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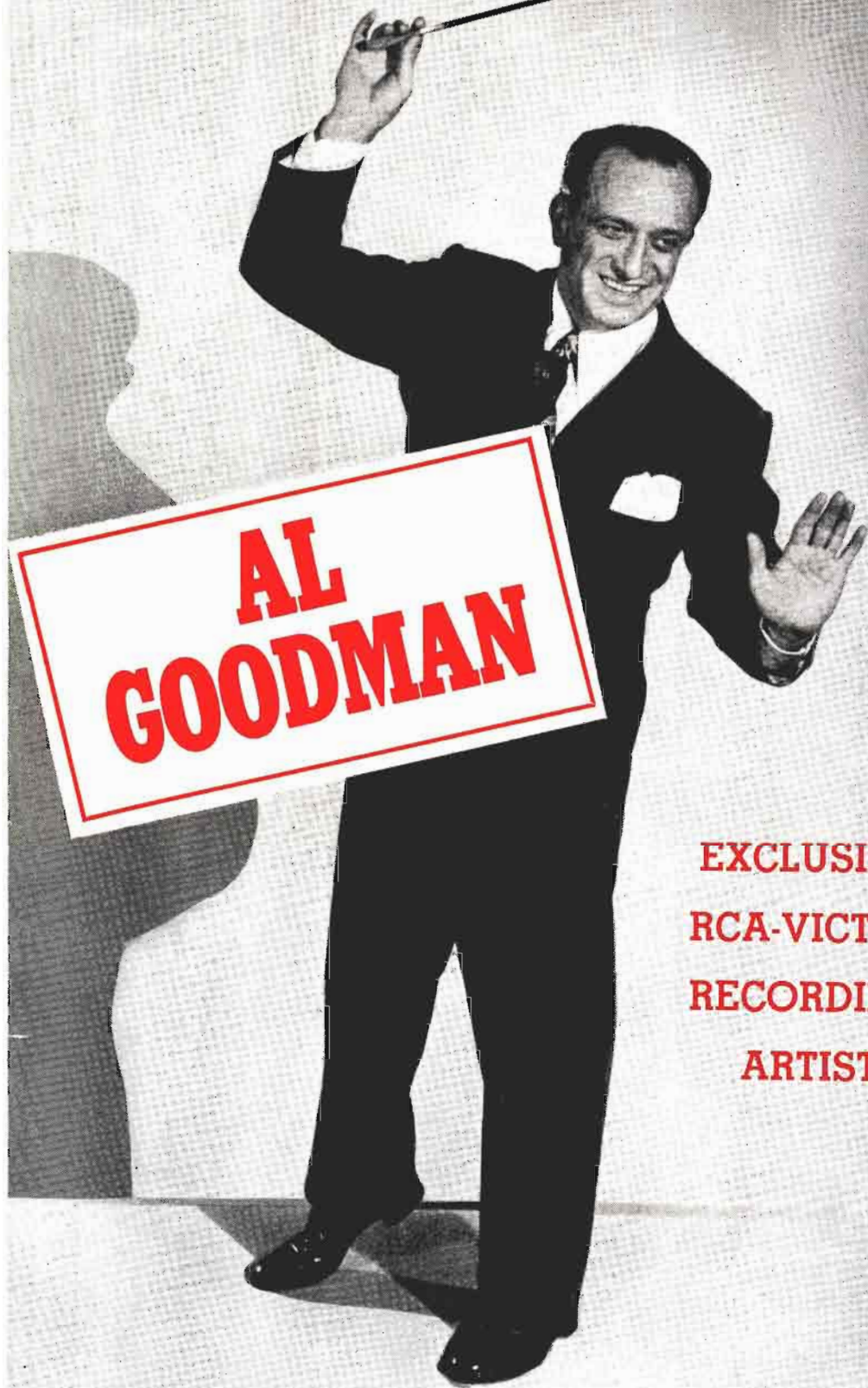
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THE 1950
RADIO
ANNUAL

Edited by
JACK ALICOATE

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APPRECIATION

To that understanding legion, representing every facet of radio and television who have helped us in gathering material for the 1950 RADIO ANNUAL and TELEVISION YEAR BOOK we of Radio Daily extend our grateful appreciation.

The 1950 stride of this work of reference is compellingly reflected in the departments that follow. More pages, more subjects, more streamlined and of more interest to the busy executives of a dynamic industry of which Radio Daily is happy to play its modest part.

RADIO ANNUAL and TELEVISION YEAR BOOK is constantly in preparation. It forms the hard core of the always busy and universally used Radio Daily Information Department. Next year's edition is always in preparation. Again, many thanks to all who have helped.

JACK ALICOATE,
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BASIC NEWS	World News Roundup	15	Weekdays, 7 times Sunday, 6 times
	News of the World in Brief	5	Weekdays, 12 times Sunday, 11 times
	The World in a Nutshell	1	Weekdays, 7 times Sunday, 6 times
SPORTS	Speaking of Sports	5	Mon. through Saturday
	The Sports Lineup	5	Every day
	Great Moments in Sports	5	Mon. through Saturday
	Sizing Up Sports	15	Sunday
FOR WOMEN	In the Woman's World	5	Mon. through Saturday
	Women in the News	5	Mon. through Saturday
	Mainly for Women	5	Mon. through Friday
	Your Home	15	Sunday
HUMAN INTEREST	Names in the News	5	Mon. through Saturday
	Time Out	5	Mon. through Saturday
	In Your Neighborhood	5	Every day
	In Movieland	5	Mon. through Saturday
FARMING	On the Farm Front	5	Every day
	Daily Farm Market Survey	5	Mon. through Saturday
	Rural Roundup	5	Tues. through Saturday
COMMENTARY	Today's United Press Commentary	5	Every day
	Under the Capitol Dome	5 15	Mon. through Saturday Sunday
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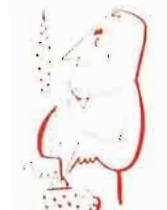
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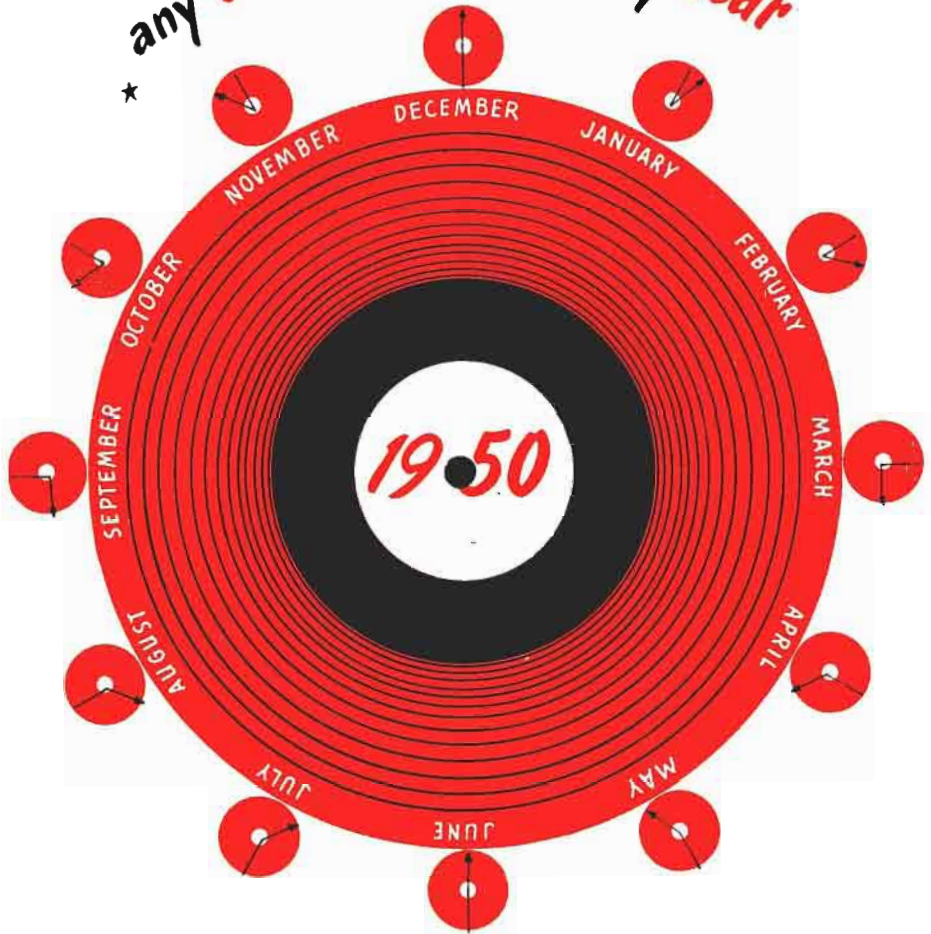
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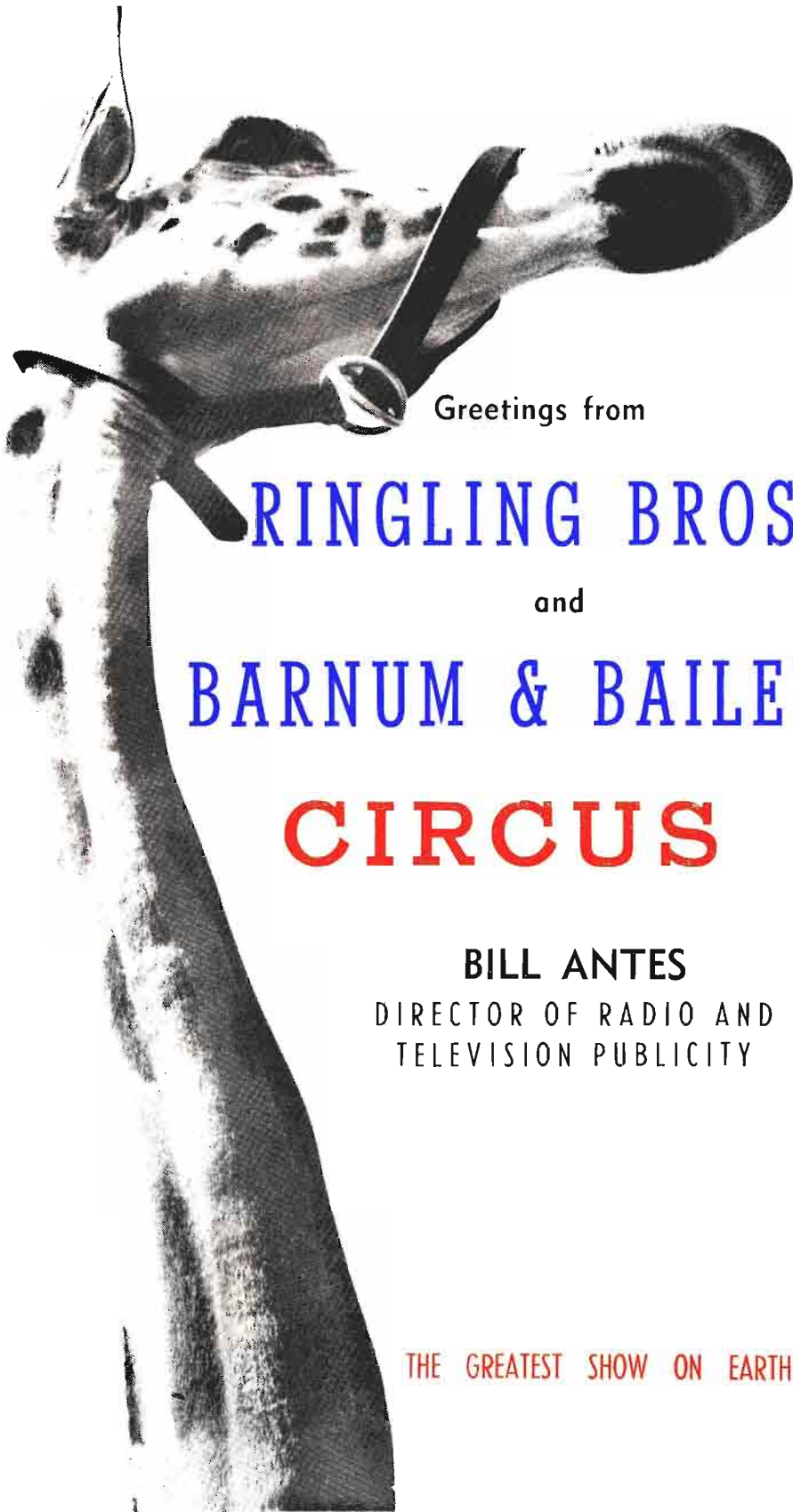
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Greetings from

RINGLING BROS.
and
BARNUM & BAILEY
CIRCUS

BILL ANTES

DIRECTOR OF RADIO AND
TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH

PUBLIC SERVICE PROGRAMMING

GIVEN EMPHASIS BY FCC CHAIRMAN

by
WAYNE COY
Chairman

Federal Communications Commission

THE proudest boast of American radio is its pre-eminence as the people's forum. The record of our radio system is studded with examples of outstanding public service to support that claim. All over the nation there are broadcasters who have studied their community needs so searchingly and have then proceeded to serve them so enthusiastically that they have won an enviable place in the hearts of the citizens. In city after city such broadcasters have enriched the life of their community by making their station a new and indispensable civic institution, a powerful force in the social, economic, cultural, educational and political life of the community, a focus for local progress. By virtue of such zeal and public spirit, the broadcaster in many such cases has become the city's "first citizen."

In the light of such distinguished and well-publicized achievements in community service it is difficult to understand the apparent disregard of some licensees for this most important phase of their operation. It is difficult to understand how they can assume the obligation as a trustee of a publicly-owned frequency—often the only frequency available in a community—and then proceed to black out the needs of their community. The examination of the annual program reports for a composite week from such stations is apt to make pretty gloomy reading.

You get the impression that such licensees are content to keep the community service activities of their station on a par with those of a juke box.



You get the impression that in such communities there are no problems of health, juvenile delinquency, labor, education, recreation, transportation or housing; that no local groups such as the schools, welfare bodies, religious organizations, unions, civic study clubs or governmental agencies ever wants or needs to use radio to further its activities; that there are no local musicians, authors, artists, professional leaders or other gifted citizens who might be given an opportunity for expression. Perhaps there are such communities. I don't know of any. In only such communities (did they exist) would a licensee be justified in relying completely on a network hook-up and a phonograph turntable. If there are such communities you may be sure that those conditions are never reported to the Commission when an applicant is seeking a license to establish a new station.

The Commission does not tell a licensee what the particular needs of his community are. They are for him to uncover—not by sitting in his office and waiting for timid requests for time, but by going out and making a real study of his community.

I hope that the cases of apparent neglect of community service that the Commission set down for a hearing in 1949 will not develop into a trend.

The broadcasting industry can strengthen itself and grow in the esteem of the American people during the mid-century year of 1950 by building up this area of public service.

FAVORITE SEAFOOD SPOT

Guy Lombardo's

EAST POINT HOUSE

Freeport, Long Island



GUY LOMBARDO

AND HIS ROYAL CANADIANS

Currently At The
ROOSEVELT HOTEL
NEW YORK

DECCA RECORDS

"THE GUY LOMBARDO SHOW"

TRANSCRIBED BY
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Exclusive Management
MUSIC CORPORATION
OF AMERICA

Publicity — DAVID O. ALBER ASSOCIATES: Gene Shetlin

LOOKING AHEAD IN 1950 SOLUTION OF NARBA PROBLEM IS ISSUE

by
JUSTIN MILLER
President, National Association
of Broadcasters

FRANK C. LEPORE
48 SAN TERRACE
ANN ARBOR, MICH. 48106



1950 will be the last year of a momentous half century, a 50-year span which has seen the growth of radio from the first spark of Marconi's wireless to the great medium of mass communication and advertising we now know. Few men, at the beginning of that half century, would have dared to predict the growth of that small spark into today's vast web of communications—aural and visual—for information, entertainment and education. Few men will dare, now, to predict the events of the coming half century. But it is easier to guess at the coming year's events.

In a world of universal complexities, it is perhaps inevitable that one of 1950's major communication problems is an international snarl. The coming year will find us increasingly concerned for the successful negotiation of a new NARBA agreement. Without such an agreement, which will protect their frequencies and their audiences, American broadcasters cannot hope to realize the achievements which 1950 may otherwise have in store for them. With some services already seriously degraded, the American people are threatened with chaotic conditions if efforts to negotiate a new agreement fail.

The NAB is working faithfully in this field, through its staff members who sit on the United States delegation. We will continue to work toward an equitable agreement, for the protection of American listeners and broadcasters.

In other fields, 1950 seems to offer bright prospects. It should be a year of increased incomes, and of more careful attention to the control of operating costs; a subject of interested discussion at 1949 NAB District meetings. It will be a year in which American broadcasters, through their NAB, will continue a vigilant defense of the people's fundamental freedoms; an area in which notable victories have been won in the two years just past.

It will be a year of continuing change for broadcasting of all kinds—AM, FM and Television; for change continues to be the only completely sure prediction concerning broadcasting. But unless all the signs are wrong, it will be healthy change; change toward better operation and better economic condition.

In summary, broadcasting takes just pride in its accomplishments as it comes to the end of its 30th year and the end of the century's halfway marker.

JACK BENNY



RADIO SALES INTENSIFIED AS TV EXPANSION LOOMS

by
FRANK BURKE
Editor, Radio Daily

RADIO, entering its most aggressive selling year, holds promise of good returns for 1950 as television interests fight for the lifting of the TV freeze and chance to expand as the nation's most promising young industry.

The radio pitch for a share of the advertiser's dollar will be more forceful this year than ever before in the history of the industry. These plans have taken form in the campaign of Broadcast Advertising Bureau and the National Association of Radio Station Representatives. They have been augmented too by the promotional efforts of broadcasters in competitive markets in key center cities throughout the country.

Just how effective radio's bid will be remains to be seen. The outlook, however, is far from gloomy and broadcasters in the AM field hope to hold the gains made in the past year and to attract new accounts.

Coupled with the campaigns are several schools of thought on the future of radio. Something that AM commercial network as we know it today will decline with the development of the nighttime TV audience. Others think that the TV impact has not been too competitive to date and that it will be several years before AM and FM radio will feel the force of its competition.

Some broadcasters view the TV expansion with alarm. In several cities, New York, Philadelphia and Washington, the broadcasters have been considering reducing their nighttime rates and raising their daytime rate cards. They argue that TV is capturing some of the nighttime audience but that the daytime listening audience remains intact and will so for years to come.

Language station broadcasters take a more optimistic view of the situation. They believe that the foreign language stations will hold their audiences come what may and see no threat in the sight and sound media. This is espe-

cially true in the Italian, Yiddish and Polish markets of the New York area.

Turning to other sections of the country where TV stations do not exist, or are not expected to be built in the immediate future, the picture is different. Broadcasters in these areas, selling at the local level, have only the competition of fellow radio broadcasters. This competition, however, is vigorous especially in cities and towns where too many stations exist and there are unethical rate card practices.

Comforting words come from the publicity departments of the major networks. Top brass are quoted as saying that they see no competition between radio and TV and say that one service complements another. In fact networks are making much of simulcasting of radio shows on TV and predict more of it will occur in the months to come.

All is not complacent, however, in the industry. The National Association of Broadcasters which has had a series of stream-lining operations the past year is still a shaky convalescent.

Television, despite the shackles of the FCC freeze, continues to be the nation's most talked of industry. With 100 stations operating in cities throughout the country and the audience rated at 4,000,000 receivers at this time, some have predicted that more than 10,000,000 sets will be in use before year's end.

Linked with the expansion plans of TV is the prayer of the industry that the FCC in its wisdom will lift the freeze on 346 applications for stations. This will turn the industry expansion on at full blast and by the end of the year there should be more than 200 TV stations in operation throughout the United States. Confidentially we think the commission will lift the freeze and that the industry will move forward at unprecedented speed in the year ahead



JUDY CANOVA

"THE JUDY CANOVA SHOW"

For

Colgate-Palmolive-Peet

Saturday Evenings NBC

TEN OUTSTANDING RADIO EVENTS OF 1949

Poll of network and stations news directors on the 10 outstanding radio news events of the past year resulted in the following selections:

1. **Russia's Atomic Explosion.**
2. **The Atlantic Pact.**
3. **Devaluation of Foreign Currency.**
4. **U. S. Treason Trials.**
5. **Communists Take China.**
6. **Soviet Clashes with Vatican and Tito.**
7. **Labor Strikes for Pensions.**
8. **Washington "Five Per Centers."**
9. **Unification Hearings.**
10. **The "Veep" and his Bride.**

Outstanding Broadcasts

CBS' "Mind In the Shadow" Documentary.

NBC's "Living, 1949" Series.

ABC's Documentary, "The Berlin Story."

Mutual's Coverage of "World Series."

HOPE



1950

**SWAN SOAP PROGRAM
PARAMOUNT PICTURES**



NEW ERA OF ENTERTAINMENT —TV ADVANCES ARE NOTEWORTHY

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

TELEVISION shook off its adolescence and came into man's estate during 1949. Wherever it appeared the public embraced it, no longer as a novelty of sight and sound but as a service of untold potentiality. Great as is its future, from industrial, scientific and educational standpoints, the American people have been quick to recognize the new era of entertainment it has brought to the home, the significant informational services it has begun to develop, and its importance in communications by serving the eye as well as the ear. The strides it is making as an advertising and marketing medium of unsurpassed impact on the business and buying habits of the nation are now widely recognized, and new technical developments give promise of continuous improvement.

In 1949 television began to exert a powerful impact on the entertainment habits of Americans. Home-life, education, news, politics, sports and all forms of entertainment are beginning to realize the social and economic import of this new art.

As 1950 opened, there were 98 television broadcasting stations in the United States. Networks are being extended by coaxial cable and radio relay interconnections. Millions of people in areas still out of range of the wave-borne pictures eagerly await the arrival of TV. In February, 1950, RCA Victor will manufacture its millionth television set, and sets will come off the production lines in greater numbers as increased mass production makes it possible.

Achievements in 1949: Achievements of RCA scientists and research men, coupled with the accomplishments of commercial engineers, contributed much to the advance of radio-electronics in 1949. New fields of research were opened with promising possibilities for the future not only in communications but in science and industry. Among the outstanding achievements in

radio-electronics and television during the year were:

1. Expansion of television as a service to the public.

2. Development of the RCA all-electronic, high-definition compatible color television system now being field tested.

3. Introduction of the RCA 45-rpm system of recorded music featuring the simplest and fastest phonograph record changer ever devised and providing the best quality of reproduction.

4. Advanced development of radar and its increased application for national security and safety at sea and in the air.

5. Application of the electron microscope and electronic techniques in the fields of biology and medicine; for example, its use in research for close-up study of cancer cells and tissues.

The electron tube, as the greatest basic invention in 50 years, has been the master key to radio progress. It opened the pathways through space for world-wide radiotelegraphy and telephony, for radio broadcasting, television, radar Ultrafax and numerous industrial applications. It will continue to unlock new developments from year to year.

For example, the "memory tube," developed as an electronic brain for rapid computing machines, makes it possible to complete the multiplication of two numbers, each having as many as 12 digits, in a hundred millionth of a second. It is called a "memory tube" because the figures fed into it can be retained for an indefinite time and be extracted when desired.

Another new RCA tube called the Graphechon has "visual memory." It can store radar signals and transient phenomena which occur in less than a millionth of a second and which ordinarily fade out in only a few seconds when traced on fluorescent screens yet this tube stores such signals for more than a minute.

New photo-tubes developed by RCA
(Continued on Page 53)



MR. TELEVISION



UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by

DOROTHY LEWIS

Coordinator, United Nations Radio

THE Charter of the United Nations states that "The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities." Because radio is an instantaneous means of intelligence transmission and because it reaches across borders to the illiterate as well as the educated—its utilization in fulfilling this directive is strategic. Since there are two billion citizens in United Nations' 59 member states, broadcasters have a ready market for United Nations programs. While United Nations activities in the fields of politics, economics, science, art, agriculture, human rights, etc. are global in scope—they are intimately related to everyday living and are therefore excellent grist for the program mill. During 1949 United Nations Radio, many systems of broadcasting, networks and local stations have materially increased their efforts to dramatize this unfolding story of man's effort to establish a peaceful world.

SECTIONS: The Radio Division of UN consisting of 90 members from some 25 member states, is divided into four sections: European and Middle Eastern Services, Latin American Services, Trans-Pacific Services and English Language Services.

Each week about 20-25 hours are devoted to live broadcasts of regular meetings. Approximately 100 hours of broadcasting originate weekly at Lake Success except during the General Assembly when the output increases materially. This figure does not reflect the countless hours of rebroadcast by national systems, networks, local stations.

United Nations news and feature programs are released to all member states in the following languages: English, French, Spanish, Russian, Chinese, Dutch, Norwegian, Arabic, Icelandic, Greek, Turkish, Serbo-Croat, Polish, Czech, Amharic, Persian, Pushtu, Hebrew, Italian, Portuguese, Burmese, Hindustani, Siamese, Indonesian-Malay, Tagalog and Urdu.

"UNITED NATION TODAY," the daily (Monday through Friday) Peabody Award-winning actuality news review, now in its third year, is carried by some 175 U. S. stations and is transmitted overseas to Australia, New Zealand, India, Pakistan, and the Philippines. It covers not only day-to-day United Nations news from all parts of the world but voices of delegates.

"MEMO FROM LAKE SUCCESS"—another Peabody winner—began its second season in September 1949 over the Columbia Broadcasting System and in Canada over CBC. It is released overseas to Australia, New Zealand, and South Africa. It is noteworthy that exclusive statements by its featured personalities have made newspaper headlines regularly from coast-to-coast.

"TWO BILLION STRONG"—This documentary-type, half-hour series, carried by 225 ABC stations, had the distinction of being repeated in evening time during the summer of 1949. For this series UN's roving reporter travelled extensively to secure exclusive interviews and color.

"U. N. STORY":—Mr. Benjamin A. Cohen, Assistant Secretary-General, addressed the National Association of Broadcasters 1949 convention on "Independents" Day. His offer of several special services to this segment of the industry was met with enthusiastic response. As a direct result, 300 independent stations in 44 states have scheduled a weekly 15-minute transcribed feature program, entitled "U. N. Story," by a relay process. Under its earlier title, "Operation U. N.," the show won an award at the Ohio Institute for Education by Radio. It is carried in many English-speaking countries.

NBC CAMPAIGNS FOR U.N.: For the fourth consecutive year, the Public Affairs and Education Department of the National Broadcasting Company, New York, presented its annual NBC-United Nations Project, the purpose of which was to bring before the American public, through radio and television, the political as well as the social and economic accomplishments of the United Nations. The slogan for 1949 was "The United Nations Works For YOU."

TELEVISION AT UNITED NATIONS: It is indeed fortunate for millions of people that television has developed so rapidly in the last year through phenomenal increased distribution of television receiving sets and improved transmission. Most of the 84 U. S. television stations are now associated in networks. Early in 1949, U. N. began

(Continued on Page 73)



CAMEL PROGRAM

Friday

Pacific Time 6:30 to 7:00 P.M.

Eastern Time 9:30 to 10:00 P.M.

NBC

Mgt. **LOU CLAYTON**



TV PRODUCTION SCHEDULES TOP RMA ACTIVITIES

by
BOND GEDDES
Executive Vice President
Radio Manufacturers Association

ANOTHER milestone in the growth of the radio industry was achieved in 1949 just as the industry, as represented by the Radio Manufacturers Association, celebrated its "silver anniversary." It became the radio-television industry, and the television receiver took the lead over the radio in the value of set sales.

Early in 1949 for the first time manufacturers' sales of TV sets exceeded, in dollars, their sales of radios, and television increased its lead throughout the year. By the fourth quarter of the year, the ratio of receiver sales was about 70 per cent TV and 30 per cent radio.

Final figures on set production indicate that 1949 was the industry's biggest year to date in dollar volume of sales. TV set production exceeded 2,800,000 units. Radio output is estimated at about ten million receivers, and total set sales, at the manufacturers' level, at better than \$825,000,000.

These estimates may be compared with the industry's previous record in 1948 when 975,000 television receivers and about 16,500,000 radios brought set manufacturers about \$750,000,000.

Several interesting and significant trends in television receiver designs are apparent from a study of comparative statistics for 1948 and 1949.

One sharp trend, especially during the latter part of 1949, was toward larger direct view pictures. For example, 65 per cent of cathode ray tubes bought by set manufacturers during the third quarter of 1949 were 12 inches or larger as compared with six per cent in 1948. The increase in picture tubes of 14 inches or over was even more striking. Tubes of 14 inches or over accounted for 21 per cent and 14/100 of one per cent of sales, respectively, in the same periods.

Another significant trend was an in-

crease in the ratio of console and console TV sets to table models. In fact, television seems to have restored the popularity of the small console without a phonograph which, as a radio, has practically disappeared.

While the sale of home radio receivers declined sharply in 1949, the demand for outdoor types of radio sets—auto and portable receivers—remained high, and these alone accounted for production of more than 4,000,000 sets.

Moreover, the market for radios showed such a surprising upward turn in the fall and early winter of 1949 that most manufacturers were unable to fill all orders.

FM broadcasting suffered from the competition of AM stations on the one hand and TV stations on the other, but receiver manufacturers in 1949 were producing an increasing number of radios with FM reception facilities, largely AM-FM combinations, and in addition were incorporating FM audio reception facilities in a substantial number of television receivers.

Despite a "freeze" on new television station construction, the outlook for continued progress in TV set production and sales in 1950 is good. Industry estimates indicate between 3,500,000 and 4,000,000 television receivers will be manufactured in 1950, and that by 1951 approximately 7,500,000 TV sets will be in use in the United States.

While the "freeze" will delay the opening of new markets for television receivers, existing television areas will continue to absorb a large number of sets if radio receiver ownership can be taken as a yardstick.

Only about 12 per cent of the homes in TV-served areas had television receivers near the end of 1949. By comparison over 95 per cent of these homes have radios.

TENTH YEAR ON THE AIR!

DUFFY'S TAVERN

NBC Network

Now setting new sales records

for a new sponsor!

BLATZ, Milwaukee's Finest Beer.

*Ed "Archie" Gardner
and
Vinny Bogert
(who never gets any credit)*



NEED OF AUDIENCE RESEARCH EMPHASIZED BY A. A. A. PREXY

by
FREDERIC R. GAMBLE
President, A.A.A.A.

IN 1950, the buyer's market will be with us in full normal stride. For the broadcasting industry, this comes at a time when the number of radio stations has more than *tripled* and when few television stations are yet on a profitable footing.

What are the problems in selling tomorrow's time that can be expected to result?

Selling radio and television time is really a two-fold job. It is not enough merely to sell the time. It must also be converted into *successful* advertising. And making advertising successful is the specialized job of advertising agencies.

In radio and television broadcasting there is as yet *no* national body to recommend agencies as worthy of recognition, no general recognition standards of any kind, and no recognition machinery whatsoever.

Can radio afford to do less than other media are doing? In the contest of a buyer's market, can radio afford to have less insurance than other media enjoy, to evaluate the agencies who serve them?

It is also in radio's interest to give agencies certain research assistance which *only* broadcasters can give.

Printed media long ago found that confidence in their various media is based on their audited circulations. The audit is conducted by a joint tri-partite organization, the Audit Bureau of Circulations, or A.B.C., governed by all three interested partners—the printed media, the advertisers and the agencies. The media pay almost the entire bill for the auditing operations, so that the cost gets reflected in rates and so is shared pro rata among those who use the media.

Does this set-up sound familiar? It should? The parallel organization in radio—Broadcast Measurement Bureau, or B.M.B.—was set up in almost ex-

actly the same way. The tri-partite set-up under which B.M.B. was organized is a sound one. Some such organization or organizations are needed to match the A.B.C. of printed media, and it should have broadcasting's full support.

We sincerely hope that broadcasters everywhere will give their best and most searching thought to a sound continuation of station audience research with strong industry support behind it. Radio needs such industry-wide research, with tri-partite validation, if it hopes to realize its full potential as marketing and advertising practices continue to be tightened.

Another bulwark which broadcasting needs—and which *only* broadcasters can supply—is a safeguard against credit losses by agencies and by stations.

Over many years, other media have found it essential to supply a collection device and a credit safeguard, the 2 per cent cash discount. *They do not give this out of their revenue*; they make allowance for it in setting their rate, so as to receive the same net revenue. And the 2 per cent cash discount is *not a source of agency revenue* because agencies customarily pass it to the client, when he earns it by paying promptly. This enables the agency to collect promptly or be warned. It keeps the agency in sound financial condition to pay stations by their due dates.

The needs in radio and television are clear: (1) agency recognition standards; (2) industry research, widely supported; and (3) a credit safeguard.

The challenge of a buyers' market demands our best thought and wisest decisions. Let us make these wise and constructive decisions, and lick the challenge good.



FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS

Over 30 Years of Happy Association

The World



ROLE OF BAB DEFINED —WIDE ACCEPTANCE FORECAST

by

MAURICE B. MITCHELL

Director, Broadcast Advertising Bureau

WHEN last year's Radio Daily Annual went to press, establishment of a Broadcast Advertising Bureau was only a dream of several far-sighted broadcasters. Today it is firmly established and functioning.

The idea took form last April at the National Association of Broadcasters' annual convention and contiguous meetings of the NAB Board of Directors. The Bureau was formally established in June of 1949, with these as its objectives:

- (1) To promote the superior advantages of broadcasting as an advertising medium.
- (2) To conduct a continuing educational campaign designed to improve the technique of selling broadcast advertising.
- (3) To expand the use of broadcasting as a medium for selling services and merchandise.
- (4) To advance the profession of advertising generally as an essential part of our free enterprise economy.

In every instance, BAB's scope includes television as well as AM and FM radio broadcasting. Throughout the organization—in its name, its long-term directives, its day-to-day operating policies—the term "broadcasting" is used specifically to cover both radio and TV.

BAB functions as a bureau of the National Association of Broadcasters. It serves NAB members exclusively.

Headquarters of the BAB were moved from Washington to New York last July so that its staff could better serve the vast number of national advertisers and agencies doing business in this major metropolitan area. Budget permitting, offices will be opened during 1950 in Chicago and possibly on the West Coast.

Eventually, offices may be established in other cities where there are major advertisers and agencies to be served and sold.

Right now, though, advertisers and

agencies everywhere are invited to call upon BAB for services. Local advertisers should communicate via NAB member stations. National and regional advertisers may work either through members or directly with us at 270 Park Avenue in New York. Through correspondence, telegraph, telephone, and travelling representatives wherever feasible, we are ready to be of help.

This year BAB will intensify its efforts to create a greater understanding and appreciation of advertising, and broadcast advertising in particular, at all levels of the mass distribution system. Already NAB member stations are multiplying their contacts with regional offices, factory representatives, distributors, and all the other echelons lying between manufacturer and local dealers.

To give greater force and direction to this work, BAB will release early in the year a new strip-film designed especially for showing to executives at these intermediate distribution levels. It will document the power of broadcast advertising, and suggest means of coordinating activity throughout the distribution chain to insure the best results all along the line. And two new direct-mail campaigns, designed for use by member stations with local and regional prospects, are already on the presses.

BAB's activities in the retail field have received the greatest attention so far from the advertising industry generally, and these efforts will be stepped up in 1950.

Retail, regional, national-network, spot or local—we are here to help everyone who buys or sells broadcast advertising. To our members and all the broadcast industry's customers, we extend a cordial invitation to put us to work on your problems and potentialities.



THE OXYDOL SHOW
Tuesday, Wednesday, Thursday
8:15 P. M., CBS, E.S.T.

Dinah Shore

COLUMBIA RECORDS



FUTURE OF CANADIAN RADIO-TV RESTS WITH ROYAL COMMISSION

by

R. T. SNELGROVE

President, Canadian Association of Broadcasters

THE years 1949 and 1950 mark the second great milestone of Canadian radio history. In 1949, the Federal Government appointed a special five-man Royal Commission, charged with the duty of recommending, after complete investigation, a policy to set the broadcasting framework of Canada.

Mindful of the last Royal Commission on radio, which seventeen years ago recommended complete nationalization of broadcasting, the Canadian Association of Broadcasters immediately mobilized all its resources to see that the case of independent (non-government) broadcasting, was fully and fairly presented.

In September of 1949, the Canadian Association of Broadcasters presented two comprehensive briefs to the Royal Commission at its first, or Ottawa, hearings. These detailed the community service and other important work performed by the independent stations, outlined the history of broadcasting in Canada, showed the inequities and anomalies of the present radio structure, and urged the necessity for placing regulatory power in the hands of an impartial Commission or Board, rather than, as at present, in the hands of the Canadian Broadcasting Corporation which competes with the 119 non-government stations for audience and business.

Subsequently, officials of the CAB followed the Royal Commission on its tour of cities in Western Canada, Ontario, and Quebec. During these hearings on tour, greater and more complete detail of the broadcasting picture was presented in briefs submitted by individual member stations. The same policy will be followed in connection with the Royal Commission's tour of cities in the Atlantic provinces during January of 1950.

Thereafter, the Canadian Association of Broadcasters will present a final summary brief to the Royal Commission

at special sittings in Ottawa during April, 1950. This brief will outline a suggested pattern for Canadian broadcasting of the future.

Special speaking tours by officials of the Association brought the subject matter of the Commission's investigation to the attention of key clubs and groups, and organizations in various areas of Canada.

During most of the time that the Royal Commission was sitting during 1949, the Association was also confronted with the problem of the North American Regional Broadcasting Conference in Montreal. For the first time, the Association was permitted to have an observer present at this Conference. The Technical Committee, under chairmanship of Mr. George Chandler of Vancouver, engaged the services for this purpose of Mr. W. J. Bain, O.B.E., formerly of the Department of Transport. Mr. Chandler was also in attendance as a registered observer during key portions of the Conference. At the time the NARBAC recessed in December, no private station interest in Canada had been adversely affected.

Several planned fields of expansion were temporarily halted, to permit almost complete concentration on the problems posed by NARBAC and the investigations of the Royal Commission.

The biggest news in Canadian radio in 1950 will be the issue of the Royal Commission's report, probably in mid-year or later. Whether or not that report is implemented immediately by the Government, it will have a profound bearing on the future pattern of Canadian broadcasting, both in the sound and television fields. The Royal Commission investigation remains the biggest and most important job of the Canadian Association of Broadcasters; and its members are satisfied that their interests are being efficiently and fully protected.



FIBBER MCGEE AND MOLLY

for

Johnson's Wax

NBC

Tuesday Evenings

NEW ERA OF ENTERTAINMENT—TV ADVANCES ARE NOTEWORTHY

by
BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

have made possible a new instrument, called a "scintillation counter," which detects and measures atomic and nuclear radiation at a rate which the Geiger counter cannot attain.

Color Television: While black-and-white television captured the public imagination in 1949, scientists and research experts kept their thoughts on the future. They demonstrated that television can "paint" pictures electronically in color. RCA Laboratories demonstrated a new all-electronic, high-definition color television system, completely compatible with present monochrome receivers. Scientists, broadcasters and radio manufacturers heralded this new system as an important and logical forward step. Its eventual introduction as a service to the public would not obsolete existing television receivers. Black-and-white sets would continue to receive color telecasts in monochrome, without the necessity for any changes in the receivers. Viewers who would want programs in color could attach a converter to their present sets, or use a color television receiver.

Much experimental work, as well as further engineering development and exploration of the radio spectrum, will be required before color television attains the present status of black-and-white. To this end, field tests of the new RCA color system are now under way in Washington, D. C. The preliminary results have been highly encouraging.

Notable progress is being made by RCA Laboratories in the development of a color picture reproducer of the single-tube type. Perfection of this color picture tube will greatly simplify television sets of the future, because in an electronic system it will replace the three tubes now necessary to reproduce the three primary colors and will make conversion of a black-and-white receiver for reception of color programs a relatively simple matter.

The Newest Phonograph: Television, however, is only one field in which the magic of electronics is being felt. In 1949, RCA Victor introduced a new and revolutionary system of recorded music, with the phonograph further electron-

ized and embodying the fastest record-changer ever to be developed. This new and compact record-player operates at the speed of 45 revolutions per minute and achieves distortion-free quality in music picked up by a permanent sapphire point from vinyl plastic disks $6\frac{7}{8}$ inches in diameter. This RCA achievement has modernized the phonograph and added greatly to its distinction as a musical instrument, winning acclaim of music lovers and music critics alike. As the year 1949 ended, RCA was producing the new records at the rate of 20,000,000 a year to meet the public demand.

The Challenge to Advance: Like other new inventions, television and the 45-rpm Victrola phonograph have been challenged by those who resent change, by those who would impede or delay progress by clinging to the old. Nevertheless, the year's results confirmed commercially that the American public is eager to welcome improvements and advances. As with the electric light, the wireless, the automobile and the airplane, the public finally decided the fate of each. Lamp-makers cast dark glances at Edison's electric lamp, cables assailed wireless, carriage builders and blacksmiths frowned upon the automobile, the phonograph makers saw no future in radio, and the theatre belittled the movies. Now the motion pictures, theatres, and even radio itself are confronted with a new art created by science within their own fields. They must meet the challenging newcomer and advance with it or take their places in memory as old-fashioned things that constituted entertainment not so long ago.

Looking Ahead: On the threshold of 1950, the thoughts of those who would advance must be on the future, for modern science moves swiftly. To take one's eyes off the road and look back wistfully to the past, is to lose sight of the vast new opportunities ahead. RCA moves into the next 50 years determined to progress in service to the Nation and its people and to people everywhere. They will not only hear, but they will see the daily activities, the scenic surroundings and the achievements of each other, leading to the promise of greater understanding among nations.



EDGAR BERGEN WITH CHARLIE McCARTHY

CBS SUNDAY EVENINGS

FOR COCA-COLA



UPS AND DOWNS OF TELEVISION VIEWED BY TBA PRESIDENT

by
J. R. POPPELE
President

Television Broadcasters Association

NOW that the flood gates have been flung wide open and the torrent of television is gushing freely across the nation, whither is the TV industry drifting?

Television has hurdled its greatest obstacle—public acceptance. The enormity of demand for video receivers which marked the past year can be expected to increase as more cities throughout the country are supplied with a television service. Network expansion will certainly keep pace with the growth of regional service and better programming will follow in its wake.

History is repeating itself in television, since the concept of visual broadcasting parallels that of aural transmissions. The free enterprise system, bolstered by enthusiastic private capital, has proved its soundness once again. The American system of free television service has already copped first place as the best in the world.

Yet with all the progress achieved in a scant two years of expanding television service, the industry is beset with urgent problems which must be met with alacrity if a period of retrogression is not to set in.

Stated briefly, these problems include: ending the paralyzing "freeze" on new station construction; resolving the issue of color television so that this service may be integrated into the present pattern of operations with the least possible displacement, and establishing stability within the industry itself by adjusting the economics of operations to permit a well-ordered growth.

Assuming all 13 are in full swing by the spring of 1950, further expansion of television service comes to a standstill. The "freeze" which went into effect in October, 1948, remains the single serious obstacle to the future of TV broadcasting in the U. S. For while the "freeze"

remains in effect there is complete standstill of station activity, with its attendant effect on the manufacture of transmitters and the obvious slowing down in the manufacture of receivers. Furthermore, network expansion remains only regionally and the hope for coast-to-coast television flounders.

The impasse can be splintered through two courses of action: utilization of frequencies in the ultra high frequency region of the spectrum (which are basically unexplored and uncertain) or a reshuffling of assignments between the present channels six and seven (88 to 164 megacycles) to permit greater "elbow room" for TV broadcasting in the very high frequencies.

Finally, the welfare of the broadcaster himself hangs in the balance. Stability at the economic level must be achieved on the basis of the industry's ability to pay. The past year has seen television grow from the so-called provincial stage to something resembling partial national service. The upsurge of TV activity has provided boundless employment opportunities. Zealous artisans and others whose services figure prominently in TV are beginning to make their presence felt in terms that at times defy logic.

In the long haul, all equitable demands can be met, provided an orderly growth of the industry is permitted. The prime factor in the immediate future is to build solidly—and sanely—toward that day when a full-fledged television service, offering a profitable return, can be achieved. Any other approach invites not only chaos but might spell ruination. This is one case where logic and reasonableness must dominate.

The television industry has survived many trials and discouragements over the years. It can and will be a vital force in our way of life—if given half a chance.



"Be Good To Yourself"

is the wish of

DON McNEILL

TOASTMASTER OF THE

Breakfast Club

17th YEAR

**SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY**

ABC, 8 to 9 a. m., C. S. T.

SWIFT - PHILCO - GEN. MILLS



RINGING THE CASH REGISTER BY ELECTRICAL TRANSCRIPTION

by

FREDERIC W. ZIV

President, Frederic W. Ziv Company

How far should the program producer go in helping the sponsor make sales?

During the fabulous 40's when sponsors seemed to have endless dollars to spend for advertising of all kinds, ringing the cash register seemed a lead-pipe cinch. But, these are the fighting 50's and advertisers are looking for sales plans calculated to keep sales and profits at a high level. It behooves the program producer to keep a sensitive finger on the pulse of the sponsor's sales.

So today, we find the program producer going all out in his effort to make his program ring the cash register for the sponsor. Perhaps one of the most interesting promotions designed by a program producer is the recent plan offered to retail advertisers who sponsor the across-the-board 15 minute show titled *Meet The Menjous*, starring Adolphe Menjou and his wife, Verree Teasdale Menjou. This famous Mr. & Mrs. team have built a tremendous audience for sponsors of this interesting Mr. & Mrs. show. And yet, a large audience is not enough. How to make that audience patronize the sponsor, that is the problem.

Credit for the answer must go to Burger-Phillips Department Store in Birmingham, Alabama. This famous store, sponsors of the Mr. & Mrs. Menjou program, have launched a truly terrific promotion by calling their store *The Mr. & Mrs. Store*. Utilizing photographs and quotations over the signatures of Mr. & Mrs. Adolphe Menjou in their newspaper ads, in their store windows, in their floor displays, in their elevator cards, in their envelope stuffers—in fact, in every bit of promotion utilized by the store—Burger-Phillips has become Birmingham's *Mr. & Mrs. Store*, featuring "Everything for the Mr.—Everything for the Mrs."

So, we see a radio program that now

makes the sponsor's newspaper ads more effective. That's a new thought, isn't it? A radio program designed to improve the store's newspaper advertising! A radio program designed to improve the store's windows! (Giant blow-ups of Adolphe Menjou in the newest apparel appear in Burger-Phillips' windows. Giant blow-ups of Verree Teasdale Menjou pointing out household appliances appear in Burger-Phillips' floor displays).

Thus, the producer of the *Meet the Menjous* program has not stopped by merely attracting a large radio audience. He has furnished the sponsor photographs of the stars, letters from the stars, blow-ups of the stars, and a complete retail promotion kit.

How about the national sponsor? Today, many national sponsors are using television in major markets and are confining their radio efforts to non-network programs in selective markets. These national and regional advertisers, like the retail sponsors, want programs that will ring the cash register.

Thus, the producers of the *Cisco Kid* have not stopped with merely producing a great program that attracts a huge audience. They have gone all out in merchandising that program for the sponsor. *Cisco Kid* becomes not only a radio program, but a completely merchandised promotion destined to carry the sponsor's sales to ever-increasing heights.

How far should the program producer go in assisting the sponsor to achieve sales results? The answer is "All Out." The program which offers the sponsor the greatest merchandising opportunities usually is the program which rings the cash register most vehemently. Our firm, for one, will leave no stone unturned in designing merchandising slants to help the sponsor enjoy directly-traceable increased results from his radio program.



PATSY LEE

Singing star of
ABC's "Breakfast Club"

8:00 to 9:00 a.m., CST
Monday through Friday



RADIO EXECUTIVES CLUB REVIEWED BY PRESIDENT

by
JOHN KAROL
President, REC

A GROUP of time-buyers and time-salesmen, supplemented by a few others in the broadcasting business, met frequently for lunch back in 1939 and it was natural that someone suggest forming a club. Most informal in its inception, it called itself The Broadcasters Bull Sessions and its first stationery carried a bovine head as emblem. High in aspirations, earnest in purpose, and founded on close friendship and associations, from the first there was the important stipulation: don't use the club to sell your wares or your warts.

In 1941 it formalized its organization and chose the name Radio Executives Club, ran its membership to over 100, had guest speakers at its luncheons, and was on its way to its present approximately 1,000 members and the responsibilities of being a forum for industry discussions.

The purposes as laid down in the constitution of the club best describe its activities: "1. To promote and encourage the intelligent use of radio broadcasting as a medium of advertising; 2. To create a lasting fraternity of persons engaged in radio broadcasting and its allied fields; 3. To provide a common meeting place for all members of the club and their guests; 4. To promote a better understanding among members of the problems confronting the radio industry; 5. To promote the proper dissemination of information pertaining to radio which may be of mutual interest and value to club members."

All the electronic mass communication systems are considered included in the generic word radio, by the REC, which has always accorded much time and attention to television, frequency modulation and other means of broadcasting.

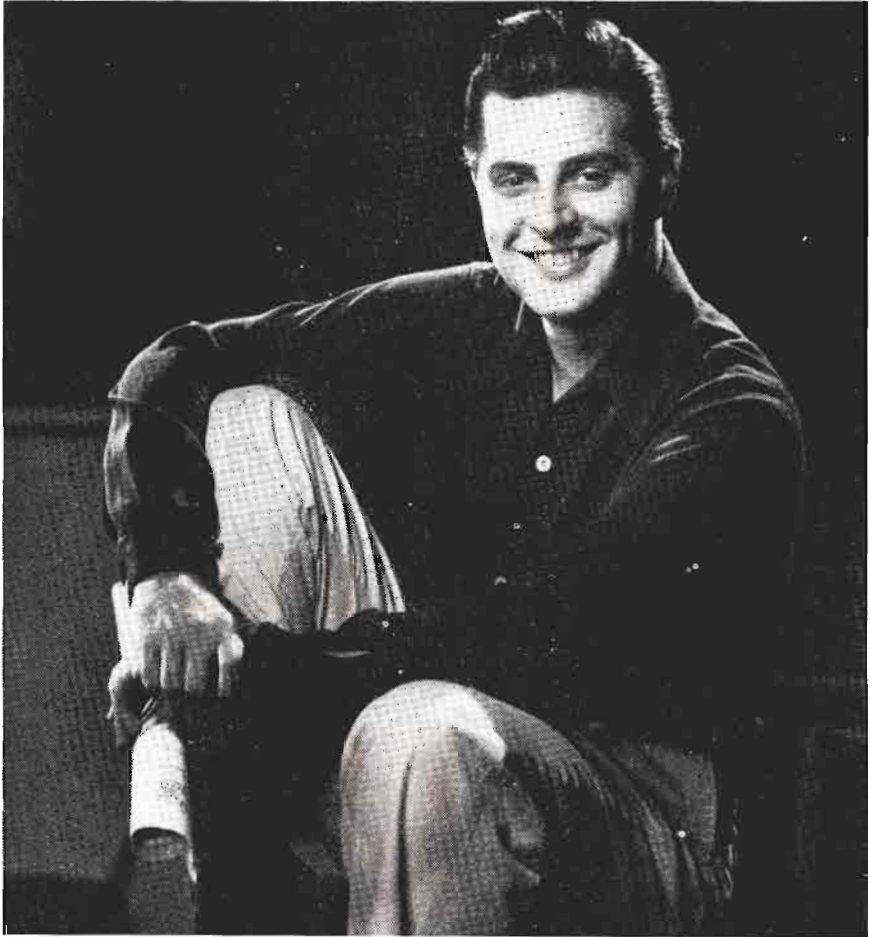
Dramatic proof of this is the well remembered Television Seminar which the Club ran in the spring and summer

of 1944. On sixteen successive Thursdays, in NBC studio 6-A several hundred members met to hear the leaders in the nascent branch of broadcasting, tell what was known, anticipated and crystal balled in television.

Each year, the members of the Club devote time and energy to a growing Christmas party whose basic function is to raise money for selected charities. Some of these have included the Army and Navy Relief Associations, the New York Times Neediest Cases, The Herald Tribune Fresh Air Fund, the Hearst Milk Fund, the New York Boys' Club, the Veterans Guidance in advertising and selling, sponsored by the Advertising Club of New York, and establishing an emergency loan fund for students at the City College of New York.

In 1949, the first REC year-book and membership roster appeared. Non-resident or associate members, most of whom attend meetings only at rare intervals, receive reports of each meeting, frequently including full transcripts of speeches given.

It is impossible to give credit to the many who have given their time and energy to the growth of the REC, who have made it a model for many similar groups in other cities, who have willingly served on the Advisory Council and the several necessary committees. Suffice to cite the fact that without this hearty co-operation of men and women in all phases of the industry, the club could not continue long. We are grateful too, for the standards and example set by the past president under whose leadership the REC has grown—the late Arthur Sinsheimer, John D. Hymes, Alman J. Taranton, Thomas H. Lynch, M. B. Grabhorn, Warren Jennings, Robert D. Swezey, William S. Hedges and Carl Haverlin.



JOHNNY DESMOND

"The G.I.'s Favorite Singer"

Singing Star of

"The Breakfast Club"

ABC — Monday through Friday
8:00 to 9:00 a.m., CST

"The Johnny Desmond Show"

for Ronson

ABC — Wednesday night
7:55 to 8:00 p.m.

M-G-M Recording Artist

Management

MCA



STORY OF RADIO PIONEERS IS HISTORY OF INDUSTRY

by
WILLIAM S. HEDGES
Retiring President, Radio Pioneers Club

IN the spring of 1942 someone discovered that H. V. Kaltenborn had been on the air for twenty years. There was something fascinating about the idea that a man could have rendered a service for twenty consecutive years in a medium which acknowledged November 2, 1920, as its birthday and as a result the inevitable happened. A dinner was given the Dean of American Commentators!

Hans Kaltenborn in a magnificent gesture of sharing his honors with others expressed the somewhat hesitant hope that perhaps there were others who had toiled in this new vineyard for a like period of time and therefore they, too, should be hailed as pioneers. During the next two or three years he found that his faint hopes were not only verified but that there were pioneers of even longer lineage than himself—that one of them—General David Sarnoff—who was thirteen years younger had served in broadcasting and its predecessor, wireless, for fifteen years longer.

This discovery was most fortunate because it gave the founder of the Radio Pioneers a tolerant view of the men and women who entered radio after the magic date of April 4, 1922 and he readily consented to the proposal that the organization maintain (until June 1951) the qualification of twenty years of service in radio for admission to the sacred portals of the Pioneers.

The rationalization in arriving at this conclusion was quite natural. Who would deny that Daniel Boone was a pioneer? Yet he didn't come over on the Mayflower; nor did he arrive with Captain John Smith but he did blaze a few trails and explore the wilderness. He, too, must be counted a pioneer.

The time requirement having been established the club got under way under the kindly ministrations of its founder, who paid all bills, published its yearbooks, arranged its annual banquets and extended (or withheld) the

invitations for membership. This happy state of affairs continued until 1947 when the burdens of an increasing membership with its volume of correspondence and the multiplicity of "things to do" pointed to the necessity of sharing of those burdens by the formalization of the club with officers, committee chairmen and an executive committee.

Mark Woods, vice-chairman of the American Broadcasting Company was elected president of the reconstituted club. Next in office was Edgar Kobak, then president of the Mutual Broadcasting System, who headed the Pioneers during the 1948-49 term.

It has been my good fortune to have been elected president of the Radio Pioneers during a year when many men and women who have had exceptionally distinguished careers in radio have become eligible for membership in the Pioneers. Thanks to the tireless efforts of Carl Haverlin, president of BMI, who is chairman of the membership committee, these newly qualified men and women as well as others who either "hadn't gotten around to it" or who "hadn't been asked" have come into the organization in droves. It is confidently expected that the membership of the club will have doubled by the end of the present club year.

Membership in the Radio Pioneers sets a man or woman apart as one who has successfully met throughout at least two decades the tests of service in a new, growing, exciting industry. There is no short-cut to becoming a Pioneer. One can make the grade only through steady, consistent effort; giving something of himself day by day; adding to the immeasurably valuable service which radio has rendered to mankind during the past generation. In joining the Radio Pioneers one becomes a member of the most select group of individuals in the radio industry because each has met the test of time and each has contributed to industry progress.



BURR TILLSTROM

WITH

KUKLA, OLLIE and FRAN ALLISON

KUKLA, FRAN and OLLIE

Musical Director JACK FASCINATO
Producer BEULAH ZACHARY
Director LEWIS GOMAVITZ

NBC TELEVISION NETWORK



COMMERCIAL VALUE OF NEWS STRESSED BY RADIO NEWSMEN

by

SIG MICKELSON

Past President of NARND

THE year 1949 will surely be recognized as one of radio's great years. In radio news there were no news stories to compare with the big breaks of the war years, nor was there anything particularly spectacular that occurred, but it was a year of steady and certain progress toward a common goal—better news for more listeners.

As 1950 opens, the list of stations employing competent news personnel to report, edit and broadcast their news is much larger than it was twelve months ago. News has established itself as a prime profit maker within the station's structure. And public acceptance is established beyond question.

As a new year opens, however, news as broadcast by radio stations still has a number of very obvious shortcomings. Before radio can take time to pat itself on the back, it needs to see to it that more trained personnel is employed to work at more radio stations; it needs to improve the competence of the personnel now working in news; it needs to build a common front against persons who refuse to open up their sources of news and against those who dry up the sources now open; it needs to build unified support for the maintenance and expansion of the concept of press freedom in the United States; and within its own organization it needs more understanding from management both of its profit making potentiality and its impact on listeners.

The Association has made a particular point during the past year of emphasizing to the radio industry the profit-making capabilities of a sound news operation. It has been pointed out to management that not only do expenditures on thoroughly competent news departments return substantial dividends, but that in many cases the percentage of profits rises in direct proportion with the amount of money expended in the maintenance of the department.

In connection with its efforts to convince management of the financial wisdom of maintaining sound news operations, NARND has used the opportunity to point out the by-products of aggressive local news organization; by-products which include better community relations, prestige for the station and improved station morale.

Outside the structure of the station itself, NARND has carried on a concerted campaign to improve the quality of the raw material from which news broadcasts are built. A committee on press associations issued two reports during the year. Both of them critical analyses of the reports of the four press associations serving radio stations. The criticism was not entirely adverse. Praise was given where committee members thought it was deserved and likewise errors were pointed out where the committee felt it was necessary.

The press associations uniformly took the reports in good spirit and there has already been considerable evidence that the NARND criticisms were taken seriously and followed by steps to correct what NARND members described as faults.

Plans for the Association's work during the 1950 year are elaborate. They include continued operations in the fields described above, as well as further efforts to achieve the basic objective of better and more profitable news in more radio stations. Execution of those plans is up to a new slate of officers headed by a very competent 1950 president, Jack Shelley of WHO, Des Moines.

The new officers inherit a legacy of good will and support from the NARND membership, from the press associations, the trade press and scores of station managers. It looks now as if 1950 should be a better year than 1949.



**SMILIN'
ED McCONNELL**

BROWN SHOE COMPANY

8th Year

NBC

MANTLE LAMP COMPANY

24th Year

ABC

28th Radio Anniversary

May 30th, 1950



TV PRODUCTION SOARING —RECORD YEAR FORECAST FOR '50

by

FRANK M. FOLSOM

President, Radio Corporation of America

THE spectacular rise of television is without precedent in America's industrial history and the resulting effects on the national economy already are far-reaching. After only three years of production the relatively new industry is consuming vast amounts of raw materials, and tens of thousands of workers are finding employment in converting these materials into television set components and sub-assemblies.

To much the same degree, the social implications of television's wide acceptance already are becoming apparent. There is evidence to show that television is becoming an influential factor in establishing closer family relationships. Moreover, people have an innate desire to see, as well as hear subjects of entertainment, education and news, and television comes closer than any other medium to fulfilling this basic human want.

The reasons for the public's enthusiastic and wholehearted acceptance of television as a fundamental addition to home life are clear:

1. High standards of performance and value adhered to by most manufacturers in the television industry.

2. Rapid increase in the number, variety, and quality of television programs.

The outlook for television in 1950 is exceptionally good. The industry may be expected to produce and sell between 3,500,000 and 4,000,000 video receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7,000,000. The potential television audience will then number at least 25,000,000 persons.

To achieve new production records in 1950, industry reports indicate that capacity will be increased by nearly 50 per cent. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of

component parts manufacturers to keep pace with demand.

Telecasters, stimulated by the public's keen interest, stepped up the number and quality of programs in 1949. Improvements were made and new ideas were tried out. During the evening, the viewing audiences, especially in New York where seven stations are on the air, are finding it increasingly difficult to choose between the many fine programs being offered. As a result, the demands on artists and performers of all types are increasing. This condition is certain to bring about better programs, greater variety, and higher levels of entertainment.

While the progress of television held the spotlight during the past year, sound broadcasting steadily advanced. Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8,000,000 and 10,000,000 radio receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6,000,000 to 8,000,000 radio sets a year for an indefinite period in the future.

In the phonograph field, the outstanding even of 1949 was RCA Victor's introduction of the revolutionary new 45-rpm system of recorded music. As more and more people became acquainted with the quality, convenience, and economy of this new system, its public acceptance soared. In October, only seven months after the "45" was introduced, the new records were being produced and sold at the rate of 20,000,000 a year and the new record players at the rate of 65,000 a month.

The progress of the 45-rpm system provides ample justification for the prediction that it will be the standard of the industry within five years.



JO STAFFORD

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.

CAPITOL RECORDS



FRANCE AND WORLD-WIDE RADIO; A PLAN FOR TODAY AND TOMORROW

by

SHELLEY DOBBINS

**Director of Public Relations for the French Broadcasting
System of North America**

ALTHOUGH there was no great celebration, the 20th of August last year was a very important day to the people of France. It was the fifth anniversary of the Liberation of French Radio—an exciting, yet little known story outside of France.

It was less than a week before the Liberation of Paris in 1944, that a group of men from the French Resistance stole into a studio of the Vichy Radio Building and electrified the French radio audience with, "This is the voice of Free French Radio!" They had heard the voice of Pierre Crenesse, one of the most famous in France. With Nazi guns and tanks all around them they held that studio. That night Crenesse issued a call to arms. Telling them of the struggle yet to come, he asked his listeners to continue their great sacrifices until final victory.

After Liberation, France began to compute the cost of victory. Radio, a war essential, had been completely destroyed by the fleeing Germans as well as by the advancing Allied Forces. But before the last German had been rounded up, skeleton crews of engineers were out in the field repairing transmitters. Indoors, plans were under way to create an International Exchange Bureau to re-establish contact with the more than 30 nations formerly receiving short-wave transmissions before June of 1940. Today, French Radio has not only been completely re-built but contains all the latest equipment. And French Television promises to take its place among the finest in the world. At the head of the International Exchange Bureau is Jacques Manachem, whose weekly programs from Paris are now broadcast in 25 languages. To Manachem and Vladimir Porché, Director of all Radio in France—and one of the most capable in radio circles—the four years of occupation proved conclusively the necessity of radio.

The greatest help in the field of International Radio came from America, which at the same time presented Radio Diffusion Francaise (R D F) with its greatest challenge. To bring to 100 million listeners programs of high calibre and still increase understanding between the United States and France. In 1948, the position of Director of the French Broadcasting System in North America was taken over by Pierre Crenesse, who had rallied his countrymen to greater action during the last days of struggle. Less than 30 years of age Crenesse continued and expanded RDF's international plans and the challenge has been met successfully with the following five weekly shows transcribed in Paris: *Songs of France*; *Gai Paris*; *Five Centuries of French Music*; *French in the Air*; and *Bonjour Mesdames*.

Latest step in RDF planning is the creation by Crenesse of the symbolic International Goodwill Network, linking all of the 220 stations carrying RDF programs. Its aim: To promote better understanding by overcoming the language barriers, which to date no one has ever really tackled. Member stations have been preparing programs in French, telling about their section of America—their farmers, factory workers, students, even the type of music preferred. At the last counting over 220 radio stations have availed themselves of these non-commercial programs in 41 states, Alaska, Canada, Panama, Puerto Rico, Hawaii, and the Philippines.

France has learned the truth the hard way. There can be no peace without real understanding and no real cooperation without mutual regard. The French have had to learn the meaning of Free Radio by existing without it for four years. To keep it from happening again, they have put their faith in the power of International Radio to help forge an international and a lasting Peace.

The People who live in the Burns house . . .



GEORGE and GRACIE

Now on C.B.S.

FOR

Amm-i-dent Tooth Paste

Wednesday Nights



LATIN AMERICAN RADIO FOLLOWS U. S. TRENDS

by

CARLOS GUTIERREZ RIANO

Radio Coordinator, McCann-Erickson, N. Y., Foreign Department

PERHAPS the most important single factor in Latin American radio is the fact that it closely follows almost all the trends that predominate this country's radio thinking as each new phase comes along. Ample proof of this fact is evident at this very moment. For give-away shows and all kinds of audience participation shows are enjoying ever-increasing popularity in Latin America. Unlike this country, this type of show has not reached the peak of its popularity in Latin America which shows that Latin American radio does follow our radio; but that there is a slight time lapse each time.

The actual time at which the upsurge of give-aways came about in Latin America can be very definitely pinpointed to a certain time period. This time period was when "Stop The Music" and other shows of its type became so tremendously popular. Naturally enough, reverberations of this event reached into radio circles in Latin America and thus the give-away programs in those countries greatly increased in number.

In this way, American trends influence Latin American radio thinking. Coinciding with the give-away craze, Latin American radio has taken up all kinds of audience participation radio and is doing scores of locations shows. On this type of show, they have found that they can merchandise and actually sample the sponsor's products over the air by trying out sampling ideas with their audience. This kind of showmanship is particularly suitable to Latin America, for, as a general rule, people in those countries will gather in great crowds to hear any show that is presented.

Another outgrowth of stimulating American radio in Latin America is shown in the preponderance of soap operas. When the day time serials took such a firm hold on the American public, Latin American radio executives im-

mediately began programming shows of a like nature in their countries. At first they ran translations of soap operas as written in America, but soon found out that locally-written shows were received far better by the public. And they also found out that Latin American listeners wanted each story to finish in a 13-week cycle if possible. Day time serials seldom run for scores of weeks without a final ending as they do in this country. Half-hour dramatic shows similar to the ones in this country are very popular with listeners too. However, the general content of all these dramatic shows is usually much heavier and more dramatic than our domestic brand of drama. And "soap operas" are scheduled mostly in the evening—not in the early afternoon.

Thus it is easy to see that Latin American radio almost always follows the major trends of American radio, which leads us to the latest trend in the radio industry—television. Like many other countries, the countries in Latin America are preparing for television, but it will be some time before television is actually an active factor. The only active step in this direction up till now has been made by Dr. Assis Chateaubriand of Brazil, who owns a chain of newspapers and several radio station. He has just bought a television station for Sao Paulo which will go into operation in October 1950.

Only in the future will we know whether Latin American television programming will follow American trends as much as it has done in radio.

One final observation can be made, however, on this whole subject. Radio listening is much more a part of a way of living in Latin America than in other foreign countries—certainly much more than in Western Europe and The United Kingdom where people can take radio or leave it. The Latin American can't get along without his radio.



The
PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

7:30 P. M. E.S.T.

4:30 P. M. P.S.T.



MEXICAN ET NETWORK SERVES 88 STATIONS

by

CLEMENTE SERNA MARTINEZ
President of Radio Programas De Mexico, S.A.

ON our ninth year in business I think we have the right to be proud of our Transcription Service. Here is the story of how it works.

Our sales force keeps in touch with all live program sponsors in both major stations XEW and XEQ in Mexico City. These sponsors are our natural field for good programs to be transcribed and broadcasted, later on, in some or all of our chain stations.

Other way around is to buy transcribed serials from Arte Radiofónico de México, S. A. This company has a fine production unit. If necessary, we can produce our own serials, whether musical or dramatic, but in all cases programs cannot be used outside of our chain. In all respects our policy is very sound; do not produce for any sponsor whose account is in the hands of any recognized Advertising Agency. When we do originate lone or serial programs we hire an independent producer.

For the recording process we have a good number of permanently leased telephone lines which link XEW and XEQ with our studio and lab. These lines are constantly tested and adjusted to insure high fidelity transcriptions.

Within our premises we have a studio where we can record with orchestras not above 14 men, or small dramatic casts. Our recording room is equipped with a number of machines which can be used simultaneously if so desired. We keep more machines in a special studio at XEW for emergency cases.

Copy making and close checking of each copy is routine work but we are very careful to see that each copy has an A-1 standard. We do not allow for flaws of any kind whether technical or artistic. When our inspectors find any flaw, retakes are ordered. Not a single record leaves our shipping room without a final O. K.

After each record has been approved by our Control Department it goes to the Shipping Room where it is labeled.

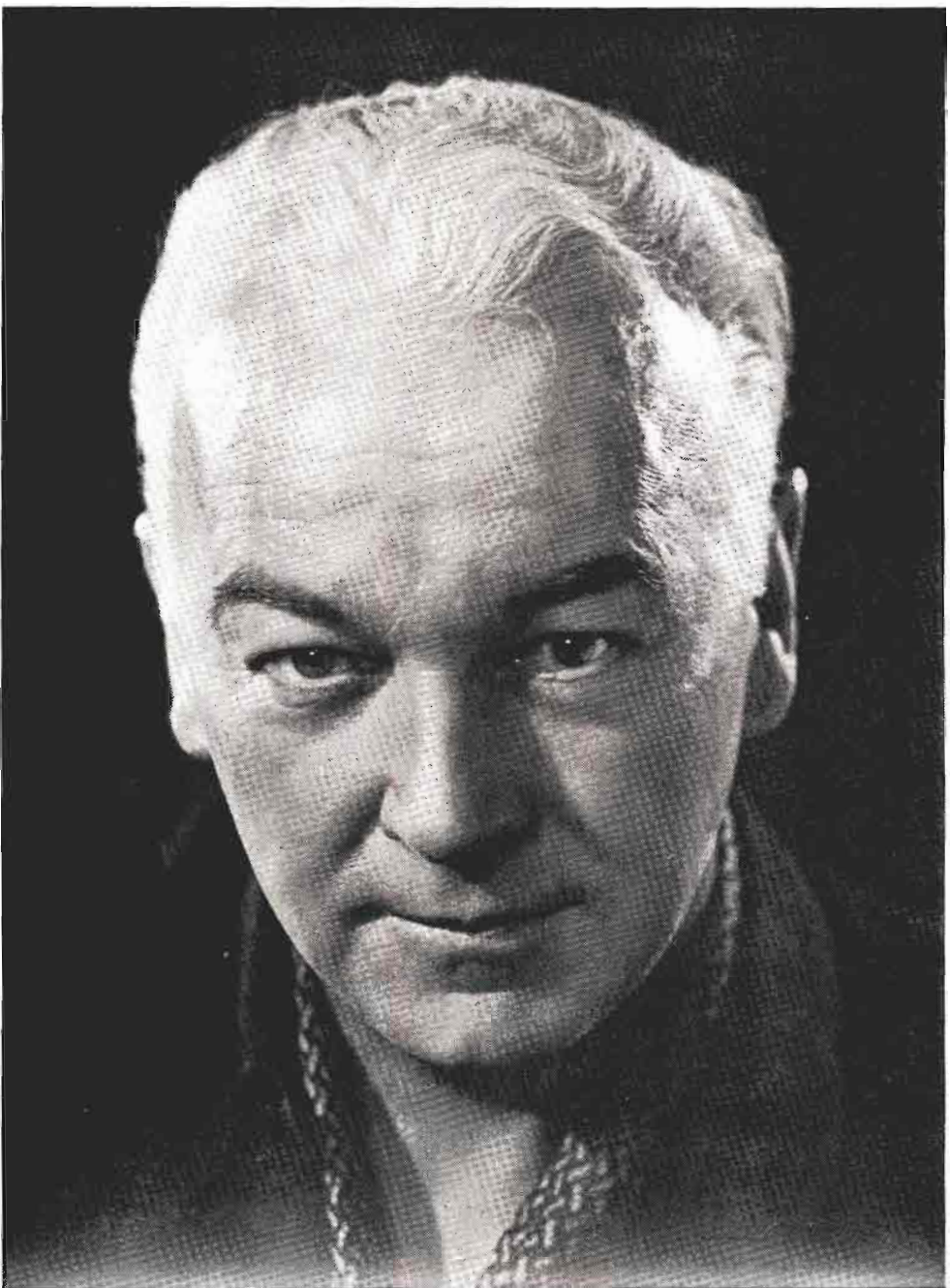
Together with the record, our Transcription Department hands to the shipping room a shipping order with the following detail: name of the serial, number of each shipping box, destination and means of transportation to be employed. As soon as the shipping takes place this order returns to the Program Department for registration and file.

Altogether we can say that our Transcription Service which covers, through different routes, all of the 88 stations in our chain, is satisfactory to all concerned. Of course, delays are unavoidable but very few. Breakage is negligible because we have developed a breakproof box and packing.

Year after year we have increased our transcription sales. Up to this date our 1949 sales, as compared to 1948, show an increase of 30.8 per cent. However, this Transcription Service represents only one section of our total business. Another one is our telephone network. This telephone network has a regular coverage of not less than 21 important cities in the country. Live sponsored programs originated either in XEW and XEQ are thus carried through telephone lines to all towns where we have affiliated stations and wire service is available.

Our present schedule runs to an average of three hours a day. All of our regular telephone network programs are night time broadcasts, sponsored by advertisers of goods or services with a nation wide distribution.

As commercial representatives of the 88 stations, which are scattered all over the country, we handle a large volume of national and international "spot" business. All and all our yearly volume of sales run up to \$5,000,000.00 pesos.



WILLIAM BOYD

"Hoppy"

UNITED NATIONS EXPANDING ITS BROADCASTING ACTIVITIES

by
DOROTHY LEWIS

(Continued from Page 43)

its TV operation with a regular series—"U. N. Case Book"—over CBS-TV. Later in the spring, during the special session of the General Assembly, a pool operation was established in cooperation with NBC and CBS TV networks. U. N. television coverage reached an all time high on U. N. Day, October 24th, when not only all TV network outlets released the Cornerstone Ceremony program, but each TV station received special slides for station breaks and kinescopes of the event sent to all member states. The inauguration of daily coverage on a commercial basis climaxed the year's growing utilization of this new medium. The Ford Motor Company sponsored this series as a public service. Thus it was possible to feature 3 hours daily coverage of General Assembly proceedings.

UNITED NATIONS DAY: United Nations Day, October 24th, afforded broadcasters everywhere, and particularly in the United States, a unique opportunity for all-out cooperation and an estimated 100,000,000 listeners were reached. The U. N. Day National Citizens' Committee's Radio Sub-Committee—under Mr. Robert K. Richards' (N.A.B.) chairmanship—mobilized the entire industry with the assistance of the Advertising Council's allocation plan and script kit, BMI and other

groups. Through the generous cooperation of RCS, transcriptions of "The Birthday Story" (narrated by Ronald Colman and featuring top U. N. personalities) produced by United Nations Radio were released to 1,800 U. S. stations and a special version shipped to all English-speaking countries.

SCROLLS TO NETWORK FOR PEACE STATIONS: To pay tribute to American broadcasters for their continuing support, Mr. Benjamin A. Cohen, Assistant Secretary-General, entertained industry leaders at a luncheon on November 16th where scrolls were presented.

Supplementary Services included during 1949—"U. N. CALLING YOU"—is the educational script service used by 250 U. S. educational stations and school services; "U. N. WOMEN BROADCASTERS BULLETIN"—now in its third year and issued monthly to 2000 women broadcasters and lay leaders throughout the world—is written by official U. N. "Observers" and edited by a committee of key women broadcasters; "LITTLE SONGS ABOUT U. N."—are transcribed one minute folksongs or jingles that tell about the United Nations through song; **QUARTERLY BOOKLET:**—United Nations Radio issues a colorful booklet to U. S. listeners, giving program listings, schedules, and generously illustrated.

UNITED NATIONS RADIO DIVISION

LAKE SUCCESS

Feldstone 7-1100, Ext. 8364

OFFICERS

Benjamin Cohen	Asst. Sec. Gen., Dept. of Public Information
Tor Gjesdal	Director, Department of Public Information
Peter Ayles	Director, Radio Division
Carlos Garcia Palacios	Deputy Director, Radio Division
W. Gibson Parker	Chief of Production
Norman Corwin	Supervisor of Special Projects
Arthur E. Barrett	Senior Broadcast Engineer

REGIONAL SUPERVISORS

Hugh Williams	European and Middle East Services
Eugenio A. Soler	Latin American Services
Mike Peng	Trans-Pacific Services
Gerald Kean	English Language Services
Dorothy Lewis	U. S. Station Relations
Caesar Ortiz	Supervisor, Radio Reports Desk



WALTER O'KEEFE

star of

"DOUBLE OR NOTHING"

NBC NETWORK
11:00 AM PST

MONDAY THRU FRIDAY
2:00 PM EST



EQUIPMENT MANUFACTURER —COMMENTS ON TV FREEZE

by
H. E. TAYLOR, JR.
Manager, Television Transmitter Division
Allen B. Du Mont Laboratories, Inc.

THE Television Industry has just completed a phenomenal year. According to our best informants, it's now a billion dollar industry—a major factor in our national economy. Over three and one-half million television sets have been produced as we enter 1950. Over two and one-half million of these sets were produced in 1949 alone. Today, 98 TV broadcast stations provide program service to over twenty million families in sixty cities. Advertisers have taken to telecasting in steadily increasing numbers and with greatly expanded advertising budgets to assure full network coverage. Smaller TV stations have gone from the red into the black, while the larger stations are beginning to see the end of the dark days. Newspaper lineage has benefited from TV, as have many sports and businesses. Yes, the effects of television have been far-reaching in this phenomenal year just closed.

Which brings this discussion around to you, and poses the significant question: Where do you fit in with this picture, Mr. Broadcaster? If you are not one of the fortunate 98 on-the-air telecasters, or the dozen or more CP holders, very frankly, you don't fit in with the picture. Equally frankly but constructively stated, you've been left at the post—a victim of political fumbling spear-headed by publicity-seeking "do-gooders" who are unconsciously, perhaps, but nevertheless placing barrier after barrier in the path of the one bright and new and oh-so-promising communications medium that can increase public service and the American standard of living.

Fifteen months ago this January, 1950, the Federal Communications Commission announced a "freeze" on the construction of television broadcasting stations for the purpose of reviewing present channel allocations and furthermore to consider the use of UHF frequencies to expand TV service to all

cities and areas of the country. We were all assured that the "freeze" action was temporary and would be lifted in about six months.

That was fifteen months ago this January, 1950! For fifteen long and precious months you've been forced to sit and watch television pass you by. Some of you have seen your more fortunate competitor inaugurate his TV service—perhaps initially laughed at his troubles and programming attempts—and then realized that he had a year's head start on you—was grabbing off the best network shows—was training your audience to watch his station—and had the significant advantage of having antennas "beamed" on his signal. Yes, the "do-gooder" was helping him to create a monopoly and beat you out!

TV is your big decision for 1950, Mr. Broadcaster. If the F.C.C. and the "do-gooders" within and without the Commission continue on their present course, you won't have television in 1950, or perhaps 1951. The public you serve will be denied a competitive service, or in most cases, will receive no service at all. It's up to you to protect the public you serve, protect your investment, and to protect your future in the broadcasting field. It's up to you to help those who know, advance and expand our national television service.

The Television Broadcast Industry can ill afford another "Clear Channel" situation, particularly with a ban on construction. You as a broadcaster can ill afford competitive monopoly, fostered by misguided "do-gooders." You can ill afford to sit by and not pitch in to bring the "freeze" to a sensible and early conclusion. You, have much at stake—have, indeed, a great deal to lose—if you do not take the necessary steps to assure the continuing growth of television. It's your future. TV or NO TV, *it's up to you!* Such is the big question that must be answered in 1950.

No. 1 Folk Recording Artist



JIMMY WAKELY

JUST FINISHED
FOX THEATRE, DETROIT

THUNDERBIRD HOTEL
LAS VEGAS, NEV.

EXCLUSIVE

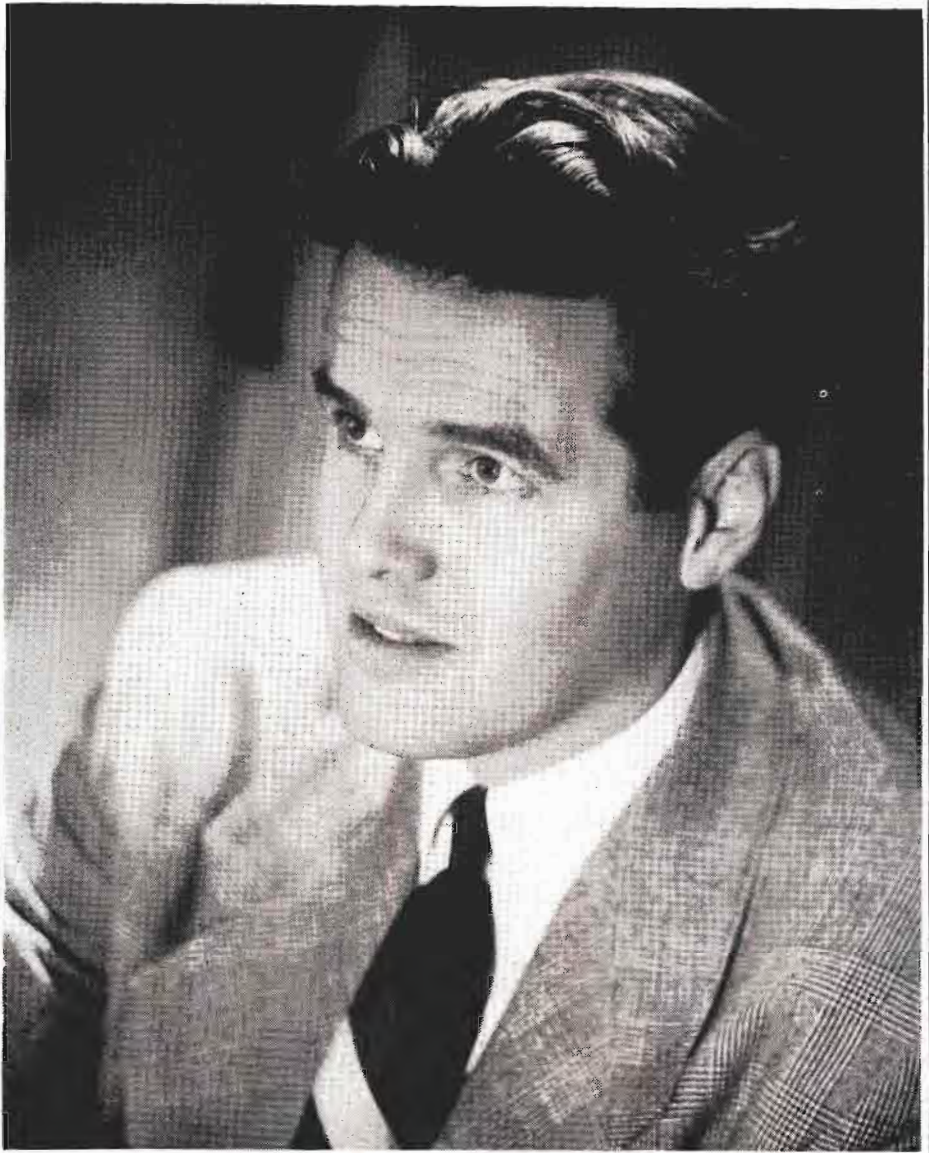


PERSONAL MGR.
CHARLES WICK

1941—GROWTH OF STATIONS—1949

<i>AM Outlets as of:</i>	<i>Licenses</i>	<i>Construction Permits</i>	<i>Special Broadcast Stations</i>	<i>Total</i>
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968
December 1948	1867	260	—	2127
DECEMBER 1949	2086	148	—	2234

** This Figure includes 5 Special Broadcast Stations.



JACK SMITH

THE OXYDOL SHOW

CBS

7:15 P.M. — EST

8:15 P.M. — PST





LIBRARY SERVICE EXPANDING AS ALL-AROUND STATION SERVICE

by

ROBERT W. FRIEDHEIM

Sales Manager, World Broadcasting System

SINCE the spring of 1949, radio stations across the country have witnessed revolutionary changes in the old concept of transcription library services. In response to the changing demands of today's economy and changing conditions in station operations at the local level, the transcription program service library has assumed a larger share of responsibility for productive, revenue building programs, a wider variety of special services, a greater contribution to the solution of many problems challenging broadcasters.

World Broadcasting System, notable leaders in the improvement of transcription materials since the early '30s, has accepted this challenge and launched a dynamic program of vital improvements in the library service field which are being enthusiastically welcomed by a rapidly expanding list of stations.

No longer do stations look upon their library service only as a source of basic musical material. Today, sparked by the series of important innovations launched by World, station managers are demanding that this library service become an all-around station service. It must hit hard and continuously as a commercial program service to produce sales at the local level. It must brighten up the station schedule and enhance local program production with startling new production aids. It must make a major contribution not only to sales and program departments but also to the continuity staff, to the sales promotion department and publicity.

The library service today must make money for its stations through sales and save money in operating costs.

World has attacked the first problem vigorously with a steady parade of new show ideas and service features—bringing to a transcription library for the first time carefully planned, comprehensive program properties. These are illustrated by outstanding star person-

ality programs like the *Dick Haymes Show*, notable musical variety shows like the *Lyn Murray Show*, shows designed to develop local personalities and artists such as the five-a-week daytime woman's program, *Homemaker Harmonies*.

In this new concept, transcription library producers can not limit themselves to a single approach to the sales problem. World recognized that programs alone are not the answer to sales and survival at the local station level. Stations must be helped by their library service to attract more participating sponsors, more advertisers seeking special service tie-ins, more revenue from spot announcements. Above all, stations must be supplied the materials for signing long term contracts to satisfy advertisers who recognize that penetration is achieved only through continuity of effort whether through programs, announcements, participation or service features.

For the first time in library history, World invaded all of these local revenue fields with fresh new ideas to stimulate sales. Programs like *Homemaker Harmonies* devoted to women's service were created to provide logical vehicles to advertisers in the fashion, food, beauty and homemaking fields. Special material was designed to make local service features like time signals and weather reports more salable and more productive. Attention-commanding devices were produced to sell long term announcement contracts to a wide variety of local advertisers.

Success of this new concept that a library service must make money for its stations in as many phases of operation as possible is demonstrated by the rising tide of sales reports from hundreds of stations sweeping back to World through its commercial department.



J. CARROLL NAISH

CBS—William Wrigley, Jr. Co.

"LIFE WITH LUIGI"

6:00 P.M., PST

9:00 P.M., EST



COMMERCIAL RADIO EXPANDING IN THE CARIBBEAN AREA

by

TOMAS MUNIZ

President, Puerto Rican Broadcasters Association

SOMEWHERE in the overcrowded island of Puerto Rico there may be a person who doesn't listen to radio every day, but it is a highly improbable possibility. The two million inhabitants of this insular territory of the United States are perhaps the most avid radio fans in the world. Exact statistics are unavailable but a casual "paseo" along city streets or an excursion up mountain sides or country lanes, will convince any observer that everyone in Puerto Rico listens to radio.

It is not that radio is new to Puerto Ricans, as a matter of fact Puerto Rico had one of the first broadcasting stations in the world with the establishment of WKAQ in San Juan in 1922, when only four other commercial stations were operating in the entire world. By 1946 there were eight stations on the island; in 1947 the number increased to seventeen. There are twenty-two operating in 1949.

The listening habits of Puerto Ricans are not difficult to analyze, especially during the baseball season. In this baseball-mad island, the play by play broadcasts of the games are listening musts.

After baseball the most popular form of entertainment is the soap opera. The soap opera has been lifted to a degree of eminence that puts it in the unique position of commanding the number one position in the night programming of most stations. Soap operas in Puerto Rico go on in the evening hours, between six and nine P.M. which is the "A" plus time.

Musical programs with popular orchestras and singers, quiz shows, newscasts and classic music, would follow roughly in that order in an analysis of listening habits.

The links that join Puerto Rican broadcasters to continental stations are strong. Three of the local stations are affiliated with the large United States networks, although language difficulties

make it difficult for them to carry continental programs. Ninety per cent of the programming in Puerto Rico is in Spanish, and most English programs are transcribed rebroadcasts of top American shows, carried by AFRS for the Army and Navy personnel, with no commercial announcements.

Many stations in Puerto Rico are members of NAB and the Puerto Rican Broadcasters Association is a member of AIR, the large Inter-American Radio Association which was founded in 1946, with the collaboration of NAB to establish closer links between the broadcasters of the 21 American Republics. In this work, Puerto Rico, privileged to have free radio, and standing half way between the two American continents, has been able to play a prominent part as a Spanish-speaking representative of the American system of broadcasting. The rights of private broadcasting have been jealously guarded by the men who run the island stations, and the insular government has followed a policy of non-interference.

Spanish speaking American broadcasters have come to stay in Puerto Rico. Men like Buck Canel who was NBC's director of programs for Latin America, Ary Moll who produced shows in NBC for its short wave department and others who had continental, Cuban and Mexican experience, have helped to bring Puerto Rican radio to its present standard of excellence.

Although most top stations in Puerto Rico have a crowded commercial schedule, a good percentage of time is devoted to public interest programs. All recognized religious groups who so request it can have time. Many hours a week are devoted to programs of public health and other educational activities and all stations work in close harmony in this direction with the Insular Government Departments.



T E D D A L E

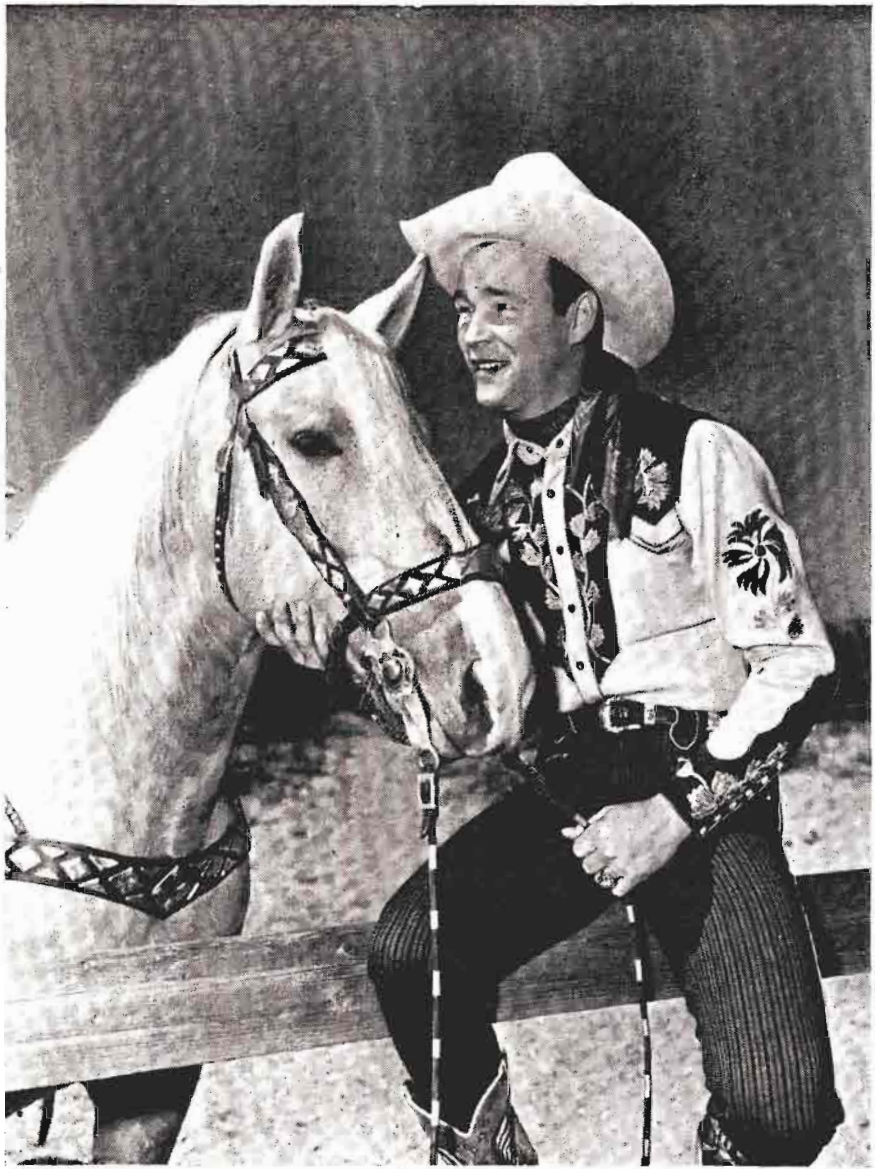
Radio Daily's Almanac of Holidays and Special Events 1950

January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
Blue Network organized (1927).
- 2: Georgia Admitted (1788).
- 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).
Battle of New Orleans (1815) Holiday in Louisiana.
- 9: Connecticut Ratified the U. S. Constitution (1788).
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 (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.
- 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).
Scotch Poet Robert Burns Born (1759).
- 26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
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 Jan., 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).



ROY ROGERS
"King of the Cowboys"
AND TRIGGER

"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 531 stations Mutual Broadcasting System
Records—RCA VICTOR Pictures—Republic 12th Year

Commercial Tie-ups
ROHR COMPANY
Beverly Hills

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Press Contact
AL RACKIN
Hollywood

Holidays and Special Events Almanac

- 4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
- 6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
- 7: Charles Dickens Born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
- 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).
- 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).
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).
- 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.
- 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 Day.
- 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: Fast 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).

AL JOLSON

Holidays and Special Events Almanac

- 25: The Annunciation or Lady 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 (1899).
- 29: John Tyler Born (1790).
- 30: Seward Day. Alaska (Not observed by Federal Employees).
- 31: Transfer Day. In the Virgin Islands.

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).
- 4: Adoption of the present American Flag's design (1818).
- 5: Elihu Yale Born (1648).
- 6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
- 7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
- 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 (North Carolina).
- 13: Thomas Jefferson Born (1743).
- 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: Adolph Hitler Born (1889).
- 21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
- 22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
- 23: James Buchanan Born (1791).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
- 24: First Newspaper Issued in America (1704).
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
- 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 (1898).
- 2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
- 6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
- 7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).



**Thanks...
a
million!**

"George Putnam's B'way to H'wood edition of 'Headline Clues' via WABD has jumped from a Pulse rating of 7.5 when it originated, to a solid 13.* This gives Putnam the highest news program rating in the history of teevee—a 3 point advantage over all other television news programs regardless of time. What makes his new rating even more amazing is the fact that he bucks, slotwise, such programs as 'We the People,' 'Man Against Crime,' 'The Ruggles,' wrestling and televised films. Typical of reasons for the show's heavy popularity is the fact that it's always right on top of spot news. Example was the clean newsbeat he scored on the Yonkers missing girl story last week and the follow-up he gave it with appearances of the detective who found her. Show is produced by Gerry Gross and edited by Norman Baer and Eddie Higgins. Stanza, incidentally, has the lowest point for dollar price on a rating basis in television."

SID WHITE --Radio Daily, Tuesday, January 17, 1950.

And especial thanks to Dumont's

Commander Mortimer W. Loewi — Chris Whitting — Jim Caddigan
and my own gang

Gerry Gross
producer

Eddie Higgins
news editor

Pat Fay
director

GEORGE PUTNAM

* February Rating 14.0

Holidays and Special Events Almanac

- 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).
Mothers-Day, second Sunday in May.
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation Granted Charter (1913).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
- 17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
- 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).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
- 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).
- King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
- 7: Daniel Boone Day (Kentucky).
- 8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columbia.
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 Day. Celebrates the birthday of 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 invitation 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 U. S. (1846).
- 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.
Father's Day, 3rd Sunday in June.
- 21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
- 22: Bolivar Day (Canal Zone).
- 23: Penn Signs Peace Treaty With Indians.
- 24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

June

- 1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).

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Holidays and Special Events Almanac

- 25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
- 26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
- 27: Hellen Keller Born (1880).
- 28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals Born (1858).
St. Peter's Day.
- 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 overwater) Bikini (1946).



July

- 1: Battle of San Juan Hill.
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 (1883).
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).
- 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 underwater) Bikini (1946).
- 26: George Bernard Shaw Born (1856).
Sergei 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.
- 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 De Loyola.

AIR FEATURES, Inc.

347 MADISON AVENUE

NEW YORK CITY

Holidays and Special Events Almanac

August

- 1: Colorado Day.
Beginning of World War I (1914).
- 2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
- 6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
- 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).
- 14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
- 18: Virginia Dare Born (1587).
- 19: National Aviation Day.
Orville Wright Born (1871).
- 20: Benjamin Harrison Born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy Born (1862).
- 23: Oliver Hazard Perry Born (1785).
- 24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin 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 Electric Power Station in World in New York (1882).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.
First Battle of the Marne (1914).
- 7: James Fenimore Cooper Born (1789).
- 8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
- 11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
- 12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
- 13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
- 16: Russians Burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capital 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).

LOUIS G. COWAN, INC.

NEW YORK
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CHICAGO
8 S. Michigan Avenue
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RANdolph 6-2022

Holidays and Special Events Almanac

- 19: Washington issued his farewell address to people of U. S. (1796).
- 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).
- 25: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
- 27: American Indian Day (4th Friday).
- 28: George Eugene Benjamin Clemenceau Born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).



October

- 1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
- 2: Ferdinand Foch Born (1851).
Mahandas Gandhi Born (1869).
- 3: Religious Education Week. First full week in Oct.
- 4: Rutherford B. Hayes Born (1822).
- 5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
- 6: 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).
Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).

- 12: Columbus Day.
- 14: William Penn Born (1644).
- 15: First public demonstration of ether as an anesthetic. Mass. 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 set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
- 19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt Born (1845).
- 24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
- 26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
- 27: Navy Day.
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).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Phillip Sousa Born (1854).
- 5: Guy Fawkes Day (English).
U. S. General Election Day.
- 6: John Phillip Sousa Born (1854).
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
American Art Week.
- 7: Marie Sklodowska Curie Born (1867).

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Holidays and Special Events Almanac

- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
- 9: Great Fire in Boston (1872).
American Education Week.
- 10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
- 11: Armistice Day, World War I.
Washington Admitted (1889).
- 13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
- 14: Robert Fulton Born (1765).
Book Week.
- 15: Pikes 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).
- 19: 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).
- 11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
- 12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787).
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
- 15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
- 17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
- 18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
- 19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
- 20: First Electric Lights on Broadway (1880).
- 21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
- 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, 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 Calif. 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.

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).
- 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).

