jobs. 60 by 25 studio, make-up room, cutting room, sound booth, etc. Quality work in 16 mm and 35 mm, preferably the latter.

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9028 Sunset Blvd., Los Angeles 46, Calif.
Phone: Crestview 1-1171
N. Y. Phone: PLaza 7-2277

President.....Everett N. Crosby
Vice President.....John O'Melveny
Vice President-Secretary..Todd W. Johnson
Exec. V.P.....Basil F. Grillo
V.P. Chg. Sales.....Charles B. Brown
Treasurer-Controller.....Homer O. Duerr

Services Offered—Development of program ideas for film and actual completion from idea to film production.

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Crystal Pictures, Inc.

1564 Broadway, New York 36, N. Y.
Phone: PLaza 7-5130

President .....Melvin M. Hirsh

Services Offered—Distributor of features, western, dramas and travelogues.

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Shamus Culhane Prod., Inc.

207 East 37th St., New York, N. Y.
8802 Melrose Ave., Hollywood, Calif.
Phone: N. Y. MU 2-8244, Calif. CR 4-5935

Producer, N. Y.....Shamus Culhane
Producer, Hollywood.....William Hurtz
Director .....Irwin Wallman
Casting .....Maxine Marx
Sales .....Phil Feld

Services Offered—Animated and live action TV spots and industrial films.

Productions — Spots for Western Union, U. S. Air Force, U. S. Army, Peter Paul Mounds, Esso of Canada, Breble.

●

Joan Davis Enterprises, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111

Producer, Casting Dir.....P. J. Wolfson
Production Manager.....Dewey Starkey
Director .....Ezra Stone

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HALF-HOUR SHOW
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"INVITATION PLAYHOUSE"
★
"LITTLE THEATER"
★
"THIS IS CHARLES LAUGHTON"
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Chief Cameraman.....James Van Trees
Music Director.....Roger Wagner
Productions—"I Married Joan."

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108 E. 30th St., New York 9, N. Y.
Phone: ORegon 9-3595
Writer-Composer.....Gordon M. Day
Director, Producer.....Carol Bulkley
Production Mgr.....Edith Adelson
Treas.....Leo Reich
Services Offered—Producers and jingles and spots. Consultants to advertising agencies.

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D. P. M. Productions, Inc.

62 W. 45th St., New York 36, N. Y.
Phone: MU 2-0040
President.....Dorothy P. Maulsby

●

De Frenes Co.

1909 Buttonwood St., Philadelphia 30, Pa.
Phone: RIttenhouse 6-1686
Pres., Gen. Mgr.....Joseph De Frenes
Services Offered—Production of 16mm. & 35mm. films, black & white, color.

●

Demby Productions, Inc.

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.
Phone: PLaza 9-2495
President.....Emanuel H. Demby
Vice President.....Mildred Demby
Dramatic Scripts.....Betty Jeffries
Film Editing Services.....Myron L. Broun
Public Relations.....Howard Morse
Services Offered—Production TV, films, radio programs. Packaging new shows. Dramatic scripts.
Productions — "Hollywood to Broadway" (film series), "How to Be a Cowboy" (film series), "This Is Indonesia" (film), "Carnival," "Merchant Prince," "Foreign Adventure.

●

Denmac Productions, Inc.

6223 Selma St., Hollywood, Calif.
Phone: HOllywood 4-4205
Productions—"Dennis Day Show."

●

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
Phone: BEacon 2-5722
Owner.....Joseph Dephoure
Services Offered—Motion picture production, studio facilities, processing laboratory, b&w and color printing, editing, slides and slidefilms, magnetic and sound on film recording.

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Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7620
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Vice President.....Charles S. Hans
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Gen. Production Mgr.....Carl V. Ragsdale

Mr. Producer
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Exec. V.P.....Martin Leeds
Vice President.....Argyle Nelson
Vice President.....Andrew G. Hickox
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Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

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Phone: PLaza 9-3880

World Wide Sales Supr.....Leo F. Samuels

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Phone: CR 1-7258
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Film Dist. Dir.....Margaret Pfeiffer
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V.P., Treas.....Fred Hoar
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Vice Pres.....Julius Edelman
Secretary .....Jeanne Osen Remusat
Treasurer .....Dorothy Elgar

Services Offered—Producers of industrials, documentaries and films for television.

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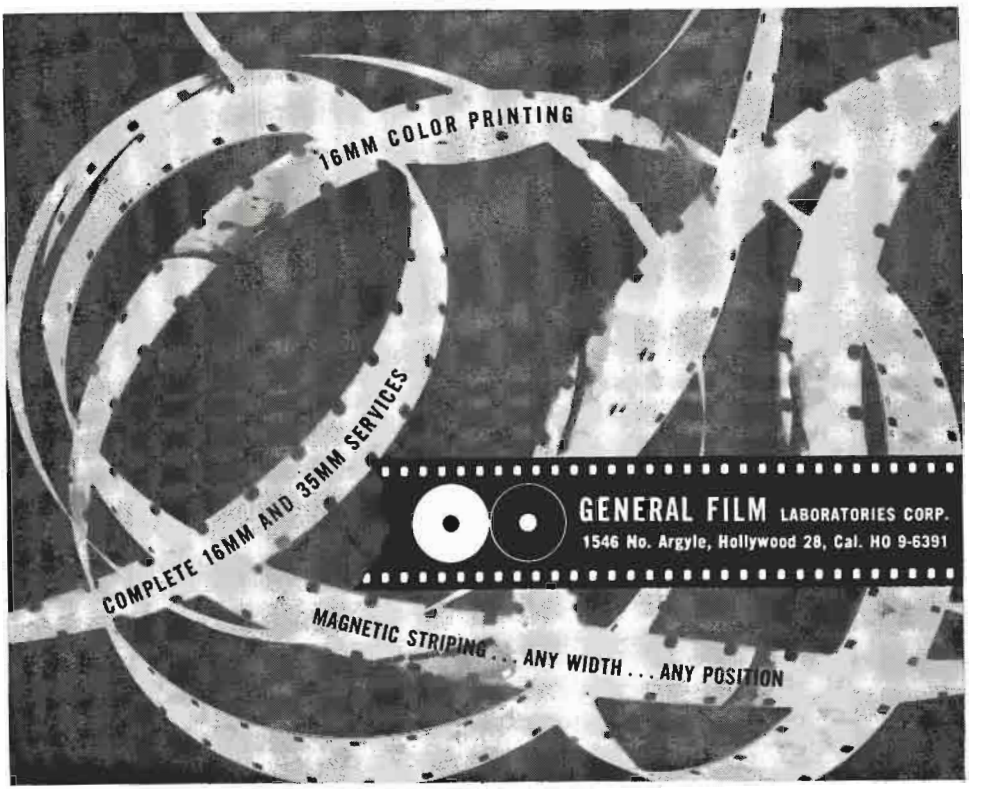

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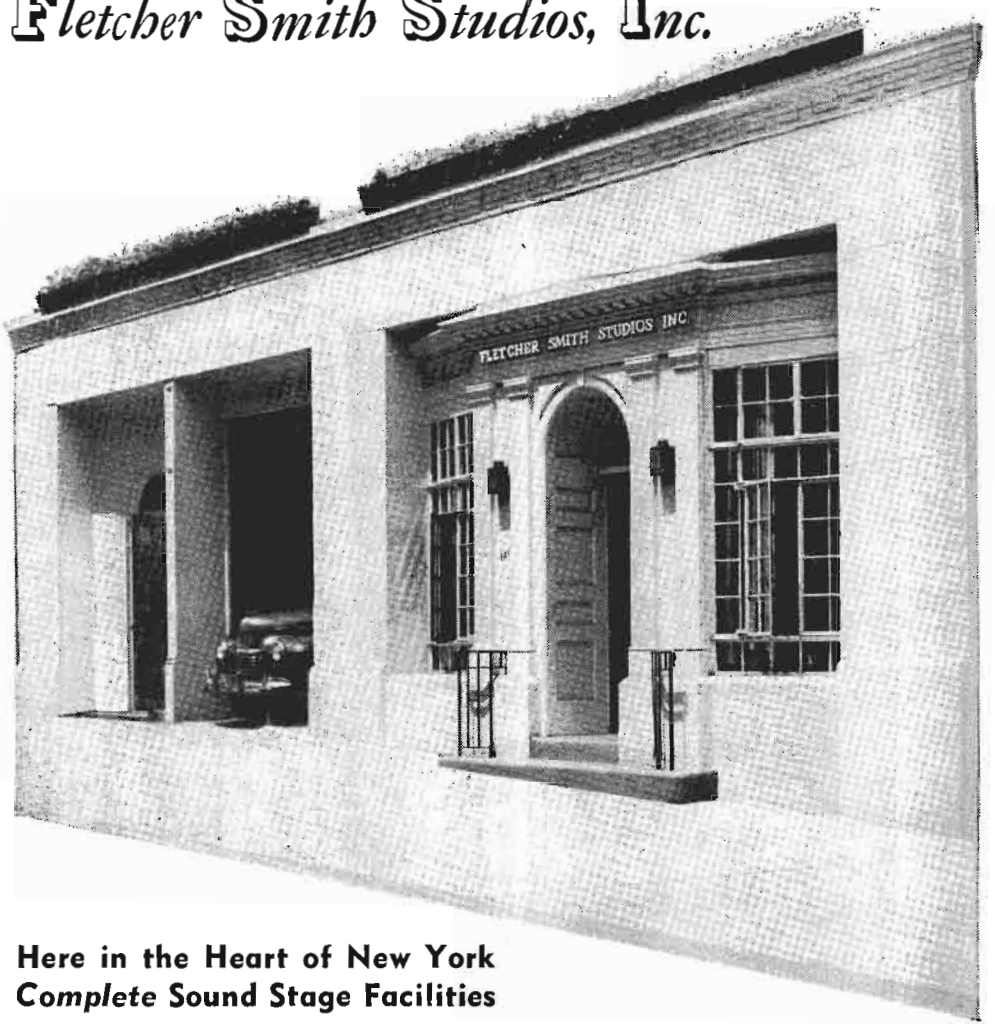

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Camera .....Les Shorr
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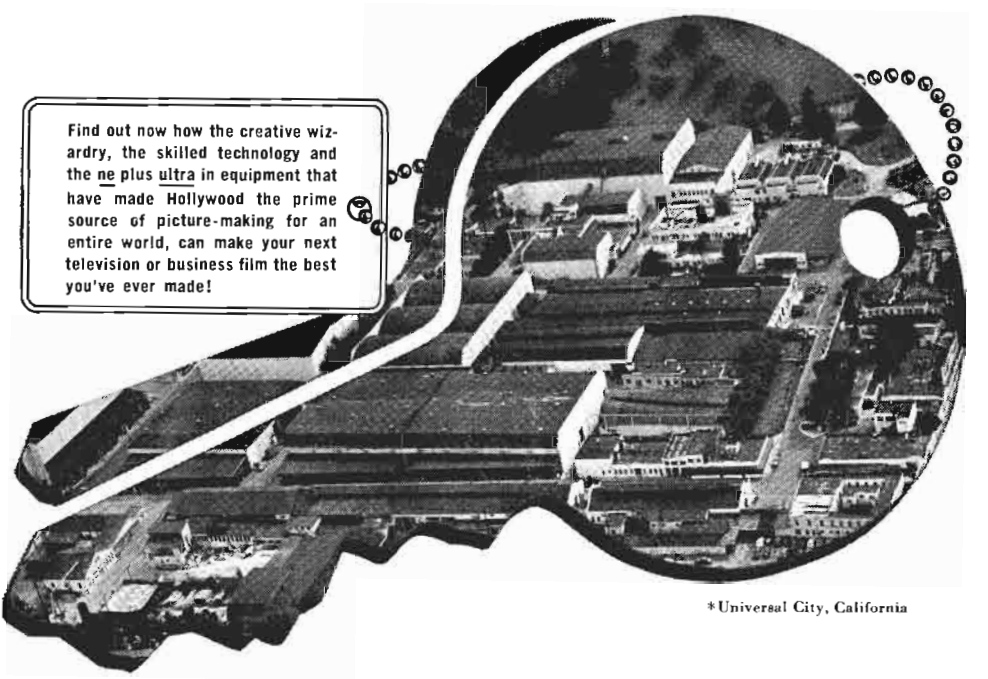

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Assoc. Prod.....Pierre Couderc
Assoc. Prod.....Roy Luby
Services Offered — Inspirational films for TV, church, educational and non-theatrical release.

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Pres., Exec. Producer.....Jerry Fairbanks
Sales Mgr. (Chicago).....Fenton McHugh
Production Manager.....John McKennon
Studio Manager.....Robert Scrivner
Head, Creative Dept.....Leo S. Rosencrans
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

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Vice President.....Fred Henry
Productions—"Liberace," "Life With Elizabeth," "The Betty White Show."

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Assoc. Producer.....Ralph Ferrin
Casting Director.....Virginia Mazzuca
Chief Cameraman.....Alan Stensvold
Productions—"Andy's Gang."

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Treasurer .....Joe Mack
Secretary .....Bernard Mack
Prod. Manager.....Pat Cascio
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V.P. in chg. of Prod.....Bill Deming
Production Super.....Ferenz Fodor
Supervising Ed.....Norman Colbert
Production Mgr.....Paul Schmutz
Film Distribution Mgr.....Hamilton Warren
Editor .....Bob Sparr
Services Offered—Create, film and produce television programs, commercials, government and business motion pictures.
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Vice President.....Nicholas Bongard
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Promotion, Prod. Mgr.....Christopher Cross

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Vice President.....Birger Nordholm
Treasurer .....Henry Pillichody
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Exec. Dir. .....Maurice T. Groen

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Services Offered—Producers and distributors of television film.

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Partner & Exec. in chg. of Production.....Armand Schaefer
Exec. Producer.....Louis Gray
Exec. Asst.....Philip Cobey
Services Offered—Production of TV films and commercials.
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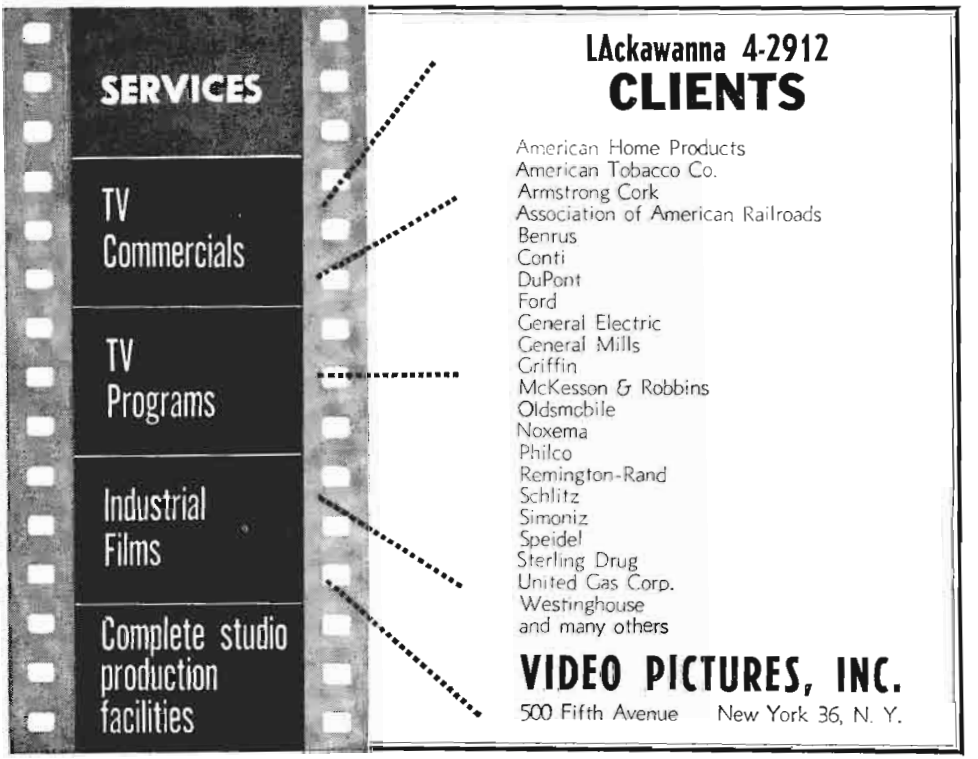

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Producer .....Warren Lewis
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Asst. to Pres.....Lee Volker
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Treasurer .....Bernard Samuels
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West Coast Sales Exec. ..... Charles Morin
Mid-West Sales Exec. ..... Wade Barnes
East Coast Sales Exec. ..... William Finkleday
Southern Sales Exec. ..... Richard Bouk
Northeast Sales Exec. ..... Max Bradbard
Dir. of Promotion ..... Sumner Moulton
Dir. of Traffic ..... Richard Sassenberg
Research ..... Melvin Trauner
Services Offered—Distribution of feature films, library films and 15 minute and half-hour film subjects.
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Owner ..... Sid Glenar
Services Offered—Producer of theatrical, educational, TV commerical. Complete animated cartoon facilities.

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Production Supervisor ..... Robert E. Gips
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Governor Television Attractions, Inc.
151 West 46th St., New York 36, N. Y.
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Services Offered — Distributors of feature films and shorts to television stations.

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Sales Mgr., TV Dir. ..... Everett F. Goodman
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V.P. & Exec. Producer.....John Guedel
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President .....Reub Kaufman
Vice President.....Lou Shainmark
V.P. in Chg. of Sales.....Manny Reiner
V.P., Gen'l Sales Mgr.....Joseph Smith
Treas. .....Aaron Katz
Secretary .....Jane Kaye
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Productions — "It's Fun to Reduce," "Florian Zabach Show," "Life With Elizabeth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Bride and Groom," "Johnny Mack Brown Wrestling," "Liberace."

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Jack Goetz

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-1700
Owner .....Jack Goetz
Services Offered—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

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650 No. Bronson, Los Angeles 4, Cal.
Phone: HO 9-8321
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Producer .....Philip N. Krasne
Exec. V.P.....Lee Savin
Casting Dir.....Lynn Stalmaster
Publicity Dir.....Al Joyce
Services Offered—Studio facilities for TV and motion picture producers. Currently producing "Big Town" for Lever Bros. and "Lone Wolf" for syndication.

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Herman Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
Phone: WEbster 5-2068
Owner .....Herman Hack
Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.
Productions—"Frontier Parson" series.

●

Handel Film Corporation

6926 Melrose Avenue, Hollywood 38, Calif.
Phone: York 5924
President.....Leo A. Handel

Film **Live**

Producer

Editor

Commentator

TV & Radio

Industrial Exploitation

Sales Promotion

Ed Thorgersen

245 West 55th St.

New York 19, N. Y.

Tel.: CIrcle 6-8935

"From Program Design to Finished Package"

www.americanradiohistory.com

Vice President.....John Mansure
Secretary .....Monroe Manning
Services Offered—Production of films for television, production of film commercials.
Productions—"The Magic of the Atom," "Harbor Patrol," "Everyday Adventures."

●

The Jam Handy Organization, Inc.

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR 5-2450
N. Y. Phone: JUdson 2-4060
President .....Jamison Handy
Executive Vice-Pres.....Oliver Horn
V.P. Training Devices.....John Campbell
V.P. Sls. Devel.....Everett Schafer
V.P. Cust. Contact.....George B. Finch
V.P. Automotive Contacts...Wm. G. Luther
Secretary.....Avery W. Kinney
Treasurer.....Allan E. Gedelman
Purchasing Agent.....Gerald Sullivan
Services Offered — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

●

Harriscope, Inc.

355 North Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-4632
President.....Burt I. Harris
Associate Producer.....Norman Retchin
Film Director.....Harry Kaye
Office Manager.....C. Coleman
Services Offered—Packager, producer and distributor of television film shows.

Mark Hawley Associates, Inc.

133 East 54th St., New York 22, N. Y.
Phone: PLaza 1-0450
President.....Mark H. Hawley
Vice President.....Perry King
Gen. Mgr., West Coast..Juan C. Hutchison
Office Mgr., West Coast....Florence Barnum
Services Offered—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

●

Hawley-Lord, Inc.

205 E. 43rd St., New York 17, N. Y.
Phone: OXford 7-2520
President .....Andre Lord
V.P. Treas.....Lewis D. Abbott
Secretary .....Gordon Shadwick
Services Offered — Production of 16 mm. color motion picture shorts on hunting and fishing.

●

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-1515
Pres. & Gen. Mgr.....Sam Hayes
Secretary .....Hazel Thornton

●

Leslie Helhena

904 E. Palm Ave., Burbank, Calif.
Phone: THornwall 8-1666
Owner-Producer.....Leslie Helhena

CINEMA RESEARCH

Optical Printing

16 MM Animation • Titles 35 MM

COLOR — BLACK & WHITE

7000 ROMAINE Hollywood 38, California

Phone — HOllywood 2-7464

www.americanradiohistory.com

Services Offered — Complete production facilities for filming spot announcements open end commercial and entertainment films.

●

Hile-Damroth, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-2078
President.....Charles B. Alling, Jr.
Vice-President.....James L. Hile
Vice President.....John J. Collins
Services Offered—1 minute commercials.

●

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 46, Calif.
Phone: Hollywood 9-2001
Producer .....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary .....Ruby Newstrand
Services Offered—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent, Zach Bayn Films.

●

Hoffberg Productions Inc.

362 W. 44th St., New York 18, N. Y.
Phone: CIrcle 6-9031
Pres., Treas.....Jack H. Hoffberg
Vice Pres.....M. Hoffberg
Sec'y .....W. Charney
Asst. Treas.....Leo Tolin
Services Offered — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes, Famous People Series, Encyclopedia Series, Documentary Adventures.

●

Hollywood Film Company

946 N. Seward St., Hollywood 38, Calif.
Phone: HOllywood 4-7191
Partners.....Ben & Harry Teitelbaum
Services Offered—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

●

Hollywood Television Service, Inc.

4020 Carpenter Ave., N. Hollywood, Calif.
Phone: SUnset 3-8807
President.....Earl R. Collins
Services Offered—Distributes motion pictures for TV.

●

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.
Phone: HOllywood 2-2301
President .....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

●

Hurrell Productions Inc.

333 No. Rodeo Dr., Beverly Hills, Calif.
Phone: CR 1-8593
Manager .....George E. Hurrell
Services Offered—TV package programs (and commercials) and production.

Lalley and Love Inc.

industrial pictures
film spots and programs

3 EAST 57th STREET
NEW YORK 22, N. Y.
ELDORADO 5-1382-3

www.americanradiohistory.com

HYGO Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347
814 N. La Brea, Hollywood 38, Calif.
Phone: HO 7-4882
709 Fox Bldg., Detroit, Mich.
Phone: WOodward 1-3979

President.....Jerome S. Hyams
V. P. & Treas.....Louis Goldstein
Sales Mgr.....Bob Seidelman

Services Offered: Quality feature films for television including: "Tulsa," "Black Book," "The Sullivans," etc.; also 26 "Wild Bill Elliot" Westerns.

●

Ideal Pictures, Inc.

58 E. So. Water St., Chicago 1, Ill.
Phone: FInancial 4-0916

President.....Paul R. Foght
Treas. .....Carroll Hadden
Secretary.....W. C. Kirkpatrick, Jr.

●

Imperial World Films, Inc.

49 E. Oak St., Chicago 11, Ill.
Phone: MIchigan 2-6200

President.....Russell W. Davis

●

Imppro Productions, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: SUnset 2-3113

President.....Herbert L. Strock
Vice-President.....Richard G. Taylor

Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.

IMPS, Inc. International Movie Producers' Service

515 Madison Ave., New York 22, N. Y
Phone: ELdorado 5-6620
Studio Phone: PLaza 7-4823

President .....Ben Gradus
Production Supervisor.....Walter Sachs
Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—IMPS produces documentary, commercial TV spots, and industrial films.

●

Information Productions, Inc.

5 East 57th St., New York, N. Y.
Phone: ELdorado 5-1722

President.....Thomas H. Wolf
Director .....Alfred Butterfield
Secretary .....Lee Hazen
Prod. Mgr.....Robert W. Asman
Editor in Chief.....Robert R. Collinson

●

Institute of Visual Training, Inc.

40 East 49th St., New York 17, N. Y.
Phone: ELdorado 5-1443

President.....William J. Ganz
Chg. of Production.....Herbert R. Dietz
Chg. of Distribution.....Rita Hicks
Office Manager.....Jean Pomerance

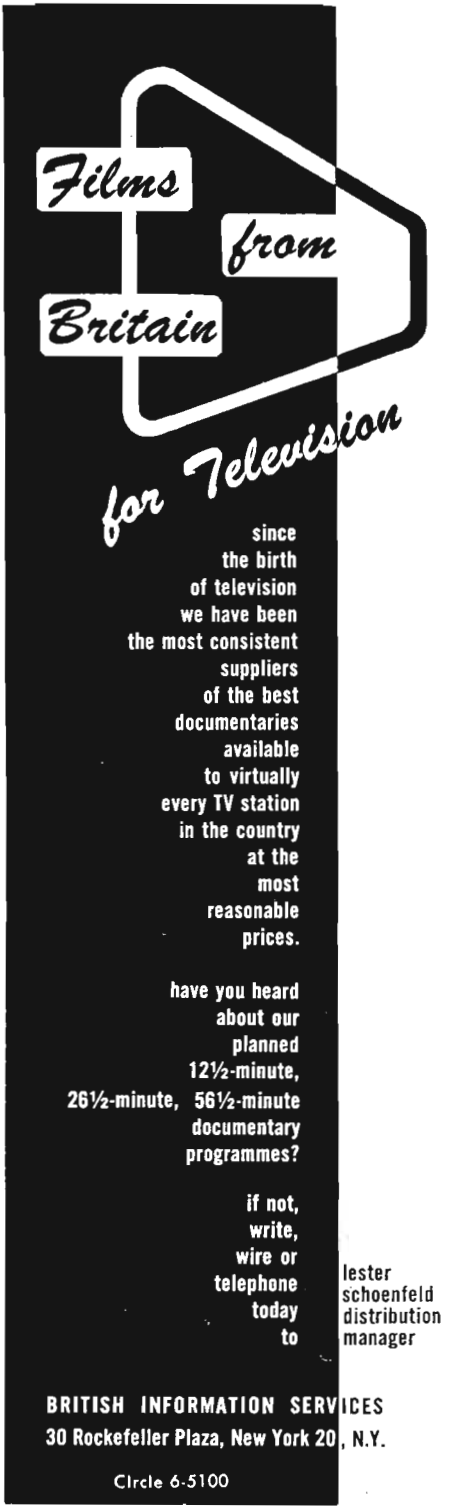
Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences.

McCADDEN PRODUCTIONS

- The George Burns and Gracie Allen Show
- The Bob Cummings Show
- The Jack Benny Show
  (filmed episodes)
- Life With Father

General Service Studios Hollywood, Calif.

www.americanradiohistory.com



Inter-Continental Television Corp.

200 West 57th St., New York, N. Y.
Phone: JUdson 6-1890
24 Rue Marbeuf, Paris, France
Chairman.....Edward Gruskin
President.....Martin H. Poll
Services Offered: Producers of TV films.

●

International Film Foundation, Inc.

345 East 46th St., New York 17, N. Y.
Phone: OX 7-1888
Executive Dir.....Julien H. Bryan
Services Offered—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

●

International Geographic Pictures

1776 Broadway, New York 19, N. Y.
Phone: CIrcle 6-4486
Executive-Pres. .....J Allen Julier
Services Offered—Producers of educational motion pictures.

●

International News Service

235 E. 45th St., New York 17, N. Y.
Phone: MU 7-8800
General Mgr.....Seymour Berkson
Editor-in-Chief .....Barry Faris
Business Mgr.....Robert W. Brown
TV Sales Mgr.....Robert H. Reid
Radio & TV News Dir.....John M. Cooper
Promotion Mgr.....Kenneth Smith
Services Offered — INS-Telenews daily, weekly and sports film services; facsimile circuit for TV stations carrying news, photos and weather maps; INS leased wire; INP photos; Super-Projectall.

●

International Movie Producers' Service

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
Studios: Ben Gradus Studios, Ltd.,
321 W. 56th St., New York 19, N. Y.
Phone: PLaza 7-4823
President .....Ben Gradus
Production Supervisor.....Walter Sachs
Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV commercial, industrial, PR, educational, sales, personnel training and filmed shows for TV.

●

International 16mm. Corp.

(See Program Producers)

●

Interstate TV Corporation

4376 Sunset Drive, Hollywood 27, Calif.
Phone: NOrmandy 2-9181
1560 Broadway, New York 36, N. Y.
Phone: PLaza 7-3070

www.americanradiohistory.com

President.....G. Ralph Branton
Vice-President.....Lloyd Lind
Services Offered—Production and distribution of motion pictures for television.
30 minute package shows.

●

Lou Irwin, Inc.

9165 Sunset Blvd., Hollywood 46, Calif.
Phone: CR 1-7131

President.....Lou Irwin
Associate.....Ted Wilk
Exec. Secretary.....Jay Schlein
Services Offered—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

●

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director.....Leon Jason
Services Offered—TV film, production, talent, puppet design.

●

Jewell Radio and Television Productions

185 No. Wabash Ave., Chicago 1, Ill.
Phone: FInancial 6-4474

President.....James E. Jewell
Vice-President.....W. Ralph Jewell
Manager.....Charles P. Flynn
Natl. Sales Representative.....Carl Wester
Treas.....Lincoln Douglass
Secretary.....M. P. Casey
Editor.....James Lawrence
Services Offered—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots. Current productions, "Silver Eagle," "The King's Jester Show."

●

Bernard E. Karlen Productions

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107

Exec. Producer.....Bernard E. Karlen
Associate Producer.....Roland N. Karlen
Services Offered—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.

●

Victor Kayfetz Productions

1780 Broadway, New York 19, N. Y.
Phone: CIrcle 5-4830

President.....Victor Kayfetz
Gen. Mgr.....A. L. Simon
Animation Super.....R. M. Cooke
Prod. Assts.....Seymour Posner, Muriel T. Friedman
Art Director.....William L. Steinel
Animator.....Abe Blashko
Services Offered—Producers of motion pictures and slidefilms. Animators of technical as well as other types of animation. Own

www.americanradiohistory.com

art department and animation stand.
Productions—"Water World Series."

●

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 1-1833
President .....Herbert Kerkow
Services Offered—Sound stage and complete equipment for production of public relations and TV films.
Productions—"Fashion Forum," "Tell it to Hydro."

●

Kling Studios, Inc.

1058 W. Washington Blvd., Chicago 7, Ill.
Phone: SEeley 8-4181
N. Y. Phone: PLaza 9-4770
Hollywood Phone: HOllywood 5-8878
President .....Robert Eirinberg
V.P., Dir. West Coast Oper.....Lee Blevins
V.P., Dir. Mot. Pic. & TV.....Fred Niles
Nat. Sales Mgr.....Burton A. Neuburger
Dir. Syn'd Film Div.....Chris Petersen, Jr.
Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

●

Knickerbocker Productions, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-9850
President.....Howard A. Lesser
Secy.-Treas.....Mary Morrissey
Vice-President.....Thomas S. Dignan
Services Offered—Producers of all types of Motion pictures for screen and TV.

●

Kumin-Olenick

355 N. Canon Dr., Beverly Hills, Calif.
Phone: CRestview 4-5221
Owners.....Frank Stempel & Julian Olenick

●

Langlois Filmusic, Inc.

619 West 54th St., New York 19, N. Y.
Phone: JU 6-4155
Hollywood: HO 4-4687
President .....C. O. Langlois, Jr.
Sales Manager.....T. A. Roseen
Head Editor.....A. Ross
West Coast Manager.....R. Adye
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto 5, Ontario
Services Offered—Over 100 hours of music cleared for television on disc, half tape, 35 magnetic tape and optical film.

●

Lalley & Love Inc.

3 East 57th St., New York, N. Y.
Phone: ELdorado 5-1382
President.....James A. Love
Production Mgr.....L. H. Holton
Editor .....Bill Henry
Script Dir.....Ardis Smith
Services Offered—TV spots and programs, also industrial films.

On Television:
LES PAUL & MARY FORD SHOW (Series)
(Writer-Director thru Fordel Films Inc.)
GREATEST STORY EVER TOLD (Series)
FIGHTS FOR FREEDOM (Series)

Theatrical Release Through:
RKO-RADIO PICTURES, Inc.
TWENTIETH CENTURY-FOX

(In Production) "SERGEANT PRESTON OF THE YUKON"
(In Eastman Color)
For
TRENDLE-CAMPBELL-MEURER, INC.
And Sponsored By
THE QUAKER OATS CO.

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Producers • Adapters • Consultants

TELEVISION - MOTION PICTURES - RADIO

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CIrcle 6-6915-6

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New York—Miami Beach—Hollywood
& Detroit

Contract Producing for Package Producers
Producers of Sponsored Sales Influence, Commercial Films
NATIONWIDE & FOREIGN Television & Non-Theatrical Distribution

Creator of the
FILM — LIVE INTEGRATION
Method for TV

Formerly TV and film
Adapter — DIRECTOR
(Pall Mall Cigarettes)
THE BIG STORY

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Albert Lang Productions, Inc.

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

Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec'y.....Olga Haney
Services Offered: Writing, producing, distributing TV commercial films, live and film. Specialize in new products promotion.

●

Larchmont TV Studios

210 No. Larchmont Blvd., Los Angeles 4, Cal.
Phone: HOllywood 9-2895

Pres., Gen. Mgr.....Jack Miles
Services Offered — TV sound stage with complete facilities for rental and packaging of TV film properties.

●

Lawrence & Lee, Inc.

919 Equitable Bldg., Hollywood 28, Calif.
Phone: HO 7-1009

President .....Jerome Lawrence
Vice-President.....Robert E. Lee

●

Robert Lawrence Productions, Inc.

418 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242

President.....Robert L. Lawrence
V.P. Studio Operations.....Louis Mucciolo
Casting Director.....Barbara Cooper
Treasurer .....Philip Kornblum
Chief Film Editor.....Henry Traiman
Services Offered—Film—to order—television commercial announcements and television package programs.

●

Leichter, Mitchell

6811 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter
General Manager.....Jean Rich
Services Offered—Producer, distributor of films for television.

●

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: HOllywood 4-7287

Producer-Director .....Gene Lester
Chief Tech., Sound.....George Richardson
Comptroller.....Albert J. Silverman
Production Manager.....Martin Sperber
Services Offered—TV film packages and commercials.
Productions—"Hollywood on the Line," "Assignment Unknown" and others.

●

Lewis & Martin Films, Inc.

218 S. Wabash Ave., Chicago 4, Ill.
Phone: WEbster 9-6434

President .....Martin Schmidhofer
Sales Manager.....Dick Lewis

van praag
productions
PRODUCERS OF COMMERCIAL,
INDUSTRIAL AND TELEVISION FILMS
1600 BROADWAY
NEW YORK 19, NEW YORK
PLaza 7-2857-2687-2688

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Manager .....Herschell Lewis
Production .....Robert Edmonds
Studio Manager.....Joe Bishop
Services Offered—Motion picture production, script-writing, sound recording.

●

Lewislor Enterprises, Inc.

9756 Wilshire Blvd., Beverly Hils, Calif.
Phone: HOllywood 7-5111
Producer .....Tom Lewis
Asst. to Prod.....Frank O'Neill
Production Mgr.....Joe Popkin
Director .....Harry Keller
Art Director.....Frank Sylos
Casting Director.....Ruth Burch
Chief Cameraman.....Norbert Brodine
Music .....Harry Lubin
Services Offered—Producing films for television.
Productions—"The Loretta Young Show."

●

Libra Film Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 5-7960
President .....Miss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas. .....M. Briese
Exec. Director .....C. Mandell
Exec. Prod. & Ch. Eng....Charles M. McCoy
Producer.....John Leslie Hamilton
Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

●

Library Films Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450
President.....Paul N. Robins
Manager .....Joan Raphael
Services Offered—Lease-sale TV rights mostly for foreign serials, features and shorts.

●

Lion Television Pictures Corp.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-1780
President.....E. W. Hammons
Vice-President.....Robert M. Savini
Secretary-Treasurer.....T. Newman Lawler
Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

●

Robert Longenecker Agency

8428 Melrose Place, Los Angeles 46, Calif.
President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

●

Loucks-Norling Studios, Inc.

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

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FORWARDERS, INC.
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"THE FLORIAN ZABACH TV SHOW"
"THE FRANKIE LAINE TV SHOW"
Produced by GUILD FILMS

•

"THE EDDIE CANTOR TV SHOW"
A ZIV Television Film Production

•

"THE SPADE COOLEY SHOW"
Filmed and Produced by
COOLEY-MILLER ENTERPRISES

•

"THE LIBERACE RADIO PROGRAM"
Produced by
INTERNATIONAL ARTISTS, LTD.

www.americanradiohistory.com

Phone: CIrcle 7-2366
Partners.....J. A. Norling & Hans Tiesler
Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures. Also 3D production specialists.

●

John W. Loveton Productions, Inc.

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 5-2834
Producer, President.....John W. Loveton
Production Manager.....Herb Stewart
Art Director.....Charles H. Clarke
Services Offered—Producers of "Mr. and Mrs. North," "Topper" and "Scattergood Baines" series and commercials.

●

Magnetic TV Sound Company

854 Shawano Ave., Green Bay, Wisc.
Phone: HEmlock 7-1307
President.....James C. Gallagher
Services Offered—A magnetic TV sound system that permits TV stations to use magnetic sound with motion picture films in TV; allowing sound on the air an hour after development of film.

●

Major Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2931
1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990-1-2
President .....Irving Lesser
Vice President.....Seymour Poe

●

Marathon TV Newsreel Inc.

10 East 49th St., New York 17, N. Y.
Phone: MU 8-0985
President .....Konstantin Kaiser
Super. of Production.....Ken Baldwin
Dist. & Traffic Mgr.....Lee Marcus
Services Offered—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.
Productions — "The Screen Story," "Airhead," "The Mailed Fist."

●

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: VIctoria 9-2461
President .....Jack Webb
Vice-Pres. & Treas.....J. R. Rodgers
Secretary.....Seymour P. Steinberg
Services Offered—Producer of "Dragnet" feature; "Pete Kelly's Blues" feature; "Pete Kelly's Blues" television series. Producer of miscellaneous television productions.

●

Marterto Productions, Inc.

846 N. Cahuenga Blvd., Hollywood, Calif.
Phone: HOllywood 9-5981
Producer.....Louis F. Edelman
Assoc. Producer.....Paul Jacobs

Selected as top juvenile series
of 1954 by
THE NATIONAL ASSOCIATION
OF BETTER RADIO AND TV
"THE ADVENTURES OF BLINKEY"
A series of 39 15 minute children's fantasy films
Shot in color
issued in Black and White release prints
Created by Lucille Emerick
Produced and Directed by Murray King
BLINKEY PRODUCTIONS INC.
106 West End Ave., N. Y. 23, N. Y.
SUsquehana 7-4429

FAMILY FILMS, INC.
1364 No. Van Ness Ave.
Hollywood 28, Calif.
Producers and Distributors
of
INSPIRATIONAL MOTION PICTURES
For
THE CHURCH AND TELEVISION

www.americanradiohistory.com

Director .....Sheldon Leonard
Ass't Director.....Edward Hillie
Art Director.....Ralph Berger
Cameraman .....Robert deGrasse
Music Directors.....Earl Hagen, Herbert Spencer
Services Offered—Series for television.
Productions—"Make Room for Daddy."

●

Arnold Marquis Productions, Inc.

717 N. La Cienega Blvd., Hollywood 46, Cal.
Phone: CR 6-8796
President.....Arnold Marquis
Services Offered—Write, direct, produce and package radio and television programs; sales and service.

●

Masterpiece Productions, Inc.

45 West 45th St., New York, N. Y.
Phone: JUdson 2-4717
President .....Seymour Berdon
Sec., General Council.....Irwin Margulies
Treasurer .....Frances Kaplan
Services Offered — Twenty-five features, westerns, dramas, adventure, feature length.

●

Robert Maxwell & Associates

5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-6027
Producer Robert Maxwell
Photographer .....Stewart Thompson
Services Offered — Series of half hour filmed television shows of "Lassie."

McGowan Productions, Inc.

1416 N. LaBrea Ave., Hollywood 28, Calif.
Phone: HOllywood 2-0804
Producer .....Darrell McGowan
Director.....Stewart E. McGowan
Production Mgr.....Clark Paylow
Services Offered — Commercials, shorts, features.
Productions—"Death Valley Days" series.

●

Medallion Productions

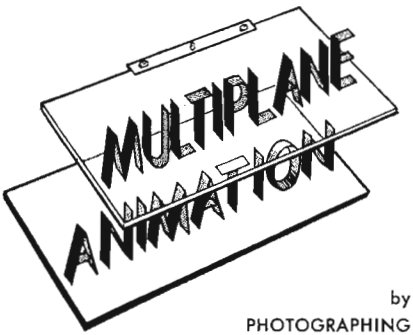
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HO 2-6635
General Manager.....John A. Ettlinger
Creation .....Robert A. Forrest
Editorial .....Arthur Jacobs
Services Offered—Production of film programming and commercials for television. Packaging of live programming, local and network. Distribution of "Paddy the Pelican" cartoons and quarter hour film quiz show, "View the Clue."

●

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: HOllywood 5-1101
President .....V. E. Ellsworth
Vice-President.....D. L. Monahan
Sec.-Treas.....G. C. Cable
Vice Pres.....Robert W. Larsen
Services Offered—Complete production of films for television from script to final print.

CREATING *the* NEWEST DIMENSION



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LExington 2-7378- 9

www.americanradiohistory.com

Meridian Pictures

c/o Samuel Goldwyn Studios
1051 N. Formosa Ave., Hollywood, Calif.
Phone: HO 7-5111

Producer .....William Self
Prod. Mgr.....Ralph W. Nelson
Camera.....George E. Clemens
Casting .....Jack Murton
Services Offered—26 half-hour films.
Production—"Schlitz Playhouse of Stars."

●

MCA, TV, Ltd.

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

V.P. in Charge.....David Sutton
Eastern Regional Mgr.....Kirk Torney

Branch Offices

Union Commerce Bldg., Cleveland, O.
Phone: CHerry 1-6010
Exec. in charge.....De Arv Barton
430 N. Michigan Ave., Chicago, Ill.
Phone: DElaware 7-1100
Mid-West Sales Mgr.....Raoul Kent
2102 N. Akard St., Dallas, Tex.
Phone: PRospect 7536
Exec. in charge.....Ray Wild
105 Montgomery St., San Francisco, Calif.
Phone: EXbrook 2-8922
Exec. in charge.....Maury Baker
9370 Santa Monica Blvd., Beverly Hills, Cal.
Phone: CRestview 6-2001
V.P., Gen. Sales Mgr.....Wynn Nathan
Exec. in charge.....Bob Greenberg
1048 Northeastern Bank Bldg.
Minneapolis, Minn.
Phone: Lincoln 7863
Exec. in charge.....Charles Richter
515 Glenn Bldg., Atlanta, Ga.
Phone: Lamar 6750
Exec. in charge.....Hank Curth
45 Newbury St., Boston, Mass.
Phone: COpley 7-5830
Exec. in charge.....Jack King
111 Richmond St., West., Suite 1209
Toronto, Ontario, Canada
Phone: EMpire 3-5025
Exec. in charge.....Stu Smith
116A W. Kirk Ave., Roanoke, Va.
Phone: ROanoke 3-4344
Exec. in charge.....Ew Owens
42 Allard Blvd., New Orleans, La.
Phone: Galvez 4410
Exec. in charge.....Ross McCausland
3790 Gardner Ave., Cincinnati, Ohio
Phone: Sycamore 9149
Exec. in charge.....Fred Harner
837 Book Tower, Detroit, Mich.
Phone: WOodward 2-2604
139 Piccadily, London West 1, England
Exec. in charge.....Kenneth Cleveland
49 bis Ave., Hoche, Paris, France
Exec. in charge.....David Stein
203 White Bldg., Seattle, Wash.
Phone: Mutual 4567
Exec. in charge.....John VonHeiberg
550 Grant St., Suite 146, Pittsburgh, Pa.
Phone: GRant 1-9995

Atlas
TELEVISION CORPORATION

Producer-Distributor of
"CAPTAIN Z-RO"

Also distributors of features, half-hour dramatic programs, Westerns, fifteen-minute comedies, sports shows and many more.

Main Office:
15 West 44th Street
New York 18, N. Y.

www.americanradiohistory.com

Exec. in charge.....Gene Adam
Bellevue-Stratford Hotel, Broad & Walnut Sts.
Philadelphia, Pa.
Phone: PEnnypacker 5-9462
Exec. in charge.....Al Lauber
1700 Liggett Dr., St. Louis, Mo.
Phone: WOodland 2-3683
Exec. in charge.....Hank Luhrman
Services Offered—Producer, distributor TV series.

●

McCadden Corporation

1040 N. Las Palmas Ave., Hollywood, Calif.
Phone: HO 7-3111
Productions—"Burns and Allen Show."

●

Medic TV Productions

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: HO 2-0901
Exec. Prod.....Worthington Miner
Prod., Casting.....Frank La Tourette
Director .....Ted Post
Writer .....James Moser
Camera .....Les Shorr
Film Editor.....Bob Seiter
Services Offered—25 half-hour films.
Productions—"Medic."

●

Merit Productions, Inc.

40 E. 49th St., New York 17, N. Y.
Phone: PLaza 8-0118
President .....Eamuel J. Spiro
Production Supervisor....Ralph Teitelbaum
Editorial Director.....Joseph Wolff
Art Director.....Norman Tasler
Script Supervisor.....W. Mason Ancker
Office Manager.....Aurdey Lane

●

Charles Michelson, Inc.

15 West 47th St., New York 19, N. Y.
Phone: Plaza 7-0695
President .....Charles Michelson
Office Manager.....R. Mantell
Export Manager.....Aaron Michelson
Services Offered—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Michelson library of TV cleared recorded mood and background music.
Productions — (TV) "Capsule Mysteries" (Radio) "Secrets of Scotland Yard" with Clive Brooks, "Movie Playhouse" with James Mason and others.

●

Minot TV, Inc.

509 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7380
President.....Charles M. Amory
Vice President.....Ellis L. Gordon
Services Offered—Engaged in distribution of the following programs: Sherlock Holmes; Paris Precinct; Janet Dean, Registered Nurse; Drew Pearson; Tim McCoy; Flash Gordon; Gabby Hayes; Duffy's Tavern; Hank McCune; Junior Science.

Since 1936
Combining Showmanship
With Salesmanship

DEMBY PRODUCTIONS, Inc.
TV, Motion Pictures, Radio

Hotel Plaza
1 West 58 Street
Suite 1751
PLaza 9-2495 New York 19, N. Y.

"HEY MULLIGAN"
Mickey Rooney TV Series

"I MARRIED JOAN"
Joan Davis TV Series

Filmed by:

VOLCANO
Productions
General Service Studios
Hollywood, Calif.

www.americanradiohistory.com

Modern Talking Picture Service, Inc.

219 E. 44th St., New York, N. Y.
Phone: OXford 7-2753
General Manager.....J. R. Ritenour
Services Offered—Distributors of feature, spot TV films.

Branch Offices
140 E. Ontario St., Chicago 11, Ill.
Phone: DElaware 7-3572
Manager .....Peter Markovich
Store No. 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MAdison 9-2121 & DUnkirk 4-2511
Manager.....J. J. Lipsky

●

Carlton E. Morse Enterprises, Inc.

1680 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President.....Carlton E. Morse
Services Offered—TV film programs, production.

●

Morton Productions

(Radio & Television)
64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144
President .....Morton Jacobson
Services Offered—This is the Story, and What's Wrong With This Picture—TV shows and The Westerners (Curt Massey), Joe Emerson's Hymntime, This is the Story and So the Story Goes—Radio Shows.

●

Motion Picture Productions Inc.

(See Program Producers)

●

Motion Pictures For Industry

2543 Kelton Ave., Los Angeles 64, Calif.
Phone: BRighton 0-4757
President.....Harry O. Hoyt
Production Manager.....E. G. Hayter
Camera .....Charles Hanawalt
Sales Manager.....Dean S. Wright
Services Offered—Producers of commercials motion pictures and television shows, principally in color. With a background of twenty-five years writing, directing and producing theatrical pictures in major studios.
Productions—"When Presses Roar."

●

Motion Pictures for Television, Inc.

655 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-2000
Pres., Chrm. of Board.....Matthew M. Fox
V.P., Gen. Mgr.....Edward D. Madden
V.P., Gen. Sales Mgr.....E. H. Ezzes
Adm. Asst. to V.P.....Lewis F. Blumberg
Eastern Div. Acct. Exec.....Martin Robinson
Headbooker.....Richard B. Morros

Branch Offices
216 Tremont St., Boston, Mass
New Eng. Sls. Mgr.....Fred Yardley
155 East Ohio St., Chicago, Ill.
Cen. Div. Sls. Mgr.....Dick Feiner
3109 Routh St., Dallas, Texas
Southwestern Sls. Mgr.....Irving Feld
2211 Woodward Ave., Detroit 1, Mich.
East-Central Sls. Mgr.....Dalton Danson
9100 Sunset Blvd., Los Angeles, Calif.
Western Sls. Mgr.....John Cole
20 Collier Rd., Atlanta, Ga.
Manager .....Bob Feiner
MPTV (Canada) Ltd., c/o Sovereign Film Dist., Ltd.
277 Victoria St., Toronto, Ont. Canada
Phone: EMpire 8-8621
General Manager.....Alex T. Metcalfe

●

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
Dir. of National Sales.....Claude F. Lee
Services Offered—Spot commercials for TV and theatre.

●

Movietonews, Inc.

460 W. 54th St., New York 19, N. Y.
Phone: COlumbus 5-7200
President.....W. C. Michel
Producer .....Edmund Reek
General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry
Editors.....Ben Loweree, Louis Tetonic
Associate Prods...Jack Gordon, Jack Kuhne
Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhart

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www.americanradiohistory.com

Owen Murphy Productions, Inc.

723 Seventh Ave., New York 19, N. Y.
Phone: PLaza 7-8144

President .....Owen Murphy
V.P. in Chg. of Prod.....Charles L. Turner
General Manager.....Elwood Siegel
Chief Editor.....Edward F. Boughton

Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

●

Ken Murray Productions

c/o Hal Roach Studio, 8822 Washington Blvd.
Culver City, Calif.
Phone: TE 0-2761

Producer .....Ken Murray
Writer .....Jean Holloway
Camera .....Lucien Andriot
Film Editor.....Reg Browne
Casting .....Bill Martin

Services Offered—Half-hour shows for Bing Crosby Enterprises and UTP.

Productions—"Where Were You?"

●

Nation Wide Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234

President .....Irvin Shapiro

Services Offered—Feature films, streamliners.

●

NBC Film Division

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CI 7-8300

NBC V.P. in Chg.....Carl M. Stanton
Director.....Edgar G. Sisson
Dir. of Publicity.....Charles A. Henderson
Business Manager.....Robert A. Anderson
National Sales Mgr.....H. Weller Keever
Mgr. of Film & Kinescope..Frank C. Lepore
Mgr. of Film Prod.....Stanton M. Osgood
Mgr. of Adv. & Prom.....Jay H. Smolin

Services Offered—TV film sales and syndication, stock-shot film library and kinescope services.

Productions — Adventures of the Falcon; Badge 714 A & B; Captured; Weekly News Review; Dangerous Assignment; NBC Film Features; Hopalong Cassidy A & B & Hour Long; Inner Sanctum; Life of Riley A & B & C; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; His Honor; Homer Bell.

●

National Productions, Inc.

1001 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: STerling 3-2222

President.....Robert J. Enders
Vice-President.....Howard A. Enders
Executive Producer.....Robert L. Friend
Dir. of Scripts.....Mimi Griffin
Coordinator .....Stanley Bass

Services Offered—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packagers of programs for local sponsorship.

Productions — Charles Goren on Bridge (series). The Roger Hornsby Baseball School (series). Time of Disaster (for Federal Civil Defense). The House in the Middle. Dig, Die or Get Out.

●

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.
Phone: CIrcle 6-5700

Adv., Publ. Director.....Harold L. Danson

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc. "Live" studio facilities, etc.

●

National Telefilm Associates, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-8200

Chairman of the Board.....Gustave Ring
President.....Ely A. Landau
Exec. V.P.....Oliver A. Unger
V.P. Chg. of Sales.....Harold Goldman

Services Offered—Television programs and features for national, regional and local sponsorship.

●

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth
Art Director.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

●

Stanley Neal Productions, Inc.

475 Fifth Ave., New York 20, N. Y.
Phone: MU 3-6396

President.....D. J. Lane
Exec. V.P.....Charles W. Cromer
V.P. in Charge of Pub. Rel.....B. G. Kohn
Midwest Sales Dir.....Robert Cumming
V.P. in Charge of Prod.....Sobey Martin
In Charge of Scripts.....Edith Martin
Production Mgr.....Charles L. Smith

Services Offered—Producer of TV programs and spots, also special purpose motion pictures.

●

Newsreel Service

5 Centre Market Place, New York 13, N. Y.
Phone: CAnal 6-3284

Production Manager.....Howard Smythe
General Manager.....Alfred Manni
Chief Cameraman.....Larry Racies

Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

www.americanradiohistory.com

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.
Phone: PLaza 7-4870
113 W. 57th St., New York, N. Y.
Phone: JU 6-0040

President.....Vincent J. Nola
Vice-President.....V. Thomas Nola
Chief Engineer.....Stanley J. Bumbly
Film Div. Mgr.....V. T. Nola

Services Offered — Complete production facilities. Film-Sync Tape, ¼", 16mm, 17½mm-Disc recording. Re-recording Tape to Film. Shooting and Scoring facilities.

●

North American Television Productions, Inc.

222 East 46th St., New York, N .Y.
Phone: MUrray Hill 7-2913

President.....E. M. Glucksman
Vice Pres.....Joseph Plunkett
Secretary, Treas.....L. B. Glucksman

Services Offered — Producing half hour musicals on film for television.

●

Nothing New Under the Sun Productions

338 N. Rodeo Dr., Beverly Hills, Calif.
Phone: CRestview 4-5491

Producer .....Mitchell Gertz
Secretary .....Harold Bernson

Services Offered — Producer of 5-minute film features.

Productions — Nothing New Under the Sun.

●

Official Films, Inc.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0100

Chairman of the Board.....Michael Nidorf
President.....Harold L. Hackett
Vice President.....Herbert Jaffe
Secretary.....Herbert J. Siegel
Sales Mgr. (Nat'l Sls.).....Bud Austin
Vice President.....Herman Rush
Treasurer .....Seymour Reed
Eastern Sales Mgr.....Frank O'Driscoll

Branch Offices
808 E. Essex, Glendale 22, Mo.
Midwest Sales Mgr.....Jack Garrison
420 Walnut St., Philadelphia, Pa.
Exec. in charge.....Robert Conn
419 Boylston St., Boston, Mass.
Phone: KEnmore 6-6566
Exec. in charge.....Dave Abbott
Calhoun Beach Hotel, Minneapolis, Minn.
Exec. in charge.....Art Breecher
333 Candler Bldg., Atlanta, Ga.
Phone: ALpine 4013
Exec. in charge.....Jeff Davis

Services Offered — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

●

Harry Owens Television Productions

6710 Melrose Ave., Hollywood 38, Calif.
Phone: Wyoming 1491

President .....Harry Owens
Vice-President .....Homer O'Donnell

Services Offered—Motion picture productions.

●

Packaged Programs, Inc.

634 Penn Ave., Pittsburgh 22, Pa.
Phone: GRant 1-4756

General Manager.....M. E. Fierst
Sales Manager.....Roy E. Ferree
Tech. Supervisor.....G. J. Mikalauskis

Services Offered — Program, commercial and news production; laboratory, studio and recording facilities.

●

Pan American Television Corporation

1044 South Hill St., Los Angeles 15, Calif.
Phone: RIchmond 7-8661

●

Paramount Television Productions Inc.

1501 Broadway, New York 36, N. Y.
Phone: BRyant 9-8700

President .....Paul Raibourn
Vice-President .....Bernard Goodwin

Branch Office
5451 Marathon St., Hollywood 38, Calif.
Phone: HOllywood 9-6363

Vice-President .....Klaus Landsberg

Services Offered—TV package programs, production, video transcription service, sales distribution.

●

Jack Parker Productions

(See Television Film of America for personnel listing.)

●

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 7-4774

Exec. Prod-Director.....Paul Parry
Production Mgr.....B. Sinclair
Writer .....Frank K. Adams
Dir. of Photography.....Ray Foster
Director .....E. Watkins

Services Offered—16 and 35 mm facilities, production of program films, spot commercials, product sales promotion and corporation training films. Also sound slide films.

Productions—"Treasure of Cocos Island," "Cameras and Models in Action."

●

Parsonnet TV Film Studios, Inc.

4602 5th St., Long Island City, N. Y.
Phone: STillwell 4-6163
Sales Office of Parsonnet & Wheeler
32 W. 53 St., New York, N. Y.

President .....Marion Parsonnet
Treasurer.....August W. Joos
Secretary .....Shirley Parsonnet

Services Offered—Producer of films, production facilities for rent, films for syndication, and commercials.

www.americanradiohistory.com

Lindsley Parsons Productions, Inc.

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

President .....Lindsley Parsons
Vice-President .....Myrtle Parsons
Treasurer .....Sam Wallis
Secretary .....Ace Herman
Associate Producers.....John Burrows, Warren Douglas

Productions — 13 TV pictures for "The Whistler."

Pathescope Productions

(Pathescope Co. of America Inc.)
580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-5200

President.....Edward J. Lamm
Production Manager.....James Pierce
Executive Producer.....William Nelson
Chief Editing Dept.....Rogers Keene
Studio Manager.....Charles Brohm

Services Offered—Animation or live—specializing in use of rear screen projection.

Ray Patin Productions

6650 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-1147

Exec. Produeer.....Ray Patin
Asst. Producer.....Gus Jekel

Services Offered—Complete production of animated television commercial films with live action sequences.

Peerless Film Processing Corp.

165 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3630

President .....Kern Moyse
Vice-Pres., Treas.....R. S. Moyse
Asst. Secretary-Treasurer.....Barbara Holz
Eastern Sales Mgr.....Raoul J. Menendez
Eastern Operations Mgr..Annabel Compton
Mgr., Special Services.....Allan De Forest

West Coast Branch
959 Seward St., Hollywood 38, Calif.
Phone: HOllywood 7-9223

Vice-Pres., West Op.....Victor C. Krupa
Secy., Branch Mgr.....Suzon Steinle Krupa
Plant Manager.....Thomas E. Ayers
Mgr., Special Services.....Paul Krupa

Services Offered—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch sbrunken negatives; film cleaning and reconditioning.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PEnnsylvania 6-3756

President.....J. Milton Salzburg
Chairman of the Board.....Frank Soule
Sales Manager.....David B. Dash
Comptroller .....Paul Kern

Services Offered — Produce & distribute features & shorts.

Herbert R. Pilzer

33 West 60th St., New York, N. Y.
Phone: CO 5-2180

President.....Herbert R. Pilzer

Services Offered—Production consultants; complete laboratory work, color, black and white; 16 mm., 35 mm.; editorial service.

Plucer Studios, Inc.

248 East 35th St., New York, N. Y.
Phone: MUrray Hill 3-8557

President .....Jerry Plucer
V.P. and Prod. Supervisor..Eugene Shuftan
Director of Film Operations.....Owen Lee
Sls. Reps..Bernard Telkamp, Albert S. Wade

Services Offered—Every service from script to screen for commercials, slide films, program and industrial films. Specialists in Shuftan Process and special effects.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phone: WEbster 8-2181

President.....Juan C. Hutchison
Vice-President .....Perry King

Services Offered—Complete production facilities; live action and animation, 16 and 35 mm.

Post Pictures Corp.

115 West 45th St., New York 36, N. Y.
Phone: JU 2-4870

President.....Harry A. Post
TV Sales.....Alan I. Post

Services Offered—Packages of features and short subjects. Film distributor film rental.

Princess Pictures, Inc.

11 West 42nd St., New York 36, N. Y.
Phone: LOngacre 5-1535

President .....Burt Balaban
Vice President.....Bernard Donnenfeld
Producer .....Gene Martel
Asst. Producer.....Roy Rich
Story Editor.....Irve Tunick

Services Offered—Motion picture production.

Productions—"H-Hour," "Operation Shoestring," "Immediate Disaster," "Diplomatic Passport."

Princeton Film Center, Inc.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: PRinceton 1-3550

President-Exec. Prod.....Gordon Knox
Business Manager.....A. F. Califano
Director of Sales.....Bradford K. Cross
Dir. of Distribution.....Robert C. Molusky

Prockter TV Enterprises, Inc.

c/o American National Studios
7324 Sta. Monica Blvd., Hollywood, Calif.
Phone: HO 2-6282

www.americanradiohistory.com

Casting .....John Stephens
Services Offered—Films for distribution.
Productions—"Treasury Men in Action," "Man Behind the Badge."

●

Quintet Productions

6052 Sunset Blvd., Los Angeles, Calif.
President .....Peter Piech
V.P. in chag. Prod.....Russ Hayden
Treasurer .....Ed Berkson
Services Offered—Filming of the "Judge Roy Bean" series.

●

Rainbow Island Productions, Ltd.

3061 Kapiolani Blvd., Honolulu 14, Hawaii
Phone: 7-3173
President .....Chuck Smouse
Vice President.....George Vanderbilt
Secretary-Treas.....F. O. Biven
Sound Engr.....Richard E. Pitstick
Services Offered—Complete 16 mm. production facilities, including air conditioned sound stage and equipment to dub narration, dialog, music and sound effects. Also fully equipped sound truck for location shooting and power supply.
Productions—"Everybody Loves Bread," "Life of the Party."

●

Rawlins-Grant, Inc.

c/o California Studios
650 N. Bronson Ave., Hollywood, Calif.
Phone: HO 9-8321
Producer-Directors .....John Rawlins, Marshall Grant
Camera .....Frederick Gately
Writer .....Erna Lazarus
Casting .....Lynn Stalmaster
Services Offered—Half-hour films.
Productions—"Mayor of the Town."

●

Rayben Television Production Co.

242 N. Canon Dr., Beverly Hills, Calif.
Phone: CRestview 6-7123
President .....Ray Ryan
Vice President.....Ben Blue
Sec.-Treas. .....Sidney Fields
Services Offered — Television film series, "The Ben Blue Show."

●

Reela Films, Inc.

17 N.W. 3rd St., Miami, Fla.
President.....Stanley L. Stern
Vice-President.....Richard F. Wolfson
General Manager.....Frank J. Brodock
Executive Producer.....Michael Brown
Sales Manager.....James L. Campbell
Services Offered—Complete film production facilities; animation TV shows and commercials; sales training; industrials; newsreels; color and black & white; 2 air conditioned studios; sound proof; magnetic tape recording; complete black & white lab and editing facilities.

●

Reid Ray Television Productions, Inc.

2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393
President.....Reid H. Ray
Vice-President.....William H. Ringold
Treasurer .....Charles Nyquist
Secretary .....Alice Griswold
Sales.....R. V. Jeffrey
Sales (Chicago) .....Frank Balkin
Sales .....John Lang
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsorship; TV commercials.
Productions—Walt's Workshop.

●

RD-DR Corp. (Reader's Digest—deRochemont)

35 W. 45th St., New York 36, N. Y.
Phone: JU 2-1440
Chairman of Board....Louis de Rochemont
President .....Borden Mace
Secretary.....Ambrose Doskow
Treasurer.....Martin J. Maloney
Services Offered—Feature, commercial and educational film producers.

●

Reeves Sound Studios Inc.

304 East 44th St., New York 17, N. Y.
Phone: OR 9-3550
President.....Hazard E. Reeves
Vice-President.....Chester L. Stewart
Services Offered—Sound recording for motion pictures, TV, radio and transcriptions.

●

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: JU 2-1877
President .....Moe Kerman
Vice-Pres. .....Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

●

Republic Television Features

64 East Lake St., Chicago 1, Ill.
Phone: STate 2-0460
President .....Capico Kapps
Prod. Supr.....Albert Kapps
Services Offered—Producers and distributors of live and filmed television programs.

www.americanradiohistory.com

Revue Productions, Inc.

4024 N. Radford St., North Hollywood, Calif.
Phone: SUnset 3-8894

President .....Karl Kramer
Vice Presidents...George Stern, Alan Miller
V.P., Production Mgr.....Carl Hiecke
V.P., Director.....Richard Irving
Directors .....Jack English, Herschel Dourghety

Productions—"Ray Milland Show," "Pepsi Cola Theatre," "Heinz Studio 57," "Adventures of Kit Carson," "General Electric Theatre," and "City Detective."

●

Stuart Reynolds Productions

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CRestview 4-7863

President .....Stuart Reynolds
Ass't to Pres.....Frank Doyle

Services Offered—TV programs on film commercials on film.

Productions—"Mr. President," "Deadline," "Pony Express Scout."

●

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Exec. Vice-President.....Jay Bonafield
V.P. & Treasurer.....William H. Clark
Secretary .....Joseph Laub
Comptroller .....Garrett VanWagner
Production Mgr.....J. Douglas Travers
Sales Manager.....Sidney Kramer

Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract, industrial films.

Productions — "Achievement in Steel," "The Eager Minds," Robert C. Ruark's "African Adventure," "The Iron Fence."

●

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 8-2185
N. Y. Phone: Cl 5-4135

President.....Hal E. Roach
Vice-Pres. & Gen. Mgr.....S. S. Van Keuren

Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

●

R. S. Robbins

163 Bleecker St., New York 12, N. Y.
Phone: SPring 7-2568

President.....R. S. Robbins
Mgr. of Prize Promotion....Edward E. Finch

Services Offered—Radio and television prizes.

●

Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5

President.....Bob Levitt Roberts

Services Offered—Radio and TV live or film Package Productions.

●

Rocket Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 38, Calif.
Phone: HOllywood 7-7131

President.....J. Richard Westen
V.P. in Chge. Sales.....J. Harry Ebbert
Exec. Vice-President.....Harlow Wilcox
Production Manager.....Don Bartelli

Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV progarms.

●

Frederick K. Rockett Co.

6063 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-3183

Owner-Manager.....Fred K. Rockett
Production Manager.....Alfred Higgins
Photographic Department.....Jay Adams
Editorial Dept.....Paul Lord
Stage Mgr.....James Conley
Electrical Department.....Frank Contardo

Services Offered—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

●

Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111

Executive Producer.....Roy Rogers
Producer .....Jack Lacey
Director .....Donald McDougall
Cameraman .....Joe Novak

Services Offered — Produces TV western films.

●

Roland Reed Productions

8822 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2761

President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas. .....Hazel Hall
Production Manager.....Dick L'Estrenge
Ass't. Production Mgr.....William Tinsman
Casting Director.....Frank Edmunds

Services Offered—Producers of commercial, industrial and television films.

●

Ross-Danzig Productions

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 5-1085

Partner.....Frank K. Danzig
Partner .....Bart Ross
Exec. Asst.....Betsy Boyd
Assoc. Prod.....Al Burton

Services Offered—Package production of live television programs.

Productions — "Musical Chairs," "California Living."

●

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 46, Calif.
Phone: YOrk 2494

President & Owner.....Danny Rouzer

Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

www.americanradiohistory.com

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.
Phone: CIrcle 5-5640

Production Manager.....Edward Ruby
Photographic Dept. Chief....Sidney Nannes

Services Offered—Producers of commercial film for all purposes. Film editorial services equipment. Production facilities available. Current production: "Factual Presentation" (Mohawk Carpet).

●

Russell & Haberstroh

111 East 28th St., New York 16, N. Y.
Phone: MUrray Hill 9-2568

Co-owners ....Leo Russell, Alex Haberstroh

Services Offered—Film for science-fiction, fantasy, or straight dramatic shows. Rental library or miniatures designed, constructed, filmed in action to story specifications. All film edited, ready for intercutting into live sbows.

Productions — "Captain Video," "The Stranger."

●

Sack Television Enterprises

Film Exchange Bldg., Dallas 1, Tex.
Phone: STerling 3069

General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
Program Adviser.....Lillian Morgan

New York Office
358 West 44th St., New York, N. Y.
Phone: JU 6-2258

Services Offered—Producers, distributors; representatives for independent producers.

●

Barnard L. Sackett Television Productions

(See Program Producers)

●

Joseph S. Salzburg

33 West 60th St., New York 23, N. Y.
Phone: CO 5-2180

Owner.....Joseph S. Salzburg

Services Offered — Producer's Aids: film editorial service; production supervision-unit management; production consultants-lab expediting.

●

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-0085

President .....Valentino Sarra
Vice President.....Morris D. Behrend
Production Head, Chicago.....Harry Lange
Creative Head, N. Y.....Rex Cox

Branch Office
16 E. Ontario St., Chicago 11, Ill.
Phone: Whitehall 4-5151

Services Offered—Producer of TV commercials, industrial and sales films.

●

Screencraft Pictures, Inc.

15 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 7-5011

President.....J. S. Berkson

Branch Offices:
5746 Sunset Blvd., Hollywood, Calif.
Phone: HOllywood 2-4448

Vice Pres., TV.....Ed Berkson
National Sales Mgr.....Peter M. Piech
Sales Representative.....Tom Corradine
203 No. Wabash Ave., Chicago, Ill.
Phone: STate 2-2818
Sales Representative.....Jack Russell
Suite 302, M & M Bldg., Memphis, Tenn.
Phone: 5-5060
Sales Representative.....Fred Meyers
1001 New Jersey Ave. N.W., Washington, D. C.
Phone: REpublic 0776
Sales Representative.....Myron Mills

Services Offered—Distributor and syndicator of feature and western films, half-hour film packages for television.

●

Screen Gems, Inc.

233 W. 49th St., New York, N. Y.
Phone: CIrcle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
V.P. in Chg. Sales.....John H. Mitchell
Business Mgr.....Burton H. Hanft
East Coast Exec. Prod...Benedict Berenberg
Dir. of Ad. & Prom.....Elihu E. Harris
Press Manager.....Frank Young
Technical Director.....M. Peter Keane
Staff Producers-Directors.....John Gilmour, Howard Magwood, Don Hershey, John Capsis
Casting Director.....Nancy Littlefield
Film Editorial Chief.....Dan Heiss
Dir. of Animation.....Volus Jones
Merchandise Manager.....Joyce Selznick
Eastern Story Editor.....Morris Levy

West Coast
1334 N. Beachwood St., Hollywood 28, Calif.
V.P. in Chg. of Prod.....Irving Briskin
Prod. Executive.....Fred Briskin
Staff Producers.....Michael Kraike, Irving Starr, George Bilson, Herbert B. Leonard
Staff Directors.....James Neilson, Fred F. Sears, William D. Russell
Story Editor.....Harry Fried

Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Productions — "Ford Theatre," "Father Knows Best," "Captain Midnight," "The Adventures of Rin Tin Tin."

●

Sherry TV, Inc.

(*See Mark VII, Ltd.*)

●

Al Simon Productions

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.
Phone: 4-2141

President .....Al Simon

Services Offered—Productions of filmed shows and commercials.

●

Sixteen Screen Service Company

6710 Melrose Ave., Hollywood 38, Calif.
Phone: WYoming 1491

www.americanradiohistory.com

Partner .....Homer O'Donnell
Services Offered—Complete motion picture productions and production services.

●

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265
President-Treas.....Patrick E. Shanahan
Secretary .....George Blake
Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

●

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.
Phone: CI 6-6915
Executive Producer.....Charles E. Skinner
Production Manager.....Ray Rand
Film Music Editor.....Alphonse Corelli
Musical Dirs...Skitch Henderson, Ted Royal
Set Designer.....Charles Carlotti
Gen. Production Supervisor...William Toth
Camera Directors.....Joseph Burn, William Storz, Drummond Drury
Film Distribution.....Bruce Ross
Sales Manager.....Howard Blackmore
Assoc. Prod., West Coast Rep..Albert Kelley
Services Offered—Creators and producers of television, theatrical and sales influence films; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

●

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2544
President .....Hugh Sears
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

●

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
Phone: MUrray Hill 5-6626
President .....Fletcher Smith
Vice-President .....Charles Schettler
Secretary-Treasurer .....Peter Caldera
Services Offered—Producers of programs and spots.

●

Snader Telescriptions Corp.

9130 Sunset Blvd., Hollywood, Calif.
Phone: CR 4-6651
President.....Louis D. Snader
Casting Director.....Phil Bloom
Musical Director.....Bernard Brody
Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-6600
Chairman of Brd.....W. F. Githens
President.....Harold E. Wondsel
V.P., Sect.....F. C. Wood, Jr.
Treasurer .....Walter Kullberg
Services Offered—Producers of commercial spots and industrial films.

●

Sovereign Productions, Inc.

9120 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-7863
President .....Stuart Reynolds
Business Mgr.....Ben Hecht
Services Offered—Production of ½-hour dramatic films.
Productions—"Cavalcade of America," "Gen. Electric Theatre," "Jeweler's Showcase."

●

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LO 4-5592
Pres., Gen. Sales Mgr.....Jules B. Weill
Vice-President.....Murray M. Kaplan
Services Offered—Motion picture film, features and half-hour, for television broadcasting.

●

Sportvision, Inc.

233 Sansome St., San Francisco 4, Calif.
Phone: EX 2-3837
N. Y. Phone: BRyant 9-7566
Gen. Mgr. & Sales Mgr.....Al J. Madden
Bus. Mgr. & Vice Pres.....Keith Alderson
Public Relations, Adv. Dir.....Norris West
Production Dir.....Robert Forward
Services Offered—Film producer of half-hour football and other sports. Distributor of television films.
Productions — "Hal Christie Comedies," "All American Game of the Week," "Big Ten Hi-Lites," "Pacific Coast Conference Hi-Lites."

●

Square Deal Pictures Corp.

Pines Bridge Road, Ossining, N. Y.
Phone: OSsining 2-2617
V.P., Gen. Mgr.....Donn Marvin
Production Mgr.....David Carpenter
Sales Mgr.....M. G. Rosenthal
Services Offered—Available for production of films of all types, produce and distribute own films for television.
Productions — "Religion in the Family," "Pastorale," "Psalmody," "Sons of God," "The Miracle of Christmas."

●

Stage 5 Productions

1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 7-3111
Producer, Dir.....Ozzie Nelson
Ass't Producer.....Leo Pepin
Cameraman .....William Mellor
Music Director.....Basil Adlam
Services Offered—Producing the television series," "Adventures of Ozzie and Harriet."

www.americanradiohistory.com

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
Phone: COlumbus 5-2942

President .....Al Stahl
Vice-President .....Irwin Stahl
Art Director.....Tony Garcia

Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

●

Station Films, Inc.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: JUdson 2-4774

President.....Robert H. Salk
Asst. to President.....Gloria Wilson

Services Offered—Film buying service for television stations.

●

Standard Television Corp.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234

President .....Irvin Shapiro

Services Offered—Major feature films and shorts.

●

Star Entertainment Corp.

214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450

President .....Max Wolff
Secretary .....Al Roth

Services Offered — Talent representatives, casting, production, and packaging of films.

●

Station Distributors, Inc.

1450 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055

President.....M. M. Gettinger
Sales Director.....Charles Malcolm

Services Offered—Film production for TV; sales & distribution of package shows.

●

Sterling Television Co., Inc.

205 East 43rd St., New York 17, N. Y.
Phone: OXford 7-2520

President .....Saul J. Turell
V.P. in Chg. of Sales.....Bernice Coe
V.P. in Chg. of Oper.....Richard Carlton
V.P. in Chg. of Prod.....Harold Tulchin
Sec., Treas.....Robert E. Rhodes

Services Offered—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

Productions—"Music for Everybody."

●

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: HOllywood 2-1241

President .....Mike Stokey
Assoc. Producer.....John Hueners

Service Offered: Producers of live and filmed television productions. General television packaging.

Productions—"Mike Stokey's Pantomime Quiz."

●

Wilbur Streech Productions

135 West 52 St., New York 19, N. Y.
Phone: JUdson 2-3816

Owner.....Wilbur J. Streech
Sales Manager.....Joseph C. Bowman, Jr.

Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

●

Studio City TV Productions, Inc.

4020 Carpenter, North Hollywood, Calif.
Phone: SU 3-8807

President.....Mort W. Scott
Secretary-Treasurer.....Lester J. Nelson

Services Offered—Complete production of films for television.

●

Studio Films, Inc.

380 Madison Ave., New York 17, N. Y.
Phone: OXford 7-2590

President.....S. A. Costello
Exec. Vice-President.....Ben Frye
Vice-President.....D. N. Laux
Secretary .....Russell Kemp
Dir. Adv. and Promotion.....N. S. Ginsberg

Services Offered—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.

●

Superman, Inc.

650 N. Bronson Ave., Los Angeles 4, Calif.
Phone: HOllywood 9-6371

Producer .....Whitney Ellsworth
Production Manager.....Clem Beauchamp
Directors.....Harry Gerstad, George Blair
Casting Director.....Harold Chiles
Chief Cameraman.....Harold Stine
Music Director.....Irving Gertz

Services Offered — Production of the "Superman" television series.

●

John Sutherland Productions, Inc.

201 N. Occidental Blvd., Los Angeles 26, Cal.
Phone: DUnkirk 8-5121
404 Fourth Ave., New York 16, N. Y.
Phone: MUrray Hill 6-4590

President, Gen'l Mgr.....John Sutherland
Exec. Vice President.....Ross Sutherland

Services Offered—TV film production.

●

Swift-Chaplin Productions, Inc.

1136 North Highland Ave.
Hollywood 38, Calif.
Phone: HO 2-0761

President .....Charles F. Chaplin
Vice President.....Howard Swift

Services Offered — Producers of custom built television commercials.

www.americanradiohistory.com

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 3-1088

Pres., Sls. Mgr.....Donna Fargo
V.P., Gen. Mgr.....Lois Landon
Sec'y., Treas.....H. B. Baumeister

Services Offered: Specialize in westerns, outdoor, animal packages.

●

The TeeVee Company

211 S. Beverly Drive, Beverly Hills, Calif.
Phone: Crestview 5-1076

Services Offered—Producers, distributors.

Productions—"Little Theatre," "Invitation Playhouse," "Tales of Tomorrow," "Camera's Eye," "This Is Charles Laughton," "Gigi & Jock."

●

Telecast Films, Inc.

247 W. 46th St., New York, N. Y.
Phone: JUdson 6-5480

President.....W. K. Hedwig
Secty.-Treas.....G. W. Hedwig

Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Productions—"Magic Mirror."

●

Telefilm Enterprises

38 East 57th St., New York 22, N. Y.
Phone: PLaza 8-3360

President .....Charles Wick
V.P. & Gen. Mgr.....Bud Austin

Services Offered—Sell and distribute television film programs on a local, regional and national basis.

Productions—"Fabian of Scotland Yard," "The Bill Snyder Show," "Adventure With Jethro Adams."

●

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-8933

Prod.-Dir. .....Saul Taffet

Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

●

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
Phone: JUdson 6-2450

President .....Herbert Scheftel
Exec. Vice President.....Alfred G. Burger
General Manager.....Charles N. Burris
Comptroller .....A. Douglas Comeaux
Dir. Comm. Film Dept...Robert W. Schofield
Adv. & Prom. Mgr.....Robert Kirsten

Services Offered—Producers of documentary and industrial films, film programs, TV film commercials, film stock shot library.

Productions—Review of the Week (International); Photoquiz; Adventures In Sports; Adventures in the News; Beat the Experts, etc.

Telepix Corporation

1515 N. Western Ave., Hollywood 27, Calif.
Phone: HOllywood 4-7391

President.....Robert P. Newman
Vice President.....Ben J. Helphand
Secretary.....Robert M. Wiley

●

Telerama Productions

(See Television Films of America for personnel listing.)

●

Telecine Film Studios, Inc.

100 S. Northwest Highway, Park Ridge, Ill.

President.....Byron L. Friend
Sec'y, Treas.....June A. Friend
Prod. Mgr.....William Sprague
Facilities Engineer.....Henry Ball

Services Offered—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion. "Sailing Along in Selling," Bills Sales consultants; "Bills Better Breakfast" for Cereal Institute; "McKesson Trailer" for McKesson Drug Co.; TV commercials for Standard Knitting Mills, LaCrosse Breweries, Serta Mattress, etc.

●

Telescene Film Productions Co.

237 First Ave., New York City, N. Y.
Phone: CH 4-0122

President .....Robert Tobias
Office Manager.....Arthur Blackman

Services Offered—Fifteen minute television film series, "Pulse of the City."

●

Television Exploitation — Division of P. C.

1450 Broadway, New York, N. Y.
Phone: WIsconsin 7-2055

President.....Milton M. Gettinger
Vice-President .....Robert Gettinger

Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

●

Television International Co.

25 West 45th St., New York 36, N. Y.
Phone: PLaza 7-3450

General Manager.....Paul N. Robins

Services Offered—Lease and/or sale of TV rights foreign countries, small amount of domestic rights available. Material includes serials, shorts of all types.

●

Television Features of America

37 West 46th St., New York 36, N. Y.
Phone: JU 2-5130

Exec. Dir.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

www.americanradiohistory.com

Television Films of America

1750 N. Vermont Ave., Hollywood 27, Calif.
Phone: NOrmandy 2-2520

Exec. Producer.....Jack Parker
Exec. Director.....Ross Van Nibroc
Production Mgr.....Ray Bond

Services Offered—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

●

Television Programs of America, Inc.

477 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2101

Chairman of the Board.....Edward Small
President.....Milton A. Gordon
Exec. V.P.....Michael M. Sillerman
Asst. V.P.....Kurt Blumberg
Secretary .....Seymour Malamed
Eastern Division Mgr.....Hardie Frieberg
Midwestern Division Mgr...Robert Hoffman
West Coast Div. Mgr.....Bruce Eells

Services Offered—Production and distribution of film for television.

Productions — "Halls of Ivy," "Lassie," "The Adventures of Ellery Queen," "Captain Gallant of the Foreign Legion," "Family Next Door," "Ramar of the Jungle," "Your Star Showcase," "The Feature Film Package."

●

Television Screen Productions, Inc.

17 East 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

President.....Charles J. Basch, Jr.
Treasurer .....Clarence Schmidt
Secretary .....Frankie Basch

Services Offered—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

●

Television Snapshots, Inc.
Television Snapshots International

54 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 9-6874

Pres., TV Snapshots, Inc...Babette J. Doniger
Pres., TV Snapshots International .....Babette J. Doniger
V.P.'s and Partners.....Dwight Godwin, Jess Meeker
Asst. to Pres.....Leah Harkavy

Services Offered—Both organizations produce and distribute specifically for and to television stations, editorial, non-commercial films.

Productions — "Let's Discover Portugal," "Fiesta," "Woman's World."

●

Tel Ra Productions

1518 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 6-4140

Producer.....W. Wallace Orr
Director of Sales....George J. Kerrigan, Jr.
Director of Production.....Dan Wise
Film Editors.....Joe Arnold, Dan Endy, Marvin Fisher, William Friel, Charles Barris

Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

●

"Texas Rasslin"

Cadiz & Industrial Blvd., Dallas, Texas
Phone: Sterling 2173

Pres.....Ed. E. McLemore
Sales Manager.....Maurice Beck

Services Offered—50 to 54 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

●

Holbrook N. Todd

1427 Burbank Blvd., Van Nuys, Calif.
Phone: STate 0-1381

●

Ed Thorgersen

245 West 55th St.
Phone: *CIrcle* 6-8935

Exec. Producer.....Ed Thorgersen

Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

●

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.
Phone: CIrcle 6-4443

President .....Chas. W. Curran
Production Assistant.....Diana Kembel
Associate Producer.....Fred Kelly

Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions—"Fu Manchu," "Planet Man," "Mrs. Dobson's Miracle," etc.

●

Transfilm Inc.

35 West 45th St., New York 36, N. Y.
Phone: JUdson 2-1400

President .....William Miesegaes
Vice-Pres. .....William Burnham
Vice-Pres. .....Robert Klaeger
Exec. Vice-Pres .....Walter Lowendahl
Secretary-Treasurer.....Peter A. Schlenker
Dir. Public Relations.....Albert Boyars

●

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
Exec. Supervisor.....Richard F. O'Connell

www.americanradiohistory.com

TV-Programs, Inc.
10 Washington Place, New York 1, N. Y.
Phone: SP 7-0234
Executive Producer.....Edward Roberts, Jr.
Director of Sales.....Leonard Beckman

●

TV-Unlimited Inc.
17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen
Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

●

Richard H. Ullman, Inc.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: Cleveland 2066
President .....Richard Ullman
Exec. Vice President....Marvin A. Kempner
Services Offered—Distributes films.

●

United Press Associations
(See Program Producers)

●

United Productions of America
4440 Lakeside Dr., Burbank, Calif.
Phone: THornwall 2-7171
New York Division—670 Fifth Ave.,
New York 19, N. Y.
Phone: PLaza 3-1672
Pres. & Exec. Produce.....Stephen Bosustow
Vice-President .....Robert Cannon
V.P., N. Y. Office.....C. D. McCormick
Services Offered — Producers of TV film commercials — specializing in animation, also animation production services.

●

Unity Television Corp.
1501 Broadway, New York 36, N. Y.
Phone: LOngacre 4-8234
Gen. Manager.....Arche A. Mayers
Sales Manager.....L. Firestone
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

●

Unity Television Corp. of Calif.
8951 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-6955
N. Y. Phone: LOngacre 4-8234
Manager .....Jerry Weisfeldt
Booker .....Vincent Fiumano
Services Offered—Film producers, open-end films, feature films, educational shorts, cartoons, sport reels serials, etc.

●

United World Films, Inc. (Subsidiary of Universal Pictures)
445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000
P. O. Box 183, Universal City, Cal.
President.....J. M. Franey
V.P. in Chg. Sales.....N. E. Gluck
West Coast Production.....George Bole
N. Y. Prod. Dept.....Steve Alexander
Services Offered—Producer and distributor of programs and spot commercials.

●

Van Praag Productions
1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2857
2301 Dime Bldg., Detroit, Mich.
Phone: WOodward 2-4896
Pres., Prod. Mgr.....William Van Praag
Exec. Vice President.....Marc S. Asch
Production Mgr.....Gilbert M. Williams
Art Director.....Sidey J. Kupfershmid
Editorial Supervisor.....Oscar Lanstein
Business Manager.....Anita M. Palumbo
V.P. in Chg. of Detroit
Office .....Wm. Robert Woodburn
Prod. Mgr. Detroit Office...Daniel Q. Karoff
Services Offered—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

●

Video Color, Inc.
11 East 48th St., New York 17, N. Y.
Phone: MUrray Hill 8-8190
President .....Lester Lewis
Sec.-Treas. .....Juliet Lewis
Services Offered—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

●

Video Pictures, Inc.
Executive & Sales Offices
500 Fifth Ave., New York 36, N. Y.
Phone: LAckawanna 4-2912
STUDIO: Video Pictures, Inc.
510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062
President .....Martin Henry
Vice-President.....George W. Goman
Secretary.....Elsie M. Rice
Supervisor of Sales.....Edward J. F. Thorn
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

●

Video View, Inc.
7557 Sunset Blvd., Hollywood 46, Calif.
Phone: HOllywood 3-4179
President .....Bradley Kemp
Vice-President .....Marshall Taft
Sales Director.....Kenneth Harp
Services Offered—New method of recording television programs, provide agencies and sponsors with low-cost, high-quality 16 mm sound-on-film records of television spots, exactly as they appear in the living room.

www.americanradiohistory.com

Videart, Inc.

(Motion Picture Producers' Aid)
343 Lexington Ave., N. Y., N. Y.
Phone: LE 2-7398-9

Pres., Gen. Mgr.....Joe Zuckerman
Secretary .....Florence Hartman

Services Offered — Art work, animation, titles, maps, charts, optical photography, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

●

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310

President .....Alfred Justin
Secretary .....Frances G. Gould
Prod. Asst.....David Reismas
Chief Editor.....James H. MacLean
Studio Manager.....William B. Shriner
Production Mgr.....James Rose

Services Offered—Producers of film commercials, sales training films and industrials. Complete studio and sound recording facilities.

●

Visual Drama, Inc.

129 N. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 8-0525
N. Y. Phone: LOngacre 4-8000

Producer.....William J. Faris
Production Mgr.....Mack Wright
Director .....Bill Karm
Cameraman .....Brydon Baker

Services Offered—Sound, studios, camera and background projection.

Productions — "Gangbusters" production series.

●

Vitapix-Guild Programs, Inc.

460 Park Ave., New York 22, N. Y.
Phone: PLaza 8-3013

President .....Kenyon Brown
Exec. Vice-President.....Edward Hall

●

Voeller Productions Inc.

1052 Carol Drive, Hollywood 46, Calif.
Phone: CRestview 4-6253

President.....Will H. Voeller
Vice-President .....George Hughes

Services Offered—Production and distribution of live and transcribed radio and television programs, industrial films, commercial spots, animated spots and cartoons.

●

Volcano Pictures Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: HOllywood 7-3111

President .....Robert Angus
Vice President.....James A. Bank
Asst. to Pres. & V.P.....John Angus
Comptroller.....Phillip Leonard
Prod. Super.....James D. Starkey
Supervising Ed.....Marvin Coil

Services Offered — Producers of features and commercial films for TV.

Productions — "Hey Mulligan," "Mickey Rooney Series," "I Married Joan," "Joan Davis Series."

●

Vonna Productions, Inc.

General Service Studios
1040 N. Las Palmas, Hollywood, Calif.
Phone: HOllywood 4-0814

President.....Eddison von Ottenfeld

Services Offered—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

●

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
Phone: CIrcle 7-6797

Owner.....Roger W. Wade

Services Offered—TV commercials, animation, telops, balops, slides, commercial motion pictures.

●

George Wallach Productions

14 Lawrence St., New Hyde Park, N. Y.
Phone: Floral Park 4-6795

Producer .....George Wallach
Production Mgr.....Joe Popkin
Dir. of Photography.....Kenneth Peach

Branch Office
Goldwyn Studios, 1041 N. Formosa Ave.
Hollywood, Calif.
Phone: HO 7-5111

Services Offered—Production of films for television features, commercials, etc.

●

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287

Producer .....Adrian Weiss
Exec. in Chg. of Production.....Louis Weiss

Services Offered—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.

●

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287

Distribution Director.....Adrian Weiss
Asst. Distr. Director.....Louis Weiss

Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

●

Wilding Picture Prods., Inc.

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854
1345 Argyle St., Chicago 40, Ill.
Phone: LO 1-8410

President.....C. H. Bradfield, Jr.
Exec. V.P.....H. W. Fish
V.P., Sales.....L. S. Thompson
V.P., Production.....J. A. Kellock
V.P., N. Y. Sales.....T. H. Westermann

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Sec., Treas.....C. B. Hatcher
Services Offered—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training, programs, announcement shows, etc.

●

William Films, Inc.

35 West 53rd St., New York 19, N. Y.
Phone: JUdson 6-1966
President .....William Goldman
Vice President.....William L. Snyder
V.P. & Treas.....William Zimmerman
Services Offered—Producers and distributors of films for television, specializing in children's programming.
Productions—Fairy Tale Series.

●

Frank Wisbar Productions Inc.

7324 Santa Monica, Los Angeles, Calif.
Phone: HUdson 2-2286
President .....Frank Wisbar
Vice-President.....Benjamin H. Kline
Assoc. Prod.....Sidney Smith
Dir. of Photo.....B. H. Kline
Services Offered — Film productions for TV.
Productions: "Fireside Theater."

●

Raphael G. Wolff Studios

5631 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 7-6126
N. Y. Phone: PLaza 5-5386
Owner, Exec. Chairman...Raphael G. Wolff
Exec. Dir. Creative Dept. .....MacDonald MacPherson
Exec., Editorial Dept.....David Lurie
Exec., Studio Super...Arthur W. Treutelaar
Supervisor, Dir.....James Moore
Mgr. Animation Dept...Richard H. Blundell
Services Offered—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

●

World Video, Inc.

(See Program Producers)

●

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: LUxemburg 2-2216
Owner, Exec. Producer.....Emerson Yorke
Services Offered—Producer of TV and other types of films.

●

Ziv Television Programs, Inc.

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700
Chairman of the Board.....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
West Coast Office Mgr.....Maurice Unger
Eastern Div. Sales Mgr.....Albert Goustin
Central Div. Sales Mgr...Edward J. Broman
Western Div. Sales Mgr....Walter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.
Productions—"I Led Three Lives," "Mr. District Attorney," "Corliss Archer," "Eddie Cantor Comedy Theater," "Boston Blackie," "Cisco Kid," "The Unexpected," "Favorite Story," "Yesterday's Newsreel," "Sport Album," "Story Theatre," "Your TV Theatre," "The Living Book."

●

Zorro Productions

2400 West Alameda Ave., Burbank, Calif.
Phone: TH 2-6131
Producer .....William Cottrell
Business Manager.....Nat Wineoff

FOR LISTINGS OF IMPORTANT
ADVERTISING AGENCIES AND PERSONNEL
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TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

THE "WHO'S WHO"

OF

TELEVISION FILM

EXECUTIVES

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TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

□ □ □

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JOHN L. SINN is president of Ziv Television Programs, Inc., president of World Broadcasting System, and executive vice-president of Frederick W. Ziv Co. As president of the television program company, he guides the destinies of the firm in producing filmed TV shows. As a TV producer, Sinn is responsible for "Meet Corliss Archer," "Eddie Cantor Comedy Theatre," and "Science Fiction Theatre," among others. Born in Cincinnati in 1914, he attended the University of Chicago for one year with the thought of becoming a lawyer. A year later he transferred to Cincinnati U., where he dabbled with dramatics and found his true vocation with that medium. After a stint at WLW where he put in 16-18 hours a day, seven days a week, and a short career as a free-lance writer, he joined the Ziv Agency.

CARL M. STANTON, the man in charge of NBC Film Division, joined NBC in 1949 as director of the TV talent and new programs department and in 1951 was named director of TV commercial program planning. The following year he was named national program manager for TV network programs. Carl graduated from Leland Stanford University and in 1934 joined the Hollywood office of Lord & Thomas, later becoming producer-director of the agency's radio department. In 1938, he managed the agency's office in Denver and a year later came to N.Y. as Lord & Thomas' radio account executive. When the agency changed to Foote Cone & Belding, Carl was named account executive for the American Tobacco Co. Later, he was director of radio for Blackett, Sample & Hummert and then radio-TV with Dancer-Fitzgerald-Sample.

RALPH M. COHN, vice-president and general manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures, supervises operations of the film organization which maintains production facilities on both the East and West Coasts. Best known productions brought out under Cohn are "Ford Theatre," "Father Knows Best," "The Big Playback," and "Adventures of Rin Tin Tin." Cohn came to TV with many years in show business and film making behind him. In addition to his varied experience in Hollywood with Columbia Pictures, Mary Pickford, and Larry Darmour, he has served an apprenticeship in the New York theater as a producer of legitimate plays. Program production occupies most of the company's West Coast facilities, while New York production is centered on the making of TV commercials.

MERLE S. JONES, vice president in charge of stations and general services for CBS-TV, achieved the unique distinction of being rated as one of the country's busiest commuters a few years ago. He was constantly shuttling between CBS headquarters in New York and in Los Angeles, a circumstance made necessary by his duties as general manager of two CSB owned and operated stations located in the latter city. In addition to this, he was head of the Columbia Pacific Network. With his appointment as vice president, Merle assumed several varied duties, taking charge of CBS owned TV stations, the department handling national spot advertising for a selected list of CBS-TV stations, and the CBS Television Film Sales unit.

HAROLD L. HACKETT, president of Official Films, Inc., TV film firm, entered the broadcasting field in 1928 as a writer and producer for NBC. Prior to that, he had been a line man in the Mohave Desert and had sailed to South American ports and the Orient in the Merchant Marine. After four years with NBC, he spent a year as a sales executive with General Outdoor Advertising Company. He left this firm to join MCA (MCA Artists, Ltd.) and remained there for 20 years, rising to the position of vice-president for radio and TV. The experience and background garnered in this field led to his assumption of his present position in 1953, heading Official Films. Under his leadership, the TV film firm is now carrying out a tremendous expansion program.

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GEORGE T. SHUPERT, president of ABC Film Syndication, Inc., subsidiary of American Broadcasting-Paramount Theatres, Inc., entered the visual media field in 1938 working for Industrial Pictures, Inc. In 1940 he suggested to Paramount Pictures that it create its own industrial film division, and was hired to organize the division and serve as its sales director. He entered the TV field in 1943, as assistant to Paul Raibourn, president of Paramount Television Productions. In 1951, he joined producer Edward Small in organizing Peerless Television Productions, Inc., taking the post of vice president in charge of sales. A year later, he became vice president and general manager of United Artists Television Corporation, the position he resigned in August, 1953, to establish ABC Film Syndication.

DWIGHT MARTIN, general manager of the film division of General Teleradio, Inc., started his business career as a lawyer. He graduated from the University of Cincinnati College of Law in 1934 and joined the law firm of Dinsmore, Shohl, Sawyer & Dinsmore a year later. He remained with the organization as an associate until 1943, then entered the Navy, serving until 1945. After discharge, he was admitted to general partnership in the firm and continued in that capacity until 1946 when he left to become assistant general manager of Crosley Broadcasting Corporation. In 1952, he left Crosley to join General Teleradio to set up its film division which became an active entity in May, 1954, with Dwight heading its operation as general manager.

EDWARD HOCHHAUSER, JR., vice president and general manager of Associated Program Service, transcription library and TV sales division of Muzak Corporation, is also in charge of merchandising for the company. He has been associated with broadcasting since 1941, gaining experience with radio stations in announcing, engineering and sales. In 1946, he joined Transcription Sales, Inc., serving successively as account executive, sales manager, Eastern division manager and vice president. He joined Associated Program Service in January, 1951, as a field representative, and in September, 1951, was appointed general sales manager. In June, 1953, he assumed his present post as vice president and general manager and one year later took over-all charge of Muzak's advertising and promotion department.

MICKEY SCHWARZ, president of ATV Film Productions, Inc., started his film career at the age of 14, working Summers in the family film laboratory. By the time he had finished college, he had been through the stages of printing, developing, negative cutting, print cutting and editing. His first professional film job was with the Meyer Reiger Film Laboratory in Manhattan. From there he went to California as an assistant cutter at the RKO-Pathe Studios. In 1937, he became a charter member of the Society of Motion Picture Film Editors. After stints at Major Picture Studios and Universal, he served in the air force. After discharge, he produced live TV programs, edited TV film shows, then entered the TV film commercial field, forming his own ATV Productions in 1952.

WILLIAM MIESEGAES, president of Transfilm, Inc., was born in London of Dutch parentage. He entered film production by way of Indonesia where, as an exporter of rubber and sugar, he took advantage of the local scene and turned to amateur photography. Many years later, still an amateur, he produced a travelogue, "On the Road to Acapulco," which was booked into the Guild Theatre in New York. In 1941, he turned professional and, with Walter Lowendahl, founded Transfilm. First productions were civil defense films. By 1946, the firm was operating at capacity and facing further expansion. As of today, more than 100 full-time technicians staff the company which, in the Transfilm Building, operates complete motion picture, animation and slidefilm production facilities.

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ARTHUR A. MAYERS, president of Unity Television Corp., was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor Co. Archie's next move was sales manager of Atlas Cinephone and then sales manager of World Pictures Corp., a position he held for 12 years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Productions. In 1950, he became head of Unity. Looking toward the future, he is enthusiastic concerning the future of film in TV. He predicts that about 90 percent of existing films will be in the hands of some TV interest, principally because sponsors and stations have already indicated that film is easier to handle, also cheaper from production angles. He has served as chairman of the board of National TV Film Council.

EDGAR G. (TED) SISSON, director, NBC Film Division since January, 1954, started in radio when an undergrad at Princeton, where he helped start an experimental station. For ten years he was active as a mechanical and radio engineer serving as consultant to set manufacturers and recording companies. In 1933, Ted joined NBC, taking over the direction of such programs as "The Jack Benny Show", "Your Hit Parade" and "The Magic Key of RCA." In 1936 he was named head of the radio department of the N.Y. office of Lord & Thomas. For four years prior to joining the NBC Film Division he was with N. W. Ayer, where he launched one of the first daytime TV serial dramas "Hawkins Falls." Ted lives in Stamford, Conn., with his wife, the former Betty Howard, radio director and producer.

HENRY "DOC" BROWN, president of Atlas Television Corp., is a native New Yorker and a graduate of CCNY and Columbia. He has been in the motion picture business over 25 years as an exhibitor, owner of a chain of theaters, producer of motion pictures and head of an international distributing organization. "Doc" founded Atlas in 1948 and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them in their desired time segments. Under his expert direction, Atlas has now gone into new production and has several filmed program projects under way. Doc is a member of the board of the National Television Film Council, a director of the Allied Theater Owners of New Jersey, and a motion picture pioneer.

JOHN H. MITCHELL, vice president and sales manager of Screen Gems, Inc., TV production and sales subsidiary of Columbia Pictures, is a native of Rochester, N.Y. Schooled at the University of Michigan, he started his career in the business world in the mail room of Erwon Wasey & Co., later switching to the radio department of the agency. Later he moved to the Mutual network spending six years organizing and managing the network's first sales service department. Following his war service, he joined the Honel Corp., and in that capacity was instrumental in obtaining exclusive distribution in the area for a number of American products. In 1948, John helped organize United Artists' TV department and served as UA's TV vice president and general manager until 1952 when he joined Screen Gems, Inc.

PETER M. ROBECK, in the post of sales manager, Film Division of General Teleradio, is a native of Marinette, Wisc. Raised in Hollywood, where he attended high school and the University of California at Los Angeles, Pete joined CBS in 1940. After 5 years in the Air Force, he returned to CBS and became merchandising manager of KNX and the Columbia Pacific network. Subsequently, he became assistant sales manager of KTTV and followed this with a tour as national sales manager of Consolidated Television Productions, Inc., which has altered its name to Consolidated Television Sales, following a series of merger agreements with Jerry Fairbanks, Inc. Since becoming general sales manager of the organization, Pete has established permanent residence in New York.

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REUB KAUFMAN, president of Guild Films Company, Inc., received a scholarship for the University of Chicago from Tulsa (Oklahoma) Central High School and has been a winner ever since. Twenty-five years ago, he started as a copy writer with a Chicago department store and gradually worked his way up through every phase of the advertising field to become head of Kaufman & Associates, specializing in radio and TV. In June 1952, he organized Guild Films, "dedicated to the distribution of quality TV film shows at down-to-earth prices. Guild is headquartered in New York with syndication and sales offices in Hollywood, Denver, Chicago and Cleveland. His dynamic personality is directly responsible for the outstanding success his company has enjoyed in its relatively short history.

MILTON GORDON, president of Television Programs of America, Inc., is the financial wizard associated with multi-million dollar investments in television. Leaving active supervision of the Walter E. Heller Company, Chicago banking firm where he had been vice president, Gordon joined Edward Small and Michael Sillerman, the triumvirate steering the programs of the flourishing TPA. Along his previous financial coups are pulling the frozen food business out of the red into the black in 1946, launching a new program for Capehart-Farnsworth, financial advisor for United Artists and inaugurating the first split hemisphere financial deal between an American banking company and English investors to produce the Academy Award-winning "African Queen."

MICHAEL M. (MICKEY) SILLERMAN, executive vice-president of Television Programs of America, Inc., is a Baltimorean by birth. He was founder and president of the Keystone Broadcasting System, a network of more than 400 radio stations, during the period 1938-1949. From that position he joined the Frederic W. Ziv Company in 1949 as a radio programs account executive. One year later Mickey was appointed director of station relations of the World Broadcasting System, Inc., a Ziv affiliate. Prior to founding the KBS, he was in the advertising agency field for five years. Mickey's firm produces and distributes such top-notch TV shows as: "Halls of Ivy," "Lassie," "Ramar of the Jungle," and the "Spade Cooley Show." In addition to his heavy schedule, Mickey finds time to conduct the "Sillerman Sales Clinic."

MILTON J. SALZBURG, president of Award Television Corporation has been actively engaged in some form of show business since he was 17 years old. He launched his career at the Roxy Theatre in New York and from that springboard went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. Three of them which established him firmly in this field were "Pattern for Survival," "Target, U. S. A.," and "FDR-Hyde Park." In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations around the country. One of his TV film innovations is a series on golf, featuring the champion golfer, Jimmy Demaret.

ROBERT M. SAVINI, president of Atlantic Television Corp., is a veteran in the entertainment industry. In 1900, at the age of 16, he invested in a penny arcade in New Orleans and launched his career in the film industry. Next, in 1904, he formed Dixie Films, his first distribution company. Later, he owned a chain of theaters and was the first to roadshow pictures in all Southern and Western states. United Film Service in Atlanta, New Orleans, and Memphis followed as another of his ventures. In 1926, he came to New York and founded Astor Pictures, first company to distribute major re-issues. When television came along, he was one of the first to rent pictures to the new medium, supplying RCA and Du Mont's early experiments. He formed Atlantic Television in 1950.

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ELY A. LANDAU, president of National Tele-Film Associates, which he formed in January, 1954, was born in New York in 1920. Albeit only eight years in broadcasting circles, Ely is still president of Ely Landau, Inc. along with his NTA presidency. Previously, he had been TV director of the Emil Mogul Co., Inc. where he had been chiefly instrumental in building the agency's video department to formidable proportions. After a three year tour with the AAF, he made the jump from his own business by joining the TV production staff of Raymond E. Nelson in 1947. In 1949, he was appointed TV director of Moss Advertising until he joined the Mogul firm. Besides authoring a 16-page booklet, "Television Story," Ely has to his credit many top-notch productions.

WALTER SCHWIMMER, president of Walter Schwimmer Productions, Inc., Chicago, is a Northwestern University graduate who has worked as a publicist, songwriter, radio station manager. He was a founder and partner of the Schwimmer and Scott Advertising Agency, from which he left on an indefinite "Sabbatical" leave to set up and guide his radio and television program packaging company. Schwimmer bridged the gap from AM radio, with "Foto-Test," which went on the air over TV stations. His packaging firm has been well represented on some 250 AM markets with "Tello-Test," "Tune Test," and the "Deems Taylor Concert." One of his principal innovations for TV was the inauguration of the "Miss U. S. Television" contest which made its debut in 1950.

BASIL GRILLO, executive vice president of Bing Crosby Enterprises, is described by industry associates as an account with imagination. His financial and management background is both wide and varied. He has managed all of the Crosby financial interests and has organized all Crosby packages for the past ten years, including acting as executive producer of the "Fireside Theater" series. His latest is Ken Murray's "Where Were You?" He is also acting in the same capacity for the dramatic series which the firm is producing for the Studebaker-Packard Motor Car Company. Basil has an active hand in such allied organizations as Decros Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the newly-formed Namso Enterprises Inc., merchandising firm serving the Crosby interests.

SAM HERSH, president of Family Films, Inc., a prominent figure in the production and distribution of religious pictures, is no stranger to show business. For some time prior to 1948, Sam was a well-known film sales executive, handling his own pictures as well as features for several studios. Travelling extensively, it was meeting the actual buyer of films that catapulted Sam Hersh into the production of motion pictures. Noting that the film industry produced relatively few inspirational pictures, Sam decided to go into this type of production. In 1948, Sam formed Family Films, Inc. The company's prowess since has been illustrious. Family Films, Inc. has produced to date approximately 200 inspirational films for both the TV and church markets.

JOHN RAWLINS, partner in Rawlins-Grant Productions, entered show business by doubling in swimming sequences for a number of stars. He liked movies so much that he abandoned plans to become an engineer, taking instead a film cutting job at Universal. He later accepted an opportunity to head the editorial department of Warner Brothers British operation in London. Later Gaumont-British hired him as a director, but he preferred to return to Hollywood for the sake of his sons who, like John, were born in Long Beach, California. Soon after his return home, John started directing at Universal for Producer Marshall Grant who is now his partner. The two, in association with Gross-Krasne, produce the highly rated "Mayor of the Town" TV series starring Thomas Mitchell.

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CHARLES B. BROWN, vice-president in charge of sales and program procurement for Bing Crosby Enterprises, has a background which ranges through all phases of selling, merchandising, promotion, and management. Much of his experience and "know-how" was gained as program manager of KFI, director of advertising, promotion, and research at NBC, and director of advertising at RCA Victor. While at RCA, Brown originated National Radio Week. His first film venture was an assignment from John Royal at NBC to film Admiral Halsey's return from the Pacific which was later televised over NBC TV. Brown is also a vice-president of NAMSCO (North American Merchandising and Sales Corporation) Enterprises, Inc., which is the merchandising and sales promotion arm of Bing Crosby Enterprises, Inc.

JOHN J. BERGEN, JR., vice president in charge of television, industrial and commercial films for Michael Myerberg Prod., Inc., was born in New Jersey in 1924 and attended grade schools in South Orange. From 1936 to 1938 he studied at Le Rosey School in Switzerland, continuing his education later at Lawrenceville Prep School, Lawrenceville, N. J. His college years were spent at Colgate after which he served a three-year hitch in the Navy Air Corps. In 1946, Bergen joined the Motorboat Division of Garwood Industries, where he served until 1947 when he became associated with Apollo Records, Inc., as assistant sales manager. A year later, in addition to his duties at Apollo, he was named vice president of John J. Bergen Co., Ltd. He joined the Myersberg firm in 1954.

MAX ALEXANDER, vice-president and secretary of M. and A. Alexander Productions, TV film producers and distributors in Hollywood, was born in Cassel, Germany. He entered the motion picture industry in Berlin in a production capacity and became associated with UFA studios, Universal and other producing organizations. After becoming identified with film production in several European capitals, he came to Hollywood and joined Abe and Julian Stern, pioneer producers. He was associated with Phil Goldstone in 1931-32 in producing ventures. Forming his own producing firm, he made more than 100 pictures, many in association with Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949, he and Arthur Alexander formed M. and A. Alexander Productions.

MARSHALL GRANT, partner with John Rawlins in Rawlins-Grant, TV film firm, has been engaged in some phase of show business ever since graduating from Marquette University. His first job was as continuity editor at WHAD, Milwaukee. After this, he became an actor, appearing on Broadway in several hit shows. His switch to Hollywood as Edward Small's assistant at RKO put him into the business side of the industry and he has remained there ever since, except for a brief period in the armed forces during the war. After discharge at the end of the war, he became a producer at Universal, handling many of the firm's most important pictures. In partnership with Rawlins, and in association with Gross-Krasne, Inc., he launched production of the "Mayor of the Town" series.

LEN FIRESTONE, sales manager for Unity TV Corp., has a film background dating back to his high school days in Pittsburgh. In 1937 he helped open a Warner Brothers theater in that city. While a student at Duquesne University, Len majored in business administration and broadcasting and for more than three years participated in numerous broadcasts. After discharge from the service, Len broke into commercial radio as an announcer-disc jockey. He sold a number of his own shows and thenceforth decided to follow a sales career. Moving to New York in 1949, Len became associated with the Eastern representative of a large film syndication company and in 1951 joined Unity as Eastern representative. Later he became Eastern division manager and in June, 1954, was upped to his present post.

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JACK J. GROSS, a native New Yorker, had his first taste of the entertainment field as a movie-house usher. This led to a job as cinema theater projectionist in St. Joseph, Mo., and from there he joined Maupin's Chatauqua Concert Orchestra—a road show which toured the country performing under the auspices of churches, clubs, etc. Following many years of managing theaters, Jack finally settled as manager of the West Coast RKO Hill-Street theater in Los Angeles, later becoming Western Division manager of RKO theaters. In 1939, he became a producer at Universal in Hollywood until 1943, then he became executive producer at RKO. After a series of outstanding movie successes, Jack joined with Fhilip Krasne to form Gross-Krasne, Inc.

EDMUND BELOIN, partner in Arrowhead Productions, Hollywood TV film firm, is creator-producer-writer of the "So This is Hollywood" series. He entered big time radio in 1936 as half of the writing team of Beloin and Morrow on the "Jack Benny Show." He stayed with the Benny program for eight years. He left Benny to write for M-G-M, Universal and Paramount, working on a succession of major movie productions. He left Paramount to go with NBC-TV as a producer, his first work being on "My Hero," the Robert Cummings TV series. He left NBC to form Arrowhead Productions and in November, 1954, sold "So This is Hollywood" to a sponsor and NBC, without script or plot. By January 1, 1955 he had filmed eight shows for the half-hour series and had prepared 14 scripts for future use.

EMANUEL H. DEMBY, president of Demby Enterprises, Inc., TV packaging and film productions, plus public relations—also publishes Movie Fan Magazine. He writes books in his spare time. The Demby company was organized at the end of World War II, when Manny was discharged. He first broke into radio when, at 15, he did a news program over WMCA. During the war he did a wire recorded show "Rainbow Corner" from Paris. Prior to service, Manny was an independent producer and writer and also was radio and TV director for the Winer Co. and Arthur Rosenberg agencies. He wrote and produced "Where Do We Go Tonight," "One Year Ago Today," and "It Takes a Woman." In 1938 he was assistant to Charlie Martin on the "Philip Morris Show" and a writer on "We, the People."

LOUIS SNADER, head of Snader Telescriptions, started in the entertainment business as a violinist in the pit band of an old silent-movie house. Later he was a concert musician, theater owner, motion picture financier, and today is one of the largest producers of TV films. His entrance into TV was financing the original "Fireside Theater" series, and during the filming of the shows, he hit on the idea of making musical films—records on films. He offered his plan to James C. Petrillo and the AFM, whereby the musicians union would receive 5% of the returns for its trustee fund. The plan was accepted and also became the formula for other groups dealing with union regarding TV. All the films run three and a half minutes and feature many of the leading artists of the day.

KERN MOYSE, president of Feerless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Ga., graduated from Harvard, then from St. Lawrence Law School, then went to work in the Texas oil fields. He also spent a period in the banking business in New York, became managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. Intermingled with all these various careers were periods of military service in both World Wars. Kern assumed the position of vice president of the Peerless firm in 1934 and in 1946 stepped up to his present position as president. He is a member of the Radio and Television Executive Society, and the National Television Film Council.

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EARL COLLINS, president and general manager of Hollywood Television Service, Inc., is a veteran of 25 years of experience in the sales and distribution end of the motion picture industry. He brings to TV a first-hand knowledge of how to deliver what audiences want and how to properly service clients, stations and networks. The HTS organization today has a sales representation in 32 key cities across the nation. In addition to the large assortment of features, dramas and mysteries handled by HTS, Earl has also made it known that the company is planning to produce many series of pictures, made expressly for TV, edited to meet the needs of local sponsors. Some of these are now in production and an announcement on the company's plans for these films will be made in the near future.

CHARLES MICHELSON, president of the radio and TV program firm bearing his name, started selling radio transcription series in the early 1930's. Through the years his sales operations expanded to a world-wide scale by exporting American made transcription programs to every corner of the globe. At present, Charlie's firm is one of the largest suppliers of transcription programs, sound effects records and especially prepared background music records for TV and radio programs. Among others using his library are: "Philco Playhouse," "Kraft Theater," "Studio One," and other top shows. His latest interest lies in Australian TV, being the American buying agent for TV programming planned for that continent. Charlie has also purchased several thousand radio scripts for Australian usage.

DON L. KEARNEY, national sales manager of the ABC film syndication division, was assistant manager of ABC-TV before taking his present post. Previously he was national sales manager for ABC's owned TV stations. Don, well known in TV and radio circles, joined the network in 1951 as manager of TV Spot Sales. He had previously been with the Katz Agency and with Mutual where he was sales manager for cooperative programs. Don is a native New Yorker and following graduation from Fordham University was a sports reporter and commentator on several local radio stations before World War II. During the war he served in the ETO as an infantry and public relations officer. Don is responsible for the planning and execution of TV film sales to stations and advertisers.

HERB LANDON, president and general manager of Central Telefilms, Inc., Peoria, Ill., producers of TV film commercials, started his business career as a newspaperman, working as a reporter with several publicity organizations in New York and Hollywood before opening his own office in the former city in 1938. From 1943 to 1945 he was a field director for the American Red Cross in Europe. Just prior to this wartime activity, he was publicity and promotion director of WOV in New York and, for a short period, was a member of the press information department of CBS. In Nov., 1945, he joined Kenyon & Eckhardt, Inc., and as publicity director for the firm won numerous awards for publicity activity. He remained with K & E until he assumed his duties with Central Telefilms last year.

SHAMUS CULHANE, president and founder of the animation studios that bear his name, established his company in 1945. Since then he has produced animated TV commercials for Ajax Cleaner, Muriel Cigars, Halo Shampoo and others. During the course of his years in the business, Shamus has won six national prizes for his cartoons and also has worked on more than 250 animated pictures for RKO, Universal, Paramount and MGM studios. For a period of five years, Shamus was with the Walt Disney Studios, working as a pantomime specialist on such pictures as "Snow White," "Pinnochio," and the "Pluto" series. It all started for Shamus back when he was 15 years old and was errand boy for the Lantz Studios in N. Y. From that beginning he has worked at every job in the industry.