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AM Radio Stations

WBXN	MElrose	5-0333
WCBS	Plaza	5-2000
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGBB	FReeport	9-1400
WHLI	OLympia	8-1100
WHOM	CRircle	6-3900
WINS	BRyant	9-6000
WJZ	TRafalgar	3-7000
WKBS	OYster Bay	6-2500
WLIB	ORegion	9-2720
WMCA	CRircle	6-2200
WMGM	MURray Hill	8-1000
WNBC	CRircle	7-8300
WNEW	Plaza	3-3300
WNYC	Worth	2-5600
WOR	LONGacre	4-8000
WOV	CRircle	5-7979
WQXR	CRircle	5-5566
WWRL	NEWton	9-3300

FM Radio Stations

WABF-FM	TEmpleton	8-5400
WCBS-FM	Plaza	5-2000
WFAS-FM	White Plains	9-6400
WGHF	LExington	2-4927
WGNR	New Rochelle	6-8220
WGYN	BOWling Green	9-4054
WHLI-FM	OLympia	8-1100
WJZ-FM	TRafalgar	3-7000
WMGM-FM	MURray Hill	8-1000
WNBC-FM	CRircle	7-8300
WNYC-FM	Worth	2-5600
WOR-FM	LONGacre	4-8000
WQXR-FM	CRircle	5-5566

TV Stations

WABD	MURray Hill	8-2600
WATV	BARclay	7-8216
WCBS-TV	Plaza	5-2000
WJZ-TV	TRafalgar	3-7000
WNBT	CRircle	7-8300
WOR-TV	LONGacre	4-8000
WPIX	MURray Hill	2-1234

National Networks

American Broadcasting Co.	CRircle	7-5700
Columbia Broadcasting System	Plaza	5-2000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	PEnnsylvania	6-9600
National Broadcasting Co.	CRircle	7-8300

Station Representatives

ABC Spot Sales	TRofalgar	3-7000
Avery-Knodel, Inc.	Plaza	3-6513
John Blair & Co.	MURray Hill	9-6084
Blair-TV, Inc.	MURray Hill	9-6084
Guy Bolam	ALgonquin	4-7881
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	MURray Hill	6-1860
Burn-Smith Co., Inc.	MURray Hill	2-3124
Thomas F. Clark Co., Inc.	MURray Hill	4-6317
Clark-Wandless Co.	ORegion	9-1575
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	MURray Hill	2-7270
Everett-McKinney, Inc.	Plaza	9-3747
Free & Peters, Inc.	Plaza	9-6022
The Friedenber Agency, Inc.	Plaza	7-7655
Melchor Guzman Co., Inc.	CRircle	7-0524
H-R Representatives, Inc.	MURray Hill	9-7463
Headley-Reed Co.	MURray Hill	3-5467
George P. Hollingsbery Co.	ORegion	9-2660
Hal Holman Co.	MURray Hill	3-3421
The Katz Agency, Inc.	WIsconsin	7-8620
Joseph Hershey McGillyra, Inc.	MURray Hill	2-8755

Robert Mecker Associates, Inc.	MURray Hill	2-2170
National Bcstg. Co. (Spot-Local Sales)	CRircle	7-8300
Pan American Bcstg. Co.	MURray Hill	2-0810
John E. Pearson Co.	Plaza	8-2255
John H. Perry Associates	MURray Hill	4-1647
Edward Petry & Co., Inc.	MURray Hill	2-4400
Ra-Tel Representatives, Inc.	MURray Hill	4-2549
Radio Sales (Div. of CBS)	Plaza	5-2000
William G. Rambeau Co.	LExington	2-1820
Paul H. Raymer Co., Inc.	MURray Hill	7-6540
Taylor-Boroff & Co., Inc.	PEnnsylvania	6-6857
Transit Radio, Inc.	MURray Hill	8-3780
The Walker Co.	MURray Hill	3-5830
Weed & Co.	MURray Hill	7-7772
Adam J. Young, Jr., Inc.	MURray Hill	9-0006

Advertising Agencies

N. W. Ayer & Son, Inc.	CRircle	6-0200
Badger & Browning & Hersey	CRircle	7-3719
Ted Bates, Inc.	CRircle	6-9700
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	MURray Hill	8-1100
Bermingham, Castleman & Pierce	LExington	2-7550
The Biow Co., Inc.	Plaza	7-4100
Brooke, Smith, French & Dorrance	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	CRircle	7-7660
Buchanan & Co., Inc.	BRyant	9-7900
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	MURray Hill	8-3190
Cecil & Presbrey, Inc.	Plaza	5-8200
Compton Advertising, Inc.	CRircle	6-2800
Cunningham & Walsh, Inc.	MURray Hill	3-4900
Dancer-Fitzgerald & Sample, Inc.	MURray Hill	8-1600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford & Shenfield, Inc.	BRyant	9-0445
Donahue & Co., Inc.	COLumbus	5-4252
Roy S. Durstine, Inc.	CRircle	6-1400
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co., Inc.	MURray Hill	5-1900
Federal Advertising Agency, Inc.	MURray Hill	8-4200
Foote, Cone & Belding	Plaza	5-6600
Fuller & Smith & Ross, Inc.	MURray Hill	6-3600
Gardner Advertising Co.	COLumbus	5-2000
Geyer, Newell, & Ganger, Inc.	Plaza	5-5400
Grey Adv. Agency, Inc.	CHickering	4-3900
The M. H. Hackett Co.	CRircle	6-1950
Hicks & Graist, Inc.	MURray Hill	3-9135
Hirshon-Garfield, Inc.	Plaza	7-6300
Robert Holley & Co., Inc.	CRircle	7-3822
Charles W. Hoyt Co., Inc.	MURray Hill	2-0850
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	ORegion	9-4440
The Joseph Katz Co.	Plaza	5-2740
Kayton-Spiro Co., Inc.	LONGacre	5-5090
Kenyon & Eckhardt, Inc.	Plaza	3-0700
Kiesewetter, Wetterau & Baker, Inc.	LExington	2-0025
Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	CRircle	6-3200
C. J. LaRoche & Co., Inc.	Plaza	5-7711
Al Paul Lefton Co., Inc.	VANDerbilt	6-4340
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Marschalk & Pratt Co.	VANDerbilt	6-2022
J. M. Mathes, Inc.	LExington	2-7450
Maxon, Inc.	WHITehall	3-2860
McConn-Erickson, Inc.	Judson	6-3400
C. L. Miller Co.	MURray Hill	2-1010
Emil Mogul Co., Inc.	COLumbus	5-2482
Morey, Humm & Johnstone, Inc.	BRyant	9-5950
Morse International, Inc.	ORegion	9-4600
Peck Adv. Agency, Inc.	Plaza	3-0900
Podlar & Ryan, Inc.	Plaza	5-1500
Progressive Radio Adv. Co.	MElrose	5-5522
Redfield-Johnstone, Inc.	Plaza	3-6130
Fletcher D. Richards, Inc.	CRircle	7-6383
Arthur Rosenberg Co., Inc.	CHickering	4-4420
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	9-6810
Street & Finney, Inc.	WATkins	4-8510

Sullivan, Stauffer, Colwell & Bayles	ORegion	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
William Warren, Jackson & Delancy	Judson	6-0350
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	8-0073
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	LEXington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	LEXington	2-6611

TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	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
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

Talent Agencies

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	Chickering	4-3956
Redenick Bros. Artists Corp.	Murray Hill	7-2033
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	ELdorado	5-1076
Bob Kerr	COLUMBUS	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Plaza	9-7500
A. T. Michaud	Circle	7-2900
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	Circle	7-2160
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Franklin H. Small	Judson	6-0123
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

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
AFRA	Vanderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	WHIThall	3-8000
Institute of Radio Engineers	REGent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	COLUMBUS	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	COLUMBUS	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Plaza	5-2700
Alton Alexander Productions	LORrainc	8-3100

Ambassador Films, Inc.	JUDson	6-2680
American Institute Food Products	MURray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LONGacre	3-7290
Jack Barry Productions Inc.	MURray Hill	9-6199
Basch Radio & TV Productions	MURray Hill	2-8877
Bass & Co., Inc.	Whitehall	3-0580
V. S. Becker Advtg. Service	LUXemburg	2-1040
Beltone Recording Corp.	LUXemburg	2-2920
Ford Band Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	WISconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemat, Inc.	MURray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
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	5-2303
Roy DeGroot, Consultants, Inc.	MURray Hill	7-9149
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	PENnsylvania	6-9557
Edward H. Ford	LUXemburg	2-5188
Allen A. Funt Radio Productions	MURray Hill	5-1211
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	COLUMBUS	5-4888
Harry S. Goodman Radio Productions	Plaza	5-6131
Les Hafner & Co.	Plaza	3-4840
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILLinois	9-6729
Ted Hudes Radio Productions	MURray Hill	2-0276
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond Corp.	Plaza	9-4770
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Bob Loewi Productions, Inc.	MURray Hill	8-2600
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Pictures Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	Circle	7-2160
Murphy-Lillis Productions, Inc.	MURray Hill	6-2142
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Associations, Inc.	Plaza	7-1111
Procter Productions, Inc.	JUDson	6-4360
Radio Artists Corp.	MURray Hill	8-0944
Radio Events, Inc.	MURray Hill	7-1669
Radio Features of America	LUXemburg	2-5130
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	OREgon	9-3550
Roberts Radio, TV Stage & Screen Studios	JUDson	6-0076
Rackhill Radio	Plaza	9-7979
Bernard L. Sackett TV Productions	LUXemburg	2-1690
Bernard L. Schubert, Inc.	MURray Hill	8-0944
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Richard Strout Productions	MURray Hill	2-6924
Irvin Paul Suids, Inc.	Templeton	8-7025
Telemated Cartoons	MURray Hill	6-8933
Television Screen Productions, Inc.	MURray Hill	2-8877
Torchlight Productions	WISconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino Inc	Circle	6-4575
Video Associates, Inc.	Plaza	3-7966
Chick Vincent Co.	ELdorado	5-0734
Van Baumann Studio	RHInelander	4-5508
Proger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	MURray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wynn Wright Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-7800
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	ROckwell	2-7756
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MHigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBassador	2-1128
WEFM	STATE	2-1357
WEMS	Financial	6-2551
WMOR	ANdover	3-6050
WOAK	SACramento	2-6272
WXRT	WHitehall	4-1711

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-7800
WGN-TV	Financial	6-0011
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-7800
Columbia Broadcasting System	WHitehall	4-6000
Kcystone Broadcasting System	STATE	2-4590
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

John Blair & Co.	SUperior	7-8659
The Branham Co.	CENtral	6-5726
Burn-Smith Co.	CENtral	6-4437
Capper Publications	CENtral	6-5977
Crosley Broadcasting Corp.	STATE	2-0366
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
The Katz Agency	CENtral	6-4006
Joseph Hershey McGillvra	STATE	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CENtral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	FRanklin	2-2359
John H. Perry Associates	HARRison	7-8085
Edward Petry & Co.	DElaware	7-8600
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CENtral	6-1742
William C. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	Financial	6-1600
Auspitz & Lee	WABash	2-0315
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDO	SUperior	7-9200
Gordon, Best, Co., Inc.	STATE	2-5060

Hill Blackett & Co.	STATE	2-0950
Bozell & Jacobs, Inc.	CENtral	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DElaware	7-5522
Leo Burnett Co., Inc.	CENtral	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Doremus & Co.	CENtral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Gunther Low, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan	CENtral	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Maxon, Inc.	WHitehall	4-1676
C. L. Miller Co.	CENtral	6-1640
Mitchell-Faust Advertising Co.	STATE	2-6610
Needham, Louis Brorby, Inc.	STATE	2-5151
Presba, Fellers & Presba	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
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STATE	2-7369
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Brodley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RAndolph	6-2022
Chartoc-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CENtral	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STATE	2-8999
Green Associates	CENtral	6-5593
Wendell Hall Music Maker Prod.	GRaceland	2-6418
Hollywood Recorded Features, Inc.	LONGbeach	1-6730
William Morris Agency	STATE	2-3632
Jewell Radio Productions	Financial	6-4474
Beulah Karney, Inc.	STATE	2-5060
Herbert S. Laufman	WEBster	9-2302
Les Lear Productions Corp.	ANdover	3-7233
Art Linick Enterprises	SUperior	7-3311
Manogram Radio Programs, Inc.	ANdover	3-7169
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STATE	2-3153
Hol Tate Radio Productions	SHeldrake	3-0880
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STATE	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

News Agencies and Ass'ns.

Associated Press	STATE	2-7700
International News Service	ANdover	3-1234
Press Association, Inc.	STATE	2-4581
Transradio Press Service	STATE	2-7904

RADIO DAILY	ANdover	3-6050
United Press	RAndolph	6-4172

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KECA	HUdson 2-3141
KFAC	DUNkirk 4-1231
KFI	DUNkirk 2-2121
KFMV	Hillside 7406
KFOX	MADison 2247
KFVD	DUNkirk 8-2345
KFWB	HEmpstead 5151
KGER	MADison 2551
KGFJ	Hillside 0201
KGIL (San Fernando)	STANley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHARleston 5-2388
KLAC	HUdson 2-7311
KMGM	TEXas 0-3311
KMPC	HOLlywood 9-5341
KNX	HOLlywood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUCKer 7111
KUSC	Richmond 7-2295
KVUN	HOLlywood 5771
KVVC	MICHigan 4784
KWIK (Burbank)	CHARleston 0-2111
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUdson 2-3141
KKI-FM	DUNkirk 2-2121
KFMV	Hillside 7406
KHJ-FM	HUdson 2-2133
KKLA-FM	DUNkirk 8-7793
KMGM	TEXas 0-3311
KMPC-FM	HOLlywood 5341
KRKD-FM	TUCKer 7111
KUSC	Richmond 7-2295

Television Stations

KECA-TV	NORmandy 3-3311
KFJ-TV	DUNkirk 2-2121
KLAC	HUdson 2-7311
KNBH	HOLlywood 9-6161
KTLA	HUdson 2-2301
KTSL	HUdson 2-2133
KTTV	HUdson 2-1301

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
Don Lee Broadcasting System	HUdson 2-2133
Mutual Broadcasting System	HUdson 2-2133
National Broadcasting Co.	HOLlywood 9-6161
United-Pacific Network	EXposition 1339

Station Representatives

American Jewish Broadcasting	NORmandy 2-5546
Avery-Knodel, Inc.	TUCKer 2095
Walter Biddick Co.	Richmond 6184
John Blair & Co.	GRAnite 6103
Blair TV, Inc.	GRAnite 6103
Bolling Co., Inc.	GLADstone 8045
The Branham Co.	DUNkirk 8-8158
Howard C. Brown Co.	HOLlywood 9-6045

Burn-Smith Co., Inc.	Richmond 6184
F M Repts., Inc.	Hillside 2450
Forjoe & Co.	DUNkirk 2-1171
Free & Peters	HOLlywood 9-2151
Gene Grant & Co.	YORk 8812
W. S. Grant Co.	VANDyke 6341
Irene Griffith Co.	HUdson 2-7391
Headley-Reed Co.	Hillside 7738
George P. Hollingsbery	MADison 6-3633
The Katz Agency	TUCKer 3219
Keenan & Eickelberg	DUNkirk 2-8458
Joseph Hershey McGillvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLlywood 9-5408
NBC-KNBH Spot Sales	HOLlywood 9-6161
Benton Paschall Co.	HOLlywood 9-5237
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	MICHigan 8729
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	DUNkirk 9-8281
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	Hillside 8611
Western Radio Sales	GRAnite 0656

Advertising Agencies

Abbott Kimball Co., Inc.	DUNkirk 7-7305
Ad Associates	TUCKer 5713
R. H. Alber Co.	HOLlywood 9-8273
Allied Advertising	DUNkirk 7-7331
Anderson-McConell	WEBster 8139
Associated Advertising Agency, Inc.	DUNkirk 8-3145
Atherton Advtg.	WEBster 3-3488
N. W. Ayer & Son	HEMPstead 4871
Ball & Davidson, Inc.	YORk 7947
Banning Co.	DUNkirk 8-3456
Bass-Luckoff of Hollywood	BRAdshaw 2-3396
Ted Bates, Inc.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood 9-7337
(Los Angeles)	WEBster 1-1234
Beaumont & Hohman, Inc.	MADison 9-2676
Benton & Bowles, Inc.	Hillside 9151
Berghoff Associates, Inc.	BRAdshaw 2-2625
Biow, Inc.	Hempstead 2377
W. Earl Bothwell, Inc.	GRAnite 6114
Botsford, Constantine & Gardner	VANDyke 0796
Brisacher, Wheeler & Staff	WEBster 8143
Buchanan & Co.	DUNkirk 8-2313
Leo Burnett Co., Inc.	DUNkirk 8-8131
Campbell-Ewald Co.	Richmond 6204
Cecil & Presbry, Inc.	Hempstead 2324
Coleman-Jones	MADison 6-5869
Compton Advertising, Inc.	HOLlywood 9-8107
Cunningham & Walsh, Inc.	GRAnite 6131
Dancer, Fitzgerald & Sample, Inc.	HUdson 2-3256
Davis, Harrison, Simmonds	HUdson 2-2311
Roy S. Durstine Inc.	DUNkirk 8-3411
Erwin-Wasey & Co., Ltd.	WEBster 1-1211
William Esty & Company	HUdson 2-3366
Ted H. Factor	DUNkirk 8-8111
Dick Fishell & Assoc.	CRestview 5-4557
Footo, Cone & Balding (H'wood)	HOLlywood 9-6265
Footo, Cone & Balding (L. A.)	MICHigan 7651
Frank Ford	GLADstone 1768
A. Newton Free Co.	MICHigan 1195
John F. Freiburg & Co.	NORmandy 3-2111

• • • Radio-TV Telephone Numbers in Los Angeles • • •

General Advtg.	Hempstead 5129
Glasser-Gailey	DUnkirk 4-2141
Glenn Gordon	VAndick 1466
Grant Adv. Inc.	Hollywood 9-5371
Will Grant	TRinity 1384
Harrington-Whitney & Hurst	WEBster 3-5577
Heasley & Heasley	CRestview 5-6875
Hixson & Jorgensen, Inc.	MUTual 8331
Honig-Cooper Co.	PRospect 5317
Irwin-McHugh	BRadshaw 2-5455
W. C. Jeffries Co.	DUnkirk 2-8271
Dana Jones Co.	TUcker 6131
Raymond Keane	WEBster 1-1489
Edwards S. Kellogg Co.	DUnkirk 2-8811
Kenyon & Eckhardt	Hillside 8368
William Kester	Hillside 9251
J. B. Kiefer	DUnkirk 2-8373
Kudner, Inc.	HEmnstead 4815
Lander-Young	DUnkirk 8-7194
Lennen & Mitchell, Inc.	CRestview 1-7221
Lockwood-Shackelford	DUnkirk 8-3121
Dudley L. Logan	MAdison 9-1604
Mack-Wharton	Richmond 7-5477
Mays & Co.	TRinity 8534
McCann-Erickson	Hillside 8268
McKee, Burns & McKee	Hollywood 9-1109
McNeill & McCleery	Hudson 2-2337
Dan B. Miner	TRinity 9711
Thomas Moody & Assoc.	DUnkirk 2-1127
Raymond R. Morgan	HEmpstead 4191
H. C. Morris & Co., Inc.	Hillside 8233
Murray-Dymock-Carson, Inc.	WEBster 5277
Needham, Louis & Brarby	Hudson 2-2391
Nelson Advtg. Service	Michigan 0548
Mike Newman & Associates	Hudson 2-1208
N. J. Newman	TRinity 7664
Pacific Advtg. Service	PRospect 5803
Lyman Peters, Inc.	CHarleston 5-3619
Wesley H. Parter	Hempstead 1590
L. W. Ramsey Co.	Hollywood 9-3523
Larry Raymond Co.	YORk 8125
Lee Ringer Advtg.	DUnkirk 7-8131
Roche-Eckhoff & Assoc.	Hollywood 9-5363
Rockett-Lauritzen	REpublic 2-9141
Ross-Gardner-White	DUnkirk 7-7211
Ruthrauff & Ryan	Hillside 7593
Ross Sawyer	WEBster 6275
Scholts Advtg. Service	Michigan 2396
Russel M. Seeds	Hudson 2-1206
Seidel Advtg.	Hudson 2-7296
The Shaw Co.	MUTual 5161
Dean Simmons	WEBster 2-5787
Smith, Bull & McCreery	HEmpstead 5671
Barton A. Stebbins	TRinity 8821
Sudler Co.	TRinity 0709
Sullivan, Stauffer, Colwell & Bayles, Inc.	Hillside 2119
Taggart & Young	WEBster 3-8108
J. Walter Thompson Co. (Hollywood)	Hillside 7241
(Los Angeles)	MAdison 2661
The Tullis Co.	HEmpstead 6831
Universal Advtg.	Hillside 8218
Van der Boom Hunt, McNaughton, Inc.	MAdison 6-8337
Wade Advtg.	Michigan 8608
Warwick & Legler	HEmpstead 8163
R. W. Webster	MAdison 9-2283
Milton Weinberg Co.	TUcker 4111
Adolphe Wenland	CRestview 4-5241
Ward Wheelock Co.	Hillside 9221
Western Advtg. Inc.	DUnkirk 7-7367
Young & Rubicam	Hollywood 9-2734

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc.	CRestview 5-4373
Bill Bates	Hempstead 6062
B & B Recording Studios	THornwall 1397
George R. Bentel & Assoc.	GRanite 8608
Walter Biddick Co.	Richmond 6184
Capitol Records	HOLLYWOOD 9-8171
The Cardinal Co.	Hempstead 1177
Eddie Chevic Productions	CRestview 4-5403
Leslie Clucas	HOLLYWOOD 5111
Columbia Records, Inc.	BRadshaw 2-5411
Commodore Productions	HOLLYWOOD 9-8229
Bing Crosby Enterprises	BRadshaw 2-2771
Crosby & Fogle	GRanite 3171
Des Autels & Graham	Hudson 2-2291
Jerry Devine Productions	Hudson 2-1228
Eccles Recordings, Inc.	Hillside 8351
Electro-Vox Recording Studio	GLadstone 2189
Bruce Eells & Assoc.	HOLLYWOOD 9-5869
Jerry Fairbanks Productions	Hudson 2-1101
Finley Transcriptions, Inc.	BRadshaw 2-5841
Five Star Productions	HOLLYWOOD 9-5280
General Artists Corp.	CRestview 1-8101
General Radio Productions	BRadshaw 2-6211
Mitchell Gerts Agency, Inc.	CRestview 4-5491
Grace Gibson Productions	GRanite 5543
John Guedel Productions	Hempstead 5186
Andrew G. Hickox Productions	HOLLYWOOD 9-2281
Hollywood Central Recording Studio	Hempstead 0270
Hollywood Music Recording Studios	Hempstead 5407
Inter-Calif. Bcstg. System	MUTual 2759
Robert Kenneth James, Inc.	CRestview 4-6041
Robert Joseph Television Productions	SUnset 1-1331
Lawrence & Lee Productions	GLadstone 5242
Lawrence Productions	GRanite 5543
C. P. MacGregor Sound Studios	DUnkirk 4-4191
Ted MacMurray & Co.	Hillside 4305
Mayfair Transcription Co.	CRestview 1-8151
Fred C. Mertens & Assoc.	DUnkirk 3-7372
Les Mitchel Productions	FLorida 3-1105
Monogram Radio Programs, Inc.	GLadstone 8045
Music City	HOLLYWOOD 9-8211
Ed Paul Phillips Agency	Hudson 2-7245
Precision Recording Co.	PLeasant 5-7633
George Logan Price, Inc.	DUnkirk 3-7372
Radio Recorders, Inc.	Hempstead 3282
Radiovision Productions	HOLLYWOOD 9-7078
RCA, Victor Division (Recording Studios)	Hillside 5171
Jack Rourke Productions	Hempstead 6811
James L. Sachier Agency, Inc.	Hempstead 7178
Script Associates	CRestview 1-7231
Sentinel Productions	MAdison 6-6476
Standard Radio Transcription Service, Inc.	Hempstead 6828
Richard Strout Productions	WEBster 9-931
Studio & Artists Recorders	HILdson 2-7145
Sunshine Audio Sales & Service	Hillside 8741
Teetee Film Co.	OREgon 2-1444
Tel-Air Associates	CRestview 1-0704
Telefilm, Inc.	GLadstone 2070
Telemount Pictures, Inc.	HOLLYWOOD 9-7205
Telepix Corp.	HOLLYWOOD 9-8371
Tele-Radio, Inc.	Hillside 8351
Tele-Sound Productions	CRestview 6-7371
Television Films of America	Hempstead 0270
Teleways Radio Productions	GLadstone 2624
The Thomas Co.	BRadshaw 2-1447
TV Ads, Inc.	Hillside 6564
20th Century Television	DUnkirk 8-1323
United Productions of America	CRestview 5-6875
Universal Recorders	CHarleston 0-7171
Vallee-Video	HOLLYWOOD 9-8282
Wilding Picture Productions of Calif.	Hillside 6118
Fletcher Wiley Productions	WEBster 0183
Hal Wilson Productions	HOLLYWOOD 9-1212
Herbert Wixson	HOLLYWOOD 9-1714
World Broadcasting System	SUnset 2-3580
WRS, Recording Lab.	Hempstead 5121
Frederic W. Ziv	GLadstone 1454
	Hempstead 5121

Radio-TV Phone Numbers in LOS ANGELES

Radio Artists Agencies

Larry Allen	HEmpstead 0421
American Federation of Radio Artists	Hillside 5125
Artists Agency Corp.	CRestview 6-1071
Stanley Bergerman	CRestview 6-3196
Phil Bloom	CRestview 4-6064
Business Administration Co.	CRestview 6-7071
Century Artists	HUdson 2-1283
Cinema Authors & Artists Agcy.	CRestview 6-6241
Columbia Artists Management	HEmpstead 5316
Hallam Cooley Agcy.	CRestview 5-6161
Jack Creamer	GLadstone 9683
Everett N. Crosby	BRadshaw 2-2771
Ken Dolan & Co.	HOLLYwood 9-3558
Famous Artists	CRestview 1-5222
Federal Artists Corp.	CRestview 5-5251
Ferry & Pickman	CRestview 5-4588
Frederick Bros.	CRestview 1-6244
General Artists	CRestview 1-8101
Mitchell Gertz	CRestview 4-5491
Bruce Gear	CRestview 5-1660
Goldstone Agcy.	CRestview 6-1071
Mitchell J. Hamilburg	CRestview 5-4171
Hartford Agency	CRestview 4-5416
Lou Irwin	CRestview 1-7131
Sam Jaffe	CRestview 6-6121
Paul Kohner	CRestview 1-5165
Earl Kramer	CRestview 6-2338
Levee-Short	CRestview 5-0626
Levee-Stark	CRestview 1-5781
A. & S. Lyons	CRestview 1-6131
McConkey Artists Corp.	HEmpstead 7141
MCA Artists, Ltd.	CRestview 6-2001
Monter-Gray	CRestview 1-1191
William Morris	CRestview 1-6161
George Rosenberg	CRestview 1-8121
Radio Registry	Hillside 8321
Radio Artists Corp.	CRestview 1-7111
Art Rush	Hillside 5161
The Salkow Agcy.	CRestview 1-9134
James L. Saphier	CRestview 1-7231
Schwarz Agency	CRestview 4-6301
Louis Shurr	CRestview 1-1116
Edward Sherman	CRestview 5-0186
Stempel-Olenick	CRestview 1-7141
A. George Volck	CRestview 6-3121
D. M. Winkler	CRestview 1-7244
Chas. Wendling	CRestview 6-2348

Publications

Broadcasting-Telecasting	HEmpstead 8181
Hollywood Reporter	Hillside 7411
RADIO DAILY	GLadstone 8436
Radio Life	Hillside 9275
Radio News	TUcker 9213
Variety	HOLLYwood 1141
Radio Artists Directory	Hillside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	HUdson 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOLLYwood 9-3553
Moffett Research Co.	HEmpstead 5653

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic 8300
Archives, National	DIstrict 0520
Capitol U. S. (Senate, House of Reps.)	NAtional 3120
Censors, Bureau of the	TRinidad 3000
Commerce, Department of	STERling 9200
Copyright Office—Library of Congress	NAtional 2722
Court of Customs & Patent Appeals	NAtional 4696
Executive Mansion	NAtional 1414

FEDERAL COMMUNICATIONS

COMMISSION	EXecutive 3620
Federal Trade Commission	EXecutive 6800
Government Printing Office	DIstrict 6840
Interior, Department of the	REpublic 1820
Justice, Department of	REpublic 8200
Labor, Department of	EXecutive 2420
National Labor Relations Board	STERling 7373
National Military Establishments	
Air Force, Department of The	REpublic 6700
Army, Department of The	REpublic 6700
Navy, Department of The	REpublic 7400
National Research Council	EXecutive 8100
Patent Office	STERling 1200
Post Office Department	DIstrict 5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional 3120
Radio Script & Transcription	
Exchange	REpublic 1820, Ext. 2225
State, Department of	REpublic 5600
Supreme Court of The U. S.	EXecutive 1640
White House	NAtional 1414
Blair House	REpublic 1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive 0255
Frequency Modulation Ass'n	HUdson 7170
National Association of Broadcasters	DEcatuR 9300
National Press Club	REpublic 2500

RADIO DAILY

Wiscosn	3271
HObart	7627
NAtional	2292

Radio Manufacturers' Association	NAtional 4901
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AM Radio Stations

WARL	OWens 7800
WBCC	OLiver 2800
WEAM	OWens 7100
WFAX	Falls Church 0900
WGAY	Shepherd 1050
WINX	REpublic 8000
WMAL	NAtional 5400
WOL	MEtropolitan 0010
WOOK	STERling 7265
WPJK	Overlook 3000
WQQW	EXecutive 8676
WRC	REpublic 4000
WTOP	MEtropolitan 3200
WWDG	NAtional 7203

FM Radio Stations

WASH-FM	DIstrict 1356
WCFM	REpublic 8688
WRC-FM	REpublic 4000
WWDG-FM	NAtional 7203

Television Stations

WMAL-TV	NAtional 5400
WNBW	REpublic 4000
WOIC	STERling 0600
WTTG	STERling 5300

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 8430

NBC...America's No.1

* *In the long run, it's results that count . . . solid, measurable results that have linked these national advertisers to NBC year after year, together with dozens of other leaders now building up similar long runs . . . obvious effectiveness that in 1949 won 24 new network sponsorships for NBC . . . busiest network in America.*

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

on NBC for more than 20 years:

The American Tobacco Company

Bristol-Myers Company

Cities Service Company

General Foods Corporation

General Mills, Incorporated

Standard Oil Company of California

National Dairy Products Corporation

The Procter & Gamble Company

Radio Corporation of America

Sterling Drug, Incorporated

Sun Oil Company

on NBC for more than 10 years:

Brown & Williamson Tobacco Corporation

Advertising Medium

on NBC for more than 15 years:

American Home Products Corporation

B. T. Babbitt, Incorporated

Colgate-Palmolive-Peet Company

The Firestone Tire and Rubber Company

S. C. Johnson & Son, Incorporated

Miles Laboratories, Incorporated

Philip Morris & Company, Ltd., Inc.

Campana Sales Company

E. I. du Pont de Nemours & Company, Inc.

Lever Brothers Company

Lewis-Howe Company

Liggett & Myers Tobacco Company

Manhattan Soap Company

The Pure Oil Company

R. J. Reynolds Tobacco Company

Skelly Oil Company

BENRUS SALUTES

the more than 150 radio stations coast
to coast which broadcast Benrus time
signals and announcements to approximately
28,000,000 radio homes daily. Also the
many TV stations televising Benrus sight-
sound spots to select audiences in key
metropolitan areas.

BENRUS

*official watch of famous airlines**

*Reg. U. S. Pat. Off.



RADIO HOLDING ITS OWN AS TELEVIEWING EXPANDS

by
BILL SILAG
Staff Writer, Radio Daily

A STATISTICAL analysis of TV's highly publicized impact on audio broadcasting reveals, on an overall basis, that radio is more than holding its own in set ownership, estimated listening hours and time and talent billings.

As of January 1, 1950, there were in operation almost 3,000 AM and FM stations blanketing the country as against only 98 video outlets in slightly more than 50 cities each servicing a 40-mile listening area. And, as of this writing, there are in use in excess of 80 million audio receivers as compared with an estimated four million TV sets.

A. G. Nielsen, of Nielsen-Ratings, says that radio homes have increased from 28,000,000 in 1940 to 39,281,000 this year. He says that it would be a "serious error" for advertisers to conclude now that radio is all washed up and that advertising appropriations should be shifted to other media.

He points out that the increase in radio homes has been accomplished by an increase in listening hours per home, and bolsters this statement by directing attention to the 129,000,000 home listening hours in the Jan.-March period of 1943 as compared with the 198,000,000 listening hours in the comparable 1949 period.

Nielsen says that TV's impact on daytime radio listening is negligible following the introduction of a TV receiver into the home, but adds that the impact is more telling in the evening hours. He reports that in the first four months of 1949, radio listening was down only 2 per cent in all areas, only 5 per cent (presumably an effect of TV) in metropolitan areas, and was up 4 per cent in medium cities and 2 per cent in small towns and rural areas.

Any predictions, he admits, regarding future TV effects on radio involves many unresolved questions; however, in

1954, says Nielsen, 38 per cent of the 13,100,000 radio homes in 500,000 population cities will have TV; 36 per cent of the 13,800,000 radio homes in 5,000 to 500,000 population cities will be TV equipped; and, in rural areas, only 4 per cent of an estimated 16,100,000 radio homes will have video.

Considering radio listening in TV equipped homes, the *Second Quarterly Status of The Television Industry* states that while AM listening declined immediately following the introduction of video into the home, it gradually increased again over a twelve month period until, during the last four months, it settled at a point not far below that originally held. It reported a daily average in radio listening of 3.97 hours at the end of 12 months as against an original average of 4.13 listening hours before TV's introduction into the home.

Business-wise, TV affected radio not at all during 1949, nor should it in 1950. Major advertisers, in appropriating TV expenditures, are not changing their radio appropriations for the coming year. Predictions by web execs are for a record radio year in 1950, an opinion which has the full concurrence of agency chiefs, advertisers, trade associations and others who should know.

NBC Research predicts that national spot sales will increase in 1950, as will local station billings; and says that the record breaking web sales of recent years will decline only slightly, \$676,000,000 in radio time expenditures are anticipated for this year.

Video, as radio's chief competitor, should not be underestimated by broadcasters; but the time has not yet come when it should be held in awe. As NBC chief Joseph McConnell says, 1950 will be a good year for "all of us in the radio industry who are nimble of foot and mind."

"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.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

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
Assistant Secretary..... Charles Honce
Radio News Editor..... Tom O'Neil

International News Service

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

Executives

General Manager..... Seymour Berkson
Editor-In-Chief..... Barry Faris
Sales Manager..... Frank J. Nicht
Business Manager..... William B. Goode

Press Association, Inc. (Associated Press)

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

Executives

President..... Kent Cooper
V.P. and Assistant General Manager..... Oliver Gramling
Radio News Director..... Tom O'Neil

Reuters

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

Executives

Manager..... D. Kimpton Rogers
News Editor..... A. W. V. King
Accountant..... M. Hathaway
Chief Washington Correspondent..... Paul Scott Rankine

Transradio Press Service, Inc.

New York—521 Fifth Avenue..... MUrray Hill 2-4053-4

Executives

Chairman of the Board..... Herbert Moore
President..... Robert E. Lee Moore
V.P. and General News Manager..... Rex R. Goad

United Press Associations

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

Executives

President..... Hugh Baillie
Vice-President & General Business Manager..... Jack Bisco
V.P. and General News Manager..... Earl J. Johnson
Radio News Manager..... Phil Newsom
General Sales Manager..... Leroy Keller
Radio Sales Manager..... Alfred F. Harrison



Still the best mousetrap...

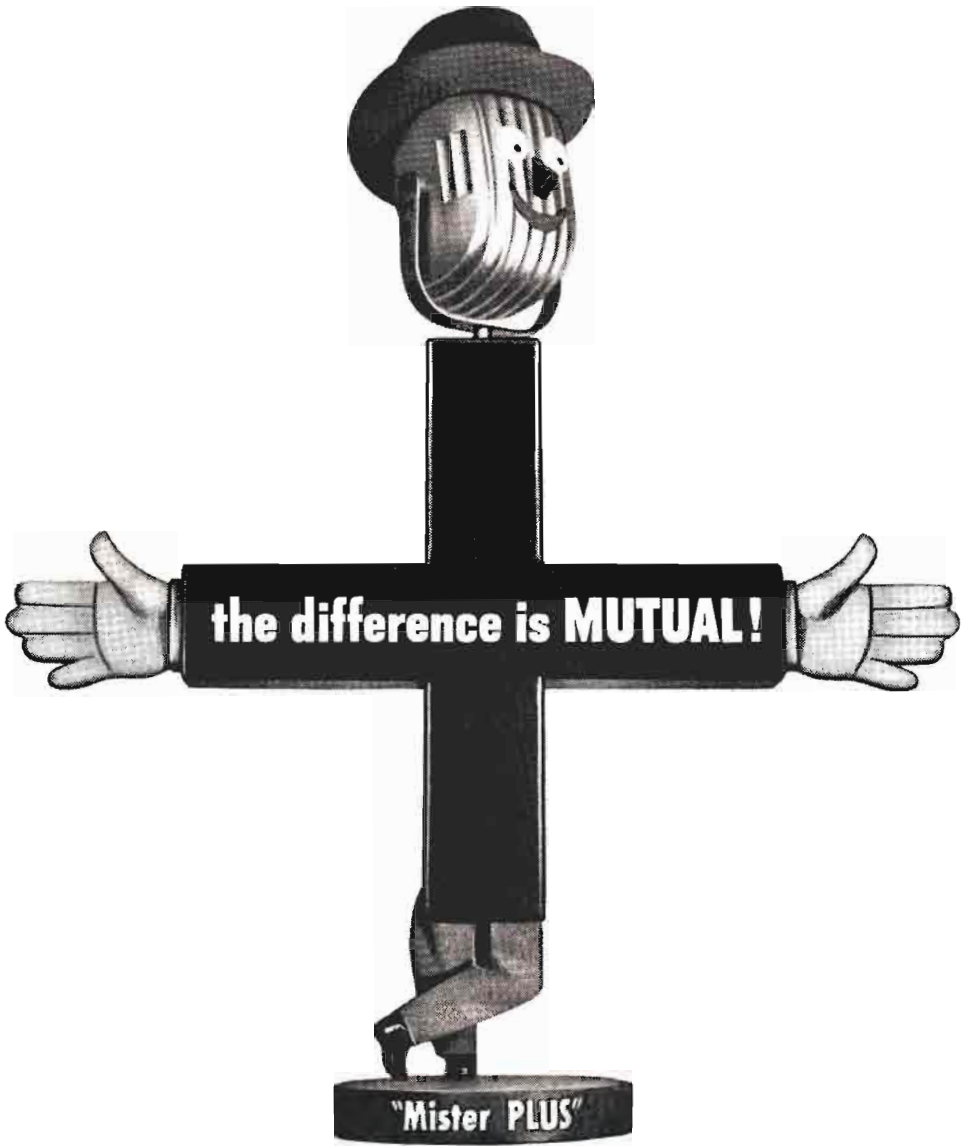


*In all advertising, there's only one medium
where one advertiser reaches over half the
families of the country...21,000,000 families!
...with one program in one month.*
He does it with Network Radio...on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people, the lowest cost of *actual* "advertiser circulation" in all major advertising media today.

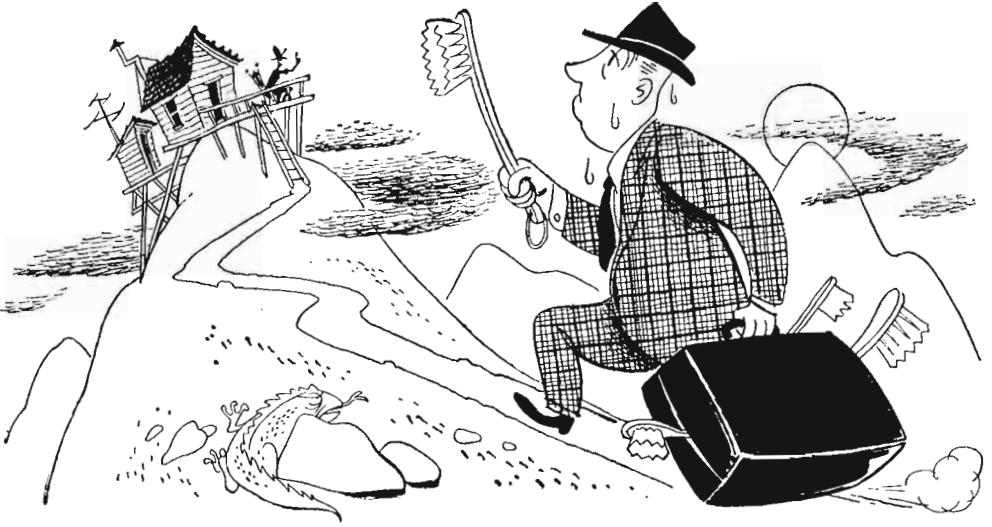
A single symbol
and four significant
words... to convey
a new concept
of network radio
in 1950:



NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1950

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
COLORADO				
Denver	KPOF	Pillar of Fire	910	5000 d;1000 n
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
INDIANA				
La Fayette	WBAA	Purdue University	920	5000 d;1000 n
IOWA				
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
KANSAS				
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
MICHIGAN				
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Theo. Sem.	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
MISSOURI				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod.	850	5000
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire	1380	500 d;1000 n
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 d
OREGON				
Corvallis	KOAC	Oregon State Agric. College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
PENNSYLVANIA				
Grove City	WSAJ	Grove City College	1340	100
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
WASHINGTON				
Pullman	KWSC	State College of Wash.	1250	5000
WISCONSIN				
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d



Some sales are more profitable than others .

American Broadcasting Company

ABC

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO





.. So sell hardest where you sell best!

NO MATTER WHAT YOU HAVE TO SELL

ABC

COVERS AMERICA'S BEST MARKETS—EFFICIENTLY!

How One Advertising Agency Looks At Television

No one knows all the answers, today.

But it is unsafe, we believe, to regard Television as anything less than potentially the greatest advertising medium yet known.

Believing that, we have, in the last five years spared no effort to develop facilities which will enable Y&R clients to get on

outstanding value for every dollar spent in the Television field.

And we have told our clients what we believe ourselves: that outstanding values are now, and will be increasingly, available.

Young & Rubicam supervises and directs TV advertising for the following clients:

TELEVISION SHOWS

<i>CLIENT</i>	<i>PROGRAM</i>
Duffy-Mott Company, Inc.....	"Hollywood Screen Test"
Dictaphone Corporation	"Manhattan Spotlight"
General Electric Company.....	"The Fred Waring Show"
General Foods Corporation	
Jello Family of Desserts.....	"The Aldrich Family"
Sanka Coffee	"The Goldbergs"
Gulf Oil Corporation.....	"We, The People"
Goodyear Tire & Rubber Co., The..	"The Goodyear-Paul Whiteman Revue"
International Silver Company....	"Silver Theater"
Lipton, Inc., Thomas J.....	"Arthur Godfrey's Talent Scouts"
Schlitz Brewing Company, Jos....	"Schlitz Family Parade"
Packard Motor Car Company.....	"Holiday House"

TELEVISION SPOT CAMPAIGNS

Borden Company, The	General Foods Corporation	Simmons Company
Bristol-Myers Company	Johnson & Johnson	Petri Wine Company
Duffy-Mott Company, Inc.	O-Cedar Cor'n.	

YOUNG & RUBICAM, INC.

Advertising -- New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London

BUSINESS

Agency and Sponsor Network Billings



Research Firms



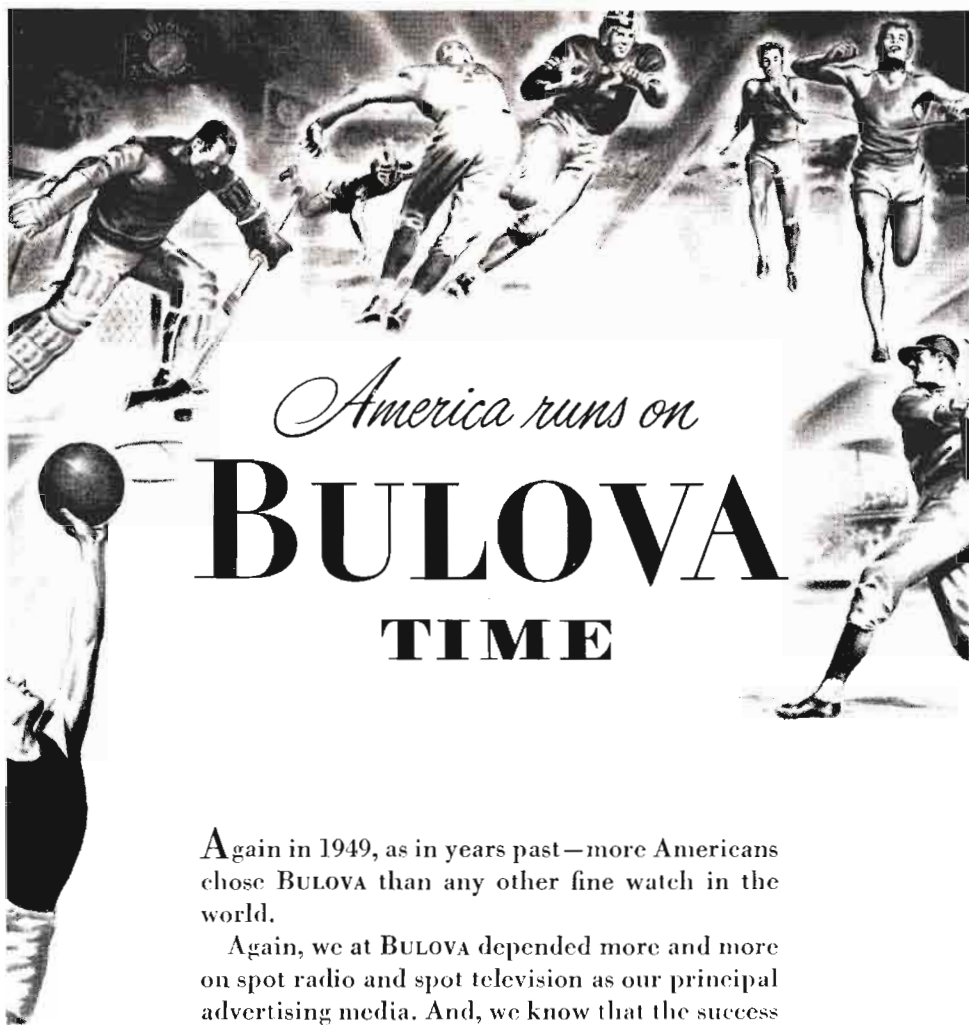
Advertising Agencies



Radio-TV Station Representatives

NINETEEN FIFTY





America runs on
BULOVA
TIME

Again in 1949, as in years past—more Americans chose BULOVA than any other fine watch in the world.

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

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

Network Billings

AGENCY AND SPONSOR

American Broadcasting Co. 1949 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$5,185,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Co., Inc.	1,961,929
Leo Burnett Company, Inc.	1,916,781
The Biow Company, Inc.	1,818,107
Wm. H. Weintraub & Co., Inc.	1,599,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,410,951
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,071,156
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	915,375
Cecil & Presbrey, Inc.	926,891
C. J. La Roche & Co., Inc.	818,138
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Adv. Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	661,231
Needham, Louis & Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,191
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	192,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	318,110
R. H. Alber Company	311,381
Hixson & Jorgensen, Inc.	321,721
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,951
Raymond Spector Company, Inc.	266,580
Foote, Cone & Belding	211,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,311
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pieterse-Dunlap Associates	137,811
Tucker Wayne & Company	131,151
Western Adv. Agency, Inc.	125,389
Huber Hoge & Sons	110,180
Gotham Adv. Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal & Battle Adv. Agency	59,514
The Clements Company, Inc.	58,711

W. L. Gleason & Company	18,757
Morey, Humm & Johnstone, Inc.	11,015
John C. Dowd, Inc.	38,172
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	21,701
Politiels	24,428
Beaumont & Holman, Inc.	21,160
Lockwood-Shakelford	20,596
John F. Murray Adv.	15,780
Russell, Harris & Wood, Inc.	13,516
Pacific National Advertising	13,352
Irwin-McHugh Adv. Agency	13,260
Charles W. Hoyt Company, Inc.	13,101
No. Agency	11,808
Hill & Knowlton, Inc.	11,761
Wiltman & Callahan	11,710
Furman, Feiner & Co., Inc.	11,181
Phillip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Co.	6,210
Abbott Kimball Co., Inc.	5,981
Cowan & Whitmore Adv. Agency	1,969
Honig-Cooper Company	2,160
Glasser-Galley, Inc.	1,110
West-Marquis, Inc.	1,050

TOTAL \$12,312,225

Mutual Broadcasting System 1949 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 1,872,202
Wade Advertising Agency	1,159,329
J. Walter Thompson Company	1,211,655
McCann-Erickson, Inc.	1,036,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,121
Gardner Advertising Co., Inc.	861,119
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	190,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	175,537
Erwin Wasey & Co., Inc.	161,612
Ruthrauff & Ryan, Inc.	156,978
Gotham Advertising Co., Inc.	128,589
Aubrey, Moore & Wallace, Inc.	102,201
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,302
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,181
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,178
Huber & Sons, Hoge	211,203

Since 1898...

THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON


Agency—Network—Sponsor Billings

O'Neil, Larson & McMahon...	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	111,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.	113,818
Batton, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Birmingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,018
Ewell & Thurber Associates...	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,860
Crook Advertising Agency	30,730
Weston-Barnett, Inc.	23,551
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352
Brook, Smith, French & Dor- rance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,801
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc. ...	5,310
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,904
Charles Schlaifer & Co., Inc. ...	1,371
TOTAL	818,071,695

American Broadcasting Co. 1949 Sponsor Expenditures

General Mills, Inc.	\$ 4,805,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,418
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,054,016
Phileo Corporation	1,961,929
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,411
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,156
A. & M. Dept. of G. E.	977,168
Equitable Life Assurance Society	909,025
Westinghouse Electric Corp. ...	904,137
The Norwich Pharmaceutical Co. ...	809,838
Association of Amer. Railroads	776,311
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
U. S. Steel Corp. of Delaware...	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,491
General Motors Corporation ...	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	584,620
Seeman Brothers, Inc.	537,160
Speidel Co.	519,169

Nash-Kelvinator Corp.	492,976
The Goodyear Tire & Rubber Company, Inc.	136,736
The Frank H. Lee Company ...	428,351
Philip Morris & Co., Ltd., Inc.	407,125
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd. ...	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	314,384
Richfield Oil Corp.	321,724
Christian Science Pub. Soc.	321,418
Elgin-American Div. of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,951
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation ...	195,006
William H. Wise & Co., Inc. ...	160,587
The Drackett Co.	146,971
Club Aluminum Products Co. ...	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company ...	131,154
Servel, Incorporated	130,514
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League ...	105,722
Petri Wine Company	101,943
Radio Officers Company	85,485
Farnsworth Tele. & Radio Corp.	71,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills, Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Assn. ...	48,737
Langendorf United Bakeries, Inc.	44,160
The Analyst Co.	41,400
Richfield Oil Corp. of N. Y. ...	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods Co.	27,806
Douleday & Company, Inc. ...	24,995
Stanley Home Products, Inc. ...	24,909
Beauty Factors, Inc.	24,704
Politicians	24,428
Greystone Press	23,992
Pacific Greyhound Lines.	21,160
California Medical Association.	20,596
Whitchall Pharmaceutical Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated ...	14,030
U. S. Sixth Army Command ...	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Posner Shoes, Inc.	13,161
Inland Steel Co.	11,764



M C R

LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO
CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

Agency—Network—Sponsor Billings

United Steel Workers of Amer.	11,740
The Textile Workers' Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,210
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	1,969
Fisher Body Div. Gen. Motors Corp.	1,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,110
Gen. Petroleum Corp. of Calif.	1,050
TOTAL	\$12,312,225

Mutual Broadcasting System 1949 Sponsor Expenditures

Miles Laboratories, Inc.	\$ 1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Rousson Art Metal Works	1,142,961
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Sealer, Inc.	461,612
Lutheran Laymen's League	428,580
Williamson Candy Co.	402,201
Wander Co.	387,239
Mutual Benefit Health & Accident Ass'n of Omaha	373,391
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxema Chemical Co.	336,079
Radio Bible Class	322,181
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,186
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmaceutical Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,871
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	163,191
Delaware, Lackawanna & Western Coal Co.	83,581
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,218
Conf. Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,018
Wilson Sporting Goods Co.	62,771
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	19,939
Miami Margarine Co.	15,960
Fram Corp.	14,405
Greystone Press	11,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,188
Perfect Circle Co.	18,759
Political	14,511
Capehart-Farnsworth, Inc.	11,332
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallcrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstnd & Johnson	5,310
White King Soap Co.	5,421

Wally Frank, Ltd.	1,904
Brown Shoe Co.	1,518
Charles B. Silver Co.	1,096
Paramount Pictures, Inc.	2,901
Twentieth Century-Fox Corp.	1,371
TOTAL	\$18,071,695

Note: December billings estimated.

American Broadcasting Co. TV Industrial Classifications

Foods and Food Products	\$ 285,017
Automobiles, Trucks and Accessories	211,263
Drugs and Toilet Goods	208,577
Publications	131,063
Radios, Refrigerators, Phono & Electrical Appliances	123,169
Beverages	120,852
Cigars, Cigarettes and Tobacco	119,087
Lubricants, Petroleum Products and Fuel	80,148
Clothing and Dry Goods	33,804
Religion	31,271
Photographic Equipment	29,752
Hardware	11,643
Toys	1,560
Miscellaneous	1,185
TOTAL	\$ 1,391,991

American Broadcasting Co. 1949 TV Advertisers

The B. F. Goodrich Co.	\$ 132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	111,911
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellulose Cotton Prods. Co.	61,512
Bristol-Myers Company	60,166
The Goodyear Tire & Rubber Co.	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	31,770
Cheesebrough Mfg. Co. Cons'd.	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Assn., Inc.	21,813
Libby, McNeil & Libby	24,780
A. Stein & Company	22,811
The Delta Mfg. Company Div. of Rockwell Mfg. Co.	14,613
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corp.	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
TOTAL	\$ 1,391,991

American Broadcasting Co. 1949 Gross Monthly Billings

Month	1949
January	\$ 4,067,907
February	3,845,610

A. & S. LYONS
INC.
MANAGERS OF DISTINGUISHED ARTISTS

22

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**177
SO. BEVERLY
DRIVE**

Agency—Network—Sponsor Billings

March	1,238,780
April	3,893,736
May	4,030,915
June	3,387,939
July	2,788,103
August	2,544,141
September	3,076,900
October	3,101,713
November	3,106,989
December	3,656,492
TOTAL	\$12,312,225

Mutual Broadcasting System 1949 Gross Monthly Billings

Month	1949
January	\$ 1,876,124
February	1,677,257
March	1,775,790
April	1,757,132
May	1,788,790
June	1,103,880
July	1,133,315
August	1,119,364
September	1,178,388
October	1,667,482
November	1,316,963
December	1,376,910
TOTAL	\$18,071,695

American Broadcasting Co. 1949 Industrial Classifications

Foods and Food Products	\$13,818,636
Drugs and Toilet Goods	7,056,240
Radios, Refrigerators, Phono & Electrical Appliances	1,544,481
Cigars, Cigarettes and Tobacco	2,530,314
Automobile Trucks and Accessories	2,177,055
Beverages	1,695,188
Laundry Soaps and Cleansers	1,659,076
Lubricants, Petroleum Products and Fuel	1,643,077
Jewelry and Accessories	1,123,732
Insurance and Personal Loans	912,881
Household Furnishings and Accessories	852,392
Transportation and Travel	797,501
Religion	690,036
Steel	670,775
Clothing and Dry Goods	585,770
Publications	534,022
Miscellaneous	452,103
Photographic Equipment	355,238
Toys	90,151
Controversial Issues	40,986
Sporting Goods	27,807
Politicals	24,428
TOTAL	\$42,342,225

Mutual Broadcasting System 1949 Industrial Classifications

Foods & Food Beverages	\$ 4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353

Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionary & Soft Drinks	645,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,391
Paints & Hardware	318,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum & Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152
TOTAL	\$18,071,695

American Broadcasting Co. 1949 Agency TV Gross Billings

Young & Rubicam, Inc.	\$ 187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennon & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer-Fitzgerald-Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,152
Needham, Louis & Brorby, Inc.	47,588
Kantor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp & Company	31,271
Heuri, Hurst & McDonald, Inc.	29,752
Campbell-Ewald Co., Inc.	24,813
J. Walter Thompson Co.	21,780
Louis A. Smith Company	22,841
Hoffman & York, Inc.	11,643
L. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,185
Maxon, Inc.	1,150
TOTAL	\$ 1,391,991

American Broadcasting Co. 1949 TV Gross Time Sales

Month	1949
January	\$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	149,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337
TOTAL	\$ 1,391,991

CBS & NBC 1949 Network Billings Not Available

MONARCH SAPHIN

3 **STUPENDOUS** STORES...
DISPLAYING THE WORLD'S
FINEST NATIONALLY KNOWN
BRANDED MERCHANDISE



STEP RIGHT UP FOLKS—
HERE'S WHERE YOU GET
THE NEWEST & FINEST
PRODUCTS AT—
**MONEY SAVING
PRICES!**

Name it...we've got it! Over 2000 nationally famous products for home use, personal use, office use...gift giving—brand new, current models in original factory cartons—AT BIG SAVINGS. Come in...compare our prices...convince yourself that Monarch Saphin is the place to shop for QUALITY...for SERVICE...for SAVINGS.

• TELEVISION

- AIR CONDITIONERS
- REFRIGERATORS
- VACUUM CLEANERS
- WASHING MACHINES
- ELEC. APPLIANCES
- SPORTING GOODS
- RADIOS
- RANGES
- CAMERAS
- LUGGAGE
- DIAMONDS
- JEWELRY
- BICYCLES
- GIFTWARE

SEND FOR FREE 68-PAGE CATALOG

MONARCH-SAPHIN

NEW YORK • 56 W. 45th St., bet. 5th & 6th Ave.

Open Daily 'til 6 P.M. Thurs. 9 P.M. MU. 2-1470

BROOKLYN • 1640 Bedford Ave., cor. Crown St.

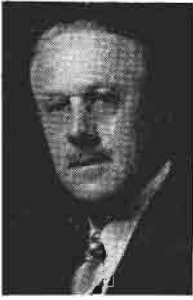
Open Daily and Sat. 10 A.M.-10 P.M. UL. 6-8007

HEMPSTEAD • 120 Main St.

Open Daily and Sat. 10 A.M.-10 P.M. Wed. 10 A.M.-6 P.M.

HE. 2-9182





SPOT BUSINESS EXPANSION FORECAST FOR 1950

by

T. F. FLANAGAN

**Managing Director, National Association of
Radio Station Representatives**

NATIONAL Spot advertising won added acclaim and recognition in 1949 in the great transition from institutional advertising to practical creation of sales volume at low cost. When the students of advertising go back to study the year of 1949, this change from general to specific advertising will certainly stand out as a highlight of the year.

Now in 1950 a new kind of recognition is coming to National Spot advertising in the more general understanding by advertisers and their advertising agencies of National Spot as a nationwide primary medium for maintaining and increasing volume of business.

All the marketing men agree that our salesmanship lost, during the lush war and post-war years, some of its sharp edge as a marketing tool. That applies to both personal selling and advertising.

1949 was a sort of transition year from the institutional advertising to the specific. There was closer study of markets, of consumer habits, of competition, of the coverage of various media. Out of it came a much sharper attack.

Now in 1950 advertising directors and agency plan men, account men and media men are turning their thoughts toward the power that National Spot advertising has when it is put to its maximum use. Advertising men who once thought of National Spot as a powerful way to introduce a new product, now also think of it as a powerful way to spread that product nationally, and to hold and increase its sales nationally.

Advertising men who used to think of National Spot as a medium to use where the going was hard, or where something supplementary was needed, now think in terms of National Spot as the medium to carry the brunt of the sales burden.

There is a large growth in the number

of advertisers using 250 or more radio stations the year-round to cover the country; to blanket a very large proportion of the 94 per cent of all families in this country who now have one or more radio sets.

One of the causes for this growth of National Spot as a major medium is the recognition of the radio commercial as a complete sales presentation, more powerful than any previously known medium in carrying the consumer all the way from complete lack of knowledge of the product right up to the retailer's counter to call for the product by name.

Television has attracted a great deal of attention to itself as an advertising medium because of its extraordinary power of the commercial to make the complete sale. But television has also awakened advertisers to the same power in AM radio.

There are some studies going on to measure the influence of all year-round advertising as against seasonal. Once the jewelry trade and gift items were considered good only for graduation and Christmas. But, like the greeting cards, Bulova and Ronson have developed quite a business in birthday and anniversary gifts, which occur every day in the year. You could make a list as long as your arm of products that were once considered seasonal, but which have improved by extending their advertising over many more months of the calendar.

Fortunately advertising is blessed with thousands of inquisitive minds, more and more digging up the facts and causes. The second half of the century may well be marked by the introduction of a very substantial amount of science into the art of advertising. The purpose of that science will be the isolation of the causes of sales. In that field there is great promise for larger markets and lower costs.



RADIO SETS DO NOT LISTEN — PEOPLE LISTEN . . .

and information about listening done by people can best be obtained by other people in a face to face personal interview. This factor of *rapport* is a cardinal principle of Pulse research.

Full undistorted information about listening can only be obtained *after* that listening is done and without previous "warning" to the listener. In the Pulse technique, there is no advance warning to the listeners that their listening is going to be recorded.

Mechanical "gimmicks" measure mechanical usage of radio sets—but not necessarily listening by people.

Properly filled out diaries attempt to measure listening influenced by the silent censorship diaries exert.

Pulse listening data are based on personal interviews with *people* in a true cross section of radio homes, after the listening was done. There is no surprise or confusion of the short quick telephone call.

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Co., 30th & San Pablo Warehouse, Henry De Lugach Real Estate, Oakland Lodge No. 324, Moose, General Appliance Co., G & W Refrigeration (Ice Machines); Morse Starrett Products (Wire Rope Cutters); Oakland Frame & Axle Co., Rocil Shoe Co., Rhodes & Jamieson, Ltd., Swans Market, Sports Unlimited, Quality Laundries, West Coast Soap (White Navy), (P. C. Dist.); Powow Scouring Cleanser, (P. C. Dist.); Williams Diary Co., The Quiet Hour, Minit Man Auto Laundries, Foster & Louis Insurance, Lo Fare Cab Co., Lou Winston Co.

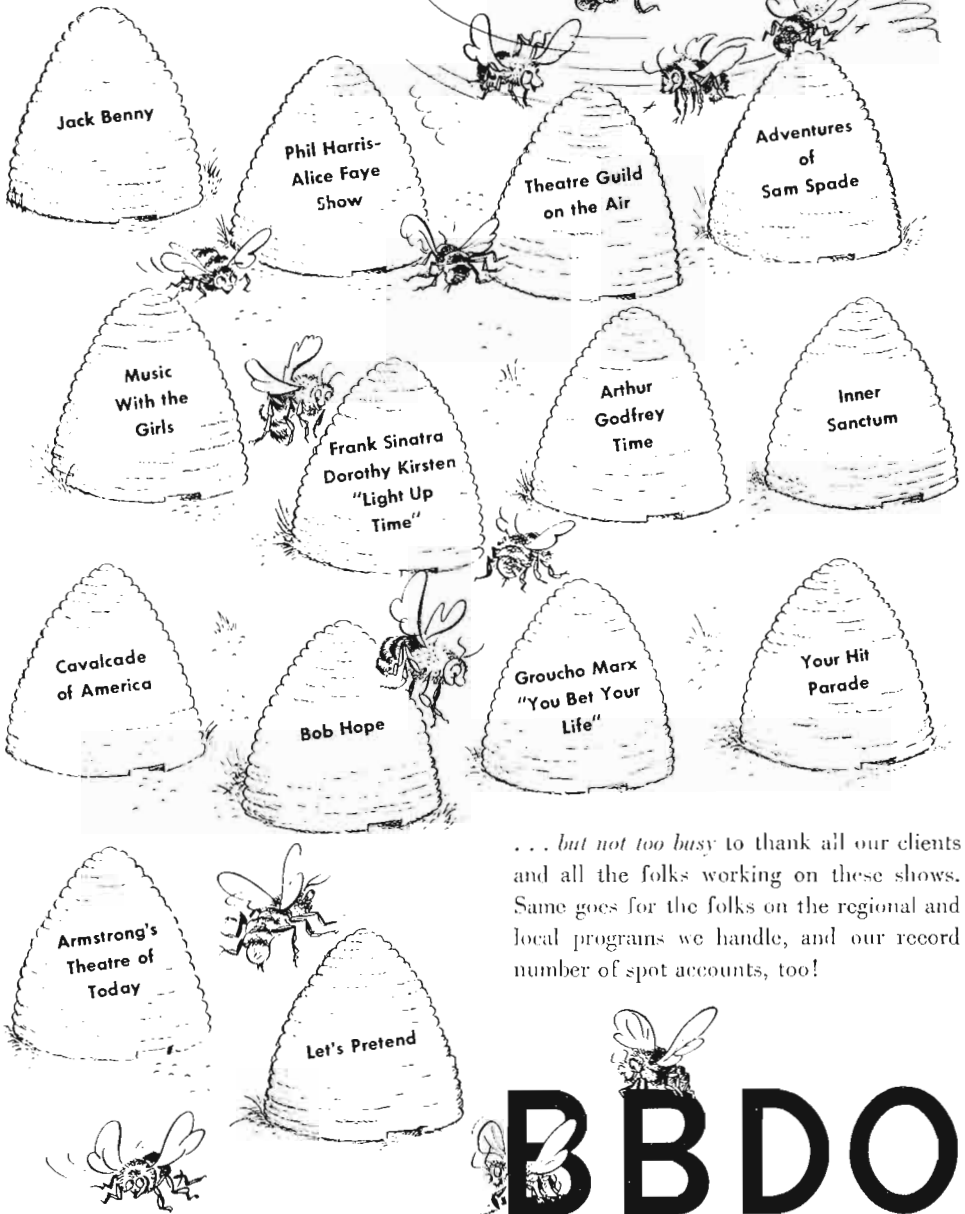
TV Accounts: G & W Refrigeration (Ice Making Machines), Oakland-San Francisco; West Coast Soap Co. (White Navy Soap & Powow); Lo-Fare Cab Co. (Taxi Service); The Quiet Hour (Religion); Quality Laundries (Laundry Service to Cleaning Firms).

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Program Planning.....David M. Hausdorff

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trical Appliances), Carpenter Oil Co. (Cory-
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pliances), Omaha Public Power District
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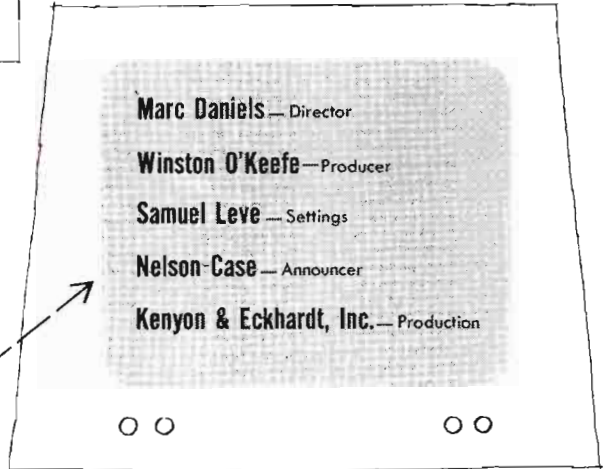
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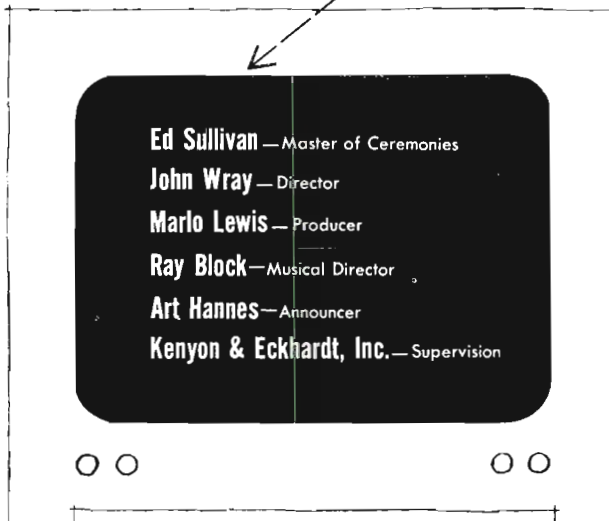
Phone: Douglas 2-7018

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Radio Accounts: Dr. F. E. Campbell
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Furniture Co. (Furniture), Los Angeles;
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TV Accounts: Star Piano Co. (Pianos), Duro Furniture Co. (Furniture), Los Angeles; Auction Park (Auction), Culver City, Calif.

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Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton; Dictograph Products Inc. (Acousticon Hearing Aids), San Francisco, Calif.

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

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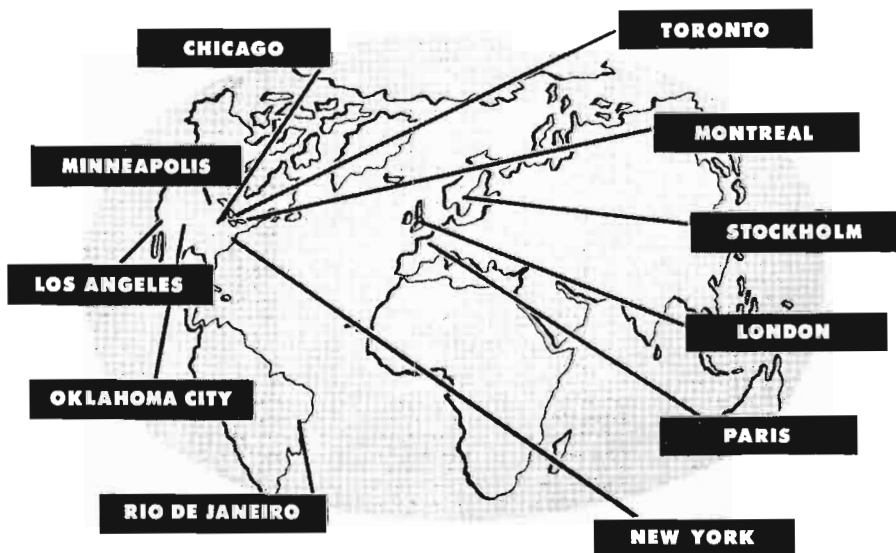
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Vice-Pres. & Radio Dir.....Philip Rouda
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Asst. Sec.-Treas.....S. E. Perlmeter
Production Manager.....Harold Kaplan

Branch Office

415 S. 6 St., Minneapolis 15, Minn.

ManagerSam Kaufman
31 W. 47 St., New York 19, N. Y.

V.P. & Mgr.....Donald Hoover

Radio Accounts: Central Ill. Electric & Gas Co., Halgar, Inc., Inc., Leaf Gum Co., Milko-Cone & Baking Co.

ARTHUR BRAITSCH ADV.

510 Hospital Trust Bldg., Providence 3, R. I.

Phone: Dexter 1-5313, 1-4115

ABP—APA—ANPA—PPA

Radio Director.....Arthur Braitsch
SecretaryMartha Watkins
Space Buyer.....John A. Lorimer

Radio Accounts: Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), Silvertown Chevrolet Co. (Auto Agency), Providence, R. I.

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.

Phone: 900

President, Time Buyer.....J. Carson Brantley
Auditor.....A. R. Monroe
ProductionBetty Hogge

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.

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.

Phone: Liberty 2-7751

ABP—ANPA—PPA—APA

President.....Chester L. Solomont
TreasurerOscar Bresnick

Radio Account: Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.

Phone: Howard 134

ABP—ANPA—APA

President.....R. C. Breth
Vice-Pres.....Russel Spoor

Radio Accounts: Home Mutual Insurance Co., Brillion Iron Works, Inc.

BRISACHER, WHEELER & STAFF

620 Market St., San Francisco 4, Calif.

Phone: Garfield 1-0276

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NOAB—PPA

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Deane Weinberg, Jr.

Radio & TV Dir., Los Angeles

Charles Chaplin
Radio Time Buyer, Los Angeles

Joy Mallicoat
Media Dir., N. Y.....Darrell McCain

Branch Offices

1133 Crenshaw Blvd., Los Angeles 6, Calif.

Phone: Webster 8143

V.P. & Mgr.....Don Breyer
140 E. 39 St., New York 16, N. Y.

Phone: ORegon 9-4960

V.P. & Mgr.....Charles H. Gabriel

Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Los Angeles Dons (Football Team), Los Angeles; Mondavi, C. & Sons (Wines), St. Helena, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Pictweet Foods Inc. (Canned Corn & Peas, Frozen Foods), Mt.

• • • Advertising Agencies • • •

Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing lines), San Francisco, Calif.

TV Accounts: Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 9-1339

Owner-Manager Van C. Newkirk
Production Manager..... John G. Fryer
Office Manager..... Mildred Surenkamp

Radio Accounts: Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Fresno; Church of the Open Door, Accent on Youth, Los Angeles; Morning Bible Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Seattle, Wash.; Grace Dotson, Denver, Colo.; Floyd B. Johnson (Religious Broadcasts), Los Angeles, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VALley 2-9700

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Director of Radio-TV Hugh Hole
Time Buyer..... Clyde Vortman
New York Division

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MURray Mill 6-1800

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PPA — APA
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Vice Pres. & Mgr., Media Dept.

H. E. Pengel
Vice Pres. & Art Dir... Wm. A. Adriance, Jr.

Radio Accounts: Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp (Youngstown Kitchens), Sparks-Withington Co., (Spartan Radios & Combinations), U. S. Radiator Corp., John Bean Mfg. Co.

TV Accounts: Goebel Brewing Co., American Blower Corp., (Aerapel Ventilating and Attic Fans), The Sparks-Withington Co., Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co.

BROOKS ADVERTISING AGENCY

461 W. 8 St., Los Angeles 14, Calif.
Phone: TRinity 0558

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Time Buyer..... A. R. Brooks
Copy Chief..... Robert Hall
Art Director..... James Gaynor
Secretary Mary McCauley
Radio Production..... Barbara Vosburgh
Chief Accountant..... Jean Shay

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company, City of Los Angeles, Custom Built Plastics Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 2-8250

APA—AAAA—ANPA—ABP
NOAB—PPA—ABC

Pres. & Treas..... D. P. Brother
Exec. Vice-Pres..... Clarence Hatch, Jr.
Account Executives..... J. S. Howell,
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FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: Circle 7-7660

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Vice President..... Mort Heineman
Radio Time Buyer..... Rae Elbroch
Radio Traffic Milton Jurin
Radio Production Howard Blake
Research Director..... Jules Nathan

Branch Office

Taft Bldg., Hollywood & Vine, Los Angeles,
Calif.

Phone: Hillside 7237

Manager Howard Blake
Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries.

TV Accounts: Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Coty, Inc., New York.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone: 7-0726

ABP—PPA

President & Treasurer..... Charles Brunelle
Vice-President Robinson Smith

Radio Account: Sage-Allen & Co., Inc.

Advertising Agencies

BUCHANAN & CO., INC.

1501 Broadway, New York, N. Y.
Phone: BRyant 9-7900
BMB

Director of Radio & TV.....John R. Sheehan
Time Buyer.....Bill Smith

Radio Accounts: Reynolds Metals Co., (Reynolds Wrap), Eskimo Pie (Eskimo Pie), Texas Co., (Texas Products), Paramount Pictures, United Artists, New York; Toy Productions, Los Angeles; Helene Curtis, Chicago; Tidewater Associated (Associated Oil & Gas), Steinway & Sons (TV Receivers), New York, N. Y.

TV Accounts: Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co., (Monitor Washer), United Artists (Feature Film), New York, N. Y.

BUCHANAN-THOMAS ADV. CO.

412 S. 19 St., Omaha 4, Nebr.
Phone: ATLantic 2125

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PartnerC. Coe Buchanan
PartnerLyman H. Thomas
DirectorAdam Reinemund
Asst. Director.....Bob Thomas

G. NORMAN BURK, INC.

(Formerly Pratt & Burk)

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-4139

PresidentG. Norman Burk
Vice-PresidentEdgar E. Eaton
Media Dir. & Sec.....Dolores E. McCarthy
Radio Dir.Lillian Jacobs
Radio & TV Dir.....G. Norman Burk
Time Buyer.....D. E. McCarthy
Asst. Director.....Lillian Jacobs

Radio Accounts: W. Boehm Co. (Macaroni, Noodles), Central Lincoln-Mercury, Inc. (New and Used Cars), Electronic Disc Systems (Office Machines), D. J. Kennedy Co. (Kitchen Equipmt. Storm Sash, etc.), Liberty Baking Co. John McClements, Inc. (Florist), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Foods), Midtown Motors, Inc. (New and Used Fords), Pittsburgh Products Co. (Crosley Dealer), Standard Floor Co. (Flooring & kitchen equip.), Watson-Standard Co. (Paints and Varnishes), National Coffee Distrib., Inc., National Electronics, Inc. (Air-King TV Sets), Pittsburgh, Pa.

TV Accounts: Meadow-Gold Dairies, Inc., Midtown Motors, Inc. (New and Used Fords), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FLuancial 6-4616

APA—PPA

Owner.....S. W. Grossman
Art Director.....Jerome Leve
Production Manager.....R. C. Mackey
Copy Dir.....S. S. Kain
Account Executive.....M. A. Harvis
Radio Accounts: Auto Lamp Mfg. Co. Graphic Arts Monthly, Seatmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-3800

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Secretary.....James H. Kristof
Radio Director.....William Coop
Account Executives.....F. J. Woods,
P. D. Simons

Radio Accounts: Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CENTral 6-5959

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BMB—NOAB—PPA

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Vice-Pres. & Media Dir.....E. Ross Gamble
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& TV.....Wm. L. Weddell
Asst. to V. P. In Charge
of Radio & TV.....MacLean Chandler
Radio & TV Prod. Mgr.....Clair Callihan
Radio Traffic Mgr.....Marian N. Rice
Mgr. of Facilities &
EstimatingE. G. Eisenmenger

Branch Office

743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 5-2772

ManagerDonough Prince
Radio Director.....William McIllvain
3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131

ManagerHoward Cheney
Radio DirectorWendell Williams

Radio Accounts: Brown Shoe Co. (Buster Brown Shoe), St. Louis, Mo.; Pure Oil Co., Chicago, Ill.; Minnesota Valley Canning Co. (All products), LeSeur, Minn.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Club Aluminum Co. (Aluminum utensils), Chicago, Ill.; Pillsbury Mills, Inc. (All products), Minneapolis, Minn.

TV Accounts: Pillsbury Mills, Inc. (Pillsbury White Cake Mix, Choc. Fudge Cake Mix), Minneapolis, Minn.; Pure Oil Co.

Advertising Agencies

(Petroleum products), Chicago, Ill.; Brown Shoe Co. (Roblee & Buster Brown Shoes), St. Louis, Mo.; Atchinson, Topeka & Santa Fe (Santa Fe Railroad) Chicago, Ill.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Horlicks Corp. (Bed-time Horlicks), Racine, Wis.; Minnesota Valley Canning Co. (Green Giant Peas & Niblets Whole Kernel Corn), LeSeur, Minn.; Dean Milk Co. (Chocolate Dairy Drink), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 3, O.
Phone: MAin 3276

ABP—ANPA—NOAB—PPA

PartnerHerbert Byer
PartnerGus K. Bowman
PartnerJoel M. Burghalter
DirectorBill Copeland
Acct. Exec.Neil Hallock
Acct. Exec.R. W. Testament

Radio Accounts: Franklin Brewing Co. (Ben Brew Beer), Buckeye Foods (Potato Chips), Columbus, O.; Ashland Refining Co. (Gas and Oil), Ashland, Ky.; Clean Products Co. (Wallpaper Cleaner), Central Bldg. Loan & Savings, Franklin Glue Co. (Household Glue), Wetalene Laboratories (Household Cleaners), Community Chest, State of Ohio (Ohio State Fair), Red Cross (Annual Drive), Columbus, O.

TV Accounts: Franklin Brewing Co. (Ben Brew Beer), Acc Radio (Radio & TV Service), Buckeye Foods (Potato Chips), For Finance Dir. Comm. (Political), Columbus, O.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HAncock 6-7600

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Copy Chief.....Henry W. Patterson
Art Director.....William H. Ganick
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Radio-TV Director.....Jan Gilbert

Radio Accounts: Adams & Swett (Rugs), Boston Consolidated Gas Co. (Public Utility), Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston Globe (Newspaper), S. S.

Pierce Co. (Importers & Grocers), H. P. Hood & Sons (Dairy Products), Boston and Maine Railroad, Boston; Quincy Savings Bank, Quincy, Mass.; Rock of Ages Corporation (Monuments), Barre, Vt.

TV Accounts: Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston and Maine Railroad, Adams & Swett (Rugs), H. P. Hood & Sons (Dairy Products), Boston, Mass.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone: SARatoga 4466
PPA

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Vice-Pres. & Treas.....C. LeRoy Miller
SecretaryGeorge Gettman
Account Executives....Louis C. Pedlar, Jr., Betty Reese, Mary Downey.
Media Director.....George Gettman

Radio Accounts: Baum's Restaurant, Elite Laundry, The Fidelity Trust Co., Jarman Motors, Inc. (Dodge & Plymouth dealers), Baltimore, Md.

TV Accounts: Humline Bros. (Paint), Jarman Motors, Inc. (Dodge & Plymouth dealers), K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated homes), Baltimore, Md.

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900

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NOAB—ABC

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Vice-President.....James A. Clark
Secretary-Treasurer.....R. P. Clayberger
Partner.....Z. C. (Jess) Barnes
Radio-TV Pgm. Consultant...Walter Lurie
Art Director.....William Chausse
Production Manager.....Fred Oughton
Manager Outdoor Dept....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio-TV Program Dir....Chester H. Miller

Branch Office

333 No. Michigan Ave., Chicago, Ill.

Radio Dept. Manager.....R. A. Washburn
Radio Accounts: Oakite Products, Inc., O-So-Grape, Modern Food, Van Camp.

TV Accounts: Oakite Products, Inc. Western Biscuit.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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Chairman Radio-TV Dept. Winslow H. Chase
 Mgr. Det. Office W. Arthur Fielden

Branch Offices

1 E. 57 St., New York 22, N. Y.

Phone: MURray Hill 8-3190

Sr. V-P. Winslow H. Case
 230 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntRAL 6-1946

V-P. & Gen. Mgr. Earl W. Clements
 714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: RIchmond 6204

V-P. & Gen. Mgr. R. C. Francis
 995 Market St., San Francisco 3, Calif.

Phone: SUtter 1-8736

Manager T. M. Johnson

Radio Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Detroit, Mich.; Grocery Store Products Co., Foulds Division, Local Metropolitan Chevrolet Dealer Group, Detroit, Mich.

TV Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Norge Div. Borg-Warner Corp., Local Chevrolet Dealer Asso. Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

ABP—NOAB—ANPA—PPA—APA

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Treasurer B. N. Sandquist

Radio Dir. Arthur H. Lund

Production Creative Dir. John W. Forney

Copy Writers Donald Grawert,

Myrna McCauley.

Branch Office

919 N. Michigan Ave., Chicago 11, Ill.

Vice-President August C. Ragnow

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Gold Seal Co. (Wax Products), Our Own Hardware (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hilex Co. (Hilex Bleach & Disinfectant), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Checkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods.)

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1711 Walnut St., Philadelphia 3, Pa.

Phone: LO 7-8141

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Branch Office

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Manager Sidney B. Gorchov

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Phone: HA 1356

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TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIER ADVERTISING CO., INC.

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

Phone: MURray Hill 2-2014

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Art Director William E. Burgess

Production Mgr. C. Wiechmann

Radio-TV Director Marvin Casmir

Radio Account: Haynes-Griffin (Radio-TV Records), New York.

CAYTON, INC.

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

Phone: BRyant 9-0390

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Art Director Bob Lee

Radio Director M. Eaton

Prod. Mgr. C. F. Lucchesi

TV Director Allan Black

TV Time Buyer M. Eaton,

Allan Black

Copy Leo Nolan

Publicity K Carr

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Devexo & Reynold Co., Inc., (Paints & Art Supplies), Wearbest Rugs

Advertising Agencies

(Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

TV Accounts: Polaroid TV Filters, Durabilt Irons, Bond Clothing Stores, Chesebrough Mfg. Co.

CECIL & PRESBREY, INC.

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

Phone: PLaza 5-8200

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Radio & TV Dir. Edward E. Simmons
Time Buyer Thaddeus Kelly
Asst. Radio-TV Dir. David G. McAneny

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.

Phone: HEMpstead 2324

Exec-in-Chg. Riley Jackson
Radio Accounts: Philip Morris & Co. Ltd.
Inc. (Philip Morris Cigarettes), New York,
N. Y.; Block Drug Co. (Amnidant Tooth
powder & paste, Minipoo, Omega Oil, Poligrin,
Polident), Jersey City, N. J.; Lamont
Corliss (Nestle candy), New York, N. Y.;
Speidel Corp. (Watch bands), Providence,
R. I.; Oyster Shell Products, Denver, Colo.

NELSON CHESMAN COMPANY

Main at Market St., Chattanooga 8, Tenn.

Phone: 6-4942

ABP-ANPA-APA-NOAB-PPA
SNPA

Partner-Radio Director John E. Fontaine
Partner-Time Buyer Sara M. Kelly
Time Buyer James R. Fox

Radio Accounts: The Chattanooga Medicine
Co. (Cardui, Black-Draught, Zyrone,
Soltice), Chattanooga; Tennessee Nursery
Co. (Nursery and fruit trees), Cleveland;
Capital Nursery Co. (Tyler, Texas Roses),
Hartley Garment Co. (Dresses), Nashville,
Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.

Phone: WA 2-5732

ANPA-PPA-APA-ABC

Pres. & Space Buyer J. L. Wade
Vice-President Elmer Wade

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-1179

APA-ABP-NOAB-PPA-SNPA

President-In-Charge of Radio C. P. Clark
Vice-Pres. & Treasurer D. G. Goodwin

Secretary J. D. Clark

Radio Accounts: American National Bank
(Institutional), Fletcher & Wilson Co. (Luxury
Food Products), Colonial Milling Co. (Polly
Rich Flour), Tenn. Valley Marketers
(Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: Rittenhouse 6-0236

ANPA-PPA

President L. W. Clements
Secy. & Copy Chief E. D. Masterman
Director of Radio Alice Clements

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

HARRY B. COHEN ADV. CO., INC.

1 E. 57 St., New York 22, N. Y.

Phone: MURray Hill 8-3030

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Edward Aleshire, Harry B. Cohen, Jr.

Research Director William A. Yoell
Radio-TV Dir. Edward Aleshire
Radio Time Buyer John Donaldson
Asst. Time Buyer Viola Nolan

Radio Accounts: The Grove Laboratories
(4-Way Cold Tablets, Grove's Chill Tonic,
Pfunder's Tablets), St. Louis, Mo.; Grove-
Fitch Division (Fitch Shampoo, Fitch Ideal
Hair Tonic), Pearson Pharmaceutical Co. (Dew
Deodorant), New York, N. Y.

TV Accounts: The Grove Laboratories,
Inc. (4-Way Cold Tablets), St. Louis, Mo.;
Pearson Pharmaceutical Co. (Dew Deodorant),
New York, N. Y.

COLE & CHASON, INC.

331 Madison Ave., New York 19, N. Y.

Phone: MURray Hill 7-6414

PPA

Principal Herbert S. Chason

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Land Bank Bldg., Kansas City 6, Mo.

Phone: HARRison 3964

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Space Buyer Daniel C. Martin
Production Mgr. John C. Fehlandt
Acct. Executive Gardner Reams
Radio Dir. Bill Godden

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630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2300

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Batley, Muriel Haynes, Guy Richards,
Lewis H. Titterton, Henry A. Mattoon, C.
James Fleming, Jr., Jack Rees, George
Chatfield, Merrell Boyce, L. O. Holmberg,
Radio & Television Dept.

Director of Radio & TV

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Manager of Depts..... Brewster Morgan
Media Director..... Guy Richard
Asst. Media Dir..... Frank B. Kemp
Head Time Buyer..... Henry Clochessy
Times Buyers Julia Brown,
Jean Carroll, Richard Hurley, Ken Kearns,
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Gwynne Bldg., Cincinnati, O.
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Manager Richard Davis
6253 Hollywood Blvd., Hollywood, Calif.
Manager Floyd Holm

Radio and TV Accounts: Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Duz, Fluffo, Bonus, Drene), Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea), Allis-Chalmers Co., Goodyear Tire & Rubber Co., N. Y. Life Insurance Co., Kelly Springfield Tires, Simmons Knife.

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Calif.
Phone: YUkon 0196

APA—ABP—ANPA—PPA

President..... Edward W. Connor
Exec. Vice-Pres..... Shirley Walker
Production Manager..... Mrs. V. George
Account Executives..... Ted Connor,
B. McClure, D. McFadden, S. Walker

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-0940

ANPA—PPA—NOAB—APA

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Vice-Pres. & Treas..... H. W. Dengler
Vice-President Porter F. Leach
Vice-President J. Clement Boyd
Secretary Stuart D. Cowan, Jr.

Space-Time Buyer..... A. Marie Maus
Radio-TV Director..... T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Isbrandtsen & Sons, Inc. (26 Coffee), New York; Mittag & Volger, Inc. (Carbon paper & Ribbons), Park Ridge, N. J.; Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP—ANPA—APA—NAAN—PPA

President John Gilbert Craig
Sec.-Treas. Kathleen A. Walsh

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsylvania, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton, Del.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone: Daly 8-3500

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Secretary F. Aumuller
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C. H. Brehm, R. F. Timm, N. L. Telander
Vice-Pres.-Dir. of Media..... L. H. Ness
Radio-TV Director..... J. S. Stolzoff
Prod. Mgr..... H. J. Fink
Art Div..... A. H. Biermann
Radio Time Buyer..... Loretta Mahar
Copy Chief..... R. B. Skeen

Radio Accounts: Plankinton Packing Co., Ed. Schuster & Co., Inc., Luick Ice Cream Co., First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Luick Dairy Co.

TV Accounts: Ed Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wis., Marine National Exchange Bank, Milwaukee Company.

Advertising Agencies

CRITCHFIELD & COMPANY, INC.

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

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: Financial 6-3630

ABP—ANPA—PPA—NOAB—APA

Partners.....Edmond I. Eger,
Harley B. Hobbs
Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs, E. I.
Eger
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Prod. Mgr.....R. H. Wilson
Radio Account: Admiral Corp.
TV Account: Admiral Corp.

CUNNINGHAM & WALSH, INC.

(formerly Newell-Ennmett Co.)

40 E. 34 St., New York 16, N. Y.
Phone: MURray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB—
SNPA—ABC—APA—CAN—NAAN—
TAAN—BMB

PrincipalsJ. P. Cunningham,
E. H. Ellis, G. S. Fowler, G. E. Hoyt, R. R.
Newell, Wm. Reydell, R. L. Strobbridge,
F. H. Walsh.

Media Director.....N. M. McAvoy
Branch Office (Radio)
8420 Sunset Blvd., Hollywood 46, Calif.

**DANCER-FITZGERALD-SAMPLE,
INC.**

247 Park Ave., New York 17, N. Y.
Phone: MURray Hil 8-1600

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Vice-President.....C. L. Fitzgerald
Vice-Pres.-Treas.Paul Keenan
Vice-Pres.-Secy.F. T. Leighty
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Joseph H. Holmes, Jr., Charles Hotchkiss,
Gordon Johnson, Donald Manchester, J.
James Neale, Howard Newton, Richard
Porter, Frank Riggio, Adrian Samish, Jer-
ome Seehof, A. W. Spence, Jr., Samuel Sut-
ter, George Tormey.

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V-P's. & Acct. Execs.....E. R. Detchon,
J. Fitzmorris,
1680 N. Vine St., Hollywood 28, Calif.
ManagerAlvin Kabaker
6 King St., E., Toronto, Ontario, Can.
ManagerGilbert Numms
Radio Accounts: Campbell Soup Co., Fal-

staff Brewing Corp., General Mills, Inc.,
Lewis-Howe Co., Procter & Gamble Co., Ster-
ling Drug, Inc.

TV Accounts: Carter Products, Inc., Fal-
staff Brewing Corp., General Mills, Inc.,
Sterling Drug, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: Central 6700

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BMB—NOAB—PPA

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515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600

Vice-Pres.John Toigo
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 0158

Vice-Pres.Stanley P. Seward
90 Broadview, Toronto, Ontario, Can.
Phone: GL 7591

Vice-Pres.G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815

Vice-Pres.J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-7787

ManagerDario Soria
Radio Accounts: The Coca-Cola Co., At-
lanta, Ga.; Anheuser-Busch, Inc., Laclede Gas
Light Co., St. Louis, Mo.; General Tire &
Rubber Co., Akron, Weather-Seal Inc., Bar-
berton, Cleveland Electric Illuminating Co.,
Cleveland, O.

TV Accounts: General Tire & Rubber Co.,
Akron, O.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: Main 0790-1

PPA—NOAB—APA

Pres., Space-Time Buyer James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis
Dairy Co., So Good Potato Chips, Blanke-
Bar, Odera.
TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone: Michigan 3908

ANPA—PPA

Partner.....Robert J. Davis
Time Buyer.....Beth Freeman
Radio Accounts: Blue Bird Potato Chips,
Inc., Sandler Food Products, Dodson, Ltd.,
American Fruit Growers, Fruit Industries,
Ltd.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.

Phone: 8-0666

APA—ABP

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

DICKLOW ADV. AGENCY

1325 National City Bldg., Dallas 1, Tex.

Phone: C-8295

APA—SNPA

Owner-Radio Buyer..... Irene Scott Dicklow

DINION & DuBROWIN, INC.

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

Phone: PLaza 9-2826-9-3639

Pres.-Treas. Erwin Dinion
 Secretary Blanche Dinion
 Radio-TV Dirs..... Jack Lloyd.
 Cy Williams.

TV Accounts: House Beautiful Curtains,
 New York.

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.

Phone: WAbash 3193

ANPA—APA—PPA—SNPA

Partner..... Elmer H. Doe
 Partner Warwick Anderson
 Acct. Execs. Elmer H. Doe,
 Warwick Anderson, George W. Emerson,
 Robert G. O'Brein.

Space Buyer Miss G. P. Wagner
 Prod. Mgr. J. B. Peterkin

**DOHERTY, CLIFFORD &
 SHENFIELD, INC.**

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

Phone: BRyant 9-0445

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 MacCracken, James F. Egan, E. M. Ray-
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 Butler, Robert Shaw

Director Radio-TV..... Chester MacCracken
 Supervisor Radio-TV..... Blaney Harris
 Director-Commercials..... D. Peter Bowles
 Time Buyer Helen Wilbur
 Radio Accounts: Bristol-Myers, Co.
 (Ipana, Vitalis, Trushay, Benex, Mum, Am-
 mun, Resistab), Minute Maid Corp. (Minute
 Maid).

TV Accounts: Bristol Myers Co. (Ipana,
 Vitalis, Mum, Sal Hepatica, Resistab, Buf-
 ferin).

**THE RALPH L. DOMBROWER CO.,
 INC.**

11 E. Franklin St., Richmond 20, Va.

Phone: Richmond 3-111-3

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 Vice-Pres. Ralph L. Dombrower, Jr.
 Malcolm B. Dombrower.

Acct. Executive..... Edward I. Wallerstein
 Counsel Morton L. Wallerstein
 Art Director..... J. H. O. E. Pickett
 Production Manager..... Hobart Britton
 Space & Time Buyer..... Phyllis King
 Talent Buyer..... T. Michaux Moody
 Assistant Wilson Angel

Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

Manager Philip Rosenfeld

Radio Accounts: Pamplin Smoking Pipe &
 Mfg. Co., Pamplin; Richmond Hotels, Inc.
 (Richmond, Va. Hotels & Old Point Com-
 fort); Southland Wine Co., Inc. (Velvet Rose
 Wines), Goldberg Electric Products Co.,
 Inc., Richmond; Fork Union Military Acad-
 emy (Military School), Fork Union; The
 Words Co. (TV Receivers), Central National
 Bank, Etchison Hat Co., Inc., Chesterfield
 Hat Corp., Richmond, Va; Hushpuppy Corp.
 of America, Inc. (Thompson's Hushpuppy
 Mix), Jacksonville, N. C.; Chelco Corp., Inc.
 (Four "C's" Headache Remedy), Petersburg,
 Va.; John D. Battle (Gubernatorial Nomi-
 nee), Richmond, Va.

DONAHUE & COE, INC.

1270 Sixth Ave., New York 20, N. Y.

Phone: COlumbus 5-4252

ABP—ANPA—APA—NOAB—PPA—
 SNPA

Dir. Motion Picture, Radio
 & TV Div. A. Carl Rigrod
 Time Buyer..... Evelyn Jones
 Production Assts..... Marjorie Shields,
 Walter Collins.

Writer-Acct. Exec..... Latham Owens
 Radio Accounts: New York Herald Trib-
 une, New York World-Telegram & The Sun,
 Aborn's Coffee, Carolina Rice (River Brand
 Rice Mills, Inc.), M-G-M, New York, N. Y.;
 Atlantic Ale & Beer, Atlanta, Ga.

TV Accounts: Sunset Appliance Stores,
 (Home appliances), Gold Medal Candy
 Corp., (Bonomo's Turkish Taffy), New
 York, N. Y.; Scripto, Inc. (Pens and pencils),
 Atlanta, Ga.

DORLAND, INC.

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

Phone: ELDorado 5-2680

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 Treas., Exec. V.-P..... Walter S. Maas

Advertising Agencies

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 Vice Pres. Charles B. Strauss
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 V.-P.-Dir. of Package Goods
 Div. Herschel Deutsch
 V.-P.-Assoc. Dir. of Package
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 Vice-Pres.-Art Dir. Goldie Heller
 Art Director William K. Jacoby
 Promotion & Sales Dev. Robert Weill
 Dir. of Merchandising Shirley Polykoff
 V.-P.-Consultant for Art &
 Industrial Design Herbert Bayer
 V.-P.-Radio & TV Dir. Howard G. Barnes
 Radio-TV Time Buyer Katherine Kirkbride
 Radio Accounts: Helbros Watches, A. S.
 Beck Shoe Corp., Lanvin Perfumes, Ameritex
 Div.-Cohn-Hall-Marx, Colonial Airlines, Brei-
 tenbach (Gude's Pepto-Mangan), New York,
 N. Y.
 TV Accounts: A. S. Beck Shoe Corp.,
 Ameritex Div.-Cohn-Hall-Marx (Ameritex
 Fabrics), New York, N. Y.

JOHN C. DOWD, INC.

212 Park Sq. Bldg., Boston, Mass.
 Phone: HUbbard 2-8050

Radio-TV Dir. Theodore B. Pitman, Jr.
 Asst. Radio-TV Dir. Helen Garabedian
 Radio Accounts: Albany Carpet Cleaning
 Co., Allston; Buckley & Scott (Equipment
 for Heating), Watertown; Clinton Clothes,
 Boston; National Co. (Radio Receivers &
 Sets), Malden; First Nat'l Stores (Food),
 City Fuel, Staples Coal, Paine's (Furniture,
 etc.), Studio Shop (Gifts), Victor (Coffee &
 Tea), Boston Edison (Electricity), Boston;
 Harvard Brewing (Beer), Lowell; Reddi-
 Whip (Whipped Cream), Newton; Hotel
 Somerset, Strazzula Bros. (Tomatoes), Ring
 Clear (Hosiery), Boston, Mass.; M & M
 Bakeries, Dover, N. H.; Haviland Chocolates,
 Boston, Mass.
 TV Accounts: Clinton Clothing, Boston
 Edison (Electricity), Boston, Mass.; Roth-
 mund (Sausages & Frankforts), Somerville;
 Albany Carpet Cleaning Co., Allston; Car-
 penter-Morton (Paints), Everett, Mass.; Na-
 tional Co. (Radio Receivers & Sets), Mal-
 den, Mass.; Ring Clear (Hosiery), Boston,
 Mass.; Buckley & Scott (Equipment for
 Heating), Watertown, Mass.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
 Phone: WO 2-8246
 APA

Owner L. Jerome DuMahaut
 Production Manager Georgiana E. Park

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
 Phone: CIrCle 6-1400
 ABC-ANPA-NOAB-PPA-SNPA

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 Vice-Pres., Secy. Dir. of
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 Vice-Presidents Wm. E. Dempster,
 John Malone, Ralph D. Allum, Wm. C.
 Pank.
 Treasurer T. Arnold Rau
 Prod. Mgr. David R. Margaretten
 Head Art Dir. Harvey A. Spooner
 Art Directors J. Burton Stevens,
 John A. Hagstrom.
 Exec. Staff John C. Rome,
 David L. Rand, Clem W. Kohlman, Carl
 Friedlander, Robert L. Whitehead, C.
 Henry Heppenstall.
 Radio-TV Dir. Maurice Condon
 Mgr. Radio-TV Dept. & Time
 Buyer Bergi Boe

Branch Offices

2853 W. 7 Ave., Los Angeles, Calif.
 Phone: DUNkirk 8-3411

Exec.-in-Charge William Sloan
 703 Market St., San Francisco, Calif.
 Phone: YUkon 6-6239

Exec.-in-Charge Robert England
 Radio Accounts: The Serutan Co. (Serutan,
 Nutrex, RDX, Lemel, Hi-V, Journal of Liv-
 ing), Van Houten & Zoon Inc. (Cocoa &
 Chocolate), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
 Phone: MADison 2921

Owner Adam F. Eby
 Account Execs. Pauline Fergusson,
 Samuel E. Eby, Lillian Kirk.
 Radio Accounts: Annual Sports Show,
 Home Family Laundry, David J. Scott Co.,
 Brae McGuire Co., Inc.

**EDELSTEIN-NELSON ADV.
 AGENCY, INC.**

27 East Monroe St., Chicago 3, Ill.
 Phones: ANdover 3-3867, DEarborn 2-5976
 ABP-PPA

President & Sp. Buyer Edward Edelstein
 Acct. Exec. Lloyd C. Nelson
 W. C. Kauer, Edward Edelstein
 Art Director Louise Larson

ELLINGTON & CO., INC.

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 Vice-Presidents Theodore S. Strong,
 Hyland L. Hodgson, Gharles R. Marshall,
 Chauncey L. Landon.
 Dir. of Radio & TV Hal James

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Radio & TV Time Buyer.....Dan Kane
Radio Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.
TV Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.

ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
 Phone: CL 0422

ABP—ANPA—NOAB—PPA

Partners.....Michael F. Ellis, Jr.,
 Jerome R. Ellis
 Radio-TV Director.....Toby Treger
Radio Accounts: Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, Di-Bello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, Mc's Clothing, Loonsk Bros. Dry Cleaning, First Federal Savings & Loan Assn. of Kenmore.
Television Accounts: Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery), Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labatt's Ale and Beer).

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 Creative Staff.....Dorothy Wasserman,
 Baxter Schwellenbach, Donald Blass.
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 Film Director.....Richard Lyford
 Animation Director.....Gene Tourville
 Chief Photographer.....Sam Rosenberg

Branch Offices

1420 Walnut St., Philadelphia, Pa.
 Phone: KIngsley 6-1858

Manager.....Howard Enders
 1912 Duke St., Alexandria, Va.
 Phone: TEmple 9337

Manager.....Leonard C. Rennie
Radio Accounts: Amvets (American Veterans of World War II), Occidental Rest., Washington, D. C.; AP's Motors (Automobiles & Service), Arlington, Va.; George's Radio & TV Co., in coop. with RCA, Admiral, Motorola, Frigidaire, General Electric (Radios, TV & Electrical Appliances), National Productions (Shows) Washington, D. C.; Briggs Filtration Co. (Oil Filters, etc.), Bethesda, Md.; Simon Distributing Corp. (Motorola Distributor), Abbott Refrigeration (Air Conditioning, Comm. Refrigeration,

Frigidaire Products), Federal Security Agency, Home Appliance Co. (Radios, TV & Elec. Appliances) Travel, Inc. (Travel Agency), Economic Cooperation Administration, McCoy's (Radios, TV & Elec. Appliances), Mid-Atlantic Appliances (Admiral, Bendix, etc. Distrib.), Washington, D. C.

TV Accounts: Gimbel's (Department Store), Pierce-Phelps Inc., Philadelphia, Pa.; George's Radio & TV Co., Julius Garfinkel & Co. (Department Store), Washington, D. C.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel, Jr.
 Vice-Pres. & Sec.....M. L. Engel
 Art Dir. & Copy Dir.....A. A. Lausmann
Radio Accounts: Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Angelo Bank Bldg., Fresno, Calif.
 Phone: PH 3-2613

Pres. & Prod. Mgr.....E. E. Anderson
 Vice-Pres. & Space Buyer.....Frank Ennis
 Art Director.....Milton M. Young
 Radio Director.....Lon McAdams
Radio Accounts: Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
 New York 17, N. Y.

Phone: LExington 2-8700

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 Charles A. Rheinstrom.

Sec.-Treas.....James F. O'Connor
 Exec. Radio-TV Dir.....C. H. Cottingham (L.A.)
 Radio-TV Dir.....Richard L. Eastland (N.Y.)
 Time Buyer.....Raymond Sims (N.Y.)
 Radio Producers.....Charles F. Lowe, (L.A.),
 John Halpern (N.Y.)

Erwin, Wasey & Company, Ltd.

230 N. Michigan Ave., Chicago, Ill.

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Branch Office of Erwin, Wasey & Co., Ltd.
 5045 Wilshire Blvd., Los Angeles, Calif.

Manager.....Fred M. Jordan
 Erwin, Wasey & Co. of Minnesota
 523 Marquette Ave., Minneapolis 2, Minn.

Presidnt-Manager.....Mac Martin
 Erwin, Wasey & Co. of the South
 First National Bank Bldg, Oklahoma City,
 Okla.

Vice-Pres-Mgr.....Harold Halsell
 Erwin, Wasey of Canada, Ltd.

1170 Bay St., Toronto, Ont., Canada

Manager.....Ralph L. Lawson

• • • **Advertising Agencies** • • •

Branch Office of Toronto
1121 St. Katherine St., W., Montreal, Canada
Manager Brian Devlin

Radio Accounts: Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Daggett & Ramsdell Olive Tablet Co.

BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone: KI 5-2590
ANPA—APA—PPA

President Benjamin Eshelman
Exec. Vice-Pres. J. J. D. Spillan
V.-P. & Radio Dir. L. H. Greenhouse
Secy. & Prod. Mgr. W. J. Collopy
Radio Accounts: Commonwealth of Pa., dept. of commerce; Commonwealth of Pa., dept. of revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42 St., New York, N. Y.
Phone: Murray Hill 5-1900

Vice-Pres.-Chg. Radio. Thomas D. Luckenbill
Chg. Television Kendall Foster
Chg. Hollywood Office Don Bernard
Chief Execs. Wendell Adams,
Stan Lomas, Sam Northcross, Helen Phillips, Andrew Potter, Charles White, Max Wylie.

Branch Office

California Bank Bldg., Vine & Selma,
Hollywood 28, Calif.
Phone: Hudson 2-3366

Exec.-in-Chg. Don Bernard
Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), Piel Bros. (Piel's Beer), R. J. Reynolds Tob. Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

TV Accounts: R. J. Reynolds Tob. Co. (Camel Cigarettes), Colgate (Vel), National Carbon (Eveready Batteries), Piel Bros. (Piel's Beer).

ALBERT EVANS—ADVERTISING

9th Floor Dan Waggoner Bldg.,
Fort Worth 2, Tex.
Phone: 3-9521

ABP—ANPA—APA—BMB—NAAN
NOAB—SNPA

Partner Albert Evans, Jr.
Partner Gordon N. Teague
Acct. Exec. Gene M. Lightfoot
Acct. Exec. Stan Schlenther

Art Dir. Jud Acker
Prod. Mgr. Mary Lou Slay
Radio Accounts: Armour & Co. (Cloverbloom 99), Foremost Dairies, Inc. (Southwest Division), "OB" Macaroni Co., Terminal Grain Co., Williamson-Dickie Co.

EVANS-WORK ADVERTISING AGENCY

318½ South Sixth, Springfield, Ill.
Phone: 28868

President Clarence R. Evans
Art Director John Robert Work
Continuity Director Imogene Reische
Radio Accounts: American Roofing Co., Arch Wilson, Inc., Axtell Kramer, L. B. Bell Fur Co., Bootery, Bridge Jewelry, Inc., Camera Shop, Capital City Motors, Capitol Aviation, Inc., Community Bakery Co., Constantino Packing Co., Faultless Milling Co., Frostie Bottling Co., Harold Prehn, Inc., Kennedy Laundry & Dry Cleaners, L & L Sales, Piggly Wiggly (Fisher Grocery Co.), Oauality Dairy, Rolands, St. Nicholas Hotel, Seck DeVault Paint Manufacturing Co., Springfield Refinoid Co., Willis Meyers Upholstery Co.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-7927
ABP—ANPA—APA—AAAA
NOAB—ABC

President Lawrence I. Everling
V.-P. Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art. Reynold Abbruzzi
Radio Accounts:—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 8-4200

AAAA—ABP—ANPA—APA—NOAB—PPA
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Vice-residents. Dr. Wallace H. Wulfeck,
Jules Singer, Kenneth Plumb, Pete Hurd,
Joseph Leopold, Douglas Boyd, Thomas P. McMahon, Frank Hermes, Herb Morse, Charles Wright
Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.
Ass't to Mr. Barton George Burbach
Time Buyer Penelope A. Simmons
Copywriter-Radio & TV. Miss Pat Hartels
Estimator Frank Howlett
Ass't to Time Buyer Jacqueline Ruta
Radio Accounts: American Safety Razor Corp. (Razors, Blades, Lighters), Brooklyn, N. Y.; Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), Pan American

Advertising Agencies

Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Lever Bros. (Breeze), New York; John F. Trommer, Inc. (White Label Beer & Ale), Brooklyn, N. Y., Orange, N. J.; McCall Corp. (McCall's Magazine), New York, N. Y.

TV Accounts: Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), New York; John F. Trommer, Inc. (White Label Beer), Brooklyn, N. Y., Orange, N. J.; American Safety Razor Corp. (Lighters), Brooklyn, N. Y.; McCall Corp. (Magazine), New York, N. Y.

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 4-1536
ANPA—NOAB—PPA

Partners: Harry Feigenbaum, David Werman
Radio & TV Director: Franklyn S. Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), B. S. Pincus & Co. (Yankee Maid Frankfurters), Laundry Board of Trade of Phila., Federal Savings Associations of Phila., Hardwick & Magee Company (Rugs & Furniture), Phila.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; Philadelphia Daily News (Newspaper), Continental Casualty Co. (Phila. Office), (Sickness & Accident Insurance); A. B. C. Auto Driving School, Phila., Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meats), The Arrow Store (Men's Store), Master Floor Covering (Rugs & Floor Coverings), Phila., Pa.; Hudson Dealers of Phila.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer: Robert Feldman
Vice-Pres.: B. Michael
Radio Director: C. Rhodes
Copy Chief: L. Barton

Radio Accounts: Hotel Manhattan Towers Nevele, Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Rest, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
Phone: 2-2197
ABP—APA

President: Byron F. Fellows, Jr.
Vice-President: Donald G. Novak
Sec. Treas.: Marjorie Hughes

Copy Writer: Jane Logan
Radio Accounts: Merchants Bank, Syracuse; BWB Food Co. (Baked Beans, Soup), Mexico, N. Y.; Moore & Quinn Brewery, Syracuse; Syracuse Industrial Club, Syracuse, N. Y.

TV Accounts: Syracuse Industrial Club, Syracuse, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: National 7713
PPA

President: Courtland D. Ferguson
Secty. Treas.: Lucille Pierce Ferguson
Radio Director: Wm. R. Groome
TV Director: Walter J. Kerwin
Radio Time Buyer: Patricia Brennan
Account Executive: George D. McGuinness
Account Executive: Philip Martin

Branch Offices

525 N. Charles St., Baltimore, Md.
Manager: George Ross
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager: Frank G. Christian
Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Maubek Bread Co. (Bread Products), Hagerstown, Md.; High's Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.
TV Accounts: Bergmann Laundry, Briggs (Meat products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 9-7100
ABP—ANPA—APA—NOAB—PPA

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Exec. Vice-Pres. & Sec.: Alexander Slavitt
Vice-President: Philip Lukin
Account Exec.: J. B. Morse,
Lawrence Wisser, Henry Bretzfeld
Space Buyer: Miss Selma Grosswirth
Art Director: Stanley Dusek
Production Mgr.: Kenneth Miller
Radio-TV Time Buyer, Dir.: Henry Bretzfeld
Radio Accounts: Sam Smith Shoe Corp. (Little Yankee Shoes), Newmarket, N. H.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977

ABP—APA—PPA—SNPA
President: Robert G. Fields

Account Exec.....W. R. Culbertson
 SecretaryA. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee),
 Cherokee Mills (Flour), St. Bernard Coal
 Co. (Coal), Nashville Pure Milk Co. (Milk).

JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.
 Phone: BRyant 9-1290

Pres. & Secy.....John A. Finneran
 V.P. & Treas.....Honorio Finneran
 Asst. Treas.-Gen. Mgr.....H. B. Pettengill
 Art Dir.....K. Elmore
 Chief Copywriter.....D. Anscombe
 Space & Time Buyer.....E. Pryde
 Acct. Execs.....Curtis I. Brown,
 G. White, B. Silon, F. Quinn, Dayton M.
 Jones.
Radio Accounts: DeSoto Beach Hotel &
 Cabana Cluh, Heaton Hall, Hollywood Acade-
 my, Red Lion Inn, St. Moritz Hotel (Lake
 Placid), United Air Lines.

**FIRESTONE-GOODMAN ADV.
 AGENCY, INC.**

445 Loch Arcade, Minneapolis 2, Minn.
 Phone: Main 4393
 ANPA—APA

President.....Allan L. Firestone
 V.P.-Treas.....Archie Goodman
 Sec.....R. S. Firestone
Radio Accounts: Great Minneapolis Sur-
 plus Store, Palm Beach Cosmetics, Minne-
 apolis, Minn.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
 Phones: Cen. 6-1610-1611

Owner.....Jack L. Fisher, Sr.
 Co-Owner.....Jack L. Fisher, Jr.
 Radio Time & TV Space Buyer..Helen Heinz
Radio Accounts: Lester Cowan Prods.
 (Movies), New York; Balaban & Katz
 (Movies), Bell Savgs. & Loan Assn. (Bank),
 Hilton Hotels (Hotel), Cook Co. Democratic
 Party (Political), Chicago; Greater Chicago
 Hotel Assn. (Hotel), Eagle-Lion Films, Inc.
 (Movies), Chicago & New York; Geo. S.
 May Co. (Tam O'Shanter Country Club),
 Chicago; Selznick Releasing Org. (Movies),
 New York; Shubert Theaters (Stage shows),
 Chicago; United Artists Corp. (Movies),
 Universal Pictures (Movies), Warner Bros.
 Pictures (Movies), Essaness Theaters (Mov-
 ies), Sol Lesser Productions (Movies), An-
 drew Stone Productions (Movies), 20th Cen-
 tury-Fox Film Corp. (Movies), New York;
 Vanguard Films, Inc. (Movies), Hollywood.
TV Accounts: Selznick Releasing Org.
 (Movies), New York, N. Y.

**FITZGERALD ADVERTISING
 AGENCY**

833 Howard Ave., New Orleans 12, La.
 Phone: Tulane 3131

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 Joseph H. Epstein, Roy M. Schwarz, Leon-
 ard Gessner, Warren G. Posey, E. W.
 Rector Wootten.
 Radio Director.....Aubrey Williams
Radio Accounts: Wesson Oil & Snowdrift
 Sales Co. (Wesson Oil, Snowdrift), H. G.
 Hill Stores, Jackson Brewing Co. (Jax Beer),
 New Orleans, La.
TV Accounts: Jackson Brewing Co. (Jax
 Beer), New Orleans, La.

FLACK ADV. AGENCY, INC.

1110 Hills Mldg., Syracuse 2, N. Y.
 Phone: 2-3129

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 Treasurer.....J. K. Bowman
 Account Executives.....Claire Evans,
 Arnold T. Bowden, William P. Conklin,
 Grover H. Hubbell, David R. Allen

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
 Phone: CHerry 1490

President.....Robert B. Foley
 Sec.-Treas.....Helen M. Little
Radio Accounts: I. J. Fox, Inc. (Retail Fur-
 rier), Grismier Motors, Inc. (Lincoln-Mer-
 cury Dealer), Morton S. Pine Co. (Day's
 Pine Cleanser), Cleveland Stetson Shop
 (Retail—Shoes), Cleveland, O.

**THE RICHARD A. FOLEY ADV.
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1528 Walnut St., Philadelphia 2, Pa.
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 Copy Director.....Raymond Barr
 Art Director.....Earle Steiert
 Mech. Production Mgr....Ed. G. Griffiths
 Office Manager.....Catherine E. Gibbons
 Radio-TV Director.....James L. Tabor
Radio Accounts: Abbotts Dairies, Inc.,
 Beneficial Saving Fund, Brock & Co. (Frozen
 French Fries), Freihofer Baking Co., Phila-
 delphia, Pa.
TV Accounts: Abbotts Dairies, Inc., Benef-
 icial Saving Fund, Brock & Co. (Frozen
 French Fries), Philadelphia, Pa.

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Mgr. Production Dept.Albert A. Sperisen
Dir. of Research.Patricia Barbagelata

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Phone: HOLLYWOOD 9-6265

Vice-PresidentRobert Ballin
General Manager.C. Burt Oliver

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Pacific Bldg., Portland 4, Ore.
Phone: ATwater 8181

Exec-in-chn.Leith F. Abbott

Radio Accounts: Acme Breweries, San Francisco; A & T Productions, Hollywood; All-Year Club of So. Calif., Ltd., Los Angeles; American Bakers Assn., Chicago; American Wine Co., Beverly Hills; Anabist Co., Yonkers, N. Y.; Anglo California National Bank, San Francisco; Arden Farms Co., Los Angeles; Argosy Picture Corp., Culver City; Arko Productions, Inc., Culver City; Armour & Co., Chicago; B-B Pen Co., Inc., Los Angeles; Barbara Gould, Inc., New York; Beatrice Foods Co., Chicago; Bero Films, Hollywood; Bourjois, Inc., New York; California Fruit Growers Exchange, Los Angeles; Californians, Inc., San Francisco; Chanel, Inc., New York; Cole of California, Los Angeles; Commercial National Bank & Trust Co. of New York; Crest Productions, Inc., Hollywood; DeLo Appliance Div., General Motors Corp., Rochester, N. Y.; John H. Dulany & Son, Inc., Fruitland, Md.; Emerson Radio & Phonograph Corp., New York; Fairfax Bread Co., San Francisco; Federation of Swiss Watch Manufacturers, Bienne, Switzerland; First National Bank of Chicago; Frigidaire Division, General Motors Corp., Dayton, O.; General Foods Corp., Post's Rice Toasties, Instant Postum and Postum Cereal, New York; Glass Container Manufacturers Institute, New York; Hall Brothers, Inc., Kansas City, Mo.; Hat Research Foundation, New York; Hughes Productions, Hollywood; Independent Artists, Inc., Hollywood; International Cellucotton Products Co., Chicago; International Latex Corp., Dover, Del.; Kimberly-Clark Corp., Neenah, Wis.; Jesse L. Lasky Productions, Inc., Los Angeles; Liebmann Breweries, Inc., Brooklyn; Lockheed Aircraft Corp., Burbank; Marshall Field & Co., John Marshall Insurance Co., Chicago; Glenn McCarthy Productions, Hollywood; McKem & Vanta, Divisions of Shawmut Mills, Inc., New York; Montgomery Ward & Co., Chicago; National Piano Manufacturers Association of America, Chicago; New York Central System, New York; Northrop Aircraft

Corp., Hawthorne, Calif.; Northwestern University, Evanston, Ill.; Pacific Mutual Life Insurance Co., Los Angeles; Pepsodent Div., Lever Brothers Co. (Pepsodent Tooth Paste, Antiseptic, Toothbrushes, Trim Hair Tonic), Chicago; Purex Corp., Ltd., South Gate; Rheem Manufacturing Co., San Francisco, New York; RKO Pathe, Inc., RKO Radio Pictures, Inc., RKO Theatres (RKO Service Corp.) New York; S & W Fine Foods, Inc., San Francisco; Safeway Stores, Inc., Oakland; Security-First National Bank of Los Angeles; Showtime Pictures, Inc., Sierra Pictures, Inc., Hollywood; Southern Pacific Co., San Francisco; Hunt Stromberg Productions, Los Angeles; Sun Harbor Packing Co., San Diego; Toni Company, The, Chicago; Union Oil Co. of California; Van Raalte, Inc., New York; Hiram Walker, Inc. (Hiram Walker's Imperial Whiskey, Walker's De Luxe Straight Bourbon Whiskey), Walkerville, Ont., Can.; Western Beet Sugar Producers, Inc., San Francisco; Western Oil and Gas Assn., Los Angeles; Westwood Productions, Inc., Hollywood.

TV Accounts: Beatrice Foods Co., New York; Marshall Field & Co., Chicago; New York Central System, New York; Pepsodent Division, Lever Bros. Co., Chicago.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone: Gilbert 2-3645
APA-PPA

President Marshall Ford
Radio Director Wm. Cummings
Radio Accounts: Berent-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital National Bank, Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

FORT & COMPANY

1101 S. Tryon St., Charlotte 1, N. C.
Phone: 4-7122
SNPA

President John L. Fort
Secretary Mrs. Ruby Black
Art Director William Bain
Radio Account: Kennedy Laboratories, Inc. (The Kennedy Formula).

FRANK & HOLLINSHEAD, INC.

1407 Industrial Bank Bldg., Detroit 26, Mich.
Phone: Woodward 2-6220
ABP-ANPA-APA-PPA-NOAB
Pres., Treas. & Copy Chief E. G. Frank
V-P. Radio Dir. & Radio Time Buyer
M. A. Hollins-head
Research Dir. D. R. Hodgins
Art Dir. & Prod. Mgr. J. S. Chandlee
Space Buyer Mrs. M. A. Youngs
Account Executives E. G. Frank,
M. A. Hollins-head, D. R. Hodgins

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
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Harold E. Maples

Branch Offices

10 Post Office Square, Boston 9, Mass.
Packard Bldg., Philadelphia 2, Pa.
1 La Salle St., Chicago 2, Ill.
235 Montgomery St., San Francisco 4, Calif.
Radio Accounts: Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEarborn 2-5745
NOAB-ABP-ANPA-APA-PPA
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Acct. Execs. A. G. Gaines,
Ben Rubin, Ira L. Morton, Jones B. Frankel, Lew Sanders, Fred McCarthy
Prod. Manager Gladys R. Arnold
Space Buyer Helen Eich
Radio-TV Director Lew Sanders
Radio Accounts: Lion Chemical Co., Terman's, Rolin Sales, Valmor Prod., General Camera Co.
TV Accounts: Terman TV Sls., Rosin-Starr, General Camera Co.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-7433
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Exec. V-P. & Treas. H. S. Rieff
Secretary R. S. Buckbinder
Art Director E. Gambole
Prod. Mgr. Phil Berman
Radio & TV Dir. Sydney Rubin
Radio Accounts: Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
Phone: Alpine 2048
ANPA-ABP-APA-NAAN
Pres., Radio Dir. & Time Buyer
C. J. Freiberger
Art Director H. Ray Baker
Account Executive Kent Thomas
Secretary Charles A. Haskell
Radio Accounts: Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

Advertising Agencies

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
 Phone: HEMlock 1345
 ABP—ANPA—APA—NOAB—PPA
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 Prod. Mgr. & Art Dir.....H. J. Torgesen
 Space Buyer.....M. K. McGowan
 Secretary.....R. W. Wallace
 Copy Chief Radio Dir.....Norman Frankel
Radio Accounts: Columbia Baking Co.,
 Walton Rice Mill, Inc.

**OAKLEIGH R. FRENCH
 & ASSOCIATES**

4235 Lindell Blvd., St. Louis 8, Mo.
 Phone: Newstead 0037
 AAAA—ABP—NOAB—ANPA—PPA
 APA—NAAN

Partner.....Oakleigh R. French
 Partner.....Mazie G. French
 Dir. Consumer Mdse.....G. Gordon Hertlet
 Art Director.....F. H. Turpin
 Dir. Client Service.....Richard C. Lynch
 Radio Time Buyer, Acct. Exec.

Al Maescher, Jr.
Radio Accounts: Mercantile Commerce
 Bank & Trust Co., Dixie Mills, Phelan-Faust
 Paint Co., H. P. Coffee Company, Meletio
 Sea Food Company, Luber-Tone, Inc.

AD FRIED ADVERTISING AGENCY

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(See Complete Listing Under "A")

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 Treasurer.....Harry M. Frost
 Asst. Treas.....Florence A. Dondero
 Secy. Radio Dir. & Time Buyer

Harvey P. Newcomb
 V.-P. Pro. Mgr. & Space Buyer
 Harold E. Bessom
 Newspaper Space Buyer....Anna V. Turner
Radio Accounts: Durkee Mower, Inc.,
 Supreme Wine Co., Eastern Racing Assn.,
 Campbell Fairbanks Expositions, Genoa
 Packing Co., Eldred & Barbo.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
 Phone: MURray Hill 6-5600
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 Mgr. Radio & TV Dept. (New York)
 Lee Williams

Mgr. Media Dept. (New York)...George Lyon
 Mgr. Media Dept. (Cleveland)...W. J. Staab
 Mgr. Film Dept. (Cleveland)

Richard Reynolds
 Mgr. Radio Dept. (Cleveland)...M. M. Scott

Branch Offices

1501 Euclid Ave., Cleveland 15, O.
 Phone: CHerry 6700

Vice-Pres.....W. A. Wright
 105 W. Adams St., Chicago 3, Ill.
 Phone: ANdover 3-5041

Vice-Pres.....E. J. Laue-en
Radio Accounts: Olney & Carpenter (Food
 Products), Westinghouse Elec. Corp. (Vari-
 ous), Plymouth Cordage Co. (Rope), Her-
 cules Powder Co. (Toxaphene), Aluminum
 Cooking Utensil Co. (Wear-Ever), Bryant
 Heater Corp. (Gas Heaters), Burkardt Brew-
 ing Co. (Beer), Penzoil (Gasoline & Oil),
 Commonwealth Shoe & Leather Co. (Shoes),
 Commercial Solvents Corp. (Anti-Freeze),
 Owens-Corning Fiberglas (Curtains), Alum-
 inum Co. of Amer. (Various).

TV Accounts: Central Nat'l Bank of Cleve-
 land, American Greeting Card Publishers,
 Burkhart Brewing Co., Aluminum Cooking
 Utensils Co., Orange Screen Co., Linder
 Davis Co., Domestic Sewing Machine Co.,
 Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46 St., New York 19, N. Y.
 Phone: PLaza 7-6265
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 Vice-President.....Irving J. Gottlieb
 Secretary.....Nathan Rothenberg
 Art Director.....Edwin R. Swaback
 Acct. Executive.....H. Edward Simon
 TV Director.....Les Persky

Radio Accounts: American Federation of
 Labor, Washington, D. C.; International Lad-
 ies Gar. Workers Union, Liberal Party,
 Reimann & Bresse (Furniture), Labor Zion-
 ist Comm. for Relief & Rehabilitation,
 Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
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 Radio-TV Director.....Arthur J. Casey
 Asst. Radio-TV Director....May A. Kohler
 Radio Time Buyer.....John Naylor
 Asst. Radio Time Buyer...John Hetherington

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
 Phone: COLumbus 5-2000

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 V.-P. in Chg. of Radio for N. Y. Office
 Roland Martini

Radio Accounts: Ralston Purina Co.
 (Cereal and Feeds), Pet Milk Co. (Evapo-

. . . Advertising Agencies . . .

rated Milk), Barton Mfg. Co. (Barton's Dyanshine), St. Louis; Cook Chemical Co. (Cook-Kill Insecticide), Kansas City, Mo.; H. C. Cole Milling Co. (Omega Flour), Chester, Ill.; Godefroy Mfg. Co. (Larieuse Hair Coloring), The Grove Laboratories, Inc. (Bromo Quinine Cold Tablets, Kare Lotion Deodorant), St. Louis; H. D. Lee Co. (Food Products), Kansas City; Old Judge Coffee Co. (Old Judge Coffee), St. Louis Public Service Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Co. of Missouri, St. Louis; Lion Oil Co., Eldorado, Ark.; National Guard, Washington, D. C.

TV Accounts: Pet Milk Co. (Pet Milk), St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Banquet Canning Co., St. Louis Independent Packing Co., St. Louis, Mo.

GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.
 PPA—ANPA—NOAB—ABP—NAAN
 AAAA—APA—SNPA—BMB

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 Prod. Mgr.....John Brevit
 V.-P. Radio-TV Dir....William A. Morrison
 Acct. Exces.....Sidney Garfield,
 W. A. Morrison

Radio Accounts: Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-8388
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 Secretary & Space Buyer.....G. P. Schill
 V.-P. & Acct. Exce.....Earl Lines
 Art Dir.....O'Cal Hanson

Radio Accounts: Florida Citrus Exchange, Gibson Refrigerator Co.

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 NOAB—PPA

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 Secretary.....William G. Huckel
 Treasurer.....Elizabeth A. Heath
 Acct. Exces.....Bates Compton,
 John E. Rooney, John W. Claghorn, J.
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Public Relations Director.....Wm. C. Faust
 Radio-TV Dir.....Hal S. Lamb

Branch Office

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 Phone: LEXington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Aberle, Inc. (Women's Ho-siery), Philadelphia, Pa.

JOSEPH R. GERBER CO.

1305 S. W. 12 Ave., Portland 1, Ore.
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 Production.....Jack Lockie
 Art Director.....John Blew
 Copy Chief.....Dean Pollock
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68 Post St., San Francisco 4, Calif.
 Phone: Garfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
 Account Executives.....J. W. Clark,
 R. A. Heeley

Media Director.....Pat Crowell
 Production Manager.....M. F. Musil

Branch Office

5319 Hollywood Blvd., Hollywood 27, Calif.
 Manager.....Orson Hauter
Radio Accounts: David D. Bohannon
 Orgn., Stringer Driver Moving & Storage Co.,
 Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 1, N. Y.
 Phone: PLaza 5-5400
 AAAA—ABP—ANPA—APA—BMB
 NOAB—PPA

President.....Bertram B. Geyer
 Exec. Vice-Pres.....H. W. Newell
 Vice-Presidents.....R. M. Ganger,
 C. A. Broucker, A. J. Cole, F. P. Reynolds,
 Jr., J. H. Sheldon, A. A. Surin, E. F.
 Thomas, W. R. Mason

Treasurer.....J. R. Kunz
 Publicity Director.....E. F. Thomas
 Director.....Frederick A. Long
 Associate Director.....George J. Zachary
 Traffic.....Barbara A. Fishel

Branches Offices

14250 Plymouth Rd., Detroit 32, Mich.
 Phone: Hogarth 5520

Vice-President.....John L. McQuigg
 Executive Contacts.....R. Manney,
 W. Graham, H. Wilson

• • • Advertising Agencies • • •

931 Third National Bldg., Dayton 2, O.
Phone: Fulton 4145

Vice-President.....E. G. Frost
Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Lorillard Co. (Embassy), Knox—The-Hatter (Wearing Apparel), Chicopee Mills (Lumite Screening, Infant Specialties), New York, N. Y.; G. Krueger Brewing Co. (Beer & Ales), Newark, N. J.
(*TV Accounts:* Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; G. Krueger Brewing Co. (Beer & Ale), Newark, N. J.; Continental Oil Co. (Conoco), Ponca City, Okla.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone: Elgin 2111
ABC

President.....Mrs. J. J. Gibbons
Chairman of Board.....R. A. Stapelis
Managing Dir.....H. M. Tedman
Vice-Pres. & Gen. Mgr.....R. B. Battinson
Secy.-Treas.....E. T. Saunders
Vice-President.....W. Kiehn
Radio Director.....Don Bassett

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
Manager.....C. W. McGibbon
272 Scott Block, Winnipeg, Manitoba
V.P. & Manager.....A. B. Johnston
204 Leader Bldg., Regina, Saskatchewan
Manager.....Stanley Wayte
Renfrew Bldg., Calgary, Alberta
Vice-Pres. & Mgr.....R. G. Smith
McDougal Court, Edmonton, Alberta
Manager.....J. H. Fulton
609 Province Bldg., Vancouver, B. C.
Vice-President.....Dave Crawford

THE GIEZENDANNER CO.

3003 Louisiana St., Bx. 6278, Houston, Tex.
Phone: Keystone 7383

Owner.....Charles J. Giezendanner, Jr.
Acct. Exec.....Maureen Marks
Acct. Exec.-Artist.....Dave Lenke
Traffic.....Mrs. Juanita Threadgill
Bookkeeper.....Mrs. Lucille Thornberg
Auditor.....Winthrop Carter
Clerical.....Billie McDaniel
TV-Radio Dir.....Maureen Marks

Radio Accounts: Houston Fat Stock Show (Livestock Exposition), Sun-Up Ice Cream, Fogle-West, Inc. (Mortuary & Ambulance), Pollyanna Shop (Ladies Ready to Wear), Union Bottling Works (Dr. Pepper), Archer Grain Co. (Livestock & Poultry Feeds), Amer. Brahman Breeders Assn. (Brahman Cattle), Hargis Motor Co. (Ford Automobiles), South Texas Motor Co. (Kaiser-Frazer Cars), Houston Hat Co. (Men's Hats), Home Owned Properties (Real Estate), Braswell's

of Houston (Floral Shop), Kelley's Restaurants (Restaurants), Pin Oak Horse Show (Clarity Horse Show), Loew's State Theater (Movie House), Sakowitz Brothers (Clothing, etc.), Houston, Tex.

TV Accounts: Houston Fat Show Show (Livestock Exposition), Sun-Up Ice Cream Co. (Ice Cream), Fogle-West, Inc. (Mortuary—Ambulance), Pollyanna Shop (Women's Ready to Wear), Houston, Tex.

GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone: 4-5516

ABP—ANPA—APA

President & Treasurer.....Marion C. Nelson
Vice-Pres.....Lon Richardson, J. Y. Tipton
Secretary.....Marjorie Farrell
Dir., Radio & TV Acct. Exec. Victor V. Bell
Asst. Radio Dir.....Robert F. Rohlfing
Film Technician.....Richard V. Thiriot
Secretary.....Enid Ogaard

Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Cloverleaf Dairy (Dairy Products), Colville Ice Cream (Ice Cream), Exceles Products Co. (Beauty Products), First Fed'l Savings & Loan, Fisher Brewing Co. (Beer), Ford Motor Co., General Electric Supply Corp., Graybar Electric Co., Mountain Fuel Supply Co. (Gas—Natural), Salt Lake City; Ogden First Fed'l Savings & Loan, Ogden; Petty Motor (Ford Dealer, Used Cars), Salt Lake City, Utah; Porter Macaroni Co., Portland, Ore.; Purity Biscuit Co. (Crackers, Cookies, etc.), Royal Baking Co. Bread, Cakes, etc.), Salt Lake City Chamber of Commerce, Salt Lake Hardware Co., Sego Milk Products Co. (Evaporated Milk), Streater Chevrolet Co. (Chevrolet Dealer), Sweet Candy Co., Tracy-Collins Trust Co., Union Pacific Railroad, Salt Lake City; Utah Finance Co., Provo, Utah Oil Refining Co. (Gas & Oil, Atlas Products), Utah Power & Light Co. Utah Automobile Dealers Assn., Walker Bank & Trust Co., Salt Lake City; Western Colorado Power Co., Montrose, Colo.

TV Accounts: Petty Motor (Ford Dealer, Used Cars), Union Pacific Railroad, Utah Oil Refining Co. (Gas and Oil, Atlas Products), Utah Power & Light Co., Salt Lake City, Utah.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 4-2141

AAAA—ANPA—APA

President.....G. F. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer.....Howard W. Gambrill
Art Director.....C. S. Heizer
Traffic Manager.....Louise Ludke

Advertising Agencies

Branch Office

De Young Bldg., San Francisco, Calif.
 Manager.....Robert O. Davis
Radio Accounts: Ralphs Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Chip Steak Company, Bluhill Foods, Inc., Huggins-Young Coffee Co., Microtone Co. (Hearing Aid), Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Oils, Shampoos, Hair Preparations), Los Angeles; Pearson Motor (Car Dealer), San Diego; Quickway Household Products (Woodwork, Wall Cleaner), Radio Gospel Fellowship (Religious Programs), Los Angeles, Calif.

TV Accounts: Quickway Household Prod. (Woodwork, Wall Cleaner), Los Angeles, Calif.

GLEW ADVERTISING AGENCY

517 Murray Bld., Grand Rapids, Mich.
 Phone: 8-1848
 ABP—ANPA

Owner-Operator.....Francis K. Glew
Radio Account: Valley City Milling Co.

**GOLDMAN, WALTER & KANNA
 ADV. AGENCY, INC.**

36 State St., Albany 7, N. Y.
 Phone: 5-8864-5
 ABP—APA

President.....Jack Goldman
 Vice-President.....Ralph D. Kanna
 Treasurer.....Harry L. Goldman
 Secretary.....Hyman Rosenblum
 Radio & TV Dir., Space Time Buyer,
 Account Exec.....Ralph D. Kanna
 Account Exec., Sales Mgr.,

Space Time Buyer.....Jack Goldman
 Account Exec.....Norman D. Tillman
 Copy Chief.....Betty Tierney
 Asst. Copy Chief.....Elinor Yaguda

Radio Accounts: Albany Garage, Inc. (Dodge Cars & Trucks, Electric Appliances), Albany; Greens Stationers, Albany, Seven Up Bottling Co. (Soft Beverage), Troy; Standard Furniture Co. (Furniture Stores in Albany, Kingston, Troy & Schenectady), Wultex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Sector Men & Boys Furnishings, Swartz & Levison (Shoes for entire family), Lou Weiss Dress Shop (Ladies' Wear), Albany; Ben Katz, Inc. (Furniture Store), Troy, N. Y.

TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofner Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, Troy and Schenectady N. Y.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-6746
 AAAAA—ANPA—PPA—ABP—AA

President.....Clyde M. Joice
 V.-P. & General Mgr.....Harlow P. Roberts
 Vice-President.....Charles O. Puffer
 Vice-President.....Fred W. Swanson
 Treas. & Copy Chief.....Garrick M. Taylor
 Secy. & Media Dir.....Florence A. Neighbors
 Research & Mds.....George B. Frank
 Research & Mds.....J. Alden Joice
 Production Mgr.....Doris Monnette
 Account Exec.....Henry Nathan

Radio Accounts: Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., The Illinois Canning Co., Newly Weds Baking Company (Ice Cream 'n Cake Roll), Chicago, Ill.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.

GOTHAM ADVERTISING CO.

2 West 46th St., New York 19, N. Y.
 Phone LUXenburg 2-2880
 APA—ABP—ANPA—PPA—ABC

Chairman of Board.....G. E. Harris
 President.....D. D. Sutphen, Jr.
 Radio & Tele. Dir., Exec. V.-P. & Treas.

Arthur A. Kron
 Secretary.....C. A. Priest
Radio Accounts: Hartley's Marmalade, Lutheran Hour, A. D. Juilliard & Co., Inc., Regione Siciliana, New York, N. Y.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-9533
 ANPA—PPA

Partner.....Julian P. Brodie
 Partner.....Alan Green
 Radio Time Buyer.....Dorothy Grim
 Art Director.....Cecil Baumgarten
 Production Directors.....Sidney Sawyer,
 Melford Brodie

Copy Chief.....Tom D. Murray
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Castle Products Co.

GREY ADVERTISING AGENCY, INC.

166 W. 32 St., New York 1, N. Y.
 Phone: CHickering 4-3900
 AAAAA—ABP—ANPA—APA—NOAB

President.....Lawrence Valenstein
 Executive Vice-Pres.....Arthur C. Fatt
 Media & Research Dir.....Herbert A. Vitriol
 Radio-TV Director.....John Wyatt
 Manager, Radio-TV Dept.....Joseph Bailey
 TV Supervisor.....Barbara Jones
 Time-Video Buyer.....Philip Leshem

Advertising Agencies

Radio Accounts: Gruen Watch Co. (Watches), Cincinnati, O.; Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Lambert Brothers (Jewelry), Phillips-Jones Corp. (Shirts), Kleiner Corp. (Bathing Caps), A. Hollander & Son, Inc. (Furs), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Disney, Inc. (Hats), Deltax Rug Co. (Rugs), New York, N. Y.; Rustcraft Publishers (Greeting Cards), Boston, Mass.; Gruen Watch Co. (Watches), Cincinnati, O.

THE GRISWOLD-ESHELMAN CO.

2700 Terminal Tower, Cleveland 13, O.

Phone: Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers

Vice-President.....Earl R. Preble

Radio Accounts: Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

ABP—NAAN—ANPA

Pres., Treas., Publ. Div.....Julian Gross

Vice-Pres.....Beulah Gross

Art Div.....Robert Honer

Sec., Media Dir., Time Buyer

Erwin B. Needles

Copy Chief.....Lani Janes

Radio Accounts: (21 Local and Regional.)

GULFORD ADVERTISING AGENCY

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

Phone: Pennsylvania 6-8518

ANPA

Owner.....Frances G. Guilford

Space Buyer.....Amelia Pronko

Branch Office

812 Olive St., St. Louis 1, Mo.

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.

Phone 2-0492

Partners.....John L. Halpin,

Marion G. Halpin

Copy Chief.....E. C. Genois

Production Chief.....M. B. Kunes

Art.....A. J. Hitchins

Radio Accounts: Chas. Freiloffer Baking Co., Jonathan Levi Co., Wallace Co.

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.

Phone Longacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB

Board Chairman.....C. P. Hanly

President.....H. M. Montgomery

Secretary-Treasurer.....H. E. Lehman

V.P. & Radio-TV Dir.....Wells Spence

Branch Office

Wallace-Ferry-Hanly Co.

400 W. Madison St., Chicago, Ill.

Phone: Franklin 2-6440

President.....L. T. Wallace

RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.

Phone: Pennypacker 5-0837

ABP

Partner-Radio Dir.....Ralph A. Hart

Partner-Art Dir.....Leon Greenfield

Prod. Mgr.-TV Dir.....Alvin Schultzberg

Publicity Dir.....Vivian Sandler

Account Executives.....Ralph A. Hart,

Alvin Schultzberg

Radio Accounts: Capitol Tire Co., Glamour Shoe Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg.

Rochester 4, N. Y.

Phone: Main 2073-4

ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart

Vice-Presidents.....Harold E. Kennedy,

Joseph Brown

Secretary.....John P. Street

Account Execs.....H. Lyman Hart,

Harold E. Kennedy, Joseph P. Brown,

John P. Street, E. Ward Phillips, John M.

Nixon, Lawrence F. Luescher

Radio Accounts: Blue Boy Dairy, Blue

Bus Lines, F. Cappellino & Sons, Crescent-

Puritan Laundry, Crouch & Beahan Co.,

Genesee Valley Trust Co., Genesee Monroe

Racing Assoc., Haxton Canning Co., Levis

Music Stores, Powers Hotel, J. H. Rae Oil

Co., Inc., Security Trust Co., Henry Siebert

& Sons, Standard Brewing Co., Veteran

Foods, Inc., Wegman's Supermarkets, Bick-

ford Bros. Co.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.

Phone: State 2-0055

ANPA—PPA—APA—ABP—NOAB

President.....George H. Hartman

Vice-President.....Edwin Cahn

Secretary-Treasurer.....Frank R. Hartman

Radio Director.....Thomas Kivlan

Radio Accounts: M. J. Lanahan, Neumode

Hosiery Co., Nash-Underwood, Chicago Tri-

bune.

HENRI, HURST & McDONALD, INC.

121 West Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

ABP—ANPA—APA—NOAB—PPA

Chairman of Board of Dir...W. D. McDonald

President.....W. B. Henri

Secretary.....A. M. Semones

Treasurer.....R. H. Eaton

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Media Director.....Charles Pumpian
 Radio-TV Director.....John Scott Keck
 Radio-TV Time Buyer.....Dorothy Ayres
 Publicity Director.....Frazier E. Nounnan
Radio Accounts: Ballard & Ballard, Co., Inc. (Oven Ready Biscuits, Flour and Feeds), Louisville, Ky.; Coopers, Inc. (Men's Underwear and Hosiery Sportswear), Kenosha, Wis.; International Shoe Co. (Shoes for Men, Women and Children), St. Louis, Mo.; Iowa Coap Co. (Nola Soap Flakes), Burlington, Ia.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture, Theater Seats), Naperville, Ill.; The Lane Company, Inc. (Cedar Chests), Altavista, Va.; Perfect Circle Corp. (Piston Rings and Piston Expanders), Hagerstown, Ind.; The Sherwin-Williams Co. ("Weed-No-More" Weed Killer, Paints and "Lin-x"), Cleveland, O.; Skelly Oil Co. (Petroleum Products, Gasoline, Oil and "Skelgas" Bottled Gas), Kansas City, Mo.
TV Accounts: Ballard & Ballard Co., Inc. Louisville, Ky.; International Shoe Co., St. Louis, Mo.; Kroehler Mfg. Co., Naperville, Ill.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-9135
 ABP—ANPA—APA—PPA

President.....H. L. Hicks
 V.-P. & Treas.....E. H. Greist
 Acct. Execs.....J. A. Drake,
 S. R. Huntley, K. A. Hamilton, H. L. Hicks,
 Jr.
 Copy Chief.....C. V. Skoog, Jr.
 Radio & TV Director.....Peter A. Krug
Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. J.
TV Accounts: Lewyt Corp., Brooklyn; I. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

580 Fifth Ave., New York, N. Y.
 Phone: PLaza 7-6300

President.....Sidney Garfield
 Treasurer.....Arthur Hirshon
 Vice-President.....Lewis Nemerson
 Charge of Radio-TV.....Stanley J. Wolf

Branch Offices

Radio and TV Dep't. at
 18 E. 50 St., New York 22, N. Y.
 Phone: PL 9-7979
 Executive-in-Charge.....Stanley J. Wolf
 Park Square Bldg., Boston, Mass.
 Phone: Liberty 2-0485
 Executive-in-Charge.....Gabe Stern
Radio Accounts: Prentiss Clothes (Men's & Women's Clothing), Miles Shoes (Shoes), New York; Waltham Watch Co. (Watches),

Waltham, Mass.; Dr. Posner's Shoes (Children's Shoes), New York, Utica Knitting Mills (Children's Sleepers), Utica, N. Y.
TV Accounts: Galey & Lord (Fabrics), Artistic Foundations ("Flexees" & bathing suits), New York, N. Y.

W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
 Phone: MAin 3450

Owner, Space & Time Buyer

William F. Holland

Radio-TV Dir.....Earl Holland
 Production.....E. Haverfield
 Research.....Frank Hilgemeyer
 Copy Chief.....R. Bader
 Art Dir.....Paul Bogosian
 Publicity Dir.....Ted Lehmeier

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-0850

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....Everett W. Hoyt
 Chairman of the Board.....Winthrop Hoyt
 Dir. of Radio-TV.....Wm. Philip Smith

Branch Office

15 Lewis St., Hartford 3, Conn.
 Phone: Hartford 5-6066
 Executive-in-charge.....Frank A. Whipple
Radio Accounts: B. C. Remedy (Headache Tablets & Powders), Durham, N. C.; Charles Gulden, Inc. (Gulden's Mustard), New York; Blueberry Cooperative Association (Tru-Blue-Berries), N. J. & Mich.; Merck & Co. (Di-Chloricde Mth Killer), N. J.; KLM (Royal Dutch Airlines (Aeroplanes), New York; Stanley Home Products Co. (Brushes), Westfield, Mass.
TV Accounts: The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; F. Ad. Richter & Co., Inc. (Pain Expeller Linament), Brooklyn, N. Y.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
 Phone: Liberty 2-4714

AAAA—ABP—ANPA—APA—PPA

President & Treas.....Richard S. Humphrey
 V.-P. & Acct. Exec.....Herbert T. Hand, Jr.
 V.-P., Acct. Exec. & Copy Chief
 Julian L. Watkins
 V.-P. & Acct. Exec.....John H. McCullough
 V.-P., Acct. Exec. & Market Dir.
 Frank S. Christian
 V.-P., Acct. Exec. & Dir. of Pub.
 Marjory Hall
 Dir. of Radio & V.-P. (N. Y.)
 William H. Eynon
 V.-P. & Asst. Dir. of Radio (Boston)
 Sally Larkin
 V.-P. & Radio Prod. Mgr. (N. Y.)
 Walton Butterfield

• • • Advertising Agencies • • •

Acct. Exec. (N. Y.).....Humphrey Ireland
Branch Office
 25 W. 45 St., New York 19, N. Y.
 Phone: JUDson 6-2640

V.-P., Mgr.....Ned Smith
Radio Accounts: The First Church of Christ, Scientist (Religious), Boston; The Christian Science Monitor (Newspaper), Boston; National Council of The Protestant Episcopal Church (Religious), New York.
TV Accounts: Saks-34th (Department Store), New York.

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmilton 1160
 APA—ANPA—PPA—ABP—NOAB
 Chairman of Board.....F. Irving Hutchins
 President.....Frank A. Hutchins
 Vice-Pres. & Gen. Mgr...Frank M. Hutchins
 Vice-President.....John P. McCarthy
 Vice-Presidents.....William F. Lacey,
 Homer C. Scheck
 Asst. to Pres.....Raymond P. Weiss
Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
 Vice-Presidents.....John R. Maxwell,
 Max Enlow

16-18 W. 46 St., New York 19, N. Y.
 Vice-President.....H. Pierson Mapes
 Vice-President.....Maitland Jones
 1244 Dufferin St., Toronto, Que., Canada
 Res. Mgr.....Walter Engwer
Radio Accounts: Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scramton's.

TV Account: Philco Corp.

INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.
 Phone: 9-4184-5

President.....Roy C. Kelley
 V.-P. & Gen. Mgr.....Lewis N. Steenwyk
 Treasurer.....Jean Foster
 Time Buyer.....Abbie Seastrom
 Prod. Mgr.....Walter L. Van Overen

Radio Accounts: Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Deal Co., C. B. DeKorne, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
 Phone: Randolph 6-2321-25
 Account Exec. & Radio-TV Dir.
 Irving Rocklin

Continuity Director.....M. S. Lovinger
 Production.....D. Engel

Radio Accounts: Libby Furniture Co. (Furniture & Appliances), Walton Motors, Inc. (New and Used Cars), Union Life Insurance Co. (Insurance), Linoleum City (Floor Coverings), Balaban Floor Cov. Co. (Floor Coverings), Chicago Furniture Mart (Furniture & Appliances), Illinois Sewing Machine Dist. (Sewing Machines; Parts), Muntz TV (Radio Counselors) (Television Sets), Doin' the Town Enter. (Pass Books), North Town Currency Exch., Mutual Clothiers (Men's Clothing & Furn.), Richards Drive-Ins (Restaurants), Martin Jewelers (Watches & Jewelry), Atlas Piano Co. (Pianos), American School (High School by Mail), Town House-Town Pump (Restaurants), Chicago, Ill.

TV Accounts: Sandra Motors, Inc. (New and Used Cars), Balaban Floor Cov. Co. (Floor Coverings), North Town Currency Exchange, Walton Motors, Inc. (New and Used Cars), Wolack & Bauer (Women's Shoes), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
 Phone: WOrth 1-7005
 PPA

Managing Partner.....Paul E. Jackson
 General Manager.....John Yeargain
 Acct. Execs.....Paul E. Jackson,
 John Yeargain, James Frankenberg
 Production Manager.....Gerald Duggan
 Radio & TV Director...Wallace H. Lancton
 Ass't Radio Director.....Alice Frey

Radio Accounts: Pequot Mills (Sheets & Pillowcases), Richard E. Thibaut, Inc. (Wallpaper), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Denninger Paint & Wallpaper (Wallpaper & Decorating Supplies), Bridgeport, Conn.; George Wood, Sons & Co. (Diapers), Philadelphia, Pa.; Louis Sherry, Inc. (Food Products), New York, N. Y.

TV Accounts: Pequot Mills, Berkshire Fine Spinning Associates. (Curtains), Richard E. Thibaut, Inc., New York, N. Y.; Warner Wallpaper Co., Chicago, Ill.; Flo-Bar, Ltd. (Soap), New York, N. Y.

JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio
 Phone: Franklin 2169
 APA—ABP

President & Treas.....M. K. Jessop
 Vice-President.....Charles A. Jessop
 Radio Director.....R. Gilbert
 Secretary.....R. D. Moss

Advertising Agencies

DUANE JONES COMPANY, INC.

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

President.....Duane Jones
Exec. V.-P. & Gen. Mgr.....Ralph Smith
Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Vice-Presidents.....C. Frederic Bell,
Joseph Scheideler, Robert Hayes
Copy Chief.....Robert Hughes
Space Buyer.....Dave Hogmer
Production Mgr.....Gerald O. DaCosta
Art Directors.....Thomas McManus,
Robert Young, Dick Beyer
Business Manager.....Richard A. Stevens
Research & Mdsq. Dir., Premium Mgr.

Lawrence Hubbard
Radio Director.....Reggie Schuebel
Production-AM.....Chester Gierlach
Production-TV.....Walter Ware
Head Time Buyer.....Vera Brennan
Time Buyers.....Jeanne Sullivan,
Sally Reynolds, Anne Small, Thelda Cor-
dani

Radio Accounts: B. T. Babbitt, Inc. (Bab-
O and Glim), New York, N. Y.; Curtice
Brothers Co. (Blue Label Ketchup), Rochest-
er, N. Y.; R. B. Davis Co. (Swel Fudge and
Frosting Mix), Hoboken, N. J.; Haskins Bros.
& Co. (Blue Barrel Soap), Omaha, Nebr.;
G. F. Heublein & Bro., Inc. (A-1 Mustard),
Hartford, Conn.; Hudson Pulp & Paper Corp.
(Paper Napkins), New York, N. Y.; Interna-
tional Salt Co., Inc. (Sterling Salt), Scranton,
Pa.; Kilmer & Co., Inc. (Swamp-Root, Sweet-
heart Soap), Stamford, Conn.; Manhattan
Soap Co. (Blu-White Flakes), New York, N.
Y.; The Marlin Firearms Co. (Marlin Razor
Blades), New York, N. Y.; Megowen-Educa-
tor Food Co. (Crax, Kremox), Lowell, Mass.;
The Mennen Co. (Mennen Men's Products),
Newark, N. J.; C. F. Mueller Co. (Macaroni
and Spaghetti), Jersey City, N. J.; Pharmaco,
Inc. (Chooz, Feen-a-mint), Newark, N. J.;
Pierce's Properties, Inc. (Dr. Pierce's Golden
Medical Discovery), Buffalo N. Y.; Staze,
Inc. (Staze), Stamford, Conn.; Weekly Pub-
lications, Inc. (Newsweek Magazine), Wes-
son Oil & Snowdrift Sales Co. (Tavol),
Whitehall Pharmaceutical Company (Anacin
(Spot) Hill's Cascara Quinine Cold Tablets),
New York, N. Y.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GARfield 2300
APA—NOAB—AAAA—ABP—ANPA
PPA—BMB—ABC

President & Treas.....C. M. Robertson, Jr.
V.-P. & Gen. Mgr.....Stanley A. Willer
Vice-Pres.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Richard K. Jones
Asst. Radio Dir.....Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York 19, N. Y.
Phone: PL 7-4600

Manager.....W. A. Powers
Radio Accounts: Bavarian Brewing Co.,
Cincinnati Street Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Martin Rosenherger Wall Paper Co., Ten-B-
Low Co., Heekin Co., M. Werk Co.
TV Account: Bavarian Brewing Co.

**KAL, EHRlich & MERRICK
ADVERTISING, INC.**

314 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3700
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2nd V.-P.....Alvin Q. Ehrlich
Secretary.....Bernard R. Linkins
V.-P. in Charge of Radio and TV
Alvin Q. Ehrlich
Copy Chief.....Sol Panitz
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwisle, Philip Berne, Wm. Roberts

H. W. KASTOR & SONS ADV. CO.

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

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V.-P. & Gen. Mgr.....Marvin Harms
Vice-Presidents.....Herman Kastor,
John T. Urice, Ashley Belbin
Manager of Media.....Walter Kniffen
Radio Director.....James H. West
Radio Accounts: Procter & Gamble Co.
(American Family Flakes), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Pennant Syrup).

**KASTOR, FARRELL, CHESLEY &
CLIFFORD, INC.**

274 Madison Ave., New York 16, N. Y.
Phone: ORegon 9-4440
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Exec. Vice-Pres.....W. S. Chesley, Jr.
V.-P. & Copy Dir.....C. E. J. Clifford
V.-P. & Treasurer.....J. M. Van Horson
V.-P. & Media Dir.....J. B. Peters
Radio & TV Dir.....Jules Bundgus

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
Phone: Randolph 6-3060

Vice-President.....David D. Brown
Radio Accounts: Blatz Brewing Co., New
York; Hickok Mfg. Co., Rochester, N. Y.;
Marlboro Shirt Co., Laco Products, Inc.,
Baltimore, Md.; Schuefel Bros., Newark,
N. J.
TV Account: Blatz Brewing Co., New York.

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Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Time & Space Buyer.....Alice Ross
Continuity Writers.....Nat C. Wildman, Margo
Patterson, Louise Moyer, Phil Thompson,
Boland Brave, Margaret Currens, Graydon
Walker

Branch Office

8 South St., Baltimore 2, Md.

Manager.....C. M. Harrison
Dir. of Radio & Tcle.....Robert G. Swan
Media Dir.....J. T. McHugh

Radio Accounts: American Oil Co., Globe
Brewing Co., Baltimore Transit Co., Chunk-
E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,
Laco Products, Inc., Madera Bonded Wine
& Liquor Co., Maryland Pharmaceutical Co.,
Pompeian Co., Inc., Voneiff-Drayer Co., Lack-
awanna Railroad, Humphreys Medicine Co.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.

**HENRY J. KAUFMAN &
ASSOCIATES**

Homer Bldg., Washington 5, D. C.
Phone: District 7400-13

ANPA—APA—ABP—NAAN—ABC—NOAB

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Partners.....Jeffrey A. Abel,
Wm. F. Sigmund

Radio-TV Dir. & Time Buyer.....Jeffrey A. Abel
Prod. Mgr.....Betty Darling Gwyer
Acct. Execs.....H. J. Kaufman,
G. C. Brant, J. A. Abel, A. H. Edelson, A.
A. Sarra, R. C. O'Donnell

Radio Accounts: Potomac Electric Power
Co., Columbia Federal Bldg. & Loan Assn.,
Pepsi-Cola Bottling Co. of Wash., Lacy's Ap-
pliances, The S. S. S. Co., Inc.

TV Accounts: Lacy's-Appliance, Simou
Distrib. Co.

**RAYMOND KEANE ADVERTISING
AGENCY, INC.**

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Secy., Treas., Time Buyer.....Ethel N. Keane
Radio Dir.....Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.

Manager.....Harold Neumann
Radio Accounts: American Natl. Bank,
Kay's Better Jewelers, K & B Packing Co.,
Kortz Jewelry Co., Republic Drug Co., Seven-
Up Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.

Phone: Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN

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Vice-Pres. & Art Dir.....Ernest R. Roose
Asst. Sec. & Controller.....Lenore R. Martin
Vice-Pres. & Copy Chief.....Lawrence T. Sogard
Space & Radio Time Buyer.....Mary C. Dill
Radio Accounts: Hastings Manufacturing
Co., The Casite Corp., Walker Mfg. Co., Wil-
son Milk Co., Inc.

THE KEILSON CO.

117 W. 46 St., New York 19, N. Y.

Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.

Phone: Jefferson 8337

PPA—APA—SNPA—ANPA

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Vice-Pres. & Space Buyer.....W. W. Zahrndt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

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

Phone: PLaza 3-0700

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V.-P. in Charge of Research.....G. Maxwell Ule
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V.-P. and Radio-TV Director
William A. Chalmers
V.-P. and Pub. Dir.....Hal Davis
Commercial Continuity

Thomas K. Carpenter, Jr.

Talent Buyer.....Sylvan Taplinger
Director of Time Buying.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman, Eugene
Litt

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TV Director.....Garth Montgomery
Radio Publicity Director.....Herb Landon

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Vice-President in Charge....Robert D. Wolfe
Penobscot Bldg., Detroit, Mich.
Vice-President in Charge.....Don Miller
135 S. La Salle Street, Chicago, Ill.
304 Bay Street, Toronto, Canada
Manager.....William J. Frost
Other Offices: San Francisco, Washington, D. C., Kansas City

Radio Accounts: The Borden Co., Ford Motor Co., The Kellogg Co., Kellogg Company of Canada, Ltd., Wesson Oil and Snowdrift Sales Co., American Maize Products, White Rock Corp., John B. Stetson Co., The Gorham Co., Manhattan Shirt Co., Pepperidge Farms, Inc., Richard Hudnut Sales Co., Inc., Beech-Nut Packing Co., Bristol-Myers Co.

TV Accounts: The Borden Co., The Kellogg Co., Ford Motor Co., Lincoln-Mercury Div.

KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 40 St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter
Vice-Presidents.....Sam S. Baker,
Rudolph Wetterau, Horace Hagedorn
Acct. Execs.....Edward G. Chase,
J. Fred Cross
Radio-TV Execs.....Samm S. Baker,
Horace Hagedorn, Edward G. Chase

Time Buyer.....E. Thompson
Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathasweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Sloan's Liniment & Balm (Liniments), New York, N. Y.; Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flexnit (Girdles), Elizabeth, N. J.; Ludwig Bauman (Stores), New York, N. Y.

TV Accounts: D. P. Harris Co. (Rollfast Bicycles), New York, N. Y.; V. La Rosa & Sons, Abraham & Straus, Royal Lace Paper Works (Roylie Doylies), Brooklyn, N. Y.; Lane, Ltd. (Lords Cigarettes), New York, N. Y.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600
AAAA—ANPA—NOAB—PPA

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Comptroller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Manager.....Thomas Erwin
Abbott Kimball Bldg., Van Ness at Wilshire
Los Angeles, Calif.

Manager.....Howard Ehrlich
155 Sansome St., San Francisco, Calif.

Manager.....Alfred Ducato
Radio Accounts: Family Laundry Owners Asso., New York, N. Y.; Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

TV Accounts: Artra Cosmetics, Inc. (Artra Creme Shampoo), Bloomfield, N. J.; Norcross, Inc. (Greeting Cards), New York, N. Y.; Lampl Fashions (Suits and Dresses), Cleveland, O.; Jackson Furniture Co. (Furniture), San Francisco, Calif.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FUlton 5161

AAAA

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Gen. Manager.....Carter B. Helton
Treasurer.....Robert M. Collett
Art Director.....Bill Kinzer
Production Manager.....Hap Moon
Business Manager.....R. C. Mills
Acct. Executives.....James Hadley,
Robert Collett, W. B. Metcalfe, R. C. Mills,
Van S. Lindsley

Radio-TV Director.....Chuck Gay
Dept. Asst.....Gary Malcolm
Radio Accounts: August Wagner Breweries, Inc. (Beer), Columbus; Gem City Bldg. & Loan Asso. (Home Loans, Savings), Fredericks-Helton, Travel Service (Travel Service), Fan Tan Gum Corp. (Chewing Gum), Dayton, O.; Automotive Gear Corp. (Gears), Richmond, Ind.

TV Accounts: August Wagner Breweries, Inc., Columbus; Gem City Bldg. & Loan Assn., Dayton, O.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone: SUtter 1-6110
AAAA—APA—ABP

President.....James C. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Marion Dunn

KOEHL, LANDIS & LANDAN, INC.

22 E. 47 St., New York 17, N. Y.
Phone: MURray Hill 8-2627

ABP—ANPA—APA—NOAB—PPA

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Vice-Pres. & Sec.....A. A. Landis
Vice-President.....John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, O.
Vice-Pres-in-Chg.....A. A. Landis

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MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343

ABP—ANPA—APA—NAAN—NOAB
SNPA

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Vice-President.....Marshall J. Smith
Secretary.....Homer Gentry
Radio-TV Dept. Executives...Homer Gentry,
Kathryn Huckaba, Betty Strobel, Edmunda
McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-3200

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Vice-Presidents.....Haywood Anderson,
Sam D. Fuson, Myron P. Kirk, Schuyler
Kudner, E. J. Owens, Robert D. Stewart
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Ass't Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio
Edmund Cashman
Business Manager.....Al Reibling
Ass't Bus. Mgr.....John Marsich
Time Buyer.....Carlos Franko
Production Mgr.....Wm. Templeton
Casting.....Mickey Alpert
Directors.....Eddie Sutherland,
A. A. Coughlin, Frank Burns, Hugh Brown
Copy Chief (Radio & TV)....Norman Nash

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Phone: Madison 5315

Executive in Charge.....J. Ed Schipper
315 W. 9th St., Los Angeles 15, Calif.
Phone: Van Duke 0196

Executive in Charge.....E. R. Harrison
681 Market St., San Francisco 5, Calif.
Phone: Garfield 1-5433

Executive in Charge.....J. H. Hornell

Representative

Albee Bldg., Washington, D. C.
Phone National 5506

Representative.....Frank Getty
Radio Accounts: General Motors, Good-
year Tire & Rubber Co., United States
Tobacco Co., Benson & Hedges

TV Accounts: The Texas Co., Admiral
Corp., Buick Motor Division, United States
Tobacco Co., Benson & Hedges

J. R. KUPSICK ADV. AGENCY

122 East 42 St., New York 17, N. Y.
Phone: MUrray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Sec. & Space Buyers.....Jule Bouton,
Beth Leveson

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-7940

ANPA—APA—PPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Vice-Pres., Sec. & Treas.....C. D. Kuttner
Acct. Executives.....S. C. Kuttner,
Mae McCain
Media Director & Time Buyer...S. C. Kuttner
Promotional Director.....Martin Maller

Branch Office

New York, N. Y.

Executive in Charge.....F. S. Kuttner

Radio Accounts: Town Club of Chicago
(Club), Chicago; Community Builders
(Builders), Skokie; Royal Metal Mfg. Co.
(Furniture), Capitol Dairy (Dairy), Finders
Mfg. Co. (Hollywood Broilers), Chicago, Ill;
Shainberg Dry Goods Co. (Dept. Store),
Memphis, Tenn.; Holleb and Co. (Wholesale
Grocers), Pacific Wine Co., Frank's Dept.
Store (Dept. Store), Delaney Heald (Clean-
ers), Rutenberg Galleries, Fabric Center,
Jo Bell Products (Kurl Klasp), Essaness
Theaters (Chain of Theaters), Chas. Doppelt
and Co. (Leather Goods), Chicago, Ill.

TV Accounts: Berrcraft Corp. (Appliance
Distr.), Gage Bros. (Millinery), Finders Mfg.
Co. (Hollywood Broiler), Chicago, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
Secy.-Treas.....M. M. Shurman
Radio Dept. Mgr.....Geo. H. Murphy
Asst. Radio Time Buyer....Mrs. L. Simmons
Production Mgr.....Mrs. M. Parker
Publicity Dir.....Al R. Capley
Acct. Executives.....David Davidson,
Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S.
Bedding Co., Abraham Bros. Packing Co.,
Memphis, Tenn.; Childs' Distributing Co.,
Jonesboro, Ark.; Wm. A. Webster Co., Mem-
phis, Tenn.

LAMBERT & FEASLEY, INC.

60 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 7-8980

ANPA—APA—PPA

President.....E. T. T. Williams
Executive V.-P.....Gordon K. Seagrove
V.-P., General Manager.....Frank W. Mace
Director of Radio.....Ray H. Kremer

Radio Accounts: Phillips Petroleum Co.
(Gasoline, Motor Oil), Bartlesville, Okla.

• • • **Advertising Agencies** • • •

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.

Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA—ABC

President.....A. Wm. Landsheft
 Secretary-Treasurer.....Vera H. Landsheft
 V.P. & Copy Chief.....Henry L. Barber
 Production Manager.....E. T. Drullard
 Art Dir.....Harold F. Feltz
Radio Accounts: Kendall Refining Co.,
 Liberty Bank of Buffalo.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: MA 6579

AAAA—ABP—ANPA—APA—NOAB
 PPA

Vice-President & Secretary...Alvin B. Fisher
 Assistant Radio Copywriter...Mary Haring
Radio Accounts: Bing Furniture Co.
 (Furniture), The Burrows Bros. Co., Inc.
 (Office Supplies & Equipment), C. C. C. D.,
 Inc. (Chrysler Dealers), Dowd-Feder, Inc.
 (Automobile, Parts & Service), Hobby House,
 Inc. (Model Trains), Olrich Motors, Perry
 House Auto Park, Cleveland, O.; Republic
 Pictures Corp., New York, N. Y.; Sears, Roe-
 buck & Co., The World Publishing Co.
 (Books), Yellow Cam Co., Cleveland, O.
TV Accounts: The Babeer-Tenda Corp.
 (Baby Furniture), Strong, Carlisle & Ham-
 mond, Cleveland Transit System, Cleveland,
 O.; Republic Pictures Corp., New York, N.
 Y.; G. E. Supply Corp. (Electrical Appli-
 ances), The Miller-Becker Co. (Beverages),
 Philco Radio & TV, Cleveland, O.

LAUSEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-0738

APA—ANPA—PPA

President.....A. M. Salomon
 Account Executives.....Wendell Walker,
 M. H. Sellhorn
 Production Manager.....D. L. Cuttler
Radio Accounts: Foley & Co., Imperial
 Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: Rittenhouse 6-1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
 Vice-Pres. & Treas.....H. S. Louchheim
 Vice-Presidents.....P. Brown,
 A. Parker, J. Jensen
 Media Dir.....E. V. Righter
Branch Offices
 521 Fifth Ave., New York 17, N. Y.
 Phone: VAnderson 6-4340
 Vice-Pres. & Mgr.....R. J. Herts
 Radio & TV Dir.....Edwin S. Friendly, Jr.

435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Lit Bros. (Department
 store), Phila. Electric Co. (Light & Power),
 Yellow Cab Co. (Taxi service), Borden's Ice
 Cream, Red Arrow Lines (Trolley line),
 Philadelphia; Crawford Clothes, Inc., Clar-
 idge Food Products (Canned meats), Metro-
 politan Jockey Club (Jamaica Race Track),
 Empire Racing Assn. (Racing), A. Goodman
 & Sons (Goodman's Noodles), New York;
 Gordon Chemical Co. (Plasta-Starch), Phila-
 delphia; Hotel Bar Butter, Westchester Rac-
 ing Assn. (Belmont Race Track), Triangle
 Publications (Seventeen Magazine & Trag-
 edy-of-the-Month), J. Lyons & Co. (Tea),
 New York, N. Y.

TV Accounts: Pal Blade Company, Inc.
 (Razor blades), New York; Raymond Rosen
 (RCA Distributor), Sylvan Seal Milk Co.
 (Milk), Yellow Cab Co. (Taxi service),
 Philadelphia; Metropolitan Jockey Club (Ja-
 maica Race Track), New York; Gordon
 Chemical Company (Plasta-Starch), Phila-
 delphia; A. Goodman & Son (Goodman's
 Noodles), Hotel Bar Butter, New York;
 Ekeo Products (Kitchen utensils), Bruns-
 wick-Balke-Collender (Bowling alleys and
 equipment), Chicago; Schmidt's Beer & Ale,
 Philadelphia, Pa.

LENNEN & MITCHELL, INC.

17 E. 45 St., New York 17, N. Y.

Phone: MURray Hill 2-9170

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 ABC—ABP

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 V.P. in Charge of Research, Todd B. Franklin
 V.P. in Charge of Media

Catherine V. Parker
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 V.P. Radio & TV Copy Chief

Peter V. Keveson
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 V.P. in Charge of Radio & TV

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 D. Lupke
 Mgr. Art Dept.....Frank Farrell
 Mgr. Service Dept.....Myles E. Baker
 Space Buyer.....Arthur H. Ude
 Time Buyer.....Frank A. Daniel

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Librarian.....Ann Elder

Branch Office

308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio Director.....Benjamin R. Potts

Radio Accounts: Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cook 'N Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire, Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeo Toothpaste & Powder), P. Lorillard, Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, New York, N. Y.; Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. and Tulsa, Okla.; Welch Grape Juice Co., The, Westfield, N. Y.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colo.

Phone: Main 7133

ABP—ANPA—APA—PPA

Time Buyers.....Ted Levy,

Gertrude B. Levy

Dir. Radio Dept.....Nora Ehrlich

Asst. Dir. Radio Dept.....Barbara Aiton

Account Executives.....Dorothy Downs,

Ted Levy, G. B. Levy

A. W. LEWIN CO., INC.

40 E. 49 St., New York 17, N. Y.

Phone: ELdorado 5-3545

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Art Directors.....Don Waterbury,

Leslie Kay

Asst. Art Director.....Ed Almgren

Space Buyer.....H. H. Dyrsen, Jr.

Traffic Manager.....S. Levin

Auditor.....E. R. Bader

Account Executives..... Archie Foster,

Maurice Marks, Ray Kennedy, Jim Ellers

Branch Office

11 Commerce St., Newark 2, N. J.

Vice-President.....Leonard Newsteder

Account Executive.....Sheldon Berlow,

David Strauss, III

Radio Accounts: National Spot; First Army,

Doggett Pfeil Co., Clearweave Stores, True

Tone Hosiery, Colonial House, Powers Inc.

(Candy), Gregor Chocolate Shops, Cook &

Dunn (Paints), Farber Bros., Fed-Flack

(Cameras), Cook & Dunn (Paints), Colonial

House (Candy), Doughten Seed Co., Cham-

bers Distributing Co. (Stoves), Badka Co. (Rum Cakes), C. N. Coughlan (Chimney Sweep).

TV Accounts: Norma Pencils, Forstner Chain Corp. (Jewelry).

ADDISON LEWIS & ASSOCIATES

1114 Foshay Tower, Minneapolis 2, Minn.

Phone: AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC

Pres. & Acct. Exec.....Addison Lewis-

Prod. Mgr.....Don H. Johnson

Comptroller.....Margie Anderson

Account Executives.....Edward Grubb,

Harry Kruse, J. A. Quint, Arthur Grove.

Radio Accounts: Twin City Dodge Deal-

ers (Automobiles), Twin City Lincoln-Mer-

cury Dtrs. (Autos), Twin Cities, Minn.; Di-

rect Service Oil Co. (Gasoline), Minnesota

Amusement Co. (Theaters), Minneapolis-

Honeywell (Heating Controls), Regulator

Company, The Microtone Co. (Hearing

Aids), Lavioris Co. (Mouthwash), Minne-

apolis, Minn.

LILLER, NEAL & BATTLE

819 Walton Bldg., Atlanta 3, Ga.

Phone: Cypress 6521-2-3-4

AAAA—ABP—NOAB—ANPA—APA

ABC—BMB—SNPA—PPA

Partners.....W. W. Neal,

C. K. Liller, J. L. Battle

Media Div.....Sarah Williams

Radio Accounts: Brock Candy Company,

Colonial Stores, Inc., Blackman Stock Com-

pany, Bank of Georgia (Bank), National Nu-

Grape Company.

TV Accounts: Brock Candy Co., H. W.

Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.

Phone: Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

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Vice-Pres. & Secy.....Charles F. Vietsch

Vice-President.....Harvey N. Volkmar

Treasurer.....John J. Hagan

Vice-President & Art Dir.....M. H. Kates

Production Manager.....William T. Kaleb

Time Buyer.....John J. Hagan

LOCKWOOD-SHACKLEFORD ADVERTISING AGENCY

2001 Beverly Blvd., Los Angeles 4, Calif.

Phone: DUmkirk 8-3121

ANPA—NOAB—APA—ABP—PPA

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Secretary-Treasurer.....M. W. Shackelford

Vice-President.....Louis Lombardi

Radio Director.....Lou Holzer

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 57 E. Jackson Blvd., Chicago 4, Ill.
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 420 Madison Ave., New York 17, N. Y.
 Manager.....R. T. O'Connell
Radio Accounts: Los Angeles Brewing Co.,
 Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
 Phone: Trinity 8194
 ANPA—AAAA—PPA—APA—ABP
 Owner.....Dudley L. Logan
 Art Director.....Lloyd Morris
 Space Buyer & Prod. Mgr....K. Richardson

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-4606
 ABP—ANPA—NOAB
 Chairman of Board.....W. E. Long
 President.....L. W. Haas
 Vice-President.....E. E. Hanson
 Treasurer.....A. Downie
 Secretary.....H. Mergener
 Director of Adv.....Wm. Goodman
 Director of Radio & TV....Harold Gingrich
 Radio Dept.....J. Minetz, J. Petrie
Radio Accounts: Asheville Baking Co.,
 Asheville, N. C.; Butter Krust Baking Co.,
 Sunbury, Pa.; Carpenter Baking Co., Mil-
 waukee, Wis.; Cotton Bros. Baking Co., Alex-
 andria, La.; Dietzen's Bakeries, Anderson,
 Ind.; Dixie Maid Baking Co., Kingsport,
 Tenn.; Fluhrer, Bakeries, Inc., Medford, Ore.;
 Haller's Eagle Bakery, Inc., Altoona, Pa.;
 Holsum Bakers, Tampa, Fla.; Holsum Bakery,
 Ft. Wayne, Ind.; Lee Baking Co., Victoria,
 Tex.; New Process Baking Co., Chicago, Ill.;
 Chas. Newman Baking Co., Amarillo, Tex.;
 Oak Cliff Baking Co., Dallas, Tex.; Spengler's
 Bakery, Lewiston, Ida., (Holsum Bread);
 Cape Girardeau Baking Co., Cape Girardeau,
 Mo.; Cross Baking Co., Montpelier, Vt.;
 Holsum Bread Co., Salt Lake City, Utah,
 (Betsy Ross Old Fashioned Bread); Alfred
 Nickles Bakery, Inc., Navarre, O., (Toast-
 master & Nickles Bread); Ungles Baking
 Co., Des Moines, Ia., Harvest Bread; P. F.
 Peterson Baking Co., Omaha, Neb., Peter Pan
 Bread; Williams Bakery, Eugene, Ore.,
 Roman Meal Bread.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: AN 3-1888
 AAAA
 President-Treasurer.....Earle Ludgin
 Executive V.P.....Vincent R. Bliss
 Vice-Presidents.....J. H. Caro,
 Montgomery N. McKinney, John H. Will-
 marth, Edward Chapman

Time & TV Buyer.....Jane Daly
 TV Department.....Dale Fisher
Radio Accounts: Rit Products Corp., W. F.
 McLaughlin & Co., Chicago Title & Trust Co.,
 Jules Montenier, Inc., Thor Corp., Carson
 Pirie Scott & Co., Linco Products Distrib-
 uting Co., Kitchen Art Foods, Inc., Wyler
 & Co.
TV Accounts: Jules Montenier, Inc., Rit
 Products Corp., Thor Corp., Kitchen Art
 Foods, Inc.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: 2-7182
 ABP—ANPA—NOAB
 Partners.....S. C. B. Lynn,
 L. S. Fieldhouse
 Radio & Media Director....W. B. Pritchard
Branch Office
 51 E. 42 St., New York 17, N. Y.
Radio Accounts: Carr-Consolidated Bis-
 cuit Co. (Cookies & Crackers), Wilkes-Barre;
 Wise Potato Chip Co. (Potato Chips), Ber-
 wick; J. S. Ivins' Son, Inc. (Cookies &
 Crackers), Wilkes-Barre; Planters Nut &
 Chocolate Co. (Peanut Products), Planters
 Edible Oil Co. (Peanut Oil), Wilkes-Barre,
 Pa.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
 Phone: 7197-8
 ANPA—ABP—APA—NAAN—PPA—NOAB
 President.....J. F. Fellay
 Secy.-Treas. & Gen. Mgr.....Jay J. Keith
 V.P. Copy Dept.....Larry Harris
Radio Accounts: Keystone Steel & Wire
 Co., Schulz, Baujan & Co.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: Randolph 6-9360
 ANPA—PPA—ABP—APA—NOAM
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 V.P. & Gen. Mgr.....Allen B. Dicus
 Senior Vice-Pres.....A. E. Aveyard
 Secy.-Treas.L. Peters
 Media Director.....Herb Shotts
 Space Buyer.....Chandler Bates

MacLAREN ADVERTISING CO., LTD.

372 Bay Street, Toronto, Ont.
 Phone: Elgin 0321
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 Vice-Presidents.....E. V. Rechnitzer,
 James Ferres
 Comptroller.....M. D. MacMahon
 Director.....W. G. Abel
 Directors of Radio.....M. Rosenfeld,
 F. H. Horler

Advertising Agencies

Traffic Mgrs.....Miss Kay Dale,
V. D. L. Dyer, Gail Ferries, Allan J. Scott,
I. S. Wallace, Dorothy Robb

Branch Offices

410 Dominion Square Bldg., Montreal, Que.
Manager.....F. P. Gill
Radio.....Mary Moran
911 Electric Bldg., Winnipeg, Man.
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager.....W. D. M. Patterson
Radio.....John Hoyland
18 Rideau St., Ottawa, Ont.
Manager.....W. F. Harrison

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O' Cedar Company of Canada, Ogilvie Flour Mills, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Standard Brands, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Royal Puddings, Shefford-Ingersoll Cheese, Dow Brewery, Ltd., Canadian General Electric, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmer's Ltd.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7942

ABP—ANPA—PPA—APA

Radio Director.....Arthur M. Holland
Asst. Radio Dir.....Allan Sweeton
Account Executives.....Arthur M. Holland,
Hal Barkun, M. G. Holland

Television Director.....Norman Lindquist
Copy.....William Bent

Radio Accounts: Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Legion Ice Cream, Chicago Sun-Times, Hollands Jewelers, Rubin's Apparel, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory, Harry Alter Co., Cook County Motors.

TV Accounts: Harry Alter Co., Cook County Motors, Rubin's Apparel, Courtesy Motors, Hollands, Dad's Root Beer, Nectar Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.

Phone: LI 2-1421

ABP—ANPA—APA—PPA

Copy Chief & Owner.....David Malkiel
Prod. Mgr.....Julian Malkiel
Media.....Martha Brest
Account Exec.....Elliot Rose

Radio Accounts: Gailing Enterprises, Kasanof-Paramount (Bkery Products), Boston;

Serta-White Cross (Mattresses), Cambridge; Lithuanian Society, N. E. Doll & Novelty Co. (Toys), Royal Crown of Boston (Soft Drinks), Steubens Restaurants, Canadian Ace Ale (Beer & Ale) Darbury Room (Supper Club), Boston; D. Monosson & Son (Photo Finisher), Roxbury; C. Pappas Co. (Pappas Wines), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

TV Account: N. E. Doll & Novelty Co. (Toys), Boston, Mass.

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GENEVA 9619

APA

Pres. & Treas.....Meyer Gold
V.-P. & Secy., Radio Dir., Time Buyer

Robert P. Miller

Art Dir.....Neil Robertson

Prod. Mgr.....Reinhard Steinley

Media Dir.....Betty Boyer Holmes

Acct. Execs.....Meyer Gold,

R. P. Miller, K. Schlasinger

Radio Accounts: Snyder's Drug Stores,

Janney Best Paints, CharTex.

MARFREE ADVERTISING CORP.

1560 Broadway, New York, N. Y.

Phone: PL 7-7655

Pres.....H. A. Friedenberg

V.-Pres.....Alvin Eicoff

V.-Pres.....Barnett Friedenberg

Sec. & Treas.....Louis P. Randell

Branch Office

112 E. Walton, Chicago, Ill.

Phone: Whitehall 4-7679

V.-Pres.....Alvin Eicoff

Radio Accounts: Dean Ross (Piano Course), New York, N. Y.; House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Foto-Magic (Picture Coloring), Chicago, Ill.; McFadden Foundation (Books), New York, N. Y.; Rig-A-Jig (Toys), Harlich Corp. (Movie Albums), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.

MARSCHALK & PRATT CO.

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

Phone: VAnderbilt 6-2022

Partners.....H. C. Marschalk,
S. H. Giellerup, S. L. Meulendyke, G. A.
Poetschke, C. A. Peterson

Radio Director.....Curt A. Peterson

Time Buyer.....H. Gesregan

TV Dir.....E. J. Whitehead

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

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

MASON-RELKIN CO.

20 E. 35 St., New York 16, N. Y.
Phone: MUrray Hill 9-3891
ABP—ANPA—APA—PPA

Time Buyer.....R. B. Relkin

J. M. MATHES, INC.

122 E. 42 St., New York 17, N. Y.
Phone: LExington 2-7450

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Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
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Vice-Presidents.....D. R. Hathaway,
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Director of Radio & TV.....Read H. Wight
Time Buyer.....Edna S. Cathcart
Motion Pictures.....Anne Moore
 Radio Accounts: Air France, American
 Viscose Corp., Austin Motor Co., Ltd. (Eng-
 land), Canada Dry Ginger Ale, Inc. New
 York, N. Y.; Delaware Floor Products, Wil-
 mington, Del.; Houbigant Sales Corp., Im-
 perial Paper & Color Corp., Judson Dunaway
 Corp., New York, N. Y.; Luden's, Inc., Read-
 ing, Pa.; The Pure Food Co., Inc., Mamaron-
 neck, N. Y.; Union Carbide & Carbon Corp.,
 New York, N. Y.
 TV Account: Canada Dry Ginger Ale, Inc.,
 New York, N. Y.

MATHIESSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: DALy 8-4090

ABP—NOAB—PPA—APA—ANPA

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Vice-Pres. & Treas.....I. M. Harloff
Secretary.....Evelyn Heronymus
Copy Chief.....Edw. G. Ball
 Radio Account: Edwards Motor Co.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4456

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MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LORain 5-7170

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Treasurer.....W. I. O'Neil
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 Branch Offices
 12 E. 53 St., New York 22, N. Y.
Vice-President.....W. Ray Baker

664 N. Rush, Chicago 11, Ill.

Manager.....L. J. Sholty
 Radio Account: Gillette Safety Razor Co.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
Phone: DUNKirk 82111

ABP—APA—FAAG—NOAB—PPA

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Vice-Pres.....Forrest Dolan
Secy. Treas.....James P. Shelley
Art Director.....Geo. Labadie
Production.....Edith Hemphfling
Media Dir. and Time Buyer, Radio & TV
 Bea Davies
 Radio Accounts: Gordon Bread Co., Hoff-
 man Candy Co., National Schools (Corres-
 pondence Courses), Adolphs Food Products
 (Meat Tenderizer), Pennzoil Co. (Oil & Lub-
 ricants), Sears Roebuck & Co. (Retail De-
 partment Store), Los Angeles, Calif.
 TV Accounts: Sears Roebuck & Co. (Re-
 tail Department Store), Adolphs Food Prod-
 ucts (Meat Tenderizer), Charcook Co. (Char-
 coal Broiler), Los Angeles, Calif.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.
Phone: JUdson 5-3400

AAAA—ABC—ABP—ANPA—APA
BMB—NOAB—PPA

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Vice-Chairman & Chairman of Exec. Comm.
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Vice-President & Treas.....John L. Anderson
V.-P. & Mgr. of Eastern Operations
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 Earl C. Donegan, Leonard F. Erikson, L.
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 Hays, C. A. Hoppock, Daniel W. Keefe,
 Arthur J. Kemp, Alton Ketchum, W. E.
 McKeechie, H. A. Mitchell, C. A. Posey,
 (Miss) Florence Richards, (Miss) Margot
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Vice-Pres. Producer.....Dorothy B. McCann
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Dir. of Service.....William C. Dekker
Dir. of Radio-TV Plans.....Frederick Anderson
Dir. of Radio.....Hendrik Booraem
Dir. of TV.....Lee Cooley
Senior Producers.....Glan Heisch,
 Neil Reagan
Director of Radio-TV Copy
 Charles H. Wolfe
Mgr. of Radio-TV Time.....Robert M. Reuschle
Mgr. of Radio-TV Pub.....James Macdonald

Advertising Agencies

Mgr. of Program Development

Frances Harris

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 318 S. Michigan Ave., Chicago 4, Ill.
 Vice-President-Mgr. Homer Havermale
 Vice-Presidents. Walter C. Krause,
 A. W. Sherer, H. G. Smith, Sidney A. Wells
 1300 Guardian Bldg., Cleveland 14, O.
 Vice-President-Mgr. A. A. Sommer
 Vice-President. Ralph Koser
 3546 Penobscot Bldg., Detroit 26, Mich.
 Vice-Presidents. Paul Holder,
 Frank Townshend
 6331 Hollywood Blvd., Hollywood 28, Calif.
 Manager. Neil Reagan
 448 South Hill St., Los Angeles 13, Calif.
 Vice-President-Mgr. Burt Cochran
 1100 Builders Exchange, Minn. 2, Minn.
 Vice-President-Mgr. Jackson Taylor
 1103 Public Service Bldg., Portland 4, Ore.
 Manager. Harry Burton
 114 Sansome St., San Francisco 4, Calif.
 Vice-President-Mgr. H. Q. Hawes
 Vice-Presidents. Roswell Cochran,
 Clarence Hestorff, F. H. McCrea, Robbins
 Milbank

Radio Accounts: Altes Brewing Co., Allied
 Vans, American Trust Co. (San Francisco),
 Bell & Howell Company, Bell Brand Food,
 Ltd., Beverwyck Breweries, Inc., Broadway
 Department Store, Inc., California Packing
 Corp., California Walnut Growers Assoc.,
 Chesebrough Mfg. Co., Cons'd, Coldstream
 Products Co., Columbia Records, Inc., Cowles
 Magazine, Inc., Cresta Blanca Wine Co., W.
 P. Fuller & Co., Grand Trunk Railway,
 Gries dieck Western Brewery Co., Interna-
 tional Harvester Co., Lehn & Fink Products,
 Corp., Leisy Brewing Co., Lucky Lager
 Brewing Co., Milk Foundation, Inc., Nation-
 al Biscuit Co., The Ohio Bell Telephone Co.,
 Pacific Coast Borax Co., Pacific Power &
 Light Co., Perfection Stove Co., Portland
 Gas & Coke Co., Ray-O-Vac Batteries, Rich-
 man Brothers Co., The S.O.S. Co., Southern
 California and Southern Counties Gas Cos.,
 Standard Oil Co. (Indiana), The Standard
 Oil Co. (Ohio), Swift & Company, Trans-
 Canada Airlines, TruVal Manufacturers, Inc.,
 Westinghouse Electric Corp.

TV Accounts: Altes Brewing Co., Bell &
 Howell Co., Beverwyck Breweries, Inc.,
 Broadway Department Store, Inc., California
 Packing Corp., Chesebrough Mfg. Co.,
 Cons'd, Chrysler Sales Division, Coldstream
 Products Co., Columbia Records, Inc., Con-
 goleum-Nairn, Inc., Hood Rubber Co., Leisy
 Brewing Co., Lehn & Fink Products, Corp.,
 National Biscuit Co., The Ohio Bell Tele-
 phone Co., Pharmcraft Corporation, Inc.,
 Perfection Stove Co., Richman Brothers Co.,
 The S. O. S. Co., Southern California and

Southern Counties Gas Cos., Standard Oil
 Company (Indiana), The Standard Oil Com-
 pany (Ohio), Westinghouse Electric Corp.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.

Phone: M-2323

SNPA—PPA

President & Space Buyer. . . . R. E. McCarthy
 Secretary. M. C. Benito
 Treas. & Prod. Mgr. Louis Benito
 Art Director. Harry Walls
Radio Accounts — Borden's Dairy, Foley
 Lumber Company, Peninsular Telephone Co.,
 Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7 Ave., Box 1931 Amarillo, Tex.

Phone: 5333

NOAB—ANPA—APA—SNPA

Owner-Manager. James L. McCormick
 Account Exec. John R. Forkner
 Account Exec. R. W. Siemplekamp
 Art Director. Alfred M. Gibbons
Radio Accounts: Shamrock Oil & Gas
 Corp., Consolidated Appliances, Inc.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.

Phone: Locust 7-4737

ANPA—PPA—APA

President. Roy J. McKee
 Vice-President-Treasurer. . . David R. Albright
 V.-P.-Radio-TV Director. James A. McFadden
 Time Buyer. Evelyn Walmsley
 V.-P.-Mdse. Howard H. Yaw
 Secretary. T. E. Libby

Radio Accounts: Western Maryland Dairy,
 Phila. & Reading Coal & Iron Co., Rieck-
 McJunkin Dairy Co., General Ice Cream
 Corp., Castles Ice Cream Co., Breyer Ice
 Cream Co.

TV Accounts: General Ice Cream Co.,
 Breyer Ice Cream Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.

Phone: Lancaster 5192

ANPA—ABC

President. James M. Baxter
 V.-P., Secy.-Treas. J. W. Thain

Branch Offices

320 Bay St., Toronto, Ont., Canada
 Manager. James M. Baxter
 Paris Bldg., Winnipeg, Man., Canada
 Manager. A. A. Brown
 514 Province Bldg.,
 Vancouver, B. C., Canada
 Acct. Exec. W. H. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager. H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
 Phone: Bridgeport 1225
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President-Treasurer.....Louis Melamed
 Vice-President.....S. E. Melamed
 Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie, E. T. Holmgren, New-
 ton Stein, Glenn Knoblauch, Vern Soash,
 A. Pacini, O. L. Smith
 Media Dir.....Frank Johns

Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.
 Manager.....E. T. Holmgren
 333 N. Michigan Ave., Chicago 1, Ill.
 Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co.,
 Griggs Cooper & Co., Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federation, Milk
 Foundation of Minnesota, Sanitary Food
 Mfg. Co.

ARTHUR MEYERHOFF & CO.

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

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. A. Johnston
 Director of Radio.....Benjamin J. Green
 Assoc. Radio Dir.....George Rich III
 Radio Time Buyer.....Carol Perel
 Publication Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
 Account Executives.....John H. Lemmon,
 A. E. Meyerhoff, George Grabin, Marshall
 Kissel, Benj. Green, George Taylor, Henry
 Bartenstein.

Branch Office

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

C. L. MILLER COMPANY, INC.

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

ABC—ABP—ANPA—APA—NOAB—PPA

Treasurer.....G. V. Carhart

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: Central 6-1640
 Exec.-In-Charge.....Irving M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Niagara Laundry Starch & Mazola Salad
 Oil), New York; Bachman Chocolate Mfg.
 Co. (Old Sol Bar), Mount Joy, Pa.; Dough-
 nut Corp. of America, New York, N. Y.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 2-2973

AAAA—ABC—ABP—ANPA—APA—BMB
 CAN—NOAB—PPA

President.....Dan B. Miner
 Exec. Vice-Pres.....J. C. Morse
 Vice-Pres.....I. M. Greer
 Vice-Pres.....Hildred Sanders
 Secretary-Treasurer.....M. R. Sweeney
 Account Executives.....J. C. Morse,
 I. M. Greer, Hassel Smith, John Christie,
 Andrew Carpenter

Production Mgr.....Richard Glover
 Art Director.....Fred Kaplan
 Media Director.....Edith Grooms
 Radio & TV Dir.....Hildred Sanders
 Time Buyer.....Terri Brady
 Copy Chief.....Marion Sternbach
 Research Dir.....Herbert Kessler

Radio Accounts: American Beauty Macaroni
 (West Coast Div.) (Macaroni), Los Angeles;
 Awful Fresh MacFarlane, Inc. (South-
 ern Div.) (Candy), Oakland; Foreman and
 Clark (Clothing), Interstate Bakeries Corp.
 (Weber Bread), Kerr Glass Mfg. Corp. (Jars,
 Caps & Lids), Kendall Foods, Inc. (Dog
 Foods), Log Cabin Baking Co. (Variety
 Breads), Luer Packing Co. (Fresh Meats),
 Los Angeles; Prepared Products Co. (Dixie
 Fry), Pasadena; L. A. Transit Lines (Trans-
 portation), Los Angeles, Calif.

TV Accounts: Awful Fresh MacFarlane,
 Inc., Log Cabin Baking Co., Luer Packing
 Co., American Beauty Co., Weber's Bread.

EMIL MOGUL CO., INC.

250 W. 57 St., New York 19, N. Y.

Phone: CO 5-2482

ABP—ANPA—PPA

President.....Emil Mogul
 Asst. to Pres.....Seth D. Tobias
 Exec. Vice-Pres.....Charles L. Rothschild
 Secy. & Treas.....Helene Mogul
 General Manager.....Milton Gutterplan
 Production Manager.....Al Mauro
 Art Director.....Jean Coquillot
 Media & Research Dir.....Richard Liebman
 Asst. Research Dir.....Bob Wanderman
 Radio & TV Dir.....Helen Munroe
 Copy Chief.....Myron A. Mahler

Radio Accounts: Barney's Clothes, Inc.
 (Men's & Boys' Clothing), Canadian Fur
 Corp. (Women's Furs), New York; Gem
 Packing Corp. (Gem Oil), Brooklyn; Napa
 Valley Grape Prod. (Colombo Wine), Calif.,
 New York; National Shoes, Inc. (Women's
 & Children's Shoes), New York; Knomark
 Mfg. Co., Inc. (Esquire Boot Polish), Brook-
 lyn; Ronzoni Macaroni Co. (Spaghetti &
 Macaroni Prod. & Spaghetti Sauce), Long
 Island City; Santaripa Wine & Liquor
 (Liquor Store), Berolito Import Co., Inc.
 (Berio Olive Oil), S. A. Schonbrunn & Co.,

• • • **Advertising Agencies** • • •

Inc. (Medaglia D'Oro Coffee), Modern Industrial Bank, New York, N. Y.
TV Accounts: National Shoes, Inc. (Women's and Children's Shoes), New York, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
 Phone: PArkway 1178
 PPA—ABP—ANPA

President.....Chester C. Moreland
 Secretary.....Walter H. Strauss
 V.-P. & Space Buyer.....B. L. Seligman
Radio Accounts: Rainbo Baking Co. Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: BR 9-5950
 ABP—ANPA—APA—NOAB—PPA

President.....Sylvester M. Morey
 Exec. V.-P.....Llewellyn B. Van Doren
 V.-P. & Mgr. Utility & Home Appliance Dept.....Albert W. Humm
 V.-P. & Copy Chief.....Stanley F. Ellsworth
 V.-P. & Art Dir.....William J. Sutton
 Secy. & Treas.....William G. Carmody
 Media Dir.....Lillian F. Parker
 Time Buyer.....Kathryn Shanahan
 Exec. V.-P. & Radio Dir.

Llewellyn B. Van Doren

Time Buyer.....Kathryn Shanahan
Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
 Phone: PL 7-8060

V.-P. Chg. Midtown Office.....Muriel Johnstone
 Mlse. Counsellor.....Rosamond Gilmartin
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HEmpstead 4194
 ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
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 Vice-President.....Sydney B. Gaynor
 Account Executives.....Jack Kerr,
 L. W. Hobson

Radio Director.....James C. Morgan
 Production.....John Burton
 Time Buyer.....Mary Ellen Ryan
 Copy Chief.....Audrey Sharpe

Branch Offices

Raymond R. Morgan Co.
 San Francisco 5, Calif.

Account Executive.....Porter F. Anderson
Affiliate

Goodkind, Joice & Morgan, Inc.
 Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Raymond R. Morgan Co.
 1 Rue Faubourg St. Honore
 Paris, France

Chief Executive...Raymond R. Morgan, Jr.
Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap; Merrill's Rich Suds; Merrill's Pine Toilet Soap), Chapman Park Hotel, Institute of Religious Science.

MORSE INTERNATIONAL, INC.

122 E. 42 St., New York 17, N. Y.
 Phone: ORegon 9-4600
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 Mgr. Radio & TV Dept.....C. C. Slaybaugh
 Export Media Mgr.....Aurora Blando
 Dir. of Prod.....M. K. Burekett
 Group Prod. Mgrs.....W. W. Williams,
 D. R. Quist, W. J. Berey

Sr. Art Director.....L. Szalay
 Group Art Directors.....E. Ellis,
 J. Clark

Art Studio Mgr.....J. V. Ryden
 Account Executives.....Constance Boland,
 Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

TV Accounts: Vick Chemical Co. (Vick Products).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
 Phone: MUrray Hill 2-4939
 PPA—APA—ANPA

Partner.....Henry Eisen
 Partner.....Rose Moselle
 Copy Chief.....Mildred Barsky
 Publicity.....Jane Irwin
 Art Dir., TV Prod.....Frederick H. Cassens
 Prod. Mgr.....M. Baumstein
 Media Dir., Research Time Buyer
 Miriam Howard

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
 Phone: Utica 4-6141

ABP—ANPA—PPA—NOAB—APA

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 Vice-President.....James N. Brown
 Vice-Pres-Art Director...A. M. Huntington
 V.-P., Secretary.....Lyle B. Reigler
 Tsst. Treas.....Mildred S. Benson
 Media Director.....Miss L. B. Mang
Radio Accounts: C. A. Durr Packing Co., Inc., West End Brewing Co.

Advertising Agencies

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-7377-8

ABC—ANPA—APA

President.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James K. Sullivan
TV Director.....Ely A. Landau
TV Assistant.....Hal Goldin
TV Accounts: The Ziploc Co. (Watch Straps), N. J.; Purofied Down Prod. (Pillows & Comforters), N. Y. C.; Staor Equip. Corp. (TV Accessories), Brooklyn, N. Y.; Nat Palerton Motors (Auto Dealer), Semca Clock Co. (Clock Mfg.), New York City.

C. WENDEL MUENCH & COMPANY

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

ABP—ANPA—PPA

President.....C. W. Muench
Account Executive.....W. O. Yecum
Account Executive.....C. T. Kerrigan
Mgr. Client Service.....Robert Gingrich
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Radio Director.....Glenn Martin
Time Buyer.....Victor Fabian
Radio Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; Marhofer Packing Co. (Meat Products), Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Selwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Treasurer.....Frank Neuhauser
Media Director.....Jack Donelon
Account Executives.....Paul R. Kruming, Thomas W. Hughes, Joseph W. Madden, Walter Kelly, John Sweeney, Philip Gurchvitch
Radio & TV Directors.....James G. Zea,

James A. MacDonald, Alex Cardenas, Jean Volpe
Time Buyer.....Lenore Sanders

Branch Offices

Associates offices in Central and South America, Europe, U. S. possessions and the Far East.

Radio Accounts: American Safety Razor, Borden Co., Carter Products, Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), Richard Hudnut, National Carbon Co., Quaker Oats Co., Ruppert Brewery, William R. Warner.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151

AAAA—ANPA—PPA—NOAB—APA
ABC—ABP

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Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird.
Media Dir.....Otto R. Stadelman
Radio-TV Dir.....Allan Wallace
Publicity Dir.....John Willoughby
Sec.-Treas.....Max D. Andyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
V.P. & Manager.....Frank Pittman
Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIRCLE 7-4230

President-Acct. Exec.....William Rogow
Acct. Exec.-Copy Chief.....Stewart Pierce Brown
Acct. Exec.....Robert Rogow
Personnel Director.....Harriet Barnett
Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

RALPH NELMS, INC., ADV.

312 W. Walnut, Springfield 3, Mo.
Phone: 4-2555

APA

Pres.-Radio Dir.....Ralph A. Nelms
Art Dir.....J. H. Richards
Prod. Manager.....James A. Nelms Jr.
Account Executive.....Jeanette Mahan
Account Executive.....Mrs. Gary Madsen
Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed

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Corn & Treatment), St. Joseph; Assemblies of God Church (National Religious Pgm.), Springfield; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Faith of our Fathers, Inc. (Religious Broadcasts), 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
Copy Chief.....Robert S. Cragin
Publicity Director.....Robert S. Cragin
Art Director.....Arnold Hitchins
Space Buyer.....Sybil Van Patten
Research.....Alice Pach
Radio Director.....Jack Rourke
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt

Radio Placement Accounts: Carl Co. (Department Store), Cowell's Shell Station (Shell Dealer), Hub Store (Sports Store), Schenectady; Wm. W. Lee & Co., Inc. (Cold Remedy), Watervliet; A. L. Parsons & Sons (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse; Saratoga Racing Assn. (Racing Association), Saratoga Springs; Industrial Bank (Banking Association), Devenpeck Coal Co. (Coal Co.), Cummings Motors, Inc. (Chrysler Dealer), Schenectady; Rodgers Liquor Co. (Liquor Distributors), Albany; Union-Fern (Furniture Chain), Troy; Chas. Miller Coal Co. (Coal Co.), Schenectady, N. Y.

Radio Transcription Production Accounts: General Electric Co. Electronics Division (G. E. TV & Radio) Syracuse; Benrus Watch Co. (Watch manufacturers), New York City; Mohawk Carpet Mills, Inc. (Rug and carpet manufacturers), Marcus Briers' Sons (Sports Clothing manufacturers), Amsterdam; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Assn. (Racing Association), Saratoga Springs, N. Y.

TV Film Production Account: Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Racing Assn. (Racing Association) Saratoga Springs, N. Y.

TV Placement Accounts: Mohawk Carpet Mills, Inc. (Rugs and Carpets), Amsterdam; Allen's Appliances (G. E. Appliance Store), Apex Department Store, Carl Co. (Department Store), Schenectady; Empire State Distributors (Philco Distributors), Cohoes; William W. Lee & Co. (Cold Remedy), Watervliet; Nusbaum's (Men's furnishings),

Schenectady; A. L. Parson's & Son (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Saratoga Assn., Saratoga Springs; Wm. Sherry Tire Co. (Tire Dealer), Central Candy Corp. (Candy manufacturers), Empire State Bedding Co. (Sealey Mattress manufacturers), Schenectady; Smith Food Co. (Potato Chip manufacturer), Cohoes, N. Y.

TED NELSON ASSOCIATES
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

Acct. Executive.....Nat Fields
Script Director.....Richard Diamond
Talent Director.....Perry Bruskin
Director.....Ted Nelson
Production.....Isabelle Van Stockhem
TV Accounts: Exclusive TV and Radio
Representatives for Professional Basketball-Gothams on WNBC—1948-49.

NEWELL-EMMETT CO.
(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY
1403 Court Square Bldg., Baltimore 2, Md.
Phone: Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA
Partners.....Theodore A. Newhoff,
Marx S. Kaufman
Vice-Pres.....Samuel S. Strouse
Comptroller.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-1253, 5-7720
ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

President.....M. T. Newman
Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.
Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....Allan C. Gottschaldt
Branch Office
Chamber of Commerce Bldg., Miami, Fla.
Phone: 82-9975

Vice-Pres.....Allan C. Gottschaldt
Radio Accounts: JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Jacksonville, Fla.

NORTHWEST RADIO ADV. CO.
Empress Bldg., Seattle 4, Wash.
Phone: Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul

. . . Advertising Agencies . . .

Radio Accounts: Rhodius Perfumes, Alaska Life.

O'BRIEN & DORRANCE, INC.

160 E. 56 St., New York 22, N. Y.
Phone: PLaza 9-5120

President-Secretary.....Dick Dorrance
Exec. Vice-Pres.-Treas.....Harry F. O'Brien
Vice-Pres.....John A. Cashman
Media Director.....William L. Morison
Art Director.....Jack Wolfgang Beck
Production Manager.....Lincoln W. Allan
Account Executive.....Joseph Anderson
Radio-TV Director.....William R. Seth

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380-1-2-3

ABP—ANPA—APA—NOAB—PPA

President.....Irwin A. Olian
Exec. Vice-Pres.....J. Walter Goldstein
Vice-President.....Harold A. Thomas
Copy Chief.....James Spencer
Space Buyer & Res. Dir.....James O'Neal
Prod. Mgr.....Evelyn Dieckmann
Art Director.....Harry Lindermann
Radio Director.....Margaret Nelson

Radio Accounts: Eagle Stamp Co., Eagle Stamps), General Grocer Co. (American Lady-Topmost Foods, Big Fellow Peas, Cob Cut Corn, Manhattan Coffee), Milton Oil Co. (Diel Gasoline), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Hudson Dealers of St. Louis (Hudson Cars), Stewart's Apparel, Inc. Ladies Ready-To-Wear), Dining Car Coffee Co. (Dining Car Coffee), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), General Grocer Co. (Manhattan Coffee), Automatic Firing Corp. (Gas-A-Fire), St. Louis, Mo.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58 St., New York 19, N. Y.
Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

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Exec. Vice-Pres.....John H. Baxter
Vice-Pres. & Asst. to Pres....Eldon Sullivan
Vice-Presidents.....Arthur Livingston, Jerome Isaacs
Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Dir.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chge.Richard Diggs
123 New Bond St., London, England
Exec.-in-Chge.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec.-in-Chge.M. Renault
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-President.....Marc Seixas
Director of Media.....Harry Torp

Radio-TV Dept.

Vice-Pres-Radio-TV Dir. David Hale Halpern
Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.

Phone: Dr. 7250

ABP—ANPA—APA—PPA

President & Acct. Excec.....Merritt Owens
Vice-President Acct. Excec.....R. Grant Neds
Production Mgr.....Bernard L. Wardlow
Acct. Excec.....Willard G. Saunders
Copywriter.....Gloria Stults
Art. Dir.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'fill Motor Co., Davidson Brothers Motor Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler

Assoc.....Harvey C. Scott
Prod. Mgr.....Walter Utterback

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.-P., Radio-TV Dir.....Trevor Evans
Secretary, Copy Chief.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
V.-P. & Mgr.....Milton Foland
Radio Accounts: Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

TV Accounts: Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pa-

• • • Advertising Agencies • • •

ific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg. Agency, Imperial Candy Co., Federal Old Line Insurance Co.

PEARSON ADV. AGENCY, INC.

50 E. 42 St., New York 17, N. Y.
Phone: VAnDerbilt 6-0029
PPA

Pres-Treas.....C. H. Pearson
Copy Chief, Editor.....W. R. Barker
Radio Director.....B. J. Lanza
Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900
ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President.....Harry Krawit
Vice-President.....Norman A. Mack
Dir. of Radio-TV.....Arthur J. Daly
Radio Accounts: I. J. Fox (Furs), New York; Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee); Charles of the Ritz (Cosmetics, Premier Foods (Food Products), New York, N. Y.
TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1500
AAAA—ABC—ABP—ANPA—APA—
BMB—NOAB—PPA—SNPA

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T. C. Fisher, Donald R. Shaw, Jack Skolnik
Secretary.....H. C. Sutherland
Media Director.....T. C. Fisher
Time Buyer.....William G. White
Director of Radio-TV....Wilfred S. Roberts
Program Supervisor....Elizabeth C. Shay
Radio Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.; La Primadora Cigar Corp. (Cigars), New York, N. Y.
TV Accounts: La Primadora Cigar Corp. (Cigars), New York, N. Y.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
TAAN

Partner.....William L. Phillips
Partner.....Charles C. Ramsay

Acct. Exec.....Fred J. Volz
Time Buyer.....Robert F. Lewis
Radio Director.....Bill Mesmer

Radio Accounts: Walt Tufford DeSoto-Plymouth (DeSoto-Plymouth Automobiles), Davidson Furniture Co. (Retail Furniture), Home Federal Savings & Loan (Savings & Loan), Dennstedt Electro Mart (Electrical Appliances), Tufford TV (Television), First National Bank (Trust & Savings), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Davidson Furniture Co., Tufford TV, Walt DeSoto-Plymouth, Valle's Restaurant, San Diego, Calif.

CASPER PINSKER, INC.

150 Nassau St., New York 7, N. Y.
Phone: BEckman 3-8680
ANPA

President.....Casper Pinsker
Vice-President.....Thomas J. McElroy
Secretary-Treasurer.....Casper Pinsker, Jr.
Director of Radio.....Jules M. Labert
Asst. Radio Director....Robert Kirschbaum
Radio Accounts: Fifth Ave. Merchandise Mart (Vest Pocket Adding Machine), New York; Albern Sales Co. (Novelties), Long Island City; Associated Nutrition Products ("Protam" Reducing Formula), Christian Herald (Books), Champion Implement Co. (Electric Spray Gun), Fillum Fun, Inc. (Toys), New York, N. Y.; Grayson Farms (California-grown Dates), La Quinta, Calif.; Harbert Company (Toys), Novel Manufacturing Co. (Toys), Scope Sales Co. (Sewing Accessories), Seven Sirens Press (Books), New York; Dale Shears' School of Music (Dale Shears' Piano Course), Struthers, O.; Simon & Schuster (Books), Superior Agencies (American Progressive Health Insurance Company), Tex Smith, Harmonica Man (Harmonica Course), New York, N. Y.

PITLUK ADVERTISING

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone: GARfield 7268
ABP—ANPA—PPA
SNPA—NOAB—APA—TAAN

Partner, Space Buyer.....Jack N. Pitluk
Radio Director.....Bob Holleron
Copy Chief, Sales Mgr....Jack N. Pitluk, Jr.
Radio Time Buyer.....Sam Riklin

PORTER & ASSOCIATES

430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales
Mgr.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time
Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

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R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Victor 2530
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Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasury.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueen

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary.....W. B. Stone
Treasurer.....C. J. Effic
V.P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 6490
ABP—ANPA—APA—SNPA

President & Treas.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Art Dir.....Walter Miller
Radio Accounts: Claussner Hosiery Co.,
Falls City Brewing Co., Inc., Merit Clothing
Co., Moniteau Mills.

PROGRESSIVE RADIO ADVERTISING CO.

260 E. 161 St., New York 51, N. Y.
Phone: MEIrose 5-5522

Director.....Lido Belli
Time Buyer.....Catherine Termini
Radio Accounts: Adam Hats, Bendix
Washing Machine, Florsheim Shoes, Buitoni
Prods., White Sewing Machine, William Oil-
O-Matic Oil Burners, Chrysler Corporation,
Carter's Little Liver Pills, Conti Products,
Consolidated Edison Co. of N. Y., De Nobili
Cigar Co., Ford Motors, Flotill Products,
Gambarelli & Davitto, Inc., General Electric,
General Motors, Johnson & Johnson, Kel-
vinator Refrigerators, Manufacturers Trust
Co., Pepsi Cola, Philco Refrigerators and
Radio, Pinex, Southern Cotton Oil Co.,
United Security Associated Warehouses Assn.,
White Labs, Inc., Planters Edible Oil Co.,
Procter & Gamble, Public National Bank &
Trust Co., RCA Victor, Perugina, Inc.,
Quiet May Oil Burner Co., S. A. Shonbrunn
(Medaglia d'Oro Coffee); Warren Norge Co.,
Wrigley Chewing Gum, Superfilm Distrib-
uting Corp., St. Joseph's Aspirin, Atlantic
Macaroni, Co., Inc., Florence Gas Range,
Frank (Chicory & Spices), Hi-Jump Fruit
Co. of California; Maytag Washing Machine,
Ossola J. Co.; Pandora Cigar Co., Inc., RKO

Theater, Paradise Wines; Cella Vineyards.
Muntz TV, International Harvester Refrigera-
tor, Starrett TV, Hallicrafter TV, Sonoma
Grape Products, Fina Recording Co.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873
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Vice-President.....R. J. Henderson
Art Director.....Charles Ernst
Pro. Mgr., Radio Time Byr.....D. J. Holstad
Gen. Mgr.....E. J. Petersen
Radio Dir. Chge. Research.....J. H. Fischbein
Copy Chief.....John Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products, Hilltop Feeds.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts: China Clipper, Non-Sec-
tarian Radio Church, Evangelistic Prophetic
Testimony of Phila., Watchung Lake, Casino
Beach & Pool, Freehold Raceways, Dover
Race Track, Post Auto Exchange, Airport
Motors, Alexander Beverages, D. Wolff &
Co., Circle Motor Sales, South Beach Busi-
ness Men's Assn., Village Business Men's
Assn.
Television Accounts: Watchung Lake,
Swimming & Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone: 3-1889

NOAB—ANPA—PPA—APA—ABP

President & Secretary.....E. C. Naeckel
Service Director.....A. M. Walgren
Production Manager.....Esther Burmeister
Art Director.....P. Norton
Technical Consultant.....W. A. Giralddi
Branch Offices

6671 Sunset Blvd.
Hollywood 28, Calif.

Exec.-Vice-Pres.....W. W. Kennedy
230 N. Michigan Ave., Chicago, Ill.
Vice-President & Treas.....L. H. Copeland
Art Director.....E. J. McCabe
Buyer Radio Time.....D. L. Parsons
Production Manager.....Vito M. Volino
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., The Herman Nelson
Corp., Illinois Commercial Men's Assn., Lite
Soup Co., Michigan Mushroom Co.

. . . **Advertising Agencies** . . .

THE RANDALL COMPANY

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

President.....Wilbur W. Randall
Art Director.....Bernard S. Vinick
Prod. Mgr.....Muriel M. O'Connor
Radio-TV Dir.....Florence F. Grady

Radio Accounts: Bacon Bottling Co. (Carbonated Beverages), Hartford, Conn.; Crown Petroleum Corp. (Petroleum Products), Hfd., Conn., Sptd., Mass.; George E. Dewey Co. (Movers), Ellin & Levin (Furs), Hartford; Genton Clothes (Apparel), East Hartford; Harry Glotzer (Furs), Hara Decorators (Home Furnishings), Harry's Clothing Store (Men's Store), Hartford Gas Co. (Public Utility), Hartford; Hatry & Young (Electronics), Hoffman Wallpaper Co., Conn. & Mass.; Savitt Jewelers (Jewelry), Hartford; Schultz Beauty Salons, Conn. & Mass.; Tuckel's Radio & Appliances, Hartford; Wachtel's Dept. Store, Hartford, Conn.

TV Accounts: Crown Petroleum Corp., Hatry & Young, Conn. & Mass.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: Cadillac 1-4662

ABP--ANPA--APA--PPA--ABC--NOAB

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Vice-Presidents..Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster
Art Director.....T. E. Eklund
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droese

Radio Accounts: Booth Newspapers, Bronte Champagne & Wines Co., Inc.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA--PPA--ABP--APA

Owner.....Milton C. Tauder
Art Dir.....Gorman Loss
Production Mgr.....Margaret McDade
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone Market 3-5100

AAAA--ABP--ANPA--APA--PPA

Pres. & Treasurer.....Chas. Dallas Reach
Ex. V.P.....Howard Sands
V.P.....Francis R. Risley
Secretary.....Everett Sahrbeck
Asst. Treasurer.....Wm. F. Renz
Director of Media.....Jerome B. Harrison
Director of Research.....Edward Stover
Prod. Mgr.....Robert J. Burns
Traffic Mgr.....Emil Lotruglio
Director Radio & TV...Jerome B. Harrison
Time Buyer.....Rose Italia
Asst.Eleanor Leonard

Branch Office

46 W. 55 St., New York 19, N. Y.
Phone: Circle 5-4176

Director of Media.....Jerome B. Harrison

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.

Phone: Bridgeport 7701

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

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle
Secretary-Treasurer.....C. L. Greenwood
Director of Media.....K. P. Torgeson
Space Buyer.....G. E. Anderson

Branch Office

625 Market St., San Francisco, Calif.
Exec-in-charge.....H. R. Ohleyer
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitchall 4-7440

ABP--ANPA--APA--NOAB--PPA

President.....Wallace Meyer
Treasurer.....C. A. Reincke
Secretary.....A. L. Reincke
Vice Presidents.....Gordon Taylor,
C. C. Stevens, J. J. Finn
Director.....Frank M. Baker

Advertising Agencies

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-enc), Racine, Wisc.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: Capital 7-7611

ANPA—PPA—ABP—AAAA

President & Treas.....Harry I. Reingold
Art Dir.....Harry Goodman
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Robert Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio Account: Hampdon Brewing Co.

EMIL REINHARDT ADV. AGENCY

1736 Franklin St., Oakland 12, Calif.

Phone: Templebar 2-2408

ABP—ANPA—APA

President.....Emil Reinhardt
Copy Chief.....Dave Lane
Space Buyer.....Eleanor Shea Moreira
Radio Manager.....Joseph Connor
Copywriter.....James Prindiville
Production Mgr.....Edward O'Mara
Radio Time Buyer.....Anna Ponti

Radio Accounts: Kilpatrick's Bakeries, Walter N. Boysen Co., Standard Beverages, Central Bank, San Francisco Brewing Co., Grocers Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57 St., New York 19, N. Y.

Phone: PLaza 7-8030

ABP—ANPA—APA—CAN—PPA—SNPA

President.....Joseph Reiss
Vice President.....Harold Reiss
Sec-Treasurer.....B. M. Reiss
Comptroller & Office Mgr., John T. Cisneros
Account Executives..Leonard M. Heine, Jr., Lester Loch, Stanley Sussman, Elizabeth Taubin, Richard Weiss, Rose Yergin

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), Kearney, N. J.; Lafayette-Concord Radio (Radio & TV), S. Klein (Retail Apparel), McCrory Stores, New York, N. Y.; Princess House Closets (Closets & accessories), Newark, N. J.; Rand Rubber (Rubber products), Brooklyn, N. Y.

TV Accounts: Lionel Corp. (Electric Trains), New York, N. Y.; Decorative Cabinet Corp. (E-Z-Do Closets & accessories), Kearney; Princess House Closets (Closets & accessories), Newark, N. J.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada

Phone: WAverley 6157

ABC

President.....Edward W. Reynolds
Secy. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Department.....Shirley Oakes
Space Buyer.....Helen Anderson
Press Relations.....John J. Callan
Account Executives...C. Warren Reynolds, H. D. R. Newby, H. A. Davis, David G. Kilner

Branch Office

Room 409, 1405 Pearl St., Montreal, Quebec

Phone: LANcaster 3745

Exec-in-charge.....Allan S. Morrison

Radio Accounts: Mutual Benefit Health & Accident Assoc., Lantigen Laboratories, Ltd. (Lantigen "E" "g" "B" "C"), Ontario Honey Producers Co-Operative Ltd., Toronto; The T. Sisman Shoe Co. (Scampers, Tredders, Thoro-Bilts), Aurora; The Colfield Washer Co. Ltd. (Washers), Hamilton, Ont.; T. S. Simms & Co. Ltd. (Brushes), St. John N. B.; Benjamin Moore & Co. Ltd. (Paints), J. H. Stafford Industries, Ontario Beekeepers' Council, Toronto, Ont.; D. F. Morgan Ltd. (Morgan Hats), Montreal, P. Q.; Belmont Park, Cartierville.

R. C. RIBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.

Phone WAbash 6039-30

Owner.....R. C. Ribel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts: Bank of Louisville, Burdoff Furniture Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.

Phone: CIrcle 7-6383

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Fletcher D. Richards
Vice-Pres.....Eugene I. Harrington
Vice-Pres.....Bradley A. Walker
Secy-Treas.....Duane W. Bernbaum
Vice-Pres. & Media Dir.....E. A. Elliot
Vice-Presidents.....Herbert Baldwin, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trel Yocum
Art Dir.....John Sidebotham
Copy Chief.....John William
Motion Picture Dir.....Kenneth Young

Advertising Agencies

V. P. in charge Radio & TV
 John S. Davidson
 Radio & TV Program Director...Tom Hicks
 Time Buyer.....George Panmental
 Radio & TV Copy.....S. J. Frolick
 Radio Writer.....Kenneth Derby
Branch Offices
 Lincoln Tower, 75 E. Wacker Drive
 Chicago 1, Ill.

Manager.....French L. Eason
HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.

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

Exec. in charge.....Eugene Harrington
Radio Accounts: U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Rockwood & So. (Rockwood Chocolate Products), Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products), Berghoff Brewing (Berghoff Beer), U. S. Coast Guard.

TV Accounts: U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Berghoff Beer (Berghoff Beer), Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-2234
 ABP

Pres. & Radio Time Buyer.....M. Evans
 Richmond

Art. Dir.....Mathew Lynch
 Production Mgr.....Claude Lathrop
 Account Executive....Robert E. Hammond

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

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DRexel 8131

AAAA-ABP-ANPA-APA-PPA

Owner.....Lee Ringer
 Art Dir.....Richard Pennington
 Production.....C. C. Wickstrom

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
 Phone: Madison 6-2291

Owner.....John H. Riordan
 Art Dir.....Elsie Beck
 Space & Time Buyer.....Shirley A. Smith

Account Executives.....B. P. Lowry,
 F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif., Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
 Phone:Murray Hill 7-6574

ANPA-PPA-AAAA-NOAB

Chairman & Treas.....Philip Ritter
 Vice-President.....Walter J. McIndoe
 Secretary.....Henry P. Bender

Radio Accounts: Bel Paese Sales Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, O.
 Phone: DUNbar 0532

OwnerCharles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Phila. 2, Pa.
 Phone: PE-5-5766

OwnerDan Rivkin

Radio Accounts: John Kohler (Clothing), Ismak Rug Mills, Ford Optical Co., Phila.; Royal Shoe Stores, Chester, Camden; Spiro's Apparel, Moskin Clothes, Berg Bros. (Clothing), Richards Clothes, I. Shubin & Son (Furniture), Phila., Wilmington.

ELWOOD J. ROBINSON ADV. AGENCY

634 So. Spring St., Los Angeles 14, Calif.
 Phone: MUTual 6293

ABP-ANPA-APA-PPA

President.....Elwood J. Robinson
 Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 Copy Chief.....B. E. Howard
 Production Mgr.....T. H. Tomlin
 Art Director.....Walton Titus
 Media Dir-Time Buyer.....R. C. Neuman
 801 Kohl Building, San Francisco, Calif.

Branch Office

Radio Accounts: Loma Linda Food Products (Ruskets, Oven-Cooked Wheat, and 25 other food products), Arlington; Pioneer Savings & Loan, Home Building & Loan Assn., Cinch Products, Inc. (Cake Mixes), Los Angeles; Pasadena Building & Loan Assn., Pasadena; California Fig Institute (Fig Industry), Fresno; California Federal (Savings & Loan), Western Federal S. & L. Assn., Los Angeles; Lorenz Broom & Mop Co. (Rubber Broom), Arlington, Calif.

TV Accounts: Pasadena Building & Loan Assn., Pasadena; Loma Linda Food Co., Arlington; Cinch Products, Inc., Home Building & Loan Assn., California Federal S. & L. Assn., Los Angeles, Calif.

Advertising Agencies

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RAndolph 6-9760

ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, H. M. Collier
Radio-TV Program Director...Phil Stewart
Radio-TV 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, Little Boy Blue Blue-inking), Revere Camera Co. (Revere cameras & projector), National Trailways Bus System, Inc., Stewart & Ashby Coffee Co. (Stewart's Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

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

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone MURray Hill 9-3850

ABP

Owner-CopyAllan Rock
Art DirectorJo Bologna
Space BuyerSally Winston
Radio ManagerIrwin Winehouse
Account Exec.Michael Clarke

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020

ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith
Exec. V-P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Fralum
Account Executives.....Howard N. Smith,
W. E. Smith, R. H. Reynolds, G. C. Huppertz, J. M. Wentzel

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.
President.....Walter E. Smith
Exec. V-P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds
Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart
1004 Baltimore Ave., Kansas City 6, Mo.
President.....Walter E. Smith
Vice-President.....Howard N. Smith
Manager.....J. W. Coy

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975

ABP—PPA

President, Treas., Space & Time Buyer
Manus Roizen
Vice-Presidents.....Samuel Sapowitch,
Arthur H. Rich
SecretaryEdith Roizen
Art Dir. & Production Mgr...C. John Ginther
Asst. Production Mgr.....Frank Landau
Personnel Dir. & Librarian...Mary A. Riley
Radio Dir., Time & Space Buyer
David I. Levy
TV Time Buyer.....Arthur H. Rich
Radio Accounts: Buffalo House Wrecking Co. (Building materials), Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Rich Ice Cream Co., Sattler's (Department Store), 20th Century Theatre, Buffalo, N. Y.
TV Accounts: Sattler's, Rich Ice Cream Co., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803

AAAA—ABC—ANPA—BMB—CAN
NAAN—PPA

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto)R. J. Avery
Treasurer.....Angus Ahern
Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward

Branch Office

137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....D. R. Loney
Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co. Ltd., United Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone: Superior 7-3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir.....L. E. Manning
Space & Radio Time Buyers...William Perry,
M. B. Cooper
Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkeweder & Ladd, Inc.

• • • **Advertising Agencies** • • •

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
 Phone: TOWER 1-6171
 Pres., Treas., Radio Dir.
 William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 Prod. Mgr.....Ina M. Peters
Branch Office
 3719 Reading Rd., Cincinnati 29, O.
 Manager.....L. C. Brown
Radio Accounts: Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Higbee Co.,
 Mass. Mutual Life Insurance Co., Public
 Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
 Phone: LUXenburg 2-3550
 ABP—ANPA—PPA—APA
 President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Vice-President.....Vaughn G. Hamington
 Media Director.....G. M. Rundbaken
 Production Manager.....John A. Boule
 Art Director.....Andrew K. Nelsen
 Comptroller.....H. J. Carmichael
 Account Executive.....Irl W. Rose 2nd
Radio Accounts: Public National Bank &
 Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
 Phone LONGaere 3-0471
 Owner, Space & Radio Time Buyer
 Irving Rosen
 Production Mgr.....E. Wayne
Radio Accounts: Style-Rite Footwear Corp.,
 The Wenley Co.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
 Phone: CHickering 4-4420
 ABP—ANPA—NOAB—PPA
 President.....Samuel Rubenstein
 Vice-Pres.....Wm. H. Saul
 Secretary.....Harold Chartow
 Treasurer.....A. A. Rosenberg
 Prod. Mgr.....John La Barbera
 Media & Res. Dir.....Sam Haven
 Copy & Plans.....H. B. Sadler,
 Joseph Ellner
Radio Accounts: Gleam Shampoo, Myer
 1890 Beverages, Miner's Inc.
TV Accounts: Monarch-Saphin (Retail
 Store), New York

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 36, Calif.
 Phone: BRAdshaw 2-5608
 ABP—APA
 OwnerArt Rouse

Art Director.....John Fish
 Acct. Excec., Production Mgr., Radio-TV Dir.
 Bert Feinberg
 Space, Time Buyer.....Eleanor Dorfman,
 Anne Flynn, Art Rouse
Radio Accounts: Original Barbecue, Cul-
 ver of Calif., Harold's, Pensick & Gordon,
 Inc. (Toys), Los Angeles.
TV Accounts: Harold's, Pensick & Gordon,
 (Toys), Los Angeles.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 7, N. Y.
 Phone: BAKER 4340
 AAAAA—ABP—PPA—ANPA
 President.....C. L. Rumrill
 Vice-Presidents.....S. H. Weinstein,
 G. M. Prince, H. R. Hanson
 Secy.-Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First National Bldg.,
 Oklahoma City 2, Okla.
 Phone: 3-5439
 AAAAA—TBP—APA—PPA—SNPA
 President.....Lowe Runkle
 Vice-Pres.....Roger Pishny
 Secretary.....Irene Gammel
 Production Mgr.....Lois Rea
 Art Director.....Elinar Lundquist
 Account Excec.....Harold Kranz,
 Roger Pishny, Lowe Runkle
 Dir. of Radio & TV.....Howard Neumann
Radio Accounts: Arkansas City Flour
 Mills (Flour), Arkansas City, Kan.; Cain's
 Coffee Co. (Coffee, Tea, Spice), Dulaneys
 (Appliances Distributor), Local Federal
 S & L Ass'n, Liberty National Bank, Merit
 Bills, Inc. (Feed), Oklahoma Operating
 Co. (Laundry Group), Oklahoma City.
TV Accounts: Dulaneys (Appliances Dis-
 tributor), Oklahoma Operating Co. (Laundry
 Group), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400
 AAAAA—ANPA—PPA—NOAB—APA
 Chairman of Board.....F. B. Ryan
 President.....F. B. Ryan, Jr.
 Sr. Vice-Pres. & Treas.....Cal. J. McCarthy
 Exec. Vice-Pres.....E. J. Grady
 Media Dir.....J. L. Ames
Radio Department
 V.P. Dir. of Radio-TV...Willson M. Tuttle
 Head Talent & Time Buyer...Thomas G. Slater
 Mgr. TV Dept.....Grant Y. Flynn
 Production Mgr.....John G. Cole
 Script Editor.....Sidney Slon

Advertising Agencies

Business Mgr., Ass't Time Buyer
 Bernard Rasmussen
 Senior Director.....Robert S. Steel
 Casting Dir.....Katherine McMahon
 Publicity Director.....Bernard Zwirn
 Canadian Coordinator.....Louis deMilhau

Radio Continuity

Head of Radio-TV Commercials Dept.
 Reggie Morgan
 Asst. Head.....Bill Russell

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
 Exec. Vice-Pres. & Western Mgr.

Paul E. Watson
 Chicago Manager.....William P. Littell
 Media Manager.....Albert R. Callies
 Director of Radio.....R. W. Metzger
 Chg. of Radio Production.....N. E. Heyne
 Bus. Mgr. & Time Buyer.....Holly Shivley
 Charge of Television.....Fran Harris
 Charge of Commercials.....Irene Small
 Producer.....Warren Johnson
 7430 Econd Blyd., Detroit 2, Mich.

Vice-Pres. & Manager.....Tod Reed
 812 Oliver St., St. Louis 1, Mo.

Sr. Vice-Pres & Manager.....Oscar A. Zahner
 712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton
 1680 No. Vine St., Hollywood 28, Calif.

V.P. & Pacific Coast Mgr.....John H. Weiser
 Head of Radio Prod.....Glenn Middleton

Business Mgr. & Head of TV.....Marvin Young
 Mgr. of Media Dept.....R. K. Fredericks

Art Director.....Charles Williams
 Production Mgr.....Donald Whittemore

Copy Director.....Fred Jones
 Asst. Head of TV.....Stewart Garner

Account Executives.....Charles Bowser,
 William Howard, Walter Neill, Arthur
 Trask.

235 Montgomery St., San Francisco 4, Calif.
 Manager.....Herbert O. Nelson
 1218 3rd Ave., Seattle 1, Wash.

Vice-Pres. & Manager.....F. G. Mullins
 Carew Tower, Cincinnati 2, Ohio

Vice Pres. & Manager.....John L. Magro
 80 Richmond St., W., Toronto, Ont., Canada
 Manager.....Gordon Ralston

Radio Accounts: Chrysler Corporation,
 Delaware, Lackawanna & Western Coal Co.,
 Electric Auto-Lite Co., Gunther Brewery,
 Garrett & Co., Lever Brothers Co., Lever
 Brothers Ltd., H. C. Lytton Co., Griesedieck
 Bros. Brewery, Pepsodent Co. of Canada,
 Wm. Wrigley Jr. Co., Bailey Schools, Savings
 Banks Assoc. of State of N. Y., Adler Com-
 pany, Allen Edmonds Shoe Corp., Allied
 Florist Association, Binyon Optical Co.,
 Kick-away Garments, Inc., Key Packing Co.,
 Martha Maid Mfg. Co., Thomas J. Lipton,
 Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, N. E., Washington 6, D. C.

Phone: Re. 7606-7-8

AAAA—ABC—ABP—ANPA—NOAB

PPA—SNPA

Owner.....Lewis Edwin Ryan
 Secretary.....Laura D. Baker
 Gen. Mgr.....J. Robert Corry
 Auditor.....Preston B. Coiner
 Art. Dir.....William N. Clifford
 Prod. Mgr.....David F. DeYoung
 Copy Chief.....Harry A. Lyles
 Rad. Dir.....Gordon Manchester
 Account Executives.....J. Robert Corry,
 Robert Ames, John F. Hardie, Wm. Green,
 Gordon Manchester, Wm. R. Doores
 Director-Radio & TV.....Gordon Manchester
 Continuity Chief.....Bette Murphy
 Time Buyer.....Laura D. Baker

BEN SACKHEIM, INC.

2 W. 59 St., New York 19, N. Y.

Phone: PLaza 9-5141

ANPA—PPA—APA—ABP—NOAB

President.....Ben Sackheim
 Vice-Pres.....Lloyd G. Whitebrook
 Secretary.....M. A. Aldridge
 Treasurer.....Leonard H. Spring
 Prod. Mgr.....Hugh A. Gigante
 Media Dir. & Time Buyer.....Leonard H. Spring
 Publicity Dir.....Bette Benfield
 Research Dir.....Sylvia M. Sackheim
 Art Dir.....Arthur Singer
 Fashion Prom. Dir.....Ruth Hamner
 Copy Chief.....Anne Green

Radio Accounts: Peter Pan Foundations,
 Inc. (Brassieres), Miss Swank, Inc. (Slips
 & Pajamas), N. Y. State Democratic Com-
 mittee, New York; The Autoyre Co. (Kit-
 chen & Bathroom accessories), Oakville,
 Conn.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP—ANPA—PPA—ABC

President.....Maubert St. Georges
 Exec. V.P., Radio Dir.....Stanley J. Keyes, Jr.
 Treasurer.....John H. Vesely
 Vice-Pres.-Art Director.....Alfred A. Anthony
 Production Manager.....William Korcak
 Media Dir.....James J. Freeman
 Publicity Director.....John C. Gourlie

Branch Offices

Post Road, Stamford, Conn.
 Manager.....Carl Speirs
 2112 N. Charles St., Baltimore 18, Md.

Manager.....Arthur Booth

Radio Accounts: Benj. Moore & Co.
 (Paints), N. Y.; Biscaglia Bros. Wines,
 Fresno, Calif.; New Haven R. R., New
 Haven, Conn.

TF Accounts: Revere Copper and Brass
 (Revere Ware).

Advertising Agencies

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
 Phone: WABash 2-6245
 PresidentDouglass Doolittle
 TreasurerG. Xenos
 Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncy St., Boston 11, Mass.
 Phone: Li. 2-5332
 President.....Richard Salinger
 Radio-TV Director.....Irving J. Sacks
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Lepie's, Inc. (Fabrics, materials), Renmore, Inc. (Ladies apparel), Stasey-Moore (Furs), Touraine Stores (Women's specialty), Kay Jewelry, Co. Chieftain Pontiac Corp., Boston, Mass.
TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
 Phone: GRegory 3-1414
 ABP—ANPA
 Art Director.....Geo. Riedl
 Copy Chief.....Florjan Raymond
 Media & Radio Time.....N. Harvey Salow
 ResearchLynn Murray
 Acct. Exees.....H. H. Salow,
 S. Robert Freede,
 Production Chief.....Al Latini
Radio Accounts: Arrow Elec. Corp. (Major Appliances), Passaic; Berman, Charles (Floor Coverings), Patterson; La Perla (Spagetti), Passaic, Brogan-Cadillac (Cadillac-Olds), Franklin Tr. Co. (Bank), Paterson, N. J.

FRANK B. SAWDON, INC.

130 Lexington Ave., New York 17, N. Y.
 Phone: PLaza 5-2516
 President & Treas.....Frank B. Sawdon
 Vice-Pres.-Radio Dir.....Jerry Bess
 SecretaryVictor Sawdon
 Account Executives.....Frank B. Sawdon,
 Jerry Bess

Branch Office

737 North Michigan Ave., Chicago 1, Ill.
 Phone: Superior 7-8121
 Office Manager.....Marty Hogan
Radio Accounts: Robert Hall Clothes, Inc., Abelson's, Inc., North Jersey Broadcasting Co., Inc., Universal Motors, Inc.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
 Phone: Market 2-0480
 ANPA—APA—PPA
 PresidentJulius Scheck
 V. P. & Treas.....Morris Scheck
 Art Dir.....Ernest D. Barnham

Prod. Mgr.....Louis E. Arrants
 Copy Chief.....Carlton Smith
 Space Buyer.....Frank M. Craumer
 Radio Dir.....E. Grant Scheck
 Account Executives...William H. Andrews,
 E. Grant Scheck, Morris Scheck, Julius Scheck

Radio Accounts: Barclay Tissue Corp. (Petal Soft Toilet Tissue), Brooklyn, N. Y.; Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip topping), Harrison, N. J.; Rex Vacuum Stores (Vacuum Cleaners), Jamaica, N. Y.

TV Accounts: Fischer Baking Co. (Baked Goods), Newark, N. J.

HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
 Phone: Michigan 6636
 ABC
 Pres.-Radio & TV Dir.....Hugo Scheibner
 Vice-President, Copy Chief...Sidney Kahn
 Media & Research.....Warren Stolaroff
 A/C.....Rose Landau
 A/C.....Rose Landau,
 Mary Stetten, Hugo Scheibner

SCHENKER COMPANY

2101 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 1600
 Pres., Media Dir., Space Buyer
 Sydney R. Raike
 Vice-Pres.....J. E. Schenker
 Art Dir.....M. Rickabaugh
 Radio Time Buyer.....C. D. Domin
 Account Executives.....S. R. Raike,
 J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
 Phone: Michigan 2396
 President.....Wm. G. Scholts
 Director.....T. D. Scholts
 Merchandising.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GASpec 1-4813-45
 ABP—ANPA—APA—NOAB—PPA
 Pres. & Treas.....Gordon Schonfarber
 Vice-President.....Russell C. Edward
 Secretary.....Amanda C. J. Olsson
 Radio & TV Director....Claire R. Grenier
 Account Executive.....Gordon Schonfarber
Radio Accounts: California Artificial Flower Co. (Artificial Flowers), Colonial Laundries (Laundry - Cleaning - Storage), Gladdings, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Provi-

Advertising Agencies

dence; Otto Seidner, Inc. (Mayonnaise & Salad Products), Westerly; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I.

TV Accounts: Kestemman Bros. Mfg. Co. (Watch Bands), Providence, R. I.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone: DEarborn 2-1815

AAAA—ABP—ANPA—PPA—APA

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Vice-Pres.....W. Schwimmer
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Art. Dir.....A. Thaler
Secretary.....H. Heilig
Acct. Execs.....E. Guy,
C. H. Lillienfeld, Fred Vosse, Gene Colin,
Robert Knapp, Frank Kerr, John Bridgwater, Earl Sproul, Holman Faust, R. A. L. Herweg

Radio Dir.....Earl Bronson

Radio Accounts: Chicago Stadium, Congress Cigar Co., Puritan Co. of America, Salerno-Megowen Biscuit Co., Shutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Spiegel's, Inc., Chicago, Ill.; Helzberg's (Jewelers), Kansas City, Mo.; Coronet Magazine, Lehon Co. (Mulehide Roofing), Robt. McCormick, Jr. (Real Estate), London House Rest., F. & F. Laboratories (Cough Lozenges), Continental Soap Co. (Bubbulated Fatz), American Frigid Dough Co. (Frozen Foods), Cain's English Muffins, Goodman Bros. (Yarns), Nu-Enamel Corp., W. F. Straub Co. (Lake Shore Honey), Chicago; Nicolay-Dancey, Inc. (Nu-Era Potato Chips), Detroit, Mich.; Hixson Products Corp. (Pkg. Puddings, Fruits Flavored Drinks and Coffee), Chicago; Worcester Salt Co. (Ivory Salt), New York; Sanford Ink Co. (Inks & Adhesives), Bellwood, Ill.; Rapinwax Paper Co., St. Paul, Minn.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone: CApitol 7-2425

Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time
George L. Stingel
Secretary.....Edith M. Ripley

J. B. SEBRELL ADV. AGENCY

300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 69397
ABP—APA

Owner & Director.....J. B. Sebrell
Art Director.....Gilbert Martinez
Copy Chief.....George Roosevelt

Media.....Peg Thomas
Publicity.....J. P. Barnes
Acct. Executives.....J. B. Sebrell,
Geo. Roosevelt, Harry Page, Peg Thomas
Director.....James P. Barnes
Ass't.....Ayn McKechnie

Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

TV Accounts: D. P. Bushnell Importers (Binoculars), Pasadena & Los Angeles; Eject Donut Sales (Donut Makers), Children's Mart (Toys), Los Angeles.

RUSSEL M. SEEDS CO., INC.

919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045

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Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson
Treasurer.....Jack Harding
Secretary.....H. J. Jackson
Director of Res.....James Withrell
Art Director.....Jerry Bryant
Time Buyer.....Merle Myers
Space Buyer.....A. H. Bergsten
Media Dir.....H. B. Goldsmith, Jr.
Media Res.....Katherine Messick
Radio-TV Director.....Jack Simpson

Branch Offices

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

V.P. in Chg.....Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Phone: Hudson 2-1206

Manager.....Lionel C. Place
Empire State Bldg., 350 Fifth Ave.
New York City 1
Phone: LONgacre 3-2655

V.P. & Gen. Mgr.....H. B. Goldsmith, Sr.

Radio Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Wings Cigarettes, Tube Rose Snuff, Bugler Tobacco, Avalon Cigarettes), Louisville, Ky.; H. Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; Fitzpatrick Bros. (Kitchen Klenzer; Automatic Soap Flakes), Chicago, Ill.; House of Crane (Londonaire Pipes & Tobacco), Indianapolis; The Pinex Co. (Cough Syrup), Fort Wayne, Princeton Farms (Popcorn), Princeton, Ind.; The Procter & Gamble Co. (Tide), Cincinnati, O.; Reed Products Co. (Corbex), St. Louis, Mo.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.

TV Accounts: Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. ("Touchdown Pens"), Fort Madison, Iowa.

. . . Advertising Agencies . . .

Bouquet Soap, Halo Shampoo), Jersey City, N. J.

TV Accounts: The Quaker Oats Co. (Quaker Oats & Mother's Oats), Chicago, Ill.; Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

THE SIGNET CORP.

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

Phone: STate 2-2254

Pres., Treas., Space Buyer, Pub. Dir.

Karl A. Kopetzky

V.-P., Prod. Mgr., Space Buyer

Jacqueline J. Silver

Secy.....Samuel G. Rautbord

SIMMONDS & SIMMONDS, INC.

201 No. Wells St., Chicago 6, Ill.

Phone: ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.

Asst. to Pres.....Phil W. Tobias, Jr.

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James A. Grieg

Exec. Vice-Pres.....F. M. Simmonds, Jr.

Secy. & Treas.....Carmen Guyot

Art Dir.....Edward Zubbrick

Prod. Mgr.....Sheldon Wasserman

Radio Time Buyer.....Sherwin Tobias

Account Executives.....Phil W. Tobias, Jr.,

F. M. Simmonds, Jr., Russell Mullins, Albert M. Wolf, L. Dale, James A. Grieg,

G. Croupier, Jr., Wilson

Branch Office

611 Olive St., St. Louis 1, Mo.

Vice-Pres. & Mgr.....Merle Fuller

Vice-Pres.....A. S. Gale

Asst. to V.-P.....Dorothy van Horn

Radio Accounts: Dr. LeGear Medicine Co.,

Security Mills, Inc., Haynes Milling Co.,

Jabes H. Gray Milling Co.

SIMON & GWYNN

624 Commerce Title Bldg., Memhis 3, Tenn.

Phone: 5-2404

SNPA—ANPA—APA—NOAB—ABP

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

Copy Chief.....W. B. Campbell

TV & Mdse Dir.....Ralph Bubis

Radio Accounts: American Snuff Co.,

Donald Furniture Co., The HumKo Co., Ro-

bilio & Cunco (Roneo Foods).

SIMONS MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—APA—PPA

President-Treas.....Leonard Simons

VP & Sec.....Laurence Michelson

Prod. Mgr.....Arthur H. Copland

Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff

Radio & TV Director, Time Buyer,

Marian Sanders

Asst. Director.....Rudy Simons

Production Asst.....Helen Anderson

Radio Accounts: Burt's, Inc. (Jewelry),

Cleveland Ohio; Campus Record Shop

(Music), Phil Bloomgarden, Inc. (Chrysler

Dealer), Colonial Dept. Store (Dept. Store),

Cunningham's Drug Stores, Dossin's Food

Products (Pepsi Cola), Detroit; Kaiser

Frazer Dealers (Automotive), Jackson, Ann

Arbor, Detroit; Koeppinger Bakery, Frazer

Paint Co., Greenwald Jewelers, Marine

Foods, Inc. (Pepe Herring), Marks Furs,

Benj. Rich (Real Estate), Detroit, Muske-

gon, Mich.; The Schmidt Brewing Co.

(Schmidt's Beer), Detroit, Mansfield, Ohio;

Scotland Woolen Co., (Yard goods), Sim-

mons and Clark (Jewelry), Taylors, Inc.

(Automotive), Troy Laundry (Laundry),

Velvet Peanut Products (Peanut Butter),

Worth Clothes (Clothing Stores), City

Foods (Orange Juice, etc.), Abner Wolf

(Foods), Detroit Free Press (Newspaper),

Benrus Watch Co. (Watches), Detroit, Mich.

TV Accounts: Benj. Rich (Real Estate),

Dossin's Food Products, Cunningham's

Drug Stores (Esquire Magazine, etc., Sport

Magazine—many drug items), The Schmidt

Brewing Co. (Schmidt's Beer), Velvet Pea-

nuc Products, Century Venetian Blind Co.,

Worth Clothes, Detroit, Mich.

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Phone: EL 9396

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Space Buyer.....M. E. Craven

Radio Director.....G. A. Phare

Account Execs.....G. H. Gislason,

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W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.

Phone: Jackson 2163

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V.-P. & Secy.....G. B. Smith

Art Dir.....F. J. Thomas

Prod. Mgr.....L. M. Fallon

Media Dir. & Copy Chief.....Robert E. Jackson

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

Space Buyer.....H. D. Peltier

Account Executives.....Robert E. Jackson,

H. D. Peltier, W. J. Smith

Radio Accounts: Peerless Mfg. Co., Strat-

ton & Terstegge Co., J. L. James, P. M.

Shaughnessy.

Advertising Agencies

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6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEMpstead 5671

ANPA

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Vice-President.....V. R. Dick Smith
Secy.-Treas.Frank Bull
Exec. Asst.....Earle Dumont
Radio-TV Dir.....Dick Gartow
Radio Time Buyer.....Georgina Small
Acct. Execs.....Charles B. Ganz,
Richard Berggren, James Lester, Al Essig.
Radio-TV Dir. Prod.....Richard Garton
Copy Chief.....Richard Parker
PublicityHenry Konesky

Branch Offices

350 5th Ave., New York 1, N. Y.
ManagerMayfield Kaylor
522 Powell St., San Francisco, Cal.
ManagerRobert Selby
Radio Accounts: Seaboard Finance Co.,
Pan Pacific Auditorium, J. E. Coberly, Inc.,
Marshall & Clappett, Western Harness Racin-
g Assn., Ice Follies, Ice Capades.
TV Account: Pan Pacific Auditorium.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-9312

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Chairman of the Board..Robert M. Jenkins
Vice-President.....Lee M. Dillon
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Script & Production.....Les Sterne
Art Director.....Phil Demme
Films.....L. Cook Thompson
Musical Director.....Al Marsico
Account Executives.....Vaughn King,
Jules Petrency, Robert Quaid

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1020 Locust St., Des Moines, Ia.
Phone: 3-3185

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Vice-Pres.....O. D. McKasson, Jr.
Secretary.....G. Hupp
Treasurer.....N. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Acct. Execs.....Fred Carl,
Gus Strauss.
TV Dir.....James Hill
Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

SORENSEN & CO.

864 No. Michigan Ave., Chicago, Ill.
Phone: Delaware 7-5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen

Art Dir.....W. D. MacCourt
Radio Accounts: Bowey's, Inc., J. P.
Harding Restaurants, Old Heidelberg Corp.

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.....Robert F. Hayward
Acct. Exec.....Seth Martin
Radio Accounts: Bieber-Polar Corp. (Bev-
erages), Matthew Mfg. Co. (Roller skates),
Worcester, Mass.

SPITZ & WEBB ADV.

206 E. Genesee St., Syracuse 2, N. Y.
Phone: 2-7228

ABP—ANPA—APA

Account Executives.....William Spitz,
Stephen M. Webb
Production Manager.....Eleanor Bellinger
Space Buyer.....Carol McCarthy
Radio Accounts: Grange Silo Co., Inc.
(Grange Silos), Red Creek; Greenway's,
Inc. (Panda Beer), Reynolds Motors, Inc.
(Ford cars), Syracuse; Moses Bros. Inc.
(Dairy and Poultry Feeds), Eaton; Best Ice
Cream Co. (Ice Cream & Frozen Foods),
Bieber-Isaacs Co. Inc. (Men's Clothing Man-
ufacturers, C. E. Chappell & Sons, Inc. (De-
partment Store), Nettleton Shops, Inc.
(Men's Shoe Stores), Peoples' Ice Co. (Ice,
Coal), Renee Packing Co., Inc. (Meat
Products), Rusterholtz & Rossell, Inc. (Chry-
sler-Plymouth Dealer), Syracuse Glass Co.
(Store Fronts, Mirrors, etc.), Syracuse,
N. Y.

SPITZER & MILLS LIMITED

50 King St., W., Toronto 1, Ont., Canada
PLaza 2811

CAAA—CDNA—BBM—CAB—CWNA
PPAC—PAA—ABC

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Exec. Vice-Pres.....J. W. Spitzer
Sec. Treas. & Gen. Mgr.....W. H. Reid
Radio Dir. English (Toronto)...T. R. Hart
French Radio Director (Montreal)
P. E. Corbeil

Branch Offices

1010 St. Catherine St. W., Montreal, Que.
Phone: HArbour 9147
Vice-Pres.....V. L. Hanna
675 West Hastings St., Vancouver, B. C.
Phone: PAcific 2102

Vice-Pres.....T. G. Vatcher
Radio Accounts: Bell Telephone Co. of
Canada (Yellow Pages), Montreal, Que.;
Can. Breweries, Ltd. (Brading's and British
American Ales), Colgate-Palmolive-Peet Co.,
Ltd., Eagle-Lion Films of Can. Ltd., To-

ronto, Ont.; Fruitatives Products Ltd. (Fruitatives), Hull, Que.; General Bakeries Ltd., Montreal and Toronto; Jarmain's Ltd. (Dry cleaning), London, Ont.; Langley's Ltd. (Dry cleaning), Toronto, Ont.; Monarch Overall Mfg. Co. Ltd. (Work clothes, Babyalls, Playalls), Winnipeg, Man.; Pacific Meat Ltd., Vancouver, B. C.; The Quaker Oats Co. of Can. Ltd., Peterborough, Ont.; R.C.A. Victor Co. Ltd., Toni Division, Gillette Safety Razor (Can.) Ltd. (Home permanents, shampoos), Montreal, Que.

CHARLES N. STAHL ADV. AGENCY

542 S. Broadway, Los Angeles 13, Calif.
Phone: Madison 7844
Owner.....Charles N. Stahl
Radio Director.....Tom Cafferty
TV Director.....Charles N. Stahl
Time Buyer.....Kay Huldermann
Branch Office
208 Sheldon Bldg., San Francisco, Calif.
Phone: EXbrook 2-4713

Manager.....John J. Casey
Radio Accounts: Dr. Beauchamp Dental (All Branches of Dentistry), Offices of So. Calif., Model Furn. Co., Murphy Motors (New & Used Automobiles), Los Angeles; Kling Mfg. Co. (Baby Furniture, etc), Glendale; A. Reed Arch Shoe Co. (Shoes), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Lighthouse Cafe, Santa Monica; Victor Chemical Co. of California (Chemical Products), Broadway-Spring Arcade Bldg., Yorktown
TV Accounts: So. Calif. Dental Offices of Dr. Beauchamp (All Branches of Dentistry), Los Angeles; Chrysler-Plymouth Dealers (New & Used Cars—Service), Los Angeles, North Hollywood, Long Beach, Alhambra; Murphy Motors (New & Used Automobiles), Los Angeles.

BARTON A. STEBBINS

1250 Wilshire Blvd., Los Angeles 14, Calif.
Phone: Trinity 8821
AAAA—ABP—ANPA—APA
BMB—NOAB
Owner.....Barton A. Stebbins
Acct. Exces.....Walter Jensen,
Nat Jeffras
Time Buyer.....A. W. Gudelman
Radio Program Director...E. C. Bloodworth
Radio Accounts: Signal Oil Co., Los Angeles, Calif.

TV Accounts: Fortner & Perrin (Topper Pants-Skirt Hanger), La Corte Mfg. Co. (Custom Upholstering), L. A. Honey Co. (Bee Bonnett Honey), Pump-It Inc. (Cat-sup pump), Ready-to-Bake Foods (Borden's Biscuits), Mrs. Lee's Pies (Simple Simon

Frozen Pies), Signal Oil Co., (Vogue Venetian Blinds), Los Angeles, Calif.

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Phone: LOngacre 5-4610
PPA
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President.....Joseph S. Edelman
Secretary.....William Forray
Treasurer.....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone: 4-9339
NOAB—NAAN
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Gerald S. Stevens
Radio Accounts: Wicks & Greenman, Cornhill Bldg. & Loan Assn.

STOCKTON, WEST, BURKHART, INC.

1303 First National Bank, Cincinnati 2, O.
Phone: Dunbar 5600, 01, 02
AAAA—ABP—ANPA—BMB—NOAB
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V. P. & Sec.....Ranald S. West
V. P.....Eric W. Stockton
V. P. & Art Dir.....C. Thomas Martin
Research Dir.....R. A. McDowell
Acct. Exces.....H. S. Lenz,
L. C. Puchta, J. D. Nelson, Jr., E. P. Broome,
E. W. Stockton, H. S. Robinson, II
Radio Accounts: Ohio Oil Co. (Gasoline & Oil), Findlay; Cin. Gas & Electric (Utilities), Gibson Wine Co. (Wine), Central Trust Co. (Banking Institution), U. S. Shoe Co. (Women's Shoes), Cincinnati, O.
TV Account: Ohio Oil Co. (Gasoline & Oil), Findlay, O.

STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-4460
ANPA—PPA
President, Secretary.....Allston E. Storm
Executive Vice-President....Edward Klein
V-Pres. & Research Dir...Harry Chapperon
Time Buyer.....Arthur J. Klein
Art Director.....Frederick Widlicka
Radio Accounts: The Tintex Company, New York City (Tints and Dyes); Park & Tilford, New York City, (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING

672 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 2-7074
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Office Manager.....Dan Andrews
Art Director.....Rudolph K. Nauss

Advertising Agencies

STRAUCHEN & McKIM

6 E. Fourth St., Cincinnati 2, O.
 Phone: Main 1618
 AAAA—ABC—APA—BMB—NOAB
 Account Executives.....E. R. Strauchen,
 Gordon F. McKim
 Radio & TV Director.....John G. Maupin
 Assistant TV Director.....Charles Diebel
 Radio Time Buyer.....Mary Taylor
Radio Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana, Ky., West Va.; The Crosset Co. (Packaged vegetables), Geo. Beyers Sons (Automobile Agency), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.
TV Accounts: Geo. Wiedemann Brewing Co. (Beer), Ohio, Indiana; Beyers Sons (Automobile Dealer), The Crosset Co. (Packaged Vegetables), Four-Way Aluminum Co. (Home Furnishings), Cincinnati, O.

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16, Mass.
 Phone: HANcock 6-7644
 AAAA—ABP—ANPA—APA—NOAB
 Radio & TV Dir.....Eugene F. Stafford
Radio Accounts: Carling's Red Cap Dist. (Beers & Ales), Chelsea Clocks (Clocks), Boston; Davis Bros. Fisheries Co. (Canned Fish), Gloucester; Eastern Mass. St. Ry. Co. (Bus service 74 cities), Gould Negative Ion Co. (Medications), Granada Wines, Inc. (Wines), Boston; Hamid-Morton Circus (Circus), Sarasota, Fla; Hampton Beach Casino (Resort), Hampton Beach, N. H.; Hickox Secretarial School (Education), Kaler, Carney, Liffer & Co. (Insurance), Maloney Motors, Inc. (Studebaker Dist.), Metro Dist. Inc. (Appliances), Nutters System (Truck Rentals), Boston; Plastex Co. (Floor Wax), Cambridge; Plasticlear Products, Inc. (Auto Polishes), Malden; 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 Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.
TV Accounts: R. S. Robie, Inc. (Auto Rentals), Cambridge; Granada Wines, Inc. (Wines), Boston; Revere Racing Assn. (Wonderland Greyhound Track), Revere, Mass.

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 Vice Presidents.....Donald D. Stauffer,
 Robert T. Colwell, S. Heagan Bayles,
 Lloyd W. Baillie

V. P. & Secy.....John J. Cohane
 V. P. & Treas.....T. Newton Weatherby
 V. P. & Radio Tel. Dir....Philip H. Cohen
 Producers.....Richard R. Uhl,
 Thomas Victor
 V. P. & Copy Chief.....J. Clifford Dillon
 V. P. & Media Dir.....Francis Minehan
 V. P. & Merc. Dir.....Daniel J. O'Meara
 Vice Pres.....A. K. Spencer
 Vice Pres.....William M. Spire
 V. P. & Research Dir.....Luther H. Wood
 Head Art Dir.....Robert West
 Production Mgr.....George Andrew
 Controller.....M. Herbert King

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Gladstone 5048; Hillside 2119
 V. P. Dir.....John J. VanNostrand
Radio Accounts: American Cigarette & Cigar Co., Lever Brothers Co., Noxzema Chemical Co., Smith Brothers Co., Whitehall Pharmaceutical Co.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, O.
 Phone: Main 7142
 ANPA—PPA—NOAB—ABP—APA
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 Space Buyer.....T. M. Gregory
Radio Account: Network: Firestone Tire & Rubber Co.

J. D. TARCHER & CO., INC.

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 Vice-Pres.....E. C. Ridley
 Space Buyer.....W. W. Kirchert
 Prod. Mgr.....Jay R. Wieder
 Art Dir.....Dimitri Petrov
 Copy Chief.....Ben F. Laitin
 Research Dir.....Leonard Tarcher
 Mgr. Radio-TV.....Bob Kelly
 Acct. Exces.....Jack Tarcher,
 Geo. Marek, E. C. Ridley, Len. Tarcher
Radio Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.
TV Accounts: Benrus Watch Co., McKesson & Robbins, Seeman Bros.

SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.
 Phone: LOcust 4-0792
 ANPA
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 Radio Director.....M. Taylor
 Copy Chief.....Raymond H. Love
 Art Director.....B. Kistner
Radio Accounts: Feinstein Furniture Co., Harry Krouse, Inc.
TV Account: Harry Krouse, Inc.

J. WALTER THOMPSON CO.

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

AAAA—ANPA—ABP—PPA—NOAB—ABC

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Vice-Pres. in Charge of Radio & Tele

John U. Reber

Radio Tele Time Buyer.....Linnea Nelson
Radio Tele Talent Buyer...Virginia Spragle
Branch Offices

1549 North Vine St., Hollywood 28, Calif.
V.-P. ManagerCornell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-President and Gen. Mgr.

Henry T. Stanton

Radio Director.....Harold R. Rorke
Radio Tele Time Buyer....E. R. Fitzgerald
320 Calif. St., San Francisco, Calif.

ManagerFred Fidler
Radio Time Buyer.....Frances Young
645 South Flower St., Los Angeles 36, Calif.
General Manager.....Robert B. Shirey
Radio Time Buyer.....Jane Hubert

Radio-TV Accounts: Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby McNeill & Libby, Leo J. Meyberg Co., Northern Trust Co., Pan American World World Airways, Pharma-Craft Corp., Penick & Ford, Ltd., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission, J. B. Williams Co., Eastman-Kodak Co., Scott Paper Co., Wine Advisory Bd., General Cigar Corp. (White Owl).

TIMELY ASSOCIATES, INC.

70 E. 45 St., New York 17, N. Y.
Phone: MU 4-0286

ABP—APA

President.....Daniel R. Prosnit
Secy.-Treas.-Radio Dir....David J. Diamond

Radio Accounts: Progressive Life Ins. Co., Jacques Kreisler Mfg. Corp., Solon Palmer, Voro, Inc.

ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone: Mitchell 2-2561

ANPA—PPA

Partner.....A. F. Tokar
Partner & Space Buyer.....M. E. Bach
Radio Dir. & Buyer Radio Time...N. Tokar

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone: ELdor 5-4404

ABP—ANPA—APA—NOAB—PPA

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Vice Pres. & Art Dir.....Hugh F. Donnell
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Asst. Treas. & Sec.....P. A. Baecker
Production Mgr.....C. R. Holmberg
Radio & TV Directors:

Programs.....A. S. Moss
Buying.....P. A. Baecker

Radio Accounts: The Taylor-Reed Corp. (Q-T Frosting), Glenbrook, Conn.; Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; H. C. Brill Co., Inc. (Spaghetti Sauce, Spanish Rice), J. W. Beardsley Sons (Codfish), Newark, N. J.

TV Accounts: Celomat Corp (Vue-Scope Lens), Teddy's, the House of Sea Food (Frozen Sea Food), New York, N. Y.; The Taylor-Reed Corp (Q-T Frosting), Glenbrook, Conn.; Julian Freirich Co. (Meat Products), Long Island City, N. Y.

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.
Phone: P7-8655

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—SNPA

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Excc. V. P.....Morris Hite
Vice-Presidents...Glenn G. Addington, Sr., Ernest S. Lovan, Clay W. Stephenson, Jr. V. P., Secy.-Treas.....John H. Wellenkamp
Radio Time Buyer.....Ernestine Parker

Radio Accounts: Mrs. Baird's Bakeries, Inc. (Bread), Dallas, Houston, Ft. Worth, Abilene; Borden Co. (Southern Div.) (Milk & Ice Cream), Burrus Mill & Elevator Co. (Flour), Dallas (home office); Imperial Sugar Co. (Sugar), Sugarland; Neuhoff Brothers, Packers (Meat, etc.), Dallas, Republic National Bank (Com'l Banking), Dallas; Resistol Hats, Inc. (Men's hats), Garland, Texas.

THE TULLIS CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831

President.....Howard L. Tullis
Vice-Pres.....Earl Willhite
TV Director.....Ben Lang
Time Buyer.....Willy Brosik
Kelley Kar Co. (Used Cars), Los Angeles; Balion Ice Cream Co. (Vanilla Ice Cream), South Gate; Vacuum Cleaner Co. of America (Vacuum Cleaners), Rogers Upholstering Co. (Reupholstering, Furniture Service), Carolina Pines Restaurant (Restaurant), Party Snax Food Prod. Co. (Packaged Foods), Los Angeles, Calif.

• • • Advertising Agencies • • •

TV Accounts: Tail o' the Cock Restaurant (Restaurant), Beverly Hills; Cal Cast Prod. Co. (Household Products), Leo Kelley Ford Dealer (New Fords), Los Angeles, Calif.

VALLEY ADVERTISING CO.

113 W. 4 St., Weslaco, Tex.

Phone: WEslaco 175

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton
Vice-President.....E. S. Grafton
Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz

Radio Accounts: Borderland Citrus Groves, Valley Grande Academy.

VICTOR VAN DER LINDE CO.

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

Phone: ELdorado 5-5185

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

Media Dir.....Agnes Kingsley
Radio Accounts: L. Bamberger & Co., Beam Products Co., Dolcin Corp., Dolcin, Ltd., Jamane, Inc., C. F. Matilage Sales Co., James McCreery & Co.

JOHN B. VAN DOMELEN, AGENCY

322-332 Federal Square Bldg.

Grand Rapids 2, Mich.

Phone: 9-3453-4

PPA—ABP

Owner & Space Buyer...J. B. Van Domelen
TV Director.....Robert Riekse
Publ. Dir.....E. J. Logie
Prod. Mgr. & Acct. Exec....R. F. Doornink

VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.

Phone: DELaware 7-3122-3-4

NOAB—PPA—APA

President & Treas.....C. E. Van Hecker
Account Exec.....W. F. Barkow
Account Exec. & Space Buyer...F. J. Guzk
Radio Account: Pyroil Co.

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.

Phone: LExington 5400

AAAA—ABP—ANPA—PPA—NOAB

APA—ABC

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Vice-President.....Robert E. Daiger
V.-P. & Acct. Execs....Robert E. Daiger,
H. G. Erck, C. M. Buchanan, T. F. C. Quinn
Media & Research.....U. H. Moss
Acct. Execs.....Wm. Dugdale,
D. J. Loden

Radio Dir.....R. V. Walsh

Radio Accounts: Fram Corp., International Bedding, York Wallpaper, National

Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schludenberg Co., Anchor Post Products, William Montgomery Co., Black & Decker.

VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio

Phone: Dunbar 0067, 0068

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Treas. & Buyer Radio Time..D. B. Mescher
Acct. Execs.....B. Venable,
G. L. Service, B. W. Brown,
Wm. J. McLaughlin

J. FRANKLYN VIOLA

152 W. 42 St., New York 18, N. Y.

Phone: CHickering 4-3254

President-Owner.....J. Franklyn Viola

Radio Accounts: Paramount Macaroni Mfg. Co., Italy Laboratories, Inc., Johnson Chemical Co.

WADE ADVERTISING AGENCY

Pres.....A. C. Wade
Exec. V. P.....W. A. Wade
Secy.....E. N. Nelson
Head of Creative.....R. O. Archer
Radio Director.....Jeff Wade
Radio Media Director.....Louis J. Nelson
Time Buyer.....Wm. B. Condon
Research Dir.....Gordon A. Norberg

Radio-TV Dept.

Art Mgr.....Ken Baugs
Copy Chief.....I. W. Davidson

Branch Office

411 W. 5th St., Los Angeles 13

Manager.....Robt. E. Dwyer
Radio Dir.....Forrest F. Owen, Jr.
Acct. Exec.....Joe Charbonneau

Radio Accounts: Shotwell Mfg. Co. (Candy), Chicago; Miles Calif Co. (Prop. Remedies), Los Angeles, Calif.

TV Account: Miles Labs. Inc. (Alka-Seltzer), Elkhart, Ind.

HUGO WAGENSEIL & ASSOCIATES

Talbot Bldg., Dayton 2, Ohio

Phone: HENlock 5542

AAAA—ABP—CAN—PPA

President.....H. Wagenseil
Sect-Treasurer.....G. Wagenseil
Production Mgr.....W. J. Staags
Art Director.....E. Hageman
Public Relations.....G. W. Young
Radio-TV Program Director...Jim Bridges
Account Executives.....F. R. Harwood,
W. H. Ford, William Guisewite

Advertising Agencies

Radio Accounts: Albers Super Markets (Groceries & Meats), Cincinnati; Bonded Oil Co. (Service Stations), Springfield, O.; CROP (World Relief Program), Chicago, Ill.; Dayton Power & Light Co., Dayton; First National Bank, Middletown; Gallaher Drug Co., House of Lowell, Inc (Beauty Items), Lowe Brothers Co. (Paints), Ohio Yellow Cab Co., Dayton; Savings Society, Springfield; Dayton Reliable Motors (New Cars—Service), Cheerheart Cleaners (Dry Cleaners—Laundrers), Day Brothers Furniture, Dayton, O.

TV Accounts: Anderson Piano Co. (Musical Instruments), Crystal Rug & Carpet Co. (Carpeting—Cleaning), Cheerheart Cleaners, Grismer Tire Co. (Firestone Dealer), Triple Seal Window & Door Co. (Storm Windows & Doors), Dayton, O.

WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.

Phone: Franklin 8422

ANPA—APA—PPA—ABC—NOAB

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 Vice-Pres. & Treas.....G. L. Briggs
 Vice-President.....Art Kanasko
 Secretary.....Lois Chambers
 Assistant Treasurer.....Leona McMullen
 Account Executives.....A. Kanasko,
 J. H. Bolt, R. E. Wright, P. Frantz
 Art Director.....Helmut Boenisch
 Production Mgr.....Harold Trestenjak
 Additional Acct. Execs.....R. M. Skallerup,
 D. L. Campbell

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone: Grant 1900

ANPA—ABP—PPA—APA—CAN

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 Radio Director.....R. C. Woodruff
 TV Director.....Walter Sickles
Industrial Div.
 Dir. & Space Buyer.....Harold S. Downing

Radio Accounts: Duquesne Brewing Co., Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Mail Pouch Tobacco Co., Colonial Biscuit Co., Sterling Oil Co.

WALLACE-FERRY-HANLY CO.

400 W. Madison St., Chicago 6, Ill.

Phone: Fra 2-6110

AAAA—ABP—ANPA—APA
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 Art Dir.....Ruth Maisel

Space & Radio Time Buyer

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 Radio Dir.....J. T. Ainley
 Acct. Execs.....L. T. Wallace,
 M. G. Pierce, Lester H. Ploetz
 Henry E. Behr

Radio Account: Campana Sales Co. (Cosmetics), Batavia, Ill.

WILLIAM WARREN, JACKSON & DELANEY

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

Phone: JU 6-0350-1-2

ABP—APA

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 Wm. Warren Solow

TV Director.....Stevens P. Jackson
 Asst. TV Director.....Wm. W. Solow
 Radio Director.....S. Thomas Delaney
 Copy Chief.....Beatrice Geberer
 Acct. Executives.....Stevens P. Jackson,
 William Solow, J. C. Silverman, Paul Kopp,
 Vernon Hayes

Radio Accounts: Alexanders Dept. Store, Sachs Quality Stores, Spears (Department Store), New York; Snow White Products (Cosmetics), Lynchburg, Va.; Strauss Stores (Auto Accessories), 6 states; Flag Pet Food Corp. (Cat & Dog Food), Pierre School, Federal Life & Casualty, Sofia Bros. (Moving & Storage), Bop City (Night Club), Warren-Connolly (Distributor), Ritz Thrift Shop (Furrier), Stevens Appliances, #50 New-Lac (Floor Polish), Furniture Town, Cardinal Ties, Metropolitan Training Center School, New York, N. Y.

TV Accounts: Lord & Taylor (Department Store), Sachs Quality Stores, Alexanders Dept. Store, Stevens Appliances, Ritz Thrift Shop (Furrier), Spear & Co., Warren Connolly (Distributor), Flag Pet Food Corp, Strauss Stores (Auto Accessories), 6 States; Cardinal Ties, New York, N. Y.

WARWICK & LEGLER, INC.

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

Phone: Murray Hill 6-8585

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

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 Vice-Presidents.....Henry Legler,
 S. O. Youngheart, J. R. Warwick, Lester M.
 Malitz, Arthur Deerson, C. E. Staudinger
 Radio Director.....Tevis Huhn
 TV-Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hempstead 8163

Radio Director.....Cecil Underwood

Radio Accounts: Pabst Sales Co. (Pabst Blue Ribbon Beer), Chicago, Ill.; Equitable Life Assurance Society of the U. S., New York, N. Y.

• • • Advertising Agencies • • •

TV Accounts: Pabst Sales Co., Chicago, Ill.; The George W. Luft Co. (Cosmetics), Long Island City, N. Y.

NORMAN D. WATERS & ASSOCIATES, INC.

6 E. 39 St., New York 16, N. Y.
Phone: MURRAY Hill 5-8950
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Vice-President.....Sanford L. Hirschberg
Secretary.....Elaine L. Waters
Treasurer.....Harold L. Waters
Asst. Treas. & Gen. Mgr....Louis Landesman
Media Director.....Murray Platte

WATTS, PAYNE—ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone 3-8108

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Vice-President.....Leslie S. Hauger
Secretary-Treasurer.....Oscar E. Payne
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Production Manager.....S. B. Snyder
Art Director.....Harold Carlross
Time Buyers.....Don Watts, Leslie S. Hauger
Continuity.....Don Mitchell

Branch Offices

316 Fidelity Bldg., Dallas, Tex.

Manager.....Burke Gilliam
Account Executives.....R. S. Hauger,
Todd Merrill

Radio Accounts: Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Paul Sick & Associates, Home Furniture Co., Bryan & Sons; Hawk Dairies, Tennessee Dairies.

TUCKER WAYNE & CO.

1175 Peachtree St., N.E., Atlanta 5, Ga.
Phone: ATwood 3856-3859

ANPA—PPA—APA—ABP—SNPA
NOAB—AAAA

President.....Tucker Wayne
Publ. Relations.....Lee Fuhrman
Media Dir.....C. C. Fuller
Radio Director.....D. D. Connah

Radio Accounts: Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwob Co.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777

AAAA—ABP—Twin City Media Association
Owner.....Luther Weaver
Acct. Exec.....Donald Gardner
Exec. Asst.....Ruth H. Muldoon

Secretary.....Blanche G. Anderson
Director Radio and TV.....Luther Weaver

Radio Accounts: Twin City Wholesale Grocer Co., Saint Paul, Minn., and Fargo, N. D.; Twin Ports Wholesale Grocer Co., Duluth; Minnesota Hospital Service Assn.—Blue Cross—Blue Shield, Saint Paul; Stewart Paint Mfg. Co., Minneapolis; Falcon and Pilgrim Cleaners (dry-cleaners), Saint Paul & Minneapolis, Minn.

TV Account: Twin City Wholesale Grocer Co., St. Paul, Minn.

R. W. WEBSTER ADVERTISING

816 W. 5th St., Los Angeles 13, Calif.

Phone: MADison 9-2283

APA—SCAAA (Southern California Advertising Agencies Association)

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Treasurer.....Irene Boyle
Space Buyer & Prod. Mgr..Richard T. Guppy
Art Directors.....James N. Hastings,
Robert Magee

Acct. Exces.....R. W. Webster,
Vaughn Shedd, Joy Garrison Berghell

Radio Account: Pharmaceutical Research, Inc. (P-R Iodin Ration), Los Angeles, Calif.

TV Account: The Bramhall Co. (Unmask), Pasadena, Calif.

JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18 St., Harrisburg, Pa. (Box 1024)

Phone: 4-1808

Pres. & Space Buyer....J. P. Weidenhamer
Secy.-Radio Dir. & Buyer Radio Time

N. H. Weidenhamer
Treas. & Prod. Mgr.....F. F. Bratten
Art Director.....D. H. Bates

Radio Accounts: Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

ARMAND S. WEILL CO., INC.

170 Franklin St., Buffalo 2, N. Y.

Phone: Washington 6250

ABP—ABC—ANPA—APA

President.....Armand S. Weill
V. P.-Treas.....Harold C. Desbecker
V. P.....Robert K. Weill

MILTON WEINBERG ADV. CO.

325 W. Eighth St., Los Angeles 14, Calif.

Phone: TUCKer 4111

ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg
Media Director.....Ray Keplinger
Radio Director.....W. H. Krauch

Radio Accounts: Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering Co., Pep Boys of Calif., Thrifty Cut-Rate Drug Stores.

Advertising Agencies

WILLIAM H. WEINTRAUB & CO., INC.

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Phone: MURRAY Hill 8-4110
ANPA—NOAB—PPA

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Exec. Vice-Pres.....Elkin Kaufman
V.-P., Treas. & Gen'l Mgr.

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Vice-Pres. & Secy.....Harry Trenner
Vice-President.....John F. Reeder
V.-P. Chg. Public Relations.....David Karr
Vice-President.....Norman B. Norman
Art Director.....Paul Rand
Director of Copy.....Simon A. Halpern
Media Director.....Lee M. Rich
Production Manager.....William Zerweck
Research Director.....Dr. Leon Arons
Vice-Pres. Chg. Radio-TV.....Noran Kersta
Director of Radio.....Theo Gannon
Business Mgr. & Time Buyer-Radio-TV Dept.
Gladys York

Account Executives.....M. J. Eysler,
William Jensen, Eugene Kummel, Richard Bouton, Kay Daly

Branch Office

Willow Run, Mich.
Phone: Ypsilanti 5010

Resident Mgr.....Curtis C. LeWald
Asst. Resident Mgr.....John K. Geist

Radio Accounts: Adam Hat Stores, Inc. (Adam Hats), Seeman Bros., Inc. (Air-Wick, White Rose Tea, White Rose Coffee), New York, N. Y.; Kaiser-Frazer Sales Corp. (Kaiser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-Wick), Maiden Form Brassiere Co., Inc. (Maiden Form Brassieres), New York, N. Y.

WALTER WEIR, INC.

250 W. 57 St., New York 19, N. Y.
Phone: PLaza 7-0140
ANPA—PPA—AAAA

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Vice-President.....G. Baird
V.-P. Chg. Prod.....W. B. Downes
V.-P. & Art Director.....A. E. Macon
Secy. & Treas.....M. B. Solomon
Space Buyer.....Doris A. Davies

WEISS & GELLER NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PL 3-4070

ANPA—APA—NOAB—PPA

Radio Director.....Lester J. Mallets
TV Director.....Ernest Byfield, Jr.
Time Buyer.....Max Tendrick

Radio Accounts: Flagstaff Foods, Perth Amboy, N. J.; Nedick's Inc. (Restaurants and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

TV Accounts: Flagstaff Foods, Perth Am-

boy, N. J.; Nedick's Inc. (Restaurant and Bottled Drink), New York; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone: WISCONSIN 7-5978
ANPA—PPA

Owner, Radio Dir.....Ed. L. Wertheim
Manager.....Ed T. Wertheim
Art Dir.....Jose I. Ramos
Account Executives.....E. Taylor Wertheim,
Madeline George

Branch Office

1031 Arch St., Philadelphia 7, Pa.
Manager.....Jean H. Breig

WESTHEIMER & BLOCK

315 N. 7th St., St. Louis 1, Mo.
Phone: Garfield 4080

AAAA—ABP—ANPA—APA—NOAB

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Frank Block

Account Executives...Wm. H. Mullgardt,
Wm. M. Wider, Conrad F. Stuhlman, Wm.
T. Gangle, Eugene Pettus, Jr.

Production Mgr.....Barbara Block
Time & Space Buyer.....Elizabeth Ehrlich

Radio Accounts: Schutter Candy Company (Old Nick & Bit-O-Honey candy bars), St. Louis, Mo.; Centlivre Brewing Corp. (Old Crown Beer and Ale), Peter Eckrich and Sons (Paeking Company), Fort Wayne, Ind.; Freund Jewelry Company, Disco Distributing Co. (Motorola Distributors), E. B. Jones Motor Co. (Plymouth-Dodge distributors), Sears, Roebuck and Co. (Department Store), Staten Island Cleaners (Cleaning and Dyeing), St. Louis, Mo.; Ripon Foods, Inc. (Kiddie Kookies), Ripon, Wis.; Valley Farm Dairy (Dairy products), Mutual Bank and Trust Co., St. Louis, Mo.

TV Accounts: Disco Distributing Co., Sears, Roebuck & Co., St. Louis, Mo.; Peter Eckrich and Sons, Fort Wayne, Ind.; Tucker Motor Co. (Oldsmobile Distributor), E. B. Jones Motor Co., Staten Island Cleaners, St. Louis, Mo.

WESTON-BARNETT, INC.

217 W. 5th St., Waterloo, Iowa
Phone: 4677

ABP—ANPA—PPA—APA

President.....Wells H. Barnett
Vice-President.....Phillips Taylor

Branch Office

520 N. Michigan Ave., Chicago 11, Ill.
Vice-Presidents.....A. C. Barnett,
M. C. Swartz

Radio Accounts: Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

TOM WESTWOOD ADV. AGENCY

416 W. 8 St., Los Angeles 14, Calif.
Phone: TRinity 8496-7
SCBA

Owner & President.....Tom Westwood
Time Buyer & Traffic...Marguerite Thomas
Radio Accounts: Hebrew Christian Hour,
Voice of China, So. Calif. Lutheran Hour,
Los Angeles, Calif.

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone: Rittenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC

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Vice-Presidents.....Robert Y. Brown,
Walter L. Stocklin, Ralph K. Strassman,
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Secretary-Treasurer.....William A. Dunn
Dir. Radio Dept.....Diana Bourbon
Branch Offices

444 Madison Ave., New York 22, N. Y.
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Radio Director.....Diana Bourbon
Radio Account: Campbell Soup Co.
Television Account: Stephen F. Whitman
& Son, Inc.

WILKINSON-SCHIWETZ & TIPS, INC.

455 Caroline St., Houston 2, Tex.
Phone: CEntral 9301
AAAA—ABP—ANPA—NOAB

President.....J. B. Wilkinson
Vice-Pres.Kern Tips
Radio Time Buyer.....Gene Heard
Secy.-Treas.....Ted Schiwetz
Radio Accounts: American General Ins.
Co., Mr. Baird's Bread, Geo. H. Dentler &
Sons, Foley's, Associated General Con-
tractors, Houston Natural Gas Co., Hum-
ble Oil & Refining Co., Kuhn Paint Co., Ray-
mond Pearson, Inc., Rettigs, Texas Gulf Sul-
phur Co.
TV Account: Humble Oil & Refining Co.

WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone: LExington 2-3494
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President & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock
Secretary.....Sylvia Elliott
Space Buyer.....Mrs. Ivah F. Randall
Production Mgr.....M. J. Osias
Acct. Executive.....Marshall J. Murphy

WINIUS-DRESCHER-BRANDON, INC.

1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380

AAAA—ABP—ANPA—BMB—CAN—PPA
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Vice-Presidents.....W. L. Sanborn,
W. J. Fuchs, C. A. Brandon, V. L. More-
lock.
Radio-TV Director....Vernon L. Morelock
Asst. Radio-TV Dir.....Shirley M. Crespi
Radio Accounts: American Packing Co.
(Meats (Sunrise)); Boatman's National
Bank, St. Louis, Mo.; Endicott Johnson
Corp. (Shoes); Emerson Electric Mfg. Co.
(Fans-Heaters-Motors), Endicott, N. Y.;
Deep Rock Oil Corp. (Petroleum Products),
Chicago, Ill.; Missouri-Kansas-Texas RR, St.
Louis, Mo.; Prim Hosiery, Inc. (Women's
Hosiery), Chester, Ill.; Senoret Chemical
Co. (Terro Ant Killer), St. Louis, Mo.
TV Accounts: American Packing Co., St.
Louis, Mo.; Deep Rock Oil Corp., Chicago,
Ill.; Missouri-Kansas-Texas RR, Boatmen's
National Bank, St. Louis, Mo.

N. A. WINTER ADV. AGENCY

11th Fl., Paramount Bldg., Des Moines 9, Ia.
Phone 4-9154
ABP—NOAB—APA—NAAN

Pres., Service Dir., Acct. Ex....N. A. Winter
Acct. Exces.....N. A. Winter, Jr.,
T. Bryce Spruill, Robert C. Lochrie
Art Director.....Fred Stewart

WOLFE-JICKLING-CONKEY, INC.

76 W. Adams, Detroit 26, Mich.
Phone: Woodward 1-1865
AAAA—ABP—ANPA—APA
NOAB—PPA

President.....Ralph Wolfe
Vice-President.....A. D. Conkey
Secy.-Treas.....C. M. Jickling
Acct. Executive.....R. L. Mulvogue
Art Director.....C. S. Brown
Acct. Executive.....Florentine Urban
Radio TV Dir.....Cyrilla Anderson
Supervisor-Continuity.....Ruth Rice
Radio Accounts: Schafer Bakeries
(Bread), Detroit; Employers Assn., Detroit,
Mich.; Albert Taub Co. (Peanut Butter),
Cleveland, O.

LESTER "L" WOLFF, INC.

14 E. 39 St., New York 16, N. Y.
Phone: MU 9-1440
ANPA—ABP—PPA

President.....Lester "L" Wolff
Vice-Presidents.....Frederick Roselius,
Clifford Poppleton

Advertising Agencies

WOODARD & FRIS, INC.

24 James St., Albany 7, N. Y.
Phone: 3-1248-1249-1240

President.....Tedford L. Woodard
Secy.-Treas.....R. David Fris
Radio Director.....Mary Elizabeth Gaynor
TV Director.....Barbara H. Lewis
Radio Accounts: Frank H. Adams-Jeweler (Jewelry), Albany Savings Bank, Dobler Brewing Co., First Trust Co., Albany, N. Y.

WORTMAN, WILCOX & CO., INC.

(Formerly Wortman, Barton & Coold, Inc.)
315 Madison Ave., New York 17, N. Y.
Phone: MURRAY Hill 4-5920
ABP—ANPA—NOAB—PPA

Pres. & Treas.....E. B. M. Wortman
Vice-Pres. & Secy.....D. N. Wortman
Exec. Vice-Pres.....E. A. Wilcox
Vice-Pres.....E. Dunn
Media Dir.....E. M. Crowley
TV Accounts: Esquire Novelty Co. (Pony Boy Gun & Holster Set), Jersey City, N. J.; Balcony Downs Plantation (Oil Paintings), Glasgow, Va.

ROBERT B. YOUNG, ADV. AGENCY

625 Market St., San Francisco 5, Calif.
Phone: SU 1-5411
APA—ABP

President & Space Buyer.....R. B. Young
Secretary.....W. E. Misselwitz
Radio Accounts: Northern Calif. Floral Industry, Sierra Candy Co.

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MURRAY Hill 9-5000
ANPA—PPA—APA—AAA
NOAB—ABC—ABP

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Executive V.P.....Louis N. Brockway
V.P.-Chairman Plans Board
Charles L. Whittier
Vice-President.....Frank Fagan
V.P., Dir. of Media & Gen. Production
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Phone: Douglas 2-4475

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Phone: Liberty 2-5799

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WHAM, Rochester, N. Y.		
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WGBI, Scranton, Pa.		
Harold Essex.....	4	District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.
WSJS, Winston-Salem, N. C.		
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WDAK, Columbus, Ga.		
Harold Wheelahan.....	6	Arkansas, Louisiana, Mississippi, Tennessee.
WSMB, New Orleans.		
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WLAP, Lexington, Kentucky.		
George J. Higgins.....	8	Indiana, Michigan, excluding the counties of Ontonagon and Gagebic.
WISH, Indianapolis.		
Charles C. Caley.....	9	Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Packson, Trempealeau, Buffalo, Pepin, Pierce St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.
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John F. Meagher KYSM, Mankato, Minnesota.	11	Minnesota; North Dakota; South Dakota, excluding the countries 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; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Tremeealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathan, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn Sawyer, Price, Oneida Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the countries of Ontonagon and Gogebic.
Jack Todd KAKE, Wichita, Kans.	12	Kansas, Oklahoma.
Clyde W. Rembert KRLD, Dallas, Texas.	13	Texas.
William C. Grove KFBC, Cheyenne, Wyo.	14	Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Wausabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Glenn Shaw KLX, Oakland, Calif.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.
Calvin J. Smith KFAC, Los Angeles.	16	Arizona; California, including the counties excepted in District 15; New Mexico.
Harry R. Spence KXRO, Aberdeen, Wash.	17	Alaska, Oregon, Washington.

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Patt McDonald WHHM, Memphis, Tenn.	Edgar Kobak WTW, Thomson, Ga.
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FM Stations

Class A	Class B
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TV Stations

Robert D. Swezey WDSU-TV, New Orleans, La.	Eugene S. Thomas WOIC, Washington, D. C.
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for 1950**

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NAB STANDARDS OF PRACTICE

Effective January 1, 1949

STANDARDS for broadcasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.

PROGRAM STANDARDS

News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and 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 broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

• • • **NAB Standards of Practice** • • •

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

Between 6:00 p.m. and 11:00 p.m.

<i>5 minute programs</i>	<i>1:00</i>
<i>10 minute programs</i>	<i>2:00</i>
<i>15 minute programs</i>	<i>2:30</i>
<i>25 minute programs</i>	<i>2:50</i>
<i>30 minute programs</i>	<i>3:00</i>
<i>45 minute programs</i>	<i>4:30</i>
<i>60 minute programs</i>	<i>6:00</i>

All Other Hours

<i>5 minute programs</i>	<i>1:15</i>
<i>10 minute programs</i>	<i>2:10</i>
<i>15 minute programs</i>	<i>3:00</i>
<i>25 minute programs</i>	<i>4:00</i>
<i>30 minute programs</i>	<i>4:15</i>
<i>45 minute programs</i>	<i>5:45</i>
<i>60 minute programs</i>	<i>7:00</i>

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

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.

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.

Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

How Buyers of Time Benefit From Service-Ads* in SRDS

Take this WGY ad, for instance. It highspots up-to-the-minute information on Coverage, Sales Potential, Audience, Mail Pull, Results, Costs . . . additional information that helps time buyers make selections. Buyers say that such *Service-Ads* save their time, bring them up to date, make it easier for them to identify the stations that offer the best possibilities in the markets they want to reach.

Here's Real Sales Help for Radio Stations

The monthly Radio Section of SRDS is the basic advertising medium of many leading radio stations. Your *Service-Ad* in SRDS keeps the basic sales story of your station constantly before buyers, through all stages of consideration, recommendation, final discussions, and actual station selections. Your *Service-Ad* in SRDS reaches the men who buy when they are buying . . . at times when no other sales effort can reach your prospects . . . on his desk, in his brief case, or on the conference table. The answers you provide to a buyer's simple question on area coverage, programming, or market data about your listeners, told at the right time in a *Service-Ad* helps him decide to put your station on the list.



**Service-Ads* in SRDS are informative ads near listings that sell by helping buyers buy.



Promotional Help and Market Data for Stations

The SPOT RADIO PROMOTION HANDBOOK, recently published, describes the kind of station information time buyers say they want. Radio station advertisers find it a real help in preparing effective promotion . . . in making real *SERVICE-ADS* of the space they use in SRDS Radio and TV Sections. Copies are available at \$1.00 each.

In addition, SRDS CONSUMER MARKETS is used by radio station advertisers as a source of factual market data on the buying power of listeners in their coverage areas. Some stations have built their entire promotional story around market data from CONSUMER MARKETS. Copies are available at \$5.00 each.

Copy Service for Radio Stations

The Copy Service Department of SRDS will prepare factual, informative copy suggestions for radio stations, on request, without charge or obligation . . . effectively presenting the kind of station promotion that works best in SRDS *Service-Ads*. Ask your SRDS Representative about this helpful service, or write direct.



SRDS

Standard Rate & Data Service, Inc.
Walter E. Botthof, Publisher
333 North Michigan Avenue
Chicago 1, Illinois

New York

Los Angeles

PUBLICATIONS

Covering The Field Of Radio—Television—FM

TRADE — FAN — TECHNICAL — GENERAL

THE ADVERTISER

11 W. 42 St., New York 18, N. Y.

Phone: LOngaere 5-2125

Publisher & Editor.....Manuel Rosenberg
Managing Editor.....Col. Don R. Jason
Business Mgr.....L. B. Rosenberg
Camera Editor.....Lydie Bloch
Advertising Mgr.....Robert M. Jason
Media Service Dir.....Ellis Porter
Production Mgr.....Arnold Hallock
Type Dir.....Ed E. MacFarland
Circulation Dir.....Sam J. Davis
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Arthur Coles

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15th & H. St., N.W., Washington, D. C.

Chief Washington Corres.

Marion Wheeler Scott

98 St. Julian Rd., Newport, Mon., England
London Corres.....Arthur E. Jones

ADVERTISING AGE

100 E. Ohio, Chicago 11, Ill.

Phone: Delaware 7-1336

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Editor.....S. R. Bernstein
Exec. Editor (N. Y.).....John Crichton
Managing Editors.....Robert Murray,
John B. Miller

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Phone: MURray Hill 8-0073

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Phone: Re 7659

Washington Editor.....Stanley E. Cohen
1473 High Rd., Whetstone, London N. 20,
England

Phone: Hillside 1137

European Editor.....F. A. Martean

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9 E. 38 St., New York 16, N. Y.

Phone: MURray Hill 5-9770

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Vice Pres. & Editorial Dir....F. C. Kendall
Advertising Dir.....Lucian Neff
Circulation Dir.....R. R. Rountree
Promotion Dir.....Coleman McCampbell

Branch Offices

1328 Peoples Gas Bldg., Chicago 3, Ill.

Phone: Harrison 7-7272

Western Mgr.....J. L. Clark
714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: Richmond 9327

Executive-in-Charge.....Ned Brydone-Jack
1085 Monadnock Bldg., San Francisco 5, Cal.

Phone: Douglas 4475

Executive-in-Charge.....Ned Brydone-Jack
131 Fleet St., London E.C.H., England

Phone: Central 1960, 3754, 3133

Mgr. for Great Britain, Eire, Will Kitchin, Jr.

THE BILLBOARD

1564 Broadway, New York, N. Y.

Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford
Co-Publisher.....R. S. Littleford, Jr.
Editor-in-Chief.....R. S. Littleford, Jr.
Radio-TV Editor.....Jerry Franken

Branch Offices

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6000 Sunset Blvd., Hollywood, Calif.
Phones HOLlywood 5831

Manager.....Sam Abbott
2160 Patterson St., Cincinnati, O.

Phone: DUNbar 6450

President.....E. W. Evans
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.
Executive-in-Charge.....Frank Joerling

BROADCASTING-TELECASTING

National Press Bldg., Washington 4, D. C.

Phone: MEtropolitan 1022

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Ass't to Publisher....Eleanor J. Brumbaugh
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Business Manager.....Maury Long
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Mgr. Cir. & Readers Serv...John P. Cosgrove

NUMBER ONE

promotion medium

for

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ADVERTISING AGE is the BIG medium with the BIG selling power—with the BIG circulation where it counts among general national advertisers and their agencies. And it offers you the Big value for your promotion dollar.

Editorially, it serves those major executives who must decide whether to use radio or other media—and who must therefore keep abreast of all media in order to evaluate any of them. It is not a “single-industry” paper.

In other words, ADVERTISING AGE is no dummy antenna—but a live tower, properly tuned and loaded to carry your message clearly to those advertising executives who should hear it, and who are able to act on it.

That's why, in the general advertising press—the publications which are dominant in power to influence national advertising and agency executives—ADVERTISING AGE carries the big load of radio promotion beamed to important national advertisers and influential agency executives . . . that's why its radio lineage is increasing . . . that's why it can and should carry the major weight of *your* promotion as well.

ADVERTISING AGE

200 E. Illinois St.
Chicago 11

11 E. 47th St.
New York 17

Branch Offices

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

Phone: PLaza 5-8355

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Senior Assoc. Editor.....Bruce Robertson
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Hollywood News Editor, William C. Tuchman
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Canada

Phone: ELgin 0775

Executive-in-Charge.....James Montagnes

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Phone: HOLlywood 9-1141

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Managing Editor.....Roscoe Cornell
City Editor.....Al Scharper
Radio Editor.....Jack Hellman
Labor Editor.....William Brogdon
Amusement Editor.....Charles Daggett

Branch Office

(See listing under VARIETY)

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203 North Wabash, Chicago 1, Ill.

Phone: ANdover 3-1612

Publisher.....Glenn Burrs
Editor.....Ned E. Williams

Branch Offices

228 E. 71 St., New York 21, N. Y.

Phone: RHineland 4-1131

Executive-in-Charge.....John S. Wilson
1103 N. El Centro, Los Angeles 38, Calif.

Phone: HE 6005

Executive-in-Charge.....Charles Emge

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2978 Wilshire Blvd., Los Angeles 5, Calif.
Advertising Rep.....Duncan A. Scott & Co.

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330 W. 42 St., New York 18, N. Y.

Phone: LOngaere 4-3000

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Managing Editor.....W. W. MacDonald

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Executive-in-Charge.....Carl W. Dysinger
68 Post St., San Francisco 4, Calif.

Executive-in-Charge.....J. W. Otterson

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DAILY. 1501 Broadway, New York, 18, N. Y. Phone, BRyant 9-7117. John W. Alicoate, President & Publisher; Donald M. Mersereau, Associate Publisher, General Manager & Treasurer; Patti Alicoate, Vice-President & Secretary; Chester B. Bahn, Editor; West Coast Offices, Ethel Rosen, Larry Urbach, Milton Epstein, 6425 Hollywood Blvd., Phone GLadstone 8436; Washington Bureau, Andrew H. Older, 5417 Dahlonga Road, Phone, WISconsin 3271; Chicago Bureau, Joseph Esler, Chief C. L. Esler, 6241 N. Oakley Ave., Phone, BRIargate 7441.

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6715 Sunset Blvd., Hollywood 28, Calif.

Phone: HILLside 7411

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Assoc. Publ., Man. Editor, Thomas F. Seward

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229 W. 42nd St., New York 18, N. Y.

Phone: WISconsin 7-2470

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*Give you a 100% music-minded consumer
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If you have something to advertise in the
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26 WEST 58TH STREET

NEW YORK 19, N. Y.

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Rep.....Simpson-Reilly Ltd.

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Phone: HARRison 7-1357

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Phone: PLaza 3-7253-4-5

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1014 Kimball Hall, Chicago, Ill.
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musical

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Review of the World's Music

RADIO AND
TELEVISION

RECORDS

Orchestra

THE DANCE

Opera

CONCERTS

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NEW YORK 19, N. Y.

Circle 7-4500

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*Phone: HA*rriison 7-4544

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 415 Philharmonic Aud., Los Angeles, Calif.
 Business Mgr.....Dorothy Huttenback

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*Phone: CI*rele 7-4500

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 Editor.....Russell Kerr
 Radio Editor.....William A. Taylor

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*Phone: RE*gent 7-9600

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 Advertising Mgr.....William C. Copp

Branch Office

303 W. 42 St., New York 18, N. Y.
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Advertising Mgr.....William C. Copp

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205 E. 42 St., New York 17, N. Y.
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 Executive-in-Charge.....J. W. Conrow

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DAILY. 1501 Broadway, New York 18, N. Y. *Phone, Wisconsin* 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, General Manager and Treasurer; Frank Burke, Editor; Marvin Kirsch, Vice-President and Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., *Phone GL*adstone 8436, Allen Kushner, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, *Phone, Wisconsin* 3271; Chicago Bureau, Herbert M. Kraus, 188 W. Randolph St., *Phone, AND*over 3-6050.

RADIO-ELECTRONICS

(Formerly RADIO-CRAFT)

25 W. Broadway, New York 7, N. Y.
*Phone: RE*ctor 2-9690

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Wm. Lyon McLaughlin

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Branch Offices

308 W. Washington St., Chicago 6, Ill.
*Phone: RA*ndolph 6-7363
 1127 Wilshire Blvd., Los Angeles 14, Calif.
*Phone: MA*dison 6-1271
 Manager.....Raloph W. Harker
 582 Market St., San Francisco 4, Calif.
*Phone: GA*rfield 1-2841
 Manager.....Ralph W. Harker

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*Phone: KI*ngsley 5-1494

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RORABAUGH REPORT ON TELEVISION ADVERTISING for Complete, reliable, up-to-date information on How and where advertisers use television

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Every month for all Network, National-Regional
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 - Agency
 - Location of Agency
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 - Program Length
 - Program Production: Live or Film
 - Time of Telecasts
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- Plus—
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347 Madison Avenue

New York 17, N. Y.

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1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-5842

Publisher.....Alex H. Kolbe
Editor.....Nat Boolhack

RADIO TELEVISION LIFE

6361 Selma Ave., Hollywood 28, Calif.
Phone: HI 9275

Editor-Manager.....Evelyn Bigsby
Assistant Editor.....Joan Buchanan
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Office Manager.....Georgia Caywood

RADIO & TELEVISION NEWS

185 N. Wabash Ave., Chicago 1, Ill.
Phone: ANdover 3-5200

Ch. of Bd. & Publisher.....William B. Ziff
President.....B. G. Davis
Editor.....Oliver Read

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Empire State Bldg., New York 1, N. Y.
Phone: WISconsin 7-0400

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Phone: TUcker 9213

West. Advtg. Mgr.....William L. Pinney

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Publisher.....M. Clements
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Branch Office

201 N. Wells St., Chicago 6, Ill.
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Western Mgr.....S. M. Caskins

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99 Hudson St., New York 13, N. Y.
Phone: WAlker 5-2576

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(Radio-TV Electronics)

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Real-life examples of

how to make a TIME sale

Example 1:

A large beer distributor using a list of New England stations carefully analyzed a SPONSOR round-up story titled "Beer on the Air." Result: it increased its radio appropriation 100% on every station over which it advertised.

Example 3:

Two advertising agencies in a large city told an identical story. In both cases a client had curtailed radio advertising for the 1949 summer. In both cases the agency gave its client a copy of SPONSOR's summer-selling issue. Result: in one case \$12,000 of radio advertising was reinstated; in the other \$18,000 was reinstated in one area alone.

Example 2:

A 50,000-watt station in North Carolina advertised an available daily program via a full page in SPONSOR. Result: the advertising manager of a large drug firm contacted his advertising agency and requested that they buy it. They did.

Example 4:

A station in Virginia had failed to dispose of its expensive baseball package and the season was about to start. Then the manager received his current SPONSOR containing an article on baseball sponsorship. Result: over the week-end he showed a prospect the SPONSOR "evidence" and landed his contract.

These are only several of the many scores of sales which have been reported to SPONSOR as a result of its "use value" concept of publishing. One third of all radio stations contacted during a thirty-day across-the-desk survey reported one or more sales that had come about, directly or indirectly, through the use of SPONSOR.

SPONSOR is 100% devoted to the use-interest of broadcast-minded agency and advertiser executives. Its paid subscriptions among broadcast-minded buyers is the largest in its field. Its pinpointed appeal, bright format, and easy-to-read pages insure intensity of readership. Whether your list permits only one magazine or several, SPONSOR is the buy.

SPONSOR

For Buyers of Radio and Television

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480 Lexington Ave., New York 17, N. Y.
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 Publisher.....M. Clements
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1780 Broadway, New York 19, N. Y.
Phone: PLaza 7-3723
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 Business Manager.....Julius Gordon
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Branch Office
 3757 Wilshire Blvd., Los Angeles, Calif.
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 Assoc. Editor.....Earl Abrams
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 Editor.....Joseph M. Kochler
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 Sr. Assoc. Editor.....Milton Rich
Type of Publication: Daily.

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FIRST, year after year . . .

WHEN it comes to station and network promotion to advertising executives responsible for national spot billings — TIDE, The Newsmagazine for Advertising Executives, is *first choice year after year*.

1947—TIDE 9% more pages than second publication*

1948—TIDE 25% more pages than second publication

1949—TIDE 37% more pages than second publication†

*The advertising press: TIDE, Advertising Age, Printers' Ink, Advertising Agency.

†First nine months of 1949.

TIDE not only consistently carries more pages of station and network advertising promotion, but its lead continues to increase.

MORE people have read more about radio and television in TIDE than in any other general advertising publication.

MAY we show you our special report on the effectiveness of national spot promotion in TIDE?

TIDE

The Newsmagazine for Advertising Executives
232 Madison Avenue — New York 16, New York

NETWORKS



NATIONAL



REGIONAL

NINETEEN FIFTY





It's still **bargain** **day** at **WLW**

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week — compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

*Nielsen Radio Index



CROSLY BROADCASTING CORPORATION



MARK WOODS
Vice-Chairman
Bd. of Directors

American Broadcasting Company

TELEVISION must abandon the yoke of radio thinking. Television must tailor its cloth to fit its economic and technical needs.

Programming has improved tremendously during the past year. The critical judgment of those watching the televising of this year's Metropolitan Opera opening and comparing it to the television operatic opening of last season attests to this. To a large extent the belief that good radio programming automatically becomes good television programming is being abandoned. New ideas and new formats are being developed and tried constantly. But, all of this is worthless unless the industry solves its technical problems so that the widest possible audience can view television in the best possible manner.

There are two means by which this can be done. Constant improvement of signal for existing stations, and here the transfer of ABC's WJZ-TV transmitter to the Empire State Building is a case in point, and the creation of new television stations in areas where none now exist. The Federal Communications Commission also is considering the problem of increased power for existing stations. The creation of new stations is hindered by the lack of cable facilities and by the poor quality of transcribed programs available, even for existing stations which are unable to carry a great portion of their programs in the form of "live" pickups.

Radio, by constantly improving methods of transcription, has solved this problem. A transcribed program, preferably by tape recording, may be made at the time of the original broadcast or made and edited solely for future broadcasting, and cannot be distinguished from a live broadcast. To achieve this same technical quality in video recording is the immediate and most pressing problem facing the industry.

Video recordings are now made by an electronic-optical process on film.

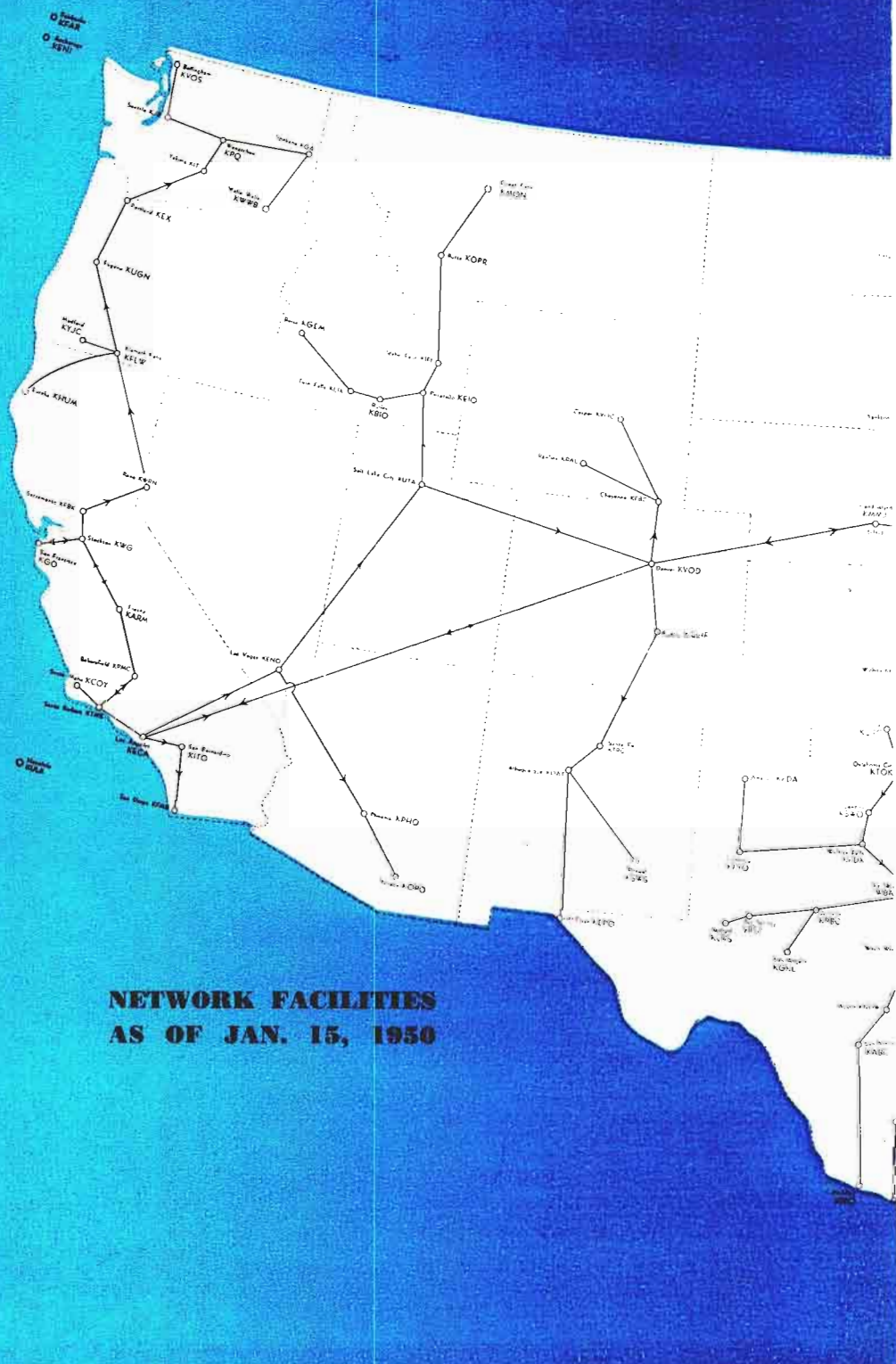
These recordings at the present time are the only means of providing certain areas an opportunity to see the better programs originating in New York, Chicago and Hollywood. Even with the contemplated expansion of coaxial cable facilities it is probable that for years to come many sections of the country must obtain their television fare in this manner if at all. And present video recordings leave much to be desired. Under the best of circumstances a non-technical viewer can distinguish between the program presented by video recording, the "live" program, and even the program from film especially made for television.