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CHARLES J. BASCH, JR. is in partnership with his wife Frances Scott in Basch Radio-TV Productions, and is president of Television Screen Productions for filmed shows and film commercials. Producer of radio shows and commercials for over 20 years, Charlie conceived and directed many of the nationally known spots being aired. Charlie and Scottie have been in television for nine years. They have handled live shows and commercials for many clients. Born in Newark, Charlie spent his early career in the manufacturing business, leaving it in 1929 for a Wall St. job which lasted two years before he teamed up with his wife in show business. Scottie was radio's first woman "roving reporter," when they formed their own firm. In 1949 they formed Television Screen Productions.

HAROLD R. LIPMAN, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering of Rutgers University. He has been engaged in motion picture production for nearly 20 years, with experience in animation, special effects, optical printing, live action direction and production, processing and design of special equipment. He joined Audio Productions, Inc., in 1936. During the war years he was with the Army's First Motion Picture Unit at Culver City, Calif., and later was assigned to the film production unit covering the Burma campaign at South East Asia Command headquarters in Ceylon, where he spent nearly two years. In 1946 he returned to Audio Productions, where he has specialized in the production of films for TV.

MARTIN P. HENRY, president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Paramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds. He later branched into short subjects, documentaries, sales training and educational pictures. From 1942 to 1946 he was a Major in the U. S. Army Signal Corps, Chief of Army Ground Force Training Films. He returned to West Coast Sound Studios and Video Pictures as vice president and production manager. Martin is now making pilot films for TV.

HELEN "BIJOU" KELLEHER, president of Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. Helen took over the helm in 1943. Since then, the firm has grown from four recording machines to 30, to accommodate the thriving business she has built up. Her success is not too startling, however, when one considers her early association with finance and commerce through her banker father and shipbuilder brothers in Kingston, N. Y. Further business acumen was gleaned at Marymount College and receipt of an M.A. degree from Fordham University. Empire chiefly does the mechanical work for ad agencies and stations, on transcriptions, spots and jingles.

JIM JEWELL, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim founded his own business.

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ELMORE (BUCK) LYFORD, director of station relations for Du Mont and supervisor of syndicated film sales, is a veteran in TV and radio. He possesses one of the broadest backgrounds in station relations work, with his 32 years of amateur and commercial experience in the medium. During 17 of those years, Buck, in network traffic and station relations posts, has visited more than half of the TV stations in the country. As a result, he has a wide personal acquaintance with station managers and their needs. Buck received a degree in physics and mathematics from Wesleyan University and then entered the commercial radio field as development engineer for AT&T. In 1930 he went to Calcutta, India, where he constructed the first sound motion picture studio in that country. In 1934 he joined NBC as supervisor of commercial traffic.

BEN GRADUS, head of his own production firm, the Ben Gradus Studios, Ltd., is also president of the International Movie Producers Service. One of the founders of the Association of Documentary Cameramen, Ben produced and directed in 1949, the first important film about TV, "Television Today," for CBS, which, though primarily made to sell video as an effective advertising medium, sent many laymen out to purchase TV sets following its public showings. He produced an independent feature film about Puerto Ricans in the United States, the first of a series of tolerance films projected for TV programs. Since then he has gone on to great things in the production field as the head of his own production firm.

NORMAN GLUCK, vice president and general sales manager of United World Films, Inc., is a native of Racine, Wisconsin. Norm started up the ladder in the film business as an usher in the Rialto Theater in his hometown. Within a short space of time he became assistant manager of the Capitol Theater in the same city. From this beginning, Norm managed many theaters for RKO and Skouras in Schenectady and Albany as well as in several cities in New Jersey and New York from 1936 to 1947, with three years out for Army service. Following the end of World War II, he became affiliated with Universal Pictures and was made manager of the Park Avenue Theater, where he stayed for two years. He moved to United World Television, Universal subsidiary, in 1949. In 1951 he assumed his present post.

HENRY MORLEY, president of Dynamic Films, Inc., a graduate of Yale University with a degree in economics, also did post-graduate work at NYU and CCNY in engineering. His business career in the movie industry began with J. A. Maurer, Inc., designers and manufacturers of sound equipment. He started in sales but quickly moved himself into production and he was made general manager of the firm. Post-war, Henry, along with Nathan Zucker, a Yale classmate, formed Dynamic films, Inc. From the beginning they concentrated on films for TV when not turning out industrial and sponsored films. They handled every phase from script writing through photography, sound recording and editing. Today, as president, Henry brings to the job the technical and engineering background which has spelled success for Dynamic.

LOUIS G. COWAN, head of the firm bearing his name, is widely known for his imaginative development of new radio and television packages. Originator and producer of the "Quiz Kids," he can claim a long list of network and transcribed shows as his productions, including: "Stop the Music," the "Paul Winchell and Jerry Mahoney Program," and numerous local programs in New York and Chicago. During the war years, Lou was chief of the OWI's New York office. Prior to the war, he headed his own Chicago public relations firm, developing radio programs for Pure Oil, National Tea Co., Illinois Meat, and the Stevens Hotel. He is a University of Chicago graduate. Louis married and has four children.

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ARTHUR ALEXANDER, president of M. and A. Alexander Productions, TV film firm, and a member of its board of directors, was born in Fulda, Germany, and received his education there. After starting his business career in the department store field, he switched to motion pictures, joining Universal Studios in Frankfort, Germany. He came to Hollywood in 1929 working as an assistant director. A year later, he joined his brother, Max, in organizing a new firm. The company produced over 100 features in the independent market and later for PRC and Grand National. In 1949, the Alexanders entered the TV distribution field and have built this endeavor to the point where they now handle more than 200 properties. They have also handled production of TV commercials and spots.

G. RALPH BRANTON, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theater management which led to his entry in the TV field. He served as supervisor for F & R Theaters in Minneapolis, as director of operations for the Publix New England circuit, and later general manager with partnership status in the Tri-States chain in Iowa and Nebraska. He later moved to the West Coast as vice president of Allied Artists, a post he held during the wide expansion of that company's activities. He formed Interstate TV in 1952. Branton believes "Mass audience, like mass merchandising is a product of this mid-century. Neither the theater nor television has yet remotely realized the full audience potential within its grasp."

DAVID A. BADER, vice president and general sales manager of Atlantic Television Corporation, has a rich background gained in varied careers both here and in England. He joined Universal Pictures in 1920, handled press campaigns in 1921-24, and acted as personal representative for Carl Laemmle, 1925-35. He formed David A. Bader Ltd., a literary firm in London in 1936, became president of Literary Corporation of America in 1938. He worked with George Pal Productions, 1940-42, then became executive editor of Independent (trade paper). After handling the trade relations department of 20th Century-Fox, 1943-46, he entered the 16 mm. field, editing, publishing and representing trade periodicals. He joined Atlantic in 1954 in the position he now holds.

WILLIAM F. BROIDY, president of Wm. F. Broidy Productions, Inc., is a native of Chelsea, Mass. He spent two years in the business school of Northeastern University but was forced to leave due to illness. Bill first entered the textile business then interior decorating before discovering a lifetime career in the distribution of motion picture films. In March, 1946, Bill went to California and spent three and a half years learning all phases of motion picture production. In 1950, he organized Wm. F. Broidy Productions for the purpose of producing films, especially for TV. Headlining his current schedule is "Wild Bill Hickok," co-starring Guy Madison and Andy Devine, a series which enjoys great popularity with the children's audience.

LOUIS CAVRELL, president of Charter Oaks, has been producing telefilm commercials for the past seven years, having made more than 1,000 commercials for such firms as Cameo Curtains, Breatholater, Reynolds Wrap, Chevrolet, Underwood and Lewyt vacuum cleaners, as well as for the American Legion. Lou and his brother Otis got into the motion picture business via a film, "Seeds of the City," made in and for the city of Hartford, Conn., which they started with a grand idea and nothing else. However, the film led them to Washington, where they made films for the government. Later, from a garret studio in Greenwich Village, the firm moved to its present modern uptown New York studios, building gradually to its current widespread activities.

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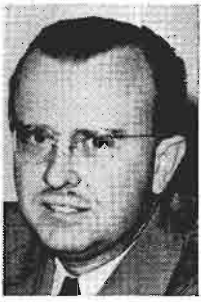
GEORGE S. GLADDEN, head of sales for Academy Pictures, Inc., commercial film production organization, started his film career in 1931 when he joined General Motors and rose to the head of the Public Relations Motion Picture Department. He designed the firm's first major road show, "The Parade of Progress," which has toured the nation each year since 1936. In 1938 he joined Audio Productions as a director-writer and also acted as Eastern color director for Technicolor, Inc. In 1940 he joined J. Walter Thompson, serving for 14 years as head of the motion picture and film TV department. He left that firm to join Academy Pictures on November 1 of last year. George is a graduate of Cornell University and M.I.T. He is married and the father of three children.



JERRY FAIRBANKS, head of Jerry Fairbanks Productions, started his career as a cameraman in the movie industry, then began producing films and short subjects. Winner of two Motion Picture Academy Awards, he was the first to take the plunge into the filmed TV field. Under contract to NBC, he made the first series seen on video: "Public Prosecutor," "Crusader Rabbit," "Jackson and Jill," "Bigelow Theatre," "Silver Theatre," and others. Fairbanks also developed the MultiCam System which permits filming and sound recording by two or more cameras. Fairbanks is now one of the leading commercial film makers in the business and at present is doing television commercials, industrial telefilms and feature length films for both television and motion picture projection.

ISIDORE LINDENBAUM, president of Filmcraft Productions, is one of Hollywood's leading makers of filmed TV productions. He attended UCLA and Harvard Law School and has long been recognized as one of the top experts in the television film field. He entered the TV medium in 1949, when he formed a corporation to explore Doctor Ferenz Fodor's inventions, which since have been responsible for many advances in TV. While always feeling that TV was his medium, "Lindy" still maintains a large practice at law and at one time he was a pharmacist, and is still licensed as a registered pharmacist. His Filmcraft company is on a par with the biggest in Hollywood and at present owns its own large studio and took over the first motion picture theatre in Hollywood for exclusive use for filmed TV productions.

PHILIP N. KRASNE, partner with Jack Gross in Gross-Krasne, Inc. is a native of Norfolk, Nebraska. A graduate of the University of Michigan, Phil obtained his law degree from the University of Southern California in 1929 and engaged in the practice of law, specializing in motion picture matters. In 1936, he became engaged in independent motion picture production and began to produce the famous "Charlie Chan" series. This he followed up quickly with production of "The Falcon" series and then, with Fred Ziv, acquired the rights and began filming the famous O. Henry stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Crisco Kid Pictures, Inc., he produced 39 Cisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.

FRANK FERRIN, owner of the TV, radio and film production company bearing his name, produces "Smilin' Ed's Gang" which presently is on CBS-TV and NBC radio. He is also completing production on his first theater film "Gunga Ram" written around the elephant boy character created on radio some ten years ago. He is reversing the usual Hollywood field by going from TV to film. Frank entered radio via WTCN in his native Minneapolis back in the 20's where he did a lead in a comedy act, "Nels and Ole." Later he organized Midwest Recordings, Inc., and from there joined Henri, Hurst and McDonald in Chicago as vice president in charge of radio. In 1942 Frank became vice president in charge of radio for the Leo Burnett Agency, remaining there until moving to Hollywood and his own firm.

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CHARLES E. RYND, chairman of the board of Audio & Video Froducts Corporation, plus its subsidiaries, Audio-Video Recording Company, Inc., and A-V Tape Libraries, Inc., back in 1946 enjoyed the honor of having an "operation" named after him—"Operation Rynd". That was in the days when he was a vice president at ABC. After schooling at M. I. T. and Hamilton College, Charlie entered the world of radio operations. From 1935 to 1942 he was with NBC in sales and traffic. Moving to ABC as sales service manager, he was later appointed vice president and assistant secretary of the company. As to the "operation," Charlie's efforts on behalf of the technique of delayed network broadcasting, via Ampex Tape Recorders, was quickly adopted by all major networks, solving the problems resulting from daylight saving time.

PETE RODGERS. director of sales for Atlas Television Corp., film distributors, gets around the country pushing his company's product. Before joining Atlas, he sold space for the Long Island Daily Press and the Long Island Star-Journal. He spent three years with the two papers. Pete's entry into show business and then into TV came from his starting as an actor. Most of his stints were on radio, with an interesting interlude on the London stage after graduating from the Royal Academy of Dramatic Arts. He comes by his present selling and advertising job by way of a degree in advertising and business management from CCNY. During the war, Pete was an investigator for the Allied Military Government.

MURRAY KING, executive vice president of Blinkey Productions, Inc., and producer-director for that company and for Murray King Productions, started his career in radio in 1930 while still attending New York University. He was one of the first to develop the amateur show, producing, directing and emcee-ing weekly amateur nights at the Brooklyn Strand and Brooklyn Paramount theaters. He worked for Monogram Pictures in Hollywood just prior to World War II, then entered the Air Force, serving as an information and education officer. After discharge, he acted as a literary agent, then formed Blinkey Productions, Inc., to produce a series of juvenile fantasy stories based on the Lucille Emerick book, "The Adventures of Blinkley." His other firm, Murray King Productions, works on documentaries.

FLETCHER SMITH, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, started his business career at the age of 18, with a graphic art enterprise based on a capital of $200. He entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films, first on location, then on sound stages. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials. Fletcher relaxes from his duties through hobbies of woodworking and amateur painting, and learning to play the Hammond organ.

WILBUR J. STREECH, owner of Wilbur Streech Productions, producers of TV film commercials and animated films, started right after the war making animated cartoons when he was a partner in Triangle Films. At that time the firm was making a series of one reel musicals for Universal. In 1951 Wilbur struck out on his own and formed his present company. Some of the accounts for which he has been working since then are Cities Service, Celanese Corp., Acetate Fabrics, Thom McAn, Harriet Hubbard Ayer and Sinclair Refining Co. During the war Wilbur was a Captain in the Signal Corps photographic center where he was in charge of the organization of production of animation. Frior to his war service, he worked for the Walt Disney studios as an animation artist. Wilbur attended UCLA.

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TOM LEWIS, president of Lewislor Enterprises, Inc., and executive producer of TV's "The Loretta Young Show," entered TV production after a brilliant career in advertising, radio and motion pictures. An advertising executive with Young & Rubicam, Inc., before the war, Lewis was vice president of radio production in charge of that organization's Hollywood office when he entered the Army in 1942. During World War II he created the Armed Forces Radio Service, of which he was commandant, and rose to the rank of full colonel. Following his return to civilian status, Tom was associated with a long list of radio's top-ranking favorites before entering the field of motion pictures to produce MGM's "Cause For Alarm." In 1953, he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

HERBERT SCHEFTEL, president of Telenews Productions, Inc., has been producing visual news for the past 9 years. He is a graduate of St. Paul's School and Oxford University. Herb first started out as a member of the New York Stock Exchange but quickly became interested in the production of visual news. At that time, 1938, the first theater TV projectors were being demonstrated and he foresaw that newsreel theaters would be serviced by TV. He then became involved in a chain of newsreel theaters, but the war, in which Herb served as a major in the Air Force, put the theater TV idea in the back of his mind. In 1945, however, he went ahead full-blast, presenting spot news films for TV. In his leisure time Herb is a devotee of golf and bridge.

EDWARD J. LAMM, president of Pathescope Company of America, Inc., producers of industrial and educational films, TV commercials and TV programs, entered the industrial film business by forming Advertising Film Associates back in 1933. Six years later, he took over the Pathescope Company of America, Inc. During World War II, Ed produced a great number of training and orientation films for the Navy and for other government agencies. After the end of the war he pioneered with McGraw Hill in the production of educational films integrated with textbooks for use in the school curriculum. He has been active in the formation of the Film Producers Association of New York. He is engaged in research and the development of Pathescope's rear screen projection.

ED THORGERSEN, veteran news and sports-editor-commentator opened his own offices in 1953 to produce, edit and participate as a TV personality in film packages and live presentation of news and sports as well as industrial exploitation and sales promotion programs. Ed's microphone career began back in 1927 with NBC where he was an announcer, broadcasting news, sports and special events. In 1933, he joined the expanding editorial staff of Movietone News where his face and byline acquired national prominence via the newsreel screen. With broad experience in the field of film shorts, Ed projected his talent into many award-winning pictures in the short subject field and ultimately became identified with the production of "Ed Thorgersen's Sports Reviews."

TOM VALENTINO, head of T. J. Valentino, Inc., has been supplying the radio, theater and TV field with sound effects and mood music for the past twenty years. He broke into radio on what must have been one of the first P. I. deals on record. At the time Tom was a piano and organ tuner and tuned station pianos in return for two-minute pitches advertising his services. While working around the studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sound effects for practically all the shows on Broadway, not to mention for little theaters all over the country. He has perfected a clock that not only tells the time but also tosses in a commercial every fifteen minutes.

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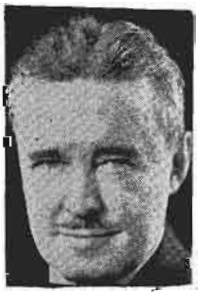
JACK WRATHER, president of Wrather Television Productions, Inc., acquired "The Lone Ranger" radio-TV series for $3,000,000. Son of the late John D. Wrather, pioneer oilman, he assumed active management of the Wrather oil interests shortly after graduation from the University of Texas in 1939. He produced the series "Boss Lady," starring Lynn Bari. In association with Mrs. Helen Alvarez, Jack purchased KOTV in Tulsa, Oklahoma and KFMB and KFMB TV in San Diego, California. The Tulsa property has recently been sold to J. H. Whitney & Co. of New York City with Wrather remaining on the board of directors. An increasing number of business enterprises are under his control. Jack is married to actress Bonita Granville and makes his home in California with their two children.

GEORGE FOLEY, president of Foley and Gordon, Inc., television production firm, has a wide reputation as a keen idea-man with an outstanding sense of programming and planning for ad agencies and networks. His firm agency background has proved invaluable in helping him develop programs which can effectively be utilized in merchandising campaigns. George was public relations director for Newell-Emmett before taking over the reins at Cecil and Presbrey's TV dept. Foley and Gordon produced "Tales of Tomorrow," first of the adult science-fiction shows, which was quickly imitated by other producers. George is wholly convinced that the field of science-fiction has only been touched and his large success with "Tales" is due to his belief in maintaining the highest degree of realism in his presentations.

WILLIAM J. GERMAN, distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N.Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Frinting Corp. at Fort Lee, N.J. One year later Bill became associated with Jules E. Brulatour and in two years he organized and became V.P. and general manager of J. E. Brulatour, Inc., which took over the sole distribution of Eastman films for movies and T.V. At Brulatour's death, Bill became president of the two Brulatour corporations, and completed purchase of the latter's assets in 1951.

ALLEN A. BUCKHANZ, president of TV Productions, Inc., got his reputation in show business early as a man who could really deliver. He was a messenger boy at the 20th Century-Fox Studios only six years ago. Subsequently, the 31-year-old Buckhantz, who is in charge of all productions for TVR Productions, Inc., held various assistant's jobs at Fox, became a floor manager for CBS-TV and was promoted to full director in 1952, for CBS-TV in Hollywood, the position he held prior to his resignation to form TVR, producers of television recordings for agencies, TV packagers, writers, directors and networks. Born and educated in Kaunas, Lithuania, Allen came to the U.S. in 1946, following 5 years as a prisoner in the Dachau and Lansberg concentration camps. He married the former Suzanne Lloyd, a non-professional.



PAUL RAIBOURN, vice-president of Paramount Fictures Corp. is prexy of Paramount Television Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in DuMont Laboratories, as well as the 1942 establishment of KTLA, the development of the Paramount video transcription system, and to a color-TV research program for theaters coincidental with general color telecasting. Faul joined Paramount in 1921 and rapidly attained a reputation as an analyst of box-office values in relation to costs and public psychology. He holds an E. E. degree from the U. of Ill., and is a WW I vet. Currently, Raibourn is a director of DuMont Labs, a director of NARTB, and chairman of the boards of both International Telemeter Corp. and Chromatic Television Laboratories.

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BURT BALABAN, president of Princess Pictures, Inc., was born in Chicago and attended Roanoke College, Virginia. During his Summers, while in college, Burt worked for the National Screen and Photographic Studio. He left college to enter the U. S. Marine Corps and spent fourteen months in the Pacific as Marine Corps Combat Photographer, making D-Day landings in the Marshall Islands, Saipan and Guam. He also did extensive aerial photography on bombing missions. Following the war's end, Burt began work with Paramount Television in 1946. He concentrated his work on obtaining film programs for KTLA and WBKB, Chicago. Later he became manager of Paramount's Television film department, in charge of KTLA film programming and the company's syndicated program distribution.

JAY BONAFIELD, executive vice president and member of the board of RKO-Pathe, was born in Tunnelton, West Virgina, March 29, 1910. He entered the motion picture business at the age of 18, when he joined Fox Movietone News as a reel boy in the cutting department. Within the next three years, he was promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathe as newsreel film editor. During his years in that capacity he personally edited such outstanding news stories as the Hindenburg disaster, the Lindberg case, the Morro Castle fire and Presidential inaugurations. In 1937, he was transferred to the short subjects department, where he became head of the editing department and then production manager.

MANNY REINER, vice-president of Guild Films, Inc., has helped develop sales policies for Guild's foreign TV markets. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his latest assignment, Manny was vice-president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933 and then was associated with Metro-Goldwyn-Mayer, Monogram Pictures and Paramount Pictures. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-1950 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Samuel Goldwyn Productions added further experience to Manny's already full background. His headquarters will be at Guild Film's New York office.

MAURICE J. RIFKIN, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wisc., on July 12, 1914. His family moved to Youngstown, O., when he was one year old. It was there he stayed through his graduation from Rayen High School in 1930. He received a B.A. in 1935 and an M.A. in 1936 from the University of Southern California. At that time, he returned to Youngstown where he worked as an account executive with WKBN. In 1938, he moved to Cincinnati, where he joined the Frederick W. Ziv Co. In 1949, Rifkin came to New York City to be sales manager for Ziv TV Programs, Inc. He was appointed to his present position in 1952. He and his wife, the former Theodora Levin, have one child, Joan, and they live in Great Neck, Long Island.

JOHN CLARK, president of Transamerican Broadcasting and Television Corporation, is known as a man who started from scratch and has risen to top position in telecasting and broadcasting. He is largely responsible for making WLW into one of the most valuable radio stations today, accomplished within a few years with nothing more than outstanding programs. Far removed from professional talent sources, Clark had to be creative in the truest sense. Many national advertisers originated their shows in Cincinnati and fed them to the network. His intimate knowledge of the public's entertainment tastes and his unparalleled experience in catering to them caught the attention of Harry Warner, and led to the formation in June, 1936 of Transamerican by Warner Brothers and Clark.

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MARK GOODSON, partner with Bill Todman in Goodson-Todman Productions, was born in Sacramento, Calif., and began his career in show business as a child actor in stock companies. Goodson entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved on to the Don Lee Network Headquarters in 1937, where he began as an announcer, switched to special events, then production, in which capacity he developed a group of shows. He came to New York in June, 1942, where he began as emcee of "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz." This led to his directing soap operas. He wrote and directed dramatic spots on the "Kate Smith Show" and co-produced the first of the "Stop the Music" series before he and Todman became associated.

JOHN W. LOVETON, president of John Loveton Productions, West Coast TV film firm, started his broadcasting career handling the General Foods "Show Boat" radio program for Benton and Bowles. In 1937, he moved to Ruthrauff & Ryan, where he supervised 17 shows and directed some of their top radio productions. From there, he went to Foote, Cone and Belding, where he was placed in charge of all Lucky Strike radio. After a brief term as co-director of radio for Geyer, Cornell, and Newell, he joined Lennen and Mitchell, where he began his long association with the "Mr. and Mrs. North" property. He resigned from the agency in 1947 and has since produced and directed this show from his own office. When he moved into TV, he transferred his production set-up to the West Coast.

SAUL JEFFEE, president of Movielab Film Laboratories, started in the film laboratory business 25 years ago. As part of his 25th anniversary celebration, he is embarking on an expansion program for his firm which will see it grow threefold. He put the company into its present quarters overlooking the Hudson River in 1949. Always mechanically inclined, Saul has made his hobby of tinkering in his completely equipped machine shop pay off with the development of many machine modifications which have contributed to the advancement of film processing. At present, 80 percent of the clients with which Movielab Film Laboratories does business are television accounts. Saul is completely wrapped up in his work but does find time to pursue a second hobby, raising tropical fish.

LLOYD L. LIND, vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization, for over 20 years. He served as assistant to the president, Steve Broidy, for several years and was supervisor of all Allied Artists exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York. With this in his background, it was a natural for him to take over the reign of Interstate's sales department. Among the products currently distributed by Interstate are the "Ethel Barrymore Theatre," "The Amazing Tales of Hans Christian Andersen" and a group of features and westerns. Their "Little Rascals" series is now playing in top national markets.

CHESTER ERSKINE, President of Chester Erskine Productions, producer of the Reader's Digest series of TV films, has had a long and varied background in the producing, directing, and writing of plays and motion pictures. He abandoned the law career for which he studied at Union University, Schenectady, N. Y., in order to study for the theatre at the American Academy for Dramatic Arts. In 1929, he began directing Broadway plays. At one time, he was head of Charles Frohman, Inc., and also served as director for the Theatre Guild, and the Erlanger and Shubert interests. Starting in 1944 he wrote and directed a number of screenplays. First venture under Chester Erskine Productions was "Witness to Murder," starring Barbara Stanwyck, George Sanders, and Gary Merrill.

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DAVID V. SUTTON, member of the board of MCA-TV, Ltd., has been with the Music Corporation of America for three years as vice president in charge of syndicated films. The "Guy Lombardo Show," and "The Man Behind the Badge," have been produced under his guidance. A University of Virginia graduate, he received a law degree from the University of West Virginia. His first radio job was in Chicago, as a salesman for WBBM. He became Eastern sales manager in 1942, but his career was interrupted by service with the Marines. After the war, he joined KMOX, St. Louis, as commercial manager. From there, he moved to CBS Network Radio Sales, after which he became general sales manager of CBS-TV in 1950, following this with an appointment as vice president in charge of sales at CBS-TV.

FRED J. MAHLSTEDT, director of operations for CBS-TV Film Sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. He was educated at the Pratt Institute's School of Architecture. A native New Yorker, he practiced architecture for four years before he went into advertising with the Erwin, Wasey and the Arthur Kudner agencies. He went to CBS in 1939, where he was chief of sales development in the research department. He moved from there to CBS radio sales promotion, thence to CBS Radio Spot Sales. It was in June, 1950, that he was singled out for the job of organizing a film syndication unit for CBS. He has been with CBS-TV Film Sales since that time.

MOE KERMAN, president of Regal TV Pictures, Inc., has had a long and varied background in the motion picture business. His father was one of the first motion picture exhibitors in the borough of Brooklyn, and the son followed in his footsteps as an exhibitor when he was 14 years old. Not long after that, he set up his own independent film outfit called "The Kerman Film Exchange." He once produced movies under the Mutual Froduction Corp. banner, and these movies are now being shown on TV. He started in TV movie distribution in 1948, when he bought the entire Hal Roach Studio Library for TV. In addition to being president of Regal, Kerman also heads Tudor Pictures, Inc.; Favorite Attractions, Inc.; Allied Films, Inc.; Congress Films Corp.; and Emblem TV Pictures, Inc.

WILLIAM J. GANZ, president of the William J. Ganz Co., Inc., has produced over 1,000 films on different subjects in practically all major industries. At 20, Ganz was a free-lance cameraman. Originally, Universal Newsreel's Philadelphia representative, he came to New York in 1919, starting his own film business and concentrating on the production of "sponsored" films for industry. In the late 1920's, Ganz pictures grew from silent to sound and, a decade later, from black and white to color. Ganz films are being telecast in ever-increasing quantities, because of their public service qualities. In 1943, he formed a separate affiliate, called The Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to motion picture clients.

FRANK BRODOCK, general manager of Reela Films, Inc., Miami, moved to Florida in 1951 after 17 years as an account executive with the Jam Handy Organization, where he handled the Chevrolet and Lucky Strike accounts, with the thought of retiring. But Reela Films, then in its infancy, asked Brodock to take a position as sales manager. In two years, he increased Reela's billings three-fold and was greatly influential in getting the film company to the position where it now calls itself the "most complete film studio in the South." Upped to general manager in 1953, Brodock hired personnel for his executive staff in Hollywood, New York, and Chicago. Reela Films has produced TV and industrial films for a number of major cities in both North and South America.

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W. WALLACE ORR, president, Tel Ra Productions, Philadelphia, is believed to be one of the largest producers of TV sports film. Tel Ra Productions, which he founded in 1948, produces "Telesports Digest," "Sports Spotlight," "Touchdown," "Greatest Pro Football Plays of the Week," and "Post Time, U.S.A." During the past eight years, his firm has produced more than 700 sports shows for TV use. Presently, along with its established sports programs and some TV commercials, Tel Ra Productions is placing emphasis upon color films. Thus far color is being used extensively in filming thoroughbred racing and major league baseball. Orr was an advertising executive for 27 years, being vice president of N. W. Ayer & Son, Inc., 1944-48.

JEROME S. HYAMS, president of Hygo Television Films, Inc., founded the company in 1952 and has in 3 years built the firm to one of the top TV film distributors. Jerry entered the film industry in 1934 taking a job as an office boy with Commonwealth Films. He was with that concern for 18 years. His first promotion at Commonwealth came when they established their 16 mm department and he was made a salesman. During World War II, Jerry joined the O.S.S., in the film department where he worked with John Ford. He went back to Commonwealth after the war as sales manager of 16 mm sales. With the coming of television he helped establish and manage the sales activity. He held that job until he formed the Hygo and Argyle firms. Jerry is a leisure time gardener at his home in Great Neck.

WILLIAM SELDEN TODMAN, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he became a freelance radio director and a writer for Red Book Magazine. This was followed by writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer for "The Philip Morris Playhouse," "Crime Doctor," and "Take It Or Leave It." Joining with Mark Goodson, Todman and his partner have inaugurated the following TV successes: 'What's My Line?" "I've Got a Secret," "Two for the Money," "It's News to Me," "The Name's the Same," "The Web," and "Beat the Clock."

JAMES A. LOVE, president of Lally and Love, film producers, has been in one form of show business or another all his life. His family travelled as a vaudeville team in his early years. When his father became a motion picture theater manager, Jim's first theater job was bicycling features to his father's theaters. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed the company which he now heads. Jim is married, and has one child, James Allen, Jr., who is three.

CHARLES DAND, Director of the Films and Publications Division of British Information Services in New York City, was born in Dundee, Scotland, on April 24, 1902. After he received his education at Glasgow University, he was in newspaper work from 1922-29, during which time he contributed to many British and American journals. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. He returned to journalism for two years, after which—in 1937—he entered British government services as Public Relations Office, Edinburgh. During the war, he was with the Scottish Education Dept., Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.

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PAUL TALBOT, president of Fremantle Overseas Radio, Inc., largest distributors of radio and TV material for the international market, got in on the ground floor of TV with CBS in 1941. Following Army service during the war, he became U.S. rep for the Italian Radio Network and Radio Andorra, the latter being the first European station to get back on a commercial basis after the war. Today, as one of the youngest executives in the field, Paul heads a company devoted exclusively to programming, with never a time during the 24 hours of the day, seven days a week when a Fremantle program is not being aired on some radio or television station in the world. To TV stations in seven countries, Talbot distributes films in all categories, with many programs locally produced.

LEO A. HANDEL, head of Handel Film Corporation, Hollywood, was educated in Austria, France, England and Switzerland, and holds a Ph.D. degree in economics from the University of Vienna. His apprenticeship in film production started at the Elstree Studios in London. He came to America and founded the Motion Picture Research Bureau in New York in 1939. In 1941, this unit became a department of M-G-M and Handel acted as M-G-M's director of audience research until 1950, with time out for three years military service. Four years ago, he moved to the West Coast to set up his own TV film company, producing several series. The firm expects to hit a new high in production during 1955 with two new film series set to be added to production schedules.

HERBERT R. PILZER, president of Circle Film Laboratories, Inc., has a broad technical and business background. He was born in Vienna where his father had been a prominent producer. He was educated at the Theresianische Academy in that city and continued his studies at the Marigny Institute and the Sorbonne in Paris. During 1941-42, he produced a number of pictures for the war effort in association with the Harmon Foundation. In 1943, he joined Circle Films and, by 1946, was elevated to the position of general manager of that firm. Quickly believing that film and TV were made for each other, he oriented his company to meet TV needs. Elected president of Circle Films in 1953, Pilzer has been instrumental in improving the sound portion of film commercials.

ALEX GOTTLIEB, president of Dear Phoebe Productions, has produced more than 35 "A" pictures in Hollywood since 1943. Born in Hutchison, Kans., in 1906, Gottlieb was educated at the University of Wisconsin. Under contract to Universal, he produced the first eight Abbott and Costello pictures. After this, while under contract to Warner Bros. for five years, he produced 20 pictures, including "Hollywood Canteen," "The Time, The Place, and The Girl," and "The Girl From Jones Beach." After a year at RKO, where he produced "Macao," with Jane Russell and Robert Mitchum, he independently produced "The Blue Gardenia" and "Marry Me Again." "Susan Slep Here" was the big 1954 hit for which he wrote the screen play. He has found time to enter the playwriting field.

CHARLES E. SKINNER, president and executive producer-director of Charles E. Skinner Productions, Inc., first transferred his talents from Hollywood to TV when he did the original "Big Story" series, converting it from radio to TV. Long time member of the Screen Directors Guild, Skinner attended schools on Hollywood motion picture lots and became an assistant director on feature pictures at the age of 15. For seven years, he brought his Hollywood techniques and know-how to the aid and assistance of Jam Handy. His film credits, besides 73 "Big Story" films, include "Murder in 'A' Flat," "Les Paul and Mary Ford," and "This Is Your Army" for 20th Century-Fox, plus a large number of public relations films for leading manufacturers and industrial companies.

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CHARLES N. BURRIS, general manager of Telenews Productions, Inc., has been with the production firm for 14 years, having first associated with its Cleveland office as director of publicity, promotion and advertising on Telenews Newsreel Theaters, largest newsreel theater chain in the country. With advent of TV, Burris was transferred to New York early in 1948 to take over the office of sales and advertising manager, the job he held until Sept. 1951 when he was upped to his present post. When not pre-occupied with TV newsreel operation, Charlie supervises such projects as production of TV commercials and other video chores. Prior to joining Telenews, Charlie spent a number of years as manager of motion picture theaters in Chicago, following graduation from the U. of Chicago.

CHARLES Z. WICK, president of Telefilm Enterprises, formed that distributing organization after an exhaustive study which enabled him to present detailed plans to a prominent group of investors. Charlie has always made use of his talents for both music and commerce. While an undergraduate at the University of Michigan, he formed orchestras which made him $26,000 in one year. He later studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements. Charlie is married to the former Mary Jane Woods and they have two sons, Charlie, Jr., and Douglas.

SAUL J. TURELL, president of Sterling Television Co., Inc., has brought a merchandising approach to low budget shows and stand-by films that has made Sterling one of the largest distributors in the field. Saul is a native New Yorker. He attended CCNY and the University of Chicago. From 1942 to 1946 he was in the Army and spent most of his time, according to his own testimony, on KP. Serving in the South Pacific, New Guinea and the Philippines, Saul emerged from the service as Sgt. Turell. After the war he went to work for Official Films and after watching volume sales of home movie films such as Castle and Official, he decided to launch Sterling Films in 1946, in partnership with Robert Rhoades. In 1949, when Bernice Coe joined the company, a TV department was inaugurated.

GUY V. THAYER, vice-president and general manager of Roland Reed Productions, Hollywood TV film firm, entered the motion picture field, while a senior at Hollywood High School, working at an after-school job in the Paramount film laboratory. He moved up through the ranks as a senior film editor at Paramount, RKO and Universal-International, then became associate producer for PRC. He left the latter position for service in the U. S. Navy, serving in a photographic unit. At the United Nations conference in San Francisco, he was coordinator between the military and government crews of all countries, and he also set up the photographing of the war crimes trials in Nuremberg, Germany. Guy was discharged from the Navy in 1945 and he immediately joined Roland Reed Productions.

WILLIAM VAN PRAAG, head of Van Praag Productions, produces and directs both film commercials and features for television. From a start in the industry as a manager of a theater, Van Praag got into advertising via a promotional scheme for theaters. He worked on advertising films for theatrical distribution, and from there became a free-lance film editor, doing stints for some of the top film companies. His creative talent drew the notice of Uncle Sam, who contracted him to set up the first film unit for the O.W.I. After a three year hitch with the Army, he went back to free lancing on a large scale. Prior to forming his own company, he did some pioneer film work for NBC-TV, was on the production staff for several features released through United Artists, and worked for Bray Studios.

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GEORGE BAGNALL, president of George Bagnall and Associates, Inc., became identified with the motion picture industry after a long experience in the financial field. He joined the Fox Film Company in 1928 as comptroller of its West Coast Studios and later was placed in charge of all finances. He joined Paramount Studios in 1935 as studio treasurer and later was named executive studio manager. In 1937, he was named vice-president of the company. He resigned in 1941 to join the Alexander Korda producing organization, serving as vice-president and general manager until 1942, when he was designated vice-president of United Artists. In 1952, he formed his present company, establishing offices in various leading cities, including New York and Chicago, and acquiring new product for distribution.

LOUIS HUOT, vice-president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, headquartering in Paris, and has worked for numerous other papers, including the Montreal Gazette. In film production, Louis has produced public relations movies for such clients as the Prudential Insurance Co., Pontiac Motors, and the Block Drug Co. of New Jersey. He has made movies on new weapons and techniques for the Army Signal Corps. In his position at Five Star Productions of Hollywood, he supervises the production of both TV commercials and institutionals.

JOSEPH PLUNKETT, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theater, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theater (formerly the New Theater) and also produced plays under his own management, then was appointed managing director of the Strand Theater in New York. He produced pictures for Paramount Pictures Corporation, then became director, vice president, and general manager of the RKO Corporation. Later, he served as vice president of Select Attractions, Inc., distributing special pictures. It was in 1954 that Plunkett entered the TV film field, assuming his present post with NATP.

AL STAHL, president of Animated Productions, jumped into cartooning at an early age, seeing his first cartoon-strip nationally syndicated when he was 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work with the Army Signal Corps. He opened his own studios after World War II and produced his first animated cartoon show in 1946. A pioneer in TV work, his firm has created and produced TV animated and live advertising for leading agencies and has made great strides in photography of stylized animation. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.

VINCENT J. NOLA, head of Nola Studios, Inc., producers of films for TV, was born in Italy and at the age of 10 migrated to the U. S. With money saved from a paper route he studied voice in Buffalo and later transferred to New York where he resumed his studies and later established himself as a vocal coach. It occurred to him, through his close association with music and musicians, that there was a pressing need for rehearsal studios. As a consequence, Nola established 16 studios in Steinway Hall and subsequently equipped most of the studios with recording facilities. Needing more space, he brought his total number of studios up to 32 with rooms at the WMCA Building. Six studios are equipped for making tape and disc transcriptions as well as for making TV films.

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General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York., N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantyne Co., 1712 Jackson, Omaha 2, Nebr.
Century Projector Corp., 729 7th Ave., New York N. Y.
Camera Equipment Co., 1600 Broadway, New York., N. Y.

Spot and Flood Lamps

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
Ariel Davis Supply Co., 3687 S. State St., Salt Lake City, Utah.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Compco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Electric Co., Nela Park, Cleveland, O.
International Motion Picture Consultants, Inc., National Press Building, Washington, D. C.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
National Theater Supply, 92 Gold St., New York, N. Y.
Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
Sylvania Electric Products Co., 1740 Broadway, New York, N. Y.
Wenzel Projector Co., 2509 S. State St., Chicago 16, Ill.
Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
Radio Corp. of America, Camden, N. J.

Carpets

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
James Lees & Sons Co., Norristown, Montgomery County, Pa.
C. H. Masland & Sons, Carlisle, Pa.
Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

Background Processes

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) . HOllywood 4-7471
Anderson, Howard A.
1611 Cosmo St. . . . . HOllywood 2-1247
Cinema Research
7000 Romaine, Hollywood (38)
HOllywood 2-7464
Consolidated Films Industries, Inc.
959 Seward St. . . . . HOllywood 9-1441
Dunningcolor Corp.
932 N. La Brea Ave. . . . . HOllywood 7-3174
Mercer, Ray
4241 Normal Ave. . . . . NOrmandy 3-9331
Pacific Title & Art Studio
6350 Santa Monica Blvd. . . . HOllywood 3-5611
Pathe Laboratories, Inc.
6823 Santa Monica Blvd. . . . HOllywood 9-3961
Rabin, Jack
1710 N. La Brea Ave. . . . . HOllywood 5-4126
Technicolor Motion Picture Corp.
6311 Romaine St. . . . . HOllywood 7-1101

Laboratories

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Hghland Ave. (38) . HOllywood 4-7471
Associated Film Laboratory
5631 Hollywood Blvd. . . . . HOllywood 4-8195
Cinema Research
7000 Romaine . . . . . HOllywood 2-7464
Color Reproduction Co.
7936 Santa Monica Blvd. (46)
HOllywood 4-8225
Consolidated Film Industries
959 Seward St. (38) . . . . . HOllywood 9-1441
Dunningcolor Process Co. Inc.
932 N. La Brea Ave. (38) . . HOllywood 7-3174

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Ansco Division of General Aniline & Film Corp., Binghamton, N. Y.; 405 Lexington Ave., MUrray Hill 6-0555, New York 19, N. Y.; 1011 N. La Brea, HOllywood 3-7181, Hollywood, Calif.

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I. E. du Pont de Nemours and Co. (Inc.), Photo Products Division, Wilmington, Del.; 7051 Santa Monica Blvd., HOllywood 9-5147, Hollywood 38, Calif. Factories: Parlin, N. J.

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

German, W. J., Inc.
Distributor of Eastman motion picture film. John St., Fort Lee, N. J., Fort Lee 8-5100; 6700 Santa Monica Blvd., HOllywood 4-6131, Hollywood 38, Calif.

Gevaert Co. of America
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HOllywood 2-7464
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2400 W. Alameda, Burbank...Victoria 9-3461
Glenar (Sid) Productions
6618½ Sunset Blvd. (38)...HOllywood 4-0406
Lantz, Walter
861 Seward St.....HOllywood 9-2907
Mercer, Ray
4241 Normal Ave.....NOrmandy 3-9331
Metro-Goldwyn-Mayer
Culver City .....TExas 0-3311
United Productions of America
4440 Lakeside Dr., Burbank.....TH 2-7171
Warner Bros. Cartoons, Inc.
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Terry, Paul
38 Centre Ave.....NEw Rochelle 2-3466

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1270 Ave. of Americas.....JUdson 6-3442
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Associated Film Lab.
5631 Hollywood Blvd., Hollywood; HOllywood 4-8195.

Castegnaro, Mario
1338½ Miller Drive, HOllywood 7-9051.

Cinema Research
7000 Romaine, Hollywood 38, Calif.; HOllywood 2-7464.

Color Research Corp.
105 E. 106th St., New York, N. Y.; SAcramento 2-7830.

Color Reproduction Co.
7936 Santa Monica Blvd., Hollywood 46, Calif.; HOllywood 4-8225.

Consolidated Film Ind.
959 N. Seward St., Hollywood; HOllywood 9-1441.

Dunningcolor Corp.
Laboratory, 932 N. La Brea Ave., Hollywood 38, Calif.; HOllywood 7-3174.

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Rochester, N. Y.

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Flora Color
1103 El Centro Ave., Hollywood, Calif.; HOllywood 7-9559.

Houston Color Film Laboratories
230 W. Olive Ave., Burbank, Calif.; THornwall 2-8183.

Kodachrome
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.) 6060 Hollywood Blvd., Hollywood; HO 4-2181.

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NBC-TV

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Kitchen Fare
DuMont

ALBERT, EDDIE
Saturday Night Revue
NBC-TV

ALBRITTON, LOUISE
Concerning Miss Marlowe
NBC-TV

ALDA, ROBERT
What's Your Bid
DuMont

ALEXANDER, BEN
Dragnet
NBC-TV

ALEXANDER, JOAN
The Name's the Same
ABC-TV

ALLEN, DAYTON
Winky Dink and You
CBS-TV

ALLEN, FRED
Judge for Yourself
NBC-TV

ALLEN, MEL
Sports Daily
NBC

ALLEN, STEVE
B. Dec. 26, 1921, New York City.
Tonight, NBC-TV

ALLISON, FRAN
Kukla, Fran and Ollie
NBC-TV; The Breakfast Club,
ABC-TV

AMSTERDAM, MOREY
The Morey Amsterdam Show
NBC-TV

ANDERSON, EDDIE "ROCHESTER"
B. Sept. 18, 1905, Oakland, Calif.
The Jack Benny Show, CBS-TV

ANDERSON, JUDITH
Macbeth
NBC-TV

ANDERSON, WARNER
The Line Up
CBS-TV

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

ARDEN, EVE
Our Miss Brooks
CBS-TV

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNOLD, EDWARD
Spotlight Story
Mutual

ARQUETTE, CLIFF
The RCA Victor Show Starring Dennis Day
NBC-TV

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

AUTRY, GENE
The Gene Autry Show
CBS-TV

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The Ray Milland Show
CBS-TV

— B —

BACKUS, JIM
I Married Joan
NBC-TV

BAILEY, JACK
Truth Or Consequences
NBC-TV

BAKER, ART
You Asked for It
ABC-TV

BAKER, RICHARD EVANS "TWO TON"
B. May 2, 1916, Chicago, Ill. Tip Top Lunch Hour, WBKB, ABC; Two Ton Baker Show, Transcribed; Movie Quick Quiz, WGN-TV

BALL, LUCILLE
I Love Lucy
CBS-TV

BANNON, JIM
Hawkins Falls
NBC-TV

BARLOW, HOWARD
Voice of Firestone
ABC-TV

BARRY, JACK
Winky Dink and You
CBS-TV
Life Begins at Eighty
DuMont

BARRY, PATRICIA
First Love
NBC-TV

BARTLETT, TOMMY
Welcome Travelers
NBC, NBC-TV

BARTY, BILLY
B. Oct. 25, Pennsylvania, The Spike Jones Show, NBC-TV

BAUER, CHARITA
The Guiding Light
CBS-TV

BAXTER, DR. FRANK C.
Now and Then
CBS-TV

BEAN, BOB
The Paul Dixon Show
DuMont

BECKER, BARBARA
Road of Life
CBS-TV

BELL, DORESE
TV Card Party, WTOP-TV; General Electric Theatre, New Homes Preview, WMAL-TV; Hi Neighbor, WHAM-TV; Mistress of Ceremonies, WTTG-TV; Dorese Bell Show WRNY, ABC

BELLAMY, RALPH
Man Against Crime
DuMont; NBC-TV

BELLER, MARY LINN
The Brighter Day
CBS-TV

BENDIX, WILLIAM
Life of Riley
NBC-TV

BENNY, JACK
Feb. 14, 1894, Chicago, Ill. The Jack Benny Show, CBS, CBS-TV

BENOIT, PAT
Mr. Peepers
NBC-TV

BERG, GERTRUDE
The Goldbergs
DuMont

BERLE, MILTON
Milton Berle Show, NBC-TV

BICKFORD, CHARLES
Star of Motion Pictures, Radio, Television

BILLINGSLEY, SHERMAN
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ABC-TV

BISHOP, WILLIAM
It's a Great Life
NBC-TV

BLUE, BEN
Saturday Night Revue
NBC-TV

BOLGER, RAY
The Ray Bolger Show
ABC-TV

BOONE, RICHARD
B. June 18, Los Angeles, Calif. Medic, NBC-TV

BOWMAN, LEE
What's Going On
ABC-TV

BOYD, WILLIAM
Hopalong Cassidy
NBC-TV

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BOYER, CHARLES
Four Star Playhouse
CBS-TV

BRADY, PAT
The Roy Rogers Show
NBC, NBC-TV

BREEN, ROBERT
Down You Go
DuMont

BRIGGS, DON
Adventures of the Abbotts
NBC

BRITTON, BARBARA
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NBC-TV

BRYAN, ARTHUR Q.
B. May 8, 1899, Brooklyn, N. Y. Fibber McGee & Molly, NBC; Professional Father, Halls of Ivy, CBS-TV

BRYAN, MARVIN
B. Nov. 3, Santa Monica, Calif. Lux Video Theatre, Medic, NBC-TV; Man Behind the Badge, TV Syndicated; Suspense, Mr. and Mrs. North, CBS; When a Girl Marries, ABC

BUFFANO, JULES
Colgate Comedy Hour, Texaco Star Theatre
NBC-TV

BUNCE, ALAN
Ethel and Albert, NBC-TV

BURDICK, HAL
Night Editor, The Old Timer
DuMont

BURNS, GEORGE AND GRACIE ALLEN
Burns and Allen Show
CBS-TV

BURR, ANNE
The Greatest Gift
NBC-TV

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

BYINGTON, SPRING
December Bride
CBS-TV

— C —

CAESAR, SID
Caesar's Hour, NBC-TV

CAGNEY, JEANNE
Queen for a Day
Mutual

CAIN, JEFF
Mirge and Jeff
DuMont

CAMARGO, RALPH
Nick Carter, Mutual; Whispering Streets, ABC; Danger, Gangbusters, Crime Syndicated, CBS-TV; Kraft Television Theatre, NBC-TV

CAMP, SIS
The Paul Dixon Show
DuMont

CAMPBELL, FLORA
Valiant Lady
CBS-TV

CANTOR, EDDIE
B. Jan. 31, 1893, New York City. Colgate Comedy Hour, NBC-TV; The Eddie Cantor Show, Ziv-TV

CARHART, GEORGIANA
Life Begins at Eighty
DuMont

CARLON, FRAN
Portia Faces Life
CBS-TV

CAREY, MacDONALD
Jason and the Golden Fleece
NBC

CARLISLE, KITTY
What's Going On
ABC-TV

CARLSON, RICHARD
I Led Three Lives
NBC-TV

CARNEY, ART
Jackie Gleason Show, Best of Broadway, Climax, CBS-TV

CARNEY, GRACE
Rocky King, Detective
DuMont

CARROLL, LEO G.
Topper
CBS-TV

CARROLL, PAT
Saturday Night Revue
NBC-TV

CARROLL, ROBERT
The Stranger
DuMont

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as

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AND MOLLY

NBC RADIO

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20th Year

JOHNNY MERCER

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CARSON, JACK
B. Oct. 11, 1911, Carmen, Manitoba, Canada. The Jack Carson Show, NBC-TV

CARSON, KEN
Saddle Scouts
DuMont

CASSINI, IGOR
B. Sept. 20, 1915, Sebastopol, Russia, The Igor Cassini Show, WRCA-TV; DuMont

CAULFIELD, JOAN
My Favorite Husband
CBS-TV

CERF, BENNETT
What's My Line
CBS-TV

CHAPIN, LAUREN
Father Knows Best
CBS-TV

CHAPMAN, JOHN
NBC Star Playhouse
NBC

CHASE, ILKA
Masquerade Party
ABC-TV

CHURCHILL, SARAH
Hallmark Hall of Fame
NBC-TV

CLARK, DANE
Crime and Peter Chambers
NBC

CLARK, EVERETT
Chicago Theater of the Air
Mutual

CLARK, LON
Nick Carter
Mutual

CLAIRE, MARION
Chicago Theater of the Air
Mutual

CLAYTON, JAN
Lassie
CBS-TV

CLEVELAND, GEORGE
Lassie
CBS-TV

COBB, BUFF
Masquerade Party
ABC-TV

COCA, IMOGENE
The Imogene Coca Show
NBC-TV

COLLINS, TED
The Kate Smith Show
NBC-TV

COLLYER, BUD
On Your Way, DuMont; Beat the Clock, CBS-TV; Break the Bank, Feather Your Nest, NBC, NBC-TV

COLMAN, RONALD
Halls of Ivy
CBS-TV

COMBS, GEORGE HAMILTON
Spotlight, New York
WABC

COMO, PERRY
The Perry Como Show
CBS-TV

COOGAN, RICHARD
Love of Life
CBS-TV

COPELAND, MAURICE
Hawkins Falls
NBC-TV

COUGHLIN, FRANCIS
Down You Go
DuMont

COWLING, SAM
Breakfast Club
ABC-TV

COY, JIM
The Jim Coy Show
NBC

CRAIG, NANCY
B. Nov. 13, Nancy Craig, ABC-TV; Woman of Tomorrow, ABC

CRONYN, HUME
The Marriage
NBC, NBC-TV

CROSBY, BOB
B. Aug. 23, 1913, Spokane, Wash. The Bob Crosby Show, The Jack Benny Show, CBS-TV

CROWLEY, RUTH
All About Baby
DuMont

CULLEN, BILL
Name That Tune, It Happens Every Day
CBS-TV, Mutual

— D —

DALY, JAMES
Foreign Intrigue
NBC-TV

DALY, JOHN
John Daly and the News, What's My Line
ABC-TV, CBS-TV

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— o —

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DANA, ROBERT
Dana's Dining Tips
DuMont

D'ANDREA, TOM
Life of Riley
NBC-TV

DAVIS, BLAIR
The Brighter Day
CBS-TV

DAVIS, GAIL
Annie Oakley
DuMont

DAVIS, JOAN
I Married Joan
NBC-TV

DAY, DENNIS
The RCA Victor Show starring Dennis Day, Nutrilite Show
NBC-TV, NBC

DEMMING, ELLEN
The Guiding Light
CBS-TV

DENNING, RICHARD
Mr. and Mrs. North
NBC-TV

DEVINE, ANDY
Wild Bill Hickok
DuMont

DISNEY, WALT
Disneyland
ABC-TV

DIXON, PAUL
The Paul Dixon Show
DuMont

DONAHUE, ELINOR
Father Knows Best
CBS-TV

DONALD, PETER

B. June 6, 1918, Bristol, England. Masquerade Party, Pantomine Quiz, ABC-TV; Don McNeill's Breakfast Club, ABC, ABC-TV; Omnibus, CBS-TV; Can You Top This, NBC

DOTY, ROY
Roy Doty Show
DuMont

DOUGLAS, DIANA
Three Steps to Heaven
NBC-TV

DOUGLAS, DON
John Steele, Adventurer
Mutual

DOUGLAS, SUSAN
The Guiding Light
CBS-TV

DOWNS, HUGH
Home
NBC-TV

DUFOUR, VAL
First Love
NBC-TV

DUNN, JAMES
It's a Great Life
NBC-TV

DURANTE, JIMMY

B. Feb. 18, 1893, New York City. The Jimmy Durante Show, Colgate Comedy Show, NBC-TV

DUTRA, JOHN
First Love
NBC-TV

DWYER, VIRGINIA
Road of Life
CBS-TV

— E —

EDWARDS, ALLYN
The Allyn Edwards Show
NBC

EDWARDS, RALPH

B. June 13, 1913, Merino, Colo. This Is Your Life, NBC-TV; Truth Or Consequences, NBC

ELLIOT, BRUCE
Movie Quick Quiz
DuMont

ELSTNER, ANNE
Stella Dallas
NBC

EMERSON, FAYE
The Faye & Skitch Show
NBC-TV

ERICKSON, CORYDON

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

ERWIN, STU
The Stu Erwin Show
ABC-TV

EVANS, BERGEN
Down You Go
DuMont

JACK CARSON

"A Star Is Born" — WB
"Phffft" — Col
"Ain't Misbehavin'" — UI

"The Jack Carson Show"
NBC-TV
for Pontiac

Management: MCA
Personal Manager: Frank Stempel

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EDDIE CANTOR

ZIV

ART CARNEY

Jackie Gleason Show

CBS-TV

Personal Management:
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EVANS, DALE
The Roy Rogers Show
NBC, NBC-TV

EVANS, MAURICE
Macbeth
NBC-TV

— F —

FADIMAN, CLIFTON
Conversation
NBC

FAGAL, WILLIAM
Faith for Today
ABC-TV

FAIRBANKS, DOUGLAS
The Rheingold Theatre
NBC-TV

FALKENBURG, JINX
Jinx Falkenburg's Diary
NBC-TV

FARRELL, CHARLES
My Little Margie
NBC-TV

FARRELL, FRANK
Sheraton Luncheon with Frank Farrell
WABC

FAYE, ALICE
The Phil Harris-Alice Faye Show
NBC

FITZGERALD, ED AND PEGEEN
The Fitzgeralds
WABC

FITZMAURICE, MICHAEL
Radio Registry

FLYNN, BERNARDINE
Hawkins Falls
NBC-TV

FORD, SENATOR ED
Can You Top This?
NBC

FORD, TENNESSEE ERNIE
B. Feb. 13, 1919, Bristol, Tenn.
Tennessee Ernie Ford Show, NBC-TV, CBS; Capitol Records

FOSTER, PRESTON
Waterfront
DuMont

FRANCIS, ARLENE
What's My Line, Soldier Parade, Home, It Happens Every Day
CBS-TV; ABC-TV; NBC-TV, Mutual

FREEMAN, FLORENCE
Young Widder Brown
NBC

FREEMAN, STAN
All Night
NBC

FROMAN, JANE
The Jane Froman Show
CBS-TV

— G —

GARDNER, ED
Duffy's Tavern
NBC-TV

GARDNER, HY
What's Going On
ABC-TV

GARGAN, WILLIAM
Barrie Craig, Confidential Investigator
NBC

GARROWAY, DAVE
Sunday with Garroway, Friday with Garroway, The Dave Garroway Show, Today
NBC, NBC-TV

GIBBS, LYNN
The Paul Dixon Show
DuMont

GILBERT, PAUL
The Duke
NBC-TV

GILBERT, RUTHIE
The Buick-Berle Show
NBC-TV

GILMAN, TONI
Down You Go
DuMont

GLEASON, JACKIE
Jackie Gleason Show, CBS-TV

GNAGY, JON
Draw with Me
NBC-TV

GOBEL, GEORGE
B. May 20, 1920, Chicago, Ill.
The George Gobel Show, NBC-TV

GODFREY, ARTHUR
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV

GOETZ, THEO
The Guiding Light
CBS-TV

"Here's Looking At You"

NBC-TV

RICHARD WILLIS

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BRYNA
RAEBURN

•

RADIO REGISTRY

DEL SHARBUTT

"The Betty White Show"

NBC-TV

www.americanradiohistory.com

GORDON, DOROTHY
N. Y. Times Youth Forum
DuMont

GORING, MARIUS
Adventures of the Scarlet Pimpernel
NBC

GRAHAM, LEE
Letter to Lee Graham, WABD

GRAHAM, VIRGINIA
Food for Thought
DuMont

GRANIK, THEODORE
American Forum of the Air. Youth Wants to Know
NBC-TV

GRAZIANO, ROCKY
The Martha Raye Show
NBC-TV

GRAY, BARRY
Barry Gray Show
WABD, New York

GRAY, BILLY
Father Knows Best

GREAZA, WALTER
Treasury Men in Action
ABC-TV, NBC-TV

GREEN, MARGE
Marge and Jeff
DuMont

GROVE, BETTY ANN
The Big Payoff
CBS-TV

— H —

HADLEY, REED
Public Defender
CBS-TV

HAGEN, JEAN
Make Room for Daddy
ABC-TV

HAINES, LARRY
Treasury Agent
Mutual

HALOP, BILLY
B. Feb. 11, 1921, New York City. Robert Montgomery Presents, Big Town, NBC-TV; Climax, Jack Benny, Meet Millie, CBS-TV; Adolph Menjou Presents, Syndicated

HALOP, FLORENCE
Jan. 23, New York City. Meet Millie, CBS-TV

HAMMOND, EARL
B. June 17, 1921, New York City. Studio One, You Are There, Valiant Lady, Danger, CBS-TV; Robert Mongtomery Presents, NBC-TV; Magic Cottage, DuMont

HARRIS, PHIL
The Phil Harris-Alice Faye Show
NBC

HARRIS, ROBERT H.
B. July 15, 1911, New York City. The Goldbergs, DuMont; Studio One, You Are There, Omnibus, CBS; The Elgin Hour, ABC; Philco Television Playhouse, NBC

HARTLINE, MARY
Super Circus
ABC-TV

HARVEY, MARILYN
B. March 19, 1929. Danger, CBS-TV; Morey Amsterdam Show, Ern Westmore Show, Joe Franklin Show, ABC-TV; Man Behind the Badge, NBC-TV

HASEL, JOE
Sports Final
NBC-TV

HASTINGS, DON
Captain Video, Secret Files of Captain Video
DuMont

HAYES, GABBY
The Gabby Hayes Show
NBC-TV

HEATHERTON, RAY
Merry Mailman, WOR-TV; Luncheon at Sardi's, WOR

HELMORE, TOM
Top Secret Files
Mutual

HENDERSON, MARCIA
Dear Phoebe
NBC-TV

HENDERSON, SKITCH
The Skitch Henderson Show, The Faye and Skitch Show, A Man and His Music
NBC, NBC-TV

HENRY, BILL
Who Said That?
NBC-TV

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MISS FRANCES

DING DONG SCHOOL

NBC-TV

THOMAS MITCHELL

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HERBERT, DON
Watch Mr. Wizard, NBC-TV; General Electric Theater, CBS-TV

HERLIHY, ED
Horn & Hardart Children's Hour, Your Show of Shows, Max Liebman's Spectaculars, Kraft Television Theatre, NBC-TV; Weekend, NBC

HERSHFIELD, HARRY
Can You Top This?
NBC

HEWITT, VIRGINIA
Space Patrol
ABC-TV

HOBBS, PETER
The Secret Storm
CBS-TV

HODGE, AL
Captain Video, Secret Files of Captain Video
DuMont

HODGES, RUSS
Sports Daily
NBC

HOLBROOK, HAL
The Brighter Day
CBS-TV

HOLCOMB, HARRY
Road of Life
CBS-TV

HOLLIDAY, JUDY
Color Spectaculars
NBC-TV

HOLMES, ED
Captain Video
DuMont

HOPE, BOB
B. May 29, 1903, London, England. The Bob Hope Show, NBC, NBC-TV

HUGHES, BILL
Just Plain Bill
NBC

HULL, WARREN
Strike It Rich
NBC

HUME, BENITA
Halls of Ivy
CBS-TV

— I —

IRVING, CHARLES
Search for Tomorrow, CBS-TV

IRVING, HOLLIS
Robert Montgomery Presents, Suspense, Love of Life, NBC-TV; Road of Life, NBC, CBS

IRWIN, CAROL
I Remember Mama, CBS-TV

— J —

JACKSON, EDDIE
Texaco Star Theatre
NBC-TV

JAMES, DENNIS
The Name's the Same, Chance of a Lifetime
ABC-TV

JAMES, JERRI LOU
The RCA Victor Show Starring Dennis Day
NBC-TV

JEFFREYS, ANNE
Topper
CBS-TV

JENKINS, ALLEN
The Duke
NBC-TV

JENKS, FRANK
Colonel Humphrey Flack
DuMont

JOHNSON, BESS
Search for Tomorrow
CBS-TV

JONES, SPIKE
The Spike Jones Show
NBC-TV

JORDAN, JAMES E.
B. Nov. 16, Peoria, Ill. Fibber McGee and Molly, NBC

DEAN PARKER

•

Direction

MCA

•

Records

MGM

•

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"Hi Neighbor"
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WHAM-TV

Hostess
"New Homes Preview"
WMAL-TV

Mistress of
Ceremonies
WTTG-TV

"Dorese Bell Show"
WRNY

DORESE BELL

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ABC Television
Coast-to-Coast Transcribed Radio Show

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JORDAN, MARIAN
B. April 15, Peoria, Ill. Fibber McGee & Molly, NBC

— K —

KAMMAN, LEIGH
1280 Club, Jambalaya, WOV

KAPLAN, MARVIN
B. Jan. 24, 1927, Brooklyn, N. Y. Meet Millie, CBS, CBS-TV; Ford Theater, NBC-TV

KARNS, ROSCOE
Rocky King, Detective
DuMont

KARNS, TODD
Rocky King, Detective
DuMont

KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA Thesaurus

KEENE, WILLIAM
Studio, One, Search for Tomorrow, Man Behind the Badge, CBS-TV; World We Live In, WABC; Doctor 6 Gun, WNBC; Rocky King, DuMont

KEMMER, ED
Space Patrol
ABC-TV

KENNEDY, BOB
Sense or Nonsense
DuMont

KILGALLEN, DOROTHY
What's My Line
CBS-TV

KING, JOE
Manhattan Crossroads
Mutual

KINGSLEY, MARTIN
Sentenced
Mutual

KINNE, KIT
Home
NBC-TV

KIRCHNER, CLAUDE
Super Circus
ABC-TV

KIRKWOOD, JOE
Joe Palooka Story
DuMont

KOVACS, ERNIE
The Ernie Kovacs Show, DuMont TV

— L —

LACKLAND, BEN
Captain Video
DuMont

LAINE, FRANKIE
B. March 30, Chicago, Ill. Frankie Laine Show, Syndicated; Columbia Pictures, Columbia Records

LARIE, JUDSON
Mania
CBS-TV

LARKIN, JOHN
Right to Happiness
NBC

WILLIAM KEENE

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LARSEN, KEITH
The Hunter
NBC-TV

LAWFORD, PETER
Dear Phoebe
NBC-TV

LeBOW, GUY
WPIX, New York, N. Y.

LEE, PINKY
The Pinky Lee Show
NBC-TV

LESCOULIE, JACK
The Jackie Gleason Show, CBS-TV; Today, NBC-TV

LEVENSON, SAM
B. Dec. 28, 1911, New York City. This Is Show Business, Toast of the Town, CBS

LEWIS, FORREST
The Women in My House
NBC

LEWIS, JERRY
B. March 16, 1926, Newark, N. J. Colgate Comedy Hour, NBC-TV

LEWIS, ROBERT Q.
B. April 5, 1921, New York City. The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

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

LINKLETTER, ART
Art Linkletter's House Party, People Are Funny
CBS-TV; NBC-TV

LIPTON, BILL
Road of Life
CBS-TV

LIPTON, JAMES
The Guiding Light
CBS-TV

LOCKHART, GENE
Who Said That?
NBC-TV

LOCKHART, JUNE
Who Said That?
NBC-TV

LORING, LYNN
Search for Tomorrow
CBS-TV

LORNE, MARION
Mr. Peepers
NBC-TV

LUPINO, IDA
Four Star Playhouse
CBS-TV

LYNCH, KEN
The Plainclothesman
DuMont

LYNCH, PEG
Ethel and Albert, NBC-TV

— *Mc* —

McBRIDE, JEAN
Love of Life
CBS-TV

McBRIDE, MARY MARGARET
Mary Margaret McBride Show, Full NBC Radio Network

McCARTHY, JOSEPHINE
The Herb Sheldon Show
NBC-TV

"ETHEL and ALBERT"

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PEG LYNCH
and
ALAN BUNCE

Written by
PEG LYNCH

Directed by
WALTER HART

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McCAY, PEGGY
Love of Life
CBS-TV

McCONNELL, ED
Smilin' Ed's Gang
ABC-TV

McCRARY, JINX FALKENBURG
The Tex and Jinx Show, NBC-TV

McCRARY, TEX
The Tex and Jinx Show, NBC-TV

McCULLOUGH
Movie Quick Quiz
DuMont

McDONNELL, CRAIG
Official Detective
Mutual

McELHONE, ELOISE
Modern Romances
ABC

McNEILL
Breakfast Club
ABC-TV

McNELLIS, MAGGI
B. June 1. Maggi McNellis Show, Colonial Airlines, WABC-TV; Maggi's Magazine, WABC; Leave It to the Girls, ABC-TV; Sunnyside of News for Coke, WOR

McQUADE, ARLINE
The Goldbergs
DuMont

McVEY, PATRICK
City Assignment
DuMont

McWATTERS, W. O.
Broadway Cop
Mutual

— *M* —

MacRAE, GORDON
B. March 12, 1921, East Orange, N. J. Colgate Comedy Hour, NBC-TV

MADISON, GUY
Wild Bill Hickok
DuMont, NBC-TV

MAGUIRE, KATHLEEN
Three Steps to Heaven
NBC-TV

MANION, CLARENCE E.
Forum of Opinion
Mutual

MANN, CLAIRE
Claire Mann Show, WABD-TV

MARTIN, DEAN
B. June 7, 1917, Steubenville, Ohio. Colgate Comedy Hour, NBC-TV

MARTIN, JEAN
The Jean Martin Show
WABC

MARTIN, LEILA
Golden Windows
NBC-TV

MARTINELLI, GIOVANNI
Opera Cameos
DuMont

MARX, GROUCHO
You Bet Your Life
NBC-TV

MAYER, KEN
Space Patrol
ABC-TV

MacALISTER, PAUL
Home
NBC-TV

MacDONALD, ROBERTA
The Paul Dixon Show
DuMont

MacLAUGHLIN, DON
Road of Life, Counterspy
CBS-TV; Mutual

MAYER, KEN
B. June 25, San Francisco, Calif. Space Patrol, ABC-TV; Comedy Hour, Texaco-Durante Show, The Duke, The Soldiers, NBC-TV; Life with Elizabeth, Syndicated

MEADOWS, AUDREY
What's Going On, Jackie Gleason Show
ABC-TV, CBS-TV

MEADOWS, JAYNE
What's Going On?
ABC-TV

MEIKLE, PAT
Magic Cottage
DuMont

MENJOU, ADOLPH
My Favorite Story
NBC-TV

MERCER, JOHNNY
B. Nov. 18, 1909, Savannah, Ga. Musical Chairs, KTTV & Syndicated; The Johnny Mercer Show, CBS

LEIGH KAMMAN

- disc jockey
- announcer
- narrator

PATRICIA McGOVERN

- singer
- lead singer
- voices

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"The Big Top" — CBS-TV
"Make Up Your Mind" — CBS

JOE SILVER

SU 7-5400

ALAN YOUNG

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— UA —

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MERLIN, JAN
Tom Corbett, Space Cadet
DuMont

MERRILL, GARY
Justice
NBC-TV

MERRIMAN, RANDY
The Big Payoff
CBS-TV

MILANO, FRANK
Rin Tin Tin
Mutual

MILLAND, RAY
The Ray Milland Show
CBS-TV

MILLER, DEAN
December Bride
CBS-TV

MILLER, SID
Texaco Star Theatre
NBC-TV

MIMMS, MAVIS
We Love Dogs
DuMont

MINER, JAN
Lux Video Theatre, Robert Montgomery Presents, NBC-TV; This Is Nora Drake, Hilltop House, CBS

MINTZ, ELI
The Goldbergs
DuMont

MILO, HENRY
Travel Talks
WABC

MISS FRANCES
(Frances R. Horwich); Ding Dong School, NBC-TV

MITCHELL, THOMAS
B. July 11, Elizabeth, N. J. Mayor of the Town, Syndicated, Light's Diamond Jubilee, All Networks; Ford Theater, NBC-TV; Studio One, CBS-TV

MONTGOMERY, ELIZABETH
Your Lucky Strike Summer Theatre
NBC-TV

MONTGOMERY, ROBERT
Presents Your Lucky Strike Theatre. Presents the Johnson's Wax Program
NBC-TV

MOORE, DEL
Life With Elizabeth
DuMont

MOORE, GARRY
Garry Moore Show
CBS-TV

MOORE, IDA
The RCA Victor Show starring Dennis Day
NBC-TV

MORGAN, HARRY
December Bride
CBS-TV

MORGAN, WESLEY
Life of Riley
NBC-TV

MORRIS, HOWARD
Caesar's Hour, Your Show of Shows, NBC-TV

MOWBRAY, ALAN
Colonel Humphrey Flack
DuMont

MURRAY, ARTHUR
The Arthur Murray Party
NBC-TV

RAY HEATHERTON
"The Merry Mailman"
and
"Luncheon at Sardi's"
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MURRAY, JAN
Dollar a Second, ABC-TV; Jan Murray Time, NBC-TV

MURRAY, KATHRYN
The Arthur Murray Party
NBC-TV

MURRAY, KEN
B. July 14, 1903, New York City.
Where Were You, Syndicated Film

MYERSON, BESS
The Big Pay Off, CBS-TV

— N —

NASH, OGDEN
Masquerade Party
ABC-TV

NEISEN, CLAIRE
Backstage Wife
NBC

NELSON, BARRY
The Hunter, My Favorite Husband
NBC-TV, CBS-TV

NELSON, HERB
The Guiding Light
CBS-TV

NELSON, JIMMY
Milton Berle Show, The Jimmy Nelson Show, NBC-TV

NELSON, OZZIE & HARRIET
The Adventures of Ozzie & Harriet
ABC-TV

NETTLETON, LOIS
The Brighter Day
CBS-TV

NEWLAND, JOHN
The Lucky Strike Summer Theatre
NBC-TV

NICHOLSON, BOB
Howdy Doody
NBC-TV

NIVEN, DAVID
Four Star Playhouse
CBS-TV

NOBLE, LEIGHTON
B. Dec. 25, Pasadena, Calif.
Bandstand Revue, KTLA

NOEL, DICK
Funny Bunny
DuMont

NORDINE, KEN
B. April 13, 1922.
Version Records

NORTON, CLIFF
What's Going On, The Dave Garroway Show
ABC-TV, NBC-TV

— O —

OAKLAND, SUZANNE
What's Going On
ABC-TV

O'BRIEN, JOE
Sports Final
NBC-TV

O'CONNOR, DONALD
B. Aug. 28, 1925, Chicago, Ill.
The Donald O'Connor Show, Colgate Comedy Hour, NBC-TV

O'HARA, PEGGY
Sense or Nonsense, Finders Keepers
DuMont

OLIVIER, SIR LAURENCE
Theatre Royal
NBC

ORRISON, JACK
The Plainclothesman
DuMont

OSBORN, LYNN
Space Patrol
ABC-TV

O'SHEA, MICHAEL
It's a Great Life
NBC-TV

O'SULLIVAN, TERRY
Search for Tomorrow, Omnibus, CBS-TV; NCAA Football, ABC-TV; Caesar's Hour, NBC-TV

OWENS, JACK
B. 1913, The Jack Owens Show, ABC, KABC-TV

— P —

PAAR, JACK
The Morning Show
CBS-TV

GUY LEBOW

White Owl Cigars
Childs Restaurants
Zonk Air Conditioners
Zenith

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Beauty and Health
WABD-TV

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PALMER, BUD
Sports Final
NBC-TV

PARKER, DEAN
MGM Records; Finian's Rainbow; Your Show of Shows, NBC-TV; Arthur Godfrey and His Friends, Perry Como Show, CBS-TV

PARKS, BERT
Break the Bank, Stop the Music
ABC-TV

PARNELL, DENNIS
Love of Life
CBS-TV

PAUL, LES AND MARY FORD
Perry Como Show, Omnibus, CBS; Red Skelton Show, Milton Berle Show, Nothing But the Best, NBC; Les Paul and Mary Ford Show, Mutual; Rinso Jingle; Les Paul & Mary Ford at Home, TV Film

PEARL, MINNIE
Grand Ole Opry
NBC

PERKINS, R. MARLIN
Zoo Parade
NBC-TV

PETERSON, CLIFF
Breakfast Club
ABC-TV

PETERSON, DAN
Farm Quiz
Mutual

POLESIE, HERB
Twenty Questions
DuMont

POPE, CARMELITA
Down You Go
DuMont

POWELL, DICK
Four Star Playhouse
CBS-TV

PRICE, ROGER
Droodles
NBC-TV

— R —

RABY, JOHN
Concerning Miss Marlowe
NBC-TV

RAEBURN, BRYNA
Gangbusters, Helen Trent, CBS; Big Story, Eternal Light, Barrie Craig, NBC; Official Detective, Nick Carter, Search That Never Ends, WOR

RAFFETTO, MICHAEL
One Man's Family
NBC

RAINES, ELLA
Janet Dean, Registered Nurse
NBC-TV

RANDALL, TONY
Mr. Peepers
NBC-TV

RAYBURN, GENE
The Name's the Same, Today, Tonight
ABC-TV, NBC-TV

RAYE, MARTHA
Martha Raye Show, NBC-TV

RAYMOND, GENE
Fireside Theatre, What's Going On
NBC-TV, ABC-TV

REDDY, TOM
Journey Through Life
DuMont

REED, CAROL
Rain or Shine, WCBS-TV

REEVES, GEORGE
Superman
NBC-TV

REINER, CARL
Caesar's Hour, Your Show of Shows, NBC-TV

REINHART, ALICE
The Women in My House
NBC

RETTIG, TOMMY
Lassie
CBS-TV

REYNOLDS, MARJORIE
Life of Riley
NBC-TV

"Miss" Sydney Smith
"BY LINE"
WRCA's
WOMAN'S EDITOR

RUTH ROMAN

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PETER DONALD

BOB RUSSELL

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"Miss Universe Pageant" Long Beach, Cal.

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"Big Top"—CBS-TV "Play Marko"—WFIL-TV
"Live Like a Millionaire"

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MARVIN KAPLAN

as "ALFRED"
in "MEET MILLIE" CBS
Management MEYER MISHKIN

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RICHARD'S CAROL
The RCA Victor Show Starring Dennis Day
NBC-TV

RICHARDSON, SIR RALPH
Theatre Royal
NBC

RIGGS, GLENN
My True Story
ABC

RINARD, FLORENCE
Twenty Questions
ABC-TV, DuMont

ROBBINS, FRED
Coke Time with Eddie Fisher, The Big Preview, Finders Keepers
NBC, NBC-TV, DuMont

ROGERS, ROY
B. Nov. 5, 1905, Cincinnati, Ohio. Roy Rogers Show, NBC, NBC-TV

ROMAN, RUTH
B. Dec. 23, Boston, Mass. Ford Theater, Lux Video Theater, NBC-TV; Lux Radio Theater, NBC; Red Skelton Show, CBS-TV

ROMER, TOMI
B. Dec. 6, 1925, Yonkers, N. Y. Kraft Television Theatre, ABC-TV; Justice, NBC-TV; Red Skelton Show, CBS-TV; Second Mrs. Burton, CBS

ROONEY, MICKEY
Hey Mulligan
NBC-TV

ROSS, DAVID
Golden Windows
NBC-TV

ROTH, JACK
Texaco Star Theatre
NBC-TV

ROXANNE
Beat the Clock
CBS-TV

ROY, MICHAEL
B. July 18, 1913, Hanaford, N. D. Mike Roy's Key to the Kitchen, KRCA, Los Angeles, Calif.

RUGGLES, CHARLIE
The World of Mr. Sweeney
NBC-TV

RUSSELL, BOB
Big Top, CBS-TV; Live Like a Millionaire, NBC-TV

— S —

SAFRANSKI, EDDIE, QUARTET
Wake Up Easy
NBC

SCHILDKRAUT, JOSEPH
DuMont

SCOTT, JANET
Modern Romances
NBC-TV

SCOTT, MARTHA
Modern Romances
NBC-TV

SHARBUTT, DEL
B. Feb. 16, 1913, Cleburne, Tex. Betty White Show, NBC-TV

SHAWN, DICK
Color Spectaculars
NBC-TV

SHEEN, BISHOP FULTON J.
Life Is Worth Living
DuMont

SHELDON, HERB
The Herb Sheldon Show, Egbert & Ummly
NBC, NBC-TV

SHRINER, HERB
Two for the Money
CBS-TV

SILVER, JOE
B. Sept. 28, 1922, Chicago, Ill. Imogene Coca Show, Red Buttons Show, Norby Show, The Marriage, NBC; Kraft Television Theatre, ABC

SINATRA, FRANK
The Frank Sinatra Show, Rocky Fortune
NBC

SINCLAIR, DIANE
The Dave Garroway Show
NBC-TV

SKELTON, RED
B. July 18, Vincennes, Ind. The Red Skelton Show, CBS-TV; Syndicated

JAY STEWART
M.C.
"It Pays To Be Married" NBC
"Townhall Party" KTTV

ROBERT H. HARRIS

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SKINNER, GEORGE
The George Skinner Show
CBS-TV

SMITH, BOB
Howdy Doody
NBC-TV

SMITH, KATE
The Kate Smith Hour
NBC-TV

SMITH, SYDNEY
B. April 6, New York City. By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV

SMYTHE, ANTHONY
One Man's Family
NBC

SOTHERN, ANN
Private Secretary
CBS-TV

SPAULDING, KEN
The Dave Garroway Show
NBC-TV

SPIVAK, LAWRENCE E.
Meet the Press
NBC, NBC-TV

STANG, ARNOLD
The Name's the Same, Buick-Berle Show
ABC-TV, NBC-TV

STEIN, FRED
Life Begins at Eighty
DuMont

STERLING, JACK
The Jack Sterling Show, WCBS; The Big Top, CBS-TV; Make Up Your Mind, CBS

STERLING, ROBERT
Topper
CBS-TV

STEVENS, MARK
B. Dec. 13, Cleveland, Ohio. Big Town, Martin Kane, NBC-TV

STEWART, JAY
B. 1920, Sumitville, Ind. It Pays to Be Married, NBC; Townhall Party, KTTV

STEWART, JIMMY
Six Shooter
NBC

STODDARD, HAILA
The Secret Storm
CBS-TV

STOKEY, MIKE
Pantomime Quiz
DuMont

STORM, GALE
My Little Margie
NBC-TV

STUART, MARY
Search for Tomorrow
CBS-TV

SUDROW, LYLE
The Guiding Light
CBS-TV

SULLY, PAT
A Time to Live
NBC-TV

SWENSON, KARL
Lorenzo Jones, Portia Faces Life
NBC, CBS-TV

SWIFT, ALLEN
Howdy Doody
NBC-TV

— T —

TANDY, JESSICA
The Marriage
NBC-TV

TAYLOR, MARY LEE
The Mary Lee Taylor Show
NBC

TAYLOR, TOM
The Goldbergs
DuMont

TETLEY, WALTER
The Great Gildersleeve
NBC

THOMAS, DANNY
B. Jan. 6, 1914, Deerfield, Mich. Make Room for Daddy, ABC-TV

THOMAS, FRANKIE
Tom Corbett, Space Cadet
DuMont

THORGERSEN, ED
Free-Lance, All networks

THORSON, RUSSELL
One Man's Family
NBC-TV

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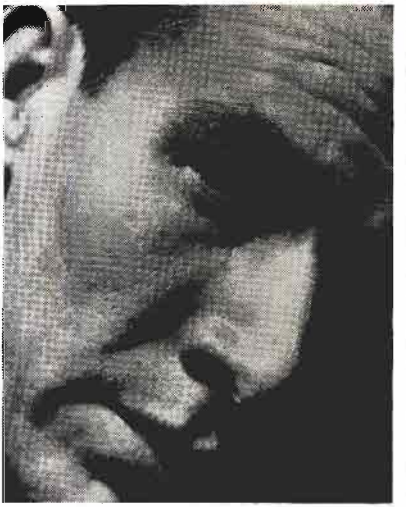

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TILLSTROM, BURR
Kukla, Fran & Ollie
ABC-TV

TOOMEY, REGIS
The Mickey Rooney Show
NBC-TV

TRIPP, PAUL
On the Carousel
CBS-TV

TULY, TOM
The Line Up
CBS-TV

TYLER, JANET
The Weather Girl
DuMont

— V —

VALENTINE, GRACE
Stella Dallas
NBC

VanDEVENTER, FRED
Twenty Questions
ABC-TV, DuMont

VERDUGO, ELENA
Meet Millie
CBS-TV

VON ELTZ, THEODOR
One Man's Family
NBC

VON ZELL, HARRY
B. July 11, Indianapolis, Ind. Burns & Allen, CBS-TV; The Jimmy Durante Show, The Donald O'Connor Show, NBC-TV

— W —

WALL, LUCILLE
Lorenzo Jones
NBC

WARNER, GERTRUDE
Whispering Streets
ABC

WEBB, JACK
Dragnet
NBC-TV

WEBER, KARL
Dr. Six Gun
NBC

WEBSTER, CHUCK
Squad Room
Mutual

WENDELL, BILL
Mr. Adventure
DuMont

WEVER, NED
Young Widder Brown
NBC

WHITE, BETTY
The Betty White Show, Life With Elizabeth
NBC-TV, DuMont

WHITFIELD, ANNE
One Man's Family
NBC-TV

WINCHELL, PAUL
The Paul Winchell Show
NBC-TV

WINCHELL, WALTER
ABC-TV

WILLIAMS, FLORENCE
Front Page Farrell
NBC

WILLIS, RICHARD
B. March 9, 1908, Baltimore, Md.
Here's Looking at You, NBC

WOOD, PEGGY
Mama
CBS-TV

WRAGGE, BETTY
Pepper Young's Family
NBC

WYATT, JANE
Father Knows Best
CBS-TV

— Y —

YOUNG, ALAN
B. Nov. 19, North Shield, Northumberland, England. Saturday Night Revue, NBC-TV

YOUNG, LORETTA
The Loretta Young Show
NBC-TV

YOUNG, ROBERT
Father Knows Best
NBC-TV

— Z —

ZUCKERT, BILL
Squad Room
Mutual

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VOCAL ARTISTS

RADIO AND TELEVISION

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— A —

ALBRECHT, PEGGY
WBNS-TV, Columbus, Ohio
AARON, ALLEN
Songs of the Soil
KWED, Seguin, Texas
ALLEN, FRED
Songs for You
WTRP, LaGrange, Ga.
ANDERSON, PAUL
WJTN, Jamestown, N. Y.
ANTHONY, MARK
WTVN-TV, Columbus, Ohio
APPLEWHITE, CHARLIE
The Buick-Berle Show
NBC-TV
ARCHER, GENE
WRC, Washington, D. C.
ARDEN, JAN
Robert Q. Lewis Show
CBS-TV
ARMFIELD, MARGARET
Jaybird Hour
WEZB, Birmingham, Ala.
ARMS, RUSSELL
Your Hit Parade
NBC-TV
ARMSTRONG, CAROL JEAN
Request From Home
KHOL-TV, Kearney, Nebr.
ARNOLD, EDDY
Out on the Farm
NBC-TV
ARSDALE, EILEEN VAN
Beantown Varieties
WFEI, Boston, Mass.
ARTHUR, GEORGE
WHOW, Clinton, Ill.
ARTHUR, MAUREEN
KWK-TV, St. Louis, Mo.
ASHBY, ALVAN
Toast 'n Coffee
WGBF, Evansville, Ind.

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

ATKINSON, GENE
Starlight Serenade
WRUF, Gainesville, Fla.
ATTER, VIRGINIA
WMBR, Jacksonville, Fla.
AUSTIN, DON
WHOW, Clinton, Ill.
AUSTIN, JO
KELO, KELO-TV, Sioux Falls, S. Dak.
AVASH, GEORGE
Dreamtime
WLSE, Wallace, N. C.
AYERS, MASON
WNRV, Narrows, Va.
AZALEA TRIO
Beantown Varieties
WEEI, Boston, Mass.

— B —

BABBITT, HARRY
KNX, Los Angeles, Calif.
BAILEY, LIZ
KWBU, Corpus Christi, Texas
BALDWIN, BILL
Stumpus Boys
KSO, Des Moines, Iowa
BALDWIN, PATTY
KPTV, Portland, Ore.
BARBERSHOPPERS
KVCV, Redding, Calif.
BARFIELD, WARREN
WPTF, Raleigh, N. C.
BARKER, ROD
KOIN-TV, Lincoln, Nebr.
BARNES, PAT
WMFD, Wilmington, N. C.
BARLOW, JERRY
KLOU, Lake Charles, La.

BARRY SISTERS, MERNA AND CLAIRE
Colgate Comedy Hour, Red Skelton Show, Steve Allen Show, Buick-Berle Show, NBC-TV; Red Buttons Show, CBS-TV; Gloom Dodgers, WMGM

BEACON LIGHT SINGERS
KNAL, Victoria, Texas
BEERS, BOBBY
KFEL-TV, Denver, Colo.
BENNETT, SUE
WBZ-TV, Boston, Mass.
BERGEN, POLLY
Your Hit Parade
NBC-TV
BEVERLY, ELAINE
WDTV, Pittsburgh, Pa.
BLACKWOOD BROTHERS
WMPS, Memphis, Tenn.
BLAKE, LOREN
WFIE-TV, Evansville, Ind.
BLAND, ARTIE
KWBU, Corpus Christi, Texas
BOBCATS
The Bob Crosby Show
CBS-TV
BOEHM, WILLIAM
Chicago Theater of the Air
Mutual
BOUCK, LOUIS
Name the Song
WMTC, Vanceleve, Ky.
BRAY, ALGER
WHBF-TV, Rock Island, Ill.
BRAUN, BOB
WCPO, Cincinnati, Ohio
BREES, BUD
WPEN, Philadelphia, Pa.
BRENO, MARILYN
KCEB-TV, Tulsa, Okla.
BRIGHT, WELDON
KGNC-TV, Amarillo, Tex.
BROCKMAN, ROY
WLBN, Lebanon, Ky.
BRONSON, MARILYN
KTBC-TV, Austin, Texas
BROOKS, JACK
WLAP, Lexington, Ky.
BROOKS, MAGGIE
WDSU-TV, New Orleans, La.
BROWN, ART
KOVR, Stockton, Calif.
BROWN, DOTTIE
Doin' the Town
KSL-TV, Salt Lake City, Utah
BRYAN, BETTY
"A Guy, A Gal and A Song"
WIND, Chicago, Ill.
BUCHANAN, DEAN
Doin' the Town
KSL-TV, Salt Lake City, Utah
BUFF, WADE
Starlight Serenade
WRUF, Gainesville, Fla.

— C —

CAHILL, BOB
WOW, Omaha, Nebr.
CALHOUN, ROBERT
WGVL, Greenville, S. C.
CAMERON, BARBARA
WKRC, Cincinnati, Ohio
CAMPBELL, PEGGY HANEY
KECK, Odessa, Texas
CAMPO, PUPI
Morning Show
CBS-TV
CAPI, JO
WCMB-TV, Harrisburg, Pa.
CAPO, BOBBY
WAPA-TV, San Juan, P. R.
CARAGHER, JIMMY
Morning Call
WMBD, Peoria, Ill.
CARLSON, BABE
KDIX, Dickinson, N. Dak.
CARLSON, BOB
KDIX, Dickinson, N. Dak.
CARR, NANCY
Chicago Theater of the Air
Mutual
CARSON, ANN
WLW-A, Atlanta, Ga.
CARSON, KEN
Garry Moore Show
CBS-TV
CARTER, JEFF
WHIO-TV, Dayton, Ohio
CASEY, CLAUDE
WFBC-TV, Greenville, S. C.
CAVANAUGH, RUTH
WLSE, Wallace, N. C.
CHAMBERS, MADELAINE
Chicago Theater of the Air
Mutual
CHAMBERS, SUE
WSAZ-TV, Huntington, W. Va.
CHANDLER, MARLINE
WTTV, Bloomington, Ind.
CHORDETTES, THE
Robert Q. Lewis Show
CBS-TV
CLARK, AL
KOTA, Rapid City, S. Dak.
CLARK, BECKY
Golden Music
WESB, Bradford, Pa.
CLAYTON, NORMAN
WHBF, WHBF-TV, Rock Island, Ill.
CLITES, MINOR
KJAY, Topeka, Kans.
CLOONEY, BETTY
Morning Show
CBS-TV
CLOUTIER, DICK
WWOR-TV, Worcester, Mass.
COBIA, VIRGIL
KXJB-TV, Valley City, N. D.
COLE, LYNN
Sunrise Serenade
KPRC, Houston, Texas
COLLINS, DOROTHY
Your Hit Parade
NBC-TV

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

CONLEY, JAMES
Lawrence County Ramblers
WIRO, Ironton, Ohio
CONNOLLY, JOHN
WWJ-TV, Detroit, Mich.

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COOK, JOE
Smile Awhile
KGGF, Coffeyville, Kans.

COOK, LOIS
Smile Awhile
KGGF, Coffeyville, Kans.

COREY, JILL
The Dave Garroway Show
NBC-TV

COURY, ROSELLE
Peck's Party Room
WCOU, Lewiston, Me.

COX, BETTY
B. Jan. 23. George Skinner Show, Look Up and Live, Arthur Godfrey and His Friends, Broadway to Hollywood, CBS-TV; Music in the Air, On A Sunday Afternoon, CBS; Song for Sweethearts, Columbia Records

COX, BOB
WMAZ-TV, Macon, Ga.

CRANE, DICK
KNEA, Jonesboro, Ark.

CROFFORD, CLIFF
KBAK-TV, Bakersfield, Calif.

CROSBY, BOB
Bob Crosby Show
CBS-TV

CROSBIE, PHIL
Hymn Time
KHQ, Spokane, Wash.

CROWL, AIMA
WESA, Charleroi, Pa.

CULLEN, STEVE
The Country Gentleman
WPCF, Panama City, Fla.

CULVER, RANDY
Twenty Fingers
WEWS, Cleveland, Ohio

— D —

DALE, VIVIEN
Teen Timers
KVTV, Sioux City, Iowa

DANE, JEFF
WTAR-TV, Norfolk, Va.

DANA, JOE
Sing the Favorites
KOY, Phoenix, Ariz.

DAVIS, JANETTE
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV

DAVIS, SHELBY
Florida Calling
Mutual

DAWN, MARION
WFBR, Baltimore, Md.

DAYE, MARILYN
WLW-C, Columbus, Ohio

DEAN, BILLY
Missouri Valley Barn Dance
WNAX, Yankton, S. Dak.

DEAN, JIMMIE
Town and Country Time
WARL, Arlington, Va.

DEAN, LARRY
WLSD, Big Stone Gap, Va.

DeCAMP, ARDEEN
KCBS, San Francisco, Calif.

DELANEY, DEE
WAPO, Chattanooga, Tenn.

DeLON, JACK
Chicago Theater of the Air
Mutual

DeLUCIA, CAMILLO
WSTV, WSTV-TV, Steubenville, Ohio

DENNIS, CLARK
The Bob Smith Show
NBC-TV

DESMOND, JOHNNY
Breakfast Club
ABC-TV

DOLAN, JIMMIE
KTVW, Tacoma, Wash.

DRESSLAR, LEN
In Town Tonight
WBBM-TV, Chicago, Ill.

— E —

EDWARDS, JOAN
WCBS, New York, N. Y.

ELLIS, PEGGY ANN
Just Easy
ABC

ELLZEY, JEAN
KTBS, Shreveport, La.

EMERY, RUSS
WJAR-TV, Providence, R. I.

EPPERSON, CHARLES
WDEF-TV, Chattanooga, Tenn.

ERICKSON, HELENE
Lyrico-Spinto Soprano, Opera, Concert, Radio, TV

ESCORTS, THE
WIP, Philadelphia, Pa.

ESTES, DON
KPRC, Houston, Texas

EVANS, RAY
Florida Calling
Mutual

EVERESTT, ROY
Seabeat
KCBQ, San Diego, Calif.

— F —

FARENGA, MARY
KBTV, Denver, Colo.

FERNANDEZ, ROSITA
KCOR, San Antonio, Tex.

FERNGAL, NANCY
KDKA-TV, Pittsburgh, Pa.

FINCH, JACK
KTVU, Stockton, Calif.

FISHER, EDDIE
B. Aug. 10, 1928, Philadelphia, Pa. Coke Time Starring Eddie Fisher, NBC-TV; MBS

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FITCH, MARCIE
KGIN, Glenwood Springs, Colo.
FOOTE, BRUCE
Chicago Theater of the Air
Mutual
FOSTER, FRANCES
WLW, Cincinnati, Ohio
FOWLER, BETTY
KATV, Pine Bluff, Ark.
FRANKLIN, DON
WHBQ-TV, Memphis, Tenn.
FRANKLIN, JOE
Midday Merry-Go-Round
WNOX, Knoxville, Tenn.
FRIAR, CHARLES
WIST, Charlotte, N. C.
FRITTS, ALICE
WNNJ, Newton, N. J.
FROMAN, JANE
Jane Froman Show
CBS-TV
FULLER, DIANNE
WDAK, Columbus, Ga.
FULLER, PHYLLIS
WSLB, Ogdensburg, N. Y.
FURTADO, TOMMY
Dancing Party, ABC; George Skinner Show, CBS-TV

— G —

GAFFIGAN, ANNE
WICS, Springfield, Ill.
GARNAND, CARL
KNED, McAlester, Okla.
GARRI, NICK
WCAU, Philadelphia, Pa.
GATESS, SAMMY
Revival Time
WPAD, Paducah, Ky.
GEORGE, HELEN
Chicago Theater of the Air
Mutual
GIBSON, DON
Midday Merry-Go-Round
WNOX Knoxville, Tenn.
GRAHAM, SCOTTY
KWHP, Cushing, Okla.
GRANT, HAL
WDBJ, Roanoke, Va.
GREGSON, JACK
Just Easy
ABC
GRISE, TONY
Mr. Nobody
WCCO, Minneapolis, Minn.
GROVE, BETTY ANN
The Big Payoff
CBS-TV
GORDON, JEAN
KTVQ, Oklahoma City, Okla.
GORDON, REV. I. H.
Golden Gospel Hour
WMRY, New Orleans, La.
GORME, EYDIE
The Steve Allen Show
NBC-TV
GOSDIN, FAMILY
WVOK, Birmingham, Ala.

— H —

HAGGART, BUD
The Blues Chasers
WFDF, Flint, Mich.
HAGLER, DORRIS
WBTV, Charlotte, N. C.
HALELOKE
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV
HAMILTON, DAVE
WLW, WLW-T, Cincinnati, O.
HAMMETT, BILLY
WKIK, Leonardtown, Md.
HAMMOND, PATTY
WSYR, WSYR-TV, Syracuse, N. Y.
HANDY, LES
KRLD, Dallas, Tex.
HANNA, PHIL
Bride and Groom
NBC-TV
HANSEN, TED
KGTV, Des Moines, Iowa
HANSON, BURT
WCCO,Minneapolis, Minn.
HAPPY RHYTHM QUARTET
WLET, Toccoa, Ga.
HARMER, SHIRLEY
The Dave Garroway Show
NBC-TV
HARMONY BOYS
WNOK-TV, Columbia, S. C.
HARMONY BOYS, THE
WRAC, Racine, Wisc.
HASKELL, JACK
The Dave Garroway Show
NBC-TV
HAY, JAMES
KMOX, St. Louis, Mo.
HAYMES, BOB
Melody in the Night
WCBS, New York, N. Y.
HENDRICK, GLADYS
Words and Music
KWAL, Wallace, Idaho
HENSEN, HERB
KERO-TV, Bakersfield, Calif.
HILTS, JACK
WWHG, Hornell, N. Y.
HOLLOMAN, GLORIA
WDEF-TV, Chattanooga, Tenn.
HOUSER, RAY
Take It Easy Time
WTON, Staunton, Va.
HUFFMAN, HELEN
Melody Time
KJAN, Atlantic, Iowa
HUFFMAN, JULE
WSAZ-TV, Huntington, W. V.
HUGGLER, LYLE
Blue Mountain Boy
WKBI, St. Marys, Pa.
HULL, JUANITA
"Ruby Valentine"
WBMS, Boston, Mass.
HYDE, DICK
WABC-TV, New York, N. Y.

— I —

IDEN, JOAN
Mr. Nobody
WCCO, Minneapolis, Minn.

— J —

JACKSON, EVE
WEDO, McKeesport, Pa.
JAKE, COWBOY
The Carson Show
WIBV, Belleville, Ill.
JAMES, REGGIE
WCMB-TV, Harrisburg, Pa.
JENKINS, POLLY
WKTV, Utica, N. Y.
JETER, LEE
KSTV, Stephenville, Texas
JOBERT, CAVEL
WKNB-TV, New Britain, Conn.
JOHNS, ROGER
KALB, Alexandria, La.
JOHNSON, CLIFF
WSPD-TV, Toledo, Ohio
JOHNSON, JUDY
Your Show of Shows
NBC-TV
JOHNSON, POLLY
KOTA Country Store
KOTA, Rapid City, S. Dak.
JONES, ALAN
WFAA-TV, Dallas, Tex.
JONES, HERBIE
Town and Country Time
WARL, Arlington, Va.
JORDAN, DIXIE BOY
KWFT, Wichita Falls, Texas
JORDAN, FRANK
WFKY, Frankfort, Ky.

— K —

KASTNER, DON
KDIX, Dickinson, N. Dak.
KASTNER, GENE
KDIX, Dickinson, N. Dak.
KELLY, BUDDY
Songs of the West
KSUN, Bisbee, Ariz.
KELLY, JUDITH
Stars Over Fall River
WALE, Fall River, Mass.
KENDALL, FRED
Guest House
WJR, Detroit, Mich.
KERN, GENETA
WKBV, Richmond, Ind.
KIBBLE, FRANCES
WDEF-TV, Chattanooga, Tenn.
KIMBROUGH, KYLE
Bright and Blue
WIND, Chicago, Ill.
KING, WALTER WOOLF
Walter Woolf King Show
WABD, New York
KINSEY, CURLY
HH Roundup
WGTA, Summerville, Ga.
KIRBY, TED
WFPA, Fort Payne, Ala.
KIRBY, PAT
WCAU, Philadelphia, Pa.
KNORR, JOHNNY
Snore with Knorr
WKBI, St. Marys, Pa.
KRALL, BARBARA
WSPD-TV, Toledo, Ohio

— L —

LaFONTAINE, HENRY
WICH, Norwich, Conn.
LAINE, FRANKIE
B. March 30, Chicago, Ill. Frankie Laine Show, Syndicated; Columbia Pictures, Columbia Records
LANE, FRANCEY
The Morey Amsterdam Show
NBC-TV; WABC-TV
LANG, GRACE
WWOR-TV, Worcester, Mass.
LANGLEY, WINNIE RUTH
Songs for You
WTRP, LaGrange, Ga.
LANSON, SNOOKY
Your Hit Parade
NBC-TV
LATULLIPE, DON
WJDA, Quincy, Mass.
LAWRENCE, STEVE
The Steve Allen Show
NBC-TV
LAWWILL, MARVIN
KOTV, Tulsa, Okla.
LEACH, BILLY
WBBM, Chicago, Ill.
LEASE, GUS
KSJO, San Jose, Calif.
LEE, JANET
WNOP, Newport, Ky.
LeMASTER, MARY JANE
Morning Call
WMBD, Peoria, Ill.
LEVERTON, BUCK
Dinner Roundup
WHVF, Wausau, Wis.
LEWIS, DON
KCLV, Clovis, N. Mex.
LEWIS, MONICA
The Monica Lewis Show, WABC
LEWIS, NANCY
WFIL-TV, Philadelphia, Pa.
LINDSEY, MORT, TRIO
George Skinner Show
CBS-TV
LINN, ROBERTA
KNX, Los Angeles, Calif.
LLOYD, JACK
KNIM, Maryville, Mo.

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LOGAN, BARBARA
KUTV, Salt Lake City, Utah
LONDON, BOB
After Hours
WPEN, Philadelphia, Pa.
LOR, DENISE
Garry Moore Show
CBS-TV
LORD, CINDY
WBZ-TV, Boston, Mass.
LOU, MARTHA
ABC
LOUVIN BROTHERS
WVOK, Birmingham, Ala.
LOVELL, MARILYNN
WLW-D, Dayton, Ohio
LUKE, LARRY
The Duke of Song
WEZB, Birmingham, Ala.
LYNCH QUARTET
KTJS, Hobart, Okla.
LYNN, JACKIE
Morning Bandwagon
WTAM, Cleveland, Ohio

— Mc —

McCLARNEY, PAT
KTBC-TV, Austin, Tex.
McCLELLAN, GENE
Stylings
WPMP, Pascagoula, Miss.
McCORMICK, LLOYD
WHIN, Gallatin, Tenn.
McCOY, MARY
KMCO, Conroe, Texas
McDONALD, BILL
Melody Time
WIMJ, Jackson, Ohio

McGOVERN, PATRICIA
Coke Time Starring Eddie Fisher, NBC-TV; Summertime, U.S.A., CBS-TV; Honey Dreamers

McGRAW, BILL
Join the Gang
KGO-TV, San Francisco, Calif.
McGUIRE SISTERS, THE
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV
McINTIRE, FRAN
WSTP, Salisbury, N. C.
McKAY, RENEE
Guest House
WJR, Detroit, Mich.
McMULLEN, JIMMY
KLIX-TV, Twin Falls, Idaho
McNETT, BOB
WLYC Jamboree
WLYC, Williamsport, Pa.
McNETT, DEAN
WLYC Jamboree
WLYC, Williamsport, Pa.
McRITCHIE, BARBARA
KGO-TV, San Francisco, Calif.
McVAY, KIMO
WVEC, WVEC-TV, Hampton-Norfolk, Va.

— M —

MACK, DOTTIE
The Dottie Mack Show
ABC-TV
MACK, DOTTY
WCPO-TV, Cincinnati, Ohio
MacKENZIE, GISELE
Your Hit Parade
NBC-TV
MacRAE, GORDON
The Railroad Hour, Colgate Comedy Hour
NBC, NBC-TV
MAIN, EVERETT
KLIX-TV, Twin Falls, Idaho
MALONEY, ANNIE
WOW Calling
WOW, Omaha, Nebr.
MALOOF, JIMMY
WEEK, Peoria, Ill.
MARCELL, MARVIN
WTTV, Bloomington, Ind.
MARINERS, THE
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV
MARLOWE, MARION
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV
MARSHALL, CHARLEY
KFBK, Sacramento, Calif.
MARSHALL, PAT
Tonight
NBC-TV
MARTIN, GEORGE
WOKE, Alton, Ill.

MARTIN, JEAN
B. Dec. 6, 1926, Cisco, Tex. Show Case, The Jean Martin Show, WNBT
MARTIN, TONY
The Tony Martin Show
NBC-TV
MASON, LEE
Date Book
WCSH, Portland, Me.
MASSEY, ILONA
WABD, New York, N. Y.
MASSEY, VERA
WDSU-TV, New Orleans, La.
MATEO, BELIA Y.
Continental Music
KCOR, San Antonio, Texas
MATHEWS, IRENE
Carousel
WABT, Birmingham, Ala.
MAYS, ZILLA
Mystery Girl Show
WAOK, Atlanta, Ga.
MENNING, WALLY
KWRO, Coquille, Ore.

JIMMY WAKELY

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MERRILL, ROBERT
RCA Victor Records, Metropolitan Opera
MILLS, BOB
Thy Neighbor's Voice
ABC
MILLS, VICKIE
Name That Tune
CBS-TV
MILNE, NANCY
WDBJ, Roanoke, Va.
MIZE, BILLY
Chuck Wagon Time
KBAK-TV, Bakersfield, Calif.
MODERNAIRES
Bob Crosby Show
CBS-TV
MOLASKEY, ED
KODI, Cody, Wyo.
MONTANA, TEX
WSLB, Ogdensburg, N. Y.
MOORE, BUD
WLW-A, Atlanta, Ga.
MOORE, HARRIET
WHO, WHO-TV, Des Moines, Iowa
MOREHEAD, TOM
Musical Cloak
KTRH, Houston, Texas
MORGAN, J. P.
Robert Q. Lewis Show
CBS-TV
MYERS, ELIZABETH
Ramblings
WPMP, Pascagoula, Miss.

— N —

NELSON, BILL
KYAK, Yakima, Wash.
NELSON, JIMMY
Come Closer
ABC-TV
NELSON, MARILYN
KBTV, Denver, Colo.
NEW, AUDRE
WLW-D, Dayton, Ohio
NOONAN, STAN
KCBS, San Francisco, Calif.
NOVELAIRES
Music in the Morning
WISR, Butler, Pa.

— O —

O'BRIAN, JOAN
Bob Crosby Show
CBS-TV
O'BRIEN, MARY LOU
Street of Dreams
KENT, Shreveport, La.
O'HEREN, RICHARD
WHK, Cleveland, Ohio
OLSEN, PENNY
Johnny Olsen Show
Mutual
OLVIS, WILLIAM
Chicago Theater of the Air
Mutual
ORTIZ TRIO
KGGM-TV, Albuquerque, N. Mex.
OSBORNE, BETTY
KDUB-TV, Lubbock, Tex.
OST, SHIRLEY JEANNE
WJHP-TV, Jacksonville, Fla.
OSTROM, BERNIE
Minnesota Woodchopper
KVOX, Moorhead, Minn.
OWENS, HOMER
WBBB, Burlington, N. C.
OWENS, JIM
WVMI, Biloxi, Miss.

— P —

PALMER, JANIE
WWJ-TV, Detroit, Mich.
PALMER, SANNEE
4-C Showcase
KSVC, Richfield, Utah
PARCHMAN, EARLE
WJIM, Lansing, Mich.
PARKER, FREDNA
KMOX, St. Louis, Mo.
PARKER, MARION
KATV, Pine Bluff, Ark.
PARKER, RANDALL
KCID, Caldwell, Idaho
PARR, HAROLD
KBAK, Bakersfield, Calif.
PAYNE, LOU
WLBT, Jackson, Miss.
PEARSON, JEANNIE
KFBI, Wichita, Kans.
PEARSON, PATRICIA
Carousel
WABT, Birmingham, Ala.
PERINE, CARROL
KYUM, Yuma, Ariz.
PETERSON, PATSY
KOTV, Tulsa, Okla.
PHILIPS, DUB
Charleston Hoedown
WHAN, Charleston, S. C.
PIAZZA, MARGUERITE
Your Show of Shows
NBC-TV
PICKENS, JANE
NBC Network, RCA Victor Records
PIERSON, JEANNIE
KFBI, Wichita, Kans.
PIRNIE, DON
The Little Show
WWLP, Springfield, Mass.
PLAYBOYS, VIRGINIA
WLSD, Big Stone Gap, Va.
POESE, GIL
KNIM, Maryville, Mo.
POLERI, DAVID
Chicago Theater of the Air
Mutual

— R —

RAINE, NORMA
KCBD-TV, Lubbock, Tex.
RAINWATER, DEMPSEY
WMAZ-TV, Macon, Ga.
RAND, ELLS
WJDA, Quincy, Mass.
RAND, MILLIE
WJDA, Quincy, Mass.
RANCH GIRLS
Missouri Valley Barn Dance
WNAX, Yankton, S. Dak.
RAYE, RUTH
WTAR-TV, Norfolk, Va.
RETTIG, BARBARA
WHIO-TV, Dayton, Ohio
RHODES, HORTENSE
Rub 'n Scrub Music Club
WKOV, Wellston, Ohio
RHYTHM RASCALS, THE
WKIK, Leonardtown, Md.
RICHMOND, BOB
Marlingaires
WREN, Topeka, Kans.
ROSS, LANNY
WCBS, New York, N. Y.
ROYALLAIRES
WVMC, Mt. Carmel, Ill.
ROZELLE, BETTY
WDAK-TV, Columbus, Ga.
RUSSELL, JACK
Your Show of Shows
NBC-TV

— S —

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SASSANO, IONE
KCEB-TV, Tulsa, Okla.
SCHACKNER, CATHY
WERI, Westerly, R. I.
SCHULTZ, EARLINE
Songs of the West
KBOL, Boulder, Colo.
SCOTT, BOB
The Tenor Who Sings with the Records
KPOL, Los Angeles, Calif.
SCOTT, PAT
WBBM, Chicago, Ill.
SELF, JIMMY DEAN
KICA, Clovis, N. Mex.
SHASTONES, THE
KVCV, Redding, Calif.
SHETTERLY, SISTERS
WHO, Des Moines, Iowa
SHORE, DINAH
The Dinah Shore Show
NBC, NBC-TV
SIMMS, LU ANN
Arthur Godfrey Time, Arthur Godfrey & His Friends
CBS-TV
STAFFORD, JO
Jo Stafford Show
CBS-TV
STEPHENS, GINNY
WCAU, Philadelphia, Pa.
STEVENS, GARRY
TV Showcase
WRGB, Schenectady, N. Y.
STRAETER, TED
The Ted Straeter Show
WABD, New York

— T —

TALLEY, JOHN
Melody Mountain Boys
WYVE, Wytheville, Va.
TATE, MERELYN
WBBM-TV, Chicago, Ill.
TAYLOR, JIMMY
WLBN, Lebanon, Ky.
TAYLOR, MORRISS
Sierra Melody Gang
KHSL-TV, Chico, Calif.

— V —

VALENTINO, BARRY
ABC
VALLI, JUNE
Close Up
WNBQ, Chicago, Ill.

— W —

WAAFIN, KEN
Rhythm Ranch
WPNX, Phenix City, Ala.
WAGONER, PORTER
KWTO, Springfied, Mo.
WAKELY, JIMMY
The Jimmy Wakely Show, CBS; Coral Records
WALL, ARTHUR
Musical Roundup
WKRT, Cortland, N. Y.
WALIS, YIVIAN
KFDA-TV, Amarillo, Tex.
WALSH, FRAN
WSYR-TV, Syracuse, N. Y.
WAY, ADELAIDE VAN
WPNF, Brevard, N. C.
WEBB, HELEN
WKY, WKY-TV, Oklahoma City, Okla.
WEINBURG, BETSEY
WCOS-TV, Columbia, S. C.
WEISS, DICK
The Minute Man
WFDF, Flint, Mich.
WELLS, CARL
WGAP, Maryville, Tenn.
WEST, JIMMY
Songs You Like Best
WNOW, York, Pa.
WEST, TED
Hitching Post
KKTV, Colorado Springs, Colo.
WHITE, DON
KIMA-TV, Yakima, Wash.

— Z —

ZIMMERS, DON
KENS-TV, San Antonio, Tex.

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SPORTS COMMENTATORS

RADIO AND TELEVISION

—their work during 1954

□ □ □

— A —

ABBOTT, JIM
KFDA, KFDA-TV, Amarillo, Tex.
ACKERMAN, AL
Looking at Sports
WHTC, Holland, Mich.
ADAIR, ROBERT
WPMT, Portland, Me.
ADAMS, TONY
WCAX, WMVT, Burlington, Vt.
ADAMS, WESLEY
Sports Show
WKRT, Cortland, N. Y.
ADELSON, JIM
KXJB-TV, Valley City, N. Dak.
AGRESTA, PHIL
WBT, WBTV, Charlotte, N. C.
ALBY, WYNN
Sports Pictorial
KECK, Odessa, Texas
ALDEN, JERRY
WSNJ, Bridgeton, N. J.
ALDRIDGE, MAHLON
KFRU, Columbia, Mo.
ALEXANDER, ALEX
KREO, Indio, Calif.
ALEXANDER, CONNIE
Sports Call
KCRC, Enid, Okla.
ALEXANDER, ED
Gridiron Parade
KXOX, Sweetwater, Texas
ALLEN, HERB
WCKB, Dunn, N. C.
ALLAN, STAN
WPAC, Patchogue, N. Y.
ALLBRIGHT, NAT
Sports Highway
WEAM, Arlington, Va.
ALLEN, GEORGE
WBVP, Beaver Falls, Pa.
ALLEN, MEL
B. Feb. 14, 1913, Birmingham, Ala. New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV, White Owl Sports Spot, CBS-TV; Sports Daily, NBC
ALLEN, STEVE
Sports Parade
KICD, Spencer, Iowa
ALLDAY, JIM
Sports Parade
WOWL, Florence, Ala.
ALLINGER, RALPH
Sports Roundup
WIBX, Utica, N. Y.
ALSTON, J. ROBERT
WKOY, Bluefield, W. Va.
AMBROSE, JOHN V.
Speaking of Sports
WTAG, Worcester, Mass.
ANDERSON, ALLEN
WASA, Havre de Grace, Md.
ANDERSON, BOB
KCCC-TV, Sacramento, Calif.
ANDERSON, DOUG
KFYR-TV, Bismarck, N. Dak.
ANDERSON, KIRK
Spotlight on Sports
WFGM, Fitchburg, Mass.
ANDERSON, ROGER
KIVA, Yuma, Ariz.
ARBOGAST, BOB
WEAW, Evanston, Ill.
ARKISON, JIM
Sports Beat
WALE, Fall River, Mass.
ARNOLD, FULTON
WTTM, Trenton, N. J.
ARO, SAM
Giant Jottings
WMCA, New York, N. Y
ARTHUR, FRANK
KSAN-TV, San Francisco, Calif.
ARTHUR, HARRY
KNOE-TV, Monroe, La.
ASHLEY, ERNIE
WOWO, Fort Wayne, Ind.
ATWOOD, TED
WSOW, Saginaw, Mich.
AUSTIN, STEVE
Sports Pafe
WKID, Urbana, Ill.
AVILA, BILL
KXOA, Sacramento, Calif.
AZAR, RICK
Sports Program
WHLD, Niagara Falls, N. Y.

— B —

BACHRACH, TOM
Sports Headlines
KDHL, Faribault, Minn.
BACON, DICK
KVNI, Coeur d'Alene, Idaho
BAGLI, GUY
WSUN-TV, St. Petersburg, Fla.
BAILEY, CHARLEY
WEBR, Buffalo, N. Y.
BAIR, PAUL
A Bearing on Sports
WEOA, Evansville, Ind.
BAKER, BILL
Today in Sports
WROY, Carmi, Ill.
BAKER, DICK
WSAI, Cincinnati, Ohio
BAKER, NELSON
WWIN, Baltimore, Md.
BAKER, PAUL
WLAD, Danbury, Conn.
BAKER, ROGER
WGR, WGR-TV, Buffalo, N. Y.
BALANCE, BOB
Sports Digest
BALCER, FRANK
WMTE, Manistee, Mich.
BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.
BALDWIN, BILL
World of Sports
KRNR, Roseburg, Ore.
BALDWIN, FRANK
WJOY, Burlington, Vt.
BALDWIN, KEN
WCOS, Columbia, S. C.
BALLARD, CHARLES
Sports Final
WHAW, Weston, W. Va.
BALTER, SAM
KLAC, Los Angeles, Calif.
BANDY, JOHN
Race Results Resume
WUST, Bethesda, Md.
BANNETT, ELDEAN
KSL, Salt Lake City, Utah
BARGER, MEL
Scoreboard
WREB, Holyoke, Mass.
BARRON, STAN
Sports Extra
WKBW, Buffalo, N. Y.
BARTON, DALE
Sports Parade
KCIM, Carroll, Iowa
BARRETT, DENNY
Final Sports Edition
WKBN, Youngstown, Ohio
BARRETT, TONY
Sports Column
KENT, Shreveport, La.
BARRINGTON, JAY
WDAF, WDAF-TV, Kansas City, Mo.
BARRUS, GABBY
KODI, Cody, Wyo.
BARRY, JACK
WGBS-TV, Miami, Fla.
BARRY, NORMAN
WMAQ, WNBQ, Chicago, Ill.
BATES, MARVIN
Spotlight on Sports
WGBF, Evansville, Ind.
BATTEN, JIM
WFAI, Fayetteville, N. C.
BATTISTI, PAUL
KRSN, Los Alamos, N. Mex.
BEAN, DON
Let's Talk Sports
WFRP, Savannah, Ga.
BEATTY, ROSS
KCSJ-TV, Pueblo, Colo.
BEAUCHAMP, JACK
Sports Camera
WSEE, Erie, Pa.
BECK, NORMAN
Sports Page of the Air
KGBX, Springfield, Mo.
BELCHER, ROD
KOL, Seattle, Wash.
BELL, GEORGE "GABBY"
The Sports Trail
WILD, Birmingham, Ala.
BELL, JACK
KDET, Center, Texas
BENDER, BOB
WRGB, Schenectady, N. Y.
BENNETT, GEORGE
Sports Picture
WMVO, Mount Vernon, Ohio
BERG, NORMAN
Sports Flashes
KWSO, Wasco, Calif.
BERGESON, CHUCK
WJBK, Detroit, Mich.
BERNARD, FRED
Sports Review
WDNE, Elkins, W. Va.
BERRILL, LARRY
KBIG, Avalon, Calif.
BERRY, JERRY
Sportscast
KTTR, Rolla, Mo.
BERRYMAN, R. E.
WTAC, Flint, Mich.
BIERMANN, PAUL R.
KPMC, Bakersfield, Calif.
BIONDI, DICK
KSYL, Alexandria, La.
BIRDSONG, HUGH
WFPM, Fort Valley, Ga.

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BIRLEFFI, LARRY
KFBC, KFBC-TV, Cheyenne, Wyo.
BISHOP, HAL
WCCM, Lawrence, Mass.
BITTERMAN, JACK
Sports Page of the Air
WABB, Mobile, Ala.
BIVENS, JAMES
Sports Time
WMOZ, Mobile, Ala.
BLAIR, MERLE
KIND, Independence, Kans.
BLACKBURN, BOB
KEX, Portland, Ore.
BLAKE, CHARLES A.
WTRL, Bradenton, Fla.
BLAKE, TOMMIE
KWHI, Brenham, Texas
BLALOCK, CHESTER
WPTF, Panama City, Fla.
BLOCK, JAMES
KGDM, Stockton, Calif.
BLOCK, JOHN
WTNJ, Trenton, N. J.
BLUE, IRA
Adventure in Sports
KNBC, San Francisco, Calif.
BLUM, BOB
Sportsbook
KEEN, San Jose, Calif.
BODA, LOU
WMBH, Joplin, Mo.
BODIE, ARMAND F.
Sports Review
WSOC, Charlotte, N. C.
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
BOGGS, OTIS
Sports Review
WRUF, Gainesville, Fla.
BOHNHOFF, ED
KILO, Grand Forks, N. Dak
BOLAND, CHARLES H.
KGKO, Dallas, Texas
BOLAND, JOE
KTLN, Denver, Colo.
BOLAND, JOE
WSBT, WSBT-TV, South Bend, Ind.
BONIN, DONALD
Sport's Edition
KANE, New Iberia, La.
BOOTH, EDDIE
Sports Booth
KHSL, Chico, Calif.
BOOTON, FRAN
KCID, Caldwell, Idaho
BOSSARD, PAUL
WNNJ, Newton, N. J.
BOULDIN, ARTHUR
KFAD, Fairfield, Iowa
BOURKE, FRANK
WDBC, Escanaba, Mich.
BOVE, DICK
Marine Sports Review
WJNC, Jacksonville, N. C.
BOWER, BOB
WTIP, Charleston, W. Va.
BOWLES, JOHN
KWWL, KWWL-TV, Waterloo, Iowa
BOWMAN, DICK
WELS, Kinston, N. C.
BOYD, DON
WCLO, Janesville, Wisc.
BOYER, JOHNNY
Whirl Around the World of Sports
KDKA, Pittsburgh, Pa.
BOYNTON, DICK
KFMB, San Diego, Calif.
BRADLEY, DICK
KICK, Springfield, Mo.
BRADSHAW, JOHN
Sportscope
WIRK, West Palm Beach, Fla.
BRANDENBERGER, MARION
Carnival of Sports
KAKE, Wichita, Kans.
BRANDT, JACK
WITZ, Jasper, Ind.
BRANSON, TODD
Sports Review
WWCA, Gary, Ind.
BRATTIN, DICK
Sportscaster
KPUG, Bellingham, Wash.
BRAY, DICK
WCKY, Cincinnati, Ohio
BRAZELL, JOHN
KSEK, Pittsburg, Kans.
BREAUX, JERRY
Outdoor Time
WLCS, Baton Rouge, La.
BRIGHT, LES
KBOR, Brownsville, Texas
BREMSER, LYELL
KFAB, Omaha, Nebr.
BRETAG, JERRY
Sports Parade
WLPO, LaSalle, Ill.
BRICKHOUSE, JACK
WGN, WGN-TV, Chicago, Ill.
BRITTON, JACK
Scrapbook Sports
KTRN, Wichita Falls, Tex.
BRODE, BUDDY
Sports Roundup
WNAR, Norristown, Pa.
BRODERS, SPANK
KXIC, Iowa City, Iowa
BROOKS, BOB
Sports Shots
KCRG, Cedar Rapids, Iowa
BROWER, CHARLES
WHIN, Gallatin, Tenn.
BROWN, BILL
Sports Parade
WMSC, Columbia, S. C.
BROWN, BURLIEGH
WWLP, Springfield, Mass.
BROWN, HAL
KBIS, Bakersfield, Calif.

SPORTS WRITER

SPORTS COMICTATOR

AL. CIRILLO

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BROWN, HANK
Sports Scoreboard
KGNC, KGNC-TV, Amarillo, Texas
BROWN, JERRY
WGRC, Louisville, Ky.
BROWN, JOHNNY
WCOH, Newnan, Ga.
BROWN, LARRY
Sports Report
WHTN, Huntington, W. Va.
BROWN, LARRY
WPNF, Brevard, N. C.
BROWN, PAUL E. X.
Sportopics
WERD, Atlanta, Ga.
BROWN, PETE
WELM, Elmira, N. Y.
BROWN, R. FRED, JR.
WLOS, WLOS-TV, Asheville, N. C.
BROWNE, TOM
WIST, Charlotte, N. C.
BRUNER, WALLY
WFIE-TV, Evansville, Ind.
BRUSHART, JAY
Today in Sports
WIRO, Ironton, Ohio
BRYSON, GEORGE
KYNO, Fresno, Calif.
BUCHANNON, BILL
Morning Sports Roundup
WRFS, Alexander City, Ala.
BUCK, JACK
KXOK, St. Louis, Mo.
BUCK, KEITH
Sportscaster
WTCO, Campbellsville, Ky.
BUETEL, FRANK
WTCN, Minneapolis, Minn.
BULLETT, BERNARD "BUCKY"
Sports Trail
WMNB, North Adams, Mass.
BUNCE, BOB
KCBC, Des Moines, Iowa
BUNDNER, GEORGE
WSAU, WSAU-TV, Wausau, Wisc.
BURDICK, GORDON
KWAL, Wallace, Idaho
BURGESS, RALPH
WGBA, Columbus, Ga.
BURGMEIER, FRANK
WHEN-TV, Syracuse, N. Y.
BURICK, SI
WHIO, Dayton, Ohio
BURNES, BOB
KMOX, St. Louis, Mo.
BURNHAM, STAN
Sports Digest
KORC, Mineral Wells, Texas
BURR, CHUCK
Sports Excerpts
WXRA, Buffalo-Kenmore, N. Y.
BURT, JIM
KELO, KELO-TV, Sioux Falls, S. Dak.
BURTON, JOE
WTUS, Tuskegee, Ala.
BUSH, OWEN
WDAF-TV, Kansas City, Mo.
BUTLER, CLIFF
WLOU, Louisville, Ky.

— C —

CAIN, BOB
WHOW, Clinton, Ill.
CALDWELL, HOWARD
WTHI, Terre Haute, Ind.
CALLIGAN, BOB
WSDR, Sterling, Ill.
CAMPBELL, BILL
WCAU, WCAU-TV, Philadelphia, Pa.
CAMPBELL, BUD
KARK-TV, Little Rock, Ark.
CAMPBELL, DAVE
Sports Review
WBRC, Birmingham, Ala.
CAMPBELL, JACK
Sports Roundup
KFBI, Wichita, Kans.
CAMPBELL, JOHN T.
KXLL, Missoula, Mont.
CAMPBELL, MAL
WNAV, Annapolis, Md.
CANE, LENNIE
Sports Roundup
WENT, Gloversville, N. Y.
CANNON, LOWELL
KMED, Medford, Ore.
CANTISANO, MARTIN M.
KXOC, Chico, Calif.
CAPPELL, BOOTSEY
Sports Review
KVPI, Ville Platte, La.
CAPPS, GORDON L.
Sports Spotlight
KSRV, Ontario, Ore.
CAREY, HARRY
KXOK, St. Louis, Mo.
CARLSON, BOB A.
Sports Parade
WHAT, Philadelphia, Pa.
CARLSON, WARREN
Sports Whirl
KVOC, Casper, Wyo.
CARLTON, BILL
Quarterback Club
WPME, Punxsutawney, Pa.
CARMICHEAL, LES
KWK, KWK-TV, St. Louis, Mo.
CARNEAL, HERB
Inside Angle on Sports
KYW, Philadelphia, Pa.
CARNEGIE, TOM
Sports Eye, Sports Final
WFBM, WFBM-TV, Indianapolis, Ind.

CLEVE HERMANN
KRCA director of sports
"Trophy Room"
KRCA-4

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CAROL, ROBERT
Sportlight
WMTC, Vancleve, Ky.
CARPENTER, JOHNNY
KOIN-TV, Portland, Ore.
CARR, GEORGE
Sports Roundup
WFEB, Sylacauga, Ala.
CARRIKER, KEN
KDUB-TV, Lubbock, Texas
CARROLL, GEORGE
Sports Final
WEEU, Reading, Pa.
CARSON, JIM
Tipoff on Sports
KWBM, Williston, N. Dak.
CARTER, BOB
Sports Today
KDB, Santa Barbara, Calif.
CARTER, CAL
KAMD, Camden, Ark.
CARTY, DEL
Sports Final
WWGP, Sanford, N. C.
CASE, JACK
WGNY-TV, Carthage, N. Y.
CASE, JOHN G.
WWNY, Watertown, N. Y.
CASE, KEN
Football Previews
KTBS, Shreveport, La.
CASPER, ART
Sports Final
KFEQ, St. Joseph, Mo.
CASTANEDA, LES
KNGS, Hanford, Calif.
CAUDILL, CARL
Sports Parade
WGNI, Wilmington, N. C.
CAVANAUGH, JOE
WARD, Johnstown, Pa.
CHALMERS, JIM
WEIM, Fitchburg, Mass.
CHAMBERLAIN, GUS
Sportsman Hour
WAGC, Chattanooga, Tenn.
CHAPMAN, DAVE
KNOE, Monroe, La.
CHAPMAN, ARCH
Sports Newsreel
WDEV, Waterbury, Vt.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARLES, BERT
WVKO, Columbus, Ohio
CHARLES, DICK
KMTV, Omaha, Nebr.
CHASEMAN, JOEL
WAAM, Baltimore, Md.
CHILDS, LELAND
WSFA, Montgomery, Ala.
CHRISTIAN, CHARLIE
KTOP, Topeka, Kans.
CIPOLLA, CHIP
Sports Roundup
WHLI, Hempstead, N. Y.
CIRALDO, AL
Morning Sports Page
WGLS, Decatur, Ga.

CIRILLO, AL S.
Bowling Headliners, ABC, Du-Mont; Tenpin Stars, The Bowlers Show, WOR-TV

CITTY, JIM
KWFC, Hot Springs, Ark.
CLAHAN, JOHN
KTIM, San Rafael, Calif.
CLARK, CHRIS
In the Sportlight
WBSM, New Bedford, Mass.
CLARK, HAMPTON C., JR.
WHOC, Philadelphia, Pa.
CLARK, KEITH
The Bull Pen
KIFI, Idaho Falls, Idaho
CLARK, LEM
WNEX-TV, Macon, Ga.
CLARK, PORTER
WEKR, Fayetteville, Tenn.
CLASE, MILO
WRSW, Warsaw, Ind.
CLAUSEN, JERRY
Time Out for Sports
KCRE, Crescent City, Calif.
CLAWSON, LEW
WWVA, Wheeling, W. Va.
CLAY, RANDALL
WOAI, WOAI-TV, San Antonio, Tex.
CLAYTON, DEAN
KDKD, Clinton, Mo.
CLAYTON, TOM
WLLH, Lowell-Lawrence, Mass.
CROW, TIM
Sports Trail
WAMS, Wilmington, Del.
CROWLEY, PAUL C.
WJPD, Ishpeming, Mich.
CRUM, JAMES
WLW-C, Columbus, Ohio
CRUMBLEY, CHARLIE
Sportsmen's Corner
WLAU, Laurel, Miss.
CULLEN, JOE
Sports Review
KOIL, Omaha, Nebr.
CUMMINS, JACK
WTVJ, Miami, Fla.
CUNNINGHAM, DON
WBUF-TV, Buffalo, N. Y.
CURTIS, BOB
KCLX, Colfax, Wash.
CURTIS, GENE
KGIN, Glenwood Springs, Colo.
CUSICK, FRED
WEEI, Boston, Mass.

— D —

DABOUL, JOE
Sports Roundup
WJKO, Springfield, Mass.
DAHL, DON
KSTL, St. Louis, Mo.
DAHL, DON
On the Side Lines
KDAL, Duluth, Minn.
DAHLGREN, BABE
Sports Panorama
KWKW, Pasadena, Calif.
DAIN, ROLLIE
KMMT, Austin, Minn.
DALE, JACK
Sports Parade
KFYO, Lubbock, Texas
DANCEAU, HUGH
World of Sports
KNAL, Victoria, Texas
DANES, SPENCER
Sports Parade
WKBV, Richmond, Ind.
DANIEL, DAN
WABT, Birmingham, Ala.
DANIELSON, BILL
KXGN, Glendive, Mont.
DARWIN, CHET
KPAS, Banning, Calif.
DAVEY, CHUCK
WJBK-TV, Detroit, Mich.
DAVIES, MICKIE
WBEX, Chillicothe, Ohio
DAVIES, ROBERT
KIVA, Yuma, Ariz.
DAVIES, TED
KVEC, San Luis Obispo, Calif.
DAVIS, DICK
WKNX-TV, Saginaw, Mich.
DAVIS, LEN
Sports Nightcap
WGL, Fort Wayne, Ind.
DAVIS, LES
Today in the World of Sports
WNAX, Yankton, S. Dak.
DAVIS, LES
KVTV, Sioux City, Iowa
DAWSON, BUD
WQUA, Moline, Ill.
DEAN, WES
KTVE, Longview, Tex.
DECK, PAUL
KJSK, Columbus, Neb.
DECKER, TOM
WBBF, Rochester, N. Y.
DEDEAUX, HOMER
WVMI, Biloxi, Miss.
DeFOREST, ED
KOOL-TV, Phoenix, Ariz.
DEINES, NAY
Sports Time
KMMJ, Grand Island, Nebr.
DeJULIO, ED
KUBC, Montrose, Colo.
DELANEY, JIM
WPIX, WMCA, New York, N. Y.
DELSIE, PAT
Sports Final
WCAM, Camden, N. J.
DeLUCA, PETE
KCRT, Trinidad, Colo.
DENNY, RAY
KVON, Napa, Calif.
DENTON, BILL
KPQ, Wenatchee, Wash.
DeSAUTELLE, BUD
KGIW, Alamosa, Colo.
DESILET, LEROY T.
News in Sports
KYAK, Yakima, Wash.
DESMOND, CONNIE
WMGM, New York, N. Y.
DESMOND, JERRY
Sports Slants
KGVO, Missoula, Mont.
DEVEL, BILL
WLYC, Williamsport, Pa.
DeVICTOR, MARTY
WBNS, Columbus, Ohio
DeWITT, DEWEY
WAGM, Presque Isle, Me.
DUNBAR, WALT
Time for Sports
WBET, Brockton, Mass.
DUNLAP, DAVE
Sports Spotlight
WIDE, Biddeford, Me.
DUNLEVEY, JIM
Sports Parade
WGIL, Galesburg, Ill.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DREES, JACK
TV Game of the Week, ABC-TV; All-Star Football, Mutual
DROELLE, GEORGE P.
Sports Page
WCLI, Corning, N. Y.
DYER, JOHN
Sports Final
KSTV, Stephenville, Texas

— E —

EAKINS, PHIL
KOB-TV, Albuquerque, N. Mex.
EARLY, BOB
Sportscope
WALK, Patchogue, N. Y.
ECKERT, ED
WKNY-TV, Kingston, N. Y.
EDGE, BOB
Sports Afield with Bob Edge
ABC
EDGER, JACK
WTNT, Tallahassee, Fla.
EDWARDS, BILL
KMID-TV, Midland, Tex.
EDWARDS, LARRY
KGGM-TV, Albuquerque, N. Mex.
EDWARDS, PAUL
WBEC, Pittsfield, Mass.
EDWARDS, TOMMY
Today in Sports
WAYX, Wayeross, Ga.

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EGAN, LEO
All About Sports
WBZ, Boston, Mass.
EHLERS, NED
Sports Roundup
WMTR, Morristown, N. J.
EHRLICH, GEORGE
Spotlite on Sports
WHAY, New Britain, Conn.
ELIAS, EDDIE
Trophy Room
WAKR-TV, Akron, Ohio
ELIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLIOTT, HANK
Sports Page of the Air
WORL, Boston, Mass.
ELLIOTT, WIN
WMGM, New York, N. Y.
ELLIS, DICK
WKPT, Kingsport, Tenn.
ELSTON, ROBERT
WIND, Chicago, Ill.
ENGEBRETSON, HAL
KGYW, Vallejo, Calif.
ENNIS, BILL
WXOK, Baton Rouge, La.
ENROTH, DICK
WCCO, WCCO-TV, Minneapolis, Minn.
ERDMAN, WOODY
Sports Front
WENY, Elmira, N. Y.
ERDMANN, JAKE
Sports Special
WRAC, Racine, Wis.
ERVIN, BILL
Scoreboard
KARE, Atchison, Kans.
ERVIN, PUSS
KOUL, Fort Worth, Texas
ERWIN, ED
WCUE, Akron, Ohio
ERWIN, TOMMY
World of Sports
KALB, Alexandria, La.
EUBANKS, BLAIR
Sports Review
WTAR, Norfolk, Va.
EVANS, BOB
Today's Sports
WKAT, Miami Beach, Fla.
EVANS, MILTON
Pigskin Prevue
KNET, Palestine, Texas

— F —

FABRE, DOC
Today in Sports
WVVW, Fairmont, W. Va.
FALKENSTIEN, MAX
Speaking of Sports
WREN, Topeka, Kans.
FALLON, FRANK
Sports Roundup
WMEX, Boston, Mass.
FALLON, FRANK
Last Word in Sports
KWTX, Waco, Texas
FANT, JULIAN
WFOY, St. Augustine, Fla.
FANTASISA, NICK
WVVW, Fairmont, W. Va.
FARKAS, CHARLES W.
Sports Review
KBKI, Alice, Texas
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRIOR, BILL
Sportslight
WIAM, Williamston, N. C.
FARRINGTON, FRANK
KFAM, St. Cloud, Minn.
FARRIS, CLINT
Sports Revue
WGTM, Wilson, N. C.
FAULCONER, J. B.
WLAP, Lexington, Ky.
FAY, HAINES
KVOS, Bellingham, Wash.
FIELDS, CHUCK
KGVO-TV, Missoula, Mont.
FINLAYSON, JOHN
KRDO, KRDO-TV, Colorado Springs, Colo.
FINNEGAN, BOB
Bob Finnegan Sports, Game of the Week
ABC
FINNEGAN, TIM
WTVR, Richmond, Va.
FINNERTY, HUGH
KOTV, Tulsa, Okla.
FISER, JACK
Sports Review
KWKH, Shreveport, La.
FISCHER, DON
Sportscap
KVOL, Lafayette, La.
FISHER, ED
Sports Final
WLSH, Lansford, Pa.
FISHER, HANK
WEEK, Peoria, Ill.
FISHER, HOWARD
WLSE, Wallace, N. C.
FITZ, STEPHEN
WSNY, Schenectady, N. Y.
FITZGERALD, LARRY
KRBC, Abilene, Texas

— G —

GAGE, FRED
Sports Final
WIBA, Madison, Wisc.
GAINES, CHUCK
Sportscast
WJAN, Spartanburg, S. C.
GALIETTE, DICK
Sports Wire
WGMA, Hollywood, Fla.
GALLAGHER, BOB
Sports Today
WAMS, Wilmington, Del.
GALLAGHER, BOB
Sports Journal
WNEB, Worcester, Mass.
GALVIN, BILL
WKOX Sports Show
WKOX, Framingham, Mass.
GALVIN, VINCE
KISD, Sioux Falls, S. Dak.
GARDNER, BILL
Scoreboard
WWPA, Williamsport, Pa.
GARDNER, DON
WKBN, WKBN-TV, Youngstown, Ohio
GARETT, CURWOOD
WMTS, Murfreesboro, Tenn.
GARNES, CLARENCE
Spotlight on Sports
WSAV, Savannah, Ga.
GARRITY, VINCE
WAAF, Chicago, Ill.
GARWOOD, JOHNNY
Sports in Review
WNBZ, Saranac Lake, N. Y.
GAUMOND, DICK
WPCT, Putnam, Conn.
GELLERS, DON
KCLS Sports
KCLS, Flagstaff, Ariz.
GENSICHEN, HAL
Today in Sports
KTUC, Tucson, Ariz.
GEORGE, STEVE
Strictly Sports
KGMS, Sacramento, Calif.
GEYER, GEORGE
WJDA, Quincy, Mass.
GHIO, BARNEY
KWKH, Shreveport, La.
GIBBS, LAWRENCE
KMLB, Monroe, La.
GIBBS, RONALD
WTAX, Springfield, Ill.
GIBBONS, JAMES
WMAL, WMAL-TV, Washington, D. C.
GILBERT, TOMMY
Sports Today
WPMP, Pascagoula, Miss.
GILLESPIE, EARL
World Championship Football
Mutual
GILLIGAN, NEIL
KVOZ, Laredo, Texas
GISMONDI, JIM
Sports Today
WMBS, Uniontown, Pa.
GIROUX, LEE
KGO-TV, San Francisco, Calif.
GILSTRAP, J. E., JR.
WDEC, Americus, Ga.
GLAZER, PETE
WTAR-TV, Norfolk, Va.
GLEESON, ART
Game of the Day, Game of the Week, Blue-Gray 'Gator Bowl
Mutual
GLENN, RALPH
Sports Digest
WMID, Atlantic City, N. J.
GLICKMAN, MARTY
WMGM, New York, N. Y.
GODDARD, TRACE
KATE, Albert Lea, Minn.
GOESER, JOE
Gazing at Sports
KFIZ, Fond Du Lac, Wisc.
GOLDEN, RAY
KSTN, Stockton, Calif.
GOMEZ, LEFTY
WKNB-TV, New Britain, Conn.
GONION, LEON
KBOI, Boise, Idaho
GOODE, MAL
Sports Arcade
WHOD, Homestead, Pa.
GOODING, RALPH
WRFW, Eau Claire, Wisc.
GOODRICH, BILL
Sports World
WORD, Spartanburg, S. C.
GOODWIN, GERALD
WFVG, Fuquay Springs, N. C.
GORDON, JIM
Sports Review
KDMS, El Dorado, Ark.
GORDON, JIM
WMGM, New York, N. Y.
GORDON, KEN
Sports Review
WFTR, Front Royal, Va.
GORDON, LLOYD
Sports Special
WESB, Bradford, Pa.
GORDON, MITCH
WWTV, Cadillac, Mich.
GORE, DEL
KJEO-TV, Fresno, Calif.
GORE, DEREK B.
WKWK, Wheeling, W. Va.
GOSS, BAILEY
WMAR-TV, Baltimore, Md.
GOUGH, GLENN
WMSA, Massena, N. Y.
GRAHAM, BILL
Sports Hilites
WAZL, Hazelton, Pa.
GRAHAM, DON
KSWI, Council Bluffs, Iowa
GRAHAM, WALTER
WRBL, Columbus, Ga.
GRANGE, JERRY
KWBE, Beatrice, Nebr.
GRANER, JIM
WJW, Cleveland, Ohio
GRANEY, JACK
WEWS, Cleveland, Ohio
GRANT, KEN
KNUZ, Houston, Texas

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GRAY, GEORGE
World of Sports
WHOP, Hopkinsville, Ky.
GRAYSON, SID
KMID-TV, Midland, Texas
GREBE, JAMES
KSL-TV, Salt Lake City, Utah
GREEN, DON
Spotlight on Sports
WSVS, Crewe, Va.
GREEN, JOHNNY
KPHO, KPHO-TV, Phoenix, Ariz.
GREENBERGER, JOHN B.
WBOC-TV, Salisbury, Md.
GREENWAY, ELLIS
Sports at a Glance
WHKY, Hickory, N. C.
GREGGORY, WILLIAM D.
WERH, Hamilton, Ala.
GREHAN, JAMES
Sports Parade
WLNA, Peekskill, N. Y.
GRIESER, EMIL
KTJS, Hobart, Okla.

— H —

HAASE, BOB
WMAM, Marinette, Wisc.
HAINES, MARLIN L.
Sportsreel
KEPO, El Paso, Texas
HALL, HALSEY
WCCO, Minneapolis, Minn.
HALPERN, WILLIAM
Sports Parade
WCOJ, Coatesville, Pa.
HALYARD, O. C.
WEKY, Richmond, Ky.
HAMILTON, KEN
WEBQ, Harrisburg, Ill.
HAMILTON, WILLIAM
Sports Roundup
KONP, Port Angeles, Wash.
HAMLIN, TOM
WLOK-TV, Lima, Ohio
HANAN, MARC
Sports Roundup
KXO, El Centro, Calif.
HANDLEY, LEE
KDKA, Pittsburgh, Pa.
HANEY, BOB
WSFC, Somerset, Ky.
HANLON, TOM
Sports Scoreboard
KNX, Los Angeles, Calif.
HANNA, BUD
Coach's Corner
HAUGHEE, JOHN
WIPC, Lake Wales, Fla.
HAWKINS, NAPPY
Sports Parade
WPTX, Lexington Park, Md.
HAWKINS, VERN
Spotlight on Sports
KWTO, Springfield, Mo.
HAYDEN, FRANK
KFOR, Lincoln, Nebr.
HAYES, PAT
KIRO, Seattle, Wash.
HAYS, JAMES W.
KVOA, KVOA-TV, Tucson, Ariz.
HAZLEWOOD, LEE
Coors Parade of Sports
KCKY, Coolidge, Ariz.
HEALY, CHUCK
WBEN-TV, Buffalo, N. Y.
HEALY, DAN
WMGT, Pittsfield, Mass.
HEARN, CHICK
WEEK, WEEK-TV, Peoria, Ill.
HEETLAND, JOHN
KLYN, Amarillo, Texas
HEILBRONER, LEW
Sports Parade
WCPS, Tarboro, N. C.
HELFER, AL
World Series, All-Star Baseball, Game of the Day, Game of the Week, Blue-Gray Sports Time
Mutual
HELLOMS, LYMAN
WSLI-TV, Jackson, Miss.
HELLUM, LYMAN
World of Sports
WSLI, Jackson, Miss.
HENDERSHOTT, BOB
Pigskin Prevue
KFJI, Klamath Falls, Ore.
HENRIKSON, LES
World of Sports
WAGA, Atlanta, Ga.
HENRY, JOHN
KOA, KOA-TV, Denver, Colo.
HENSON, DOUG
Speedway
WJMJ, Philadelphia, Pa.
HERGET, JOE
WKNA, Charleston, W. Va.

HERMANN, CLEVE
B. March 18, Peoria, Ill. Cleve Herman Sports, See, Hear, Director of Sports, KRCA, Los Angeles, Calif.

HERRIOTT, GENE
KEDD, Wichita, Kans.
HESS, BILL
Football Predictions
WPMP, Pascagoula, Miss.
HEWEY, IRA I.
Spotlighting the Sportlight
WHAI, Greenfield, Mass.
HICKEY, BILL
WCBS-TV, New York, N. Y.
HICKMAN, HERMAN
WCBS, New York, N. Y.
HICKOK, BILL
WHIS, Bluefield, W. Va.
HILDEBRAND, KEN
KDKA, Pittsburgh, Pa.
HILGENDORF, BOB
KVGB, Great Bend, Kans.
HILL, BOB
Parade of Sports
WANE, Fort Wayne, Ind.
HILL, DAVE
KIUP, Durango, Colo.
HILL, EDDIE
WRR, Dallas, Texas
HILL, JOE
WTVN, WTVN-TV, Columbus, Ohio
HINKLE, CHARLES
WHIO-TV, Dayton, Ohio
HINNERS, BOB
WLEC, Sandusky, Ohio
HIXSON, GLEN
Sports Roundup
WJAG, Norfolk, Nebr.
HOAG, HOWARD
The Sports Room
KJEF, Jennings, La.
HODGES, RUSS
WPIX, WCBS-TV; WMCA, New York, N. Y.
HOFFMAN, JERRY
WNDR, Syracuse, N. Y.
HOGAN, BILL
Sports Final
WEWO, Laurinburg, N. C.
HOLECK, ANDY
WICA-TV, Ashtabula, Ohio
HOLKAMP, DUTCH
Plug 'N Trigger
KWED, Seguin, Texas
HOLMES, JOHNNY
KSWM-TV, Joplin, Mo.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOVER, DON
KWBB, Wichita, Kans.
HOOVER, TOM
Home Town Sports
KTIL, Tillamook, Ore.
HOPPE, HENRY
WUSN-TV, Charleston, S. C.
HORNBECKER, HARRY
KOKX, Keokuk, Iowa
HORNER, ALBERT E.
KJCK, Junction City, Kans.
HORSTMAN, BOB
Locker Room
KFEQ-TV, St. Joseph, Mo.
HORTON, THAD
WGST, Atlanta, Ga.
HOSKINS, JACK
Parade of Sports
WHLN, Harlan, Ky.
HOUGH, BOB
Sports Eye View
KVNI, Coeur d'Alene, Idaho
HOWARD, BOB
WVKO, Columbus, Ohio

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ISON, HAP
Sports Review
WORZ, Orlando, Fla.

— J —

JABERG, EUGENE
Sports Parade
WHBL, Sheboygan, Wisc.
JACKSON, DICK
WSAL, Logansport, Ind.
JACKSON, GLENN
World in Sports
WAVU, Albertville, Ala.
JACKSON, JIM
WIS-TV, Columbia, S. C.
JACKSON, KEITH
Sport Spots
KLER, Lewiston, Idaho
JACKSON, WAYNE
Sports Today
WMFD, Wilmington, N. C.
JACOBS, SEB
WKYR, Keyser, W. Va.
JACOBSON, "SPECS"
WTSV, Claremont, N. H.
JACOBSON, WALLY
World of Sports
WATW, Ashland, Wisc.
JAFFE, SYDNEY
WNHC-TV, New Haven, Conn.
JAMES, KEN
WOW-TV, Omaha, Nebr.
JAMES, PAUL
KTVT, Salt Lake City, Utah
JAMES, TONY
Sports Roundup
WSSC, Sumter, S. C.
JANSSEN, WIFF
KIDO, Boise, Idaho
JARSTAD, JOHN
KOMO-TV, Seattle, Wash.
JAY, BILL
Sports Parade
WNOX, Knoxville, Tenn.
JEFFERS, ARNOLD P.
KVOA-TV, Tucson, Ariz.
JENNINGS, AL
Coastal Sports Club
WCCP, Savannah, Ga.
JEWELL, WAYNE
WBBC, Flint, Mich.
JOE, DON
KMA, Shenandoah, Iowa
JOHNSON, ART
WCRB, Waltham, Mass.
JOHNSON, BILL
Time Out for Sports
WROL, Knoxville, Tenn.
JOHNSON, BOB
KCAP, Helena, Mont.
JOHNSON, BOB
World of Sports
WDLB, Marshfield, Wisc.

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— K —

KABER, RUSS
Today in Sports
KOVC, Valley City, N. Dak.

KALLAY, ED
WAVE, WAVE-TV, Louisville, Ky.

KANAKALS, JOE
WREL, Lexington, Va.

KANN, MEL
WMIE, Miami, Fla.

KARL, TED
KTAC, Tacoma, Wash.

KARMEN, JACK
WCOU, Lewiston, Me.

KASSERA, L. G.
WBIZ, Eau Claire, Wisc.

KAUFMAN, SAM
Human Side of Sports
WOL, Washington, D. C.

KAYE, DENNY
WSBA, York, Pa.

KEARNS, CHARLES R.
WKTY, LaCrosse, Wisc.

KEATING, BILL
WHYN, WHYN-TV, Springfield, Mass.

KECK, BILL
KEYS, Corpus Christi, Texas

KEELING, JOHN O., JR.
Sports Books
WTRR, Sanford, Fla.

KEITER, LES
Sports Wire
WINS, New York, N. Y.

KELLER, BOB
WLBR, Lebanon, Pa.

KELLEY, BOB
KMPA, Los Angeles, Calif.

KELLEY, BOB
Professional Football
DuMont

KELLY, BILL
WICH, Norwich, Conn.

KELLY, MORRIS
KWBG, Boone, Iowa

KELLY, THOMAS J.
KGTV, Des Moines, Iowa

KEMPER, WARREN
Sports Roundup
KLOG, Kelso, Wash.

KENNEDY, ED
WKRC, WKRC-TV, Cincinnati, Ohio

KENNY, JACK
WEAR-TV, Pensacola, Fla.

KESSLER, ROBERT
Sports Afield
WLBN, Lebanon, Ky.

KEYS, BILL
Sports Final
KSVP, Artesia, N. Mex.

KILKENNY, CHARLES
Sportscope
WMVO, Mount Vernon, Ohio

KINCAID, FRED
Sports Extra
KPLT, Paris, Texas

KING, BILL
KOIN, KOIN-TV, Lincoln, Nebr.

KINNEY, ABBOTT
Sports Roundup
KVSA, McGehee, Ark.

KINSER, JOE
KBAK-TV, Bakersfield, Calif.

KIRBY, BOB
WOOD-TV, Grand Rapids, Mich.

KLEMP, LLOYD
KUBA, Yuba City, Calif.

KLINE, DICK
WMAN, Mansfield, Ohio

KNAPP, ROBERT
WRVA, Richmond, Va.

KOESTER, TONY
KFBK, Sacramento, Calif.

KOPERA, JOHN
Sports Review
WNCC, Barnesboro, Pa.

KOPPIT, ROBERT
Sports Review
WAVY, Portsmouth, Va.

KORZELIUS, EUGENE L.
WBNY, Buffalo, N. Y.

KOZAK, CHET
Bud's Sports Shorts
KCLO, Leavenworth, Kans.

KRAFT, ARKY
WDRF, Chester, Pa.

KREUGER, LEE
Sportlites of the Day
KDUZ, Hutchinson, Minn.

KROEN, ED
WKPA, New Kensington, Pa.

KRUPP, LARRY
WJW, Cleveland, Ohio

KUSHEL, MEL
WNOW-TV, York, Pa.

KUTAN, DICK
Sports Special
WBUT, Butler, Pa.

— L —

LACEY, JIM
Round-Up Time
WDOB, Jackson, Miss.

LAFLIN, JOHN C.
Sports Corner
WESB, Bradford, Pa.

LaFRANCHISE, CHARLES
Sports Hilites
KPOJ, Portland, Ore.

LAING, ART
CKLW, CKLW-TV, Detroit-Windsor, Mich.

LaMEAR, DOUG
KVAN, Vancouver, Wash.

LANDMAN, LOU
Sportscene
WMTV, Madison, Wis.

LANE, EDDIE
WFMJ, WFMJ-TV, Youngstown, Ohio

LANGE, BEL
The Outdoorsman
KOVR, Stockton, Calif.

LANSING, RAYMOND
Sports Today
KGOS, Torrington, Wyo.

LAURIE, BEN ERLE
KEBE, Jacksonville, Texas

LAVANAWAY, AL
The Sports Whirl
KCRE, Crescent City, Calif.

LAWLESS, ROBERT
WIKE, Newport, Vt.

LAWRENCE, BILL
Sports Card
KRXK, Rexburg, Idaho

LAWRENCE, JIMMY
KOVO, Provo, Utah

LAWRENCE, KEN
Tops in Sports
KXGI, Ft. Madison, Ia.

LAWS, BILL
Sports Roundup
KLX, Oakland, Calif.

LAWSON, JACK
KXOA, Sacramento, Calif.

LAWSON, JIM
KCSB, San Bernardino, Calif.

LAYER, BRUCE
Sports Parade
KPRC, Houston, Texas

LEAMING, JIM
Sport Shots
WIP, Philadelphia, Pa.

LEAVITT, MEL
WDSU, WDSU-TV, New Orleans, La.

LECTUS, EDWARD
WOTW, Nashua, N. H.

LECKMAN, H. T.
World of Sports
KBMX, Coalinga, Calif.

LEDET, LESTER
KPAC, Port Arthur, Texas

LEE, BARNEY
Sports Roundup
WJLB, Detroit, Mich.

LEE, BERT, JR.
WMGM, New York, N. Y.

LEE, BILL
WLCS, Baton Rouge, La.

LEE, BOB
KICK, Springfield, Mo.

LEE, FRANK
Sports Journal
WMMM, Fairmont, W. Va.

LEE, JACK
KBNZ, LaJunta, Colo.

LEEDS, LYLE
KOJM, Havre, Mont.

LEHMAN, JOHN
Today in Sports
WEZB, Birmingham, Ala.

LEIGHTON, AL
KLIZ, Brainerd, Minn.

LENNON, PAUL
Let's Talk Sports
WTTV, Bloomington, Ind.

LENOX, JOHN
KGKB, Tyler, Texas

LEONARD, ED
Spotlight on Sports
WICH, Norwich, Conn.

LEONARD, HOWIE
WPOR, Portland, Me.

LESTER, TOM
Sports Roundup
WESX, Salem, Mass.

LEWIS, BARNEY
Sports Reporter
WLDS, Jacksonville, Ill.

LEWIS, BOB
KBHS, Hot Springs, Ark.

LIBBY, JOHN
WCOU, Lewiston, Me.

LIEGEOIS, BILL
Inside of Sports
WMAN, Marinette, Wisc.

— Mc —

McALEECE, RED
Sideline Sports Chatter
KDTH, Dubuque, Iowa

McALLISTER, DON
WDBO-TV, Orlando, Fla.

McALLISTER, GRADY
WKKO, Cocoa, Fla.

McALLISTER, ROY
WJRD, Tuscaloosa, Ala.

McCANN, BOB
KBMY, Billings, Mont.

McCARTHY, DICK
WKNY, WKNY-TV, Kingston, N. Y.

McCARTHY, JIM
WBRE, WBRE-TV, Wilkes-Barre, Pa.

McCASKILL, DUDLEY
Sports Special
WFOM, Marietta, Ga.

McCOLGAN, BILL
Speaking of Sports
WGAR, Cleveland, Ohio

McCONAGHY, REED
WEAT, West Palm Beach, Fla.

McCORMACK, FRANK
WHWB, Rutland, Vt.

McCORMICK, CARLOS
KEVT, Tucson, Ariz.

McCORMICK, JOHN
KVEN, Ventura, Calif.

McDONALD, ARCH
Speaking of Sports
WTOP, Washington, D. C.

McDONEL, WILLIAM
WQEN, Mt. Pleasant, Mich.

McFADDEN, RAY
WTEL, Philadelphia, Pa.

McGEARY, CLINK
KFYR-TV, Bismarck, N. Dak.

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McGRATH, ED
WSPA, Spartanburg, S. C.
McGRAW, MAC
KFTM, Ft. Morgan, Colo.
McINTYRE, JIM
WINN, Louisville, Ky.
McINTYRE, MAL
KCCC-TV, Sacramento, Calif.
McKAY, JIM
Six O'Clock Report
WCBS-TV, CBS-TV
McKECHNIE, JAMES
WNDR, Syracuse, N. Y.
McKELLAR, DON
WJBC, Bloomington, Ill.
McKEOWN, GEORGE
WEKZ, Monroe, Wisc.
McKINLEY, LARRY
WMRY, New Orleans, La.
McKINSTRY, JIM
WCIL, Carbondale, Ill.
McKNIGHT, WES
Sportviews
CFRB, Toronto, Ont., Can.
McLAUGHLIN, JAMES H.
WSHB, Stillwater, Minn.
McLAUGHLIN, TOMMY
WTBC, Tuscaloosa, Ala.
McLEAN, JACK
Sketch Book of Sports
WJPS, Evansville, Ind.
McLENDON, GORDON B.
KLIF, Dallas, Tex.
McMULLEN, DICK
World of Sports
WKRG, Mobile, Ala.

— M —

MASON, AL
Today in Sports
KVOU, Uvalde, Texas
MASON, ART
KPMC, Bakersfield, Calif.
MASON, BILL
KDIX, Dickinson, N. D.
MASON, FRANK
WSLB, Ogdensburg, N. Y.
MASON, JOE
Climax in Sports
WLEE, Richmond, Va.
MASTERS, JOHN
Sports Spotlight
WDOV, Dover, Del.
MASTERS, LEN
Schoolboy Sports
WCOP, Boston, Mass.
MAXWELL, JOCKO
Football Scoreboard
WWRL, New York, N. Y.
MAYS, BOB
Oklahoma Outdoors
KTVX, Muskogee, Okla.
MAYS, BOB
KTUL, Tulsa, Okla.
MAZER, BILL
WGR, WGR-TV, Buffalo, N. Y.
MEEKINS, CLAIR
WFIN, Findlay, Ohio
MEHAFFEY, JAY
Hi-Lites in Sports
KOSA, Odessa, Texas
MELTZER, AL
WHEN, Syracuse, N. Y.
MENDELL, HOWARD
Sports Roundup
WWCO, Waterbury, Conn.
MERCER, BILL
KRLD, Dallas, Texas
MERCIER, WOODROW
WRUM, Rumford, Me.
MERRIMAN, DONALD
Sports Page
WHDI, Olean, N. Y.
MERTHENEY, TERRELL
KFPW, Ft. Smith, Ark.
METHVEN, JEFF
KPLT, Paris, Texas
METZLER, ART
Sports Look
WATE-TV, Knoxville, Tenn.
MICELI, BABE
Sports Parade
WJNC, Jacksonville, N. C.
MICHAEL, RAY
WRC, WRC-TV, Washington, D. C.
MIKKALSON, BOB
WLCX, LaCrosse, Wisc.
MILLER, BILL
WETB, Johnson City, Tenn.
MILLER, DICK
WJEF, Grand Rapids, Mich.
MILLER, GARY
Spotlight on Sports
WKXL, Concord, N. H.
MILLER, HACK
KSL-TV, Salt Lake City, Utah
MILLER, JACK
What's the Score
KAKE-TV, Wichita, Kans.
MILLER, PHIL
WKEI, Kewanee, Ill.
MILLER, REG
KOMO, Seattle, Wash.
MILLER, RON
WRMN, Elgin, Ill.
MILLER, STRETCH
WTVI, Belleville, Ill.
MILLER, YAN
WFCB, Dunkirk, N. Y.
MILLS, BILL
WPTW, Piqua, Ohio
MINNIX, DARRELL B.
World of Sports
KWHP, Cushing, Okla.
MISTOVICH, MIKE
Sports Mike
KORA, Bryan, Texas
MITCHELL, DON
KZTV, Reno, Nev.
MITCHELL, JACK
Sport Log
KSYC, Yreka, Calif.
MITCHELL, TED
KTIM, San Rafael, Calif.
MITCHELL, TOM
Sports Review
WANT, Richmond, Va.
MITTAN, RAY
WHFB, Benton Harbor, Mich.
MIZELLE, GEORGE
Strictly Sports
WMEV, Marion, Va.
MOEN, JOE
WBEL, Beloit, Wis.
MOFIELD, RAY
Sports Hi-Lites
WPAD, Paducah, Ky.
MOHATT, SKIP
KROG, Sonora, Calif.
MOLEN, SAM
KMBC-TV, Kansas City, Mo.
MONSON, REED
KBLI, Blackfoot, Idaho
MOORE, MONTE
KSWO, Lawton, Okla.
MOORE, REX
WISE-TV, Asheville, N. C.
MOORE, TED
Sports HiLites
WNAM, Neenah-Menasha, Wisc.
MOST, JOHNNY
WMGM, New York, N. Y.
MOSTELLER, JERRY
Sports Roundup
WAKE, Greenville, S. C.
MOTTLOW, RED
WLOL, Minneapolis, Minn.
MOUZON, H. D.
KMAE, McKinney, Texas
MOVER, CHUCK
WEDO, McKeesport, Pa.
MULHERIN, PAT
WBBQ, Augusta, Ga.
MULLEN, JAY
Spotlight on Sports
WCSC, Charleston, S. C.
MULLINAX, ED
Sports Revue
WLAG, LaGrange, Ga.
MULLINAX, WALLY
Sport Scoreboard
WESC, Greenville, S. C.
MULVIHILL, JOE
WNBK, Cleveland, Ohio
MUNSON, LARRY
WSIX, WSIX-TV, Nashville, Tenn.
MURDOCK, HOWARD
WIMS, Michigan City, Ind.
MURPHY, DAN
Riley's Sports Roundup
KDSH, Boise, Idaho
MURPHY, ED
Sports Page
WWHG, Hornell, N. Y.
MURRAY, DON
Sportslants
WDBJ, Roanoke, Va.

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NAFSINGER, DICK
KCID, Caldwell, Idaho
NAGLER, AL
WJBK, Detroit, Mich.
NASSAU, ROY
WTPA, Harrisburg, Pa.
NATALE, JOE Di
The Sports Parade
KODY, North Platte, Nebr.
NATION, HERSHEL
WDEF-TV, Chattanooga, Tenn.
NAVARRO, AUGIE
Speaking on Sports
KLO, Ogden, Utah
NEAL, BOB
Professional Football
DuMont
NEAL, TOM
Let's Talk Sports
WTAP, Parkersburg, W. Va.
NELSON, CONRAD
Time Out for Sports
WMIQ, Iron Mountain, Mich.
NESBITT, DICK
WJJD, Chicago, Ill.
NEWBOLD, DICK
KICO, Calexico, Calif.
NEWELL, HAL
WMIN, St. Paul, Minn.
NEWMAN, JACK
Sports Parade
WIBA, Madison, Wisc.
NICHOLS, DENO
KWRF, Warren, Ark.
NICHOLSON, JAMES
Sports Review
WMGW, Meadville, Pa.
NOLAN, TONY
Roundup of Sports
WIBV, Belleville, Ill.
NORMAN, DON
KFAB, Omaha, Nebr.
NORMAN, NEIL
Hilites in the World of Sports
WTMV, East St. Louis, Ill.
NORMAN, STAN
Sportrail
KCBQ, San Diego, Calif.
NORTON, DON
Journal of Sports
KNET, Palestine, Texas
NORWIG, GEORGE
WCSC-TV, Charleston, S. C.

— O —

OBIE, DON
KRIB, Mason City, Iowa
O'BRIEN, JERRY
WNET, Providence, R. I.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.

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O'DELL, VIRGIL
WNEM-TV, Bay City, Mich.
ODOM, RAY
KRUX, Glendale, Ariz.
ODOM, RAY
Hear This
KCBQ, San Diego, Calif.
O'DONNELL, BILL MARTIN
WSYR, WSYR-TV, Syracuse, N. Y.
O'DONNELL, ODIE
WJEH, Gallipolis, Ohio

— P —

PALMER, BUD
Sports from Madison Square Garden, WPIX; U. S. Open Golf Tournament, NBC; Holiday Festival, NBC-TV; Sports Final, WRCA-TV; Sports Color Telecast, CBS; Information Please, CBS
PARKER, CHARLES
WTAW, College Station, Tex.
PARKER, JIM
WCIN, Cincinnati, Ohio
PARKER, JOHN
KERO, KERO-TV, Bakersfield, Calif.
PARKER, TONY
WTVH, Peoria, Ill.
PARKER, VIRGIL
KORE, Eugene, Ore.
PARKS, DARYL
WKRC-TV, Cincinnati, Ohio
PARLE, PAUL
WKTG, Thomasville, Ga.
PARSONS, MARSHALL
WQAM, Miami, Fla.
PARTAIN, JIM
Sports Parade
WFBC, Greenville, S. C.
PARTON, RED
Sportscoop
WOLF, Syracuse, N. Y.
PASEK, CHARLES
KYSM, Mankato, Minn.
PASERO, JOE
KDAC, Fort Bragg, Calif.
PASSE, NOEL
KTRE, Lufkin, Texas
PASSE, LOEL
KTHT, Houston, Texas
PATE, JOE
Sports Spotlight
KNED, McAlester, Okla.
PATILLO, BOB
WNDB, Daytona Beach, Fla.
PATRICK, VAN
Professional Football
DuMont
PATRICK, VAN
Thanksgiving Day Pro Football
Mutual
PATTON, PAT
Sport Special
WKLJ, Sparta, Wisc.
PAUL, LEROY
WSFA, Montgomery, Ala.
PAUL, ROD
KHUM, Eureka, Calif.
PAULIN, ED
Sports Notebook
WMRN, Marion, Ohio
PAYNE, ALLEN
World of Sports
WPID, Piedmont, Ala.
PAYNE, E. MAURAY
World of Sports
KSUB, Cedar City, Utah
PAYNE, JACK
WOW, WOW-TV, Omaha, Nebr.
PEELE, BILLY E.
Sports of the Week
WFMO, Fairmont, N. C.
PEISS, ED
KOOK, KOOK-TV, Billings, Mont.
PENFIELD, ADD
WBIG, Greensboro, N. C.
PERICOLA, FRANK
WDLP, Panama City, Fla.
PERLIN, BERNIE
KOPO-TV, Tucson, Ariz.
PERRIE, DON
World of Sports
WJBO, Baton Rouge, La.
PERRION, JOHN
KWRE, Warrenton, Mo.
PETERS, BOB
WAFB, WAFB-TV, Baton Rouge, La.
PETERSON, PHIL
In the Sportslight
WFNS, Burlington, N. C.
PETERSON, ROLLIE
KCJB, KCJB-TV, Minot, N. Dak.
PETTI, RALPH A., JR.
KCHA, Charles City, Iowa
PFEIFFER, RUDY
KGON, Oregon City, Ore.
PHELAN, JOHN
KTSM, KTSM-TV, El Paso, Texas
PHELPS, ROBERT
The Sportsman
WISP, Kinston, N. C.
PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, DALE
KXOA, Sacramento, Calif.
PHILLIPS, DARELL
KTUR, Turlock, Calif.
PHILLIPS, JOHN
KCIL, Houma, La.
PHILLIPS, LEE
Sportsland, U.S.A.
WIOD, Miami, Fla.
PHILIPPSON, JOE
KIOA, Des Moines, Iowa
PIERCE, HARRY
Sports Parade
KLRA, Little Rock, Ark.
PIERRO, LOU
WHUC, Hudson, N. H.
PIKE, CHET
WTMA, Charleston, S. C.
PINE, ALLAN
Sports Roundup
WHLI, Hempstead, N. Y.
PINION, CLOVIS
KSST, Sulphur Springs, Tex.
PIPHER, BILL
WIRL, Peoria, Ill.
PLATT, BILL
WBBZ, Ponca City, Okla.
POLITZ, J. C.
Sports Review
WIBR, Baton Rouge, La.
POPE, BILL
Sports Extra
WABY, Albany, N. Y.
POWELL, JOHN
WPRS, Paris, Ill.
POWELL, CHARLES
Sports Eye
WTTV, Bloomington, Ind.
POWELL, DON
Sports News
KLCB, Libby, Mont.
POWERS, JIMMY
WPIX, New York, N. Y.
POWERS, TED
Sports Final
WDEV, Waterbury, Vt.
PRESTON, H. A. "SKEET"
KJAN, Atlantic, Iowa
PRIEST, DON
Sports Reporter
WSPB, Sarasota, Fla.
PRIME, WILLIAM A.
Sports Bench
KCLV, Clovis, N. Mex.
PRITCHARD, BOSH
Sports Page
WIBG, Philadelphia, Pa.
PRYOR, BILL
WNBF, WNBF-TV, Binghamton, N. Y.
PYLES, DAVE
WMOA, Marietta, Ohio

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QUIGLEY, DON
KWEI, Weiser, Idaho
QUILLEN, TED
WACO, Waco, Texas
QUINLAN, JACK
Sports Forecast
WIND, Chicago, Ill.

— R —

RABER, ALAN
Sports Digest
WKAP, Allentown, Pa.
RAHRER, EARL
Sports Review
WLAK, Lakeland, Fla.
RAINEL, LEE
WHIN, Gallatin, Tenn.
RAMPTON, CLARE
KWWL, KWWL-TV, Waterloo, Iowa
RAMSAY, BILL
Sports Parade
WVOT, Wilson, N. C.
RANEY, REX
Football Prophet
WBIR, Knoxville, Tenn.
RANGER, JIM
Time Out for Sports
KWG, Stockton, Calif.
RASH, LESTER R.
Morning Sports Review
KGOS, Torrington, Wyo.
RASK, PAUL
Sports Page Final
KGW, Portland, Ore.
RASKIN, RICHARD
WGNY, Newburgh, N. Y.
RATLIFF, ROY
Today in Sports
WPRT, Prestonsburg, Ky.
RAY, L. CLINTON
WKBI, St. Marys, Pa.
RAY, LARRY
WHB, Kansas City, Mo.
RAYBURN, JOHNNYE
Sports Final
WMBD, Peoria, Ill.
RAYMON, PAUL
WLAC-TV, Nashville, Tenn.
RIND, JULES
Speaking of Sports
WPEN, Philadelphia, Pa.
RINEHART, TED
WFBG-TV, Altoona, Pa.
RINGQUIST, LEN
WJDA, Quincy, Mass.
RITZERT, ROBERT
Sport Page of the Air
WNAB, Bridgeport, Conn.
RIZZO, HENRY
Sports Roundup
WWSR, St. Albans, Vt.
ROBERTS, DON
Sports Extra
WKNE, Keene, N. H.
ROBERTS, DONALD
WCOU, Lewiston, Me.
ROBERTS, STAN
WARK, Hagerstown, Md
ROBERTSON, BOB
KMO, Tacoma, Wash.
ROBINSON, JERRY
Sports Roundup
KELA, Centralia-Chehalis, Wash.
ROBINSON, JOHN
Sports Report
WDUN, Gainesville, Ga.
ROBINSON, MAX
Sports Roundup
WJTN, Jamestown, N. Y.

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ROBY, CLIFTON VAN
Sports Roundup
WCUM, Cumberland, Md.
ROCKWOOD, LYNN
Sportlite
KIXX, Provo, Utah
RODRICK, BOB
KQTV, Fort Dodge, Iowa
ROEWE, PHILIP
Sports Line-Up
WMOK, Metropolis, Ill.
ROMERO, FRED
KCOR, San Antonio, Texas
ROPER, DON
Time Out for Sports
KBOL, Boulder, Colo.
ROPER, KEITH
Sports Slants
WABJ, Adrian, Mich.
ROSCOE, PAUL
Speaking of Sports
KJAY, Topeka, Kans.
ROSEHILL, DAVE
Sports First on Long Island
WGSM, Huntington, N. Y.
ROSELLE, JIM
WJTN, Jamestown, N. Y.
ROSS, CHARLES
Sports Review
WMOU, Berlin, N. H.
ROSS, KAL
WCAN-TV, Milwaukee, Wisc.
ROWLANDSON, HUGH
WTVL, Waterville, Me.
RUCKLE, ROBERT
Sports Roundup
WRDW, Augusta, Ga.
RUSH, RED
KCSB, San Bernardino, Calif.
RUSHTON, RAY
WINA, Charlottesville, Va.
RUSSELL, DAVE
KFDM, Beaumont, Texas
RUSSELL, LANCE
WDXI, Jackson, Tenn
RUST, BILL
KGVL, Greenville, Texas
RYAN, JIM
Speaking of Sports
KWPC, Muscatine, Iowa
RYAN, JOE
Sports Roundup
WALL, Middletown, N. Y.
RYAN, MIKE
Sports Review
WCOL, Columbus, Ohio

— S —

SAAM, BYRON
Professional Football
DuMont
SABEAN, SAM
WCOW, Saint Paul, Minn.
SAGE, DICK
Sport Report
KBRS, Springdale, Ark.
SAIDT, BUS
WBUD, Trenton, N. J.
SANDLER, JACK
The Sports Hour
KOWH, Omaha, Nebr.
SANDS, GEORGE
WMAS, Springfield, Mass.
SAUNDERS, ALLEN
WCHA, Chambersburg, Pa.
SAUNDERS, ERNIE
WCHS, WCHS-TV, Charleston, W. Va.
SAVAGE, BOB
WMAZ, Macon, Ga.
SAXTON, JAKE
Sports Digest
KHUZ, Borger, Texas
SCEARCE, BOB
WAFB, Baton Rouge, La.
SCHENKEL, CHRIS
WABD, New York, N. Y.
SCHENKEL, CHRIS
World Championship Football
Mutual
SCHENKEL, CHRIS
Professional Football and Boxing, Ringside Inerviews, Sports Picture
DuMont
SCHMITT, DON
WISC, Madison, Wisc.
SCHNUELLE, BOB
Sportscope
KHOL-TV, Kearney, Nebr.
SCHOENDIENST, TOM
Points on Sports
WSOY, Decatur, Ill.
SCHOOLEY, JOHN
WIOU, Kokomo, Ind.
SCHREIBER, MARK
KTIN, Denver, Colo.
SCHROEDER, PAUL
WIMS, Michigan City, Ind.
SCHWARTZ, HENRY
Sports Revue
WDLC, Port Jervis, N. Y.
SCOTT, RAY
WDTV, Pittsburgh, Pa.
SCOTT, WALLY
WREX-TV, Rockford, Ill.
SEATON, DEAN
KXOA, Sacramento, Calif.
SEDGWICK, SEDGE
WMGT, Pittsfield, Mass.
SEE, JACK
WTAP, Parkersburg, W. Va.
SENYCZKO, ED
Sports Parade
WTTH, Port Huron, Mich.
SHACKELFORD, ROSS
Sports Parade
WGAU, Athens, Ga.
SHAFFER, MAX
WDAN, WDAN-TV, Danville, Ill.
SHARPE, JACK
WEBR, Buffalo, N. Y.
SHAVER, DANNY
The Sportsman
WHHH, Warren, Ohio
SHEPARD, STEVE
KMTV, Omaha, Nebr.
SHEPHERD, BOB
WGBB, Freeport, N. Y.
SHEPHERD, CHARLIE
WWNC, Asheville, N. C.
SHERBAUN, DICK
Inside Story in Sports
WLAN, Lancaster, Pa.
SHERIDAN, BILL
Football Quiz
WPME, Punxsutawney, Pa.
SHERMAN, BARRY
Sports Parade
WSCR, Scranton, Pa.
SHERMAN, BARRY
WBRE-TV, Wilkes-Barre, Pa.
SHERMAN, DICK
Sports Talk
KBIZ, Ottumwa, Iowa
SHERMAN, JACK
KTVQ, Oklahoma City, Okla.
SHORT, SELDON
Sportlight
WMTC, Vancleve, Ky.
SHIDELER, HAL
Today in Sports
KFOX, Long Beach, Calif.
SHILVOCK, DICK
Sportscasters Club
KASL, Newcastle, Wyo.
SHIVELY, DICK
WSM-TV, Nashville, Tenn.
SHUDT, ROY
Sports
WTRY, Troy, N. Y.
SHUMATE, GENE
Sports Desk
KSO, Des Moines, Iowa
SIDES, BILL
Spotlight on Sports
WWNS, Statesboro, Ga.
SIEGEL, MORRIE
WTOP-TV, Washington, D. C.
SIEGRIST, BOB
WEAS, Decatur, Ga.
SIMPSON, JIM
WNAO, WNAO-TV, Raleigh, N. C.
SIMPSON, JIM
WTTG, Washington, D. C.
SIMS, FRANK
WKMH, Dearborn, Mich.
SINGLETARY, CRAIG
Sports Review
KMCM, McMinnville, Ore.
SINIONTON, RED
KYUM, Yuma, Ariz.
SIPHERD, ART
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KCMJ, Palm Springs, Calif.
SJOLANDER, HERB
Sarasota Angler
WSPB, Sarasota, Fla.
SKEITH, BILL
KTMC, McAlester, Okla.
SKINNER, MERRILL
Sports Review
KRXK, Rexburg, Idaho
SLACK, VAN L.
Sports Review
WSMT, Sparta, Tenn.
SLATER, MANNING
WICC, WICC-TV, Bridgeport, Conn.
SLOAN, DICK
WOHP, Bellefontaine, Ohio
SLYCKE, HARRY VAN
KRGV-TV, Weslaco, Texas
SMITH, AL
Sportsmens' Corner
WHOL, Allentown, Pa.
SMITH, BOB
WOXF, Oxford, N. C.
SMITH, BOB
Sports Desk
DuMont
SMITH, BOB
KKTV, Colorado Springs, Colo.
SMITH, BOCKY
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WLOF, Orlando, Fla.
SMITH, FLETCHER
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WGBG, Greensboro, N. C.
SMITH, FRANK
KHUM, Eureka, Calif.
SMITH, FRED B.
Sportscast
KTXJ, Jasper, Texas
SMITH, JIM
WBOK, New Orleans, La.
SMITH, JOHNNY
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KTRH, Houston, Texas
SMITH, LESTER
WNAC, Boston, Mass.
SMITH, LOREN C.
Parade Sports
WTSA, Brattleboro, Vt.
SMITH, M. J. "CLIPPER"
WTCN, Minneapolis, Minn.
SMITH, ROGER
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WJBB, Haleyville, Ala.
SMITH, WILLARD
KTOE, Mankato, Minn.
SMITH, WILLIAM
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WMFR, High Point, N. C.
SNOWDEN, CHARLES T.
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WLSI, Pikeville, Ky.
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WJAY, Mullins, S. C.

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WDAK, Columbus, Ga.
SOBOL, JOHN
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SOLIE, GORDON
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SOMMERKAMP, PAUL
WCKY, Cincinnati, Ohio
SORRELL, BILL
WOKE, Oak Ridge, Tenn.
SPAINHOWER, DON
KVNU, Logan, Utah
SPARKS, JAMES H.
WLAY, Muscle Shoals, Ala.
SPECIALE, JOHN
Sports Special
KGBC, Galveston, Texas
SPENCER, DONN
Sports Report
KWIZ, Santa Ana, Calif.
SPER, NORMAN
WABD, New York, N. Y.
SPINN, GERRY
WTMA, Charleston, S. C.
SPRACKLIN, JIM
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KWYO, Sheridan, Wyo.
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KTMS, Santa Barbara, Calif.
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Spotlighting Sports
WIS, Columbia, S. C.
STARK, CHUCK
Spectator
KDRS, Paragould, Ark.
STATZ, DICK
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WJON, St. Cloud, Minn.
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WKMI, Kalamazoo, Mich.
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WTIC, Hartford, Conn.
STEELE, JIMMY
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WWSC, Glens Falls, N. Y.
STENKAMP, JOHN
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KIMA-TV, Yakima, Wash.
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ABC-TV, ABC
STEVENS, CARL
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WNAV, Annapolis, Md.
STEVENS, ELBY
WTWN, St. Johnsbury, Vt.
STIEGLER, ERNIE
WAEB, Allentown, Pa.
STINSON, JOHNNY
WJHP, WJHP-TV, Jacksonville, Fla.
STOGNER, EARL
WDVA, Danville, Va.
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WBAY-TV, Green Bay, Wisc.
STONE, ROCKY
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WOPI, Bristol, Tenn.
SWANSON, CARL
WIDE, Biddeford, Me.
SWEENEY, DICK
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WGWR, Asheboro, N. C.
SWEENEY, WILLIAM R.
WARE, Ware, Mass.
SWITZER, FRED
KTAE, Taylor, Texas

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TANNER, JOE
Speaking of Sports
WLCR, Torrington, Conn.
TAPLER, VINCE
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WTJS, Jackson, Tenn.
TAPLEY, CHARLES
WALA, WALA-TV, Mobile, Ala.
TARELTON, SAM
World of Sports
KPLC, Lake Charles, La.
TASNADY, JOHN
Sports Final
KOOS, Coos Bay, Ore.
TATE, VERNER
WFBC-TV, Greenville, S. C.
TAYLOR, CHARLIE
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WFMO, Fairmont, N. C.
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TCHUMY, GEORGE J., JR.
KTKR, Taft, Calif.
TEAS, CHARLIE
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KTRF, Thief River Falls, Minn.
TEMPLETON, DINK
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WTUX, Wilmington, Del.
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WSAZ-TV, Huntington, W. Va.
THAMES, BAXLEY
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KAPK, Minden, La.
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WJMX, Florence, S. C.
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THOMAS, JERRY
KVEN, Ventura, Calif.
THOMAS, ROLLIE
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KFI, Los Angeles, Calif.
THOMPSON, BEN
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WION, Ionia, Mich.
THOMPSON, BOB
WCOG, Greensboro, N. C.
THOMPSON, CHUCK
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THOMPSON, JIM
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WJJL, Niagara Falls, N. Y.
THOMPSON, TALMADGE
KFNF, Shenandoah, Iowa
THOMPSON, TINY
WLOH, Princeton, W. Va.
THILENIUS, ED
Sportscap
WRFC, Athens, Ga.
THORNTON, HARRY
WAGC, Chattanooga, Tenn.
THORPE, BILL
WFBL, Syracuse, N. Y.
TIBERIO, GENE
WHJB, Greensburg, Pa.
TIGHE, RON
KSID Sports Parade
KSID, Sidney, Nebr.
TOLBERT, JERRY
WSON, Henderson, Ky.
TOPINKA, BOB
WHVF, Wausau, Wisc.
TORGERSON, STAN
WHBQ, WHBQ-TV, Memphis, Tenn.
TOSTI, PHILIP
WKAL, Rome, N. Y.
TOWNSEND, CHET
WJPF, Herrin, Ill.
TRABER, JIMMY
Sport Shorts
KNAL, Victoria, Texas
TRAEGER, JOHN
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KWED, Seguin, Texas
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TROTT, TERRY
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KINE, Kingsville, Texas
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WHAM, WHAM-TV, Rochester, N. Y.
TURNER, JIM
WSTP, Salisbury, N. C.
TURNER, RAY
WTAR-TV, Norfolk, Va.
TWERELL, BRUCE
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KMON, Great Falls, Mont.
TWIGGS, BRANCH
WBUY, Lexington, N. C.

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UNDERWOOD, RALPH
WCNB, Connersville, Ind.
UNGER, DICK
WWPF, Palatka, Fla.

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VAGNER, JACK C.
KRAL, Rawlings, Wyo.
VALE, FRANK
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VALICENTI, JOE
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WBBW, Youngstown, Ohio
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WSTC, Stamford, Conn.
VAZQUEZ, PEDRO
WAPA, WAPA-TV, San Juan P. R.
VEACH, BOB
WFRX, West Frankfort, Ill.
VEIDT, BILL
WHSY, Hattiesburg, Miss.
VENNER, FRANK
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VICK, RICHARD V.
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KFJI, Klamath Falls, Ore.
VOELKER, HARRY
KTBC-TV, Austin, Tex.

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VOGEL, PHIL
Today in Sports
WRON, Ronceverte, W. Va.
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WAGNER, BOB
WHIZ, WHIZ-TV, Zanesville, Ohio
WAITE, DAVE
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WFOR, Hattiesburg, Miss.
WAITES, DeWITT (JIM)
KBLO, Hot Springs, Ark.
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WJAR, WJAR-TV, Providence, R. I.
WALESKI, EDDIE
WSBA-TV, York, Pa.
WALLIS, DAVE
KCLA, Pine Bluff, Ark.
WALKER, HAL
WCAN-TV, Milwaukee, Wisc.
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WALKER, LLOYD
KFTM, Ft. Morgan, Colo.
WALLIS, DAVE
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KCLA, Pine Bluff, Ark.
WALSH, FRANK J.
WBCM, Bay City, Mich.
WALSHAK, DAVID
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KCTI, Gonzales, Texas
WALTHALL, CLYDE
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KGGF, Coffeyville, Kans.
WALTON, EARL
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WJZM, Clarksville, Tenn.
WALTON, LUKE
WISH, Indianapolis, Ind.
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WIBG, Philadelphia, Pa.
WANGER, JOHN
KALI, Pasadena, Calif.
WARD, ASHBY
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WMYB, Myrtle Beach, S. C.
WARD, ASHBY
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WJOT, Lake City, S. C.
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WBT, WBTV, Charlotte, N. C.
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KOOY, Oklahoma City, Okla.
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WTAM, Cleveland, Ohio
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WRDW-TV, Augusta, Ga.
WARREN, JIM
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WLOE, Leaksville, N. C.
WATERMAN, BERNIE
WICS, Springfield, Ill.
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WKTM, Mayfield, Ky.
WATTRICK, DON
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KIXX, Provo, Utah
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WGEM, WGEM-TV, Quincy, Ill.
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KEYY, Provo, Utah
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WGAN, WGAN-TV, Portland, Me.
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WILK, WILK-TV, Wilkes-Barre, Pa.
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KMOD, Modesto, Calif.
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KTIV, Sioux City, Iowa
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WBVP, Beaver Falls, Pa.
WILSON, DAVE
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WILSON, GLEN
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WILSON, JAMES
WSBT, South Bend, Ind.
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WILSON, JOHN
WKOV, Wellston, Ohio
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WMNE, Menomonie, Wisc.
WISEMAN, CLYDE
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Sports Director, General Sports Time, Harry Wismer Sports, Mutual; General Sports TV, WOR and Coast-to-Coast
WITTE, BUD
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WPAM, Pottsville, Pa.
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WMON, Montgomery, W. Va.
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WDNC, Durham, N. C.
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WGAI, Elizabeth City, N. C.
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WEZB, Birmingham, Ala.
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KFDA, KFDA-TV, Amarillo, Texas
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WRIGHT, BILL
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WRIGHT, DICK
KHQ, Spokane, Wash.
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Wright's Sportfolio
WKCT, Bowling Green, Ky.

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WHO, WHO-TV, Des Moines, Iowa
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WHUB, Cookeville, Tenn.
ZEIDMAN, IRV
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KENT, Shreveport, La.
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WCAW, Charleston, W. Va.
ZIMMERMAN, ROBERT
KOEL, Oelwein, Iowa
ZUCHELLI, ED
KXOB, Stockton, Calif.

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ABBOTT, TOM
WNOE, New Orleans, La.
ABELS, ED
Comments on Local Affairs
KLWN, Lawrence, Kans.
ABNER, A. K.
'Round Town Reporter
KFJI, Klamath Falls, Oreg.
ADAMS, CEDRIC
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ADAMS, CLARENCE
Morning Herald
KBTM, Jonesboro, Ark.
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WDOR, Sturgeon Bay, Wis.
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KDAL, Duluth, Minn.
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ARTHUR, BOB
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KOMO, Seattle, Wash.
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WEEI, Boston, Mass.
ATWATER, F. KENT
WJRI, Lenoir, N. C.

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BACKUS, ED
WHFB, Benton Harbor, Mich.
BAGDASARIAN, A. C.
WNBZ, Saranac Lake, N. Y.
BAHNSEN, PROF. ALVIN C. W.
Let's Look at the United Nations
WWRL, New York, N. Y.
BANDELL, MURRAY
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BANGHART, KENNETH
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BARER, BERT
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BARKER, EDDIE
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BARRETT, MELVIN F.
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BARRETT, RICK
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KOL, Seattle, Wash.
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WNEM-TV, Bay City, Mich.
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KOBK, Owatonna, Minn.
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WBBM, WBBM-TV,
Chicago, Ill.
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WIRY, Plattsburg, N. Y.
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WOL, Washington, D. C.
BERNHARD, PAT
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WFOY, St. Augustine, Fla.
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BISHOP, PAT
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WJBO, Baton Rouge, La.
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BOLTON, PAUL
KTBC, KTBC-TV, Austin, Tex.
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WERD, Atlanta, Ga.
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KENS-TV, San Antonio, Tex.
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BRADLEY, RULON L.
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WJAT, Swainsboro, Ga.

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BRANSON, GLASCO P.
Between the Lines
KMCM, McMinnville, Oreg.
BRANUM, CHARLES
WEBQ, Harrisburg, Ill.
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BRENNAN, DAN
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WLBR-TV, Lebanon, Pa.
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WKMT, Kings Mountain, N. C.
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BROIDE, MACE
WFIE-TV, Evansville, Ind.
BROOK, PHIL
WDBO-TV, Orlando, Fla.
BROOKS, CLIFF
Our Town
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BROOKS, NED
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WDLP, Panama City, Fla.

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Roving Reporter

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BROPHY, FRED
WHIO, Dayton, Ohio
BROUGHMAN, GLEN
WRBL, WRBL-TV, Columbus, Ga.
BROWN, BOB
WEEB, Southern Pines, N. C.
BROWN, CECIL
WOR, New York, N. Y.
BROWN, FRANK
KHUM, Eureka, Calif.
BROWN, GLENN
Today's News in Central Wisconsin
WDLB, Marshfield, Wis.
BROWN, HOWARD
WTVJ, Miami, Fla.
BROWN, LYMAN
Day in Review
KEAN, Brownwood, Texas
BROWN, PHIL
WCRT, Birmingham, Ala.
BROWN, ROBERT
WMAY, Springfield, Ill.
BROWNELL, JIM
WAIM, Anderson, S. C.
BROWNING, BOB
WKNY, WKNY-TV, Kingston, N. Y.
BRUSH, DICK
KFGO, Fargo, N. D.
BRYAN, BILL
KTOK, Oklahoma City, Okla.
BRYSON, CONREY
KTSM, KTSM-TV, El Paso, Tex.
BURDA, ORVILLE F.
Background of the News
KDIX, Dickinson, N. Dak.
BURDETT, WINSTON
UN in Action
CBS-TV
BURDICK, DON
WMIQ, Iron Mountain, Mich.
BURK, S. A.
KIRX Newsreel
KIRX, Kirksville, Mo.
BURKE, MERLE
Highlights from the Headlines
WLPO, LaSalle, Ill.
BURKS, WALTER
KGTV, Des Moines, Iowa
BURNS, BILL
WDTV, Pittsburgh, Pa.
BURNS, JOSEPH
WNHC-TV, New Haven, Conn.
BURRUS, GENE
News Capsules
KRUX, Glendale, Ariz.
BURWELL, E. L.
WTYC, Rock Hill, S. C.
BUTLER, HOMER
WEBQ, Harrisburg, Ill.
BYRD, JIM
KTBC-TV, Austin, Tex.
BYRNS, JIM
KSWO, Lawton, Okla.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CAHILL, JACK
KLX, Oakland, Calif.
CALDWELL, HOWARD
WTHI, WTHI-TV, Terre Haute, Ind.
CALHOUN, ALLSTON
Americanism Preferred
WFPM, Fort Valley, Ga.
CALHOUN, ALLSTON
WGSW, Greenwood, S. C.
CALLISON, GEORGE
WGBS, Miami, Fla.
CALMER, NED
Six O'Clock Report
CBS-TV
CAMERON, BOB
KWKH, Shreveport, La.
CAMPBELL, GEORGE
WHLD, Niagara Falls, N. Y.
CAMPBELL, MALCOLM
Green Spring News
WNAV, Annapolis, Md.
CANDEDO, L. C.
WORZ, Orlando, Fla.
CANHAM, ERWIN
Christian Science Monitor Views the News
ABC
CHEVERTON, DICK
WMT, Cedar Rapids, Iowa
CHILDS, RALPH
KMA, Shenandoah, Iowa
CHILSEN, WALTER JOHN
WSAU, WSAU-TV, Wausau, Wis.
CHRISTENSEN, FRED
KTUR, Turlock, Calif.
CHRISTIAN, RALPH
WSM-TV, Nashville, Tenn.
CHRISTIE, GEORGE
Old Crusader
WFEA, Manchester, N. H.
CLARK, DALE
WAGA, Atlanta, Ga.
CLARK, HAL
KWIE, Kennewick, Wash.
CLARK, J. B.
Carolina Story
WBT, Charlotte, N. C.
CLARK, RAY
WOW, WOW-TV, Omaha, Neb.
CLARK, W. ROCKWELL
WNHC, New Haven, Conn.
CLAUSSEN, GENE
KXIC, Iowa City, Iowa
CLAYTON, WILLIAM
KPTV, Portland, Oreg.
CLEAR, BILL
WRTA, Altoona, Pa.
CLEARY, J. M.
News Review
WESB, Bradford, Pa.
CLEMENTS, JACK
WWNC, Asheville, N. C.
CLIFTON, CHARLES
KRKD, Los Angeles, Calif.
CLINE, KEN
WJBK-TV, Detroit, Mich.
CLOCK, JOHN
KGGM-TV, Albuquerque, N. Mex.
CLOS, JEAN
Clos Looks at the News
WKLO, Louisville, Ky.
CLOSE, BILL
KYMA, Yuma, Ariz.
CLYDE, BOB
WREX-TV, Rockford, Ill.
CLYNE, WYNE
Labor Views the News
WHLS, Port Huron, Mich.
COBURN, JOHN
WAFB-TV, Baton Rouge, La.
COCHRAN, RON
News of the Night
CBS-TV
COCHRAN, RON
WTOP-TV, Washington, D. C.
COGGINS, JAMES F.
World News
WKDK, Newberry, S. C.
COLE, CHRIS
KOPO-TV, Tucson, Ariz.
COLEY, HAL
KMCO, Conroe, Texas
COLLIER, EVERETT
Today's Trends
KTRH, Houston, Texas
COLLIER, JOHN
WFBM-TV, Indianapolis, Ind.
COLLINS, JUD
WSM-TV, Nashville, Tenn.
COLLEYER, RICHARD
WARK, Hagerstown, Md.
COLLINS, REID
KWKH, Shreveport, La.
COLVIN, BILL
Editor Speaks
KMAN, Manhattan, Kans.
COMBS, GEORGE H.
Spotlight New York
ABC
COMBES, RALPH
KFEQ-TV, St. Joseph, Mo.
CONAWAY, RAY
KTHT, Houston, Texas
CONDON, GLENN
KRMG, Tulsa, Okla.
CONNELLY, WILLIAM
WBRE-TV, Wilkes-Barre, Pa.
CONNER, GEORGE
Your Man Next Door
KVAN, Vancouver, Wash.
CONSIDINE, BOB
On the Line
Mutual
COOK, ED
WMBM, Miami Beach, Fla.
COOMBES, GEORGE
WABC, New York, N. Y.
CORCORAN, JOHN
WPEN, Philadelphia, Pa.
CRONKITE, WALTER
Sunday News Special
CBS-TV
CROOKS, BILL
WFMJ, Youngstown, Ohio
CRUMP, GEORGE
WARL, Arlington, Va.
CUNNINGHAM, BILL
WOR, New York, N. Y.
CUMMISKEY, JOE
WHEN, Syracuse, N. Y.
CURFMAN, DEAN
KTVH, Hutchinson, Kans.
CUTLER, JACK
WEOK, Poughkeepsie, N. Y.

— D —

DAIGRE, ROLAND
WAFB-TV, Baton Rouge, La.
DABNEY, B. M., JR.
Footprints of Time
WACR, Columbus, Miss.
DALTON, KENNETH
1460 Commentator
WBET, Brockton, Mass.
DALY, JOHN
John Daly and the News
ABC-TV
DANES, SPENCER
WKEV, Richmond, Ind.
D'ANGELO, MICHAEL
WMGW, Meadville, Pa.
DANHEIM, DAVID
KSFA, Nacogdoches, Tex.
DARBY, JOE
KBRZ, Freeport, Texas
DAVIDSON, W. R.
Between The Lines
WAKN, Aiken, S. C.
DAVIS, ELMER
ABC
DAVIS, L. WAYNE
Shell News-Sports
WESC, Greenville, S. C.
DAVIS, REX
KMOX, St. Louis, Mo.
DAVIS, SIDNEY
WKBN, WKBN-TV, Youngstown, Ohio
DAVIS, WAYNE
Hometown Reporter
KIDO, Boise, Idaho
DAY, CHARLES R.
WGAR, Cleveland, Ohio
DEBMAN, W. E.
WPTF, Raleigh, N. C.
DEIBERT, LENORD
WPIK, Alexandria, Va.
DELANEY, ED
Views on the News
KWKW, Pasadena, Calif.
DENMARK, E. T.
Marianna and Jackson County News
WOOF, Dothan, Ala.
DENNETT, JACK
CFRB, Toronto, Ont., Canada

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DENTLER, WARREN
KNAL, Victoria, Texas
DePEW, ART
KGST, Fresno, Calif.
DESMOND, JERRY
KGVO, Missoula, Mont.
DeVITA, NICHOLAS
WNNJ, Newton, N. J.
DeWEESE, DALLAS
WLW, Cincinnati, Ohio
DIAB, GEORGE
Headlines Now
WTRX, Bellaire, Ohio
DIAB, GEORGE
WTRF-TV, Wheeling, W. Va.
DiMEO, JOHN
Week in Review
KPUG, Bellingham, Wash.
DINSMORE, ED
WBEN-TV, Buffalo, N. Y.
DOLL, BOB
WEKV, Richmond, Ky.
DOOLEY, JACK W.
WGAR, Cleveland, Ohio
DORMAN, PAUL
WHBQ, WHBQ-TV,
Memphis, Tenn.
DOUGLAS, LES
WPCT, Putnam, Conn.
DOUGLASS, GEORGE
Local News
WDSR, Lake City, Fla.
DOW, BOB
Television Journal
WJHP-TV, Jacksonville, Fla.
DOWNEY, GEORGE
WAAB, Worcester, Mass.
DOYLE, TOM
Orlando News
WLOF, Orlando, Fla.

DREIER, ALEX
Skelly Oil Company, Man On the Go, NBC; Home Federal Savings & Loan, Alex Dreier and the News, WNBQ

DREW, A. L.
Between the Lines
WEVA, Emporia, Va.
DRISCOLL, CASSIDY
WICH, Norwich, Conn.
DRURY, RAY
WWLP, Springfield, Mass.
DUCCAN, NORMAN
KFDX-TV, Wichita Falls, Tex.
DUNPHY, JERRY
KEDD, Wichita, Kans.
DUPLECHAIN, CHRIS
News Between the Lines
KVPI, Ville Platte, La.
DWYER, DANIEL
Tri-States News
WDLC, Port Jervis, N. Y.
DWYER, FRED
WHYN-TV, Springfield, Mass.
DYKE, VAN, RUSS
KRNT, Des Moines, Iowa

— E —

EADIE, DEANE
The Bystander
WSNJ, Bridgeton, N. J.
EARLE, GLENN
KPAC, Hot Springs, Ark.
EDGAR, NEAL
News Summary
WENT, Gloversville, N. Y.
EDMONDS, JAMES E.
WLOS, WLOS-TV,
Asheville, N. C.
EDWARDS, BILL
WJDA, Quincy, Mass.
EDWARDS, CHARLIE
WAGA-TV, Atlanta, Ga.

EDWARDS, DOUGLAS
Douglas Edwards and the News, CBS, CBS-TV

EDWARDS, GLENN
KYUM, Yuma, Ariz.
EDWARDS, JOHN
ABC

— F —

FABRE, DOC
WVVW, Fairmont, W. Va.
FABRE, NUMA
Noon Edition
WVVW, Fairmont, W. Va.
FACENDA, JOHN
WCAU-TV, Philadelphia, Pa.
FAGAN, PAT
WGR-TV, Buffalo, N. Y.
FITZGERALD, WILLIAM
NBC
FITZGIBBONS, JACK
WAKR-TV, Akron, Ohio
FLAHERTY, PAT
KPRC, Houston, Texas
FLANAGAN, JAMES F.
WOXF, Oxford, N. C.
FLANNERY, HARRY
WOR, New York, N. Y.
FLANSBURG, RAY O.
WRAC, Racine, Wis.
FLAXINGTON, WARD B.
Plain Thoughts of a Plain Citizen
WWHG, Hornell, N. Y.
FLEMING, JAMES
NBC
FLETCHER, TOM
WHK, Cleveland, Ohio
FLETCHER, WARREN
Breakfast Bylines
KSL-TV, Salt Lake City, Utah
FLYNN, ARTHUR
Assignment Haverhill
WHAV, Haverhill, Mass.
FLYNN, JOHN T.
Mutual
FLYNN, PAT
KLYN, Amarillo, Texas
FOGARTY, JACK
WCPO, Cincinnati, Ohio
FORBES, GILBERT
WFBM, WFBM-TV,
Indianapolis, Ind.
FORD, DOUG
Noon News
WOAY, Oak Hill, W. Va.
FOSTER, CEDRIC
Mutual
FRAZIER, GORDON
WABC
FRAZIER, ROBERT
World News
WVVW, Fairmont, W. Va.
FREDLOCK, ARMISTEAD
WDNE, Elkins, W. Va.
FREDERICK, PAULINE
NBC
FREDERICK, RALPH
Tri-States News
WDLC, Port Jervis, N. Y.
FREDRICS, FRANK
WBUF-TV, Buffalo, N. Y.
FREIMUTH, BOB
Texas Roundup
KVIC, Victoria, Texas
FRENCH, JACK
KWK, St. Louis, Mo.
FRICKE, ROGER
Bedford Story
WBIW, Bedford, Ind.
FROGGE, JOHN E.
WGBB, Freeport, N. Y.
FRYE, JAYE ALLEN
Hub City Hub Bub
KBKI, Alice, Texas
FUCHS, A. R.
KTJS, Hobart, Okla.
FUCHS, LAWRENCE
WCRB, Boston, Mass.
FULDHEIM, DOROTHY
WEWS, Cleveland, Ohio
FULTON, DAVE
WEAR-TV, Pensacola, Fla.
FURNISS, WALTER
Cruise for News
WCOL, Columbus, Ohio

— G —

GAAL, FRANK
WKMH, Dearborn, Mich.
GAILLARD, MARSHALL
WAIM-TV, Anderson, S. C.
GAMMACK, GORDON
KRNT, Des Moines, Iowa
GARCIA, CARLOS
KCOR, San Antonio, Texas
GARDINER, DON
WABC
GARNER, PAT
KFPW, Ft. Smith, Ark.
GAYMAN, L. VAUGHN
WDBQ, Dubuque, Iowa
GEAR, WILLIAM
KRDO, Colorado Springs, Colo.
GEER, SANDY
WALT, Tampa, Fla.
GEHLERT, WILLIAM
WTUX, Wilmington, Del.
GELATT, ROD
WHO, WHO-TV,
Des Moines, Iowa
GENDRON, CLEM
WHYN, Springfield, Mass.
GENTRY, BILL
WCHV, Charlottesville, Va.
GEORGE, LEE
WMBH, Joplin, Mo.
GEORGE, NICK
KWWL, KWWL-TV,
Waterloo, Iowa
GEORGE, PHIL
KVAL-TV, Eugene, Oreg.
GERAGHTY, LARRY
City Report
WCSH, Portland, Maine
GIANARIS, HARRY
WCSC, WCSC-TV,
Charleston, S. C.
GIBSON, PHIL
Peoriarea Reporter
WMBD, Peoria, Ill.
GIBSON, TOM
Aviseo News
WFTR, Front Royal, Va.
GIFFORD, ALEC
Places in the News
KLIF, Dallas, Texas
GILBERT, JACK
KHOL-TV, Kearney, Nebr.
GILLELAND, JAMES
WGBS, Miami, Fla.
GIRARD, GARM
KGCL, Miami, Okla.
GIVNEY, JOHN J.
WTRY, Troy, N. Y.
GLACKEN, ED
WFMZ-TV, Allentown, Pa.
GLADDING, ALBERT
WNOW, WNOW-TV,
York, Pa.
GLADSTONE, HENRY
WOR, New York, N. Y.
GLEASON, JOHN H.
WIMS, Michigan City, Ind.
GLOVER, JOHN
WKNA-TV, Charleston, W. Va.
GOBBLE, JACK
KID-TV, Idaho Falls, Idaho
GODDARD, DON
ABC-TV
GODWIN, EARL
WRC, Washington, D. C.
GOLDER, HARRY
KMPA, Los Angeles, Calif.
GOODE, MAL
WHOD, Homestead, Pa.
GOODHOPE, BILL
KID-TV, Idaho Falls, Idaho
GOODMAN, GEORGE W.
Community News
WLIB, New York, N. Y.
GOODMAN, JUANITA
KICA, Clovis, N. Mex.
GOODWIN, EARL
NBC
GOODWIN, GLENN
KSO, Des Moines, Iowa

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GORDON, G. B.
WICS, Springfield, Ill.
GORDON, L. P.
Past and Present
WESB, Bradford, Pa.
GORDON, RAY
KGBT-TV, Harlingen, Tex.
GOSA, JIM
KJAY, Topeka, Kans.
GOULD, DOROTHY R.
New River Note Book
WJNC, Jacksonville, N. C.
GOW, GEORGE
Alarm Clock
KANS, Wichita, Kans.
GRAHAM, GORDON
WIBC, Indianapolis, Ind.
GRANT, AUSTIN
CKLW-CKLW-TV,
Detroit-Windsor, Mich.
GRANT, PETER
WLW, WLW-T, Cincinnati, O.
GRANT, TOM
WGLV, Easton, Pa.

GRAUER, BEN
B. June 2, 1908, New York City. March of Medicine, Citizen's Searchlight, NBC - TV; Boston Symphony, News with Ben Grauer, Senior Ben, NBC

GRAVES, KATHRYN H.
Our Town
WCMA, Corinth, Miss.

— H —

HADLEY, BILL
KATV, Pine Bluff, Ark.
HAEBERLE, FLORENCE
WHAI, Greenfield, Mass.
HARKNESS, RICHARD
NBC
HARKNESS, RICHARD
WRC-TV, Washington, D. C.
HARRIER, BOYD
WTAR-TV, Norfolk, Va.
HARRINGTON, JAMES
WEAW, Evanston, Ill.
HARRIS, ART
WHYN-TV, Springfield, Mass.
HARRIS, BOB
Blue Streak Bulletins
KOL, Seattle, Wash.
HARRISON, CHARLES
WJIM-TV, Lansing, Mich.
HARRISON, CHARLES
WFIL, WFIL-TV,
Philadelphia, Pa.
HARRISON, JOHN
Mid-Day Edition
KEPO, El Paso, Tex.
HARRISON, ROBERT
WHNC, Henderson, N. C.
HARSCH, JOSEPH C.
Background
NBC-TV
HARTLEY, HOWARD
Hitting the Headlines
WTAN, Clearwater, Fla.
HARVEY, BOYD
WKNX-TV, Saginaw, Mich.
HARVEY, HENRY W.
A Look at the World
KFBI, Wichita, Kans.
HARVEY, PAUL
Paul Harvey News, Paul Harvey Comments
ABC
HARVEY, PAUL
WLS, Chicago, Ill.
HAUSMAN, KEN
WKNB-TV, New Britain, Conn
HAWLEY, ROBERT
WJNO, West Palm Beach, Fla.
HAWLEY, DICK
WMCT, Memphis, Tenn.
HAWORTH, BILL
KFI, Los Angeles, Calif.
HAYES, GEORGE
Farm News
WABC
HAYES, SAM
Headline News
Mutual
HAYWARD, BRUCE
WTVI, Belleville, Ill.
HEATON, JIM
KVGB, Great Bend, Kans.
HEATTER, BASIL
Mutual
HEATTER, GABRIEL
WOR, New York, N. Y.
HEFFNER, RICHARD
History in the News
WMCA, New York, N. Y.
HEINBACH, HAROLD
News Interpretations
WDOV, Dover, Del.
HEMPHILL, PHIL
WOAI-TV, San Antonio, Tex.
HENDRICKSON, BOB
WLW-A, Atlanta, Ga.
HENLE, RAY
Sunoco Three Star Extra
NBC
HENNESSEY, HARRY
WOR, New York, N. Y.
HENRY, BILL
WOR, New York, N. Y.
HENR, JACK
KQV, Pittsburgh 19, Pa.
HENRY, DR. HARRY D.
What's Good in the News
WHKY, Hickory, N. C.
HERGET, J. J.
News at Noon
WKNA, Charleston, W. Va.
HERMAN, GEORGE
WTOP, Washington, D. C.
HERRIN, ROBERT S.
KIRX, Kirksville, Mo.
HESTER, JEFF
WSLI, Jackson, Miss.
HICKS, GEORGE
ABC
HIPPS, TOM
KSET, El Paso, Tex.
HITES, WARREN
WRDW-TV, Augusta, Ga.
HOBBS, JAMES J., JR.
WSPA, Spartanburg, S. C.
HOFFMAN, GIBBY
Noon Commentary
WKBI, St. Marys, Pa.
HOLCOMB, GRANT
Panorama Pacific
KNXT, Los Angeles, Calif.
HOLDER, H. RANDOLPH
Tomorrow's Headlines
WRFC, Athens, Ga.
HOLLENSWORTH, MAYME
KWRF, Warren, Ark.
HOLMAN, AL
WALA-TV, Mobile, Ala.
HOMAN, HENRY
WLBR, Lebanon, Pa.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOOPER, JACK
WHGB, Harrisburg, Pa.
HOOVER, CORKY
WKSR, Pulaski, Tenn.
HORN, GEORGE, VAN
WIKY, Evansville, Ind.
HOSS, DAVE
Editorially Speaking
KSLM, Salem, Oreg.
HOUPT, WILLIAM
WDAN-TV, Danville, Ill.
HOUSER, G. R.
WSBT, WSBT-TV,
South Bend, Ind.
HOWARD, MARC
KBUR, Burlington, Iowa
HOWE, LEN
WHO-TV, Des Moines, Iowa
HOWE, QUINCY
A Week of the World with Quincy Howe
ABC
HOWELL, HENRY
WOAI, San Antonio, Tex.
HOYT, ROBERT
WSBT-TV, South Bend, Ind.
HUDDY, WILLIAM
KEYT, Santa Barbara, Calif.
HUEY, DOWNEY
Seven O'Clock News
WEEK, Peoria, Ill.
HUGHES, DON
KRMG, Tulsa, Okla.
HUGHES, JOHN B.
WABD, New York
HUGHES, JOHN J.
KMMO, Marshall, Mo.
HUMPHREYS, DAN
WPFB, Middletown, Ohio
HUNTLEY, CHET
ABC
HUNT, RAY
KONO, San Antonio, Tex.
HURD, JOHN
News to Now
WMBS, Uniontown, Pa.
HURLBUT, JIM
WMAQ, Chicago, Ill.
HURLEIGH, ROBERT
Mutual
HUTCHISON, ROBERT
KXIC, Iowa City, Iowa
HYDEN, ROY
Talk of the Town
WBIW, Bedford, Ind.

— I —

IDE, CAROL
WDTV, Pittsburgh, Pa.
IONNE, JOE
Neighborhood News
WMRN, Marion, Ohio
IRELAND, MILLARD
KOMO, Seattle, Wash.
ISAACS, JIMMIE
KDUB-TV, Lubbock, Tex.
IZZARD, BOB
KGNC, KGNC-TV,
Amarillo, Tex.

— J —

JACKSON, BERT
WKEI, Kewanee, Ill.
JACKSON, HARRY
Jackson Views the News
KNGS, Hanford, Calif.
JACKSON, J. B.
KVOS, Bellingham, Wash.
JACKSON, KEITH
KLER, Lewiston, Idaho
JAFFE, ARNOLD
WLIB, New York, N. Y.
JAFFEE, TED
WAAM, Baltimore, Md.
JANES, DOLPH
KORE, Eugene, Oreg.
JANKE, HAROLD
WBIZ, Eau Claire, Wis.
JARRELL, MRS. W. W.
News Priorities
WKTG, Thomasville, Ga.
JARRETT, HUGH
WHIN, Gallatin, Tenn.
JEFFERIES, RICHARD
WJEF, Grand Rapids, Mich.
JENNEWEIN, PAUL
WMFD, WMFD-TV,
Wilmington, N. C.
JENNINGS, JAMES J.
WILK, Wilkes-Barre, Pa.
JESSEE, RANDALL
WDAF-TV, Kansas City, Mo.
JESTER, LEWIS T.
WVEC, WVEC-TV,
Hampton-Norfolk, Va.
JOHNS, BILL
KFDA, KFDA-TV,
Amarillo, Tex.
JOHNSON, ARVID
KXJB-TV, Valley City,
N. Dak.
JOHNSON, BOB
WMT-TV, Cedar Rapids, Iowa

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JOHNSON, DAVE
KDSH, Boise, Idaho
JOHNSON, HERB
WMAZ-TV, Macon, Ga.
JOHNSON, JERRY
KSBW, Salinas, Calif.
JOHNSON, RON
WHOK, Lancaster, Ohio
JOLLY, RUSS
KFBI, Wichita, Kans.
JONES, E. Z.
WBBB, Burlington, N. C.
JONES, FRANK
Tops in News
WREN, Topeka, Kans.
JORGENSEN, CARL
WIBC, Indianapolis, Ind.
JULIUS, IRVIN
Sunday News
KMAN, Manhattan, Kans.

— K —

KALBER, FLOYD
KMTV, Omaha, Nebr.
KALTENBORN, H. V.
Who Said That?
NBC, NBC-TV
KAMIN, STAN
News Capsules
KRUX, Glendale, Ariz.
KANE, DAVE
KJCK, Junction City, Kans.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KEATH, ED
KWK-TV, St. Louis, Mo.
KECKI, MICHAEL
WLIB, New York, N. Y.
KEDDIE, HOWARD
Home on the Ranch
KCBQ, San Diego, Calif.
KEEN, HAROLD
KFMB, KFMB-TV,
San Diego, Calif.
KEITH, CAROL
Atlantic News Time
WLAG, LaGrange, Ga.
KEITH, JERRY P.
WDOB, Jackson, Miss.
KELLY, DON
WLOL, Minneapolis, Minn.
KELLY, EARL R.
WWNY, Watertown, N. Y.
KELLY, ROLAND
WSBT, South Bend, Ind.
KENNEALLY, WILLIAM
Today in L. A.
KNX, Los Angeles, Calif.
KENNEDY, JACK
WSUN-TV, St. Petersburg,
Fla.
KENNEDY, KEVIN
WPIX, New York, N. Y.
KENNEDY, WILLIAM
KNXT, Los Angeles, Calif.
KENNGOTT, A. G., JR.
WLAC-TV, Nashville, Tenn.
KENNON, LES
Around Town
KICK, Springfield, Mo.
KENNY, JOE
WCAN-TV, Milwaukee, Wis.
KENT, JIM
WSIX-TV, Nashville, Tenn.
KERLIN, J. C.
What Goes on Here?
WGBF, Evansville, Ind.
KERNS, ROY
WGR-TV, Buffalo, N. Y.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
KIDNEY, DICK
WVEC-TV, Hampton-Norfolk,
Va.
KILIMER, WAYNE
News Headlines
KALE, Richland, Wash.

— L —

LADD, GRANT
KLPR, Oklahoma City 9, Okla.
LAMUTIS, ALEX
WGVA, Geneva, N. Y.
LAND, ALLAN
WHIZ-TV, Zanesville, Ohio
LANE, BILL
KGNC-TV, Amarillo, Tex.
LANHAM, GEORGE
KRES, St. Joseph, Mo.
LANHAM, GEORGE S.
World and Oklahoma
KWHP, Cushing, Okla.
LANSING, GERRY
KGKB, Tyler, Tex.
LAPE, ROBERT
WCUE, Akron, Ohio
LARSON, BEN
WOW-TV, Omaha, Nebr.
LEVINE, IRVING R.
World News Roundup
NBC
LEVINSON, LES
WEIM, Fitchburg, Mass.
LEWIS, CHARLES
WWJ, Detroit, Mich.
LEWIS, DAVID
WTTV, Bloomington, Ind.
LEWIS, FULTON, JR.
WOR, New York, N. Y.
LIESER, F. GILBERT
KJUN, Redmond, Oreg.
LINDHOLM, BILL
WQUA, Moline, Ill.
LINDMAN, STUART A.
WMIN-TV, St. Paul, Minn.
LINDSAY, WILLIAM
WFMJ, WFMJ-TV,
Youngstown, Ohio
LINN, CASEY
KGUL-TV, Galveston, Tex.
LITTLE, JAMES G.
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WTAG, Worcester, Mass.
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WAEB, Allentown, Pa.
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WJOL, Joliet, Ill.
LOHMAN, P. H.
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WJOY, Burlington, Vt.
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WPAC, Patchogue, N. Y.
LONG, CHET
WBNS, WBNS-TV
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WCAU, Philadelphia, Pa.
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LOVE, DAN
KTBC, Austin, Tex.
LOWDER, C. W.
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WRR, Dallas, Tex.
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KVAN, Vancouver, Wash.
LUNDBERG, VIC
KTUL, Tulsa, Okla.
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WARE, Ware, Mass.
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KOIN, Portland, Oreg.

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McBRIDE, CLAY
WMFD, Wilmington, N. C.
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WRCA-TV, New York, N. Y.
McCANN, DICK
KBON, Omaha, Nebr.
McCARTHY, CHARLES
WABC, New York, N. Y.
McCARTHY, JOE
KXJB-TV, Valley City,
N. Dak.
McCLAY, PAUL
WTVL, Waterville, Maine
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WSTV, Steubenville, Ohio
McCORMACK, FRANK
WHWB, Rutland, Vt.
McCOY, HUGH
KFAB, Omaha, Nebr.
McCUEN, CHARLES
WCCO-TV, Minneapolis, Minn.
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McDONALD, ED
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WEEI, Boston, Mass.
McDOWELL, AL
WEDO, McKeesport, Pa.
McFARLAND, CHARLES
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McGIBENY, DONALD
KXEL, Waterloo, Iowa
McGOVERN, JIM
KEYD, Minneapolis, Minn.
McGOWAN, GEORGE
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McKEE, ROY
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WJBK, Detroit, Mich.
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KRAL, Rawlins, Wyo.
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WSTV, WSTV-TV,
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KTAC, Tacoma, Wash.
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WDOV, Dover, Del.

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WGAR, Cleveland, Ohio
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KTTR, Rolla, Mo.
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MAUGANS, BILL
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WBTV, Charlotte, N. C.
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WJAG, Norfolk, Nebr.
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WJMX, Florence, S. C.
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KCBQ, San Diego, Calif.
MENEFEE, BOB
WIP, Philadelphia, Pa.
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KWIZ, Santa Ana, Calif.
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MIDDLETON, ROBERT
WWSC, Glens Falls, N. Y.
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WRVA, Richmond, Va.
MOORE, JIM
WTRF-TV, Wheeling, W. Va.
MORGAN, EDWARD P.
Edward P. Morgan and the News
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MORGAN, JAMES
Gulf News
WHLN, Harlan, Ky.
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MURPHY, JIMMY
WBYS, Canton, Ill.
MURPHY, WILLIAM B.
WGMA, Hollywood, Fla.
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KMA, Shenandoah, Iowa
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WHO-TV, Des Moines, Iowa
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KFAM, St. Cloud, Minn.
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KOTV, Tulsa, Okla.

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KIUP, Durango, Colo.
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CKLW, Detroit, Mich.
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WGAN, WGAN-TV,
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WTWN, St. Johnsbury, Vt.
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WFBL, Syracuse, N. Y.
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KOGT, Orange, Tex.
RANDALL, JOHN
WXLW, Indianapolis, Ind.
RANDELL, RICHARD
WMAL, Washington, D. C.
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WWPG, West Palm Beach, Fla.
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WBBF, Rochester, N. Y.
TAYLOR, PAUL
KYW, Philadelphia, Pa.
TAYLOR, S. BRYDEN
WVPO, Stroudsburg, Pa.
TAYLOR, SAM
WCHA, Chambersburg, Pa.
TAYLOR, VESTAL C.
WFNC, Fayetteville, N. C.
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WHAP, Hopewell, Va.
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WALL, JOHN
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WALLACE, ED
WNBK, Cleveland, Ohio
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Report to the Valley
KSRV, Ontario, Oreg.
WILLIAMS, DOC
WADC, Akron, Ohio
WILLIAMS, GLENN
WNDR, Syracuse, N. Y.
WILLIAMS, JACK
Arizona Confidential
KOY, Phoenix, Ariz.
WILLIAMS, KNOX
KTXL-TV, San Angelo, Tex.
WILLIAMS, PAUL
WWJ-TV, Detroit, Mich.
WILLIAMS, VINCE
KERO-TV, Bakersfield, Calif.
WILLIAMSON, MAX
Commentarily Yours
WHLM, Bloomsburg, Pa.
WILLMANN, JOHN
Man About Town
WWPA, Williamsport, Pa.
WILLS, HARRY
WHLB, Virginia, Minn.
WINGATE, JOHN
WRCA-TV, New York, N. Y.
WINTER, MAX
WITY, Danville, Ill.
WINTER, WILLIAM
KPIX, San Francisco, Calif.
WINTERS, WILLIAM
Farm Facts
KVCV, Redding, Calif.
WISE, WES
KRIC, Beaumont, Texas
WOLF, JOHN ALLEN
WSFA, Montgomery, Ala.
WOODARD, JACK
KSTN, Stockton, Calif.
WOODING, FRANK
WKNB-TV, New Britain, Conn.
WORKHOVEN, MERRILL
WOW, Omaha, Nebr.
WORKMAN, W. D., JR.
Carolina Digest
WIS, Columbia, S. C.
WRIGHT, DICK
WQAM, Miami, Fla.
WRIGHT, ROBERT
WSJV, Elkhart, Ind.
WRITNAUER, BARRY
WKRT, Cortland, N. Y.

— Y —

YOAKAM, RICHARD D.
KCRG, Cedar Rapids, Iowa
YORK, JOHN
WRR, Dallas, Texas
YORK, TOM
WJOI, Florence, Ala.
YOUNG, PAUL
KEYS, Corpus Christie, Texas

— Z —

ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

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RADIO AND TELEVISION

—their work during 1954

□ □ □

— A —

ABEYTA, LESH
KCRT, Trinidad, Colo.
ABLEMAN, BERWYN
Party Line
WPDR, Portage, Wis.
AGA, ERCEL
KXRA, Alexandria, Minn.
AKERS, CARL
KLZ, Denver, Colo.
ALARIE, RICHARD
Morning Serenade
WPCT, Putnam, Conn.
ALBERTSON, BOB
KHSL-TV, Chico, Calif.
ALDA, ROBERT
What's Your Bid
DuMont
ALEXANDER, JACK
KOTV, Tulsa, Okla.
ALEXANDER, JACK
WDSU-TV, New Orleans, La.
ALEXANDER, LARRY
WLS, Chicago, Ill.
ALLARD
KCRG, Cedar Rapids, Iowa
ALLBAUGH, BILL
WHO-TV, Des Moines, Iowa
ALLEN, BILL
Today's Top Five
WLAC, Nashville, Tenn.
ALLEN, DAVE
KWK, St. Louis, Mo.
ALLEN, DAVE
Rise and Shine
WJEJ, Hagerstown, Md.
ALLEN, DON
Klix Kiddie Karnival
KLIX, Twin Falls, Idaho
ALLEN, JOHNNY
Musical Grab Bag
KRBC, Abilene, Tex.
ALLEN, STEVE
WIMJ, Jackson, Ohio
ALLEN, STEVE
WRCA-TV, New York, N. Y.
ASTOL, LALO
KCOR, San Antonio, Texas

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB, TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

ATCHISON, WENDELL
KOTN, Pine Bluff, Ark.
AUSLEY, WALLACE
WTIK, Durham, N. C.

AVALON, AL A.
B. Aug. 10, 1928, Boston, Mass. Morey Amsterdam Show, Ern Westmore Show, Jae Franklin Show, Hopalong Cassidy, WABC-TV

AVERY, BEN
KOA-TV, Denver, Colo.

— B —

BACK, PEDER
WRJN, Racine, Wis.
BACKS, HENRY
Midday Musicals
WWRL, New York, N. Y.
BACON, DICK
Frolic Time
KVNI, Coeur d'Alene, Idaho
BAILEY, BILL
WLW-D, Dayton, Ohio
BAILEY, DAVE
Speak Up West Virginia
WCAW, Charleston, W. Va.
BAILEY, GENE
Trading Post
KGBC, Galveston, Texas
BAILEY, NORMAN
Smile Awhile
WKBR, Manchester, N. H.
BAILEY, NORMAN
WMNB, North Adams, Mass.
BAILEY, RUSS
WNAX, Yankton, S. Dak.
BAILY, JACK
Queen for a Day
Mutual
BAIN, BUDDY
WCMA, Corinth, Miss.

BAKER, ART
B. Jan. 7, 1898, New York City. You Asked for It, ABC-TV; Dinah Shore Show, NBC-TV

BAKER, BILL
WIOU, Kokomo, Ind.
BAKER, GEORGE
WESA, Charleroi, Pa.
BAKER, HAROLD
WTRB, Ripley, Tenn.
BAKER, PAUL
Rise and Shine
WLAD, Danbury, Conn.
BANKS, LEW
WBHP, Huntsville, Ala.
BANN, BOB
KWSO, Wasco, Calif.
BARBER, DON
WGBS-TV, Miami, Fla.
BARBOUR, HERSHELL
Wake Up and Smile
WCKB, Dunn, N. C.
BARIL, GENE
WJEF, Grand Rapids, Mich.
BARKIS, BRUCE
Musical Clock
KTRH, Houston, Texas
BARLOW, JOHN C., JR.
KSL, Salt Lake City, Utah
BARNES, TEDDY
Morning Melodies
WEKR, Fayetteville, Tenn.
BARNUM, ED
WSDR, Sterling, Ill.
BARON, EDDIE
WHHH, Warren, Ohio
BARRON, KARL
KTIM, San Rafael, Calif.
BARRY, BERT
Mid-Morning Melodies
KGMS, Sacramento, Calif.
BARRY, BOB
WCEN, Mt. Pleasant, Mich.
BARRY, JACK
Life Begins at Eighty
DuMont
BARRY, MARVIN
Town and Country Varieties
WSLI, Jackson, Miss.
BARTLETT, TOMMY
Welcome Travelers
CBS-TV
BARTON, JOHN
WHOM, Clinton, Ill.
BASELEON, GEORGE
Supper Club
WEEK, Peoria, Ill.
BATTERSEA, WES
Family Fun Time
KNXT, Los Angeles, Calif.
BAXTER, DEAN
Kiddie Party
WWNS, Statesboro, Ga.
BAY, DICK
KFEQ-TV, St. Joseph, Mo.
BEARD, SAM
Time Out
WPTF, Raleigh, N. C.

BECK, JACKSON
B. July 23, 1912. New York City. U. S. Steel Hour, ABC-TV; FBI in Peace and War, CBS; Search That Never Ends, MBS; Ever Since Eve, ABC; Howard Clothes Spots

BECKER, BOB
Farm Fair
WBKV, West Bend, Wis.
BECKER, GEORGE
Music for You
WEDC, Chicago, Ill.
BECKMAN, SPOOK
WTVN-TV, Columbus, Ohio
BECKTEL, EARL
Pick the Champ
WMID, Atlantic City, N. J.
BEE, ALON
WLBT, Jackson, Miss.
BEECHER, DON
Daytime
WEOA, Evansville, Ind.
BELK, BILL
Platter Party
WTYC, Rock Hill, S. C.
BELL, BOB
WLW, Cincinnati, Ohio
BELL, DON
KRNT, Des Moines, Iowa
BELL, DOUG
Coffee Call
WSOC, Charlotte, N. C.
BELL, JIMMY
KMAC, San Antonio, Texas
BELL, JACK
KDET, Center, Texas
BELL, JOHN
Matinee Melodies
KUBA, Yuba City, Calif.
BELL, WALTER
Toast & Coffee
WAIR, Winston-Salem, N. C.
BOLTON, JOE
WPIX
BOONE, RICHARD
Medic
NBC-TV
BOREN, C. C., JR.
WELO, Tupelo, Miss.
BORRELLI, RALPH
WJMJ, Philadelphia, Pa.
BOULDEN, ART
CKLW-TV, Detroit-Windsor, Mich.
BOULDIN, ARTHUR
KFAD, Fairfield, Iowa
BOULTON, MILO
Rod and Gun Club
Mutual
BOURG, TONY
Wake-Up Time
WIBG, Philadelphia, Pa.

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Announcer - M.C.

SCHICK COMMERCIALS
"THE JACKIE GLEASON SHOW"
"PABST BLUE RIBBON"
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BOURQUE, WARREN
WERI, Westerley, R. I.
BOVARD, BOB
KPIX, San Francisco, Calif.
BOVE, DICK
Platter Parade
WJNC, Jacksonville, N. C.
BOWEN, GENE
WMOA, Marietta, Ohio
BOWSER, BUDDY
WLIB, New York, N. Y.
BOYD, DUSTY
Chuck Wagon Tales
WMVT, Burlington, Vt.
BOYD, MILTON
WHBF-TV, Rock Island, Ill.
BOYNTON, DICK
KFMB, San Diego, Calif.
BOYSEN, JIM
WTCN, Minneapolis, Minn.
BRACH, HENRY C.
Special Events
WBNY, Buffalo, N. Y.
BRADFORD, JOHN
WINS, New York, N. Y.
BRADLEY, BOB
Breakfast on Broadway
WGBA, Columbus, Ga.
BRADLEY, DON
WJOL, Joliet, Ill.
BRADLEY, WES
Yawn Patrol
KRDO, Colorado Springs, Colo.
BRADSHAW, THOMAS R.
KSL-TV, Salt Lake City, Utah
BRADWAY, HARRY
WFAM-TV, Lafayette, Ind.
BRADY, DICK
WCBY, Cheboygan, Mich.
BRAGG, NELSON
WBZ-TV, Boston, Mass.
BRANDT, RON
Music 'till Nine
KLMS, Lincoln, Nebr.
BRANT, BILL
WJAS, Pittsburgh, Pa.
BRAVO, JOSE E.
KNOG, Nogales, Ariz.
BRAY, BOB
WKNB-TV, New Britain, Conn.
BRENDLER, GENE
KPTV, Portland, Oreg.
BRENN, TOMMY
KPBM, Carlsbad, N. Mex.
BRENNAN, DAN
Dixie Jamboree
WXOK, Birmingham, Ala.
BRINKLEY, JACK
WLS, Chicago, Ill.
BRINNON, VIRGIL
WJW, Cleveland, Ohio
BRISTOW, BOB
Operation Moonbeam
KTMC, McAlester, Okla.
BRITTON, BILL
Wheel of Fortune
WPCF, Panama City, Fla.
BRITTON, JACK
KTRN, Wichita Falls, Texas
BROCK, BILL
WLEC, Sandusky, Ohio
BRODIE, EARLE
Tune Tavern
WAKN, Aiken, S. C.
BROKAW, JIM
High Five
WCOP, Boston, Mass.
BROOKS, DON
Big Ten
KXOX, Sweetwater, Texas
BROOKS, ED
WBBB, Burlington, N. C.
BROOKS, FOSTER
WAVE, WAVE-TV, Louisville, Ky.