It is obviously impossible for all television stations now operating or planned to present one hundred per cent live programs. Two alternatives remain. Our existing methods of recording may be improved. ABC, which pioneered in the application of improved magnetic tape recording, currently is moving in this direction. But, at the same time, we are not convinced that this is the ideal method and are pioneering in two other directions—simultaneous motion picture filming, and the production of camera picture film especially for television.

The success that has greeted the televising of the "Lone Ranger" program, which is broadcast from film shot in Hollywood especially for television, amply testifies to the efficiency of this method.

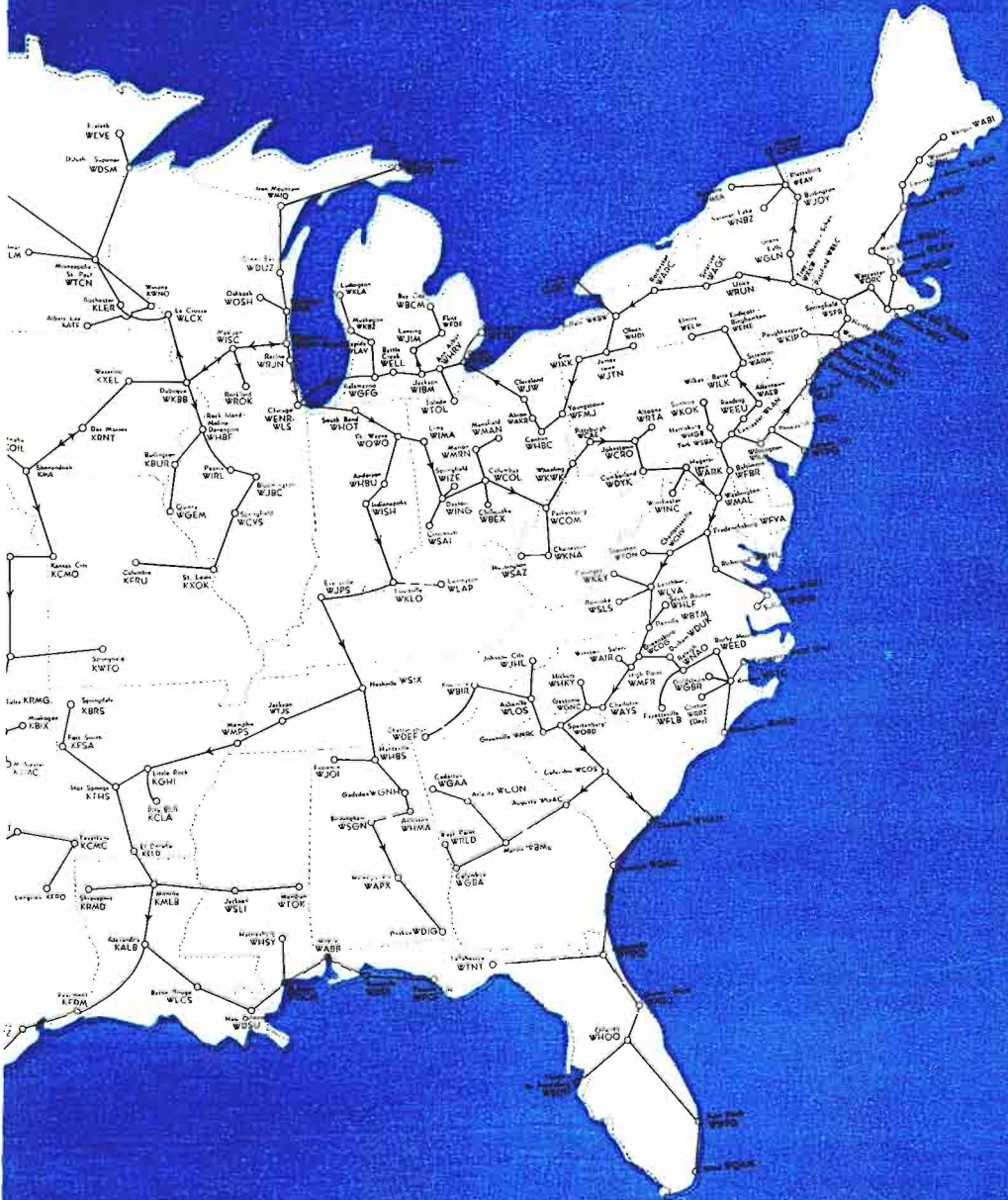
The simultaneous motion picture filming of a program that is at the same time being presented "live" in some parts of the country, however, seems to be the ideal solution. The technical problems are tremendous. It is necessary to have a television camera, or a bank of cameras, in absolute synchronization with one or more film picture cameras. Technicians of the American Broadcasting Company, in cooperation with camera and electronic experts from other companies, are now working toward a solution of the technical difficulties. Legal and labor union problems also confront the television broadcaster. But, none of these problems are insurmountable.

AMERICAN BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1950**

CASTING COMPANY



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Broadcasting Company, Inc.

R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number Circle 7-5700)

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 Paul Gates... Evening Program Manager

KECA

Clyde Scott General Manager KECA
 Amos T. Baron Spot Sales Manager

Western Division—San Francisco

Gayle Grubb General Manager KGO
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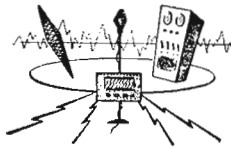
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Detroit  is not only the world's  greatest automotive  center, it is also one of the nation's most important radio production centers.  And the center of Detroit's radio production is.....

TRENDLE-CAMPBELL ENTERPRISES, INC.



Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER  (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE  of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET  (Tuesday-Thursday, 5:00 to 5:30 p.m.)

TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building

Detroit 26, Michigan



FRANK STANTON
President

Columbia Broadcasting System

IN A comprehensive volume such as this, there are many subjects that can properly be discussed; but rather than try to cover the entire field, I feel that the best contribution I can make is to discuss one subject specifically. And I have chosen Television Costs.

There is an impression that television costs are very high.

Very high in relation to what? Radio? Newspapers? Magazines? High in relation to a force of salesman making door to door sales calls?

Is a full page ad, say, in *Life* magazine, in four colors, a terribly high cost advertisement simply because the outlay is larger than the same page produced in black and white? The outlay is greater for color because the *results justify the more expensive production* treatment than mere black and white.

The same is obviously true of television. Television cannot and should not be compared to any other single advertising medium. The complicated and costly process which reproduces a moving image on a screen right in a man's living room is a brand new entry into the field of sales and advertising. Because of the characteristics inherent in it, there cannot be a direct comparison with radio—which appeals to the ear; nor with newspapers whose memory-jogging printed word also is simply one other characteristic provided by television; nor magazines whose scope and eye appeal characteristics are also present to an even greater degree in TV.

In other words, TV is combining all the advertising values of all other media—plus certain effects completely unique to television alone.

Let's consider a single advertiser in television.

The Lincoln-Mercury dealers sponsor Columbia's *Toast Of The Town*. Through this program, the Lincoln-Mercury people gain the effect of the most ideal car salesman imagin-

able making close to 4 million calls on family buying units in 30 or 40 different cities. Each of the nearly 4 million persons who willingly and voluntarily invite this salesman into their home each week is exposed to several demonstrations and sales talks of the Lincoln-Mercury cars under the best selling conditions.

That is what this advertiser is buying when paying the supposedly high cost of television. To be exact, it costs this sponsor about \$4.00 to make a thousand of these hard-hitting demonstrations. Or about ½ cent per demonstration.

Do people remember what they see on television and do they act on it?

This same sponsor who pays only ½ cent each week to show off his car to a prospect has found out such results as this:

A number of the most prominent New York dealers report that over 90 per cent of the persons who visited showrooms on a particular night did so because they were motivated by *Toast Of The Town*—on CBS-TV.

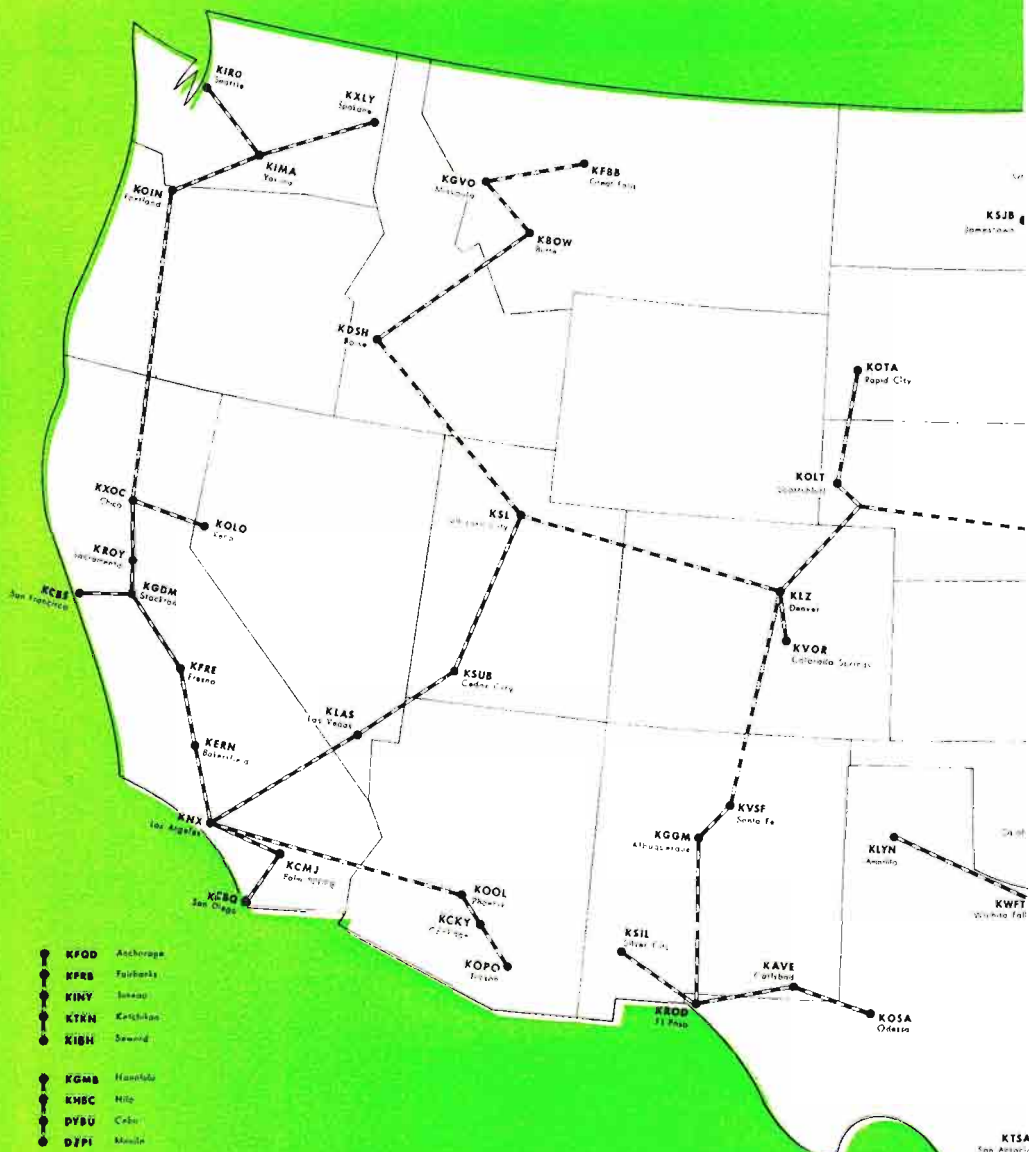
Television is a salesman making very effective calls on as many persons as the sponsor needs—at any time of the week he wishes. And instead of being costly—the medium offers its characteristics in almost every case at less than 1 cent per sales demonstration.

That is what the relatively large *initial* outlay is for in television—not the concepts which advertisers are accustomed to after years of using other established media, and in consequence, not the cost concept which advertisers are accustomed to.

But, television doesn't demand even high initial outlay. CBS-TV has programs in which the advertiser pays out as little as \$1,000 per week and still makes his effective sales calls at less than 1 cent per thousand persons. In TV they are paying for *unique results*.

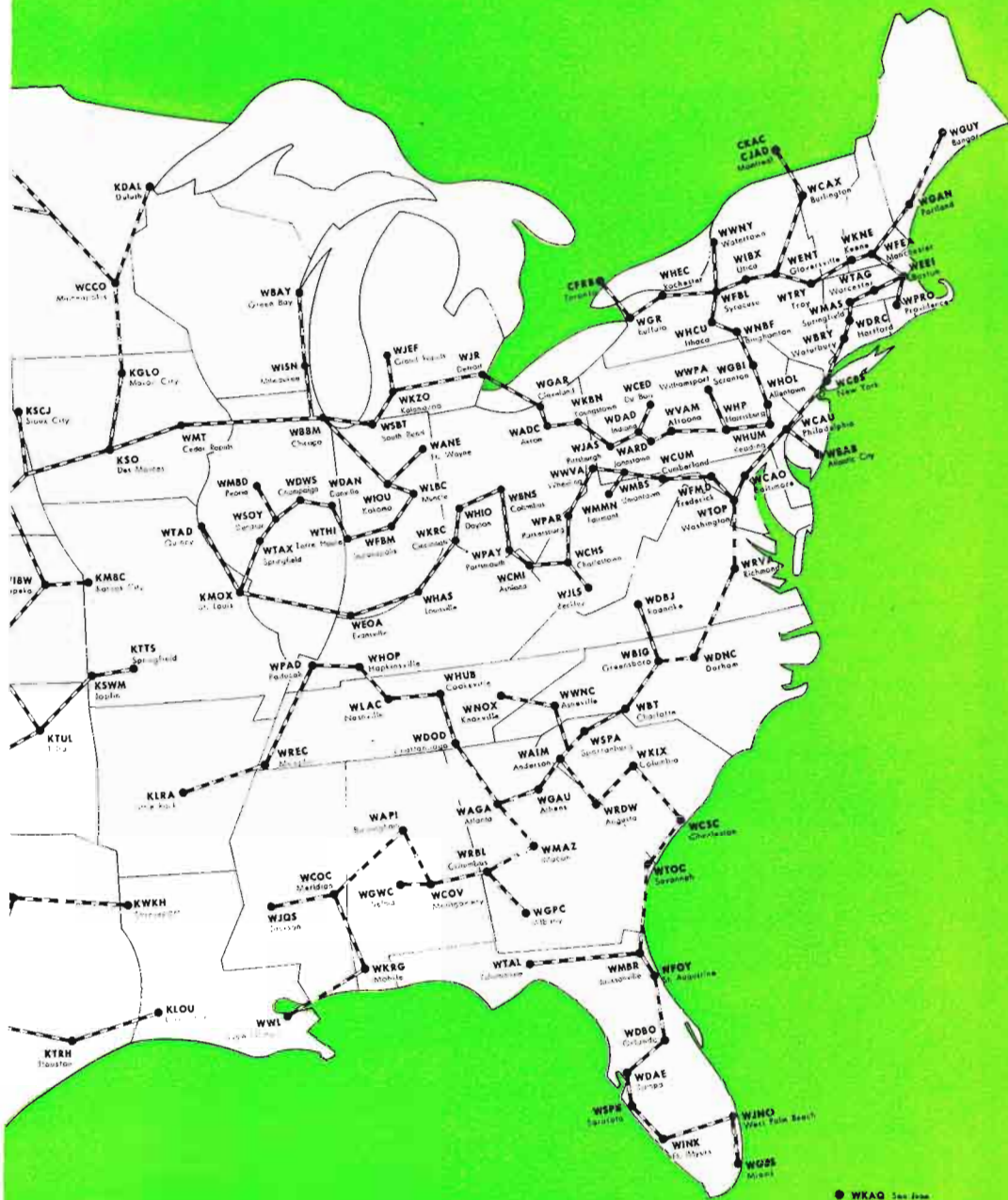
Last year may well be pointed to as the year of highest cost. In 1950, and in subsequent years, most indications point to a lowering of television budget necessities, when viewed in the light of cost per thousand and sales effectiveness.

COLUMBIA BROADCASTING SYSTEM



**NETWORK FACILITIES
AS OF JAN. 15, 1950**

CASTING SYSTEM



C O L U M B I A

Broadcasting System, Inc.

Executives and Staff

485 Madison Avenue, New York 22, N. Y.
Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

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Joseph H. Ream.....Executive Vice President	Arthur Hull Hayes
Adrian Murphy	V. P. in Charge of San Francisco Office
Vice President and General Executive	William B. Lodge
Howard S. Meighan	Vice President in Charge of General Engineering
Vice President and General Executive	Hubbell Robinson, Jr.
Lawrence W. Lowman	Vice President in Charge of Network Programs
Vice President and General Executive	James M. Seward....Vice President in Charge of
J. L. Van Volkenburg	Business Affairs, Network Programs
Vice President in Charge of Network Sales	J. Kelly Smith
H. V. Akerberg	V. P. in Charge of Station Administration
Vice President in Charge of Station Relations	Frank Falknor
H. Leslie Atlass	Vice President in Charge of Program Operations
Vice President in Charge of Central Division	Julius F. Brauner...Secretary and General Attorney
Earl H. Gammons	S. R. Dean.....Treasurer
Vice President in Charge of Washington Office	William J. Flynn.....Assistant Treasurer
William C. Gittinger	Arthur S. Padgett.....General Auditor
Vice President & Asst. to the President	Edward Saxe.....Controller

DEPARTMENTS AND DIVISIONS

Accounting Department

S. R. Dean.....Treasurer and Comptroller
William J. Flynn.....Assistant Treasurer
L. C. Merrick.....Assistant Comptroller
Norman C. Hadley.....Chief Accountant

Auditing and Tax Department

Arthur S. Padgett.....General Auditor
Norman DuFrane.....Chief Auditor

Operations Department

Frank Falknor
Vice President in Charge of Program Operations
Gilson Gray.....Director of Operations
R. L. Hopkins.....Manager of Set Construction
James C. Shattuck.....Director of Editing
John E. Forsander.....Purchasing Agent

Albert H. Bryant
 Mgr., Transportation, Mail, File, Mimeograph
 Julius Mattfeld.....Director of Music Library
 Horace Guillotte.....Mgr. of Network Operations
 Lucile Singleton...Director of Vocal Auditions and
 Manager of Record and Script Library
 Davidson Vorhes.....Manager of Sound Effects
 Laurette Banks.....Manager of Ticket Division
 W. C. Harrington...Manager, Copyright Division
 Harriet Hess.....Supervisor of Program Typing
 Emily Scheiner.....Supervisor of Ediphone
 Henry Grossman...Dir. of Plant and Construction
 Hugh Cowan.....Assistant to Mr. Grossman
 R. G. Thompson.....Mgr., Network Technical
 Operations and Chief Engineering of WCBS
 Paul Wittling.....Mgr. TV Technical Operations
 Walter Pierson...Manager, Building Operations
 A. H. Peterson.....Traffic Manager
 Richard Redmond...Director of TV Operations

Business Affairs Department

James M. Seward..Vice President in Charge of
 Business Affairs, Network Programs
 I. S. Becker
 Director of Business Affairs, Network Programs
 William J. Bratter.....Assistant Director
 Merritt Coleman.....Assistant Director
 Robert Ray.....Director of Network Scheduling
 Janice O'Connell..Supervisor, Literary Clearance
 and New Program Ideas
 Kenneth L. Yourd..Director of Business Affairs,
 Network Programs, Hollywood
 Martin Leeds.....Associate Director

General Engineering Department

William B. Lodge..V.P. Chg. of Gen. Engineering
 A. B. Chamberlain.....Chief Engineer
 H. A. Chinn.....Chief Audio-Video Engineer
 J. W. Wright.....Chief Radio Engineer

Engineering Research and Development Department

Peter C. Goldmark
 Director of Engineering Research and Development
 John W. Christensen.....Chief Engineer
 John Martin.....Executive Assistant

Legal Department

Julius F. Brauner
 Secretary and General Attorney
 Kenneth L. Yourd.....Senior Attorney

Network Sales Department

J. L. Van Volkenburg
 V.P. in Charge of Network Sales
 John J. Karol.....Sales Manager
 William J. Fagan.....Administrative Manager
 Allyn Jay Marsh.....Assistant Sales Manager
 Thomas D. Connolly...Manager Program Sales
 Charles E. Midgley, Jr....Sales Service Manager
 T. P. Maguire.....Assistant Sales Service Mgr.
 Chicago Office Network Sales,
 410 North Michigan Avenue
 Wendell Campbell.....Western Manager
 Dudley Faust.....Assistant Manager
 Detroit Office Network Sales
 Fisher Building
 Joseph Spadea.....Manager

Personal Relations Department

Howard L. Hausman.V.P. Chg. Personnel Relations
 Charles Burt.....Personnel Manager
 Robert Kalaidjian.....Employment Manager
 Dr. Jack Nelson.....Director Medical Office

Program Department

Hubbell Robinson, Jr.
 Vice President in Charge of Network Programs
 Harry Ackerman
 Dir. of Network Programs, Hollywood
 Robert Heller.....N. Y. Director of Programs
 Guy Della Cioppa
 Associate Dir. of Network Programs, Hollywood
 Gerald Maulsby.....Manager of Broadcasts
 Lester Gottlieb
 Director of Popular Music and Talent Scout
 James H. Fassett.....Director of Serious Music
 Marjorie Morrow.....Casting Director

Public Affairs

Sig Mickelson.....Director of Public Affairs
 Edward R. Murrow...Counselor on Public Affairs
 Werner Michel...Dir. of Production, Public Affairs
 George Crothers....Dir. of Religious Broadcasts
 Helen Sioussat.....Director of Talks
 Leon Levine....Director of Discussion Broadcasts
 Lewis Shollenberger
 Dir. of Talks and Special Events, Wash., D. C.
 Sam Abelow.....Assistant, Documentary Unit
 Edmund Chester.....Director of News
 Wells Church.....Editor-in-Chief
 Theodore F. Koop
 Dir. of News and Public Affairs, Washington

Henry Wefing.....Asst. Dir. of News Broadcasts
Walter L. Barber.....Director of Sports Division
John Derr.....Associate Director of Sports

William Golden.....Associate Director
John P. Cowden.....General Manager
Charles Oppenheim
Manager of Program Promotion

Press Information

George Crandall.....Director of Press Information
Michael J. Foster.....Assistant Director
Michael Boscia.....Executive Assistant
Harry Warner.....Manager of Operations
Walter Seigal.....Mgr. of Photographic Division
Anne Harding.....Manager of Service Division
Dorothy Leffler.....Manager of Magazine Division
Harry Feeny.....Trade News Editor

Station Administration Department

J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray.....Asst. to the Vice President
James V. Melick.....Executive Assistant

Station Relations Department

Herbert V. Akerberg
Vice President in Charge of Station Relations
William A. Schudt, Jr.
Director of Station Relations
Edward E. Hall.....Eastern Division Manager

Radio Sales, Radio and TV Stations' Rep.

Carl Burkland.....General Sales Manager
H. A. Carlborg.....Eastern Sales Manager, New York
George Dunham.....Eastern Television Sales Manager
Sam Digges.....TV Sales Manager, Chicago
Gordon F. Hayes.....AM Sales Manager, Chicago
H. H. Holtshouser
Sales Manager (AM), Memphis
Edwin Buckalew
AM-TV Sales Manager, San Francisco
Richard Elpers
AM-TV Sales Manager, Los Angeles
Ralph Patt.....AM-TV Sales Manager, Detroit

Housewives' Protective League Productions

Fletcher Wiley.....General Manager
Edward W. Wood.....Sales Manager

Research Department

Oscar Katz.....Director of Research
Harper Carraine.....Asst. Dir. Research
Edward Reeve.....Research Projects Manager

Television Department

Hubbell Robinson, Jr.
Vice President in Charge of Network Programs
Richard J. Redmond.....Dir. General Operations
Charles M. Underhill.....Director of TV Programs
Jerome Danzig.....Associate Dir. of Programs
Worthington C. Miner
Mgr. of Television Program Development
David Sutton.....Television Sales Manager
George L. Moskovich
Manager of Television Sales Development
Edmund Chester.....Director of News
Robert Bendick.....Director of Special Events
Eleanor Kilgallen.....Casting Director
John DeMott.....Production Manager
Robert Wood.....Traffic Manager
Arthur E. Duram.....Market Research Counsel
Paul Wittlig.....Mgr. of Technical Operations

Reference Department

William C. Ackerman
Director of Reference Department
Agnes Law.....Librarian

Sales Promotion and Advertising Department

Louis Hausman.....Dir. Sls. Prom. & Adv.

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco
FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston
TV Station:
CBS-TV, New York



FRANK WHITE
President

Mutual Broadcasting System

THE year just past has afforded broadcasters their first real insight into the probable future of this now dual industry: radio and television. Earlier prophets had found in their crystal balls the vision of one all-powerful telecasting medium and the attendant death of sound broadcasting within three to five years. The industry experience during these 12 months of 1949, however, has given a perspective to the picture which has caused most of these same prophets to temper their rather grim and glib predictions. Industry statisticians now point to a few pertinent figures to indicate the realities: that television homes in the United States number some 3 million while radio homes total close to 40 million; that even during this period of television's amazing progress, the number of *new* radio homes has outstripped television better than three to one; that, with all the 1949 emphasis on television, the country's set manufacturers produced three radio receivers for every video set.

As 1950 begins, we get a similar perspective on the transmitting end of radio and television. It is generally agreed that, for the next several years at least, television will be concentrated in the larger cities. By the end of 1950 or perhaps 1951, network TV will be available to about half the country's homes. But it will take a long, long time to reach the other half. Because the populations of hundreds of towns and cities are not large enough to support a local television station, radio will still be their main source of entertainment and information. This is a factor of special significance to the Mutual Broadcasting System because more than 300 of our 520 stations are the only network voice in town.

A glance at the history of advertising in America gives us a still broader perspective on the so-called battle between radio and television. No major communications medium has ever been destroyed by another.

Newspapers did not kill the billboards, nor magazines the newspapers. Motion pictures and phonograph recordings thrived together; radio itself has far from bankrupted any of its predecessors. And now television? The older media will have to move over, as they have done before, but they will retain their roles in the nation's expanding economy.

This does not imply that there will be no competition between radio and television. Of course there will be—at times for the same audience and for the same advertising dollar. But we at Mutual have a continuing faith in the future of radio—a faith fortified by a constructive program to cope with the changing patterns of the industry.

Mutual has always been a different kind of network. Throughout 1950 and the years ahead, we plan to stress and emphasize these differences. They contribute heavily to Mutual's strength and we plan to make the most of them. They add up to a plus in dollars for the Mutual advertiser, a broader and yet more intimate service to our listeners.

Mutual's second difference complements the first. Here — and on no other network — the advertiser can, at no extra cost, tell his customers *where* to buy what he is selling, as well as why. The Mutual plan of free cut-ins provides localized messages identifying dealers in each station-town by name and address.

The third difference is the maximum flexibility of Mutual's facilities. Advertisers are finding it increasingly important to adapt their radio coverage more closely to their individual marketing patterns but conventional network lineups rarely conform to sales geography.

Mutual's fourth difference: the highest per dollar return in all network radio.

The fifth point of difference: Mutual offers the lowest costs, hook-up by hook-up, of all the networks. Our latest rate-card makes it possible for an advertiser to buy the proven benefits of coast-to-coast radio — and still save enough to explore the high promise of television, too.

MUTUAL BROAD



CASTING SYSTEM



MUTUAL Broadcasting System

Executives and Staff

1440 Broadway, New York 18, N. Y.

Phone, PENnsylvania 6-9600

Executive Personnel

Board of Directors

Theodore C. Streibert.....WOR, Chairman
Thomas O'Neil...Yankee Network, Vice-Chmn.
E. M. Antrim.....WGN
Willet H. Brown.....Don Lee
J. E. Campeau.....CKLW, Detroit
Benedict Gimbel, Jr.WIP, Philadelphia

J. R. Poppele.....WOR
Frank Schreiber.....WGN
Linus Travers.....Yankee Network
Lewis Allen Weiss.....Don Lee
Frank K. White.....MBS, New York

Officers

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Robert A. Schmid, Vice-Pres. in Charge of Adv.,
Planning & Research
A. A. Schechter
Vice-Pres. in Chg. of News, Spec. Events & Press
E. M. Johnson, Vice-Pres.
in Chg. of Sta. Rela. & Engineering

Legal Counsel

Louis C. Caldwell, Keith Masters.
Andrew C. Hamilton...of Kirkland, Fleming,
Green, Martin and Ellis, Washington, D. C.,
and Chicago.
Leo Lauterstein and David Brown....New York
Elisha Goldfarb.....MBS Counsel
Esterly Chase Page.....Wash., Eng. Consultant

Departments and Divisions

EXECUTIVE OFFICERS

Frank K. White.....President
James E. Wallen, Treas., Controller & Asst. Secty.

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Gaile Dody.....Supervisor of Central Steno.
Sigrid Ramberg...Supervisor of File & Reception

Program Department

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Vice-Pres. & Dir. of Programs
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Eleanor Pearlson Administrative Asst.
 Harold Wagner..... Mgr. of Program Operations
 B. J. Hauser Dir. of Co-Op Program
 Sally Raynor ... Asst. Director of Co-Op Program
 Herbert Rice Director of Production
 Rocco L. Tito..... Ass't Dir. of Production
 Edwin Otis..... Commercial Program Supvr.
 Dorothy Kemble
 Dir. of Continuity Acceptance & Religious &
 Educational Programs.
 Marion Lennox
 Asst. Dir. of Continuity Acceptance
 Isabel S. Bisini... Asst. Dir. of Religious Programs
 Ada Lusardi Supervisor of Program Traffic
 John Newhouse, Hugo Seiler
 Night Program Supervisors
 Idella Grandlay Day Program Supervisor

News, Special Events and Press

A. A. Schechter..... Vice-President
 Milton Burgh Director of News
 Arthur Feldman..... Director of Special Events
 Paul Jonas... Dir. of Sports & Music Clearance
 James E. O'Bryon..... Director of Publicity
 Francis X. Zuzulo... Asst. Director of Publicity
 Robert Wilson..... Exploitation Manager
 John Skinner Editor-In-Chief
 Harold Gold..... Broadcast News Editor
 Maria Caterine..... Photo and Fashion Editor
 Harold Algus..... Syndicate Contact & Writer

Station Relations & Engineering

E. M. Johnson..... Vice-President
 Charles Godwin..... Southern Mgr.-Station Rel.
 Robert Carpenter..... Eastern Mgr.-Station Rel.
 Roy Danish..... Western Mgr.-Station Rel.
 Ruth Jaffe..... Supervisor of Station Traffic
 Robert O'Connor... Mgr. of Station Information
 Leslie Learned..... Chief of Engineering Traffic
 James Chapman... Supt. of Engineering Traffic
 Margaret Riordan... Sup. of Wire Communications
 Lewis Tower..... Chief Facilities Engineer
 Margaret Maloney..... Telephone Supervisor

Advertising, Planning and Research

Robert A. Schmid..... Vice-President
 Harold Coulter..... Director of Promotion
 James Tyler..... Manager of Adv. & Prom.
 William Fairbanks. Mgr. Presentations & Planning
 Richard Puff..... Director of Research
 Paul Benson..... Asst. Director of Research
 F. Carleton McVarish... Mgr. of Audience Prom.
 Arnold Roston..... Art Director
 Winifred Hall..... Production Supervisor

Sales Department

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 Sidney P. Allen..... Asst. to V.P.
 D. R. Buckham..... Eastern Sales Manager
 Alma Graef..... Manager of Sales Service
 Torrence Danley..... Manager of Sales Traffic
 Minnie Antrim..... Service Representative
 Eda Purcell..... Manager of Contract

Accounting Department

George Ruppel..... Assistant Controller
 Richard Groome..... Auditor
 George Westby..... Budget Director
 Madeline Pellinger..... Supervisor of Affidavit

Chicago Staff

Carroll Marts..... Sales Manager
 Dorothy Reynolds... Midwest Sales Service Mgr.
 Myrtle Goulet... Office Mgr. & Program Traffic
 George Herro..... Dir of Prom. & Publicity

Washington Staff

Hollis Seavey... Washington Program Coordinator
 William Hillman..... Presidential Corres.

Philadelphia Staff

Howard Cann... Philadelphia Sales Representative

Hollywood Staff

Ned Tollinger..... Program Mgr.
 Harriet Crouse..... Publicity Dir.

KOOL

THE *Gene Autry* STATION IN PHOENIX

Clever, Unique Promotions
Better Programming
Superior Merchandising

AGGRESSIVE MANAGEMENT!
and
A loyal, responsive audience
that annually spends more than
HALF A BILLION DOLLARS
in KOOL's retail area

Key Station of the
Radio Network of Arizona.

KOOL, Phoenix
KCKY, Coolidge
KOPO, Tucson

Covering 75% of the popula-
tion of Arizona's richest area.

Arizona's **FIRST Station**
5,000 WATTS DAY AND NIGHT - 960 KCs

NATIONAL REPRESENTATIVES . . . **George P. Hollingberry Co.**
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA



J. H. McCONNELL
President

National Broadcasting Company

RADIO broadcasting reached new economic levels in 1949, and during the past year television has made unprecedented advances alongside the older art of sound. The prospects for

these two broadcast services in 1950 are bright. As entertainment media, they will continue to serve the American public well. As advertising media, they complement each other. Only by using radio and television can the advertiser reach all of the people of the United States—something he cannot do by the use of any other medium.

The very growth of television is a challenge to radio to make the most of its capacities and to realize fully its great potential.

This growth will continue at an increasing pace. The number of television receivers in the hands of the public will grow by leaps and bounds and television facilities will also expand. At the beginning of 1949, NBC had an interconnected television network of only seven stations on the East Coast. By December 1, the NBC interconnected network had increased to twenty-six stations which, together with twenty-seven non-interconnected stations, brought NBC service to thirty-two states — and to an area containing upwards of 60 per cent of the nation's population.

Television will also grow in program skills and production know-how. At NBC, television is now "on its own," with its own studios, engineers, newsmen, talent scouts, sales force and financial set up. It will develop new sales patterns and will sell billions of dollars worth of goods and services. And ultimately television will be profitable, with several video broadcasters already reporting a small profit from operations.

Radio, however, will continue as a great force of entertainment for people of all ages, with basic advantages as an advertising medium.

Radio covers all markets. It can reach over 94 per cent of the families

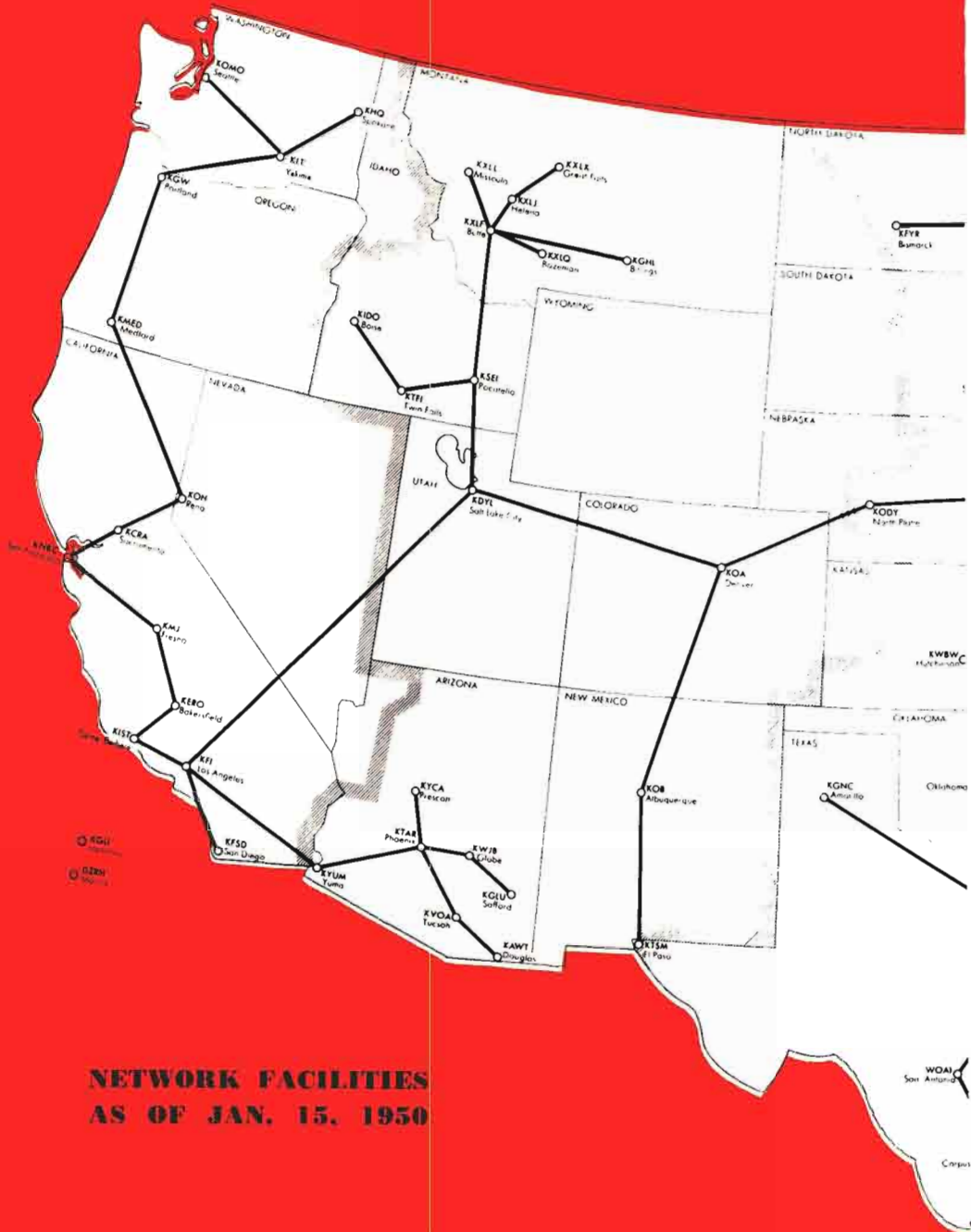
in this country and there are an additional twenty million sets in cars, out of doors and in public places. Radio has been getting bigger, with more than five million families added to the radio population in the last three years. It is the most economical of all media, and a better buy than ever before. In the past ten years, the NBC network cost-per-thousand has decreased 23 per cent, while during the same period daily newspapers have increased 7 per cent, and one of the largest weekly magazines has increased 17 per cent in cost-per-thousand.

With these advantages, radio has nothing to fear so long as it makes the most of its opportunities. It will always have a substantial audience if it is alert in meeting the public's requirements for entertainment and information. With such a mass audience, radio will continue to enjoy advertising support. But it cannot hide its light under a bushel. Radio must tell the advertisers of America its full story—and it must develop new merchandising and sales techniques to meet changing requirements.

As long as radio faces its challenge and does a real job, it will not be displaced by any other medium of entertainment or advertising. Radio itself did not replace older advertising media, but stimulated them to greater growth. Between 1928 and 1948, while radio established itself as a basic advertising medium, the national advertising revenues of magazines and newspapers increased by over \$400,000,000. The telegraph was not banished by the telephone; wireless has not eliminated the cables; the phonograph was not killed by radio; and the movies did not destroy the theatre.

As a new and dynamic medium, television itself will create new demands for goods, with greater business volumes and increased sales opportunities. Radio has an opportunity for a larger scope of service in 1950 and it will realize that opportunity. Teamed, it will do an unparalleled job for the American economy.

NATIONAL BROAD



**NETWORK FACILITIES
AS OF JAN. 15, 1950**

NATIONAL Broadcasting Company

30 Rockefeller Plaza 20, New York City
 (Telephone number, Circle 7-8300)
 Registered Telegraphic Address
NATBROADCAST NEW YORK

BOARD OF DIRECTORS

Niles Trammell, Chairman of the Board

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 John T. Cahill
 Charles R. Denny
 Gano Dunn

Frank M. Folsom
 George L. Harrison
 Harry C. Ingles
 Charles B. Jolliffe

Joseph H. McConnell
 Edward F. McGrady
 Edward J. Nally
 Brig. Gen. David Sarnoff

Officers

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 Edward Madden.....Asst. to Pres.
 Sylvester Weaver.....Vice President
 John H. MacDonald.....Administrative Vice
 President
 Sidney N. Stotz... Administrative Vice President
 William Brooks.....Vice President
 Sydney Eiges.....Vice President
 Charles P. Hammond.....Vice President

O. B. Hanson.....Vice President
 William S. Hedges.....Vice President
 Gustav B. Margraf...Vice President & General
 Attorney
 John F. Royal.....Vice President
 Frank M. Russell.....Vice President
 I. E. Showerman.....Vice President
 Victor T. Norton.....Vice President
 H. F. McKeon.....Controller
 R. J. Teichner...Treasurer & Assistant Secretary
 Lewis MacConnach.....Secretary
 Wayne Mason.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

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 Charles R. Denny.....Executive Vice President
 John H. McDonald...Administrative Vice President
 in Charge of Finance
 William Hedges...Vice President in Charge of
 Planning and Development
 John A. Royal.....Vice President
 David C. Adams..... Assistant to the Executive
 Vice President
 George McGovern.....Rate Specialist
 Albert Walker.....Executive Assistant
 William Burke Miller...Night Executive Officer
 James Gaines....Dir. of Owned & Oper. Stations

Advertising and Promotion

James Nelson... Director Advtg. & Prom. for TV
 Charles P. Hammond
 Director Advtg. & Prom. for Radio

Budget

John Tiedeman.....Budget Officer

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controllers Department

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 Harold M. Kelly.....Assistant Controller
 Hugh R. McGeachie.....Assistant Controller

Engineering Department

O. B. Hanson... Vice President and Chief Engineer
George McElrath... Director of Engineering Operations
William A. Clarke... Administrative Assistant
Joseph D'Agostino... Liaison Engineer
Raymond F. Guy... Manager, Radio and Allocations Engineering
George N. Nixon... Manager, Engineering Development
Chester A. Rackey... Manager, Audio and Video Engineering
Thomas H. Phelan... New York Division Engineer
James Wood... Manager of Technical Services

General Service Department

Edward M. Lowell... Director
Walter E. Giebelhaus... Manager of Building Maintenance Division
Helen Davis... Manager of Office Services Division

Guest Relations

Peter M. Tintle... Manager
Joseph Phillips... Assistant Manager in Charge of Reception Division
Alton Porter... Assistant Manager in Charge of Tours Division
James Van Gaasbeck... Assistant Manager in Charge of Ticket Division

Legal Department

Gustav B. Margraf... Vice President & General Attorney
Robert P. Myers... Assistant General Attorney
Thomas E. Ervin... Assistant General Attorney
George H. Halbert... Senior Attorney
John V. Shute... Senior Attorney
John P. King... Attorney
Paul B. Lynch... Attorney
Cahill, Gordon, Zachry & Reindel... Counsel (New York & Washington)

National Spot Sales Department

James V. McConnell... Director
John de Russy... Manager
Jacob Evans... Promotion Manager

Network Sales Department

Harry C. Kopf... V.P. for Sound Bcstg.
George Frey... Dir. of TV Sales
Walter Scott... Eastern Sales Mgr. for Radio
Ed Hitz... Eastern Sales Mgr. for TV
Sackett Miles... Mgr. Sales & Service for Radio
Frank Reed... Mgr. Sales & Service for TV

News and Special Events Department

William F. Brooks... Vice President in Charge Radio
Francis C. McCall... Director of News & Special Events
Adolph J. Schneider... Director of TV News & Special Events
Joseph O. Meyers... Manager of Radio Operations

International Division

Cal Abraham... Station Liaison & Public Relations Director

Personnel Department

Ernest de la Ossa... Director
Theodore Thompson... Manager
Edmund Souhami... Labor Relations Assistant to the Director
Doris Ann... Employment Manager
Donald Bogert... Employee Service Manager
William Rodin... Records & Research Manager

Press Department

Sydney Eiges... Vice President in Charge
Josef Dine... Director
Sam Kaufman... Special Services Manager
Allan Kalmus... Tele. Manager
Michael Dann... Trade Editor
Leo Hershdorfer... Feature & Copy Editor
Leonard Meyers... Music Editor
Sidney Desfor... Photo Editor
Don Bishop... Magazine Editor
Ursula Halloran... Column Editor
Anita Barnard... Information

Program Department

Thomas C. McCray... National Program Director
Arch Robb... Operations Manager
Leslie Harris... Assistant National Program Dir.
Mitchell Benson... Administrative Assistant; Coordinator of New Package Programs
Mary Cooper... Supervisor of Booking Office
Allin Robinson... Night Program Manager
Patrick J. Kelly... Manager of Announcers
Samuel Chotzinoff... General Music Director
James Kovach... Manager Production Div.
Richard McDonagh... Executive Producer
Joel Hammil... Manager, Literary Rights & Material Review
Bill Stern... Director of Sports
Frederick Knopfke... Manager of Sound Effects
Wade Arnold... Assistant to the Program Director in Charge of Special Programs
Van Woodward... Mgr. Script Div.

Public Affairs and Education Department

Sterling Fisher... Manager
Doris Corwith... Director of Talks & Religious Broadcasts
Margaret Cuthbert... Director of Public Affairs
Jane T. Wagner... Director of Education

Radio Recording Department

Charles G. Hicks... Comm. Recording Sales Mgr.

Research Department

Hugh M. Beville, Jr... Director
Barry T. Rumble... Manager

Stations Departments

Easton C. Woolley... Dir. Sta. Rel. for Radio
Sheldon Hickox... Dir. Sta. Rel. for TV

Traffic Department

Harry A. Woodman... Manager

Television Department

Sylvester L. Weaver, Vice President in Chg. of Television

OPERATIONS

Carleton D. Smith, Director of TV Operations
 John T. Williams, Asst. to the Director of TV Operations
 Fred Shawn, Manager of Operations
 J. Robert Myers, TV Controller
 Leslie C. Vaughan, TV Cost & Billing Manager
 Joseph Berhalter, TV Budget Officer
 Neil Knox, TV Personnel Supervisor
 Russ Johnston, Director of Film Operations
 N. Ray Kelly, Assistant Director of Film Division
 Robert E. Shelby, Director of TV Engineering Operations
 F. A. Wankel, Asst. Director of TV Engineering Operations
 Reid R. Davis, TV Operations Supervisor

PRODUCTION

Frederic W. White, Director of Production
 Fred Coe, Manager of New Program Development
 Carl Stanton, Talent & Program Procurement Manager

SALES

Robert W. Sarnoff, Program Sales Mgr.

Transportation Department

Marie F. Dolan, Manager

Treasurers Department

Rudolph J. Teichner, Treasurer

William A. Williams, Assistant to the Treasurer
 William D. Bloxham, Purchasing Agent

Owned & Operated Stations

James M. Gaines, Director of Owned and Operated Stations
 Hamilton Shea, Controller

WNBC, WNBC-FM, WNBT Department

Thomas B. McFadden, Manager of WNBC, WNBC-FM, WNBT
 Donald A. Norman, Assistant Manager
 Harvey J. Gannon, Program Manager, WNBC, WNBC-FM
 John H. Reber, Program Manager, WNBT
 John C. Warren, Sales Manager
 Joseph Goodfellow, Account Executive
 William Rich, Account Executive
 Murry Harris, Advertising & Promotion Manager
 Richard Stahlberger, Assistant Advertising & Promotion Manager
 George Stevens, Sales Traffic Director
 Earl Harder, Manager of AM Traffic
 Catherine Formickella, Manager of TV Traffic
 Jay Heitin, News & Special Events Manager
 Schuyler Chapin, Press Manager
 Thomas Page, Farm Director
 Clay Daniel, Production Manager
 Marjorie Hutchison, Business Manager
 Raymond C. Johnson, Promotion Writer
 Winifred Schaefer, Assistant to News & Press Managers

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC, WNBC-FM	New York	Owned and operated by NBC
WMAQ, WMAQ-FM	Chicago	Owned and operated by NBC
WRC, WRC-FM	Washington	Owned and operated by NBC
WTAM, WTAM-FM	Cleveland	Owned and operated by NBC
KNBC, KNBC-FM	San Francisco	Owned and operated by NBC
KOA, KOA-FM	Denver	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC
WNBK	Cleveland (Television)	Owned and operated by NBC
WNBQ	Chicago (Television)	Owned and operated by NBC
KNBH	Hollywood (Television)	Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WGAL-TV, WTMPJ-TV, WHHC-TV, WNBT, WPTZ, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSPD-TV, WNBW, WDEL-TV.

Non-interconnected Network

KOB-TV, WSB-TV, WBRC-TV, WBTW, WLW-TV, WLW-C, WLW-D, WBAP-TV, KNBH, WAVE-TV, WMCT, WDSU-TV, WKY-TV, WOW-TV, KDYL-TV, KSTP-TV, KPIX, KING-TV, WSAZ-TV, KFMB-TV.

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.

Tel. Superior 7-8300

WMAQ, WMAQ-FM, WNBQ (TV)

I. E. Showerman, Vice President in Charge
 John F. Whalley, Business Manager
 Robert Guilbert, Manager of Continuity Acceptance

Howard Lutgten, Division Engineer
 William Ray, Manager of News & Special Events
 Jack Ryan, Manager of Press
 Frederick Jacobson, Program Manager
 Judith Waller, Public Affairs and Education Director
 Oliver Morton, Local & National Spot Sales Manager

Paul McCluer.....Network Sales Manager
 A. W. Kaney.....Station Relations Manager
 Jules Herbeveaux.....Tele. Manager
 Paul Moore.....TV Engineering Operations
 Supervisor
 Edwin S. Mills.....TV Program Manager
 Eugene Hoge.....Central Div. TV Sales Mgr.

**Western Division—
 Hollywood**

*Sunset Blvd. & Vine St., Hollywood 28, Calif.
 Tel. 9-6161*

KNBH (TV)

Sidney W. Stotz...Administrative Vice President
 in Charge of the Western Division
 Lewis S. Frost...Assistant to the Vice President
 Frank V. Dellest.....Auditor
 Donald Honrath.....Manager of Continuity
 Acceptance
 Alfred Saxton.....Western Division Engineer
 Robert Howard...Nat. Spot Sales Mgr. West. Div.
 Frank Berend.....Nat. Sales Mgr. West. Div.
 Roger Sprague...Manager of News & Special
 Events Western Division
 Leslie Raddatz...Manager of Press Western Div.
 Homer Canfield...Prog. Mgr. Western Division
 Helen Hall.....Act. Mgr. Sales Pro. & Adv.
 Jennings Pierce...Manager of Public Affairs,
 Station Relations & Guest Relations
 Henry Maas...Manager of Sales & Prog. Traffic
 Harold Bock.....Manager of Tele. Operations
 Wallace Boone.....Business Manager
 Robert Clark...TV Eng. Operations Supervisor

Robert Brown.....TV Program Manager
 Norman Blackburn...Dir. West. Network TV
 Operations
*WRC, WRC-FM, WNBW, Washington
 Trans Lux Bldg., 14th St. & N. Y. Ave.
 Washington 5, D. C.*

Frank M. Russell...Vice President in Charge
 William R. McAndrew...Assistant to the Vice
 President; General Manager
 Mahlon Glascock.....Sales Manager
 Eugene Juster.....Director of Programs
 Donald Cooper.....Chief Engineer
 Cassius Keller...Director of News & Special Events
 Thomas Geoghegan...Manager of Advertising &
 Promotion
 R. G. Coldenstroth...Auditor & Office Manager
 Walter Royen.....Manager of Press
 Ralph Burgin.....TV Program Manager
 Charles Colledge...TV Engineering Operations
 Supervisor

**NBC Stations Planning &
 Advisory Committee**

Harold Essex...WSJS, Winston Salem, N. C.
 Martin Campbell.....WFAA, Dallas, Texas
 Clair McCollough.....WGAL, Lancaster, Pa.
 Harry Bannister.....WWJ, Detroit, Mich.
 Wiley Harris.....WJDX, Jackson, Miss.
 Walter Damm.....WAMJ, Milwaukee, Wis.
 Ed Yocum.....KGHL, Billings, Montana
 Ewing Kelley.....KCRA, Sacramento, Calif.
 Harold Burke.....WBAL-TV, Baltimore, Md.
 John Outler.....WSB-TV, Atlanta, Ga.

FOR COMPLETE TV INFORMATION

SEE

TELEVISION YEAR BOOK

IN

THIS VOLUME



KEYSTONE



Broadcasting System, Inc.

Offices

134 North LaSalle Street
Chicago 2, Illinois
STate 2-4590

580 Fifth Avenue
New York 19, New York
PLaza 7-1460

Officers & Directors

Executive Vice-President.....	Naylor Rogers
Vice-President (Director)	Arthur Wolf
Vice-President (Director)	Joseph Bayer
Secretary-Treasurer (Director)	Sidney J. Wolf
Assistant Secretary (Director)	William Bayer

New York

580 Fifth Avenue

Eastern Sales Manager.....	Noel A. Rhys
Office Manager.....	Eve Banner
Research Director.....	James A. Yergin

Chicago

134 North LaSalle St.

Exec. Vice-President.....	Naylor Rogers
Secretary-Treasurer.....	Sidney J. Wolf
Special Representative.....	Edwin R. Peterson
Account & Office Manager.....	Elizabeth M. Jacobs
Director of Station Relations.....	Emma G. Rogers



SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 385 affiliated stations. This is the only national network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length. Keystone makes its facilities available nationally or in selected groups.

REGIONAL NETWORKS

Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.
Phone: Seneca 6333

PERSONNEL

General Manager..... William J. Wagner
Secretary & Treasurer..... I. F. Wagner
Washington Attorney..... Philip M. Baker
Chief Engineer..... W. R. Nichols
Seattle Manager..... Ernest Spink
Attorney..... Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Thomas J. Durant, Station Mgr.; Station KINY, Juneau, John Ashbaugh, Station Mgr.; Station WFRB, Box 950, Fairbanks, James Fletcher, Station Mgr.; Station KIBH, Box 250, Seward, James B. Lawson, Station Mgr.; Station KIFW, Sitka, Alaska.

STATIONS

KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; KFRB, Fairbanks; KIBH, Seward; KOQL, Anchorage; KIFW, Sitka, Alaska.



The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

Vice-Presidents..... R. M. Fitkin,
J. E. Jaeger, C. J. Fern, E. J. Crane
Sales Manager..... L. R. Turner

STATIONS

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



Arizona Broadcasting System

(ABS Network)

711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

General Manager..... Richard O. Lewis
Commercial Manager..... Bill Harvey
Promotion Manager..... Robert Pollard

STATIONS

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

The Arizona Network

Radio Station KOY

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager..... Albert D. Johnson
Program Manager..... John R. Williams
Commercial Manager..... John L. Hogg
KTUC Manager..... Lee Little
KSUN Owner..... Carlton W. Morris

BRANCH OFFICES

Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz., Phone: 3.

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company



Arrowhead Network

WEBC Building, Duluth, Minn.

Phone: Melrose 2873

PERSONNEL

President..... Morgan Murphy
Gen. Mgr..... Walter C. Bridges
Mgr., Minn. Grp.—Nat. & Rgl. Sls. Gr.

Marlin E. Smythe

Sales Mgr. WMFG..... Oscar Peterson
Sales Mgr. WHLB..... Art Nelson
Mgr. WJMC..... Gregg Rouleau
Mgr. WEAU..... Harry Hyett
Mgr. WISC..... Ralph O'Connor
Arrowhead News Editor..... Earl Henton
Arrowhead Program Mgr..... Jack McKenna

BRANCH OFFICES

WEBC Building (WEFC), Duluth, Minn., Phone Melrose 2873, Mgr. Marlin E. Smythe; Androy Hotel (WMFG), Hibbing, Minn., Phone Hibbing 1150, Mgr. Oscar Peterson; Sixth Ave. & 17th St. (WHLB), Virginia, Minn., Phone Virginia 2000, Mgr. Arthur Nelson; 203 S. Barstow St. (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry S. Hyett; 1615 S. Main St. (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Greg Rouleau; Commercial State Bank Bldg. (WISC), Madison, Wis., Phone Mad. 7-2588, Mgr. Ralph O'Connor.

STATIONS

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

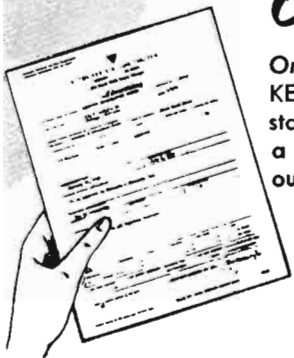


KEYSTONE

Talks "like-a-next-door-neighbor" to the
... THE DIRECT ROUTE TO BUYING INFLUENCE
IN AMERICA'S RICHEST MARKET ...

**TO THE
RADIO TIME BUYER ...**
Only One Order Needed.

One order is all you need to buy all 385 outlets of the big
KEYSTONE NETWORK, or any part of it (down to as few as 20
stations spotted where you most need them)—and you will enjoy
a lower rate on any combination you decide upon. Consult
our nearest representative for complete information.



KEYSTONE BROADCASTING

Reaches the 14,427,017 Radio Families Whose Income Has More than Doubled in the Last 8 Years!

These are the "Backbone of America" families who live in small towns and on farms, in the richest agricultural sections of the country—people who buy breakfast foods, toilet articles, canned goods, household appliances and many other items in greater quantities than any other people on earth!

More than 88% of these families can be reached on the friendly, neighborly, influential KBS community level by no other stations than the local Keystone outlet.



BROADCASTING SYSTEM

40,000,000 radio listeners reached through the 385 KBS outlets

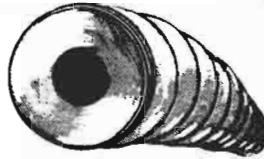
A market which represents 56% of all retail outlets and 43% of all retail sales!

Do you know that the 16,340 cities and towns of 25,000 population or less have more than half of all retail outlets and do nearly half of all the retail business? America's leading brand name manufacturers are becoming more keenly aware of these facts every day. In 1949 they spent much more on their radio advertising at the local community level than for either national network radio or national spot radio. Do these facts convey any special significance for your future radio advertising plans?



KBS is the ONLY established and growing Transcription Network covering small town and rural areas exclusively.
IN OPERATION SINCE 1940

TO ADVERTISERS AND AGENCIES . . .



Keystone can effect many economies for you

You can furnish us with your own scripts or transcriptions, or we will help you in developing the right type of transcription or script for this market—and we will also cooperate in getting you the best time and the best show that your money can buy anywhere. Call your nearest Keystone representative to help you plan a "Keystone campaign for greater sales volume."

SYSTEM, INC. New York

580 Fifth Ave.
Phone PLaza 7-1460

Chicago

134 N. LaSalle St.
Phone STate 2-4390

Regional Networks

Broadcasting Corp. of America

(Western Network)
P. O. Box 987, Riverside, Calif.
Phone: Riverside 6293

PERSONNEL

President & Gen. Mgr. W. L. Gleeson

BRANCH OFFICE

483 E. St., San Bernardino, Calif. Phone:
AB 5157, Gen Williams, V.P.

STATIONS

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

SUPPLEMENTS

KICO, Calexico; KPMO, Pomona; KNGS,
Hanford; KVOE, Santa Ana; KSDO, San Diego;
KFVD, Los Angeles; KUBA, Yuba City; KMAR,
Bakersfield, Calif.

The Connecticut State Network, Inc.

555 Asylum St., Hartford 5, Conn.
Phone: 2-0237

PERSONNEL

President C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WHTT, Hartford; WNHC,
New Haven; WNLC, New London; WSTC,
Stamford; WTOR, Torrington; WATR, Water-
bury, Conn.

Don Lee Broadcasting System

1313 North Vine St., Hollywood 28, Calif.
Phone: Hudson 2-2133

PERSONNEL

Chair, Bd. of Directors . . . Lewis Allen Weiss
President Willet H. Brown
Secretary-Treas. A. M. Quinn
Vice Pres. Chg. of Sales . . . Ward D. Ingram
Vice Pres. Chg. of Sta. Rel. . . Patrick Campbell
Sales Manager George Whitney
Sales Promotion Mgr. . . . Herbert Sonnenburg
Program Director J. Carlton Adair
Director of Operations . . . Anthony J. LaFrano
Continuity Accept. Dir. . . William Williams
News & Spec. Feature Dir. . . Les Mawhinney
Public Relations Dir. Mark Finley
Publicity Dir. James Parsons, Jr.
Program Promotion Dir. . . . Robert Hartnett
V.P. Chg. of Engring. Walter Carruthers

STATIONS

KHJ, Los Angeles; KFRC, San Francisco;
KAFY, Bakersfield; KHSL, Chico; KXO, El Cen-
tro; KIEM, Eureka; KYNO, Fresno; KMYC,
Marysville; KYOS, Merced; KPRL, Paso Robles;
KVCV, Redding; KXOA, Sacramento; KSBW,
Salinas; KFXM, San Bernardino; KGB, San
Diego; KVEC, San Luis Obispo; KVOE, Santa

Ana; KDB, Santa Barbara; KXOB, Stockton;
KCOK, Tulare, Calif.; KPOJ, Portland; KWIL,
Albany; KAST, Astoria; KBND, Bend; KOOS,
Coos Bay; KORE, Eugene; KUIN, Grants Pass;
KFJL, Klamath Falls; KRNR, Roseburg; KSLM,
Salem, Ore.; KVI, Seattle; KNEW, Spokane;
KXRO, Aberdeen; KPUG, Bellingham; KELA,
Centralia; KRKO, Everett; KWLK, Longview;
KGY, Olympia; KUJ, Walla Walla; KWNW,
Wenatchee; KYAK, Yakima, Wash.; KVIN,
Coeur d'Alene; KRCL, Lewiston; KWAL,
Wailace, Ida.; KATO, Reno, Nev.; KOOL,
Phoenix; KCNA, Tucson; KCKY, Cool-
idge, Ariz.; KHON, Honolulu; KIPA, Hilo;
KTOH, Lihue; KMVI, Wailuku, T. H.; KENI,
Anchorage; KFAR, Fairbanks, Alaska.

Foreign Language Quality Network

70 E. 45th St., New York 17, N. Y.
Phone: Murray Hill 6-0238

PERSONNEL

General Manager Claude Barrere
Sales Manager Irving Collin

A group of stations broadcasting in Italian,
Polish and other languages in major language
markets throughout the country, formed to
facilitate obtaining information and planning
of campaigns, purchases of time, etc. Listing
incomplete at time of going to press.

Georgia Associations of Local Stations

Atlantan Hotel, Atlanta, Ga.
Phone: Alpine 5132

PERSONNEL

Sales Director Tom Carr

STATIONS

*WGLS, Atlanta-Decatur; WDEC, Americus;
WGAU, Athens; WLBB, Carrollton; WBHF,
Cartersville; WGAA, Cedartown; WMJM, Cor-
dele; WMOC, Covington; WBLJ, Dalton;
WDWD, Dawson; WMLT, Dublin; WBHB, Fitz-
gerald; WDUN, Gainesville; WKEU, Griffin;
WFOM, Marietta; WIBB, Macon; WMVG, Mil-
ledgeville; WMGA, Moultrie; WROM, Rome;
WFRP, Savannah; WWNS, Statesboro; WSFT,
Thomaston; WKTG, Thomasville; WWGS, Tif-
ton; WLET, Toccoa; WRQN, Vidalia; WAYX,
Waycross; WRLD, West Point.

Georgia Major Market Trio
(Address any station or The Katz Agency)

PERSONNEL

General Manager (WAGA) . . . James E. Bailey
General Manager (WTOC) W. T. Knight
General Manager (WMAZ) Wilton E. Cobb

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC,
Savannah, Ga.

Regional Networks

Georgia Quartet

c/o George P. Hollingsbery Co.
307 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-2636

BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan Schmidt, Ill. Manager; 420 Lexington Ave., New York, N. Y., F. E. Spencer, Jr., Manager; 411 W. 5th St., Los Angeles, Calif., Harry H. Wise, Jr., Manager; 235 Montgomery St., San Francisco, Calif., Knox La Rue, Manager.

STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW, Augusta; WSAV, Savannah.

Great Northern Broadcasting System

200 3rd Ave., N.W., Mandan, N. D.
Phone: 561

PERSONNEL

President.....M. M. Marget
Vice-President.....John B. Cooley
Secy. & Treas.....M. J. Reichert

STATIONS

KMHL, Marshall; KGDE, Fergus Falls; KNOX, Moorhead; KWLM, Willmar, Minn.; KGCX, Sidney, Montana; KOVC, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPM, Minot; KGCU, Mandan & Bismarck, N. D.

Intermountain Network

146 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561

PERSONNEL

President.....George C. Hatch
Executive Vice-Pres.....Alvin G. Pack
Vice-Pres. Chg. of Sales.....Lynn L. Meyer
Vice-Pres. Chg. of Programs.....Jack Paige
Dir. of Engineering.....W. D'Orr Cozzens
Sales Service Dir.....Craig Rogers
Regional Account Exec.....W. W. Daynes
Office Manager.....Ernest W. Campbell

BRANCH OFFICES

Avery-Knodel, Inc., 565—5th Ave., New York, N. Y., Phone: PLaza 3-6513, Exec., Lewis H. Avery; Avery-Knodel, Inc., 333 No. Michigan, Chicago, Ill., Phone: ANd. 3-4710, Exec., J. W. Knodel; Avery-Knodel, Inc., Russ Bldg., San Francisco, Phone: YUcon 2-3877, Exec., David H. Sandeberg; Avery-Knodel, Inc., 315 W. 9th St., Los Angeles, Phone: TUCKER 2095, Exec., Richard I. Hasbrook; Avery-Knodel, Inc., 120 Marietta St., N.W., Atlanta, Ga., Phone: CYPRESS 7545, Exec., Charles Coleman.

STATIONS

KALL, Salt Lake; KLO, Ogden; KVNU, Logan; KOVO, Provo; KOAL, Price; KSBC, Richfield; KSUB, Cedar City, Utah; KEYY, Pocatello; KID, Idaho Falls; KVMV, Twin Falls; KFXD, KFXD-FM, Boise-Nampa, Idaho; KOPR, Butte; KMON, Great Falls; KPRK, Livingston; KBMY, Billings; KRJF, Miles City, Montana; KQRS, Rock Springs; KOWB, Laramie; KOVE,

Lander; KSPR, Casper; KWYO, Sheridan; KPOW, Powell, Wyoming; KRAM, Las Vegas, Nevada.

Iowa Tall Corn Network

407 5 St., Des Moines, Ia.
Phone: 2-0225

PERSONNEL

Executive Manager.....George W. Webber
Assistant Manager.....Jerry Smith
Office Manager.....Andrene P. Wennergren
President (KWCR).....Paul Millen
Vice-President (KICD).....Ben Sanders
Vice-President (KDTH).....Ken Gordon

STATIONS

KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KDEC, Decorah; KWDM, Des Moines; Keokuk; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFD, Fort Dodge; KOXX, KAYX, Waterloo, Iowa.

Lone Star Chain, Inc.

1714 M & W Tower, Dallas 1, Tex.
Phone: Riverside 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred Nahas
Secretary-Treasurer.....O. L. Ted Taylor
General Manager.....H. H. Dunavan

STATIONS

KEYS, Corpus Christi; KFDM, Beaumont; KFDX, Wichita Falls; KFYO, Lubbock; KGNC, Amarillo; KOSA, Odessa; KRGV, Weslaco; KROD, El Paso; KTBB, Tyler; KTBC, Austin; KTRE, Lufkin; KTTA, San Antonio; KTXL, San Angelo; KWKC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

Maine Broadcasting System

117 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux
Technical Director.....Daniel H. Smith

BRANCH OFFICES

100 Main St., Bangor, Me., Phone: 6023, Edward E. Guernsey; 175 Water St., Phone: 2285, Augusta, Me., Jack S. Atwood.

STATIONS

WCSH, Portland; WLBZ, Bangor; WRDO, Bangor, Me.

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom.....Dean Linger

Regional Networks

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

DIRECTORS

Chairman.....Paul W. Morency
J. B. Conley, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company

★

Northwest Network

3415 University Ave., St. Paul W4, Minn.
3415 University Ave., S.E., Minneapolis 18, Minn.

Phone: PRIOR 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.; WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

★

The Oklahoma Network

1800 West Main, Oklahoma City 2, Okla.
Phone: 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE
Taylor-Borhoff & Co.

★

The Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 7406

PERSONNEL

General Manager.....Cliff Gill
Sales Manager.....Ted MacMurray
Program Manager.....Dan Russell

STATIONS

KFMV, Hollywood, key relay station for Southern Calif. Other affiliates offering complete AM & FM coverage of Calif. in process of organization for first state-wide commercial program April 16, 1950.

★

Radio Network of Arizona

Adams Hotel, Phoenix, Ariz.
Phone: 2-1748

PERSONNEL

General Manager Charles H. Garland
Commercial Manager George E. Agnew

BRANCH OFFICES

400 S. Main St., Coolidge, Ariz., Phone: 355,
Wm. F. Parady, Gen. Mgr.; 115 W. Drachman
St., Tucson, Ariz., Phone: 4-0431, E. S. Mitten-
dorf, Gen. Mgr.

STATIONS

KOOL, Phoenix; KOPO, Tucson; KCKY,
Coolidge, Ariz.

★

Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 9-4322

PERSONNEL

President & Gen. Mgr.....Frank C. Carman
Vice-Pres. & Sales Mgr.....John Schile
Vice-Pres. & Program Dir.....Ray Fadel
Traffic Director.....Marie Fish

STATIONS

KGEM, Boise; KBJO, Burley; KIFL, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Ida.; KOPR, Butte; KOOK, Billings; KMON, Great Falls; KPRK, Livingston, Mont.; KELK, Elko; KENO, Las Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wyo.

★

Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL

President.....H. L. Creal
Executive Secretary.....R. B. Gervan
General Manager.....M. R. Hanna
Ass't. Gen Mgr. Eng. & Sta. Rel.....D. K. deNeuf
Sales Manager.....H. S. Brown
Program Supervisor.....M. K. Knapp
Farm Service Dir.....R. B. Child
Ass't. Chief Engineer.....T. R. Humphrey

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Phone:
LO 3-4190, Sales Rep., Dr. Miller McClintock.

STATIONS

WHCU-FM, Ithaca; WFNF, Wethersfield;
WVBT, Bristol Center; WVCN, DeRuyter;
WVBN, Turin; WVCV, Cherry Valley; WSLB-
FM, Ogdensburg; WFLY, Troy, New York.

Regional Networks

Steinman Stations

8 W. King St., Lancaster, Pa.

Phone: 5251

PERSONNEL

Mgr. Dir. Clair R. McCollough
Sales Manager J. Robert Gullick
Program Manager J. Gorman Walsh
Technical Director J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Robert Meeker Associates



Texas Quality Network

(Address Station)

Manager (KTBS) C K. Beaver

BRANCH OFFICE

312 East Kings Highway, Shreveport, La.,
Phone: 7-3644, C. K. Beaver, Manager.

STATIONS

KTBS, Shreveport, La.



Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Tex.

Phone: 3-3473

PERSONNEL

President Gene L. Cagle
Vice-President Charles B. Jordan
Secretary-Treasurer D. C. Hornburg
Sales Mgr. Clarke R. Brown
Traffic Manager Forrest W. Clough
Program Director Hal Thompson
Chief Engineer James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVV, Greenville, Texas.



The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,

Raleigh, N. C.

Phone: 8885

President Floyd Fletcher, WTIK
Vice-President Louis N. Howard, WHIT
Secy. and Treas. Hartwell Campbell, WGTC

STATIONS

WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNL, Wilmington; WCEC, Rocky Mount, N. C.



Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.

Phone: 723

PERSONNEL

Managing Dir. George T. Frechette
President John M. Walter

STATIONS

WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poynette; KFJZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids, Wis.



The Yankee Network

21 Brookline Ave., Boston 15, Mass.

Phone: Commonwealth 6-0800

President William O'Neil
Executive Vice-Pres. & Gen. Mgr.

Linus Travers

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KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

ESTIMATED RADIO HOMES FOR 1949

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1949.

	Estimated Population July, 1949	% Increase 1940-1949	Radio Families 1949	Radio Homes 1949
ALABAMA	2,920,000	+ 3.1	766,000	744,500
ARIZONA	745,000	+49.1	188,000	184,000
ARKANSAS	1,964,000	+ 0.7	543,000	488,500
CALIFORNIA	10,665,000	+54.4	3,286,000	3,254,000
COLORADO	1,215,000	+ 8.2	370,000	367,000
CONNECTICUT	2,019,000	+18.1	584,000	580,000
DELAWARE	311,000	+16.5	89,000	86,000
DISTRICT OF COLUMBIA	870,000	+31.1	243,000	238,000
FLORIDA	2,494,000	+31.4	742,000	735,000
GEORGIA	3,196,000	+ 2.3	872,000	859,000
IDAHO	592,000	+12.8	159,000	156,000
ILLINOIS	8,449,000	+ 7.0	2,634,000	2,595,000
INDIANA	3,994,000	+16.5	1,192,000	1,168,000
IOWA	2,643,000	+ 4.1	796,000	780,000
KANSAS	1,947,000	+ 8.1	612,000	594,000
KENTUCKY	2,893,000	+ 1.7	748,000	678,000
LOUISIANA	2,630,000	+11.3	714,000	608,000
MAINE	909,000	+ 7.3	256,000	248,000
MARYLAND	2,175,000	+19.4	608,000	596,000
MASSACHUSETTS	4,713,000	+ 9.2	1,321,000	1,308,000
MICHIGAN	6,352,000	+20.8	1,808,000	1,778,000
MINNESOTA	2,977,000	+ 6.6	845,000	830,000
MISSISSIPPI	2,130,000	- 2.5	581,000	478,000
MISSOURI	3,935,000	+ 4.0	1,218,000	1,168,000
MONTANA	521,000	- 6.9	159,000	156,000
NEBRASKA	1,285,000	- 2.3	391,000	380,000
NEVADA	174,000	+57.7	47,000	45,500
NEW HAMPSHIRE	544,000	+10.7	163,000	159,500
NEW JERSEY	4,873,000	+17.1	1,356,000	1,324,000
NEW MEXICO	589,000	+10.8	171,000	158,000
NEW YORK	14,392,000	+ 6.8	4,287,000	4,203,000
NORTH CAROLINA	3,864,000	+ 8.2	918,000	812,000
NORTH DAKOTA	605,000	- 5.7	149,000	145,000
OHIO	7,989,000	+15.7	2,361,000	2,301,000
OKLAHOMA	2,302,000	- 1.5	686,000	624,000
OREGON	1,736,000	+59.3	557,000	547,000
PENNSYLVANIA	10,633,000	+ 7.4	2,956,000	2,896,000
RHODE ISLAND	743,000	+ 4.1	217,000	215,000
SOUTH CAROLINA	2,001,000	+ 5.3	498,000	480,000
SOUTH DAKOTA	649,000	+ 0.9	173,000	169,000
TENNESSEE	3,234,000	+10.9	846,000	766,000
TEXAS	7,532,000	+17.4	2,154,000	2,032,000
UTAH	682,000	+24.0	179,000	176,000
VERMONT	369,000	+ 2.6	104,000	102,000
VIRGINIA	3,102,000	+15.9	786,000	716,000
WASHINGTON	2,582,000	+48.7	760,000	748,000
WEST VIRGINIA	1,941,000	+ 2.1	481,000	452,000
WISCONSIN	3,355,000	+ 6.9	954,000	941,000
WYOMING	284,000	+13.4	84,000	81,000
TOTAL U. S.	148,720,000	+12.9	42,612,000	41,150,000

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1949.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

STATIONS

Alphabetical Listing



U. S. Standard Stations
Indexed by Call Letters—
Location



Stations Alphabetically
Listed by States—Cities



Personnel



Other Detailed Information

NINETEEN FIFTY



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"Always the Best in Music"

Index Of The Standard Stations Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KAAA	Red Wing, Minn.	489	KBRL	McCook, Neb.	512
KABC	San Antonio, Tex.	666	KBRO	Bremerton, Wash.	685
KADA	Ada, Okla.	585	KBRS	Springdale, Ark.	329
KAFY	Bakersfield, Calif.	331	KBST	Big Spring, Tex.	647
KAKC	Tulsa, Okla.	589	KBTM	Jonesboro, Ark.	326
KAKE	Wichita, Kans.	437	KBUC	Corona, Calif.	332
KALB	Alexandria, La.	445	KBUD	Athens, Tex.	645
KALE	Richland, Wash.	687	KBUH	Brigham City, Utah	672
KALI	Pasadena, Calif.	345	KBUN	Bemidji, Minn.	485
KALL	Salt Lake City, Utah	673	KBUR	Burlington, Ia.	425
KAMD	Camden, Ark.	324	KBWD	Brownwood, Tex.	649
KAMQ	Amarillo, Tex.	645	KBYE	Oklahoma City, Okla.	587
KANA	Anaconda, Mont.	506	KBYR	Anchorage, Alaska	708
KAND	Corsicana, Tex.	650	KBZY	Grand Rapids, Minn.	487
KANE	New Iberia, La.	448	KCBC	Des Moines, Ia.	427
KANS	Wichita, Kans.	437	KCBD	Lubbock, Tex.	662
KARK	Little Rock, Ark.	326	KCBQ	San Diego, Calif.	351
KARM	Fresno, Calif.	333	KCBS	San Jose, Calif.	353
KASA	Elk City, Okla.	585	KCFH	Cuero, Tex.	650
KASH	Eugene, Ore.	592	KCHA	Charles City, Ia.	426
KASI	Ames, Ia.	425	KCHE	El Reno, Okla.	585
KAST	Astoria, Ore.	591	KCHS	Hot Springs, N. Mex.	522
KATE	Albert Lea, Minn.	485	KCID	Caldwell, Ida.	401
KATL	Houston, Tex.	658	KCIL	Houma, La.	447
KATO	Reno, Nev.	514	KCKN	Kansas City, Kans.	435
KAUS	Austin, Minn.	485	KCKY	Coolidge, Ariz.	319
KAVE	Carlsbad, N. Mex.	522	KCLA	Fine Bluff, Ark.	329
KAVR	Havre, Mont.	508	KCLE	Cleburne, Tex.	649
KAWT	Douglas, Ariz.	320	KCLO	Leavenworth, Kans.	435
KAYL	Storm Lake, Ia.	432	KCLW	Hamilton, Tex.	657
KAYS	Hays, Kans.	434	KCMC	Texarkana, Tex.	669
KAYX	Waterloo, Ia.	432	KCMJ	Palm Springs, Calif.	345
KBIO	Burley, Ida.	401	KCMO	Kansas City, Mo.	500
KBIX	Muskogee, Okla.	586	KCNA	Tucson, Ariz.	323
KBIZ	Ottumwa, Ia.	430	KCNC	Fort Worth, Tex.	653
KBKI	Alice, Tex.	643	KCNI	Broken Bow, Neb.	510
KBKO	Portland, Ore.	595	KCNY	San Marcos, Tex.	667
KBKR	Baker, Ore.	591	KCOG	Centerville, Ia.	426
KBKW	Aberdeen, Wash.	685	KCOH	Houston, Tex.	658
KBLF	Red Bluff, Calif.	347	KCOK	Tulare, Calif.	358
KBMW	Breckenridge, Minn.	485	KCOL	Fort Collins, Colo.	363
KBMY	Billings, Mont.	506	KCOM	Sioux City, Ia.	431
KBND	Bend, Ore.	591	KCOR	San Antonio, Tex.	666
KBOA	Kennett, Mo.	501	KCOW	Alliance, Neb.	510
KBOL	Boulder, Colo.	361	KCOY	Santa Maria, Calif.	357
KBON	Omaha, Neb.	512	KCRA	Sacramento, Calif.	348
KBOR	Brownville, Tex.	648	KCRC	Enid, Okla.	585
KBOW	Butte, Mont.	507	KCRG	Cedar Rapids, Ia.	425
KBRC	Mt. Vernon, Wash.	686	KCRS	Midland, Tex.	663
			KCRT	Trinidad, Colo.	366

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KCSB	San Bernadino, Calif.	349	KFBI	Wichita, Kans.	438
KCSJ	Pueblo, Colo.	365	KFBK	Sacramento, Calif.	348
KCSU	Provo, Utah	673	KFDA	Amarillo, Tex.	645
KCTX	Childress, Tex.	649	KFDM	Beaumont, Tex.	647
KCTI	Gonzales, Tex.	657	KFDW	Helena, Mont.	508
KCUL	Fort Worth, Tex.	653	KFDX	Wichita Falls, Tex.	671
KCVR	Lodi, Calif.	335	KFEL	Denver, Colo.	362
KDAC	Fort Bragg, Calif.	333	KFEQ	St. Joseph, Mo.	503
KDAL	Duluth, Minn.	486	KFFA	Helena, Ark.	325
KDAN	Oroville, Calif.	345	KFGO	Fargo, N. Dak.	571
KDB	Santa Barbara, Calif.	355	KFGT	Fremont, Neb.	511
KDDD	Dumas, Tex.	652	KFH	Wichita, Kans.	438
KDEC	Decorah, Ia.	427	KFI	Los Angeles, Calif.	339
KDET	Center, Tex.	649	KFIO	Spokane, Wash.	689
KDHL	Fairbault, Minn.	486	KFIZ	Fond du Lac, Wis.	699
KDIX	Dickinson, N. Dak.	571	KFJB	Marshalltown, Ia.	429
KDKA	Pittsburgh, Pa.	615	KFJI	Klamath Falls, Ore.	593
KDLK	Del Rio, Tex.	652	KFJZ	Fort Worth, Tex.	655
KDLR	Devils Lake, N. Dak.	571	KFKA	Greeley, Colo.	364
KDMO	Carthage, Mo.	497	KFLW	K'amath Falls, Ore.	593
KDNT	Denton, Tex.	652	KFMB	San Diego, Calif.	351
KDON	Santa Cruz, Calif.	355	KFMJ	Tulsa, Okla.	589
KDRO	Sedalia, Mo.	505	KFMO	Flat River, Mo.	499
KDRS	Paragou'd, Ark.	327	KFNF	Shenandoah, Ia.	430
KDSH	Boise, Ida.	400	KFOR	Lincoln, Neb.	511
KDSJ	Deadwood, S. Dak.	632	KFOX	Long Beach, Calif.	335
KDSX	Denison, Tex.	652	KFPW	Ft. Smith, Ark.	325
KDTH	Dubuque, Ia.	428	YFQD	Anchorage, Alaska	708
KDWT	Stamford, Tex.	668	KFRB	Fairbanks, Alaska	708
KDYL	Salt Lake City, Utah	674	KFRC	San Francisco, Calif.	352
KDZA	Pueblo, Colo.	365	KFRD	Rosenberg, Tex.	666
KEBE	Jacksonville, Tex.	661	KFRE	Fresno, Calif.	333
KECA	Hollywood, Calif.	334	KFRM	Kansas City, Mo.	500
KECC	Pittsburgh, Calif.	347	KFRO	Longview, Tex.	661
KECK	Odesa, Tex.	664	KFRU	Columbia, Mo.	497
KEEN	San Jose, Calif.	353	KFSA	Ft. Smith, Ark.	325
KEIO	Pocatello, Ida.	402	KFSB	Joplin, Mo.	499
KELA	Centrala-Chehalis, Wash.	685	KFSD	San Diego, Calif.	349
KELD	El Dorado, Ark.	324	KFTM	Fort Morgan, Colo.	363
KELK	Elko, Nev.	514	KTUN	Las Vegas, N. Mex.	522
KELO	Sioux Falls, S. Dak.	632	KTV D	Los Angeles, Calif.	339
KELP	El Paso, Tex.	653	KFVS	Cape Girardeau, Mo.	497
KELS	Kelso, Wash.	686	KFWB	Los Angeles, Calif.	339
KELT	Electra, Tex.	652	KFXD	Nampa, Ida.	402
KENE	Belen, N. Mex.	521	KFXJ	Grand Junction, Colo.	364
KENI	Anchorage, Alaska	708	KFXM	San Bernardino, Calif.	349
KENO	Las Vegas, Nev.	514	KFYN	Bonham, Tex.	648
KENT	Shreveport, La.	459	KFYO	Lubbock, Tex.	662
KEPO	El Paso, Tex.	653	KFYR	Bismarck, N. Dak.	571
KERG	Eugene, Ore.	592	KGA	Spokane, Wash.	689
KERN	Bakersfield, Calif.	331	KGAF	Gainesville, Tex.	655
KERO	Bakersfield, Calif.	331	KGAK	Gallup, N. Mex.	522
KEVA	Shamrock, Tex.	668	KGAN	Kingman, Ariz.	320
KEVT	Kerrville, Tex.	660	KGAR	Garden City, Kans.	434
KEX	Portland, Ore.	595	KGB	San Diego, Calif.	349
KEXO	Grand Junction, Colo.	364	KGBC	Galveston, Tex.	657
KEYD	Minneapolis, Minn.	487	KGBS	Harlingen, Tex.	657
KEYE	Perrytown, Tex.	665	KGBX	Springfield, Mo.	505
KEYS	Corpus Christi, Tex.	650	KGCU	Mandan, N. Dak.	572
KEYY	Pccatello, Ida.	402	KGCX	Sidney, Mont.	510
KFAB	Omaha, Neb.	512	KGDE	Fergus Falls, Minn.	487
KFAC	Los Angeles, Calif.	339	KGDM	Stockton, Calif.	357
KFAM	St. Cloud, Minn.	497	KGEK	Sterling, Colo.	366
KFAR	Fairbanks, Alaska	708	KGEM	Boise, Ida.	400
KFBB	Great Falls, Mont.	507	KGER	Long Beach, Calif.	339
KFBC	Cheyenne, Wyo.	706	KGEZ	Kalispell, Mont.	508
			KGFF	Shawnee, Okla.	589

Call Letters	City—State	See Page
KGFI	Hollywood, Calif.	334
KGFL	Roswell, N. Mex.	523
KGFN	Grass Valley, Calif.	334
KGFW	Kearney, Neb.	511
KGFX	Pierre, S. Dak.	632
KGGF	Coffeyville, Kans.	433
KGGM	Albuquerque, N. Mex.	521
KGHF	Pueblo, Colo.	366
KGHI	Little Rock, Ark.	326
KGHL	Billings, Mont.	507
KGIL	San Fernando, Calif.	352
KGIW	Alamosa, Colo.	361
KGKB	Tyler, Tex.	670
KGKL	San Angelo, Tex.	666
KGCL	Miami, Okla.	586
KGLO	Mason City, Ia.	430
KGLU	Safford, Ariz.	322
KGMB	Honolulu, Hawaii	710
KGNC	Amarillo, Tex.	645
KGNO	Dodge City, Kans.	433
KGO	San Francisco, Calif.	352
KGON	Oregon City, Ore.	595
KGRH	Fayetteville, Ark.	324
KGRI	Henderson, Tex.	658
KGST	Fresno, Calif.	333
KGU	Honolulu, Hawaii	710
KGVL	Greenville, Tex.	657
KGVO	Missoula, Mont.	509
KGW	Portland, Ore.	595
KGY	Olympia, Wash.	687
KGYN	Guymon, Okla.	585
KGYW	Vallejo, Calif.	359
KHAS	Hastings, Neb.	511
KHBC	Hilo, Hawaii	710
KHBG	Okmulgee, Okla.	588
KHBR	Hillsboro, Tex.	658
KHIT	Lampasas, Tex.	661
KHJ	Los Angeles, Calif.	339
KHMO	Hannibal, Mo.	499
KHON	Honolulu, Hawaii	710
KHOZ	Harrison, Ark.	325
KHQ	Spokane, Wash.	690
KHSL	Chico, Calif.	332
KHUB	Watsonville, Calif.	360
KHUM	Eureka, Calif.	333
KHUZ	Borger, Tex.	648
KIBE	Palo Alto, Calif.	345
KIBH	Seward, Alaska	709
KIBL	Beeville, Tex.	647
KICA	Clovis, N. Mex.	522
KICD	Spencer, Ia.	432
KICK	Springfield, Mo.	505
KICM	Mason City, Ia.	430
KICO	Calexico, Calif.	332
KID	Idaho Falls, Ida.	401
KIDO	Boise, Ida.	400
KIEM	Eureka, Calif.	333
KIEV	Glendale, Calif.	334
KIFI	Idaho Falls, Ida.	401
KIFW	Sitka, Alaska	709
KIHN	Hugo, Okla.	586
KIHO	Sioux Falls, S. Dak.	633
KIJV	Huron, S. Dak.	632
KILO	Grand Forks, N. Dak.	572
KIMA	Yakima, Wash.	691
KIMO	Independence, Mo.	499
KIMP	Mount Pleasant, Tex.	663

Call Letters	City—State	See Page
KIND	Independence, Kans.	435
KINE	Kingsville, Tex.	660
KING	Seattle, Wash.	687
KINY	Juneau, Alaska	709
KIOA	Des Moines, Ia.	427
KIOX	Bay City, Tex.	646
KIPA	Hilo, Hawaii	710
KIRO	Seattle, Wash.	687
KIRX	Kirksville, Mo.	501
KISD	Sioux Falls, S. Dak.	633
KIST	Santa Barbara, Calif.	355
KIT	Yakima, Wash.	692
KITE	San Antonio, Tex.	667
KITO	San Bernardino, Calif.	349
KIUL	Garden City, Kans.	434
KIUN	Pecos, Tex.	665
KIUP	Durango, Colo.	363
KIWW	San Antonio, Tex.	667
KIXL	Dallas, Tex.	651
KIYI	Shelby, Mont.	510
KJAM	Vernal, Utah	675
KJAY	Topeka, Kans.	437
KJBS	San Francisco, Calif.	352
KJCK	Junction City, Kans.	435
KJFJ	Webster City, Ia.	432
KJR	Seattle, Wash.	688
KJSK	Columbus, Neb.	510
KKIN	Visalia, Calif.	360
KLAC	Hollywood, Calif.	334
KLAS	Las Vegas, Nev.	514
KLBM	La Grande, Ore.	593
KLCN	Blytheville, Ark.	324
KLEE	Houston, Tex.	658
KLER	Rochester, Minn.	489
KLIF	Dallas, Tex.	651
KLIX	Twin Falls, Ida.	403
KLIZ	Brainerd, Minn.	485
KLKC	Parsons, Kans.	436
KLMO	Longmont, Colo.	365
KLMR	Lamar, Colo.	365
KLMS	Lincoln, Neb.	511
KLO	Cgden, Utah	672
KLOK	San Jose, Calif.	354
KLOU	Lake Charles, La.	447
KLPM	Minot, N. Dak.	572
KLPR	Oklahoma City, Okla.	587
KLRA	Little Rock, Ark.	326
KLTI	Longview, Tex.	661
KLUF	Galveston, Tex.	657
KLVT	Levelland, Tex.	661
KLWT	Lebanon, Mo.	501
KLX	Oakland, Calif.	343
KLYN	Amarillo, Tex.	645
KLZ	Denver, Colo.	361
KMA	Shenandoah, Ia.	430
KMAC	San Antonio, Tex.	667
KMAE	McKinney, Tex.	663
KMBY	Monterey, Calif.	343
KMCM	McMinnville, Ore.	593
KMBC	Kansas City, Mo.	500
KMED	Medford, Ore.	593
KMHL	Marshall, Minn.	487
KMHT	Marshall, Tex.	663
KMJ	Fresno, Calif.	333
KMLB	Monroe, La.	448
KMMJ	Grand Island, Neb.	511

Call Letters	City—State	See Page
KMMO	Marshall, Mo.	501
KMNS	San Luis Obispo, Calif.	354
KMO	Tacoma, Wash.	690
KMON	Great Falls, Mont.	508
KMOX	St. Louis, Mo.	503
KMPC	Los Angeles, Calif.	341
KMRG	Tulsa, Okla.	590
KMUR	Murray, Utah	672
KMUS	Muskogee, Okla.	586
KMVI	Wailuku-Maui, Hawaii	711
KMYC	Marysville, Calif.	341
KMYR	Denver, Colo.	362
KNAF	Fredericksburg, Tex.	655
KNAK	Salt Lake City, Utah	674
KNAL	Victoria, Tex.	670
KNBC	San Francisco, Calif.	352
KNBY	Newport, Ark.	327
KNEB	Scottsbluff, Neb.	513
KNEL	Brady, Tex.	648
KNEM	Nevada, Mo.	501
KNET	Palestine, Tex.	665
KNEU	Provo, Utah	673
KNEW	Spokane, Wash.	690
KNEX	McPherson, Kans.	436
KNGS	Hanford, Calif.	334
KNOE	Monroe, La.	448
KNOG	Nogales, Ariz.	320
KNOR	Norman, Okla.	587
KNOW	Austin, Tex.	645
KNOX	Grand Forks, N. Dak.	572
KNPT	Newport, Ore.	595
KNUJ	New Ulm, Minn.	489
KNUZ	Houston, Tex.	658
KNX	Los Angeles, Calif.	341
KOA	Denver, Colo.	363
KOAL	Price, Utah	673
KOAM	Pittsburg, Kans.	436
KOAT	Albuquerque, N. Mex.	521
KOB	Albuquerque, N. Mex.	521
KOBE	Las Cruces, N. Mex.	522
KOCA	Kilgore, Tex.	660
KOCO	Salem, Ore.	597
KOCS	Ontario, Calif.	345
KOCY	Oklahoma City, Okla.	587
KODI	Cody, Wyo.	706
KODL	The Dallas, Ore.	592
KODY	N. Platte, Neb.	512
KOFO	Ottawa, Kans.	436
KOGT	Orange, Tex.	664
KOH	Reno, Nev.	514
KOIL	Omaha, Neb.	512
KOIN	Portland, Ore.	596
KOJM	Havre, Mont.	508
KOKO	La Junta, Colo.	365
KOKX	Keokuk, Ia.	429
KOL	Seattle, Wash.	688
KOLE	Port Arthur, Tex.	665
KOLN	Lincoln, Neb.	511
KOLO	Reno, Nev.	514
KOLT	Scottsbluff, Neb.	513
KOMA	Oklahoma City, Okla.	588
KOME	Tulsa, Okla.	590
KOMO	Seattle, Wash.	689
KOMW	Omak, Wash.	687
KONO	San Antonio, Tex.	667
KONP	Port Angeles, Wash.	687
KOOL	Phoenix, Ariz.	322

Call Letters	City—State	See Page
KOOS	Coos Bay, Ore.	591
KOPO	Tucson, Ariz.	323
KOPP	Ogden, Utah	672
KOPR	Butte, Mont.	507
KORA	Bryan, Tex.	649
KORC	Mineral Wells, Tex.	663
KORE	Eugene, Ore.	592
KORN	Mitchell, Neb.	632
KOSA	Odessa, Tex.	664
KOSE	Osceola, Ark.	327
KOSF	Nacogdoches, Tex.	664
KOTA	Rapid City, S. Dak.	632
KOTN	Pine Bluff, Ark.	329
KOVC	Valley City, N. Dak.	572
KOVE	Lander, Wyo.	706
KOVO	Provo, Utah	673
KOWB	Laramie, Wyo.	706
KOWH	Omaha, Neb.	513
KOWL	Los Angeles, Calif.	341
KOY	Phoenix, Ariz.	322
KPAB	Laredo, Tex.	661
KPAC	Port Arthur, Tex.	666
KPAN	Hereford, Tex.	658
KPAS	Banning, Calif.	331
KPBX	Beaumont, Tex.	647
KPDN	Pampa, Tex.	665
KPDQ	Portland, Ore.	596
KPET	Lamesa, Tex.	661
KPHC	Walsenburg, Colo.	366
KPHO	Phoenix, Ariz.	322
KPKW	Pasco, Wash.	687
KPLC	Lake Charles, La.	448
KPLT	Paris, Tex.	665
KPMC	Bakersfield, Calif.	331
KPMO	Pomona, Calif.	347
KPOA	Honolulu, Hawaii	710
KPOJ	Portland, Ore.	596
KPOW	Powell, Wyo.	706
KPQ	Wenatchee, Wash.	691
KPRC	Houston, Tex.	659
KPRK	Livingston, Mont.	509
KPRL	Paso Robles, Calif.	347
KPRO	Riverside, Calif.	348
KPRS	Olathe, Kans.	436
KPST	Preston, Ida.	402
KPUG	Bellingham, Wash.	685
KQV	Pittsburgh, Pa.	615
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	361
KRAL	Rawlins, Wyo.	707
KRAM	Las Vegas, Nev.	514
KRBA	Lufkin, Tex.	662
KRBC	Abilene, Tex.	643
KRCT	Baytown, Tex.	646
KRDO	Colorado Springs, Colo.	361
KRDU	Dinuba, Calif.	332
KRE	Berkeley, Calif.	331
KREI	Farmington, Mo.	497
KREL	Baytown, Tex.	646
KREM	Spokane, Wash.	690
KREO	Indio, Calif.	335
KRES	St. Joseph, Mo.	503
KRGV	Weslaco, Tex.	671
KRHD	Duncan, Okla.	584
KRIC	Beaumont, Tex.	647
KRIG	Odessa, Tex.	664

Call Letters	City—State	See Page
KRIO	McAllen, Tex.	663
KRIS	Corpus Christi, Tex.	650
KRIF	Miles City, Mont.	509
KRKD	Los Angeles, Calif.	341
KRKL	Kirkland, Wash.	686
KRKO	Everett, Wash.	686
KRLC	Lewiston, Ida.	401
KRLD	Dallas, Tex.	651
KRLN	Canon City, Colo.	361
KRMD	Shreveport, La.	451
KRNO	San Bernardino, Calif.	349
KRNR	Roseburg, Ore.	597
KRNT	Des Moines, Ia.	428
KROC	Rochester, Minn.	489
KROD	El Paso, Tex.	653
KROF	Abbeville, La.	445
KROG	Sonora, Calif.	357
KROP	Brawley, Calif.	332
KROS	Clinton, Ia.	426
KROW	Oakland, Calif.	343
KROY	Crookston, Minn.	485
KROY	Sacramento, Calif.	348
RRPL	Moscow, Ida.	402
KRRV	Sherman-Denison, Tex.	668
KRSC	Seattle, Wash.	689
KRTN	Raton, N. Mex.	523
KRUL	Corvallis, Ore.	592
KRUN	Ballinger, Tex.	646
KRUS	Ruston, La.	450
KRUX	Phoenix, Ariz.	322
KSAL	Salinas, Kans.	436
KSAM	Huntsville, Tex.	660
KSAN	San Francisco, Calif.	353
KSBB	Salinas, Calif.	349
KSCB	Liberal, Kans.	436
KSCJ	Sioux City, Ia.	431
KSCO	Santa Cruz, Calif.	357
KSD	St. Louis, Mo.	503
KSDN	Aberdeen, S. Dak.	632
KSDO	San Diego, Calif.	351
KSEI	Pocatello, Ida.	402
KSEK	Pittsburg, Kans.	436
KSEL	Lubbock, Tex.	662
KSEM	Moses Lake, Wash.	686
KSEO	Durant, Okla.	585
KSET	El Paso, Tex.	653
KSFA	Nacogdoches, Tex.	664
KSFE	Needles, Calif.	343
KSFO	San Francisco, Calif.	353
KSFT	Trinidad, Colo.	366
KSGM	Ste. Genevieve, Mo.	504
KSGN	Sanger, Calif.	353
KSIB	Creston, Ia.	426
KSIG	Crowley, La.	446
KSII	Gladwater, Tex.	657
KSIL	Silver City, N. Mex.	523
KSIM	Sikeston, Mo.	505
KSIW	Woodward, Okla.	590
KSIX	Corpus Christi, Tex.	650
KSJB	Jamestown, N. Dak.	572
KSJO	San Jose, Calif.	354
KSJY	Dallas, Tex.	651
KSL	Salt Lake City, Utah.	674
KSLM	Salem, Ore.	597
KSLO	Opelousas, La.	450
KSMA	Santa Maria, Calif.	357
KSMI	Seminole, Okla.	589

Call Letters	City—State	See Page
KSMN	Mason City, Ia.	430
KSMO	San Mateo, Calif.	354
KSNY	Snyder, Tex.	668
KSO	Des Moines, Ia.	428
KSOK	Arkansas City, Kans.	433
KSON	San Diego, Calif.	352
KSOO	Sioux Falls, S. Dak.	633
KSPA	Santa Paula, Calif.	357
KSPI	Stillwater, Okla.	589
KSPR	Casper, Wyo.	706
KSPT	Sand Point, Ida.	402
KSRO	Santa Rosa, Calif.	357
KSRV	Ontario, Ore.	595
KSST	Sulphur Springs, Tex.	669
KSTA	Coleman, Tex.	649
KSTB	Breckenridge, Tex.	648
KSTL	St. Louis, Mo.	503
KSTN	Stockton, Calif.	358
KSTP	St. Paul-Minneapolis, Minn.	490
KSTT	Davenport, Ia.	427
KSTV	Stephenville, Tex.	668
KSUB	Cedar City, Utah.	672
KSUE	Susanville, Calif.	358
KSUM	Fairmont, Minn.	487
KSun	Bisbee, Ariz.	319
KSVc	Richfield, Utah	673
KSVp	Artesia, N. Mex.	521
KSWA	Graham, Tex.	657
KSWI	Council Bluffs, Ia.	426
KSWM	Joplin, Mo.	499
KSWO	Lawton, Okla.	586
KSWs	Roswell, N. Mex.	523
KSYc	Yreka, Calif.	360
KSYL	Alexandria, La.	445
KTAE	Taylor, Tex.	669
KTAN	Sherman, Tex.	668
KTAR	Phoenix, Ariz.	320
KTAT	Frederick, Okla.	585
KTBB	Tyler, Tex.	670
KTBC	Austin, Tex.	646
KTBI	Tacoma, Wash.	690
KTBS	Shreveport, La.	451
KTED	Laquna Beach, Calif.	335
KTEM	Temple, Tex.	669
KTFI	Twin Falls, Ida.	403
KTFs	Texarkana, Tex.	669
KTFY	Brownfield, Tex.	648
KTHS	Hot Springs, Ark.	325
KTHT	Houston, Tex.	659
KTIL	Tillamook, Ore.	597
KTIM	San Rafael, Calif.	355
KTIP	Porterville, Calif.	347
KTJS	Hobart, Okla.	585
KTKN	Ketchikan, Alaska	709
KTKR	Taft, Calif.	358
KTKT	Tucson, Ariz.	323
KTLN	Denver, Colo.	363
KTLW	Texas City, Tex.	670
KTMc	McAlester, Okla.	586
KTMS	Santa Barbara, Calif.	355
KTNM	Tucumcari, N. Mex.	523
KTOH	Lihue-Kauai, Hawaii	711
KTOk	Oklahoma City, Okla.	587
KTOP	Topeka, Kans.	437
KTOW	Oklahoma City, Okla.	587
KTRB	Modesto, Calif.	343
KTRC	Santa Fe, N. Mex.	523