JACKSON BECK

ANNOUNCER

THE UNITED STATES STEEL HOUR

THE ELGIN HOUR

Walter Winchell — AM

For Webster Cigars

NARRATOR

THE SEARCH THAT NEVER ENDS

ACTOR

THE FBI IN PEACE AND WAR

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SHELDON

JOHNNY

AND

PENNY

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BROOKS, IKE
WTYC, Rock Hill, S. C.
BROOKS, KEN
KWRO, Coquille, Oreg.
BROOKS, PHIL
KMPA, Los Angeles, Calif.
BROPHY, BILL
Spin 'Em Again
WTIC, Hartford, Conn.
BROUGHEY, ED
WAAB, Worcester, Mass.
BROWN, ART
KOVR, Stockton, Calif.
BROWN, ART
WWDC, Washington, D. C.
BROWN, DAVE
WARN, Fort Pierce, Fla.
BROWN, DAVID A.
KCVR, Lodi, Calif.
BROWN, DICK
WWNR, Beckley, W. Va.
BROWN, DON
KWFT-TV, Wichita Falls, Tex.
BROWN, JERRY
You Name It
KYOR, Blythe, Calif.
BROWN, PAUL E. X.
Sweet Chariot
WERD, Atlanta, Ga.
BROWN, PAUL
WMGW, Meadville, Pa.
BROWN, PEN
WWOR-TV, Worcester, Mass.
BROWN, R. C. (BOB)
Open House
WLBK, DeKalb, Ill.
BROWN, SAM
WARL, Arlington, Va.
BROWN, TED
KRES, St. Joseph, Mo.
BROWN, TED
The Phrase That Pays
NBC
BROWNE, TOM
Hayseed Frolics
WIST, Charlotte, N. C.
BROWNE, WAYNE
WRXO, Roxboro, N. C.
BROWNING, DOUG
ABC, ABC-TV
BROWNING, DOUG
Sammy Kaye, Doug Browning
Saturday Record Show
ABC
BURNS, STAN
The Stan Burns Show, The Record Breaker
WINS
BURROUGHS, LARRY
WDAN-TV, Danville, Ill.
BUTTRAM, JACK
Luncheon Lyrics
WMUU, Greenville, S. C.
BUTTS, RAY
Night Owl
WRFC, Athens, Ga.
BYARS, JOE
Kiddie Show
WDAK, Columbus, Ga.
BYERS, WAYNE
WATG, Ashland, Ohio

— C —

CALABRESE, RAY
Mem-O-Ray
WHLM, Bloomsburg, Pa.
CALDWELL, LARRY
KCSJ-TV, Pueblo, Colo.
CALE, FRED
WKEI, Kewanee, Ill.
CALHOUN, ROBERT
WGVL, Greenville, S. C.
CAMERON, DAVE
WRGB, Schenectady, N. Y.
CAMERON, FRANK
Readin, Ritin, Rhythm
WHOP, Hopkinsville, Ky.
CAMPBELL, BOB
KGIL, San Fernando, Calif.
CAMPBELL, OLIN
Dawnbusters
WFNS, Burlington, N. C.
CAMPBELL, REX L.
KSL, Salt Lake City, Utah
CAMPOS, LALO
KTXN, Austin, Texas
CANE, LENNIE
WENT, Gloversville, N. Y.
CANNON, STEVE
WMIN, St. Paul, Minn.
CANTY, JOHN R.
WOTW, Nashua, N. H.
CAPLE, JOHN
KHQ-TV, Spokane, Wash.
CAPRAL, ED
Bandstand Matinee
WLW-A, Atlanta, Ga.
CARDILLE, BILL
WICU, Erie, Pa.
CAREY, STAN
Hi Neighbor
WGAC, Augusta, Ga.
CARLE, LARRY
Carnival of Music
WOND, Pleasantville, N. J.
CARLSON, BOB
Top 'O the Morning
KIRX, Kirksville, Mo.
CARLTON, BOB
WMBD, Peoria, Ill.
CARNEGIE, JACK
KOOL-TV, Phoenix, Ariz.
CARNEY, BILL
WBUY, Lexington, N. C.
CARNEY, JACK
Make Mine Music
KPHO, Phoenix, Ariz.
CARPENTER, BOB
WAAF, Chicago, Ill.
CARPENTER, ROBERT E.
WDBQ, Dubuque, Iowa
CARR, EDNA T.
KGFX, Pierre, S. Dak.
CARR, JOHN
WOKE, Oak Ridge, Tenn.

Big Story
NBC

Lone Ranger
ABC

Silver Eagle
ABC

Halls of Ivy
NBC-TV

John Daly News
ABC-TV

Igor Cassini
NBC-TV

CY HARRICE
LE. 2-1100

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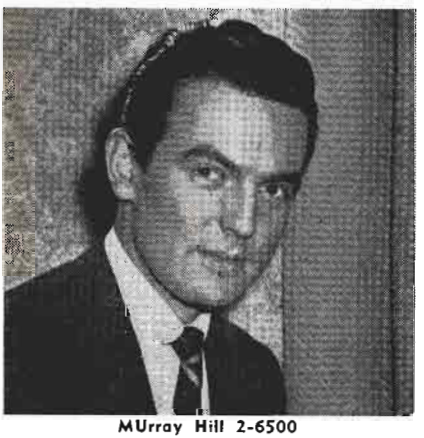
Colgate Comedy Hour
Paul Whiteman Show
Madison Square Garden Events
Big Payoff
Sid Caesar Show
Hy Gardner Show

FILM

Narration
Curtis Wright, Noma
Liqui-Moly



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Clorets
Colgate-Palmolive
Arnold Cookies
Halo Shampoo
Gallo Wine
Sweet Orr

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CARR, LARRY
WMPM, Smithfield, N. C.
CARR, ROY
WLOL, Minneapolis, Minn.
CARRIKER, OLIE
KORC, Mineral Wells, Texas
CARSON, JIM
KWBM, Williston, N. Dak.
CARSON, TOM
WJW, Cleveland, Ohio
CARTER, JANIS
Feather Your Nest
NBC-TV
CARTER, ROGER
WADC, Akron, Ohio
CARVER, JOHN
KBON, Omaha, Nebr.
CARY, TOM
KMTV, Omaha, Nebr.
CASE, ED
KTHT, Houston, Texas

CASE, NELSON
Red Buttons Show, P & G Summer Playhouse, NBC-TV; Road of Life, CBS, CBS-TV; Omnibus, CBS-TV; NBC Symphony, Backstage Wife, NBC

CASSELMAN, JERRY
KAVR, Apple Valley, Calif.
CATO, EVELYN
WMFS, Chattanooga, Tenn.
CAUDLE, BOB
WMFD-TV, Wilmington, N. C.
CERAR, JOE
WEVE, Eveleth, Minn.
CHAMBERLAIN, STEWART
KGAK, Gallup, N. Mex.
CHAMBERS, BOB
WEBK, Tampa, Fla.
CHAMBERS, ROBERT
Greater Utah Valley
KIXX, Provo, Utah
CHAMES, NICK
KMOR, Oroville, Calif.
CHANDLER, JEFF
KKTV, Colorado Springs, Colo.
CHANDLER, WARREN
KLZ, Denver, Colo.
CHAPIN, JACK
WJER, Dover, Ohio
CHAPMAN, FRED
WBRE-TV, Wilkes-Barre, Pa.
CHAPMAN, FRED
WSCR, Scranton, Pa.
CHARLES, BRUCE
WHK, Cleveland, Ohio
CHARLES, PRESTON
WAGA, Atlanta, Ga.
CHASE, BOB
WOWO, Fort Wayne, Ind.
CHASE, BUD
WKRC-TV, Cincinnati, Ohio
COLLINGWOOD, CHARLES
Adventure
CBS-TV
COLLINS, AL
WJOL, Joliet, Ill.
COLLINS, FRED
KLPR, Oklahoma City, Okla.
COLLINS, PAUL
Coffee Capers
KFRD, Rosenberg, Texas

COLLYER, BUD
B. New York City. Beat the Clock, CBS; Break the Bank, NBC

COLOSTON, JIM
KXIC, Iowa City, Iowa
COMO, HUNTER
KDAL Karnival
KDAL, Duluth, Minn.
COMPTON, AL
Dixie Jamboree
WMFD, Wilmington, N. C.
CONDON, ED
Magic Cottage, Marge and Jeff
DuMont
CONFER, BILL
WJAC-TV, Johnstown, Pa.
CONKLIN, ROGER
WIOD, Miami, Fla.
CONOHAN, CLIFF
WISC, Madison, Wis.
CONRAD, GENE
Johnny Midnight
WERC, Erie, Pa.
CONRAD, JOHN
WNBQ, Chicago, Ill.
CONRAD, STEVE
Phone Forum
WAPO, Chattanooga, Tenn.

CONWAY, JIM
WBBM, WBBM-TV, CBS

CONWAY, KEN
Travel Time
KRIB, Mason City, Iowa
COOK, BOB
WPTW, Piqua, Ohio
COOK, JACK
WNOK-TV, Columbia, S. C.
COOKE, ALISTAIR
Omnibus
CBS-TV
CROSS, DICK
KORE, Eugene, Oreg.
CROSS, MILTON
ABC, ABC-TV
CROSS, MILTON
Great Moments with Great Composers, Metropolitan Opera, Sunday Weekend News
ABC
CROUCH, PAUL
WVOT, Wilson, N. C.
CROY, ALAN
WKST-TV, New Castle, Pa.

CULLEN, BILL
I've Got a Secret, CBS-TV; Stop the Music, CBS; Road Show, NBC; It Happens Every Day

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KFYR-TV, Bismarck, N. Dak.

GENE HAMILTON
"Dr. Gino"
NBC

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CUMMINS, CHARLOTTE
WROY, Carmi, Ill.
CURL, HART
WOXF, Oxford, N. C.
CURLEE, DICK
Luncheon Lyrics
WSOC, Charlotte, N. C.
CURRY, RAY
Kiddies' Korner
KVON, Napa, Calif.
CURTIS, RON
WFBL, Syracuse, N. Y.
CUTSHALL, HANK
WMIE, Miami, Fla.

— D —

DADAY, JOHN
WGPA, Bethlehem, Pa.
DADE, ERNIE
KTVH, Hutchinson, Kans.
DALY, JOHN
What's My Line
CBS-TV
DANA, ALEC
Concert Series
WGAT, Utica, N. Y.
DANAHER, TOM
Club House
WJVA, South Bend, Ind.
DAVIS, ROY
Stamps for Shoppers
KDAV, Lubbock, Tex.
DAVIS, WILLIAM E., JR.
WCOH, Newnan, Ga.
DAUGHERTY, DOC
WNOW-TV, York, Pa.
DAWKINS, ANDREW
Sugar Daddy
WBCO, Bessemer, Ala.
DAWS, HOBSON
WTRB, Ripley, Tenn.
DAWSON, BOB
KGTV, Des Moines, Iowa
DAY, GEORGE
KERO-TV, Bakersfield, Calif.
DAY, LOUISE
Daily Doings
WRFS, Alexander City, Ala.
DEAN, DAVE
KIMO Klock
KIMO, Independence, Mo.
DEAN, LARRY
WCIN, Cincinnati, Ohio
DEANE, JOE
Morning Mayor
KQV, Pittsburgh, Pa.
DeBEAU, LAWRENCE
WTAC, Flint, Mich.
DECK, PAUL
KJSK, Columbus, Nebr.
DEDRICK, DAVE
KELO-TV, Sioux Falls, S. Dak.
DeLANCEY, CHARLES
Red Barn
WGAT, Utica, N. Y.
DeLAND, JIM
WWJ, Detroit, Mich.
DELINE, JIM
WSYR-TV, Syracuse, N. Y.
DEMING, CHARLIE
Gloom Chaser
WKPT, Kingsport, Tenn.
DENT, LARRY
Nightcap
WMAN, Mansfield, Ohio
DENTON, CLYDE E.
Mailbox Roundup
WSFC, Somerset, Ky.
DANVER, D. D., JR.
KFEQ, St. Joseph, Mo.
DeYOUNG, JOHN
Talkin' Time
WGL, Fort Wayne, Ind.
DIBERT, SAM
Time for Music
WWJ-TV, Detroit, Mich.
DICK, BILL
WIRY, Plattsburg, N. Y.
DICKERMAN, CARL
WEEI, Boston, Mass.
DICKERSON, DALE
Party Line
KATE, Albert Lea, Minn.
DIETRICH, RAYMOND
KEY-T, Santa Barbara, Calif.
DILLEY, DON
Platter Pantry
KYOU, Greeley, Colo.
DILSON, BERNARD
KMBC-TV, Kansas City, Mo.
DiSALVO, HUGO
WIOU, Kokomo, Ind.
DIXON, BOB
Perry Mason, Edward R. Murrow, CBS; Person to Person, On Your Account, CBS-TV
DIXON, MASON
Merry-Go-Round
KICD, Spencer, Iowa

— E —

EARLE, GEORGE
KWTO, Springfield, Mo.
EARLES, BARBARA
WLOE, Leaksville, N. C.
EARLY, DUWARD
KXIC, Iowa City, Iowa
EASTON, JOHN
WNOP, Newport, Ky.
ECHOLS, ODIS L., JR.
Wheel of Fortune
KCLV, Clovis, N. Mex.
ECHOLS, ODIS L., SR.
Breakfast Club
KCLV, Clovis, N. Mex.
EDELL, BOB
Ring the Bell
WROK, Rockford, Ill.
EDEN, HARRY
KCVR, Lodi, Calif.
EDINGTON, JOHN
KLAS, Las Vegas, Nev.
EDWARDS, GENE
KLIF, Dallas, Texas

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EDWARDS, HERB
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EDWARDS, HOWARD
KONO, San Antonio, Tex.
EDWARDS, K.
WEAR-TV, Pensacola, Fla.
EDWARDS, MACK
WAAM, Baltimore, Md.
EDWARDS, ROBERT O.
KLER, Lewiston, Idaho
EDWARDS, WEB
Hawaii Calls
Mutual
EGGERT, GEORGE
Dawn Patrol
WFBG, Altoona, Pa.
EISENHAUER, JOHN
WCMB, Harrisburg, Pa.
ELLIOT, LOU
WCAM, Camden, N. J.
ELIOTT, BILL
WNOE, New Orleans, La.
ELIOTT, CHUCK
WMGY, Montgomery, Ala.
ELLETT, DUANE
WHO-TV, Des Moines, Iowa
ELLIOT, BRUCE
Movie Quick Quiz
DuMont
ELLOIT, WIN
On Your Account
NBC-TV
ELLIOTT, DOYCE
KOSA, Odessa, Tex.
ELLIOTT, GLENN
WANE, Fort Wayne, Ind.
ELLIOTT, JACQUE
KRGV-TV, Weslaco, Tex.
ELLIS, DICK
WKPT, Kingsport, Tenn.
ELLIS, LEE
KOMU-TV, Columbia, Mo.
ELLIS, PETER
WENE, Binghamton-Endicott, N. Y.
ELLSWORTH, HARVEY
KUBC, Montrose, Colo.
EIMORE, CLYDE
1400 Club
WTRR, Sanford, Fla.
ELVOT, GENE
KLAS, Las Vegas, Nev.
EMERY, RALPH
Farm Hour
WSIX, Nashville, Tenn.
EMM, LOU
WHIO-TV, Dayton, Ohio
ENGEBRETSON, HAL
All-Time Hit Parade
KGYW, Vallejo, Calif.
ENRIQUEZ, GIL
KREO, Indio, Calif.
EPTON, LOU
KGTV, Des Moines, Iowa
ERBE, DICK
KUBC, Montrose, Colo.
ESSEX, LOU
WMSC, Columbia, S. C.
ETON, JERRY
1290 Club
WFIG, Sumter, S. C.
EVANS, BERGEN
Down You Go
DuMont
EVANS, CLAUDE
Rise 'N Shine
WKRG, Mobile, Ala.
EVANS, GREGORY
Personality Time
WFAU, Augusta, Maine
EVANS, JEFF
WUSN-TV, Charleston, S. C.
EVANS, MARK
WTOP-TV, Washington, D. C.
EVERSON, CHRIS
Wake Up Time
WCBI, Columbus, Miss.
EVENSON, PETE
KCJB-TV, Minot, N. Dak.
EWING, TOM
KIMA-TV, Yakima, Wash.

— F —

FACEMIRE, ROY
WSNJ, Bridgeton, N. J.
FAHRENBRUCH, JERRY
Evening Shadows
KVGB, Great Bend, Kans.
FAIRBURN, TED
WLDS, Jacksonville, Ill.
FAIRCHILD, JOHNNY
Music 'Til One
WORZ, Orlando, Fla.
FARMER, JON
WAGA, WAGA-TV, Atlanta, Ga.
FARO, FRANK
KGON, Oregon City, Oreg.
FARRAR, WAYNE
WRR, Dallas, Tex.
FARREL, REED
KGBC, Galveston, Tex.
FAUGHT, FREDDIE
Bummin' Around
WMPA, Aberdeen, Miss.
FAULK, A. L.
Cape Fear Capers
WCKB, Dunn, N. C.
FAXON, DICK
Variety Time
WATW, Ashland, Wis.
FEGER, GEORGE, JR.
WDLP, Panama City, Fla.
FEIMSTER, RED
Smash the Jackpot
WKMT, Kings Mountain, N. C.
FELACK, MIKE
WKPA, New Kensington, Pa.
FELIMER, FRANK
Music Box
WMTR, Morristown, N. J.

ART BAKER

JIM CONWAY
WBBM — WBBM-TV
CBS CHICAGO
TALENT, INC.

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FENNELL, DICK
WRDW-TV, Augusta, Ga.
FENNEMAN, GEORGE
You Bet Your Life
NBC-TV
FERLISI, GARY
KSBW-TV, Salinas, Calif.
FRANCIS, AL
WKST, New Castle, Pa.
FRANCIS, JACK
WISE-TV, Asheville, N. C.
FRANCIS, KEITH
KMAE, McKinney, Tex.
FRANDSEN, TOM
KRCA, Los Angeles, Calif.
FRANKLIN, ALAN
KPHO-TV, Phoenix, Ariz.
FRANKLIN, BOB
KGGF, Coffeyville, Kans.
FRANKLIN, DON
WHBQ-TV, Memphis, Tenn.
FRANKLIN, JOE
WABC-TV, New York, N. Y.
FREDERICKS, DIRK
The Mail Story
ABC, ABC-TV
FREDERICKS, TED
Just Before Tonight
WOAI-TV, San Antonio, Tex.
FREEMAN, CLAUDE
Kitchen Kapers
WFBC, Greenville, S. C.
FREEMAN, WALTER E.
WULA, Eufaula, Ala.
FREMAULT, LEON
WVDA, Boston, Mass.
FRERE, BOB
KRGV-TV, Weslaco, Tex.
FRIELING, JIM
Platter Parade
WXRA, Buffalo-Kenmore, N. Y.
FRISCH, FRANKIE
Junior Sport Session
CBS-TV
FRITZ, JOHN
Weather Get Together
WFMJ-TV, Youngstown, Ohio
FROELICH, DR.
What in the World
CBS-TV
FROOME, JOHN
Weatherscope
KAKE-TV, Wichita, Kans.
FRY, JACK
WLCX, LaCrosse, Wis.
FRYAR, HAL
WFMJ-TV, Youngstown, Ohio
FULLER, JERRY
KSST, Sulphur Springs, Tex.
FULLER, ROY
WIRY, Plattsburg, N. Y.
FULTON, ROBERT
Ladies' Bouquet
KERG, Eugene, Oreg.
FURNELL, BILL
KCCC-TV, Sacramento, Calif.

— G —

GAIL, CLAIR
KREM-TV, Spokane, Wash.
GAINES, BILL
Music Till Midnite
WINN, Louisville, Ky.
GAINES, FOSTER
WLYC, Williamsport, Pa.
GAINES, FRANK
WAIM, Anderson, S. C.
GAINES, HARRY
KTAE, Taylor, Tex.
GAINES, JERRY
WHAT, Philadelphia, Pa.
GALE, EDDIE
KBUR, Burlington, Iowa
GALER, BRAD
1400 Club
WSLB, Ogdensburg, N. Y.
GALLANT, EDDIE
20 Top Tunes
WRUM, Rumford, Maine
GALVIN, BILL
WKOX, Framingham, Mass.
GAMMILL, BILLY
KTJS, Hobart, Okla.
GANDER, DARRELL
Wake Up Parade
KDUZ, Hutchinson, Minn.
GARCIA, GENE
WALT, Tampa, Fla.
GARCIA, JOSE JAIME
KTXN, Austin, Tex.
GARCIA, TONY
KALI, Pasadena, Calif.
GARDINER, DON
Companion, Monday Morning Headline, Don Gardiner 7 A.M. News, Three City By-Line, Horizons
ABC, ABC-TV
GARDINER, DON
WABC, New York, N. Y.
GARDNER, J. W.
WVIM, Vicksburg, Miss.
GOVE, ELLIOTT
WSYR, Syracuse, N. Y.
GRABER, HOWARD
KCJB-TV, Minot, N. Dak.
GRAHAM, BILL
Afternoon Ballroom
WAZL, Hazleton, Pa.
GRAHAM, BOB
WHO-TV, Des Moines, Iowa
GRAHAM, VIRGINIA
Summer in the Park
DuMont
GRANT, BRUCE
Record Shop
WGRD, Grand Rapids, Mich.
GRANT, WAYNE
KSMN, Mason City, Iowa
GRAUER, BEN
B. June 2, 1908, New York City. March of Medicine, Citizen's Searchlight, NBC-TV; Boston

RALPH PAUL
LExington 2-1100

DON MORROW
Announcer — Narrator — M. C.
The Sunday News Special with Walter Cronkite
MU 8-6600

www.americanradiohistory.com

Symphony, News with Ben Grauer, Senior Ben, NBC

GRAULICH, BERT
Burnt Toast & Coffee
WVCG, Coral Gables, Fla.

GRAVES, DON
KLAS-TV, Las Vegas, Nev.

GRAY, BARRY
WMCA, New York, N. Y.

GRAZAN, JOE
WBVP, Beaver Falls, Pa.

GREEN, EARL
Home Theatre
WTVN-TV, Columbus, Ohio

GREEN, LOU
Commuter's Special
WSAR, Fall River, Mass.

GREENE, CARL
WLOS-TV, Asheville, N. C.

GREENE, GIL
Silhouette and Song
WSIX-TV, Nashville, Tenn.

GREENUP, GRANDPAPPY
Pap's Jamboree
WWKO, Ashland, Ky.

GREENWOOD, DEL
Toast 'n Coffee
WGBF, Evansville, Ind.

GREGORY, GREG
KSET, El Paso, Texas

GREGORY, SHAF
WBRC-TV, Birmingham, Ala.

GREGSON, JACK
Morning Show, Just Easy, ABC; Saturday Night Fights, ABC-TV

GRIFFIN, GENE
"Pork Chops"
KSIG, Crowley, La.

— H —

HAACKE, LAUREN
Hobby Shop
KDIX, Dickinson, N. D.

HADLEY, DOUG
Off the Record
WANE, Fort Wayne, Ind.

HADLEY, ED
WCLO, Janesville, Wis.

HADLEY, MERRITT D.
KFMB, San Diego, Calif.

HAINES, FRANK
KVEN, Ventura, Calif.

HALBURNT, JOE
Musical Guest Book
WATE-TV, Knoxville, Tenn.

HALE, PHILIP
Jigsaw Quiz
WKNB-TV, New Britain, Conn.

HALEY, TOM
WNBK, Cleveland, Ohio

HALL, ED
Early Express
KELD, El Dorado, Ark.

HALL, FRED
KVEN, Ventura, Calif.

HALL, HAYNIE H.
KTEM, Temple, Texas

HALL, HOWARD
WOW, Omaha, Nebr.

HALL, JOHN
1490 Club
WESB, Bradford, Pa.

HALL, MEL
WABB, Mobile, Ala.

HALL, THOM
Cornbread Matinee
WKYW, Louisville, Ky.

HAMILTON, GENE
American Inventory, NBC Opera Theatre, NBC-TV; Boston Symphony, Henry J. Taylor, NBC; Music of America, WRCA

HAMILTON, STAN
Good Music Cafe
WGMS, Washington, D. C.

HAMILTON, WARD
WWNY, Watertown, N. Y.

HAMLYN, ED
KWFT, Wichita Falls, Texas

HAMMETT, ROD
KTAC, Tacoma, Wash.

HANCOCK, AL
KLPR, Oklahoma City, Okla.

HANCOCK, JOHN
WLCX, LaCrosse, Wis.

HANKIN, WALLY
WGH, Newport News, Va.

HANNAHER, TOM
KVOX, Moorhead, Minn.

HANSHAW, JAY
Ye Olde Jaybird
WAYZ, Waynesboro, Pa.

HARDEBECK, HARRY
Turntable Time
KTTR, Rolla, Mo.

HARDEN, FRANK
WMAL, Washington, D. C.

HARDT, BILL
Sage Brush Corral
KIMO, Independence, Mo.

HARDWICK, CAL
WTSB, Lumberton, N. C.

HAREN, HERB
KATV, Pine Bluff, Ark.

HARLING, HUGH
Whistle While You Work
KATY, San Luis Obispo, Calif.

HARPER, ANN
KRBC-TV, Abilene, Tex.

HARPER, JIMMIE
Swap Shop
WBGE, Atlanta, Ga.

HARRICE, CY
Big Story, Cavalcade of America, NBC; Halls of Ivy, NBC-TV; Igor Cassini Show, WRCA-TV

HARVEY, MARILYN
B. March 19, 1929. Danger, CBS-TV; Morey Amsterdam Show, Ern Westmore Show, Joe Franklin Show, ABC-TV; Man Behind the Badge, NBC-TV

MARILYN HARVEY
Announcer-M. C.
FO. 4-4520

SIDNEY PAUL
Announcer-Actor-Narrator
SU 7-5400

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HARVEY, RON
KFIZ, Fond Du Lac, Wis.
HARWELL, GENE
WMSL, Decatur, Ala.
HASTINGS, JACK
WPBC, Minneapolis, Minn.
HATCH, DUANE
Hometown Parade
WSAV, Savannah, Ga.
HATCH, ED
WWLP, Springfield, Mass.
HATTENBACH, ALVIN
WBIW, Bedford, Ind.
HAUSER, JERRY
KAFP, Petaluma, Calif.
HAWKINS, LEM
KFGO, Fargo, N. D.
HAWTHORNE, BEN
WHAY, New Britain, Conn.
HAYES, BRUCE
Sunny Side-Up
KLIF, Dallas, Texas
HAYES, GEORGE
ABC, ABC-TV
HAYES, GEORGE
Weather Report
WABC, New York, N. Y.
HAYNES, JERRY
WFAA-TV, Dallas, Tex.
HAYS, FRED F.
KLIR, Denver, Colo.
HAYWORTH, LES
Saturday Date
KFXM, San Bernardino, Calif.
HERRON, EARL
Relay Quiz
KCIL, Houma, La.
HENRY, JULES
WMBS, Uniontown, Pa.
HEYDE, RUDD
KNBC, San Francisco, Calif.
HEENAN, TOM
Party Line
WILK, Wilkes-Barre, Pa.

HESS, BOB
KATV, Pine Bluff, Ark.
HENDRIX, CLIFF
KCSJ-TV, Pueblo, Colo.
HERLIHY, WALTER F.
Kraft Television Theatre, Music From Meadowbrook, ABC-TV; Dionne Lucas Show, Gloria DeHaven Show, WABC-TV
HESS, BOB
KATV, Pine Bluff, Ark.
HESTERMAN, BILL
KNAK, Salt Lake City, Utah
HEARTLY, JIM
WMIE, Miami, Fla.
HERSON, BILL
Timekeeper Show
WTRL, Bradenton, Fla.
HECHESKY, HARRY
WMMN, Fairmont, W. Va.
HEADRICK, KEN
KFGT, Fremont, Nebr.
HEALD, JIM
KSVP, Artesia, N. Mex.
HELLHAKE, DICK
1230 Matinee
WHVF, Wausau, Wis.
HERNANDEZ, OSCAR
KLVL, Pasadena, Tex.
HENNESSY, FRANK
WNDR, Syracuse, N. Y.
HENDRIX, JEWEL
Rhythm and Blues Express
KGST, Fresno, Calif.
HEATHERTON, RAY
Luncheon at Sardi's
Mutual
HERLIHY, ED
Horn & Hardart Children's Hour, Weekend
NBC, NBC-TV
HEALY, GENE
Magic of Music
WPAC, Patchogue, N. Y.

HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HEALAN, RED
Chuck Wagon
WRFC, Athens, Ga.
HEATON, JACK
KLEA, Lovington, N. Mex.
HENLEY, HAROLD
Platter Parade
WOPI, Bristol, Tenn.
HENRY, FRANCIS
Juke Box
WJKO, Springfield, Mass.
HICKS, BOB
Merry-Go-Round
KLRA, Little Rock, Ark.
HICKS, JOHN
ABC, ABC-TV
HURLEIGH, ROBERT F.
Reporters' Roundup
Mutual
HUDDLESTON, JOHNNY
KTRN, Wichita Falls, Texas
HULL, WARREN
Strike It Rich
CBS-TV
HURLBUT, JIM
Zoo Parade
NBC-TV

— I —

INGRAM, DAN
Baron of Bay Shore
WALK, Patchogue, N. Y.
INGSTAD, BOB
Noon Variety
KOVC, Valley City, N. Dak.
IRVINE, PAUL
WMTR, Morristown, N. J.
IRVING, RICHARD
KRES, St. Joseph, Mo.
ISON, HAP
Orange Blossom Special
WORZ, Orlando, Fla.
IVORY, ED
WACH-TV, Newport News, Va.

TODD RUSSELL

Represented By
Martin Goodman

PHIL TONKEN

ACTOR-ANNOUNCER-M.C.

INNER SANCTUM — TV
PARAGON PLAYHOUSE — TV
THE BIG PICTURE — TV
FAMOUS PLAYHOUSE — TV
THE GREATEST DRAMA — TV
ALLAN GRANGER — RADIO PLAYHOUSE

RADIO REGISTRY MU 8-6600 TV

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— J —

JABERG, EUGENE
Sheboygan Merry-Go-Round
WHBL, Sheboygan, Wis.
JACK, JOCKEY
WERD, Atlanta, Ga.
JACKSON, BILL
Get Together Records
KVIC, Victoria, Texas
JACKSON, GLENN
Easy Listening
WAVU, Albertville, Ala.
JACKSON, JAY
Twenty Questions
DuMont
JACKSON, MAURICE
WVKO, Columbus, Ohio
JACKSON, WAYNE
WMFD-TV, Wilmington, N. C.
JACOBS, BOB
WSSC Dancing Party
WSSC, Sumter, S. C.
JACOBS, JOHN
Mystery Voice
WDUN, Gainesville, Ga.
JACOBS, JOHNNY
Matinee
KNX, Los Angeles, Calif.
JACOBS, RAY
KJEO-TV, Fresno, Calif.
JAMERSON, PETER
WTTG, Washington, D. C.
JAMES, ANDY
Waltz Time
KWKW, Pasadena, Calif.
JAMES, DENNIS
On Your Account
CBS-TV
JOHNSON, GEORGE
Sunrise Serenade
WMFG, Hibbing, Minn.
JOHNSON, JAMES
Checkerboard Jamboree
KMCM, McMinnville, Oreg.
JOHNSON, WALLY
KFEQ-TV, St. Joseph, Mo.
JOHNSTON, HERB
KSLM, Salem, Oreg.
JOHNSTON, JIM
WLS, Chicago, Ill.
JONES, DALTON
Brazos Valley Roundup
KMLW, Marlin, Texas
JONES, DAN
Western Roundup
KTAT, Frederick, Okla.
JONES, DON
Spotlight
WFEA, Manchester, N. H.
JONES, PAUL
WSAI, Cincinnati, Ohio
JONES, ROD
1240 Club
WJNC, Jacksonville, N. C.
JONES, TED
PNX Jamboree
WPNX, Phenix City, Ala.
JONES, VERN
Musical Clock
WREB, Holyoke, Mass.
JORDAN, ED
WFBM-TV, Indianapolis, Ind.
JORDAN, MURRY
Murry Jordon Show, Ridin' High, WLIB; Spotlight on Value, WPIX; WOR-TV; WNBT
JORDAN, DAVE
WWKO, Ashland, Ky.
JORGENSON, FRED
KGO-TV, San Francisco, Calif.
JOSEPH, EDDY
Morning Show
WHLD, Niagara Falls, N. Y.

— K —

KABER, RUSS
KOVC, Valley City, N. Dak.
KANE, BOB
WRCO, Richland Center, Wis.
KARNES, G. H.
WLBN, Lebanon, Ky.
KASSEL, CY
WCCM, Lawrence, Mass.
KAVANAGH, AL
Musical Matinee
WSAV, Savannah, Ga.
KAY, BOB
WAVE, Louisville, Ky.
KAYE, BARRY
WJAS, Pittsburgh, Pa.
KEARNEY, GERRY
WMUR-TV, Manchester, N. H.
KEATHLEY, HAMPTON
KTRE, Lufkin, Texas
KEATON, BILL
WGR-TV, Buffalo, N. Y.
KEECH, KELVIN
ABC
KEECH, KELVIN
ABC, ABC-TV
KEEFE, BOB
WHAM, Rochester, N. Y.
KEELER, DANIEL A.
Sagebrush Playhouse
KSL-TV, Salt Lake City, Utah
KEELING, JOHN
Bar None Ranch
WTRR, Sanford, Fla.
KEITH, DEANE
Phone-o-Quest
KNED, McAlester, Okla.
KELLY, DARROLD
KBTV, Denver, Colo.
KELLY, GENE
WEBR, Buffalo, N. Y.
KELLY, JOE, JR.
WSBT-TV, South Bend, Ind.
KELLY, WARREN MICHAEL
WXYZ-TV, Detroit, Mich.
KELPE, HENRY
KMTV, Omaha, Nebr.
KENNEDY, BOB
Sense or Nonsense
WABD, New York

AL AVALON
Announcer-M. C.
FO. 4-4520

NELSON CASE
Mgt.: Carl Eastman
270 Park Ave. PLaza 8-1357

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KENNEDY, KEN
KPHO-TV, Phoenix, Ariz.

KENNEDY, KEVIN
B. Sept. 23, 1922, New York. 7 P.M. News, Madison Square Garden, WPIX; Sid Caesar Show, Colgate Comedy Hour, WRCA-TV; Big Payoff, WCBS-TV

KENNEDY, ROGER
Collector's Item
NBC

KEOWN, JOE
WAFB-TV, Baton Rouge, La.

KEPLINGER, DICK
KOMO-TV, Seattle, Wash.

KERR, BOB
WDAF-TV, Kansas City, Mo.

KERWOOD, ORIE
Hi Neighbor
KMMJ, Grand Island, Nebr.

KEYES, MICHAEL
WJNO, West Palm Beach, Fla.

KEYS, RICHARD
Sunrise Serenade
WQHI, East Liverpool, Ohio

KIEHL, IRWIN
Supper Club
KHUB, Watsonville, Calif.

KIERNAN, WALTER
Who Said That?
NBC-TV

KILGO, JIM
WIST, Charlotte, N. C.

KILIAN, JIM
WAAM, Baltimore, Md.

KIMBLE, WESTLEY
Rise 'n Shine
WGVA, Geneva, N. Y.

KINDER, ROD
WNAR, Norristown, Pa.

KINER, DEAN
KAVR, Apple Valley, Calif.

KING, BILL
Record Business
KSVC, Richfield, Utah

KING, BOB
WFAA-TV, Dallas, Tex.

KING, BOB
WRAP, Norfolk, Va.

KING, HAL
WHO-TV, Des Moines, Iowa

KING, JACK
KHOL-TV, Kearney, Nebr.

KING, JOHN REED
Have a Heart
Mutual

KOVACS, ERNIE
Time Will Tell
DuMont

KRAEHLING, BUD
WCCO-TV, Minneapolis, Minn.

KREIGER, JOE
KCEB-TV, Tulsa, Okla.

KROLL, JAY
WNCT, Greenville, N. C.

KRUEGER, RALPH
Day Dreamer Show
WJJL, Niagara Falls, N. Y.

KURTZ, JOHN
WTVD, Durham, N. C.

— L —

LACY, JOHN
Happiness Exchange
KNOE, Monroe, La.

LADENBURG, RICHARD
WNET, Providence, R. I.

LAHR, GUY
WTVJ, Belleville, Ill.

LAMB, ART
WTTG, Washington, D. C.

LAMBERT, KEN
Budget Basket
WLDS, Jacksonville, Ill.

LAN, TED
WSDR, Sterling, Ill.

LANCASTER, BOYCE
KTVX, Muskogee, Okla.

LANDELL, GRAN
WWOR-TV, Worcester, Mass.

LANDFEAR, DEAN
Voice of Iowa
WMT, Cedar Rapids, Iowa

LANDRY, JIM
WHYL, Carlisle, Pa.

LANSING, RAYMOND
KGOS, Torrington, Wyo.

LARSON, GUS
You Asked For It,
WDSR, Lake City, Fla.

LARUE, DICK
KMAN, Manhattan, Kans.

LASHER, SID
KATV, Pine Bluff, Ark.

LASKO, E. S.
WSJV, Elkhart, Ind.

LAUB, DARYL
Coffee Club
KLCB, Libby, Mont.

LAUGHNER, ROL
Arizona Hi-Lites
KTAR, Phoenix, Ariz.

LAURI, NICK
WPFB, Middletown, Ohio

LAVENDER, RALPH
WNEX-TV, Macon, Ga.

LAVERN, GENE
WFEA, Manchester, N. H.

LAWFORD, VINCENT
WNLK, Norwalk, Conn.

LAWLER, DAN
Recipe Roundup
WLPO, LaSalle, Ill.

LAWRENCE, ELLIOT
Melody Street
DuMont

LAWRENCE, KEN
WNEM-TV, Bay City, Mich.

LAWRENCE, MORT
B. Dec. 4, 1914, Philadelphia, Pa. The Big Payoff, Strike It Rich, CBS-TV; Storytime, Nick Carter, MBS; Radio Novels, Syndicated

BOB DIXON

REX MARSHALL

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LAWSON, KEN
KVTV, Sioux City, Iowa
LAYMAN, EARLE
WPRC, Lincoln, Ill.

LAZAR, WILLIAM T.
B. July 8, 1921, Appleton, Wis. Pepper Young's Family, NBC; NCAA Football Games, ABC-TV; Search for Tomorrow, Masquerade Party, CBS-TV; Welcome Traveler, Paul Winchell Show, NBC-TV

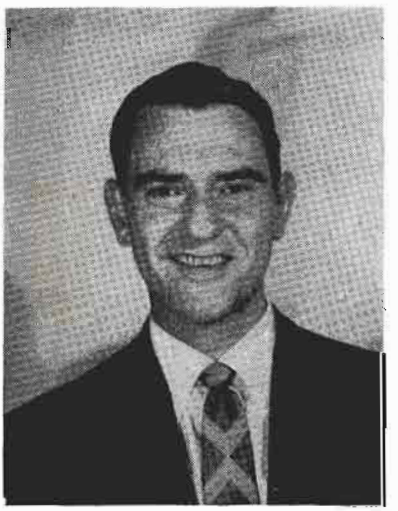
LAZICH, BOB
KXLL, Missoula, Mont.
LEA, DAVID
WRBL, Columbus, Ga.
LEACH, BOB
Clockwatcher
WRUF, Gainesville, Fla.
LEAKE, LEON
Mobile Matinee
WKRG, Mobile, Ala.
LeDESMA, HECTOR
KEVT, Tucson, Ariz.
LEE, DON
Morning Musicale
WGGA, Gainesville, Ga.
LEE, GARY
WCOS, Columbia, S. C.
LEE, MEL
KICK, Springfield, Mo.
LEEDS, DAVID
WMCA, New York, N. Y.
LEEMON, BILL
WJPF, Herrin, Ill.
LEHNHOFF, HENRY
KWED, Seguin, Texas
LEIKER, JIM
Informally Yours
WKBZ, Muskegon, Mich.
LEMKE, DAVE
KTSM, El Paso, Texas
LEONARD, BOB
Turntable Terrace
WMMN, Fairmont, W. Va.

LESCOULIE, JACK
The Jackie Gleason Show, CBS-TV; Today, NBC-TV
LESTER, BILL
Friends and Neighbors
KOY, Phoenix, Ariz.
LESTER, DON
WLW, Cincinnati, Ohio
LESTER, LARRY
Sports Roundup
KVAS, Astoria, Oreg.
LEWIS, BILL
KLPM, Minot, N. Dak.
LEWIS, BILL
WLMJ, Jackson, Ohio
LEWIS, DICK
KOAT-TV, Albuquerque, N. Mex.
LEWIS, GEORGE
Carnival of Music
WOND, Pleasantville, N. J.
LEWIS, JOHN C.
Sunset Symphony
KPAM, Portland, Oreg.
LEWIS, JOHN
WCAO, Baltimore, Md.
LEWIS, MILT
WTTV, Bloomington, Ind.
LEWIS, WALTER
L. I. Music Hall
WHLI, Hempstead, N. Y.
LONGWORTH, WILLIAM
WGBI, Scranton, Pa.
LOVELESS, MARYGAYLE
KTVH, Hutchinson, Kans.
LOVETT, NIEL
KCHA, Charles City, Iowa
LOWE, DON
Camaratta, Living Room Frolics, Strictly from Dixie, Don Lowe Local News
ABC
LUDDEN, ALLEN
College Quiz Bowl, Mind Your Manners
NBC, NBC-TV

LUMPKIN, LEE
Dedicated to You
WDSC, Dillon, S. C.
LUNDBOM, DEL
KODO, Boise, Idaho
LUNDIGAN, WILLIAM
Climax, Shower of Stars
CBS-TV
LYNN, JIMMY
WDRF, Chester, Pa.
LYON, JOHN
WBBQ, Augusta, Ga.

— Mc —

McALLISTER, BOB
WVEC-TV, Hampton-Norfolk, Va.
MacANDREW, JAMES
Camera Three
CBS-TV
MacFAYDEN, TONY
KEAR, San Francisco, Calif.
MacFEE, DAVE
Morning Almanac
WBTN, Bennington, Vt.
MacKAY, JIM
ABC, ABC-TV
MacKELVIE, ART
Wake Up Time
KHQ, Spokane, Wash.
MacLAUGHLIN, SEVERNE S.
WTTR, Westminster, Md.
MacNEILL, DAVID
WCRB, Waltham, Mass.
MacPHERSON, MONROE
Breakfast Party
WION, Ionia, Mich.
MacROBERTS, EARL
Around the Town
KCBQ, San Diego, Calif.
McBRIDE, BOB
WMBH, Joplin, Mo.
McBRIDE, CLAY
WMFD, Wilmington, N. C.



MORT LAWRENCE
ANNOUNCER
"The Big Payoff"—CBS-TV
Represented by Frank Cooper Assoc.

MURRY JORDAN
announcer • narrator

www.americanradiohistory.com

McCAFFREY, FRED
KGGM-TV, Albuquerque, N. Mex.
McCALL, GEORGE
WEEU, Reading, Pa.
McCALL, JACK
KALB, Alexandria, La.
McCALL, JOHN
WCOJ, Coatesville, Pa.
McCALLISTER, PAUL
KMOD, Modesto, Calif.
McCARTHY, JACK
WPIX, New York, N. Y.
McCARTHY, RICHARD
WKNY, Kingston, N. Y.
McCARTNEY, DICK
KOIL, Fort Worth, Tex.
McCAUGHEY, EARL
KBUR, Burlington, Iowa
McCAULEY, ELLIOTT
WGBS-TV, Miami, Fla.
McCAULEY, JOE
Kitchen Kapers
WIP, Philadelphia, Pa.
McCAULEY, MAC
WTPA, Harrisburg, Pa.
McCLANAHAN, STEELE
Morning Show
KBOR, Brownsville, Texas
McCLURE, ED
Mr. X
WBCO, Bessemer, Ala.
McCLURE, HERSCHEL
KTVE, Longview, Tex.
McCOURT, BOB
WVEC, Hampton, Va.
McCOURT, BOB
WVEC-TV, Hampton-Norfolk, Va.
McCOY, KEN
Best Buys
KWIL, Albany, Oreg.
McCOY, RONNIE
KIMN, Denver, Colo.
McCULLOUGH, DAN
Movie Quick Quiz
DuMont
McCULLOUGH, EMERY
Sun-Up Jamboree
WTRP, LaGrange, Ga.
McDONNELL, STU
Mad Irishman
WIMS, Michigan City, Ind.
McEACHERN, LEE
WHBQ-TV, Memphis, Tenn.
McELROY, ED
KGW, Portland, Oreg.
McFARLIN, JOE
KDAL, Duluth, Minn.
McGARRY, MAC
WRC, Washington, D. C.

— M —

MACK, DOTTY
WCPO-TV, Cincinnati, Ohio
MACK, TED
Ted Mack's Original Amateur Hour
NBC-TV
MADDON, ED
Swing Session
WARM-TV, Scranton, Pa.
MADER, JIM
1310 Club
WIBA, Madison, Wis.
MAGERA, GEORGE
WJAY, Mullins, S. C.
MALE, COLIN
WCTO-TV, Cincinnati, Ohio
MALLETTE, LLOYD
Listen Ladies
KXGI, Fort Madison, Iowa
MALONE, BOB
Music till Midnight
WAGC, Chattanooga, Tenn.
MALONEY, JERRY
WTRC, Elkhart, Ind.
MANGUN, TED
Melody Matinee
KLCB, Libby, Mont.
MANLEY, KEN
WGUY Calling
WGUY, Bangor, Maine
MANN, JOE
WDTV, Pittsburgh, Pa.
MANNING, DAVE
KGFJ, Hollywood, Calif.
MANSFIELD, CHARLIE
WESX, Salem, Mass.
MAPES, GLEN
WWTV, Cadillac, Mich.
MARDIS, BILL
WTCO, Campbellsville, Ky.
MARLOWE, BILL
Rendezvous with You
WCOP, Boston, Mass.
MARLOWE, OWEN
WALK, Patchogue, N. Y.
MARS, LEE
KTBS, Shreveport, La.
MARSHALL, BOB
WGBS-TV, Miami, Fla.
MARSHALL, REX
B. Jan. 10, 1919, New Jersey. Mr. Peepers, NBC; December Bride, CBS; Break the Bank, Masquerade Party, ABC
MARSHALL, STAN
KSTN, Stockton, Calif.
MARTELL, TONY
WQAN, Scranton, Pa.
MARTIN, BOB
KGYN, Guymon, Okla.
MARTIN, BOB
KOAT-TV, Albuquerque, N. Mex.
MARTIN, CLIF
WMRP, Flint, Mich.
MARTIN, CORA
Hour of Spirituals
KWKW, Pasadena, Calif.
MARTIN, FRANK
WICS, Springfield, Ill.
MARTIN, GEORGE
WTHI, Terre Haute, Ind.

JACK GREGSON

Morning Show — ABC

"Just Easy" — ABC

"Saturday Night Fights"—ABC-TV

www.americanradiohistory.com

MARTIN, JOHN
Breakfast Melodies
KLIZ, Brainerd, Minn.
MARTIN, PETER
KXOK, St. Louis, Mo.
MARTIN, ROY C.
WREL, Lexington, Va.
MARTIN, WILLIE
WMOZ, Mobile, Ala.
MARTINDALE, WINK
Clockwatchers
WHBQ, Memphis, Tenn.
MARTINEZ, AL
WKIP, Poughkeepsie, N. Y.
MARTINI, MARTY
Opera On the Air
KTMS, Santa Barbara, Calif.
MARVIN, EDWARD
Cape Cod Merry-Go-Round
WOCB, West Yarmouth, Mass.
MASINGILL, LUTHER
Sun Dial
WDEF, WDEF-TV, Chattanooga, Tenn.
MASON, JAMES
Lux Video Theatre
NBC-TV
MEYERS, DUTCH
KTIV, Sioux City, Iowa
MEYERS, ERNIE
Koffee Klotch
KCBQ, San Diego, Calif.
MEYERS, HARLOW
After Hours
KVEC, San Luis Obispo, Calif.
MICHAEL, ED
Critics Choice,
George Sokolsky, ABC
MITCHELL, EVERETT
National Farm & Home Hour
NBC
MITCHELL, GILBERT H.
KBRL, McCook, Nebr.
MITCHELL, HARRY
KFMB-TV, San Diego, Calif.
MITCHELL, ROY
KCMC-TV, Texarkana, Tex.
MITCHUM, MARTIN M.
Behind the Headlines
KTTR, Rolla, Mo.
MIX, GALE "GUB"
Community Calendar
KRPL, Moscow, Idaho
MIX, JOHN
Auction Party
KRPL, Moscow, Idaho
MIZELLE, GEORGE
Shopper's Guide
WMEV, Marion, Va.
MOAN, HAL
KOMO, Seattle, Wash.
MOFFETT, JERRY
KTFI, Twin Falls, Idaho
MOFFETT, RAYMOND R.
WCAO, Baltimore, Md.
MOHNKERN, LEN
Crossroads
WHHH, Warren, Ohio
MOLL, SAM
Meet the Classics
KMUR, Murray, Utah
MONGOLD, ROBERT
Club 1230
WISP, Kinston, N. C.
MONROE, LARRY
WTVE, Elmira, N. Y.
MONSON, PAUL
WSPR, Springfield, Mass.
MONTANO, CHARLES F.
KNOG, Nogales, Ariz.
MONTGOMERY, DEAN
WCCO, Minneapolis, Minn.
MOORE, BOB
KXEO, Mexico, Mo.
MOORE, CARL
Beantown Varieties
WEEI, Boston, Mass.
MOORE, GARRY
I've Got a Secret
CBS-TV
MOORE, JERRY
WKOK, Sunbury, Pa.
MOORE, TOM
Florida Calling, True or False
Mutual

MORROW, DON
B. Jan. 29, 1925, Stamford, Conn.
Guy Lombardo Show, NBC-TV; Sunday News Special, What's My Line, Masquerade Party, CBS-TV; Sammy Kaye Show, ABC-TV; Key Witness, DuMont

MORROW, FRANK
KTUL, Tulsa, Okla.
MORROW, JACK
Country Carnival
WIBC, Indianapolis, Ind.
MORSE, OTIS
WSBA-TV, York, Pa.
MOSS, DAN
Lions Den
WWGP, Sanford, N. C.
MOYER, AL
Top of the Morning
WCMC, Wildwood, N. J.
MOYS, JACK
Shooting for 100
KPOJ, Portland, Oreg.
MUELLER, VERN
On the Record
KPOJ, Portland, Oreg.
MULLIGAN, RAY
Mulligan's Stew
WPAM, Pottsville, Pa.
MUNCK, ELROY
KASL Korral
KASL, Newcastle, Wyo.
MUNZELL, SPECS
Man About Town
WIS-TV, Columbia, S. C.
MURPHEY, CHARLES
WSLS, Roanoke, Va.
MURPHY, BOB
Redhead
WBNS, Columbus, Ohio
MURPHY, DAN
KBOI, Boise, Idaho
MURPHY, HARVEY
WWPG, West Palm Beach, Fla.
MURPHY, MICKEY
KOUL, Fort Worth, Tex.
MURPHY, REX
Teen Timers
KVTV, Sioux City, Iowa

MURRAY, JAN
Dollar a Second, ABC-TV; Jan Murray Time, NBC-TV

MURRAY, MARTIN
KPBM, Carlsbad, N. Mex.
MURRY, JACK
WPMT, Portland, Maine
MUSSER, WALTER J.
WBCM, Bay City, Mich.

— N —

NABER, JULIEN A.
Manchester News
KOTA, Rapid City, S. Dak.
NABORS, TED
Top O' the Morning
KTHT, Houston, Texas
NAGLESTAD, FRED
WOW-TV, Omaha, Nebr.
NAPIER, BYRON
Band Wagon
KCRC, Enid, Okla.
NARZ, JIM
Merchants Quiz
KPOL, Los Angeles, Calif.
NASH, JERGEN
WCCO, Minneapolis, Minn.

NIMMO, BILL
Pabst Blue Ribbon Boxing Bouts, Schick Jackie Gleason Show, CBS-TV; Schick Professional Football, DuMont

NOBLE, DICK
WMAQ, Chicago, Ill.
NOEL, DICK
It's a Mystery
WABD, New York
NOLAN, TERRY
KHSL, Chico, Calif.
NOLAN, TOM
Crossroad Store
WGLS, Decatur, Ga.
NOLAN, TONY
WIBV, Belleville, Ill.
NOLEN, GEORGE
KFDA-TV, Amarillo, Tex.
NOLTE, MURRAY
WDAF-TV, Kansas City, Mo.
NORDINE, HOWARD
Record Parade
KDUZ, Hutchinson, Minn.
NORGARD, BOB
Polka Parade
WFRO, Fremont, Ohio
NORMAN, HAL
Reveille Review
WRIC, Beaumont, Texas
NORMAN, JERRY
Melody Roundup
WSYD, Mt. Airy, N. C.
NORRIS, BOB
The Clock
WGUY, Bangor, Maine
NORRIS, RANDY
Melody Mart
KEYD, Minneapolis, Minn.
NORTON, DICK
1430 Club
WNAV, Annapolis, Md.
NORTON, DON
KNET, Palestine, Texas
NOVELLO, MIKE
Party Line
WJLS, Beckley, W. Va.
NORWOOD, BILL
WNCT, Greenville, N. C.

— O —

OBERST, NORM
KMED, Medford, Oreg.
O'BRIEN, JOHN
KTEM, Temple, Texas
O'CONNELL, JIM
On the Beam
KORA, Bryan, Texas
O'DELL, STUART
WRON, Ronceverte, W. Va.
ODOM, RAY
Hillbilly Hits
KRUX, Glendale, Ariz.
O'HARA, RICHARD S., JR.
WHAI, Greenfield, Mass.
O'HORA, PAT
WBAY, Green Bay, Wis.
OHRT, EV
Answer & Win
KSUM, Fairmont, Minn.
OIEN, BURT
KMMT, Austin, Minn.
O'KEEFE, PHYLLIS
For Kids Only
KGNC-TV, Amarillo, Texas
O'LEARY, JIM
KBIG, Avalon, Calif.
OLIVE, GRAY
WMSC, Columbia, S. C.
OLIVER, BILL
Sing It or Else
WBBM, Chicago, Ill.
OLIVER, LLOYD
KIOA, Des Moines, Iowa

OLSEN, JOHNNY
Break the Bank, Masquerade Party, WABC-TV; Name That Tune, WCBS-TV; Second Chance, NBC; Johnny Olsen Show, Mutual

OLSEN, PENNY
Break the Bank, Masquerade Party, WABC-TV; Name That Tune, WCBS-TV; Second Chance, NBC; Johnny Olsen Show, Mutual

OLSON, HARVEY
Shopper's Special
WDRC, Hartford, Conn

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OLSON, LEO
WRCO, Richland Center, Wis.
OLSON, SHERM
WMAY, Springfield, Ill.
ORLAND, GENE
Polka Hop
WHAY, New Britain, Conn.
O'ROURKE, JOHN
Night Mayor
WHAV, Haverhill, Mass.
ORTIZ, CARLOS R.
WAPA-TV, San Juan, Puerto Rico
OSBORN, RICHARD
KXLL, Missoula, Mont.
OST, CHARLES
WJHP-TV, Jacksonville, Fla.
O'TOOLE, BILL
Life Is Worth Living, Finders Keepers, DuMont
OVIATT, HERBERT
WFHR, Wisconsin Rapids, Wis.
OWEN, AL
Homemakers Houseparty
WMID, Atlantic City, N. J.
OWENS, JACK
WMAZ-TV, Macon, Ga.
OWENSBY, BILL
WBRM, Marion, N. C.

— P —

PAGE, ELIOT S.
WSKI, Montpelier, Vt.
PAGE, FRANK
Louisiana Hayride
KWKH, Shreveport, La.
PAGE, SAM
Music Room
WDSU, New Orleans, La.
PALL, ROY
Hillbilly Jamboree
WROY, Carmi, Ill.
PALMER, JOHN
WKNY-TV, Kingston, N. Y.
PALMQUIST, JAMES R.
KLIR, Denver, Colo.
PARKER, AL
Anything Goes
WJJD, Chicago, Ill.
PARKER, DICK
WKIP, Poughkeepsie, N. Y.
PARKER, ED
KHSL-TV, Chico, Calif.
PARKER, JIM
How Went the Week
WBIS, Bristol, Conn.
PARKES, HAL
Breakfast in Bedlam
KEYY, Provo, Utah
PARKS, DEL
WDRF, Chester, Pa.
PARSONS, CLAUDE
WBIW, Bedford, Ind.
PATRICK, LARRY
Musical Hayloft
WAIR, Winston-Salem, N. C.
PATRICK, PAT
WERD, Atlanta, Ga.
PAUL, NICK
WOAI, San Antonio, Texas
PAUL, RALPH D., JR.
Strike It Rich, CBS, CBS-TV; Sound Stage, NBC-TV
PAUL, SIDNEY
Independent Announcer
PAXTON, TOM
WKY-TV, Oklahoma City, Okla.
PRESTON, ART
WSPR, Springfield, Mass.
PRESTON, BARRY
Monroe County Hoedown
WMPA, Aberdeen, Miss.
PRICE, BILL
WCOJ, Coatesville, Pa.
PRICE, JAMES
KOWH, Omaha, Nebr.
PRINCE, JIM
WBRM, Marion, N. C.
PRITCHARD, WAYNE
Top O' the Morning
KIHO, Sioux Falls, S. Dak.
PROCTOR, HARLAN
WCAO, Baltimore, Md.
PROVENCE, BOB
WLW, Cincinnati, Ohio
PRYOR, CACTUS
KTBC-TV, Austin, Texas
PUFFER, GEORGE
WCLI, Corning, N. Y.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PUTMAN, DON
WBBZ, Ponca City, Okla.
PYKA, LOU
KICA, Clovis, N. Mex.

— Q —

QUATTRINI, PETER L.
KGOS, Torrington, Wyo.
QUAVE, MACKIE
WIS, Columbia, S. C.
QUENELLE, TOMMIE
WMSL-TV, Decatur, Ala.
QUINLAN, TOM
KWBG, Boone, Iowa

— R —

RADZINSKI, STANLEY
WJMJ, Philadelphia, Pa.
RAE, BOB
KBIS, Bakersfield, Calif.
RAHE, JOHN
WBOC-TV, Salisbury, Md.
RAINS, CAL
WIRL, Peoria, Ill.
RAINS, JACK
Music All Night
KSET, El Paso, Texas
RAMAY, JOE S.
The Top Ten
KLYN, Amarillo, Texas
RAMOS, RUBEN CORA
WAPA, San Juan, Puerto Rico
RAMPY, C. W.
KMAE, McKinney, Texas
RAMSBURG, JAMES
KLIL, Estherville, Iowa
RAMSEY, RAY
KREM-TV, Spokane, Wash.
RANDALL, DALE
KWWL, Waterloo, Iowa
RANDALL, WILLIAM E.
WHAI, Greenfield, Mass.
RAPCHAK, MIKE
WAAF, Chicago, Ill.
RASBERRY, CHARLES
Music Hall
KDRS, Paragould, Ark.
RASCH, BOB
WVMI, Biloxi, Miss.
RASKIN, RICHARD
WGNY, Newburgh, N. Y.
RATHBUN, JACK
WDAK-TV, Columbus, Ga.
RATLIFF, CLAUDE
KOMU-TV, Columbia, Mo.
RATTIGAN, JACK
WGLV, Easton, Pa.
RAVEN, GEORGE
KYJC, Medford, Oreg.
RAY, CURT
KMOX, St. Louis, Mo.
RAYCEE, DEL
Matinee Ballroom
WICY, Malone, N. Y.
RAYMOND, OLLIE
KMOX, St. Louis, Mo.
RAYNER, RAY
WBBM-TV, Chicago, Ill.
REAGAN, RONALD
General Electric Theater
CBS-TV
REDABAUGH, HAROLD
Mainly for the Mrs.
KRDO, Colorado Springs, Colo.
REDDY, TOM
WABD, New York, N. Y.
REDMOND, DON
Record Room
WPAC, Patchogue, N. Y.
REDUS, JACK
Music of West
KFKA, Greeley, Ohio
REED, DON
KWBU, Corpus Christi, Texas
REED, JIM
Teen Times
KMID-TV, Midland, Texas
RIDGE, ROY
WKBV, Richmond, Ind.
RIDGEWAY, JIM
KRBC, Abilene, Texas
RIGGS, BUTCH
Sandman Serenade
WIRO, Ironton, Ohio
RIGGS, DON
Armchair Theatre
WBNS-TV, Columbus, Ohio
RILEY, BILL
KRNT, Des Moines, Iowa
RILEY, DICK
KCAP, Helena, Mont.
ROBBINS, FREDDIE
Coke Time, Mutual
ROBITSCHEK, LARRY
Music 'Til Midnight
KWNO, Winona, Minn.
ROCKWELL, AL
KRNT, Des Moines, Iowa
ROCKWELL, JACK
KFJI, Klamath Falls, Oreg.
RODDA, WALT
Through Years
WKAT, Miami Beach, Fla.
RODEWALD, DON
Waseo Calling
KWSO, Waseo, Calif.
RODMAN, DAVE
WEIM, Fitchburg, Mass.
ROESER, LARRY
KYUM, Yuma, Ariz.
ROEWE, PHILIP
WMOK, Metropolis, Ill.
ROGERS, ART
Morning Glory
KDRS, Paragould, Ark.
ROGERS, BILL
WRBL-TV, Columbus, Ga.
ROGERS, DON
Star Wagon
WRIB, Providence, R. I.
ROGERS, GEORGE
WMAR-TV, Baltimore, Md.
ROGERS, KEN
Hillbilly Jamboree
KCIL, Houma, La.
ROGERS, LANDIS
Old Grandpappy
WACR, Columbus, Miss.
ROGERS, LEW
Early, Early Show
WBIS, Bristol, Conn.
ROHN, JIM
KXJB-TV, Valley City, N. Dak.
ROLIH, JOHN
KSAN, San Francisco, Calif.
ROLLINS, BILL
WAYS-TV, Charlotte, N. C.
ROLLINS, CHAP
KICO, Calexico, Calif.
ROMANO, PAT
WNET, Providence, R. I.
ROMANO, THOMAS
WNHC-TV, New Haven, Conn.
ROMERO, FRED
KCOR, San Antonio, Texas
ROMINE, CHARLES
The Search, CBS-TV
RONALD, STAN
WKAN, Kankakee, Ill.
ROPPOLO, JOE
KFPW, Ft. Smith, Ark.
ROSE, CARL
WKNA, Charleston, W. Va.
ROSE, PHIL
Rose Room
KCRC, Enid, Okla.

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ROSS, BILL
WIOD, Miami, Fla.
ROSS, CULLEN
WCHV, Charlottesville, Va.
ROSS, DON
What's New
KGFJ, Hollywood, Calif.
ROSS, STEVE
WCMB-TV, Harrisburg, Pa.
ROSSITER, FRANK
WKAN, Kankakee, Ill.
ROSSMAN, MERLE
Merle's Pearls
KHUB, Watsonville, Calif.
ROTH, DON
Early Birds
WEOA, Evansville, Ind.
ROUTH, BILL
Pixie Panel
WNOK-TV, Columbia, S. C.
ROWE, RED
KNXT, Los Angeles, Calif.
RUDES, JIM
WSPD-TV, Toledo, Ohio
RUETZ, ED
Coffee Time
WRAC, Racine, Wis.
RUSK, CLAY
WHO-TV, Des Moines, Iowa

RUSSELL, DON
News Tonight with Don Russell, Morgan Beatty and the News—N. Y. Cut In, Presidential Press Conference, News and Special Events, DuMont; General Motors Show, NBC-TV

RUSSELL, FRAN
WCYB, Bristol, Va.
RUSSELL, FRANK
Coffee Cup Time
KITO, San Bernardino, Calif.

RUSSELL, TODD
B. April 16, 1913, Manchester, England. Rootie Kazootie, NBC-TV; ABC-TV; Wheel of Fortune, CBS-TV; Treasury Men in Action, Sherlock Holmes, NBC-TV

RUSSELL, WEBB
KGW, Portland, Oreg.
RUTLEDGE, BILL
Young Americans Club
KENT, Shreveport, La.
RYALL, DICK
KEEP, Twin Falls, Idaho
RYAN, TED
WHIO-TV, Dayton, Ohio
RYAN, THOMAS
All the News First
WSNY, Schenectady, N. Y.
RYE, JACK
KTSM-TV, El Paso, Texas
RYERSE, JAY
KVAL-TV, Eugene, Oreg.

— S —

SAINT, TERRY
WJNO-TV, Palm Beach, Fla.
SALES, SOUPY
WXYZ-TV, Detroit, Mich.
SALOMON, MICHAEL
Take It Easy
WISR, Butler, Pa.
SALTSMAN, DAYTON
Keyboard & Console
WSUN, St. Petersburg, Fla.
SAND, LES
WOL, Washington, D. C.
SANDEFUR, BILL
WBTM-TV, Danville, Va.
SANDERS, GEORGE
KRKD, Los Angeles, Calif.
SANDERS, HANK
KBLO, Hot Springs, Ark.
SCOTT, JOHN
Wonderful City, Mutual
SCOTT, LEE
Coeur d'Alene Today
KVNI, Coeur d'Alene, Idaho
SCOTT, RAY
WKPA, New Kensington, Pa.
SCOTT, WILLARD
WRC, Washington, D. C.
SCRIVNER, BILL
KELD, El Dorado, Ark.
SCRUGGS, BUGS
WCIN, Cincinnati, Ohio
SEABORN, JIMMY
WPCF, Panama City, Fla.
SEANEY, E. JAMES
WDZ, Decatur, Ill.
SEARLS, TOM
KSWI, Council Bluffs, Iowa
SEAVY, CECIL
KKTV, Colorado Springs, Colo.
SEED, RICHARD
WSMI, Litchfield, Ill.
SEEDS, WALLY
KGLC, Miami, Okla.
SEELEY, RALPH
KCBC, Des Moines, Iowa
SEIFERT, FRANK
WMIN-TV, St. Paul, Minn.
SELBY, NORM
KROC-TV, Rochester, Minn.
SELF, JIMMY
KICA, Clovis, N. Mex.
SELVA, FLORENCIO
KLVL, Pasadena, Texas
SESSIONS, CLIFF
Off the Record
WFOR, Hattiesburg, Miss.
SEYCIK, H. A.
Czech Hour
KULP, El Campo, Texas
SHALLENBERGER, DAVE
WARD, Johnstown, Pa.
SHANNON, GEORGE
WTOK, Meridian, Miss.
SHAPIRO, JACK
WXLW, Indianapolis, Ind.

SHARBUTT, DEL
B. Feb. 16, 1913, Cleburne, Tex. Betty White Show, NBC-TV

SHARP, IRVING
Daily Dozen
WDBJ, Roanoke, Va.
SHAW, CHARLES
Sunrise Serenade
WOLF, Syracuse, N. Y.
SHAW, HUGH
KWFT, Wichita Falls, Texas
SHAYNE, KARL
101 Ranch Show
WLAN, Lancaster, Pa.
SHEFFER, GLENN
Teen Quiz
WLBR, Lebanon, Pa.
SHEFRIN, JACK ALLEN
Morning Serenade
WRNY, Rochester, N. Y.

SHELDON, HERB
Herb Sheldon Show, WRCA

SHELL, JAMES
WSLS, Roanoke, Va.
SHELLEY, BOB
WFBC, Greenville, S. C.
SHELTON, JIM
Pick-a-Pocket
WIBC, Indianapolis, Ind.
SHEPPE, BOB
WFOY, St. Augustine, Fla.
SHERIDAN, BILL
Sandman Chaser
WADK, Newport, R. I.
SHERMERHORN, RICHARD E.
Hospitality House
KSBW, Salinas, Calif.
SHERWOOD, BOBBY
Stars on Parade, DuMont
SHEWRY, CHUCK
Music in the Nite
WEKR, Fayetteville, Tenn.
SHIELD, MIKE
Grable-James Show
WMIX, Mt. Vernon, Ill.
SHIELDS, LARRY
KFMB-TV, San Diego, Calif.
SHIELDS, TOM
Platter Party
WCPS, Tarboro, N. C.
SHIPLEY, JIM
Request Review
WJER, Dover, Ohio
SHOAFF, BOB
WGVL, Greenville, S. C.
SHOEMACHER, DAVE
WEAW, Evanston, Ill.
SHOOK, CAL
Bar Six Ranch
WJIM-TV, Lansing, Mich.
SHOR, MARK
WAGM, Presque Isle, Maine
SHREVE, LEN
KGW, Portland, Oreg.
SHRINER, HERB
Two for the Money, CBS-TV
SHRIVER, BOB
KFEL-TV, Denver, Colo.
SHROYER, KEN
WPTW, Piqua, Ohio
SICKLESTEEL, TOM
2nd Supper Club
WHLS, Port Huron, Mich.
SIEGEL, MORT
WHCU, Ithaca, N. Y.
SIEVERS, BOB
WOWO, Fort Wayne, Ind.
SIGMON, BARNEY
WHKY, Hickory, N. C.

SILBERT, BILL
B. Jan. 1, Detroit, Mich. Bill Silbert Show, Saints and Spinners Club, WMGM; Red Buttons Show, NBC-TV

SMITH, BILL
KWEI, Weiser, Idaho
SMITH, BILL
WFTL, Ft. Lauderdale, Fla.
SMITH, BILL
Family Hour
WPEN, Philadelphia, Pa.
SMITH, BOB
KNAL, Victoria, Texas
SMITH, BOB
WMCT, Memphis, Tenn.
SMITH, BOB
WOXF, Oxford, N. C.
SMITH, BRYANT
KCOY, Santa Maria, Calif.
SMITH, CHARLES C.
WDEC, Americus, Ga.
SMITH, CLAYTON
WAGM, Presque Isle, Maine
SMITH, DON
Sleepy Time
KLIZ, Brainerd, Minn.
SMITH, DON
KMED, Medford, Oreg.
SMITH, ED
Wake Up and Live
KGKB, Tyler, Texas
SMITH, FRED B.
Hour of Charm
KTXJ, Jasper, Texas
SMITH, GREG
WXLW, Indianapolis, Ind.
SMITH, HANK
WFPA, Fort Payne, Ala.
SMITH, JERRY
KGVO, Missoula, Mont.
SMITH, JOE
Record Rack
WARD, Johnstown, Pa.
SMITH, MAX
Dance Time
KOY, Phoenix, Ariz.
SMITH, PIERCE
KVTV, Sioux City, Iowa
SMITH, RALPH
Music to Read By
WJPS, Evansville, Ind.
SMITH, ROBERT E.
Theatre of Melody
WTIC, Hartford, Conn.
SMITH, ROBERT H.
WGET, Gettysburg, Pa.
SMITH, ROWLSTON
WICA-TV, Ashtabula, Ohio
SMITH, RUDY
WVVW, Fairmont, W. Va.

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SNELLGROVE, CARL
WOOF, Dothan, Ala.
SNIDER, PAUL
Musical Comedy Theater
KPOL, Los Angeles, Calif.
SNOW, BOB
WEEK-TV, Peoria, Ill.

SNYDER, BOB
WABY, WPTR, Albany, N. Y.

SNYDER, PEG
KIVA, Yuma, Ariz.
SOBOL, JOHNNY
Teletest
WILK, Wilkes-Barre, Pa.
SOUTHARD, BOB
WMAM, WMBV-TV, Marinette, Wis
SOUTHWOOD, TOMMY
WSON, Henderson, Ky.
SOWARDS, JOHN
WCMI, Ashland, Ky.
SPAINHOWER, DON
Operation Melody
KVNU, Logan, Utah
SPANGLER, DAN
WJOI, Florence, Ala.
SPIEGLE, STAN
Doodlebug
KXRO, Aberdeen, Wash.
SPIRO, WALT
WCOV, Montgomery, Ala.
SPONGBERG, ROLLIE
WREX-TV, Rockford, Ill.
STALLINGS, CURT
Spotlite on Melody
KLIK, Jefferson City, Mo.
STAMBERGER, JACK
WLOS-TV, Asheville, N. C.
STAMPER, WARNER
WEBK, Tampa, Fla.
STAMPS, MACK
WFNC, Fayetteville, N. C.
STANLEY, BILL
Happiness Exchange
WNOE, New Orleans, La.
STANLEY, ROY
KWBB, Wichita, Kans.
STANLEY, WARREN
KOBK, Owatonna, Minn.
STANTON, PAT
WJMJ, Philadelphia, Pa.
STAPLETON, JACK
News and Music
WROX, Clarksdale, Miss.
STARBUCK, BERYL
WMT, Cedar Rapids, Iowa
STARKEY, DALE
KXLY-TV, Spokane, Wash.
STARKEY, JED
KMBC-TV, Kansas City, Mo.
STARNALA, STANLEY
Polka Time
WJKO, Springfield, Mass.
STARNES, GENE
Gospel Gems
WAVU, Albertville, Ala.
STARR, RAY
KWWL-TV, Waterloo, Iowa
STEARNS, CLIFF
WWNY, Watertown, N. Y.
STEBBINS, ROGER
1260 Club
WERC, Erie, Pa.
STEELE, DONALD
WJEF, Grand Rapids, Mich.
STEELE, JIM
KTVX, Muskogee, Okla.
STEEN, HERBERT
Hi Neighbor
WDLC, Port Jervis, N. Y.
STEER, JAMES
KOBK, Owatonna, Minn.
STEIN, LES
WJBW, New Orleans, La.
STELLGES, DON
Favorite Music
KEX, Portland, Oreg.
STENGEL, DAN
WTMV, East St. Louis, Ill.
STEPHANIDIES, STEVE
Hellenic Echoes
WJKO, Springfield, Mass.
STERLING, LUD
Mail Box
WLEE, Richmond, Va.
STERN, DUKE
KSLA, Shreveport, La.
STEVENS, ARTHUR
Musical Nightcap
WFAU, Augusta, Maine
STEVENS, CHUCK
WNET, Providence, R. I.
STEVENS, DON
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
STEVENS, FRANK
WWVA, Wheeling, W. Va.
STEVENS, JIM
WLLH, Lowell-Lawrence, Mass.
STEVENS, OSCAR H.
KEVT, Tucson, Ariz.
STEWART, BOB
Desert Riders
KRUX, Glendale, Ariz.
STEWART, BOB
Hit the Deck
WBRY, Waterbury, Conn.
STEWART, DON
WEKY, Richmond, Ky.
STEWART, DON
WWTV, Cadillac, Mich.

STEWART, JAY
B. 1920, Sumitville, Ind. It Pays to Be Married; NBC; Townhall Party, KTTV

ST. GEORGE, DORIAN
All League Clubhouse, The World We Live In, Just Easy, Indoors Unlimited, Latin Quarter Matinee, ABC; ABC-TV
STILWILL, JACK
WLS, Chicago, Ill.
STINEHART, JIM
KVFD, Fort Dodge, Iowa
STITCH, BOB
WMPS, Memphis, Tenn.
STITES, MARVIN
KGYN, Guymon, Okla.
STOHL, HENRY
WOTV, Pittsburgh, Pa.
STOKEY, MIKE
Pantomine Quiz, DuMont
STONE, BOB
WRGB, Schenectady, N. Y.
STONE, DOUG
Matinee
KBOE, Oskaloosa, Iowa
STONE, ERNIE
WMCA, New York, N. Y.
STONE, JIM
WMPS, Memphis, Tenn.
STONE, ROCKY
Alarm Clock Club
WOPI, Bristol, Tenn.
STOREY, ROY
KSAN-TV, San Francisco, Calif.
STOUT, ALLEN
WLW, Cincinnati, Ohio
STRATTON, LOU
WRDW-TV, Augusta, Ga.
SULLIVAN, ED
Toast of the Town, CBS-TV

— T —

TIBBETTS, DONN
WMUR-TV, Manchester, N. H.
TILLEY, JACK
KBIS, Bakersfield, Calif.
TILLFORD, RUSS
WKNX-TV, Saginaw, Mich.
TOLAND, DON
KJRG, Columbus, Nebr.
TOMPKINS, JACK NEIL
WWNC, Asheville, N. C.
TONANDER, RON
Music to a "T"
WBEL, Beloit, Wis.

TONKEN, PHILIP
B. April 13, 1919, Hartford, Conn. The Big Picture, The Greatest Drama, All TV Networks; Greatest Fights of Century, ABC; Radio Playhouse, NEMO Weather Reporter, Man from Times Square, Mutual

TOWNSEND, DUDLEY
Musical Clock
WDBJ, Roanoke, Va.
TRACEWELL, JIM
Morning Varieties
KCSB, San Bernardino, Calif.
TREBOR, ROBERT
WVET-TV, Rochester, N. Y.
TRIM, PAUL
WHSY, Hattiesburg, Miss.
TRIPP, PAUL
On the Carousel, CBS-TV
TROMPETER, JAY
The Record Shop
WIND, Chicago, Ill.
TROWBRIDGE, BILL
Top of the Morning
WIRO, Ironton, Ohio
TRUDEAU, NED
Sunrise Symphony
WABY, Albany, N. Y.
TRUMBULL, BILL
Music Hall
WREB, Holyoke, Mass.
TUCHOLKA, ED
WEBR, Buffalo, N. Y.
TUCKER, GORDON
Tunes for Teens
WCOV, Montgomery, Ala.
TUCKWOOD, DON
WFMZ-TV, Allentown, Pa.
TUFTS, PETER
Family Fair
KTUC, Tucson, Ariz.
TURNER, DEAN
KOTV, Tulsa, Okla.
TURNER, JOHN
Tune Time
KVMA, Magnolia, Ark.
TURNER, RAY
WHBF, Benton Harbor, Mich.
TURNSTALL, BILL
WEEB, Southern Pines, N. C.
TUTT, BOB
KPIX, San Francisco, Calif.
TWOMEY, MORRY
KNOE-TV, Monroe, La.
TYLER, HUGH
WFTM, Maysville, Ky.
TYRER, FRANK
Relaxing Time
KVAN, Vancouver, Wash.

— U —

UHLIS, F. J.
Everybody's Show
KGBX, Springfield, Mo.
UNDERWOOD, GENE
WVIM, Vicksburg, Miss.
UPTON, DON
WIS-TV, Columbia, S. C.

— V —

VALLEJO, L., JR.
KULP, El Campo, Texas
VALYER, GEORGE
WREN, Topeka, Kans.
VANCE, JOHN
WLAU, Laurel, Miss.
VANDERHOOF, BRUCE
KTVT, Salt Lake City, Utah
VAN DE VELDE, JAMES
WSEE, Erie, Pa.
VAN STEENBURGH, BILL
Sunshine Club
WIPC, Lake Wales, Fla.
VASEN, WARREN
Breakfast Set
WOC, Davenport, Iowa
VAUGHN, BOB
WSPA, Spartanburg, S. C.

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VAUGHN, REESE
Melody Lane
WAUG, Augusta, Ga.
VENTER, MEL
Breakfast Gang
KFRC, San Francisco, Calif.
VERNON, WES
KLO, Ogden, Utah
VESTAL, STAN
Parade of Hits
KNGS, Hanford, Calif.
VIKEN, HOWARD
WCCO, Minneapolis, Minn.
VINGI, RAY
WKWK, Wheeling, W. Va.
VITTO, LORRY
KFJI, Klamath Falls, Oreg.
VOGT, KEN
Talent Unlimited
WCAN-TV, Milwaukee, Wis.
VON ZELL, HARRY
B. July 11, Indianapolis, Ind. Burns & Allen, CBS-TV; The Jimmy Durante Show, The Donald O'Connor Show, NBC-TV
VOSBURGH, HERMAN
Farm Front
KTAT, Frederick, Okla.

— W —

WADE, OZZIE
Sunrise Serenade
WKNE, Keene, N. H.
WAGNER, GENE
Ticket to Tacoma
KTAC, Tacoma, Wash.
WAGNER, ILSE
Invitation to Entertainment
WWRL, New York, N. Y.
WAIN, NORMAN
WDOK, Cleveland, Ohio
WAINER, STEVE
Hi Neighbor
WFMD, Frederick, Md.
WALES, DALLAS
KNOE-TV, Monroe, La.
WALK, LEONARD
Homestead Calling
WHOD, Homestead, Pa.
WALKER, CAS
WIVK, Knoxville, Tenn.
WALKER, DEAN
KWBU, Corpus Christi, Tex.
WALKER, DREW
At Your Command
KWRO, Coquille, Oreg.
WALKER, FRANKIE
WFOY, St. Augustine, Fla.
WALL, ARTHUR
WKRT, Cortland, N. Y.
WALLACE, TOM, JR.
KTKT, Tucson, Ariz.
WALLACE, TOM, SR.
KTKT, Tucson, Ariz.
WALLGREN, REX
KLO, Ogden, Utah
WALROD, TRUMAN
WCEN, Mt. Pleasant, Mich.
WALSHAK, DAVID
KCTI, Gonzales, Texas
WALTERS, BUCKEY
Tune Time
WEEK, Peoria, Ill.
WALTERS, DICK
Hi Neighbor
WKLJ, Sparta, Wis.
WAMBACH, PETE
WCMB-TV, Harrisburg, Pa.
WANGER, JOHN
KALI, Pasadena, Calif.
WARD, BILL
WHOW, Clinton, Ill.
WARD, JIM
Music Masters
WITV, Miami, Fla.
WARD, JIM
WILK-TV, Wilkes-Barre, Pa.
WARD, LARRY
WTVI, Belleville, Ill.
WARE, JACK
KCRG, Cedar Rapids, Iowa
WARNER, DICK
WRDW, Augusta, Ga.
WARREN, DOUG
Talk of the Town
WKDN, Camden, N. J.
WATERS, CHUCK
KTXL-TV, San Angelo, Tex.
WATKINS, TOM
KALL, Salt Lake City, Utah
WATSON, JIM
Packhouse Jamboree
WGTM, Wilson, N. C.
WATSON, ROBERT
WQXI, Atlanta, Ga.
WAYNE, LARRY
KREL, Baytown, Texas
WEATHERS, RUPERT
WFVG, Fuquay Springs, N. C.
WEAVER, BOB
Weaver with Music
KXO, El Centro, Calif.
WEAVER, JACKSON
WMAL-TV, Washington, D. C.
WEAVER, ROBYN
WIRL, Peoria, Ill.
WEBB, CHARLES T.
KVOA-TV, Tucson, Ariz.
WEBB, RALPH
KTSM-TV, El Paso, Tex.
WEBER, ROGER
KVFD, Fort Dodge, Iowa
WEBSTER, DAVE
WJNO, West Palm Beach, Fla.
WEGGELAND, ROBERT
KBLI, Blackfoot, Idaho
WEITZEL, J. KENYON
WGET, Gettysburg, Pa.
WELCH, ED
WMCA, New York, N. Y.
WELCH, EDDIE
Breakfast Special
KBTM, Jonesboro, Ark.
WELCH, MARV
WXYZ, Detroit, Mich.
WELCH, RICHARD
WJPD, Ishpeming, Mich.
WELLER, ROSS
Cinderella Weekend
WHAM, Rochester, N. Y.
WELLS, EARL
WSPD-TV, Toledo, Ohio
WELLS, JOHN
WLBR-TV, Lebanon, Pa.
WELLS, THAD
KRIO, McAllen, Texas
WENDELL, BILL
Letter to Lee Graham, Joe Palooka Story, Life with Elizabeth, Mono-Drama Theatre
WABD, New York
WENTE, BILL
KBIM, Roswell, N. Mex.
WERNER, KURT
WHO-TV, Des Moines, Iowa
WERTENBAKER, T. J.
WNBZ, Saranac Lake, N. Y.
WERTZ, RANDY
Yawn Patrol
WISR, Butler, Pa.
WESTBROOK, BILL
KREI, Farmington, Mo.
WESLEY, JOSEPH
WIBV, Belleville, Ill.
WEST, OLIVER
Man on the Street
WTKM, Hartford, Wis.
WESTERN, CACTUS JIM
KUTV, Salt Lake City, Utah
WHEELER, DON
The Bandstand
WFKY, Frankfort, Ky.
WHITACRE, HAROLD
KWPC, Muscatine, Iowa
WHITE, FRANCES
WUST, Bethesda, Md.
WHITE, HENRY
Clockwatcher
WDOV, Dover, Del.
WHITE, MORGAN
Campus Capers
KVNU, Logan, Utah
WHITE, TED
Friendly Neighbor
WARE, Ware, Mass.
WHITE, WAYMAN
Duke of Wax
WAUG, Augusta, Ga.
WHITLOCK, J. T.
Community Service Hour
WLBN, Lebanon, Ky.
WHITMORE, TOM
WWCA, Gary, Ind.
WHITTAKER, JACK
KOVO, Provo, Utah
WHITTLE, JIMMIE
Dawnbusters
KPHO, Phoenix, Ariz.
WICKS, JAMES
WSHB, Stillwater, Minn.
WIDDER, DAVE
WDAF, Kansas City, Mo.
WIGGS, BILL
Sunday Evening Hymntime
WFMC, Goldsboro, N. C.
WILLIS, FORREST
Musical Clock
WTRY, Troy, N. Y.
WILLY, GUY
Coffee Club
WPTX, Lexington Park, Md.
WILSON, ANDY
Platterama
KOPO-TV, Tucson, Ariz.
WILSON, ARNOLD
KNIM, Maryville, Mo.
WILSON, BOB
KNIM, Maryville, Mo.
WILSON, GENE
KLER, Lewiston, Idaho
WILSON, JACK
Sunnyside
WARM, Scranton, Pa.
WILSON, JACK
All Request Hour
WLBK, DeKalb, Ill.
WILSON, JIM
WBUD, Trenton, N. J.
WILSON, STU
WKBN-TV, Youngstown, Ohio
WILSON, WARD
Can You Top This?
NBC
WUELINER, FRED
WRBL-TV, Columbus, Ga.
WYLER, JIM
The Adventures of Hopalong Cassidy, WABC-TV; The Traveler

— Y —

YATES, JOHN
Musical Clock
KFEQ, St. Joseph, Mo.
YAWS, HOWARD
KMAC, San Antonio, Texas
YAZELL, GEORGE
Saturday Rural Hour
WHAW, Weston, W. Va.
YEARICK, DAVE
Sunday School Lesson
WMUU, Greenville, S. C.
YORK, PRESTON
Marching to Zion
WAOK, Atlanta, Ga.
YOUNG, JOE
KCRB, Chanute, Kans.
YOUNG, O. C.
Rise and Shine
WHIS, Bluefield, W. Va.
YOUNGBLOOD, HARLEY
Payless Partyline
KOOS, Coos Bay, Oreg.

— Z —

ZEKE, COUSIN
Morning Jamboree
WMEV, Marion, Va.
ZIMMERMAN, HARRY
Town Crier Special
WTCN, Minneapolis, Minn.

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BILL SILBERT

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TV Reviews

"Strictly Informal"

● One of the top variety shows on the West Coast is this weekly ninety minutes presented on KTLA, Los Angeles, by Larry Finley and his associates including Murray Arnold's Orchestra. Finley, as an MC has warmth and showmanship, and this unbeatable combination along with an excellent choice of variety acts, add up to delightful entertainment. Informality, as the title implies, is the keynote, but there's no striving for it, it seems to happen naturally as a result of Finley's unaffected geniality. Program maintains high standards whether the guest list is studded with names such as Vic Damone, Jeff Chandler, Kirk Douglas, and other top film and record luminaries, or comparative unknowns, June Christy, Gary Crosby, Paul Gilbert, the Wanda Smith Cover Girls, Scatman Crothers, the Dooley Sisters, and Bobby Milano were caught on this entertaining segment.

THANKS!

Larry Finley

And . . .
KFWB
54 Hours
Weekly

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DISC JOCKEYS

RADIO AND TELEVISION

—their work during 1954

□ □ □

— A —

ABBOTT, JIM
Money for Music
KFDA, Amarillo, Texas
ABBOTT, WALT
Sentimental Journey
KFOX, Long Beach, Calif.
ABELL, FRAN
KMOD, Modesto, Calif.
ACREE, JIMMY
The Wax Works
WAGF, Dothan, Ala.
ACHOR, DAVE
Plow Jockey
WBEX, Chillicothe, Ohio
ADAMS, CHARLES
Sunrise Salute
WTAN, Clearwater, Fla.
ADAMS, JAMES
Daybreaker
WSTV, Steubenville, Ohio
ADDINGTON, DON
Sandman Serenade
WHTB, Talladega, Ala.
ADELL, RAY
Journey Into Melody
WGSM, Huntington, N. Y.
ADKINS, BOB
Western Requests
KLER, Lewiston, Idaho
AGEE, BOB
WBIR, Knoxville, Tenn.
A'HEARN, RICHARD
Bandstand
WKRT, Cortland, N. Y.
AKER, DICK
KTFY, Brownfield, Texas
ALBERT, BILL
WLS, Chicago, Ill.
ALBRIGHT, DAVE
KCRG, Cedar Rapids, Iowa
ALDRIDGE, CHARLIE
WCRS, Greenwood, S. C.
ALEXANDER, KURT
Roll Jordan
WEAS, Decatur, Ga.
ALFORD, DICK
KXLR, Little Rock, Ark.
ALLAN, MARK
Wake Up Atlanta
WAOK, Atlanta, Ga.
ALLAN, STAN
This is Music
WPAC, Patchogue, N. Y.
ALLEN, AL
KXLR, Little Rock, Ark.
ALLEN, BETTYE
WCMI, Ashland, Ky.
ALLEN, BILL
WHTC, Holland, Mich.
ALLEN, BOB
Radio Ranch
KPAS, Banning, Calif.
ALLEN, BOB
630 Club
KMAC, San Antonio, Texas
ALLEN, CARL
Musical Clock
WLBK, DeKalb, Ill.
ALLEN, DELL
KSO, Des Moines, Iowa
ALLEN, DON
Alarm Clock Club
KMOD, Modesto, Calif.
ALLEN, FRANK
All Set for Music
WOW, Omaha, Nebr.
ALLEN, GENE
Turntable Terrace
WTAN, Clearwater, Fla.
ALLEN, GEORGE
Listen While You Work
WBVP, Beaver Falls, Pa.
ALLEN, JIM
Nite Cap
KCJB, Minot, N. Dak.
ALLEN, LEN
Dawn Busters
KLO, Ogden, Utah
ALLEN, ROBERT
Music in the Air
KOVE, Lander, Wyo.
ALLEN, TOM
OK Ballroom
WOKZ, Alton, Ill.
ALLREDGE, JAY
Today's Top Five
WBRC, Birmingham, Ala.
AMECHE, JIM
KLAC, Los Angeles, Calif.
ANDERSON, ANDY
Starline Swingtime
KCIM, Carroll, Iowa
ANDERSON, BOB
Harmony House
KWIE, Kennewick, Wash.
ANDERSON, GARY
1430 Club
WLAK, Lakeland, Fla.
ANDERSON, K. L.
WPBC, Minneapolis, Minn.
ANDERSON, MILLARD
Breakfast Time
WRKD, Rockland, Maine
ANDERSON, SAM
Music Matinee
WNAR, Norristown, Pa.
ANDREE, JAN
WPIT, Pittsburgh, Pa.
ANDRES, JAY
Music 'Til Dawn
WBBM, Chicago, Ill.
ANDREWS, DON
Country Junction
WSGW, Saginaw, Mich.
ANDREWS, NICK
Music on the Sunny Side
WNRC, New Rochelle, N. Y.
ANDREWS, PERRY
Open Road, USA
KYW, Philadelphia, Pa.
ANDRICK, BILL
Lamplighter's Serenade
WPAR, Parkersburg, W. Va.
ANNE, LILLIE
Carolina Barndance
WIRC, Hickory, N. C.
ANSON, BILL
WAIT, Chicago, Ill.
ANSON, BILL
WAIT, Chicago, Ill.
ANTHONY, MARV
WDLB, Marshfield, Wis.
ARANZAMENDI, FRANCISCO
WAPA, San Juan, Puerto Rico
ARGUMEDO, OSCAR
KCOR, San Antonio, Texas
ARMBRISTER, RANDY
WYVE, Wytheville, Va.
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ART, BOBBY
Country Clubhouse
WRFW, Eau Claire, Wis.
ARTHUR, DOUG
Danceland
WIBG, Philadelphia, Pa.
ARTHUR, FRED
KVOC, Casper, Wyo.
ARTHUR, GEORGE
WHOW, Clinton, Ill.
ASKEY, BOB
KFOR, Lincoln, Nebr.
ASKINS, ALLEN
Savannah River Rag
WAKN, Aiken, S. C.
ATKINS, BILL
KFRD, Rosenberg, Texas
ATKINS, EDDIE
WJEH, Gallipolis, Ohio
ATTEBERRY, TERRY
Teen-Age Tunes
KCOL, Fort Collins, Colo.
AUSTIN, DON
WHOW, Clinton, Ill.
AVERY, CHUCK
Top of the Morning
WLNA, Peekskill, N. Y.
AVILA, JOSE
KSBW, Salinas, Calif.

— B —

BACHO, BOB
Memorable Music
WNCC, Barnesboro, Pa.
BAILEY, CARL
KBIG, Avalon, Calif.
BAILEY, DON LEE
WESC, Greenville, S. C.
BAILEY, JIM
KBIF, Fresno, Calif.
BAILEY, MITZI
Time for Milady
KMUR, Murray, Utah
BAILEY, NORMAN
WKBR, Manchester, N. H.
BAILEY, WILLIAM C.
WIBV, Belleville, Ill.
BAINTER, BILL
KIT, Yakima, Wash.
BAINTER, JACK
Lucky Dance Time
KHQ, Spokane, Wash.
BAKER, ALAN
Platter Party
WLBN, Lebanon, Ky.
BAKER, ALAN
WNOK, Columbia, S. C.
BAKER, DICK
WPIN, St. Petersburg, Fla.
BAKER, GORDIE
WSPR, Springfield, Mass.
BAKER, JIM
Stroll Through the Village
KVOC, Casper, Wyo.
BAKKE, HAL
KGKO, Dallas, Texas
BALDING, CHUCK
Juke Box Review
WOAY, Oak Hill, W. Va.
BALDWIN, BRUCE
Western Jamboree
KCRC, Enid, Okla.
BALDWIN, DICK
Melody Corner
WJOY, Burlington, Vt.
BALDWIN, MEL
KNX, Los Angeles, Calif.
BALE, NORM
Ark-La-Tex Jubilee
KWKH, Shreveport, La.

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BALL, NOEL
Eight Ball Show
WSIX, Nashville, Tenn.
BANTON, BILL
Starlight Souvenirs
KSBW, Salinas, Calif.
BARBER, DON
WGBS, Miami, Fla.
BARIL, GENE
Midnight Matinee
WJEF, Grand Rapids, Mich.
BARILE, LOU
WKAL, Rome, N. Y.
BARKER, KERMIT
Morning Serenade
KCHR, Charleston, Maine
BARKER, TED
Parade of Hits
WJOY, Burlington, Vt.
BARLOW, JACK
WQUA, Moline, Ill.
BARLOW, JAY
Mantrip
WHLN, Harlan, Ky.
BARR, B.
WKMI, Kalamazoo, Mich.
BARR, FRED
Spiritual Time
WWRL, New York, N. Y.
BARRETT, JOHN
Music Out of the Night
KLMS, Lincoln, Nebr.
BARRON, TOMMY
KTEM, Temple, Texas
BARRY, DONALD J.
Sandman's Matinee
WIKE, Newport, Va.
BARRY, GUY
Spinner Sanctum
WLAN, Lancaster, Pa.
BARTL, BOB
Nite Patrol
WFMD, Frederick, Md.
BARTLETT, BOB
KFJI, Klamath Falls, Oreg.

BARTON, JOHN
WHOW, Clinton, Ill.
BARTTER, BOB
Musical Varieties
KNEX, McPherson, Kans.
BAUM, ROBERT
WOKW, Sturgeon Bay, Wis.
BAUMANN, GEORGE
WBMD, Baltimore, Md.
BAXTER, GORDON JR.
KPAC, Port Arthur, Tex.
BAXTER, ROY
WBNX, New York, N. Y.
BAY, PETER
Spotlighting the Stars
KVCV, Reading, Calif.
BEAL, CLYDE
Operation Music
WCPM, Cumberland, Ky.
BEALS, RAY
Sammy Duck Show
KVGB, Great Bend, Kans.
BEAN, DON
Matinee Ballroom
WFRP, Savannah, Ga.
BEASLEY, RAY
Western Hits
KGVL, Greenville, Tex.
BECK, DON
At the Inn
KAVR, Apple Valley, Calif.
BECKER, HARRY L.
KIMO, Independence, Mo.
BECKWITH, SAM
KEEN, San Jose, Calif.
BEKAS, TONY
Shellac Shack
WKAP, Allentown, Pa.
BELL, BILLY
WBHP, Huntsville, Ala.
BELL, GLENN
KGMC, Englewood, Colo.
BELL, MONTE
KAKA, Ada, Okla.

BELMAN, JERRY
1350 Club
WPDR, Portage, Wis.
BELSON, GORDON
Party Line
KXO, El Centro, Calif.
BENNETT, ELDEAN
KSL, Salt Lake City, Utah
BENNETT, JAY
Round-up Ranch
KGAR, Garden City, Kans.
BENNETT, MARGARET
Tiny Tot Time
WESC, Greenville, S. C.
BENOIST, BILL
Country Music Time
WBSC, Bennettsville, S. C.
BENSON, BOB
KYW, Philadelphia, Pa.
BENSON, GORDON
Hits for the Mrs.
KEEN, San Jose, Calif.
BERGEON, CLARKE
Request Club
WION, Ionia, Mich.
BERGNER, CARL O.
Early and Late Risers
WLAV, Grand Rapids, Mich.
BERGQUIST, DEWEY
Deweys Follies
KVOX, Moorhead, Minn.
BERLIN, PAUL
Mission in Music
KNUZ, Houston, Texas
BERNARD, CHARLES
Harmony Hall
KPOJ, Portland, Oreg.
BERNARD, FRED
1240 Club
WDNE, Elkins, W. Va.
BERNARDY, LEROY
Four B's
KLCB, Libby, Mont.
BERRES, KEN
WKAN, Kankakee, Ill.

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BERRY, DICK
Grin and Berry It
WFIW, Fairfield, Ill.
BERRY, JACK
Berry-Go-Round
WIOD, Miami, Fla.
BERRY, ROBERT E.
WOTW, Nashua, N. H.
BILLINGSLEY, BOB
K-Bar Roundup
KVET, Austin, Tex.
BINGHAM, DICK
Alarm Klock Klub
KEEP, Twin Falls, Idaho
BIONDI, DICK
The Timekeeper
KSYL, Alexandria, La.
BIRD, AL
Early Bird Serenade
WJAC, Johnstown, Pa.
BIRDAS, GEORGE
Record Varieties
WLNA, Peekskill, N. Y.
BISHOP, KEN
Show Time
KFDA, Amarillo, Texas
BISHOP, STAN
Platter Palace
KDIX, Dickinson, N. Dak.
BLACK, DAVE
Record Room
WLET, Toccoa, Ga.
BLACK, ED
KBMY, Billings, Mont.
BLAIR, DON
WOC, Davenport, Iowa
BLAIR, HARRY
WGL, Fort Wayne, Ind.
BLAIR, KENNY
Noontime Tunes
WKBI, St. Marys, Pa.
BLAIR, RAY
Night Watch Show
WLAV, Grand Rapids, Mich.

BLAKE, ALIX
Stardreams
WABY, Albany, N. Y.
BLANCHARD, LOWELL
Musical Clock
WNOX, Knoxville, Tenn.
BLANCHARD, RED
WLS, Chicago, Ill.
BLASKE, ART
KFAM, St. Cloud, Minn.
BLESSEY, EARL
WVMI, Biloxi, Miss.
BLESSING, SAM
Top Rail
KMAN, Manhattan, Kans.
BLIZZARD, JUNIOR
Mail Train
WMJM, Cordele, Ga.
BLOCK, MARTIN
Make Believe Ballroom
ABC Radio Network
BLOOM, MAURY
WXRA, Buffalo-Kenmore, N.Y.
BLOWER, CHUCK
KTKT, Tucson, Ariz.
BOARDMAN, BARRY
Dance on the Down Beat
WKOZ, Kosciusko, Miss.
BOGDEN, HILARY
Old Timer's Party
WJAS, Pittsburgh, Pa.
BONAPART, ALLEN
This Afternoon
WIBX, Utica, N. Y.
BONNEAU, ROBIN
WTSV, Claremont, N. H.
BONNER, ED
KXOK, St. Louis, Mo.
BONNET, JOHN
Dial for Music
KPHO, Phoenix, Ariz.
BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.

BOSSE, BILL
KWHI, Brenham, Texas
BOSWORTH, CHET
Alarm Clock Club
WIRY, Plattsburg, N. Y.
BOUNERBA, DICK
WNLK, Norwalk, Conn.
BOWERS, NEWTON
WAAB, Worcester, Mass.
BOWERS, TOM
Little 'Ole Opry
WLAG, LaGrange, Ga.
BOWICK, BILL
WALB, Albany, Ga.
BOWKER, GARTH
T.N.T.
WPDR, Portage, Wis.
BOWLES, ALAN
Musical Notes
KDB, Santa Barbara, Calif.
BOWLES, BOBBY
Teen-Time Tunes
KVON, Napa, Calif.
BOWMAN, DEE
KVSP, Lubbock, Texas
BOWMAN, DICK
Working People
WELS, Kinston, N. C.
BOWMAN, WILLIAM M.
Spiritual Parade
WOIC, Columbia, S. C.
BOYD, JO
Listen Ladies
WMPA, Aberdeen, Miss.
BOYLE, ED
Romance in the Night
KBIZ, Ottumwa, Iowa
BRABSON, BILL
WVKO, Columbus, Ohio
BRACKEN, DENNIS
Jukebox Serenade
WOLF, Syracuse, N. Y.
BRADLEY, BOB
WLOL, Minneapolis, Minn.

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BRADLEY, CURT
WMIX, Mt. Vernon, Ill.
BRADLEY, GEORGE
Hits and Encores
KTUC, Tucson, Ariz.
BRADSHAW, JOHN
Melody Mart
WIRK, West Palm Beach, Fla.
BRADY, JOSH
WBBM, Chicago, Ill.
BRAGG, NELSON
WBZ, Boston, Mass.
BRAMHALL, BILL
WEMP, Milwaukee, Wis.
BRANCH, GEORGE
Boogie and Blues
WELC, Welch, W. Va.
BRANCH, NEAL
WBIR, Knoxville, Tenn.
BRAND, PAUL
Dance Time
WKNY, Kingston, N. Y.
BRANDT, JACK
Club Matinee
WITZ, Jasper, Ind.
BRANSON, BRUCE
KXOA, Sacramento, Calif.
BRASHER, JAMES
Radio Ranch Roundup
KTXJ, Jasper, Tex.
BRAUN, JEROME
KXRA, Alexandria, Minn.
BRAY, ED
Sunrise Serenade
WKTG, Thomasville, Ga.
BREECE, CHUCK
WFBM, Indianapolis, Ind.
BRENNAN, BOB
Morning Line
KYMA, Yuma, Ariz.
BRENNER, PAUL
Requestfully Yours
WAAT, Newark, N. J.
BRENT, BLACKIE
Man About the House
WKBW, Buffalo, N. Y.
BRINGIER, ERNEST
WMRY, New Orleans, La.
BRINKLEY, JACK
Stars of the Barn Dance
WLS, Chicago, Ill.
BRINNON, VIRGIL
Moon Dog Matinee
WJW, Cleveland, Ohio
BRISCOE, WALLY
KCLA, Pine Bluff, Ark.
BRITTON, JACK
KTRN, Wichita Falls, Tex.
BRITTON, RED
KCSB, San Bernardino, Calif.
BRODEY, SHERM
WKAL, Rome, N. Y.
BROOKS, AL
Late Date
WIBC, Indianapolis, Ind.
BROOKS, JACK
Make Mine Music
WCCC, Hartford, Conn.
BROOKS, PHIL
WKPA, New Kensington, Pa.
BROOKS, TEX
Top Tunes
WSLI, Jackson, Miss.
BROSCHE, HANK
Party Line
WKCT, Bowling Green, Ky.
BROSNAN, JACK
WMBO, Auburn, N. Y.
BROWN, AL
WICC, Bridgeport, Conn.
BROWN, BERNIE
Atlanta Carousel
WGST, Atlanta, Ga.
BROWN, BILL
Melody-Go-Round
WJAC, Johnstown, Pa.
BROWN, BILL
WNEB, Worcester, Mass.
BROWN, BOB
KRAI, Craig, Colo.
BROWN, CLARE
WTTH, Port Huron, Mich.
BROWN, ED
Boogie Man
WCOV, Montgomery, Ala.
BROWN, HARRY
WHUC, Hudson, N. Y.
BROWN, PAT
Quartet Time
KAPK, Minden, La.
BROWN, PAT
University Hour
KVET, Austin, Texas
BROWN, RHODA
WMGM, New York, N. Y.
BROWN, SAM
Music Hall
WARL, Arlington, Va.
BROWN, TED
KRES, St. Joseph, Mo.
BROWN, TED
WMGM, New York, N. Y.
BROWNELL, LARRY
Easy Does It
WKBW, Buffalo, N. Y.
BROWNING, DOUG
The Doug Browning Show
WABC
BRUCE, JACK
WNAX, Yankton, S. Dak.
BRYANT, BRISTOE
Hub Cap Caravan
WJLB, Detroit, Mich.
BRYANT, WILLIE
After Hours Swing Session
WHOM, New York, N. Y.
BRYDEN, KEITH
KUBC, Montrose, Colo.
BUCK, GEORGE, JR.
WJNO, West Palm Beach, Fla.
BUCK, KEITH
WTCO, Campbellsville, Ky.
BUCKLEY, NIEL
Tailgate Ramblings
WPFB, Middletown, Ohio
BUCKLEY, THAD
KBAK, Bakersfield, Calif.
BUFFINGTON, H. E.
WTWA, Thomson, Ga.
BULLOCK, SHELDON
WWSC, Glens Falls, N. Y.
BUMP, ROGER A.
WOTW, Nashua, N. H.
BUNN, BILL
Bunn's Bunny Hop
WGTM, Wilson, N. C.
BURCH, LEO
KORC, Mineral Wells, Tex.
BURFORD, BILL
Morning on the Mahoning
WHHH, Warren, Ohio
BURFORD, KEN
Come On, Coffee's On
KWIL, Albany, Oreg.
BURGE, DALE
KWBG, Boone, Iowa
BURGE, RALPH
Breakfast with Burge
WIBR, Baton Rouge, La.
BURGESS, DAN
Hail the Hitmakers
WMSA, Massena, N. Y.
BURGESS, FRANK
Chuck Wagon Roundup
WHMA, Anniston, Ala.
BURGESS, RALPH
WGBA, Columbus, Ga.
BURKE, SHELDON
Invitation
WNAM, Neenan-Menasha, Wis.
BURNS, BILL
Jukebox Serenade
WQAM, Miami, Fla.
BURNS, GENE
Music Till Midnight
KICK, Springfield, Mo.
BURNS, HAL
WILD, Birmingham, Ala.
BURNS, RAY
Record Review
KVRC, Arkadelphia, Ark.
BURROUGHS, LARRY
WDAN, Danville, Ill.
BURROUGHS, TOM
Catalina Clubtime
KCNA, Tucson, Ariz.
BURTON, BOB
620 Jamboree
KNGS, Hanford, Calif.
BUSSE, HENRY, JR.
Music Shop
KYSM, Mankato, Minn.
BUTLER, FRANK
Record Room
WRFC, Athens, Ga.
BUTLER, JIM
KMOX, St. Louis, Mo.
BUTTON, DAVE
KSVP, Artesia, N. Mex.
BYRD, JIM
KTBC, Austin, Texas
BYRD, TED
WCIN, Cincinnati, Ohio

— C —

CALDWELL, CHARLES
Music Unlimited
WJPS, Evansville, Ind.
CALDWELL, LAMAR
Record Rendezvous
WHSC, Hartsville, S. C.
CALDWELL, MERLE
KOLS, Pryor, Okla.
CALLAHAN, CHARLES
Lucky Seven
WESB, Bradford, Pa.
CALLEN, BOB
WMCA, New York, N. Y.
CALVERT, BOB
WTMA, Charleston, S. C.
CAMACHO, CESAR
KCOR, San Antonio, Tex.
CAMERON, JOHN
Rise and Shine
KWRC, Pendleton, Oreg.
CAMPBELL, ALEX
WASA, Havre de Grace, Md.
CAMPBELL, BILL
Quiet Village
WCMI, Ashland, Ky.
CAMPBELL, DICK
Top of the Morning
WDVA, Danville, Va.
CAMPBELL, JACK
KGHF, Pueblo, Colo.
CAMPBELL, JACK
WBAT, Marion, Ind.
CAMPEN, LARRY
Music Til Midnite
KYAK, Yakima, Wash.
CANE, LENNIE
The Party Line
WENT, Gloversville, N. Y.
CANNON, WYN
KPQ, Wenatchee, Wash.
CAPPLETT, DOUG
KREO, Indio, Calif.
CAPPS, BOB
Night Riders
KOY, Phoenix, Ariz.
CAPPS, JIMMY
Our Best to You
WPTF, Raleigh, N. C.
CAPUTO, EDWARD
Top Twenty Club
WNHC, New Haven, Conn.
CARDEN, JOHN
Owl Club
WROK, Rockford, Ill.
CAREY, BILL
Cocktail Capers
KFIZ, Fond Du Lac, Wis.
CAREY, RON
KVOD, Denver, Colo.
CARLETON, LAD
WFGM, Fitchburg, Mass.
CARLEY, JIM
WPIN, St. Petersburg, Fla.
CARLSEN, IRV
High Time
KATO, Reno, Nev.

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CARLTON, JOHN
WERC, Erie, Pa.
CARMAN, ED
WPRS, Paris, Ill.
CARMEN, JOE
KWFT, Wichita Falls, Texas
CARNEGIE, JACK
KOOL, Phoenix, Ariz.
CAROTHERS, LARRY
All Nite Serenade
KONO, San Antonio, Texas
CARRIGAN, JIM
WKRM, Columbia, Tenn.
CARRIKER, OLIE
Hillbilly Hits
KORC, Mineral Wells, Texas
CARROLL, JIM
KBRZ, Freeport, Texas
CARROLL, RALPH
Musical Mailbox
KISD, Sioux Falls, S. Dak.
CARROLL, RAY
WMCA, New York, N. Y.
CARROLL, VINCE
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
CARSON, BOB
KSMN, Mason City, Iowa
CARSON, KIT
Late Dancing Party
WFEB, Sylacauga, Ala.
CARTER, AL
Platter Playhouse
WHAV, Haverhill, Mass.
CARTER, ED
WACE, Springfield-Chicopee, Mass.
CARTER, LEROY
KCTX, Childress, Texas
CARTER, JAMES
WLOU, Louisville, Ky.
CARTER, WINFRED
Diamonds Dither
WMFR, High Point, N. C.
CARY, EDDIE
WKLJ, Sparta, Wis.
CASE, GEORGE
WSAI, Cincinnati, Ohio
CASE, MARILU
WSAI, Cincinnati, Ohio
CASPERSON, CARL
Friendly Time
KDAL, Duluth, Minn.
CASSIDEY, BILL
Dial "M" for Music
KLRA, Little Rock, Ark.
CASTRODALE, DAVID
WDBQ, Dubuque, Iowa
CAUDILL, CARL
Coffee Shoppe
WGNI, Wilmington, N. C.
CAUSEY, BID
KMLB, Monroe, La.
CHAMBERS, BOB
WEBK, Tampa, Fla.
CHAMPION, NED
WPTF, Raleigh, N. C.
CHANDLER, GRAY
WLSD, Big Stone Gap, Va.
CHAPEAU, TED
WMBR, Jacksonville, Fla.
CHAPMAN, CHUCKLES
WISH, Indianapolis, Ind.
CHAPMAN, DAVE
KNOE, Monroe, La.
CHAPMAN, DAVE
KFOR, Lincoln, Nebr.
CHAPMAN, GLENN
Country Concert
KOLS, Pryor, Okla.
CHAPMAN, RALPH
Call to Breakfast
WHAV, Haverhill, Mass.
CHARLES, AL
WAYB, Waynesboro, Va.
CHARLES, BRUCE
Man of Music
WHK, Cleveland, Ohio
CHASE, EDDIE
CKLW, Detroit, Mich.
CHATTON, SYD
KFRC, San Francisco, Calif.
CHEDWICK, PORKY
WHOD, Homestead, Pa.
CHENOWETH, JACK
Platter Matinee
WCUE, Akron, Ohio
CHINN, BILL
Hillbilly Holiday
KGBC, Galveston, Texas
CHRISTIAN, JERRY
Western Hit Parade
KGYW, Vallejo, Calif.
CHRISTIANSEN, CHRIS
WOHP, Bellefontaine, Ohio
CHURCHES, GLENN
Jazz, Rhythm and Blues
KCRA, Sacramento, Calif.
CITRO, VINCE
Polka Party
WAZL, Hazleton, Pa.
CLARK, CHRIS
1230 Club
WBSM, New Bedford, Mass.
CLARK, DICK
Caravan of Music
WFIL, Philadelphia, Pa.
CLARK, GORDON
KRIC, Beaumont, Texas
CLARK, JACK
WDBL, Springfield, Tenn.
CLARK, JIM
WFMO, Fairmont, N. C.
CLARK, JIMMY
Breakfast Express
WBLJ, Dalton, Ga.
CLARK, JOHN
WPRC, Lincoln, Ill.
CLARK, JON
Music Off the Record
WTRL, Bradenton, Fla.
CLAYTON, BOB
WHDH, Boston, Mass.
CLAYTON, BOB
WPIN, St. Petersburg, Fla.
CLAYTON, DEAN
KDKD, Clinton, Mo.
COBB, AL
KELP, El Paso, Texas
COBURN, HUGH
WBML, Macon, Ga.
COBURN, PAUL
KNAK, Salt Lake City, Utah
COCKRAN, DAVE
Tops in Pops
WBBB, Burlington, N. C.
CODDAIRE, WILLIAM
1400 Club
WSTC, Stamford, Conn.
CODY, WAYNE
KALL, Salt Lake City, Utah
CODY, WAYNE
KNEB, Scottsbluff, Nebr.
COGGINS, JAMES F.
Wake Up and Sing
WKDK, Newberry, S. C.
COLDWELL, CLAY
KATY, San Luis Obispo, Calif
COLE, FRANK
Rhythm Roundup
WHTB, Talladega, Ala.
COLE, PETER
WEAT, West Palm Beach, Fla
COLE, ROBERT
WPRC, Lincoln, Ill.
COLE, RUSS
Music is Magic
KIEM, Eureka, Calif.
COLEMAN, CHARLES
WKNA, Charleston, W. Va.
COLEMAN, RALPH
KGKB, Tyler, Texas
COLEMAN, VERNON
WOCB, West Yarmouth, Mass
COLLINGSWORTH, JACK
Jive 'Til Five
WLAG, LaGrange, Ga.
COLLINS, AL
WNEW, New York, N. Y.
COLLINS, DAVE
Mood for Music
WRFD, Worthington, Ohio
COLLINS, DON
Top Pop Roundup
KTRH, Houston, Texas
COLLINS, JERRY
Bloomington Ballroom
WJBC, Bloomington, Ill.
COLLINS, ROBERT
KGAK, Gallup, N. Mex.
COLLINS, TEX
Nightly Serenade
WAZL, Hazleton, Pa.
COLLINS, TIM
KENS, San Antonio, Tex.
COLLINS, TIM
680 Sun Dial
KGBS, San Antonio, Texas
CONKLIN, MIKE
Conklin's Corner
WBYS, Canton, Ill.
CONNOR, TOM
Hour of Dreams
WTBO, Cumberland, Maryland
CONOHAN, CLIFF
WISC, Madison, Wisc.
CONOVER, WILLIS
WEAM, Arlington, Va.
CONRAD, JOHN
WHLD, Niagara Falls, N. Y.
CONRAD, RUSS
KEX, Portland, Ore.
CONTRERAS, JESUS
Saludos Amigos
KCLS, Flagstaff, Ariz.
COOK, DEL
KANS, Wichita, Kans.
COOK, DICK
Cookie's Capers
WBRN, Big Rapids, Mich.
COOK, IRA
KMPA, Los Angeles, Calif.
COOK, JACK
Melody Madhouse
WNOK, Columbia, S. C.
COOK, MAL
Ebony Bandstand
WAUG, Augusta, Ga.
COOK, VERN
Time Keeper
WTRY, Troy, N. Y.
COONEY, JIM
Make Way for Music
WRSW, Warsaw, Ind.
COOPER, ALEX
KLAC, Los Angeles, Calif.
COOPER, LARRY
WSLS, Roanoke, Va.
CORBIN, SLIM
Hillbilly Hoedown
KTFY, Brownfield, Texas
CORBITT, KENNETH
WTIK, Durham, N. C.
CORRICK, BILL
WRCO, Richland Center, Wis.
COSSITOR, DON
WTIK, Altoona, Pa.
COSTIN, PHIL
Night Session
WBML, Macon, Ga.
COTTONGIM, EARL K.
Saturday Night Session
WSFC, Somerset, Ky.
COUGHLIN, LEW
WELM, Elmira, N. Y.
COVINGTON, BUDDY
123 Ranch
KNUZ, Houston, Texas
COVINGTON, DICK
WHBQ, Memphis, Tenn.
COVINGTON, FRED
WCOG, Greensboro, N. C.
COWELL, ED
WETB, Johnson City, Tenn.
COY, JIMMY
WRCA, New York, N. Y.
COYLE, BERT
WHBO, Tampa, Fla.
CRAFT, LARRY
KTMC, McAlester, Okla.

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CRAGER, BOB
Melody Matinee
WWCO, Waterbury, Conn.
CRANE, DICK
KNEA, Jonesboro, Ark.
CRAWFORD, DAN
KVLC, Little Rock, Ark.
CRAWFORD, JOHN
Musical Jamboree
KRXK, Rexburg, Idaho
CREASY, GENE
Toast and Coffee
WWOD, Lynchburg, Va.
CRESWELL, D.
WKMI, Kalamazoo, Mich.
CRISTIL, JACK
Rhythm at Random
WROX, Clarksdale, Miss.
CROHAN, JOHN F.
Hospitality House
WICE, Providence, R. I.
CROUCH, AL
Coffee Time
WJBO, Baton Rouge, La.
CROUTER, WALLY
Top o' the Morning
CFRB, Toronto, Ont., Canada
CROWLEY, DICK
WSAM, Saginaw, Mich.
CUDARAC, BILL
Happy Habit
KENT, Shreveport, La.
CUMMINGS, TONY
Twilight Tune Time
WIKK, Erie, Pa.
CUMMINS, CHARLIE
KURV, Edinburg, Tex.
CURL, HART
WOXF, Oxford, N. C.
CURTIS, BILL
Moondial
KALL, Salt Lake City, Utah
CURTIS, BILL
Timekeeper
WRAP, Norfolk, Va.

— D —

DABECCO, HENRY
Musical Magic
WJAS, Pittsburg, Pa.
DABOUL, JOE
TNT Show
WJRO, Springfield, Mass.
DAHL, DON
Open House
KDAL, Duluth, Minn.
DAILEY, DICK
KPQ, Wenatchee, Wash.
DAIRRE, ROLAND
Top Twenty
WAFB, Baton Rouge, La.
DALE, BILLY
WTAO, Cambridge, Mass.
DALE, JEFF
KENT, Shreveport, La.
DALE, REX
WCKY, Cincinnati, Ohio
DALEY, JACK
WSIX, Nashville, Tenn.
DALZELL, JOHN
Saturday Nite Juke Box
WOWO, Fort Wayne Ind.
DANCY, BILL
Late Date
WOAY, Oak Hill, W. Va.
DANE, DUDLEY
Melody Corner
KTFI, Twin Falls, Idaho
DANHEIM, DAVID
KSFA, Nacogdoches, Texas
DANIELS, BOB
Point Parade
WFHR, Wisconsin, Rapids, Wis.
DARIEN, FRANK
KSJO, San Jose, Calif.
DARY, ALAN
WORL, Boston, Mass.
DARY, DAVE
KMAN, Manhattan, Kans.
DAUGHERTY, DICK
Coffee Time
WFIN, Findlay, Ohio
DAUGHERTY, DOC
1250 Luncheon Club
WNOW, York, Pa.
DAUGHERTY, JIM
Pop Parade
KWPC, Muscatine, Iowa
DAVID, TOBY
CKLW, Detroit, Mich.
DAVIDSON, HERB
KWILL, Albany, Oreg.
DAVIS, ART
WKKO, Cocoa, Fla.
DAVIS, BOB
WGMS, Washington, D. C.
DAVIS, CHUCK
WBRN, Big Rapids, Mich.
DAVIS, GENE
Request Review and Matinee
WAKR, Akron, Ohio
DAVIS HERB
WEAM, Arlington, Va.
DAVIS, LAMAN
KBOX, Modesto, Calif.
DAWES, BILL
WCPO, Cincinnati, Ohio
DAWSON, BILL
Burnt Toast and Coffee Time
WNXT, Portsmouth, Ohio
DAWSON, BILL
Dialin' Dawson
WAKE, Greenville, S. C.
DAWSON, DALE
Nite Watch
WSAL, Logansport, Ind.
DAWSON, DICK
KELA, Centralia-Chehalis, Wash.
DAWSON, JACK
Music Hall
WWIN, Baltimore, Md.
DAY, GEORGE
KERO, Bakersfield, Calif.
DAYLIE, HOLMES
Daddy-O Show
WAIT, Chicago, Ill.
DEAL, BILL
Swingtime in the Groove
WCAM, Camden, N. J.
DEAL, JACK
WHCU, Ithaca, N. Y.
DEAN, JOHN W.
Alarm Clock Club
WDNC, Durham, N. C.
DEAN, PAUL
WJR, Detroit, Mich.
DEANE, JOE
KQV, Pittsburg, Pa.
DEATON, WENDELL
Wax Works
KTMN, Tucumcari, N. Mex.
DECK, PAUL
KJSK, Columbus, Nebr.
DEE, MARY
WHOD, Homestead, Pa.
DeFAY, DICK
WTVH, Peoria, Ill.
DEGORIO, AL
WJRI, Lenoir, N. C.
DeHAVEN, BOB
WCCO, Minneapolis, Minn.
DEITH, BOB
WLOF, Orlando, Fla.
DeJULIO, ED
KUBC, Montrose, Colo.
DEKYLE, BEN H.
Yawnin' in the Morning
WGSW, Greenwood, S. C.
DELACOURT, TOM E.
Morning Digest
WSLS, Roanoke, Va.
DELFINO, FRANK
The Man Around the House
WICC, Bridgeport, Conn.
DELLINGER, JOHN
WPNF, Brevard, N. C.
DELPERDANG, CHARLES
Fun with the Classics
KSUM, Faimont, Minn.
DELZEL, BILL
Club Time
KMMJ, Grand Island, Nebr.
DENNIS, LOUIS
Afternoon Dancing Party
WCOU, Lewiston, Maine
DENNISTON, DAVE
WRTA, Altoona, Pa.
DERRICK, JIM
Swing Out Sweet Music
WPLA, Plant City, Fla.
DESMOND, ED
WINA, Charlottesville, Va.
De SUZE, CARL
WBZ, Boston, Mass.
DEVEL, BILL
Music Room
WLYC, Williamsport, Pa.
DEVON, PRU
Nights in Latin America
WQXR, New York, N. Y.
DICKERSON, DALE
Easy Time
KATE, Albert Lea, Minn.
DICKLER, SID
WEDO, McKeesport, Pa.
DICKSON, JOHN
KBON, Omaha, Nebr.
DIEHL, BILL
WMIN, St. Paul, Minn.
DIETZ, LARRY
WPAR, Parkersburg, W. Va.
DILL, GLEN
The Sundial
WTSP, St. Petersburg, Fla.
DILL, JACK
WKHM, Jackson, Mich.
DILLON, EDDIE
Moods in Music
WHJB, Greensburg, Pa.
DINNERIN, ROBERT
Tune Time
WVVW, Fairmont, W. Va.
DIXON, DAVE
Rhythm & Blues Show
KSTL, St. Louis, Mo.
DIXON, GEORGE
620 Club
WROL, Knoxville, Tenn.
DIXON, JOHN
WALA, Mobile, Ala.
DIXON, PAUL
The Paul Dixon Show
Du Mont
DIXON, RANDY
Ebony Hall of Fame
WDAS, Philadelphia, Pa.
DOAN, BOB
KWPC, Muscatine, Iowa
DOBSON, GEORGE
Reveille Round up
KTFS, Texarkana, Texas
DOCKERY, DONALD
WJVB, Jacksonville Beach, Fla.
DODDS, DAR
Top of the Morning
KDSH, Boise, Idaho
DOSON, ROBERT
Breakfast in Texas
KURV, Edinburg, Texas
DOLAN, TOM
Boots and Wings
WJZM, Clarksville, Tenn.
DONAHOE, BILL
Afternoon Encores
KYOR, Blythe, Calif.
DONAHUE, PAT
Moby Dick Club
WALE, Fall River, Mass.
DONALDSON, FRANK
Ladies Matinee
WLEE, Richmond, Va.
DONALDSON, SAM
KEPO, El Paso, Tex.
DONOGHUE, STEVE
WSPR, Springfield, Mass.
DORAN, KEVIN
Melody Time
WWHG, Hornell, N. Y.

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DORAN, RUSS
KUGN, Eugene, Ore.
DORON, TOM
Housewives Houseparty
WSFA, Montgomery, Ala.
DORRIS, LEE
Rock and Rise
WILY, Pittsburg, Pa.
DORSEY, JOE
Wire Request
WEMP, Milwaukee, Wis.
DORSEY, ROD
Night Owl Serenade
WJNC, Jacksonville, N. C.
DOSS, HENRY
WJEH, Gallipolis, Ohio
DOTY, BILL
WENY, Elmira, N. Y.
DOTY, DICK
WHAM, Rochester, N. Y.
DOUGHERTY, JIM
Morning Show
WHOL, Allentown, Pa.
DOUGLAS, CAL
WAPI, Birmingham, Ala.
DOUGLAS, LOU
WHUC, Hudson, N. Y.
DOUGLAS, ROD
Juke Box
KSDN, Aberdeen, S. Dak.
DOUGLAS, WALLY
1050 Club
WNVA, Norton, Va.
DOVE, CARTER
Platter Paradise
WGSV, Guntersville, Ala.
DOW, W. C.
Saturday Platter Parade
WCAX, Burlington, Vt.
DOWNEY, GEORGE
WAAB, Worcester, Mass.
DRENNAN, JAY
Western Roundup
KSEL, Lubbock, Tex.
DRENNAN, LEE
Number Please
KCLV, Clovis, N. Mex.
DREW, DAVE
WTAX, Springfield, Ill.
DREYER, PETER
Turntable Terrace
WENT, Gloversville, N. Y.
DRUM, DEWEY
Early Riser's Club
WSOC, Charlotte, N. C.
DUBOIS, BILL
WTNS, Coshocton, Ohio
DUCK, TOMMY
Mail Order Music
WTBF, Troy, Ala.
DUDLEY, LEON
KGHF, Pueblo, Colo.
DUFFY JON
Rhythm in the Rockies
KDYL, Salt Lake City, Utah
DUGGAN, JOE
WVOP, Vidalia, Ga.
DUKE, JIM
Club 1310
WGAT, Utica, N. Y.
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUMOND, JOE, JR.
KXEL, Waterloo, Iowa
DUNBAR, JERRY
Just For You
WMIX, Mt. Vernon, Ill.
DUNBAR, JIM
WJIM, Lansing, Mich.
DUNCAN, HIPOCKETS
Western Roundup
KDAV, Lubbock, Texas
DUNN, BOB
KLX, Oakland, Calif.
DUNN, RON
Here's To My Lady
WSBA, York, Pa.
DUPREE, WILLIAM DR.
Jazz Show
WMFS, Chattanooga, Tenn.
DUPUY, MONTY
WFBC, Greensville, S. C.
DURAND, TOM
WTTM, Trenton, N. J.
DURHAM, DEAN
Let's Get Together with Records
KOGT, Orange, Texas
DURHAM, ERNIE
Records with Ernie
WMRP, Flint, Mich.
DWELLEY, DALE
Cheerful Earful
KATO, Reno, Nev.
DYE, TOM
Morning Melodies
KTTR, Rolla Mo.
DYER, JOHN
Record Review
KSTV, Stephenville, Tex.
DZIEDZIC, MIKE
Polka Time
WGAT, Utica, N. Y.

— E —

EARLE, DON
Turntable Terrace
WBET, Brockton, Mass.
EARLY, BOB
Record Revue
WALK, Patchogue, N. Y.
EASIN, DICK
Top Tunes of the Day
KPRC, Houston, Texas
EAST, LEN
Minute Man
KIOA, Des Moines, Iowa
EASTMAN, JOHN
KXIC, Iowa City, Iowa
EATON, DICK
940 Club
KIOA, Des Moines, Iowa
EATON, GORDON
WCCO, Minneapolis, Minn.
EDGAR, BILL
Hillbilly Hits
KTRN, Wichita Falls, Texas
EDINGBURG, TED
WJLB, Detroit, Mich.
EDINGTON, BOB
Redskin Rhapsodies
KGYW, Vallejo, Calif.
EDWARDS, A. C.
KWCB, Searcy, Ark.
EDWARDS, ALLAN
WRCA, New York, N. Y.
EDWARDS, CHUCK
Recordially Yours
WIZZ, Streator, Ill.
EDWARDS, JIM
WMTS, Murfreesboro, Tenn.
EDWARDS, MERLE
Caravan
WMIN, St. Paul, Minn.
EGGERT, GEORGE
WFBG, Altoona, Pa.
EHRUCH, BOB
Dance Party
KPHO, Phoenix, Ariz.
ELLIOTT, BILL
KXOA, Sacramento, Calif.
ELLIOTT, BOB
Night Beat
KENT, Shreveport, La.
ELLIOT, BRUCE
Bruce & Dan Show
Mutual
ELLIOTT, SAM
Tea Dance Party
WPAD, Paducah, Ky.
ELLIS, PETER
WENE, Binghamton-Endicott, N. Y.
ELLSWORTH, JACK
Memories in Melody
WALK, Patchogue, N. Y.
ELOE, CECIL
Lampliter
KWBE, Beatrice, Nebr.
ELWELL, ROY
WPTX, Lexington Park, Md.
ELWOOD, DON
WJON, St. Cloud, Minn.
EMBODY, DICK
Western Jamboree
KGGF, Coffeyville, Kans.
EMBRY, DINK
Early Byrd Show
WHOP, Hopkinsville, Ky.
EMM, LOU
Breakfast in Bedlam
WHIO, Dayton, Ohio
ENO, JACK
Musical Food Basket
WEBR, Buffalo, N. Y.
ERICKSON, ROBERT
WDAN, Danville, Ill.
ERTEL, PAUL
WCHV, Charlottesville, Va.
ESTES, DAVE
KWTO, Springfield, Mo.
EUNICE, LARRY
KANE, New Iberia, La.
EVANS, FRANK
Musical Clock
KRSN, Los Alamos, N. Mex.
EVANS, MEL
WGAC, Augusta, Ga.
EVERS, CHARLES
WHOC, Philadelphia, Miss.
EVERSON, CHRIS
Wakeup Time
WCBI, Columbus, Miss.

— F —

FAHEY, JOHN
Melody Matinee
KHQ, Spokane, Wash.
FAIRCLOTH, PEANUT
WRDW, Augusta, Ga.
FANT, JULIAN
Breakfast Party
WFOY, St. Augustine, Fla.
FARLOW, STUBBY
Four Corners Rodeo
KIUP, Durango, Colo.
FARR, JIM
Platter Parade
KSTV, Stephenville, Tex.
FARRAR, JACK
Kilocycle Klambake
KTFI, Twin Falls, Idaho
FARREL, REED
Spins and Needles
KGBC, Galveston, Texas
FARRELL, LOYAL
KICD, Spencer, Iowa
FAULCONER, FRANC
Three & Easy
WLAP, Lexington, Ky.
FAULKNER, BILL
WISH, Indianapolis, Ind.
FAYE, MARTY
WAAF, Chicago, Ill.
FEGER, GEORGE
Morning Jamboree
WDLP, Panama City, Fla.
FELIX, HANS
The Baron Show
KBKI, Alice, Texas
FENDER, DENTON
Red Cedar Reveille
WMNE, Menomonie, Wis.
FENSTERMACHER, BRUCE
WGPA, Bethlehem, Pa.
FERRIS, TOMMY
1350 Club
WPCT, Putnam, Conn.
FIDLER, MARK
Sam's Songs
WJBC, Bloomington, Ill.
FIELD, ELLIOT
WKAT, Miami Beach, Fla.
FIELD, ERIC
WNDR, Syracuse, N. Y.
FIGUERAS, BOB
Musical Clock
WWPA, Williamsport, Pa.
FIGUEROA, CONRAD
Morning Serenade
KYOR, Blythe, Calif.

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FILE, AUGUST A., JR.
Top of the Dial
WLOX, Biloxi, Miss.
FILES, BERT
Off the Record
WCAW, Charleston, W. Va.
FINCH, J. E.
KVOD, Denver, Colo.
FINGER, FRED
Triple T Time
WTNJ, Trenton, N. J.
FINKLEA, JERRY
Patio Party
KROG, Sonora, Calif.
FINLEY, LARRY
Strictly Informal
KTLA, Los Angeles, Calif.
FINN, GREG
Turntable Terrace
WBET, Brockton, Mass.
FISCHER, JIM
KXIC, Iowa City, Iowa
FISHER, GEORGE
WBBQ, Augusta, Ga.
FISHER, LEE
Night Train
WAMS, Wilmington, Del.
FISHER, ROBYN
WBBQ, Augusta, Ga.
FITTS, LEW
Mostly Music
KSVP, Artesia, N. Mex.
FITZGERALD, JIM
Good Morning to You
WWSW, Pittsburgh, Pa.
FLANAGAN, PAUL
WTRY, Troy, N. Y.
FLANDERS, GUY, JR.
WJAT, Swainsboro, Ga.
FLEMING, NEDD
D. J. Club
WEST, Easton, Pa.
FLEMING, ROBERT
KIFI, Idaho Falls, Idaho
FLETCHER, FRED
Tempus Fugit
WRAL, Raleigh, N. C.
FLOOD, JOE
KTLN, Denver, Colo.
FLYNN, JOHN
Hired Hand
WICY, Malone, N. Y.
FOLAND, MYLES
WCOL, Columbus, Ohio
FONTAINE, HERB
WCOU, Lewiston, Maine
FORBES, JERRY
WHYN, Springfield, Mass.
FORD, ART
Milkman's Matinee
WNEW, New York
FORD, CLIFF
KLRA, Little Rock, Ark.
FORD, MILTON Q.
WMAL, Washington, D. C.
FORMAN, DON
Luncheon Melodies
WMFD, Wilmington, N. C.
FORMAN, DON
Magical Carpet of Music
WMFD, Wilmington, N. C.
FORREST, FLIP
KMAC, San Antonio, Texas
FORREST, JOHNNY
KOL, Seattle, Wash.
FORTE, SALLY
WSOC, Charlotte, N. C.
FOWLER, CECIL
Musical Clock
WGPC, Albany, Ga.
FOWLER, J. B.
After Hours
WKYB, Paducah, Ky.
FOWLER, JIM
The Stars Sing
WGPC, Albany, Ga.
FOX, VERNON
Toast and Tunes
WTYC, Rock Hill, S. C.
FRANK, BEECHER
Showcase
WKLO, Louisville, Ky.
FRANK, SID
Wayside-Type-Inn
WICH, Norwich, Conn.
FRANKLIN, BILL
Jazz Jamboree
KNIM, Maryland, Mo.
FRANKLIN, JOE
Memory Lane, WABC-TV
FRANZ, DONALD
Hit Tune Parade
KATE, Albert Lea, Minn.
FRAY, JACQUES
WQXR, New York, N. Y.
FRAZIER, HAL
Breakfast Club
WSTP, Salisbury, N. C.
FREDERICKS, JOE
Daily Hit Parade
WPDX, Clarksburg, W. Va.
FREED, ALAN "MOONDOG"
WINS, New York, N. Y.
FREEMAN, CARTER
Teen Pan Alley
WTRP, LaGrange, Ga.
FREGOSO, TEDDY
KWKW, Pasadena, Calif.
FRENCH, DON
KFGO, Fargo, N. D.
FRENCH, NED
WOND, Pleasantville, N. J.
FRIARY, GEORGE
WIDE, Biddeford, Maine
FRICKE, ROGER
Bedford Bandstand
WBIW, Bedford, Ind.
FRIEND, GEORGE
Morning Gospel Music
WPLA, Plant City, Fla.
FRITZ, JOHN
WFMJ, Youngstown, Ohio
FROEMKE, RICH
Million Dollar Ballroom
KTLN, Dencer, Colo.
FROST, DON
Turntable Parade
WLPO, LaSalle, Ill.
FROST, JACK
KAVR, Apple Valley, Calif.
FULLEN, GENE
WBNS, Columbus, Ohio
FULLER, LARRY
Gospel Train
WLIB, New York, N. Y.
FULLER, RONALD
Owl's Nest
WOWL, Florence, Ala.
FUSCO, ALBERT
Pop Shop
WPME, Punxsutawney, Pa.

— G —

GAGE, FRED
WTVN, Columbus, Ohio
GAINES, ROY E.
WLET, Roccoa, Ga.
GALE, EDDIE
KBUR, Burlington, Iowa
GALE, JACK
WTMA, Charleston, S. C.
GALGON, PAUL
Morning Go Round
WKAP, Allentown, Pa.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GALLAHER, EDDIE
WTOP, Washington, D. C.
GALLESE, DON
Dance Time
KUBA, Yuba City, Calif.
GALLICCHIO, PAT
WMAQ, Chicago, Ill.
GALLOWAY, JOHN
Holiday
WARL, Arlington, Va.
GAMMILL, BILLY
KTJS, Hobart, Okla.
GAMMON, JIM
Early Bird
KOKO, Warrensburg, Mo.
GARDNER, MIKE
1340 Klub
KSID, Sidney, Nebr.
GARGANO, BILL
Sunnyside of the Street
WHTC, Holland, Mich.
GARLAND, KEN
WPOR Night Club
WPOR, Portland, Maine
CARLINGER, GEORGE
WPAW, Pawtucket, R. I.
GARR, BILL
KWKW, Pasadena, Calif.
GARRITY, VINCE
WAAF, Chicago, Ill.
GAY, DON
Pleasure Time
KDSH, Boise, Idaho
GEER, STEVE
Music for You
WPIK, Alexandria, Va.
GEHL, DICK
KWBM, Williston, N. Dak.
GEIGER, JACK
Geiger Counter
WAYZ, Waynesboro, Pa.
GEORDAN, NORM
WFMJ, Youngstown, Ohio
GEORGE, JOHN
WAOV, Vincennes, Ind.
GEORGE, WALLY
KHUM, Eureka, Calif.
GERMAN, LOU
WHEC, Rochester, N. Y.
GETCHELL, LARRY
KFGT, Fremont, Nebr.
GETER, CHARLES
WTNJ, Trenton, N. J.
GIBBON, WILLIAM
WANT, Richmond, Va.
GIBBONS, JAMES
WMAL, Washington, D. C.
GIBBONS, LLOYD
KVON, Napa, Calif.
GIBBS, JIM
Around the Clock
KIVY, Crockett, Texas
GIBNEY, JOE
KLIX, Twin Falls, Idaho
GIBSON, JIM
KTRF, Thief River Falls, Minn.
GIBSON, PAT
Record Rack
WELS, Kinston, N. C.
GILBERT, BOB
KWBM, Williston, N. Dak.
GILBERT, DICK
KTYL, Mesa, Ariz.
GILBERT, TOMMY
Record Rack
WPMP, Pascagoula, Miss.
GILLIAM, RAY
Hillbilly Harmony
WKDK, Newberry, S. C.
GILLUM, BOB
Friendly Time
KWNO, Winona, Minn.
GILMAN, HAL
WSLB, Ogdensburg, N. Y.
GILMORE, BRUCE
WGH, Newport News, Va.
GILREATH, HOWARD
Hoedown Party
WVOP, Vidalia, Ga.
GILSON, HAL
Sagebrush Serenade
KEEP, Twin Falls, Idaho
GILSON, RED
Campus Club
KDB, Santa Barbara, Calif.
GLACY, BOB
WGR, Buffalo, N. Y.
GLEASON, STEVE
KFGO, Fargo, N. D.
GLOVER, ART
Music 'Til Midnight
WJLS, Beckley, W. Va.

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GLYNN, JOHN
WWSC, Glens Falls, N. Y.
GODFREY, MERELE
Sweet and Lovely
WDOB, Jackson, Miss.
GOHM, JAKE
Platter Party
WLMJ, Jackson, Ohio
GOMEZ, HAROLD
Ladies First
WJBW, New Orleans, La.
GONZALES, RAY
KUDU, Ventura, Calif.
GOODMAN, JOHNNY
Dustpan Alley
KTHT, Houston, Tex.
GOODWIN, ART
WHEN, Syracuse, N. Y.
GOODWIN, GERALD
WFVG, Fuquay Springs, N. C.
GOODWIN, JIM
Greek's Grotto
WEBQ, Harrisburg, Ill.
GOODWIN, JOE
Hillbilly Heaven
WALB, Albany, Ga.
GOODWIN, RALPH
Late Date
WRUF, Gainesville, Fla.
GORDON, BILL
WHK, Cleveland, Ohio
GORDON, DWIGHT
WOKZ, Alton, Ill.
GORDON, JOHN
Night Train
KGON, Oregon City, Ore.
GORDON, LEE
Turntable Inn
WABY, Albany, N. Y.
GOTTHILF, ERNEST
WTTH, Port Huron, Mich.
GOULD, WILLIAM
Harmony Lane
KODL, The Dalles, Ore.
GOURLIE, CHARLES
Music That Wins
WJPG, Green Bay, Wis.
GOW, ART
KLZ, Denver, Colo.
GRAD, HANK
WORZ, Orlando, Fla.
GRADY, JOE
WPEN, Philadelphia, Pa.
GRAHAM, DICK
WAMS, Wilmington, Del.
GRAHAM, JERRY E.
The Bandstand
KSVC, Richfield, Utah
GRAMS, JOHN
1330 Club
WHBL, Sheboygan, Wis.
GRANT, CHARLIE
Musical Matinee
WESX, Salem, Mass.
GRANT, JOHNNY
KMPA, Los Angeles, Calif.
GRANT, MILT
WOL, Washington, D. C.
GRAUER, ANDY
Boggie and Blues
WKIN, Kingsport, Tenn.
GRAVES, JIM
Morning Down South
WRBL, Columbus, Ga.
GRAY, JOHN
WSYR, Syracuse, N. Y.
GREEN, ART
Make Believe Ballroom
WKAT, Miami Beach, Fla.
GREEN, BILL
WFDF, Flint, Mich.
GREEN, HAL
WBAC, Cleveland, Tenn.
GREEN, RALPH
Silver Dollar Time
KFKA, Greeley, Colo.
GREENHOW, TOMMY
Top of the Morning
KMUR, Murray, Utah

GREENWAY, ELLIS
Suppertime Serenade
WHKY, Hickory, N. C.
GREENWOOD, WARREN
WERI, Westerly, R. I.
GREER, JIM
Melody Roundup
KMON, Great Falls, Mont.
GREGSON, JACK
The Jack Gregson Show
WABC
GREY, TOM
WWGP, Sanford, N. C.
GRIBBEN, BOB
KDTH, Dubuque, Iowa
GRIFFIN, DEAN
WHSY, Hattiesburg, Miss.
GRIFFIN, JAMES
WLOU, Louisville, Ky.
GRIFFIN, JERRY
Music Room
WDOS, Oneonta, N. Y.
GRIFFITH, DALE
WENE, Binghamton-Endicott, N. Y.
GRIMM, GENE
KAKE, Wichita, Kans.
GRISWOLD, JOHN
KOB, Albuquerque, N. Mex.
GROCE, ROCKY
WFEC, Miami, Fla.
GROVE, BOB
Tune Shop
WVEC, Hampton, Va.
GROVE, MONTE
Disc Date
WLYC, Williamsport, Pa.
GROVES, WOODROW
KBIM, Roswell, N. Mex.
GRUENWALD, ART
WCPM, Cumberland, Ky.
GRUNFELD, FRED
Musical Almanac
Mutual
GUERRERO, SALVADOR
Mexico Sings
KECK, Odessa, Texas
GUNETSKY, HOWARD
WSAU, Wausau, Wis.
GUNTER, HARDROCK
Jamboree Matinee
WWVA, Wheeling, W. Va.
GUNTHER, TED
Rumpus Room
WFCB, Dunkirk, N. Y.
GUTHRIE, ED
Matinee Showcase
KORA, Bryan, Texas
GUTHRIE, RICHARD
Kule Club
KULE, Ephrata, Wash.
GUY, AUBREY
WMPS, Memphis, Tenn.
GWYNN, EASY
Easy Does It
WIBC, Indianapolis, Ind.

— H —

HADAWAY, EMMETT
WMBC, Macon, Miss.
HAIT, MAL
WEOK, Poughkeepsie, N. Y.
HALE, BILL
WBEJ, Elizabethton, Tenn.
HALE, PHIL
WKNB, New Britain, Conn.
HALL, BUDDY
WSM, Nashville, Tenn.
HALL, HERB
Hotcakes and Coffee
KONP, Port Angeles, Wash.
HALL, JAMES
WLSD, Big Stone Gap, Va.
HALL, JIMMY
WLAY, Muscle Shoals, Ala.
HALLAMAN, AL
Valley Special
WBVP, Beaver Falls, Pa.
HAMRICK, HAL
Off the Record
WAIR, Winston-Salem, N. C.

HANCOCK, FRANK
KYUM, Yuma, Ariz.
HANCOCK, HUNTER
KGJF, Hollywood, Calif.
HANLEY, DON
Best on Wax
KFEQ, St. Joseph, Mo.
HANNA, EARL
WJAM, Marion, Ala.
HANNA, RICK
Coffee Time
WBUT, Butler, Pa.
HANNON, JACK
Saturday Matinee
WNAX, Yankton, S. Dak.
HANSEN, BOB
Just Jazz
KWG, Stockton, Calif.
HANSEN, MILLARD
WKAN, Kankakee, Ill.
HANSON, KEN
WPBC, Minneapolis, Minn.
HARDEMAN, BEN
Shut In Program
WMGY, Montgomery, Ala.
HARDIE, JIM
Rustic Room
KLIK, Jefferson City, Mo.
HARDIN, JOSH
Melodytime
KGBX, Springfield, Mo.
HARDY, HONEYBOY
"Sweet Chariot"
WBOK, New Orleans, La.
HARRAL, S. A.
KBIM, Roswell, N. Mex.
HARRELL, BOB
Homemaker's Matinee
WGAI, Elizabeth City, N. C.
HARRILL, NELSON J.
Good Neighbor Time
WGWR, Asheboro, N. C.
HARRINGTON, BILL
Moon Dial
WAJR, Morgantown, W. Va.
HARRINGTON, GENE
Delta Rhythm
WGVM, Greenville, Miss.
HARRIS, BOB
Rhumba Rendezvous
WVNX, Newark, N. J.
HARRIS, BRAD
WOHP, Bellefontaine, Ohio
HARRIS, BUDDY
KGKO, Dallas, Tex.
HARRIS, G. WAYNE
WACR, Columbus, Miss.
HARRIS, HERB
WQXI, Atlanta, Ga.
HARRISON, BOB
WAYZ, Waynesboro, Pa.
HARRISON, HARRY
Coffee Time
WPEO, Peoria, Ill.
HARRISON, JACK
WLAV, Grand Rapids, Mich.
HARRISON, JACK
Woodchopper's Ball
KTRE, Lufkin, Texas
HART, LLOYD
WHEP, Foley, Ala.
HARTLEY, JIM
Alarm Clock Club
WDUN, Gainesville, Ga.
HARVEY, HANK
Hillbilly Hop
KVMA, Magnolia, Ark.
HARVEY, RON
Yawn Patrol
KFIZ, Fond Du Lac, Wis.
HATFIELD, PAUL E.
Uncle Ned
WULA, Eufaula, Ala.
HAWKINS, ARNOLD
Western Shindig
KCRT, Trinidad, Colo.
HAWKINS, NAPPY
92 Club
WPTX, Lexington Park, Md.

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HAWKINS, ROSS
Tops in Pops
WAJF, Decatur, Ala.
HAWLEY, SHERWOOD
WCHA, Chambersburg, Pa.
HAYDEN, JIM
KPMC, Bakersfield, Calif.
HAYDEN, JIM
KBIS, Bakersfield, Calif.
HAYES, PAUL
Sharecroppers Roundup
WMJM, Cordele, Ga.
HAYES, RICHARD
Richard Hayes Show
Mutual
HAYNES, DICK
KLAC, Los Angeles, Calif.
HAZLEWOOD, LEE
Hillbilly Heaven
KCKY, Coolidge, Ariz.
HEAD, BY
The Koil Klock
KOIL, Omaha, Nebr.
HEARLE, PERCY
WAGA, Atlanta, Ga.
HECKMAN, FRED
WCRS, Greenwood, S. C.
HECKNER, HOWARD
Radio Valpo
WIMS, Michigan City, Ind.
HEERMAN, HANK
Musical Clock
KGBX, Springfield, Mo.
HEFFERNAN, W. B.
Make Mine Music
KNUZ, Houston, Texas
HELMAN, HARRY
Best on Wax
KBMN, Bozeman, Mont.
HELTON, BOB
Cowtown Rodeo
WMGY, Montgomery, Ala.
HENDERSON, JIM
WBBZ, Ponca City, Okla.
HENDERSON, JOCKO
Big Swing Train
WDAS, Philadelphia, Pa.
HENRY, CARL
WRIB, Providence, R. I.
HENRY, JULES
Top Twenty
WMBS, Uniontown, Pa.
HENRY, MIKE
KCOG, Centersville, Iowa
HENSON, DOUG
Wake Up and Smile
WJMJ, Philadelphia, Pa.
HEPTNER, JERRY
Platter Parade
KBMX, Coalinga, Calif.
HERBORT, WALTER, JR.
Western Roundup
KBMX, Uvalde, Texas
HERMAN, CHARLEY
Prairie Roundup
WBAM, Montgomery, Ala.
HERNANDEZ, SALVADOR S.
KALI, Pasadena, Calif.
HERRING, BILL
Hall of Melody
KWTX, Waco, Texas
HERRINGTON, HUGH
WPTW, Piqua, Ohio
HESS, JAMES P., JR.
WIVK, Knoxville, Tenn.
HESS, ROBERT
KFYO, Lubbock, Texas
HETRICK, WAYNE
WAEB, Allentown, Pa.
HEUER, MIKE
KMA, Shenandoah, Iowa
HICKMAN, EVERETT
Buggy Ride
KWGB, Boone, Iowa
HICKS, DARRELL
WTJS, Jackson, Tenn.
HICKS, JOHNNY
Hillbilly Hit Parade
KRLD, Dallas, Texas
HIGBEE, LYNN
The Magic of Music
KFBI, Wichita, Kans.
HIGGINS, JAMES W.
WWNY, Watertown, N. Y.
HIGGINS, LARRY
WFTL, Ft. Lauderdale, Fla.
HIGGINS, MAURICE
WYUM, Yuma, Ariz.
HIGSBY, HIRAM
KANS, Wichita, Kans.
HILDERBRAN, DAVE
Late Date with Katy
KATY, San Luis Obispo, Calif.
HILL, BOB
WANE, Fort Wayne, Ind.
HILL, CAL
KCRA, Sacramento, Calif.
HILL, EDDIE
WSM, Nashville, Tenn.
HILL, EDWIN
Dust Cap Serenade
WMOK, Metroplis, Ill.
HILL, JIM
WDEF, Chattanooga, Tenn.
HILL, WALTER
WJBO, Baton Rouge, La.
HILL, WILLIAM
Moondial
WEOA, Evansville, Ind.
HITT, ORRIE
Music in the Night
WDLC, Port Jervis, N. Y.
HLOUCL, RED
Melody Mart
WHVF, Wausau, Wis.
HOBART, CHARLES
WENY, Elmira, N. Y.
HODKIN, DICK
WPAC, Patchogue, N. Y.
HOFFER, BOB
WTSP, St. Petersburg, Fla.
HOHISEL, LEE
Supper Club
WMTE, Manistee, Mich.
HOLIDAY, JAY
KFBK, Sacramento, Calif.
HOLLAND, LUTHER
Progressive Serenade
WFTL, Ft. Lauderdale, Fla.
HOLLENBERG, WALTER
Sweet and Swing
WALB, Albany, Ga.
HOLLIS, BUD
RFD Jamboree
WGRA, Summerville, Ga.
HOLLY, BOB
KROW, Oakland, Calif.
HOLMAN, ROBERT
KIFI, Idaho Falls, Idaho
HOLMES, BOB
WFBL, Syracuse, N. Y.
HOLMES, JOHN
KIMO, Independence, Mo.
HOLT, ART
Musical Eye Opener
KFDM, Beaumont, Tex.
HOLT, DANIEL
Hiway Hilites
WBEX, Chillicothe, Ohio
HONAKER, RAY
Coffee Pot
WTON, Staunton, Va.
HOPE, BOB
WGMA Party
WGMA, Hollywood, Fla.
HOPPUS, JACK
Off the Record
WKBZ, Muskegon, Mich.
HORNE, BOB
WFIL-TV, Philadelphia Pa.
HORST, DICK
Melody Mart
WRAK, Williamsport, Pa.
HOUGH, BOB
Off the Record
KVNI, Coeur d'Alene, Idaho
HOWARD, BILL
Music from Record Room
WJPG, Green Bay, Wis.
HOWARD, BOB
WDSU, New Orleans, La.
HOWARD, JOE
KREL, Baytown, Texas
HOWARD, MARC
KBUR, Burlington, Iowa
HOWARD, TOMMY
Harmony Range
KHSL, Chico, Calif.
HOWARD, WED
WMAQ, Chicago, Ill.
HOWE, LLOYD
Big Top Ten
WDEV, Waterbury, Vt.
HOWELL, WILLARD
Best by Request
WZOB, Fort Payne, Ala.
HUBBARD, EDDY
WIND, Chicago, Ill.
HUBERT, DAVE
KELA, Centralia-Chehalis, Wash.
HUDKINS, ACE
KCMJ, Palm Springs, Calif.
HUFF, ARLIE
WSAV, Savannagh, Ga.
HUFF, Johnny
Jam Session
KVIC, Victoria, Texas
HUFF, ROD
Music Till Noon
WKYW, Louisville, Ky.
HUG, JEFF
WNOE, New Orleans, La.
HUGGINS, HANK
No Name Show
WENK, Union City, Tenn.
HUGH, IVOR
Music Room
WCCC, Hartford, Conn.
HUGHES, JIM TOM
KTJS, Hobart, Okla.
HULL, DICK
Make Believe Dancelland
WFRP, Savannah, Ga.
HULL, NIKI
KCID, Caldwell, Idaho
HUNT, J. D., JR.
Music Shop
WHSC, Hartsville, S. C.
HUNT, RAY
Saddle Pals
KONO, San Antonio, Texas
HUNTER, BEN
The Other Side of the Day
KFI, Los Angeles, Calif.
HUOT, ED
WTRC, Elkhart, Ind.
HURLEY, ROD
Turntable
WASA, Havre de Grace, Md
HURST, ED
WPEN, Philadelphia, Pa.
HUSING, TED
WMGM, New York, N. Y.
HUTCHINSON, TOM
Platter Party
WUSJ, Lockport, N. Y.
HYDEN, ROY
WBIW, Bedford, Ind.
HYDER, JOE
Rhythm at Random
WADK, Newport, R. I.

— I —

INGEBRIGTSEN, LEN
Friendly Time
KOY, Phoenix, Ariz.
INTORCIA, JOHN
Morning Ramble
WCSH, Portland, Maine
IRVING, BOB
WMAY, Springfield, Ill.
IRWIN, KEN
Record Room
KLOG, Kelso, Wash.
ISAACS, JOHN
WMRC, Macon, Miss.

— J —

JACKSON, BOB
Western Mailbag
KLYN, Amarillo, Texas

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JACKSON, CALVIN
KWHP, Cushing, Okla.
JACKSON, DAVE
Music Master, Please
WHVF, Wausau, Wis.
JACKSON, HAL
WLIB, New York, N. Y.
JACKSON, JAY
WMMB, Melbourne, Fla.
JACKSON, LAVELLE
Ladies Hour
WGSV, Guntersville, Ala.
JACKSON, LEE
WAPO, Chattanooga, Tenn.
Jackson, SANDY
KOWH, Omaha, Nebr.
JACKSON, TED
WHAM, Rochester, N. Y.
JAEGER, HARRY
Musical Caravan
KRUX, Glendale, Ariz.
JAMES, BOB
Mid-Morning Melodies
WGSW, Greenwood, S. C.
JAMES, BOB
WPIT, Pittsburg, Pa.
JAMES, DON
WAKE, Greenville, S. C.
JAMES, JESSE
Dixie Downbeat
KDMS, El Dorado, Ark.
JAMES, MIKE
Mid-Morninig Varieties
WNAV, Annapolis, Md.
JAMES, RUSS
Morning Serenade
KVEC, San Luis Obispo, Calif.
JANKOWSKI, MARY LOU
WBIS, Bristol, Conn.
JARRET, HUGH
WHIN, Gallatin, Tenn.
JARVIS, AL
KFWB, Los Angeles, Calif.
JASIN, JAY
WCOL, Columbus, Ohio
JAY, BEE
KCLS, Flagstaff, Ariz.
JEFFERS, SLEEPY
Magic Valley Jamboree
WTIP, Charleston, W. Va.
JELINEK, DAWSON
KFTM, Ft. Morgan, Colo.
JELLEN, JIM
Record Man
KTAC, Tacoma, Wash.
JENNINGS, GEORGE
WJEJ, Hagerstown, Md.
JEWELL, WAYNE
WBBC, Flint, Mich.
JOHNSICK, GENE
KJUN, Redmond, Oreg.
JOHNSON, ART
Fascinating Rhythm
WATR, Waterbury, Conn.
JOHNSON, BILL
Records for the Kiddies
KSUM, Fairmont, Minn.
JOHNSON, BOB
Early Birds
KRIZ, Phoenix, Ariz.
JOHNSON, BOB
KICK, Springfield, Mo.
JOHNSON, IRWIN
Early Worm
WBNS, Columbus, Ohio
JOHNSON, JAMES
WTAW, College Station, Tex.
JOHNSON, JIM
WJMS, Ironwood, Mich.
JOHNSON, JOHN
Club 900
KMCO, Conroe, Texas
JOHNSON, KARL
Radio Rhythm Ranch
KDIX, Dickinson, N. Dak.
JOHNSON, KEITH
Record Rambles
KBIZ, Ottumwa, Iowa
JOHNSON, KEN
KOLN, Lincoln, Nebr.
JOHNSON, KEN
Souveniers in Melody
WGAP, Maryville, Tenn.
JOHNSON, PETE
WKBR, Manchester, N. H.
JOHNSON, ROOSEVELT
WERD, Atlanta, Ga.
JOHNSON, TED
WTAC, Flint, Mich.
JOHNSTON, BRYCE
KOOS, Coos Bay, Oreg.
JOHNSTON, COLON
Boogie and Blues
WAZF, Yazoo City, Miss.
JOHNSTON, HUGH
WBBW, Youngstown, Ohio
JOINER, JERRY
Good Yawning Show
WTOK, Meridian, Miss.
JONES, BILL
KLZ, Denver, Colo.
JONES, BOB
KFAB, Omaha, Nebr.
JONES, CLAUDE
WFTR, Front Royal, Va.
JONES, DANA
Sunnyside of the Street
WBEC, Pittsfield, Mass.
JONES, DICK
WMYB, Myrtle Beach, S. C.
JONES, DON
KBMY, Billings, Mont.
JONES, DON
Sunny Sideup
WLEA, Hornell, N. Y.
JONES, GINNY
Just for You
KTBS, Shreveport, La.
JONES, HOWARD
KWBB, Wichita, Kans.
JONES, LARRY
Blues Before Breakfast
KTXN, Austin, Texas
JONES, LARRY
WHFB, Benton Harbor, Mich.
JONES, MAL
WMDC, Hazlehurst, Miss.
JONES, MARION
Savannah Valley Hayride
WBAW, Barnwell, S. C.
JOOS, STEVE
Club Savoy
WHOK, Lancaster, Ohio

JORDAN, MURRY
Murry Jordan Show, Ridin' High, WLIB; Spotlight on Value; WPIX; WOR-TV; WNBT

JORDAN, DAVE
The Boogie & Blues Show
WWKO, Ashland, Ky.
JORDON, NICK
Musical Nitecap
KCSB, San Bernardino, Calif.
JULIAN, JOE
Moonlight Serenade
WKOP, Binghamton, N. Y.

— K —

KADAVY, DALE
KSWI, Council Bluffs, Iowa
KALENAK, DAN
KECK, Odessa, Texas
KAMIN, STAN
Hi Neighbor
KRUX, Glendale, Ariz.
KARPSTEIN, CARL
Record Date
KTIL, Tillamook, Oreg.
KAUFMAN, MURRAY
WMCA, New York, N. Y.
KAY, BOB
WAVE, Louisville, Ky.
KAY, LARRY
KCMJ, Palm Springs, Calif.
KAY, LARRY M.
WHBO, Tampa, Fla.
KAYE, BARRY
WJAS, Pittsburgh, Pa.
KAYE, BOB
Key Room
KEYD, Minneapolis, Minn.
KEENER, PHIL
KDWT, Stamford, Texas
KEEP, BARNEY
KEX, Portland, Oreg.
KEIRAN, JIM
WKRM, Columbia, Tenn.
KELLER, BOB
WLBR, Lebanon, Pa.
KELLER, O. J., JR.
Juke Box Serenade
WTAX, Springfield, Ill.
KELLY, DAN
WRDO, Augusta, Maine
KELLY, DON
WLOL, Minneapolis, Minn.
KELLY, JOE
WSBT, South Bend, Ind.
KELSEY, NORMAN
WCHV, Charlottesville, Va.
KELTNER, KEN
KSEL, Lubbock, Texas
KENDRICK, LARI
KRIO, McAllen, Texas
KENNEDY, KEN
Coffee Time
WFRX, West Frankfort, Ill.
KENT, BOB
KJRG, Columbus, Nebr.
KENT, HAL
WGBS, Miami, Fla.
KEOWN, JOE
The Morning Show
WAFB, Baton Rouge, La.
KESSNICH, RAY
WBKV, West Bend, Wis.
KETCHER, JOHN
WHOC, Philadelphia, Miss.
KEY, JERRY
Make Way for Music
WPRE, Prairie Du Chien, Wis.
KIESA, FRANK
1250 Club
WIZZ, Streator, Ill.
KIETH, JOE
Insomnia Inn
KPLC, Lake Charles, La.
KIMBRELL, JAY
Nothing But the Newest
WTSB, Lumberton, N. C.
KINCAID, FRED
Platter Party
KARE, Atchison, Kans.
KING, ART
WBSM, New Bedford, Mass.
KING, DON
1020 Club
WCIL, Carbondale, Ill.
KING, DUKE
WGBF, Evansville, Ind.
KING, NELSON
WCKY, Cincinnati, Ohio
KING, SAM
WFTM, Maysville, Ky.
KING, VERN
Platter Parade
WMMB, Melbourne, Fla.
KINSMAN, FRANK
Happy Days
WRFW, Eau Claire, Wis.
KIRBY, BOB
Top O' The Mornin'
WOOD, Grand Rapids, Mich.
KIRBY, MARK
Music Man
WJBW, New Orleans, La.
KIRKENDALL, DON
KVAN, Vancouver, Wash.
KIRKPATRICK, DAVE
WMNB, North Adams, Mass.
KIRT, DON
Sunday Serenade
WRAC, Racine, Wis.
KLING, BUDDY
Night Train
WWDC, Washington, D. C.
KLOSS, BOB
WKWK, Wheeling, W. Va.
KNIGHT, FRED
Coffee Club
WKMT, Kings Mountain, N. C.

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KNIGHT, FRED
Music Hall
WIBG, Philadelphia, Pa.
KNIGHT, JACK
WCOS, Columbia, S. C.
KNIGHT, JOE
Tulsa Ballroom
KRMG, Tulsa, Okla.
KNIGHT, KEN
Music 'Til Sundown
WKYW, Louisville, Ky.
KNIGHT, SID
WGNI, Wilmington, N. C.
KNIGHT, VIC
WXLW, Indianapolis, Ind.
KNOWELL, KEN
KANE, New Iberia, La.
KNOX, BOB
WIBG, Philadelphia, Pa.
KOBAK, ED
WGAC, Augusta, Ga.
KOLB, FLETCHER
The Whistlin' Man
WMRY, New Orleans, La.
KOLBY, CAL
WDRC, Hartford, Conn.
KOLINS, TOM
Wishin' Time
WISL, Shamokin, Pa.
KORTE, ODELL
Ranch House
WMOK, Metropolis, Ill.
KOTT, KEN
Record Shop
WMTE, Manistee, Mich.
KRELL, FRED
WSGW, Saginaw, Mich.
KRIEGER, BILL
WESC, Greenville, S. C.
KULT, ERV
Anything Goes
WFHR, Wisconsin Rapids, Wis.
KUNSAK, JOHN
WHVR, Hanover, Pa.
KURTZ, BUDD
RFD Jamboree
WHIS, Bluefield, W. Va.
KUVENT, ARNIE
WGAN, Portland, Maine
KYLE, FORREST
KERO, Bakersfield, Calif.

— L —

LaBRAYERE, VERN
Requestfully Yours
KCIM, Carroll, Iowa
LACKEY, OWEN, JR.
WJVA, South Bend, Ind.
LACY, JACK
Listen to Lacy, WINS
LAHM, BILL
Musical Hayride
WKLJ, Sparta, Wis.
LAMB, BILL
Jam for Breakfast
WBBC, Flint, Mich.
LAMBERT, EDDIE
WEAT, West Palm Beach, Fla.
LAMBERT, ROGER
KMLB, Monroe, La.
LAMM, CARL
Hillbilly Hit Parade
WCKB, Dunn, N. C.
LAMPKIN, EMMETT
"In the Garden"
WPAL, Charleston, S. C.
LAMONT, ROY
WJRD, Tuscaloosa, Ala.
LANE, ANDY
All Night Club
KRIZ, Phoenix, Ariz.
LANE, MAXIE
Jaybird Jamboree
WJAY, Mullins, S. C.
LANGDOE, JIM
Rhythm and Blues
WORD, Spartanburg, S. C.
LANGE, JERRY
KRPL, Moscow, Idaho
LANSING, RAYMOND
Requestfully Yours
KGOS, Torrington, Wyo.
LAPP, JIM
The Big Ten
WTVN, Columbus, Ohio
LAPRADE, RAYMOND C.
WDEC, Americus, Ga.
LARKIN, DON
Hometown Frolics
WAAT, Newark, N. J.
LARSEN, BOB
WEMP, Milwaukee, Wis.
LARSON, DALE
KIJV, Huron, S. Dak.
LARSON, GUS
Suwannee Swingtime
WDSR, Lake City, Fla.
LASCELLES, JOHN
Musical Clock
WGR, Buffalo, N. Y.
LASHBROOK, BOB
KPLC, Lake Charles, La.
LASSITER, CHAD
KNEA, Jonesboro, Ark.
LAUF, RICHARD G.
Tops in Pops
WJCD, Seymour, Ind.
LAUGHLIN, JOHN
Hillbilly Jukebox
WBLT, Bedford, Va.
LAURIE, BEN ERLE
KEBE, Jacksonville, Texas
LAUZAU, FRAN
WMMN, Fairmont, W. Va.
LAVANAWAY, CHARLES
KXRX, San Jose, Calif.
LAVONG, REGGIE
WRAP, Norfolk, Va.
LAWRENCE, KEN
Open House
KXGI, Fort Madison, Iowa
LAWRENCE, VIN
Moonlight Moods
WCMA, Corinth, Miss.
LEAFSTEDT, RAY
Crow's Nest
KXGI, Fort Madison, Iowa
LEARY, FRANK
This and That
WBSC, Bennettsville, S. C.
LEAVITT, ROBERT
Tunes for Teens
WWSR, St. Albans, Vt.
LEE, PAT
Print and Platter
KCAP, Helena, Mont.
LEE, RAY
KXLL, Missoula, Mont.
LEE, VINCE
Kiddies Show
KYW, Philadelphia, Pa.
LEHIGH, LES
Cornbread No. 1
WCPS, Tarboro, N. C.
LEHNHOFF, HENRY
Um-Pa-Pa
KWED, Seguin, Texas
LEISURE, CLARENCE
Voice in the Night
KNBC, San Francisco, Calif.
LEMEN, HYLE
KXEO, Mexico, Mo.
LEMONT, CLEON
KLIL, Esterville, Iowa
LENAY, WILL
WSAI, Cincinnati, Ohio
LEONARD, HOWIE
Matinee Frolic
WPOR, Portland, Maine
LEONARD, ROY
Roy with Records
WKOX, Framingham, Mass.
LEPAGE, JEAN
Country Time Music
WMSA, Massena, N. Y.
LEROY, BOB
Robyn's Roost
WQUA, Moline, Ill.
LEROY, JOHN
Hillbilly Tune Time
WTBF, Troy, Ala.
LETCHER, SKIP
Pep Club
WFCB, Dunkirk, N. Y.
LETZGUS, FRED
Traffic Jamboree
WHLS, Port Huron, Mich.
LEVI, SY
WACE, Springfield-Chicopee, Mass.
LEWIS, WILBUR
WANT, Richmond, Va.
LEZOTTE, GEORGE
The Tune Inn
WAVZ, New Haven, Conn.
LIBBY, ED
WINA, Charlottesville, Va.
LIND, ELLIS
KSTN, Stockton, Calif.
LINDEMANN, GORDON
WGRD, Grand Rapids, Mich.
LINDNER, VINCE
Coffee Shop
WMID, Atlantic City, N. J.
LINDSEY, MORT
The Boy Next Door
WABC
LINN, BANDEL
WSPB, Sarasota, Fla.
LINN, SAM
The Wax Works
KFBK, Sacramento, Calif.
LINDSEY, MORT
Boy Next Door
WABC, New York, N. Y.
LITTLE, JERRY
Hits and Misses
WTNS, Coshocton, Ohio
LIVORIO, BOB
WKPA, New Kensington, Pa.
LLOYD, BOB E.
WAVZ, New Haven, Conn.
LLOYD, TOM
WIAM, Williamston, N. C.
LOCKHART, JOHN
Concert Hall
KRSN, Los Alamos, N. Mex.
LOFLIN, PIERCE
Hillbilly Matinee
WTWA, Thomson, Ga.
LOGAN, WAYNE
KNAK, Salt Lake City, Utah
LOMBARDO, PETE
Guy Named Lombardo
KPMO, Pomona, Calif.
LOPRIORE, MICHAEL
The Italian Hour
WJOC, Jamestown, N. Y.
LORENZ, GEORGE
Rhythm in Blues
WJJL, Niagara Falls, N. Y.
LOTT, JOHNIE
Rise and Shine
WERH, Hamilton, Ala.
LOUNSBURY, JIM
WGN, Chicago, Ill.
LOVE, SID
Parade of Music
KTMS, Santa Barbara, Calif.
LOVELL, KEN
WJAY, Mullins, S. C.
LOWE, JACKSON
WUST, Bethesda, Md.
LOWE, JIMMY
Let's Make Music
WRR, Dallas, Texas
LOWERY, BILL
WGST, Atlanta, Ga.
LOWREY, BYRON
KWTX, Waco, Tex.
LOWRY, LEW
Housewives Hour
KTRH, Houston, Tex.
LUDDY, BILL
Sierra Serenade
KXRX, San Jose, Calif.
LUKENS, NED
Nite Owl Show
WAOK, Atlanta, Ga.
LUND, JACK
KXRX, San Jose, Calif.

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LUPTON, JOHNNY
All Night Watch
WCAU, Philadelphia, Pa.
LUTHER, DEACON
"Red, Hot & Bluesy"
WBCO, Bessemer, Ala.
LYBECK, DEAN
Requestfully Yours
WDLB, Marshfield, Wis.
LYLE, GEORGE
Pop Caravan
WJMJ, Philadelphia, Pa.
LYNN, FRED
Hillbilly Heaven
KWTO, Springfield, Mo.
LYNN, LAMAR
Talk of the Town
WDAK, Columbus, Ga.

— Mc —

McADAMS, JOHN
KYOS, Merced, Calif.
McADOO, DICK
Musical Showcase
KFDM, Beaumont, Tex.
McANULTY, BOB
KWJJ, Portland, Ore.
McAULIFFE, TOM
Club 1230
WERI, Westerly, R. I.
McBRIDE, FOREST
Studio House Party
WOKE, Oak Ridge, Tenn.
McBRIDE, LAURA LEE
KNUZ, Houston, Texas
MacBURKHART, JON
KTBC, Austin, Texas
McCABE, JERRY
After Hours
KILO, Grand Forks, N. Dak.
McCARTHY, RED
WHGB, Harrisburg, Pa.
McCARTHY, ROSS
Music of Dixieland
KSIW, Woodward, Okla.
McCARTHY, TOM
KRIB, Mason City, Iowa
McCARTHY, TOM
WKRC, Cincinnati, Ohio
McCASKILL, BILL
Night Train
KREL, Baytown, Texas
McCLURE, KEN
Jukebox Serenade
WHB, Kansas City, Mo.
McCOLLOUGH, DAN
Bruce and Dan Show
Mutual
McCORMICK, JOHN
WAAF, Chicago, Ill.
McCOY, BOB
Melody Time
WIRY, Plattsburg, N. Y.
McCUTCHAN, KEN
Spinner Sanctum
WIKY, Evansville, Ind.
McDONALD, AL
KRPL, Moscow, Idaho
MacDONALD, AL
Spinner's Sanctum
KOTA, Rapid City, S. Dak.
McDOWELL, LEN
WHED, Washington, N. C.
McELROY, ED
KGW, Portland, Ore.
McELROY, MAC
WIRO, Ironton, Ohio
McELVEEN, HENRY JR.
"Boogie Man"
WJOT, Lake City, S. C.
McEWEN, BOB
Capital Caravan
WOL, Washington, D. C.
McEWUEN, JIM
Dream Stopper
WHAW, Weston, W. Va.
McFADDEN, JOHN
Music Makers
WNCC, Barnesboro, Pa.
McFARLAND, RAY
Disc N' Data
KTEM, Temple, Texas
McFARLAND, WAYNE
Night Watch
KNEB, Scottsbluff, Neb.
McGEEHAN, JACK
Musical Clock
KTNM, Tucumcari, N. Mex.
McGHEE, TOM
WKKO, Cocoa, Fla.
McGRAW, MAC
Western Roundup
KFTM, Ft. Morgan, Colo.
McKENZIE, ED
Record Matinee
WXYZ, Detroit, Mich.
McKEOWN, GEORGE
WEKZ, Monroe, Wis.
McLAIN, BUD
WFKY, Frankfort, Ky.
McLEAN, DON
Morning Serenade
WHDL, Olean, N. Y.
McLEAN, PHIL
WERE, Cleveland, Ohio
McLEOD, DON
WJBK, Detroit, Mich.
McLINE, CHARLES
KIXL, Dallas, Tex.
McMANUS, MICHAEL
Sunrise Serenade
WKOP, Binghamton, N. Y.
McMASTER, JAY
Music Hall
WMEX, Boston, Mass.
McMENNAMIN, TOM
KONP, Port Angeles, Wash.
McMURRY, BRYAN
Ladies Listen
WMEV, Marion, Va.
McNAMARA, BOB
Roll-Out-With-Robert
KAPA, Raymond, Wash.
McNAMEE, JACK
WMBO, Auburn, N. Y.
McNEAL, PRESSLEY
Afternoon House Party
KWHP, Cushing, Okla.
McNEELEY, MARTY
Music Hall
WJR, Deroit, Mich.
McNEIL, DEAN
Blues at Sunrise
KWBC, Ft. Worth, Texas
McPHERSON, HUGH
WCHS, Charleston, W. Va.
McRAE, JUNE
WMBM, Miami Beach, Fla.
McREYNOLDS, BEN
KSWO, Lawton, Okla.

— M —

MACSHANE, JOHN
KMPA, Los Angeles, Calif.
MACHADO, ART
Road Show
KAFP, Petaluma, Calif.
MACK, BILL
Music Time
WEDC, Chicago, Ill.
MACK, JAY
KELP, El Paso, Texas
MACK, JOHNNY
Melody Time and Serenade
WVOK, Birmingham, Ala.
MACK, TOMMIE
Early Risers
KSDN, Aberdeen, S. Dak.
MACK, WALLEY
Dawn Busters
WBUY, Lexington, N. C.
MADDON, ED
Swing Session
WARM, Scranton, Pa.
MAHONEY, JOHN
Platter Playlime
WJTN, Jamestown, N. Y.
MALDEN, KEN
WVDA, Boston, Mass.
MALTZ, MILTON
WKHM, Jackson, Mich.
MAJOR, CLYDE
Everybody's Show
WMTS, Murfreesboro, Tenn.
MANAHAN, FRED
WATG, Ashland, Ohio
MANDEL, SID
KYNO, Fresno, Calif.
MANLEY, KEN
Candlelight and Music
WGUY, Bangor, Maine
MANN, HAL
KJAN, Atlantic, Iowa
MANUSH, GEORGE
WLAY, Muscle Shoals, Ala.
MARINE, FRANK
KGAK, Gallup, N. Mex.
MARINELLI, RON
WMFG, Hibbing, Minn.
MARION, RED
KSJO, San Jose, Calif.
MARK, ERNIE
KVSP, Lubbock, Tex.
MARKLE, TINY
WAVZ, New Haven, Conn.
MARKO, STEVE
The Big Spin
WGMA, Hollywood, Fla.
MARLOWE, CLAY
Skyline Patrol
WMFR, High Point, N. C.
MARQUARDT, JACK
Rise & Shine
WKNY, Kingston, N. Y.
MARSHALL, BOB
WGBS, Miami, Fla.
MARSHALL, ERROL
Blue Notes
WOIC, Columbia, S. C.
MARSHALL, JERRY
WNEW, New York, N. Y.
MARSHALL, MAJOR
WEEB, Southern Pines, N. C.
MARTEL, WALT
KTOE, Mankato, Minn.
MARTIN, JENNINGS
Midnite Serenade
WVVW, Fairmont, W. Va.
MARTIN, JOE
Breakfast Bandstand
WOW, Omaha, Nebr.
MARTIN, JOE
Music Shop
WTMV, East St. Louis, Ill.
MARTIN, JOE
Western Express
KWAL, Wallace, Idaho
MARTIN, JOHNNIE
Breakfast Party
WHIZ, Zanesville, Ohio
MARTIN, JOHNNY
WINN, Louisville, Ky.
MARTIN, KEN
WCHA, Chambersburg, Pa.
MARTIN, LARRY
1460 Club
WKAM, Goshen, Ind.
MARTIN, NED
Record Room
WRFC, Athens, Ga.
MARTIN, SAM
Record Review
WTYC, Rock Hill, S. C.
MASHBURN, WAYNE
Best On Wax
WAKN, Aiken, S. C.
MASON, BRUCE
Western Record Party
KVLH, Pauls Valley, Okla.
MASON, CHARLES
After Hours
WJMX, Florence, S. C.
MASSEY, BOB
Music Box
WJNO, West Palm Beach, Fla.
MASSINGALE, HARRY
Musical Clock
WJNC, Jacksonville, N. C.
MASZK, BOB
Platter Party
KWRC, Pendleton, Ore.

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MATEL, CHET
After Hours
WOOD, Grand Rapids, Mich.
MATHESON, MAC
Roundup Time
KTUC, Tucson, Ariz.
MATLOCK, STAN
Magazine of the Air
WKRC, Cincinnati, Ohio
MATSON, BETTY
WEAW, Evanston, Ill.
MATTHEWS, SAM
Rural Rhythm
KGKB, Tyler, Texas
MAUS, HARRY
WFMH, Cullman, Ala.
MAXWELL, BOB
WWJ, Detroit, Mich.
MAY, MIKE
WIMA, Lima, Ohio
MAYER, BILL
WTAM, Cleveland, Ohio
MELTON, FRANKLIN
Musical Clock
KGVL, Greenville, Tex.
MENDEL, ED JR.
Jive
WDAK, Columbus, Ga.
MENDES, JIM
WICE, Providence, R. I.
MENTZER, EARL
Turn Table Time
WJEJ, Hagerstown, Md.
MERCADO, BOB
KWKW, Pasadena, Calif.
MERCER, RUBY
Ruby Mercer Show
Mutual
MERKER, GARY
Request Matinee
KVEC, San Luis Obispo, Calif.
MERRITT, ED
Journey into Melody
WBRK, Pittsfield, Mass.
MERRITT, NEAL
Melody Matinee
KONO, San Antonio, Texas
MERRY, DEAN
Dream Dust
WESB, Bradford, Pa.
MERRY, DWAYNE
WDBQ, Dubuque, Iowa
METHANY, MERLIN
The Nite Owl Show
KALE, Richland, Wash.
METRIE, JACK
Musical Merry-Go-Round
WJHP, Jacksonville, Fla.
METZGER, DON
WMAM, Marinette, Wis.
MEYERS, DON
WFIN, Findlay, Ohio
MICHAEL, BOB
WELM, Elmira, N. Y.
MICHAEL, JAN
WGMS, Washington, D. C.
MICHAEL, JAY
WCAE, Pittsburgh, Pa.
MICHAELMAN, ED
Na Lei O Hawaii
(Song of the Islands)
KGMB, Honolulu, Hawaii
MICHAELS, ALLAN
WAVI, Dayton, Ohio
MILES, BILL
Sunny Side Up
KDRS, Paragould, Ark.
MILES, JOE
Farm and Fun Time
WFMO, Fairmont, N. C.
MILLER, BILL
WMON, Montgomery, W. Va.
MILLER, ED
Date with a Disc
WLAN, Lancaster, Pa.
MILLER, ED
KWEI, Weiser, Idaho
MILLER, GABE
KYW, Philadelphia, Pa.
MILLER, HOLLIS
KSFA, Nacogdoches, Tex.
MILLER, HOWARD
WIND, Chicago, Ill.
MILLER, LEE
Night Owl
WRTA, Altoona, Pa.
MILLER, PAUL
WCKY, Cincinnati, Ohio
MILLER, R.
Gospel Train
WMIE, Miami, Fla.
MILLER, RON
WRMN, Elgin, Ill.
MILLER, ROSS
WTIC, Hartford, Conn.
MILLER, TED
Berkshire Bankstand
WBEC, Pittsfield, Mass.
MILLS, DICK
KMA, Shenandoah, Iowa
MILNER, ART
WKDN, Camden, N. J.
MINTER, LEWIS
WREL, Lexington, Va.
MINTON, MARK
KSEK, Pittsburg, Kans.
MINTZ, HERBIE
WAAF, Chicago, Ill.
MIRANDA, TONY C.
KEVT, Tucson, Ariz.
MITCHELL, BILL
KBOX, Modesto, Calif.
MITCHELL, HARRY
Mid-Morning Musicale
WFRX, West Frankfort, Ill.
MITCHELL, J. P.
Clubtime
WGH, Newport News, Va.
MITCHELL, JOE
Magic in Music
KPOJ, Portland, Ore.
MITCHELL, MIKE
Wildcat Ramble
KCLV, Clovis, N. Mex.
MOFFIT, JIM
KLOG's Platter Parade
KLOG, Kelso, Wash.
MOHATT, SKIP
Request Bayou
KROG, Sonora, Calif.
MOLINARO, LARRY
WNAR, Norristown, Pa.
MONACO, DEL
Coffee Time
WJJL, Niagara Falls, N. Y.
MONKMAN, BOB
The Robin's Nest
WRJN, Racine, Wis.
MONROE, ART
Nightwatch
KSYL, Alexandria, La.
MONTGOMERY, DOUG
KPMO, Pomona, Calif.
MONTGOMERY, ROBERT
Hayloft Jamboree
WGBG, Greensboro, N. C.
MONTRY, ED
Top 20
KSO, Des Moines, Iowa
MOORE, BOB
KXEO, Mexico, Mo.
MOORE, LEE
Midweek Jamboree
WWVA, Wheeling, W. Va.
MOORE, PETER
WHED, Washington, N. C.
MOORE, RICK
WCBI, Columbus, Miss.
MOORE, VIRGIL
WJAM, Marion, Ala.
MORALES, JOE
Pasadena Hour
KLVL, Pasadena, Texas
MORAN, LEE
Jamboree
WHWL, Nanticoke, Pa.
MORE, JOHN
Mostly Music
KYMA, Yuma, Ariz.
MORE, TOM
WNOX, Knoxville, Tenn.
MORELAND, JIM
KICA, Clovis, N. Mex.
MORELLI, HAL
KLAS, Las Vegas, Nev.
MORETTI, SKIP
Variety Acres
KCLO, Leavenworth, Kans.
MOREY, BOB
Breakfast Time
KHAS, Hastings, Neb.
MOREY, GEORGE
KDWT, Stamford, Texas
MORGAN, FORREST
WCCM, Lawrence, Mass.
MORGAN, HAL
WGAR, Cleveland, Ohio
MORGAN, ROBERT
WMBO, Auburn, N. Y.
MORNINGSTAR, FRED
WHJC, Matewan, W. Va.
MORRIS, BAXTER
WPNF, Brevard, N. C.
MORRIS, JAMES
Dawn Patrol
WGAC, Augusta, Ga.
MORRIS, JIMMY
Late Date
WKRG, Mobile, Ala.
MORRIS, MONTE
Yawn Patrol
KYJC, Medford, Ore.
MORRIS, ROY
WAPO, Chattanooga, Tenn.
MORRIS, STEVE
WIST, Charlotte, N. C.
MORRISON, BOB
WXLW, Indianapolis, Ind.
MORROW, FRANK
KTUL, Tulsa, Okla.
MORSE, CLINT
Music a la WHYL
WHYL, Carlisle, Pa.
MORTIMER, AL
Music You Want
WRAK, Williamsport, Pa.
MOSBROOK, JOE
WEST, Easton, Pa.
MOSS, DAN
Sanford Request Special
WWGP, Sanford, N. C.
MOSS, PHIL
Only the Finest
WMPS, Memphis, Tenn.
MOWERS, BOB
Spins and Needles
WGAN, Portland, Maine
MOYLE, WILL
WVET, Rochester, N. Y.
MUELLER, JERRY
Night Watch
KSDN, Aberdeen, S. Dak.
MUELLER, PAUL J.
Jukebox Band Review
WBKV, West Bend, Wis.
MULHOLLAND, ROSS
WWJ, Detroit, Mich.
MULLALLY, DON
Rhythm at Random
WTWN, St. Johnsbury, Vt.
MULLEN, FRANK
1240 Club
WSNY, Schenectady, N. Y.
MULLINS, MOON
KGW, Portland, Ore.
MULVIHILL, JOE
WTAM, Cleveland, Ohio
MURDOCK, JIM
Western Roundup
KCKY, Coolidge, Ariz.
MURFF, JIM
Hillbilly Jamboree
WDSC, Dillon, S. C.
MURPHREE, JACK
Strictly Informal
WOMI, Owensboro, Ky.
MURPHREE, LEON
WFMH, Cullman, Ala.
MURPHY, BOB
WJBK, Detroit, Mich.
MURPHY, JACK
WUSJ, Lockport, N. Y.

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MURRAY, BOB
Stomp It Out
WMBS, Uniontown, Pa.
MURRAY, FRED
WWOD, Lynchburg, Va.
MURRAY, HAL
WEEK, Peoria, Ill.
MURRAY, HAL
WLOS, Asheville, N. C.
MURRAY, JOHNNY
WQXI, Atlanta, Ga.
MURRAY, ROBERT
Album of Music
WTRX, Bellaire, Ohio
MYERS, PAUL
WLEC, Sandusky, Ohio

— N —

NAJAMEY, ABE
800 Radio Show
WLAD, Danbury, Conn.
NARZ, JIM
Musical Comedy a la Carte
KPOL, Los Angeles, Calif.
NASH, MURL
Turntable Time
KTTR, Rolla, Mo.
NASH, ROGER
WNOE, New Orleans, La.
NAUGHTON, RUSS
Yawn Patrol
WDRC, Hartford, Conn.
NAVA, MILT
KWKW, Pasadena, Calif.
NEBOT, FRED
Melody Matinee
WKBN, Youngstown, Ohio
NEDIN, RICHARD
WEOK, Poughkeepsie, N. Y.
NEEDHAM, ED
Concord Ballroom
WKXL, Concord, N. H.
NEER, CHUCK
Plantation Time
WIAM, Williamston, N. C.
NELSON, ALBI
Matinee of Music
KRLC, Lewiston, Idaho
NELSON, BOB
Best on Wax
WFMC, Goldsboro, N. C.
NELSON, BOB
Music for You
KSJB, Jamestown, N. Dak.
NELSON, BOB
WDSU, New Orleans, La.
NELSON, CONRAD
Sincerely Yours
WMIQ, Iron Mountain, Mich.
NELSON, ED
KTOE, Mankato, Minn.
NELSON, FORD
WDIA, Memphis, Tenn.
NELSON, STAN
Musical Clock
KITE, San Antonio, Texas
NESTER, ROY
Town's Top Tunes
WFDF, Flint, Mich.
NETHERLAND, JOEL
Record Ranch
WAZ, Yazoo City, Miss.
NEUBERGER, STAN
WEKZ, Monroe, Wis.
NEWLUN, BILL
KIT, Yakima, Wash.
NEWMAN, ROBERT
Your Lucky Star
WEEU, Reading, Pa.
NEWSOME, GIL
First Five and Bandstand Revue
KWK, St. Louis, Mo.
NICHOLS, BOB
WPAL, Charleston, S. C.
NICHOLSON, NICK
Records and Stuff
KROY, Sacramento, Calif.
NICHOLSON, TRUMAN
KJCK, Junction City, Kans.
NICK AND NOODNICK
KROW, Oakland, Calif.
NICKEL, PHIL
Recess for Rhythm
KENM, Portales, N. Mex.
NICKOLS, CHUCK
Musical Roundup
KOWB, Laramie, Wyo.
NICKSON, NICK
950 Club
WBBF, Rochester, N. Y.
NIERSBACH, BILL
WKBV, Richmond, Ind.
NOBLES, GENE
Dance Hour
WLAC, Nashville, Tenn.
NOLAND, ROBERT J.
KOKO, Warrensburg, Mo.
NORDEN, LEE
Disc King
WSAM, Saginaw, Mich.
NORMAN, GENE
KLAC, Los Angeles, Calif.
NORMAN, JERRY
Start the Day Right
WSYD, Mt. Airy, N. C.
NORRIS, BOB
Bandstand
WGUY, Bangor, Maine
NORTHINGTON, JIMMY
Coffee Club
WHKP, Hendersonville, N. C.
NORTON, DICK
Money Man Show
WNAV, Annapolis, Md.
NORTON, IKE
WHLD, Olean, N. Y.
NORVAL, BUD
Breakfast Serenade
WFOR, Hattiesburg, Miss.
NORWOOD, ROBERT
WKAM, Goshen, Ind.
NOVAK, RICHARD
Rhythm and Blues
KGON, Oregon City, Ore.
NUNN, LARRY
WTCO, Cambellsville, Ky.
WTCO, Campbellsville, Ky.
NUSBAUM, MORT
The Mort Nusbaum Show
WBBF, Rochester, N. Y.

— O —

OABURN, FRED
KGGF, Coffeyville, Kans.
O'BRIEN, AL
WOPA, Oak Park, Ill.
O'BRIEN, ELLIS
At Home and Away
WCSH, Portland, Maine
O'BRIEN, JOE
WMCA, New York, N. Y.
O'CONNOR, BILL
WCFL, Chicago, Ill.
OGLESBY, BOOTS
KMCO, Conroe, Texas
OLIVER, CLIFF
Hospitality House
WRFD, Worthington, Ohio
OLIVER, DAVE
WMFS, Chattanooga, Tenn.
O'NAN, PAT
Music Library
WINN, Louisville, Ky.
O'NEIL, CHUCK
WFEA, Manchester, N. H.
O'NEILL, JIM
Paging the Stars
KOWH, Omaha, Nebr.
O'NEILL, JOHNNY
Sentimental Serenade
WAIR, Winston-Salem, N. C.
OSBORN, TIM
KTHT, Houston, Tex.
OTTO, JOHN
Mostly Music With Otto
WBNY, Buffalo, N. Y.
OWEN, AL
Music Room
WMID, Atlantic City, N. J.
OWEN, BOB
WHUB, Cookeville, Tenn.
OWENS, DON
Yawn Patrol
WGAI, Elizabeth City, N. C.
OWENS, JIM
WVMI, Biloxi, Miss.
OWENS, LOY
Clubtime
CFRB, Toronto, Ont., Canada
OXFORD, GEORGE
Recorded Jazz Concert
KSAN, San Francisco, Calif.

— P —

PADGETT, BOB
Music with a Meaning
KVSA, McGehee, Ark.
PAGE, DAVE
Dance Time
KIRO, Seattle, Wash.
PAGE, NORM
Music for You
WMAS, Springfield, Mass.
PAINTER, FRANK
The Coonhunter
WBLJ, Dalton, Ga.
PAIT, AUGUS
WEWO, Laurinburg, N. C.
PALLAN, ART
Tune Inn
WWSW, Pittsburgh, Pa.
PALMER, DUKE
KBOR, Brownsville, Texas
PANSULLO, JIM
Timekeeper
WNEB, Worcester, Mass.
PAQUIN, JAKE
WOCB, West Yarmouth, Mass.
PARCHER, LOLA
KCLX, Colfax, Wash.
PARKER, CHARLES
WTAW, College Station, Texas
PARKER, DON
Pops on Parade
WREB, Holyoke, Mass.
PARKER, DON
Record Date
WMAS, Springfield, Mass.
PARKER, FRED
Supper Serenade
WJWL, Georgetown, Del.
PARKER, GENE
WKID, Urbana, Ill.
PARKHURST, BOB
KSEK, Pittsburg, Kans.
PARKS, LARRY
WHOC, Philadelphia, Miss.
PARR, HAROLD
KBAK, Bakersfield, Calif.
PARSONS, BEN
Spinners Sanctum
WRBL, Columbus, Ga.
PARSONS, KEN
KCLA, Pine Bluff, Ark.
PASSE, NOEL
Pass'n Time
KTRE, Lufkin, Tex.
PASSONS, BILL
Dial-A-Tune
WSMT, Sparta, Tenn.
PATCH, WHIT
WOWL, Florence, Ala.
PATTERSON, JIM
WBT, Charlotte, N. C.
PATTERSON, PAT
Music in the Night
KOPM, Havre, Mont.
PAUL, LEROY
Swing Serenade
WSFA, Montgomery, Ala.
PAYNE, NELSON
WMMW, Meriden, Conn.
PEARSON, JOHNNY
WHB, Kansas City, Mo.
PEAVEY, RICK
Dancing Party
WHIT, New Bern, N. C.
PENNEY, ED
Penney Serenade
WTAO, Cambridge, Mass.

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PENNY, GAIL
Swing Your Partner
WIS, Columbia, S. C.
PERAZZO, DON
Sunrise Serenade
KBON, Omaha, Nebr.
PERRY, BOB
Music, Incorporated
KTMS, Santa Barbara, Calif.
PERRY, CARLOS
Library of Jazz
KLWN, Lawrence, Kans.
PERRY, JAMES
New Sounds in Jazz
WMOZ, Mobile, Ala.
PERRY, STUART
Music Around the Clock
WWSR, St. Albans, Vt.
PERRY, TUT
TP's Wigwam
WHLM, Bloomsburg, Pa.
PETERS, BOB
Weekend in Western Montana
KGVO, Missoula, Mont.
PETERS, JOHN
Dawnbusters
WPDX, Clarksburg, W. Va.
PETERSEN, ROLFE B.
KSL, Salt Lake City, Utah
PETERSON, ARNOLD
Musical Reveille
WATW, Ashland, Wis.
PETERSON, BILL
Tops in Pops
KTAR, Phoenix, Ariz.
PETERSON, HAL
WARA, Attleboro, Mass.
PETERSON, JOHN
WHHH, Warren, Ohio
PETIT, BILL
Wide Awake Club
WIDE, Biddeford, Maine
PETREE, MARTIN
Club Request
WMRN, Marion, Ohio
PETRICH, LEE
Cowboy Jamboree
KONO, San Antonio, Texas
PHELPS, BOB
Moondust
WISP, Kinston, N. C.
PHILLIP, FRANK
Waseca Hour
KOBK, Owatonna, Minn.
PHILLIPS, BILL
WBAX, Wilkes-Barre, Pa.
PHILLIPS, CHUCK
WEMP, Milwaukee, Wis.
PHILLIPS, DEWEY
Red, Hot and Blue
WHBQ, Memphis, Tenn.
PHILLIPS, GERALD
WKSR, Pulaski, Tenn.
PHILLIPS, JIM
WATG, Ashland, Ohio
PHILLIPS, KEN
Light 'n Easy
KAFP, Petaluma, Calif.
PHILLIPS, PHIL
KNXT, Portsmouth, Ohio
PHILLIPS, RALPH
Melody Ballroom
WFBR, Baltimore, Md.
PHILLIPS, RED
KHUM, Eureka, Calif.
PHIPPS, JOHN
WHLN, Harlan, Ky.
PIATT, GENE
The Record Den
KELO, Sioux Falls, S. Dak.
PICA, JOE
Tunes Before Noon
WHLM, Bloomsburg, Pa.
PICKETT, JIGGER
Clockwatcher
KCLX, Colfax, Wash.
PICKETT, ROY
KTUL, Tulsa, Okla.
PICKREN, CONRAD
Sunrise Serenade
WFEB, Sylacauga, Ala.
PICOT, LEON
Hall of Sounds
WFTL, Ft. Lauderdale, Fla.
PIERCE, ART
960 Club
WEAV, Plattsburg, N. Y.
PIFER, DON R.
KDAC, Fort Bragg, Calif.
PIKE, DICK
WNOP, Newport, Ky.
PINKSTON, SIDNEY
WEKR, Fayetteville, Tenn.
PLATT, STUART
Musical Clock
WLAP, Lexington, Ky.
PLAYER, CHARLES
WHIE, Griffin, Ga.
PLEDGER, DOUG
KNBC, San Francisco, Calif.
POLAND, SAM
WCHS, Charleston, W. Va.
POLK, BILL
WJAT, Swainsboro, Ga.
POLLACK, FRANK
On the House
KOOL, Phoenix, Ariz.
POLLOCK, ED
Fiesta Time
WHLI, Hempstead, N. Y.
POOLE, BOB
WBIG, Greensboro, N. C.
POPE, BILL
Musical Magazine of the Air
KXOC, Chico, Calif.
POPPAS, BOB
WWNR, Beckley, W. Va.
POPWELL, JIM
Club Request
WCEH, Hawkinsville, Ga.
PORTER, ALDIN
KIXX, Provo, Utah
PORTER, BOB
WJVA, South Bend, Ind.
PORTILLO, ERNESTO
KEVT, Tucson, Ariz.
POSKA, AL
The Flyer
KFI, Los Angeles, Calif.
POTTER, BILL
WMOU, Berlin, N. H.
POTTER, PETER
KLAC, Los Angeles, Calif.
POWELL, BILL
WILY, Pittsburgh, Pa.
POWELL, BOB
Dawn Patrol
WIP, Philadelphia, Pa.
POWERS, JOE
Hillbilly Jamboree
WBMD, Baltimore, Md.
PRADER, GEORGE
KGBC, Galveston, Texas
PRESCOTT, NORM
WORL, Boston, Mass.
PRICE, JIM
KDKD, Clinton, Mo.
PRICE, JIM
WORZ, Orlando, Fla.
PROUGH, CARL
KFJI, Klamath Falls, Ore.
PUGH, ED
Melody Merchant
WPRE, Prairie Du Chien, Wis.
PULLIN, JACK
WKSR, Pulaski, Tenn.
PURDY, ED
Musical Sundial
KTOW, Oklahoma City, Okla.
PURSE, TODD
WJW, Cleveland, Ohio
PUTMAN, DON
WBBZ, Ponca City, Okla.
PUTNAM, BOB
Sunup in Dallas
KIXL, Dallas, Texas
PUTNAM, JIM
Musical Clock
WHIT, New Bern, N. C.
PYLE, JACK
Musical Clock
KYW, Philadelphia, Pa.

— Q —

QUATTLEBAUM, HOWARD
Best on Wax
WAGF, Dothan, Ala.
QUAY, WILLIAM
WESA, Charleroi, Pa.
QUICK, JOHNNY
Red, Hot and Blue
WDSC, Dillon, S. C.
QUIGLEY, DON
KWEI, Weiser, Idaho
QUINN, FRED
WMGW, Meadville, Pa.
QUINN, WILLIAM
WNDR, Syracuse, N. Y.

— R —

RADKA, AL
KFRE, Fresno, Calif.
RAIFORD, BOB
WBT, Charlotte, N. C.
RAINWATER, JODY
Sunrise Salute
WSVS, Crewe, Va.
RAMIREZ, DAN
KWED, Seguin, Texas
RAMSEY, RAYMOND L.
Spin-A-Platter
WHIR, Danville, Ky.
RANDLE, BILL
WERE, Cleveland, Ohio
RASE, BILL
KCRA, Sacramento, Calif.
RASH, LESTER R.
Sunday Serenade
KGOS, Torrington, Wyo.
RAST, MIKE
WCOS, Columbia, S. C.
RAY, CURT
KMOX, St. Louis, Mo.
RAYMOND, GENE
Music in the Morning
KERG, Eugene, Ore.
RAYMOND, HAL
WKID, Urbana, Ill.
REAGAN, FRANK
WEOK, Poughkeepsie, N. Y.
REAGAN, JIM
WTEL, Philadelphia, Pa.
REAU, DAVE
KEYD, Minneapolis, Minn.
RECTOR, GABBY
KLIK Clock
KLIK, Jefferson City, Mo.
REDDELL, TOM
KAKA, Ada, Okla.
REED, BOB
Your Timekeeper
WRC, Washington, D. C.
REED, CLEO
WBEJ, Elizabethton, Tenn.
REED, HARRY
Best on Wax
KPAS, Banning, Calif.
REED, MITCH
Mr. Midnight
WOR, New York, N. Y.
REEVES, MAX
KJSK, Columbus, Neb.
REGAN, BOB
Supper Serenade
WHAY, New Britain, Conn.
REGISTER, LOWELL
WFPM, Fort Valley, Ga.
REID, CLARK
WJR, Detroit, Mich.
REID, FRANK
Off the Record
WTAN, Clearwater, Fla.
REILLY, ED
Music Box
WBRY, Waterbury, Conn.
REISING, KEITH L.
Openhouse
WLRP, New Albany, Ind.
REITZ, PINKY
WLEC, Sandusky, Ohio
REMINGTON, JACK
WKRC, Cincinnati, Ohio

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RENDELL, WILLIAM
Music to Dream By
KILO, Grand Forks, N. Dak.
RENNER, DUANA
Night Watch
KIHO, Sioux Falls, S. Dak.
RENSHAW, EARL
Your Hit Parade
WROY, Carmi, Ill.
RETZ, DON
KREO, Indio, Calif.
REZNOR, JOHNNY
WPFB, Middletown, Ohio
RHYNER, WARREN
Rhythm Room
WNAM, Neenah-Menasha, Wis.
RICE, C. B.
Gravy Train
KLVL, Pasadena, Texas
RICE, CRAWFORD
Alarm Clock Revue
WAPX, Montgomery, Ala.
RICE, TOM
Study in Brown
WHTN, Huntington, W. Va.
RICHARDS, STAN
WORL, Boston, Mass.
RICHARDS, WILLIAM
WBAT, Marion, Ind.
RICHARDSON, BRUCE
Radio Billboard
WROK, Rockford, Ill.
RICHARDSON, LORMAN
WMPM, Smithfield, N. C.
RICHBOURG, JOHN
Record Parade
WLAC, Nashville, Tenn.
RICHMOND, HYLE
Club 1080
WXRA, Buffalo-Kenmore, N. Y.
RICKARDS, REESE
WTAG, Worcester, Mass.
RICKENBACKER, ACE JR.
WSPA, Spartanburg, S. C.
RICO, JOE
WHLD, Niagara Falls, N. Y.
RIDDLE, LLOYD
Riddle n' Rhythm
WFTR, Front Royal, Va.
RIDGEWAY, JIM
KRBC, Abilene, Tex.
RIGGLE, JOHN
Requestfully Yours
KVRC, Arkadelphia, Ark.
RIGGS, TOMMY
WCAE, Pittsburgh, Pa.
RILEY, BILL
KRNT, Des Moines, Iowa
RINER, GEORGE
WJHL, Johnson City, Tenn.
RIPPY, RONNIE
Musical Clock
WLOE, Leaksville, N. C.
RITTER, DIANA
Teen Time
KLAN, Renton, Wash.
ROACH, WALLACE
WFKY, Frankfort, Ky.
ROBERTS, ART
KTBB, Tyler, Texas
ROBERTS, ART
WIL, St. Louis, Mo.
ROBERTS, BILL
Merry-Go-Round
WBOW, Terre Haute, Ind.
ROBERTS, BRAD
WARE, Ware, Mass.
ROBERTS, FORD
Hawkeye Hits
WMT, Cedar Rapids, Iowa
ROBERTS, HOWDY
Musical Clock
WMT, Cedar Rapids, Iowa
ROBERTS, JACK
WBIS, Bristol, Conn.
ROBERTS, JERRY
Artistry on Disc
WHJB, Greensburg, Pa.
ROBERTS, JOE
Dancing Party
KBRS, Springdale, Ark.
ROBERTS, JOHN
WKNA, Charleston, W. Va.
ROBERTS, PAUL
WSPB, Sarasota, Fla.
ROBERTS, WALT
Dance Parade
WMAN, Mansfield, Ohio
ROBERTS, WARREN
WEAS, Decatur, Ga.
ROBINETT, DON
Mystery Juke Box
KWRO, Coquille, Ore.
ROBINSON, BILL
Nite Club of the Air
WSTV, Steubenville, Ohio
ROBINSON, J. K.
KOTN, Pine Bluff, Ark.
ROBINSON, PARKS
Sunrise Serenade
WKOV, Wellston, Ohio
ROBISCHON, JIM
KXLL, Missoula, Mont.
ROCKWELL, AL
KRNT, Des Moines, Iowa
RODGERS, BOB
After Hours
KXOX, Sweetwater, Texas
RODGERS, CHET
Polka Parade
WTRX, Bellaire, Ohio
RODIO, JIM
The Most in Music
WCMC, Wildwood, N. J.
RODRICK, BOB
Rod 'n Records
KVFD, Fort Dodge, Iowa
ROGERS, KEN
Koffee Klub
KCIL, Houma, La.
ROHN, BUD
WTVH, Peoria, Ill.
ROMINE, ROD
Hillbilly Roundup
KCJB, Minot, N. Dak.
ROPER, PRES
Morning Show
WMAN, Mansfield, Ohio
ROSELLE, JIM
Platter Playtime
WJTN, Jamestown, N. Y.
ROSS, ABRAM
KLPR, Oklahoma City, Okla.
ROSS, BILL
To the Ladies
WIOD, Miami, Fla.
ROSS, NORMAN
WEAW, Evanston, Ill.
ROSS, WALTER
Record Room
KSRV, Ontario, Ore.
ROTH, BOB
Breakfast Time
WPIK, Alexandria, Va.
ROUNTREE, GEORGE
Musical Clock
KVLH, Pauls Valley, Okla.
ROWZIE, JACK
1260 Club
WWDC, Washington, D. C.
ROY, AMBROSE
Platter Parade
KRNR, Roseburg, Ore.
RUCKLE, BOB
WRDW, Augusta, Ga.
RUDOLPH, RUDY
Wax Attractions
WROY, Carmi, Ill.
RUGE, GEORGE
Koffee Klub
KYA, San Francisco, Calif.
RUGE, ROBERT
Tops for Teens
WNAB, Bridgeport, Conn.
RUGGLES, DON
KRES, St. Joseph, Mo.
RUSSELL, BARCLAY
WOAI, San Antonio, Texas
RUTLEDGE, NED
Mulberry Bush
WHVR, Hanover, Pa.
RUSSELL, JOHNNY
WJR, Detroit, Mich.
RYAN, DAN
WBBW, Youngstown, Ohio
RYAN, JERRY
Time to Dance
KFKA, Greeley, Colo.
RYAN, PAUL
WBEV, Beaver Dam, Wis.
RYAN, WALDO
Western Star Time
WFMC, Goldsboro, N. C.
RYMAN, PAUL
Rhyme 'n Rhythm
KERG, Eugene, Ore.

— S —

SACHS, BERNIE
1480 Club
WISL, Shamokin, Pa.
SADLON, EARL
WBUT, Butler, Pa.
SAIZAN, TOM
Tom's Tune Time
WLCS, Baton Rouge, La.
SALZER, JERRY
KNAL, Victoria, Texas
SAMM, JOHNNY
Parade of Hits
WPAM, Pottsville, Pa.
SAMPSON, HANK
WSHB, Stillwater, Minn.
SAND, FRANCIS
WBIZ, Eau Claire, Wis.
SANDERS, LEON
KDET, Center, Texas
SANDERS, R. W.
WMPM, Smithfield, N. C.
SARGENT, KENNY
KLIF, Dallas, Texas
SARGENT, NEIL
KVAS, Astoria, Ore.
SAUNDERS, ALAN
Vaudeville Varieties
WVNJ, Newark, N. J.
SAUNDERS, BRUCE
WSBT, South Bend, Ind.
SCHAEFER, JACK
WOKW, Sturgeon Bay, Wis.
SCHAUT, FRED
Top o' the Morning
WKBI, St. Marys, Pa.
SCHERER, BILL
Requestfully Yours
KDUZ, Hutchinson, Minn.
SCHIBELKA, LESTER JAMES
WRHI, Rock Hill, S. C.
SCHMITT, DON
WISC, Madison, Wis.
SCHMITZ, NEIL
WRMN, Elgin, Ill.
SCHNEBLY, LARRY
Larry Spinning
KVOA, Tucson, Ariz.
SCHNEIDER, JOHNNY
WTTM, Trenton, N. J.
SCHNEIDER, KEN
On the Town
KELO, Sioux Falls, S. Dak.
SCHOCH, JACK
Rhythmatinee
WTJS, Jackson, Tenn.
SCHOLZ, BOB
WBEL, Beloit, Wis.
SCHULTZ, DICK
WLOX, Biloxi, Miss.
SCOFIELD, LEEDS
Mostly Music
WEEU, Reading, Pa.
SCOTT, BILL
WRLD, West Point, Ga.
SCOTT, DAVE
Club 9-5-0
WIBX, Utica, N. Y.
SCOTT, GEORGE
WHIN, Gallatin, Tenn.
SCOTT, JAY
The Beat
WJKO, Springfield, Mass.

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SCOTT, JEFF
Sounds in the Night
KYW, Philadelphia, Pa.
SCOTT, JOHN
Melody Man
KCIL, Houma, La.
SCOTT, JOHN
WEEI, Boston, Mass.
SCOTT, KEN
Hillbilly Hits
WPEO, Peoria, Ill.
SCOTT, LES
KOL, Seattle, Wash.
SCOTT, LES
1240 Club
KVNI, Coeur d'Alene, Idaho
SCOTT, SAM
Startime Matinee
WCAM, Camden, N. J.
SCOTT, SID
Caravan of Music
WGSM, Huntington, N. Y.
SCUMAVC, DICK
Music Till Midnight
WHLB, Virginia, Minn.
SEALS, RUSS
Hayloft Jamboree
KJCF, Festus, Mo.
SEALY, BOB
Stars in the Afternoon
KPUG, Bellingham, Wash.
SELF, JIMMY
KICA, Clovis, N. Mex.
SENEKER, TONY
Coffee Pot Parade
WMVG, Milledgeville, Ga.
SERGI, SYL
We Congratulate
WKST, New Castle, Pa.
SERFEL, CARL
560 Club
WMIK, Middlesboro, Ky.
SEYMOUR, BOB
Bobbin' with Robin
WKMH, Dearborn, Mich.
SHADDOCK, ROBERT
WCLI, Corning, N. Y.
SHANEMAN, J. E.
Requestfully Yours
WGET, Gettysburg, Pa.
SHANNON, BILL
Music for Mom
KITE, San Antonio, Tex.
SHANNON, JACK
Night Watchman
WHLS, Port Huron, Mich.
SHARPE, ED
Tune Tycoon
WGST, Atlanta, Ga.
SHAW, JAMES
Coffee Time Musicale
WFAU, Augusta, Maine
SHEHEEN, MAC
Blues in the Afternoon
WIS, Columbia, S. C.
SHELA, BILL
Wax Works
KOL, Seattle, Wash.
SHELTON, BANNER
WBIG, Greensboro, N. C.
SHEPPARD, GIL
WCPO, Cincinnati, Ohio
SHERIDAN, PHIL
Rise & Shine
WFIL, Philadelphia, Pa.
SHERMAN, WILLIAM
Morning Watch
WMEX, Boston, Mass.
SHEVLIN, ROBERT
WDLC, Port Jervis, N. Y.
SHINE, BILL
KLAN, Renton, Wash.
SHIRLEY, JIM
Records at Random
WBGE, Atlanta, Ga.
SHOOK, CARL
This Morning
WJIM, Lansing, Mich.
SHOOP, E. L. JR.
Top O' The Morning
WGET, Gettysburg, Pa.
SHREVE, THERON
WTAC, Flint, Mich.
SHROYER, KEN
WPTW, Piqua, Ohio
SHUFFETT, C.
Breakfast Club
WLBN, Lebanon, Ky.
SHUMAN, HOWARD
Record Round Table
KYAK, Yakima, Wash.
SID, SYMPHONY
Progressive Jazz
WBMS, Boston, Mass.
SIEVERS, FRANK
Western Jamboree
KCTI, Gonzales, Texas

SILBERT, BILL
B. Jan. 1, Detroit, Mich. Bill Silbert Show, Saints and Spinners Club. WMGM; Red Buttons Show, NBC-TV

SIMMONS, BARRY
Penthouse Party
KLX, Oakland, Calif.
SIMMONS, BILL
Anything Goes
KEAN, Brownwood, Texas
SIMMONS, JACK
WHYL, Carlisle, Pa.
SIMPSON, ART
KALE, Richland, Wash.
SIMPSON, CHARLES
KRDO, Colorado Springs, Colo.
SIMPSON, JOHN
Country Corner
WHTN, Huntington, W. Va.
SINCLAIR, JOHN
WLEE, Richmond, Va.
SINGER, SANDY
KCRG, Cedar Rapids, Iowa
SKINNER, DAVE
KSTN, Stockton, Calif.
SLACK, D. J.
Turntable Terrace
WCAX, Burlington, Vt.
SLADE, TOM
WFNC, Fayetteville, N. C.
SLATTON, PAT
Pat's Platter Party
WJBB, Haleyville, Ala.
SMALLS, TOMMY DR.
Jive Show
WWRL, New York, N. Y.
SMILEY, BOB
Journey Into Melody
WGAR, Cleveland, Ohio
SMITH, BOB
WOXF, Oxford, N. C.
SMITH, BRYANT
Time to Shine
KCOY, Santa Maria, Calif.
SMITH, FLETCHER
WGBG, Greensboro, N. C.
SMITH, FRANKLIN
WAYX, Waycross, Ga.
SMITH, GEORGE
Platter Parade
KSLM, Salem, Ore.
SMITH, HARRY
Gagbusters Show
WIP, Philadelphia, Pa.
SMITH, HARRY
Percolator Patrol
WSUN, St. Petersburg, Fla.
SMITH, HUGH
Old Clockwatcher
KOGT, Orange, Texas
SMITH, J. PAUL
Discapades
KEYY, Provo, Utah
SMITH, JACK
Relaxin' Wit Jaxon
KTKR, Taft, Calif.
SMITH, LYDELL J.
KIJV, Huron, S. Dak.
SMITH, LYNN
The Mailbag
KOWB, Laramie, Wyo.
SMITH, MERRILL
Clockwatcher Club
WWNH, Rochester, N. H.
SMITH, MERWIN
The Tunesmith
KIMN, Denver, Colo.
SMITH, MILTON
WFEC, Miami, Fla.
SMITH, RODNEY
Brunch Party
KDMS, El Dorado, Ark.
SMITH, RUDY
Tune Time
WVVW, Fairmont, W. Va.
SMITH, SMOKEY
KRNT, Des Moines, Iowa
SMITH, VINSON
WRLD, West Point, Ga.
SMITH, VIRGIL
WGL, Fort Wayne, Ind.
SMITH, WAYNE
KLMS, Lincoln, Nebr.
SMYTHE, PETE
KOA, Denver, Colo.
SORG, DICK
Platter Party
WFRO, Fremont, Ohio
SOUTHERD, VELMA
WWIN, Baltimore, Md.
SOUTHWICK, TOREY
Top O' The Morning
WAKR, Akron, Ohio
SPARKS, GERRY
Kilocycle Club
KIMN, Denver, Colo.
SPEARS, CHARLIE
WJAN, Spartanburg, S. C.
SPENCER, NEAL
WAOV, Vincennes, Ind.
SPENCER, RAYMOND
KCBQ, San Diego, Calif.
SPICOLA, JOE
KCRT, Trinidad, Colo.
SPOO, EDDIE
Time and Tempo
WWHG, Hornell, N. Y.
SPRINGER, ED
Uncle Ed's Request Party
WKIK, Leonardtown, Md.
SPRINGER, THURSTON
Jump Junction
WAJF, Decatur, Ala.
STAMBERGER, JACK
WLOS, Asheville, N. C.
STAMPER, BILL
Polka Patch
WKDN, Camden, N. J.
STAMPER, WARNER
WEBK, Tampa, Fla.
STAMPS, MACK
WFNC, Fayetteville, N. C.
STANLEY, BILL
Midnight till Dawn
WICH, Norwich, Conn.
STANLEY, BOB
WPRS, Paris, Ill.
STANLEY, ROY
KWBB, Wichita, Kans.
STARK, CHUCK
Matince
KDRS, Paragould, Ark.
STARR, RAY
KWWL, Waterloo, Iowa
STAUB, JOHN
WAYB, Waynesboro, Va.
STEBBINS, ROGER
WERC, Erie, Pa.
STEELE, DONALD
WJEF, Grand Rapids, Mich.
STEELE, TED
Ted Steele Show
Mutual
STEFFES, ART
Knight of Sound Table
KVOX, Moorhead, Minn.
STEIN, REX
Off the Record
WLDS, Jacksonville, Ill.
STELL, BILL
Original Mailbag
WSVS, Crewe, Va.
STERLING, MICHAEL
Be My Guest
KCOY, Santa Maria, Calif.

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STERLING, VIC
KYOS, Merced, Calif.
STERLING, VIC
WSAL, Logansport, Ind.
STEVENS, BILL
WCYB, Bristol, Va.
STEVENS, ELBY
The Record Shop
WTWN, St. Johnsbury, Vt.
STEWART, ALLAN
Man About Town
WTEL, Philadelphia, Pa.
STEWART, BILL
KLIF, Dallas, Texas
STEWART, BILL
KMPA, Los Angeles, Calif.
STEWART, CHARLIE
Roadside Rhythm
KUDU, Ventura, Calif.
STEWART, JIM
WHEP, Foley, Ala.
STEWART, JOE
WDAF, Kansas City, Mo.
STEWART, JOHN
Spins and Needles
WKOP, Binghamton, N. Y.
STILL, JAY
Platter Parade
WDUN, Gainesville, Ga.
STODDARD, RICHARD
WACO, Waco, Texas
STOGNER, EARL
WDVA, Danville, Va.
STOKES, WARREN
Thrifty Mac Gregor
KFOX, Long Beach, Calif.
STOLL, PAUL
Adventures in Fine Music
KRDO, Colorado Springs, Colo
STONE, AL
Clapper Rails
WCSC, Charleston, S. C.
STONE, CLYDE
Hayloft Jamboree
WCKB, Dunn, N. C.
STONE, DAVE
Corral Club
KDAV, Lubbock, Texas
STONE, DEWEY
WDEC, Americus, Ga.
STONE, HARRY
WIL, St. Louis, Mo.
STONE, MARV
Bandbox
WWNR, Beckley, W. Va.
STORY, RALPH
KNX, Los Angeles, Calif.
STOVER, SMOKEY
Sagebrush Roundup
KCID, Caldwell, Idaho
STRACK, BOB
Red River Roundup
KWKH, Shreveport, La.
STREETER, HOWARD
Moonlight in Maryland
WFBR, Baltimore, Md.
STRICKHOUSER, SHERM
The Clockwatcher
WICE, Providence, R. I.
STRICKLAND, RALPH
Curfew Capers
WLAU, Laurel, Miss.
STRONG, JERRY
WMAL, Washington, D. C.
STROTHER, FRED
Western Caravan
WPMP, Pascagoula, Miss.
STRUCKELL, JOHN
Wonderful Music
WOND, Pleasantville, N. J.
STUART, CARL
Hayloft Jamboree
WCOP, Boston, Mass.
STUART, GENE
Club 770
WABC
STUTZ, CARL
WRVA, Richmond, Va.
SULLIVAN, BILL
WHGB, Harrisburg, Pa.
SULLIVAN, DENNY
Musical Clock
WFBL, Syracuse, N. Y.
SULLIVAN, ED
Songs for Saturday
KSET, El Paso, Texas
SULLIVAN, TIM
Top Twenty Pops
KGMC, Englewood, Colo.
SUMMERRISE, BOB
KTAC, Tacoma, Wash.
SURRELL, JACK
Top of the Town
WXYZ, Detroit, Mich.
SUTTON, RON
KJAY, Topeka, Kans.
SUTTON, TOMMY
WAVI, Dayton, Ohio
SWAN, BOB
KXRO, Aberdeen, Wash.
SWAN, JIMMY
WHSY, Hattiesburg, Miss.
SWANSON, FRED
Nitewatch
WHAY, New Britain, Conn.
SWANWICK, BILL
WALL, Middletown, N. Y.
SYNAN, J. E.
Record Caravan
WBLT, Bedford, Va.
SYRDAL, JIM
KTRF, Thief River Falls, Minn.
SZYMCZAK, ANTHONY
Music and Memories
WRJN, Racine, Wis.
SZMYD, EMIL
WIKY, Evansville, Ind.

— T —

TAYLOR, BILL
WIRC, Hickory, N. C.
TAYLOR, MART
WCOG, Greensboro, N. C.
TAYLOR, MORRIS
KHSL, Chico, Calif.
TAYLOR, SAM
The Morning Show
KFMB, San Diego, Calif.
TAYLOR, SAMMY
KWJJ, Portland, Ore.
TEIG, DAVE
Clubtime
WILK, Wilkes-Barre, Pa.
TEMPLE, BOB
Border Corral
KICO, Calexico, Calif.
TENNANT, JACK
WVVW, Fairmont, W. Va.
TERKEL, STUDS
WAAF, Chicago, Ill.
TERRY, BILL
KENS, San Antonio, Tex.
TERRY, BILL
Klix Karavan
KLIX, Twin Falls, Idaho
TERRY, DON
WSBA, York, Pa.
THAMES, BUDDY
WDOB, Jackson, Miss.
THAYER, JACK
WTCN, Minneapolis, Minn.
THOMAS, BILL
KDTH, Dubuque, Iowa
THOMAS, DAVE
WDAF, Kansas City, Mo.
THOMAS, JAMES D.
WCYB, Bristol, Va.
THOMAS, JOHN
WBAC, Cleveland, Tenn.
THOMAS, JOHN
WROX, Clarksdale, Miss.
THOMAS, JOHNNY
Platter Party
WMFD, Wilmington, N. C.
THOMAS, LLOYD
Morning Melodies
KHAS, Hastings, Nebr.
THOMAS, RAY
Melody Merchant
WHAN, Charleston, S. C.
THOMAS, ROBB
WEMP, Milwaukee, Wis.
THOMAS, RUFUS
WDIA, Memphis, Tenn.
THOMAS, VAL
Melody Circus
WGAY, Silver Spring, Md.
THOMASON, JIMMY
KBIS, Bakersfield, Calif.
THOMPSON, CHUCK
On the Sunny Side
WALA, Mobile, Ala.
THOMPSON, DICK
Hits for the Mrs.
KPUG, Bellingham, Wash.
THOMPSON, DOUG
KEBE, Jacksonville, Tex.
THOMPSON, FRANK
KFMB, San Diego, Calif.
THOMPSON, TINY
WLOH, Princeton, W. Va.
THOMPSON, TOMMY
KBLI, Blackfoot, Idaho
THORSON, ROY
Western Jamboree
KISD, Sioux Falls, S. Dak.
THURMAN, WALTER
WMBD, Peoria, Ill.
TODD, JACK
Between Us Two
WKY, Oklahoma City, Okla.
TODD, WAYNE
Night Watch
KYOU, Greeley, Colo.
TOLBERT, JERRY
WSON, Henderson, Ky.
TOMLINSON, CLAUDE
Little Alf
WIVK, Knoxville, Tenn.
TOPINKA, RUDY
WSAU, Wausau, Wis.
TOTTEN, JOHN
Spins 'n Needles
WGBF, Evansville, Ind.
TOWN, JOHN
Starlite Request
WESX, Salem, Mass.
TOWNE, GORDON
WBSR, Pensacola, Fla.
TOWRY, RANDY
WDBL, Springfield, Tenn.
TRAPP, BAERBEL
Chalkdust Serenade
WFOY, St. Augustine, Fla.
TREBOR, BOB
Daybreaker
WVET, Rochester, N. Y.
TRENT, GEORGE
Trent Presents
WAGA, Atlanta, Ga.
TRENT, JOE
Party Line
WLCR, Torrington, Conn.
TRENT, JOHN
Starlite Salute
WCAU, Philadelphia, Pa.
TREVET, JOE
Today's Top Tunes
WLAK, Lakeland, Fla.
TRIMM, PAUL
KLOU, Lake Charles, La.
TROMPETER, JAY
WIND, Chicago, Ill.
TRUSSELL, CHARLIE
KXEL, Waterloo, Iowa
TUCKER, GORDON
Bandstand Review
WCOV, Montgomery, Ala.
TUCKER, TOM
WRAL, Raleigh, N. C.
TUCKER, TOMMY
WMBR, Jacksonville, Fla.
TULIN, NORM
WORL, Boston, Mass.
TURBYFILL, JOE
KTFS, Texarkana, Texas
TUREK, BOB
WGEM, Quincy, Ill.
TURK, AL
WGBI, Scranton, Pa.

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TURNER, JIM
Supper Club
WSTP, Salisbury, N. C.
TUTTLE, HERB
Musical Clock
KTOW, Oklahoma City, Okla.
TWOMEY, MORRY
Hi Neighbor
KNOE, Monroe, La.
TYLER, BILL
Spiritual Time
WGVM, Greenville, Miss.
TYLER, DAN
Pop Shop
WATS, Sayre, Pa.

— U —

UGLUM, JIM
Music of the Stars
KGVO, Missoula, Mont.
ULRICH, BOB
KBIF Bandstand
KBIF, Fresno, Calif.
UMBACH, BOB
WMBM, Miami Beach, Fla.
UNDERHILL, GARDNER II
Record Rack
KLOU, Lake Charles, La.
UNDERWOOD, DEE
KCLO, Leavenworth, Kans.

— V —

VALENTINE, GENE
WWCO, Waterbury, Conn.
VALLES, CHINA
WADK, Newport, R. I.
VAN, JOE
WKMH, Dearborn, Mich.
VAN AKERS, TREVOR
Requestfully Yours
WKOY, Bluefield, W. Va.
VANDAGRIFF, CHARLEY
Slumber Party
KBKI, Alice, Texas
VANDERHOOF, BRUCE
KDYL, Salt Lake City, Utah
VANDERPOEL, NEIL
Sleepy Serenade
WSUN, St. Petersburg, Fla.
VAN NESTE, BOB
Favorite Forty
KODY, North Platte, Nebr.
VANPOOL, DON
KCHR, Charleston, Maine
VAN SANDT, TOMMY
WJOI, Florence, Ala.
VAN SANOT, TOMMY
WJOI, Florence, Ala.
VASQUEZ, SENOR
KVIC, Victoria, Tex.
VEITH, DON
Free For All
KVAN, Vancouver, Wash.
VENTRELLA, TONY
Music Time
WEDC, Chicago, Ill.
VIERA, GABE
Rendezvous with Romance
WHLI, Hempstead, N. Y.
VILA, RUBEN ARRIETA
WAPA, San Juan, Puerto Rico
VINCENT, JACK
Midday Melodies
KFXM, San Bernardino, Calif.
VINCENT, SCOTT
Old Commuter
WSTC, Stamford, Conn.
VINROOT, FRED
Morning Concert
WIST, Charlotte, N. C.
VINSON, TONY
Percolator Parade
WRSW, Warsaw, Ind.
VIRGILLIO, NICK
Musical Caravan
WCMC, Wildwood, N. J.
VOORHIS, VAN
Music Hall
WLBR, Lebanon, Pa.
VOORS, JIM
WANE, Fort Wayne, Ind.

— W —

WADE, THEO
WDIA, Memphis, Tenn.
WADSWORTH, MAX
KLUK, Evanston, Wyo.
WADSWORTH, RALPH
KID, Idaho Falls, Idaho
WAGNER, ANN
Make Mine Music
WFBM, Indianapolis, Ind.
WAGNER, CHUCK
WKEI, Kewanee, Ill.
WAGONSCHEIN, PAUL
KBRZ, Freeport, Texas
WAITES, JIM
KBLO, Hot Springs, Ark.
WAITS, ERNIE
WNOP, Newport, Ky.
WALKER, DEAN
Show Boat
KWBU, Corpus Christi, Texas
WALKER, FLETCHER
Moonlight Serenade
WHMA, Anniston, Ala.
WALKER, JOE
Gospel Blind Boy
WFEC, Miami, Fla.
WALKER, STAN
WHAW, Weston, W. Va.
WALKER, WELDON
Coffee Club
WEPM, Martinsburg, W. Va.
WALKER, WILFRED
Variety Time
WFBC, Greenville, S. C.
WALL, BILLY
Cotton Club
WMDC, Hazlehurst, Miss.
WALLACE, DON
Music Till Midnight
KRMG, Tulsa, Okla.
WALLACE, GEORGE
KTKT, Tucson, Ariz.
WALLACE, GIL
WVMC, Mt. Carmel, Ill.
WALLACK, DICK
WJON, St. Cloud, Minn.
WALLGREN, REX
KLO, Ogden, Utah
WALSH, GORDON
Syncopated Sundial
WVEC, Hampton, Va.
WALSHAK, DAVID
Polka Parade
KCTI, Gonzales, Texas
WALTER, ROD
Hillbilly Heaven
KSRV, Ontario, Ore.
WALTHER, HAL
Platter Party
KFU, Columbia, Mo.
WALTONS, ART
Easy Listening
WILD, Birmingham, Ala.
WAMBACH, PETE
WCMB, Harrisburg, Pa.
WAMBLE, FRED
Country Corner
WBAM, Montgomery, Ala.
WANKE, HUGH
Morning Musical Clock
WCAO, Baltimore, Md.
WARD, BILL
WHOW, Clinton, Ill.
WARD, BUD
Hillbilly Hall of Fame
WEWO, Laurinburg, N. C.
WARD, CARROLL
Talk of the Town
WAPI, Birmingham, Ala.
WARD, DOUG
Platter Party
KVSA, McGehee, Ark.
WARD, JIM
Morning Mayor
WILK, Wilkes-Barre, Pa.
WARD, PETE
WCCM, Lawrence, Mass.
WARNER, JEFF
Musical Clock
WHAN, Charleston, S. C.
WARREN, CARL
Guest Time
Mutual
WARREN, JACK
Yawn Patrol
KUTA, Salt Lake City, Utah
WASH, UNCLE
Roundup Time
WNRV, Narrows, Va.
WATKINS, "LUCKY"
Ten Ten Club
KJCF, Festus, Mo.
WATSON, ED
KPAM, Portland, Ore.
WATSON, HOWARD
KOTN, Pine Bluff, Ark.
WAX, JERRY
Waxworks
WALL, Middletown, N. Y.
WAYNE, RALPH
Wax 'n Wayne
KBOE, Oskaloosa, Iowa
WEAVER, BOB
Weaver with Music
KXO, El Centro, Calif.
WEBER, GLEN
WCEH, Hawkinsville, Ga.
WEBSTER, JAMES, JR.
Melody Ballroom
WCUM, Cumberland, Md.
WEBSTER, KURT
Wax Works
WAVY, Portsmouth, Va.
WEDEL, JACK
Jam for Supper
KICD, Spencer, Iowa
WEGGELAND, ROBERT
KBLI, Blackfoot, Idaho
WEGMAN, BILL
WGEM, Quincy, Ill.
WELCH, CLARENCE
KALI, Pasadena, Calif.
WELCH, LARRY
Voice of the Turtle
WCOP, Boston, Mass.
WELDON, JIM
Breakfast Beat
WAJR, Morgantown, W. Va.
WELIS, BILL
WQAM, Miami, Fla.
WELLS, BOB
WEBR, Buffalo, N. Y.
WELLS, CORNELL
WDIA, Memphis, Tenn.
WELLS, JIMMY
Dixie Matinee
WENK, Union City, Tenn.
WELLS, RAY
WJMS, Ironwood, Mich.
WERY, ROBERT
Rumpus Room
WHOK, Lancaster, Ohio
WESLEY, JIM
Matinee Melodies
WGLS, Decatur, Ga.
WEST, CHARLES E.
WRKD, Rockford, Maine
WEST, OLIVER
WTKM, Hartford, Wis.
WEST, ROY
Moonlight Saving Time
WBUY, Lexington, N. C.
WEST, WAYNE
WMBD, Peoria, Ill.
WESTCOTT, GEORGE
Rockin' Time
KXOB, Stockton, Calif.
WESTERFIELD, DENVER
WVMC, Mt. Carmel, Ill.
WESTON, BILL
Platter Parade
WRIB, Providence, R. I.
WESTON, LEE
Relax and Listen
KOVC, Valley City, N. Dak.
WHALEY, ARTHUR
WBCO, Bessemer, Ala.