Call Letters	City—State	See Page
KTRE	Lufkin, Tex.	662
KTRF	Thief River Falls, Minn.	490
KTRH	Houston, Tex.	659
KTRI	Sioux City, Ia.	432
KTRM	Beaumont, Tex.	647
KTRN	Wichita Falls, Tex.	671
KTRY	Bastrop, La.	445
KTSA	San Antonio, Tex.	667
KTSM	El Paso, Tex.	653
KTSW	Emporia, Kans.	433
KTRR	Rolla, Mo.	503
KTTS	Springfield, Mo.	506
KTUC	Tucson, Ariz.	323
KTUL	Tulsa, Okla.	590
KTUR	Turlock, Calif.	359
KTW	Seattle, Wash.	689
KTXC	Big Spring, Tex.	647
KTJ	Jasper, Tex.	660
KTXL	San Angelo, Tex.	666
KTXN	Austin, Tex.	646
KTYL	Mesa, Ariz.	320
KUBA	Yuba City, Calif.	360
KUBC	Montrose, Calif.	365
KUGN	Eugene, Ore.	592
KUIN	Grants Pass, Ore.	593
KUJ	Walla Walla, Wash.	691
KULA	Honolulu, Hawaii	710
KULP	El Campo, Tex.	652
KUNO	Corpus Christi, Tex.	650
KUOA	Siloam Springs, Ark.	329
KURV	Edinburg, Tex.	652
KUTA	Salt Lake City, Utah	674
KVAK	Atchison, Kans.	433
KVAL	Brownsville, Tex.	648
KVAN	Vancouver, Wash.	690
KVCV	Redding, Calif.	348
KVEC	San Luis Obispo, Calif.	354
KVEN	Ventura, Calif.	359
KVER	Albuquerque, N. Mex.	521
KVET	Austin, Tex.	646
KVFD	Ft. Dodge, Ia.	429
KVGB	Great Bend, Kans.	434
KVI	Seattle, Wash.	689
KVIC	Victoria, Tex.	670
KVKM	Monahans, Tex.	663
KVLC	Little Rock, Ark.	327
KVLF	Alpine, Tex.	645
KVLH	Pauls Valley, Okla.	588
KVMA	Magnolia, Ark.	327
KVMV	Twin Falls, Ida.	403
KVNI	Coeur d'Alene, Ida.	401
KVNJ	Fargo, N. Dak.	571
KVNU	Logan, Utah	672
KVOA	Tucson, Ariz.	323
KVOB	Alexandria, La.	445
KVOC	Casper, Wyo.	706
KVOD	Denver, Colo.	363
KVOE	Santa Ana, Calif.	355
KVOG	Ogden, Utah	672
KVOL	Lafayette, La.	447
KVON	Napa, Calif.	343
KVOO	Tulsa, Okla.	590
KVOP	Plainview, Tex.	665
KVOR	Colorado Springs, Colo.	361
KVOS	Bellingham, Wash.	685
KVOU	Uvalde, Tex.	670
KVOW	Littlefield, Tex.	681

Call Letters	City—State	See Page
KVOX	Moorhead, Minn.	488
KVRC	Arkadelphia, Ark.	324
KVRH	Salida, Colo.	366
KVRS	Rock Springs, Wyo.	707
KVSF	Sante Fe, N. Mex.	523
KVSM	San Mateo, Calif.	355
KVSO	Ardmore, Okla.	584
KVVC	Ventura, Calif.	360
KVWC	Vernon, Tex.	670
KWAD	Wadena, Minn.	490
KWAK	Stuttgart, Ark.	329
KWAL	Wallace, Ida.	403
KWAT	Watertown, S. Dak.	633
KWBC	Fort Worth, Tex.	655
KWBE	Beatrice, Neb.	510
KWBM	Williston, N. Dak.	572
KWBR	Oakland, Calif.	345
KWBU	Corpus Christi, Tex.	650
KWBW	Hutchinson, Kans.	434
KWCJ	Natchitoches, La.	448
KWCO	Chickasha, Okla.	584
KWDM	Des Moines, Ia.	428
KWED	Sequin, Tex.	668
KWEI	Weiser, Ida.	403
KWEM	West Memphis, Ark.	329
KWCR	Cedar Rapids, Ia.	426
KWEW	Hobbs, N. Mex.	522
KWFC	Hot Springs, Ark.	326
KWFT	Wichita Falls, Tex.	671
KWG	Stockton, Calif.	358
KWGB	Goodland, Kans.	434
KWHI	Brenham, Tex.	648
KWHK	Hutchinson, Kans.	434
KWHN	Ft. Smith, Ark.	325
KWHW	Altus, Okla.	584
KWIE	Kennewick, Wash.	686
KWIK	Eurbank, Calif.	332
KWIL	Albany, Ore.	591
KWIN	Ashland, Ore.	591
KWJB	Globe, Ariz.	320
KWJJ	Portland, Ore.	596
KWK	St. Louis, Mo.	504
KWKC	Abilene, Tex.	643
KWKH	Shreveport, La.	451
KWKW	Pasadena, Calif.	347
KWLK	Longview, Wash.	686
KWLM	Willmar, Minn.	491
KWNO	Winona, Minn.	491
KWNW	Wenatchee, Wash.	691
KWOA	Worthington, Minn.	491
KWOC	Poplar Bluff, Mo.	501
KWOE	Clinton, Okla.	584
KWON	Bartlesville, Okla.	584
KWOR	Worland, Wyo.	707
KWOS	Jefferson City, Mo.	499
KWPC	Muscataine, Ia.	430
KWPM	West Plains, Mo.	506
KWRC	Pendleton, Ore.	595
KWRE	Warrenton, Mo.	506
KWRL	Riverton, Wyo.	707
KWRN	Reno, Nev.	515
KWRO	Coquille, Ore.	592
KWRZ	Flagstaff, Ariz.	320
KWSD	Mt. Shasta, Calif.	343
KWSL	Lake Charles, La.	448
KWTC	Barstow, Calif.	331
KWTO	Springfield, Mo.	506

Call Letters	City—State	See Page
KWTX	Waco, Tex.	670
KWWB	Walla Walla, Wash.	691
KWWL	Waterloo, Ia.	432
KWYO	Sheridan, Wyo.	707
KXA	Seattle, Wash.	689
KXAR	Hope, Ark.	325
KXEL	Waterloo, Ia.	432
KXEO	Mexico, Mo.	501
KXGI	Fort Madison, Ia.	429
KGN	Glendive, Mont.	507
KXIC	Iowa City, Ia.	429
KXIT	Dalhart, Tex.	650
KXJK	Forrest City, Ark.	324
KXL	Portland, Ore.	597
KXLA	Pasadena, Calif.	345
KXLE	Ellensburg, Wash.	686
KXLF	Butte, Mont.	507
KXIJ	Helena, Mont.	508
KXIK	Great Falls, Mont.	508
KXLL	Missoula, Mont.	510
KXLO	Lewistown, Mont.	509
KXLQ	Bozeman, Mont.	507
KXLR	N. Little Rock, Ark.	327
KXLW	St. Louis, Mo.	504
KXLY	Spokane, Wash.	690
KXO	El Centro, Calif.	332
KXOA	Sacramento, Calif.	348
KXOB	Stockton, Calif.	358
KXOC	Chico, Calif.	332
KXOK	St. Louis, Mo.	504
KXOL	Fort Worth, Tex.	655
KXOX	Sweetwater, Tex.	669
KXRJ	Russellville, Ark.	329
KXRN	Renton, Wash.	687
KXRO	Aberdeen, Wash.	685
KXRX	San Jose, Calif.	354
KXXL	Reno, Nev.	515
KXXX	Colby, Kans.	433
KXYR	Alexander, Minn.	485
KXYZ	Houston, Tex.	660
KYA	San Francisco, Calif.	353
KYAK	Yakima, Wash.	692
KYCA	Prescott, Ariz.	322
KYES	Butte, Mont.	507
KYJC	Medford, Ore.	593
KYNO	Fresno, Calif.	334
KYOR	Blythe, Calif.	332
KYOS	Merced, Calif.	341
KYOU	Greeley, Col.	365
KYSM	Mankato, Minn.	487
KYUM	Yuma, Ariz.	323
KYW	Philadelphia, Pa.	609
KZYZ	Redlands, Calif.	348
WAAB	Worcester, Mass.	469
WAAF	Chicago, Ill.	405
WAAT	Newark, N. J.	518
WABB	Mobile, Ala.	316
WABI	Bangor, Me.	451
WABJ	Adrian, Mich.	471
WABY	Albany, N. Y.	525
WABZ	Albemarle, N. C.	555
WACA	Camden, S. C.	626
WACB	Kittanning, Pa.	606
WACE	Chicopee, Mass.	464
WACO	Waco, Tex.	671
WACR	Starkville, Miss.	480
WADC	Akron, O.	573

Call Letters	City—State	See Page
WADE	Wadesboro, N. C.	568
WAEB	Allentown, Pa.	597
WAEL	Mayaguez, P. R.	713
WAFB	Baton Rouge, La.	446
WAGA	Atlanta, Ga.	388
WAGC	Chattanooga, Tenn.	634
WAGE	Syracuse, N. Y.	552
WAGF	Dothan, Ala.	313
WAGM	Presque Isle, Me.	455
WAIM	Anderson, S. C.	625
WAIR	Winston-Salem, N. C.	569
WAIT	Chicago, Ill.	405
WAJR	Morgantown, W. Va.	696
WAKR	Akron, O.	573
WALA	Mobile, Ala.	316
WALB	Albany, Ga.	387
WALD	Walterboro, S. C.	631
WALE	Fall River, Mass.	464
WALL	Middletown, N. Y.	537
WALT	Tampa, Fla.	385
WAML	Laurel, Miss.	494
WAMS	Wilmington, Del.	372
WAND	Canton, O.	574
WANE	Ft. Wayne, Ind.	420
WANN	Annapolis, Md.	455
WANS	Anderson, S. C.	626
WAOV	Vincennes, Ind.	425
WAPA	San Juan, P. R.	715
WAPF	McComb, Miss.	495
WAPI	Birmingham, Ala.	312
WAPO	Chattanooga, Tenn.	634
WAPX	Montgomery, Ala.	317
WARC	Rochester, N. Y.	549
WARD	Johnstown, Pa.	605
WARE	Ware, Mass.	468
WARK	Hagerstown, Md.	460
WARL	Arlington, Va.	676
WARM	Scranton, Pa.	617
WASA	Havre De Grace, Md.	460
WASK	Lafayette, Ind.	422
WASL	Annapolis, Md.	455
WATK	Antigo, Wis.	698
WATL	Atlanta, Ga.	388
WATN	Watertown, N. Y.	554
WATO	Oak Ridge, Tenn.	642
WATR	Waterbury, Conn.	371
WATT	Cadillac, Mich.	473
WATW	Ashland, Wis.	698
WATZ	Alpena, Mich.	471
WAUD	Auburn, Ala.	312
WAUX	Waukesha, Wis.	705
WAVE	Louisville, Ky.	441
WAVL	Apollo, Pa.	599
WAVU	Albertville, Ala.	311
WAVZ	New Haven, Conn.	370
WAYB	Waynesboro, Va.	684
WAYN	Rockingham, N. C.	566
WAYS	Charlotte, N. C.	557
WAYX	Waycross, Ga.	400
WAZF	Yazoo City, Miss.	497
WAZL	Hazleton, Pa.	605
WBAB	Atlantic City, N. J.	517
WBAC	Cleveland, Tenn.	635
WBAL	Baltimore, Md.	456
WBAP	Fort Worth, Tex.	655
WBAT	Marion, Ind.	422
WBAX	Wilkes-Barre, Pa.	619
WBAY	Green Bay, Wis.	699

Call Letters	City - State	See Page
WBBB	Burlington, N. C.	556
WBBC	Flint, Mich.	477
WBHL	Richmond, Va.	682
WBEM	Chicago, Ill.	405
WBBO	Forest City, N. C.	559
WBBQ	Augusta, Ga.	391
WBBW	Youngstown, O.	583
WBBZ	Ponca City, Okla.	589
WBCC	Pethesda, Md.	457
WBCK	Battle Creek, Mich.	471
WBCM	Bay City, Mich.	473
WBCU	Union, S. C.	631
WBEC	Pittsfield, Mass.	467
WBEJ	Elizabethton, Tenn.	636
WBEL	Beloit, Wis.	698
WBEN	Buffalo, N. Y.	529
WBET	Brockton, Mass.	463
WBEX	Chillicothe, O.	574
WBGE	Atlanta, Ga.	388
WBGR	Jessup, Ga.	395
WBHB	Fitzgerald, Ga.	395
WBHF	Cartersville, Ga.	393
WBHP	Huntsville, Ala.	316
WBIG	Greensboro, N. C.	560
WBIR	Knoxville, Tenn.	638
WBIS	Bristol, Conn.	367
WBIV	Bedford, Ind.	418
WBIZ	Eau Claire, Wis.	698
WBKA	Brockton, Mass.	464
WBLJ	Dalton, Ga.	394
WBLK	Clarksburg, W. Va.	693
WBMD	Baltimore, Md.	456
WBML	Macon, Ga.	396
WBMS	Boston, Mass.	461
WBNS	Columbus, O.	577
WBNX	New York, N. Y.	537
WBNY	Buffalo, N. Y.	529
WBOB	Galax, Va.	679
WBOC	Salisbury, Md.	460
WBOV	Terre Haute, Ind.	424
WBPZ	Lock Haven, Pa.	607
WBRC	Firmingham, Ala.	312
WBRE	Wilkes-Barre, Pa.	619
WBRK	Pittsfield, Mass.	467
WBRM	Marion, N. C.	563
WBRW	Welch, W. Va.	697
WBRY	Waterbury, Conn.	371
WBSC	Bennettsville, S. C.	626
WBSR	Pensacola, Fla.	384
WBT	Charlotte, N. C.	557
WBTA	Batavia, N. Y.	526
WBTH	Williamson, W. Va.	697
WBTM	Danville, Va.	678
WBUD	Morrisville, Pa.	609
WBUT	Butler, Pa.	600
WBUX	Doylestown, Pa.	601
WBUY	Lexington, N. C.	563
WBVP	Beaver Falls, Pa.	599
WBYS	Canton, Ill.	404
WBZ	Boston, Mass.	461
WBZA	Springfield, Mass.	461
WCAE	Pittsburgh, Pa.	615
WCAM	Camden, N. J.	518
WCAO	Baltimore, Md.	456
WCAP	Asbury Park, N. J.	517
WCAR	Pontiac, Mich.	482
WCAU	Philadelphia, Pa.	611
WCAV	Norfolk, Va.	680

Call Letters	City - State	See Page
WCAW	Charleston, W. Va.	693
WCAX	Burlington, Vt.	675
WCAZ	Carthage, Ill.	405
WCBA	Corning, N. Y.	531
WCBC	Anderson, Ind.	418
WCBD	Chicago, Ill.	407
WCBI	Columbus, Miss.	492
WCBM	Baltimore, Md.	456
WCBS	New York, N. Y.	537
WCBT	Roanoke Rapids, N. C.	566
WCCE	Hartford, Conn.	368
WCCM	Lawrence, Mass.	466
WCCO	Minneapolis, Minn.	488
WCCP	Savannah, Ga.	398
WCCL	Carbondale, Pa.	600
WCDD	Winchester, Tenn.	643
WCED	Rocky Mount, N. C.	566
WCEN	Du Bois, Pa.	601
WCFL	Chicago, Ill.	407
WCHE	Cambridge, Md.	457
WCHE	Mt. Pleasant, Mich.	481
WCHV	Charleston, W. Va.	693
WCHV	Charlottesville, Va.	677
WCIF	Madisonville, Ky.	442
WCIL	Carbondale, Ill.	405
WCJU	Columbia, Miss.	492
WCKB	Dunn, N. C.	558
WCKY	Cincinnati, O.	574
WCLE	Cleveland, Miss.	492
WCLE	Clearwater, Fla.	376
WCLO	Janesville, Wis.	699
WCMT	Newark, O.	580
WCMA	Corinth, Miss.	492
WCMB	Lemoyne, Pa.	607
WCMI	Ashland, Ky.	439
WCMN	Arecibo, P. R.	711
WCMW	Canton, O.	574
WCNB	Connersville, Ind.	419
WCNC	Elizabeth City, N. C.	558
WCNH	Quincy, Fla.	384
WCNR	Bloomsburg, Pa.	599
WCNT	Centralia, Ill.	405
WCNU	Crestview, Fla.	376
WCNX	Middletown, Conn.	369
WCOA	Pensacola, Fla.	384
WCOB	Meridan, Miss.	495
WCOG	Greensboro, N. C.	561
WCOH	Newman, Ga.	397
WCOL	Columbus, O.	577
WCOM	Parkersburg, W. Va.	696
WCON	Atlanta, Ga.	388
WCOP	Boston, Mass.	461
WCOR	Lebanon, Tenn.	639
WCOS	Columbia, S. C.	627
WCOU	Lewiston, Me.	452
WCOV	Montgomery, Ala.	317
WCPA	Clearfield, Pa.	601
WCPI	Middlesboro, Ky.	443
WCPO	Cincinnati, O.	574
WCPS	Tarboro, N. C.	567
WCRA	Eflingham, Ill.	412
WCRB	Waltham, Mass.	468
WCRK	Morristown, Tenn.	641
WCRO	Johnstown, Pa.	606
WCRS	Greenwood, S. C.	629
WCRW	Chicago, Ill.	407
WCSC	Charleston, S. C.	828

Call Letters	City—State	See Page
WCSH	Portland, Me.	453
WCSS	Amsterdam, N. Y.	526
WCTA	Andalusia, Ala.	311
WCTC	New Brunswick, N. J.	519
WCIT	Corbin, Ky.	439
WCUM	Cumberland, Md.	457
WCVA	Culpeper, Va.	678
WCVI	Connellsville, Pa.	601
WCVS	Springfield, Ill.	417
WCYB	Bristol, Va.	677
WDAD	Indiana, Pa.	605
WDAE	Tampa, Fla.	386
WDAF	Kansas City, Mo.	500
WDAK	Columbus, Ga.	393
WDAN	Danville, Ill.	411
WDAR	Savannah, Ga.	398
WDAS	Philadelphia, Pa.	611
WDEL	Wilmington, Del.	372
WDAY	Fargo, N. Dak.	571
WDBC	Escanaba, Mich.	477
WDBJ	Roanoke, Va.	683
WDBO	Orlando, Fla.	382
WDEC	Americus, Ga.	388
WDEF	Chattanooga, Tenn.	634
WDEM	Providence, R. I.	623
WDEV	Waterbury, Vt.	676
WDGY	Minneapolis, Minn.	488
WDHL	Bradenton, Fla.	376
WDIA	Memphis, Tenn.	639
WDIG	Dothan, Ala.	314
WDKD	Kingstree, S. C.	630
WDLB	Marshfield, Wis.	701
WDLF	De Land, Fla.	377
WDLP	Panama City, Fla.	383
WDMG	Douglas, Ga.	394
WDMJ	Marquette, Mich.	481
WDNC	Durham, N. C.	558
WDNE	Elkins, W. Va.	694
WDOD	Chattanooga, Tenn.	635
WDOK	Cleveland, O.	575
WDOS	Oneonta, N. Y.	549
WDOV	Dover, Del.	372
WDRC	Hartford, Conn.	367
WDSC	Dillon, S. C.	627
WDSG	Dyersburg, Tenn.	636
WDSM	Superior, Wis.	705
WDSR	Lake City, Fla.	379
WDSU	New Orleans, La.	448
WDUK	Durham, N. C.	558
WDUN	Gainesville, Ga.	395
WDUZ	Green Bay, Wis.	699
WDVA	Danville, Va.	678
WDWD	Dawson, Ga.	394
WDWS	Champaign, Ill.	405
WDXB	Chattanooga, Tenn.	635
WDXI	Jackson, Tenn.	636
WDYK	Cumberland, Md.	459
WDZ	Decatur, Ill.	411
WEAB	Greer, S. C.	629
WEAM	Arlington, Va.	676
WEAN	Providence, R. I.	623
WEAR	Pensacola, Fla.	384
WEAS	Atlanta-Decatur, Ga.	389
WEAT	Lake Worth, Fla.	380
WEAU	Eau Claire, Wis.	698
WEAV	Plattsburg, N. Y.	549
WEBC	Duluth, Minn.	486

Call Letters	City—State	See Page
WEBJ	Brewton, Ala.	313
WEBQ	Harrisburg, Ill.	413
WEBR	Fuffalo, N. Y.	529
WEDC	Chicago, Ill.	407
WEDO	McKeesport, Pa.	607
WEDR	Birmingham, Ala.	312
WEEB	Southern Pines, N. C.	567
WEED	Rocky Mount, N. C.	566
WEEI	Boston, Mass.	461
WEEK	Peoria, Ill.	416
WEEU	Reading, Pa.	616
WEGO	Concord, N. C.	557
WEIM	Fitchburg, Mass.	464
WEKR	Fayetteville, Tenn.	636
WELI	New Haven, Conn.	370
WELL	Battle Creek, Mich.	471
WELO	Elmira, N. Y.	531
WELP	Tupelo, Miss.	496
WELR	Roanoke, Ala.	318
WEMP	Milwaukee, Wis.	702
WENA	Bayamon, P. R.	711
WENC	Whiteville, N. C.	568
WENE	Endicott, N. Y.	529
WENK	Union City, Tenn.	643
WENR	Chicago, Ill.	407
WENT	Gloversville, N. Y.	533
WENY	Elmira, N. Y.	531
WEOA	Evansville, Ind.	419
WEOK	Poughkeepsie, N. Y.	549
WEOL	Elyria, O.	578
WEPM	Martinsburg, W. Va.	695
WERC	Erie, Pa.	603
WERD	Atlanta, Ga.	391
WERE	Cleveland, O.	575
WERI	Westerly, R. I.	625
WESA	Charleroi, Pa.	600
WESB	Bradford, Pa.	600
WESC	Greenville, S. C.	628
WEST	Easton, Pa.	601
WESX	Salem, Mass.	467
WETB	Johnson City, Tenn.	637
WEVD	New York, N. Y.	537
WEVE	Eveleth, Minn.	486
WEW	St. Louis, Mo.	504
WEWO	Laurinburg, N. C.	562
WEXL	Royal Oak, Mich.	482
WEXT	Milwaukee, Wis.	702
WFAS	Dallas, Tex.	651
WFAX	White Plains, N. Y.	554
WFAU	Augusta, Me.	451
WFAX	Falls Church, Va.	678
WFBC	Greenville, S. C.	629
WFBG	Altoona, Pa.	598
WFBL	Syracuse, N. Y.	552
WFBM	Indianapolis, Ind.	421
WFBR	Baltimore, Md.	456
WFCB	Dunkirk, N. Y.	531
WFCL	Providence, R. I.	623
WFDF	Flint, Mich.	477
WFEA	Manchester, N. H.	516
WFEB	Sylacauga, Ala.	318
WFEC	Miami, Fla.	380
WFGN	Gaffney, S. C.	628
WFHG	Bristol, Va.	677
WFHR	Wisconsin Rapids, Wis.	705
WFIG	Sumter, S. C.	631
WFIL	Philadelphia, Pa.	611

Call Letters	City—State	See Page
WFIN	Findlay, O.	578
WFKY	Frankfort, Ky.	440
WFLA	Tampa, Fla.	386
WFLB	Fayetteville, N. C.	559
WFLD	Farmville, Va.	678
WFMD	Frederick, Md.	459
WFMJ	Youngstown, O.	583
WFNC	Fayetteville, N. C.	559
WFNS	Burlington, N. C.	556
WFOM	Marietta, Ga.	396
WFOR	Hattiesburg, Miss.	493
WFOX	Milwaukee, Wis.	702
WFOY	St. Augustine, Fla.	384
WFPG	Atlantic City, N. J.	517
WFRC	Reidsville, N. C.	565
WFRL	Freeport, Ill.	413
WFRP	Savannah, Ga.	398
WFTC	Kinston, N. C.	562
WFTL	Fort Lauderdale, Fla.	377
WFTM	Maysville, Ky.	442
WFTR	Front Royal, Va.	679
WFUN	Huntsville, Ala.	316
WFUR	Grand Rapids, Mich.	478
WFVA	Fredericksburg, Va.	678
WFGV	Fuquay Springs, N. C.	559
WFYC	Alma, Mich.	471
WGAA	Cedartown, Ga.	393
WGAC	Augusta, Ga.	391
WGAD	Gadsden, Ala.	315
WGAI	Elizabeth City, N. C.	559
WGAL	Lancaster, Pa.	606
WGAN	Portland, Me.	453
WGAP	Maryville, Tenn.	639
WGAR	Cleveland, O.	575
WGAT	Utica, N. Y.	553
WGAU	Athens, Ga.	388
WGAY	Silver Spring, Md.	460
WGBA	Columbus, Ga.	393
WGBB	Freeport, N. Y.	533
WGBF	Evansville, Ind.	419
WGBG	Greensboro, N. C.	561
WGBI	Scranton, Pa.	617
WGBR	Goldsboro, N. C.	560
WGBS	Miami, Fla.	381
WGCD	Chester, S. C.	627
WGCM	Gulfport, Miss.	493
WGEM	Quincy, Ill.	416
WGES	Chicago, Ill.	407
WGEZ	Beloit, Wis.	698
WGFG	Kalamazoo, Mich.	480
WGGA	Gainesville, Ga.	395
WGGG	Gainesville, Fla.	378
WGGH	Marion, Ill.	415
WGH	Newport News, Va.	680
WGIA	Caquas, P. R.	711
WGIG	Brunswick, Ga.	392
WGIL	Galesburg, Ill.	413
WGIV	Charlotte, N. C.	557
WGKV	Charleston, W. Va.	693
WGL	Ft. Wayne, Ind.	420
WGLN	Glens Falls, N. Y.	533
WGLS	Decatur, Ga.	394
WGN	Chicago, Ill.	409
WGNC	Gastonia, N. C.	559
WGNH	Gadsden, Ala.	315
WGNI	Wilmington, N. C.	568
WGNS	Murfreesboro, Tenn.	641

Call Letters	City—State	See Page
WGNY	Newburgh, N. Y.	537
WGOV	Valdosta, Ga.	399
WGPA	Bethlehem, Pa.	599
WGPC	Albany, Ga.	387
WGR	Buffalo, N. Y.	529
WGRC	Louisville, Ky.	441
WGRD	Grand Rapids, Mich.	478
WGRM	Greenwood, Miss.	492
WGRO	Bay City, Mich.	473
WGRV	Greenville, Tenn.	636
WGST	Atlanta, Ga.	389
WGTC	Greenville, N. C.	561
WGTL	Kannapolis, N. C.	562
WGTM	Wilson, N. C.	569
WGTN	Georgetown, S. C.	628
WGUY	Bangor, Me.	452
WGVA	Geneva, N. Y.	533
WGVM	Greenville, Miss.	492
WGWC	Selma, Ala.	318
WGWD	Gadsden, Ala.	315
WGWR	Asheboro, N. C.	555
WGY	Schenectady, N. Y.	552
WGYV	Greenville, Ala.	315
WHAI	Greenfield, Mass.	465
WHAK	Rogers City, Mich.	482
WHAL	Shelbyville, Tenn.	642
WHAM	Rochester, N. Y.	551
WHAN	Charleston, S. C.	626
WHAP	Hopewell, Va.	679
WHAR	Clarksburg, W. Va.	694
WHAS	Louisville, Ky.	441
WHAT	Philadelphia, Pa.	611
WHAV	Haverhill, Mass.	466
WHAW	Weston, W. Va.	697
WHAY	New Britain, Conn.	369
WHAZ	Troy, N. Y.	553
WHB	Kansas City, Mo.	500
WHBB	Selma, Ala.	318
WHBC	Canton, O.	574
WHBF	Rock Island, Ill.	417
WHBI	Newark, N. J.	518
WHBL	Sheboygan, Wis.	704
WHBO	Tampa, Fla.	387
WHBQ	Memphis, Tenn.	639
WHBS	Huntsville, Ala.	316
WHBT	Harriman, Tenn.	636
WHBU	Anderson, Ind.	418
WHBY	Appleton, Wis.	698
WHCC	Waynesville, N. C.	568
WHCU	Ithaca, N. Y.	516
WHDF	Houghton-Calumet, Mich.	479
WHDH	Boston, Mass.	461
WHDL	Olean, N. Y.	547
WHEB	Portsmouth, N. H.	517
WHEC	Rochester, N. Y.	551
WHED	Washington, N. C.	568
WHFB	Benton Harbor, Mich.	473
WHFC	Cicero, Ill.	411
WHGB	Harrisburg, Pa.	603
WHHH	Warren, O.	582
WHHM	Memphis, Tenn.	640
WHIM	Providence, R. I.	623
WHIN	Gallatin, Tenn.	636
WHIO	Dayton, O.	577
WHIR	Danville, Ky.	439
WHIS	Bluesfield, W. Va.	692
WHIT	New Bern, N. C.	564

Call Letters	City—State	See Page
WHIZ	Zanesville, O.	583
WHJB	Greensburg, Pa.	603
WHK	Cleveland, O.	576
WHKC	Columbus, O.	577
WHKK	Akron, O.	573
WHKP	Hendersonville, N. C.	561
WHKY	Hickory, N. C.	561
WHLB	Virginia, Minn.	490
WHLD	Niagara Falls, N. Y.	547
WHLF	South Boston, Va.	683
WHLI	Hempstead, N. Y.	533
WHLL	Wheeling, W. Va.	697
WHLN	Harlan, Ky.	440
WHLS	Port Huron, Mich.	482
WHMA	Anniston, Ala.	311
WHNC	Henderson, N. C.	561
WHO	Des Moines, Ia.	428
WHOB	Gardner, Mass.	465
WHOC	Philadelphia, Miss.	496
WHOD	Homestead, Pa.	605
WHOK	Lancaster, O.	579
WHOL	Allentown, Pa.	598
WHOM	New York, N. Y.	539
WHOO	Orlando, Fla.	383
WHOP	Hopkinsville, Ky.	440
WHOS	Decatur, Ala.	313
WHOT	South Bend, Ind.	424
WHOW	Clinton, Ill.	411
WHP	Harrisburg, Pa.	603
WHPE	High Point, N. C.	562
WHRV	Ann Arbor, Mich.	471
WHSC	Hartsville, S. C.	629
WHSY	Hattiesburg, Miss.	493
WHTB	Talladega, Ala.	319
WHTC	Holland, Mich.	479
WHTN	Huntington, W. Va.	694
WHUB	Cookeville, Tenn.	635
WHUC	Hudson, N. Y.	534
WHUM	Reading, Pa.	616
WHUN	Huntingdon, Pa.	605
WHVR	Hanover, Pa.	603
WHWL	Nanticoke, Pa.	609
WHYN	Holyoke, Mass.	466
WHYU	Newport News, Va.	680
WIAC	San Juan, P. R.	715
WIBA	Madison, Wis.	700
WIBB	Macon, Ga.	396
WIBC	Indianapolis, Ind.	421
WIBG	Philadelphia, Pa.	613
WIBK	Knoxville, Tenn.	638
WIBM	Jackson, Miss.	480
WIBR	Baton Rouge, La.	446
WIBS	San Juan, P. R.	717
WIBU	Poynette, Wis.	704
WIBV	Belleville, Ill.	404
WIBW	Topeka, Kans.	437
WIBX	Utica, N. Y.	553
WICA	Ashtabula, O.	573
WICC	Bridgeport, Conn.	367
WICH	Norwich, Conn.	370
WICY	Malone, N. Y.	535
WIDE	Biddeford, Me.	452
WIGM	Medford, Wis.	701
WIHL	Hammond, La.	447
WIKB	Iron River, Mich.	479
WIKC	Bogalusa, La.	446
WIKK	Erie, Pa.	603

Call Letters	City—State	See Page
WIKY	Evansville, Ind.	420
WIL	St. Louis, Mo.	504
WILE	Cambridge, O.	573
WILK	Wilkes-Barre, Pa.	619
WILM	Wilmington, Del.	373
WILS	Lansing, Mich.	480
WIMA	Lima, O.	579
WIMS	Michigan City, Ind.	422
WINA	Charlottesville, Va.	677
WINC	Winchester, Va.	684
WIND	Chicago, Ill.	409
WING	Dayton, O.	578
WINK	Ft. Myers, Fla.	377
WINN	Louisville, Ky.	441
WINR	Binghamton, N. Y.	526
WINS	New York, N. Y.	539
WINX	Washington, D. C.	373
WINZ	Hollywood, Fla.	378
WIOD	Miami, Fla.	381
WIOU	Kokomo, Ind.	422
WIP	Philadelphia, Pa.	613
WIRA	Fort Pierce, Fla.	378
WIRB	Enterprise, Ala.	314
WIRC	Hickory, N. C.	562
WIRE	Indianapolis, Ind.	421
WIRJ	Humboldt, Tenn.	636
WIRK	West Palm Beach, Fla.	387
WIRL	Peoria, Ill.	416
WIS	Columbia, S. C.	627
WISC	Madison, Wis.	701
WISE	Asheville, N. C.	556
WISH	Indianapolis, Ind.	421
WISL	Shamokin, Pa.	618
WISN	Milwaukee, Wis.	702
WISR	Butler, Pa.	600
WITA	Santurce, P. R.	718
WITH	Baltimore, Md.	456
WITR	Santurce, P. R.	718
WITZ	Jasper, Ind.	422
WIVY	Jacksonville, Fla.	378
WIZE	Springfield, O.	581
WJAC	Johnstown, Pa.	606
WJAG	Norfolk, Neb.	512
WJAR	Providence, R. I.	623
WJAS	Pittsburgh, Pa.	615
WJAX	Jacksonville, Fla.	378
WJAY	Mullins, S. C.	630
WJBB	Haleyville, Ala.	315
WJBC	Bloomington, Ill.	404
WJBF	Augusta, Ga.	391
WJBK	Detroit, Mich.	476
WJBO	Baton Rouge, La.	446
WJBW	New Orleans, La.	449
WJBY	Gadsden, Ala.	315
WJCD	Seymour, Ind.	424
WJDA	Quincy, Mass.	467
WJEF	Grand Rapids, Mich.	478
WJDX	Jackson, Miss.	493
WJEL	Hagerstown, Md.	460
WJEL	Springfield, O.	581
WJHL	Johnson City, Tenn.	638
WJHO	Opelika, Ala.	318
WJHP	Jacksonville, Fla.	378
WJIG	Tullahoma, Tenn.	643
WJIM	Lansing, Mich.	480
WJID	Chicago, Ill.	409
WJII	Montgomery, Ala.	317

Call Letters	City—State	See Page
WJIL	Niagara Falls, N. Y.	547
WJIM	Lewisburg, Tenn.	639
WJLB	Detroit, Mich.	476
WJLD	Bessemer, Ala.	312
WJLS	Beckley, W. Va.	692
WJMA	Orange, Va.	781
WJMB	Brookhaven, Miss.	491
WJMC	Rice Lake, Wis.	704
WJMJ	Philadelphia, Pa.	613
WJMO	Cleveland, O.	576
WJMR	New Orleans, La.	449
WJMS	Ironwood, Mich.	479
WJMW	Athens, Ala.	311
WJMX	Florence, S. C.	628
WJNC	Jacksonville, N. C.	562
WJNO	West Palm Beach, Fla.	387
WJOB	Hammond, Ind.	421
WJOC	Jamestown, N. Y.	535
WJOI	Florence, Ala.	314
WJOL	Joliet, Ill.	414
WJOR	Bangor, Me.	452
WJOY	Burlington, Vt.	675
WJPA	Washington, Pa.	619
WJPD	Ishpeming, Mich.	480
WJPF	Herrin, Ill.	414
WJPG	Green Bay, Wis.	699
WJPR	Greenville, Miss.	492
WJPS	Evansville, Ind.	420
WJQS	Jackson, Miss.	494
WJR	Detroit, Mich.	476
WJRD	Tuscaloosa, Ala.	319
WJRI	Lenoir, N. C.	563
WJSW	Altoona, Pa.	598
WJTN	Jamestown, N. Y.	536
WJVA	South Bend, Ind.	424
WJVB	Jacksonville Beach, Fla.	379
WJW	Cleveland, O.	576
WJXN	Jackson, Miss.	494
WJZ	New York, N. Y.	539
WJZM	Clarksville, Tenn.	635
WKAB	Mobile, Ala.	316
WKAI	Macomb, Ill.	414
WKAL	Rome, N. Y.	551
WKAM	Warsaw, Ind.	425
WKAN	Kankakee, Ill.	414
WKAP	Allentown, Pa.	598
WKAQ	San Juan, P. R.	717
WKAT	Miami Beach, Fla.	382
WKAX	Birmingham, Ala.	312
WKAY	Glasgow, Ky.	440
WKBB	Dubuque, Ia.	428
WKBC	N. Wilkesboro, N. C.	564
WKBH	LaCrosse, Wis.	700
WKBN	Youngstown, O.	583
WKBO	Harrisburg, Pa.	605
WKBR	Manchester, N. H.	516
WKBS	Oyster Bay, N. Y.	549
WKBV	Richmond, Ind.	423
WKBW	Buffalo, N. Y.	531
WKBZ	Muskegon, Mich.	481
WKCT	Bowling Green, Ky.	439
WKDA	Nashville, Tenn.	641
WKDK	Newberry, S. C.	630
WKDN	Camden, N. J.	518
WKEU	Griffin, Ga.	395
WKEY	Covington, Va.	677
WKGK	Knoxville, Tenn.	638

Call Letters	City—State	See Page
WKIC	Hazard, Ky.	440
WKID	Urbana, Ill.	418
WKIN	Kittanning, Pa.	606
WKIP	Poughkeepsie, N. Y.	549
WKIX	Columbia, S. C.	627
WKJB	Mayaguez, P. R.	713
WKJG	Fort Wayne, Ind.	420
WKLA	Ludington, Mich.	481
WKLF	Clanton, Ala.	313
WKLO	Louisville, Ky.	441
WKLV	Blackstone, Va.	677
WKLX	Lexington, Ky.	440
WKLY	Hartwell, Ga.	395
WKMA	Quitman, Ga.	397
WKMH	Dearborn, Mich.	473
WKNA	Charleston, W. Va.	693
WKNB	New Britain, Conn.	369
WKNE	Keene, N. H.	515
WKNX	Saginaw, Mich.	482
WKNY	Kingston, N. Y.	535
WKOK	Sunbury, Pa.	618
WKOP	Binghamton, N. Y.	527
WKOW	Madison, Wis.	701
WKOX	Framingham, Mass.	465
WKOY	Bluefield, W. Va.	693
WKOZ	Kosciusko, Miss.	494
WKPA	New Kensington, Pa.	609
WKPT	Kingsport, Tenn.	638
WKRC	Cincinnati, O.	575
WKRG	Mobile, Ala.	317
WKRM	Columbia, Tenn.	635
WKRO	Cairo, Ill.	404
WKRS	Waukegan, Ill.	418
WKRT	Cortland, N. Y.	531
WKRR	Oil City, Pa.	609
WKSR	Pulaski, Tenn.	642
WKST	New Castle, Pa.	609
WKTG	Thomasville, Ga.	399
WKTM	Mayfield, Ky.	442
WKTY	La Crosse, Wis.	700
WKUL	Cullman, Ala.	313
WKUM	Arecibo, P. R.	711
WKVA	Lewistown, Pa.	607
WKWF	Key West, Fla.	379
WKWK	Wheeling, W. Va.	697
WKXL	Concord, N. H.	515
WKXY	Sarasota, Fla.	385
WKY	Oklahoma City, Okla.	588
WKYB	Paducah, Ky.	444
WKYW	Louisville, Ky.	442
WKZO	Kalamazoo, Mich.	480
WLAC	Nashville, Tenn.	641
WLAD	Danbury, Conn.	367
WLAG	La Grange, Ga.	396
WLAK	Lakeland, Fla.	379
WLAM	Lewiston, Me.	453
WLAN	Lancaster, Pa.	606
WLAP	Lexington, Ky.	441
WLAQ	Rome, Ga.	397
WLAR	Athens, Tenn.	634
WLAT	Conway, S. C.	627
WLAU	Laurel, Miss.	495
WLAV	Grand Rapids, Mich.	478
WLAW	Lawrence, Mass.	466

Call Letters	City—State	See Page
WLAY	Muscle Shoals City, Ala.	318
WLBB	Carrollton, Ga.	393
WLBC	Munice, Ind.	423
WLBE	Leesburg-Eustis, Fla.	380
WLBG	Laurens, S. C.	630
WLBH	Mattoon, Ill.	415
WLBK	Bowling Green, Ky.	439
WLBK	De Kalb, Ill.	412
WLBK	Lebanon, Pa.	606
WLBZ	Fangor, Me.	452
WLCR	Torrington, Conn.	371
WLCS	Baton Rouge, La.	446
WLCX	La Crosse, Wis.	700
WLDS	Jacksonville, Ill.	414
WLDY	Ladysmith, Wis.	700
WLEA	Hornell, N. Y.	534
WLEC	Sandusky, O.	580
WLEE	Richmond, Va.	682
WLET	Toccoa, Ga.	399
WLEU	Erie, Pa.	603
WLEX	Lexington, Ky.	441
WLIB	New York, N. Y.	541
WLIN	Merrill, Wis.	701
WLIO	East Liverpool, O.	578
WLIP	Kenosha, Wis.	700
WLIZ	Bridgeport, Conn.	367
WLLH	Lowell-Lawrence, Mass.	466
WLNA	Peekskill, N. Y.	549
WLNH	Laconia, N. H.	516
WLOA	Braddock, Pa.	599
WLOE	Leaksville, N. C.	563
WLOF	Orlando, Fla.	383
WLOG	Logan, W. Va.	695
WLOH	Princeton, W. Va.	696
WLOI	La Porte, Ind.	422
WLOK	Lima, O.	579
WLOL	Minneapolis, Minn.	488
WLOS	Asheville, N. C.	556
WLOU	Louisville, Ky.	442
WLOW	Norfolk, Va.	680
WLOX	Biloxi, Miss.	491
WLPM	Suffolk, Va.	684
WLPO	LaSalle, Ill.	414
WLRP	New Albany, Ind.	423
WLS	Chicago, Ill.	411
WLSI	Pikeville, Ky.	444
WLTC	Gastonia, N. C.	560
WLTR	Bloomsburg, Pa.	599
WLVA	Lynchburg, Va.	679
WLW	Cincinnati, O.	575
WLXW	Carlisle, Pa.	600
WLYN	Lynn, Mass.	466
WMAJ	State College, Pa.	618
WMAK	Nashville, Tenn.	641
WMAN	Mansfield, O.	579
WMAL	Washington, D. C.	373
WMAM	Marinette, Wis.	701
WMAP	Monroe, N. C.	563
WMAQ	Chicago, Ill.	411
WMAS	Springfield, Mass.	468
WMAW	Milwaukee, Wis.	702
WMAZ	Macon, Ga.	396
WMBC	Macon, Miss.	495
WMBD	Peoria, Ill.	416
WMBG	Richmond, Va.	682
WMBH	Joplin, Mo.	499
WMBL	Morehead City, N. C.	583

Call Letters	City—State	See Page
WMBM	Miami Beach, Fla.	382
WMBN	Petoskey, Mich.	482
WMBO	Auburn, N. Y.	526
WMBR	Jacksonville, Fla.	379
WMBR	Uniontown, Pa.	618
WMC	Memphis, Tenn.	640
WMCA	New York, N. Y.	541
WMCK	McKeesport, Pa.	607
WMDD	Fajardo, P. R.	713
WMDN	Midland, Mich.	481
WMEV	Marion, Va.	680
WMEX	Boston, Mass.	463
WMFD	Wilmington, N. C.	569
WMFG	Hibbing, Minn.	487
WMFJ	Daytona Beach, Fla.	377
WMFR	High Point, N. C.	562
WMFT	Florence, Ala.	314
WMGA	Moultrie, Ga.	397
WMGM	New York, N. Y.	541
WMGR	Bainbridge, Ga.	392
WMGW	Meadville, Pa.	609
WMGY	Montgomery, Ala.	317
WMID	Atlantic City, N. J.	517
WMIE	Miami, Fla.	381
WMIK	Middlesboro, Ky.	443
WMIL	Milwaukee, Wis.	702
WMIN	St. Paul, Minn.	490
WMIQ	Iron Mountain, Mich.	479
WMIS	Natchez, Miss.	496
WMIX	Mount Vernon, Ill.	415
WMJM	Cordele, Ga.	394
WMLS	Sylacauga, Ala.	318
WMLT	Dublin, Ga.	394
WMMB	Melbourne, Fla.	380
WMMJ	Peoria, Ill.	416
WMMN	Fairmount, W. Va.	694
WMMW	Meiden, Conn.	369
WMMT	McMinnville, Tenn.	641
WMNB	North Adams, Mass.	467
WMNC	Morgantown, N. C.	564
WMOA	Marietta, O.	579
WMOC	Covington, Ga.	394
WMOG	Brunswick, Ga.	393
WMOH	Hamilton, O.	579
WMON	Montgomery, W. Va.	695
WMOU	Berlin, N. H.	515
WMOX	Meridian, Miss.	495
WMPS	Memphis, Tenn.	640
WMRA	Myrtle Beach, S. C.	630
WMRC	Greenville, S. C.	629
WMRF	Lewiston, Pa.	607
WMRN	Marion, O.	580
WMRO	Aurora, Ill.	404
WMRP	Flint, Mich.	478
WMSA	Massena, N. Y.	535
WMSL	Decatur, Ala.	313
WMT	Cedar Rapids, Ia.	426
WMTA	Vanclève, Ky.	445
WMTR	Morristown, N. J.	518
WMTW	Portland, Me.	453
WMUR	Manchester, N. H.	516
WMUS	Muskegon, Mich.	481
WMUU	Greenville, S. C.	629
WMVA	Martinsville, Va.	680
WMVG	Milledgeville, Ga.	397
WNAB	Bridgeport, Conn.	367
WNAC	Boston, Mass.	463

Call Letters	City—State	See Page
WNAE	Warren, Pa.	619
WNAG	Grenada, Miss.	493
WNAM	Neenah, Wis.	703
WNAO	Raleigh, N. C.	564
WNAR	Norristown, Pa.	609
WNAT	Natchez, Miss.	496
WNAV	Annapolis, Md.	455
WNAW	North Adams, Mass.	467
WNAX	Yankton, S. Dak.	634
WNBC	New York, N. Y.	543
WBNF	Binghamton, N. Y.	527
WNBH	New Bedford, Mass.	467
WNBS	Murray, Ky.	443
WNBZ	Saranac Lake, N. Y.	552
WNCA	Aiken, S. C.	625
WNDB	Daytona Beach, Fla.	377
WNDR	Syracuse, N. Y.	552
WNEB	Worcester, Mass.	469
WNEL	San Juan, P. R.	717
WNER	Live Oak, Fla.	380
WNEW	New York, N. Y.	543
WNEX	Macon, Ga.	396
WNGO	Mayfield, Ky.	442
WNHC	New Haven, Conn.	370
WNJR	Newark, N. J.	519
WNLC	New London, Conn.	370
WNLK	Norwalk, Conn.	370
WNMP	Evanston, Ill.	412
WNNC	Newton, N. C.	564
WNNT	Warsaw, Va.	684
WNOK	Columbia, S. C.	627
WNOE	New Orleans, La.	449
WNOP	Newport, Ky.	443
WNOR	Norfolk, Va.	681
WNOW	York, Pa.	621
WNOX	Knoxville, Tenn.	638
WNVA	Norton, Va.	681
WOAI	San Antonio, Tex.	667
WOAP	Owosso, Mich.	481
WOAY	Oak Hill, W. Va.	696
WOBS	Jacksonville, Fla.	379
WOBT	Rhineland, Wis.	704
WOC	Davenport, Ia.	427
WOCB	West Yarmouth, Mass.	468
WOHI	East Liverpool, O.	578
WOHS	Shelby, N. C.	567
WOKO	Albany, N. Y.	525
WOKZ	Alton, Ill.	404
WOL	Washington, D. C.	373
WOLF	Syracuse, N. Y.	553
WOLS	Florence, S. C.	628
WOMI	Owensboro, Ky.	443
WOMT	Manitowoc, Wis.	701
WONE	Dayton, O.	578
WONN	Lakeland, Fla.	380
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	368
WONW	Defiance, O.	578
WOOB	Anniston, Ala.	311
WOOD	Grand Rapids, Mich.	479
WOOF	Dothan, Ala.	314
WOOK	Silver Spring, Md.	460
WOPI	Bristol, Tenn.	634
WOR	New York, N. Y.	543
WORA	Mayaguez, P. R.	713
WORC	Worcester, Mass.	469
WORD	Spartanburg, S. C.	631

Call Letters	City—State	See Page
WORK	York, Pa.	622
WORZ	Orlando, Fla.	383
WOSC	Fulton, N. Y.	533
WOSH	Oshkosh, Wis.	703
WOTW	Nashau, N. H.	516
WOV	New York, N. Y.	547
WOW	Omaha, Neb.	513
WOWO	Fl. Wayne, Ind.	420
WOXF	Oxford, N. C.	564
WPAB	Ponce, P. R.	715
WPAD	Paducah, Ky.	444
WPAG	Ann Arbor, Mich.	471
WPAL	Charleston, S. C.	626
WPAM	Pottsville, Pa.	616
WPAQ	Mount Airy, N. C.	564
WPAR	Parkersburg, W. Va.	696
WPAT	Paterson, N. J.	520
WPAX	Thomasville, Ga.	399
WPAY	Portsmouth, O.	580
WPBC	Minneapolis, Minn.	488
WPCF	Panama City, Fla.	384
WPDQ	Jacksonville, Fla.	379
WPDX	Clarksburg, W. Va.	694
WPEN	Philadelphia, Pa.	615
WPFB	Middletown, O.	580
WPGH	Pittsburgh, Pa.	615
WPIK	Sharon, Pa.	618
WPIK	Alexandria, Va.	676
WPIT	Pittsburgh, Pa.	616
WPKE	Pikeville, Ky.	444
WPKY	Princeton, Ky.	444
WPLA	Plant City, Fla.	384
WPLH	Huntington, W. Va.	695
WPLI	Jackson, Tenn.	637
WPOR	Portland, Me.	455
WPPA	Pottsville, Pa.	616
WPRA	Mayaguez, P. R.	713
WPRG	Lincoln, Ill.	414
WPRO	Providence, R. I.	625
WPRP	Ponce, P. R.	715
WPTF	Raleigh, N. C.	565
WPTR	Albany, N. Y.	525
WPTW	Piqua, O.	580
WPUV	Pulaski, Va.	682
WPWA	Chester, Pa.	601
WQAM	Miami, Fla.	382
WQAN	Scranton, Pa.	617
WQBC	Vicksburg, Miss.	496
WQQW	Washington, D. C.	373
WQUA	Moline, Ill.	415
WQXI	Atlanta, Ga.	391
WQXR	New York, N. Y.	547
WRAC	Williamsport, Pa.	621
WRAL	Raleigh, N. C.	565
WRBW	Reading, Pa.	617
WRBC	Jackson, Miss.	494
WRBL	Columbus, Ga.	393
WRC	Washington, D. C.	374
WRCO	Richland, Wis.	704
WRCS	Ahoskie, N. C.	555
WRDO	Augusta, Me.	451
WRDW	Augusta, Ga.	392
WREC	Memphis, Tenn.	641
WREL	Lexington, Va.	679
WREN	Topeka, Kans.	437
WREX	Duluth, Minn.	486

Call Letters	City—State	See Page
WRFC	Athens, Ga.	388
WRFD	Worthington, O.	582
WRFS	Alexander City, Ala.	311
WRFW	Eau Claire, Wis.	699
WRGA	Rome, Ga.	397
WRHI	Rock Hill, S. C.	630
WRIA	Caguas, P. R.	711
WRIB	Providence, R. I.	625
WRIO	Rio Piedras, P. R.	715
WRJM	Newport, R. I.	623
WRJN	Racine, Wis.	704
WRJW	Pacayune, Miss.	496
WRLD	West Point, Ga.	400
WRMN	Elgin, Ill.	412
WRNL	Richmond, Va.	682
WRNO	Orangeburg, S. C.	630
WRNY	Rochester, N. Y.	551
WROB	West Point, Miss.	497
WROD	Daytona Beach, Fla.	377
WROK	Rockford, Ill.	417
WROL	Knoxville, Tenn.	639
WROM	Rome, Ga.	397
WRON	Ronceverte, W. Va.	696
WROV	Roanoke, Va.	683
WROW	Albany, N. Y.	525
WROX	Clarksdale, Miss.	491
WROY	Carmi, Ill.	405
WRR	Dallas, Tex.	651
WRRF	Washington, N. C.	568
WRRZ	Clinton, N. C.	557
WRTA	Altoona, Pa.	598
WRUF	Gainesville, Fla.	378
WRUN	Utica, N. Y.	554
WRVA	Richmond, Va.	683
WRXO	Roxboro, N. C.	566
WRYO	Rochester, Pa.	617
WSAI	Cincinnati, O.	575
WSAL	Logansport, Ind.	422
WSAM	Saginaw, Mich.	483
WSAN	Allentown, Pa.	598
WSAP	Portsmouth, Va.	682
WSAR	Fall River, Mass.	464
WSAT	Salisbury, N. C.	566
WSAU	Wausau, Wis.	705
WSAV	Savannah, Ga.	398
WSAY	Rochester, N. Y.	551
WSAZ	Huntington, W. Va.	695
WSB	Atlanta, Ga.	391
WSBA	York, Pa.	622
WSBC	Chicago, Ill.	411
WSBR	Superior, Wis.	705
WSBT	South Bend, Ind.	424
WSCR	Scranton, Pa.	617
WSDR	Sterling, Ill.	418
WSFA	Montgomery, Ala.	317
WSFC	Somerset, Ky.	444
WSFL	Springfield, Mass.	468
WSFT	Thomaston, Ga.	398
WSGC	Elberton, Ga.	395
WSGN	Birmingham, Ala.	312
WSHB	Stillwater, Minn.	490
WSIC	Statesville, N. C.	567
WSID	Baltimore, Md.	457
WSIP	Paintsville, Ky.	444
WSIR	Winter Haven, Fla.	387
WSIV	Pekin, Ill.	415
WSIX	Nashville, Tenn.	642

Call Letters	City—State	See Page
WSJS	Winston-Salem, N. C.	569
WSKB	McComb, Miss.	495
WSKI	Montpelier-Barre, Vt.	675
WSKY	Asheville, N. C.	556
WSLB	Ogdensburg, N. Y.	547
WSLI	Jackson, Miss.	494
WSLS	Roanoke, Va.	683
WSM	Nashville, Tenn.	642
WSMB	New Orleans, La.	450
WSNJ	Bridgeton, N. J.	518
WSNW	Seneca, S. C.	631
WSNY	Schenectady, N. Y.	552
WSOC	Charlotte, N. C.	557
WSON	Henderson, Ky.	440
WSOO	Sault Ste. Marie, Mich.	483
WSOY	Decatur, Ill.	412
WSPA	Spartanburg, S. C.	631
WSPB	Sarasota, Fla.	385
WSPC	Anniston, Ala.	311
WSPD	Toledo, O.	582
WSPR	Springfield, Mass.	468
WSRS	Cleveland, O.	576
WSSB	Durham, N. C.	558
WSSO	Starkville, Miss.	496
WSSV	Petersburg, Va.	681
WSTC	Stamford, Conn.	371
WSTP	Salisbury, N. C.	566
WSTS	Southern Pines, N. C.	567
WSTV	Steubenville, O.	581
WSUA	Bloomington, Ind.	418
WSUN	St. Petersburg, Fla.	384
WSVA	Harrisonburg, Va.	679
WSVS	Crewe, Va.	677
WSWN	Belle Glade, Fla.	376
WSYB	Rutland, Vt.	676
WSYR	Syracuse, N. Y.	553
WTAC	Flint, Mich.	478
WTAD	Quincy, Ill.	416
WTAG	Worcester, Mass.	469
WTAL	Tallahassee, Fla.	385
WTAM	Cleveland, O.	577
WTAN	Clearwater, Fla.	376
WTAO	Cambridge, Mass.	464
WTAR	Norfolk, Va.	681
WTAW	College Station, Tex.	649
WTAX	Springfield, Ill.	417
WTBC	Tuscaloosa, Ala.	319
WTBF	Troy, Ala.	319
WTBO	Cumberland, Md.	459
WTCH	Shawano, Wis.	704
WTCJ	Tell City, Ind.	424
WTCM	Traverse City, Mich.	483
WTCN	Minneapolis, Minn.	488
WTCO	Campbellsville, Ky.	439
WTEL	Philadelphia, Pa.	615
WTHI	Terre Haute, Ind.	424
WTHT	Hartford, Conn.	368
WTIC	Hartford, Conn.	368
WTIK	Durham, N. C.	558
WTIP	Charleston, W. Va.	693
WTJH	East Point, Ga.	395
WTJS	Jackson, Tenn.	637
WTMA	Charleston, S. C.	626
WTMC	Ocala, Fla.	382
WTMJ	Milwaukee, Wis.	703
WTMV	E. St. Louis, Ill.	412
WTNB	Birmingham, Ala.	312

Call Letters	City—State	See Page
WTNC	Thomasville, N. C.	568
WTND	Orangeburg, S. C.	630
WTNJ	Trenton, N. J.	520
WTNS	Coshocton, O.	577
WTNT	Tallahassee, Fla.	385
WTOB	Winston-Salem, N. C.	569
WTOC	Savannah, Ga.	398
WTOD	Toledo, O.	582
WTOK	Meridian, Miss.	495
WTOL	Toledo, O.	582
WTOM	Bloomington, Ind.	419
WTON	Staunton, Va.	684
WTOP	Washington, D. C.	374
WTOR	Torrington, Conn.	371
WTPR	Paris, Tenn.	642
WTPS	New Orleans, La.	450
WTRC	Elkhart, Ind.	419
WTRF	Bellaire, O.	573
WTRR	Sanford, Fla.	385
WTRY	Troy, N. Y.	553
WTSA	Brattleboro, Vt.	675
WTSB	Lumberton, N. C.	563
WTSP	St. Petersburg, Fla.	385
WTSV	Claremont, N. H.	515
WTHH	Port Huron, Mich.	482
WTTM	Trenton, N. J.	520
WTTT	Bloomington, Ind.	419
WTTT	Coral Gables, Fla.	376
WTUX	Wilmington, Del.	373
WTVB	Coldwater, Mich.	473
WTVL	Waterville, Me.	455
WTWA	Thomson, Ga.	399
WTWN	St. Johnsbury, Vt.	676
WTWT	Stevens Point, Wis.	705
WTXL	West Springfield, Mass.	468
WTYC	Rock Hill, S. C.	631
WTYS	Marianna, Fla.	380
WULA	Eufaula, Ala.	314
WUSJ	Lockport, N. Y.	535
WUSN	Charleston, S. C.	626
WVAM	Altoona, Pa.	598
WVCG	Coral Gables, Fla.	376
WVCH	Chester, Pa.	601
WVEC	Hampton, Va.	679
WVET	Rochester, N. Y.	551
WVIM	Vicksburg, Miss.	496
WVJP	Gaguas, P. R.	711
WVJS	Owensboro, Ky.	443
WVLK	Versailles, Ky.	445
WVLN	Olney, Ill.	415
WVMC	Mount Carmel, Ill.	415
WVNI	Newark, N. J.	519

Call Letters	City—State	See Page
WVOK	Birmingham, Ala.	313
WVOM	Brookline, Mass.	464
WVOP	Vidalia, Ga.	399
WVOS	Liberty, N. Y.	535
WVOT	Wilson, N. C.	569
WVPO	Stroudsburg, Pa.	618
WVVW	Fairmont, W. Va.	694
WWBZ	Vineland, N. J.	520
WWCA	Gary, Ind.	421
WWCO	Waterbury, Conn.	371
WWDC	Washington, D. C.	375
WWEZ	New Orleans, La.	450
WWGP	Sanford, Conn.	567
WWGS	Tifton, Ga.	399
WWHG	Hornell, N. Y.	534
WWJ	Detroit, Mich.	476
WWL	New Orleans, La.	450
WWNC	Asheville, N. C.	556
WWNF	Fayetteville, N. C.	559
WWNH	Rochester, N. H.	517
WWNR	Beckley, W. Va.	692
WWNS	Statesboro, Ga.	398
WWNY	Watertown, N. Y.	554
WWOD	Lynchburg, Va.	680
WWOK	Flint, Mich.	478
WWOL	Buffalo, N. Y.	531
WWON	Woonsocket, R. I.	625
WWPA	Williamsport, Pa.	621
WWPB	Miami, Fla.	382
WWPF	Palatka, Fla.	383
WWPG	Palm Beach, Fla.	383
WWRL	Woodside, N. Y.	555
WWSC	Glens Falls, N. Y.	533
WWSO	Springfield, O.	581
WWSR	St. Albans, Vt.	676
WWST	Wooster, O.	582
WWSW	Pittsburgh, Pa.	616
WWVA	Wheeling, W. Va.	697
WWVB	Jasper, Ala.	316
WWWF	Fayette, Ala.	314
WWWR	Russellville, Ala.	318
WWWV	Rio Piedras, P. R.	715
WWXL	Peoria, Ill.	416
WWYO	Pineville, W. Va.	696
WXAL	Demopolis, Ala.	313
WXGI	Richmond, Va.	683
WXKW	Albany, N. Y.	526
WXLN	Ely, Minn.	486
WXLW	Indianapolis, Ind.	422
WXRA	Kenmore-Buffalo, N. Y.	535
WXRJ	Guayama, P. R.	713
WXYZ	Detroit, Mich.	476
WYVE	Wytheville, Va.	684
WZIP	Covington, Ky.	438

ALABAMA

Estimated Population 2,920,000—Increase + 3.1%—Radio Homes 744,500
Radio Families—766,000—Stations in State 61

WAVU

ALBARTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 149
Phone Number 630
News Service AP
Transcription Service World
President, Gen. Mgr. Pat M. Courington
Commercial Mgr. Eaton P. Govan, Jr.
Program Director Mrs. Vinette B. Govan
Chief Engineer Richard C. Payne

WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By Pieomont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
Transmitter Location West End
News Service UP
Transcription Service Thesaurus
Representative Sears & Ayer
Membership NAB
President James L. Coley
Gen.-Station-Com. Mgr. Lem Coley
Program Director Bob McKinnon
Chief Engineer James W. Whatley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Business-Studio Address Sanford Rd.
Phone Number 844
Transmitter Sanford Rd.
News Service UP
Transcription Service World
Membership NAB
Executive V.P., Gen. Mgr. J. Dige Bishop
Prog. Dir. Kristine Hardage
Publicity Dir. Beri Moore
Musical Director Tom Miniard
Chief Engineer & Comm. Mgr. J. Dige Bishop

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380-1
Transmitter 1401 W. 15th St.
News Service UP
Transcription Service Lang-Worth

Representative Sears & Ayer
Membership NAB-BMB
President-Owner Harry M. Ayers
Gen.-Sta.-Comm. Mgr. Malcolm Street
Sales Prom. Mgr. Lurline M. Smollon
Prod. Dir. Bob Sanders
Publicity Dir. Harry Mabry
Chief Engineer James A. Hudson

WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Calhoun Bcstg. Co.
Business-Studio Address 10th & Noble St.
Phone Number 3210-1
Transmitter Location 16th & Boynton Ave.
News Service AP
President-Gen. Mgr. W. S. Weatherly
Sta. Mgr.-Chief Announcer Lee Blaine
Commercial Mgr. John Orrison
Sales Promotion Mgr. Walter Rankin
Program Director David Vowell
Production Director Pete Williams
Publicity-Musical Dir. Sara Jackson
Chief Engineer Thomas B. Atkins

WSPC

ANNISTON—1949—LIBERTY

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By Model City Bcstg. Co.
Business Address Jefferson Davis Hotel
Phone 1850
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker
President Stanton B. Ingram
Gen. Prom. Mgr.-Pgm. Dir. G. C. Scarborough
Comm. Mgr. Ross Charles
Chief Engineer Raymond Watson, Jr.

WJMW

ATHENS—1948—ABS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio-Transmitter Address Hines St.
Phone Number 565
News Service AP
Transcription Service Capitol
Membership BMB
Pres.-Gen.-Sta. Mgr. Homer F. Dunnivant
Pgm.-Prod.-Pub. Dir. Robert V. Dunnivant
Chief Engineer Les Bryant

WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Auburn Bcstg. Co.
 Business Address Box 350
 Phone Number 1240-1
 Studio Transmitter Montgomery Hwy.
 News Service AP
 Transcription Service World, Lang-Worth
 Pres., Gen. Station Mgr. Elmer G. Salter
 Pgm. Dir., Farm Editor Dave Sherrell
 Chief Announcer Roy Caudle
 Prod., Music Dir. Mrs. Lynn Grund
 Chief Engineer Charlie Herman

WJLD

BESSEMER—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 147
 Phone Nos. Bessemer 2300; Birmingham 6-6172
 Transmitter Birmingham Bessemer Super H'way
 News Service INS
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station Mgr. James E. Connolly
 Comm. Mgr. Clay Coe
 Sls. Prom. Mgr. Otis Dodge
 Prod. Dir. John Slatton
 Publ. Dir. Jane Shaddix
 Program Director Joan Jetton
 Chief Engineer Maurice McKinney

WAPI

BIRMINGHAM—1922—CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned By Univ. of Ala., Ala. Polytechnic
 Inst., Ala. Coll.
 Operated By Voice of Ala., Inc.
 Bus. Studio Address 701 Protective Life Bldg.
 Phone Number 3-8118
 Transmitter Sandusky, Ala.
 News Service UP
 Transcription Service World
 Representative Radio Sales
 Membership NAB-FMA
 President-General Mgr. Thad Holt
 Comm. Mgr. C. P. Persons, Jr.
 Sales Prom. Mgr.-Pub. Dir. Lionel F. Baxter
 Program Dir. Maury J. Farrell
 Production Dir. Burt F. McKee
 Chief Engineer James L. Evans

WBRC

BIRMINGHAM—1925—NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address WBRC Bldg.

Phone Number 4-7741
 Transmitter Location 2400 Arkadelphia Rd.
 News Service INS, AP
 Transcription Service Standard, Lang-Worth,
 Capitol
 Representative Paul H. Raymer Co.
 Membership NAB, BMB, FMA
 President-Gen. Mgr. Eloise S. Hanna
 Gen. Manager Howell C. Cobb
 Commercial Manager Don D. Campbell
 Pgm. Dir. M. D. Smith
 Prom. Mgr. John T. Orr
 Chief Engineer G. P. Hamann

WEDR

BIRMINGHAM—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Magic City Bcstg. Co.
 Business Address 1417 Fourth Ave. N.
 Phone Number 4-0925
 President, Gen. Mgr. J. E. Reynolds
 V. P. Mrs. Leah L. Doss
 Secty.-Treas., Comm. Mgr. John A. Thompson
 Pgm. Dir. Lloyd Williams
 Chief Engineer John H. Cram

WKAX

BIRMINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated Courier Bcstg. Service, Inc.
 Address 216½ N. 21 St.
 Phone Number 54-2541
 Transmitter Location 231 21st Ave., West
 News Service AP
 Gen. Mgr. Glenn V. Tingley
 Prog. Dir. Dorothy Alexander
 Chief Engineer Stanley L. Hawkins

W S G N

BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated Birmingham News Co.
 Business Address Dixie Carlton
 Hotel, P. O. Box 2553
 Phone Number 4-3434
 Studio Address YWCA Bldg.
 Transmitter Location Fair Grounds
 News Service AP
 Representative Headley Reed
 Membership NAB, BMB
 Gen. Mgr. Henry P. Johnston
 Commercial Manager Julian A. Flint
 Prom. Dir. Mrs. Mary F. Childers
 Prog. Dir. Eugene M. Plumstead
 Chief Engineer J. V. Sanderson

WTNB

BIRMINGHAM—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts

ALABAMA

Owned-Operated By.....Pilot Bcstg. Corp.
Address.....WTNB Bldg.
Phone Number.....4-4511
Transmitter Location.....3429 N. 21st St.
News Service.....AP
Transcription Service.....SESAC, World
Representative.....Taylor-Boroff
Membership.....NAB
V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks
Program Dir.....Ira L. Leslie

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 Number.....6-2924
Studio-Transmitter.....Bessemer Super Highway
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
Pres., Gen. Sta. Mgr.....Iralee W. Bennis
Com. Sales Prom. Mgr.....William J. Brennan
Program Director.....Ira Leslie
Chief Engineer.....William J. Brennan

WEBJ

BREWTON—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Address.....Brewton, Ala.
Phone Number.....553
News Service.....AP
Transcription Service.....Lang-Worth, SESAC,
Associated
Membership.....NAB, BMB
Pres., Gen. Mgr.....W. Emmett Brooks
Vice-Pres.....William E. Brooks, Jr.
Comm.-Sales Promotion Mgr.....J. M. Miller, Jr.
Program-Prod. Director.....Charles Land
Chief Engineer.....R. D. Craig

WKLF

CLANTON—1949—KBS

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southeastern Bcstg. Co.
Bus.-Studio Address.....Clanton
Phone Number.....449
Transmitter Location.....Selma Highway
News Service.....AP
Transcription Service.....World, KBS
Representative.....Thomas F. Clarke
President.....Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.....Robert B. Taber
Program Director.....Paul Reid
Chief Engineer.....Lester Carter

WKUL

CULLMAN—1946

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Cullman Bcstg. Co.
Business, Studio, Trans. Address.....Cullman
Phone Number.....864
News Service.....AP
Transcription Service.....World
Gen., Comm. Mgr.....Hudson C. Millar, Jr.
Program Director.....Lon Waters
Chief Announcer.....Jay Aldredge
Chief Engineer.....Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....No. Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Transmitter Location.....1 Mi. W. Decatur
Phone Number.....99L
News Service.....UP
Transcription Service.....Capitol
Membership.....BMB
Partners.....H. H. Kinney, Estate; D. T. Kinney
Gen., Sta. Mgr.....Hartwell Speegle
Comm. Sls. Prom. Mgr.....W. H. Gibson
Pgm., Prod., Pub. Dir.....Jack Gray
Chief Engr.....Frank Norris

WMSL

DECATUR—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address.....522 Bank St.
Phone Number.....802-3
Transmitter.....Danville Rd. Decatur
News Service.....AP
Transcription Service.....World, SESAC
President, Gen., Sta. Mgr.....Melvin Hutson
Sls. Prom. Mgr., Pgm. Dir.....Lewis C. Blizzard
Chief Engineer.....J. V. Roser

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Demopolis Bcstg. Co.
Business Address.....Radio Bldg.
Phone Number.....400
News Service.....AP
Transcription Service.....World
General Manager.....W. M. Jordan
Station Manager.....T. H. Gaillard, Jr.
Pgm. Dir.....Leo Hart
Chief Engineer.....John T. Larkin, Jr.

WAGF

DOTHAN—1933—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number.....2-9100
Transmitter Location.....Headland Highway

ALABAMA

News Service AP
Transcription Service World
Representative Joseph Hershey McGillvra
Membership NAB
General Manager Julian C. Smith
Comm. Mgr. Fred C. Moseley
Prog.-Prod.-Pub. Director Arthur Creamer
Chief Engineer John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Houston Bcstrs.
Business-Studio Address 107 E. Adams St.
Phone Number 3-4100
Transmitter Columbia Hwy., 1 Mi. E. City
News Service UP
Transcription Service Lang-Worth
Representative Cummings
Membership NAB
Pres., Gen.-Comm. Mgr. Jess Swicegood
Pgm. Dir. John Ingersoll
Chief Engineer Charles Laushe

WOOF

DOTHAN—1948—KBS—WTN

Frequency: 560 Kc. Power: 1000 Watts d.
Owned-Operated By Dowlander Bcstg. Co.
Business-Studio Address 110¹/₂ So. Foster
Phone Number 2-560; 3-0560
Transmitter Location Radio Road
News Service UP
Transcription Service Capitol
Representative Sears & Ayer
Membership BMB
Gen., Sta. Mgr. R. A. Dowling, Jr.
Commercial Manager Johnny LaCarter
Sales Promotion Mgr. Willard Wilkes
Chief Engineer Ed Hein

WIRB

ENTERPRISE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By The Wiregrass Bcstg. Co.
Business Address Dothan Hiway.
Phone Number 30
News Service UP
Transcription Service World
Partners R. E. James, F. H. James,
R. M. Stanford
Gen., Comm. Mgr. J. Wesley Gardner
Pgm. Dir. Harry Gilder
Chief Engineer James C. Smith

WULA

EUFAULA—1948—ALA.—SBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Ala.-Ga. Bcstrs., Inc.
Business-Studio-Trans. Address Radio Bldg.
Phone Number 745
News Service UP
Transcription Service World, KBS
Membership NAB
Pres., Gen. Mgr. M. M. Moulthrop
Sta., Comm. Mgr.-Pgm. Dir. Lee S. Bullis
Chief Engineer Hugh G. Chastain

WWWF

FAYETTE—1949—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By Bankhead Bcstg. Co., Inc.
Address Highway 43
Phone Number 200
Air Time Sunrise-Sunset
News Service UP
Transcription Service KBS
General Manager Jack Black
Chief Engineer Charles E. Watkins

WJOI

FLORENCE—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Florence Bcstg. Co., Inc.
Address 850 S. Court St.
Phone Number 2608
Air Time 6 a.m.-M.
Pres., Gen.-Sta. Mgr. Joe T. Van Sandt
Comm., Sls. Prom. Mgr. Oscar D. Lewis
Chief Engineer Pete Bingham

WMFT

FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Tri-Cities Bcst. Co.
Bus. Add. 800 Cypress Mill Rd., P. O. Box 477
Phone Number 42
Studio-Transmitter 800 Cypress Mill Rd.
News Service AP
Transcription Service Associated, World
Membership NAB
President Milton S. Killen
Gen. Mgr. Franklin L. Bush
Sls. Prom. Mgr. Nathan M. Graham, Jr.
Prog. Dir., Farm Editor Jim Garrett
Chief Engineer Edwin R. Miller

WGAD

GADSDEN—1946—MBS

Frequency: 1350 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By...Coosa Valley Bcstg. Co.
 Bus-Studio Address.....817 Forrest Ave.
 Phone Number.....5641
 Transmitter Location:.....Attalla, Ala.
 News Service.....UP
 Representative.....Joseph Hershey McGillvra
 Pres.....E. L. Roberts
 Gen., Comm. Mgr.....J. W. Buttram
 Prog. Dir.....Frances Seale
 Chief Engineer.....J. C. Vessels

WGNH

GADSDEN—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...General Newspapers, Inc.
 Bus-Studio Address.....P. O. Box 351
 Phone Number.....2571
 Transmitter.....2000 Chestnut St.
 News Service.....INS
 Transcription Service.....World
 Representative.....Ra-Tel
 Membership.....NAB, BMB
 President.....Carmage Walls
 Gen., Sta. Mgr., Publ. Dir.....Joel C. Robertson
 Program Dir.....Hall Wray

WGWD

GADSDEN—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Business Address.....P. O. Box 128
 Phone Number.....6-6301-2
 Studio Address.....1004 E. Broad St.
 Transmitter Location.....Cranford Chapel Rd.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Boroff
 Membership.....NAB, BMB
 Gen., Sta. Mgr.....Edwin H. Estes
 Comm., Sales Prom. Mgr.....Kenneth L. Wood
 Pgm., Prod. Dir.....Ray Estes
 Chief Engineer.....Gaston Anderson

WJBY

GADSDEN—1928—ABS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.
 Address.....108 Broad Street
 Phone Number.....6-3381-2
 News Service.....AP
 Representative.....Sears & Ayer

President.....Bascom H. Hopson
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
 Comm. Mgr.....Sam A. Benton
 Chief Engineer.....Glen Nichols

WGYV

GREENVILLE—1948—ABS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Greenville Bcstg. Corp.
 Business Address.....P. O. Box 227
 Phone Number.....585
 News Service.....UP
 Transcription Service.....World
 Representative.....Continental
 President.....Dr. Vernon Stabler
 General Manger.....Charles D. McNamee
 Commercial Manager.....Charles T. Britt
 Program Director.....George Carr
 Chief Engineer.....Elmo Cronk

WJBB

HALEYVILLE—1949—ABS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Haleyville Bcstg. Co.

ALABAMA

**WHY IS AP
THE BEST?**

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

**ALABAMA ASSOCIATION OF
ASSOCIATED PRESS BROADCASTERS**

President: W. Emmett Brooks—WEBJ, Brewton
 Vice-President: James Reese—WWWB, Jasper
 Directors: W. C. Needham—WTBF, Troy;
 John Garrison—WFUN, Huntsville;
 Howard Pill—WSFA, Montgomery; G. P. Hamann—WBRC, Birmingham
 Continuing Study Committee Chairman:
 W. C. Needham—WTBF, Troy

ALABAMA

ALABAMA

Business Address.....P. O. Box 151
Phone Number.....389
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Partners.....H. E. Ray, Guy Ray, Roy Mayhall
Gen., Comm., Mgr.-Pgm. Dir... S. L. Masden, Jr.
Chief Engineer.....Chris Christensen

WBHP

HUNTSVILLE—1937—MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton,
P. O. Box 770
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Membership.....NAB, BMB
President.....Wilton H. Pollard
Gen. Mgr.-Pgm. Director.....
Chief Engineer.....William G. Harris
Commercial Manager.....Mrs. Ruth Harris
Promotion Manager.....Dewey Webb

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes St.
Phone Number.....2424
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Sears & Ayers
President.....J. B. Falt, Jr.
Sta. Mgr.-Prog. Dir.....John Garrison
Musical Director.....Malcolm Tate
Chief Engineer.....John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Huntsville Times Co.
Business-Studio Address... 207 W. Clinton St.
Phone Number.....2345
Transmitter.....N. Church St.
Air Time.....5:55 a.m.-11:05 p.m.
News Service.....AP
Representative.....Headley-Reed
President.....Henry P. Johnston
General Manager.....Jack Langland
Sta. Mgr.-Farm Editor.....Richard Warner
Comm., Sales Prom. Mgr., Paul R. Bumgardner
Pgm., Prod. Direc.....Mrs. Dovey W. Perry
Publicity Director.....Lou Garris
Chief Ann., Musical Direc.....N. C. Milwee, Jr.
Chief Engineer.....Ray Roberts

WWWB

JASPER—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Bankhead Bcstg. Co., Inc.
Business Studio Address.....Bankhead-Long
Building
Phone Number.....100-200
Transmitter Location.....W. 20th St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....KBS, World
Membership.....NAB
President.....W. W. Bankhead
General Manager.....James E. Reese
Station Mgr.....Joseph L. Sartain, Jr.
Sales Prom. Mgr.....B. Bankhead
Chief Engineer.....J. Copeland

WABB

MOBILE—1948—MBS—AFN

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Mobile Press Register, Inc.
Business Address.....304 Government St.
Phone Number.....2-2633-4
Transmitter.....8 Mi., Whistler
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Representative.....Branham Co.
Membership.....NAB
President.....R. B. Chandler
General Manager.....W. J. Hearin, Jr.
Commercial Manager.....J. F. Screen
Program, Prod. Dir.....Anthony Leighton
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.
Phone Number.....3-3756
Transmitter.....Cochran Bridge Causeway
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Headley-Reed
Membership.....NAB, BMB
President.....W. O. Pape
General Sta. Mgr.....H. K. Martin
Commercial Manager.....A. Treadway
Pgm., Publ. Dir.....Al Homan
Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947—LIBERTY—ALA.

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pursley Bcstg. Service
Business-Studio Address...354 St. Francis St.

ALABAMA

Phone Number 2-4561
Transmitter Toolminville
Air Time Local sunrise-local sunset
News Service INS
Transcription Service Standard, SESAC
Representative Donald Cooke
Membership NAB
Pres., Gen. Sta. Mgr. Louise P. Pursley
Commercial Mgr. R. H. Moore
Sales Prom. Mgr. H. Johnson
Publicity Director Claude Pursley
Production Director Tom Jackson
Pgm., Music Dir. Stella M. Jackson
Chief Engineer Gene Miller

W K R G

MOBILE—1946—CBS

Frequency: 710 Kc Power: 1000 W. d.: 250 W. n.
Owned-Operated By Giddens & Rester
Bus. Studio-Trans. Address Telegraph Rd.
Phone Number 2-6789
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Standard
Representative Adam J. Young, Jr.
Gen., Station Mgr. F. E. Busby
Commercial Manager John E. Waller
Sales Prom. Mgr., Pub. Dir. Marguerite Shea
Program Director Guy Harris
Chief Engineer Richard M. Cole

W A P X

MONTGOMERY—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By United Bcstg. Co.
Business, Studio Address 116 Catoma St.
Phone Number 3-7569
Transmitter Location End of Blackburn St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, SESAC
Representative Walker Co.
Membership BMB
Pres., Gen., Station Mgr. Thomas E. Martin
Comm.-Sales Prom. Mgr.,
Pub. Dir. Hoke Williford
Pgm. Dir., Prod. Mgr. Dave Manners
Musical Director James Reed
Chief Engineer Owen Lehr
Farm Editor Bob Chisholm

W C O V

MONTGOMERY—1939—CBS

Frequency: 1240Kc. Power: 250 Watts
Owned-Oper. By Estate of G. W. Covington, Jr.
Business-Studio Address Exchange Hotel
Phone Number 5781-2
Transmitter Narrow Lane Rd.
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Associated

Representative Taylor-Borhoff
Membership NAB, BMB
Gen., Comm., Sta. Mgr. John W. Kirkpatrick
Sales Prom. Mgr. W. L. Rowland
Pgm., Pub. Dir. Bill Steadman
Chief Ann., Farm Editor Walter Spiro
Chief Engineer W. D. Weatherly

W J J J

MONTGOMERY—1948—MBS

Frequency: 1170 Kc. Power: 10,000 Watts d.,
1000 n.
Owned-Oper. By Southern Bcstg. Co., Inc.
Business-Studio Address 115½ Commerce St.
Phone Number 3-2237, 3-4471
Transmitter Location Coosada Ferry Rd.
Air Time Unlimited
News Service INS
Transcription Service Thesaurus
Representative Weed
Membership NAB
President Joseph G. Mathews
General Manager John C. Hughes
Commercial Manager Herbert A. McLendon
Program Director E. Caldwell Stewart
Promotion Manager E. J. Duke
Chief Engineer A. Fred Wright

W M G Y

MONTGOMERY—1946
LIBERTY

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By Dixie Bcstg. Co.
Business-Studio Address 2½ S. Perry St.
Phone Number 5425
Transmitter Location E. of Greenwood Cem.
Air Time Local sunrise-local sunset
News Service INS
Transcription Service World
Representative Robert Meeker
President Dr. S. D. Suggs
General Manager Thomas W. Sewell
Commercial Manager Eron B. Ingle
Program Director Frank Monteleone
Chief Announcer Douglas Hassing
Chief Engineer John D. Lamar
Farm Editor Crawford Roguemoire

W S F A

MONTGOMERY—1930—NBC

Frequency: 1440Kc. Power: 1000 Watts
Owned-Oper. By Montgomery Bcstg. Co., Inc.
Business Address P. O. Box 1031
3—Radio Stations, Radio Annual
Phone Number 8361
Studio Address Jefferson Davis Hotel
Transmitter Narrow Lane Rd.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Headley-Reed

ALABAMA

Membership BMB
 Pres., Gen. Mgr. Howard E. Pill
 Asst. to Pres. David E. Dunn
 Local Sales Mgr. William W. Hunt
 National Sales Dir. Julia Looney
 Program Director Lee Gooch
 Publicity Director Alice Mayfield
 Chief Announcer J. A. Wolf
 Musical Director Earl Andrews
 Chief Engineer Cliff Shelkofsky

W L A Y

MUSCLE SHOALS—1933—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By ... Muscle Shoals Bcstg. Corp.
 Business Address ... P. O. Box 230, Sheffield
 Phone Number 1450-1
 Transmitter Studio Location ... East Second St.,
 Sheffield, Ala.
 Air Time 5:30 a.m.-M.
 News Service UP
 Membership NAB, BMB
 President Frank M. Farris, Jr.
 General Mgr. W. A. Reeves, Jr.
 Comm. Manager Eulus Whitehead
 Program Director Charlie Welsh
 Chief Engineer Lynn McMoran

W J H O

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By ... Opelika-Auburn Bcstg. Co.
 Bus. Studio-Trans. Address ... 1400 Auburn Rd.
 Phone Number 712
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard, SESAC
 Membership NAB
 Gen., Station Mgr. F. Marion Hyatt
 Comm., Sales Prom. Mgr.-Prod. Dir.
 W. A. McGuirt
 Program Director Ann Davis
 Musical Director Fred Digesu
 Chief Engineer William Welch

W E L R

ROANOKE—1949—ABS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Roanoke Bcstg. Co.
 Business Address 801 Main St.
 Phone Number 384
 Air Time Daytime
 Representative Dodson
 President, Gen., Comm. Mgr. J. W. Buttram
 Pgm. Dir., Chief Engr. John Hodges

W W W R

RUSSELLVILLE—1949—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Bankhead Bcstg. Co., Inc.

Business-Studio Address ... Underwood Rd.
 Phone Number 647
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service KBS, World
 General Manager Hal Kirby
 Chief Engineer Charles G. McLellan

W G W C

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Estate of G. W. Covington, Jr.
 Business-Studio-Transmitter Address
 Birmingham Hwy.
 Phone Number 2746
 Air Time 6 a.m.-11 p.m.
 Representative Taylor-Borroff
 Membership NAB
 Gen., Sta. Mgr. Hugh M. Smith
 Commercial Manager John Frazier
 Prog. Dir., Chief Engineer ... John Townshend

W H B B

SELMA—1935—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By ... Selma Bcstg. Co., Inc.
 Business-Studio Address ... 209 Washington St.
 Phone Number 1233
 Transmitter Location N. Seventh Ave.
 Air Time 7 a.m.-11 p.m.
 Representative Sears & Ayer
 President B. H. Hopson
 Gen., Station, Comm. Mgr. Julien Smith, Jr.
 Pgm. Director Julia Craig Miller
 Chief Announcer Carroll Ward
 Chief Engineer T. F. Kelly, Jr.

W F E B

SYLACAUGA—1944—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Alabama Bcstg. Co.
 Business-Studio Address ... 527 North Broadway
 Phone Number 160
 Transmitter Location ... 527 North Broadway
 Air Time 6 a.m.-11 p.m.
 Membership NAB
 President E. E. Forbes, Sr.
 Gen., Sta. Mgr.-Prod. Dir. C. J. Weber
 Comm. Sales Prom. Mgr. Francis Carter
 Program Director Joyce Nealeans
 Chief Announcer B. W. Oaks
 Chief Engineer H. E. Pebworth

W M L S

SYLACAUGA—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Marble City Bcstg. Co.
 Business Address P. O. Box 511
 Phone Number 1290

ALABAMA-ARIZONA

Studio Address.....11½ W. Second St.
Transmitter Address.....Highway 291 N.
Air Time.....5:45 a.m.-Sunset
Phone Number.....1220
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
President, Chief Engr.....James S. Stowers, Jr.
General Manager.....Curtis O. Liles, Jr.
Commercial Mgr.....Henry J. Darden, Jr.
Program Director.....Edward J. Smith

WHTB

TALLADEGA—1945—MBS-ABS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Business Studio Address.....Box 974
Phone Numbers.....3733, 2614
Studio-Transmitter.....Sylacauga Hwy.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Membership.....NAB
Pres., Gen. Mgr.....R. A. Davidson
Chief Engineer.....John Lester Fisher

WTBF

TROY—1946—MBS-SBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Troy Bcstg. Corp.
Address.....College Drive
Phone Number.....980-1
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, SESAC
Membership.....NAB, BMB
President.....J. Roy Crow
Gen.-Sta.-Comm. Mgr.....William C. Needham

Pgm. Dir., Chief Announcer....Jesse Jordan
Chief Engineer.....Joe W. Gilchrist

WJRD TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d;
1000 Watts n.
Bus. Studio Address.....First Natl. Bank Bldg.
Phone Number.....4464
Transmitter.....Fayette Hwy., Northport
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Capitol
Membership.....NAB
General Manager.....Mrs. J. R. Doss, Jr.
Asst. Mgr., Sales Prom. Mgr.....Dick Biddle
Comm. Mgr.....Lehman Mayer
Pgm.-Prod.-Pub. Dir.....Charles Welch
Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Operated By.....Bert Bank, T. H. Todd, Jeff
Coleman, Lamar Branscomb
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from
Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership.....NAB
General Station Manager.....Bert Bank
Commercial Manager.....John Cooper
Program Director.....Una King
Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 745,000—Increase +49.1%—Radio Homes 184,000
Radio Families 188,000—Stations in State 21*

KSUN

BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Address.....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter.....Warren Rd.
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
President.....Carleton W. Morris
Gen., Sta., Comm. Mgr.....Jack Murphy
Pgm.-Prod. Dir., Chief Annrc...Ray Helgesen
Chief Engineer.....Ben Strotman

KCKY

**COOLIDGE—1948
MBS-DON LEE**

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Bus. Studio Address.....Studio Theatre Bldg.
Phone Number.....4451
Transmitter Location.....Chandler Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative.....George C. Hollingsbery
Membership.....NAB
President.....Louis F. Long

ARIZONA

General Manager..... Paul Merrill
 Station Manager..... Bill Parady
 Commercial Manager..... Pete Dillman
 Pgm., Prod. Dir..... Jim Murdock
 Publicity Director..... Quentin Toler
 Chief Announcer..... Pete Wyckoff
 Chief Engineer..... Wayne Fernyhaugh
 Farm Editor..... Edward Whelen

Phone Number..... Blue 462
 Air Time..... Unlimited
 News Service..... UP
 Pres., Gen. Mgr..... J. J. Glancy
 Comm. Mgr..... C. R. Waters
 Prom. Mgr..... W. E. Adams
 Pgm. Dir..... Ben Summerville
 Chief Engineer..... H. L. Woodley

KAWT

DOUGLAS—1946—NBC-ARIZ.

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Carleton W. Morris
 Business-Studio Address..... Douglas
 Phone Number..... 173
 Transmitter..... 1 Mi. E. of Douglas
 Air Time..... 6:30 a.m.-11 p.m.
 News Service..... AP, UP
 Transcription Service..... Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President-Owner..... Carleton W. Morris
 Gen.-Sta. Mgr., Prod. Dir..... John King
 Chief Announcer..... Tom Brooks
 Farm Editor..... Lee Boner
 Chief Engineer..... Rick Hendricks

KWRZ

FLAGSTAFF—1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Grand Canyon Bcstg. Co.
 Bus.-Studio Add..... 220 E. Birch, P. O. Box 519
 Phone Number..... 899
 Transmitter..... One Mi. S. Flagstaff, Hwy. 89
 Air Time..... Unlimited
 Station Manager..... Agnes McGillvra
 Station Director..... Selwyn Kirby

KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Gila Bcstg. Co., Inc.
 Address..... Hiway 60-70
 Phone Number..... 41
 Air Time..... 6:45 a.m.-M.
 News Service..... AP
 Transcription Service..... Standard, Capitol
 Representative..... Paul H. Raymer
 Membership..... EMB
 President..... Louis F. Long
 General Manager..... Paul Merrill
 Station, Sales Prom. Mgr..... Willard Shoecraft
 Commercial Manager..... John D. Seater, Jr.
 Chief Announcer..... Eric Manola
 Chief Engineer..... Herb J. Hanes

KGAN

KINGMAN—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... J. James Glancy
 Business Address..... P. O. Box 871

KTYL

MESA—1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned Oper. By..... Sun Valley Bcstg. Co., Inc.
 Business-Studio Address..... Chandler Rd.
 Phone Number..... 4541
 Transmitter Location..... Hwy. 89
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard, Associated
 General Manager..... Dwight Harkins

KNOG

NOGALES—1948

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Border Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..... Rancho Grande Hotel
 Phone Number..... 770
 Air Time..... 8 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Gene Grant
 Membership..... NAB
 President..... Robert Marcus
 General Manager..... Samuel Marcus
 Station Manager..... Harry Hambleton
 Chief Engineer..... Benny Greenhaw

KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Operated By..... KTAR Bcstg. Co.
 Business Studio Address..... 711 Heard Building
 Phone Number..... 4-4181
 Transmitter Location..... 36th St. & East Thomas Road
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Thesaurus, Standard, Capitol
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 Ch. of Bd..... John J. Louis
 Pres., Gen. Sta. Mgr..... Richard O. Louis
 Commercial Manager..... E. W. Harvey
 Sales Promotion Manager..... John Edwin Miller
 Program Director..... J. Howard Pyle
 Prod. Dir., Farm Editor..... Rol Laughner
 Publicity Directors..... Myron Drake, Bob Pollard
 Musical Director..... Pierson Bancroft
 Chief Engineer..... A. C. Anderson

Certainly WE HAVE MOUNTAINS—

-- AND MARKETS TOO!

Arizona's San Francisco Peaks - 12,794 ft.

Arizona's 1949 Market Peaks—

- \$1,200,000,000 spent for goods, services and taxes.
- Over \$700,000,000 in retail sales (\$175,000,000 in 1940)
- Over \$420,000,000 in bank deposits (\$99,000,000 in 1940)

Per capita sales over \$1,000.00
(National average, \$860.00)

Research Department
Valley National Bank

You'll want to use Arizona's most effective approach to this rich market—the seven line-connected NBC stations of the Arizona Broadcasting System, the state's largest network.

KTAR
PHOENIX
5000 Watts-630 KC

KVOA
TUCSON
1200 Watts-1370 KC

KYUM
YUMA
250 Watts-1730 KC

KVCA
PRESCOTT
250 Watts-1490 KC

KGLU
SAVANO
1000 Watts-1480 KC

KWJL
GLOBE-MIAMO
250 Watts-1240 KC

KRAWT
DODDGE-BUENA
150 Watts-1450 KC



KTAR

PHOENIX, ARIZONA

National Representative

Paul H. Rayner Company NEW YORK • CHICAGO • BOSTON • ATLANTA • DETROIT • SAN FRANCISCO • LOS ANGELES

K O O L

PHOENIX—1947

CBS—RNA

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Maricopa Bcasters, Inc.
 Business-Studio Address: Adams Hotel
 Phone Number: 2-1748
 Transmitter: Chicago & McDowell Rd.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Representative: George P. Hollingbery
 Membership: NAB
 President: Gene Autry
 Gen.-Station Mgr.: Charles H. Garland
 Commercial Manager: George E. Agnew
 Program Director: Miles Reed
 Prod. Dir., Chief Anncr.: Victor E. Lundberg
 Publicity Director: Larry Jonas
 Chief Engineer: Miles L. Sheperd

(See Page 276)

K O Y

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. Power: 5000 d.; 1000 m.
 Owned-Oper. by: Salt River Valley Bcstg. Co.
 Business Studio Address: 836-838 N. Central
 Ave., P. O. Box 2671
 Phone Number: 4-4144
 Transmitter: 12th St. & Camelback Rd.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Associated, World
 Representative: John Blair
 Membership: NAB, BMB
 Pres., Comm. Mgr.: John L. Hogg
 Gen.-Station Mgr.: Albert D. Johnson
 Program Director: John R. Williams
 Prod. Dir., Chief Anncr.: W. J. Lester, Jr.
 Musical Director: Alfred Becker
 Chief Engineer: Clifford R. Miller
 Farm Editor: Ernest Douglas

K P H O

PHOENIX—1940—ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By: Phoenix Bcstg., Inc.
 Business-Studio Address: Adams Hotel Bldg.
 Phone Number: 4-7367
 Transmitter Location: 2400 W. Buckeye Rd.
 Air Time: Unlimited
 News Service: INS
 Transcription Service: Lang-Worth
 Membership: NAB
 President, General Mgr.: Rex Schepp
 Commercial Manager: Richard Heath
 Program Director: William Reddick
 Promotion Manager: Frank Orth
 Chief Engineer: Cliff Baker

K R U X

PHOENIX—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Gene Burke Brophy
 Bus.-Studio Address: Hotel Westward Ho
 Phone Number: 2-2371
 Transmitter: Glendale
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Associated
 Membership: NAB
 Pres., Gen. Sta. Mgr.: Gene Burke Brophy
 Comm. Mgr.: Richard Voorhis
 Program Director: Rex Bowen
 Publicity Director: Florence Hall
 Chief Announcer: Bob Capps
 Musical Librarian: Mary Fryett
 Chief Engineer: Marvin Edwards

K Y C A

PRESCOTT—1940

NBC-ARIZ. BCSTG.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Southwest Bcstg. Co.
 Business-Studio Address: E. Gurley St.
 Phone Number: 244
 Transmitter: E. Gurley St.
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Capitol
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Pres., Gen. Sta. Mgr.: Harold Ritter
 Program Director: Roberta M. Pfister
 Publicity Director: Marcia Gates
 Chief Engineer: John E. Negley

K G L U

SAFFORD—1938

NBC-ARIZ. BCSTG.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Gila Bcstg. Co.
 Business-Studio Address: 1218 Sixth Ave.
 Phone Number: 15
 Transmitter: E. Lone Star, Highway 70
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: World
 Representative: Paul H. Raymer
 Membership: BMB
 President: Louis F. Long
 General Manager: Paul Merrill
 Program Director: Lester McBride
 Commercial Manager: Edward E. Furman
 Promotion Manager: Donald Graham
 Chief Engineer: Wallace R. Hitt

K C N A

TUCSON—1947
MBS-DON LEE-RNA

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Catalina Bcstg. Co.
Business-Studio Address Box 2348
Phone Number 2-4664
Transmitter 1511 E. 16th St.
Air Time 6 a.m.-M.
News Service AP
Representative George P. Hollingbery
President Erskine Caldwell
General Station Manager Wayne Sanders
Commercial Manager Harry Chambers
Program Director Robert A. Keyworth
Chief Engineer W. J. Karpisek

K O P O

TUCSON—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Old Pueblo Bcstg. Co.
Business-Studio Address 115 W. Drachman St.
Phone Number 4-0431
Transmitter 115 W. Drachman St.
Air Time 6 a.m.-M.
News Service AP
Transcription Service MacGregor
Representative Forjoe & Co.
Membership NAB
President Harold Tovrea
General-Station Manager E. S. Mittendorf
Commercial Manager Paul Plunkett
Sales Prom. Mgr. S. J. Kossack, Jr.
Prog. Dir., Chief Announcer
Farm Editor Bus Williams
Production, Musical Dir. Matt Lemen
Publicity Director B. Anderson
Chief Engineer Vernard Cimmiotti

K T K T

TUCSON—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Thomas J. Wallace
Business-Studio Transmitter Add. 500 W. Elm
Phone Number 3-5361
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NAB
President-Owner Thomas J. Wallace
Gen. Mgr., Chief Engr. Phillip R. Hurlbut
Commercial Manager Gail Hummel
Pgm.-Prom.-Farm Director Larry Dietz
Prod.-Musical Dir. Paul Yaezell
Publicity Director Dave Wiener
Chief Announcer Dave Cureton

K T U C

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Tucson Bcstg. Co.
Business-Studio Address 900 E. Broadway
Phone Number 2-3344
Transmitter 900 E. Broadway
Air Time 6 a.m.-M.
News Service UP
Tran. Ser. World, Cole, SESAC, Associated
Representative John Blair
Membership NAB, BMB
Pres., Gen-Sta. Mgr. Lee Little
Commercial Manager George Bradley
Pgm.-Prod.-Musical Dir. Gerry O'Brien
Publicity Dir. Francis Murphy
Chief Announcer Art Preston
Chief Engineer Cliff Livingston

K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By Arizona Bcstg. Co., Inc.
Business-Studio Address 48 E. Broadway,
P. O. Box 2911
Phone Number 3-2555
Transmitter Location 10th and Lee Streets
Air Time 4:55 a.m.-M.
News Service AP
Transcription Service Thesaurus, Standard,
Capitol
Representative Paul H. Raymer
Membership NAB, BMB
General Manager R. B. Williams
Business Mgr. Harper M. Phillips
Sales Promotion Mgr. Fred J. Gerletti
Program Director Ben L. Slack, Jr.
Production Dir. Jean T. Lely
Chief Announcer George T. Callison
Chief Engineer Ray H. Holsclaw

K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Yuma Bcstg. Co.
Business Address 1901 1st St.
Phone Number 88
Transmitter-Studio Location 1901 1st St.
Air Time Unlimited
News Service AP
Transcription Service Capitol, Thesaurus
Representative Paul H. Raymer
Membership NAB, BMB
President R. N. Campbell
General Manager Ray C. Smucker
Commercial Manager Roy L. Jorgensen
Program Director Paul W. Dawson
Promotion Mgr. Don Metcalf
Chief Engineer Leavenworth Wheeler

ARKANSAS

Estimated Population 1,964,000—Increase +0.7%—Radio Homes 488,500
Radio Families 543,000—Stations in State 31

KVRC

ARKADELPHIA—1947—MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Arkadelphia Bcstg. Co.
Business-Studio Address 506 Main St.
Phone Number 789
Transmitter Location 3/4 Mi. SE City
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
President Cecil W. Cupp
General Mgr. J. M. Moore
Program Director Bill Deaton
Chief Engineer E. H. Summers

KLCN

BLYTHEVILLE—1922

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Harold L. Sudbury
Business-Studio Address Sudbury Bldg.
Phone Number 2093
Transmitter Location E. Highway 18
Air Time Daytime
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership BMB, FMA
Gen.-Sta.-Comm. Mgr. Harold L. Sudbury
Sales Mgr., Pub. Dir. J. T. Sudbury
Pgm., Prod. Dir. Earnest Simmons
Chief Announcer Don Whitney
Musical Dir., Farm Editor George Kirby
Chief Engineer Marion Skinner

KAMD

CAMDEN—1946—MBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Camden Radio, Inc.
Business-Studio Address So. California St.
Phone Number 6791-2
Transmitter-Studio Location So. California St.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
Membership NAB, BMB
President Walter E. Hussman
General Manager Frank O. Myers
Station Manager David Crockett
Commercial Manager James Blaine
Prog. Dir., Chief Announcer Cal Carter
Chief Engineer Dorris C. Hunter

KELD

EL DORADO—1935

ABC—RAZORBACK-LION

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Enterprises, Inc.
Business-Studio Address Home Finance Bldg.
Phone Number 3-6126
Transmitter Location Country Club Colony
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Continental Radio Sales
Membership NAB
President, Pgm. Dir. W. N. McKinney
Vice-Pres., Gen.-Sta. Mgr. Leon M. Sipes
Sales Prom. Mgr., Publicity Dir. J. R. Duerson
Musical Director Mrs. Ann Theilan
Chief Engineer John Long
Farm Editor Henry Holly

KGRH

FAYETTEVILLE—1946—MBS
KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstg. Co., Inc.
Business-Studio Address 922 Leverett St.
Phone Number 862
Transmitter Location 922 Leverett St.
Air Time 5:30 a.m.-11:30 p.m.
News Service AP
Transcription Service SESAC
Representative Ra-Tel
Membership NAB
President Hayden McIlroy
Gen.-Sta.-Sls. Prom. Mgr. Fred J. Stevenson
Commercial Mgr., Pub. Dir. Ed. Gideon
Program Director Al Rowe
Chief Announcer Pat Perrin
Musical Director Steve Starwyck
Chief Engineer George Dotson

KXJK

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Oper. By Forrest City Bcstg. Co., Inc.
Business Address Forrest City
Phone Number 950
Air Time Daytime
News Service AP
Representative Continental
Pres., Gen. Mgr. William Fogg
Comm. Mgr. Roger Davison
Pgm. Dir., Prom. Mgr. Frank Kelley
Chief Engineer James Thompson

KFPW

FORT SMITH—1930

MBS-RAZORBACK ARK.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Southwestern Hotel Co.
 Business Address 2917 Rogers Ave.
 Phone Number 4105
 Studio Addresses 2917 Rogers Ave.;
 1213 Garrison Ave.
 Transmitter Location Albert Pike
 & Kelley Highway
 Air Time Unlimited
 News Service UP, AP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 Pres., Gen. Manager John A. England
 Station Mgr., Farm Editor J. E. Garner
 Comm.-Sales Prom. Mgr. Al Godwin
 Program-Musical Dir. Dorothy Gibson
 Production Director Afton Blake
 Publicity Director J. E. Garner
 Chief Engineer Willard E. Kunkel

KFSA

FORT SMITH—1946—ABC

RAZORBACK—OGB

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Southwestern Pub. Co.
 Business-Studio Address 920 Rogers Ave.
 Phone Number 3126
 Transmitter Location 3600 Wheeler Ave.
 Air Time Unlimited
 News Service UP
 Representative Taylor-Borroff
 Membership NAB, BMB
 President Donald W. Reynolds
 Gen., Sta., Comm. Mgr. Weldon Stamps
 Chief Engineer Robert W. Platt

KWHN

FORT SMITH—1947—LIBERTY

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By KWHN Bcstg. Co., Inc.
 Business-Studio Add. 421-423 Garrison Ave.
 Phone Number 8967-8
 Transmitter Location End of Plum St.
 Air Time 6 a.m.-M.
 News Service AP
 Tran. Service Capitol, Associated, Standard
 Representative John E. Pearson
 Membership NAB, BMB
 President Allen Whiteside
 Gen.-Sta. Mgr. Gene W. Dennis
 Pgm. Dir., Chief Announcer Glenn O'Neal
 Musical Director Joe Templeton
 Chief Engineer Frank Tate

KHOZ

HARRISON—1946

MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrison Bcstg. Corp.
 Business-Studio Address Radio Addition
 Phone Number 1240
 Transmitter Location Radio Addition
 Air Time 5:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard, SESAC
 Membership NAB
 President Roy Milum
 Gen.-Sta. Mgr. Robert S. Wheeler, Jr.
 Comm., Sales, Prom. Mgr., Farm Editor
 Tom Longfellow
 Pgm. Dir., Chief Engineer Don Causey
 Musical Dir. Wannie Longfellow

KFFA

HELENA—1941—MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Helena Bcstg. Co.
 Business-Studio Address 215 York St.
 Phone Number Main 58-59
 Transmitter Location Stringtown Rd.
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. Sam W. Anderson
 Comm., Sales, Prom. Mgr. William Bigley
 Pgm.-Prod.-Publicity Dir. Hugh Smith
 Musical Director Mary Parker
 Chief Engineer A. P. Decker

KXAR

HOPE—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hope Bcstg. Co.
 Business Address P. O. Box 131
 Phone Number 508
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 President A. H. Washburn
 Gen. Mgr., Chief Engineer L. B. Tooley
 Program Director George Frazier

KTHS

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc. Power: 10,000 d., 1000 n.
 Owned By Times Publishing Company, Ltd.
 Operated By Radio Broadcasting, Inc.
 Business-Studio Address 135 Benton Street
 Phone Number 1160-1
 Transmitter Location Route 2
 Air Time 6 a.m.-M.