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WHALEY, MIKE
Saturday Session
KUTA, Salt Lake City, Utah
WHEELER, AL
KSMN, Mason City, Iowa
WHEELER, DOC
Morning Spirituals
WWRL, New York, N. Y.
WHEELER, MARQUIS
WRHI, Rock Hill, S. C.
WHERLEY, RICHARD
WATW, Ashland, Wis.
WHITAKER, BOB
Evening Classics
KTAR, Phoenix, Ariz.
WHITCOMB, ROBERT
Polka Time
WGRD, Grand Rapids, Mich.
WHITE, ALAN
Music in the Night
KTBB, Tyler, Texas
WHITE, FRANK
Clubtime
KOA, Denver, Colo.
WHITE, FRED
Alarm Clock Club
KGMS, Sacramento, Calif.
WHITE, GEORGE
Record Romp
KCBQ, San Diego, Calif.
WHITE, GEORGE
Swing Caravan
WCIN, Cincinnati, Ohio
WHITE, JACK
KBOL, Boulder, Colo.
WHITE, JACK L.
Club 1570
KRWC, Forest Grove, Oreg.
WHITE, JOE
American Masterpieces
KPOL, Los Angeles, Calif.
WHITE, JOE
KGJF, Hollywood, Calif.
WHITE, LEROY
WJLB, Detroit, Mich.
WHITE, MARGE
WVKO, Columbus, Ohio
WHITE, MORGAN
KVNU, Logan, Utah
WHITE, TED
Friendly Neighbor Show
WARE, Ware, Mass.
WHITNEY, BOB
WSYR, Syracuse, N. Y.
WHITT, SHAD
WLOH, Princeton, W. Va.
WHITTEN, WILL
Klockwatcher
WRDO, Augusta, Maine
WHITTINGHILL, DICK
KMPA, Los Angeles, Calif.
WHITTINGTON, JIM
Deep River
WBGE, Atlanta, Ga.
WIDMAN, SEV
WTCN, Minneapolis, Minn.
WIEDER, TED
WHOL, Allentown, Pa.
WIGGINS, GERRY
CFRB, Toronto, Ont., Canada
WILBUR, JACK
KIEM, Eureka, Calif.
WILCOX, JOHN
Words and Wax
KBOL, Boulder, Colo.
WILCOX, PAUL
Music By Moonlight
WGAR, Cleveland, Ohio
WILEY, GEORGE
Night Call
KTOK, Oklahoma City, Okla.
WILKINSON, DON
KVAS, Astoria, Oreg.
WILLARD, DICK
Easy Does It
Mutual
WILLET, SLIM
KRBC, Abilene, Tex.
WILLETTE, TOM
Ten Toppers
KVOL, Lafayette, La.
WILLIAMS, CARY
WHWL, Nanticoke, Pa.
WILLIAMS, CHARLES
KFNF, Shenandoah, Iowa
WILLIAMS, CHARLES K.
Beat the Heat
WACO, Waco, Texas
WILLIAMS, DICK
Platter Parade
KAKE, Wichita, Kans.
WILLIAMS, ED
Rooster Serenade
KSUN, Bisbee, Ariz.
WILLIAMS, ELBERT
Hayloft Jamboree
WSYD, Mt. Airy, N. C.
WILLIAMS, FREDDIE
WAAF, Chicago, Ill.
WILLIAMS, HALL
WORD, Spartanburg, S. C.
WILLIAMS, JERRY
Gagbusters Show
WIP, Philadelphia, Pa.
WILLIAMS, JOHNNIE
WHIE, Griffin, Ga.
WILLIAMS, KAE
Wake Up Philadelphia
WHAT, Philadelphia, Pa.
WILLIAMS, L.
WWNH, Rochester, N. H.
WILLIAMS, LLOYD
WLIB, New York, N. Y.
WILLIAMS, LOU
The Country Cat
KVLC, Little Rock, Ark.
WILLIAMS, MARC
Wax Works
KHOZ, Harrison, Ark.
WILLIAMS, NAT
WDIA, Memphis, Tenn.
WILLIAMS, PETE
Hayloft Jamboree
WGGA, Gainesville, Ga.
WILLIAMSON, DICK
WDSR, Lake City, Fla.
WILLIAMSON, RAYMOND
Melody Matinee
WAYX, Waycross, Ga.
WILLIS, CLIF
WIMA, Lima, Ohio
WILLIS, DAN
KRIC, Beaumont, Tex.
WILSON, BOB
Music Goes Round
KNIM, Maryville, Mo.
WILSON, ED
KWK, St. Louis, Mo.
WILSON, GLENN
WPAR, Parkersburg, W. Va.
WILSON, STU
Are Ya Listenin'
KBIG, Avalon, Calif.
WILSON, TOM
WIFM, Elkin, N. C.
WINCH, SY
Country Music Time
KSYC, Eureka, Calif.
WING, KEN
Miracle Melodies
KWG, Stockton, Calif.
WINN, BERT
Car Tunes
KYA, San Francisco, Calif.
WINTERS, JIM
WGAN, Portland, Maine
WISE, AL
WPNX, Phoenix City, Ala.
WITTER, STAN
Requestfully Yours
KAPA, Raymond, Wash.
WOEHRMANN, BILL
WCNB, Connersville, Ind.
WOLFE, TED
Best on Wax
WMON, Montgomery, W. Va.
WOLFENDEN, BOB
Dancing Party
WMEV, Marion, Va.
WOOD, BILL
Record Roundup
WDLP, Panama City, Fla.
WOOD, BILL
Sunrise Serenade
KODY, North Platte, Nebr.
WOOD, FRED
Woodchopper's Ball
WWBZ, Vineland, N. J.
WOOD, GEORGE
WWPG, West Palm Beach, Fla.
WOODS, GEORGE
House of Jive
WHAT, Philadelphia, Pa.
WOODS, JOHN
WTAG, Worcester, Mass.
WOODWARD, GEORGE
Ebony Bandstand
WJAN, Spartanburg, S. C.
WOOLEY, NEAL
The Boogie Joint
KJEF, Jennings, La.
WRAY, JOHN
These Are Records
KUGN, Eugene, Oreg.
WRIGHT, GUS
WKWK, Wheeling, W. Va.
WRIGHT, KEN
Time and Tune Parade
WKY, Oklahoma City, Okla.
WRIGHT, LARRY
KSPI, Stillwater, Okla.
WRIGHT, RAY
KGCX, Sidney, Mont.
WRISLEY, JOHN
WSAV, Savannah, Ga.
WUSSOW, GEORGE
Yawn Patrol
KVCV, Redding, Calif.
WYLIE, GORDON
Matinee Melodies
WTRL, Bradenton, Fla.

— Y —

YORK, JOHN
Coffee Time
WRR, Dallas, Texas
YOUNG, AL
1230 Club
WCMA, Corinth, Miss.
YOUNG, AL
WEAU, Eau Claire, Wis.
YOUNG, JOE
KCRB, Chanute, Kans.
YOUNGBLOOD, JIM
Farm and Home Hour
WPAD, Paducah, Ky.
YOUNT, CHUCK
1490 Club
WKBV, Richmond, Ind.
YOUSE, BOB
WBRK, Pittsfield, Mass.

— Z —

ZACK, AL
Music 'Til Midnight
KOOS, Coos Bay, Oreg.
ZACK, ED
WOC, Davenport, Iowa
ZASTROW, DON
Alarm Clock Parade
WTKM, Hartford, Wis.
ZATLYN, TED
Campus Corner
KULP, El Campo, Texas
ZEGARSKE, ED
Platter Party
WHUB, Cookeville, Tenn.
ZEHNDER, FRED
KHUM, Eureka, Calif.
ZERO, LOU
Top of the Morning
WINK, Erie, Pa.
ZUCCARO, BERNARD
WIBR, Baton Rouge, La.

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JOHN SCOTT TROTTER

Musical Director

"THE GEORGE GOBEL SHOW"

NBC-TV

CHARLES SANFORD

—o—

MUSICAL CONDUCTOR

for

Max Liebman Productions

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MUSICAL DIRECTORS

RADIO AND TELEVISION

—their work during 1954

□ □ □

— A —

ADAMS, BILL
KTFS, Texarkana, Texas
ALBERGHINI, HAROLD
WCOU, Lewiston, Maine
ALLEN, JAMES
WTJS, Jackson, Tenn.
ALLWOOD, JIM
KGBX, Springfield, Mo.
ANDREWS, BETTY
WJEJ, Hagerstown, Md.
ANGLE, "CLIP"
WLYC, Williamsport, Pa.
ANNO, MARY JEAN
WATW, Ashland, Wis.

ARMBRUSTER, ROB'T
B. Oct. 9, Philadelphia, Pa. NBC Western Division, RCA Victor Records

ARTHUR, DOUG
WIBG, Philadelphia, Pa.
ATKINSON, DANNY
WPNX, Phenix City, Ala.
AUSTIN, BILL
WHO-TV, Des Moines, Iowa
AYRES, NORMAN
WCSH, Portland, Maine

— B —

BAILEY, ALICE
KWNO, Winona, Minn.
BAILEY, WILLIAM C.
WIBV, Belleville, Ill.
BAKER, BILL
WROY, Carmi, Ill.
BALDWIN, LEE
WLS, Chicago, Ill.
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, PIERSON F.
KTAR, Phoenix, Ariz.
BARDO, LYLE
KFRC, San Francisco, Calif.

BARGY, ROY
B. July 31, Newaygo, Mich. The Jimmy Durante Show, NBC-TV; Father Knows Best, CBS-TV

BARKER, JANE
WCPO, Cincinnati, Ohio
BARLOW, HOWARD
The Voice of Firestone
NBC, NBC-TV
BARR, FRED
WWRL, New York, N. Y.
BARRETT, HADLEY
KODY, North Platte, Nebr.
BARRETT, JEAN
WBRC, Birmingham, Ala.
BARRETT, JOHN
KLMS, Lincoln, Nebr.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEACH, NANCY
WICA-TV, Ashtabula, Ohio
BEAUMONT, SAL
WWGS, Tifton, Ga.
BEDENBAUGH, PAT
WKDK, Newberry, S. C.
BELL, ALLEN
KREW, Sunnyside, Wash.
BELL, FRANK
WEEI, Boston, Mass.
BELTZ, ROBERT
WKYB, Paducah, Ky.
BENNETT, BILL
WNHC, New Haven, Conn.
BENSON, BROWNIE
WSAZ-TV, Huntington, W. Va.
BENTON, DICK
KVTV, Sioux City, Iowa
BERQUIST, WHITEY
National Farm & Home Hour
NBC
BETHEL, AL
WTPA, Harrisburg, Pa.
BETHMAN, GENE
WEST, Easton, Pa.
BILSKE, ROBERT F.
WNEB, Worcester, Mass.
BIRDSONG, LAWRENCE
Startime
KTVE, Longview, Tex.
BIRRELL, HARRY
WSTV, Steubenville, Ohio
BISHOP, JILL
WHBQ, Memphis, Tenn.
BLACK, GERRY
KWAL, Wallace, Idaho
BLANK, RALPH A.
WJJD, Chicago, Ill.
BLASINGGAME, BUD
KNAL, Victoria, Texas
BLISS, JOHN
KERU, Columbus, Mo.
BLOCH, RAY
Toast of the Town, Jackie Gleason Show, Robert Q. Lewis
CBS-TV
BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa.
BOISVERT, LOUIS A.
WBRY, Waterbury, Conn.
BOLICH, PAUL
WMUR-TV, Manchester, N. H.
BOONE, MARVIN
WMMN, Fairmont, W. Va.
BOONE, WILLIAM
KIXL, Dallas, Texas
BORTEL, CLAUDE
WSYR, Syracuse, N. Y.
BORTEL, CLAUDE
WSYR-TV, Syracuse, N. Y.
BOSWORTH, CHESTER
WIRY, Plattsburg, N. Y.
BOYERO, PHIL
KRO-TV, San Francisco, Calif.
BOWEN, OZZIE
WSLI-TV, Jackson, Miss.
BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, OWEN
WSM-TV, Nashville, Tenn.
BRADY, BILL
WPRC, Lincoln, Ill.
BRADY, ROBERT
WWOR-TV, Worcester, Mass.
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRAILER, CHARLES
WOL, Washington, D. C.
BRASHER, JAMES
KTXJ, Jasper, Texas
BRAUN, JEROME
KXRA, Alexandria, Minn.
BREWER, VAL
KRUX, Glendale, Ariz.
BRIGHT, WELDON
KGNC, Amarillo, Texas
BRIEM, RAY
KUTA, Salt Lake City, Utah
BRINKMAN, HELEN MARTIN
WDLB, Marshfield, Wis.
BRISTOL, J. T.
WAOK, Atlanta, Ga.
BRITT, WES
WCOV, Montgomery, Ala.
BROOKS, LORETTA
WKLO, Louisville, Ky.
BROWN, BOB
WSOY, Decatur, Ill.
BROWN, DALE
KLO, Ogden, Utah
BROWN, LEN
KULE, Ephrata, Wash.
BROWN, LES
The Bob Hope Show
NBC, NBC-TV
BLAIR, MRS. OLLIE
WPID, Piedmont, Ala.
BRUCE, PEG
KQV, Pittsburgh, Pa.
BRUTON, ERIC
WWPF, Palatka, Fla.
BRYANT, MARNA
Carousel
KOTV, Tulsa, Okla.
BRYANT, RUTH
WREB, Holyoke, Mass.
BUCHANAN, BRUCE
WFBC, Greenville, S. C.
BUCHARIA, NADINA
KIMN, Denver, Colo.
BUNCH, GLENN
WMAR-TV, Baltimore, Md.
BURKETT, LOU
WFRO, Fremont, Ohio
BUTLER, FRANKLIN
WRFC, Athens, Ga.
BUTTERFIELD, WILLIAM
Jimmy Nelson Show
ABC
BYRD, JAMES L.
KCHR, Charleston, Maine
BYRD, VIRGINIA
WISH, Indianapolis, Ind.
BYRNE, BOBBY
The Steve Allen Show
NBC-TV

— C —

CALABRESE, RAY
WHLM, Bloomsburg, Pa.
CALHOUN, ROBERT
WGVL, Greenville, S. C.
CAMARATA, TOOTS
Music by Camarata
ABC
CAMARGO, MATEO
KCOR, San Antonio, Texas
CAMERON, PHIL
WELM, Elmira, N. Y.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, ED
WKMT, Kings Mountain, N. C.
CAMPBELL, WISHART
CFRB, Toronto, Ont., Canada
CAMPOS, MANUEL
KSBW-TV, Salinas, Calif.
CANTELLI, GUIDO
The Boston Symphony Orchestra, The NBC Symphony
NBC

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JOHN GART

COMPOSER — CONDUCTOR

RICHARD MALTBY

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CARN, DERWOOD
WJIM, Lansing, Mich.
CARPENTER, JIMMY
KFBI, Wichita, Kans.
CARTER, CAL
KAMD, Camden, Ark.
CARTER, RAY
The Arthur Murray Dance Party
NBC-TV
CASEY, JEWELL
WSAV, Savannah, Ga.
CEDARSTROM, ELLIE
KSO, Des Moines, Iowa
CESNER, CHARLES
WLW-C, Columbus, Ohio
CHAMBERS, BOB
WEBK, Tampa, Fla.
CHAMBERS, ROBERT
KIXX, Provo, Utah
CHANDLER, JOEL
WJOY, Burlington, Vt.
CHAPMAN, GEORGE
WCRT, Birmingham, Ala.
CHAPPEL, JOHN
KFDA-TV, Amarillo, Tex.
CHASINS, ABRAM
WQXR, New York, N. Y.
CHATHAM, BLANCHE
WGST, Atlanta, Ga.
CHEESMAN, ADA
WGBB, Freeport, N. Y.
CHRISTENSON, ROYCE
KTRE, Lufkin, Texas
CHYLE, JOHN
KOOK, Billings, Mont.
CLARK, ALLAN
WKY, Oklahoma City, Okla.
CLARK, ALLAN
WKY-TV, Oklahoma City, Okla.
CLARK, GERALDINE
KENS, San Antonio, Tex.
CLARK, JERRY
KGBS, San Antonio, Texas
CLAUS, DICK
KWSO, Wasco, Calif.
CLIFTON, CHARLES
KRKD, Los Angeles, Calif.
COFFRON, IRMA
KEYD, Minneapolis, Minn.
COLE, BRAD
KFJI, Klamath Falls, Oreg.

COLE, BUDDY

B. Dec. 15, 1916, Irving, Ill. The Bing Crosby Show, The Rosemary Clooney Show, The Gene Autry Show, CBS; Truth or Consequences, The Tony Martin Show, NBC-TV; Columbia and Decca Records

COLLINS, JERRY
WNOK, Knoxville, Tenn.
COLLINS, PAUL
KFRD, Rosenberg, Texas
COMISKEY, LILLIE MAE
KWFT, Wichita Falls, Tex.
COMPTON, AL
WMFD, Wilmington, N. C.
CONCIE, BOB
KPUG, Bellingham, Wash.
CONE, JOY
WSPB, Sarasota, Fla.
CONNER, TED
WFMJ, Youngstown, Ohio
COONEY, LARRY
WWPG, West Palm Beach, Fla.
COOPER, A. R.
WAKR, Akron, Ohio
COOPER, CLEM
KGKO, Dallas, Texas
COOPER, STAN
KHSL, Chico, Calif.
CORTIMIGLIA, LEO
WMT, Cedar Rapids, Iowa
COSTA, JOHNNY
WDTV, Pittsburgh, Pa.
COX, DONNA
KIMO, Independence, Mo.
CRAWFORD, GENE
WGBF, Evansville, Ind.
CROY, ALAN
WKST, New Castle, Pa.
CUSICK, PHIL
WBAX, Wilkes-Barre, Pa.

— D —

DANA, ALEC
WGAT, Utica, N. Y.
DANNA, VIC
WEBR, Buffalo, N. Y.
DANTZLER, RAY
WRUF, Gainesville, Fla.
DAUGHERTY, STAN
KMOX, St. Louis, Mo.
DEATON, BILL
KVRC, Arkadelphia, Ark.
DECK, PAUL
KJSK, Columbus, Nebr.
DECKARD, CAREY
KVET, Austin, Texas
DELMAR, BILL
KEAR, San Mateo, Calif.
DELLINGER, JOHN
WPNF, Brevard, N. C.
DeLUGG, MILTON
The Morey Amsterdam Show
NBC-TV, WABC-TV
DeREMER, LIONEL H.
WBCM, Bay City, Mich.
DIA, DICK
WOV, New York, N. Y.
DONALDSON, EARL
KALL, Salt Lake City, Utah
DOOLEY, PETE
WFIE-TV, Evansville, Ind.
DOUGLAS, JACK
WFIN, Findlay, Ohio
DRAGON, CARMEN
The Railroad Hour
NBC

BERNIE WAYNE

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DRAKE, MILDRED
WMTC, Vandeve, Ky.
DUNCAN, SAMMY
WLW-A, Atlanta, Ga.
DUNKELBERGER, THOMAS
WHIO, Dayton, Ohio
DURHAM, BETTIE
KOGT, Orange, Texas
DUTCHER, BILL
WMT-TV, Cedar Rapids, Iowa
DYER, ARLENE
WRCO, Richland Center, Wis.

— E —

EARLY, DUWARD
KXIC, Iowa City, Iowa
EDGES, CLARENCE
WBAY-TV, Green Bay, Wis.
EDWARDS, ROBERT O.
KLER, Lewiston, Idaho
ELLIOTT, BILL
WNOE, New Orleans, La.
ELLSWORTH, JACK
WALK, Patchogue, N. Y.
EMERSON, BYRON
WWHG, Hornell, N. Y.
ERICKSON, SUSAN
KXGN, Glendive, Mont.
ESCHLIMAN, VERLYN
KISD, Sioux Falls, S. Dak.
ETTERS, CLARENCE
WBTV, Charlotte, N. C.
EWIG, EL
WNAM, Neenah-Menasha, Wis.

— F —

FABRE, NUMA
WVVW, Fairmont, W. Va.
FAIRCHILD, JOHNNY
WORZ, Orlando, Fla.
FARRINGTON, GLADYS
WJOL, Joliet, Ill.
FEEMSTER, PHYLLIS
KPAC, Port Arthur, Texas
FELTON, GRACE
WMPA, Aberdeen, Miss.
FIELD, MAXINE
WMRN, Marion, Ohio
FIELDS, CUYLER P.
WRHI, Rock Hill, S. C.
FISHER, DEAL
WBBC, Flint, Mich.
FLEMING, DAVE
WQUA, Moline, Ill.
FLETCHER, JIM
KHUZ, Borger, Texas
FORD, JOE
WEZB, Birmingham, Ala.
FOREMAN, DICK
KBOX, Modesto, Calif.
FRANK, ALAN
KUTV, Salt Lake City, Utah
FRANZ, DONALD
KATE, Albert Lea, Minn.
FRAUL, CLAUDE
WKYW, Louisville, Ky.
FRAZIER, HELEN
WOKE, Oak Ridge, Tenn.
FREEMAN, R. CARTER
WTRP, LaGrange, Ga.
FREIMUTH, ROSE MARY
KVIC, Victoria, Texas
FRENCH, DON
KFGO, Fargo, N. D.
FRIAR, CHARLES
WIST, Charlotte, N. C.
FRICK, SHIRLEY
WITZ, Jasper, Ind.
FROST, DONALD
WLPO, LaSalle, Ill.
FUCHS, FAYE JEANICE
KTJS, Hobart, Okla.
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.
FULTON, BOB
KERG, Eugene, Oreg.

— G —

GALLEMORG, BERT
Request from Home
KHOL-TV, Kearney, Nebr.
GALLICCHIO, JOSEPH
Close Up
WNBQ, Chicago, Ill.
GALLOWAY, JOHN
WARL, Arlington, Va.
GANGE, MARION
WHIO-TV, Dayton, Ohio
GANZ, GEORGE
KDSH, Boise, Idaho
GARRETT, MERLE
WRBL, Columbus, Ga.
GARRETT, MERLE
WRBL-TV, Columbus, Ga.

GART, JOHN
Dennis James' Chance of a Lifetime, DuMont TV; Casey, Crime Photographer, CBS; Robert Montgomery Presents, Paul Winchell Show, NBC-TV

GEISLER, BETTY
WKRC, Cincinnati, Ohio
GEORGE, MISS LEE
WMAN, Mansfield, Ohio
GEORGE, STEFAN
WGPA, Bethlehem, Pa.
GEYER, BILLY
WFDF, Flint, Mich.
GIBSON, TOM
WFTR, Front Royal, Va.
GIERSDORF, H. W.
KRLD, Dallas, Tex.
GILMORE, TOM
KSWO, Lawton, Okla.
GIRARD, RAE
WAAM, Baltimore, Md.
GITZ, JEAN
KIOA, Des Moines, Iowa

RUDY SCHRAGER

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LUX RADIO THEATRE

LUX VIDEO THEATRE

NBC

LEVER BROS. — J. WALTER THOMPSON

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GLUSKIN, LUD
KNX, Los Angeles, Calif.
GOERINGER, CHARLOTTE
KSUM, Fairmont, Minn.
GOLDBERG, LOUIS
WCOP, Boston, Mass.
GONION, LEON
Stump the Band
KMOI, Boise, Idaho
GORDON, HAL
WXYZ-TV, Detroit, Mich.
GORDON, JACK
WTVE, Elmira, N. Y.
GORDON, L. P.
WESB, Bradford, Pa.
GOSLIN, JOHN
KCBC, Des Moines, Iowa
GOW, ART
KLZ, Denver, Colo.
GRANT, KEN
KNUZ, Houston, Texas
GREEN, BERNARD
U.S. Steel
ABC-TV
GREENBERG, SYLVIA
KECK, Odessa, Texas
GRIBBEN, BOB
KDTH, Dubuque, Iowa
GRIEB, HERBERT
WILD, Birmingham, Ala.
GRIFFIN, DOROTHY
WINN, Louisville, Ky.
GYNAN, EARL
WVDA, Boston, Mass.

— H —

HACKETT, BOBBIE
Studebaker-Packard
ABC-TV
HACKETT, RAYMOND
KCBS, San Francisco, Calif.
HADAWAY, EMMETT
WMBC, Macon, Miss.
HADLEY, ED
WCLO, Janesville, Wis.
HALL, BETTY
WEEB, Southern Pines, N. C.
HALL, STEVE
WRGB, Schenectady, N. Y.
HAMILTON, DOROTHY
KLPR, Oklahoma City, Okla.
HAMILTON, EARLINE
WKKO, Cocoa, Fla.
HAMMOND, ELLEN
WAGA, Atlanta, Ga.
HANLON, ESTHER
WLW-T, Cincinnati, Ohio
HANNAH, FRANKLIN
WVEC, Hampton, Va.
HARKER, JAMES
KBON, Omaha, Nebr.
HARRIS, GARY
WEAW, Evanston, Ill.
HARRIS, HOMER M.
KWCB, Searcy, Ark.
HARRISON, GUY FRASER
Oklahoma City Symphony Orchestra
Mutual
HART, BILL
WPFB, Middletown, Ohio
HARVEY, LLOYD K.
WTVH, Peoria, Ill.

HATCH, WILBUR
B. May 24, 1902, Mokena, Ill.
I Love Lucy, Our Miss Brooks, December Bride, CBS-TV; The Whistler, Syndicated

HAVEN, BROOK
KRAL, Rawlins, Wyo.
HAYES, HARRY H.
KWBU, Corpus Christi, Tex.
HEALY, GENE
WPAC, Patchogue, N. Y.
HEINES, SHIRLEY
WJPS, Evansville, Ind.
HELLING, JACK
KTLN, Denver, Colo.
HENDERSON, SKITCH
The Faye & Skitch Show, The Dave Garroway Show, Best of All
NBC, NBC-TV
HENLEY, HAROLD
WOPI, Bristol, Tenn.
HENLEY, L. H.
KTVW, Tacoma, Wash.
HENSHAW, FRED
KLAS, Las Vegas, Nev.
HERLIN, JOAN I.
KSVC, Richfield, Utah
HERMAN, PAUL
WAPO, Chattanooga, Tenn.
HERMANN, RALPH
Dancing Party
ABC
HIATT, ALMA
WSYD, Mt. Airy, N. C.
HILL, CHARLES F.
WJLK, Asbury Park, N. J.
HILL, J.
KLIX-TV, Twin Falls, Idaho
HILLIS, MARGARET
Concert Tonight
DuMont
HILTON, FREDA
WLOF, Orlando, Fla.
HOBART, CHARLES
WENY, Elmira, N. Y.
HOFFMAN, CHARLES
WNDB, Daytona Beach, Fla.
HOGAN, HARLAN
WSBT-TV, South Bend, Ind.
HOGAN, JAMES
WSYR-TV, Syracuse, N. Y.
HOLCOMB, RUSSEL
WCEN, Mt. Pleasant, Mich.
HOLMES, DEAN
WTCN, Minneapolis, Minn.

HANK SYLVERN
Musical Director-Composer
"Jane Froman Show"—CBS-TV
Phil Silvers Show"—CBS-TV
"Comic Weekly Man"—NBC-Radio
MU. 8-6600

VICTOR
YOUNG

www.americanradiohistory.com

HOLST, HOWARD
WOI-TV, Ames, Iowa
HOLT, ARCHIE
KWJJ, Portland, Oreg.
HOLT, DAN
WBEX, Chillicothe, Ohio
HOOD, TAL
WFGM, Fitchburg, Mass.
HOPKINS, RAYMOND L.
WIBC, Indianapolis, Ind.
HOPKINS, WES
WTTM, Trenton, N. J.
HOPLER, ROSE MARIE
KOB, Albuquerque, N. Mex.
HORN, BOB
WFIL-TV, Philadelphia, Pa.
HORSLEY, ROBERT
WMC, Memphis, Tenn.
HOY, WALLY
WGVM, Greenville, Miss.
HUBBIRD, BEN F.
KAPK, Minden, La.
HUDDLESTON, JOHNNY
KTRN, Wichita Falls, Tex.
HUDGENS, RAY
KMBC-TV, Kansas City, Mo.
HUGH, IVOR
WCCC, Hartford, Conn.
HULL, IRA
WCHV, Charlottesville, Va.
HUNT, GEORGE
KAKE, Wichita, Kans.
HUNT, SHIRLEY
KEPO, El Paso, Tex.
HUTCHINGS, ED
KCRG, Cedar Rapids, Iowa

— I —

IHLENFELD, WARREN E.
WISR, Butler, Pa.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.
INNES, BEN
KWBM, Williston, N. Dak.

— J —

JACOBSEN, PEARL
KIEM, Eureka, Calif.
JAEGER, HILL
WJWL, Georgetown, Del.
JAMES, GLEN
WHBL, Sheboygan, Wis.
JANSSEN, KARL
KTUL, Tulsa, Okla.
JARVIS, DON
WWOD, Lynchburg, Va.
JENKINS, BILL
WLIB, New York, N. Y.
JENNINGS, MARC
WCMI, Ashland, Ky.
JENSEN, BYRON
KOVO, Provo, Utah
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JOHNSTON, EDDIE
WTRF-TV, Wheeling, W. Va.
JOHNSTON, W. R., JR.
WBIR, Knoxville, Tenn.
JONES, C. W.
KVOS, Bellingham, Wash.
JORDAN, ED
WNOK, Columbia, S. C.
JOYCE, RUEL
KMBC-TV, Kansas City, Mo.

— K —

KANNA, MARION
WKNB-TV, New Britain, Conn.
KARANT, MARTIN
WKPT, Kingsport, Tenn.
KATZMAN, GERTRUDE
WPEN, Philadelphia, Pa.

KAYE, SAMMY
Serenade Room, Sunday Serenade, ABC; So You Want to Lead a Band, ABC-TV; Columbia Records, RCA Thesaurus

KELDER, JUNE
WGNY, Newburgh, N. Y.
KELLOGG, J. H.
WMBG, Richmond, Va.
KELNER, LEON
WDSU-TV, New Orleans, La.
KEM, JOHNNY
KSWM-TV, Joplin, Mo.
KENDALL, ARTHUR
WGAN, Portland, Maine
KILEY, JOHN
WMEX, Boston, Mass.
KILGORE, WILLIAM S.
WCYB, Bristol, Va.
KING, PEE WEE
Pee Wee King & Orchestra
NBC
KING, W. O.
WTOC, Savannah, Ga.
KINNEY, DOROTHY
KVSA, McGehee, Ark.
KIRK, EDNA EARLE
WTRR, Sanford, Fla.
KIRSTEN, GEORGE
WJRI, Lenoir, N. C.
KISTLER, JACK
WKBN, Youngstown, Ohio
KISTLER, JOHN R.
WKBN-TV, Youngstown, Ohio
KLEMM, DAVE
WANE, Fort Wayne, Ind.
KNICK, WALTER
WBNS-TV, Columbus, Ohio
KNOX, KEN
KRBC, Abilene, Tex.
KOENIG, MARGE
KOA-TV, Denver, Colo.

ROBERT ARMBRUSTER

Musical Director

NBC Western Division

RCA-VICTOR
RED SEAL RECORDS

Management
ART RUSH, Inc.

DAVID ROSE

www.americanradiohistory.com

KOSACK, JOSEPH E.
WVLN, Olney, Ill.
KOTTLER, MISCHA
WWJ-TV, Detroit, Mich.
KOZAK, CHET
KCLO, Leavenworth, Kans.
KRAMER, EDDIE
WVMC, Mt. Carmel, Ill.
KREGER, DON
Music Hall Varieties
WVEC-TV, Hampton-Norfolk, Va.
KRUEGER, RALPH
WJJL, Niagara Falls, N. Y.
KUBIAK, WALLY
KYUM, Yuma, Ariz.

— L —

LaFONTAINE, HENRY
WICH, Norwich, Conn.
LAHUSEN, KATHRYN
WRFD, Worthington, Ohio
LAMB, HELENE SMITH
KALI, Pasadena, Calif.
LAMM, AL
WOW, Omaha, Nebr.
LANE, HAZEL
KROW, Oakland, Calif.
LANE, HOMER
KOOL, Phoenix, Ariz.
LANG, SIDNEY
WIND, Chicago, Ill.
LARSEN, GENE
KFMA, Davenport, Iowa
LASH, CLIFF
WLW-T, Cincinnati, Ohio
LAUDEMANN, PETE
WDSU-TV, New Orleans, La.
LAURIE, B. A.
KEBE, Jacksonville, Texas
LaVALLE, PAUL
The Cities Service Band of America
NBC
LAWRENCE, ELLIOT
Stars on Parade, Melody Street
Du Mont
LEACH, BILL
KNEA, Jonesboro, Ark.
LEE, ARCHIE
WHOP, Hopkinsville, Ky.
LEE, PETER
WJW, Cleveland, Ohio
LEIB, MAX
WJR, Detroit, Mich.
LEVERETTE, LULA MAE
WVOP, Vidalia, Ga.
LEVERTON, BUCK
WHVF, Wausau, Wis.
LEVINE, HENRY
WTAM, Cleveland, Ohio
LEWIS, MILT
WTTV, Bloomington, Ind.
LEWIS, WILBUR
WANT, Richmond, Va.
LINDHOLM, FRED
KRIB, Mason City, Iowa
LINDSEY, MORT
WCBS-TV, New York, N. Y.
LITTLE, LEON
KBRL, McCook, Nebr.
LOCKHART, HARRY
WAVE-TV, Louisville, Ky.

LOMBARDO, GUY
B. June 2, 1901, London, Ont., Canada. Lombardoland, USA, Mutual; Guy Lombardo Show, Transcribed, Syndicated

LONGE, JAMES E.
KWG, Stockton, Calif.
LOOS, JACK
WOWO, Fort Wayne, Ind.
LOPEZ, VINCENT
Luncheon with Lopez
Mutual
LoPRESTI, JACK V.
WWNS, Statesboro, Ga.
LOWTHER, KAY
WMON, Montgomery, W. Va.
LUCIER, PHYLLIS
WJAN, Spartanburg, S. C.
LYNN, JOE JR.
WREL, Lexington, Va.
LYONS, JOSEPH J.
WJOL, Joliet, Ill.

— Mc —

McCOY, BILL
KOLN-TV, Lincoln, Nebr.
McDONALD, HELEN
KXRX, San Jose, Calif.
McELRATH, NANCY
WIS-TV, Columbia, S. C.
McGILL, MILLIE
WMIX, Mt. Vernon, Ill.
McGUIRE, BETTY JO
WESC, Greenville, S. C.
McINTIRE, RUSS
WSTP, Salisbury, N. C.
McKINNEY, ALENE
KBIG, Avalon, Calif.
McLEAN, DON
Keyboard Kapers
KFYR-TV, Bismarck, N. Dak.
McMAHON, MAUREEN B.
WBNY, Buffalo, N. Y.
McMULLEN, JIMMY
KLIX-TV, Twin Falls, Idaho
McNEIL, IDA A.
KGFX, Pierre, S. Dak.
McROY, PAUL F.
WCIL, Carbondale, Ill.
McWHORTER, DON
WHAW, Weston, W. Va.

— M —

MAGUIRE, JAMES B.
WKEI, Kewanee, Ill.

CHARLES F. PAUL

Love of Life — CBS-TV
Road of Life — CBS-TV and Radio
Nora Drake — CBS
Secret Storm — CBS-TV

BUDDY COLE

Musical Director

Truth or Consequences — NBC TV
The Bing Crosby Show — CBS
The Rosemary Clooney Show — CBS

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MAHAFFEY, ROBERT
KBNZ, La Junta, Colo.
MAIZE, JAMES H.
KVOA, Tucson, Ariz.
MALLETTE, LLOYD
KXGI, Fort Madison, Iowa

MALTBY, RICHARD
Paul Whiteman Show, ABC; "X" Records, SESAC Transcriptions, Music By Maltby

MANNING, BILL
WFKY, Frankfort, Ky.
MONTOVANI
Music by Mantovani
NBC
MARQUARDT, LOUISE
KATY, San Luis Obispo, Calif.
MARSHALL, GENE
WGAI, Elizabeth City, N. C.
MARSHALL, GEORGE
WHTN, Huntington, W. Va.
MARTIN, JOHN
KLIZ, Brainerd, Minn.
MASON, MARY
WHAT, Philadelphia, Pa.
MASON, NYLA
WMOA, Marietta, Ohio
MAXWELL, RAYMOND
WTVL, Waterville, Maine
MEAKIN, JACK
You Bet Your Life
NBC-TV
MEIER, KARL
WMMB, Melbourne, Fla.
MERENS, LYMAN
WRJN, Racine, Wis.
MERKER, GARY
KVEC, San Luis Obispo, Calif.
MERKER, GEORGE
WRMN, Elgin, Ill.
MERRIMAN, DON
WHDL, Olean, N. Y.
MERRITT, EDWARD
WBRK, Pittsfield, Mass.
MESERVY, NORMAN
WOLF, Syracuse, N. Y.
METCALFE, ROBERT E.
WOHI, East Liverpool, Ohio
METCHNEK, BILL
WCCO-TV, Minneapolis, Minn.
MEYER, BOB
WGEM-TV, Quincy, Ill.
MEYERS, HARLOW
KVEC-TV, San Luis Obispo, Calif.
MILLEN, THEODORE
WBEC, Pittsfield, Mass.
MILLER, ARNOLD B.
WAIT, Chicago, Ill.
MILLER, ELWANDA
WTCO, Campbellsville, Ky.
MILLER, FRANKLIN
WMVO, Mount Vernon, Ohio
MILLER, HARRISON
KIT, Yakima, Wash.
MONROE, VAUGHN
The Vaughn Monroe Show
NBC-TV
MONTANO, ALICE B.
KNOG, Nogales, Ariz.
MORGAN, HOWARD
WGNI, Wilmington, N. C.
MORGAN, WAYNE
WMFR, High Point, N. C.
MORTON, LOU
WSAI, Cincinnati, Ohio
MOSENA, DICK
KBUR, Burlington, Iowa
MOSER, CLYDE
WTAR, Norfolk, Va.
MOSHIER, JUDITH
WCLI, Corning, N. Y.
MOSLEY, ED
KREM, Spokane, Wash.
MOSS, PHIL
WMPS, Memphis, Tenn.
MULLIGAN, RAY
WPAM, Pottsville, Pa.
MUNCH, CHARLES
The Boston Symphony Orchestra
NBC
MURFF, FRED
WLAC, Nashville, Tenn.
MYERS, JOY
KCID, Caldwell, Idaho
MYERS, NORMA
WMNE, Menomonie, Wis.

— N —

NALL, HAROLD
WFNS, Burlington, N. C.
NAPIER, BYRON
KCRC, Enid, Okla.
NAYFA, NAJLA
KTOK, Oklahoma City, Okla.
NEAL, PAUL
WBNS, Columbus, Ohio
NEGRI, JOE
WDTV, Pittsburgh, Pa.
NELMS, WILLIAM
WTAX, Springfield, Ill.
NELSON, DON
KJUN, Redmond, Oreg.
NICHOLS, STEVE
KBHS, Hot Springs, Ark.
NICHOLSON, BOBBY
The Bob Smith Show
NBC-TV
NIDES, HARRY
WATE-TV, Knoxville, Tenn.
NININGER, EVE
WDBJ, Roanoke, Va.
NIX, ED
KWIZ, Santa Ana, Calif.
NORDEN, EARL
WHDF, Houghton, Mich.
NORMAN, RALPH
Elgin Hour
ABC-TV

WILBUR HATCH
MUSICAL DIRECTOR

"I LOVE LUCY"
"OUR MISS BROOKS"
"DECEMBER BRIDE"
"THE WHISTLER"

CBS-TV

NELSON RIDDLE
Conductor - Composer - Arranger

TV
BETTY HUTTON - MAX LIEBMAN
SPECTACULAR ON NBC
THIS IS YOUR MUSIC
TV COAST TO COAST

Conducting and Arranging
on
CAPITOL RECORDS for
NAT "KING" COLE — FRANK SINATRA
BETTY HUTTON — MARGARET WHITING

BETTY HUTTON
Night Club Engagements

MOTION PICTURES
"MY SISTER EILEEN"—
Col.
"FINIAN'S RAINBOW"—
Placid Prods.

www.americanradiohistory.com

NORMAN, RALPH
WOMT, Manitowoc, Wis.

— O —

ODOM, MITCH
KBTM, Jonesboro, Ark.
OLSON, WALLACE
WCCO, Minneapolis, Minn.
OLSWANGER, BERL
WMCT, Memphis, Tenn.
O'RANCH, JACK
WKRT, Cortland, N. Y.
OSBORN, TIM
KTHT, Houston, Texas
OSBORNE, OZZIE
WMBD, Peoria, Ill.
OSSER, ABE
Dancing Party
ABC
OVERSTREET, MRS. MAVIS
WSLS, Roanoke, Va.

— P —

PADGETT, MATTIE
WIRC, Hickory, N. C.
PAINTER, DICK
KVGB, Great Bend, Kans.
PALMER, BILL
WTVN-TV, Columbus, Ohio
PALMER, GEORGE
WNHC-TV, New Haven, Conn.
PALMER, SIDNEY
KARK-TV, Little Rock, Ark.
PARKER, KENNETH
KTVX, Muskogee, Okla.
PARKER, MARION
KATV, Pine Bluff, Ark.
PARKES, ERMA
KEVY, Provo, Utah
PARKIN, L.
KGDM, Stockton, Calif.

PAUL, CHARLES F.
Love of Life, Secret Storm, CBS-TV; Road of Life, CBS, CBS-TV; Nora Drake, CBS

PATTERSON, FRANCES
WNDR, Syracuse, N. Y.
PAVEY, RICHARD
WJLB, Detroit, Mich.
PAYNE, WILLIAM
KVOD, Denver, Colo.
PEHLMAN, CARL
KKTV, Colorado Springs, Colo.
PERAZZO, GENE
WQAM, Miami, Fla.
PERFUMI, VINCE
WTAR-TV, Norfolk, Va.
PERKINS, JIMMY
WBBB, Burlington, N. C.
PERKINS, PAT
WVET, Rochester, N. Y.
PERRY, DICK
WFAI, Fayetteville, N. C.
PETERS, JOHN
WPDX, Clarksburg, W. Va.
PETRILLO, CAESAR
WBBM, Chicago, Ill.
PFLEEGER, GEORGE
WJTN, Jamestown, N. Y.
PICCOLO, DOM
WKBI, St. Marys, Pa.
PIEPLOW, E. C.
KSDN, Aberdeen, S. Dak.
PIERICE, RONNIE
WLMJ, Jackson, Ohio
PIERSON, SELMA D.
WCAW, Charleston, W. Va.
PILDNER, HENRY
WGAR, Cleveland, Ohio
PLAGENS, RAY
WFAA-TV, Dallas, Tex.
PLOTNICK, NORMAN
WWDC, Washington, D. C.

PORTER, BERNICE J.
WGRA, Cairo, Ga.
POTTER, BARBARA
KVNI, Coeur d'Alene, Idaho
POWELL, RICHARD E.
WTOP, Washington, D. C.
POYTHRESS, E. T.
WLAG, LaGrange, Ga.
PRENTICE, CHARLES D., JR.
WHAI, Greenfield, Mass.
PRESTON, MRS. WAYNE
WACO, Waco, Texas

— Q —

QUINTON, PATSY M.
WTYC, Rock Hill, S. C.

— R —

RALSTON, H. E.
WHBF, Rock Island, Ill.
RANDALL, GORDY
WRGB, Schenectady, N. Y.
RANDOM, MICHAEL DONN
KLX, Oakland, Calif.
RASCO, JERRY
KCLV, Clovis, N. Mex.
RAYMOND, HAL
WKID, Urbana, Ill.
RECORE, ARVIE
WLW-D, Dayton, Ohio
REDUS, JACK
KFKA, Greeley, Colo.
REINHARDT, FRED
KITO, San Bernardino, Calif.
REPINE, BURT
WRVA, Richmond, Va.
REYNOLDS, JACK
WBRM, Marion, N. C.
RHOADS, JERRY
WIRK, West Palm Beach, Fla.

MARLIN SKILES
Composer-Conductor
Motion Pictures
Radio-Television
★
"That's My Boy"—CBS-TV
and
"Arrow in the Dust"
"Flat Top"
"Fighter Attack"
for
Allied Artists

WALTER SCHARF
Musical Director
Composer
The Donald O'Connor Show
"You're Only Young Once"
(Paramount)
"Artists and Models"
(Paramount)

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RICHARDSON, KAY
KRSN, Los Alamos, N. Mex.
RICHMOND, BOB
WREN, Topeka, Kans.

RIDDLE, NELSON
B. June 1, 1921, Oradell, N. J. Max Liebman-Betty Hutton Spectacular, NBC-TV; 50th Anniversary Show, Bank of America; This Is Your Music, Syndicated

RIDGELY, RICHARD
Dancing Party
ABC
RIDGEWAY, JIM
KRBC-TV, Abilene, Tex.
RILEY, RALPH
WHIZ, Zanesville, Ohio
RILEY, RALPH
WHIZ-TV, Zanesville, Ohio
ROBBINS, EDWARD
WKNB, New Britain, Conn.
ROBBINS, MARIE
WKBV, Richmond, Ind.
ROBERE, JOHN
WDEF-TV, Chattanooga, Tenn.
ROBERTS, BILL
KDSX, Denison, Texas
ROBERTS, DON
WKNE, Keene, N. H.
ROBERTS, JOE
KBRS, Springdale, Ark.
ROBINA, ELANOR
WCMC, Wildwood, N. J.
ROBINSON, BARBARA
KTBC, Austin, Texas
ROBINSON, SALLY
KVOU, Uvalde, Texas
ROBINSON, STANLEY
WTNS, Coshocton, Ohio
ROGERS, DON
WRIB, Providence, R. I.
ROGERS, LANDIS
WACR, Columbus, Miss.
ROSCO, RICHAEL
WHOM, New York, N. Y.

ROSE, DAVID
B. London, England. Red Skelton Show, It's a Great Life, CBS-TV; Pasadena Pops Playhouse, ABC-TV

ROSS, TONY
WBBW, Youngstown, Ohio
ROTH, ALAN
Buick-Berle Show
NBC-TV
ROWE, FLO BEACH
WSLB, Ogdensburg, N. Y.
RUMMINGER, MRS. ELMER
WMUU, Greenville, S. C.
RYAN, PAUL
WBEV, Beaver Dam, Wis.

— S —

SALTER, HARRY
Name That Tune
CBS-TV

SANFORD, CHARLES
B. June 17, 1905, New York. Max Liebman Presents, Your Show of Shows, NBC-TV

SARGENT, MICHAEL
WBIW, Bedford, Ind.
SAUNDERS, DOROTHY
KCLS, Flagstaff, Ariz.
SAUTER, FINEGAN (Orchestra)
The Saturday Night Revue
NBC-TV
SCHAEFER, NORMAN
KRIC, Beaumont, Texas

SCHARF, WALTER
B. Aug. 1, New York City. The Donald O'Connor Show, NBC-TV

SCHEURICH, KAY
WITY, Danville, Ill.

SCHRAGER, RUDY
B. Aug. 28, 1905, New York. Lux Radio Theater, NBC; Lux Video Theater, NBC-TV

SCHMIDT, PAUL
KPRC, Houston, Texas
SCHULZ, MYRON
WAAF, Chicago, Ill.
SCOTT, KEN
WPEO, Peoria, Ill.
SCOTT, RAYMOND
Your Hit Parade
NBC-TV
SCOTT, ROBERT A.
WBLT, Bedford, Va.
SCOTT, ROBERTSON C.
KPOL, Los Angeles, Calif.
SHAUNCE, GOLDA
WMBH, Joplin, Mo.
SHAW, LOTTIE
WHIN, Gallatin, Tenn.
SHERMAN, BOB
WTNJ, Trenton, N. J.
SHERROW, DON
KSEK, Pittsburg, Kans.
SHEVLIN, ROBERT E.
WDLC, Port Jervis, N. Y.
SIMON, MILDRED
KWRE, Warrenton, Mo.
SIMPSON, JOHN
KOTA, Rapid City, S. Dak.
SIX, JACK
WTVN, Columbus, Ohio
SKILES, JACK
KENS-TV, San Antonio, Tex.

ROY BARGY

MUSICAL DIRECTOR

The Jimmy Durante Show

Management

"Scrappy" Lambert

www.americanradiohistory.com

SKILES, MARLIN
B. Dec. 17, 1906, Harrisburg, Pa.
That's My Boy, CBS-TV

SLATON, NORMA
WEBQ, Harrisburg, Ill.
SLATTON, MRS. JOHN
WJBB, Haleyville, Ala.
SLATTERY, MARY BELLE
WTMV, East St. Louis, Ill.
SLUSSER, HAZEL
WSUN, St. Petersburg, Fla.
SMITH, CLIFF
WEKY, Richmond, Ky.
SMITH, FRANK
In Town Tonight
WBBM-TV, Chicago, Ill.
SMITH, HOWARD
Garry Moore Show
CBS-TV
SMITH, JERRY
KGVO, Missoula, Mont.
SMITH, JOHN EDSEL
WGSW, Greenwood, S. C.
SMITH, LOLA
WSPD-TV, Toledo, Ohio
SMITH, PHILIP C.
WTSV, Claremont, N. H.
SMITH, RODNEY
KDMS, El Dorado, Ark.
SMITH, VIRGINIA L.
KRMS, Osage Beach, Mo.
SNYDER, MARIE
WRSW, Warsaw, Ind.
SONTAG, GEORGE
WOC-TV, Davenport, Iowa
SPARKMAN, ERNEST
WWKO, Ashland, Ky.
SPELTZ, BERNARDINE
WFHR, Wisconsin Rapids, Wis.
SPRUELL, RAY
WLCS, Baton Rouge, La.
STABILE, DICK
The Colgate Comedy Hour
NBC-TV
STANIS, PAUL
KWK-TV, St. Louis, Mo.
STANLEY, ART
KOIL, Omaha, Nebr.
STANLEY, JAY
Musical Jackpot
WATV, Newark, N. J.
STANZIOLA, JOHN
WAZL, Hazleton, Pa.
STAUB, JOHN
WAYB, Waynesboro, Va.
STEIN, REX
WLDS, Jacksonville, Ill.
STELL, S. V.
WHAP, Hopewell, Va.
STELL, S. V.
WSVS, Crewe, Va.
STEPHENS, DAVID
WCAU-TV, Philadelphia, Pa.
STEPHENS, ROBERT
WJVB, Jacksonville Beach, Fla.
STEVENS, RALPH
WBBQ, Augusta, Ga.
STEVENS, ROBERT S.
WVCG, Coral Gables, Fla.
STITELER, FRANK
WGLS, Decatur, Ga.
STORDAHL, AXEL
Coke Time
Mutual
STRACENER, JOHN ROY
WJBO, Baton Rouge, La.
STRANGI, SUZANNE
WLOX, Biloxi, Miss.
STRICKLER, JAMES
WMGW, Meadville, Pa.
STRINE, EARL
WCHA, Chambersburg, Pa.
STUART, EARL
WWJ-TV, Detroit, Mich.
STULL, BILL
KFDA, Amarillo, Texas
SULLIVAN, PHILLIP
WBAM, Montgomery, Ala.
SWANSON, GREG
KXEO, Mexico, Mo.
SYBILRUD, JERRY
KMPA, Los Angeles, Calif.

SYLVERN, HANK
Phil Silvers Show, Jane Froman Show, CBS-TV; RCA Victor, MGM Pictures

— T —

TELL, AL
KTVQ, Oklahoma City, Okla.
THOMAS, DICK
WNNJ, Newton, N. J.
THOMAS, LLOYD
KHAS, Hastings, Neb.
THOMAS, MERLE
KPLC, Lake Charles, La.
THOMPSON, BOB
KMMT, Austin, Minn.
THOMPSON, MAURICE
WLBT, Jackson, Miss.
TIBBOTT, JOANNE E.
WNCC, Barnesboro, Pa.
TICE, FRANCES M.
WJOT, Lake City, S. C.
TILDEN, LOLA
WGMS, Washington, D. C.
TORRES, DON GIL
WDAF, Kansas City, Mo.
TOWNSEND, WALLY
CKLW, Detroit, Mich.
TOWNSEND, WALLY
CKLW-TV, Detroit-Windsor, Mich.
TRAP, W. L.
WKBZ, Muskegon, Mich.
TRAVIS, VICTOR
WMID, Atlantic City, N. J.
TRENDLER, ROBERT
Chicago Theater of the Air
Mutual

TROTTER, JOHN SCOTT
B. June 14, 1908, Charlotte, N. C.
Bing Crosby Show, CBS; Bing Crosby Show, CBS-TV; George Gobel Show, NBC-TV

TURNIPSEED, RHETT
WGBA, Columbus, Ga.
TWINER, DONNA
KBRZ, Freeport, Texas
TWOMEY, MORRY
KNOE, Monroe, La.

— V —

VAGNONI, FRANK
WABC-TV, New York, N. Y.
VAUGHN, JACK
KWIE, Kennewick, Wash.
VAUGHAN, LES
KLIF, Dallas, Tex.
VINCENT, MARY
WFBM, Indianapolis, Ind.
VOEGLI, DON
WMTV, Madison, Wis.
VOORHESS, DONALD
The Telephone Hour
NBC
VOORHIS, VAN
WLBR, Lebanon, Pa.

— W —

WACKS, LOU
WMCA, New York, N. Y.
WARD, ANN
KRXK, Rexburg, Idaho
WARING, EVA
KCBQ, San Diego, Calif.
WATKINS, EVA MAE
WHJC, Matewan, W. Va.
WATSON, GARA
KICA, Clovis, N. Mex.

WAYNE, BERNIE
Composer, author, director, freelance

WAYNE, ROGER
WHLI, Hempstead, N. Y.
WEBB, GERALD K.
KYAK, Yakima, Wash.
WEBER, HENRY
Chicago Theater of the Air, Enchanted Hour
Mutual
WEED, BUDDY
Show Time
ABC
WEEDON, RALPH
KTEM, Temple, Texas
WEEKS, DICK
KTAC, Tacoma, Wash.
WEIKLE, WARREN S.
KOBK, Owatonna, Minn.
WEIL, LOUIS PHILLIPS
WBCO, Bessemer, Ala.
WEINER, MILT
WLW, Cincinnati, Ohio
WEITMAN, LOUISE
KCLX, Colfax, Wash.
WERNER, ANNE
WRFW, Eau Claire, Wis.
WESTON, PAUL
Jo Stafford Show
CBS-TV
WHEELER, RON
KTAT, Frederick, Okla.
WHITE, ALBERT
KNBC, San Francisco, Calif.
WHITE, BEVERLY
WISC, Madison, Wis.
WHITTENTON, RETA
WCKB, Dunn, N. C.
WIEDLOTT, ALLO
WFBG, Altoona, Pa.
WIGGART, MIKE
WARN, Fort Pierce, Fla.
WILLIAMS, BRAD
WGIL, Galesburg, Ill.
WILLIAMS, DEL
WIMS, Michigan City, Ind.
WILSON, BILL
WARD, Johnstown, Pa.
WILSON, JACK
WARM, Scranton, Pa.
WING, ROBERT
KELY, Ely, Nev.
WINTERS, MEL
WOAI, San Antonio, Texas
WOESNER, ERNEST
WMUR-TV, Manchester, N. H.
WOLF, ERIC
WMIE, Miami, Fla.
WOOD, TOMMY
WMBR, Jacksonville, Fla.
WOODWARD, ARLISS
WKNX-TV, Saginaw, Mich.
WRIGHT, RAY
KGCX, Sidney, Mont.

— Y —

YANDON, DEL
KXLY-TV, Spokane, Wash.
YATES, YEWT
KWKW, Pasadena, Calif.
YOHE, CHARLES R.
WBOC-TV, Salisbury, Md.
YOUNG, AL
WCMA, Corinth, Miss.

YOUNG, VICTOR
B. Aug. 8, Warsaw, Poland

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

— Z —

ZEPP, ART
KHQ, Spokane, Wash.
ZIMMERMAN, HARRY
Family Theater
Mutual
ZIMMERMAN, JO ANN
WBBZ, Ponca City, Okla.

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RADIO-TV DIRECTORS

—and their work during 1954

□ □ □

— A —

ADDISS, JUSTUS
B. June 23, 1917, New York City. Schlitz Playhouse of Stars, CBS-TV; Loretta Young Show, NBC-TV

ALEXANDER, KIRK
Morning Show
CBS-TV

ANDREWS, CLARK
Modern Romances
ABC

ANDREWS, MARTIN
My True Story, Pilgrimage
ABC

ASHER, WILLIAM
B. Aug. 8, 1921, New York City. I Love Lucy, CBS-TV

— B —

BELLI, LIDO
Producer, Director, Announcer, WBNX

BIRCH, PETER
Morning Show, Jane Froman Show
CBS-TV

BLEYER, ROBERT
Arthur Godfrey Time, Arthur Godfrey and His Friends
CBS-TV

BOYD, SCUDDER
Morgan Beatty and the News
DuMont

BUNETTA, FRANK
Life Is Worth Living, Dollar a Second, Summer in the Park
DuMont

BURKE, CAROLINE
Vacation Wonderlands, Pirandello's Six Characters in Search of An Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

— C —

CAMPBELL, RAY
Spotlight, New York, Farm News
WABC

CASTLE, NICK
Directs and Stages Night Club Shows, Choreography for Motion Pictures and Television

COYLE, HARRY
Professional Football, Pantomime Quiz, Twenty Questions, Author Meets the Critics, Time Will Tell, Professional Boxing
DuMont

— D —

DAVIS, EDDIE
B. Jan. 10, New York City. Eddie Cantor Comedy Theatre, Corliss Archer, I Led Three Lives, Mr. District Attorney, Favorite Story, Ziv TV

DISKIN, SONNY
John Daly & the News, Walter Winchell, Stork Club
ABC

DIAMOND, VERN
CBS-TV

AL LEWIS

Directing and Co-Writing

"OUR MISS BROOKS"

CBS-TV

www.americanradiohistory.com

JOE QUILLAN

co-writer

"OUR MISS BROOKS"

CBS-TV

HERBERT SUSSAN

Producing and Directing

"THE GUY LOMBARDO SHOW"

(Film Series)

Syndicated in U. S. and Canada

By MCA TV, Ltd.

Directing and Staging

"COKE TIME"

starring

EDDIE FISHER

(NBC-TV)

for

The Coca-Cola Company

TE 8-0514

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DONOHUE, JACK
Red Skelton Show, Professional Father, That's My Boy, CBS-TV; Colgate Comedy Hour, NBC-TV

DONOVAN, THOMAS
Danger
CBS-TV

— E —

ECKLER, RICHARD
Secret Files of Captain Video, Stars On Parade
DuMont

— F —

FAY, PAT
Broadway to Hollywood, The Ilona Massey Show, Finders Keepers
DuMont

FERBER, MELVIN
Six O'Clock Report, News of Night
CBS-TV

— G —

GATELY, FREDERICK
B. Oct. 5, 1909, DeKalb, Ill. Mayor of the Town, Big Town, MCA-TV

GRAHAM, JOSEPH
Evening Comes, Whispering Streets, It's Your Business
ABC

GREINER, BOB
The Jack Gregson Show, Sheraton Luncheon with Frank Farrell, The Fitzgeralds
WABC

GROSS, LLOYD J.
B. July 7, 1918, Weehawken, N. J. Masquerade Party, ABC-TV; Break the Bank, Portia Faces Life, Perry Como Show, Songs for Sale, Tonight on Broadway, CBS-TV

— H —

HARLIB, MAT
Horizons
ABC

HELLER, FRANKLIN
What's My Line, Beat the Clock
CBS-TV

HEWITT, DON
Douglas Edwards and the News, See It Now
CBS-TV

HILL, CHARLES
CBS-TV

HINES, DREXEL
Companion, Metropolitan Opera Auditions
ABC

HOBIN, BILL
Les Paul and Mary Ford Show, Garroway at Large, Wayne King Show, Your Show of Shows, Max Liebman Presents, NBC-TV

HODGES, GIL
Club 770, Spotlight, New York, Farm News
WABC

— J —

JAMISON, MARSHALL
CBS-TV

JOHNSTON, AL
The Barry Gray Show
DuMont

— K —

KELLINO, ROY
B. April 22, 1912, London, England. Schlitz Playhouse of Stars, Four Star Playhouse, CBS-TV

KELLY, BYRON
Danger
CBS-TV

Sincerest thanks to the crew
of
FOUR STAR PLAYHOUSE
and
SCHLITZ PLAYHOUSE OF STARS
Roy Kellino

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NICK CASTLE

Directed and Staged For Night Club

MARTIN AND LEWIS
BETTY HUTTON
NANETTE FABRAY
DINAH SHORE
JOEL GREY
THE SKYLARKS
VAN JOHNSON
PATTY ANDREWS
ESTELITA

CHOREOGRAPHY

Motion Pictures

"Living It Up"
"Red Garters"
"The Big Top"
"The Eddy Foy Story"

Now in Production

"You're Too Young"

CHOREOGRAPHY

TV

The Bob Hope Shows
The Martin and Lewis Shows

KENNEY, WESLEY
Rocky King, Detective; The Walter Woolf King Show, Funny Bunny
DuMont

KENWITH, HERBERT
Valiant Lady
CBS-TV

KLINE, BENJ. H.
B. July 11, Birmingham, Ala.
Fireside Theater, NBC-TV

— L —

LANDERS, LEW
B. Jan. 2, 1902, New York City.
Topper, CBS-TV

LEWIS, AL
B. Oct. 25, 1912, Brooklyn, N. Y. Our Miss Brooks, CBS-TV

LOCKWOOD, GREY
B. April 18. The Martha Raye Show, The Red Buttons Show, Robert Montgomery Presents, Colgate Comedy Hour, NBC-TV

LOWE, DAVID
What's the Story, Life Begins at Eighty, One Minute, Please, New York Times Youth Forum
DuMont

LUMET, SIDNEY
You Are There
CBS-TV

LUNGREN, LYNN
Maggi's Magazine with Maggi McNellis, The Doug Browning Show, The Fitzgeralds
WABC

— Mc —

McLEOD, VICTOR
B. Aug. 2, 1906, Nampa, Idaho.
The Spike Jones Show, NBC-TV

— M —

MANNO, CHUCK
Maggi's Magazine with Maggi McNellis
WABC

MARCEAU, WILLIAM
The Plainsclothes Man
DuMont

MARSHALL, WILLIAM
Whispering Streets, Metropolitan Opera, Firestone
ABC

MARVEL, TED
Youth Takes a Stand, Sunday News Special
CBS-TV

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MONTGOMERY, ROBERT
American Tobacco Theatre, Johnson's Wax Program, NBC-TV

MONTY, GLORIA
Secret Storm
CBS-TV

— N —

NELSON, RALPH
B. Aug. 12, 1916, New York City. Mama, Omnibus, CBS; Motorola Hour, ABC Album, ABC

NICKELL, JOHN PAUL
B. Dec. 28, 1915, Salt Lick, Ky. Studio One, Omnibus, Best of Broadway, CBS-TV

NOCKS, ARNEE
Captain Video, Night Editor, On Your Way
DuMont

NUGENT, EDDIE
Fight Talk
ABC

— P —

PAUL, BYRON
Jane Froman Show
CBS-TV

PEYSER, JOHN
Man Behind the Badge, CBS-TV

POLK, LEE
Opera Cameos, Magic Cottage
DuMont

POST, TED
B. March 31, 1918, Brooklyn, N. Y. Schlitz Playhouse of Stars, CBS-TV; Medic, NBC-TV; Waterfront, Syndicated

PURDY, RAI
Sports Spot, Winky Dink
CBS-TV

— Q —

QUILLAN, JOE
B. Aug. 31, 1915, Philadelphia, Pa. Our Miss Brooks, CBS-TV

— S —

SAMMON, ROBERT
CBS-TV

SANDWICH, DICK
Down You Go, The Paul Dixon Show, The Igor Cassini Show
DuMont

SATENSTEIN, FRANK
Jackie Gleason, Robert Q. Lewis Show
CBS-TV

SAVALAS, TELLY
Club 770
WABC

SCANLAN, WALT
Spotlight, New York
WABC

SCHAFFNER, FRANKLIN J.
Studio One, Person to Person, CBS-TV

SCHIMMEL, CLARENCE
Garry Moore Show
CBS-TV

SCHNEIDER, DICK
Color Tour, Today, NBC-TV

SEARS, FRED F.
B. July 7, Boston, Mass. Ford Theater, NBC-TV; Contract Columbia Pictures

WILLIAM ASHER

WALTER STRENGE
A.S.C.
Director of Photography
☆ ☆
"WATERFRONT"
"MY LITTLE MARGIE"

www.americanradiohistory.com

FREDERICK GATELY

A.S.C.

Director of Photography

★

"MAYOR OF THE TOWN"

"BIG TOWN"

EDDIE DAVIS

director

CORLISS ARCHER

EDDIE CANTOR COMEDY THEATRE

FAVORITE STORY

I LED THREE LIVES

MR. DISTRICT ATTORNEY

for ZIV-TV

JACK DONOHUE

Director

The Red Skelton Show

CBS TV

JUSTUS ADDISS

Director

•

"Schlitz Playhouse of Stars"

"The Loretta Young Show"

Management:
Wm. W. Barnes
CRestview 4-1166
Beverly Hills

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SEGAL, ALEX

U. S. Steel
ABC

SHEA, TOM

The Fitzgeralds
WABC

SHEAR, BARRY

Guide Right, The Ernie Kovacs Show, Joseph Schildkraut, Melody Street
DuMont

SILBERSHER, MARVIN

Brighter Day
CBS-TV

SMITH, SID

B. Nov. 11, 1920, Minneapolis, Minn. Colgate Comedy Hour, Texaco Star Theater, The Jimmy Durante Show, NBC-TV

SOMERVILLE, WARREN

Sammy Kaye, Henry Jerome, Dancing Party
ABC

STEDMAN, BILL

Martin Block's Make Believe Ballroom, The Boy Next Door with Mort Lindsey
WABC

STEEN, CORT

Voice of Firestone, ABC-TV

STRENGE, WALTER

B. May 2, 1898, Albany, N. Y. Waterfront, My Little Margie, Syndicated

SUSSAN, HERBERT

The Guy Lombardo Show, Syndicated; Coke Time Starring Eddie Fisher, NBC-TV

— T —

TELFORD, FRANK

Love Story, The Stranger
DuMont

TRENNER, MICKEY

St. John the Divine Christmas Show
ABC

— W —

WALD, ROBERT

American Inventory, NBC-TV

WALLACH, GEORGE

Adventures of the Falcon, His Honor, Homer Bell, Watch the World, Inner Sanctum, NBC Film; The Jane Pickens Show, NBC-TV

WALTERS, VINCENT

Morning Show News
CBS-TV

WHELAN, KENNETH T.

CBS-TV

WIEST, GEORGE

Just Easy with Jack Gregson
ABC

WRAY, JOHN

Toast of the Town
CBS-TV

— Y —

YARBROUGH, JAMES

The Seeking Heart
CBS-TV

BENJ. H. KLINE

A. S. C.

Director of Photography

■

FRANK WISBAR
PRODUCTIONS

LEW
LANDERS

www.americanradiohistory.com

VICTOR McLEOD

TV

Writer - Producer - Director

TED POST

Director

Schlitz Playhouse

Medic

Waterfront

JOHN PEYSER

Director

of

"Man Behind the Badge"

GREY LOCKWOOD

NBC-TV

DIRECTOR

www.americanradiohistory.com

Cort Steen
DIRECTOR
OF
"VOICE OF FIRESTONE"
ABC-TV

SID SMITH

Director

NBC-TV
Hollywood

TEXACO STAR THEATRE
JIMMY DURANTE

DICK SCHNEIDER

DIRECTOR

OF

"COLOR TOUR"

and

"TODAY"

NBC-TV

FRED F. SEARS

Director

FORD THEATER

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ROBERT WALD

PRODUCER-DIRECTOR, "AMERICAN INVENTORY"

NBC TELEVISION

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RADIO-TV PRODUCERS

Network and Independent—and their work during 1954

□ □ □

— A —

AKIN, JACK
WJHP-TV, Jacksonville, Fla.

ALTMAN, WILLIAM MARKHAM
Studio One
CBS-TV

ALVES, JOHN
WSJV, Elkhart, Ind.

ANDERSON, WENDELL
Talent Parade
WREX, Rockford, Ill.

ANDREWS, DAVID
WDEF-TV, Chattanooga, Tenn.

ANTHONY, JACK
WLW-C, Columbus, Ohio

APPELL, DON
CBS-TV

AREND, THOMAS E.
Hayloft Party
WMTV, Madison, Wis.

ARNELL, PETER
I'll Buy That, What's in a Word, The Name's the Same, CBS

ASTOR, DAVE
WPMT, Portland, Me.

ATCHER, BOB
B. May 11, 1914, Hardin County, Ky. Meadow Gold Ranch, WBKB-TV; National Barn Dance, WLS; Singing A Ranch, Best of the West, Playtime, WGN-TV; Faultless Starch Time, NBC

ATKINSON, JOHN
WRDW-TV, Augusta, Ga.

AWSUMB, ROGER
WMIN-TV, St. Paul, Minn.

AYERS, TED
Washington
CBS-TV

— B —

BAILEY, JUDSON
Sports
CBS-TV

BAILY, MEL
Heartbeat of Industry, Bobby Benson
Mutual

BAKER, JERRY
Atomic Serenade
KGGM-TV, Albuquerque, N. Mex.

BARNES, JERRY
WWLP, Springfield, Mass.

BARRECA, FRANK
KVOA-TV, Tucson, Ariz.

BASS, LEONARD
Counter-Spy
Mutual

BAUMAN, ED
WKNY-TV, Kingston, N. Y.

BEACH, HUGH
Youth Takes a Stand, Sports Spot
CBS-TV

BERFIELD, FRANK
WMCT, Memphis, Tenn.

BERG, HAL
WILK-TV, Wilkes-Barre, Pa.

BERNS, LARRY
Our Miss Brooks
CBS, CBS-TV

BIGGS, BILL
KOPO-TV, Tucson, Ariz.

BLACKWELL, BURT
WAVE-TV, Louisville, Ky.

BOAK, ROBERT
WMUR-TV, Manchester, N. H.

BOLIN, ART
WARM-TV, Scranton, Pa.

BOLKCOM, LLOYD
WMIN-TV, St. Paul, Minn.

BOLLINGER, ROBERT
WJAC-TV, Johnstown, Pa.

BOOKER, GEORGE
WJHP-TV, Jacksonville, Fla.

BORGE, PAUL
KMTV, Omaha, Nebr.

BOYD, SCUDDER
Morgan Beatty and the News
DuMont

BRANT, BILL
WDTV, Pittsburgh, Pa.

BREEN, TOM
After Hours
KFEL-TV, Denver, Colo.

BRENT, RUTH
KGNC-TV, Amarillo, Texas

BRODHEAD, CHARLES
CKLW-TV, Detroit-Windsor, Mich.

BRODKIN, HERB
Elgin TV Hour
ABC

LEON FROMKESS

✶

Executive Producer

"RAMAR OF THE JUNGLE"

"ELLERY QUEEN"

"HALLS OF IVY"

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DUKE

GOLDSTONE

C
A
R
O
L
I
N
E

BURKE

CAROLINE BURKE

NBC-TV

PRODUCER

DIRECTOR

www.americanradiohistory.com

BROWN, ELMO
T. V. Toons
KTBC-TV, Austin, Texas
BRITTAIN, TOM BROWN
KCEB-TV, Tulsa, Okla.
BRUTON, CARL E.
WTVJ, Miami, Fla.
BUNETTA, FRANK
The Ernie Kovacs Show
DuMont
BURKE, CAROLINE
Vacation Wonderlands, Pirandello's Six Characters in Search of An Author, Wanda Landowska at Home, Three Steps to Heaven, NBC
BURKLEY, OWEN
WOW-TV, Omaha, Nebr.
BURNETT, JACK
General Sports Time
Mutual
BURT, HARDY
State of the Nation
Mutual
BUSCHMEYER, FRED S., JR.
What's Cooking
KARK-TV, Little Rock, Ark.
BUTTERFIELD, ALFRED
CBS-TV

— C —

CAHOON, JAMES B.
UN in Action
CBS-TV
CAREY, CHARLES
WFIE-TV, Evansville, Ind.
CARLSON, BRAMER
WSEE, Erie, Pa.
CARLSON, MARTHA
The Birdcage
WBTM-TV, Danville, Va.
CAROW, RAY
WEAR-TV, Pensacola, Fla.
CARR, BOB
WTRF-TV, Wheeling, W. Va.
CARROLL, JACK
WLW-C, Columbus, Ohio
CARTER, BILL
Florida Calling with Tom Moore, True or False
Mutual
CARTER, KENNY
KTVH, Hutchinson, Kans.
CHANDLER, JACK
Taste for Living
KKTV, Colorado Springs, Colo.
CHAPMAN, JACK B.
KTSM-TV, El Paso, Texas
CHEVILLAT, DICK
It's a Great Life
NBC-TV
CLAIRE, MARION
Chicago Theater of the Air
Mutual
COLGAN, FRED
WGEM-TV, Quincy, Ill.
COLVIN, JAKE
KRGV-TV, Weslaco, Texas
COON, HARRY
WBBM-TV, Chicago, Ill.
COOPER, HAL
Magic Cottage
DuMont
COX, BILL
WOOD-TV, Grand Rapids, Mich.
COX, BRUCE
Three City Final
WLW-T, Cincinnati, Ohio
COX, JIMMY
Colorado Hayride
KCSJ-TV, Pueblo, Colo.
CORDOVA, FREDERICK de
December Bride
CBS-TV
CORDOVA, J. A. GONZALEZ
WAPA-TV, San Juan, P. R.
CORLEY, ROBERT
WQXI-TV, Atlanta, Ga.
CORVO, PHILIP
WKNB-TV, New Britain, Conn.
COVEY, LYNN
WTRF-TV, Wheeling, W. Va.
CRANOW, GUS
WAFB-TV, Baton Rouge, La.
CROFFORD, CLIFF
Chuck Wagon Time
KBAK-TV, Bakersfield, Calif.
CURRAM, BARBARA
KXJB-TV, Valley City, N. Dak.

— D —

DANIELS, ALFRED
WLBT, Jackson, Miss.
DARGAN, CHARLES K.
WNBK, Cleveland, Ohio
DAUGHERTY, JEAN
These Things We Share
WHEN-TV, Syracuse, N. Y.
DAVENPORT, JACK
WTTV, Bloomington, Ind.
DECKER, LEO
WTVD, Durham, N. C.
DEERING, DAVE
Sewing Basket
KOMU-TV, Columbia, Mo.
del VALLE, JAIME
B. Jan. 19, 1919, Los Angeles, Calif. The Line Up, CBS-TV; Johnny Dollar, General Electric Theater, CBS; Richard Diamond, NBC
DEMUND, CHARLES
KOOL-TV, Phoenix, Ariz.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DICKEY, JAMES
WSLS-TV, Roanoke, Va.

BILL HOBIN

ASSOCIATE PRODUCER — DIRECTOR

MAX LIEBMAN

PRODUCTIONS

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CREATOR AND PRODUCER

of

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Press Representative
SOLTERS-O'ROURKE & ASSOCIATES

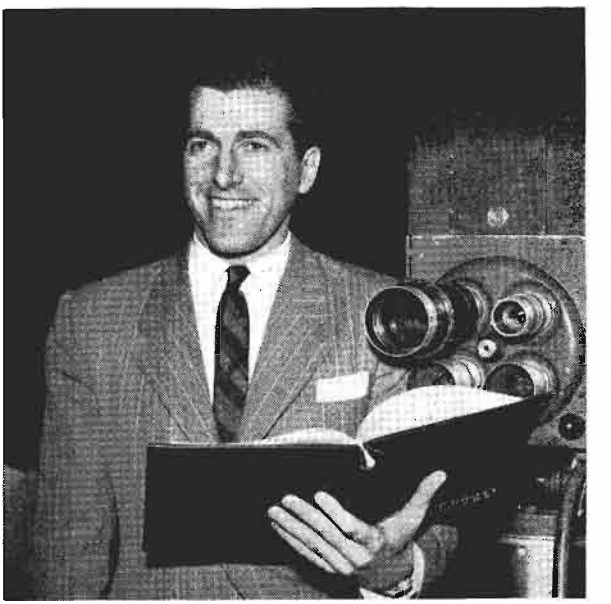
LLOYD GROSS

FREE LANCE
DIRECTOR-PRODUCER

DIRECTING

"MASQUERADE PARTY"
ABC-TV

"BREAK THE BANK"
ABC-TV



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DIMAC, VLADA
KTVQ, Oklahoma City, Okla.
DORICK, DONALD
Open House
KAKE-TV, Wichita, Kans.
DOZIER, WILLIAM
CBS-TV
DRYER, SHERMAN H.
Search That Never Ends
Mutual

— E —

EDEIMAN, LOUIS
Make Room for Daddy
ABC-TV
EDMONDSON, NEAL
Hospitality House
KSBW-TV, Salinas, Calif.
EDWARDS, BUD JOHN
KCCC-TV, Sacramento, Calif.
EDWARDS, DON
KCSJ-TV, Pueblo, Colo.
EDWARDS, SUE
WSAZ-TV, Huntington, W. Va.
EDWARDS, WEB
Hawaii Calls
Mutual
ELKS, BILL
WNCT, Greenville, N. C.
ELLSWORTH, WHITNEY
B. Nov. 27, 1908, Brooklyn, N. Y.
Superman, Syndicated
ENION, BERT
Gal Next Door
WHEN-TV, Syracuse, N. Y.
ERSKINE, CHESTER
TV Reader's Digest
ABC-TV
ESKELSIN, JIM
KEYT, Santa Barbara, Calif.
EVANS, RONNIE
WRBL-TV, Columbus, Ga.

— F —

FALK, HERM
Teen's Dance Time
KSAN-TV, San Francisco, Calif.
FATKIN, MARSHALL
WSTV-TV, Steubenville, O.
FERRIN, FRANK
B. Nov. 13, Minneapolis, Minn.
Andy's Gang, ABC-TV
FETTER, TED
Morning Show
CBS-TV
FISHER, ED
WHIZ-TV, Zanesville, Ohio
FITZGERALD, LARRY
KRBC-TV, Abilene, Texas
FLEISCHMAN, STEPHEN
The Search
CBS-TV
FOERSTER, FRED
WBRE-TV, Wilkes-Barre, Pa.
FORREST, ROBERT A.
WCAU-TV, Philadelphia, Pa.
FRIENDLY, FRED
See It Now
CBS-TV
FURSE, RUSSELL
KEYT, Santa Barbara, Calif.

— G —

GALLAGHER, PETE
WGLV, Easton, Pa.
GAREY, MARSDEN
KHOL-TV, Kearney, Nebr.
GARNER, JAMES
WDEF-TV, Chattanooga, Tenn.
GAYNES, LLOYD
The Vagabond
WTVJ, Miami, Fla.
GEMAR, BILL
KTVH, Hutchinson, Kans.
GEORGIANNI, MIKE
WSYR-TV, Syracuse, N. Y.
GERRY, ROGER
Summer in the Park, Down You Go, Concert Tonight, Stars on Parade, Melody Street
DuMont
GILBERT, BOB
WSUN-TV, St. Petersburg, Fla.
GILDERSLEEVE, WILLIAM
WMUR-TV, Manchester, N. H.
GINGELL, GEORGE
How's Your Memory
WRBL-TV, Columbus, Ga.
GLEASON, ROBERT STUART
WGBS-TV, Miami, Fla.
GLENN, TONY
WUSN-TV, Charleston, S. C.
GOLDSTONE, DUKE
B. Jan. 17, 1914, Omaha, Nebr.
Liberace, Florian Zabach, Frankie Laine, Connie Haines, Life with Elizabeth, Horace Heidt, Syndicated
GOORIAN, LEN
WCPO-TV, Cincinnati, Ohio
GOTSCHELL, DONALD
WLW-C, Columbus, Ohio
GOTTLIEB, ALEX
Dear Phoebe
NBC-TV
GOULD, GEORGE
CBS-TV
GRAS, HAROLD W., JR.
Sagebrush Theatre
KVOA-TV, Tucson, Ariz.
GRATTON, BILL
KBOI, Boise, Idaho
GRAY, ORLON
WVEC-TV, Hampton-Norfolk, Va.

AXEL GRUENBERG

Producer-Director

for

RALPH EDWARDS'

"THIS IS YOUR LIFE"

Now In Its Third TV Year*

*1953 Academy of Television Arts and Sciences Awards Winner

www.americanradiohistory.com

RALPH LEVY

CBS-TV

Producer-Director

FELIX JACKSON
PAUL NICKELL
FRANKLIN SCHAFFNER

STUDIO ONE

www.americanradiohistory.com

GREEN, GEORGE
Junior Frolics
WATV, Newark, N. J.
GREER, BEN
WGVL, Greenville, S. C.
GRESHAM, AL
WMCT, Memphis, Tenn.
GRIFFITH, DAVE
Adventure Corner
WSTV-TV, Steubenville, Ohio

GROSS, LLOYD J.
B. July 17, 1918. Weehawken, N. J. Masquerade Party, ABC-TV; Break the Bank, Portia Faces Life, Perry Como Show, Songs for Sale, Tonight on Broadway, CBS-TV

GRUENBERG, AXEL
B. Aug. 17, Riga, Latvia. This Is Your Life, NBC-TV; Revue Productions
GRUNFELD, FRED
Musical Almanac
Mutual

— H —

HALL, CHARLES
WCSC-TV, Charleston, S. C.
HALLMAN, DON
WAFB-TV, Baton Rouge, La.
HAMMERSTEIN, TED
Food for Thought
WABD, New York, N. Y.
HAMMERSTEIN, TED
Broadway to Hollywood
DuMont
HARRIS, DAVID K.
Adventures in Outdoor Living
WNHC-TV, New Haven, Conn.
HARRIS, GEORGE
KCSJ-TV, Pueblo, Colo.
HEIDER, FRED
Voice of Firestone
ABC
HEILWELL, DAVID
Danger
CBS-TV
HELGERSON, BUD
KXJB-TV, Valley City, N. Dak.
HEMKE, BILL
KOLN-TV, Lincoln, Nebr.
HENNING, PAUL
Bob Cummings Show
NBC-TV

HERBERT, DON
Watch Mr. Wizard, NBC-TV; General Electric Theatre, CBS-TV
HERMAN, KEN
Water Wonderland
WTOM-TV, Lansing, Mich.
HERRIDGE, ROBERT
WCBS-TV, New York, N. Y.

HOBIN, BILL
Les Paul and Mary Ford Show, Garroway at Large, Wayne King Show, Your Show of Shows, Max Liebman Presents, NBC-TV
HOFFMAN, CURT
KLZ-TV, Denver, Colo.
HOLMES, JOHN R.
KATV, Pine Bluff, Ark.
HOLLAND, BERNARD
CKLW-TV, Detroit-Windsor, Mich.
HOLLENBECK, WILLIAM
KOVR, Stockton, Calif.
HOSKINS, H. J.
WICS, Springfield, Ill.
HUGHES, LLOYD
WLAC-TV, Nashville, Tenn.
HUGHES, T. J., JR.
WSLS-TV, Roanoke, Va.

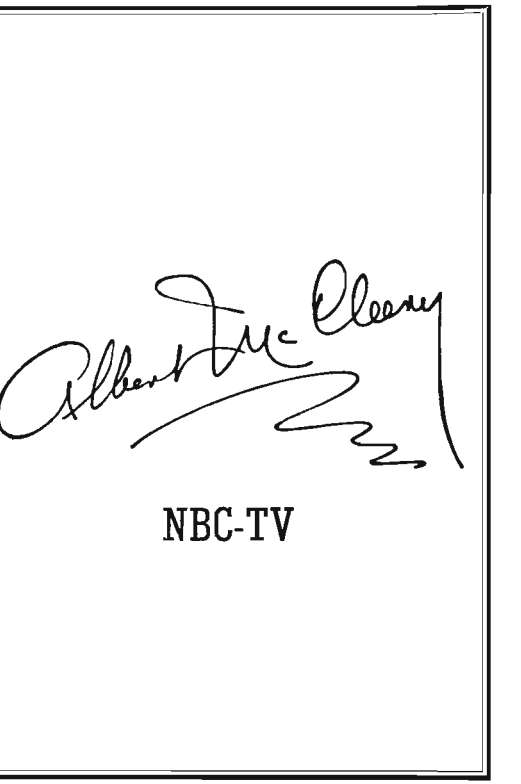
HURDLE, JACK
B. June 13, 1909. The Jackie Gleason Show, CBS-TV
HURLEIGH, ROBERT F.
Reporters' Roundup
Mutual

— J —

JACKSON, FELIX
B. June 5, 1902, Hamburg, Germany. Studio One, CBS-TV
JACOBSON, ART
KMTV, Omaha, Nebr.
JACOBSEN, GENE
WKY-TV, Oklahoma City, Okla.
JACOBSON, JACK
Wendy Barrie Show
WHIO-TV, Dayton, Ohio
JENKINS, JOSEPH A.
WTVN-TV, Columbus, Ohio
JENNINGS, BOB
Have A Heart
Mutual
JOHNSON, GLENN
WBTV, Charlotte, N. C.
JOHNSON, VANCE
WFBC-TV, Greenville, S. C.
JONAS, PAUL
Game of the Day, Game of the Week, Bowl Football, World Series, All-Star Baseball, Sports Digest
Mutual
JONES, HARRY
WCCO-TV, Minneapolis, Minn.

— K —

KANNA, RALPH
WKNB-TV, New Britain, Conn.



www.americanradiohistory.com

WILLIAM SELF

PRODUCER

"SCHLITZ PLAYHOUSE OF STARS"

for

Meridian Productions, Inc.

RALPH NELSON

TV

PRODUCER — DIRECTOR

PRODUCER

"ARMSTRONG CIRCLE THEATRE"

1st YEAR

DIRECTOR

"MAMA"

6th Year

www.americanradiohistory.com

KELLER, HOWARD
TV Little Theatre
WVEC-TV, Hampton-Norfolk, Va.
KELLY, JOHN
Teen Time
KRBC-TV, Abilene, Texas
KELLY, PATRICK
WQXI-TV, Atlanta, Ga.
KEMPER, LOU
KMBC-TV, Kansas City, Mo.
KENNY, ED
WCMB-TV, Harrisburg, Pa.
KENT, JIMMY
WSIX-TV, Nashville, Tenn.
KILHAM, GENE
WWOR-TV, Worcester, Mass.
KING, CHRISTOPHER
Sounding Board
Mutual
KINGSLEY, DON
KCJB-TV, Minot, N. Dak.
KLYM, EDWARD J.
WJAC-TV, Johnstown, Pa.
KOMITO, MILTON
WAKR-TV, Akron, Ohio
KOPLIN, MERT
True Detective Mysteries
Mutual
KOPLOW, GEORGE
WHBF-TV, Rock Island, Ill.
KOSER, JACOB
Funhouse
WCMB-TV, Harrisburg, Pa.
KOURIS, PETE
KVTV, Sioux City, Iowa
KYLE, BOB
Night Watch
KAKE-TV, Wichita, Kans.

— L —

LAFFERTY, JIM
WNCT, Greenville, N. C.
LAND, GEORGE
WLBT, Jackson, Miss.
LANDO, LUCILLE
KSAN-TV, San Francisco, Calif.
LANGE, BEL
KOVR, Stockton, Calif.
LASHER, SID
Retire Inn
KATV, Pine Bluff, Ark.
LAUNER, JACK
WCPO-TV, Cincinnati, Ohio
LAYNE, GEORGE
KNOE-TV, Monroe, La.
LEAR, DANNY
WUSN-TV, Charleston, S. C.
LEE, STAN
Danger
CBS-TV
LEHR, MILTON
WAPA-TV, San Juan, P. R.
LEISER, ERNEST
American Week
CBS-TV
LEONARD, ARCHIE
WHO-TV, Des Moines, Iowa
LESNICK, MIKE
Ladies' Day
WSYR-TV, Syracuse, N. Y.
LEVERENZ, JACK
WLOK-TV, Lima, Ohio
LEVINE, JACK
Wonderful City
Mutual
LEVITAN, PAUL
Election Coverage
CBS-TV

LEVY, PARKE
B. July 15, 1908, Philadelphia, Pa. December Bride, CBS-TV; My Friend Irma, CBS

LEVY, RALPH
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, The Burns and Allen Show, Shower of Stars, CBS-TV

LEWINE, RICHARD
CBS-TV
LEWIS, MARLO
Toast of the Town
CBS-TV
LEWIS, TOM
Loretta Young Show
NBC-TV

LIEBMAN, MAX
Your Show of Shows Spectaculars, NBC-TV

LINN, CASEY
KGUL-TV, Galveston, Texas
LIVERIGHT, HERMAN
WDSU-TV, New Orleans, La.
LOCKE, NORMAN C.
WWOR-TV, Worcester, Mass.
LOCKWOOD, CHARLES
WSAZ-TV, Huntington, W. Va.
LONG, N. C.
The Plainsman
KFDA-TV, Amarillo, Texas
LOUTHER, JOHN
WVET-TV, Rochester, N. Y.
LOVETON, JOHN W.
Topper
CBS-TV
LOWE, DAVID
One Minute Please, What's the Story, Love Story, Joseph Schildkraut
DuMont
LUBEN, RICHARD
WFBC-TV, Greenville, S. C.
LYNAGH, JIM
WSIX-TV, Nashville, Tenn.
LYNN, ANDY
WGEM-TV, Quincy, Ill.

— Mc —

McBRIDE, CLAY
WMFD-TV, Wilmington, N. C.
McCARTHY, DEAN
That's My Pop
WCAN-TV, Milwaukee, Wis.

SIDNEY SMITH

"FIRESIDE THEATER"

www.americanradiohistory.com

''DECEMBER BRIDE''

Created by

PARKE LEVY

WHITNEY ELLSWORTH

Producer

"Superman"

Jaime del Valle

PRODUCER-DIRECTOR

RADIO AND TELEVISION

"The Line Up" — CBS-TV

www.americanradiohistory.com

McCLATCHEY, MERRILL
WUOM-TV, Ann Arbor, Mich.

McCLEERY, ALBERT
B. Lawrence, Kans. Hallmark Hall of Fame, NBC-TV

McCLELLAN, BOB
Teen Times
KMID-TV, Midland, Texas

McDANIEL, DICK
KFEL-TV, Denver, Colo.

McDERMOTT, ANGELA
TV Schooltime
WRGB, Schenectady, N. Y.

McGINLEY, JOE
WCOS-TV, Columbia, S. C.

McGRAW, PEG AND WALTER
The Phrase That Pays
NBC

McGREW, RALPH
KPTV, Portland, Ore.

McGUANE, GENE
KLZ-TV, Denver, Colo.

McHENDRIX, BOB
WKRC-TV, Cincinnati, Ohio

McKNIGHT, TOM
Life of Riley
NBC-TV

McMEANS, DAVID
On the Farm
KRBC-TV, Abilene, Texas

— M —

MALONE, JOEL
The Whistler
CBS

MAMMARELLA, TONY
WFIL-TV, Philadelphia, Pa.

MANDRAKE, CHARLES
WICA-TV, Ashtabula, Ohio

MANSCHOT, WILLIAM
WBAY-TV, Green Bay, Wis.

MANULIS, MARTIN
Best of Broadway
CBS-TV

MARCH, ALEX
Direct Lamp Unto My Feet
CBS-TV

MARINO, BUDDE
WCAN-TV, Milwaukee, Wis.

MARKEY, PAUL
KGUL-TV, Galveston, Texas

MARKLEY, DON
KEDD, Wichita, Kans.

MASON, CHAD
WSUN-TV, St. Petersburg, Fla.

MASON, F. P. (TERRY)
WGBS-TV, Miami, Fla.

MATTHEWS, BETTY
Lights On, Music
WLW-T, Cincinnati, Ohio

MAXWELL, ROBERT
Lassie
CBS-TV

METCALFE, CHARLES
The Little Show
WBRC-TV, Birmingham, Ala.

MIDDLETON, HARRY
WTVD, Durham, N. C.

MILLER, CHARLES D.
WCCO-TV, Minneapolis, Minn.

MILLER, JACK
KCEB-TV, Tulsa, Okla.

MILLER, LARRY
Talent Parade
WCSC-TV, Charleston, S. C.

MILLER, ROGER
College on Camera
KVTV, Sioux City, Iowa

MONIGOLD, BARRE
Feats and Faces
KTVE, Longview, Texas

MONROE, BOB
Edward Arnold's Spotlight Story, Adventures of Rin Tin Tin
Mutual

MONTGOMERY, ROBERT
American Tobacco Theatre, Johnson's Wax Program, NBC-TV

MOORE, ROBERT M.
WHO-TV, Des Moinees, Iowa

MUELLER, ROGER
KVTV, Sioux City, Iowa

MURDOCK, JACK
Up In the Air
WTVI, Belleville, Ill.

— N —

NASON, RICHARD
Juvenile Jamboree
WJIM-TV, Lansing, Mich.

NAYLOR, JACK
WSEE, Erie, Pa.

NAZILLO, MICHAEL
WKNX-TV, Saginaw, Mich.

NEFF, DON
WTCN, Minneapolis, Minn.

NELSON, OZZIE
Ozzie & Harriet
ABC-TV

NELSON, RALPH
B. Aug. 12, 1916, New York City. Armstrong Circle Theatre, NBC

NELSON, RAY
Rod and Gun Club of the Air
Mutual

NEWMAN, ROBERT
WUOM-TV, Ann Arbor, Mich.

NICKELL, JOHN PAUL
B. Dec. 28, 1915, Salt Lick, Ky. Studio One, Omnibus, Best of Broadway, CBS-TV

NORRIS, RAY
WSUN-TV, St. Petersburg, Fla.

NAT
PERRIN
CBS-TV

JACK HURDLE
PRODUCER
of the
"JACKIE GLEASON SHOW"
CBS-TV

www.americanradiohistory.com

NORTHSHIELD, ROBERT J.
Adventure
CBS-TV

— O —

OLSEN, JOHNNY
Johnny Olsen Show
Mutual
OPPENHEIMER, JESS
I Love Lucy
CBS-TV
OSTROVIAC, NORMAN
WTCN, Minneapolis, Minn.
OTTO, JAY
WKNX-TV, Saginaw, Mich.

— P —

PAINTER, DON
Moppet Shop
WTAP, Parkersburg, W. Va.
PARKER, BOB
WHBQ-TV, Memphis, Tenn.
PATTERSON, JIM
Panorama Pacific
KNXT, Los Angeles, Calif.
PATTISON, JIM
WTVE, Elmira, N. Y.
PEHIMAN, CARL
Buddies of the West
KKTV, Colorado Springs, Colo.
PEORNER, VERNON
KDUB-TV, Lubbock, Texas
PERRIN, NAT
B. March 15, 1912, Brooklyn, N. Y. Shower of Stars, My Friend Irma, CBS-TV
PERSONS, R. L.
Be My Guest
WKST-TV, New Castle, Pa.
PERSSELIN, LEO
WBAY-TV, Green Bay, Wis.
PETTY, JOSEPH
WNEX-TV, Macon, Ga.
PEYTON, FATHER PATRICK
Family Theater
Mutual
PLATT, EDDIE
Junior Auction
KMID-TV, Midland, Texas
POLACHECK, CHARLES
Recital Hall, NBC Opera Theater, NBC-TV
POOLE, JACK
WDAK-TV, Columbus, Ga.
PORTER, JOSEPH
WWLP, Springfield, Mass.
PORTER, STAN
WHBQ-TV, Memphis, Tenn.
POUCHER, DEAN
Bar-Q Ranch
WIS-TV, Columbia, S. C.
POWIS, CHAUNCEY
KTVT, Salt Lake City, Utah
PREVATTE, NORMAN
WBTV, Charlotte, N. C.
PRYOR, WALLY
Fashion Close-Up
KTBC-TV, Austin, Texas

— Q —

QUINLAN, BOB
KNXT, Los Angeles, Calif.

— R —

RENN, JACK
WHBQ-TV, Memphis, Tenn.
RICCA, ERNIE
Teen-Agers Unlimited, Manhattan Crossroads
Mutual
ROBERTSON, BILL
WSIL-TV, Jackson, Miss.
ROBINSON, ED
What's Cookin'
KXLY-TV, Spokane, Wash.
ROCKHOLD, JOE
Safety Rangers
WHIO-TV, Dayton, Ohio
ROMAN, CHARLES
Family Kitchen—Man About Town
WIS-TV, Columbia, S. C.
ROSE, MARION
WKNY-TV, Kingston, N. Y.
ROSENMAN, MORT
Thru the World's Gateway
WCAN-TV, Milwaukee, Wis.
ROSS, BERNIE
WBEN-TV, Buffalo, N. Y.
ROSSELL, WARREN
WGR-TV, Buffalo, N. Y.
RUPE, MARILYN
WFIE-TV, Evansville, Ind.
RUSSELL, CHARLES
You Are There
CBS-TV
RYE, JACK
KTSM-TV, El Paso, Tex
RYERSE, JAY
KVAL-TV, Eugene, Ore

— S —

SACK, TED
Eye on New York
CBS-TV
SAFFIRE, BILL
WRCA-TV, New York, N. Y.
SANDWICK, DICK
The Paul Dixon Show
DuMont
SANFORD, HERBERT
Gary Moore Show
CBS-TV
SCARPINO, ROBERT L.
WHO-TV, Des Moines, Iowa
SCHAFFNER, FRANKLIN J.
Studio One, Person to Person
CBS-TV

Best Wishes
from
A
FRIEND

CHARLES POLACHECK
PRODUCER
"RECITAL HALL"
ASSOCIATE PRODUCER
"NBC OPERA THEATER"
NBC-TV

www.americanradiohistory.com

SEEMAN, KEN
Quick on the Draw
KOB-TV, Albuquerque, N. Mex.

SELBY, DON
WMGT, Pittsfield, Mass.

SELF, WILLIAM
B. June 21, 1921, Dayton, Ohio. Schlitz Playhouse of Stars, CBS-TV

SHAPIRO, STANLEY
B. July 16, 1925, Brooklyn, N. Y. Dennis Day Show, NBC-TV; Ray Bolger, ABC-TV

SHARPE, DON W.
Four Star Playhouse
CBS-TV

SHAW, JEROME
Omnibus
CBS-TV

SHELDON, LINN
KFDA-TV, Amarillo, Texas

SHEPARD, JACK
KJEO-TV, Fresno, Calif.

SHEVELOVE, BURT
CBS-TV

SIMON, AL
Burns & Allen Show
CBS-TV

SINGER, RAY
It's a Great Life
NBC-TV

SMITH, SIDNEY
B. Nov. 19, 1914, Chicago, Ill. Fireside Theater, Royal Playhouse, Strange Adventure, NBC-TV

SPAN, AL
Robert Q. Lewis Show
CBS-TV

SPIER, WILLIAM
Willy
CBS-TV

— T —

TELFORD, FRANK
The Stranger, Captain Video
DuMont

TENNENT, WILLIAM
Hippity Hop
WRDW-TV, Augusta, Ga.

THAXTON, LLOYD
WSPD-TV, Toledo, Ohio

THAYER, GUY
Waterfront
DuMont

THOMAS, GRAHAM
WNOK-TV, Columbia, S. C.

THOMPSON, HAL
On the Carousel
WCBS-TV, New York, N. Y.

TIBBLES, GEORGE
Life With Elizabeth
DuMont-TV

TILLETT, D.
WHEC-TV, Rochester, N. Y.

TISCORNIA, GENE
Of Cabbages and Queens
KTVU, Stockton, Calif.

TODD, HOLBROOK N.
B. Feb. 10, 1906, New York City. Fireside Theater, G. E. Theater, NBC-TV

TRENDLE, GEORGE W.
Sgt. Preston of the Yukon
Mutual

— V —

VANDA, CHARLES
WCAU-TV, Philadelphia, Pa.

VENZA, JAC
Adventure
CBS-TV

VINCENT, CHICK
Nick Carter, Master Detective
Mutual

VINTI, CARLO
Opera Cameos
DuMont

— W —

WADE, WARREN
Top Secret Files, Broadway Cop, Sentenced
Mutual

WALD, ROBERT
American Inventory, NBC-TV

WALLACH, GEORGE
Adventures of the Falcon, His Honor, Homer Bell, Watch the World, Inner Sanctum, NBC Film. The Jane Pickens Show NBC-TV

WILLIAMS, PALMER
See It Now
CBS-TV

WRIGHT, WYNN
Official Detective, Squad Room, Crime Fighters
Mutual

WOLFE, ED
Break the Bank
Mutual

WOLFF, PERRY
Adventure
CBS-TV

WOLFSON, P. J.
I Married Joan
NBC-TV

WORKMAN, BILL
Look Up and Live
CBS-TV

— Z —

ZIEVE, MORT
WXYZ-TV, Detroit, Mich.

STANLEY SHAPIRO

Writer - Producer

THE RAY BOLGER SHOW

www.americanradiohistory.com

One Man's Family
RADIO

One Man's Family
TV

CARLTON E. MORSE

ENTERPRISES

Hollywood

The Woman in My House
RADIO

I Love a Mystery

CARL BIXBY

Life Can Be Beautiful

•

Television

•

Sturges Highway
Southport, Conn.
Clearwater 9-3275

www.americanradiohistory.com

RADIO-TV WRITERS

Advertising Agency—Network—Free Lance and their work in 1954

□ □ □

— A —

ADAMSON, EDWARD J.
Free-Lance

— B —

BARNOUW, ERIK
Free-Lance
BAUMER, MAIRE
Free-Lance
BELLAK, GEORGE
Free-Lance
BERG, GERTRUDE
The Goldbergs
DuMont
BIXBY, CARL
Life Can Be Beautiful, NBC
BORETZ, ALVIN
Free-Lance
BUSS, CARL A.
Free-Lance

— C —

CARROLL, JEAN
Free-Lance
CAVANAGH, JAMES
Free-Lance
CLARKE, WILLIAM KENDALL
Free-Lance
COCHRAN, JOSEPH
Free-Lance
COOLEY, LEE
Free-Lance
COOPER, HAL
Magic Cottage
DuMont
COOPERSMITH, JEROME
Free-Lance

— D —

DeFILITTA, FRANK
Free-Lance
DENKER, HENRY
Free-Lance
DIGBY, NOEL
WSM, Nashville, Tenn.
DOUGALL, BERNARD
Modern Romances, Music by Camarata
ABC

— E —

EHRLICH, MAX
Free-Lance
ELMAN, IRVING
Free-Lance
ETTINGER, EDWARD
Dancing Party, Jimmy Nelson Show
ABC
ETTLINGER, DON
Free-Lance

— F —

FASS, GEORGE
Free-Lance
FASS, GERTRUDE
Free-Lance
FERRO, MATHILDE
Free-Lance
FERRO, THEODORE
Free-Lance
FLENDER, HAROLD
Free-Lance

— G —

GAST, HAROLD
Free-Lance
GERSON, NOEL B.
Free-Lance
GILROY, FRANK
Free-Lance
GLICKMAN, WILL
Free-Lance
GOLDBERG, MEL
Free-Lance
GOODMAN, HANNAH GRAD
Free-Lance

— H —

HANFF, HELEN
Free-Lance
HANSER, RICHARD
NBC
HART, ELIZABETH
Free-Lance
HAYES, RAPHAEL
Free-Lance
HECHT, BEN
Free-Lance
HESS, JOHN D.
Free-Lance
HEYWARD, LOUIS
Free-Lance

— I —

IRVING, PETER
Free-Lance

— J —

JACOBY, LOIS
Free-Lance
JUNKIN, HARRY W.
Free-Lance

— K —

KLEE, LAWRENCE
Free-Lance

— L —

LINDSAY, ROBERT HOWARD
Free-Lance
LOCKE-ELLIOTT, SUMNER
Free-Lance
LOWTHER, GEORGE
Free-Lance

— Mc —

McCRACKEN, ELLEN
Free-Lance
McCRACKEN, RICHARD
Free-Lance
McGIFFERT, JOHN
Free-Lance
McGREEVEY, JOHN W.
Free-Lance

— M —

MARION, IRA
Latin Quarter, Festival, All League Clubhouse, Great Moments from Opera, Milton Cross Opera Album
ABC
MARKES, LARRY W., JR.
Free-Lance
MELTZER, NEWTON
Free-Lance
MISROCK, HENRY
Free-Lance
MORSE, CARLTON E.
One Man's Family, NBC, NBC-TV; The Woman in My House, NBC; I Love a Mystery
MUHEIM, HARRY
Free-Lance

— N —

NAGLER, BARNEY
Free-Lance
NEIMAN, ROBERT GAYNOR
Free-Lance
NEWMAN, ROBERT
Free-Lance
NEWMAN, PAUL S.
Free-Lance
NICKERSON, KATE
Free-Lance
NISS, STANLEY
Free-Lance
NOAH, ROBERT
Free-Lance

— O —

O'NEILL, CHARLES
Free-Lance

— P —

PELLETIER, LOUIS, JR.
Free-Lance
POLLOCK, EILEEN
Free-Lance
POLLOCK, ROBERT MASON
Free-Lance

— Q —

QUILLAN, JOE
B. Aug. 31, 1915, Philadelphia, Pa. Our Miss Brooks, CBS-TV

— R —

RIPLEY, BETTE
Companion, Jack Gregson Show
ABC
ROCHE, JOHN F.
Free-Lance
RODMAN, HOWARD
Free-Lance
ROSE, REGINALD
Free-Lance

— S —

SAPINSLEY, ALVIN
Free-Lance
SERLING, ROD
Free-Lance
SHAW, ROBERT J.
Free-Lance
SILVERMAN, STANLEY H.
Free-Lance
STARK, SHELDON
Modern Romances, Robert Mills
ABC

— T —

THOMPSON, PALMER
Free-Lance
TRAVERS, VIRGINIA
Companion
ABC

— W —

WALLACE, ART
Free-Lance
WALPOLE, HELEN
Free-Lance
WELLES, HALSTED
Free-Lance
WILBER, CAREY
Captain Video
DuMont
Free-Lance
WITTY, DON
Valentino, Ralph Flanagan Show, Jack Gregson Show
ABC
WOOD, ARLENE
Sammy Kaye, Jimmy Nelson Show, Evening Comes
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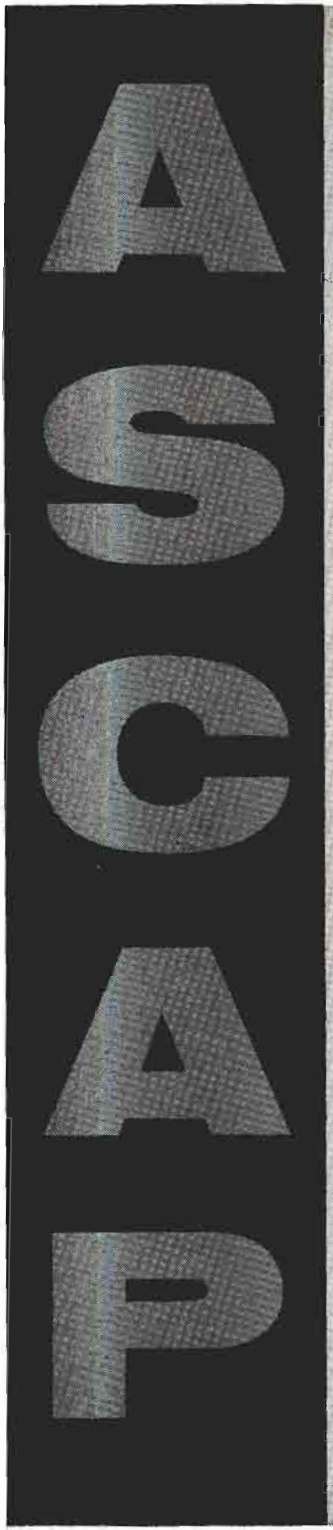

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BROADCAST MUSIC, INC.

By CARL HAVERLIN
President

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ENTERING its 15th year of service to the broadcasting industry and all users of music alike, BMI is recognized as a symbol of the American way of business life—free enterprise in a competitive market. It came into being because there was a need for "a competitive source of supply of music." From the beginning, BMI has conducted itself as a constructive force, not only in its business of licensing the use of its music, but in the constant strengthening of its catalog via the encouragement of new writers and publishers and the resultant better service to its customers and to the public.

Thus, while this organization has steadily built up a reservoir of music of every conceivable category—Country and Western, Rhythm and Blues, Popular and contemporary Concert, it has at the same time provided opportunities for many new writers; many aggressive young publishing firms were enabled to launch profitable careers. In short, since the advent of BMI, writers and publishers, regardless of affiliation, are generally earning more money than ever before.

During the year 1954, BMI further enlarged its services, adding to its radio and TV scripts "The American Story," a new historical series covering important subjects from Columbus down to the atomic age. The contributors are leading authors and historians of the nation. In May, 1944, the Chicago Board of Education, through its Chicago Radio Council, made a special award to BMI in recognition of the educational value of its "Book Parade," used by many hundreds of stations and classrooms.

BMI continues to administer the Student Composers Radio Awards which awards scholarships to several classifications of young composers.

In the realm of contemporary concert music, BMI has renewed its contract with the American Composers Alliance, thus assuring licensees of the continued availability of many interesting contemporary works.

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SESAC, INC.

By PAUL HEINECKE
President

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I'D like this to be an acknowledgment of the ever-growing faith and wholehearted cooperation SESAC has been given this past year by members of the radio, television and entertainment industries. As in the past twenty-four years, SESAC has always sold its Performance Licenses on the availability of its repertory, and to underscore the fact that each radio and television station and other music users should receive equal dollar value in return for each dollar spent, SESAC's Publisher Relations Department has been constantly on the alert to add desirable musical catalogs to its repertory, and 1954 has been no exception.

Approximately a year ago, SESAC began the licensing of television stations on a commercial basis and now, a year later, that industry has given substance to the ever-growing faith of those who recognize not only the essential worth of the SESAC Performance License and the SESAC reportory, but also those who recognize the inalienable rights of our publishers whose catalogs make up the repertory.

The year 1954 brought equal support from the backbone of the country's greatest and most intimate communication medium—AM radio. Stations of long standing have renewed contracts while new stations have also signed their SESAC Performance Licenses. Tangible evidence of this caliber means that twenty-four years of hard and untiring effort in behalf of better music programming in the fields of radio and television and the entire entertainment industry are their own wonderful and gratifying reward because today over 98 per cent of the entire radio industry has signed SESAC Performance Licenses.

SESAC is the second oldest performance rights organization in the United States, and from the date of its founding in February 1931 to the present time, SESAC has always made available the most renowned standard and highly-recognized publishers' catalogs.

The SESAC Schedule "A," which lists all its affiliated publishers, names some of the most-outstanding organizations in American music, as well as some of this country's most active, newer and younger music publishers. All of these are responsible for the SESAC repertory—first for their loyalty to SESAC as an organization and, secondly, their intense desire to create new works.

So to the hundreds of station owners and their personnel throughout the world, my sincere thanks for those splendid endorsements of the SESAC Transcribed Library. It is because of you and your high and exacting musical programming standards that in less than nine years the SESAC Transcribed Library with its more than 5000 outstanding musical compositions has grown into a top-flight Program Service.

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Cardilli, M. V.
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Eulenburg, Ernst, Ltd.
Europa Music Co.
Evangel Music Co., Inc.

Fairbank, H. W., Company
Ferrill, J. W.
Firm Foundation Publishing House
FitzSimons, H. T., Co., Inc.
Forberg, Rob.
Fouts, S. G.
Fouts-Payne Music Co.
Future Music

Gebethner & Wolff
Georgi & Vitak Music Co.
Gilbert Music Company
Gil-Ron
Goddard Publishing Corp.
Gornston, David
Gospel Music Publications
Gospel Songs, Inc.
Grabczewski, F.
Grammer, Frank
Gregorian Institute of America

Hall Music Co., The
Hall & McCreary Co.
Hanson, Eddy
Harmonia Publishing Co.
Harper & Brothers
Hartford Music Co., The
Hart's Music Company
Hathaway, Franklin Earl, Mus. Pub.
Hazemer, Edition
Heinrichshofen's Verlag
Henson, J. M., Music Co.
Heritage Music Publications, Inc.
Hoffman, Raymond A., Co.
Holbrooke, Josef
Huffer, Fred K.
Hymntime Publishers

Idzikowski, Leon
Idzikowski, M.
"IPA," Israel Publishers Agency
"Iscam," Israel Society of Composers, Authors & Music Publishers

Jastrzab, Edition
Jeffress Music Company
Jewell, Fred, Music Co.

Kanner Music Publishing Co.
Keene, Hank, Inc.
Kelman Music Corp.
Keyboard Publishing Co.
King, K. L., Music House
King Music Publishing Corp.
Kjos, Neil A., Music Co.
Krachtus, John, Co.
Krone, Max and Beatrice
Kuthan, E.

Lillenas Publishing Co.
Lister, Mosie, Publications
Littig, Frank, Music Publishing Co.
Liturgical Music Company

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Liturgical Music Press, Inc.
Ludwig Music Publishing Co.

Maciejowski, ZB.
Markiewicz, Adam
Master Music Press, Inc.
McKinley Publishers, Inc.
McLaughlin & Reilly Co.
Mercury Music Corp.
Modern Music Library
Moniuszko Publishing Co.
Morris-Henson Music Co.
Music Press
Music Press, Inc.
Music Products Corp.
Musical Melody Publishers

National Music Company
National Music Company, Inc.
Nattrass-Schenck, Inc.
Nazarene Publishing House
Network Music Publishers
Northwestern Press, The
Nowa Scena
Nowacki, Henryk X.

Olympia, Edition

Pace, Adger M.
Pagani, O., & Bro., Inc.
Pallma, Frank, Music Publisher
Pallma Music Products Corp.
Panella, Frank A.
Panella Music Co.
Paragon Music Publishers
Parks, J. A., Company, The
Parris Music Co.
Parris, O. A.
Perry, F. Clark, Co.
Perry's Sons, A. W., Inc.
Pioneer Music Press
Pizmon, Edition
Podgorski, I.
Polonia Publishing Co.
Polskie Towarzystwo Muzyki Wspolczesnej
Polskie Wydawnictwo Muzyki Wspolczesnej
Poltawski, Aleksander
Pomaranski, Zygmunt
Popular Music Publications
Princess Publications
Pro Art Publications
Pro Arte, Edition

"PWM," Polskie Wydawnictwo Muzyczne
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)
Puritan Publishing Co.

Quartet Music Company
Quincke, Walter A.