News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NAB, BMB
 President-Owner John D. Ewing
 General Manager John J. Wolever, Jr.
 Commercial Manager Ed. C. Appler
 Program Director J. F. Karber
 Chief Announcer William S. Bailey
 Musical Director Harry Lockhart
 Chief Engineer Cecil L. Suitt

K W F C

HOT SPRINGS—1940—MBS-KBS

RAZORBACK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Spa Bcstg. Co., Inc.
 Business-Studio Address Malco Building
 Phone Number 412-3
 Transmitter Location Malco Bldg.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Representative Sears & Ayer
 Membership NAB, BMB
 President Dr. N. B. Burch
 Gen. Sta. Mgr. Frank A. Browne
 Comm. Mgr. Robert Choate
 Pgm. Director George Arnold
 Chief Engineer Tom Willson

IN ARKANSAS
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5000 Watts — Day and Night

920 Kilocycles

ED
ZIMMERMAN
 Vice-Pres.
 & Gen. Mgr.



NBC
 for
 Arkansas—
 Little Rock

ask ANY PETRY MAN!

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Regional Bcstg. Co.
 Business-Studio Address KBTM Bldg., 603
 Madison St.
 Phone Number 5597-8
 Transmitter Location Route No. 4
 Air Time 5:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World. SESAC
 Membership NAB, BMB
 Pres., Gen. Mgr. Jay P. Beard

K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL-ARK.

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By Arkansas Radio & Equip. Co.
 Business-Studio Address Radio Center, 114
 East Capitol Ave.
 Phone Number LD 99
 Transmitter Location Hiway 67, Jackson
 Blvd., North Little Rock
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB, BMB
 Chmn. of Bd. T. H. Barton
 V.P., Gen. Sta. Mgr. G. E. Zimmerman
 Comm., Sls. Prom. Mgr. Julian F. Haas
 Pgm., Prod. Dir. Douglas J. Romine
 Publicity Dir. A. C. Dowden
 Chief Engineer Dan L. Winn
 Musical Dir. Marie Jarvis
 Farm Editor Robert L. Buice

K G H I

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By KGHI Bcstg. Service
 Address 306 W. 3rd St.
 Phone Number 9166
 Transmitter Location Cantrell Rd.
 Air Time Unlimited
 Representative George P. Hollingsbery
 Partners A. L. Chilton, L. H. Chilton,
 S. C. Vinsonhaler
 General Mgr. S. C. Vinsonhaler
 Comm. Prom. Mgr. Don Corbet
 Program Dir. Virginia Ewing
 Chief Engineer V. O. Van Dusen

K L R A

LITTLE ROCK—1928—CBS

Frequency: 1010 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Arkansas Bcstg. Co.

ARKANSAS

Business-Studio Address.....Gazette Bldg.
 Phone Number.....2-5427-8; 2-1492
 Transmitter Location.....Memphis Highway, 7 Mi.
 E. of Little Rock
 Air Time.....5 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....J. N. Heiskell
 General Manager.....Ed Murphy
 Program Director.....Harris Owen
 Publicity Dir.....Mina Madden
 Chief Engineer.....Kermit F. Tracy
 Farm Editor.....Deno Nichols

KVLC

LITTLE ROCK—1948—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Southwestern Bcstg. Co.
 Business-Studio Address.....Box 2659
 Phone Number.....5-5321
 Studio Address.....Southern Nat'l Insur. Bldg.
 Transmitter Location.....Faulkner Lake Rd.
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe
 Membership.....BMB
 President.....R. M. Saxon
 Gen., Sta. Mgr.....Leonard Coe
 Commercial Manager.....Bob Harrison
 Sales Prom. Mgr.....John Pankey
 Pgm. Prod. Dir.....Marshall Hendricks
 Chief Engineer.....William Miller
 Chief Announcer, Musical Dir.....Ernest Howard

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Newport Bcstg. Co.
 Business Address.....Newport
 Phone Number.....749
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 General Mgr.....Dick Wiethan
 Commercial Mgr.....Gene Howe
 Chief Engineer.....J. C. Clayton

KXLR

LITTLE ROCK—1946 MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....(Studio) 2-2155
 (Office) 4-8928
 Studio-Transmitter Address.....Cotton Belt Bldg.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Capitol, Standard

Representative.....Ra-Tel
 Membership.....NAB
 President.....John F. Wells
 General Manager.....Emil J. Pouzar
 Comm. Mgr.....Clyde Gray
 Program Dir.....Dorothy Jung
 Pub. Dir., Farm Editor.....Bobbie Forster
 Chief Announcer.....Roy Nichols
 Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Magnolia Bcstg. Co.
 Business-Studio Address.....212 N. Jefferson St.
 Phone Number.....630, 631
 Transmitter Location.....2.2 Mi. N. Magnolia
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Membership.....NAB, BMB
 Gen. & Natl. Sales Mgr. C. A. Bill Humbert, Jr.
 Local Sales Director.....James H. Jones
 Publicity, Musical Dir.....Bill Tibbels
 Chief Engineer.....Ray H. Wells
 Farm Editor.....Vernon Arnette

KOSE

OSCEOLA—1949

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....H. F. Ohlendorf
 Business Address.....Hiway 61 S.
 Phone Number.....860
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 President.....H. F. Ohlendorf
 General Mgr.....Ted Woods
 Commercial Mgr.....John Fox
 Program Dir.....Leon Little
 Promotion Mgr.....Ann Edrington
 Chief Engineer.....H. M. Jones

KDRS

PARAGOULD—1947 KBS-RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Progressive Bcstg. Co.
 Business Address.....Box 491
 Phone Number.....627
 Studio-Transmitter.....½ Mi. East of
 Paragould, Highway 25
 Air Time.....6 a.m.-10:05 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 Gen.-Comm. Manager.....Ted Rand
 Sales Prom. Mgr.....Adrian White
 Program Dir.....Ray Dexter
 Chief Announcer.....Dick Covington
 Chief Engineer.....Jesse Jackson
 Farm Editor.....Walt Lawson

— A R K A N S A S —

WHY IS **AP** THE BEST?

BECAUSE—**AP** is more experienced than any other news service . . . more than 100 years collecting and distributing news.

ARKANSAS ASSOCIATED PRESS BROADCASTERS

President: Leon Sipes—KELD, El Dorado

Vice-President: Ted Woods—KOSE, Osceola

Secretary: J. R. Anderson—AP Chief of Bureau

Directors: Leon Sipes—KELD, El Dorado

Ted Woods—KOSE, Osceola

William Fogg—KXJK, Forrest City

Fred J. Stevenson—KGRH, Fayetteville

J. M. Moore—KVLC, Arkadelphia

Continuing Study Committee Chairman: Ray Dexter—KDRS, Paragould

— A R K A N S A S —

K C L A

PINE BLUFF—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Engineering Service
 Business-Studio Address... 2900 West 28th
 Phone Number... 1900
 Transmitter Location... 2900 West 28th
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Business Mgr... Kenneth Kesterson
 Commercial Manager... Clyde Martin, Sr.
 Pgm. Dir., Chief Engineer... Charles Penix

K O T N

PINE BLUFF—1934—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Universal Bcstg. Corp.
 Address... 505½ Main St., Box 957
 Phone Number... 721
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Thesaurus
 Membership... NAB
 Pres., Gen. Mgr., Chief Engr... B. J. Parrish
 Asst. & Prom. Mgr... B. W. Eiter
 Commercial Manager... Joe L. Wallace
 Program Director... Lois Sloan

K X R J

**RUSSELLVILLE—1947—MBS-KBS
 RAZORBACK**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... The Valley Bcstrs., Inc.
 Business-Studio Address... Box 191
 Phone Number... 299; 786
 Studio-Transmitter Address... Russellville
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... KBS
 Representative... Friedenberg
 Membership... BMB
 Pres., Gen. Sta. Mgr... C. R. Horne
 Commercial Manager... R. L. McCarrell
 Sales Prom. Mgr... L. L. Bryan
 Pgm. Dir., Chief Announcer... James Lipsey
 Chief Engineer... William Sneed

K U O A

SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc. Power: 5,000 Watts d.
 Owned-Operated By... KUOA, Inc.
 Business-Studio Address... Siloam Springs
 Phone Number... 77
 Transmitter Location... Siloam Springs

Air Time... 6 a.m.-Local Sunset
 News Service... UP
 Transcription Service... World, SESAC
 Membership... NAB, BMB
 President... John E. Brown, Sr.
 General Mgr... Storm Whaley
 Asst. Manager... Clinton Fowler
 Program Director... Ralph Kennedy
 Chief Engineer... Cecil E. Smith
 Farm Editor... Charles E. Hoke

(See Page 338)

K B R S

SPRINGDALE—1949—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Southwestern Pub. Co.
 Business Address... Hiway 71
 Phone Number... 675
 Air Time... Unlimited
 News Service... AP
 President... Donald W. Reynolds
 Gen., Comm. Mgr... William F. Hession

K W A K

STUTTGART—1948

MBS—KBS—RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Stuttgart Bcstg. Corp.
 Business Address... 1818 S. Buerkle St.,
 Box 271
 Phone Number... 842
 Studio-Transmitter Address... 1818 S. Buerkle
 Air Time... 6 a.m.-M.
 News Service... UP
 Transcription Service... Capitol
 President... Beloit Taylor
 Gen.-Station Manager... Melvin P. Spann
 Commercial Mgr... Carroll Lee
 Program Dir... June Spawn
 Chief Engineer... Jack Warden

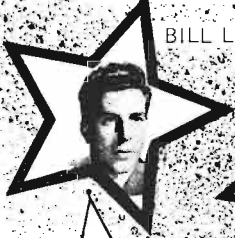
K W E M

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... West Memphis Bcstg. Corp.
 Business-Studio Address... 229 Broadway
 Phone Number... 463-4
 Transmitter Location... Highway 70
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... Lang-Worth, Capitol
 Representative... Ra-Tel
 President... J. C. Johnson
 Gen., Comm. Mgr., Pgm. Dir...
 Vernon Dillaplain
 Chief Anncr., Farm Editor... Bill Edwards
 Chief Engineer... Vernon Dillaplain

your all-star DISC JOCKEY TEAM

BILL LEYDEN — 6 to 8 AM



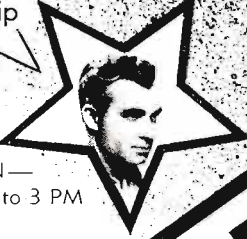
PETER POTTER — 10 to Noon



Showmanship

Audience

BILL ANSON —
Noon to 3 PM



HOLLYWOOD ★

KFWB

Sales

★ WARNER BROS.

MAURICE HART —
3 to 4:15 PM



FRANK BULL —
6:30 to 7:30 PM



Results

GENE NORMAN —



10 to 12 PM

Warner Bros. KFWB in Hollywood offers you the nation's greatest array of disc jockeys. These six stellar personalities offer you showmanship and a vast audience, bringing you outstanding sales and sponsorship satisfaction. For further details contact your nearest William G. Rambeau Company or your KFWB account executive.

CALIFORNIA

Estimated Population 10,665,000—Increase +54.4%—Radio Homes 3,254,000
Radio Families 3,286,000—Stations in State 129

KAFY

BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By... Bakersfield Bcstg. Co.
Business-Studio Address... 2013 Chester Ave.
Phone Number... 88700-77800
Transmitter... Poplar Lane at Rosedale Rd.
News Service... UP
Transcription Service... Lang-Worth
Representative... John E. Pearson
Membership... NAB, BMB
President... George B. Crome
General Manager... Sheldon Anderson
Station Manager... Frank Wilbur
Program Director... Naum Healy
Production Dir... Bob Blake
Publicity Dir... Martha Thompson
Chief Announcer... Harl Mannes
Chief Engineer... Ted Froming
Farm Editor... Ralph Ryan

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By... McClatchy Bdcstg. Co.
Business-Studio Address... Elk's Club Building
Phone Number... 8-8431
Transmitter Location... Oak and Ming Streets
News Service... AP, INS, UP
Transcription Service... World
Representative... Paul H. Raymer
Membership... NAB, BMB
President... Eleanor McClatchy
Station Manager... Walter Baziuk
Technician... Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Paul R. Bartlett
Business-Studio Address... 1420 Truxton Ave.
Phone Number... 44548
Transmitter Location... 17th & "T" Sts.
News Service... UP
Transcription Service... Standard
Representative... Avery Knodel
Membership... NAB
Owner... Paul R. Bartlett
Manager... Gene DeYoung
Prod., Pgm. Dir... Warren Mead
Sales, Prom. Mgr., Pub. Dir... Ken Croes
Acting Chief Engineer... Thad Bulkeley

KPMC

BAKERSFIELD—1933—ABC

Frequency: 1560 Kc. Power: 1000 Watts

Owned-Oper. By... Pioneer Mercantile Co.
Business-Studio Address... 307 E. 21st St.
Phone Number... 8-8157
News Service... UP
Transcription Service... Thesaurus
Representative... Gene Grant
Pres., Gen. Mgr., Pgm. Dir... L. A. Schamblin
Commercial Manager... C. C. Sturm
Promotion Manager... P. R. Biermann
Chief Engineer... L. P. Jarvis

KPAS

BANNING—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... William T. Smith
Address... 4425 Ramsey St.
Phone Number... 515-8
News Service... AP
Transcription Service... World
Representative... Gene Grant
Membership... NAB
President... William T. Smith
General Mgr... Carleton Anderson
Commercial Mgr... Marvin H. Patchen
Program Dir... John L. Lockhart
Chief Engineer... Searcy Woodworth

KWTC

BARSTOW—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Mojave Valley Bcstg. Co.
Business Address... Radio Center, P.O. Box 1230
Phone Number... 4001
Studio-Transmitter Address... Radio Center
News Service... UP
Transcription Service... World
Representative... Gene Grant, Donald Cooke
Membership... NAB
Gen. Mgr., Pgm. Dir... Harry S. White
Commercial Mgr... Wheeler Abbett
Chief Engineer... Fred Fullwood

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Central Calif. Bcstrs., Inc
Address... 601 Ashby Avenue
Phone Number... Ashberry 3-7715
News Service... AP
Transcription Service... Standard
Membership... NAB
Gen. Station Manager... Arthur Westlund
Comm. Promotion Manager... Don Hambly
Production Director... Les Avery
Chief Engineer... Dave Fields

KYOR

BLYTE—1948—BCA WESTERN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated Bcstg. Corp. of America
 Business-Studio Address Blythe
 Phone Number 2231
 Transmitter 2 Mi. W. of Blythe, Hiway 60
 News Service UP, AP
 President W. L. Gleeson
 V.P. Chg. Sales Gene Williams

KROP

BRAWLEY—1946—BCA WESTERN

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Bcstg. Corp. of America
 Address Del Rio Country Club
 Phone Number 1300
 News Service AP, UP
 Representative Lee F. O'Connell
 President, General Mgr. W. L. Gleeson
 V.P. Chg. Sales Gene Williams

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Burbank Bcstrs., Inc.
 Business-Studio Address 20 W. Burbank Blvd.
 Phone Number CHarleston 0-2111
 Transmitter Location 239 Amherst St.
 News Service UP
 Transcription Service Lang-Worth
 Director Paul Sutton
 Program Dir. Roger Patrick

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles R. Love
 Business Address P. O. Box 786
 Phone Number 918
 Studio-Transmitter, 1½ Mi. N. Calexico, Hgwy 99
 News Service AP
 President Charles R. Love
 General Mgr. W. A. Geddes
 Program Dir. Robert Cain
 Chief Engineer R'chard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated Go'den Empire Bcstg. Co.,
 Inc.
 Address Moorehead Bldg.
 Phone Number 237-8
 Transmitter Hooker Oak & Madrone Aves.
 News Service UP

Transcription Service World, Lang-Worth
 Representative Gene Grant
 President, Gen. Mgr. Hugh McClung
 Station Manager M. F. Woodling
 Commercial Manager J. A. Pero
 Program Director Loring Curtis
 Promotion Mgr. Henry Hanna
 Chief Engineer Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Sacramento Bcstrs., Inc.
 Business Address Radio Lane
 Phone Number 3200
 News Service UP
 Transcription Service Associated, Standard
 Representative Pearson
 President Lincoln Dellar
 Gen. Comm. Mgr. Ted Hall
 Program Dir. Neil McIntyre
 Promotion Mgr. Lester Berryman
 Chief Engineer Walter Berger

KBUC

CORONA—1948

Frequency: 1370 Kc. Power: 500 Watts
 Owned American Pacific Radio Bcstg. Co.
 Business Address Box 111
 Phone Number 1370-1-3
 Studio-Transmitter Address Custer Road
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Membership NAB
 Representative Grant
 Partners Elmer J. Bucknum, John G. Bucknum
 General Mgr. E. J. Bucknum
 Commercial Mgr. Mary Bucknum
 Program Dir. Jack A. Richardson
 Chief Engineer H. J. Ridinger

KRDU

DINUBA—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Dinuba Co.
 Business-Studio Address 110 N. "L" St.
 Phone Number 500
 Transmitter Location Bet. W. Dinuba & Reedley
 News Service AP
 Transcription Service Lang-Worth
 Gen., Comm. Mgr. Egan A. Haier
 Program Director Harold Sparks
 Chief Engineer Forrest W. Hughes

KXO

EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Valradio Inc.
 Business Address Box 140

Phone Number1100
 Transmitter-Studio Location....South 4th St.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Paul H. Raymer
 MembershipNAB
 President.....Paul A. Jenkins
 Gen., Sales, Prom. Mgr.....Riley R. Gibson
 Commercial Manager.....Belle Hovey
 Prog. Dir., Farm Editor.....F. J. Wineriter
 Chief Engineer.....Dick Jacobsen

K H U M

EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Carroll R. Hauser
 Business-Studio Address.....Vance Hotel
 Phone Number.....3900
 Transmitter Location.....1025 W. Murray St.
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Western Radio Adv.
 Membership.....NAB
 Gen.-Sta.-Comm. Mgr.....Carroll R. Hauser
 Pgm.-Prod.-Publicity Dir.....Burke Ormsby
 Musical Dir.....Vivian Mason
 Chief Engineer.....Edward P. Strople

K I E M

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.
 Address.....Radio Center, E. Sixth St.
 Phone Number4000
 Transmitter.....Eureka Inlet, Humboldt Bay
 News ServiceUP
 Transcription ServiceWorld
 Representative.....John Blair
 MembershipNAB, BMB
 Pres., Gen. Mgr.....Wm. B. Smullin
 Commercial Manager.....Don Telford
 Sales Promotion Manager.....Robert Stach
 Program Director.....Charles Paul Corbin
 Technical Dir.....John Bauriedel

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Coast Bcstg. Co.
 Address.....2100 East Oak St.
 Phone Number822-3
 Air Time.....6 a.m.-10 p.m.
 News ServiceAP
 Transcription Service.....World, Capitol
 Representative.....Forjoe
 President.....Edward Mertle
 Gen.-Sta. Mgr.....Paul L. Singer
 Sales Prom. Mgr.....James W. Sargent
 Program Dir.....Ray T. Mathewson
 Chief Engineer.....Craig Smith

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....KARM, The George
 Harm Station
 Business-Studio Address..1333 Van Ness Ave.
 Phone Number4-2966
 Transmitter.....Van Ness & Alluvial Aves.
 News Service.....AP, INS
 Transcription ServiceStandard
 Representative.....Edward Pety
 MembershipNAB
 President.....Hattie Harm
 General-Station Manager...Clyde F. Coombs
 Exec. Sec., Promotion Manager...Eldora Roth
 Program, Prod. Director.....John Garrick
 Chief Engineer.....Elbert Dean

K F R E

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 Number4-5001
 Transmitter Location.....Monson
 News ServiceUP
 Transcription Service.....Associated, World
 Representative.....Avery-Knodel
 MembershipNAB
 Pres., Gen. Mgr.....Paul B. Bartlett
 Program Director.....Ed J. Frech
 Chief Engineer.....K. L. Mealey

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Baker Bcstg. Co.
 Business-Studio Address.....1018 Broadway
 News ServiceUP
 Transcription Service.....Standard
 General Mgr.....John Baker
 Station Mgr.....Robert L. Howell

K M J

FRESNO—1922—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address..1559 Van Ness Ave.
 Phone Number3-6277
 Transmitter Location.....Kerman, Calif.
 News Service.....AP, UP
 Transcription ServiceCapitol
 Representative.....Paul H. Raymer
 MembershipNAB, BMB

President Eleanor McClatchy
 Station Manager Hal Brown
 Sales Manager Coyle Chambers
 Program Mgr. Joe Tomes
 Chief Technician William N. Wallace

KYNO

FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Robert Schuler,
 Sheldon Anderson, Gene Chenault, Bert
 Williamson
 Business Address Hotel Fresno
 Phone Number 2-6141
 Transmitter Barton & McKinley Aves.
 News Service UP
 Representative Pearson, Western
 Membership NAB
 President Robert Schuler
 General Mgr. Gene Chenault
 Commercial Mgr. Joe Hinman
 Program Dir. Leo Goldman
 Chief Engineer Bert Williamson
 Farm Editor Robert Fahs

KIEV

GLENDALE—1933

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By Cannon System, Ltd.
 Address 102 N. Glendale Ave.
 Phone Number Cyprus 1-1133
 President David H. Cannon
 General Mgr. Cal Cannon

KGFN

GRASS VALLEY—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Joe D. Carroll
 Business Address P. O. Box No. 924
 Phone Number 1400
 Transmitter-Studio Location Grass Valley
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Grant
 President Joe D. Carroll
 General Manager Claude F. Jones
 Chief Engineer Loyd L. McQueary

KNGS

HANFORD—1948

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Hanford Publishing Co.
 Business Address P. O. Box 620
 Phone Number 620

Studio & Trans 4 Mi. E. Hanford Hgway, 198
 News Service INS, UP
 Transcription Service Associated. World
 General Mgr. Don C. Reeves
 Commercial Mgr. John Cohan
 Program Dir. E. C. Balthis
 Chief Engineer Don C. Reeves

KECA

HOLLYWOOD—1929—ABC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg. Co., Inc.
 Business Address ABC TV Center
 Phone Number NO 3-3311
 Studio Address 1440 No. Highland
 Transmitter Location 2951 S. Fairfax Ave.
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative ABC Spot Sales
 Membership NAB, BMB
 President (ABC) Mark Woods
 V.P., Gen. Mgr. W. Div. (ABC) Frank Samuels
 Station Manager Clyde P. Scott
 Commercial Manager Amos T. Baron
 Program Director Rollo Hunter
 Chief Engineer Phil Caldwell

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Ben S. McGlashan
 Business-Studio Address 6314 Sunset Blvd.
 Phone Number Hillside 0201
 Transmitter Washington & Oak Sts., L. A.
 News Service UP
 Transcription Service Muzak
 Owner Ben S. McGlashan
 General Manager Thelma Kirchner
 Commercial Manager Jim Strain
 Chief Engineer Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By KMTR Radio Corp.
 Address 1000 Cahuenga Blvd.
 Phone Number Hudson 2-7311
 Transmitter Location 2201 N. Indiana, L. A.
 News Service INS
 Transcription Service Capitol
 Representative Adam J. Young, Jr.
 Membership NAB
 President Dorothy Schiiff
 Gen. Sta. Manager Don J. Fedderson
 Comm. Mgr. D. E. Lundy
 Sales Prom. Mgr. Jack Miller
 Pgm. Dir. Fred Henry

Prod. Dir.....Don Forbes
Pub. Dir.....Red Doff
Chief Engineer.....Carl Olson

KREO

INDIO—1946—BCA WESTERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Bcstg. Corp. of America
Business-Studio Address.....Calhoun Dr.
Phone Number7-3403
TransmitterCalhoun Dr.
RepresentativeLee F. O'Connell
President & General Mgr.. William L. Gleason
V.P. Chg. Sales.....Gene Williams

KTED

LAGUNA BEACH—1949

Frequency: 1520 Kc.....Power: 1000 d; 250 n.
Owned-Oper. By...Uni. Radio Features Synd.
Business Address.....424 Glenneyre
Phone Number1520
News ServiceAP
Transcription Service.....Thesaurus, World
RepresentativeGrant
President, General Mgr.....Tom E. Danson
Comm., Prom. Mgr.....James M. Matheny
Chief Announcer.....Richard S. Morgan
Chief Engineer.....Allan L. Campbell

KCVR

LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By...Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 1700
Transmitter Studio.....1.8 Mi. N.W. of Lodi
News ServiceUP
Transcription ServiceStandard
General Manager.....Herbert W. Brown
Station Manager.....David A. Brown

KFOX

LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By...Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
Transmitter Location...220 E. Anaheim Street
News ServiceUP
RepresentativeBurns-Smith
MembershipNAB
Pres., Gen. Mgr., Pgm. Dir....Hal G. Nichols
Promotion Mgr.....Norman Masterson
Comm. Mgr., Chief Engineer

Lawrence W. McDowell

KLAC

Represented by

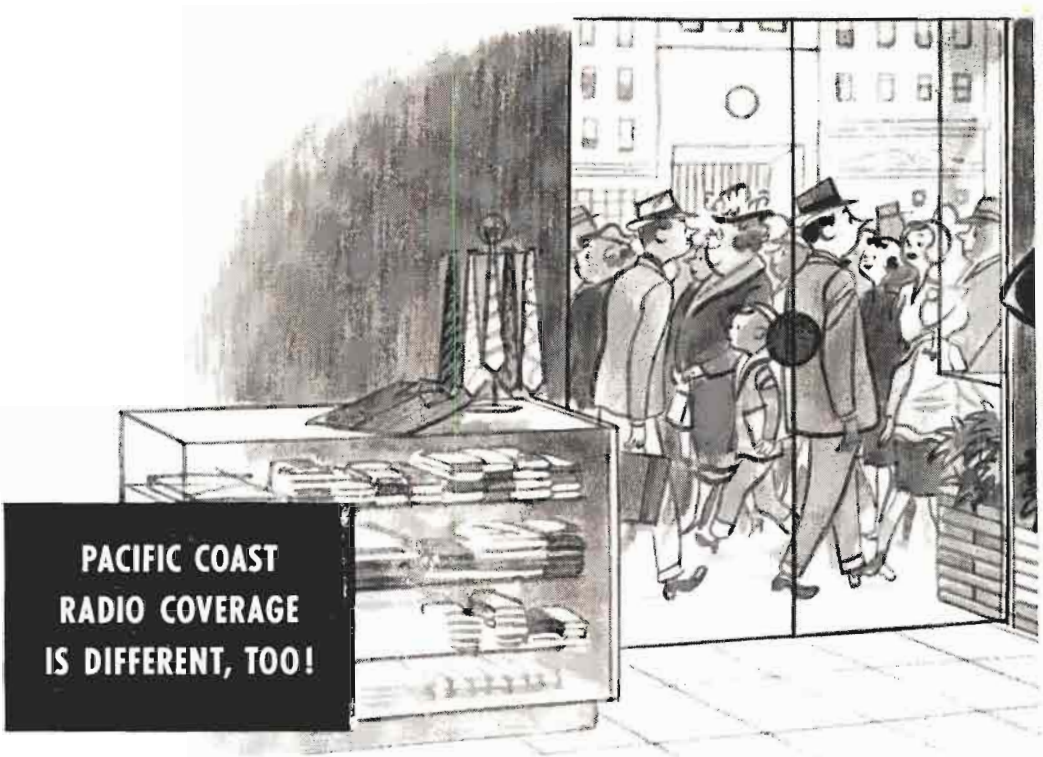
ADAM J. YOUNG

New York



The Fastest Growing Radio Station
in America

HOLLYWOOD, CALIF.



**PACIFIC COAST
RADIO COVERAGE
IS DIFFERENT, TOO!**

FOR THAT MATTER, even the Pacific Coast is different from any other area in the United States. It's big, it's almost entirely covered with mountains up to 14,495 feet high, and its markets are far apart.

To cover this vast, rich area is a different coverage problem. The great distances, the mountains, the low ground conductivity make long-range broadcasting impractical...yet Don Lee is the only network that does not rely on long-range broadcasting.

Only Don Lee is especially *designed* for the Pacific Coast.

Only Don Lee offers coverage that gives each market a local network outlet of the proper size

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

The Nation's Greatest Regional Network





to completely cover that market for the least possible money expended.

Only with Don Lee can you tailor your network radio coverage to your distribution. You can buy all or part of Don Lee's 45 stations to match your distribution requirements, with no waste.

There are about 14 million people on the Pacific Coast. Only Don Lee sells them where they live—where they spend their 15½ billions per year, and Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If selling the Pacific Coast is your problem, remember coverage is *different* on the Pacific Coast. Use the *only* radio network especially *designed* for the Pacific Coast: DON LEE.

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • Represented Nationally by JOHN BLAIR & COMPANY

The Tale of Two Cities* . . .

*Siloam Springs, Ark.

1290 **KUOA** K.C.

The KUOA primary (Oklahoma — 6 counties, Missouri—4 counties, Arkansas—5 counties) is worth covering! It's a bright white spot in the nation's market picture. KAMOLAND's many sources of income—poultry, dairy, cattle, vegetables and fruit, oil, lead, zinc and coal—add up to an annual \$200,000,000 buying power.

Area Population 1,220,953

Radio Homes in
KUOA Primary 80,540

% Increase 1940-49 164%
National 136%

% Increase Retail
Sales in KUOA
Primary 1939-48 346% *

% Increase Retail
Sales, Nat. 309% *

* 1949-50 "Consumer
Markets."

KUOA Daytime Audience
1949 Area Conlan 34.5%
(45-Mile Circle)

KUOA'S MORNING AUDIENCE WAS MORE THAN TWICE THAT OF ITS NEAREST COMPETING STATION! THE PEOPLE ARE HERE—THE MONEY IS HERE—THE MARKET IS HERE!

5000 W. **KUOA** 1290
MUTUAL K.C.

Razorback Network—Liberty Broadcasting
System

*Long Beach, Calif.

1390 **KGER** K.C.

Don't let the proximity of Los Angeles blind you to the booming Retail sales of the \$100,000,000 Long Beach market when placing national radio campaigns in Southern California!

Long Beach Population 305,000

Total Families 93,900

Radio Families 92,960

% Radio Families 99%

Leading Independent in

Long Beach Market 84%

Leads other local station

in 497 out of 504 quarter
hour periods.

... AND KGER DELIVERS THE LONG BEACH AUDIENCE TO ADVERTISERS AT A LOWER "COST PER THOUSAND!"

5000 W. **KGER** 1390
K.C.

Owned by
the John Brown Schools of
Arkansas and California

The Voice of... *

KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

The Station of
THE AMERICAN HOME

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By... John Brown Schools of Calif., Inc.
 Business Studio Address... 435 Pine Ave.
 Phone Number... 7-2785
 Transmitter... Atlantic & Olive, Hynes
 Air Time... 5 a.m.-M.
 News Service... AP
 Transcription Service... SESAC, Cole
 Representative... J. H. McGillvra
 Membership... NAB
 President... John E. Brown
 Gen.-Sta.-Comm. Mgr... Galen Gilbert
 Sales-Prom. Mgr., Pgm. Dir... William George
 Publicity Director... Dick Walsh
 Musical Dir... Peter Slack
 Chief Engineer... Luther Crumbaugh

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By... Los Angeles Bcstg. Co., Inc.
 Business-Studio Address... 645 S. Mariposa Ave.
 Phone Number... Dunkirk 4-1231
 Transmitter Location... 3725 Chesapeake Ave.
 Air Time... 24 hrs.
 News Service... AP
 Transcription Service... Associated, SESAC
 Membership... NAB, BMB
 Pres.-Gen.-Sta. Mgr... Calvin J. Smith
 Prod., Pgm. Dir... Howard Rhines
 Pub. Dir... Murry Boggs
 Chief Announcer... Howard Rhines
 Musical Librarian... Edith Kent
 Chief Engineer... Ron Oakley

(See Page 340)

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 Number... Dunkirk 2-2121
 Transmitter Location... Buena Pk.
 Air Time... 5:30 a.m.-1 a.m.
 News Service... AP, UP
 Transcription Service... Capitol, Associated, World
 President-Owner... Earle C. Anthony
 General Manager... W. B. Ryan
 Sales, Promotion Mgr... Kevin B. Sweeney
 Program Dir... Pat Kelly
 Chief Announcer... George Dvorak
 Musical Director... Bob Mitchell
 Chief Engineers... Curtis Mason, H. L. Blatterman
 Farm Editor... Nelson McInlch

(See Page 342)

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 Number... Dunkirk 8-2345
 Transmitter Location... Lynwood, Calif.
 Air Time... 6 a.m.-3 a.m.
 Transcription Service... Lang-Worth
 Membership... NAB
 Pres., Gen. Mgr... Frank Burke, Jr.
 Commercial Manager... Harry Patterson
 Program Director... Carl Brewster
 Chief Announcer... Clyde Cadwell
 Chief Engineer... Leonard Reeves

KFWB

LOS ANGELES—1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By... Warner Bros. Bcstg. Corp.
 Business-Studio Address... 5833 Fernwood Ave.
 Phone Number... HE 5151
 Transmitter Location... 5775 W. Jefferson, L. A.
 Air Time... 5:45 a.m.-1 a.m.
 News Service... AP, INS, UP
 Representative... William G. Rambeau
 General Manager... Harry Maizlish
 Pgm., Prod. Dir... William V. Ray
 Publicity Dir... Sydney Yallen
 Commercial Manager... William D. Edouarde
 Chief Announcer... Harry Hall
 Chief Engineer... Harry Myers
 Musical Director... Dion Romandy

(See Page 330)

KHJ

LOS ANGELES—1922

MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By... Don Lee Bcstg. System
 Business-Studio Address... 1313 N. Vine St., Hollywood
 Phone Number... HUDson 2-2133
 Transmitter Location... Venice Blvd.
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, INS
 Transcription... World
 Representative... John Blair
 Membership... NAB
 President... Willet H. Brown
 V.P. chg. Sales... Ward D. Ingram
 Sales Manager... George Whitney
 Sales Promotion Manager... Herbert Sonnenburg
 Program Director... J. Carlton Adair
 Director of Operations... Anthony J. LaFrano
 Publicity Director... Mark Finley
 Musical Director... Harry Zimmerman
 V.P.-Engineering... Walter Carruthers
 Farm Editor... Les Mawhinney

LONG HAIR MUSIC

IS OUR BUSINESS

And business is a pleasure — because our audience forms an important segment of an important market — served exclusively in the field of better music by KFAC.

PULSE* REPORTS PROGRESS

The progressively growing appeal of fine music, beamed twenty-four hours daily at 5-12% of the audience — in the nation's third largest market.

Check our cost per listener — one of the country's lowest.

KfAC **AM — FM**
5 KW *The Music Station*
 FOR SOUTHERN CALIFORNIA
 1330 KC

LOS ANGELES BROADCASTING CO., INC.
645 MARIPOSA, LOS ANGELES 5

For Information, Phone or Wire Collect

* The Pulse, Inc.
110 Fulton St.
N. Y. 7, N. Y.

K M P C

LOS ANGELES—1927

Frequency: 710 Kc. Power: 53,000 d., 10,000 n.
 Owned-Operated By...KMPC, the Station of
 the Stars, Inc.
 Business-Studio Address...5939 Sunset Blvd.
 Phone Number...Hollywood 9-5341
 Transmitter Location...12755 Burbank Blvd.,
 N. Hollywood, Calif.
 Air Time 6 a.m.-M.
 News Service AP, INS, UP
 Transcription Service Associated
 Representative H.R. Representatives, Inc.
 Chairman of the Board G. A. Richards
 Gen.-Sta. Mgr., V.P. Robert O. Reynolds
 Vice-Pres. Earl E. Gibbs
 Sales Prom. Mgr., Pub. Dir. Andy Wilson
 Pgm., Prod. Dir. John Baird
 Chief Announcer Howard Flynn
 Musical Director Jerome Sybilrud
 Chief Engineer Loyd Sigmon
 Farm Editor Charles Lee Stone

(See Page 344)

K N X

LOS ANGELES—1924—CBS

Frequency: 1070 Kc. Power: 50,000 Watts
 Owned-Operated By...Columbia Bcstg. System,
 Inc.
 Business-Studio Address...6121 Sunset Blvd.
 Phone Number...HOLLYWOOD 9-1212
 Transmitter Location...190 St. & Hawthorne
 Blvd., Torrance, Calif.
 Air Time 5:30 a.m.-1:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Radio Sales, CBS
 Membership NAB, BMB
 President (CBS) Frank Stanton
 V.P., Gen. Exec. Howard S. Meighan
 Gen. Mgr. Merle S. Jones
 Sales Manager Wayne R. Steffner
 Promotion Manager Ralph Taylor
 Program Director George W. Allen
 Chief Engineer Les Bowman

(See Page 346)

K O W L

LOS ANGELES—1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By...KOWL, Inc.
 Business-Studio Address...Pico at the Ocean
 Phone Number...Santa Monica 46761
 Transmitter Location...11637 Charnock Rd.
 Air Time 7 a.m.-Sunset
 News Service UP
 Transcription Service Associated, Standard
 Pres.-Gen.-Sta. Mgr. Arthur H. Croghan
 Program Dir. Warren K. Deem
 Chief Engineer John Morecroft

K R K D

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By...Radio Broadcasters,
 Inc.
 Business-Studio Address...541 So. Spring St.
 Phone Number...TRucker 7111
 Transmitter Location...1050 Montecito Drv.
 Air Time Unlimited
 News Service INS
 Transcription Service Associated, SESAC
 Membership NAB
 General-Station-Comm. Mgr. Ned Connor
 Publicity Director Doug Douglas
 Pgm. Dir.-Chief Announcer... Charles Clifton
 Chief Engineer Willis O. Freitag

K M Y C

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Marysville-Yuba City
 Bcstrs., Inc.
 Business Address P. O. Box 631
 Phone Number 2080
 Studio Address 519 E. St.
 Transmitter Location...Laurellan Rd., District 10
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President H. E. Thomas
 Gen.-Station Comm. Manager... Joe D. Carroll
 Sales Promotion Manager... A. J. Powell, Jr.
 Program Director William R. Cleveland
 Publicity Director Hedley Hall
 Chief Engineer Loyd McQuary

K Y O S

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By...Merced Bcstg. Co.
 Business Address P. O. Box 717
 Phone Number 1430-1; 1281
 Studio Address G St. Grade
 Transmitter Location...Lake Rd., Merced Cty.
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President-Gen. Mgr. Hugh McClung
 Station Manager Charles H. Kinsley, Jr.
 Comm. Mgr.-Pgm. Dir. A. J. Krisik
 Sales Prom. Mgr. Rod O'Hara
 Prod.-Musical Dir. Joel Buffington
 Pub. Dir. Edward Blakesley
 Chief Announcer Harvey Otto
 Chief Engineer M. R. Beavers
 Farm Editor Clare Caughman



Pat Bishop



Burrill Wheeler



Ted Meyers

they are not too dainty at KFI !

Johnny Murray



Stu Wilson



Bill Stulla



KFI's personalities are not too dainty to personally do the commercials on their programs.

You know how much more effective a sales message is when the star of your program throws his influence behind the product.

That's why KFI's stars, who take their selling chores as seriously as they take the job of entertaining their listeners, always voice their own sales messages.

Each of these six personalities has proved his ability as a salesman with dozens of products on KFI.

One more reason advertisers are more successful on KFI.



Barclay C. Anthony, Inc.

NBC FOR LOS ANGELES • 640 KC CLEAR CHANNEL

K T R B

MODESTO—1933

Frequency: 860 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: KTRB Bcstg. Co., Inc.
 Address: P. O. Box 593
 Phone Number: 774
 Studio-Transmitter: Norwegian Ave.
 Air Time: 5 a.m.-1 a.m.
 News Service: INS, UP
 Transcription Service: Lang-Worth, Cole,
 Standard
 Representative: W. S. Grant
 Membership: NAB
 Pres.-Gen.-Station Mgr.: William H. Bates, Jr.
 Com.-Sales Promotion Mgr.: James Van Parks
 Pgm.-Prod.-Publ. Dir.: Milton L. Hibdon
 Chief Anncr.-Farm Editor: Charles McEwen
 Musical Director: Don Lapan
 Chief Engineer: William H. Bates, Jr.

K M B Y

MONTEREY—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Monterey Bcstg Co.
 Business Address: Hotel San Carlos
 Phone Number: 8541
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Associated
 General Mgr.: L. John Miner
 Comm. Mgr.: John F. W. Tyler
 Pgm. Dir.: Ford Warner
 Chief Engineer: Emil A. Trojak

K W S D

MOUNT SHASTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Shasta Cascade Bcstg.
 Corp.
 Business Address: Alma St.
 Phone Number: 2124
 News Service: AP
 Transcription Service: Standard
 Representative: Western
 General-Commercial Mgr.: Arthur Adler
 Promotion Manager: Raymond Conners
 Program Director: Lola Huntingdon
 Chief Engineer: David H. Rees

K V O N

NAPA—1947

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Operated By: Napa Bcstg. Co.
 Address: Foster Rd.
 Phone Number: 6-7421
 Transmitter Location: Foster Rd.
 Air Time: 6 a.m.-M.

News Service: AP
 Transcription Services: World, Associated
 Representative: ForJoe
 Membership: NAB
 Pres.-Gen. Mgr.: William S. Quinn
 Station Manager: Grant Pollock
 Commercial Manager: Hal McCoy
 Sales Prom. Mgr.: Bert Johnson
 Program Director: Bob O'Brien
 Chief Announcer: Bill Hargan
 Chief Engineer: Herbert Vanderbeek
 Farm Editor: Herman Baade

K S F E

NEEDLES—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Shelley Radio-Electric Co.
 Business-Studio Address: 821 Broadway
 Phone Number: 1260
 Transmitter Location: Western outskirts of
 Needles, on Hiway 66
 Air Time: Unlimited
 News Service: INS
 Owner, Chief Engineer: Oscar D. Shelley

K L X

OAKLAND—1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Tribune Building Co.
 Business Studio Address: Tribune Tower
 Phone Number: GLencourt 1-0660
 Transmitter Location: Tribune Tower
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Capitol, World
 Representative: Burn-Smith
 Membership: NAB
 President: J. R. Knowland, Jr.
 Gen. Station Manager: Glenn Shaw
 Program Director: Jerry Morton
 Musical Director: Lou Dean Grow
 Chief Engineer: Roswell S. Smith

K R O W

OAKLAND—1925

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: KROW, Inc.
 Business Studio Address: 464-19th St.
 Phone Number: TWinoaks 3-9800
 Transmitter Location: 1520-8th Ave.
 Air Time: 5:30 a.m.-M.
 News Service: UP
 Transcription Service: Standard, Associated
 Membership: NAB
 President: Sheldon F. Sackett
 Program Director: Russ Coughlan
 Publicity Director: Mercedes Prosser
 Chief Engineer: C. E. Downey

THE WEST'S MOST POWERFUL INDEPENDENT



SPORTS STARS HEARD EXCLUSIVELY



BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Deon of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.



JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:
National Open Golf Tournament • P. G. A. Golf Tournament
Davis Cup Matches • Glendale Open Golf Tournament
National Tennis Championship Matches

KMPC "THE WEST'S MOST POWERFUL INDEPENDENT"
- Leading in Sports -

50,000 WATTS
10,000 watts
at night

* H-R REPRESENTATIVES, INC., NATIONAL REPRESENTATIVES *

KWBR
OAKLAND—1920

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Warner Bros. Radio, Inc.
 Business-Studio Address 327-21st St.
 Phone Number Higate 4-1212
 Transmitter Location 327-21st St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President, Gen. Mgr. S. W. Warner
 Station Manager F. Wellington Morse
 Commercial Manager W. E. Malone
 Program Director Wanda Arney
 Production Director George Oxford
 Chief Announcer Bob Bouard
 Musical Director Sam Watts
 Chief Engineer Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By The Daily Report Co.
 Business-Studio Address 222 East "B" St.
 Phone Number 627-54
 Transmitter Location 4th and San Antonio
 Air Time Local sunrise—Local sunset
 News Service UP
 Transcription Service Capitol, Associated
 President Mrs. Jerene Appleby Harnish
 Station Mgr. Stanley G. Davis
 Commercial Mgr. James E. Rennie
 Publicity Director Helen Faye Thompson
 Pgm. Dir.-Chief Announcer George Crofford
 Chief Engineer Floyd Hall
 Farm Editor Gene Durbin

KDAN
OROVILLE—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Oroville Mercury Co.
 Address Box 231
 Phone Number 1340
 Air Time 6:45 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Dan L. Beebe
 Gen.-Station-Comm. Mgr. Arden Booth
 Chief Announcer Lloyd Klemp
 Musical Dir. W. W. Lamberton
 Chief Engineer Ray Partridge
 Farm Editor Bill Aiston

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Palm Springs Bcstg. Co.
 Business Address Box KK

Phone Number 2253
 Studio, Transmitter Location N. Indian Ave.
 Air Time 7 a.m.-M.
 News Service UP
 Representative John E. Pearson
 President Donald C. McBain
 Gen. Station Mgr. Roland B. Vaile
 Commercial Mgr. Harry Davis
 Sales Promotion Mgr. Ann Gerald
 Program Mgr. Dorothy Fanning
 Chief Engineer Donald C. McBain
 Asst. Chief Engineer John D. Clowes

KIBE
PALO ALTO—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By M. Kibbe & D. K. Deming
 Business Address P.O. Box 1151
 Studio Address Palo Alto Airport
 Transmitter Location End of University Ave.
 Phone Number DA. 3-1341
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 Gen.-Comm. Mgr. M. Kibbe
 Asst. Mgr.-Pgm. Dir. Ben Ott
 Chief. Anncr.-Musical Dir. John Daniels
 Chief Engineer Dave Wortman

KALI
PASADENA—1950

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By John H. Poole
 Business-Studio Address 425 E. Green St.
 Phone Number RY 1-7641, SY 2-5327
 Transmitter 924 Vista St., San Gabriel
 Air Time Daytime
 Owner John H. Poole
 Manager Aubrey H. Ison
 Program Director Allan Berg
 Production Joe Thompson
 Record Librarian Fred Smith
 Chief Engineer Harvey Fritch

KXLA
PASADENA—1942

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By Pacific Coast Bcstg. Co.
 Business Address 1401 So. Oak Knoll Ave.
 Phone Number Ryan 1-6991
 Transmitter Location El Monti
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service World, Associated
 President-Gen. Sta. Mgr. Loyal K. King
 Pgm. Dir. Dick Scofield
 Chief Anncr. Carl Saunders
 Musical Dir. Cliff Stone
 Chief Engineer Jack Reader
 Farm Editor Dr. LeRoy Smith

**...Over
five million
people
listen to
one station
every week**

—————→ K N X

Los Angeles 50,000 Watts

K W K W

PASADENA—1942

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By. Southern Calif. Bcstg. Co.
 Business-Studio Address. 425 E. Green St.
 Phone Number. Ryan 1-6744
 Transmitter. 932 N. Vista, San Gabriel
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Capitol
 Representative. Forjoe
 Membership. NAB
 President. Marshall S. Neal
 Gen.-Station-Comm. Mgr. William J. Beaton
 Sales Prom. Manager. Lynn Johnston
 Pgm. Dir., Chief Anncr. Crowell H. Beech
 Prod., Pub. Dir. Claire Hughes
 Musical Director. Bill Garr
 Chief Engineer. Paul W. Spargo
 Farm Editor. Wes Mears

K P R L

PASO ROBLES—1946
MBS-DON LEE-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Leslie Henry Hacker
 Business Studio Address. 32nd & Oak Sts.
 Phone Number. 204
 Transmitter Location. 32nd & Oak Sts.
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Standard
 Representative. W. S. Grant
 Owner-Gen. Mgr. Leslie Henry Hacker
 Station Mgr. Robert S. Wilton
 Commercial Mgr. Jack B. Wasson

K E C C

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By. Pittsburg Bcstg. Co., Inc.
 Business Address. 235 Railroad Ave.
 Phone Number. 1638
 Air Time. Unlimited
 News Service. UP
 Transcription Service. World
 General Mgr. Mel D. Marshall
 Commercial Mgr. John C. McFarland
 Program Mgr. Dean Mell
 Chief Engineer. Merlin W. Haag

K P M O

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By. Valley Bcstg. Co.
 Business-Studio Address. 1240 E. Holt St.
 Phone Number. Lycoming 2-1293
 News Service. UP
 Transcription Service. Standard, World

President, General Mgr. Dean H. Wickstrom
 Comm., Prom. Mgr. Jim Oliver
 Chief Engineer. Buck Rogers

K T I P

PORTERVILLE—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: J. F. Tighe Bcstg. Co.
 Business Address. Box 1312
 Phone Number. 1450
 Studio-Transmitter. Newcomb & Grand
 Air Time. 6 a.m.-10 p.m.
 News Service. UP
 Transcription Service. World
 Representative. Gene Grant
 Membership. NAB
 President. Jack Tighe
 General Station Mgr. Ward E. Fritch
 Program Prod. Dir. Frank Robinson Brown
 Publicity Director. Kenneth R. Clifford Jr.
 Musical Director. Jelly Sanders
 Chief Engineer. Hampton McKinney
 Farm Editor. Kenneth Clifford

K B L F

RED BLUFF—1946—NCG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Dr. Russell G. Frey

24 HOURS A DAY

on
1300 Kc.

SPORTS

DISC JOCKEYS

MUSIC

PASADENA

PLAYHOUSE

FOREIGN LANGUAGE

PROGRAMS

K W K W

(PASADENA)

LOS ANGELES

Southern California Broadcasting Co.
FORJOE & CO.—National Reps.

CALIFORNIA

Studio-Business Address..... 346 Oak St.
Phone Number..... 354
Transmitter Location..... E. Red Bluff
Air Time..... Unlimited
News Service..... UP
Transcription Service..... World
Representative..... Tracy Moore
Membership..... NAB, BMB
President..... Dr. Russell G. Frey
General Mgr...... Arvo Haapanen
Commercial Mgr...... Ed Headrick
Chief Engineer..... Lane King

KVCV

REDDING—1938—MBS DON LEE

Frequency: 600 Kc..... **Power:** 1000 Watts
Owned-Operated By... Golden Empire Broad-
 casting Co.
Business Address..... Highway 99, South
Phone Number..... 1646-7
Transmitter Location.. Highway No. 99 South
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard, World
Representative..... Grant
President..... Hugh McClung
General Mgr...... Fred M. Stuelpnagel
Commercial Manager..... H. E. McCarty
Program Dir...... Lyle Mathys
Promotion Mgr...... Ray Hullinger
Chief Engineer..... Russell Pope

KZYZ

REDLANDS—1949

Frequency: 990 Kc..... **Power:** 1000 d.
Owned-Oper. By... Orange Empire Bcstg. Co.
Address..... 208½ Orange St.

KPRO

RIVERSIDE—1941—BCA WESTERN

Frequency: 1440 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Broadcasting Corp. of
 America
Business Address..... P.O. Box 987
Phone Number..... Riverside 6290
Studio-Transmitter..... 3401 Russell St.
Air Time..... 6 a.m.-1 a.m.
News Service..... AP, UP
Transcription Service..... World
Representative..... Lee O'Connell
President-General Mgr...... W. L. Gleeson
Vice-Pres. Charge Sales..... Gene Williams

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... KCRA, Inc.
Business Studio Address..... 1010 11th St.
Phone Number..... Gilbert 2-0758

Transmitter Location..... 3 mi. NW of town
Air Time..... 6 a.m.-1 a.m.
News Service..... AP
Transcription Service..... World
Representative..... Robert Meeker, W. S. Grant
Membership..... BMB
President-General Mgr...... Ewing C. Kelly
Station Manager..... Howard Smiley
Commercial Manager..... John Dupell
Program-Publicity Director... Howard J. Smiley
Production Director..... Fred Beckwith
Chief Engineer..... Paul E. Leake

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc..... **Power:** 50,000 Watts
Owned-Operated By... McClatchy Bcstg. Co.
Business Studio Address..... 708 Eye St.
Phone Number..... Gilbert 3-1745
Transmitter Location..... Pleasant Grove
Air Time..... Unlimited
News Service..... UP, AP
Transcription Service..... Capitol
Representative..... Paul H. Raymer
Membership..... NAB, BMB
President..... Eleanor McClatchy
Station Manager..... Keith B. Collins
Director of Sales..... Leo Ricketts
Publicity & Promotion..... Tom C. Flynn
Program Manager..... Richard S. Burdick
Traffic Manager..... Howard Evanson
Music Librarian..... Herbert Harrison
Chief Engineer..... Stam Sronce
Farm Editor..... Ray Rodgers

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc..... **Power:** 250 Watts
Owned-Operated By..... Harmco, Inc.
Business-Studio Address... Hotel Sacramento
Phone Number..... Gilbert 3-2525
Transmitter Location..... 3402 65th St.
Air Time..... 6 a.m.-M.
News Service..... INS, UP
Transcription Service..... Associated
Representative..... Avery-Knodel
Membership..... NAB
V.P.-Mgr...... Clyde F. Coombs
Commercial Manager..... Byron H. Nelson
Ass't Mgr., Pgm. Dir...... William J. Ratcliff
Chief Engineer..... Howard Martineau
Farm Editor..... Scotty Mortland

KXOA

**SACRAMENTO—1945
MBS-DON LEE**

Frequency: 1470 Kc..... **Power:** 1000 Watts
Owned-Oper. By..... Sacramento Bcstrs., Inc.
Business Studio Address..... 1617—30th St.
Phone Number..... Hickory 9-3547
Studio-Transmitter Location... Auburn Freeway

Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Represent. J. E. Pearson, West. Radio Adv.
 President.....Lincoln Dellar
 General Station Mgr.....Herb Ferguson
 Program-Pub. Dir.....Martin Dean Wickett
 Chief Engineer.....Ewald Berger

K S B W

SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg. Corp.
 Business Address.....P.O. Box 1651
 Phone Number.....8071
 Studio-Transmitter.....Laurel Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 Membership.....NAB
 President-Gen. Station Mgr.....John M. Hall
 Asst. Mgr., Comm. Mgr.....Ken Randolph
 Program Director.....Don Wells
 Chief Announcer.....Ray Wilson
 Chief Engineer.....J. M. Hall

K C S B

SAN BERNARDINO—1947

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By.....Mrs. Essie Binkley West
 Studio-Bus. Transmitter Address.....770 Mill St.
 Phone Number.....822-45
 Air Time.....Unlimited
 News Service.....AP, UP
 President-Gen. Mgr.....Mrs. Essie Binkley West
 Commercial Prom. Mgr.....Dave W. Adams
 Program Director.....Chap Rollins
 Chief Engineer.....Walter Bronson

K F X M

SAN BERNARDINO—1929 MBS-DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lee Bros. Bcstg. Corp.
 Business-Studio Address.....512 Fifth St.
 Phone Number.....4761
 Transmitter Location.....S. "E" St.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....J. Clifford Lee
 General Manager.....Gene W. Lee
 Commercial Manager.....Don S. Cummings
 Sales Prom. Mgr.-Pub. Dir.....Lowell Smith
 Program Director.....Sally Stocker
 Production-Musical Dir.....John Harder
 Chief Announcer.....Charles G. Palmer
 Chief Engineer.....George Ewing
 Farm Editor.....Howard Baichly

K I T O

SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....San Bernardino Bcstg. Co.
 Inc.
 Business-Studio Address.....569 Fourth St.
 Phone Number.....7807
 Transmitter Location.....1-4 Mi. north of Base Line
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....George P. Hollingbery
 President.....Carl E. Haymond
 General-Comm. Mgr.....George E. Lindman
 Program Prom. Mgr.....Arnold Benum
 Chief Engineer.....J. T. Bindner

K R N O

SAN BERNARDINO—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Empire Bcstrs., Inc.
 Address.....990 Colton Ave
 Phone Number.....8-2771
 Air Time.....5 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 President, Comm., Sales, Prom. Mgr.....James
 W. Gerrard
 General Manager.....Norman H. Rogers
 Station Manager.....George W. Brock
 Program Director.....Robert Stone
 Prod. Dir.-Chief Anncr.....Wyn Stewart
 Chief Engineer.....George W. Brock

K F S D

SAN DIEGO—1926—NBC

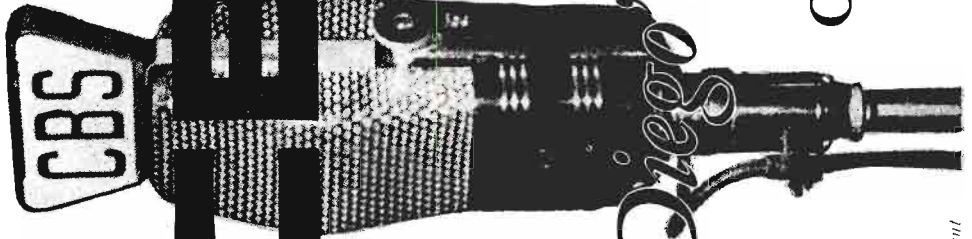
Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Airfan Radio Corp. Ltd.
 Business-Studio Address.....U. S. Grant Hotel
 Phone Number.....Franklin 6353
 Transmitter Location.....Emerald Hills Golf Course
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Thomas E. Sharp
 Manager.....John C. Merino
 Program Director.....Tom Hotchkiss

K G B

SAN DIEGO—1927—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Don Lee Bcstg. Syst.
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World

KCBS Q



San Diego's Quality Station

in
California's Third Market

5000 WATTS

Represented Nationally By
The George P. Hollingbery Co.

CHARLES E. SALIK, *President*

Come on In—



CLEAR CHANNEL

GRAHAM H. MOORE, *Sales Manager*

Representative John Blair
 Chmn. of Bd. Lewis Allen Weiss
 President Willet H. Brown
 Station Manager F. D. Ide
 Comm.-Sales-Prom. Mgr. Hobby Myers
 Pgm. Dir. Jerry Lee Pecht
 Chief Engineer William G. Collins

KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc. Power: 5000 Watts d.
 1000 Watts n.

Owned-Operated By Charles E. Salik
 Business Studio Address 1405 Fifth Ave.
 Phone Number Franklin 1315
 Transmitter Location 62nd & El Cajon Blvd.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription SESAC, Standard
 Representative George P. Hollingbery
 Membership NAB
 Pres.-Gen.-Station Mgr. Charles E. Salik
 Comm. Manager Graham Moore
 Program Director Grady Edney
 Musical Director Grant Sewall
 Chief Engineer Charles Sherburne
 Farm Editor Howard Keddie

KFMB

SAN DIEGO—1941—ABC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Jack Gross Bcstg. Co.
 Bus.-Studio Address 1375 Pacific Blvd.
 Phone Number Main 2114
 Transmitter Location Grantville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, SESAC
 Representative The Branham Co.
 Membership NAB
 President-General Mgr. Jack O. Gross
 Commercial Manager William Edholm
 Sales Promotion Mgr. Miriam Schaefer
 Program Dir. John Bainbridge
 Chief Engineer Thornton Chew

KSDO

SAN DIEGO—1947

Frequency: 1130 Kc. Power: 5000 Watts
 Owned-Operated By San Diego Bcstg. Co.
 Business Studio Address 1029 Second Ave.
 Phone Number Main 2041
 Transmitter Location 5240 Ward Rd.
 Air Time 6 a.m.-1 a.m.
 News Service UP, AP
 Transcription Service Standard

am
1000 Watts
550 KC

fm
101.5
Megacycles

tv
Channel
8

KFMB is all-embracing in SAN DIEGO!

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

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KFMB (AM
FM
TV

1375 Pacific Blvd., San Diego, Calif.
 Owned and managed by Jack Gross
 Represented by The Branham Co.

. . . **CALIFORNIA** . . .

Representative.....Sears & Ayer
V.P.-General Manager.....Jack Heintz
Pgm. Dir.....Wilson Edwards
Chief Engineer.....Vern Milton

Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
Chief Engineer.....E. G. Underwood

KSON

SAN DIEGO—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location...Rigel & Dalbergia Sts.
Air Time.....24 hrs.
News Service.....AP
Transcription Service.....SESAC, Standard
Representative.....Forjoe
Membership.....FMA
President.....Dr. John Ward Studebaker
Gen.-Sta. Mgr.....Fred Rabell
Comm.-Sales Mgr.-Pgm. Dir., Dorothy Johnson
Production Director.....Gordon Studebaker
Musical Director.....Henry Lewy
Chief Engineer.....Bill Tomberlin
Farm Editor.....Gordon Studebaker
Engineer.....Jay Tapp

KGO

SAN FRANCISCO—1924—ABC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Studio Address.....Taylor & O'Farrell Sts.
Transmitter Location...Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
General-Station Manager....Gayle V. Grubb
Commercial Manager.....Vincent Francis
Sales Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
Musical Director.....Phil Bovero
Chief Engineer.....A. E. Evans

KGIL

SAN FERNANDO—1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By...San Fernando Valley
Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number...State 4-6291; Stanley 7-3467
Studio Addresses...4919 Van Nuys Blvd., Sher-
man Oaks; 14808 Lassen St., San Fernando
Transmitter Location.....14808 Lassen St.
Air Time.....6a.m.-2 a.m.
News Service.....UP
Pres., General Mgr.....F. J. Smalley, Jr.
Commercial Manager.....Howard P. Grey
Program Director.....Allan W. McKee
Chief Engineer.....Cal Frisk

KJBS

SAN FRANCISCO—1924

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS
Transcription Service...Standard, MacGregor,
Lang-Worth, Associated
Representative.....Headley-Reed
Membership.....NAB
Gen. Mgr.-Sta. Mgr.....Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr., Stan-
ley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr., Charles F. Pendleton

KFRC

SAN FRANCISCO—1924

MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address...1000 Van Ness Ave.
Phone Number.....Prospect 5-0111
Transmitter Location...1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....World
Representative.....John Blair
Membership.....NAB
V.P.-Gen. Sta. Mgr., William D. Pabst
Commercial Manager...Merwyn L. McCabe
Sales Prom. Mgr.-Pub. Dir., Dink Templetton

KNBC

SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By...National Bcstg. Co.
Bus. Studio Address...Taylor & O'Farrell Sts.
Phone Number.....GRaystone 4-8700
Transmitter Location.....Belmont
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Standard
Representative.....NBC Spot Sales
Membership.....NAB, BMB
President (NBC).....Joseph H. McConnell
General-Station Manager....John W. Elwood
Sales Manager.....Alfred W. Crapsey
Sales Promotion Manager...Miss Ethel Gilchrist

Program Director.....Paul Speegle
 Publicity Director.....John Thompson
 Musical Director.....Tony Freeman
 Chief Engineer.....Curtis Peck
 Farm Editor.....Henry Schacht

K S A N

SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Golden Gate Bcstg. Corp.
 Business Studio Address.....1355 Market St.
 Phone Number.....Market 1-8171
 Transmitter Location.....1355 Market St.
 Air Time.....6 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....S. H. Patterson
 Gen.-Sta.-Comm. Mgr.....Lee C. Mikesell
 Pgm. Prod. Dir.-Sales. Prom. Mgr.....Clint
 Sherwood
 Chief Announcer.....Bob Franklin
 Chief Engineer.....Norwood Patterson

K S F O

SAN FRANCISCO—1925

Frequency: 560 Kc...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..The Associated Bcstrs.,
 Inc.
 Business Studio Address..Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Transmitter Location...Islais Creek, Pier 92
 Air Time.....6:15 a.m.-12:15 a.m.
 News Service.....INS, UP
 Transcription Service...Standard; Associated
 Representative.....The Bolling Co.
 Membership.....NAB
 President.....Wesley I. Dumm
 V.P.-Gen. Mgr.....Philip G. Lasky
 Commercial Mgr.....John G. Campbell
 Sales Promotion Mgr.....Kay Mulbihill
 Program Dir.....Robert Hansen
 Dir. of Engineering.....A. E. Towne
 Farm Editor.....Herb Kennedy

K Y A

SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By..PaIo Alto Radio Station,
 Inc.
 Business Studio Address.....Fairmont Hotel
 Phone Number.....DOuglas 2-2536
 Transmitter Location.....Candlestick Pt.
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB
 President.....Dorothy Schiff

General Mgr.Don Feddersen
 Sta.-Comm. Mgr.-Pgm. Dir.....J. G. Paltridge
 Publicity Director.....Webb Witmer
 Chief Announcer.....Vern Wilson
 Musical Director.....Dorothy Thronsen
 Chief Engineer.....Paul C. Schulz

K S G N

SANGER—1947—CALIF.

Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Radio Sanger Co.
 Business Studio Address.....P. O. Box 338
 Phone Number.....Sanger 490
 Transmitter.....4½ Mi. NE of Sanger
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station-Com. Mgr.....Bob Rogers
 Pgm. Dir.-Chief Announcer.....D. Whitney
 Chief Engineer.....Julian J. Nielsen
 Farm Editor.....Jack Hall

K C B S

SAN JOSE—1912—CBS

Frequency: 740 Kc....Power: 5000 Watts
 Owned-Operated By.....CBS, Inc. of Calif.
 Business-Studio Address.....Palace Hotel
 Phone Number.....Yukon 2-7000
 Transmitter Location.....Alviso, Calif.
 Air Time.....5:50 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Radio Sales, Inc.
 Membership.....NAB, BMB
 President (CBS).....Frank Stanton
 Vice-Pres.-Gen. Mgr.....Arthur Hull Hayes
 Comm.-Sales Prom. Mgr.....Jules Dundes
 Program Dir.....Fred Ruegg
 Publicity Dir.....Grant Holcomb
 Chief Announcer.....Deane Stewart
 Musical Dir.....Raymond Hackett
 Chief Engineer.....Alan Cormack
 Farm Editor.....Bert Buzzini

K E E N

SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business Studio Address.....Hotel De Anza
 Phone Number.....Cypress 4-0344
 Transmitter.....Wayne Ave. & Oakland Hgy.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....W. S. Grant
 Membership.....NAB
 President.....George M. Mardikian
 Genl. Mgr.....Floyd Farr
 Program Dir.....George Snell

Publicity Dir. Dave Faust
 Sales-Prom. Mgr. Keith Scovil
 Chief Announcer Gordon Vallendighan
 Chief Engineer Lee Johnston
 Farm Editor Gene Vennum

K L O K

SAN JOSE—1946

Frequency: 1170 Kc. Power: 5000 Watts d.
 Owned-Operated By Valley Bcstg Co.
 Business Address 40 W. San Antonio St.
 Phone Number Cypress 3-3445
 Studio Address Rt. 3, Box 323A
 Transmitter Location King Rd. at Aborn
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Representative Gene Grant
 Membership NAB, BMB
 President-Gen. Mgr. E. L. Barker
 Commercial Mgr. Richard E. Ryan
 Program Director Ruth Poindexter
 Chief Engineer Bill Cunningham

K S J O

SAN JOSE—1946

Frequency: 1590 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Santa Clara Bcstg. Co.
 Business Address P. O. Box 995
 Phone Number Cypress 3-8030
 Transmitter-Studio Loc. Story and Lucretia
 Air Time 6:15 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Forjoe Moore
 President Patrick H. Peabody
 Gen.-Station-Comm. Mgr. Charles F. Mallory
 Pgm.-Prod. Pub. Dir. Norman Paul
 Chief Engineer Wesley I. Shellhammer

K X R X

SAN JOSE—1948

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By San Jose Bcstg. Co.
 Address Box 167
 Phone Number Cypress 2-5080
 Studio-Transmitter Bayshore Hiway
 Air Time 24 hrs.
 News Service UP
 Transcription Service Associated
 Representative Western Radio Sales
 Membership NAB
 President-Gen. Mgr. Joe E. Levitt
 Commercial Mgr. Gordon Graham
 Program Director Glenn Hill
 Chief Announcer Jack Lund
 Musical Director Margaret Ring
 Chief Engineer Frank Glass

K M N S

SAN LUIS OBISPO—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Pacific Bcstg. Co.
 Business-Studio Address 1130 Garden St.
 Phone Number 3171
 Transmitter Location 500 Price St.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Station Representative Tracy Moore
 General Manager Marc C. Spinelli
 Station Manager Esther Wright
 Program Director Harriette Dunbar
 Chief Announcer Kenneth Erhardt
 Chief Engineer Rodney Meyers

K V E C

SAN LUIS OBISPO—1937

MBS-DON LEE-KBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By The Valley Electric Co.
 Business Address 851 Higuera St.
 Phone Number 1100-1
 Studio Address Mount View & Hill Sts.
 Transmitter Location 1½ mi. N. of City
 On Roosevelt Hiway
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative W. S. Grant
 Membership NAB
 President-Owner Christina M. Jacobson
 Gen. Station Mgr. Les Hacker
 Commercial Mgr. Joe Shuttleworth
 Sales Prom. Mgr.-Prod. Dir. William Hobbs
 Pgm.-Pub. Dir. Karl Brindle
 Chief Announcer Ted Warner
 Chief Engineer Dale Schwartz
 Farm Editor Al Schwartz

K S M O

SAN MATEO—1947

Frequency: 1550 Kc. Power: 1000 Watts
 Owned-Operated By Amphlett Printing Co.
 Business-Studio Address 811 "B" St.
 Phone Number Di. 4-2594
 Transmitter Location Belmont
 Air Time 6:30 a.m.-M.
 News Service AP, UP
 Representative Grant
 Membership NAB
 President J. Hart Clinton
 Gen.-Sta.-Comm. Mgr. George Arnold
 Program Director Bill Delmar
 Chief Engineer H. Neil Black

K V S M

SAN MATEO—1946

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By... San Mateo County Bcstrs.
 Business Studio Address... 279 Baldwin Ave.
 Phone Number... Diamond 4-2541
 Transmitter Location... Third Ave. at Seal Creek
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... World
 Representative... Donald Cooke, Gene Grant
 President... Hugh H. Smith, Jr.
 Gen. Mgr... Charles E. Morin
 Chief Announcer... John Egan
 Chief Engineer... Merwyn F. Planting

K T I M

SAN RAFAEL—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By... Marin Bcstg. Co., Inc.
 Business Address... 1117 Fifth St.
 Phone Number... San Rafael 1510
 Studios... 1117 Fifth St.; Hotel Don, Richmond
 Transmitter Location... College Ave., Kentfield
 Air Time... Local sunrise-local sunset
 News Service... AP
 President... Roy A. Brown
 Gen.-Station Mgr... Hugh E. Turner
 Comm., Sales Prom. Mgr... Clifford A. Trotter
 Program Director... Pete Miller
 Chief Ann... Gene De Alessi
 Chief Engineer... Melvin H. Murphy

K V O E

SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By... The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address... 105 E. 5th St.
 Phone Number... Kimberly 2-7191
 Studio Transmitter... 12531 E. Willowwick Dr.
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard, MacGregor
 Representative... Western Radio Sales
 Membership... NAB, BMB
 President, Gen. Mgr... Ernest L. Spencer
 Station-Comm. Mgr... Donner P. Spencer
 Sales Prom. Mgr.-Pub. Dir... W. J. Burrud
 Prgm. Dir... Wallace S. Wiggins
 Prod. Dir.-Chief Ann... Jerry De Haan
 Chief Engineer... Stanley G. Guenther

K D B

SANTA BARBARA—1921 MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Don Lee Bcstg. System

Business-Studio-Transmitter... Radio Square
 Phone Number... 4131
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... John Blair
 Pres.-Gen. Mgr... Willet H. Brown
 Station Manager... Edward K. Kemble
 Comm. Manager... James S. Blomfield
 Prog. Dir., Farm Editor... Donald C. Roberts
 Prod. Dir... Richard Collins
 Chief Announcer... George Humphrey
 Chief Engineer... Forrest T. Choate

K I S T

SANTA BARBARA—1946—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Radio KIST, Inc.
 Business-Studio Address... Balboa Bldg.
 Phone Number... 3981
 Transmitter Location... 735 State St.
 Air Time... 6 a.m.-12:15 a.m.
 News Service... UP
 Representative... George P. Hollingbery
 Membership... NAB, BMB
 President... Harry C. Butcher
 Gen.-Sta.-Comm. Mgr... Fin Hollinger
 Sales Promotion Mgr... Michael J. McKeogh
 Prog.-Pub. Director... Mary Ann Casey
 Prod. Dir... Al Staas
 Chief Engineer... Stan Saueressig

K T M S

SANTA BARBARA—1937—ABC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... New-Press Publishing Co.
 Business-Studio Address... de la Guerra Plaza
 Phone Number... 3925
 Transmitter Location... Goleta
 Air Time... 6:30 a.m.-M.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Paul H. Raymer
 Membership... NAB
 President... Thomas M. Storke
 Vice-President... Charles A. Storke
 Station Mgr... Kenneth E. Peters
 Comm. Mgr... William Simpson
 Prog. Dir.-Chief Anncr... Ted Scott
 Publicity Director... John Willis
 Chief Engineer... Albert A. Nicolay

K D O N

SANTA CRUZ—1935

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By... Central Coast
 Counties Radio, Inc.
 Bus. Add... P.O. Box 951, Monterey, Calif.
 Phone Numbers... Monterey 8501; Salinas
 6451; Santa Cruz 5140

CALIFORNIA

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CALIFORNIA AP RADIO ASSOCIATION

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Vice-Chairman: Grant Holcomb, Jr.—KQW-CBS, San Francisco

Directors: Glenn Shaw—KLX, Oakland
Beverly Ballard—KUBA, Yuba City

CALIFORNIA

Studio Address.....1407 Pacific Ave.
 Transmitter Location.....Palm Beach
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Serv.....World, Associated, Cole
 Representative.....W. S. Grant Co.
 Membership.....NAB-BMB
 President.....Paul Caswell
 Gen.-Sta.-Comm. Mgr.....Reed Pollack
 Pgm.-Prod.-Publ. Dir.....Orel Phillips
 Chief Engineer.....Omer Wright
 Farm Editor.....Orel Phillips

K S C O

SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....Radio Santa Cruz
 Business Address.....P. O. Box 1080
 Phone Number.....1080
 Studio-Transmitter Address..Capitola Drive &
 Corcoran Lagoon
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Membership.....NAB
 Mng. Part.-Gen. Mgr.-Chief Engr.
 Charles Vernon Berlin

K C O Y

SANTA MARIA—1947 ABC-TRI-COUNTY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...News-Press Publishing Co.
 Business-Studio Address.....114 W. Cook St.
 Phone Number.....104
 Transmitter Location.....N. Blosser Rd.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Chief Executives.....Thomas M. Storke,
 Charles A. Storke
 General Mgr.....J. W. Benes
 Program Director.....A. J. Hapgood
 Chief Engineer.....Leroy O'Laughlin

K S M A

SANTA MARIA—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Coast Bcstg. Co.
 Business-Studio Add.....510 W. Morrison St.
 Phone Number.....43
 Transmitter Location.....510 W. Morrison St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Fee F. O'Connell
 Membership.....NAB
 President, Owner.....John H. Poole
 General Manager.....Laurence W. Harry

K S P A

SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Ventura County Radio
 Center, Inc.
 Business-Studio Address....112 N. Middle Rd.
 Phone Number.....940
 Transmitter.....112 N. Middle Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 President-Gen. Mgr.....Neal Van Sooy
 Station Manager.....Bob Reel
 Commercial Manager.....Don Seymour
 Musical Director.....John Smith
 Chief Engineer.....Homer Parker
 Chief Anncr.-Farm Editor.....Roy Sadlier

K S R O

SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ruth W. Finley
 Bus.-Studio Address.....425 Mendocino Ave.
 Phone Number.....110
 Transmitter Location.....Finley Ave.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....W. S. Grant
 Membership.....NAB
 General-Station Manager....Charles P. Scott
 Commercial Manager.....Lee Flemming
 Sales Prom. Mgr., Pub. Dir., William Lambert
 Program Director.....Russ Siner
 Chief Announcer.....Vic Rugh
 Chief Engineer.....Vern Hassett
 Farm Editor.....Sheridan Baker

K R O G

SONORA—1949

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Mother Lode Bcstg. Co.
 Business Address.....Sonora
 Phone Number.....426
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Owner-General Mgr.....Ilanthe Densmore
 Program Director.....Neal Edmondson
 Chief Engineer.....Casper Tressl

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 800 Watts
 Owned-Operated By.....E. F. Pfeffer
 Business-Studio Address...519 E. Market St.
 Phone Number.....4-4551
 Transmitter Location...Highway 99, 3 mi. from
 Stockton

Air Time.....6 a.m.-M.
 News Service.....INS
 Transcription Service.....World
 Representative.....John Blair
 President-Gen. Mgr.....E. F. Peffer
 Station-Commercial Mgr.....E. Smith
 Program Director.....V. Swan
 Publicity Director.....E. Flower
 Program Director.....V. Swan
 Chief Engineer.....Bey Greene
 Chief Announcer.....Bill Hill
 Farm Editor.....Bell Lange

KSTN

STOCKTON—1949

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....San Joaquin Bcstg. Co.
 Business Address.....Hotel Clark
 Phone Number.....4-4689
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Hollingbery
 President.....Knox LaRue
 General Manager.....D. M. Greene
 Program Director.....Walter Lind
 Chief Engineer.....Ken Hollingsworth

K W G

STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Bus.-Studio Address.....612 E. Market St.
 Phone Number.....5-5728
 Transmitter Location.....Weber and E Sts.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Eleanor McClatchy
 Station Manager.....Howard L. Bailey
 Program Manager.....James E. Longe
 Traffic Manager.....Marian V. Hough
 Chief Technician.....Frank Nesmith
 Farm Editor.....John Mackenzie

KXOB

STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business-Studio Address.....2013 Pacific Ave.
 Phone Number.....5-5896
 Transmitter Location.....Beyer Lane
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....John E. Pearson, Western
 Radio Adv.....
 Membership.....BMB
 President.....Lincoln Dellar
 General Manager.....Herb Ferguson

Station Manager.....Keith Pinion
 Program Director.....Earle Russell
 Chief Engineer.....Walt Berger

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Nolan Hallowell,
 James E. McKahan
 Business-Studio-Transmitter
 Address.....Chestnut & Weatherlow Sts.
 Phone Number.....354-B
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Donald Cooke, Tracy Moore
 Membership.....NAB
 Sta.-Sales Prom. Mgr.-Pub. Dir., Wm. B. Murphy
 Commercial Manager.....Zeke White
 Prog. Dir., Farm Editor.....Wayne Thornton, Jr.
 Chief Engineer.....Harold C. Houston

KTKR

TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....S-3101
 Studio-Transmitter Address.....1 mi. W. of Taft
 Air Time.....Local Sunrise—local Sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....O'Connell
 Membership.....NAB
 Pres.-Gen. Mgr.-Pgm. Dir.....Kenneth Aitken
 Commercial Manager.....George Flansberg
 Chief Engineer.....Jim Welch

KCOK

TULARE—1945—MBS-DON LEE

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866-7
 Studio-Transmitter Location.....Mooney Blvd.
 Air Time.....5 a.m.-M.
 News Service.....UP
 Representative.....John E. Pearson, Western
 Radio Sales.....
 Membership.....NAB, BMB
 President.....Herman Anderson
 General Sta. Mgr.....Sheldon Anderson
 Commercial Manager.....R. A. Wegener
 Sales-Prom. Mgr.-Pgm. Dir.-Prod. Dir.....Paul
 Salvo
 Publicity Director.....Dan Corrigan
 Chief Anncr.-Musical Dir.....Bob Lee
 Chief Engineer.....James Morrison
 Farm Editor.....Dick Martin

KTUR

TURLOCK—1949

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Business Address.....P. O. Box 526
 Phone Number.....4-3430
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....O'Connell
 President.....W. N. Lindskoog
 General Commercial Mgr.....H. A. McMillen
 Program Director.....Rusty Simmons
 Chief Engineer.....Maxon B. Sayre

KGYW

VALLEJO—1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned-Operated By.....California-Nevada
 Bcstg. Co.
 Business-Studio Address...3267 Sonoma Blvd.
 Phone Number.....3-5667
 Transmitter Location.....3267 Sonoma Blvd.
 Air Time.....Local sunrise-local sunset
 News Service.....UP

Representative.....Tracy Moore
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Program Director.....Victor Paulsen
 Chief Announcer.....William Hillman
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....P. O. Box 1611
 Phone Number.....Miller 3-8675
 Studio-Transmitter Location.....San Pedro &
 Allesandro Sts.
 News Service.....UP
 Transcription Service.....Capitol
 Air Time.....5:30 a.m.-M.
 Representative.....Western Radio Adv.
 President.....Dr. Charles Stuart
 General Manager.....Mort Werner
 Station Mgr.-Pgm. Dir.....Dana Marble
 Commercial Manager.....Harry Engel
 Publicity Director.....Margert Marble
 Musical Director.....Donald Brown
 Chief Engineer.....Dick Stanton
 Farm Editor.....Jack Powell

KVEN
V E N T U R A

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KVEN

VENTURA

CALIFORNIA

KVVC

VENTURA—1947—KBS

Frequency: 1590 Kc. Power 1000 Watts
 Owned-Oper. By. Voice of Ventura County
 Business Address. P.O. Box 1411
 Phone Number. 6185; Oxnard 6-5254
 Studio Address. Colonial House
 Oxnard; Mills Rd. near Telegraph Road
 Transmitter Location
 Mills Rd. near Telegraph Rd. E. of Ventura
 Air Time. 6 a.m.-M.
 News Service. AP
 Transcription Service. Standard
 Representative. W. S. Grant
 President. Wm. H. Haupt
 Sta.-Comm.-Sales Prom. Mgr. Larry S.
 Nicholson
 Pgm.-Prod.-Pub. Dir. Ed Rock
 Chief Engineer. Charles Farmer

KKIN

VISALIA—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. KKIN, Inc.
 Business Address. P. O. Box 1589
 Phone Number. 4-5811
 Studio Address. Hotel Johnson
 Transmitter Location. McWilliams Lane
 Air Time. 6 a.m.-11 p.m.
 News Service. UP
 Transcription Service. Standard
 Representative. Forjoe
 Pres.-Gen. Mgr.-Farm Editor. Lyman Treaster
 Comm.-Sales Prom. Mgr. Albert Blain
 Pgm.-Prod. Dir. George Lindsay
 Chief Announcer. Ted Keneesey
 Chief Engineer. Lyman Treaster

KHUB

WATSONVILLE—1936

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Sen. Luther E. Gibson
 Business Address. P. O. Box 349
 Phone Number. 1700
 Studio-Transmitter Location. Atkinson Lane
 Air Time. 7:00-11 p.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Representative. W. S. Grant
 Membership. NAB
 President. Luther E. Gibson
 Gen.-Sta. Mgr.-Pgm. Dir. George Grayson
 Commercial-Sales Prom. Mgr. Tony Bernhard
 Musical Director. Richard Schmale
 Chief Engineer. Ferrell Buckley

KSYC

YREKA—1947—CNG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Siskiyou County Bcstg.
 Co., Inc.
 Address. Lawrence Lane & S. Oregon St.
 Phone Number. 624
 Air Time. 7 a.m.-10 p.m.
 News Service. AP
 Transcription Service. World
 Representative. Tracy Moore
 Membership. NAB, BMB
 President. E. G. Millbourn
 General Manager. Holt C. Wardrip
 Sta.-Comm.-Sales-Prom. Mgr. Jack R. Wagner
 Program Dir.-Chief Announcer. Jack Matranga
 Musical Director. Dale Scott
 Chief Engineer. Bill Maginnis

KUBA

**YUBA CITY—1947
 CALIF. NET**

Frequency: 1600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By. Peach Bowl Bcstrs., Inc.
 Business-Studio Address. P. O. Box 309
 Phone Number. 3-7309
 Transmitter Location. Sanborn Rd., Sutter Co.
 Air Time. 6:30 a.m.-11 p.m.
 News Service. AP
 Transcription Service. Standard, Capitol
 Representative. Irene Griffith, Friendenberg
 President-Gen. Mgr. Chester V. Ullom
 Station-Commercial Mgr. Clyde L. Goodnight
 Sales-Prom. Mgr.-Pub. Dir. David T. Harris
 Program-Production Dir. John J. Rolih
 Chief Announcer. Bob Johnson
 Chief Engineer. Roy Swanson
 Farm Editor. David T. Harris

HELP



THE RED
 CROSS

COLORADO

Estimated Population 1,215,000—Increase +8.2%—Radio Homes—367,000
Radio Families 370,000—Stations in State 31

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By E. L. Allen
Business Address P. O. Box 179
Phone Number 26
Studio-Transmitter Address East of Alamosa
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service Keystone, SESAC
President-General Mgr. E. L. Allen
Sta.-Comm. Mgr.-Pgm. Dir. Lloyd Allen
Sales Prom. Mgr.-Farm Ed. Charles Dynes
Chief Engineer Bob Paige

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Boulder Radio KBOL, Inc.
Business-Studio Address 1617 Pearl St.
Phone Number 1490
Transmitter Location E. Pearl St.
Air Time 7 a.m.-M.
News Service AP
Transcription Service Standard, Lang-Worth
Membership NAB
President Herb Hollister
General-Station Mgr. Russel Shaifer
Comm. Mgr. Ken James
Pgm. Dir., Chief Anncr. Ed Hinkle
Chief Engineer Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts d.
Owned-Oper. By Royal Gorge Bcstrs., Inc.
Business-Studio Address 1615 Central Ave.
Phone Number 1100
Transmitter Location 1615 Central Avenue
Air Time 7 a.m.-7 p.m.
News Service UP
Transcription Service Keystone, Cole
Pres.-Gen. Sta. Mgr. Ray M. Beckner
Program Director G. C. Underhill
Chief Announcer Dick Painter
Chief Engineer O. J. Birdsong

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Pikes Peak Bcstg. Co.
Business-Studio Address Alta Vista Hotel

Phone Number Main 1125
Transmitter Location Alta Vista Hotel
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, Lang-Worth,
Cole
Membership NAB
Pres., Gen.-Comm. Mgr. Joseph H. Rohrer
Commercial Manager Harry Hoth
Prog., Musical Dir. Jean Gitz
Production Director Robert Fitzmorris
Chief Announcer Jay Cook
Chief Engineer Robert Fitzmorris

KVOR

COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Voice of the Rockies, Inc.
Business-Studio Address 800 Exchange Na-
tional Bank Bldg.
Phone Number Main 278
Transmitter Location 2803 E. Platte Ave.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Membership NAB
President-Gen. Mgr. James O. Russell
Station Manager Everett Shupe
Sales-Prom.-Pub. Dir. Jack O'Brien
Program Director Morrison Parker
Prod. Dir.-Chief Ann. Cecil Seavey
Music Dir. Mary Alice Pentland
Chief Engineer Cozine Strang
Farm Editor Ralph Conner

KRAI

CRAIG—1948—COLUMBINE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By No. Western Colo. Bcstg. Co.
Business Address Box 1027
Phone Number 707-8
Air Time 6:30 a.m.-10 p.m.
News Service UP
Studio-Transmitter Meeker Road
President G. N. Winder
Gen.-Sta. Mgr. Richard A. Miner
Commercial Manager Richard S. Fox
Sales Promotion Manager Richard A. Miner
Pgm.-Prod. Dir. S. C. Wood
Chief Engineer S. K. Stuart
Farm Editor Clay Wood

KLZ

DENVER—1922—CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By Aladdin Radio & TV, Inc.

• • • COLORADO • • •

Business-Studio Address..Shirley-Savoy Hotel
 Phone Number.....M^Ain 4271
 Transmitter Location.....Englewood, Colo.
 Air Time.....6 a.m.-M.
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB
 President.....Harry E. Hullfman
 Gen. Manager.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr.-Pub Dir.....John Connors
 Program Director.....Charles C. Roberts
 Musical Director.....Arthur Gow
 Chief Engineer.....Harvey E. Wehrman
 Farm Editor.....Lowell Watts

K F E L

DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
 Owned-Operated By..Eugene P. O'Fallon, Inc.
 Business-Studio Address.....Albany Hotel
 Phone Number.....Alpine 4681
 Transmitter Location.....S350 W. 20th St.
 Air Time.....24 hrs.
 News Service.....INS

Transcription Service Associated. Cole, SESAC
 Representative.....John Blair
 General Manager.....Gene O'Fallon
 Managing Director.....Frank Bishop
 Commercial Mgr.....W. H. Conklin
 Program Dir.....Dale Morgan
 Musical Director.....Jeanette Norquist
 Chief Announcer.....Ronald J. McCoy
 Farm Editor.....Gus Swanson
 Chief Engineer.....T. G. Morrissey

K M Y R

DENVER—1940—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Business-Studio Address.....1626 Stout St.
 Phone Number.....M^Ain 4161
 Transmitter Location.....1626 Stout Street
 Air Time.....6 a.m.-1:30 a.m.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....William G. Rambeau
 Membership.....NAB
 President.....F. W. Meyer
 Gen.-Sta. Mgr.....A. G. Meyer
 Comm.-Sales-Prom. Mgr.....Edwin E. Koepke

AXAJ • AMERICAN CHICLE • AMERICAN HOME FOODS • ARIZONA CANNING • ARRID • BEEMAN'S • BEST FOODS • BIRDS-EYE • BLONDEX • BLUE BONNET MARGARINE • BROWN & WILLIAMSON • CART • CARTER PRODUCTS • CHEVROLET • CINCH MIXES • CROSLY-SHELYADOR • CURTIS PUBLISHING • COLGATE-PALMOLIVE-PEET • DENTYNE • ESKIMO PIE • FORD • DUFF'S MIX • GARRETT WINES • FOUR-WAY COLD TABLETS • GENERAL FOODS • GENERAL MILLS CAKE MIXES • HOLIDAY • KOOLS • LEVER BROS. • LIPTON TEA • MUSTEROLE • NATIONAL BISCUIT • NUTRENA • PERTUSSIN • POLL PARROT SHOES • POPSICLES • REDDI-WIP • ROBERT HALL CLOTHES • RAINDROPS • RALEIGHS • SATURDAY EVENING POST • STANDARD BRANDS • SURF • SUN VISTA • SWIFT ICE CREAM • TENDERLEAF TEA • VA • VANTA SHAMPOO • VICK • VICK CHEMICAL • PRAN'S • BEST FOODS • I • BLUE BONNET MAP • CAN CHICLE • AME • ODS • ARIZONA C • COLGATE-PALM • CURTIS PI • CINC • ANNII

You're in good company on

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Roy Perkins, Rocky Mountain region's favorite disc jockey, is now on 1 hour every morning, 2 hours every afternoon, thanks to this fine list of national advertisers (and top local accounts, too) who sponsored Ray Perkins in 1949.

KFEL-FM-WOXEL

Mutual in Denver
MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR

KFEL
AMERICAN TV

• • • **COLORADO** • • •

Program Director..... Gene Amole
Production Director..... Lowell B. Switzer
Publicity Director..... Richard M. Leonard
Chief Announcer..... Bill Butterfield
Musical Director..... Martha Gobble
Chief Engineer..... Glen L. James

K O A

DENVER—1924—NBC

Frequency: 850 Kc..... Power: 50,000 Watts
Owned-Operated By..... National Bcstg. Co., Inc.
Business-Studio Address..... 1625 California St.
Phone Number..... Main 6211
Transmitter Location..... Aurora, Colo.
Air Time..... Unlimited
News Service..... AP, INS, UP
Transcription Service..... Thesaurus
Representative..... NBC Spot Sales
Membership..... NAB, BMB
President (NBC)..... Joseph H. McConnell
General-Station Manager..... Lloyd E. Yoder
Sales Mgr..... L. Berry Long, Jr.
Sales Promotion Manager..... Randolph Smith
Program Manager..... Clarence C. Moore
Production Manager..... Earle C. Ferguson
Publicity Director..... William R. Day
Musical Director..... Milton Shrednik
Asst. Mgr. Chg. Engineering..... Robert H. Owen
Agricultural Dir..... Donald M. Peach

K T L N

DENVER—1948—LIBERTY

Frequency: 990 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Radio Station KTLN
Business-Studio Address..... Park Lane Hotel
Phone Number..... RAce 4636
Transmitter Location..... 3000 South Plate River Dr.
Air Time..... Sunrise-Sunset
News Service..... UP
Transcription Service..... Standard
Representative..... Donald Cooke
Membership..... NAB
Gen.-Sta. Mgr..... Leonard Coe
Sales Promotion Manager..... John Buchanan
Program Director..... Jack Helling
Chief Engineer..... O. E. Kelley

K V O D

DENVER—1925—ABC

Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By..... Colorado Radio Corp.
Business-Studio Address..... Midland Savings
Bldg.
Phone Number..... TAbor 2291
Transmitter Location..... No. of Denver
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth, Cole,
Associated
Representative..... Free & Peters

Membership..... NAB-BMB
President-Gen. Mgr..... William D. Pyle
Station Manager..... T. C. Ekrem
Sales Prom. Mgr..... Con Hecker
Program Director..... V. W. Corbett
Publicity Director..... Ben H. Stanton
Chief Engineers..... W. D. Pyle, T. C. Ekrem
Farm Editor..... Leslie Stark

K I U P

DURANGO—1935

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... San Juan Bcstg. Co.
Business-Studio Address..... 2800 Main Ave.
Phone Number..... 117
Transmitter Location..... 2800 Main Ave.
Air Time..... 6:30 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Standard
Representative..... Thomas F. Clark
General-Station Mgr..... R. E. O'Brien
President..... Mike Cummins
General-Station-Comm. Mgr..... R. E. O'Brien
Comm. Mgr.-Publ. Dir..... T. Ralph Bennett
Sales Promotion Manager..... John Merrell
Program Director..... Lee O'Brien
Production Director..... Don Hoover
Chief Announcer..... Lou Vander Linden
Musical Director..... Shirley Hawley
Chief Engineer..... Harold Hoffman
Farm Editor..... John Merrell

K C O L

FT. COLLINS—1947—COLUMBINE

Frequency: 1410 Kc..... Power: 1000 Watts
Owned-Operated By..... The Northern Colorado
Bcstg. Co.
Business-Studio Address..... 1600 La. Porte Ave.
Phone Number..... 2600
Transmitter Location..... 1600 La. Porte Ave.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Standard
Membership..... NAB, BMB
President..... Herb Hollister
Gen. Sta. Mgr..... Douglas D. Kahle
Comm.-Sales Prom. Mgr..... Dave Schlothauer
Program-Publicity Director..... Jack Hitchcock
Prod. Mgr.-Mus. Dir.-Chief Ann. Russ Rountree
Chief Engineer..... Harold Austin
Farm Editor..... Bill Paxton

K F T M

FORT MORGAN—1949

COLUMBINE

Frequency: 1260 Kc..... Power: 500 Watts d.
Owned-Operated By..... Fort Morgan Bcstg. Co.
Business Address..... P. O. Box 702

• • • **COLORADO** • • •

Phone Number1000
Air TimeDaytime
News ServiceUP
Transcription ServiceStandard
Pres.-Gen. Mgr..... Robert H. Dolph
Comm. Mgr..... Rainsford J. Winslow
Pgm. Dir..... Frank Allen
Chief Engineer..... Robert D. LaRue

KEXO

**GRAND JUNCTION—1948
COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..... Voice of Western Colo.
Address..... 2501 North Ave., P. O. Box 629
Phone Number 1230
Air Time 6 a.m.-M.
News Service AP
Transcription Serv. Capitol, Thesaurus, World
Representative Harlan Oakes
President..... D. Spencer Grow
Gen.-Sta.-Prom. Mgr..... H. Abbott Tessmon
Commercial Mgr..... Harold Roper
Pgm.-Prod. Director..... Robert A. Collins
Pub. Dir..... Gene Wilburn
Chief Engineer..... D. E. Towne
Farm Editor..... William Metcalf

KFXJ

GRAND JUNCTION—1926—MBS

Frequency: 920 Kc.....Power: 1000 Watts d;
500 Watts n.
Owned-Operated By... Western Slope Bcstg.
Co.
Business-Studio Address..... Hillcrest Manor
Phone Number..... Grand Junction 1300
Transmitter Location..... Hillcrest Manor
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Hal Holman
Membership NAB, BMB
Pres.-Gen.-Sta. Mgr..... Rex Howell
Auditor Charles Howell
Sales Prom. Mgr..... Bart O'Conner
Traffic Director..... Rosa Lee Samuels
Chief Announcer..... Ed Lewis
Music Dir..... Jack Puter
Chief Engineer..... Charles Hay
Farm Editor..... Bill Warner

KFKA

GREELEY—1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By..... Mid-Western Radio Corp.

COLORADO

**WHY IS AP
THE BEST?**

BECAUSE—AP has more news correspondents, more news
bureaus, more miles of news wires than any
other news service.

ROCKY MOUNTAIN ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Director for Colorado and Wyoming: Douglas Kahle—KCOL, Fort
Collins, Colo.

Director for Montana: Franz Robischon—KBMV, Billings, Mont.