Radio City Guitar Studio
Rainbow Music Co.
Ramola Music
Ramsey, Will M.
Ramsey & Parker
Revival Music Company
Ricart & Cia, Luis, S. L.
Roat, Chas. E., Music Co.
Rolseth Pub. Co.
Rozan Publishing Co.
Rudnicki, Walery
Rynczak, J.
Rzepecki, J.

Sacred Music Foundation, The
Sajewski, W. H., Music and Publishing Co., Inc.
Schmidt, Arthur P., Co., Inc., The
Schmitt, Paul A., Music Company
Schuberth, Edward, & Co., Inc.
Sebren, George W., Music Co.
Select Music Company
Selmer, H. & A., Inc.
Seyfarth, G.
Sherwood Music Co.
Showalter, A. J., Company, The
Showalter, G. H. P.
Simon, Frank
Singenberger, John
Singenberger, Otto
Singspiration
Singtime Publishing Co.
Sisk Music Company, The
Slaski, H.
Slater, Will W.
Smith, Alfred B.
Smith, Wm. J., Music Co.
Southern Music Plate Co.
Stamps-Baxter Music & Printing Co., Inc.
Stamps Quartet Music Company, Inc.
Stamps, V. O., Music Company
Standard Music Company
Standard Songs
Stanphill, Ira
Stirling Music Publishing Co.
Sunday School Board of the South Baptist Convention, The

Target Music Co.
Tav-Rina, Edition
Teddlie, Tillit S.
Tennessee Music & Printing Co.
Thomas, Alvis O.
Thomas, J. E.
Thompson Music Company
Top Music Publishers, Inc.
Tovey, Herbert G.
Towarzystwo Wydawnicze Muzyki Polskiej
Treasure Chest Publications, Inc.
Triangle Music Co.
Trio Music Co.
Tuskegee Institute

Universum

Varner, Wallace B.
Vaughan, James D., Music Publishers
Vitak-Elsnic Co.
Volpe Music Co.

Walls, W. M.
Warde, Harry
Warner, F. Eugene
Weaner-Levant Publications
Weaner, Maxwell
Wells, Kenneth H.
Western Accordion Music Company
Wheelwright, Lorin F.
Whitney Blake Music Publishers
Wiehler, Zygmunt
Wilensky, Moshe
Windsor Music Company
Winsett, R. E.
Witczyk, Stanislaw
"WJR"
Wohl, Jehuda
Wydawnictwo Muzyczne Arcta

"Zaiks," Zwiazek Autorow, Kompozytorow i Wydawcow
Zak, Czeslaw
Zalewski, B. J.
Zaremba, Alojzy

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Frequency Modulation Stations—FM

ALPHABETICALLY
LISTED BY STATE—CITY

IN OPERATION
AS OF
JANUARY 1, 1955

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FM STATIONS IN OPERATION

As of Jan. 1, 1955

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Call Letters	City	Licensee

ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service
WRFS-FM, Alexander City; Piedmont Service Corp.
WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.
WHMA-FM, Anniston; Anniston Bcstg. Co.
WAFM, Birmingham; The TV Corp.
WSGN-FM, Birmingham; The Jemison Bcstg. Co.
WKLF-FM, Clanton; Southeastern Bcstg. Co.
WFMH-FM, Cullman; The Voice of Cullman
WHOS-FM, Decatur; North Alabama Bcstg. Co.
WJOI-FM, Florence; Florence Bcstg. Co.
WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.
WJLN, Homewood; Johnston Bcstg. Co.
WHBS-FM, Huntsville; The Huntsville Times Co., Inc.
WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.
WABB-FM, Mobile; The Mobile Press Register, Inc.
RHTB-FM, Talladega; Voice of Talladega, Inc.
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.
KTKT-FM, Tucson; Thomas J. Wallace

ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury
KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.
KFSA-FM, Ft. Smith; Southwestern Publishing Co.
KBTM-FM, Jonesboro; Regional Bcstg. Co.
KPOC-FM, Pocahontas; Pocahontas Radio, Inc.
KUOA-FM, Siloam Springs; KUOA, Inc.

CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.
KQXR, Bakersfield; KLEF Bcstrs.
KRE-FM, Berkeley; Central California Bcstrs., Inc.
KPFA, Berkeley; Pacifica Foundation
KPLA, Beverly Hills; School of Radio Arts
KRED, Eureka; Redwood Bcstg. Co., Inc.
KARM-FM, Fresno; KARM, The George Harm Station
KMJ-FM, Fresno; McClatchy Bcstg. Co.
KRFM, Fresno; California Inland Bcstg. Co.
KUTE, Glendale; Robert P. Adams
KFMU, Glendale; Nicholas M. Brazy

Call Letters	City	Licensee

KNX-FM, Hollywood; C.B.S., Inc.
KFOX-FM, Long Beach; Nicholas & Warinner, Inc.
KNOB, Long Beach; The Cerritos Bcstg. Co.
KCBH, Los Angeles; A. A. Crawford
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.
KRKD-FM, Los Angeles; Radio Broadcasters, Inc.
KFWB-FM, Los Angeles; KRWB, Inc.
KHJ-FM, Los Angeles; General Teleradio, Inc.
KABC-FM, Los Angeles, A.B.C., Inc.
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.
KBEE, Modesto; McClatchy Broadcasting Co.
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.
KLX-FM, Oakland; Tribune Building Company
KEDO, Ontario; The Daily Report Co.
KWKW-FM, Pasadena; Southern California Bcstg. Corp.
KCRA-FM, Sacramento; KCRA, Inc.
KFBK-FM, Sacramento; McClatchy Bcstg. Co .
KSBR, San Bruno; Radio Diablo, Inc.
KFSD-FM, San Diego; Airfan Radio Corp., Ltd.
KSON-FM, San Francisco; KSON Broadcasters
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.
KGO-FM, San Francisco; American Bcstg. Co., Inc.
KNBC-FM, San Francisco; National Bcstg. Co., Inc.
KXKX, San Francisco; Electronic Service Corp.
KSJO-FM, San Jose; Santa Clara Bcstg. Company
KWIZ-FM, Santa Ana; The Voice of the Orange Empire
KDFC, Sausalito, Sundial Bcstg. Corp.

COLORADO

KLZ-FM, Denver; Alladin Bcstg. Corp.
KOA-FM, Denver; Metropolitan TV Co.
KFML, Golden; Evert A. Bancker, Jr.
KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.
WDRC-FM, Hartford; The Connecticut Bcstg. Co.
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.
WMMW-FM, Meriden; Silver City Crystal Co.
WNHC-FM, New Haven; The Elm City Bcstg. Corp.
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.

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Call Letters	City	Licensee

DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.
WCFM, Washington; Cooperative Bcstg. Assoc.
WFAN, Washington; United Bcstg. Co., Inc.
WGMS-FM, Washington; Good Music Station, Inc.
WMAL-FM, Washington; Evening Star Bcstg. Co.
WOL-FM, Washington; Washington Bcstg. Co.
WRC-FM, Washington; National Bcstg. Co.
WTOP-FM, Washington; WTOP, Inc.
WWDC-FM, Washington; Capitol Bcstg. Co.

FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.
WRUF-FM, Gainesville; University of Florida
WJAX-FM, Jacksonville; City of Jacksonville
WJHP-FM, Jacksonville; Jacksonville Journal Co.
WMBR-FM, Jacksonville; Washington Post Co.
WGBS-FM, Miami; Storer Bcstg. Co.
WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.
WQAM-FM, Miami; Miami Bcstg. Co.
WWPB-FM, Miami; Paul Brake
WKAT-FM, Miami Beach; WKAT, Inc.
WLRD, Miami Beach; Mercantile Bcstg. Co.
WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.
WHOO-FM, Orlando; WHOO, Inc.
WORZ-FM, Orlando; Central Florida Bcstg. Co.
WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.
WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.
WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.
WTAL-FM, Tallahassee; John H. Phipps
WDAE-FM, Tampa; Tampa Times Co.
WFLA-FM, Tampa; The Tribune Company
WPKM, Tampa; FM Broadcasters

GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.
WAGA-FM, Atlanta; Storer Bcstg. Co.
WBGE-FM, Atlanta; General Bcstg. Co.
WGST-FM, Atlanta; Georgia Institute of Tech.
WSB-FM, Atlanta; Atlanta Newspapers, Inc.
WAQM, Atlanta; Glenkaren Associates, Inc.
WAUG-FM, Augusta; Garden City Bcstg. Co.
WBBQ-FM; Augusta; Savannah Valley Bcstg. Co.
WRBL-FM, Columbus; Columbus Bcstg. Co.
WDWD-FM, Dawson; Dawson Bcstg. Co.
WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.
WKEU-FM, Griffin; Radio Station WKEU
WLAG-FM, LaGrange; LaGrange Bcstg. Co.
WMAZ-FM, Macon; Southeastern Bcstg. Co.
WCOH-FM, Newnan; Newnan Bcstg. Co.
WRGA-FM, Rome; Rome Broadcasting Corp.
WSAV-FM, Savannah; WSAV, Incorporated
WTOC-FM, Savannah; Savannah Bcstg. Co.
WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson
WLET-FM, Toccoa; R. G. LeTourneau

Call Letters	City	Licensee

HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

IDAHO

KSEI-FM, Pocatello; Radio Service Corp.
KRXK-FM, Rexburg; Snake River Radio & TV Co.
KTFI-FM, Twin Falls; Radio Broadcasting Corp.

ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.
WBYS-FM, Canton; Fulton County Bcstg. Co.
WROY-FM, Carmi; Carmi Bcstg. Co.
WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.
WDWS-FM, Champaign; The Champaign News-Gazette
WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.
WBEZ, Chicago; Bd. of Ed., City of Chicago
WBIK, Chicago; Balaban & Katz Corporation
WEFM, Chicago; WHFC, Inc.
WENR-FM, Chicago; American Bcstg. Co., Inc.
WFJL, Chicago; Lewis College of Science & Tech.
WFMF, Chicago; Functional Music, Inc.
WFMT-FM, Chicago; Fale Bcstg. Co., Inc.
WSEL, Chicago; Chicago Skyway Bcstg. Co.
WMAQ-FM, Chicago; National Bcstg. Co., Inc.
WSOY-FM, Decatur; Illinois Broadcasting Co.
WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.
WSEI, Effingham; Illinois Bcstg. Co.
WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.
WFJS, Freeport; Stephenson Corp.
WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.
WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.
WLBH-FM, Mattoon; Mattoon Bcstg. Co.
WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.
WOPA-FM, Oak Park; Village Bcstg. Co.
WLVN-FM, Olney; Olney Bcstg. Co., Inc.
WPRS-FM, Paris; Paris Bcstg. Corp.
WMBD-FM, Peoria; WMBD, Inc.
WGEM-FM, Quincy; Quincy Bcstg. Co.
WTAD-FM, Quincy; Lee Broadcasting, Inc.
WROK-FM, Rockford; Rockford Broadcasters, Inc.
WHBF-FM, Rock Island; Rock Island Bcstg. Co.
WTAX-FM, Springfield; WTAX, Inc.
WKID-FM, Urbana; WKID Bcstg. Co.

INDIANA

WFIU, Bloomington, Trustees of Ind. University
WCNB-FM, Connersville; News-Examiner Company
WBBS, Crawfordsville, First Baptist Church
WTRC-FM, Elkhart; Truth Publishing Co., Inc.
WCMR, Elkhart; Clarence C. Moore
WIKY-FM, Evansville; South Central Bcstg. Corp.
WMLL, Evansville; On the Air, Inc.
WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.
WJOB-FM, Hammond; South Shore Bcstg. Corp.
WITZ-FM, Jasper; Jasper On the Air, Inc.
WFAM, near Lafayette; WFAM, Inc.

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Call Letters	City	Licensee

WINL, Lebanon; Lebanon Bcstg. Co.
WORX, Madison; Electronics Lab., Inc.
WMRI-FM, near Marion; Chronicle Publishing Co., Inc.
WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.
WMUN, near Muncie; Tri-City Radio Corp.
WCTW, New Castle; The Courier-Times, Inc.
WBOW-FM, Terre Haute; Banks of the Wabash, Inc.
WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp
WRSW-FM, Warsaw; Reub Williams & Sons, Inc.
WFML, Washington; Washington Radio, Inc.

IOWA

KFGQ-FM, Boone; Boone Biblical College
KROS-FM, Clinton; Clinton Bcstg. Corp.
WOC-FM, Davenport; Tri-City Bcstg. Company
KRNT-FM, Des Moines; Cowles Bcstg. Co.
KSO-FM, Des Moines; Murphy Bcstg. Company
WHO-FM, Des Moines; Central Bcstg. Co.
WDBQ-FM, Dubuque; Dubuque Bcstg. Co.
KOKX-FM, Keokuk; Keokuk Bcstg. Co.
KGLO-FM, Mason City; Lee-Radio, Incorporated
KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.
KSCJ-FM, Sioux City; Perkins Brothers Co.
KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

KANSAS

KIND-FM, Independence; Central Bcstg. Inc.
KFH-FM, Wichito; Radio Station KFH Company

KENTUCKY

WCMI-FM, Ashland; Ashland Bcstg. Company
WLBJ-FM, Bowling Green Bcstg. Co.
WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.
WSON-FM, Hopkinsville; Hopkinsville Bcstg. Co., Inc.
WLAP-FM, Lexington; American Bcstg. Co.
WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.
WOMI-FM, Owensboro; Owensboro Bcstg. Company
WVJS-FM, Owensboro; Owensboro on the Air, Inc.
WKYB-FM, Paducah; WKYB, Inc.
WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

LOUISIAN A

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.
WAFB-FM, Baton Rouge; Modern Bcstg. Co.
WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.
WLCS-FM, Baton Rouge; Air Waves, Inc.
KVOL-FM, Lafayette Evangeline Bcstg. Co., Inc.
KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.
WDSU-FM, New Orleans; WDSU Bcstg. Corp.
WRCM, New Orleans; Supreme Bcstg. Co., Inc.
WMMT, New Orleans; Fidelity Bcstg. Co., Inc.
KTBS-FM, Shreveport; KTBS, Inc.
KRMD-FM, Shreveport; Radio Station KRMD
KWKH-FM, Shreveport; International Bcstg. Corp.

MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

Call Letters	City	Licensee

MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.
WCAO-FM, Baltimore; The Monumental Radio Co.
WITH-FM, Baltimore; Maryland Bcstg. Company
WUST-FM, Bethesda; Bcstg. Management, Inc.
WCUM-FM, Cumberland; The Tower Realty Co.
WJEJ-FM, Hagerstown; Hagerstown Bcstg. Co.
WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.
WEEI-FM, Boston; Columbia Bcstg. System, Inc.
WHDH-FM, Boston; WHDH, Inc.
WNAC-FM, Boston; General Teleradio, Inc.
WBET-FM, Brockton; Enterprise Publishing Co.
WXHR, Cambridge; Middlesex Bcstg. Corp.
WHAI-FM, Greenfield; John W. Haigis
WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.
WBSM-FM, New Bedford; Bay State Bcstg. Co.
WNBH-FM, New Bedford; E. Anthony & Sons, Inc.
WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.
WHYN-FM, Springfield; Hampden-Hampshire Corp.
WMAS-FM, Springfield; WMAS, Inc.
WCRB-FM, Waltham; Charles River Bcstg. Co.
WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.
WTAG-FM, Worcester; WTAG, Inc.

MICHIGAN

WBCM-FM, Bay City; Bay Broadcasting Co., Inc.
WHFB-FM, Benton Harbor; Palladium Publishing Co.
WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.
WKMH-FM, Dearborn; WKMH, Inc.
WBRI, Detroit; Booth Radio & TV Stations, Inc.
WDET-FM, Detroit; Wayne University
WJBK-FM, Detroit; Storer Bcstg. Co.
WJR-FM, Detroit; WJR, The Goodwill Station, Inc.
WMUZ, Detroit; Michigan Music Co.
WWJ-FM, Detroit; The Evening News Association
WXYZ-FM, Detroit; WXYZ, Inc.
WFUM, Flint; Regents of University of Michigan
WFBE, Flint; Flint Bd. of Ed.
WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.
WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.
WKBZ-FM, Muskegon; Ashbacker Radio Corp.
WLDM, Oak Park; Lincoln Bcstg. Company
WCAR-FM, Pontiac; WCAR, Inc.
WOMC, Royal Oak; Sparks Bcstg. Co.
WSAM-FM, Saginaw; Saginaw Bcstg. Co.
WSTR-FM, Sturgis; WSTR, Inc.

MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.
KTIS-FM, Minneapolis; Northwestern Sch.-Bible College
WTCN-FM, Minneapolis; Minn. Television Pub. Serv. Corp.
KFAM-FM, St. Cloud; The Times Publishing Co.
WMIN-FM, St. Paul; Franklin Bldg. Co.
KWNO-FM, Winona; Winona Radio Service

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Call Letters	City	Licensee

MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company
WRFM, Hattiesburg; Forest Bcstg. Co., Inc.
WJDX-FM, Jackson; Lamar Life Insurance Co.

MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod
KWOS-FM, Jefferson City; Capital Bcstg. Company
WMBH-FM, Joplin; Joplin Bcstg. Company
KCMO-FM, Kansas City; Meredith Engrg. Co.
KBOA-FM, near Kennett; Kennett Bcstg. Corp.
KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.
KTTS-FM, Springfield; Independent Bcstg. Co.
KCFM, St. Louis; Commercial Bcstg. Co.
KWPM-FM, West Plains; Robert F. Neathery

NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company
KNEV, Reno; Everett B. Cobb

NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.
WTSV-FM, Claremont; Grandview, Inc.
WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.
WOPW-FM, Nashua; Nashua Bcstg. Corp.

NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.

NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.
WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.
WAAT-FM, Newark; Bremer Bcstg. Corp.
WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.
WTOA, Trenton; Mercer Broadcasting Co.
WAWZ-FM, Zare Phath; Pillar of Fire Inc.

NEW YORK

WMBO-FM, Auburn; WMBO, Inc.
WRBS, Bay Shore; Great South Bay Bcstg. Co.
WKOP-FM, Binghamton; Binghomton Bcstrs., Inc.
WRRE, Bristol Center; Northeast Radio Corp.
WBEN-FM, Buffalo; WBEN, Inc.
WBNY-FM, Buffalo; Roy L. Albertson
WWOL-FM, Buffalo; Greater Erie Bcstg. Co.
WXRC, Buffalo; Western New York Bcstg. Co.
WRRC, Cherry Valley; Northeast Radio Corp.
WCLI-FM, Corning; Radio Corning Inc.
WKRT-FM, Cortland; Radio Cortland, Inc.
WRRD, DeRuyter; Northeast Radio Corp.
WHLI-FM, Hempstead; FM Broadcasting Corp.
WWHG-FM, Hornell; The W. H. Greenhow Co.
WHCU-FM, Ithaca; Cornell University

Call Letters	City	Licensee

WRRA, Ithaca; Northeast Radio Corp.
WJTN-FM, Jamestown; James Bcstg. Co., Inc.
WMSA-FM, Massena; The Brockway Company
WNRC-FM, New Rochelle; Radio New Rochelle Inc.
WABC-FM, New York; American Bcstg. Co., Inc.
WABF, New York; Metropolitan Bcstg. & TV, Inc.
WCBS-FM, New York; Columbia Bcstg. System, Inc.
WEVD-FM, New York; Debs Memorial Fund, Inc.
WGHF, New York; WGHF, Inc.
WHOM-FM, New York; Atlantic Bcstg. Co., Inc.
WMGM-FM, New York; Loew's, Inc.
WRCA-FM, New York; National Bcstg. Co., Inc.
WNYC-FM, New York; City of N. Y. Municipal Bcstg. System
WOR-FM, New York; General Teleradio, Inc.
WQCR-FM, New York; Interstate Bcstg. Co., Inc.
WWRL-FM, New York; Long Island Bcstg. Corp.
WHLD-FM, Niagara Falls; Earl C. Hull
WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.
WHDL-FM, Olean; WHDL, Inc.
WALK-FM, Patchogue; Suffolk Bcstg. Corp.
WHFM, Rochester; Stromberg-Carlson Company
WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.
WGFM, Schenectady; General Electric Company
WSYR-FM, Syracuse; Central New York Bcstg. Corp.
WFLY, Troy; The Troy Record Company
WRUN-FM, Utica; Rome Sentinel Company
WWNY-FM, Watertown; The Brockway Company
WRRL, Weathersfield; Northeast Radio Corp.
WFAS-FM, White Plains; Westchester Bcstg. Corp.

NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.
WLOS-FM, Asheville; Skyway Bcstg. Co.
WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.
WFNS-FM, Burlington; Burlington-Graham Bcstg. Co
WSOC-FM, Charlotte; Radio Station WSOS, Inc.
WDNC-FM, Durham; Durham Radio Corp.
WIFM-FM, Elkin; James B. Childress
WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.
WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.
WGNC-FM, Gastonia; Catherine T. McSwain
WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.
WHNC-FM, Henderson; Henderson Radio Corp.
WNOS, High Point; The North State Bcstg. Co.
WHPE-FM, High Point; High Point Bcstg. Co.
WMFR-FM, High Point; Radio Station WMFR, Inc.
WEWO-FM, Laurinburg; Scotland Bcstg. Co.
WLOE-FM, Leaksville; WLOE, Inc.
WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.
WMIT, Marion; Mt. Mitchell Bcstg. Co.
WFMB, nr. Mayodan; Mayo Bcstg. Co.
WNAO-FM, Raleigh; WPTF Radio Company
WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Raleigh; Capitol Bcstg. Co., Inc.
WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.
WKFM, Roanoke Rapids; WCBT, Inc.
WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.
WEED-FM, Rocky Mount; William Avera Wynne
WSTP-FM, Salisbury; Piedmont Bcstg. Co.
WWGP-FM, Sanford; Sandhills Bcstg. Corp.

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Call Letters	City	Licensee
WOHS-FM,	Shelby;	Western Carolina Radio Corp.
WSIC-FM,	Statesville;	Statesville Bcstg. Co., Inc.
WCPS-FM,	Tarboro;	Coastal Plains Bcstg. Co., Inc.
WTNC-FM,	nr. Thomasville;	Thomasville Bcstg. Co.
WMFD-FM,	Wilmington;	Richard Austin Dunlea
WAIR-FM,	Winston-Salem;	Radio-Winston-Salem, Inc.
WSJS-FM,	Winston-Salem;	Piedmont Publishing Co.
WMIT,	Yancey County;	Mt. Mitchell Bcstrs., Inc.

OHIO

WAKR-FM,	Akron;	Summit Radio Corporation
WFAH-FM,	Alliance;	Review Publishing Company
WATG-FM,	Ashland;	Ashland Bcstg. Co.
WICA-FM,	Ashtabula;	WICA, Inc.
WTRX-FM,	Belaire;	Ohio-W. Virginia Broadcasting Co.
WHBC-FM,	Canton;	The Ohio Bcstg. Co.
WCPO-FM,	Cincinnati;	Scripps-Howard Radio, Inc.
WKRC-FM,	Cincinnati;	Radio Cincinnati, Inc.
WDOK-FM,	Cleveland;	Civic Bcstrs., Inc.
WERE-FM,	Cleveland;	Cleveland Bcstg. Co.
WGAR-FM,	Cleveland;	Peoples Bcstg. Corp.
WHK-FM,	Cleveland;	United Bcstg. Co.
WJW-FM,	Cleveland;	WJW, Inc.
WTAM-FM,	Cleveland;	National Bcstg. Co., Inc.
WSRS-FM,	Cleveland Hts.;	WSRS, Inc.
WCOL-FM,	Columbus;	Air Trails, Inc.
WVKO-FM,	Columbus;	Sky Way Bcstg. Corp.
WHIO-FM,	Dayton;	Miami Valley Bcstg. Corp.
WEOL-FM,	Elyria;	Elyria-Lorain Bcstg. Co.
WFIN-FM,	Findlay;	The Findlay Publishing Co.
WFOB-FM,	Fostoria;	Seneca Radio Corp.
WFRO-FM,	Fremont;	Wolfe Bcstg. Corp.
WMOH-FM,	Hamilton;	The Fort Hamilton Bcstg. Co.
WIMA-FM,	Lima;	Northwestern Ohio Bcstg. Corp.
WMRN-FM,	Marion;	Marion Bcstg. Co.
WMVO,	Mt. Vernon;	The Mt. Vernon Bcstg. Co.
WCLT-FM,	Newark;	The Advocate Printing Co.
WPAY-FM,	Portsmouth;	The Scioto Bcstg. Co.
WSTV-FM,	Steubenville;	WSTV, Inc.
WSPD-FM,	Toledo;	Storer Bcstg. Co.
WTOL-FM,	Toledo;	Community Bcstg. Co.
WTRT,	Toledo;	Unity Corp., Inc.
WWST-FM,	Wooster;	Wooster Republican Bcstg. Co.
WKBN-FM,	Youngstown;	WKBN Bcstg. Corp.

OKLAHOMA

KMUS-FM,	Muskogee;	Eastern Okla. Bcstg. Co.
KSPI-FM,	Stillwater;	Stillwater Publishing Co.

OREGON

KWIL-FM,	Albany;	Central Williamette Bcstg. Co.
KUGN-FM,	Eugene;	KUSN, Inc.
KGPO,	Grants Pass;	Southern Oregon Bcstg. Co.
KEX-FM,	Portland;	Westinghouse Bcstg. Co.
KQFM,	Portland;	H. Quentin Cox
KOIN-FM,	Portland;	Mount Hood Radio & TV Bcstg. Corp.
KPFM,	Portland;	Oregon Bcstrs., Ltd.
KPOJ-FM,	Portland;	KPOJ, Inc.

Call Letters	City	Licensee

PENNSYLVANIA

WFMA,	Allentown;	Penn-Allen Bcstg. Co.
WSAN-FM,	Allentown;	Lehigh Valley Bcstg. Co.
WVAM-FM,	Altoona;	The General Bcstg. Corp.
WGPA-FM,	Bethlehem;	Bethlehems' Globe Publ. Co.
WBUT-FM,	Butler;	J. Patrick Beacom
WCHA-FM,	Chambersburg;	Chambersburg Bcstg. Co., Inc.
WCED-FM,	Dubois;	Tri-County Bcstg. Co., Inc.
WEEX,	near Easton;	Easton Publishing Co.
WEST-FM,	Easton;	Associated Bcstrs., Inc.
WERC-FM,	Erie;	Presque Isle Bcstg. Co.
WLEU-FM,	Erie;	Commodore Perry Bcstg. Service Inc.
WHP-FM,	Harrisburg;	WHP, Inc.
WAZL-FM,	Hazleton;	Hazleton Bcstg. Co., Inc.
WARD-FM,	Johnstown;	Central Bcstg. Co., Inc.
WJAC-FM,	Johnstown;	WJAC, Incorporated
WGAL-FM,	Lancaster;	WGAL, Inc.
WLAN-FM,	Lancaster;	The Peoples Bcstg. Co.
WLBR-FM,	Lebanon;	Lebanon Bcstg. Service Co.
WLTN,	Lewistown;	Lewistown Bcstg. Co.
WMGW-FM,	Meadville;	Meadville Bcstg. Service, Inc.
WCAU-FM,	Philadelphia;	WCAU, Inc.
WFIL-FM,	Philadelphia;	Triangle Publications, Inc.
WFLN,	Philadelphia;	Franklin Bcstg. Corp.
WHAT-FM,	Philadelphia;	Independence Bcstg. Co.
WIBG-FM,	Philadelphia;	Seaboard Bcstg. Corp.
WIP-FM,	Philadelphia;	Pennsylvania Bcstg. Co.
WPEN-FM,	Philadelphia;	Wm. Penn Bcstg. Co.
KDKA-FM,	Pittsburgh;	Westinghouse Bcstg. Co., Inc.
WJAS-FM,	Pittsburgh;	Pittsburgh Radio Supply House
WKJF,	Pittsburgh;	Mrs. A. J. R. Greer
WWSW-FM,	Pittsburgh;	WWSW, Inc.
PPA-FM,	Pottsville;	Pottsville Bcstg.
WGBI-FM,	Scranton;	Scranton Broadcasters, Inc.
WEJL,	Scranton;	Scranton Times
WPIC-FM,	Sharon;	Sharon Herald Bcstg. Co.
WKOK-FM,	Sunbury;	Sunbury Bcstg. Corp.
WRRN,	Warren;	Northern Allegheny Bcstg. Co.
WJPA-FM,	Washington;	Washington Bcstg. Co.
WBRE-FM,	Wilkes-Barre;	Louis G. Baltimore
WLYC-FM,	Williamsport;	Lycoming Bcstg. Co.
WRAK-FM,	Williamsport;	WRAK, Inc.
WNOW-FM,	York;	The Helm Coal Co. (Bcstg. Div.)
WRZE,	York;	White Rose Broadcasting Co.

RHODE ISLAND

WPFM,	Providence;	Nobscot Bcstg. Corp.
WPJB-FM,	Providence;	Providence Journal Co.
WPRO-FM,	Providence;	Cherry & Webb Bcstg. Co.
WWON-FM,	Woonsocket;	Woonsocket Bcstg. Co.

SOUTH CAROLINA

WCAC,	Anderson;	Wilton E. Hall
WCSC-FM,	Charleston;	WCSC, Inc.
WTMA-FM,	Charleston;	Atlantic Coast Bcstg. Co.
WCOS-FM,	Columbia;	Radio Columbia
WIS-FM,	Columbia;	The Bcstg. Co. of the South
WDSC-FM,	Dillon;	Border Bcstg. Co.

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Call Letters	City	Licensee
WAKE-FM	Greenville	Piedmont Bcstg. Co.
WESC-FM	Greenville	Greenville Broadcasting Co.
WFBC-FM	Greenville	WMRC Inc.
WCRC-FM	Greenwood	Grenco, Inc.
WORG	Orangeburg	WTND, Inc.
WRHI-FM	Rock Hill	York County Bcstg. Co.
WSNW-FM	Seneca	Blue Ridge Bcstg. Co., Inc.
WDXY	Spartanburg	Word, Inc.
WSPA-FM	Spartanburg	The Spartan Radiocasting Co.
WALD-FM	Walterboro	Walterboro Bcstg. Co.

TENNESSEE

WOPI-FM	Bristol	Radiophone Bcstg. Sta. WOPI, Inc.
WAPO-FM	Chattanooga	WAPO Bcstg. Serv. Inc.
WDOD-FM	Chattanooga	WDOD Bcstg. Co.
WAEW-FM	Grossville	WAEW, Inc.
WHBT-FM	Harriman	Harriman Bcstg. Co.
WTJS-FM	Jackson	The Sun Publishing Co., Inc.
WJHL-FM	Johnson City	WJHL, Inc.
WKPT-FM	Kingsport	Kingsport Bcstg. Co., Inc.
WBIR-FM	Lenoir City	WLIL, Inc.
WMCF	Memphis	Memphis Publishing Company
WSOK-FM	Nashville	Nashville Bcstg. Co.

TEXAS

KREL-FM	Baytown	Tri-Cities Bcstg. Co.
KRIC-FM	Beaumont	The Enterprise Co.
KCLE-FM	Cleburne	Marti, Inc.
KCCT-FM	Corpus Christi	International Radio Co.
KIXL-FM	Dallas	Variety Bcstg. Co., Inc.
KRLD-FM	Dallas	KRLD Radio Corporation
WRR-FM	Dallas	City of Dallas
KDNT-FM	Denton	Harwell V. Shepard
WBAP-FM	Fort Worth	Carter Publications, Inc.
KLUF-FM	Galveston	The KLUF Bcstg. Co., Inc.
KPRC-FM	Houston	The Houston Post Company
KTRH-FM	Houston	KTRH Bcstg. Co.
KLTI-FM	near Longview	Le Tourneau Radio Corp.
KISS	San Antonio	The Walmac Co.
KITE-FM	San Antonio	Radio KITE, Inc.
KNON-FM	San Antonio	Mission Bcstg. Co.
KTSA-FM	San Antonio	Sunshine Bcstg. Co.
KCMC-FM	Texarkana	KCMC, Inc.

UTAH

KDYL-FM	Salt Lake City	Intermountain Bcstg. & TV Corp.
KSL-FM	Salt Lake City	Radio Serv. Corp. of Utah
KUTF	Salt Lake City	Utah Bcstg. & TV Co.

VIRGINIA

WARL-FM	Arlington	Northern Virginia Bcstrs., Inc.
WINA-FM	Charlottesville	Charlottesville Bcstg. Co.
WSVS-FM	Crewe	Southern Virginia Bcstg. Corp.
WBTM-FM	Danville	Piedmont Bcstg. Corp.
WEVA-FM	Emporia	Stone Bcstg. Corp.
WSVA-FM	Harrisonburg	Shenandoah Valley Bcstg. Corp.
WLVA-FM	Lynchburg	Lynchburg Bcstg. Corp.
WWOD-FM	Lynchburg	Old Dominion Bcstg. Corp.
WMVA-FM	Near Martinsville	Martinsville Bcstg. Co.
WGH-FM	Newport News	Hampton Roads Bcstg. Corp.
WRVC	Norfolk	Larus & Brother Co., Inc.
WTAR-FM	Norfolk	WTAR Radio Corporation
WCOD	Richmond	Havens & Martin, Inc.
WLEE-FM	Richmond	Lee Bcstg. Corp.
WRNL-FM	Richmond	Richmond Newspapers, Inc.
WRVD	Richmond	Larus & Brother Co., Inc.
WDBJ-FM	Roanoke	Times-World Corporation
WROV-FM	Roanoke	Radio Roanoke, Inc.
WSLS-FM	Roanoke	Shenandoah Life Stations, Inc.
WRFL	Winchester	Richard Field Lewis, Jr.

WASHINGTON

KALE-FM	Richland	KALE, Inc.
KING-FM	Seattle	KING Bcstg. Company
KIRO-FM	Seattle	Queen City Bcstg. Co., Inc.
KISW	Seattle	Ellwood W. Lippincott
KREM-FM	Spokane	Louis Wasmer
KTNT-FM	Tacoma	Tribune Publishing Co.

WEST VIRGINIA

WJLS-FM	Beckley	Joe L. Smith, Jr., Inc.
WKNA-FM	Charleston	Joe L. Smith, Jr., Inc.
WJPB-FM	Fairmount	Fairmount Bcstg. Co.
WHTN-FM	Huntington	Greater Huntington Radio Corp.
WLOG-FM	Logan	Clarence H. Frey & Robert O. Greever
WEPM-FM	Martinsburg	Martinsburg Bcstg. Co.
WAJR-FM	Morgantown	West Virginia Radio Corp.
WOAY-FM	Oak Hill	Robert R. Thomas, Jr.
WPAR-FM	Parkersburg	Ohio Valley Bcstg. Corp.
WKWK-FM	Wheeling	Community Bcstg., Inc.
WWVA-FM	Wheeling	Storer Bcstg. Co.

WISCONSIN

WEAU-FM	Eau Claire	Central Bcstg. Company
WWCF	Greenfield	Wm. C. Forrest
WCLC-FM	Janesville	Gazette Printing Co.
WHA-FM	Madison	State of Wisc., State Radio Council
WIBA-FM	Madison	Badger Bcstg. Co.
WISC-FM	nr. Madison	Radio Wisconsin, Inc.
WMFM	Madison	Earl W. Fessler
WDLB-FM	Marshfield	Dairyland's Bcstg. Serv., Inc.
WLIN	Merrill	Alvin E. O'Konski
WEMP-FM	Milwaukee	Milwaukee Bcstg. Co.
WRJN-FM	Racine	Racine Bcstg. Corp.
WJMC-FM	Rice Lake	WJMC, Inc.
WHBL-FM	Sheboygan	WHBL, Inc.
WFHR-FM	Wisconsin Rapids	William F. Huffman Radio, Inc.

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WOMEN COMMENTATORS

HOME ECONOMISTS

of U. S. Radio and TV Stations

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— A —

Abernathy, Matsy..WEEB, Southern Pines, N. C.
Abeyta, Vergie..KGGM-TV, Albuquerque, N. Mex.
Abdon, Gloria.....WCAE, Pittsburgh, Pa.
Accola, Dorothy.....KASL, Newcastle, Wyo.
Adams, Betty.....WJAR-TV, Providence, R. I.
Adams, Debroah....WFIL-TV, Philadelphia, Pa.
Aders, Edna.....WLSI, Pikeville, Ky.
Adams, Kay.....WQUA, Moline, Ill.
Adams, Opal.....WMBC, Macon, Miss.
Adams, Susan.....WABD, New York, N. Y.
Aitken, Kate.....CFRB, Toronto, Ont., Canada
Allan, Nancy.....KMJ-TV, Fresno, Cal.
Allen, June.....WITV, Miami, Fla.
Allen, Nancy.....WLAU, Laurel, Miss.
Allen, Ruth.....WGAR, Cleveland, Ohio
Alexander, Barbara..KVNI, Coeur d'Alene, Idaho
Alexander, Jeanne.....WBI, Charlotte, N. C.
Alexander, Mildred.....WTAR, Norfolk, Va.
Alexandria, Elenora....WBAX, Wilkes-Barre, Pa.
Allison, Myme M.....KBON, Omaha, Nebr.
Allmon, Lucille.....KWBB, Wichita, Kans.
Amspaugh, Faith.....WMTC, Vanceleve, Ky.
Anderson, Blanch.....WLOA, Braddock, Pa.
Anderson, Fran.....KXRA, Alexandria, Minn.
Anderson, Jane.....KIOA, Des Moines, Iowa
Anderson, Jane.....KMMJ, Grand Island, Nebr.
Andrews, Miriam.....WRUF, Gainesville, Fla.
Angel, Barbara.....KPTV, Portland, Oreg.
Angle, Barbara.....WLBR-TV, Lebanon, Pa.
Anno, Mary Jean.....WATW, Ashland, Wis.
Antoine, Frances.....WVIM, Vicksburg, Miss.
Antonetti, Clara.....WTSA, Brattleboro, Vt.
Apple, Marie.....KWCB, Searcy, Ark.
Arch, Shirley.....WHLD, Niagara Falls, N. Y.
Arledge, Mabel.....KIVY, Crockett, Texas
Arlen, Margaret.....WCBS-TV, New York, N. Y.
Armand, Dorothy.....WCOV, Montgomery, Ala.
Armstrong, Jennie-Belle....WSYR, Syracuse, N. Y.

— B —

Baacke, Gladys.....WJKO, Springfield, Mass.
Bacher, Jeanne.....KGST, Fresno, Cal.
Badham, Mary.....WBRC, Birmingham, Ala.
Bagley, Harriet.....KOVE, Lander, Wyo.
Bailey, Betty.....KENM, Portales, N. Mex.
Bailey, Mildred.....WCOP, Boston, Mass.
Bailey, Mitzi.....KMUR, Murray, Utah
Bailey, Martha.....WLOS-TV, Asheville, N. C.
Baird, Jeanne.....KEYT, Santa Barbara, Cal.
Baker, Arleen.....KRAL, Rawlins, Wyo.
Baker, Betty.....WHO, Des Moines, Iowa
Baker, Evangeline..KGO-TV, San Francisco, Cal.
Baker, Gertrude.....WBUT, Butler, Penn.
Baker, Mildred.....KNAK, Salt Lake City, Utah
Baldwin, Bette.....WHEP, Foley, Ala.
Baldwin, Helen....WNBF-TV, Binghamton, N. Y.
Bale, Helen.....WREX-TV, Rockford, Ill.
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.
Ball, Joy.....WEAR-TV, Pensacola, Fla.
Ballew, Betty.....KFTM, Ft. Morgan, Colo.
Bancroft, Barbara.....WMMB, Melbourne, Fla.
Barden, Phulena.....WDBO-TV, Orlando, Fla.
Barkwell, Patsy.....KOOS, Coos Bay, Ore.
Barnes, Josie.....KTVT, Salt Lake City, Utah
Barnett, Josephine.....KGON, Oregon City, Ore.
Barnett, Mary Joan....WLOH, Princeton, W. Va.
Barondess, Harriet.....WMIE, Miami, Fla.
Barrett, Myrtle.....WHDF, Houghton, Mich.
Bartelt, Mary Ann.....WJPG, Green Bay, Wis.
Bartlett, Edna.....WENY, Elmira, N. Y.
Bartlett, Sue.....WTTV, Bloomington, Ind.
Bartlett, Virginia.....WNET, Providence, R. I.
Barrie, Wendy.....WHIO-TV, Dayton, Ohio
Bauby, Cathy.....WMCT, Memphis, Tenn.
Baxter, Margo....KVEC-TV, San Luis Obispo, Cal.
Bayne, Barbara.....WLOL, Minneapolis, Minn.
Beagle, Helen.....WHLM, Bloomsburg, Pa.
Beagle, Maude Stewart.....WBBC, Flint, Mich.
Bean, Ruth.....WATV, Newark, N. J.
Bean, Wilma.....KRXK, Rexburg, Idaho
Beard, Naomi.....WTCO, Campbellsville, Ky.
Becker, Helen Margaret..KIMO, Independence, Mo.
Becker, Johnnie.....KIUP, Durango, Colo.
Beeley, Helen.....WORD, Spartanburg, S. C.
Belancio, Gloria.....WSJV, Elkhart, Ind.
Belden, Virginia.....KCKY, Coolidge, Ariz.
Bell, Alice.....WAGA-TV, Atlanta, Ga.
Bell, Peggy.....KFYO, Lubbock, Texas
Beltran, Alma Leonor.....KALI, Pasadena, Cal.
Benell, Julie.....WFAA-TV, Dallas, Tex.
Benner, Hazel.....KCLS, Flagstaff, Ariz.
Benson, Beverly.....WJOC, Jamestown, N. Y.
Bergstrom, Mildred..WKNB-TV, New Britain, Conn.
Berry, Mari Lou.....WJPS, Evansville, Ind.
Beseth, Muriel H.....WNBZ, Saranac Lake, N. Y.
Best, Bobbe.....WTAX, Springfield, Ill.
Binns, Barbara.....WVCG, Coral Gables, Fla.
Bishop, Ethel.....WXOK, Baton Rouge, La.
Blair, Anne.....WGMS, Washington, D. C.
Blair, Virginia.....KRBC-TV, Abilene, Tex.
Blazer, Eleanor J.....WHOK, Lancaster, Ohio
Blake, Julie.....WFEA, Manchester, N. H.
Blake, Nancy.....WHOL, Allentown, Pa.
Bleck, Ruth.....WIMS, Michigan City, Ind.
Blum, Vaunceil.....KMMO, Marshall, Mo.
Boehm, Mary Kay.....WITZ, Jasper, Ind.
Bolten, Geneva.....KREL, Baytown, Tex.
Bond, Betty.....WSLS-TV, Roanoke, Va.
Booth, Bette Mills.....KLWN, Lawrence, Kans.
Borovac, Joyce.....WMFG, Hibbing, Minn.
Bost, Cecile.....WIRC, Hickory, N. C.
Botkin, Freda S.....KVOA-TV, Tucson, Ariz.
Bowen, Jerri.....KHSL-TV, Chico, Cal.
Bowles, Patricia.....KFSA-TV, Ft. Smith, Ark.
Bowman, Helen.....WIKE, Newport, Vt.
Bowman, Maxine.....KBRS, Springdale, Ark.
Box, Mary Jane.....WFRX, West Frankfort, Ill.
Boyd, Jo.....WMPA, Aberdeen, Miss.
Boyette, Martha.....WTRP, LaGrange, Ga.
Bracken, Virginia.....WDOV, Dover, Del.
Bradford, Betty.....WESB, Bradford, Pa.
Bradley, Dorothy.....WQXI-TV, Atlanta, Ga.
Bramblett, Gladys V.....WSAR, Fall River, Mass.
Brannen, Mrs. Ernest....WWNS, Statesboro, Ga.
Breese, Beth.....KNOE-TV, Monroe, La.
Brennan, Libby.....WILK, Wilkes-Barre, Pa.
Bridges, Doris....WKMT, Kings Mountain, N. C.
Brink, Norma S.....WGRD, Grand Rapids, Mich.
Brinkley, Amy.....WHKY, Hickory, N. C.
Brisco, Charlotte.....KTVH, Hutchinson, Kan.
Broadwell, Fay.....KXOX, Sweetwater, Tex.
Brooks, Bonnie Jean....KBHS, Hot Springs, Ark.
Brooks, Helen.....WFBR, Baltimore, Md.
Brooks, Pat.....KVAS, Astoria, Ore.
Brown, Betty Jo.....WJOT, Lake City, S. C.
Brown, Betty Jo.....WJOT, Lake City, S. C.
Brown, Barbara.....WINA, Charlottesville, Va.
Brown, Beverly.....KIMA-TV, Yakima, Wash.
Brown, Elizabeth A.....KBMX, Coalinga, Cal.
Brown, Mary Elba.....KEBE, Jacksonville, Tex.
Brown, Mina.....KHQ-TV, Spokane, Wash.
Brown, Shirley.....KMED, Medford, Ore.
Browne, Olivia.....WMCT, Memphis, Tenn.
Broyles, Clara E.....KBLO, Hot Springs, Ark.
Bruce, Ann.....WGUY, Bangor, Maine
Bruce, Dinny.....WBBM-TV, Chicago, Ill.
Bruce, Fran.....KVCV, Redding, Cal.
Brumsey, Jerry.....WMBG, Richmond, Va.
Brunton, Beverly.....KVAL-TV, Eugene, Ore.

— C —

Cain, Judy.....KTBS, Shreveport, La.
Caldwell, Jeanne.....WERC, Erie, Pa.
Calfee, Lu.....WAAM, Baltimore, Md.
Calkins, Jo Anne.....WRNY, Rochester, N. Y.
Callahan, Dene.....WUSN-TV, Charleston, S. C.
Calloway, Elizabeth.....KTRE, Lufkin, Tex.
Cameron, Barbara.....WKRC, Cincinnati, Ohio
Campbell, Dorothy M.....WRDO, Augusta, Maine
Cane, Allene W.....WKSR, Pulaski, Tenn.
Cane, Stella.....WSEE, Erie, Pa.
Cantrell, Jane.....KWAL, Wallace, Idaho
Capland, Letha Lee....KPAC, Port Arthur, Tex.
Carlson, Mrs. Aino..WEAT, West Palm Beach, Fla.
Carlson, Mildred.....WBZ, Boston, Mass.
Carlson, Norah.....WLYC, Williamsport, Pa.
Carnahan, Hazel....WPTX, Lexington Park, Md.
Carr, Paula.....WMOA, Marietta, Ohio

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Carrol, Ann.....WLOS-TV, Asheville, N. C.
Carrol, Elaine.....WKBN, Youngstown, Ohio
Carroll, Lynn.....WCAO, Baltimore, Md.
Carson, Pam.....WKY, Oklahoma City, Okla.
Carter, Cecile.....KALB, Alexandria, La.
Carter, Fran.....WAZL, Hazelton, Penn.
Carter, Freda.....KAMD, Camden, Ark.
Carter, Joan.....KTSM-TV, El Paso, Tex.
Carter, Katherine.....WLOU, Louisville, Ky.
Cartwright, Christine....WCCM, Lawrence, Mass.
Casey, Wynne.....WJOY, Burlington, Vt.
Cason, Barbara.....WMPS, Memphis, Tenn.
Cass, Betty.....WIBA, Madison, Wis.
Casteel, Ellamae....WKBN-TV, Youngstown, Ohio
Church, Joyce.....KDKN, Clinton, Mo.
Clare, Virginia.....KIHO, Sioux Falls, S. Dak.
Clark, Edna.....WWGP, Sanford, N. C.
Clarke, Betty.....WFDF, Flint, Mich.
Clogston, Eleanor.....KIEM-TV, Eureka, Cal.
Coates, Irma.....WDLB, Marshfield, Wis.
Coggin, Joyce.....WCOH, Newman, Ga.
Coggins, Marcia.....WKDW, Newberry, S. C.
Colbert, Jean.....WTIC, Hartford, Conn.
Corbett, Jean.....WCAU-TV, Philadelphia, Pa.
Cotton, Dorothy....WHEC-TV, Rochester, N. Y.
Craig, Julie.....WICS, Springfield, Ill.
Craig, Louise M.....WSFC, Somerset, Ky.
Craig, Nancy.....WABC-TV, New York, N. Y.
Cramer, Alma.....WARD, Johnstown, Pa.
Crane, Martha.....WLS, Chicago, Ill.
Crane, Ruth.....WMAL-TV, Washington, D. C.
Crawford, Lurline....WJNO-TV, Palm Beach, Fla.
Crocker, Betty.....KRXL, Roseburg, Ore.
Crowther, Joan.....WNHC-TV, New Haven, Conn.
Crumbaker, Marge....KGUL-TV, Galveston, Tex.
Cummins, Charlotte.....WROY, Carmi, Ill.
Curet, Marge.....WVMI, Biloxi, Miss.
Curley, Margaret....WJEF, Grand Rapids, Mich.
Currat, Thelma.....WTMV, East St. Louis, Ill.
Currier, Bernice.....KMA, Shenandoah, Iowa
Curtis, Peggy.....WJLK, Asbury Park, N. J.

— D —

Daehler, Mrs. F. Carl....WPAY, Portsmouth, Ohio
Daffron, Polly.....WRNL, Richmond, Va.
Dahl, Cindy.....WTTG, Washington, D. C.
Dale, Dorothy.....WBET, Brockton, Mass.
Dale, Jerry.....WNRC, New Rochelle, N. Y.
Dalton, Jane.....WSPA, Spartanburg, S. C.
Dalzell, Madge.....WIOU, Kokomo, Ind.
Danelo, Florence.....WDTV, Pittsburgh, Pa.
Daniel, Jacqueline.....KFBK, Sacramento, Cal.
Daniels, Catherine.....WISH, Indianapolis, Ind.
Daniels, Liz.....KDAL, Duluth, Minn.
Darland, Maxine....WMT-TV, Cedar Rapids, Iowa
Darling, Sue.....KCRG, Cedar Rapids, Iowa
Daugherty, Catherine E...WKBI, St. Mary's, Pa.
Davis, Betty.....KOIN-TV, Portland, Ore.
Davis, Lillian.....WSSC, Sumter, S. C.
Davis, Marguerite.....KXOB, Stockton, Cal.
Davis, Velda.....KSPI, Stillwater, Okla.
Dawley, Dorothy.....WSLI, Jackson, Miss.
Dawson, Helen.....WVMC, Mt. Carmel, Ill.
Day, Erin.....KVGO, Missoula, Mont.
Day, Helen.....WBAY-TV, Green Bay, Wis.
Day, Louise.....WRFS, Alexander City, Ala.
Dean, Ina Mae.....KYSM, Mankato, Minn.
Deane, Martha.....WOR, New York, N. Y.
Dearth, Jacqueline.....WBEX, Chillicothe, Ohio
DeGaray, Lydia.....KCOR, San Antonio, Tex.
Demas, Jana.....WKRC-TV, Cincinnati, Ohio
Denman, Nell.....KBWD, Brownwood, Tex.
Denning, Eloise.....WCOJ, Coatesville, Pa.
Dennis, Mimi.....WABT, Birmingham, Ala.
Derrick, Elta.....KNOG, Nogales, Ariz.
Dettinger, Alma.....WQXR, New York, N. Y.
DeVaney, Maxine.....WMBH, Joplin, Mo.
Dickens, Dean.....WGST, Atlanta, Ga.
Dickerson, Doris.....WOXF, Oxford, N. C.
Dickinson, Florence..WOKW, Sturgeon Bay, Wis.
Didier, Teresa.....KFBB-TV, Great Falls, Mont.
DiFilippo, Kim.....WNOK, Columbia, S. C.
Dillin, Alberta.....WFOY, St. Augustine, Fla.
Dixon, Nancy.....WJAR-TV, Providence, R. I.
Dobson, Deloris.....KSLM, Salem, Ore.
Dodge, Ruth.....WHWB, Rutland, Vt.
Donges, Cathy.....WATG, Ashland, Ohio
Donham, Betty Jo.....KNEX, McPherson, Kan.
Donst, Esther.....KFNF, Shenandoah, Iowa
Donovan, Joyce.....WTRY, Troy, N. Y.
Dooley, Dorothy...KFDX-TV, Wichita Falls, Tex.
Dooley, Edna.....WTVD, Durham, N. C.
Doonan, Kathleen....WTAP, Parkersburg, W. Va.
Dorr, Mary.....WFIL-TV, Philadelphia, Pa.
Dorsey, Polly.....WBMD, Baltimore, Md.
Doss, Thelma.....KORC, Mineral Wells, Tex.
Douglas, Donna....WTOP-TV, Washington, D. C.
Drew, Sally.....WJER, Dover, Ohio
Drivas, Chris.....WIDE, Biddeford, Maine
DuBois, Joellen.....WTNS, Coshocton, Ohio
Duffy, Kerrin.....WCOW, Saint Paul, Minn.
DuKate, Gwenn.....WPCF, Panama City, Fla.
Duke, Ann.....WDBL, Springfield, Tenn.
DuMond, Irene.....KXEL, Waterloo, Iowa
Dunaway, Bobbie.....KTVW, Tacoma, Wash.
Duncan, Martha.....WOI-TV, Ames, Iowa
Dunlop, Ruth.....KPHO-TV, Phoenix, Ariz.
Dunn, Barbara.....KBOX, Modesto, Cal.
Dunn, JoAnn.....WTRX, Bellaire, Ohio
Dutton, Hazel.....KNGS, Hanford, Cal.
Duvall, Carol....WOOD-TV, Grand Rapids, Mich.
Dwyer, Mary.....WRDW, Augusta, Ga.
Dymale, Nancy.....WBKV, West Bend, Wis.

— E —

Early, Christmas.....WGMA, Hollywood, Fla.
Eason, Imogene.....WGAI, Elizabeth City, N. C.
Easton, Sally.....WBIS, Bristol, Conn.
Ebeling, Betty.....KCBD, Lubbock, Tex.
Eckloff, Maurine.....KHOL-TV, Kearney, Neb.
Edwards, Lyn.....WFOM, Marietta, Ga.
Edwards, Mary Lou.....WORZ, Orlando, Fla.
Elizabeth, Faye.....WWJ-TV, Detroit, Mich.
Ellen, Nanny.....WWNR, Beckley, W. Va.
Elliott, Pat.....WAGF, Dothan, Ala.
Ellis, Frankie Jo.....KOY, Phoenix, Ariz.
Ellis, Lorraine.....KOMU-TV, Columbia, Mo.
Elpern, Margaret.....KZTV, Reno, Nev.
Emunson, Crys.....WMTE, Manistee, Mich.
Engel, Rita.....KIJV, Huron, S. Dak.
England, Gladys G.....WSMT, Sparta, Tenn.
English, Pat.....WSEE, Erie, Pa.
Erlandson, Alice.....KJRG, Columbus, Neb.
Erskine, Kay.....KSVP, Artesia, N. Mex.
Eubanks, Velma.....WMUU, Greenville, S. C.
Evans, Jan.....WOHP, Bellefontaine, Ohio
Evans, Joan.....WIBC, Indianapolis, Ind.
Everrit, Janice.....WBRN, Big Rapids, Mich.
Eversole, T. Jack.....WKCT, Bowling Green, Ky.
Exum, Loretta.....WDAK, Columbus, Ga.

— F —

Fabiani, Rozell.....WRBL-TV, Columbus, Ga.
Fairbanks, Lucille.....KFIZ, Fond Du Lac, Wis.
Fariss, Mary Ann....KTVQ, Oklahoma City, Okla.
Farmer, Helen.....WBML, Macon, Ga.
Faulk, Polly.....WCKB, Dunn, N. C.
Feezor, Betty Daniels.....WBTV, Charlotte, N. C.
Ferguson, Paula.....WJOI, Florence, Ala.
Files, Norma K.....WCAW, Charleston, W. Va.
Fiora, Catherine.....WCUM, Cumberland, Md.
Fisher, Edith.....WLSE, Wallace, N. C.
Fisher, Luella M.....WBEN-TV, Buffalo, N. Y.
Fitch, Marcie....KGLN, Glenwood Springs, Colo.
Fitzwater, Jean.....KGEZ, Kalispell, Mont.
Flening, Dorothy.....WDSC, Dillon, S. C.
Fletcher, Louise.....WSOK, Nashville, Tenn.
Fletcher, Marian.....WLOK-TV, Lima, Ohio
Fletcher, Ruthe A.....KSEI, Pocatello, Idaho
Flournoy, Rose.....WRBL, Columbus, Ga.
Flower, Elsie.....KGDM, Stockton, Cal.
Flowers, Eleanor.....WHSC, Hartsville, S. C.
Floyd, Margo.....WTWO, Bangor, Maine
Flynn, Eileen.....WRGB, Schenectady, N. Y.
Fontaine, Patricia....KARK-TV, Little Rock, Ark.
Foran, Margaret H.....WAAF, Chicago, Ill.
Forbes, Joanne.....KWIL, Albany, Ore.

— G —

Gaffney, Pauline.....WBBF, Rochester, N. Y.
Gerhart, Mary Alice..WHFB, Benton Harbor, Mich.
Geyer, Marion.....WAKR, Akron, Ohio
Gibbs, Agnes.....WCSH-TV, Portland, Maine
Gilchrist, Norma.....KPOL, Los Angeles, Cal.
Gilstrap, Karine.....KTAE, Taylor, Tex.
Goodman, Juanita.....KICA, Clovis, N. Mex.
Goodman, Ruth M.....WTOC, Savannah, Ga.
Gordon, Mrs. Drayton H...WFTR, Front Royal, Va.
Gordon, Mimi.....WPRC, Lincoln, Ill.
Gorman, Marjorie.....KVOA-TV, Tucson, Ariz.
Gosar, Donna.....KOVO, Provo, Utah
Gottlieb, Ruth.....WMSC, Columbia, S. C.
Gould, Alice.....KIMN, Denver, Colo.
Gould, Dorothy R.....WJNC, Jacksonville, N. C.
Graham, Lee.....WABD, New York, N. Y.
Graham, Lucille.....WNXT, Portsmouth, Ohio
Graham, Nettie.....WBHP, Huntsville, Ala.
Graham, Peg.....KDIX, Dickinson, N. Dak.

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Graham, Virginia.....WABD, New York, N. Y.
Grantham, Cathy.....WTBF, Troy, Ala.
Graves, Kathryn H.....WCMA, Corinth, Miss.
Gray, Kitty.....WBOC, Salisbury, Md.
Gray, Phyllis.....WPDR, Portage, Wis.
Green, Connie.....KBOR, Brownsville, Tex.
Gregoire, Juliet.....KXOC, Chico, Cal.
Green, Sally.....WTRR, Sanford, Fla.
Greene, June K.....WHAI, Greenfield, Mass.
Greenaugh, Ruth.....KGVO-TV, Missoula, Mont.
Greenway, Myrtle....WCSC-TV, Charleston, S. C.
Greer, Lois Gene.....KVMA, Magnolia, Ark.
Grey, Ethel.....WSBA, York, Pa.
Grey, Peggy Burke....KCRE, Crescent City, Cal.
Grover, Gertrude.....WHCU, Ithaca, N. Y.
Guge, Eleanor.....KLIL, Estherville, Iowa
Guidry, Beverly.....WJBW, New Orleans, La.
Gulley, Beatrice.....WMTV, Madison, Wis.
Gulley, Carson.....WMTV, Madison, Wis.
Gunning, Elizabeth....WJAR, Providence, R. I.
Gunn, Janet.....KCMJ, Palm Springs, Cal.

— H —

Haase, Evelyn.....KSMN, Mason City, Iowa
Haden, Evelyn.....WKWK, Wheeling, W. Va.
Hadley, Cis.....KCJB-TV, Minot, N. Dak.
Hadley, June.....WANE, Fort Wayne, Ind.
Haeberle, Arleth....WCCO-TV, Minneapolis, Minn.
Haggin, Ann.....KSET, El Paso, Tex.
Halliday, Marion.....KLO, Ogden, Utah
Hallisey, Madaleine M.....WOTW, Nashua, N. H.
Ham, Lois.....KSID, Sidney, Neb.
Hammersley, Evadna.....KOA-TV, Denver, Colo.
Hamilton, Jean.....KCEB-TV, Tulsa, Okla.
Hensen, Flo.....KFRE, Fresno, Cal.
Hardy, Doris.....WEIM, Fitchburg, Mass.
Harlow, Mary Louise....WNAV, Annapolis, Md.
Harshbarger, Sara..WKNA-TV, Charleston, W. Va.
Harrington, Mary S.....WALE, Fall River, Mass.
Harper, Gertrude.....WDLC, Port Jervis, N. Y.
Harris, Betty.....WHOW, Clinton, Ill.
Harris, Betty.....WANT, Richmond, Va.
Harris, Fran.....WWJ, Detroit, Mich.
Harris, Frances Kay.....KGBC, Galveston, Tex.
Harris, Polly.....KEPO, El Paso, Tex.
Harris, Sara Lou.....WLIB, New York, N. Y.
Hart, Georgia.....WIS-TV, Columbia, S. C.
Hart, Lynn.....WMAL, Washington, D. C.
Hartin, Dorothy C.....KSCO, Santa Cruz, Cal.
Harvey, Mary.....WGEM-TV, Quincy, Ill.
Harvey, Mary.....WKTV, Utica, N. Y.
Hatchett, Grace.....KJAY, Topeka, Kan.
Hayes, Bette.....WDAF-TV, Kansas City, Mo.
Hayes, Fern.....KVAN, Vancouver, Wash.
Hayward, Joyce.....WGAC, Augusta, Ga.
Hayes, May Bradshaw..WICC, Bridgeport, Conn.
Haynie, Jean.....KTEM, Temple, Tex.
Haugen, Jane S.....KDUZ, Hutchinson, Minn.
Healey, Dolores.....KBRC, Mount Vernon, Wash.
Healy, Meg.....KIXL, Dallas, Tex.
Heath, Marjorie.....WHTB, Talladega, Ala.
Hecked, Faith.....WHAP, Hopewell, Va.
Heflin, Virginia.....KOSA, Odessa, Tex.
Heider, Anne.....KSWS-TV, Roswell, N. Mex.
Heitger, Abbie.....WBIW, Bedford, Ind.
Henderson, Freddye.....WERD, Atlanta, Ga.
Henderson, Louise.....WSNJ, Bridgeton, N. J.
Henderson, Margaret....WGSV, Guntersville, Ala.
Hendricks, Peg....WKBN-TV, Youngstown, Ohio
Henry, Helen Neil.....WNLA, Indianola, Miss.
Hepburn, Helen.....WKBZ, Muskegon, Mich.
Hersh, Gladys.....WKAP, Allentown, Pa.
Hesston, Virginia.....WLOX, Biloxi, Miss.
Hiatt, Alma.....WSYD, Mt. Airy, N. C.
Hickox, Mary.....KFI, Los Angeles, Cal.
Hilenum, Mrs. William.....KVOC, Casper, Wyo.
Hill, Clare.....WWSR, St. Alnans, Vt.
Hillegas, Cay.....KSBW-TV, Salinas, Cal.
Hines, Kay.....KBMY, Billings, Mont.
Hisey, Rhea.....WFIW, Fairfield, Ill.
Hockaday, Anne.....WMPM, Smithfield, N. C.
Hoffman, Helen Ruth.....KYAK, Yakima, Wash.
Hogan, Fanny.....WHJB, Greensburg, Pa.
Hoisington, Paula.....KCRB, Chanute, Kan.
Holcomb, Margaret...WRON, Ronceverte, W. Va.
Holgate, Helen.....KSDN, Aberdeen, S. Dak.
Holland, Jean.....KGNC-TV, Amarillo, Tex
Holliday, Mary.....WACO, Waco, Tex.
Hollister, Mrs. Johnnie....WCIL, Carbondale, Ill.
Holmes, Bernie Ash.....KRMG, Tulsa, Okla.
Holmes, Carol.....WJIM-TV, Lansing, Mich.
Holmes, Connie.....WAVI, Dayton, Ohio
Holmes, Lois.....KSLA, Shreveport, La.
Holt, Leah.....KWJJ, Portland, Ore.
Hoogenhous, Mary.....WKLJ, Sparta, Wis.
Hope, Helen.....WHYN-TV, Springfield, Mass.
Horn, Elaine.....KVOS, Bellingham, Wash.
Hornbecker, Gloria Jean....KOKX, Keokuk, Iowa
Hoskins, Phylis.....WMMB, Melbourne, Fla.
Hotchkiss, Alida.....WFMZ-TV, Allentown, Pa.
Houglum, Mimi.....KUGN, Eugene, Ore.
House, Valdia.....KTBB, Tyler, Tex.
Hubbard, Elaine.....KSUN, Bisbee, Ariz.
Hubbard, Margie Lou.....KPLT, Paris, Tex.
Huber, Helen R.....KRMS, Osage Beach, Mo.
Hudgens, Honey.....KCEB-TV, Tulsa, Okla.
Hudgins, Virginia.....WLOE, Leaksville, N. C.
Huffman, Helen M.....WAYB, Waynesboro, Va.
Hughes, Claire.....KWKW, Pasadena, Cal.
Hughes, Shirley.....WTAN, Clearwater, Fla.
Hulin, Berniece.....WOI-TV, Ames, Iowa
Hull, Martha.....KCID, Caldwell, Idaho
Hull, Maryann.....WRDW-TV, Augusta, Ga.
Hummel, Barbara W...WHBQ-TV, Memphis, Tenn.
Huse, Polly.....WBZ-TV, Boston, Mass.
Hutch, Nita.....WTVN, Columbus, Ohio
Hutchins, Minabell.....WPTW, Piqua, Ohio

— I —

Ingersoll, Andy.....KSJB, Jamestown, N. Dak.
Innes, Jane.....KWBM, Williston, N. Dak.
Imholz, Dorothy.....KRBC, Abilene, Tex.
Irving, Peggy.....WMAY, Springfield, Ill.

— J —

Jackson, Gretchen.....WBMS, Boston, Mass.
Jacobson, Dorothy.....KPUG, Bellingham, Wash.
James, Vee.....WCKY, Cincinnati, Ohio
Jarman, Frances.....WDNC, Durham, N. C.
Jennemann, Doris.....KSTL, St. Louis, Mo.
Jennings, Helen M.....WLCS, Baton Rouge, La.
Jensen, Ruth.....WLSD, Big Stone Gap, Va.
Jernquist, Dorothy....WMBV-TV, Marinette, Wis.
Jewell, Mary Ann.....WILD, Birmingham, Ala.
John, Alma.....WWRL, New York, N. Y.
Johnson, Bea.....KMBC-TV, Kansas City, Mo.
Johnson, Dianne.....WCIA, Champaign, Ill.
Johnson, Fern.....KSUB, Cedar City, Utah
Johnson, Gerry.....KRLD, Dallas, Tex.
Johnson, Justine.....WEOA, Evansville, Ind.
Johnson, Min.....WMON, Montgomery, W. Va.
Johnson, Patricia S.....WHAV, Haverhill, Mass.
Johnson, Sibyl...WKY-TV, Oklahoma City, Okla.
Johnson, Toki.....WHOD, Homestead, Pa.
Johnston, Frances.....KCLO, Leavenworth, Kan.
Johnston, Mescal.....KLRA, Little Rock, Ark.
Jones, Ann.....WLAP, Lexington, Ky.
Jones, Mary.....WFIL, Philadelphia, Pa.
Jostedt, Peggy.....KWK-TV, St. Louis, Mo.
Joy, Lavelle.....KMOR, Oroville, Cal.
Junker, Dee.....KOOL, Phoenix, Ariz.

— K —

Kahne, Dorothy.....WEKY, Richmond, Ky.
Kaiser, Doreen.....WBEV, Beaver Dam, Wis.
Kastner, Irene.....WMBR, Jacksonville, Fla.
Katime, Fredi.....KXLY-TV, Spokane, Wash.
Kay, Kathryn.....KVOA, Tucson, Ariz.
Kay, Lorraine.....WRJN, Racine, Wis.
Kay, Theodora.....WTEL, Philadelphia, Pa.
Kaye, Barbara.....WKRG, Mobile, Ala.
Kaye, Emily.....KXEO, Mexico, Mo.
Kearson, Grace.....WAYX, Waycross, Ga.
Keating, Anrel.....WSBA-TV, York, Pa.
Kemp, Marian.....WCAU-TV, Philadelphia, Pa.
Kerry, Katherine....KCCC-TV, Sacramento, Cal.
Kidd, Pat.....WMOK, Metropolis, Ill.
Kimball, Betty.....WHAY, New Britain, Conn.
Kimball, Helen.....KIRO, Seattle, Wash.
Kincaid, Earsley.....WILY, Pittsburgh, Pa.
King, Carol.....WMVT, Burling, Vt.
King, Ethel Jane.....KAKE-TV, Wichita, Kan.
King, June.....WLBT, Jackson, Miss.
King, Marjorie.....KNBC, San Francisco, Cal.
Kirk, Dorothy Ann..KILO, Grand Forks, N. Dak.
Kirk, Henrietta.....WAJF, Decatur, Ala.
Kirby, Bea.....WTTM, Trenton, N. J.
Kitchen, Katherine.....KMJ-TV, Fresno, Cal.
Klaeser, Edith.....WLAV, Grand Rapids, Mich.
Klamer, Arlene.....WICA-TV, Ashtabula, Ohio
Klaser, Marye.....WFIE-TV, Evansville, Ind.

— L —

Labbitt, Myrtle.....CKLW, CKLW-TV, Detroit-Windsor, Mich.
LaCall, Kitty V.....KVLC, Little Rock, Ark.
Lake, Nancy.....WLEC, Sandusky, Ohio

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Lane, Barbara.....WISC, Madison, Wis.
Lane, Carol.....WRUM, Rumford, Maine
Lane, Laura.....WMRY, New Orleans, La.
Lane, Marian.....WRKD, Rockland, Maine
Lane, Martha.....KXOK, St. Louis, Mo.
Lankford, Virginia.....WZOB, Fort Payne, Ala.
Lansley, Mickey.....WNDR, Syracuse, N. Y.
Latham, Darlene.....KIFI, Idaho Falls, Idaho
Larson, Kay.....WHEN-TV, Syracuse, N. Y.
Lauten, Jane..WGAN, WGAN-TV, Portland, Maine
Lavigne, Claire, Noontime Digest.....WATR, Waterbury, Conn.
Lawton, Judy.....KXJB-TV, Valley City, N. Dak.
Lea, Sandra.....WHB, Kansas City, Mo.
Lee, Mrs. Caroll.....KECK, Odessa, Tex.
Lee, Dorothy.....KPQ, Wenatchee, Wash.
Lee, Gloria.....WDBC, Escanaba, Mich.
Lee, Elinor.....WTOP, Washington, D. C.
Lee, Linda.....KTBC-TV, Austin, Tex.
Lee, Virginia.....WLEE, Richmond, Va.
Leidendeker, Maxine.....KBIZ, Ottumwa, Iowa
Lemly, Pat.....WCSC-TV, Charleston, S. C.
Lenarz, Gayle.....KROC-TV, Rochester, Minn.
LeSueur, Mary Louise..KOOK-TV, Billings, Mont.
Lewallen, Dorothy.....WGWR, Asheboro, N. C.
Lewis, Donna.....KGNC-TV, Amarillo, Tex.
Lewis, Doris.....WJAT, Swainsboro, Ga.
Lieberman, Jean.....WFMZ-TV, Allentown, Pa.
Lindamood, Virginia C.....WSVA, WSVA-TV, Harrisonburg, Va.
Lindbert, Aileen.....WABJ, Adrian, Mich.
Lindgren, Irene.....WFBM, WFBM-TV, Indianapolis, Ind.
Lipsey, Elsa.....WGBA, Columbus, Ga.
Livermore, Mercer.....WKKO, Cocoa, Fla.
Lloyd, Joan.....WILK-TV, Wilkes-Barre, Pa.
Long, Millie.....WEAR-TV, Pensacola, Fla.
Lowe, Kay.....WKLO, Louisville, Ky.
Lucca, Peggy Jayne..WOND, Pleasantville, N. J.
Lynn, Dea.....KGBT-TV, Harlingen, Tex.
Lynn, Jane.....WLW, Cincinnati, Ohio
Lynn, Melda G.....WBCM, Bay City, Mich.
Lynn, Merrie.....KVOD, Denver, Colo.
Lynn, Peggy.....WEST, Easton, Pa.
Lyons, Ruth.....WLW-T, Cincinnati, Ohio

— McC —

McAdoo, Mary.....KRCA, Los Angeles, Cal.
McAllister, Chris.....KPAS, Banning, Cal.
McBride, Alys Mae.....WHLB, Virginia, Minn.
McBride, Jean.....WWJ-TV, Detroit, Mich.
McBride, Maureen.....WBBZ, Ponca City, Okla.
McCarthy, Josephine..WRCA-TV, New York, N. Y.
McCartney, Maida H.....KOJM, Havre, Mont.
McCloskey, Katherine..KDB, Santa Barbara, Cal.
McCloy, Ruth.....KOMO-TV, Seattle, Wash.
McCormick, Dorothy.....WSON, Henderson, Ky.
McCrancy, Betty.....KSEL, Lubbock, Tex.
McCrary, Jinx Falkenburg....WRCA, WRCA-TV, New York, N. Y.
McCue, Dorothy.....KULE, Ephrata, Wash.
McCulloch, Sibyl.....WETB, Johnson City, Tenn.
McDaniel, Ann.....KWFC, Hot Springs, Ark.
McDonald, Martha.....KRLD, Dallas, Tex.
McDonnell, Margaret.....KTFS, Texarkana, Tex.
McDougal, Cherie....WCHS, Charleston, W. Va.
McEwen, Velma.....KWBC, Ft. Worth, Tex.
McGuire, Mary.....WMTV, Cadillac, Mich.
McGuire, Mary.....KDTH, Dubuque, Iowa
McIntire, C.....WTVI, Belleville, Ill.
McIntyre, Mildred..WRCO, Richland Center, Wis.
McIntyre, Susie.....WBTV, Charlotte, N. C.
McJoynt, Pat.....WCLO, Janesville, Wis.
McKenzie, Maggie.....KGNC, Amarillo, Tex.
McKinnie, Peggy.....WTJS, Jackson, Tenn.
McLane, Jean.....WCAO, Baltimore, Md.
McMillan, Helen....KSWS-TV, Roswell, N. Mex.
McNally, Mary Anne.....KANS, Wichita, Kan.
McNealey, Beth.....WTSP, St. Petersburg, Fla.
McNellis, Maggi....WABC-TV, New York, N. Y.
McWhorter, Charlotte....WGR-TV, Buffalo, N. Y.

— M —

MacCulloch, Bess.....WHLS, Port Huron, Mich.
MacDonald, Dorothy.....WRFC, Athens, Ga.
MacDonald, Gerry.....WCBY, Cheboygan, Mich.
MacDonald, Jerry.....WCBY, Cheboygan, Mich.
MacDonald, Marie .... KFBI, Wichita, Kan.
Mack, Ellyn.....KBUR, Burlington, Iowa
Madden, Gertrude.....WWPA, Williamsport, Pa.
Magno, Nina.....WADC, Akron, Ohio
Malmgren, Lloys..WNHC-TV, New Haven, Conn.
Mallory, Martha.....WWNH, Rochester, N. H.
Mann, Claire.....WABD, New York, N. Y.
Mann, Peggy.....WTVD, Durham, N. C.
Manners, Martha.....WKTV, Utica, N. Y.
Manning, Mary.....WLAC, Nashville, Tenn.
Mansfield, Roberta....WEKR, Fayetteville, Tenn.
Mar, Ann.....WMAR-TV, Baltimore, Md.
Massey, Vera..WSDU, WSDU-TV, New Orleans, La.
Masters, Margaret..KSL-TV, Salt Lake City, Utah
Mattson, P. J.....WARE, Ware, Mass.
May, Catherine.....KIT, Yakima, Wash.
Mayfield, Alice.....WSFA, Montgomery, Ala.
Mead, Dottie.....WSPB, Sarasota, Fla.
Meadows, Joan.....WBRC-TV, Birmingham, Ala.
Melrose, Edythe Fern.....WXYZ, Detroit, Mich.
Merchant, Elizabeth....KFDA-TV, Amarillo, Tex.
Meredith, Mrs. J.....WMMN, Fairmont, W. Va.
Merman, Rayleen.....KERO-TV, Bakersfield, Cal.
Merritt, Lenore.....KIHR, Hood River, Ore.
Merritt, Margaret.....WCOL, Columbus, Ohio
Merryfield, Mary.....WMAQ, Chicago, Ill.
Meservy, Maye.....KVNU, Logan, Utah
Messec, Alice.....KJEO-TV, Fresno, Cal.
Metrie, Rose Ella....WJHP-TV, Jacksonville, Fla.
Meyer, Anne.....WGGA, Gainesville, Ga.
Mickley, Lillian.....WHGB, Harrisburg, Pa.
Middlemast, Jessie.....WHLI, Hempstead, N. Y.
Miles, Rory.....WBRE, Wilkes-Barre, Pa.
Miller, Barbara.....WAMS, Wilmington, Del.
Miller, Dottie May.....WTAC, Flint, Mich.
Miller, Dottie.....WSGW, Saginaw, Mich.
Miller, Helen.....WSTP, Salisbury, N. C.
Miller, Janet.....WARM-TV, Scranton, Pa.
Miler, Meta.....WCOS-TV, Columbia, S. C.
Miller, Mildred.....WBEN-TV, Buffalo, N. Y.
Mills, Nancy.....KVEC, San Luis Obispo, Cal.
Mingle, Yvonne.....WMTS, Murfreesboro, Tenn.
Mitchell, Marge.....WIRL, Peoria, Ill.
Mittendorf, Virginia.....KOPO-TV, Tucson, Ariz.
Mix, Doris.....KRPL, Moscow, Idaho
Moe, Carol S.....WBUF-TV, Buffalo, N. Y.
Monroe, Odessa.....WCIN, Cincinnati, Ohio
Monroe, Willa.....WDIA, Memphis, Tenn.
Moody, Lorna.....WBGE, Atlanta, Ga.
Moore, Edna.....WJWL, Georgetown, Del.
Moore, Eleanor.....WSBT, South Bend, Ind.
Moore, Ellie.....WBIR, Knoxville, Tenn.
Moore, Mary.....WJAG, Norfolk, Nebr.
Moore, Terry.....WEDO, McKeesport, Pa.
Moorman, Covey.....WFAI, Fayetteville, N. C.
Morain, Ota.....WMVO, Mount Vernon, Ohio
Moran, Florence.....WLBR, Lebanon, Pa.
Moreland, Helen.....KTEN, Ada, Okla.
Morgan, Betty.....WEEU-TV, Reading, Pa.
Morgan, Cindy.....KVON, Napa, Cal.
Morgan, Louise.....WNAC, Boston, Mass.
Morgan, Mary.....CKLW, CKLW-TV, Detroit-Windsor, Mich.
Morris, Grace.....WBIZ, Eau Claire, Wis.
Morris, Louise.....WTOR, Torrington, Conn.
Morsch, Fern.....KOVC, Valley City, N. Dak.
Morse, Janeen.....WTNT, Tallahassee, Fla.
Morse, Molly.....KFMB, San Diego, Cal.
Mortensen, Nelda.....KGBT-TV, Harlingen, Tex.
Morton, Kitty.....WNOW-TV, York, Pa.
Morton, Mava.....WKNA, Charleston, W. Va.
Moses, Lucille.....KWIZ, Santa Ana, Cal.
Mosier, Sue.....KFKA, Greeley, Colo.
Mosley, Shirley.....WOWL, Florence, Ala.
Moss, Elizabeth.....KSEY, Seymour, Texas
Mottard, Elaine.....WMAW, Menominee, Mich.
Mounts, Wyletta.....KCOW, Alliance, Nebr.
Munoz, Margarite.....KTXN, Austin, Texas
Munro, Florence Luedeke.....WMBD, Peoria, Ill.
Murphy, Margaret.....WCMC, Wildwood, N. J.
Murray, Alcibia.....WUST, Bethesda, Md.
Muse, Orene.....WJBO, Baton Rouge, La.

— N —

Nackos, Mary.....WGTM, Wilson, N. C.
Narel, Dorothy.....WKNY, WKNY-TV, Kingston, N. Y.
Nelson, Gertrude.....WAOK, Atlanta, Ga.
Nelson, Mary.....WBTM-TV, Danville, Va.
Nelson, Myrtle.....KFAD, Fairfield, Iowa
Newman, Ida.....WJDA, Quincy, Mass.
Newell, Verna.....KFGO, Fargo, N. D.
Neville, Helen....WGR, WGR-TV, Buffalo, N. Y.
Nolting, Gladys.....WJCD, Seymour, Ind.
Norman, Beth.....KYA, San Franelsco, Cal.
Norman, Kay.....KNEA, Jonesboro, Ark.
Norman, Nancy.....WDZ, Decatur, Ill.
Norris, Joan.....WJMJ, Philadelphia, Pa.
Norton, Marion.....KDMS, El Dorado, Ark.
Norwood, Helen.....KOWH, Omaha, Nebr.
Notari, Serena.....WEDC, Chicago, Ill.

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Nyland, Louise.....KOLN-TV, Lincoln, Nebr.

— O —

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O'Brien, Libby.....WSTC, Stamford, Conn.
O'Brien, Margie..KFBC, KFBC-TV, Cheyenne, Wyo.
O'Brien, Mary Lou.....KENT, Shreveport, La.
O'Connor, Fran.....KBTV, Denver, Colo.
O'Day, Billie.....WIOD, Miami, Fla.

— P —

Page, Evalyn.....WTVL, Waterville, Maine
Page, Linda.....WIKK, Erie, Pa.
Page, Mrs.....WJR, Detroit, Mich.
Page, Pat.....WPEN, Philadelphia, Pa.
Paire, Dottie.....WREN, Topeka, Kans.
Painter, Betty.....KVGB, Great Bend, Kans.
Palmer, Paige.....WEWS, Cleveland, Ohio
Palmer, Sannee.....KSVC, Richfield, Utah
Panka, Toni.....WPRE, Prairie Du Chien, Wis.
Parker, Ethel.....WELM, Elmira, N. Y.
Parker, Z. D.....KTEN, Ada, Okla.
Parks, Betty.....WARM, Scranton, Pa.
Parr, Dorothy Y.....WCNY-TV, Carthage, N. Y.
Parr, Dorothy.....WWNY, Watertown, N. Y.
Parris, Helen.....WAGA, Atlanta, Ga.
Parris, Helen.....WAGA-TV, Atlanta Ga.
Patterson, Virginia.....WHOI-TV, Dayton, Ohio
Paxton, Patricia Ann.....WKYB, Paducah, Ky.
Payne, Lorena.....KWHP, Cushing, Okla.
Payne, Mrs. Rex.....KDET, Center, Tex.
Pedlow, Marion.....WDRF, Chester, Pa.
Pendergast, Maebelle..KCCC-TV, Sacramento, Cal.
Perl, Betty.....WEOK, Poughkeepsie, N. Y.
Peters, Esther.....WINH, Laconia, N. H.
Peterson, Janice.....KBRZ, Freeport, Tex.
Peterson, Kitty.....WVOP, Vidalia, Ga.
Petoello, Joan.....WPAC, Patchogue, N. Y.
Pfeiffer, Mary Lou....WRFD, Worthington, Ohio
Pharis, Dorothy.....WPNX, Phenix City, Ala.
Phelps, Sue.....WKOY, Bluefield, W. Va.
Phillip, Lee.....WBBM-TV, Chicago, Ill.
Phillips, Becky.....WRR, Dallas, Tex.
Phillips, Wendy.....WIP, Philadelphia, Pa.
Pickering, Helen.....WHJC, Matewan, W. Va.
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Pierce, Lee.....WTVE, Elmira, N. Y.
Pinckney, Vivian.....KXRO, Aberdeen, Wash.
Pitts, Margo.....WISR, Butler, Pa.
Porter, Bernice J.....WGRA, Cairo, Ga.
Porter, Clarine S.....WCOA, Pensacola, Fla.
Porter, Jeanne....WKNB-TV, New Britain, Conn.
Potter, Cliffordean.....WOMI, Owensboro, Ky.
Potter, Grace.....WMOU, Berlin, N. H.
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Prasek, Winnie.....KVIC, Victoria, Tex.
Pressly, Harriet.....WPTF, Raleigh, N. C.
Prime, Rosina.....KCLV, Clovis, N. Mex.
Prosser, Marie.....KATE, Albert Lea, Minn.
Puckett, Martha.....WCBI, Columbus, Miss.
Purcell, Joan.....WCLI, Corning, N. Y.

— Q —

Quinn, Frances.....KJEO-TV, Fresno, Cal.

— R —

Rabb, K.....WJRI, Lenoir, N. C.
Ragley, Sally.....WPME, Punxsutawhey, Pa.
Rand, Sally.....KLAS-TV, Las Vegas, Nev.
Randazza, Ada.....WLCR, Torrington, Conn.
Randolf, Lillian.....KOWL, Santa Monica, Cal.
Rankin, Mary.....WVFD, Fort Dodge, Iowa
Ransom, Jane.....WFAM-TV, Lafayette, Ind.
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Stevens, Lynn.....WFBM-TV, Indianapolis, Ind.
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Szold, Betty.....WWNC, Asheville, N. C.

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Taylor, Lynn.....KOVR, Stockton, Cal.
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Taylor, Susan.....WBEL, Beloit, Wis.
Taylor, Teena.....WHMA, Anniston, Ala.
Tennant, Barbara.....WVVW, Fairmont, W. Va.
Thabet, Virginia....WCHS-TV, Charleston, W. Va.
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Thomas, Diane.....KFEL-TV, Denver, Colo.
Thomas, Lee.....KTVQ, Oklahoma City, Okla.
Thomas, Martha....WJHP-TV, Jacksonville, Fla.
Thomas, Prissy..WKY-TV, Oklahoma City, Okla.
Thompson, Lillian.....KHQ-TV, Spokane, Wash.
Thompson, Nancy.....WFIE-TV, Evansville, Ind.
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Todd, Norma.....KFEQ-TV, St. Joseph, Mo.
Tolson, Bettie.....KMTV, Omaha, Neb.
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Tremaine, Claire.....KTRC, Santa Fe, N. Mex.
Trobe, Gertrude.....WBVP, Beaver Falls, Pa.
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Tuttle, Lee.....WJIM, WJIM-TV, Lansing, Mich.

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Udstrand, Lois....KTRF, Thief River Falls, Minn.
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VanDemark, Lois..KELO-TV, Sioux Falls, S. Dak.
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Walker, Mary.....WATE-TV, Knoxville, Tenn.
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Wallace, Judy.....WTVJ, Miami, Fla.
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Williams, Josie.....WMGY, Montgomery, Ala.
Williamson, Ernestine.....KGYN, Guymon, Okla.
Wilson, Dorothy..KWFT-TV, Wichita Falls, Tex.
Wilson, Nellie.....WDSR, Lake City, Fla.
Wilson, Sonia.....WPAR, Parkersburg, W. Va.
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Worden, Billie.....WMAN, Mansfield, Ohio
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Andrew Corporation

363 East 75th St., Chicago 19, Ill.
Phone: TRiangle 4-4400
N. Y. Phone: GIlbert 5-2500
Sales Manager.....Robert P. Lamons

PRODUCTS: Coaxial Transmission line for TV-FM-AM, FM antennas, UHF waveguide transmission systems, antenna phasing and tuning equipment, monitoring equipment (AM) microwave link antennas and cable, VHF communications antennas and transmission lines.

Audak Company, Inc.

500 Fifth Ave., New York 36, N. Y.
Phone: LA 4-3723-3724
President .....Maximilian Weil
Vice-President.....Geo. V. Sullivan
Purchasing Agent.....H. Lapp

PRODUCTS: Electronic-acoustical apparatus.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973
President.....Wm. C. Speed
Vice-President-Sec. .....Bryce Haynes

PRODUCTS: Recording discs (Audiodiscs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

Audio Masters Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXford 7-0725
President .....Herbert Rosen

PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

Audio & Video Products Corp.

730 Fifth Ave., New York, N. Y.
Phone: PLaza 7-3091
President.....Charles E. Rynd
Sales Manager.....Robert D. Winston
Vice-Pres. Engineering.....T. J. Merson
Vice-Pres., Treasurer.....R. S. Rynd
Secretary .....Joseph Connolly

PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items manufactured by: Altec Lansing, Ampex, Cinema Engineering Co., Electro-Voice, Fairchild, MacIntosh, Presto, Pickering, Rek-O-Kut, Tapak, Scotch.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone: MUrray 7-6381
President.....John F. Beasley
Vice-President.....Marvin W. Kyger
Vice-President.....Lothar E. Berg
Secretary-Treasurer.....Andrew B. Lytle
Mgr., Tower Erec. Dept...Booker V. Pruden

PRODUCTS: Steel erectors (radio-television towers and antennas).

Bell and Howell Company

7100 McCormick Road, Chicago 45, Ill.
Phone: AMbassador 2-1600
Sales Manager.....George L. Oakley

PRODUCTS: Film printers, film splicers, sound projectors, cameras, lenses.

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Blaw-Knox Equipment Div.

P. O. Box 1198, Pittsburgh, Pa.
Phone: STerling 1-2700

Adv. Mgr.....A. H. Hohman
405 Lexington Ave., New York 17, N. Y.
Phone: VAnderbilt 6-0661
Sales Mgr., Tower Dept.....A. H. Jackson
Manager, N. Y. Office.....W. F. Simmons

PRODUCTS: Self-support and guide towers.

Califone Corp.

1041 N. Sycamore Ave., Hollywood 38, Calif.
Phone: HOllywood 2-2353

President.....Robert G. Metzner

Canadian Marconi Co.

2442 Trenton Ave., Montreal 16, Que., Can.
Phone: REgent 8-9441

Sales Supervisor.....J. H. Martin

PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

Carrier Corporation

300 S. Geddes St., Syracuse 1, N. Y.
Phone: Syracuse .76-9911

385 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5000

Manager, Syracuse.....C. V. Fenn
Manager, New York.....H. Peacock

PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio.

CBS-Columbia

3400 47th Ave., Long Island City, N. Y.
Phone: EXeter 2-3000

President.....Seymour Mintz
Vice-Pres. .....Louis Hausman
V.P. Chg. of Engr.....Anthony Wright
Administrative V.P.....Merle Wick
V.P., Dir. Plant Oper.....Will James
V.P. Dir. Gov't, Oper.....Robert S. Hartman
V.P. Chg. of Sales.....Harry Schechter
Dir., Adv. Sls. Prom.....Gerald Light
Dir. of Sls.....David J. Hopkins
Dir. Service.....Harold Schulman
Senior Attorney.....Joseph Seider
Purchasing .....Albert J. Frankel
Quality Control Mgr.....Sidney Wiesner

PRODUCTS: TV and radio receivers.

CBS-Hytron

(A Div. of CBS Inc.)
100 Endicott St., Danvers, Mass.
Phone: Danvers 2360

President.....Charles F. Stromeyer
Vice-Pres. .....Robert G. Marchisio
V.-P., Sales.....John Q. Adams
V.-P., Mfg.....Michael F. Callahan
Sales Service Mgr.....E. G. Burlingham
Controller.....Walter J. Hungerford
Credit Mgr.....Malcolm S. Jones
Dir., Adv. & Sls. Prom.....Harry G. Burnett
Dir. of Purchasing.....Edward R. Carroll
Dir. of Personnel.....Albert S. Nelson
Distributor Sales Mgr.....John H. Hauser
Transistor Sales Mgr.....Allen J. Dusalt
Export Div.....CBS International
Dir., Res. & Develop.....Dr. Russell R. Law
Dir., Gen. Engineering.....Edgar K. Wimpy
Mgr., Color Planning....Elwood W. Schafer
Dir., Quality Control.....Jay Farley

Plant Managers

Danvers.....Joseph C. Harmony
Lowell .....Rudolph Sachs
Salem.....Walter J. Foran
Newburyport TV.....Albert J. Harcher
Newburyport Receiving
Tube .....Clifford Hughes
Kalamazoo.....Leonard A. Freeman

PRODUCTS: Electronic tubes and semiconductors.

CBS Laboratories Division

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

President.....Dr. Peter C. Goldmark
Vice-Pres.....John W. Christensen

SERVICES: Engineering research and development.

Century Lighting, Inc.

521-525 West 43rd St., New York 36, N. Y.
Phone: CH 4-7050

Branch Office

1840 Berkeley St., Santa Monica, Calif.

President.....Edward F. Kook
Vice-President .....Saul Levy
Sec'y. Treas.....Donald R. Levy
Asst. to Pres.....James J. Fedigan
West Coast Plant Mgr.....Louis Erhardt
Chief Engineer.....Fred M. Wolff
Purchasing Agent.....Major L. Landau

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and motion picture studios, wireless microphone.

Collins Radio Co.

855 - 35th St., N. E., Cedar Rapids, Iowa
Phone: 30281

Manager.....R. H. Hollister

261 Madison Ave., New York, N. Y.
Phone: LOngacre 4-3930

Manager.....W. A. Schrader

PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

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Cornish Wire Co., Inc.

50 Church St., New York 7, N. Y.
Phone: BArclay 7-5140

President .....John Cook
Treasurer.....J. C. Stagg

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets, wiring harnesses.

Crosley Division Avco Mfg. Corp.

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIrby 6600
N. Y. Phone: MUrray Hill 3-0202

V.P., Avco Mfg. Corp., Gen. Mgr. Crosley & Bendix Home Appl. Div.....J. D. Shouse
V.P., Avco Mfg. Bendix.....P. H. Ericksen
V.P., Avco Mfg., Gen Mgr. Crosley L. F. Cramer
Gen. Sls. Mgr., Crosley Radio, TV .....H. J. Allen
Gen. Mgr., Radio & TV Mfg...W. H. Graham
Chief Finan. Officer.....Charles Herrmeyer
Purchasing Agent.....A. J. Verax
Dir., Ind. Rel.....H. C. Tipping
Dir., Pub. Rel.....Carl Lewis
Dir. of Research.....R. H. Maher
Dir., Eng., Radio, TV.....H. A. Bass
Field Sales Mgr., Radio, TV....J. M. Farrell
Dir., Adv. & Sales Prom.....Fred Gregg

PRODUCTS: Television, radio and phonograph combinations, AM-FM.

Avco of Canada, Ltd.

Crosley Radio & Television Division
Gibson & Wright Ave., Toronto 15, Ontario
Phone: CH 4-1171

Vice-Pres. & Gen. Mgr.....Ivor M. Leslie
Gen. Sales Mgr.....Alex Peters
Asst. Secy. & Treas.....J. M. Reynolds
Work Manager.....A. J. Roper
Purchasing Agent.....F. B. Martin
Chief Engineer.....R. W. Walker
Service Manager.....W. Whittal
Products Manager.....H. G. Fisher
Mgr. Ind. Electronics Div..D. W. Holdsworth

PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

Crouse-Hinds Co.

Wolf & Seventh North Sts., Syracuse 1, N. Y.
Phone: 74-1011
N. Y. Phone: COrtland 7-0750

President .....A. F. Hills
V.P., Sales Manager.....E. R. Monesmith
Comm. V.P. Illumination.....A. H. Clarke
Asst. Mr. Aviation.....J. S. Haney

PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

Dresser-Stacey Company

(Ideco Division)
875 Michigan Ave., Columbus 8, Ohio
Phone: UN 2123

Pres., Gen. Mgr.....John L. Pausch
General Sales Manager.....J. M. Hogan
Industrial Sales Manager.....J. R. Hayden
Contracts Adm.....S. E. Wilson
Tower Sales.....George W. Iles
V.P., Works Mgr.....James L. Leahy

PRODUCTS: AM, FM and TV Broadcast Antenna Towers.

Allen B. Du Mont Laboratories, Inc.

750 Bloomfield Ave., Clifton, N. J.
Phone: MUlberry 4-7400
for all divisions

President.....Dr. Allen B. Du Mont
Vice President.....Stanley F. Patten
V.P., Administration.....Keeton Arnett
V. P., Research....Thomas T. Goldsmith, Jr.
V.P., Gen. Mgr., Mfg., Sls. Div. Wm. H. Kelley
V.P., Communication Products & Instruments.....C. Edwin Williams
V.P., Tubes & Gov't....Irving G. Rosenberg
Tech. Asst. to the Pres.....A. Y. Bentley
Controller .....B. L. Graham
Assistant Controller.....N. Weiss
Credit Manager.....H. Bickford
Dir. Industrial Relations.....Harry Housten
General Supt.....Bruce T. Du Mont
Pub. Relations Mgr.....Jacob H. Ruiter

TV Receiver Manufacturing Division
35 Market St., East Paterson, N. J.

Manager.....Paul Eshleman
Ass't Mgr., Chg. Materials...Morris Spector
Manufacturing Mgr.....Charles Seelig
Engineering Dept. Mgr.....H. Pacini
Cabinet Dept. Mgr.....S. Schwartz
Cabinet Inspection Dept. Mgr.....Phil Koch
Purchasing Agent.....William Paton

PRODUCTS: Console; Table Model; Console, Phono-Jack; Table Model, Phono-Jack.

TV Receiver Sales Division
35 Market St., East Paterson, N. J.

General Sales Mgr.....William C. Scales
Merchandising Manager.....Jack Siegrist
Advertising Mgr.....J. Calvin Affleck
Director of Service.....Joseph Hatchwell

Government Manufacturing Division
35 Market St., East Paterson, N. J.

Manager.....W. J. McGinnity
Ass't to Division Mgr.....P. F. Brown
Engineering Mgr.....S. S. Calafati
Manufacturing Mgr.....J. Feltman
Purchasing Mgr.....L. Pierce

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PRODUCTS: (Gov't. Mfg. Div.)—Search and Tracking Radar Equipment or Systems, Amplifiers D-C to Electro Magnetic, Electronic Power Supplies, Aircraft Communication Sets. Servo Systems, Electronic Computer Components, Shipborne Communication Sets, Ground and Vehicular Communication Sets, Pulse Circuit Systems. Microwave Devices and Systems, Special Electronic Test Sets, Navigation Equipment — Omni-range. Visual-Aural, Instrument Landing Systems, Ground Control Approach, Radar Beacon and Racon, Radio Compass Equipment. Distance Measuring Equipment. Special Cathode-ray Tubes, Guided Missile Components, Guided Missile Test Equipment. Sonor Transducers and Systems, Mechanical Computers, Military Television, Radar and Mapping Bright Displays.

Communication Products Division
1500 Main Ave., Clifton. N. J.
Dir. of Oper., Mobile Communications .....F. M. Link
Sales Mgr. TV Transmitter Equipment .....James B. Tharpe
Engineering Manager....Gordon S. Gregory
Manufacturing Mgr...Chester E. Greenwood
Purchasing Agent.....W. C. O'Kulski

PRODUCTS: Television Camera Chains, Picture Monitors, Television Motion Picture Projectors. Color Multi-Scanners, Black-and-White Multi-Scanners, Teleprompters, Dollies, Line Amplifiers. Switching Units, Synchronizing Generators, Master Control Equipment. Sync Stretching Units, Voltage Regulated Power Supplies, Phasing Units, Voltage Regulated Power Supplies. Microwave Relay Equipment. Teletranscriptions, Mobile Field Equipment. TV Mobile Field Units, FM-VHF and UHF Television Relay, Mobile Communications Equipment.

Instrument Division
760 Bloomfield Ave., Clifton, N. J.
Manager.....Dr. P. Samuel Christaldi
Ass't. Div. Mgr.....G. Robert Mezger
Sales Manager.....Emil Nichols
Engineering Mgr..... A. J. Talamini, Jr.
Manufacturing Mgr.....Robert Svozil
Technical Adv. Mgr.....Neil Uptegrove
Purchasing Agent.....C. Paul Martin

PRODUCTS: Television Test Equipment for Laboratory and Production Use, Cathode-ray Oscillographs and Accessories, Oscillograph Record Cameras, Electronic Switches, various types of special electronic equipment. Photo-Tubes.

Cathode-Ray Tube Division
750 Bloomfield Ave., Clifton, N. J.
Manager .....F. P. Rice
Gen. Sales Mgr.....R. C. Scott
Advertising Mgr.....Anthony J. Froio
Chief Engineer.....K. Hoagland
Manufacturing Mgr.....William Carlin
Purchasing Agent.....A. R. Dutcher

PRODUCTS: (CRT Div.) Television Picture Tubes, Industrial Type Cathode-Ray Tubes, Special Purpose Tubes, Deflection Yokes, Horizontal Output Transformers. Coils, UHF Converters. VHF Tuners.

Research Division
2 Main Ave., Passaic, N. J.
Circuit Research Director...R. T. Cavanagh
Patents.....R. G. Pelton
Tube Research Director.....S. J. Koch

Government and Special Sales Department
760 Bloomfield Ave., Clifton, N. J.
Director .....C. Edwin Williams
Manager.....H. B. Graham
Sales Manager.....J. R. Sypher

International Division
Empire State Bldg., Suite 8201
New York 1, New York
Cable: ALBEEDU, Paterson
Director.....Ernest A. Marx
Export Manager.....Robert I. Gaines

Ectro, Inc.

425 S. Sandusky St., Delaware, Ohio
Phone: DElaware 3-4201
Sales Manager.....J. F. Myer
PRODUCTS: Portable tape recorder, battery operated.

Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.
Phone: 3-9846
President.....Stanley Bernstein
PRODUCTS: Erection of TV towers, microwave systems.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
Chicago Phone: SUperior 7-7572
President.....William H. Burgess
Sales Mgr. (Shavex Div.).....R. M. Parks
Div. Mgr., TV.....L. G. Burgess
Div. Mgr., Contracts.....D. A. Marcus
PRODUCTS: Electronic Equipment-Contract Division: Sensitomiter and intervolometers. Electric shaver accessories. Shavex Div.: Shavex for changing AC to DC for a faster, smoother shave with any electric shaver (a rectifier device). TV Service Division: Do not manufacture any equipment—service only.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres. & Treas.....Kenneth C. Meinken
Exec. V. P.....Henry S. Bamford
Purchasing Agent.....John J. Wojcik
Secretary.....J. Harry LaBrum
Chief Acct.....D. H. Brownell
PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray

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Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: ORegon 5-7000

President.....B. Abrams
Secretary-Treasurer.....M. Abrams
Exec. Vice-Pres.....Dorman D. Israel
V.P. Govt. Contracts.....Morton P. Rome
V.P. Purchasing.....Harve Tullo
V.P., Manufacturing.....Louis G. Pagent
V.P. Works Manager.....E. J. Kelly
V.P., Asst. to Pres.....S. W. Gross
Dir. of Sales.....Michael Kory
V.P. Dir. of Engineering...R. T. Capodanno
Export Manager.....Joseph Kattan
Dir., Pub. Rel.....Michael Ames
Sales Prom. Manager.....Albert Leon

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio. Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM. Portable Radio: Self-powered models (operate on batteries): "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

Espey Manufacturing Co., Inc.

528 East 72nd St., New York 21, N. Y.
Phone: TRafalgar 9-7000

Pres. & Treas.....Nathan Pinsley
Vice-Pres. & Secy.....Sol Pinsley
Vice-Pres. Eng.....Samuel L. Sack
Sales Manager.....Edward P. Robinson

PRODUCTS: AM-FM Radio receivers, trophy models 100 and 200; AM-FM tuners, trophy models 101, 300 and 400; audio amplifiers, trophy model 500.

Fairchild Recording Equipment Corp.

154th St. & 7th Ave., Whitestone 57, N. Y.
Phone: INdependence 3-2100

Exec. Vice-Pres.....Ray F. Crews
Mgr. Sales & Adv.....J. H. Quinn
Asst. Mgr., Sls. & Adv.....R. G. Bach

PRODUCTS: Three speed turntables, arms, cartridges and associated playback equipment.

Federal Telephone and Radio Corp.

100 Kingsland Road. Clifton, New Jersey
Phone: NUtley 2-3600

President.....Raymond S. Perry
Vice-Presidents.....W. P. Maginnis, T. M. Douglas, S. J. Powers, G. T. Scharffenberger
Comptroller.....R. D. Osborne
Secretary.....W. B. Levet
Treasurer.....W. E. Ogilvie
V.P., Dir. Purchases.....C. G. Sherwood
Components Sales Mgr.....E. W. Butler
Gen. Sales Mgr.....J. A. Frabutt
Advertising Mgr.....Crump Smith
Gov't. Sales Mgr.....F. W. McDermott
Sales Mgr. Radio & Wire Transmission.....W. D. Siddall
Mgr. Railroad Ind. Sales Organization.....T. A. Benner
Export Sales Mgr.....A. G. Deane
Mgr. Mobile Radio Communications Dept.....B. J. Donnelly
Sales Mgr. Ser. Parts.....J. C. Giguere

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links and carrier systems, HF cable, field intensity meters, radar, miniature and standard selenium rectifier stacks, battery chargers and power supplies, measuring equipment.

The Gabriel Co.

(*Gabriel Electronics Div.*)
Endicott St., Norwood, Mass.
Phone: Norwood 7-3300

General Mgr.....William P. Short
Comm. Sales Mgr.....C. R. Lane
Chief Engineer.....John Martin

PRODUCTS: Microwave relay antennas for systems and STL; Passive reflectors; UHF-TV Transmitting antennas; Parabolic reflectors.

Gates Radio Co.

123 Hampshire St., Quincy, Ill.
Phone: 8202
N. Y. Phone: MUrray Hill 7-7971

President.....P. S. Gates
Vice-President.....L. I. McEwen
Secretary.....A. S. Petzoldt
Sales Manager.....L. J. Cervone
Dir. of Engr.....J. Colvin
Chief Engineer.....F. W. Wentura
Works Manager.....Howard Young
Purchasing Agent.....John Bowers

PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

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General Electric Co.

Electronics Park, Syracuse 5, N. Y.
Phone: 76-4411

General Manager ..... P. L. Chamberlain
Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-3915
Manager ..... G. E. Webster
530 W. Sixth St., Los Angeles, Calif.
Phone: TRinity 3417
Manager ..... F. R. Walker
570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 1-1311
Manager ..... W. R. Chapin
4227 Lindell Blvd., St. Louis 8, Mo.
Phone: JEfferson 5-8873
Manager ..... R. E. Lauterbach
235 Montgomery St., San Francisco 6, Calif.
Phone: DOuglas 2-3740
Manager ..... C. T. Haist, Jr.
777 14th St., N.W., Washington 5, D. C.
Phone: EXecutive 3-3600
Manager ..... L. F. Page

PRODUCTS: Audio consoles, amplifiers—limiting, portable and complete line for program monitoring and transcription use, both plug-in and rack mounted. Audio accessories—turntable tone arms, equalizers and pickup heads, patch cords and jacks. Rack cabinets, power and audio boards, cable, microphone and audio; speakers.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Sales Manager ..... E. A. Freed

PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

General Precision Laboratory, Inc.

63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000

President ..... H. G. Place
V.-P., Gen. Mgr. ..... J. W. Murray
V.-P., Managing Dir. ..... R. L. Garman
Vice-President ..... Blair Foulds
Chief Engineer ..... F. N. Gillette
Mgr., TV Dept. ..... E. A. Hungerford, Jr.

PRODUCTS: Television Studio and Transmitting Equipment including Camera Chains, Projectors, Switchers, Syn Generators, Video Recorders and Transmitters; also Theater Television equipment.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 4-2722

Chairman of Board ..... H. B. Richmond
President ..... E. H. Locke
Vice-Pres. for Sales ..... A. E. Thiessen
Vice-Pres. for Mfg. ..... C. C. Carey
Secretary-Treasurer ..... F. L. Tucker
Sales Manager ..... M. T. Smith
Export Manager ..... S. W. DeBlois
Chief Engineer ..... D. B. Sinclair
Publicity Manager ..... C. E. Worthen
Service Manager ..... H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

Graybar Electric Company, Inc.

420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000

President ..... W. E. Henges
Vice-President ..... R. B. Sayre
General Communications
Sales Mgr. ..... J. W. La Marque
Mgr., Electronic Sales ..... G. I. Jones

PRODUCTS: Amplifiers, antenna equipment, attenators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300

V.P. in Chg. of Sls. ..... Richard A. Graver

PRODUCTS: TV receivers, short-wave "Ham" transmitters, and receivers, portable radios, FM/AM radios, two-way radio-telephone equipment.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone: LOngacre 5-1300

President ..... Lloyd A. Hammarlund
Treasurer ..... Joseph Lush
Sec. & Comptroller ..... Edward A. Wittmer
Production Mgr. ..... Hugh A. McCloskey
Sales Manager ..... Robert B. Moon
Chief Engineer ..... S. H. Van Wambeck
Advertising Manager ..... Dale Samuelson
Personnel Director ..... George Guelich
Purchasing Manager ..... William Griffin

PRODUCTS: Communication receivers, variable capacitators, remote supervisory controls, diversity receivers.

Haydu Brothers

P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878

General Mgr. ..... George K. Haydu
Plant Mgr. ..... Zoltan Haydu
Chief Engineer ..... Victor LeGendre
Controller ..... Walter Wolf
Sales Engineer ..... Arthur Shesser
Purchasing Agent ..... Vincent Perrucci

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PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery. Precision machine parts and wire and forming parts.

Hughey & Phillips, Inc.

3300 N. San Fernando Blvd., Burbank, Calif.
Phone: VIctoria 9-1104

Stamford, Conn. Phone: STamford 4-7300
President.....M. S. Phillips
V.P., Gen'l Mgr.....J. H. Ganzenhuber
Ass't. Mgr.....Howard E. Munson

PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

The Indiana Steel Products Co.

Valparaiso, Indiana
Phone: 2-5601

President.....R. F. Smith
V.-P. Manufacturing.....J. H. Bouwmeester
V.P. Engineering.....C. A. Maynard
Treasurer.....A. J. Astrologes
Sales Manager.....I. A. Dickey

PRODUCTS: Permanent magnets for the radio-television-electronics industries.

Insuline Corp. of America

186 Granite St., Manchester, N. H.
35-54 36th St., Long Island City, N. Y.
Phone: AStoria 8-3738

President.....S. J. Spector
Secretary-Treasurer.....A. S. Spector
V.-P., Gen. Sales Mgr.....B. L. Cahn
Advertising Manager.....A. S. Chambers
Superintendent .....Myles Spector
Industrial Sales Mgr.....I. Romm
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors; bases, steel; beads, cable; binding posts; binding post heads; bushings, insulated; cabinets, metal; cabinets, speaker; cable clamps; chassis base; chassis, bottom plate; chokes; chrome trim; clips, alligator; clip, brass spring; code set, triplex; coils, coil forms; condensers; cords, double phone; cords, resistor; couplers, flexible; cushions, ear; cutters, replacement; cutting tools; dial markers; dial plates; displays; drill, replacement; eyelets; equalizing condensers; FM Antennas; fuse mountings; fuse retainers; grid caps; grid cap shield; grommets, rubber; hardware, radio; headphones; insulators; jacks; jacks, microphone; jacks, shielded; jacks, tip; jacks, transmitting; jars, glass; knobs; lugs, soldering; lugs, spade; lugs, terminal; meter cabinets; Morse code records; mountings, fuse; name plates; Neutralizing tools; noise eliminators; nuts; oscillators; panels, aluminum, bakelite, Masonite, metal, meter, racks; panel bearings; phone cords; phones, ear; phone plugs; phone tips; plates, bottom; plugs; punches; racks, brackets, chassis; radio panels; record player switch; reducers; resistor cords; riveting punch set; rivets, rods; screw drivers, insulated; screws; shearing punch; shields; shields, grid cap; sockets; soldering irons; soldering iron elements; spaghetti, flexible; spacers, bushings; spade lugs; speaker cabinets; steel cabinets; strips, terminal; suppressors, auto radio; switches; television, accessories; antennas, tools; terminal lugs; terminal strips; test leads; test lead wire; test prods; test tools; tools; tools, neutralizing; trans. coil mountings; transmitting tube caps; tube shields; tubing; washers; window pole antenna; wire, test lead; wrenches, wrench sets.

Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.
Phone: MIchigan 0367

President.....Paul F. Jackson
Vice-President.....Myron Fulkerson
Secretary.....J. E. Beery
Purchasing Agent.....E. W. De Laet
Credit Manager.....J. E. Beery
Chief Eng.....Kennard E. Voyles
Quality Control.....Robert Gerner
Production Superintendent.....Carl Wack

PRODUCTS: Test instrument for Color; Black and White Television. Oscilloscopes. receiving tube testers, CR tube testers, color; bar; white dot generator, sweep; marker generator, audio oscillator, vacuum tube volt meter, UHF generator, selenium rectifier tester and electrical circuit tracer.

Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thos. A. White
V.P., Distributor.....Ralph P. Glover
Sls. Mgr., Industrial.....Louis W. Selsor
Sales Mgr.....Horace L. White

PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

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JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200

President .....Julius Finkel
Vice-President.....Albert Finkel
Secretary-Treasurer.....Edward Finkel

PRODUCTS: VHF, FM and UHF antennas, piston type variable trimmer capacitators, lightning arresters, stand-off line insulators, antenna masts, guy wires; open-wire, polyethylene flat twin-lead transmission line; ballasts, voltage regulators, dial belts, phono switches, test leads, resistor line cords, video cross-over networks, wire measuring machines, tuning cable remote replacer machines for auto radio service, control knobs, radio lubricants, stroboscopes, wave traps, co-axial connectors, insulators for antennas, TV set-couplers.

Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone: LExington 2-7600

Commodity Manager.....J. P. Washburn (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

King Laboratories, Inc.

127 Solar St., Syracuse 3, N. Y.
Phone: 74-3359

President.....Aden J. King
Vice-President.....F. M. Michaelian
Exec. V.P. & Treas.....W. R. MacLeod
Secretary.....Barbara H. Sisson
Factory Mgr.....Robert K. Metz

PRODUCTS: Getters and other parts for electronic tubes.

Kliegl Bros. Universal Electric Stage Lighting Co., Inc.

321 West 50th St., New York 19, N. Y.
Phone: COlumbus 5-0130

President.....J. H. Kliegl
Vice-President.....Herbert A. Kliegl
Secretary.....Frank H. Bliss
Treasurer .....Anna Kliegl
Plant Superintendent.....Joseph Kliegl
Purchasing Agent.....Henry Fisher

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and M.P. studios.

Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.
Phone: ENdicott 2-7200

Chairman of Board.....H. A. Leander
President.....William C. Shriver
Vice-President .....Robert Edwards
Secretary-Treasurer.....H. A. Kondolf
Sales Manager.....George Schatz

PRODUCTS: Audio Amplifiers — both standard and miniatured plug-in. Power Supplies, Video Amplifiers, Consoles, Automatic Limiting Amplifiers, Audio, Power and Pulse Transformers. Complete custom design audio facilities for broadcast and television.

Lehigh Structural Steel Co.

Allentown, Pa., Phone: HE 4-5221
17 Battery Place, New York 4, N. Y.
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary

PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

John E. Lingo & Son, Inc.

2814 Buren Ave., Camden 5, N. J.
Phone: WOodlawn 4-0487

President.....John E. Lingo

PRODUCTS: Tubular steel vertical radiators; VHF antennas and supporting towers; FM antennas and supporting towers; facsimile supporting poles.

Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.
Phone: STamford 4-5781

Vice-Pres. Power Tube Sales..H. J. Hoffman

PRODUCTS: Broadcast tubes.

Magnecord, Inc.

225 W. Ohio St., Chicago 10, Ill.
Phone: WHitehall 4-1889

Sales Director.....John W. Hines

PRODUCTS: Professional magnetic tape recorders—reproducers.

Majestic Radio & Television, Div. of Wilcox-Gay Corp.

70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000

President .....Leonard Ashbach
Vice-President .....Maurice Raphael
Secretary .....Arthur Homans
Advertising Mgr.....Joseph G. DeVico
Chief Engineer.....Frank Dieli

PRODUCTS: TVreceivers; TV-radio receivers; TV-radio-phonograph combinations; AM-FM phono combinations; table AM-radio phonographs; Hi-Fi radio phonographs.

J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.
Phone: STillwell 4-4600

President.....John A. Maurer
Treasurer.....Daniel R. Ehrlich
General Manager.....Donald G. McKay
Chief Elec. Engr.....Lauge Fanoe

PRODUCTS: 16mm. professional motion

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picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President .....George Ruskin
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Eng.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns

PRODUCTS: "Walkie-Recordall" sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders. 8-lb battery-operated recorder-playback, 9½-lb. briefcase battery-operated recorder-reproducer, 8 lb. conference interview recorder.

Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.
Phone: TOwer 8511

Sales Mgr., Magnetic Prod.....P. W. Jansen
1500 S. Western Ave., Chicago 8, Ill.
Phone: MOnroe 6-6126
Manager.....R. F. Woelfel
446 N. LaBrea Ave., Hollywood 36, Calif.
Phone: WEbster 1-1289
Manager.....M. D. Benson
401 N. Broad St., Philadelphia 8, Pa.
Manager.....C. M. Jacobson

PRODUCTS: Magnetic tape, film and associated accessories.

Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.
Phone: BAyside 5656

Pres. & Treas.....P. K. Trautwein
V.P., Sec'y.....Paul H. Trautwein

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

National Carbon Co.—Div. of Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President.....A. S. Johnson
Exec. Vice-Pres.....C. O. Kleinsmith
Exec. Vice-Pres.....P. M. Buhrer
V.P., Gen. Mgr.....A. C. Bryan
V.P., Gen'l Mgr.....W. H. Feathers
Mgr. Battery Eng. Dept...G. H. Didinger, Jr.
V.P., Adv. Sales Prom.....H. M. Warren

PRODUCTS "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 volt receivers, "Eveready" batteries for transistor electronic equipment.

ORRadio Industries, Inc.

120 Marvyn Rd., Opelika, Ala.
Phone: 976
N. Y Phone: Union 4-9577

President.....J. Herbert Orr
Vice Pres., Sales.....Nat Welch
Vice Pres., Research.....Herbert G. Hard
Vice Pres., Production.....William Barnett
Vice Pres., Comptroller.....J. W. Bunkley

Branch Offices

547 Hermitage St., Philadelphia, Pa.
Mid-Atlantic Sales Mgr.....Frank Adams
4808 Bergenline Ave., Union City, N. J.
Executive-in-Charge .....Jules Bressler
Merchandise Mart, Chicago, Ill.
Executive-in-Charge.....J. J. McBride
4808 W. Jefferson Blvd., Los Angeles, Calif.
Executive-in-Charge .....Laude Erlanger

Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal-
Phone: Arizona 7-6721

President.....Herbert A. Bell
Exec. Vice-President.....Robert S. Bell
Vice-President.....Joe M. Spain
Sec.-Treas.....Lowell R. Day
Chief Engineer.....Charles Nichols
Plant Manager.....Jean Gleis
General Sales Mgr.....Kenneth R. Johnson
Dir. of Adv. & Sales
Prom.....Robert H. Thompson
Service Manager.....Carl Duffy
Personnel Director.....Robert Hogan
Purchasing Agent.....William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph-Recorder Combinations), Television. Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services.

The Pentron Corp.

777 South Tripp Ave., Chicago 24, Ill.
Phone: SAcramento 2-3201

President .....Irving Rossman
Vice Pres.....Theodore Rossman
Treasurer .....Bernard Sahlins
Comptroller.....Marshall Peiros
Chief Eng.....Jay T. Nichols
Prod. Dir.....Bernard Sahlins
Purchasing Agent.....Nick Alex
Asst. Sales Mgr.....Robert Farnsworth
Adv. Mgr.....Martin Mann

PRODUCTS: Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers. Broadcast recorders, FM-AM

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tuners, electronic mike mixers, large reel adapter, tape carry cases, foot pedal controls, extension cords, telephone pickups.

PEMBREX TV (Div. PEMBREX Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.
Phone: REpublic 1-3111

President.....Louis M. Wutke
Vice-President.....Edwin C. Wutke

PRODUCTS: PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsync motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

Philco Corp. (Govt. and Indus. Div.)

4700 Wissahickon Ave., Philadelphia 44, Pa.
Phone: TEnnessee 9-4000

Sales Offices and Representatives:

Exec. in Chg.....Marshall A. Williams
260 South Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 5-5750

Exec. in Chg.....Robert A. MacDonald
666 Lake Shore Dr., Chicago 11, Ill.
Phone: WHitehall 4-5750

Exec. in Chg.....Richard A. Fay
201 Southland Life Bldg., Dallas 1, Texas
Phone: PRospect 8657

Exec. in Chg.....Lewis Kendall
Talbott Bldg., Dayton 2, Ohio
Phone: MIchigan 6578

Exec. in Chg.....Kenneth C. Moritz
4700 Wissahickon Ave., Philadelphia 44, Pa.
Phone: TEnnessee 9-4000

Exec. in Chg.....Lewis J. Boss
650 Russ Bldg., San Francisco 4, Calif.
Phone: SUtter 1-6262

Exec. in Chg.....Charles M. Volkland
744 Jackson Place., N. W., Washington 6, D.C.
Phone: EXecutive 3-1500

Exec. in Chg.....J. A. Price
Don Mills Road, Don Mills, Ont., Canada
Phone: HUdson 1-3441

Exec. in Chg.....Willard D. Myers
1 Rue Picot, Paris 16, France
Phone: Kleber 1433

PRODUCTS: Film and slide equipment for color and monochrome; microwave equipment for color STL use; equipment to carry network color; color test and monitoring equipment.

Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....M. L. Granat
Vice-President.....Gary Granat
Chief Engineer.....Reginald Burke
Treasurer.....Murray Granat

PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5151

President.....Isidor Goldberg
Vice-President.....J. N. Benjamin
Secretary-Treasurer.....I. W. Wyckoff
Asst. Sls. Mgr.....A. I. Bleich
Purchasing Agent.....Paul Lefko
Prod. Mgr.....F. Hajek
Chief Engineer.....Richard Shottenfeld

PRODUCTS: Tuners—Hi-Fi, AM-FM; TV sets remotely operated; Hi-Fi amplifiers, preamplifiers, phonographs, portable phonographs.

Presto Recording Corp.

P. O. Box 500, Paramus, N. J.
Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich
720 Main St., Evanston, Ill.
Phone: Davis 8-4800

Manager.....Robert L. Lang
505 N. Ervar St., Dallas, Tex.
Phone: C 2966

Manager.....J. Earl Smith
2331 W. Washington Blvd., Los Angeles, Cal.
Phone: Republic 0203

Manager.....Lee Owens
7 East 48th St., New York, N. Y.
Phone: ELdorado 5-6021

Manager.....Thomas Aye

PRODUCTS: Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

Prodelin, Inc.

307 Bergen Ave., Kearny, N. J.
Phone: KEarny 2-8600

President.....L. A. Bondon

Offices

62 Stockdale Rd., Needham, Mass.
Phone: NEedham 3-4290

495 Selbourne Rd., Riverside, Ill.
Phone: RIverside 7-0292

3050 Sumter Dr., Dallas, Tex.
Phone: DIxon 6115

427 W. 5th St., Los Angeles 13, Calif.
Phone: MUtual 7245

60 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 7-1550

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324 S. 2nd Ave., Phoenix, Ariz.
1238 N. W. Glisan St., Portland 9, Ore.
Phone: ATwater 4173
158 11th St., San Francisco 3, Calif.
Phone: HEmlock 1-1630
306 Dexter Ave., Seattle 9, Wash.
Phone: SEneca 2368
Southern Bldg., Washington 5, D. C.
Phone: EXecutive 3-5360

PRODUCTS: UHF and VHF antennas; microwave types transmission lines; high power coaxial and waveguide towers; Communication-aluminum 200 feet max. height. diplexer; filter and system components; special developments as required.

Polarad Electronics Corp.

4320 34th St., Long Island City, N. Y.
Phone: EXeter 2-4500

President.....Dr. D. L. Jaffe
Exec. Vice Pres.....P. H. Odessey
Treasurer.....C. J. Eisen
Dir. of Contract Rel.....R. W. Ekis
Eng., Contract Relations.Alfred A. Goldberg

PRODUCTS: Color TV: color video monitor, flying spot scanner system, color bar generator, color sync generator, portable sync generator NTSC color monochrome; TV: sync generator, monoscope signal source, studio picture monitor, portable waveform monitor, portable picture monitor, picture and waveform monitor.

Radio Corporation of America

Executive Offices: 30 Rockefeller Plaza
New York 20, N. Y.
Phone: COlumbus 5-5900

Ch. of the Board..Brig. Gen. David Sarnoff
President.....Frank M. Folsom

Consumer Products

Exec. V.P.....R. A. Seidel

RCA Victor Television Division
Cherry Hill, Camden 8, N. J.

V.P. and Gen. Mgr.....H. G. Baker
Asst. Gen. Mgr.....C. P. Baxter
Chief Eng.....D. D. Cole
Gen'l Sales Mgr.....R. W. Saxon
Mgr., Adv. and Sales Prom...J. M. Williams

RCA Victor Radio & "Victrola" Division
Cherry Hill, Camden 8, N. J.

General Manager.....J. M. Toney
Manager Sales.....L. J. Collins
Mgr. Adv. & Sales Prom.....R. E. Conley
Chief Engineer.....J. L. Franke

RCA Victor Record Division
630 Fifth Ave., New York 20

V.P. and Gen. Mgr.....E. Sacks
Asst. Gen. Mgr.....H. L. Letts
Mgr., Adv.....W. I. Alexander
Mgr. Comm. Sales-Merch.....L. W. Kanaga
Mgr. Artists-Repertoire.....G. R. Marek
Mgr. Pop. Artist-Repertoire.....J. Carlton
Mgr. Custom Records.....J. P. Davis
Mgr. Record Publicity.....G. R. Thorpe

Electronic Products

Exec. Vice President.....W. W. Watts

Tube Division
415 S. 5th Street, Harrison, N. J.

V.P. and Gen. Mgr.....D. Y. Smith
Gen'l Comm. Mgr.....L. S. Thees
Mgr., Gen'l Marketing.....L. F. Holleran
Manager, Operations Control..W. H. Painter
Chief Engineer.....G. R. Shaw
Mgr., Equip. & Parts
Marketing.....L. J. Battaglia
Mgr. Rec'g Tubes & Transistor
Marketing.....K. G. Bucklin
Mgr. C. R. & P'r Tube
Marketing.....M. J. Carroll
Mgr. Elec. Comp's. Marketing..H. B. Wilson
Mgr. Semi-Cond. Marketing....F. F. Neuner
Mgr. Distributor Sales.....D. M. Branigan

Engineering Products Division
Front & Cooper Sts., Camden, N. J.

V.P. and Gen. Mgr.....T. A. Smith
Chief Engineer.....M. C. Batsel
Mgr. Broadcast Marketing....A. R. Hopkins
Mgr. Comm. Marketing.....C. M. Lewis
Mgr. Theatre Marketing.....J. F. O'Brien
Mgr. Adv.-Sales Prom.....J. P. Taylor
Mgr. Film Record'g Sales,
N. Y. & Hollywood.....H. D. Bradbury
Mgr. Film Record'g Sales,
Hollywood.....J. W. Jones

PRODUCTS: Television receivers: 17", 21", 24" table and console models; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; 21" console color TV receiver; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; theatre television equipment; gas and electric ranges; air conditioners and dehumidifiers, and marine radio equipment.

Radio Engineering Laboratories, Inc.

36-40 37th St., Long Island City 1, N. Y.
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.
V.P. & Sales Mgr.....F. A. Gunther
V.P. & Research Dir.....J. R. Day
Vice President.....Joseph Behr
Chief Engineer.....Joseph E. Tennis
Treasurer.....James A. Cronin
Sec. & Purch'g Agent.....C. R. Runyon, III
Ind. Rel. Mgr.....James J. Kelly
Ser. Mgr.....Harold Goldstein
Traffic Mgr.....E. R. Phillips

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PRODUCTS: AM—Studio to transmitter links and antennas. FM—Microwave; radar systems; FM and relay broadcast transmitters point to point multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-200 mc; FM tuner, 88-108 mc; military equipment.

Rangertone, Inc.

73 Winthop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
V.P. Charge Eng.....P. M. Brubaker
Secretary .....H. Gallina
Film Sound.....C. C. Legreid
Purchasing Agent.....A. C. Willms
Accounting.....E. D. Longstreet

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyratron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.
Phone: BErkshire 7-7000

Dir. of Marketing.....Dick O. Klein

Offices

1500 Paxton Ave., Harrisburg, Pa.
Phone: 3-2524
193 N. Broadway, Milwaukee, Wis.
Phone: BRoadway 1-7675
818 S. Adams St., Peoria, Ill.
Phone: 3533
919 N. Broad St., Philadelphia, Pa.
Phone: STevenson 7-6910

PRODUCTS: Receivers, receiving tubes, black and white; color picture tubes.

Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.
Phone: PLaza 9-2644

President.....Hazard E. Reeves
Exec. Vice Pres.....Frank B. Rogers, Jr.
Vice-Pres.-Production.....Edward Schmidt
V.P., Sales Engineering.....W. H. Deacy
Advertising Manager....Thomas J. Dempsey

PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

Rek-O-Kut Company

3801 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Dir. Audio Education.....Avery Yudin
Export Dept.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

Rust Industrial Co., Inc.

608 Willow St., Manchester, N. H.
Phone: Manchester 3-3596

President.....W. F. Rust, Jr.

PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

Self Winding Clock Co., Inc.

207 Willoughby Ave., Brooklyn 5, N. Y.
Phone: MAin 2-6300

Asst. Sales Mgr.....Harvey S. Wellman

PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

Stainless, Inc.

Third & Montgomery Sts., North Wales, Pa.
Phone: North Wales 874
50 Church St., New York 7, N. Y.
Phone: DIgby 9-4379

Mgr. Pa. Office.....John F. Guzewicz
Mgr. N. Y. Office.....Henry J. Guzewicz

PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

Stancil-Hoffman Corporation

921 N. Highland Ave., Hollywood 38, Calif.
Phone: HOllywood 4-7461

President.....William V. Stancil
Secretary.....Frances E. Stancil

PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic reocrder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature), magnetic recorder/reproducer — multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model V1A.

Standard Electronics Corp. (Subsidiary of Claude Neon, Inc.)

285 Emmet St., Newark 5, N. J.
Phone: BIgelow 3-5540

Vice-President.....W. H. Zillger
Mgr. TV Engr.....H. R. Smith
Mgr. Customers Ser.....W. H. Rappolt

PRODUCTS: FM & AM Transmitters; TV transmitters; TV associated equipment studio equipment.

Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.
Phone: CUlver 0260

President.....Robert C. Tait
Vice President.....Gordon G. Hoit

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V.P. & G. M., Bcstg. Div.....William Fay
V.P. Gov't Contracts.....Sidney R. Curtis
Corporate Secretary.....Arthur F. Gibson
Treasurer .....Charles Pritchard
Controller .....D. G. Schuman
Mgr. Industrial Relations....George E. Eyer
Dir. of Pub. Relations....Stanley H. Manson
Gen. Mgr., Radio-TV.....Clifford J. Hunt
Adv. Mgr.-Radio-TV.....David S. Cook
Gen. Mgr., Sound Equip. Div...A. G. Schifino
Gen. Mgr., Telephone Div.....John H. Voss

PRODUCTS: TV table models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, AC-DC Radios, Portables, Clock-Radios, Hi-Fi table and console 3-speed phonographs, Hi-Fi Amplifiers, Tuners, Cabinets; Electronic Carillon Equipment. Intercommunicating Systems, Telephones, and Switchboard Equipment.

Sylvania Electric Products, Inc.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424

Chairman of Board.....Don G. Mitchell
President.....H. Ward Zimmer
Vice-President.....H. L. Richardson
Vice-President.....Arthur Chapman
Vice-President.....Curtis Haines
V.P. Charge of Sales.....B. K. Wickstrum
Gen. Sales Mgr., Radio Div.....D. W. Gunn
Dir. of Advertising.....T. P. Cunningham

PRODUCTS: Television Picture Tubes, Radio and Television Receiving Tubes, Crystal Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

Branch Offices
2001 N. Cornell Ave., Melrose Park, Ill.
Phone: ESterbrook 9-2525
Terrace Plaza Bldg., Cincinnati, Ohio
Phone: GArfield 1550
2936 E. 46th St., Los Angeles, Calif.
Phone: LOgan 5-8121
1000 Huyler St., Teterboro, N. J.
Phone: LA 4-1253

Tele Q Corp.

1227 Sixth Ave., New York 19, N. Y.
Phone: JU 6-5766

President.....John Jacobs III
Treasurer.....C. R. Bitting III
Director of Sales.....J. S. Kornfeld

PRODUCTS: Cuing or prompting equipment for TV networks and stations. Film prompting. Gerard Eyeline Monitor. Speech cuing.

Television Associates, Inc.

E. Michigan St., Michigan City, Ind.
Phone: 7-7207

Pres. & Gen. Mgr.....W. C. Eddy
Plant Supt.....K. P. Humbert
Secretary .....Margaret Durnal

PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

Television Specialty Co., Inc.

350 West 31st St., New York 1, N. Y.
Phone: LOngacre 4-6440

President.....K. A. Jenkins
Gen. Mgr.....Tom Haney
Sec'y Treas.....L. Jenkins
Traffic Mgr.....Carman Laurino

West Coast Representative
E. J. Baughman Co.
350 South Central, Los Angeles, Calif.

PRODUCTS: Profitmaker rear projector, rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects.

Tower Construction Co.

1923 Geneva St., Sioux City, Iowa
Phone: 5-7653
6640 23rd Ave., West Hyattsville, Md.
Phone: HArrison 2-3515

Owner.....M. M. Lasensky

PRODUCTS: Towers, microwave passive reflectors and tower erections.

Transmitter Equipment Mfg. Co., Inc.

(*Subsidiary of Otis Elevator Co.*)
35 Ryerson St., Brooklyn 5, N. Y.
Phone: UL 5-6800

President.....Morton B. Kahn
Secretary.....Fayette S. Dunne
Treasurer .....Bruce Wallace
General Manager.....M. B. Kraus, Jr.
Chief Engineer.....G. W. Jacobs

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computors, Radar Equipment, Guided Missile Controls, etc.

Truscon Steel Division

Republic Steel Corp.
Albert St., Youngstown 1, Ohio
Phone: RIverside 6-7211

General Mgr. of Sales.....C. B. McGehee
Asst. Gen. Mgr. of Sales.....D. M. Schmid
Mgr., Sls. Tower Prod.....G. F. Bateson

PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

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Unique Turntable & Display Co.

1125 Irving Ave., Brooklyn 27, N. Y.
Phone: HEgeman 3-6730

President.....Albert W. Nuccel

PRODUCTS: Manufacture and rent turntables and revolving stages; manufacturer of animation stands and consultants for animation for TV work.

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Grossman, Milton M., Agency
9000 Sunset Blvd. (46) . . . . . CRestview 6-6163

Halliburton, Jeanne
9172 Sunset Blvd. (46) . . . . . CRestview 5-5575

Hamilburg, Mitchell J., Agency
8776-8780 Sunset Blvd. (46) . CRestview 5-4171

Herdan-Sherrell Agency
9059 Sunset Blvd. (46) . . . . . CRestview 1-5236

Herzbron, Walter
8820 Sunset Blvd. (46) . . . . . CRestview 6-4157

Hyland, Dick Irving
1050 Carol Dr. (46) . . . . . CRestview 1-9159

Ingersoll, George, Agency
7167½ Sunset Blvd. (46) . . . HOllywood 7-0862

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

Jackson, Edith
6801 Hollywood Blvd. (28) . . HOllywood 3-4181

Jacobson, Vernon
8979 Sunset Blvd. (46) . . . . . CRestview 5-2545

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

Katz, Fred, Agency
9167 Sunset Blvd. (46) . . . . . CRestview 6-3189

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

Kumin-Olenick Agency
355 N. Canon Dr. (B. H.) . . . CRestview 4-5221

Lance, Leon O.
8820 Sunset Blvd. (46) . . . . . CRestview 6-6014

Lauren, J. W., Agency
8272 Sunset Blvd. (46) . . . . . HOllywood 7-5087

Lazar, Irving Paul
211 S. Beverly Dr. (B. H.)

Leonard, Fred J., Agency
7441 Sunset Blvd. (46) . . . . HOllywood 4-7546

Leonetti, Caroline, Ltd., Agency
6607 Sunset Blvd. (28) . . . . HOllywood 2-2345

Levee, M. C.
9000 Sunset Blvd. (46) . . . . . CRestview 6-6285

Levee, Sid
9000 Sunset Blvd. (46) . . . . . CRestview 6-6285

Linder, Jack, Agency
8913 Sunset Blvd. (46) . . . . . CRestview 4-4034

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

Longenecker, Robert
8428 Melrose Pl. (46) . . . . . WEbster 1-2267

MacQuarrie, Earl
717 N. La Cienega Blvd. . . . . CRestview 6-7162

Marx, Bert, Agency
9507 Santa Monica Blvd. (B. H.) . CRestview 1-7171

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

McMillan, Hazel, Agency
7471 Melrose Ave. (46) . . . . CRestview 1-7781

Medford, Ben
300 S. Beverly Dr. (B. H.) . CRestview 1-7021

Messinger, Lillie, Agency
8428 Melrose Pl. (46) . . . . . CRestview 5-8541

Meyers, Walter, Inc.
9167 Sunset Blvd. (46) . . . . . CRestview 1-8161

Middleton, Wallace, Agency
9163 Sunset Blvd. (46) . . . . . CRestview 4-7367

Mishkin Agency, The
226 S. Beverly Dr. (B. H.) . . CRestview 4-5416

Moore, Lola, Agency
9172 Sunset Blvd. (46) . . . . . CRestview 6-5401

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

Ochs, Al
1651 Cosmo St. (28).....HOllywood 9-3810

Oliver, Maurine
6000 Sunset Blvdv. (28)....HOllywood 9-2993

Pearson, Ben
1046 N. Carol Dr. (46).....CRestview 4-5488

Pomeroy, Jack
8913 Sunset Blvd. (46).....CRestview 4-5148

Powers, Stanley & Dunn, Inc.
9100 Sunset Blvd. (46).....CRestview 1-1141

Preminger, Ingo, Agency
204 S. Beverly Dr. (B. H.)..CRestview 6-6213

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

Rosenberg-Coryell Agency
211 S. Beverly Dr. (B. H.)...CRestview 1-8121

Rosner, Milt, Agency
9119 Sunset Blvd. (46)....CRestview 6-7023

Rush, Art, Inc.
1418 N. Highland Ave. (28)

Ryan, Frank
8949 Sunset Blvd. (46).....CRestview 1-9321

Salkow, Irving
300 S. Beverly Dr. (B. H.)..CRestview 6-6241

Salkow, Lester, Agency
8749 Sunset Blvd. (46).....CRestview 5-4505

Shamer, Melville A., Agency
9110 Sunset Blvd. (46).....CRestview 1-1103

Shaw-Wiley Agency
8923 Sunset Blvd. (46).....CRestview 4-2867

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

Shifferin, William, Agency
324 S. Beverly Dr. (B. H.)..CRestview 1-7261

Short, Antrim, Agency
8743 Sunset Blvd. (46).....CRestview 5-4137

Shurr, Louis, Agency
327 N. Rodeo Dr. (B. H.)...CRestview 1-1116

Small, Paul, Artists Ltd., Inc.
9244 Olympic Blvd. (B. H.).CRestview 1-5246

Snitzer, Lou-Fritschi, Al, Inc.
6404 Hollywood Blvd. (28)..HOllywood 9-6271

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

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

Stewart, Rosalie, Agency
441 S. Beverly Dr. (B. H.)..CRestview 4-6123

Swoverland, Harold
1600 N. La Brea (28).....HOllywood 4-7265

Thompson, David H.
9172 Sunset Blvd. (46).....CRestview 1-2188

Ullman, George, Agency, Inc.
8979 Sunset Blvd. (46).....CRestview 4-5238

Wadsworth & Mehan Agency
9172 Sunset Blvd. (46).....CRestview 6-0698

Weiner, Jack, Agency
8979 Sunset Blvd. (46).....CRestview 6-7081

Weintraub, Murry
9172 Sunset Blvd. (46).....CRestview 1-1137

Welch, Snev, Agency
306 W. 3rd St. (13).....HOllywood 4-2461

Wendling, Charles, Agency
9111 Sunset Blvd. (46).....CRestview 6-2348

White, Mack, Agency
4673 Hollywood Blvd. (27)..NOrmandy 2-8988

White, William B., Agency
332 S. Beverly Dr. (B. H.)..CRestview 4-6301

Wilkins, Paul, Agency
9006 Sunset Blvd. (46).....CRestview 1-6188

Willson, Henry
1046 Carol Dr. (46).....CRestview 6-3201

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

WolEver-Burr Agency
6546 Hollywood Blvd. (28).HOllywood 4-0031

Wookey, Betty, Agency
1610 N. Las Palmas Ave. (28)..HOllywood 2-2301

CHICAGO

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

Beun Theatrical Enterprises
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
203 N. Wabash.....DEarborn 2-0996

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

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

Tweet Hogan
203 North Wabash.....ANdover 3-6910

Jack & Jill Players Radio Artists Co.
25 E. Jackson.....WAbash 2-0317

Lear, Les Productions Corp.
112 W. Randolph.....FRanklin 2-7840,
RAndolph 6-0905, WAbash 2-4172

Levin, W. Biggie
612 N. Michigan Ave.....SUperior 7-0506

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

McConkey Artists Corporation
Congress Hotel.....HArrison 7-9660

Morris, William, Agency Inc.
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 6-6090

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

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

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

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

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

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Sherman P. Lawton
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by Robert J. Wade
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John P. Jones
Rinehart

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Rinehart

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"There must be a reason"

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Programs AM-TV 1954

ADVERTISING AGENCIES

NETWORKS

PRODUCTS

SPONSORS

TITLES

www.americanradiohistory.com

COMMERCIAL AM PROGRAMS OF 1954

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adams, Cedric	Buick Div. of General Motors Corp. (Cars)	CBS	Kudner Agency
Adventures of Ozzie & Harriet	Hotpoint, Inc. (Refrigerators, ranges dryers, air conditioners, dishwashers)	ABC	Maxon
	The Lambert Co. (Listerene Antiseptic, toothpaste & powder, tooth brushes)		Lambert & Peasley
Adventures of The Falcon	Bridgeport Brass Co. (Aer-O-Sol Division)	MBS	Hazard Advertising
	Chevrolet Motor Div. of General Motors Corp.		Campbell-Ewald
	Crowell Collier Publishing Co. (Collier's Magazine)		Kudner Agency
	Lemon Products Advisory Board (Lemons from California)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty
	Procter & Gamble Co. (Tide)		Benton & Bowles
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Alcott, Carroll	Sealey Mattress Co. (Matresses)	CBS	Alvin Wilder
All-Star Baseball Game	Gillette Safety Razor Co. (Gillette & Toni products)	MBS	Maxon
All-Star Football Game	Atlantic Refining Co. (Gas and oil)	MBS	N. W. Ayer & Son
	Miller Brewing Co. (Beer)		Mathisson & Associates
Amos 'n' Andy Music Hall	American Motors Corp. (Nash Cars)	CBS	Geyer Advertising
	Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)		Ted Bates
	General Foods Corp. (Jell-O Instant Pudding)		Young & Rubicam

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Motors Corp. (Buick cars)		Kudner Agency
	Murine Co. ("Murine" for the eyes)		B. B. D. & O.
	Wm. Wrigley, Jr., Co. (Chewing gum)		Arthur Myerhoff
Amos 'n' Andy Show	Rexall Drug Co. (All products)	CBS	B.B.D. & O.
Answer Man, The	Doubleday & Co. (Dollar Book Club	CBS	Thwing & Altman
	Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman
Aunt Jenny	Lever Brothers Co. (Spry, Good Luck Margarine, Lux Soap, Liquid Lux, Rinso Soap, Rinso Detergent, Rinso Blue)	CBS	Foote, Cone & Belding J. Walter Thompson
Autry, Gene Show	Wm. Wrigley, Jr., Co. (Doublemint Gum)	CBS	Ruthrauff & Ryan

B

Babbitt, Harry Show	Bristol-Myers Co.	CBS	Doherty, Clifford, Steers & Shenfield
	The Nestle Co. (Nescafe Instant Coffee)		Sherman Marquette
	Wheatena Corp. (Wheatena Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (White King, Sierra Pine)		Raymond R. Morgan Advertising
Backstage Wife	Procter & Gamble (Cheer, Fluffo, Ivory Snow)	NBC	Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Glenn-Jordan-Stoetzel
Bank of America 50th Anniversary	Bank of America National Trust & Savings Association (Banking services)	CBS	Charles R. Stuart Advertising
Barbasol Parade of Hits	The Barbasol Co. (Shaving Cream)	MBS	Erwin, Wasey & Co.
Basketball Games (on various occasions)	Tidewater Assoc. Oil Co. (Gas, motor oil, greases)	ABC	Buchanan & Co.
Beat the Apple Valley Man	Apply Valley Inn (Hotel)	CBS	Swafford & Co.
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & moving	CBS	Brooks Advertising Agency
Belmont Stakes	Gillette Co. (Blades, shaving items)	CBS	Maxon
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS	B.B.D. & O.
Berch, Jack	Prudential Insurance Co. of America	ABC	Calkins & Holden Carlock, McClinton & Smith

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bergen, Edgar & Charlie McCarthy	Van Camp Sea Food Co., Inc. (All Chicken of the Sea and White Star Fish products)	CBS	Brisacher, Wheeler & Staff
Bergen, Edgar Show	Consolidated Cosmetics, Inc. (Lanolin, Plus Liquid, Hand Lotion, Cleansing Cream, Lanolin Plus for Hair)	CBS	B.B.D. & O. Erwin, Wasey of Canada, Ltd.
Beulah	Kraft Foods Co. General Foods (Postum)	CBS	J. Walter Thompson Foote, Cone & Belding Baker Advertising Agency
	Buick Div. of General Motors Corp. (Cars)		Kudner Agency
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
Big Story	American Tobacco Co. (Pall Mall Cigarettes)	NBC	SSC&B
Block, Martin	Charles Antell, Inc. (Hair preparations)	ABC	TAA
Blue-Grey Football Game	Gillette Safety Razor Co. (Gillette and Toni products)	MBS	Maxon
Boxing Bouts	Gillette Safety Razor Co. (Blades, shaving products)	NBC	Maxon
Break the Bank	Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day Vitamins)	MBS NBC	Geoffrey Wade
Breakfast Club	Mutual of Omaha (Health & accident insurance)	ABC	Bozell & Jacobs
	Olson Rug Co. (Rugs & carpets)		Presba, Felers & Presba
	Philco Corp. (Air conditioners, home freezing units, radios, refrigerators, TV receivers)		Hutchins Advertising
	Quaker Oats Co. (Buckwheat and pancake flours, cereals)		J. Walter Thompson
	Realemon-Puritan Co. (Lemon juice, frozen concentrates; prune and lime juice; olives, cherries)		Rutledge & Lillienfield
	Rockwood and Co. (Chocolate & cocoa)		Paris & Peart
	Swift & Co. (Baby food, dairy products, dog food, fish food, soaps, poultry, shortening)		J. Walter Thompson

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Brickhouse, Jack (sports)	State Farm Mutual Automobile Insurance (Automobile Insurance)	MBS	Needham, Louis & Brorby
Brighter Day	Procter & Gamble Co. (Blue Cheer, Fluffo, Prell)	CBS	Young & Rubicam
Brown, Cecil	S. C. Johnson & Son (Waxes and finishes)	MBS	Needham, Louis & Brorby
	State Farm Mutual Auto Insurance		Needham, Louis & Brorby
Bulldog Drummond	Dodge Div. of Chrylser Corp.	MBS	Grant Advertising

C

Camel Baseball Scoreboard	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	MBS	William Esty Co.
Camel Caravan, The (with Vaughan Monroe & the Sauter-Finegan Orchestra)	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS	William Esty
Camel/Winston Scoreboard & Round-Up	R. J. Reynolds Tobacco Co.	MBS	William Esty
Capitol Commentary (L. Higbe)	S. C. Johnson & Son Inc. (Waxes, finishes)	MBS	Needham, Louis & Brorby
	Kraft Foods Co. (Foods)		Needham, Louis & Brorby
CBS Newsroom—Sunday Desk	Carnation Co. (Evaporated milk)	CBS	Erwin, Wasey & Co.
	Dennison Food Co. (All food products)		The Biow Co.
	The Nestle Co. (Nescafe Instant Coffee)		Bryan Houston
	Tasti-Diet Foods, Inc. (Low calorie fruits and vegetables, salad dressings, puddings)		Erwin, Wasey & Co. Sidney Garfield & Associates
Choraliers	Longines-Wittnauer Watch Co. (Watches)	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Cities Service Band of America	Cities Service Petroleum, Inc. (Petroleum products)	NBC	Wellington & Co.
City Hospital	Giant Animal Co., Inc. (Giant animal balloons)	CBS	Duane Jones
Club Time	Club Aluminum Products Co. (Aluminum household utensils)	ABC	The Buchen Co.
Como, Perry	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS MBS	Cunningham & Walsh

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Counterspy	**American Chemical Paint Co.**	MBS	Gray & Rodgers
	Aer-O-Sol Div. of Bridgeport Brass Co.		Hazard Advertising
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Dodge Div. of Chrysler Corp. (Cars)		Grant Advertising
	Lemon Products Advisory Board (California lemons in concentrates or frozen form)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		William Esty
Country Tune Parade	**D-Con Co., Inc.** (Rodenticides, Insecticides)	NBC	Marfree Advertising
Crosby, Bing	**General Electric Co.** (Institutional)	CBS	B.B.D. & O.
	D		
Day, Dennis	**Mytinger & Casselberry, Inc.** (Nutrilite)	NBC	Dan B. Miner Co.
Detroit Lions vs. Green Bay Packers	**Plymouth Div. of Chrysler Corp.** (Cars)	MBS	N. W. Ayer & Son
Dr. Christian (with Jean Hersholt)	**Chesebrough Mfg. Co., Consolidated** (Vaseline Hair Tonic)	CBS	McCann-Erickson
Dr. Oral Roberts	**Healing Waters, Inc.** (Institutional)	ABC	White Advertising
Dr. Paul	**Fisher Flouring Mills** (Fisher products)	NBC	Pacific National Advertising Agency
	Hexol, Inc. (Hexol Germicide)		L. C. Cole Co.
	Pharmaco, Inc. (Feen-a-mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
Double or Nothing	**Campbell Soup Co.** (Soup, other products)	ABC	Ward Wheelock
Dowell, Saxie	**Artists Publications**	MBS	
Dragnet	**Liggett & Myers Tobacco Co.** (Chesterfield Cigarettes)	NBC	Cunningham & Walsh
Drake, Galen	**Animal Foundation, Inc.** (Hunt Club Dog Food)	CBS	Moser & Cotins
	Calgon, Inc. (Calgon, Calgonite, Thanx Bouquet)		Ketchum, MacLeod & Grove
	Doubleday & Co. (Dollar Book Club)		Thwing & Altman
	General Foods Corp. (Instant Sanka)		Young & Rubicam
	Giant Animal Co. (Giant animal balloons)		Duane Jones
	Greystone Press Co. (Books)		Thwing & Altman

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Grolier Society, Inc. (Webster's Unified Dictionary & Encyclopedia)		Thwing & Altman
	Jackson & Perkins Co. (Climbing roses)		Maxwell, Sackheim & Co., Inc.
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Tasti-Diet Foods, Inc. (Low calorie fruits, vegetables, salad dressings)		Sidney Garfield & Associates
	E		
East-West Football Game	**Standard Oil of Indiana** (Gas and oil)	MBS	McCann-Erickson
	Esso Standard Oil Co. (Gas)		Mc-Cann-Erickson
	Tidewater Associated Oil Co. (Gas, oil)		Buchanan & Co.
Edwards, Frank	**American Federation of Labor** (Institutional)	MBS	Furnam, Feiner
Edwards, Douglas	**American Tobacco Co.** (Pall Mall Cigarettes)	CBS	SSC&B
Evening Comes	**Thomas Nelson & Sons**	ABC	B.B.D. & O.
	F		
Family Skeleton	**Manhattan Soap Co.** (Sweetheart Soap, Blu-White Flakes)	CBS	Schneideler, Beck & Werner, Inc.
	Toni Co. (Prem Home Permanent)		Leo Burnett
FBI in Peace and War	**Buick Div. of General Motors Corp.** (Buick cars)	CBS	Kudner Agency
	Murine Co. ("Murine" of the eyes)		B.B.D. & O.
	Procter & Gamble Co. (Lava, Lilt Home Permanent)		Leo Burnett
	Wm. Wrigley, Jr., Co. (Chewing gum)		Arthur Meyerhoff & Co.
Fibber McGee & Molly	**Prudential Insurance Co.** (Insurance)	NBC	Calkins & Holden
Fisher, Eddie	**The Coca-Cola Co.**	MBS	D'Arcy Advertising
Flannery, Harry	**American Federation of Labor** (Institutional)	MBS	Furnam, Feiner & Co.
Florida Calling with Tom Moore	**Florida Citrus Commission** (Citrus fruits and citrus products)	MBS	J. Walter Thompson
Frank & Ernest	**Dawn Bible Students Association** (Religious books)	MBS	William Gleason & Co.
Fredericks, Carleton	**Elsevier Press, Inc.** (Health book)	MBS	Mann-Ellis

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Farrell	Whitehall Pharmacal (Aerowax, Wizard Wick, Chef Boy-ard-dee)	NBC	John F. Murray
	Pharmaco, Inc. (Medigum, Feen-a-mint, Chcoz)		Doherty, Clifford, Steers & Shenfield

G

Game of the Day	Falstaff Brewing Corp. (Beer)	MBS	Dancer-Fitzgerald-Sample
Gangbusters	Wm. Wrigley, Jr., Co. (Chewing gum)	CBS	Arthur Meyerhoff & Co.
Garden Gate	Ferry-Morse Seed Co. (Seeds)	CBS	MacManus, John & Adams
General Electric Comedy Theatre (with Ray Milland in "Meet Mr. McNutley")	General Electric Co. (Radio, TV receivers)	CBS	Maxon
Gillette Fights	Gillette Safety Razor Co.	ABC	Maxon
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Advertising Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Bufferin, Vitalis)	CBS	Doherty, Clifford, Steers & Shenfield
	Eversharp, Inc. (Razors, blades, pens)		The Biow Co.
	Owens-Corning Fiberglas Corp. (Fiberglas insulation)		Fuller, Smith & Ross McCann-Erickson
Godfrey's Arthur Talent Scouts	Lever Brothers Co. (Lipton's Tea, soup, mixes, Frostee)	CBS	Young & Rubicam
Godfrey, Arthur, Time	Adolph's Ltd. (Adolph's Meat Tenderizer)	CBS	J. B. Shelley & Associates
	Bristol-Myers Co. (Bufferin, Trushay, all products)		Young & Rubicam
	Campana Sales Co. (Sheer Magic, all products)		Wallace-Ferry-Hanley
	Clinton Foods, Inc. ("Snow Crop" Frozen Foods)		Maxon
	Columbia Records, Inc. (Records, record players)		McCann-Erickson
	Frigidaire Div. of General Motors Corp. (All Frigidaire products)		Foote, Cone & Belding
	The Toni Co. (Toni Home Permanent, Toni Creme Rinse)		Weiss & Geller
	Glamorene, Inc. (Glamorene Rug Cleaner)		Hicks & Greist
	International Gellucotton Products Co. (Kleenex Tissues, paper napkins)		Foote, Cone & Belding

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Kellogg Co. (Cereals)		Leo Burnett
	Knomark Mfg. Co., Inc. (Esquire Boot Polish)		Emil Mogul
	Lever Brothers Co. (Pepsodent)		McCann-Erickson
	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)		Cunningham & Walsh
	Minnesota Mining & Mfg. Co. (Scotch Brand Cellophane Tape)		B.B.D. & O.
	National Biscuit Co. (All products)		McCann-Erickson
	Pet Milk Co. (Evaporated milk)		Gardner Advertising
	Pillsbury Mills, Inc. (Flour, flour mixes)		Leo Burnett
	A. E. Staley Mfg. Co. (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	Star-Kist Foods, Inc. (Star-Kist Tuna Fish)		Rhoades & Davis
Goss, Frank (news)	**Bekins Van & Storage Co.** (Storage and moving)		Brooks Advertising
	Chemicals, Inc. (Vano Household Products)		Sidney Garfield & Associates
	Dolcin Corp. (Pharmaceuticals)		Victor Van Der Linde Co.
	Household Finance Corp. (Personal loans)		Needham, Louis & Brorby
	Mennen Co. (Toiletries)		Kenyon & Eckhardt
	Peter Paul, Inc. (Mounds & Almond Joy)		Dancer-Fitzgerald-Sample
	Dean Witter & Co. (Investment house)		Albert Frank-Gunther Law
Graham, Sheilah	**Seeman Brothers, Inc.** (Detergents, household deodorants)	ABC	Wm. H. Weintraub & Co.
Grand Ole Opry	**R. J. Reynolds Tobacco Co.** (Prince Albert Tobacco, Cavalier Cigarettes)	NBC	William Esty
Grant, Taylor (news)	**P. Lorillard Co.** (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell
Grauer, Ben (news)	**Rhodes Pharmacal Co. Inc.** (Imdrin)	NBC	Pringle Goodbell Associates
Greatest Story Every Told	**Goodyear Tire & Rubber Co.** (Institutional)	ABC	Kudner Agency
Great Gildersleeve	**Kraft Foods Co.** (Velveeta, Parkay, mustard, salad oil)	NBC	Needham, Louis & Brorby

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Greene, Lorne	**Credit Union National Association** (Institutional)	MBS	J. Walter Thompson
Griffith, Les & the News	**Liggett & Myers** (Chesterfield Cigarettes)	ABC	Cunningham & Walsh
Guiding Light	**Procter & Gamble Co.** (Duz, Ivory Flakes)	CBS	Compton Advertising
Gunsmoke	**Liggett & Myers Tobacco Co.** (Chesterfield and L & M Filter Cigarettes)	CBS	Cunningham & Walsh

H

Hair Care	**Charles Antell, Inc.** (Hair preparations)	ABC	TAA, Inc.
Hallmark Radio Hall of Fame	**Hallmark Cards, Inc.** ("Hallmark" Greeting Cards)	CBS	Foote, Cone & Belding
Hambletonian Stakes	**Reynolds Metals Co.** (Institutional)	CBS	Buchanan & Co.
Halon Race Review	**Caliente Race Track** (Horse racing)	CBS	Barnes Chase Co.
Hanlon Tom (sports)	**Custom Wax Products Co.** (British Wax Formula)	CBS	Barnes Chase Co.
Hard Luck Champion	**Apple Valley Inn** (Hotel)	CBS	Swafford & Co.
Harris, Phil-Alice Faye Show	**Radio Corp. of America** (Radios, TV sets, records, phonographs)	NBC	J. Walter Thompson
Harvey, Paul Comments	**Beltone Hearing Aid Co.** (Hearing Aids)	ABC	Olian & Brunner
Harvey, Paul (news)	**Bankers Life and Casualty Co. of Chicago** (White Cross Hospital Plan)	ABC	Grant, Schwenk & Baker
Hayes, Sam (news)	**General Mills, Inc.** (Cereals, formula feeds, flour)	ABC	Dancer-Fitzgerald-Sample
Headline News	**S. C. Johnson & Son Inc.** (Waxes & finishes)	MBS	Needham, Louis & Brorby
	Kraft Foods Co. (Food products)	MBS	Needham, Louis & Brorby
Heatter, Gabriel (news)	**American Home Products Corp.** (Bisodol, Anacin, Aero Shave)	MBS	SSC&B
	Beltone Hearing Aid Co. (Hearing Aids)		Olian & Bronner
	Buick Motor Div. of General Motors Corp. (Cars)		Kudner Agency
	Deepfreeze Appliance Div. of General Motors Corp. (Home freezers, refrigerators)		Boche, Williams & Cleary

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Jackson & Perkins (Rose bushes)		Maxwell Sackheim & Co.
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	National Home Corp. (Pre-fabricated homes)		Applegate Advertising Agency
	Niagara Mfg. & Dist. Co. (Contour chairs)		Olian & Bronner
	North American Van Lines		Applegate Adv. Agency
	Union Pharmaceutical Co. (Saraka & Inhiston)		Grey Advertising Agency
Henry, Bill & the News	Johns Manville Corp. (Industrial products)	MBS	J. Walter Thompson
Herald of Truth	Highland Church of Christ (Institutional)	ABC	Martin Co.
Hill, Edwin C.	Philco Corp. (Radios)	ABC	Hutchins Advertising
Hilltop House	Miles Laboratories, Inc. (Alka-Seltzer)	CBS	Geoffrey Wade
	Giant Animal Co., Inc. (Giant animal balloons)		Duane Jones
	Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum)		Doherty, Clifford, Steers & Shenfield
Hollywood Park Gold Cup Race	Republic Van & Storage Co. (Transportation services)	CBS	Dan Lawrence Agency
Hope, Bob Show	General Foods Corp. (Jell-O: puddings, pie-filling, Sanka)	NBC	Young & Rubicam
	American Dairy Association (Dairy products)	NBC	Campbell-Mithun
Hotel for Pets	Coast Fisheries Div. of the Quaker Oats Co. (Puss 'n Boots Cat Food)	NBC	Lynn Baker Co.
Hour of Decision	Billy Graham Evangilistic Association (Institutional)	MBS	Walter F. Bennett & Co.
Houseparty	Bauer & Black Div. of Kendall Co. (Curads and Curity Products)	CBS	Leo Burnett
	Green Giant Co. (Canned and frozen corn and peas)		Leo Burnett
	Hawaiian Pineapple Co., Ltd. (Dole Pineapple juice)		N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett
	Lever Brothers Co. (Surf, Chlorodent)		B.B.D. & O.

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Pillsbury Mills, Inc. (Flour, flour mix products)		**Leo Burnett**
How to Save Money on Your Car	**Eugene Stevens Co.** (Car book)	**CBS**	**Madison Advertising**
Huntley, Chet	**MJB Co.** (Coffee, tea, rice)	**ABC**	**B.B.D. & O.**

I

Indianapolis Thrills of a Lifetime	**Continental Mfg. Corp.** (Life-time Batteries)	**CBS**	**W. H. Hunt & Associates**
	Motor Publishers, Inc. (Car Life Magazine)		**W. H. Hunt & Associates**
It Happens Every Day	**Block Drug Co., Inc.** (Poslam, Minipoo, Green Mint, Omega Oil)	**MBS**	**Emil Mogul**

J

Jackson, Allen (news)	**Chevrolet Div. of General Motors Corp.** (Cars)	**CBS**	**Campbell-Ewald**
	Metropolitan Life Insurance Co. (Insurance)		**Young & Rubicam**
Joe Emerson's Hymn Time	**General Mills, Inc.**	**ABC**	**Knox Reeves**
Juke Box Jury	**Toni Co.** (Toni Home Permanent)	**CBS**	**Weiss & Geller**
Just Plain Bill	**Whitehall Pharmacal Co.** (Anacin, Kolynos, Bisodol, Hill's Cold Tablets)	**NBC**	**John F. Murray**

K

Kentucky Derby	**Gillette Co.** (Blades, shaving creams, safety razors)	**CBS**	**Maxon**

L

La Rosa, Julius	**Campana Sales Co.** (Campana Italian Balm, Solitair Cake Make-Up)	**CBS**	**Wallace-Ferry-Hanly**
LeSeur, Larry (news)	**Longines-Wittnauer Watch Co.** (Watches)	**CBS**	**Victor A. Bennett**
Lewis, Robert Q.	**General Foods Corp.** (Calumet, Post Toasties)	**CBS**	**Foote, Cone & Belding**
	Milner Products Co. (Gala Bleach, Pine Sol)		**Gordon Best**
	Mutual Benefit Health & Accident Association (Insurance)		**Bozell & Jacobs**

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Nehi Corp. (Royal Crown Cola, Nehi Par-T-Pak Beverages)		B.B.D. & O.
	Olson Rug Co. (Remade rugs)		Presba, Fellers & Presba
	Van Camp Sea Food Co., Inc. (All Chicken of the Sea & White Star Fish Products)		Brisacher, Wheeler & Staff
	Doeskin Products, Inc. (Doeskin Tissues, dinner napkins)		Grey Advertising
	Helene Curtis Industries, Inc. (Hair dressings, hair sprays, shampoos, permanent waves, cosmetics)		Gordon Best
Life Can Be Beautiful	**Procter & Gamble Co.** (Tide, Zest, Fluffo, Ivory Snow, Blue Cheer, Crisco)	NBC	Benton & Bowles
Light & Life Hour	**Free Methodist Church of North America**	ABC	Walter F. Bennett
Lone Ranger	**General Mills, Inc.** (Cereals, cake mixes)	ABC	Dancer-Fitzgerald-Sample
Longines Symphonette	**Longines-Wittnauer Watch Co.** (Watches)	CBS	Victor A. Bennett
Lorenzo Jones	**Colgate-Palmolive Co.** (Fab, dental cream)	NBC	William Esty
Lutheran Hour	**Lutheran Laymen's League** (Religion)	MBS	Gotham Advertising
Lux Radio Theatre	**Lever Brothers Co.** (Lux Soap, Flakes, Liquid; Spry, Rinso, Pepsodent)	CBS NBC	J. Walter Thompson

M

Make Up Your Mind	**Continental Baking Co., Inc.** (Wonder Bread, Hostess Cake)	CBS	Ted Bates
Manion, Dean Clarence	**For America** (Institutional)	MBS	E. Ross Humphrey & Associates
	Manion Forum of Opinion (Institutional)		E. Ross Humphrey & Associates Victor Advertising
Manning, Knox (news)	**Fisher Flouring Mills** (Fisher products)	NBC	Pacific National Advertising Agency
	Merit Plan Insurance Co. (Insurance)		Barton A. Stebbins
	W. P. Fuller (Paints)		McCann-Erickson
Man on the Farm	**Quaker Oats Co.** (Ful-O-Pep Feed)	MBS	Sherman & Marquette
Man on the Go	**International Harvester Co.** (Trucks, refrigerators, industrial power & farm equipment)	NBC	Young & Rubicam

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ma Perkins	Procter & Gamble Co. (Lilt, Oxydol)	CBS	Dancer-Fitzgerald-Sample The Biow Co.
Marciano-Charles Heavyweight Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
Mason, Perry	Procter & Gamble Co. (Tide)	CBS	Benton & Bowles
Massey, Curt Time	Miles Laboratories, Inc. (Alka-Seltzer)	CBS MBS	Geoffrey Wade
Maxim-Moore Championship Bout	Pabst Sales Co. (Pabst Blue Ribbon Beer)	CBS	Warwick & Legler
McBride, Mary Margaret	General Foods Corp. (Calumet Baking Powder)	NBC	Young & Rubicam
Meet Corliss Archer	Toni Co. (Prom, White Rain, Deep Magic)	CBS	Leo Burnett
	Carter Products (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream)		Ted Bates
Meet Millie	Buick Div. of General Motors Corp. (Cars)	CBS	Kudner Agency
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Nash Kelvinator Corp. (Nash cars)		Geyer Advertising
Meet the Missus	Rheem Mfg. Co. (Wedgewood Ranges)	CBS	Campbell-Ewald
Metropolitan Opera	The Texas Co. (Texaco Petroleum Products)	ABC	Kudner Agency
Mexican Pan-American Road Race	Lincoln-Mercury Dealer of the South-West (Cars)	CBS	Kenyon & Eckhardt
Mickey Spillane Mystery	Bridgeport Brass Co. (Aer-O-Sol Division)	MBS	Hazard Advertising
	Crowell-Collier Publishing Co. (Collier's Magazine)		Kudner Agency
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Jacques Kreisler Mfg. Corp. (Watch bands)		Foote, Cone & Belding
	Lemon Products Advisory Board (California Lemons in concentrated, frozen forms)		McCann-Erickson
	Pan-American Coffee Bureau (Institutional)		Cunningham & Walsh
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		William Esty

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Miller High Life News	**Miller Brewing Co.** (Beer)	MBS	Mathisson & Associates
Mr. and Mrs. North	**Colgate-Palmolive Co.** (Tooth paste, Veto, shave cream)	CBS	Sherman & Marquette Bryan Houston
Mr. Keen, Tracer of Lost Persons	**Eno-Scott & Bowne** (Brylcreem)	CBS	Atherton & Courier
	Murine Co. ("Murine" for the eyes)		B.B.D. & O.
	Nash Kelvinator Corp. (Nash cars)		Geyer Advertising
	Procter & Gamble Co. (Lava, Lilt Home Permanent)		Leo Burnett
Modern Romances	**Ex-Lax, Inc.** (Ex-Lax, Jests)	ABC	Warwick & Legler, Inc.
	Junket Brand Food Div. of Hansen's Chr. Laboratory, Inc. (Dessert, candy products, fudge, mixes)		McCann-Erickson
	Vick Chemical Co. (Cough syrup)		Morse International
Monday Morning Headlines	**P. Lorillard Co.** (Embassy Cigarettes, Headline Cigars	ABC	Young & Rubicam
Moody, Titus	**Dodge Div. of Chrysler Corp.** (Cars)	MBS	Grant Advertising
Morgan, Edward & the News	**American Federation of Labor** (Institutional)	ABC	Furnman, Feiner & Co.
Murrow, Edward R. (news)	**American Oil Co.** (Amoco Gas, Lubricants)	CBS	Joseph Katz
	Ford Motor Co. (Cars)		J. Walter Thompson
	Theo. Hamm Brewing Co. (Hamm's Beer)		Campbell-Mithun
	Lynn Van & Storage Co. (Moving & storage)		Smalley, Leavitt & Smith
	Safeco Auto & Fire Insurance Co. of America (Insurance)		MacWilkins-Cole-Weber
	Swift & Co. (Pard Dog Food)		J. Walter Thompson
Musical Pageant	**General Motors Corp.** (Institutional)	CBS	Kudner Agency
Music with the Hormel Girls	**George A. Hormel & Co.** (Hormel Meats)	CBS	B.B.D. & O.
Mutual of Omaha Calling	**Mutual Benefit Health & Accident Association** (Institutional)	MBS	Bozell & Jacobs
My Friend Irma	**Carter Products** (Arrid, Nair, Rise Shave Cream)	CBS	Ted Bates

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Toni Co. (Bobbi Home Permanent, White Rain)		Tatham-Laird
My Little Margie	**Philip Morris & Co., Ltd., Inc.** (Philip Morris Cigarettes)	CBS MBS	The Biow Co., Inc.
Mystery Theatre	**Sterling Drug, Inc.** (Bayer Aspirin, toothpaste, Milk of Magnesia, tooth powder, shampoo)	ABC	Dancer-Fitzgerald-Sample
My True Story	**Sterling Drug, Inc.** (All drug products)	ABC	Dancer-Fitzgerald-Sample
	N		
NBC Symphony	**Socony-Vacuum Oil Co.** (Institutional)	NBC	Compton Advertising
National Farm & Home Hour	**Allis-Chalmers Mfg. Co.** (Farm equipment)	NBC	Bert S. Gittins
National Golf Day	**Time, Inc.** (Time Magazine)	CBS	Young & Rubicam
News	**Aero-Mayflower Transit Co.** (Long-distance moving services)	ABC	Sidener & Van Riper
News	**Oldsmobile Div. of General Motors Corp.** (Cars)	ABC	D. P. Brother & Co.
News of the World	**Miles Laboratories, Inc.** (Alka Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade
Nick Carter	**Scholl Mfg. Co.** (Foot pads)	MBS	Donahue & Coe
	Giant Animal Co., Inc. (Giant animal balloons)		Duane Jones
Nightmare	**Procter & Gamble Co.** (Tide)	MBS	Benton & Bowles
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Norman, Phil Takes Ten	**Chico Portable Air Cooler Co.** (Air coolers)	CBS	Carmona & Allen
	Coast Fisheries Div. of Quaker Oats Co. (Puss 'n' Boots Cat Food)		Lynn Baker
	General Products Corp. (Fun Bunnies)		Dean Simmons
	KEVO Co. (Kevo-ettes and energy foods)		Dick Donald
	Mayflower Warehousemen's Association (Transportation & moving services)		Virgil A. Warren Advertising
No School Today	**Table Products Div. of Safeway Stores, Inc.** (Salad dressings, sandwich spreads)	ABC	Hoefer, Dietrich & Brown

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O

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Official Detective	**Bridgeport Brass Co.** (Aer-O-Sol Div.)	MBS	Hazard Advertising
	Crowell-Collier Publishing Co. (Collier's)		Kudner Agency
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Esquire, Inc. (1955 Esquire Calendar)		
	Lemon Products Advisory Board (Califronia lemons in frozen or concentrated form)		McCann-Erickson
	Pan-American Coffee Bureau (Institutional)		Cunningham & Walsh
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		William Esty Co.
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Old Fashioned Revival Hour	**Gospel Broadcasting Association** (Institutional)	ABC	R. H. Alber Co.
"O. L. Jaggers"	**World Church** (Institutional)	ABC	Twentieth Century Advertising Agency
One Man's Family	**Miles Laboratories, Inc.** (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	NBC	Geoffrey Wade
	Toni Co. (Toni Home Permanent, Tonette Home Permanent, Pamper Shampoo)		Weiss & Geller
On the Line with Bob Considine	**Mutual Benefit Health & Accident Association** (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	**Gillette Co.** (Razors, blades, shaving cream)	CBS	Maxon
Our Gal Sunday	**American Home Products Corp.** (Anacin, Chef Boy-Ar-Dee Quality Foods, toothpaste)	CBS	John F. Murray
	Procter & Gamble Co. (Tide)		Benton & Bowles
Our Miss Brooks	**Colgate-Palmolive Co.** (Toothpaste, shave cream)	CBS	Ted Bates

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Toni Co. (Home permanent, creams, lotions, lipsticks)		**Weiss & Geller**

P

Palm Beach Golf Championship	**Palm Beach Co.** (Clothing)	**CBS**	**Ruthrauff & Ryan**
Parsons, Louella	**Colgate-Palmolive Co.** (Lustre-Cream Shampoo)	**CBS**	**Lennen & Newell**
Paul, Les & Mary Ford at Home	**Lambert Co.** (Listerene Antizyme, Antiseptic)	**CBS**	**Lambert & Feasley**
People Are Funny	**Amana Refrigeration, Inc.** (Food Freezers)	**CBS NBC**	**Maury, Lee & Marshall**
	Mars, Inc. (Mars, Forever Yours Candy Bars)		**Leo Burnett**
	Toni Co. (Prom, White Rain)		**Leo Burnett**
Pepper Young's Family	**Procter & Gamble Co.** (Camay Soap, Duz, Ivory Flakes)	**NBC**	**Benton & Bowles**
Peterson, Elmer	**W. P. Fuller & Co.** (Paints)	**NBC**	**McCann-Erickson**
Pettingell, Sam	**Committee for Constitutional Government** (Institutional)	**MBS**	**French & Preston**
Philco Radio Playhouse	**Philco Corp.** (Radios, home freezers, air conditioners, refrigerators)	**ABC**	**Hutchins Advertising**
Phrase That Pays	**Colgate-Palmolive Co.** (Ajax, toothpaste, Vel)	**NBC**	**Bryan Houston Wm. Esty**
Preakness Stakes	**Gillette Co.** (Shaving cream, razors, blades)	**CBS**	**Maxon**
Protam Health Quiz	**Protam Pharmacal Co.** (Protam)	**MBS**	**Duane Jones**

Q

Queen for a Day	**Lettuce, Inc.** (C-7 Lettuce)	**MBS**	**John Cohan Advertising**
	P. Lorillard Co. (Old Gold Cigarettes)		**Lennen & Newell**
	Murine Co. ("Murine" for the Eyes)		**BBD&O**
	Rexall Drug Co. (Ic Sale)		

R

Radio Bible Class	**Radio Bible Class** (Institutional)	**ABC MBS**	**John M. Camp & Co.**
Railroad Hour	**Association of American Railroads**	**NBC**	**Benton & Bowles**

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ralph Story's Backyard	Pan-American Coffee Bureau Reader's Digest	CBS	Cunningham & Walsh Schwab & Beatty
Record Hits	White House Co. (Records)	MBS	National Mail Order Network, Inc.
Remember, with Tiny Fairbanks	Grand Duchess Steaks, Inc.	MBS	Phil DiNuoscio
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All products)	CBS	Foote, Cone & Belding Young & Rubicam
Report to the Nation on CUNA	Credit Union National Association (Institutional)	MBS	J. Walter Thompson
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm On the Road	American Oil Co. (Amoco Gas and Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp. (Gas, motor oil, automotive products, accessories)	NBC	Hixson-Jorgeson
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spic & Span)	NBC	Dancer-Fitzgerald-Sample
Ring, Bill Show	General Mills, Inc. (Rex, Red Star, White Deer, Pura-Snow)	ABC	Knox Reeves
Road of Life	Procter & Gamble Co. (Ivory Soap, Spic & Span)	CBS NBC	Compton Advertising
Rogers, Roy Show	Dodge Bros. Corp. (Cars and trucks)	NBC	Grant Adv.
Romance of Helen Trent	American Home Products Corp. (Aero Wax, Heet, Bisodol, Wizard Wick)	CBS	John F. Murray
	Toni Co. (Prom Home Permanent)		Leo Burnett
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

S

Sanka Salutes	General Foods Corp. (Instant Sanka)	CBS	Young & Rubicam
Santa Anita Races	Republic Van & Storage Co. (Transportation & services)	CBS	Dan Lawrence Agency
Schorr, Daniel (news)	Chrysler Corp. (Plymouth Cars)	CBS	N. W. Ayer & Son
Second Mrs. Burton	Armour & Co. (Armour's Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	General Foods Corp. (Calumet, Corn-Fetti, Grapenuts, Instant Maxwell House Coffee)		**Benton & Bowles** **Young & Rubicam**
Sergeant Preston of the Yukon	**Quaker Oats Co.** (Quaker Puffed Grains)	**MBS**	**Wherry, Baker & Tilden**
Shadel, Bill (news)	**Campana Sales Co.** (Italian Balm, Candy, Make-up)	**CBS**	**Wallace-Ferry-Hanly**
	Scholl Mfg. Co., Inc. (Dr. Scholl's Foot Products)		**Donahue & Cole**
The Shadow	**Cowles Publish Co.** (Look Magazine)	**MBS**	**McCann-Erickson**
	Giant Animal Co. (Giant animal balloons)		**Duane Jones**
	Harrison Products, Inc. (NoDoz & Shut Eye)		**Sidney Garfield & Associates**
	Procter & Gamble Co. (Tide)		**Benton & Bowles**
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		**Wm. Esty**
Shore, Dinah Show	**Chevrolet Motor Div. of General Motors Corp.** (Cars, trucks, parts, services)	**NBC**	**Campbell-Ewald**
Silver Eagle	**General Mills, Inc.** (Cake mixes)	**ABC**	**Dancer-Fitzgerald-Sample**
Sinatra, Frank Show	**Toni Co.** (Bobby Home Permanent)	**NBC**	**Leo Burnett**
Sky King	**Derby Foods, Inc.** (Peter Pan Peanut Butter, other food products)	**MBS**	**Needham, Louis & Brorby** **McCann-Erickson**
Soap Box Derby	**Chevrolet Div. of General Motors Corp.** (Cars)	**CBS**	**Campbell-Ewald**
Songs from the Hills	**International Harvester Co.** (Trucks, tractors)	**CBS**	**Young & Rubicam**
Space Patrol	**The Nestle Co.** (Chocolate candy bars, cookie mix, cocoa, instant chocolate)	**ABC**	**McCann-Erickson**
Special Christmas Program	**General Products Corp.** (Giant circus balloons)	**CBS**	**Dean Simmons**
Sports "Ten" with Harry Wismer	**Philip Morris & Co., Ltd., Inc.**	**MBS**	**The Biow Co.**
Sports Time with Harry Wismer	**General Tire & Rubber Co.** (Tires and tubes)	**MBS**	**D'Arcy Advertising**
Squad Room	**Bridgeport Brass Co.** (Aer-O-Sol Division)	**MBS**	**Hazard Advertising**
	Crowell-Collier Publishing Co. (Collier's Magazine)		**Kudner Agency**

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Crowell-Collier Publishing Co. (Woman's Home Companion)		McCann-Erickson
	Esquire, Inc. (1955 Esquire Calendar)		
	J. Kreisler Mfg. Corp. (Watchbands)		Foote, Cone & Belding
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	Procter & Gamble Co. (Tide)		Benton & Bowles
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Standard Hour	**Standard Oil of California** (Institutional)	**NBC**	**BBD&O**
Starlight Theatre	**Procter & Gamble Co.** (Tide)	**MBS**	**Benton & Bowles**
	S.O.S. Co. (Magic Scouring Pads)		**McCann-Erickson**
Stars Over Hollywood	**Carnation Co.** (Evaporated milk)	**CBS**	**Erwin, Wasey & Co.**
Stella Dallas	**Sterling Drug, Inc.** (Drug products)	**NBC**	**Dancer-Fitzgerald-Sample**
Stern, Bill (sports)	**All-State Insurance** (Automobile insurance)	**ABC**	**Christiansen Advertising**
	Anheuser-Busch, Inc. (Budweiser & Michelob Beer)		**D'Arcy Advertising**
Stop the Music	**American Home Products Corp.** (Anacin)	**CBS**	**John F. Murray**
	Exquisite Form Brassiere, Inc. (Brassieres)		**Grey Advertising Agency**
	Quality Goods Manufacturers, Inc. (Anson Men's Jewelry, Jacoby-Bender Watchbands)		**Grey Advertising Agency**
Story Time, with Madeline Carroll	**Duell, Sloan & Pearce** (Book publishers)	**MBS**	
	Gene Byrnes Enterprises (Book publishers)		
Strike It Rich	**Colgate-Palmolive Co.** (Dental cream, Halo, Fab)	**NBC**	**Wm. Esty**
Sunoco Three Star Extra	**Sun Oil Co.** (Sunoco gas, fuel oil)	**NBC**	**Ruthrauff & Ryan**

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunshine Sue	**Corn Products Sales Co.** (Karo Table Syrup, Niagara Cold Water Starch)	CBS	C. L. Miller
Suspense	**Electric Auto-Lite Co.** (Spark plugs, batteries, ignition systems, Resistor Spark Plugs)	CBS	Cecil & Presbrey
Swayze, John Cameron	**Stewart-Warner Corp.** (Alemite CD-2)	NBC	MacFarland, Aveyard & Co.
	T		
Take A Number	**R. J. Reynolds Tobacco Co.** (Camel Cigarettes)	MBS	Wm. Esty
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Taylor, Mary Lee	**Pet Milk Co.** (Evaporated milk)	NBC	Garner Advertising
Telephone Hour	**Bell Telephone System** (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	**Buick Div. of General Motors Corp.** (Buick cars)	CBS	Kudner Agency
	Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes)		Scheidler, Beck & Werner
	Toni Co. (Prom Home Permanent)		Leo Burnett
Texaco Sports Final, with Tom Harmon	**The Texas Co.** (Petroleum products)	CBS	Kudner Agency
Theatre of Today	**Cream of Wheat Corp.** (Cream of Wheat Cereal)	CBS	BBD&O
This Farming Business	**Skelly Oil Co.** (Petroleum products)	NBC	Henri, Hurst & McDonald
This is Nora Drake	**Bristol-Myers Co.** (Ipana, Mum, Rollette, Ammens, Minit-Rub, Sal Hepatica, Bufferin)	CBS	Doherty, Clifford, Steers & Shenfield
	Toni Co. (Toni Home Permanent, Creme Shampoo)		Weiss & Geller
Thomas, Lowell	**United Motors Div. of General Motors Corp.** (Delco Batteries)	CBS	Campbell-Ewald
	Willys Motors, Inc. (Kaiser-Frazer cars, Willys cars, jeeps, trucks)		Wm. H. Weintraub & Co.
Thomas, Shirley in Hollywood	**Lewis Food Co.** (Dog food)	NBC	Rockett-Lauritzen
Three Plan, The	**Armour & Co.** (Dial Soap)	NBC	Foote, Cone & Belding
	Carter Products, Inc. (Carter's Little Liver Pills)		Ted Bates

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Curtis Publishing Co. (Magazines)		Young & Rubicam Benton & Bowles
	Lewis-Howe Co. (Tums)		Ruthrauff & Ryan
Time for Betty Crocker	General Mills, Inc. (Cake mixes, cereal, flour)	ABC	Dancer-Fitzgerald-Sample
Time for Love	Andrew Jergens Co. (Jergens Lotion, All-Purpose Face Cream)	CBS	Robert W. Orr & Associates
Top of the Morning	Bank of America National Trust & Savings Association (Banking services)	CBS	Charles R. Stuart
Top Secret Files	Esquire, Inc. (1955 Esquire Calendar)	MBS	
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel Cigarettes)		Wm. Esty
Treasury Agent	Esquire, Inc. (1955 Esquire Calendar)	MBS	
	Lemon Products Advisory Board (Calif. lemons)		McCann-Erickson
	R. J. Reynolds Tobacco Co. (Camel, Winston Cigarettes)		Wm. Esty
Trout, Robert (news)	Chevrolet Div. of General Motors Corp. (Cars)	CBS	Campbell-Ewald
Trout, Robert (news)	Plymouth Div. of Chrysler Corp. (Cars)	CBS	N. W. Ayer & Son
True Detective Mysteries	Giant Animal Co., Inc. (Giant animal balloons)	MBS	Duane Jones
Truth or Consequences	Pet Milk Co. (Evaporated milk)	NBC	Gardner Advertising
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings)	CBS	Lennen & Newell

V

Vandercook, John W. (news)	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Association Wyatt & Schuebel
Van, Lyle (news)	Esso Standard Oil Co. (Petroleum products)	MBS	McCann-Erickson

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Voice of Firestone	Firestone Tire & Rubber Co. (Tubes, tires, seat cushions)	ABC NBC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc. (Institutional)	ABC MBS	Western Advertising Agency

W

Wakely, Jimmy Show	Bristol-Myers Co. (Sal Hepatica)	CBS	Young & Rubicam
Walk a Mile	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	NBC	Wm. Esty
Walton, Sidney (news)	Jackson & Perkins (Rose Bushes)	MBS	Maxwell Sackheim & Co.
	Prentice Hall, Inc. (Books)		Albert Frank-Guenther Law
	Giant Animal Co. (Giant animal balloons)		Duane Jones
Warren, Wendy & the News	Armour & Co. (Armour's Star Franks, Miss Wisconsin Cheese)	CBS	Tatham-Laird
	General Foods Corp. (Maxwell House Coffee, Post Bran Flakes)		Benton & Bowles
	Procter & Gamble Co. (Gleem)		Compton Advertising
Weekend News	Musterole Co. (Cold Remedy)	ABC	Erwin, Wasey & Co.
Welcome Travelers	Procter & Gamble Co. (Spic & Span, Joy, Prell, Gleem, Crisco, Tide)	NBC	The Biow Co.
When a Girl Marries	Carnation Co. (Evaporated milk)	ABC	Erwin, Wasey & Co.
Whispering Streets	General Mills, Inc. (Cake mixes, cereal, flour)	ABC	BBD&O
	Seeman Brothers, Inc. (Deodorants, household deodorants)		Wm. H. Weintraub & Co.
	Toni Co. (Prom Home Permanent)		Leo Burnett
The Whistler	Signal Oil Co. (Gas, oil)	CBS	Barton A. Stebbins
Wild Bill Hickock	Kellogg Co. (All Kellogg products)	MBS	Leo Burnett
Wills, Johnnie Lee	General Mills, Inc. (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	Carter Products, Inc. (Carter's Little Liver Pills, Arrid, Nair)	ABC	SSC&B

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Gruen Co. (Watches)		McCann-Erickson
	American Safety Razor Co. (Razors, blades, lighters)		McCann-Erickson
Wings of Healing	**Dr. Thomas Wyatt** (Institutional)	ABC	Century Advertising Agency
Wings of Healing	**Wings of Healing, Inc.** (Religion)	MBS	Century Advertising Agency
Wizard of Odds	**Manhattan Soap Co.** (Sweetheart Soap, Blu-White Flakes)	CBS	Scheideler, Beck & Werner, Inc.
	Toni Co. (Prom Home Permanent)		Leo Burnett
Woman in My House	**Manhattan Soap Co.** (Sweetheart Soap, Blu-White Flakes)	NBC	Scheideler, Beck & Werner, Inc.
Woman's News Desk (with Ruth Ashton)	**Hills Brothers Coffee, Inc.** (Coffee)	CBS	N. W. Ayer & Son, Inc.
World Championship Pro-Football Game	**Miller Brewing Co.** (Beer)	MBS	Mathisson & Associates
	Buick Motor Div. of General Motors Corp. (Cars)		Kudner Agency
World Series	**Gillette Safety Razor Co.** (Gillette and Toni products)	MBS	Maxon
World Series Warmup & Roundup	**All-State Insurance Co.** (Auto insurance)	MBS	Christiansen Advertising Agency
World Today, with Carroll Alcott	**Bekins Van & Storage Co.** (Storage and moving)	CBS	Brooks Advertising Agency
	Rhodes Pharmacal Co. (Imdrin)		Olian & Bronner
World Tomorrow, The	**Radio Church of God** (Institutional)	ABC	Huntington, Parmalee Advertising

Y

Years of Crisis	**American Oil Co.** (Amoco Gas, lubricants)	CBS	Joseph Katz Co.
You Bet Your Life	**DeSoto Motor Corp.** (Cars)	NBC	BBD&O
Young Widder Brown	**Sterling Drug, Inc.** (Drug products)		Dancer-Fitzgerald-Sample
	Toni Co. (Prom, Tame, White Rain)		Leo Burnett
Your Land and Mine	**General Motors Corp.** (Cars and automotive services)	ABC	Kudner Agency
Yours Truly, Johnny Dollar	**Wm. Wrigley, Jr., Co.** (Spearmint Gum)	CBS	Arthur Meyerhoff & Co.
Youth on the March	**Percy Crawford** (Institutional)	ABC	J. M. Camp

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COMMERCIAL TV PROGRAMS—1954

(Network)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1954. The programs listed are for the 12-month period ending Dec. 31, 1954. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS, DuMont and NBC.

A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (Campbell Soups, Baked Beans, V-8)	CBS-TV	Leo Burnett
Action	Sterling Drugs (Drug products)	ABC-TV	Dancer-Fitzgerald-Sample
Adventures of Ozzie and Harriet	Hotpoint Co. (Refrigerators, Ranges, ironers, air conditioners)	ABC-TV	Maxon
	Lambert Co. (Toothpaste, tooth powder, combs, brushes, Listerine Antiseptic)		Lambert & Feasley
All About Baby	Swift & Co. (Swift's meats for babies)	DuMont	McCann-Erickson
	Libby, McNeill & Libby (Baby foods)		J. Walter Thompson
Armstrong Circle Theatre	Armstrong Cork Co. (Linoleum, floor coverings, building materials)	NBC-TV	B.B.D. & O.
Art Linkletter's House Party	Hawaiian Pineapple Co. (Dole Pineapple)	CBS-TV	N. W. Ayer & Son
	Kellogg Co. (Cereals)		Leo Burnett
	Lever Brothers Co. (Surf)		B.B.D. & O.
	Pillsbury Mills, Inc. (Flour, cake, pie and hot roll mixes)		Leo Burnett
Autry, Gene	Wm. Wrigley, Jr., Co.	CBS-TV	Ruthrauff & Ryan

B

Barker Bill's Cartoons	General Mills, Inc.	CBS-TV	William Esty
Bears-Cardinals Pro Football	Standard Oil Co. of Indiana	ABC-TV	D'Arcy Advertising
Beat the Clock	Sylvania Electric Products, Inc. (Electric products)	CBS-TV	Cecil & Presbrey
Beatty, Morgan & the News	Miles Laboratories (Alka-Seltzer)	DuMont	Geoffrey Wade Advertising
Benny, Jack Show	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Best of Broadway	Westinghouse Electric Corp. (All products)	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (Fab, Chlorophyll Toothpaste, Cashmere Bouquet Soap and Hand Lotion)	CBS-TV	William Esty
Big Story, The	American Tobacco Co. (Pall Mall Cigarettes)	NBC-TV	SSC&B
	Simoniz Co. (Floor Wax Body Guard, Body Sheen)		
Big Top, The	National Dairy Products Co. (Sealtest Ice Cream, dairy products)	CBS-TV	N. W. Ayer & Son
Big Town	A. C. Spark Plug Div. of General Motors Corp.	NBC-TV	D. P. Brother
	Lever Brothers (Lifebuoy Soap, Rinso Blue, Good Luck Margarine)		J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (Beer)	CBS-TV	Warwick & Legler
Bolger, Ray Show	Lehn & Fink Products Corp. & Subsidiary, Dorothy Gray, Ltd. (Cosmetics, deodorants)	ABC-TV	Lennen & Newell
Breakfast Club	Quaker Oats Co. (Cereals)	ABC-TV	J. Walter Thompson
	Philco Corp. (Radios, TV sets, electric ranges, refrigerators)		Hutchins Advertising
	A. E. Staley Mfg. Co. (Starch, cornstarch, table syrup)		Ruthrauff & Ryan
Break the Bank	Dodge Div. of Chrysler Corp. (Cars)	ABC-TV	Grant Advertising
Brighter Day	Procter & Gamble Co. (Ivory Flakes, Cheer)	CBS-TV	Young & Rubicam
Broadway to Hollywood	Tidewater Associated Oil Co. (Tydol)	DuMont	Lennen & Newell
Buick-Berle Show	Buick Motor Div. of General Motors (Cars)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (Evaporated milk)	CBS-TV	Erwin, Wasey & Co.
	B. F. Goodrich Co. (Tires, tubes)		B.B.D. & O.
Buttons, Red Show	General Foods Corp. (Instant Maxwell House Coffee)	CBS-TV	Benton & Bowles
Buttons, Red Show	Pontiac Motor Div. of General Motors Corp. (Cars)	NBC-TV	MacManus, John & Adams

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C

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Caesar's Hour	American Chicle Co. (Clorets, Dentyne Gum)	NBC-TV	Dancer-Fitzgerald-Sample
	Radio Corp. of America (Products)		Kenyon & Eckhardt
	Speidel Corp. (Watch bands)		SSC&B
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camel and Cavalier Cigarettes)	NBC-TV	William Esty
Campbell TV Soundstage	Campbell Soup Co. (Soup)	NBC-TV	Ward Wheelock
Capt. Hartz & His Pets	Hartz Mountain Products (Bird seed)	NBC-TV	George H. Hartman
Captain Midnight	General Mills, Inc. (Breakfast cereals)		Tatham-Laird
	Wander Co. (Ovaltine)		Tatham-Laird
Carson, Jack Show	Pontiac Motor Div. of General Motors Corp. (Cars)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours, Inc. (Institutional)	ABC-TV	B.B.D. & O.
Cavalcade of Sports	Gillette Safety Razor Co. (Razors, shave cream)	NBC-TV	Maxon
Chance of a Lifetime	Emerson Drug Co. (Bromo-Seltzer)	DuMont	Lennen & Newell
	P. Lorillard Co., Inc. (Old Gold Cigarettes)		Lenen & Newell
	Lentheric (Tweed)		Cunningham & Walsh
Chevrolet	Chevrolet Motor Div. of General Motors Corp. (Cars)	ABC-TV	Campbell-Ewald
Chrysler Medallion Theatre	Chrysler Corp. (Cars)	CBS-TV	B.B.D. & O.
Climax	Chrysler Corp. (Cars)	CBS-TV	McCann-Erickson
Coca, Imogene Show	Griffin Mfg. Co. (Shoe polish)	NBC-TV	Bermingham, Castelman & Pierce
	Johnson & Johnson (Band-Aids, baby products, surgical dressings)		Young & Rubicam
	Lewis Howe Co. (Tums)		Dancer-Fitzgerald-Sample
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
Coke Time	The Coca Cola Co. (Coca Cola)	NBC-TV	D'Arcy Advertising

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Colgate Comedy Hour	Colgate-Palmolive Co. (Ajax, Halo, Palmolive Soap, dental creams, shaving creams)	NBC-TV	Ted Bates & Co.
Comeback Story	Sealy, Inc. (Mattresses)	ABC-TV	Weiss & Geller
Como, Perry Show	Liggett & Myers Tobacco Co. (Chesterfield Cigarettes)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories (Bactine, Alka-Seltzer, Tabcin, One-a-Day Vitamins)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Tide)		Compton Advertising
Contest Carnival	Quaker Oats Co. (Breakfast foods)	CBS-TV	Wherry, Baker & Tilden
Crosby, Bob	American Dairy Association (Milk, milk products)	CBS-TV	Campbell-Mithun, Inc.
	S.O.S. Co. (Magic Scouring Pads)		McCann-Erickson
	General Mills, Inc. (Flour, baking mixes, breakfast cereal)		Knox Reeves Advertising
	C. A. Swanson & Sons (Poultry, meat products)		Tatham-Laird, Inc.
	The Toni Co. (Home permanents, hair preparations, cleansing lotions, creams, lipsticks)		Weiss & Geller, Inc.
	Englander Co. (Mattresses, bed springs)		Leo Burnett
	Tappan Stove Co. (Stoves)		Ketchum, MacLeod & Grove
	Calgon, Inc. (Calgon)		Ketchum, MacLeod & Grove

D

Daly, John & the News	Tidewater Associated Oil Co. (Veedol Motor Oil & Greases, Tydol Flying "A" Gas)	ABC-TV	Buchanan & Co.
	American Home Products Corp. (Anacin, Bisodol)		The Biow Co.
	Realemon-Puritan Co.		Schwimmer & Scott
Danger	Block Drug Co., Inc.	CBS-TV	Harry B. Cohen Adv.
	Nash-Kelvinator Corp. Div. of American Motors Corp. (Appliances)		Geyer Advertising Agency
Dear Phoebe	Campbell Soup Co. (Soups)	NBC-TV	B.B.D. & O.
December Bride	General Foods Corp. (Instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	General Mills, Inc. (Cereals and mixes)	NBC-TV	Tatham-Laird

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Gerber Products Co. (Baby foods)		D'Arcy Advertising
	International Shoe Co. (Shoes)		D'Arcy Advertising
	Wander Co. (Ovaltine)		Tatham-Laird
Disneyland	**American Dairy Association** (Milk, cream, cheese, ice cream, butter, evaporated milk, non-fat dry milk)	ABC-TV	Campbell-Mithun
	American Motors Corp. (Nash, Hudson cars, Kelvinator appliances)		Geyer Advertising
	Derby Foods, Inc. (Peter Pan Peanut Butter, Corned Beef Hash, Tamales with Sauce, Boneless Chicken Ala King)		McCann-Erickson
Dixon, Paul Show	**River Brand Rice Mills** (Rice)	DuMont	Donahue & Co.
	Vitamin Corp of America (Rybutol)		B.B.D. & O.
Doctor I. Q.	**Hazel Bishop** (Cosmetics)	ABC-TV	Raymond Spector
Dollar a Second	**Mogen David Wine Corp.** (Wine)	ABC-TV DuMont	Weiss & Geller
Double or Nothing	**Campbell Soup Co.** (All products)	CBS-TV	Ward Wheelock
Down You Go	**Helene Curtis Industries, Inc.** (Spray net)	DuMont	Ruthrauff & Ryan
	Western Union Telegraph Co.		Albert Frank-Guenther Law
Dragnet	**Liggett & Myers Tobacco Co.** (Chesterfield Cigarettes)	NBC-TV	Cunningham & Walsh

E

Edwards, Douglas with the News	**American Tobacco Co.** (Pall Mall Cigarettes)	CBS-TV	SSC&B
	American Home Products Corp. (Anacin, Aero Shave)		The Biow Co.
	Avco Mfg. Corp. (Bendix and Crosley Home Appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Geritol)		Edward Kletter Assoc.
Elgin TV Hour	**Elgin National Watch Co.** (Watches)	ABC-TV	Young & Rubicam
Erwin, Stu Show	**Paper Mate Co.** (Pens)	ABC-TV	Foote, Cone & Belding
	General Mills, Inc. Cheerios, Bisquick)		Dancer-Fitzgerald-Sample
Ethyl & Albert	**Sunbeam Corp.** (Electrical appliances)	NBC-TV	Perrin-Paus

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F

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Faith for Today	Faith for Today, Inc. (Institutional)	ABC-TV	World Broadcasters Association
Father Knows Best	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Feather Your Nest	Colgate-Palmolive Co.	NBC-TV	William Esty
Festival of Light	Electrical Industries	ABC-TV, CBS-TV, DuMont, NBC-TV	N. W. Ayer & Sons
Fireside Theatre	Procter & Gamble Co. (Ivory, Crisco, Duz)	NBC-TV	Compton Advertising
First Love	Andrew Jergens Co. (Cosmetics)	NBC-TV	Robert W. Orr
Flack, Colonel Humphrey	American Chicle Co. (Clorets, Chlorophyll Gum)	DuMont	Dancer-Fitzgerald-Sample
	Allen B. DuMont Laboratories, Inc.		
Football, Professional	Atlantic Refining Co. (Petroleum products)	DuMont	N. W. Ayer & Son
	Carling Brewing Co. (Red Cap Ale)		Lang, Fisher & Stashower
	Gunther Brewing Co., Inc. (Gunther Beer)		The Joseph Katz Co.
	Pittsburgh Zone Chevrolet Dealers		Ketchum, MacLeod & Grove
	Goebel Brewing Co. (Beer and ale)		Brooke, Smith, French & Dorrance
	Speedway Petroleum Corp. (Gas and oil)		W. B. Doner & Co.
	Piel Brothers, Inc. (Beer)		Young & Rubicam
	Schick, Inc. (Electric shavers)		Kudner Agency
Ford Theatre	Ford Motor Co. (Cars, trucks, parts, services)	NBC-TV	J. Walter Thompson
Four Star Playhouse	Singer Sewing Machine Co. (Sewing machines, other products)	CBS-TV	Young & Rubicam
	Bristol Myers Co. (Bufferin, Ipana)		Young & Rubicam
	Parker Pen Co. (Pens, inks)		J. Walter Thompson
Froman, Jane Show	General Electric Co. (GE Lamps)	CBS-TV	B.B.D. & O.

G

Game of the Week	Falstaff Brewing Co. (Beer)	ABC-TV	Dancer-Fitzgerald-Sample
General Electric Theatre	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Gleason, Jackie Show	Schick, Inc. (Electric shavers)	CBS-TV	Kudner Agency
	Nestle Co., Inc. (Nescafe)		Bryan Houston
	W. A. Sheaffer Pen Co. (Fountain pens)		Russel M. Seeds

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Gobel, George Show	**Armour & Co.** (Dial Soap, Shampoo)	NBC-TV	Foote, Cone & Belding
	Pet Milk Co. (Evaporated milk, non-fat dry milk)		Gardner Advertising
Godfrey, Arthur & His Friends	**The Toni Co.** (Home Permanent Wave)	CBS-TV	Weiss & Geller
	CBS-Columbia (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.
	Pillsbury Mills, Inc. (Flour, mixes)		Leo Burnett
	General Motors Corp. (Frigidaire Line of Home Appliances)		Foote, Cone & Belding
Godfrey's, Arthur Talent Scouts	**Thomas J. Lipton Co.** (Lipton's Tea, Soup Mixes)	CBS-TV	Young & Rubicam
Godfrey, Arthur Time	**Lever Brothers Co.** (Pepsodent Dentifrices)	CBS-TV	McCann-Erickson
	The Toni Co. (Toni Home Permanent)		Weiss and Geller
	General Motors Corp. (Frigidaire Line of Home Appliances)		Foote, Cone & Belding
	Kellogg Co. (Cereals)		Leo Burnett
	Minnesota Mining & Mfg. Co. (Scotch Tape)		B.B.D. & O.
	Pillsbury Mills, Inc. (Flour, mixes)		Leo Burnett
	National Biscuit Co. (Crackers, other baked goods)		McCann-Erickson
	Bristol-Myers Co. (Bufferin)		Young & Rubicam
	Knomark Mfg. Co. (Esquire Boot Polish)		Emil Mogul
	Snow Crop Marketeers Div. of Clinton Foods, Inc. (Snow Crop Frozen Foods)		Maxon
	International Cellucotton Products Co. (Kleenex)		Foote, Cone & Belding
	Star-Kist Foods, Inc. (Star-Kist Tuna)		Rhoades & Davis
Goldbergs, The	**Vitamin Corp. of America** (Rybutol)	DuMont	B.B.D. & O.
Golden Windows	**Procter & Gamble Co.** (Cheer)	NBC-TV	Young & Rubicam
Goodyear TV Playhouse	**Goodyear Tire & Rubber Co.** (Tires, Neolite Soles)	NBC-TV	Young & Rubicam
Greatest Fights of the Century	**Chesbrough Mfg. Co.** (Vaseline Cream, Hair Tonic)	NBC-TV	Cayton

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Greatest Moments in Sports	Mutual Benefit Health & Accident Association of Omaha (Insurance)	NBC-TV	Bozell & Jacobs
Greatest Professional Football Plays of the Week	Theodore Hamm Brewing Co. (Beer)	DuMont	Campbell-Mithun
	Drewry's, Ltd., U.S.A., Inc. (Beer and ale)		MacFarland, Aveyard & Co.
Guiding Light	Procter & Gamble Co. (Ivory Soap, Duz, Crisco, Gleem)	CBS-TV	Compton Advertising

H

Hallmark of Fame	Hallmark Cards, Inc. (Greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester (Machinery)	CBS-TV	Leo Burnett
	National Biscuit Co. (Crackers, baked goods)		McCann-Erickson
Happy Felton's Spotlight Gang	Sweets Co. of America (Candy)	NBC-TV	Mosselle & Eisen
Hawkins Falls	Wesson Oil & Snowdrift Sales Co. (Shortening, salad oil and dressing, lard, margarine, butter)	NBC-TV	Fitzgerald Advertising
Henrich, Tommy	Emerol Mfg. Co. (Marvel Mystery Oil)	ABC-TV	Hilton & Riggio
Herald of Truth	The Churches of Christ	DuMont	The Martin Co.
Holm, Celeste Show	Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Vitalis, Mum)	CBS-TV	Young & Rubicam
Home	Participations	NBC-TV	
Hope, Bob Show	General Foods Corp. (Swansdown Cake Mixes)	NBC-TV	Young & Rubicam
Horizons	Ciba Pharmaceutical Products, Inc. (Ethicals)	ABC-TV	Keisnetter, Baker, Hedgedorn & Smith
Hour of Decision	Billy Graham Evangelistic Association (Institutional)	ABC-TV	Walter F. Bennett
Howdy Doody	Participations	NBC-TV	
Hunter, The	R. J. Reynolds Tobacco Co. (Winston, Camel, and Cavalier Cigarettes)	NBC-TV	William Esty

I

I Love Lucy, Starring Lucille Ball	Philip Morris & Co. Ltd., Inc.	CBS-TV	The Biow Co.
I Married Joan	General Electric Co. (Appliances)	NBC-TV	Young & Rubicam
Inspector Mark Saber	Sterling Drug Co. (Bayer Aspirin, Phillips Milk of Magnesia)	ABC-TV	Dancer-Fitzgerald-Sample

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
It's a Great Life	**Chrysler Corp.** (Cars)	NBC-TV	McCann-Erickson
I've Got a Secret	**R. J. Reynolds Tobacco Co.** (Cavalier Cigarettes)	CBS-TV	William Esty
	J		
Jamie	**Duffy-Mott Co., Inc.** (Mott Apple Products)	ABC-TV	Young & Rubicam
Jessel, George Show	**B. & B. Pen Co.** (B.B. Rol-Rite Pen)	ABC-TV	Hilton & Riggio
	Gemex Co. (Watchbands)		B.B.D. & O.
Justice	**Borden Co.** (Instant coffee, ice cream, dairy products)	NBC-TV	Young & Rubicam
Juvenile Jury	**Pharmaceuticals, Inc.**	CBS-TV	Edward Kletter Associates
	K		
King, Rocky Detective	**American Chicle Co.** (Chlorophyll Gum, Clorets)	DuMont	Dancer-Fitzgerald-Sample
	Pharmaceuticals, Inc. (Geritol, RDX)		Edward Kletter Associates Harry B. Cohen Advertising
Kraft TV Theatre	**Kraft Foods Co.** (Cheese, other food products)	ABC-TV	J. Walter Thompson
Kraft TV Theatre	**Kraft Foods Co.** (Food products)	NBC-TV	J. Walter Thompson
	L		
Lassie	**Campbell Soup Co.** (Soups, baked beans, V-8)	CBS-TV	B.B.D. & O.
Leave It to the Girls	**Ex-Lax, Inc.** (Ex-Lax, Jests)	ABC-TV	Warwick & Legler
Lee, Pinky Show	Participations	NBC-TV	
Lewis, Robert Q. Show	**Best Foods, Inc.** (Hellman's Mayonnaise, Nucoa)	CBS-TV	Dancer-Fitzgerald-Sample
	Doeskin Products, Inc. (Tissues, paper napkins)		Grey Advertising Agency
	General Mills, Inc. (Flour, breakfast cereals, mixes)		B.B.D. & O.
	Helene Curtis Industries, Inc. (Hair dressings, hair sprays, permanent waves, shampoos)		Earle Ludgin & Co.
	S. C. Johnson & Co. (Johnson's Wax, Polishers, Cleaners)		Needham, Louis & Brorby
	Miles Laboratories, Inc. (Alka-Seltzer, One-a-Day Multiple Vitamin Tablets, Tebcin, Nervine)		Geoffrey Wade

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	C. A. Swanson & Sons (Poultry and meat products)		Tatham-Laird
Liebman, Max Presents (Saturday Nights)	Oldsmobile Div. of General Motors Corp. (Cars)	NBC-TV	D. P. Brother & Co.
Liebman, Max Presents (Sunday Nights)	Hazel Bishop, Inc. (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	Sunbeam Corp. (Electrical appliances)		Perrin-Paus
Life Begins at 80	Serutan Co. (Serutan)	DuMont	Edward Kletter Associates
Life of Riley	Gulf Oil Corp. (Gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	Admiral Corp. (Household appliances)	DuMont	Erwin, Wasey & Co.
Life with Father	S. C. Johnson & Son, Inc. (Wax, cleaners, polishers)	CBS-TV	Needham, Louis & Brorby
	CBS-Columbia (CBS-Columbia TV and Radio Receivers)		Ted Bates & Co.
Line-Up, The	Brown & Williamson Tobacco Corp.	CBS-TV	Ted Bates & Co.
Lone Ranger	General Mills, Inc. (Cheerios, Wheaties, Kix)	ABC-TV CBS-TV	Dancer-Fitzgerald-Sample
Longines' Christmas Festival	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett
Longines' Chronoscope	Longines-Wittnauer Watch Co. (Watches)	CBS-TV	Victor A. Bennett
Longines' Thanksgiving Day Testimonial	Longines-Wittnauer Watch Co.	CBS-TV	Victor A. Bennett
Love of Life	American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lux Theatre	Lever Brothers Co. (Lux Soap, Flakes, Liquid, Spry, Rinso, Pepsodent)	NBC-TV	J. Walter Thompson
Lux Video Theatre	Lever Brothers Co. (Lux Liquid, Flakes)	CBS-TV	J. Walter Thompson

M

Make Room for Daddy	American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	SSC&B
	Dodge Div. of Chrysler Corp. (Dodge Cars)		Grant Advertising
	Speidel Corp. (Watchbands)		SSC&B
Mama	General Foods Corp. (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Man Against Crime	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	DuMont	William Esty
Man Behind the Badge	Bristol Myers Co. (Sal Hepatica, Ipana Toothpaste, Bufferin, Mum, Vitalis)	CBS-TV	Doherty, Clifford, Steers & Shenfield
Martin Kane	U. S. Tobacco Co. (Sana and Encore Cigarettes)	NBC-TV	Kudner Agency
Martin, Tony Show	Toni Co. (Cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	Knomark Mfg. Co., Inc. (Esquire Boot Polish)	ABC-TV	Emil Mogul Co., Inc.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
Medic	Dow Chemical Co. (Saran Wrap, Saran Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Meet Millie	Carter Products, Inc. (Arrid, Rise, Nair, Carter Little Liver Pills)	CBS-TV	SSC&B
	O'Cedar Corp. (Mops, floor wax)		Turner Advertising Agency
Meet the Press	Pan-American World Airways (Transportation)	NBC-TV	J. Walter Thompson
	Revere Paper & Brass, Inc. (Institutional)		St. Georges & Keyes
Meet Your Congress	Benrus Watch Co. (Watches)	DuMont	Cecil & Presbrey
Milland, Ray Show	General Electric Co. (TV, radio sets, small appliances)	CBS-TV	Maxon
Miss America Pageant	Philco Corp. (Radios, TV sets, electrical appliances)	ABC-TV	Hutchins Advertising
Mr. and Mrs. North	Congoleum-Nairn, Inc. (Floor wax, Congowall)	NBC-TV	McCann-Erickson
	Revlon Products Corp. (Lipstick, nail polish)		Wm. Weintraub
Mr. Peepers	Reynolds Metals Co. (Reynolds Wrap, aluminum building products)	NBC-TV	Clinton E. Frank
Modern Romances	Colgate-Palmolive Co. (Colgate Dental Cream)	NBC-TV	Bryan Houston
Montgomery, Robert Presents	The American Tobacco Co. (Lucky Strike and Herbert Tareyton Cigarettes)	NBC-TV	B.B.D. & O.
	S. C. Johnson & Son, Inc. (Glo-Coat, Pride, Car-Plate and Car-Nu Jubilee Wax, Paste Wax)		Needham, Louis & Brorby

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TITLE	SPONSOR–PRODUCT	NETWORK	ADVERTISING AGENCY
Moore, Gary Show	Best Foods, Inc. (Rit, Shinola)	CBS-TV	Earle Ludgin & Co.
	Economics Laboratories, Inc. (Soilax)		Scheidler, Beck & Werner, Inc.
	Kellogg Co. (Cereals)		Leo Burnett
	Hoover Co. (Vacuum cleaners)		Leo Burnett
	C. H. Masland & Sons (Rugs)		Anderson & Cairns
	Converted Rice, Inc. (Uncle Ben's Converted Rice)		Leo Burnett
	Comstock Foods (Vegetable and fruit pie fillings, apple sauce)		Leo Burnett
	Chun King Sales, Inc. (Chinese, Oriental Foods)		J. Walter Thompson
	Borden Co. (Instant coffee, Starlac)		Doherty, Clifford, Steers & Shenfield
	Toni Co. (Home permanents, cosmetics)		Leo Burnett
	Swift & Co. (Swift'ning)		J. Walter Thompson
	Miles Laboratories, Inc. (Alka-Seltzer, vitamins)		Geoffrey Wade
	Yardley & Co., Ltd. (Soap, bath oil)		N. W. Ayer & Son
	Pacific Mills Co. (Sheets, pillow cases)		J. Walter Thompson
	Simoniz Co. (Simoniz, other products)		Tatham-Laird
	Pillsbury Mills, Inc. (Ballar Biscuits)		Campbell-Mithun
	Corn Products Refining Co. (Linit Starch)		C. L. Miller
	Bristol Myers Co. (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	Seeman Brothers, Inc. (Airwick, Nylast, 20-20 Eye Cleaners)		Wm. H. Weintraub
	Norge Div. of the Borg-Warner Corp. (All Norge products)		J. Walter Thompson
	Mystik Adhesive Products (Mystik Tape)		George Hartman Agency
Morning Show	Participations	CBS-TV	
Motorola TV Theatre	Motorola, Inc. (Radio, TV sets)	ABC-TV	Ruthrauff & Ryan
Murray, Arthur Party	Exquisite Form, Inc.	ABC-TV	Grey Advertising Agency
Murray, Arthur Party	Associated Products (5-Day Deodorant Pads)	NBC-TV	Grey Advertising
	Consolidated Royal Chemical Co. (Liquinet & Krank)		Dancer-Fitzgerald-Sample
My Favorite Husband	International Silver Co. (Silverware)	CBS-TV	Young & Rubicam

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Simmons Co. (Simmons Beautyrest, Hide-A-Bed)		**Young & Rubicam**
My Friend Irma	**Brown & Williamson Tobacco Corp.** (Kool Cigarettes)	CBS-TV	**Ted Bates & Co.**
My Little Margie	**Scott Paper Co.** (Napkins, towels, wax paper)	NBC-TV	**J. Walter Thompson**
	—N—		
Name's the Same	**American Chicle Co.** (Chiclets Chewing Gum)	ABC-TV	**Dancer-Fitzgerald-Sample**
	C. A. Swanson & Sons (Canned and frozen chicken, turkey, beef)		**Tatham-Laird**
	Ralston-Purina Co. (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp)		**Guild, Bascom & Bonfigli**
Name That Tune	**American Home Products Corp.** (Anacin, Kolynos, Bisodol, Heet)	CBS-TV	**SSC&B**
	Carter Products Corp. (Arrid, Rise Shave Cream, Nair)		**SSC&B**
Name That Tune	**Block Drug Co.** (Toothpaste)	NBC-TV	**Cecil & Presbrey**
	Speidel Corp. (Watchbands)		**SSC&B**
NCAA Football	**Carnation Co.** (Evaporated milk)	ABC-TV	**Erwin, Wasey & Co.**
	Humble Oil & Refining Co. (Petroleum products)		**McCann-Erickson**
	—O—		
Omnibus	**Aluminum Co. of Canada** (Institutional)	CBS-TV	**J. Walter Thomspon**
	Norcross, Inc. (Greeting cards)		**Albert Kimball Co.**
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		**J. Walter Thompson**
One Man's Family	**Serutan Co.** (RDX, Serutan, Geritol)	NBC-TV	**Edward Kletter Associates**
On the Line with Considine	**Mutual Benefit Health and Accident Association of Omaha** (Insurance)	NBC-TV	**Bozell & Eisen**
On Your Account	**Procter & Gamble Co.** (Tide, Prell)	CBS-TV	**Benton & Bowles**
On Your Account	**Procter & Gamble Co.** (Gleem)	NBC-TV	**Benton & Bowles**
Orchid Award	**Brown & Williamson Tobacco Corp.** (Viceroy Cigarettes)	ABC-TV	**Ted Bates**

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	Pet Milk Co. (Evaporated milk)	NBC-TV	Gardner Advertising
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant Pudding)	CBS-TV	Young & Rubicam

P

Packard Program Starring Martha Wright	Packard Motor Car Corp. (Cars)	ABC-TV	Maxon
Pantomime Quiz	Revlon Products (Lipstick, hair spray)	ABC-TV	SSC&B
Pantomime Quiz	Benson & Hedges (Parliament Cigarettes)	DuMont	Benton & Bowles
People Are Funny	The Frawley Corp. (Paper-Mate Pens)	NBC-TV	Foote, Cone & Belding
	Toni Co. (Cosmetics)		Leo Burnett
Pepsi Cola Playhouse	Pepsi Cola Co.	ABC-TV	The Biow Co.
Person to Person	American Oil Co. (Amoco Gas)	CBS-TV	The Joseph Katz Co.
	Hamm Brewing Co. (Beer)		Campbell-Mithun
	Noxzema Chemical (Noxzema Skin Cream, Shave Cream)		SSC&B
Philco TV Playhouse	Philco Corp. (Radio, TV sets, ranges, refrigerators)	NBC-TV	Hutchins Advertising
Place the Face	Toni Co. (Prom, White Rain)	CBS-TV	Leo Burnett
	Carter Products Co. (Arrid, Rise Shave Cream, Nair, Carter's Little Liver Pills)		SSC&B
Place the Face	Toni Co. (Cosmetics)	NBC-TV	Weiss & Geller
Plainclothes Man	Carter Products, Inc. (Rise, Arrid, Nair)	DuMont	Ted Bates
	Larus & Brother Co., Inc. (Holiday Cigarettes, Pipe Tobacco; Edgeworth Pipe Tobacco)		Warwick & Legler
Pond's Theatre	Pond's Extract Co. (Angel Skin, Dry Skin Cream, Cold Cream, Lipstick, Makeup Mist, Angel Face)	ABC-TV	J. Walter Thompson
Portia Faces Life	General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Cocoanut, Bran Flakes, La France, Satina)	CBS-TV	Young & Rubicam
Potter, Peter Show	Hazel Bishop (Cosmetics)	ABC-TV	Raymond Spector
Pride of the Family	Armour & Co.	ABC-TV	Foote, Cone & Belding
	Bristol-Myers Co. (Ipana, Vitalis)		Young & Rubicam

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	B.B.D. & O.
Producer's Showcase	Ford Motor Co. (Cars, trucks, parts services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air conditioners)		Kenyon & Eckhardt
Public Defender	Philip Morris & Co. (Philip Morris Cigarettes)	CBS-TV	The Biow Co.
Q			
Quick as a Flash	Thor Corp. (Washing machines)	ABC-TV	Henri, Hurst & MacDonald
R			
Raye, Martha Show	Hazel Bishop Inc. (Lipstick, nail polish, rouge)	NBC-TV	Raymond Spector
	Sunbeam Corp. (Electrical appliances)		Perrin-Paus
Redskins Pro Football	American Oil Co. (Gas, oil)	ABC-TV	Katz Agency
Rin-Tin-Tin	National Biscuit Co. (All products)	ABC-TV	Kenyon & Eckhardt
Rogers, Roy Show	General Foods Corp. (Instant puddings)	NBC-TV	Benton & Bowles
Rooney, Mickey Show	Green Giant Co. (Food products)	NBC-TV	Leo Burnett
	Pillsbury Mills, Inc. (Flours)		Leo Burnett
Rootie Kazootie	Gordon Baking Co. (Silvercup Bread)	ABC-TV	N. W. Ayer & Son
S			
Saturday Night Fights	Bayuk Cigars (Phillies, Webster and Colding Wedding Cigars)	ABC-TV	Ellington Advertising Agency
Saturday Night Revue	Participations	NBC-TV	
Schlitz Playhouse of Stars	Schlitz Brewing Co. (Beer and Ale)	CBS-TV	Lennen & Newell
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	The Biow Co.
Secret Storm	American Home Products Corp. (Aero Wax, Anacin, Heet, Wizard Wick)	CBS-TV	The Biow Co.
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Seeking Heart, The	Procter & Gamble Co. (Drene, Ivory Flakes, Crisco)	CBS-TV	Compton Advertising
Shore, Dinah Show	Chevrolet Motor Div. of General Motors Corp. (Parts & services)	NBC-TV	Campbell-Ewald
Shower of Stars	Chrysler Corp. (Cars)	CBS-TV	McCann-Erickson
Skelton, Red	Pharmaceuticals, Inc.	CBS-TV	Edward Kletter Associates
	Pet Milk Co. (Evaporated milk)		
	S. C. Johnson & Son (Johnson's Wax, Cleaners, Polishers)		Needham, Louis & Brorby
Sky King	Derby Foods, Inc. (Peter Pan Peanut Butter)	ABC-TV	Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett
Smith, Kate Hour	Participations	NBC-TV	
So You Want to Lead a Band	Brillo Mfg. Co., Inc.	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (Chocolate candy & cocoa products)	ABC-TV	Cecil & Presbrey
	Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)		Gardner Adv. Agency
Sports Showcase	Boyle-Midway, Inc. (Aero Shave, Aero Lotion, Aero Wax, Anacin, Bisodol)	DuMont	Geyer Advertising
Sports Spot	General Cigar Co. (White Owl Cigars)	CBS-TV	Young & Rubicam
Stafford, Jo Show	Gold Seal Co. (Glass Wax)	CBS-TV	Campbell-Mithun
Stop the Music	Exquisite Form, Inc. (Brassieres)	ABC-TV	Grey Advertising Agency
	Quality Goods Manufacturers, Inc.		Grey Advertising Agency
Stork Club	Gemex Co., Inc. (Watch bands)	ABC-TV	B.B.D. & O.
Stranger, The	Pharmaceuticals, Inc. (Geritol)	DuMont	Edward Kletter Associates
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	William Esty
Studio 57	H. J. Heinz Co. (Canned and bottled foods)	DuMont	Maxon
Studio One	Westinghouse Electrical Corp. (Kitchen appliances; radio, TV sets, Turbo-jet Plane Motors)	CBS-TV	McCann-Erickson
Sunday News Special	Norwich Pharmacal Co. (Aspirin, Unguentine)	CBS-TV	Benton & Bowles

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TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Super Circus	Mars, Inc. (Candy products)	ABC-TV	Leo Burnett
	Kellogg Co. (Cereals)		Leo Burnett
	Minute Maid Corp. (Frozen juices)		Ted Bates
Suspense	Electric Auto-Lite Co. (Spark plugs, batteries auto accessories)	CBS-TV	Cecil & Presbrey

-T-

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Texaco Star Theatre	The Texas Co. (Gasoline)	NBC-TV	Kudner Agency
That's My Boy	Plymouth Div. of the Chrysler Corp. (Cars)	CBS-TV	N. W. Ayer & Son
The New Stu Erwin Show	Liggett & Myers Tobacco Co. (L & M Cigarettes)	ABC-TV	Cunningham & Walsh
They Stand Accused	Consolidated Cosmetics (Lanolin Plus Cosmetics)	DuMont	Frank E. Duggan
This Is Your Life	Hazel Bishop, Inc. (Lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (Dentifrices, shampoos, home permanents)		Compton Advertising
Three Steps to Heaven	Miles Laboratories (Drugs)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Ivory Soap)		Compton Advertising
Toast of the Town, with Ed Sullivan	Lincoln-Mercury Dealers (Lincoln, Mercury cars)	CBS-TV	Kenyon & Eckhardt
Today	Participations	NBC-TV	
Tom Corbett, Space Cadet	Friedman-Shelby Div. of the International Shoe Co. (Red Goose Shoes)	DuMont	D'Arcy Advertising
Tonight	Participations	NBC-TV	
Tootsie Hippodrome	Sweets Co. of America, Inc. (Tootsie Rolls & Carmels)	ABC-TV	Mosele & Eisen
Topper	R. J. Reynolds Tobacco Co. (Camel Cigarettes)	CBS-TV	Wiliam Esty
Top Plays of 1954	Helene Curtis, Inc. (Lanolin Spray Net)	NBC-TV	Earle Ludgin
Treasury Men in Action	Chevrolet Motor Div. of General Motors Corp. (Cars)	ABC-TV	Campbell-Ewald
Treasury Men in Action	Borden Co. (Instant coffee, Starlac, dairy products)	NBC-TV	Young & Rubicam
Truth or Consequences	P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell

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Twenty Questions	Florida Citrus Commission (Citrus fruits)	ABC-TV	J. Walter Thompson
Twenty Questions	Bauer & Black (Curads)	DuMont	Leo Burnett
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell
TV Teen Club	Sweets Co. of America (Tootsie Rolls & Carmels)	ABC-TV	Moselle & Eisen
-U-			
Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson
Up for Adoption	Vitamin Corp. of America (Rybutol)	ABC-TV	B.B.D. & O.
U. S. Steel Hour	U. S. Steel Corp. (Institutional)	ABC-TV	B.B.D. & O.
-V-			
Valiant Lady	General Mills, Inc. (Gold Medal Flour, pie crust mix, Bisquick)	CBS-TV	Dancer-Fitzgerald-Sample
	Toni Co. (Prom, White Rain)		Leo Burnett
Video, Captain	Walter H. Johnson Candy Co. (Powerhouse Candy Bars)	DuMont	Franklin Bruck Advertising
Vise, The	Sterling Drugs (Aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (Tubes, tires, TV sets, spark plugs)	ABC-TV NBC-TV	Sweeney & James
-W-			
Waring, Fred Show	General Electric Co. (Institutional)	CBS-TV	B.B.D. & O.
Web, The	P. Lorillard Co. (Kent Cigarettes)	CBS-TV	Young & Rubicam
Welcome Travelers	Procter & Gamble Co. (Oxydol, Dreft, Ivory Snow, Camay)	CBS-TV	Dancer-Fitzgerald-Sample
What's My Line?	Jules Montenier, Inc. (Stopette, Poof, Finesse)	CBS-TV	Earle Ludgin
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
What's the Story	Allen B. Du Mont Laboratories, Inc. (DuMont Telesets)	DuMont	
Where's Raymond	American Cigarette & Cigar Co. (Pall Mall Cigarettes)	ABC-TV	SSC&B

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	Sherwin-Williams Co. (Super Kem-Tone, Kem-Glo		Fuller, Smith & Ross
White, Betty Show	Serutan Co. (Serutan, RDX and Gerutan	NBC-TV	Edward Kletter Associates
Who Said That?	Sheaffer Pen Co. (Pens)	ABC-TV	Russell M. Seeds
Winchell, Paul-Jerry Mahoney Show	Sweets Co. of America (Candy)	NBC-TV	Moselle & Eisen
Winchell, Paul Show	Procter & Gamble Co. (Gleem)	NBC-TV	Benton & Bowles
Winchell, Walter (News)	American Safety Razor Corp. (Blades, razors, shaving creams, brushes)	ABC-TV	McCann-Erickson
	Bayuk Cigar Co. (Phillies & Webster Cigars)		D'Arcy Advertising
	Carter Products Inc. (Carter's Little Liver Pills, Arrid, Nair, Rise Shaving Cream)		SSC&B
	Gruen Watch Co. (Watches)		McCann-Erickson
Willy	General Mills, Inc. (Flour, mixes, cereals	CBS-TV	Dancer-Fitzgerald-Sample

Y

You Are There	Electric Companies Advertising Program (Electric power)	CBS-TV	N. W. Ayer & Son
	Prudential Insurance Co. (Insurance)		Calkins & Holden
You Asked for It	Rosefield Packing Co., Ltd. (Skippy Peanut Butter)	ABC-TV	Guild, Bascomb & Bonfigli
You Bet our Life	DeSoto Div. of Chrysler Motor Corp. (Cars, services, used cars)		B.B.D. & O.
Young, Loretta Show	Procter & Gamble Co. (Tide, Lilt, Gleem)	NBC-TV	Compton Advertising
Your Hit Parade	American Tobacco Co.	NBC-TV	B.B.D. & O.
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Zoo Parade	Quaker Oats Co. (Ken-L Ration, Ken-L Meal, Ken-L Bisquit	NBC-TV	Needham, Louis & Brorby

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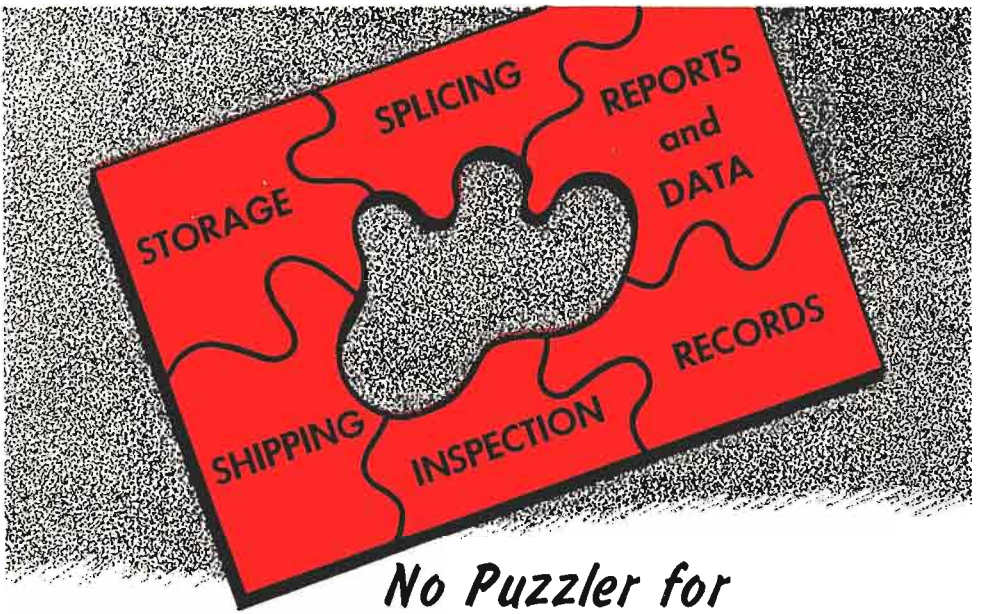

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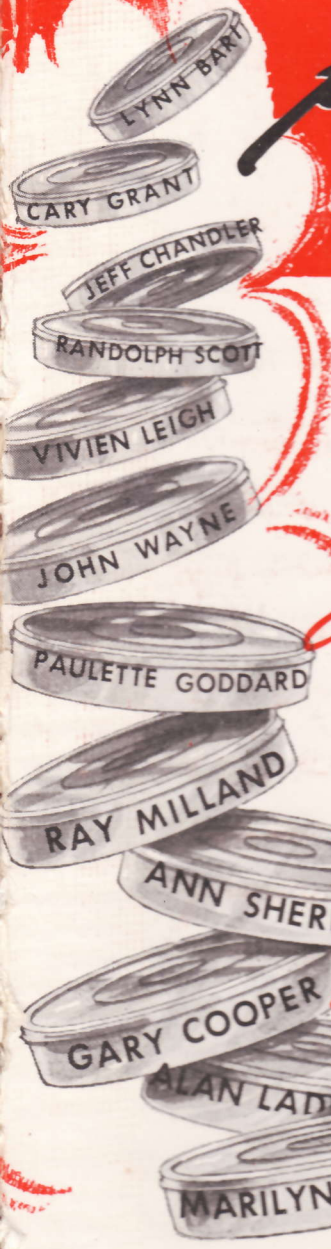

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