COLORADO

COLORADO

Business-Studio Address..... 620—8th Ave.
Phone Number 450-1
Transmitter Location..... Radio Ranch, Evans
Air Time 5 a.m.-11 p.m.
News Service UP
Transcription Serv. Lang-Worth, Cole, SESAC
President, General Manager..... Francis Price
Sales Prom. Mgr..... William G. Stewart
Program Director..... Jack Redus
Publicity Director..... Delbert Wood
Chief Announcer..... Larry Lee
Chief Engineer..... Harry Brewer
Farm Editor..... Carl Jordan

KYOU

GREELEY—1948—COLUMBINE

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Meroco Bcstg. Co.
Business-Studio-Transmitter
Address..... 2424 6th Avenue
Phone Number 3275
Air Time Unlimited
News Service AP
Transcription Service World
Pres., General Manager..... Elwood H. Meyer
Commercial Manager..... Frank Thomas
Program Director..... Jack Hull
Production Director..... Ann Freeman
Chief Announcer..... Merwin Smith
Chief Engineer..... Paul Emrich

KOKO

LA JUNTA—1936—KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... The Southwest Bcstg. Co.
Business-Studio Address..... La Junta
Phone Number 42
Transmitter Location..... 4 miles W. of La Junta
on U. S. Highway No. 50
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative..... Thomas F. Clark
President..... Ellis P. Lupton
Gen.-Sta.-Comm. Mgr..... John M. Boyd
Program Director..... Carma Hayes
Publicity Director..... Bud Ryan
Chief Engineer..... Lloyd Wilson
Farm Editor..... Gail Banks

KLMR

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... The Southeast Colorado
Bcstg. Co.
Business Address..... P. O. Box 232
Phone Number 804
Studio-Transmitter..... North Santa Fe Trail
Air Time..... 6 a.m.-10 p.m.
News Service AP
Transcription Service World

Membership NAB
President..... Ralph E. Eaton
Gen.-Sta.-Sales Prom. Mgr..... J. B. Bradshaw
Pgm.-Prod.-Dir.-Chief Anncr..... Orth Bell
Comm. Mgr.-Chief Engr..... Donald F. Stephens
Publicity Dir..... Pat Carroll

KLMO

LONGMONT—1949

Frequency: 1050 Kc..... Power: 250 Watts d.
Owned-Operated By..... Longmont Bcstg. Co.
Business Address..... Box 827
Phone Number 1461
Air Time Daytime
News Service UP
Transcription Service Standard
Pres.-Gen. Mgr..... J. P. Dubberley
Comm. Mgr..... P. R. Walker
Pgm. Dir..... J. A. Hillis
Chief Engineer..... R. R. Blanchard

KUBC

MONTROSE—1947—KBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Uncompaghre Bcstg. Co.
Business-Studio Address..... P. O. Box 279
Phone Number 199
Transmitter Location..... 1 Mi. E. of Montrose
Air Time..... 6 a.m.-10:30 p.m.
News Service UP
Representative..... Gene Grant
President..... Joe F. Hartman
Gen.-Sta. Mgr..... Geo. Cory
Comm.-Sales Prom. Mgr..... Louis Benedict
Pgm.-Prod.-Publ. Dir..... Vern Friesen
Musical Director..... Jack Glynn
Chief Engineer..... Don Anderson

KCSJ

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc..... Power: 1000 Watts
Owned-Operated By..... Star Bcstg. Co., Inc.
Business-Studio Address..... 211 West 5th St.
Phone Number 8522
Transmitter Location..... N. Hudson
Air Time..... 6 a.m.-M.
Transcription Service Associated
Representative..... Taylor-Borhoff
Membership NAB, BMB
President..... Frank S. Hoag, Jr.
General-Station Manager..... Dale W. Scott
Commercial Manager..... Jack Cobb
Pgm. Dir.-Prom. Mgr..... Roy Borden
Chief Engineer..... Gerald Kounter

KDZA

PUEBLO—1947—LIBERTY

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... Pueblo Radio Co.

. . . **COLORADO** . . .

Business-Studio Address..... 3011 Elizabeth
Phone Number..... 8551
Transmitter Location..... 3011 Elizabeth
Air Time..... 6:30 a.m.-10 p.m.
News Service..... AP
Transcription Service..... Standard, Captiol
Representative..... Donald Cooke
Membership..... NAB
President-Gen.-Sta. Mgr..... Dee B. Crouch
Comm.-Sales Prom. Mgr..... Maxson Bevens
Chief Announcer..... George Corneal
Musical Director..... Constance Aylen
Chief Engineer..... Dee B. Crouch

K G H F

PUEBLO—1927—ABC

Frequency: 1350 Kc... Power: 5000 d.; 1000 n.
Owned-Operated By... Colorado Bestg. Co., Inc.
Business-Studio Address..... 304 N. Main St.
Phone Number..... 3877
Transmitter Location..... N.W. of Pueblo, U. S.
Hiway 50
Air Time..... 6 a.m.-M.
News Service..... INS
Transcription Service..... World, SESAC
Representative..... Joseph Hershey McGillvra
Membership..... NAB, BMB
President..... Gifford Phillips
Station Manager..... Robert D. Ellis
Commercial Manager..... Kenneth C. Russell
Sales Prom. Mgr.-Publ. Dir..... Howard Myers
Pgm.-Prod. Mgr.-Chief Annrcr. Clifford Hendrix
Chief Engineer..... Willis C. Shanks
Farm Editor..... Irwin Cunningham

K V R H

SALIDA—1948—KBS—COLUMBINE

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Vir N. James
Address..... Salida
Phone Number..... 30
Transmitter Location..... 1.3 Miles W. of Town
Air Time..... 7 am. to 10 p.m.
News Service..... UP
Representative..... Thomas F. Clarke
Membership..... BMB
General Manager..... Vir N. James
Commercial Manager..... Bill McMillen
Program Director..... Henry Long
Chief Engineer..... T. L. Kidd
Farm Editor..... Verl E. Lee

K G E K

STERLING—1925—KBS

Frequency: 1230 Kc..... Power: 100 Watts d.
Owned-Operated By..... Elmer G. Beehler
Address..... Fleming Rd.
Phone Number..... 1175
Air Time..... Daytime
News Service..... UP

Transcription Service..... MacGregor, Cole
Representative..... Thomas F. Clark
Pres.-Gen. Mgr.-Chief Engr..... Elmer G. Beehler
Comm.-Sales Prom. Mgr.-Prog. Dir..... Al Ross

K C R T

**TRINIDAD—1946—KBS
COLUMBINE**

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Mel-Bert Bestg. Co.
Business-Studio Add..... So. Country Club Dr.
Phone Number..... 338
Transmitter Location. South Country Club Drive
Air Time..... 7 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Lang-Worth, KBS
Station Manager..... Mel Cooper
Comm.-Sales Prom. Mgr..... Bert Coyle
Program Director..... Millye J. Coyle
Chief Annrcr..... George Barron
Chief Engineer..... Mel Cooper

K S F T

TRINIDAD—1946—MBS

Frequency: 1280 Kc... Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By..... Trinidad Bestg. Corp.
Bus.-Studio Address..... 219 N. Commercial St.
Phone Number..... 414
Transmitter Location..... Garcia Plaza
Air Time..... 6 a.m.-10 p.m.
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Forjoe
Membership..... NAB
President..... Ellis P. Lupton
Gen.-Comm. Mgr..... Paul D. George
Sales Promotion Manager..... Ben Bezoff
Pgm.-Prod. Dir..... Cal Watson
Chief Announcer..... John Special
Musical Director..... Lena Cimino
Chief Engineer..... Lloyd L. Wilson
Farm Editor..... Cal Watson

K P H C

**WALSENBURG—1948
COLUMBINE**

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Walsenburg Bestg. Corp.
Business Address..... 10th & Main
Phone Number..... 79
Studio-Transmitter Location..... 10th & Main
Air Time..... 6:30 a.m.-10:15 p.m.
News Service..... UP
Representative..... Thomas F. Clark
President..... Tom G. Banks, Jr.
Gen.-Sta. Mgr..... Clem Morgan
Comm.-Sales Prom. Mgr.-Pgm. Dir..... Harold Reed
Chief Engineer..... John Figal
Farm Editor..... Ken Bradbury

CONNECTICUT

Estimated Population 2,019,000—Increase +18.1%—Radio Homes 580,000
Radio Families 584,000—Stations in State 26

W I C C

BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Operated By General Tire, Inc.
Business Address 21 Brookline Ave., Boston
Phone Number 6-1121-2-3
Studio Address 144 Golden Hill St.
Transmitter Location Pleasure Beach Pk.
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Standard
Representative Edward Petry
General Manager Dickens J. Wright
Comm.-Sales Prom. Mgr. Charles W. Parker
Pgm.-Prod.-Pub. Dir. James W. Evans
Chief Announcer John R. Montgomery
Musical Director Marlene Regnery
Chief Engineer Winthrop Crawford

W L I Z

BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By The Bridgeport Bcstg Co.
Business-Studio Address 114 State St.
Phone Number 5-4144
Transmitter Seaview & Forest Aves.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
Representative Taylor-Borroff
Pres., Gen.-Sta. Manager William Elliott
Commercial Manager Emanuel S. Slotnick
Sales Promotion Manager Sol Robinson
Program-Prod. Director Wallace B. Dunlap
Publicity Director William Elliott
Chief Engineer Ralph Wynquist
Farm Editor Connie Parks

W N A B

**BRIDGEPORT—1941
ABC-CONN. STATE**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WNAB, Inc.
Business-Studio Address 991 Broad St.
Phone Number 3-3112
Transmitter Locomobile Pt., Seaside Pk.
Air Time Unlimited
News Service UP
Representative William G. Rambeau
Membership NAB
President-Chief Engineer Harold Thomas
General Manager Levon Thomas
Program Director Jack Dahlby
Promotion Manager Jean O'Shea
Commercial Manager William Rankin

W B I S

BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.
Owned-Oper. By The Bristol Bcstg. Corp.
Business-Studio Address 183 Main St.
Phone Number 9265
Transmitter Location Greystone Ave.
Air Time Daytime
News Service UP
Transcription Service Standard
Membership NAB
President Frederick W. Beach
Manager Fay Clark
Sales Lan Gordon
Program Cal Colby

W L A D

DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Berkshire Bcstg. Corp.
Business-Studio Address 207 Main St.
Phone Number 8-0580
Transmitter Brushy Hill Rd.
Air Time Daytime
News Service UP
Transcription Service SESAC, World
Membership NAB
President Robert Doran
Commercial Manager J. Thomas Mathers
Program Director Jerry Arthur
Farm Editor Al Brundage

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Oper. By The Connecticut Bcstg. Co.
Business-Studio Address 750 Main St.
Phone Number 7-1188
Transmitter Location 869 Blue Hills Ave.,
Bloomfield, Conn.
Air Time Unlimited
News Service UP
Representative Paul H. Raymer
Membership NAB
President Franklin M. Doolittle
Station Manager Walter B. Haase
Comm.-Sales Prom. Mgr. William F. Malo, Sr.
Program Manager Harvey H. Olson
Chief Announcer Russ Naughton
Chief Engineer Italo A. Marfino

CONNECTICUT

WCCC

HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By. Greater Hartford Bcstg Corp.
 Business-Studio Address. Bond Hotel
 Phone Number 5-6648
 Transmitter Location South Quaker Lane.
 Air Time Local sunrise-local sunset
 News Service UP
 President. William M. Savitt
 Secretary-Treasurer. Max M. Savitt
 Station Manager. Randy M. Savitt
 Office Manager. John Battey
 Program Director. Sydney Byrnes
 Musical Director. Ivor Hugh
 Chief Engineer. John Rameika

WONS

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By. Yankee Network, Inc.
 Business-Studio Address. 54 Pratt St. (WONS)
 Phone Number 7-9131
 Transmitter Location. Newington, Conn.
 Air Time. 6:30 a.m.-M.
 News Service UP

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Transcription Service. Standard, Associated
 President William O'Neil
 Vice-President Tom O'Neil
 Gen.-Sta.-Comm. Mgr. Robert Kennett
 Pgm. Dir.-Prod. Mgr. Ralph Klein
 Pub. Dir. Milton Berkowitz
 Chief Engineer. Rogers Holt

WTHT

HARTFORD—1936
ABC-CONN. STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. The Hartford Times, Inc.
 Business Address. 2-18 Prospect St.
 Phone Number 2-0237
 Transmitter-Studio Location. 555 Asylum St.
 Air Time. 6:43 a.m.-M.
 News Service AP
 Transcription Service. Standard
 Representative. J. P. McKinney
 Membership NAB, BMB
 President. Francis S. Murphy
 Gen.-Sta. Manager. C. Glover DeLaney
 Commercial Manager. Leonard R. Schoenfeld
 Assistant Manager. Richard K. Blackburn
 Prog.-Prod. Director. Philip Becker
 Publicity Director. Sereno Gammell
 Chief Announcer. Mitchell Batters
 Musical Director. Charlotte Anderson
 Chief Engineer. Charles S. Masini

WTIC

HARTFORD—1925
NBC-NERN

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcstg. Service
 Corp.
 Business-Studio Address. 26 Grove St.
 Phone Number 2-3181
 Transmitter Location. Talcott Mt., Avon
 Air Time Unlimited
 News Service AP, INS
 Transcription Service. Lang-Worth, BMI
 Representative Weed
 Membership. NAB, BMB, FMA
 President. Jesse W. Randall
 Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales. Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director. Paul Lucas
 Production Dir. George Bowe
 Director Public Relations. Bernard Mullins
 News Director. Tom Eaton
 Chief Engineer. Herman Taylor
 Farm Editor. Frank Atwood

CONNECTICUT

W M M W
MERIDEN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Silver City Crystal Co.
Business-Studio Address 8½ W. Main St.
Phone Number 5-5747
Transmitter Lewis Ave.
Air Time Daytime
News Service UP
Transcription Service World, Lang-Worth
Membership NAB
President-Gen. Sta. Mgr. Carl W. Schultz
Commercial Mgr. Gustav A. Kruttschnitt
Sales Promotion Mgr. James Woodburn
Program Dir.-Chief Anncr. John Zane
Musical Director Les Fox
Chief Engineer Gabriel Langfelder
Farm Editor Arthur Bergstrom

W C N X
MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Middlesex Bcstg. Co.
Business-Studio Address 462 Main St.
Phone Number 5221
Air Time Daytime
News Service UP
Representative Friedenbergs
Managing Dirs. R. J. O'Brien, W. J. O'Brien

Program Director Ernest Watso
Production Chief Lou Brooks

W H A Y
NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By Central Conn. Bcstg. Co.
Business Address 22 Grove Hill
Phone Number 3-2721
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Capitol
Representative Radio Reps
General Mgr.-Chief Engineer H. W. Holt
Sales Manager F. E. Bieber
Program Dir. W. T. Walker

W K N B
NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Oper. By New Britain Bcstg. Co.
Business-Studio Address 213 Main St.:
11 Asylum St., Hartford
Phone Number 3-3603-4; Hdfd. 2-4924
Transmitter Location Newington
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Associated
Representative Forjoe

CONNECTICUT

WHY IS AP
THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world... RAPIDLY... TRUTHFULLY FULLY . . . ACCURATELY.

CONNECTICUT ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

President: Tom Eaton—WTIC, Hartford
Vice-President: Michael Goode—WNHC, New Haven
Secretary: Paul V. Cochrane, AP Chief of Bureau

CONNECTICUT

CONNECTICUT

Membership FMA
President, General Manager..... Julian Gross
Station-Commercial Mgr..... Peter B. Kenney
Sales Promotion Mgr..... Edward C. Benfield
Program-Production Dir..... Bernie Moore
Publicity Director..... Charles Norwood
Chief Announcer..... Ray Neilan
Musical Director..... Al DeCaro
Chief Engineer..... Lewis House
Farm Editor..... E. H. Forbush

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc..... Power: 1000 Watts d.
Owned-Operated By..... WAVZ Bcstg. Corp.
Business-Studio Address..... 152 Temple St.
Phone Number 7-0171
Transmitter Location..... Foot of Thill St.,
W. Haven
Air Time..... Local sunrise-local sunset
News Service..... UP, AP
Transcription Service World
Membership NAB
President..... Victor W. Knauth
General-Station Mgr..... Daniel W. Kops
Commercial Mgr..... George J. Peters
Sales Prom. Mgr.-Pub. Dir..... Joseph McDonell
Program-Musical Dir..... Richard E. Barrett
Production Director..... George A. Duffy
Chief Announcer..... James Pansulle
Chief Engineer..... Ernest S. Gellman

WELI

NEW HAVEN—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts
Owned-Operated By..... Conn. Radio Founda-
tion, Inc.
Business-Studio Address..... 221 Orange St.
Phone Number 8-1133
Transmitter Location..... Benham Rd., Hamden
Air Time..... 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service..... Lang-Worth, SESAC
Representative Headley-Reed
President..... H. C. Wilder
Gen.-Station Mgr..... Richard W. Davis
Commercial Manager..... Edwin H. Schweitzer
Sales Prom. Mgr.-Pub. Dir..... Rudy Frank
Program Director..... Charles H. Wright
Chief Engineer..... Fred King

WNHC

NEW HAVEN—1944

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Elm City Bcstg. Corp.
Business-Studio Address..... 1110 Chapel St.
Phone Number 8-0196
Transmitter Location..... Kimberly Ave.
Air Time..... 7:05 a.m.-12:05 a.m.
News Service AP

Transcription Service..... World
Representative..... Katz Agency
Membership NAB
President..... Patrick J. Good
General Manager..... James T. Milne
Secretary-Treasurer..... Aldo DeDominicis
Comm. Actg. Mgr..... Vince Callanan
Program Director..... Evelyn Levin
Publicity Director..... Jack Quinn
Chief Announcer..... David Harris
Musical Director..... James Morgan
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 Number 2-4365
Transmitter Location..... Winthrop Pt., E. New
London
Air Time..... Unlimited
News Service..... UP
President-Gen. Sta. Mgr..... Gerald J. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir..... Leo B.
Keegan
Publicity Director..... J. Patricia Morley
Program Dir.-Chief Engineer... Gerald J. Morey
Farm Editor..... Mary Regan

WNLK

NORWALK—1947

Frequency: 1350 Kc..... Power: 500 Watts
Owned-Operated By..... Norwalk Bcstg. Co., Inc.
Business-Studio Address..... Main & Wall Sts.
Phone Number..... 6-2542
Transmitter..... Stuart Ave. & Benedict St.
Air Time..... Unlimited
News Service UP
Transcription Service Associated
Representative McGillivra
Membership NAB
Pres.-Gen.-Comm. Mgr..... Benjamin Ginzburg
Program Director..... Milton Warren
Chief Engineer..... Charles W. Winter, Jr.

WICH

NORWICH—1946

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Eastern Conn Bcstg. Co.
Business-Studio Address..... 91 Main St.
Phone Number 345
Transmitter Location..... Lucas Pk. Rd.
Air Time..... 6:30 a.m.-11 p.m.
News Service AP
Transcription Service..... World
Membership NAB
President-General Mgr..... John Deme
Commercial Manager..... Noel Breault
Program Director..... Robert Silverberg
Chief Engineer..... Alexander Dubenetsky

WSTC

**STAMFORD—1941
ABC-CONN. STATE**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Western Conn.
Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number.....4-7575
Transmitter Location...320 Strawberry Hill Ave.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Everett-McKinney
Membership.....NAB
President.....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Ernest Hartman
Chief Engineer.....Edward L. Markmar

WLCR

TORRINGTON—1946

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Litchfield County Radio
Corp.
Business-Studio Address.....23 Main St.
Phone Number.....4173
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service....World, SESAC, BMI
Representative.....Sears & Ayer
Membership.....NAB
President.....J. Richard Dobbins
Gen.-Comm.-Sales Prom. Mgr.....James E.
Cipriano
Pgm. Dir.-Chief Anncr.-Farm Ed....Jay Norman
Production-Publicity Dir.....Pete Stoner
Chief Engineer.....Alfred F. Pallokot

WTOR

**TORRINGTON—1947
CONN. STATE**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Main St.
Phone Number.....4181
Transmitter Location.....93 Perkins St.
Air Time.....6:30 a.m.-M.
News Service.....INS
Representative.....Continental Radio Sales
Membership.....NAB
President.....Joseph R. Schifini
General Manager.....Gerardo T. Schifini
Commercial Manager.....Fred R. Menzies
Program Director.....Richard C. Kilbourn
Musical Director.....John J. Morris

WATR

**WATERBURY—1934
ABC-CONN. STATE**

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Meadow St.
Phone Number.....3-5161
Transmitter Location.....Baldwin St.
Air Time.....7 a.m.-M.
News Service.....UP
Representative.....William G. Rambeau
Membership.....NAB
President-Gen. Mgr.....Harold Thomas
Sta.-Comm. Mgr.....Sam Elman
Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
Prog.-Prod. Dir.....Edmund Waller
Chief Announcer.....Wallace King
Musical Director.....Tony Greenwood
Chief Engineer.....Russell Jensen

WBR Y

WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Oper. By...American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number.....3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NAB
President.....William J. Pape
General Manager.....James H. Darcey
Commercial Manager....Harry A. DeVorken
Sta.-Sales Prom. Mgr.-Pub Dir..J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Chief Announcer.....Robert Stewart
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

W W C O

**WATERBURY—1946
MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Mattatuck Bcstg. Co., Inc.
Business-Studio Address....119 W. Main St.
Phone Number.....4-5141
Transmitter Location.....Thomaston Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Robert S. Keller
Membership.....NAB
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Ford Billings
Sales Promotion Manager...Robert S. Keller
Program Director.....Robert Crager
Production Director.....Eugene Parker
Publicity Director.....James Logan
Musical Director.....Bob Woodman
Chief Engineer.....Gene Fleisher

DELAWARE

*Estimated Population 311,000—Increase +16.5%—Radio Homes 86,000
Radio Families—89,000—Stations in State 5*

W D O V DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By William C. Evans
Business Address Bradford & Loockerman Sts.
Phone Number 5816
Air Time Daytime
News Service AP
Transcription Service Capitol
Representative McGillivra
President William C. Evans
Gen.-Comm. Mgr. A. H. Zoog
Pgm. Dir.-Prom. Mgr. Elizabeth Evans
Chief Engineer R. F. Lee

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Wilmington Tri-State Bcst.
Co., Inc.
Business-Studio Address 414 French St.
Phone Number 4-8881
Transmitter Mt. Cuba Rd. & Owl's Nest
Air Time 7 a.m.-12:30 a.m.
News Service AP

Transcription Service Lang-Worth, Standard
Membership NAB, BMB, FMA
President Frank S. Carrow
Gen.-Sta. Mgr. E. R. Dalton
Comm. Mgr. William S. Ewing
Sales Prom. Mgr. I. Alan Goff
Chief Announcer Bill Smith
Chief Engineer Herbert Eckstein

W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By WDEL, Inc.
Business-Studio Address 10th & King Sts.
Phone Number 7268
Transmitter 35th St. & Bellevue Ave.
Air Time 8:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager J. Robert Gulick
Program Director Harvey C. Smith
Technical Dir. J. E. Mathiot

DELAWARE

WHY IS AP THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate
than any other news service.

PENNSYLVANIA-DELAWARE AP RADIO ASSOCIATION

President: Joseph E. Baudino—KDKA, Pittsburgh
Vice-President: George Coleman—WGBI, Scranton
Second Vice-President: Ed Obrist—WPEN, Philadelphia
Third Vice-President: Jack Hooper—WHGB, Harrisburg
Secretary: Joseph Snyder—AP Chief of Bureau
Continuing Study Committeeman for Delaware: W. S. Ewing—WAMS,
Wilmington

DELAWARE

WILM

WILMINGTON—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Delaware Bcstg. Co.
 Business-Studio Address... 920 King St.
 Phone Number... 4-7771
 Transmitter... 1¼ Mi. N.W. of Town, Hwy. 13
 Air Time... 6 a.m.-1 a.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Bolling Co.
 Membership... NAB, BMB
 President-Gen.-Comm. Mgr. Ewing B. Hawkins
 Sta. Mgr.-Prog. Dir. Frank Gallagher
 Sales Promotion Manager... Robert J. McFann
 Publicity Director... Robert J. McFann
 Musical Director... Frank Hejl
 Chief Engineer... H. Edwin Kennedy
 Farm Editor... Richard L. Bair

WTUX

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By... Port Frere Bcstg. Co., Inc.
 Business-Studio Address... 1326 Market St.
 Phone Number... Wilmington 5-8821
 Transmitter Location... Port Frere
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... World
 Representative... Forjoe
 Membership... NAB
 Pres.-Sta. Mgr. Gordon K. MacIntosh
 General Mgr. Howard R. Robinson
 Comm. Mgr.-Publ. Dir. Sidney Schulman
 Sales Prom. Mgr. Jack P. Dougherty
 Program Dir. Larry Miller
 Chief Anncr.-Prod. Dir. Fred Hechman
 Chief Engineer... Wayne Neuhaus

DISTRICT OF COLUMBIA

*Estimated Population 870,000—Increase +31.1%—Radio Homes 238,000
 Radio Families 243,000—Stations in D. C. 7*

WINX

WASHINGTON, D. C.—1940—SBN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Banks Independent Bcstg. Co.
 Business-Studio... 8th & Eye Sts., N.W.
 Phone Number... Republic 8000
 Transmitter Location... Florida St. & Lee Hwy.
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, UP
 Representative... King Radio Adv.
 Pres.-Gen.-Sta. Mgr. William A. Banks
 Asst. Gen.-Sta. Mgr. Dolly R. Banks
 Commercial Manager... Charles W. Trippe
 Program Director... Lynnette Wilson
 Chief Engineer... Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By... The Evening Star
 Bcstg. Co., Inc.
 Business-Studio Address... 724 14th St., N.W.
 Phone Number... NAtional 5400
 Transmitter Location... Green Tree Rd.,
 Bethesda, Md.
 Air Time... 6 a.m.-1:05 a.m.
 News Service... AP, UP
 Transcription Service... World, Standard
 Representative... ABC Spot Sales
 Membership... NAB, BMB
 President... S. H. Kauffmann

V.P., General Manager... K. H. Berkeley
 Commercial Manager... Ben B. Baylor, Jr.
 Pgm. Dir. Charles Kelly
 Pub. Dir. Mary P. Perry
 Chief Anncr. Harold Stepler
 Chief Engineer... Frank Harvey

WOL

WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By... Cowles Bcstg. Co.
 Bus.-Studio Address... 1627 K St., N.W.
 Phone Number... Metropolitan 0010
 Transmitter Location... Brookville Rd.,
 Silver Spring, Md.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Associated
 Representative... Katz
 Membership... NAB, BMB
 President-Owner... Gardner Cowles
 V.P., Gen. Sales Mgr. Phil Hoffman
 Pgm. Dir.-Prom. Mgr. S. J. McCormick
 Chief Engineer... Harold Reed

WQQW

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By... WQQW, Inc.
 Business-Studio Address... 1125 Vermont Ave.
 Phone Number... Executive 8676

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In Washington
everything is up
Population
Income
Retail Sales

*RADIO LISTENING

To reach the one and one-half million listeners in Metropolitan Washington, D. C., and a bonus market in Maryland and Virginia your best bet is

WRC

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NBC Spot Sales Office

* American Research
Bureau Radio Diary
Study

FIRST in WASHINGTON

WRC



5,000 Watts • 980 KC

. . . District of Columbia . . .

Transmitter Location . . . Lee & Wilson Blvd.,
Falls Church, Va.
Air Time 7 a.m.-sunset
News Service AP
Transcription Service Associated
Representative William G. Rambeau
Membership NAB
President Morris Rodman
Vice President-Gen. Mgr. M. Robert Rogers
Comm. Manager Perry Walders
Program-Musical Director Pierson Underwood
Chief Announcer Ray Wilson
Chief Engineer Robert B. Martin

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By . . . National Bcstg. Co., Inc.
Business-Studio Address . . . 724 14th St., N.W.
Phone Number Republic 4000
Transmitter Location Ager Rd.,
W. Hyattsville, Md.

Air Time 6 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard,
Associated

Representative NBC Spot Sales
Membership NAB, BMB
President Joseph H. McConnell
Washington Vice President Frank M. Russell
General Manager William R. McAndrew
Asst. General Manager George Y. Wheeler
Program Director Eugene Juster
Sales Director Mahlon Glascock
Chief Engineer Donald Cooper
Business Manager George Sandefer
Program Manager Ken French
Sales Promotion Manager Tom Geoghegan
Publicity Manager Walter Jay Royen
Musical Director Fritz Baltzer
Consulting Engineer NBC Engineering

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By WTOP, Inc.
Business-Studio Address Warner Bldg.
Phone Number Metropolitan 3200
Transmitter Location Wheaton, Md.
Air Time 5:30 a.m.-2 a.m.

News Service AP, UP
Representative CBS Radio Sales
Membership BMB
President Philip L. Graham
Vice President-Gen. Mgr. John S. Hayes
Commercial Manager George Hartford
Sales Prom. Mgr.-Pub. Dir. Cody Pfanstiel
Program-Production Dir. Hazel Kenyon Markel
Chief Engineer Clyde Hunt

... District of Columbia ...

W W D C

WASHINGTON, D. C.—1941

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Capital Bcstg. Co.
 Business-Studio Address: 1627 K St., N.W.
 Phone Number: NATIONAL 7203
 Transmitter: Silver Spring, Md.
 Air Time: 24 hrs.
 News Service: AP, UP
 Transcription Service: Capitol, Standard
 Representative: Forjoe
 Membership: NAB, FMA
 President: Joseph Katz
 V.P., General Manager: Ben Strouse
 Comm. Manager: Herman Paris
 Program Director: Norman Reed
 Publicity Director: Irving Lichtenstein
 Chief Announcer: Ray Morgan
 Musical Director: Bob Rand
 Chief Engineer: Ross H. Beville

NOW 5,000 WATTS

More than ever Washington's
leading independent station!

WWDC

WASHINGTON, D.C.

1260 on the Dial

Forjoe & Co., National Representatives

WASHINGTON, D. C.

WHY IS AP THE BEST?

BECAUSE—**AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
 First Vice-President: Matthew Warren—WEAM, Arlington, Va.
 Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
 News Committee Chairman: William C. Conhurst—WCAO, Baltimore
 Cooperation Committee Chairman: Stewart Phillips—WARK, Hagerstown

WASHINGTON, D. C.

FLORIDA

Estimated Population 2,494,000—Increase + 31.4%—Radio Homes 735,000
Radio Families 742,000—Stations in State 70

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..... Seminole Bcstg. Co.
Business Address..... P. O. Box 355
Phone Number..... 2063
Studio Address..... Scarborough Bldg.
Transmitter Location..... Chosen
Air Time..... Daytime
News Service..... UP
Transcription Service..... World
President-General Mgr..... Tom Watson, Jr.
Commercial Manager..... Mrs. Mary Foy
Chief Engineer..... C. S. Clemans
Farm Editor..... Tom Lloyd

WDHL

BRADENTON—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Manatee Bcstg. Co.
Business Address..... Memorial Pier
Phone Number..... 37-561
Studio-Transmitter Location..... Memorial Pier
Air Time..... 6:45 a.m.-10:15 p.m.
News Service..... AP
Transcription Service..... Associated
Pres.-Gen.-Sta. Mgr..... L. E. Jackobson
Sales Promotion Mgr..... Elizabeth Spowengarger
Program Director..... Ken Lueck
Chief Anncr.-Prod. Dir..... Al Mareau
Publicity Director..... Suzie Smith
Chief Engineer..... Ed Hill
Farm Editor..... Ed Ayers

WCLE

CLEARWATER—1946

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Clearwater Bcstg. Co.
Address..... Whitcomb Building
Phone Number..... 3-2373
Transmitter Location..... Taylor Ave., Largo
Air Time..... Sunrise to sunset
News Service..... AP
Transcription Service..... Associated
Representative..... Hal Holman
Membership..... NAB
General Manager..... Houston Cox, Jr.

WTAN

CLEARWATER—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by..... Clearwater Radio
Broadcasters, Inc.
Business Address..... P. O. Box 1109

Phone Number..... 33084
Studio Address..... Municipal Auditorium at
Clearwater Bay
Transmitter Location..... Clearwater Bay,
Pierce St.
Air Time..... 6:00 a.m.-12:08 a.m.
News Service..... UP
Transcription Service..... World
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... Otis E. Pruitt
Acting General-Comm. Mgr..... C. A. McKay
Program Dir.-Prom. Mgr..... Louis H. Falconnier
Acting Chief Engineer..... Arthur Betts

WTTT

CORAL GABLES—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Atlantic Shores Bcstg.
Business-Studio Address..... 350 Aragon Ave.
Phone Number..... 83-4683
Transmitter Location..... 1505 S.W. 32nd Ave.,
Miami
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Associated
Representative..... Joseph Hershey McGillvra
General Manager..... D. H. Freedman
Commercial Manager..... Edwin C. Derryberry
Promotion Manager..... Mitt Mittler
Sales Manager..... David T. Golden

WVCG

CORAL GABLES—1947—PG

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By..... Peninsular Bcstg. Corp.
Business Address..... P. O. Box 977
Phone Number..... 48-7411-2
Studio Address..... 233 Aragon Ave.
Transmitter..... Bird & Ludlum Rds., Miami
Air Time..... Sunrise to sunset
News Service..... AP
Transcription Service..... Associated
Representative..... Ashcroft & Banninger
Membership..... NAB
President-General Mgr..... George W. Thorpe
Program Director..... Edward S. Gaylor
Chief Engineer..... Lawrence Mennitt

WCNU

CRESTVIEW—1949—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By..... Gulf Shores Bcstg. Co.
Business-Studio Address..... Box 518
Phone Number..... 3511
Transmitter Location..... Highway 85, Crestview

FLORIDA

Air Time.....18 hours
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Cyril W. Reddoch
General Manager.....John B. McCrary
Commercial Manager.....John French
Promotion Manager.....D. G. O'Neal
Program Director.....Sam Townsend
Chief Engineer.....Franklin Prestwood

W M F J

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491-2
Transmitter Location.....126½ Magnolia Ave.
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NAB
Owner.....W. Wright Esch
General Manager.....A. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Chief Engineer.....Webster K. Ellenwood

W N D B

DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address.....128 Orange Ave.
Phone Number.....2-0531
Transmitter Location.....Holly Hill
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....John H. Perry
Gen.-Sta.Mgr.....Jerry Stone
Comm., Prom. Mgr.....John Cummins
Program Director.....W. E. Trimble
Publicity Director.....Jane Gilmore
Chief Announcer.....Phil Brook
Musical Director.....Maribel Montgomery
Chief Engineer.....Fred F. Moore

W R O D

DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Daytona Beach Bcstg.
Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address.....Wilder Blvd. &
S. Beach St.
Air Time.....Unlimited

News Service.....UP
Transcription Service.....Associated
Membership.....NAB
Pres.-Gen. Mgr.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Pgm. Dir.....Susan Baldwin
Chief Engineer.....L. M. Menard

W D L F

DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Deland Bcstg. Co.
Business-Studio Address.....220 E. Hubbard Ave.
Phone Number.....1490
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....Associated
President.....Lyle Van Valkenburgh
Gen.-Sta.-Comm. Mgr.....J. H. Knox
Prom. Mgr.-Pgm.-Prod. Dir.....Robert H. Walton
Publicity Director.....Richard Pearce
Chief Announcer.....James B. Tillis
Chief Engineer.....Lauren Mickle
Farm Editor.....William Platt

W F T L

FORT LAUDERDALE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Gore Pub. Co.
Business-Studio Address.....100 E. Las Olas Blvd.
Phone Number.....3-2511
Transmitter Location.....1785 S.E. 15th St.
Air Time.....Unlimited
News Services.....UP
Gen.-Sta.-Comm. Mgr.....E. F. Gore
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB
Program-Production Director.....Paul Taylor
Publicity Director.....Carter Holmes
Chief Engineer.....Howard O. Sheets

W I N K

FT. MYERS—1938—CBS-KBS-FS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....54 E. First St.
Phone Number.....818
Transmitter Location.....54 E. First St.
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Donald Cooke
President.....Arthur B. McBride
Gen.-Sta.-Comm. Mgr.....A. J. Bauer
Sales Promotion Manager.....Betty Whified
Pub. Dir.....Dan Harlacher
Chief Anncr.....Bob Nash
Chief Engineer.....James Lacy

W I R A

FORT PIERCE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Indian River Bcstg Co.
 Business Address Box 1401
 Phone Number 870
 Transmitter-Studio Location Melody Lane
 Air Time 6:30 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB
 Pres., Gen.-Sta. Mgr. Douglas Silver
 Comm. Mgr.-Pgm. Dir. Marjorie B. Silver
 Sales Prom. Mgr. J. Kingsley Butt
 Musical Director Roger Wood
 Chief Engineer James Sowinski
 Farm Editor Anne Wilder

W G G G

GAINESVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Alachua County
 Broadcasting Co., Inc.
 Bus.-Studio-Transmitter 1230 Waldo Rd.
 Phone Number 5791, 3922
 Air Time 6:59 a.m.-12:06 a.m.
 News Service AP
 Transcription Service Associated, Capitol
 Representative Ashcraft & Banninger
 Pres., Gen.-Sta. Mgr. R. M. Chamberlin
 Comm.-Sales Prom. Mgr. Leon E. Mims
 Pgm. Dir.-Chief Annncr. S. Scott Sutton
 Chief Engineer R. M. Chamberlin

W R U F

**GAINESVILLE—1928
 MBS-U. OF FLA. NET.**

Frequency: 850 Kc. Power 5000 Watts
 Owned-Operated By . . . Univ. of Fla.
 Business-Studio Address . . . Campus, Univ. of Fla.
 Phone Number 3261, Ext. 466-7-8
 Transmitter Location Newberry Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 General Manager Garland Powell
 Commercial Manager Al Cone
 Sales Promotion Manager Dwight Ranny
 Program Director Sewell Brown
 Publicity Director Ray Dantzler
 Chief Announcer Otis Boggs
 Musical Director Larry Gibson
 Chief Engineer Ovid Gano
 Farm Editor Clyde Beale

W I N Z

HOLLYWOOD—1946

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Hollywood Bcstg Co., Inc.
 Address 304 Lincoln Rd., Miami Beach
 Phone Number Miami 58-7311
 Transmitter Location Opalocka
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Perry
 Membership NAB
 Pres., Gen., Sta. Mgr. Jonas Weiland
 Comm., Sales, Prom. Mgr. Jules Lillienthal
 Prgm., Prod. Dir. Denny Kirwan
 Publicity Dir. Ruth Kalin
 Chief Engineer Ralph G. Tanner

W I V Y

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . WIVY, Inc.
 Business-Studio Address . . . 135 Riverside Ave.
 Phone Number 4-7722, 4-7723
 Transmitter Location Springrove Ave. at
 A. C. & L. RR. Tracks
 Air Time Local sunrise to local sunset
 News Service INS
 Transcription Service MacGregor
 Membership NAB
 Pres.-Comm. Mgr. Frank L. Denton
 Gen. Mgr.-Pgm. Dir. Al Keirseay
 Chief Engineer James W. Knoche

W J A X

JACKSONVILLE—1925—NBC

Frequency: 930 Kc. Power: 5,000 Watts
 Owned-Operated By . . . City of Jacksonville, Fla.
 Business-Studio Address 1 Broadcast Pl.
 Phone Number 4-1681
 Transmitter Location Hyde Park
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative John Blair; Harry E. Cummings
 Membership BMB
 Gen.-Sta. Mgr.-Chief Engr. John T. Hopkins III
 Program Director Evelyn Boote
 Production Manager J. W. Douglass
 Chief Announcer Starling Coleman
 Musical Director Frank Morris

W J H P

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By The Metropolis Co.
 Business-Studio Address 500 Laura St.
 Phone Number 4-7711
 Transmitter Location Lane Ave. Annex

• • • **FLORIDA** • • •

Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative John H. Perry
Gen.-Sta. Mgr. Reggie Martin
Publicity Director Charlie Harris
Chief Engineer Beecher Hagford

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By Florida Bcstg. Co.
Business-Studio Address 605 Main St. S.,
P. O. Box 5187
Phone Number 9-4477
Transmitter Location Lane & Stewart Aves.
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service World, Associated
Representative Avery-Knodel
Membership NAB, BMB
President-General Manager Frank King
Comm. Mgr. Charles M. Stone
Program Director Roger O. Van Duzer
Chief Engineer Ernest B. Vordermark

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By Southern Radio and
Equipment Co.
Business-Studio Address 10 East Forsyth St.
Phone Number 6-4231
Transmitter Location Gilmore Road
Air Time Sunrise to sunset
News Service AP
Station Representative Forjoe
President Jack Sharpe
General Manager Jim Macri
Commercial Manager R. H. Gunckel, Jr.
Program Director Wayne Farrell
Promotion Manager Fred Murphy
Chief Engineer William Askew

W P D Q

JACKSONVILLE—1942 ABC-FLA.-AMER. GROUP

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By Jacksonville Bcstg. Corp.
Business Address P. O. Box 1468
Phone Number 4-4421
Studio Address Gulf Life Insurance Bldg.
Transmitter Location Lenox Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard
Station Representative Katz
Membership BMB
President James R. Stockton
General-Station Manager Robert R. Feagin
Commercial Manager Frank Taylor, Jr.

Sales Prom. Mgr. Evelyn C. Cooper
Program Director James O. Hardin, Jr.
Publicity Dir. Frieda J. Sanders
Chief Announcer Tommy Tucker
Musical Director Harold Cohn
Chief Engineer James R. Donavan

W J V B

JACKSONVILLE BEACH—1947—FBS

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Jacksonville Beach
Bcstg. Co.
Business-Studio Address Penman Rd.
Phone Number 3674
Transmitter Location Penman Rd.
Air Time Sunrise to sunset
President H. A. Prather
General Manager Lester M. Combs
Chief Engineer Tom Kindell

W K W F

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By John M. Spottswood
Business Address P. O. Box 891
Phone Number 510
Studio-Transmitter Location Stock Island
Air Time 7 a.m. to M.
News Service UP
Transcription Service Thesaurus, Keystone
Membership NAB
Pres.-Gen. Mgr. John M. Spottswood

W D S R

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Deep South Radioways
Business-Studio Address 126 No. Marion St.
Phone Number 525
Transmitter Location One mile south of Lake
City on U.S. No. 41
Air Time 6 a.m. to 10:05 p.m.
News Service AP
Transcription Service Associated
Membership NAB
Gen. Mgr. & Prin. Partner Alfred H. Temple
Program Director Owen W. Parnacott
Chief Engineer Bruce Singleton

W L A K

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By Lakeland Bcstg. Corp.
Business Address P. O. Box 1211
Phone Number 2127
Studio-Transmitter Location Shore Acres,
1412 East Lime St.
Air Time 5 a.m.-12:05 p.m.
News Service UP

Transcription Service Associated
 Station Representative John E. Pearson
 Membership BMB
 Pres.-Gen.-Station Mgr. S. O. Ward
 Asst. Mgr., Chief Engineer William P. Lee
 Comm., Sales Prom. Mgr. Powell Adams
 Program Director Maxine Tyner
 Pub. Dir., Chief Announcer Bill Lee
 Musical Director George Friend

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Coastal Bcstg. Co.
 Business Address New Fla. Hotel
 Phone Number 5117
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Co. Owners Robert S. Taylor, Ted Covington,
 Duane McConnell
 President Robert S. Taylor
 Commercial Mgr. Tom Barber
 Program Dir. Ted Covington
 Chief Engineer Duane McConnell

WEAT

LAKE WORTH—1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By R. W. Rounsaville
 Business-Studio Address Municipal Casino
 Phone Number W. Palm Beach 7545
 Transmitter Location Nineteenth Ave. No.
 Air Time 6:30 a.m. to 11:30 a.m.
 News Service AP
 Transcription Service Associated
 Owner R. W. Rounsaville
 Comptroller S. A. Wade
 Station Manager Virgil K. Trimm
 Commercial Manager C. J. Bennett
 Program Director George Eubanks
 Chief Announcer Bill Schoocraft
 Chief Engineer Andrew Keicher

WLBE

LEESBURG-EUSTIS—1949

Frequency: 790 Kc. Power: 1,000 Watts
 Owned-Operated By WLBE, Paul Hunter
 Business-Studio Address 1240 Floradel Ave.,
 Leesburg
 Phone Number Leesburg 552
 Transmitter Location Silver Lake, Fla.
 Air Time 6:25 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President Paul Hunter
 General Manager Eleanor Hunter
 Station-Commercial Mgr. Robert Clinton
 Program Director Pamela Clinton
 Chief Anncr., Chief Engineer Charles Castle

WNER

LIVE OAK—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Live Oak Bcstg. Co.
 Business Address P. O. Box 655
 Phone Number 1450
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Pres., Comm. Mgr. John A. Boling
 Gen., Prom. Mgr. James W. Hayes
 Program Dir. V. L. Randolph
 Chief Engineer C. S. Parker

WTYS

MARIANNA—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By John H. Phipps Radio Stas.
 Business Address P. O. Box 565
 Phone Number 650
 Studio-Transmitter Address U. S. Hwy. 90, E.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Harry Cummings
 President John H. Phipps
 General Manager L. H. Graves
 Station Manager Glenn Ferril
 Commercial Manager H. C. Harris
 Program Director Leslie Carroll
 Production Director Lee Ferril
 Chief Engineer Cal Howrigan

WMMB

MELBOURNE—1947

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Melbourne Bcstg. Corp.
 Business-Studio Address Front St.
 Phone Numbers 575-6
 Transmitter Location Front St.
 Air Time Local sunrise to sunset
 News Service UP
 Transcription Service World
 Membership NAB
 President William Shakespeare, Jr.
 General Manager Austin V. Catterton
 Commercial Manager Margaret Boyer
 Program Director Victoria C. Martin
 Chief Announcer James W. Hunt
 Chief Engineer Kenneth R. Waltz
 Farm Editor Norman O. Protsman

WFEC

MIAMI—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Fla. East Coast Bcstg. Co.
 Business Address 350 N. E. 71st St.
 Phone Number 89-7534
 Air Time Daytime
 News Service UP

. . . **FLORIDA** . . .

Transcription Service Cole
 General Manager J. L. Williams, Jr.
 Executive Dir. L. K. Beznor
 Commercial Mgr. Richard D. Ward
 Program Dir. Robert Lyons
 Promotion Mgr. Beverly Deming
 Chief Engineer G. J. Henke

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. ... Power: 50,000 Watts, d.
 10,000 Watts, n.
 Owned-Operated By ... The Fort Industry Co.
 Business-Studio Address... 1605 Biscayne Blvd.
 Phone Number 9-2401
 Transmitter Location ... 6½ mi. N.W. Hialeah
 Air Time 6 a.m.-1 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Station Representative Katz
 Membership BMB
 President George B. Storer, Sr.
 Chief Station Mgr. Stanton P. Kettler
 Commercial Manager Miller N. Babcock
 Sales Prom. Mgr. Frank Jaffe
 Program Director Ewald Kockritz
 Chief Announcer Jack Williams
 Chief Engineer A. W. Shropshire

WIOD

MIAMI—1926—NBC

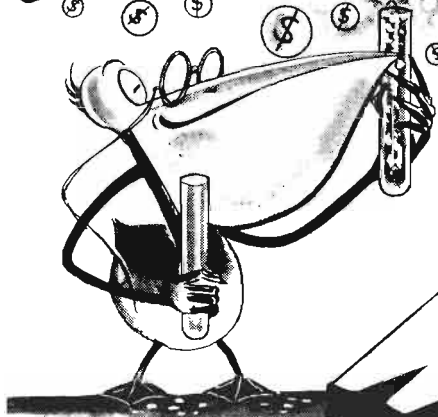
Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By ... Isle of Dreams Bcstg. Corp.
 Business-Studio Address... 600 Biscayne Blvd.
 Phone Number 3-6444
 Transmitter Location Cameo Island
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service... Associated, Standard
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Daniel J. Mahoney
 Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 Prom. Pub. Dir. Martha Henriquez
 Musical Director Earl Barr Hanson
 Chief Engineer M. C. Scott

WMIE

MIAMI—1947

Frequency: 1140 Kc. ... Power: 10,000 Watts, d.
 5,000 Watts, n.
 Owned-Operated By ... Sun Coast Bcstg. Corp.
 Business Address Everglades Hotel

Miami Can Dang Near Give
 You All The Answers!



As a year-round test market, it's great! From November through April, it's a super-duper...your audience is literally a cross-section of the nation. We blanket this area like Florida sunshine! For the details...call our Rep

George P. Hollingbery Co.



JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

FLORIDA

Phone Number..... 3-5556
Transmitter Location.....Sunset Rd. & Snapper
Creek, So. Miami
Air Time.....6 a.m.-4 a.m.
News Service.....INS, AP, UP
Transcription Service.....Associated
Representative.....Forjoe
Membership.....NAB, BMB
President.....J. Allen Brown
General Manager.....Robert G. Venn
Business, Comm. Mgr.....John S. Allen
Merchandise Mgr.....Roland Jones
Program Director.....Ted Anthony
Music Librarian.....Ruth Lee Jones
Chief Engineer.....Russell Bennett

WQAM

MIAMI—1920—ABC-FA

Frequency: 560 Kc..... Power: 5.000 Watts, d.,
1.000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business-Studio Address.....duPont Bldg.
Phone Number.....2-6121
Transmitter Location.....1425 N.E. Bayshore Ct.
Air Time.....5:55 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....World, Associated
Representative.....John Blair, Cummings
Membership.....NAB, BMB
President.....John S. Knight
General-Station Mgr.....Owen F. Uridge
Comm., Sales, Prom. Mgr.....Harry Camp
Pgm., Prod., Pub. Dir.....Marjorie Christopher
Musical Dir.....Walt Svelha
Chief Engineer.....Gene Rider

WWPB

MIAMI—1947

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address.....414 S.W. 2nd Ave.
Phone Number.....3-7405
News Service.....AP
Transcription Service.....World
Representative.....Donald Cooke
Owner, Gen., Comm. Mgr.....Paul Brake
Program Dir.....Bill Johns
Prom. Mgr.....Ed Derryberry
Chief Engineer.....Jack Wilson

WKAT

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc..... Power: 5.000 Watts, d.,
1.000 Watts, n.
Owned-Operated By.....WKAT, Inc.
Business-Studio Address.....1759 Bay Rd.
Phone Number.....5-5711
Transmitter Location.....1759 Bay Rd.
Air Time.....6 a.m.-M.
News Service.....UP

Transcription Service.....Standard, Cole
Station Representative.....Weed
President.....A. Frank Katzentine
General Mgr., Exec. V.P.....John I. Prosser
Chief Announcer.....Robert Beutel
Chief Engineer.....Arthur P. Smith

WMBM

MIAMI BEACH—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
Business-Studio-Transmitter Address.....McArthur
Causeway Terminal
Phone Number.....5-5586
Air Time.....Daytime
News Service.....UP
Transcription Service.....Standard, Capitol
Representative.....Ra-Tel
President.....Kenneth S. Keyes, Sr.
Gen., Sta., Comm. Mgr.....Kenneth S. Keyes, Jr.
Sales Prom., Pub. Dir.....Dick Parker
Pgm., Production Dir.....George Chamberlin
Chief Announcer.....Arnold C. Kauffman
Chief Engineer.....Jack D. Miller

WTMC

OCALA—1938—MBS

Frequency: 1290 Kc..... Power: 1000 Watts
Owned-Operated By.....Ocala Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 831
Phone Numbers.....128, 185
Studio Address.....1 Broadcast Pl.
Transmitter Location.....RFD Ocala, State Rd. 500
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Perry Associates
President.....John H. Perry
Gen. Mgr., Pgm., Pub. Dir.....T. S. Gilchrist, Jr.
Sta. Mgr., Prod. Dir.....John F. Nicholson
Comm., Sales Prom. Mgr.....Carl J. Reinhardt
Chief Engineer.....W. P. Callahan
Farm Editor.....James Smith

WDBO

ORLANDO—1925—CBS

Frequency: 580 Kc..... Power: 5000 Watts
Owned-Operated By.....Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707,
30 S. Ivanhoe Blvd.
Phone Number.....6181
Transmitter Location.....222 Hazard St.
Air Time.....4:55 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, Thesaurus,
Associated
Representative.....John Blair, Harry Cummings
Membership.....NAB, BMB
Pres., Gen. Mgr.....George C. Johnston
V.P., Station Mgr.....Harold P. Danforth

FLORIDA

Natl. Sales-Prog. Dir. W. G. McBride
Local Sales Director John M. Pedrick
Musical Director Walter D. Kimble
Chief Engineer J. E. Yarbrough
Farm Editor Carter Scofield

W H O O

ORLANDO—1947—ABC-FAG

Frequency: 990 Kc. Power: 10,000 Watts d.;
5000 Watts n.
Owned-Oper. By . . . Orlando Daily Newspapers,
Inc.
Address Fort Gatlin Hotel
Phone Number 9900
Transmitter Location Old Fairvilla Rd.
Air Time 6 a.m.-12:30 a.m.
News Service AP
Transcription Service Standard
Representative Ra-Tel
President Martin Anderson
Gen., Sta., Comm. Mgr. Clarence Bracey
Sales Prom. Mgr. Travis Messer
Pgm., Prod. Dir., Chief Anncr. Tom Sawyer
Pub. Dir. Betty J. Kline
Chief Engineer Gene Dashiell

W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By Hazelwood, Inc.
Business-Studio Address Angebilt Hotel
Phone Number 8163
Transmitter Location Near Orlo Vista
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Representative Paul H. Raymer
Membership NAB, BMB
President William Joe Sears
V.P., Gen. Mgr. J. Allen Brown
Comm. Mgr. Don R. Colee
Prom. Mgr., Pub. Dir. Ruth Bartlett
Program Director R. Donahue
Chief Engineer Dodd Daniel

W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. Power: 1000 Watts
Owned-Oper. By . . . Central Florida Bcstg. Co.
Business-Studio Address P. O. Box 2231
Phone Number 2-2451
Studio Address 740 N. Orange
Transmitter Location Winter Garden Rd.
Air Time 6 a.m.-1:05 a.m.
News Service AP
Transcription Service Standard
Representative Weed
Membership NAB, BMB
President James Dandelake

Gen., Comm. Mgr. Eugene D. Hill
Station Manager W. O. Murrell, Jr.
Sales Prom. Mgr. Sammy Roen
Program Dir. Tony Chastain
Chief Anncr., Farm Editor Lou Kennedy
Musical Director Gordon Towne
Chief Engineer John W. Bassett

W W P F

PALATKA—1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Palatka Bcstg. Co.
Business-Studio-Transmitter Address 900 Block
of River St.
Phone Number 354
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Lang-Worth, SESAC
Partners L. C. McCall, J. E. Massey
Gen.-Station Manager L. C. McCall
Commercial Manager Herb Young
Program Dir. Bruce E. Wilson
Publicity Dir. Robert F. James
Chief Engineer L. C. McCall

W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By . . . Palm Beach Bcstg. Co.
Business Address South Ocean Blvd.
Phone Number West Palm Beach 2-1515.
Lake Worth 5345
Transmitter Location South Ocean Blvd.
Air Time Unlimited
News Service INS
Transcription Service Lang-Worth, Thesaurus,
World
Representative Perry
President, Gen. Mgr. Charles E. Davis
Station-Comm. Mgr. Donald S. Greenlief
Chief Engineer Clyde E. Walkden

W D L P

PANAMA CITY—1940

FFN—LIBERTY

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By . . . Panama City Bcstg. Co., Inc.
Business-Studio Address West Beach Dr.
Phone Number 777
Transmitter Location North Springfield
Air Time 5:30 a.m.-11 p.m.
News Service UP
Transcription Service World
Representative Perry Associates
President John H. Perry
Gen.-Sta.-Comm. Mgr. Byron Hayford
Sales Prom. Mgr. John Thomas
Chief Engineer Elmer Scott

W P C F

PANAMA CITY—1949—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Bay County Bcstg. Co.
 Address... 15th & McKenzie
 Phone Numbers... 2662-2877
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... RCA Victor Thesaurus
 Gen., Sta., Comm. Mgr.... E. L. DuKate, Jr.
 Program Dir.... Eleanor Whitelaw
 Chief Announcer... Ray Hardin
 Musical Dir.... Bill Ward
 Chief Engineer... Leon Hance

W B S R

PENSACOLA—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Escambia Bcstg. Co., Inc.
 Business Address... P. O. Box 1351
 Phone Number... 6173-4
 Studio-Transmitter... N. O & Moreno Sts.
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Robert Meeker
 President, Gen. Mgr.... Ruth Braden
 Sta.-Comm. Mgr.... Jack Rathbun
 Sales Promotion Manager... C. I. Smith
 Chief Engineer... G. Bert Mead

W C O A

PENSACOLA—1926—NBC

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... Pensacola Bcstg. Co.
 Business-Studio Address... San Carlos Hotel
 Phone Number... 4111
 Transmitter Location... Cary's Lane
 Air Time... 6 a.m.-M.
 News Service... UP
 Transcription Service... World
 Representative... John H. Perry Associates
 President... John H. Perry
 Gen.-Station Mgr.... J. Holliday Veal
 Commercial Manager... Irving Welch
 Sales Promotion Manager... Pauline Heller
 Program Director... Russell Hirsch
 Publicity Dir.... Ann Martin
 Chief Engineer... Harold Heath

W E A R

PENSACOLA—1947—MBS—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Gulfport Bcstg. Co.
 Business-Studio Address... Smith Shipyard
 Phone Number... 8-4449
 Transmitter Location... Smith Shipyard
 Air Time... 6 a.m.-10:15 p.m.
 News Service... AP
 Representative... John E. Pearson

President... T. J. Carroll
 General Manager... Earle Fletcher
 Comm., Sales Prom. Mgr.... Mel Wheeler
 Pgm., Prod. Dir.... LeRoy Morris
 Chief Engineer... Howard Grove

W P L A

PLANT CITY—1949

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By... W. A. Smith
 Business Address... Hopewell Rd.
 Phone Number... 526
 Air Time... Daytime
 News Service... UP
 Manager... Leon Lloyd

W C N H

QUINCY—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Quincy Bcstg. Corp.
 Business Address... Box 190, Quincy
 Phone Number... 300
 Studio-Transmitter Location... Shelfer Heights
 Air Time... 6 a.m.-10 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Membership... NAB
 President... Richard J. Gardner
 General Manager... A. B. Letson
 Comm. Manager... R. B. Bush
 Program Director... Norman Keller
 Chief Engineer... A. B. Letson

W F O Y

ST. AUGUSTINE—1934—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Fountain of Youth Bcstg. Co.
 Business-Studio-Transmitter
 Address... Magnolia Ave.
 Phone Number... 1622
 Air Time... 6:30 a.m.-12:05 a.m.
 News Service... UP
 Representative... Avery Knodel
 Membership... NAB
 President... J. C. Bell
 Gen.-Sta.-Comm. Mgr.... John E. Bernhard, Jr.
 Prog.-Prod.-Musical
 Director... Mrs. Frankye C. Walker
 Publicity Director... Patsy Hernandez
 Chief Announcer... Fred Schilling
 Chief Engineer... Ernest Raistrick
 Farm Editor... Bob Sheppe

W S U N

ST. PETERSBURG—1938—ABC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... City of St. Petersburg
 Business Address... Recreation Pier
 Phone Number... 7-4747-8
 Transmitter Location... Bayview, RFD No. 2,
 Box 81, Clearwater

FLORIDA

Air Time Unlimited
Representative Weed
Membership NAB, BMB
Manager, Director George D. Robinson

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By Pinellas Bcstg. Co.
Business-Studio Address Times Bldg.
Phone Number 7-8108
Transmitter Location Gandy Blvd.
Air Time Unlimited
News Service UP
Transcription Service World, Capitol
Representative John E. Pearson
Membership NAB
Chief Owner Nelson Poynter
President Irwin A. Simpson
V.P., Gen. Mgr. F. J. Kelly
V.P., Prod. Dir. Herbert T. Anderson
Comm. Mgr. L. L. Wildman
Prom., Prog. Dir. Jack Faulkner
Chief Announcer Richard Bingham
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
Phone Number 999
Studio-Transmitter 1110 E. First St.
Air Time Unlimited
News Service UP
Gen. Mgr. Myron A. Reck
Comm. Mgr. Dick Aiken
Program Dir. J. Marion Harman, Sr.
Chief Engineer Emerson Brown

WKXY

SARASOTA—1949

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By Sarasota Bcstg. Co.
Business Address P. O. Box 2431
Phone Number 3666
Air Time Daytime
News Service AP
Transcription Service Capitol
Co.-Owners A. G. Fernandez, William P. Carey, C. J. Fernandez, G. Fernandez
Gen. Mgr., Chief Engr. A. G. Fernandez
Comm. Mgr. William P. Cary
Program Dir. Robert W. Hanesworth

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WSPB, Inc.

Business Address P. O. Box 1110
Phone Number 2564-5
Studio-Transmitter Address City Island
Air Time 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership BMB
President Robert C. Jones, Jr.
General-Station Manager John B. Browning
Commercial Manager John H. Bennett
Pgm., Prod., Pub. Dir. David Hale
Chief Announcer Larry Mansfield
Chief Engineer James E. Grant

WTAL

TALLAHASSEE—1935—MBS—CBS

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Oper. By John H. Phipps Radio Stations
Business Address P. O. Box 989
Phone Number 2160
Studio Address Cherokee Hotel
Transmitter Location Lake Bradford
Air Time 5:45 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth
Representatives Blair, Cummings
Membership NAB, BMB
President John H. Phipps
General Manager L. Herschel Graves
Program Director Joe Hosford
Chief Engineer W. A. Snowden, Jr.
Farm Editor Alton Brock

WTNT

TALLAHASSEE—1946-ABC-KBS-FAG

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Tallahassee Appliance Corp.
Business-Studio Address Floridan Hotel
Phone Number 2691, 2836
Transmitter Location East Park Ave.
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Thomas F. Clark
Membership NAB
President, General Manager Frank W. Pepper
Comm., Sales Prom. Mgr. John Bartlett
Sta. Mgr., Pgm. Dir. Frank W. Hazelton
Chief Engineer Charles Clifton

WALT

TAMPA—1946—SCBS

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By Tampa Bcstg. Co.
Business-Studio Address 401 West Tyler St.
Phone Number 2-7921

FLORIDA

Transmitter Location.....411 West Tyler St.
Air Time Daytime
News Service AP
Transcription Service.....Lang-Worth,SECAC
Representative John H. Perry
Membership NAB
Pres., Gen.-Sta. Mgr..... W. Walter Tison
Chief Announcer..... Gene Garcia
Musical Director..... Neil Ficken
Chief Engineer..... J. B. Tison
Farm Editor.....Sandy Geer

Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
Prog.-Prod.-Publicity Dir.. Kenneth W. Skelton
Musical Director.....Edward C. Walker
Chief Engineer..... William Pharr Moore
Farm Editor..... Mark E. Swingley

W D A E

TAMPA—1922—CBS

Frequency: 1250 Kc..... Power: 5000 Watts
Owned-Operated By..... Tampa Times Co.
Business Address..... P. O. Box 2403,
114 N. Franklin St.
Phone Number 2-2911
Studio Address..... Tampa Times Bldg.
Transmitter Location..... Forrest Hills Country
Club Area
Air Time Unlimited
News Service AP
Transcription Service Associated
Representative Katz
Membership NAB
President..... David E. Smiley

W F L A

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts
Owned-Operated By..... Tribune Co.
Business Address..... P. O. Box 1410
Phone Number H-1828
Studio Address..... Seminole Bldg.
Transmitter Location..... East Entrance Camp-
bell Causeway, Columbus Dr.
Air Time 6:30 a.m.-12:05 a.m.
News Service UP
Transcription Service..... Thesaurus, Lang-Worth
Representative.. John Blair, Harry E. Cummings
Membership NAB
Sta-Gen. Mgr..... Charles G. Baskerville
Commercial Manager..... Bert A. Arnold
Sales Prom. Mgr., Pub. Dir.... Tom Matthews
Prog.-Prod. Director..... Paul M. Jones
Chief Announcer, Farm Editor..... Mardi Liles
Musical Director..... Frank Grasso
Chief Engineer..... Joseph Mitchell

FLORIDA

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BECAUSE—AP members decide what AP shall be. Their
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... FULLY ... ACCURATELY.

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President: Jerry Stone—WNDB, Daytona Beach
Vice-President: Garland Powell—WRUF, Gainesville
Continuing Study Committee Chairman: Ken Skelton—WDAE, Tampa

FLORIDA

W H B O

TAMPA—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Harold A. & Harry J. Dunlap
 Business Address P. O. Box 9145
 Phone Number 33-2251
 Studio Address Sulphur Springs Hotel,
 8122 Nebraska Ave.
 Transmitter Location 11001 Florida Ave.
 Air Time Local sun-rise-sunset
 News Service AP
 General Manager Harold A. Dunlap
 Business Manager Harry J. Dunlap
 Sales Prom. Manager Richard P. Baker
 Prog.-Musical Dir. Ann Bowman
 Traffic Dir. Betty Strong
 Chief Engineer Maurice Scott

W I R K

**WEST PALM BEACH—1947—MBS
 SCBS**

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By Ken-Sell, Inc.
 Business Address Box 2148
 Phone Number 2-1744
 Studio Address Citizens Bldg.
 Transmitter Location S. Military Trail
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Joseph Hershey McGillvra
 Membership NAB
 Pres., Gen., Sta. Mgr. Joseph S. Field, Jr.

Pgm. Prod. Dir. James C. Steele, Jr.
 Chief Anncr., Mus. Dir. James W. Anderson
 Chief Engineer William P. Heitzman

W J N O

WEST PALM BEACH—1937—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WJNO, Inc.
 Business-Studio Address 1500 N. Flagler Dr.
 Phone Number 2-3638
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Robert Meeker
 Membership NAB
 President Marshall Heminway
 Gen.-Sta. Mgr. Stephen P. Willis
 Chief Engineer Otis C. Wright

W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Citrus Belt Bcstrs., Inc.
 Business-Studio Address 132 Third St., S.W.
 Phone Number 31-313
 Transmitter Location Lake Howard Dr.
 Air Time 6 a.m.-M.
 News Service UP
 Membership BMB
 President Frederick L. Allman
 General Manager Larry Rollins
 Program Director Richard Fyrich
 Chief Announcer Richard Teller
 Chief Engineer L. Orden Traut

GEORGIA

*Estimated Population 3,196,000—Increase +2.3%—Radio Homes 859,000
 Radio Families 872,000—Stations in State 71*

W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Herald Publishing Co.
 Address Leesburg Road
 Phone Number 1590
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President James H. Gray
 General-Station-
 Commercial Manager H. L. Tallman
 Pgm., Prod. Pub. Dir. David K. Fulton
 Chief Announcer Bill Bowick
 Chief Engineer Ernest Ruckle

W G P C

ALBANY—1933—CBS—GSN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Albany Bdcstg. Co.
 Business-Studio Address New Albany Hotel
 Phone Number 1371
 Transmitter Location Gillionville Road
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Membership NAB, BMB
 President J. W. Woodruff
 Executive Manager J. W. Woodruff, Jr.
 Sta.-Comm.-Sales Prom. Mgr. L. M. George
 Program-Production Director Walter H. Flint
 Chief Engineer Redus A. Carlton
 Farm Editor Bill Fowler

W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Americus Bdcstg. Co.
 Business-Studio Address: 109½ Windsor Ave.
 Phone Number: 3681-3682
 Transmitter Location: McGarragh St.
 Air Time: 6:15 a.m.-11:15 p.m.
 News Service: AP
 Transcription Service: Continental
 Membership: NAB
 Pres., Gen. Mgr.: James R. Blair
 Sta.-Pgm. Dir.: Charles C. Smith
 Chief Engineer: Lloyd E. McKinney

W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: J. K. Patrick & Company
 Business-Studio Address: Bobbin Mill Road
 Phone Number: 1741-2
 Transmitter Location: Bobbin Mill Road
 Air Time: 6:50 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: Standard, Keystone
 Membership: BMB
 President: J. K. Patrick
 Gen., Sta., Comm. Mgr.: R. Lewis Doster
 Program Dir.: Mary L. Betts
 Chief Announcer: Sol Abrams
 Chief Engineer: Bill Evans

W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Athens, Inc.
 Business-Studio Address: 279½ N. Lumpkin St.
 Phone Number: 446-7
 Studio-Transmitter Location: Lake Road
 Air Time: Sunrise to Sunset
 News Service: UP
 Transcription Service: Associated
 Membership: NAB, BMB
 President-General Manager: L. H. Christian
 Commercial Manager: Claude Williams, Jr.
 Program-Publicity Director: Charles A. McClure
 Chief Announcer-Musical Director: Rhett Turnipseed
 Chief Engineer: L. D. Drewry

W A G A

ATLANTA 1937—CBS—GMMT

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Fort Industry Co.
 Business-Studio Address: Western Union Bldg.
 Phone Number: Main 5900
 Transmitter Location: North Druid Hill Rd.
 Air Time: Unlimited
 News Service: AP
 Representative: Katz

Membership: NAB, BMB
 President: George B. Storer, Sr.
 General Manager: Lee B. Wailes
 Station Manager: James E. Bailey
 Commercial Manager: Claude H. Frazier
 Sales Prom. Mgr., Pub. Dir.: Lidle Lee
 Program-Production Director:
 Chief Announcer: William McCain
 Musical Director: Marijane Bouleware
 Chief Engineer: Paul B. Cram
 Farm Editor: Dale Clark

W A T L

ATLANTA—1931

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Atlanta Bcstg. Co.
 Business Address: Henry Grady Bldg.
 Phone Number: Walnut 4377
 Transmitter Location: Loghaven Dr.
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Forjoe
 Membership: NAB
 President: J. W. Woodruff, Sr.
 General Mgr.: Maurice C. Coleman
 Program Dir.: David Ruark
 Chief Engineer: Ellis Bryant, Jr.

W B G E

ATLANTA—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: General Bcstg. Co.
 Bus.-Studio Address: George Terrace Hotel
 Phone Number: VErnon 1194
 Transmitter Location: S. Pine St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Burn-Smith
 President: Mike Benton
 General Manager: David J. Holt
 Sales Manager: Samuel Kane
 Program Director: Marilyn Bradham
 Promotion Manager: Ralph Black
 Chief Engineer: David J. Holt
 Asst. Chief Engineer: Howard Parrish

W C O N

ATLANTA—1947—ABC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By: The Atlanta Constitution
 Pub. Co.
 Business-Studio Address: Constitution Bldg.
 Phone Number: LAmAr 4545
 Transmitter Location: DeFours Ferry Road, NE
 Air Time: 5:30 a.m.-1 a.m.
 News Service: AP, UP
 Transcription Service: World
 Representative: Headley-Reed
 Membership: BMB

President.....Clark Howell
 General Manager.....David Carpenter
 Commercial Manager.....Crenshaw Bonner
 Sales Prom. Mgr., Pub. Dir. Edward Pentecost
 Program Director.....Marguerite Uhry
 Prod. Dir.....Don Elliot
 Chief Engineer.....Harvey Aderhold
 Farm Editor.....Channing Cope

WGST

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts d.:
1000 n.

Owned-Operated By....Board of Regents, Uni-
versity System of Ga., behalf Ga. Institute of
Technology

Business-Studio Address.....Forsyth Bldg.,
Post Office Box 674

Phone Number.....Walnut 8441

Transmitter Location.....Cheshire Bridge Rd.

Air Time.....5:30 a.m.-M.

News Service.....AP

Transcription Service.....Lang-Worth

Representative.....George P. Hollingbery

Membership.....BMB

Chairman Bd. of Regents.....F. M. Spratlin

General Manager.....John Fulton

Sales Promotion Manager.....Paul Sanford

Program Director.....Jack Kelly

Production Director.....Don Naylor

Publicity Director.....Paul Sanford

Chief Engineer.....Ben Akerman

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc....Power: 10,000 Watts d.
 Owned-Oper. By....Eurith Dickinson Rivers, Jr.
 Bus.-Studio Add ess....217 W. Ponce de Leon
 Ave.

Phone Number.....Dearborn 2521

Transmitter Location...Lawrenceville Hiway

Air Time.....6 a.m.-7:45 p.m.

News Service.....AP

Transcription Service.....World

Representative.....Pearson

Owner-General Mgr.....E. D. Rivers, Jr.

Asst. to Owner.....Mrs. E. D. Rivers, Jr.

Program Dir., Prom. Mgr.....Warren Roberts

Production Director.....Ned Lukens

Chief Engineer.....William Hall Keller

Farm Editor.....Jack Nobles

THEY LIVE IN 37 BOOMING GEORGIA COUNTIES

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MOST OF THESE LISTEN TO AND BELIEVE IN WGST

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THEY'LL LISTEN TO YOUR STORY. HIT 'EM WHERE THEY LIVE!

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1000 W NIGHTS
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THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlanta area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained — and augmented.

If Atlanta is on your television planning board -- and it should be — get the facts from your Petry man.

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ON PEACHTREE STREET

W E R D

ATLANTA—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Atlanta, Inc.
 Business-Studio Add. 274 1/2 Auburn Ave., NE
 Phone Number Lamar 0666-7-8
 Transmitter Location Fairmount Street, NW
 Air Time Daytime
 Pres., Gen. Mgr. J. B. Blayton, Sr.
 Station Mgr. J. B. Blayton, Jr.
 Commercial Manager Clayton J. Cosse
 Sales Prom. Mgr. Roderick B. Harris
 Program Dir. A. Kenneth Knight
 Chief Engineer William F. Kennedy

W Q X I

ATLANTA—1948

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Operated By R. W. Rounsaville
 Business-Studio Address Peachtree at
 Mathieson
 Phone Number Cherokee 2196
 Transmitter Location Cheshire Bridge Rd.
 Air Time Daytime
 News Service UP
 Transcription Service World, TBS
 Membership NAB
 Pres., Gen. Mgr. R. W. Rounsaville
 Commercial Manager Sam Davis
 Prod. Mgr., Farm Editor Ray McCay
 Program Dir. Bob Corley
 Musical Director Rosemary Jones
 Chief Engineer Harold Price

W S B

ATLANTA—1922—NBC

Frequency: 750 Kc. Power: 50000 Watts
 Owned-Operated By Atlanta Journal Company
 Business-Studio Address Biltmore Hotel
 Phone Number HEmlock 1045
 Transmitter Location Tucker
 Air Time 5:15 a.m.-1:30 a.m.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Edward Petry
 Membership NAB, BMB
 Managing Director J. Leonard Reinsch
 Station Manager John M. Outler, Jr.
 Commercial Manager Frank Gaither
 Sales Promotion Manager Vincent C. Piano
 Program Director Marcus Bartlett
 Traffic Dir. George Crumbley
 Publicity Director Wayne L. Anderson
 Chief Engineer C. F. Daugherty
 Farm Editor Dudley McCaskill

W B B Q

AUGUSTA—1946
LIBERTY—GA—PALMETTO

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Savannah Valley
 Bdcstg. Co.
 Business-Studio-Transmitter
 Location 515 Jefferson Davis Avenue
 Phone Number 4-5441
 Air Time Unlimited
 News Service AP
 Representative Walker
 Pres.-Gen., Sta. Mgr. George G. Weiss
 Comm. Mgr., Prod. Dir. John W. Watkins
 Sales Prom. Mgr. Russell Poteet
 Program Director George M. Scott
 Publicity Dir. Ed Dunbar
 Chief Announcer
 Musical Director Bob Nelson
 Chief Engineer Marvin Tarpley
 Farm Editor Jack Lenz

W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By The Twin States Bcstg. Co.
 Business-Studio Address WGAC Bldg.
 Phone Number 2-2692
 Transmitter Location Martinez
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 Membership NAB
 Pres., Gen. Mgr. A. D. (Jess) Willard, Jr.
 Station Mgr. Donald MacDonald
 Program Dir. Warren Hites
 Production Director John G. Lyon
 Publicity Director Douglas Alford
 Musical Dir. Jack Francis
 Chief Engineer John Jopling
 Farm Editor J. W. Chambers

W J B F

AUGUSTA—1945—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Georgia-Carolina Bcstg. Co.
 Bus.-Studio Address 15 Elghth St., Cotton Row
 Phone Number 4-2421
 Transmitter Location Sunset Ave.
 Air Time 6:00 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB
 Pres., Gen. Mgr. J. B. Fuqua
 Station Mgr. D. M. Kelly, Jr.

GEORGIA

Commercial Manager..... Steve Manderson
Sales Prom. Mgr., Pub. Dir.... Fred Runde, Jr.
Program Dir..... John Vance
Prod., Musical Dir..... Thomas Hennesy
Chief Announcer..... Hugh Alison
Chief Engineer..... C. M. Callicott

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc..... Power: 5000 Watts
Owned-Operated By..... Radio Augusta, Inc.
Business-Studio Address.... 8th & Broad Streets
Phone Number..... 2-8805, 2-8806, 2-8807
Transmitter Location..... Berckmans Rd.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... George P. Hollingbery
Membership..... NAB, BMB
President..... Ernest D. Black
Gen. Sta. Mgr..... W. R. Ringson
Commercial Mgr..... James S. Ayers
Program Director..... Charles H. Pointel
Production Director..... Raymond Culppepper
Chief Announcer..... Pat Mulherin
Musical Director..... Charles H. Pointel
Chief Engineer..... Rabun F. Bobo
Farm Editor..... Gerald A. Chelton

WMGR

BAINBRIDGE—1946—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... S. Marvin Griffith
Address..... Faceville Hiway
Phone Number..... 776
General Mgr..... S. Marvin Griffith

WGIG

BRUNSWICK—1949

Frequency: 1440 Kc..... Power: 1,000 Watts
Owned-Operated By... Brunswick Bcstg. Corp.
Business-Studio Address.... 1514 Union St.
Phone Number..... 2714
Transmitter Location..... Blythe Island
Air Time..... 7 a.m.-M.
News Service..... AP
Transcription Service..... Associated
Membership..... NAB, BMB
President..... Norman A. Way
General Manager..... Alan Burke
Commercial Mgr..... John Lane
Pgm. Dir., Ch'ef Announcer..... Ted Booth
Publicity Dir..... Ammie Ree Penn
Musical Dir..... Sue Shaw
Chief Engineer..... Herman Lange
Farm Editor..... Eddie Wade

GEORGIA

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Second Vice-President: E. D. Rivers, Jr.—WEAS, Decatur
Secretary: W. F. Caldwell—AP Chief of Bureau
Continuing Study Committee Chairman: W. B. Estes—WGAA, Cedar-town

GEORGIA

W M O G

BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Coastal Bcstg. Co., Inc.
 Address... St. Simons Island Causeway
 Phone Number... 1500
 Air Time... 7:00 a.m.-M.
 News Service... UP
 Transcription Service... Lang-Worth
 Membership... BMB
 President... Alma W. King
 Gen.-Sta.-Comm. Mgr... Kenneth E. White
 Chief Engineer... Sidney Hargraeves

W L B B

CARROLLTON—1947—GALS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By... Carroll Bcstg. Co., Inc.
 Business-Studio Address... Peoples Bank Bldg.
 Phone Number... 980-981
 Transmitter Location... Cedar St.
 Air Time... Daytime
 News Service... UP
 Transcription Service... SESAC, Lang-Worth
 Membership... NAB
 General Mgr... Thomas K. Vassey
 Commercial Manager... Chessley F. Hooper
 Program Director... James C. Dunaway
 Prom. Mgr... Dale C. Smith
 Chief Engineer... Chessley F. Hooper

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... W. R. Frier
 Address... P. O. Box 71, Dallas Road
 Phone Number... 1200
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth
 Gen., Pgm. Dir... W. Ryan Frier
 Chief Engineer... John H. Doherty

W G A A

**CEDARTOWN—1941
 ABC-KBS-GALS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... NW. Ga. Bdcstg. Co.
 Business-Studio Address... West Theatre Bldg.
 Phone Number... Cedartown 777,570
 Transmitter Location... Rome Highway
 Air Time... 6:00 a.m.-M.
 News Service... AP
 Transcription Service... World
 Membership... NAB, BMB
 President... O. C. Lam
 General-Comm. Mgr... William B. Estes
 Program Director... Rowena W. Murphy
 Prom. Mgr... Paul Mason

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Radio Columbus, Inc.
 Business-Studio Address... 1320 Broadway
 Phone Number... 5447
 Transmitter Location... Brickyard Road
 Air Time... 5:45 a.m.-1:05 a.m.
 News Service... AP
 Transcription Service... World
 Station Representative... Headley-Reed
 Membership... NAB, BMB
 President-General Manager... Allen M. Woodall
 Station Manager... Miles H. Ferguson
 Comm., Sales Prom. Mgr... William Massie
 Program-Publicity Dir... John Nolan
 Prod. Dir., Chief Anncr... Joe Byars
 Musical Director... Frances Gladdin
 Chief Engineer... Hudie Brown
 Farm Editor... Betty Vann

W G B A

COLUMBUS—1947—ABC-MBC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By... Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address... 1213½ Broadway
 Phone Number... 3-3603
 Transmitter Location... Morris Rd.
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Lang-Worth
 Representative... Branham
 Membership... NAB, BMB
 President... A. H. Chapman, Sr.
 Gen., Comm., Mgr... Walter M. Windsor
 Pgm., Pub. Dir., Chief Anncr... Ridley Bell, Jr.
 Pub. Service Dir... James R. Cook
 Continuity Director... Howard Garland
 Chief Engineer... William R. Atkinson

W R B L

**COLUMBUS—1928
 CBS-GA. B. S.-GA. SPORTS**

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By... Columbus Bdcstg. Co.
 Business-Studio Address... 13th Ave. & 14th St.
 Phone Number... 2-0601
 Transmitter Location... Phenix City, Ala.
 Air Time... 5:30 a.m.-1:05 a.m.
 News Service... INS, UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB, BMB
 Partner... J. W. Woodruff
 Exec. Mgr., Ptnr., Sta. Mgr... J. W. Woodruff, Jr.
 Sales Mgr... B. Ed Johnson
 Promotion Mgr... Walter Mitchell
 Pgm., Prod. Dir... George Gingell
 News Director... George Theeringer
 Chief Engineer... J. A. Gamble
 Farm Editor... Douglas Gary

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Southeastern Bcstg. System
 Business-Studio Address . . . 20th Ave. & B St.
 Phone Number 666
 News Service UP
 President James S. Rivers
 General Mgr. William E. Blizzard, Jr.
 Comm., Prom. Mgr. Willard Belote
 Program Dir. Bryant Lane
 Chief Engineer Reo Chairland

W M O C

COVINGTON—1946—MBS-KBS GA. SPORTS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . The Covington News,
 Inc.
 Business Address 114-22 Pace St.
 Phone Number 2274
 Studio-Transmitter Location Monticello St
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Ga. Assn. Local Stations
 President Belmont Dennis
 General-Station-Commercial
 Manager W. Thomas Hay
 Sales Prom. Mgr., Prod., Pub. Dir. . . S. G. Turner
 Program Director W. I. Allgood
 Chief Anncr., Musical Dir. Roy Jones
 Chief Engineer Robert L. White, Jr.
 Farm Editor Leo Mallard

W B L J

DALTON—1940—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Dalton Bdcstg. Corp.
 Business-Studio Address . . . 111 South Fentz St.
 Phone Number 1180-1
 Transmitter Location River Bend Rd.
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol, SESAC
 Membership NAB, BMB
 President H. C. Kenemer
 Gen.-Sta.-Comm. Mgr. J. F. McGinley
 Chief Announcer Bill Davis
 Musical Director John Ross
 Chief Engineer John S. Andrews

W D W D

DAWSON—1948—GA. SPORTS GALS

Frequency: 990 Kc. Power: 1000 Watts D.
 Owned-Operated By . . . Dawson Bdcstg. Co.
 Business-Studio Address . . . Parrott Road
 Phone Number 415. 416

Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President Ed Stevens
 Gen.-Sta.-Comm. Mgr. W. C. Woodall, Jr.
 Pgm. Dir., Chief Anncr. Olin L. Gee
 Sales Prom. Mgr. George Burton, Jr.
 Publicity Dir. Carolyn Wall
 Musical Dir. Howard Ravilious
 Chief Engineer Joe Stephens

W G L S

DECATUR—1949—GALS

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . DeKalb Bcstg. Co.
 Business-Studio Add. . . . 546 N. McDonough St.
 Phone Number Crescent 6471
 Transmitter Location Northern Ave.,
 Avondale Estates
 News Service UP
 Transcription Service Standard
 President Frank Thomas
 General Manager Robert W. Minton
 Commercial Mgr. Robert W. Mock
 Program Dir. Ruth Kent
 Chief Announcer Preston Charles
 Chief Engineer Bob Minton

W D M G

DOUGLAS—1947

Frequency: 860 Kc. Power 1000 Watts D.
 Owned-Operated By WDMG, Inc.
 Business-Studio Address . . 118 S. Madison Ave.
 Phone Number 564
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, SESAC
 Representative P. W. Cook
 Membership NAB
 President Downing Musgrove
 General Manager B. F. J. Timm
 Program Director Terry Kiely
 Chief Announcer Sam Middleton
 Chief Engineer Al Woodson

W M L T

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Dublin Bdcstg. Co.
 Business Address Dublin
 Phone Number 871-2
 Studio-Transmitter Location . . . Franklin St.
 Air Time 6:30 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Continental Radio Sales
 Membership BMB
 President George T. Morris
 General Mgr. W. Newton Morris
 Commercial Mgr. J. Marion Kendrick
 Program Dir. Roy M. Hubbard
 Chief Engineer Charlie R. Lord

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Southeastern Bcstg. Sys.
 Address P. O. Box 72
 Air Time Daytime
 News Service INS
 Pres., Gen. Mgr. James S. Rivers
 Comm., Prom. Mgr. James Brown
 Program Dir. Jack Barton
 Chief Engineer Bruce Smith

WSGC

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elberton Bcstg. Co.
 Address Elberton
 News Service AP
 Representative Continental Radio Sales
 Manager Melvin C. Gorman

WBHB

FITZGERALD—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ben Hill Bdcstg. Corp.
 Address 600 Roanoke Dr.
 Phone Number 740
 Air Time 6:15 a.m.-11 p.m.
 News Service AP
 President Arthur Carpenter, Jr.
 Gen. Mgr., Chief Engr. Thomas R. Hanssen
 Comm. Mgr. Charles W. Dowdy
 Program Dir. Mavis Mobley

WDUN

GAINESVILLE—1947—GALS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Northeast Ga. Bdcstg. Co.
 Business-Studio Address 217½ S. Main St.
 Phone Number 234L
 Transmitter Location Tower Heights
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Membership NAB
 President Paul C. Plaginos
 General Manager John W. Jacobs, Jr.
 Commercial Manager Dave Rankin
 Program Dir. Hub Terry
 Chief Engineer Jackson A. Dodd
 Farm Editor Jack Haskins

WGGA

**GAINESVILLE—1941—MBS-KBS
 GA SPORTS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Blue Ridge Bdcstg. Co.

Business Address Box 654
 Phone Number 1600
 Studio-Transmitter Location 2400 Athens Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Charles A. Smithgall
 Commercial Manager E. F. MacLeod
 Program Director Robert Schwab
 Musical Dir. James A. Hartley
 Chief Engineer F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WKEU, Inc.
 Address Macon Hiway
 Phone Number 5507
 Air Time Unlimited
 News Service UP
 Representative Sears-Ayer
 President, General Mgr. A. W. Marshall, Jr.
 Comm. Mgr., Pgm. Dir., Chief Engr. G. H. Whitley, Jr.

WKLY

HARTWELL—1947—GA. SPORTS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Louie L. Morris
 Business Address Box 189, Hartwell
 Phone Number 71
 Studio-Transmitter Location Bowersville Rd.
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Capitol
 Membership BMB
 President Louie L. Morris
 Gen., Sta. Mgr. Max G. Pfaender
 Comm., Sales Prom. Mgr. Joe Wilder
 Pgm., Prod. Dir. Carroll Lee
 Chief Announcer Broadus McLane
 Chief Engineer Ernest Church
 Farm Editor Vernon Chafin

WBGR

JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By A'lamaha Bcstg. Co.
 Address Jessup
 Phone Number 2444
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. W. G. Thomas
 Comm. Mgr. Fred Miliken
 Pgm. Dir., Prod. Dir. Fredric Kea
 Chief Engineer D. A. Nichols

W L A G

LA GRANGE—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Bdcstg. Co.
 Business-Studio Address... 305-307 Broome St.
 Phone Number... 3508
 Transmitter Location... LaGrange
 Air Time... 6 am.-M.
 News Service... UP
 Transcription Service... Standard
 Representative... Joseph Hershey McGillivra
 Membership... NAB, BMB
 President... Roy C. Swank
 General-Station-Commercial
 Manager... Edwin Mullinax
 Program Director... John Bogges
 Production Director... Herbert Wells
 Publicity Director... Fazelle Scarborough
 Musical Director... William Hyde, Jr.
 Chief Engineer... James McKay
 Farm Editor... Joe Hawkins

W B M L

MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Middle Georgia Bdcstg. Co.
 Business-Studio Address... Fickling & Walker Bldg.
 Phone Number... 2728
 Transmitter Location... 8th & Cherry St.
 Air Time... 6 a.m.-12:30 a.m.
 News Service... AP
 Transcription Service... World
 Representative... Taylor Borroff
 Membership... NAB, BMB, FMA
 President... E. D. Black
 General Manager... Charles W. Pittman
 Commercial Manager... Walter Graham
 Sales Prom. Mgr... Harold Beaty
 Prod. Dir... Jimmy Vinson
 Program Director-Musical
 Director... Mary Hester Richardson
 Publicity Director... Lewis Smith
 Chief Announcer... Tommy Snellgrove
 Chief Engineer... H. S. Goodrich

W I B B

MACON—1948—GALS-LIBERTY

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Peach State Bcstg. Co., Inc.
 Business-Studio Address... Professional Bldg.
 Phone Number... Ivy 2716
 Transmitter Location... Pio Nono at Millirons Rds.
 Air Time... Local sunrise-sunset
 News Service... UP
 Transcription Service... Thesaurus
 Owners & Managing Dir... M. O. Thornburg, Jr., Thomas H. Maxwell
 Commercial Manager... George W. Patton

Sales Prom. Mgr... Don C. Frost
 Program Director... M. D. Thornburg, Jr.
 Prod. Dir... Bella Jarrett
 Publicity-Musical Dir... Betty Crowell
 Chief Announcer... Boy Way
 Chief Engineer... Tom Maxwell
 Farm Editor... Terry Saint

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By... Southeastern Bcstg. Co.
 Business-Studio Address... Bankers Insurance Bldg.
 Phone Number... 3131
 Transmitter Location... Forsyth Rd.
 Air Time... 5:30 a.m.-12:30 a.m.
 News Service... INS
 Transcription Service... Lang-Worth
 Representative... Katz
 Membership... NAB, BMB
 Pres., Chief Engineer... George P. Rankin
 Gen., Sta. Mgr... Wilton E. Cobb
 Sales Prom., Comm. Mgr... Frank Crowther
 Chief Announcer... Lloyd Harris
 Farm Editor... D. F. Bruce

W N E X

MACON—1945—MBS-GFSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Macon Bcstg. Co.
 Business-Studio Address... Bibb Bldg.
 Phone Number... 8211
 Transmitter Location... Rogers Ave.
 Air Time... 5:45 a.m.-12:35 a.m.
 News Service... AP
 Transcription Service... Associated
 Representative... Branham
 Membership... NAB
 President... Ed Lowe
 General-Station Manager... Alfred Lowe
 Comm., Sales Prom. Mgr... James Weathers
 Pgm., Prod. Dir., Chief Anncr... Ed Sharpe
 Chief Engineer... W. M. Moore, Jr.
 Farm Editor... Rayford Faircloth

W F O M

MARIETTA—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Chattahoochee Bcstrs.
 Business Address... P. O. Box 131
 Phone Number... 1746, 1414
 Studio-Transmitter Location... So. Cobb Dr.
 Air Time... 6:30 a.m.-11 p.m.
 News Service... AP
 Partners... Fred B. Wilson, Channing Cope
 Gen.-Sta.-Comm. Mgr... Albert L. Jones
 Prod. Pub., Pgm. Dir... Gloria Rogerson
 Chief Anncr., Music Dir... Danny Baer
 Chief Engineer... Chuck Strans
 Farm Editor... C. Cope

W M V G

MILLEDGEVILLE—1946
MBS-GALS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Jere N. Moore
Business-Studio Address: Georgia Military College
Phone Number: 250
Transmitter Location: Fishing Creek, So. Wayne St.
Air Time: 6:45 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World, Keystone
Representative: Homer Griffith
Membership: NAB
Gen.-Sta.-Comm. Mgr.: Michael T. Landy
Prog.-Prod. Dir.: Josephine Ragsdale
Publicity-Musical Dir.: Carl Woolf
Chief Announcer: William G. Bloodworth
Chief Engineer: Robbie O. Hattaway

W M G A

MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John F. Pidcock
Business-Studio Address: Moultrie
Phone Number: 999
Transmitter Location: Tifton Hiway
Air Time: Unlimited
News Service: UP
Representative: Thomas F. Clarke
General Manager: John F. Pidcock
Station Mgr., Program Dir.: Roy F. Zess
Commercial Manager: Wandell Murphy
Chief Announcer: Spence Raulerson
Chief Engineer: Lamar Beaty

W C O H

NEWMAN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Newnan Bcstg. Co.
Business-Studio Address: 11 Court Sq.
Phone Number: 1400-1
Transmitter Location: Line St.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Gen., Sta., Comm. Mgr.: James Thomasson
Pgm., Prod. Dir.: Betty Bonner
Publicity, Musical Dir.: Imogene Jones
Chief Announcer: Jim Gallogly
Chief Engineer: Walter O. Welch
Farm Editor: B. T. Brown

W K M A

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio South
Business-Studio Address: Walker Bldg.
Phone Number: 4811

Transmitter Location: N. of New City Cemetery
Air Time: 6:45 a.m.-10 p.m.
News Service: UP
Owner, Sta., Comm. Mgr.: John R. Bartlett
Program Dir.: Elizabeth Bartlett
Chief Engineer: Jack V. LoPresti

W L A Q

ROME—1947—KBS

Frequency: 670 Kc. Power: 1,000 Watts d.
Owned-Operated By: News Publishing Co.
Business-Studio Address: 209 Broad St.
Phone Number: 7767-8
Transmitter Location: Old Summerville Rd.
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Membership: NAB
President: B. H. Mooney, Sr.
Gen., Sta., Comm. Mgr.: Robert C. Leach
Sales Prom. Mgr.: Martha Daniel
Program Director: Bill Davies
Production Director: George W. Rice
Chief Announcer: Lee Mowery
Farm Editor: Delmas Franklin
Musical Director: Mrs. Clyde Baker
Chief Engineer: Daniel B. Scott

W R G A

ROME—1930—MBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Rome Bcstg. Corp.
Business-Studio Address: 503 Broad St.
Phone Number: 2-241-2
Transmitter Location: Off Summerville Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
President: John W. Quarles
General Manager: Happy Quarles
Station Manager: Mather Payne
Commercial Manager: Pinkie Talley
Prom. Mgr.: Cap Hicks
Pgm., Pub. Dir.: Jim Roberts
Musical Director: Kitty Allford
Chief Engineer: R. A. Starr
Farm Editor: Al Kirby

W R O M

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.
Owned-Oper. By: Coosa Valley Radio Co.
Business-Studio Address: 121 Broad St.
Phone Number: 9075-6
Transmitter Location: Cooper Dr.
Air Time: Sunrise-sunset
News Service: AP
Representative: Everett-McKinney,
Homer Griffith

GEORGIA

Pres., Comm. Mgr. Dean Covington
Sta., Sales Prom. Mgr. Edward N. McKay
Program Dir., Chief Announcer Charlie Doss
Publicity Dir. Joyce Buice
Musical Director Bill Morris
Chief Engineer Van Murray
Farm Editor Norman Westbrook

WCCP

SAVANNAH—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated by Dixie Bcstg. Co.
Business-Studio Address P. O. Box 943,
140 Bull St.
Phone Number 2-4182
Transmitter Location West Gwinnett St.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Walker
Membership NAB
Owner, Gen. Mgr. Carter C. Peterson
Commercial Mgr. Weldon Herrin
Sales Promotion Manager Charles J. Lipton
Program Director Charles Beresford
Publicity Director Al Jennings
Chief Engineer William E. Moats

WDAR

SAVANNAH—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WDAR, Inc.
Business-Studio Address 34 E. Bryan St.
Phone Number 3-8807-8
Transmitter Location E. Perry Lane
Air Time Unlimited
News Service AP
Representative Adam J. Young, Jr.
Membership NAB, BMB
President A. C. Neff
General-Station Manager L. H. Thesmar
Commercial Manager Robert Finch
Sales Promotion Manager Robert Noble
Pgm., Pub. Dir., Farm Editor Milton Bellan
Production Director Jimmy Woods
Musical Director James Deer
Chief Engineer Howard Jewett

WFRP

SAVANNAH—1946—GALS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Georgia Bcstg. Co.
Business-Studio Address 219 E. Charlton St.
Phone Number 39642
Transmitter Location E. Perry Lane
Air Time 6 a.m.-M.
News Service AP
Representative Thomas F. Clark
President F. R. Pidcock
Gen. Mgr., Pgm. Dir. John F. Pidcock
Comm., Sales Prom. Mgr. John Williams
Chief Engineer James M. Wilder

WSAV

SAVANNAH—1939—NBC-GSN

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By WSAV, Inc.
Bus. Studio Address Liberty Natl. Bank Bldg.
Phone Number 3-0234
Transmitter Location Oatland Island, 4.2 Mi.
E. of Savannah
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service Thesaurus
Representative George P. Hollingbery
Membership NAB, BMB
Pres., Gen. Sta. Mgr. Harben Daniel
Comm. Mgr. Don Jones
Sales Mgr. George P. Cooper, Jr.
Program Dir. Owens Alexander
Prod., Pub. Dir. Carson Demmond
Chief Announcer Norman Strand
Musical Director Melvin Peacock
Chief Engineer M. E. Thompson
Farm Editor Melvin Peacock

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By Savannah Bcstg. Co.
Business-Studio Address 516 Abercorn St.,
P. O. Box 858
Phone Number 2-0127
Transmitter Location Anderson Rd.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, World
Representative Katz
Membership NAB, BMB
Pres., General Mgr. William T. Knight, Jr.
Comm., Sales Prom. Mgr. Ben Williams
Prod., Pgm., Musical Dir. Dwight J. Bruce
Publicity Dir. Ben Quick
Chief Announcer Eddie Davis
Chief Engineer Reeve Owen

WWNS

STATESBORO—1946—MBS-GALS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alfred Dorman
Business Address Box 146
Phone Number 502
Studio-Transmitter Location E. Olliff St.
Air Time 7 a.m.-11 p.m.
News Service UP
President Alfred Dorman
General Manager Paul R. Sauve
Chief Engineer Clinton J. Lewis

WSFT

THOMASTON—1947—MBS-GALS

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By Thomaston Bcstg. Co., Inc.

Business-Studio Address 101 N. Church St.
 Phone Number 1300
 Transmitter Location Hightower Rd.
 Air Time Daytime
 News Service AP
 President R. E. Hightower
 General Manager S. J. Carswell
 Commercial Manager C. T. Thames
 Program Director Bill Heule

WKTG

THOMASVILLE—1947—GALS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Bcstg. System, Inc.
 Business-Studio Address Bank of Thomas
 County Bldg.
 Phone Number 1501-2
 Transmitter Location Pavo Hwry.
 Air Time Daytime
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Thomas F. Clark
 Membership NAB
 Pres., Gen., Comm. Mgr. W. F. Scott, Jr.
 Program Director William B. Hill
 Chief Engineer K. T. Malory

WPAX

THOMASVILLE—1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. Wimpy
 Business-Studio Address 117 Remington Ave.
 Phone Number 909
 Transmitter Location 117 Remington Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus, Capitol
 Membership NAB, BMB
 Owner, General Mgr. H. Wimpy
 Commercial Manager Al Feinberg
 Program Director Bill Ward
 Chief Engineer James Poole

WTWA

THOMSON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hickory Hill Bcstg. Co.
 Business-Studio-Transmitter
 Address 215 Lumpkin St.
 Phone Number 777
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Borhoff
 Membership NAB, BMB
 President Walter Brown
 Gen., Sta., Prom. Mgr. Edgar H. Kobak
 Comm. Mgr., Chief Anncr., Farm Editor
 Chief Engineer John Morris
 Edward Williams

W W G S

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tifton Bcstg. Corp.
 Business-Studio-Transmitter Address 800 S.
 Main St.
 Phone Number 921
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 President Walter A. Graham
 Gen.-Sales Promotion Mgr. James E. Graham
 Sta., Comm. Mgr. William Shepherd
 Pgm. Dir., Chief Anncr. Bert Stevens
 Publicity Director W. W. Shepherd
 Musical Dir. J. E. Graham
 Chief Engineer Wendell C. Roberts
 Farm Editor Bob McGregor

WLET

TOCCOA—1941—MBS-KBS-GALS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By R. G. Letourneau
 Bus.-Studio-Transmitter Address 423 Prather
 Bridge Rd.
 Phone Number 544
 Air Time Unlimited
 News Service UP
 Transcription Service Keystone
 Representative Thomas F. Clark
 General Manager Virgle E. Craig
 Commercial Manager Sam A. Gaines
 Sales Prom. Mgr., Pub. Dir. Charles Gaines
 Pgm. Dir., Chief Anncr. Roy E. Gaines
 Chief Engineer J. Carl Meeks

WGOV

VALDOSTA—1940—MBS

Frequency: 950 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By E. D. Rivers
 Business-Studio Address Hotel Daniel Ashley
 Phone Number 1420-1
 Transmitter Location Kinderlou
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Owner E. D. Rivers
 General Mgr. Mrs. E. D. Rivers
 Business Manager Mary Gorman
 Prog.-Prod. Director John V. Evans
 Chief Announcer Robert S. Mansfield
 Chief Engineer Ralph Dennis

WVOP

VIDALIA—1946—GALS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vidalia Bcstg. Co.
 Address Box 391, Vidalia

GEORGIA-IDAHO

Phone Number..... 327, 693, 698
 Studio Address..... Mt. Vernon Rd., Vidalia;
 Community Bldg., Lyons
 Transmitter Location..... U. S. Route 280
 Air Time..... 6:30 a.m.-11:00 p.m.
 News Service..... UP
 Transcription Service..... World
 Membership..... NAB
 President..... M. F. Brice
 Gen. Sta. Mgr..... Howard C. Gilreath
 Commercial Mgr..... Jack Kirkland
 Pgm., Prod. Dir..... Mercer King
 Publicity Dir..... R. E. Ledford
 Chief Announcer..... Art Peterson
 Musical Director..... Lula Mae Leverett
 Chief Engineer..... Loren Dorough

Transcription Service..... World, Cole, KBS
 Representative..... Hal Holman
 Membership..... NAB, BMB
 President..... Jack Williams
 Sta., Comm., Sales Prom. Mgr., John J. Tobota
 Program Dir..... Evelyn Frazier
 Prod. Dir..... Don Gross
 Publicity Dir..... Dorothy Smith
 Chief Announcer..... Ray Williamson
 Chief Engineer..... John Legare
 Farm Editor..... C. L. Blalock

WAYX

WAYCROSS—1936—MBS-KBS-GALS
 Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Jack Williams
 Business-Studio Address..... 1600 Carswell Ave.
 Phone Number..... 965
 Transmitter..... Waycross
 Air Time..... 6:30 a.m.-M.
 News Service..... UP

WRLD
WEST POINT—1940—ABC-KBS
 Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Valley Bcstg. Co., Inc.
 Business Address..... P. O. Box 312
 Phone Number..... 437
 Studio-Transmitter Location..... Lanett, Ala.
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... World
 Pres., Gen. Mgr..... J. C. Menderson
 Sta., Comm., Sales Prom. Mgr., Capers Litsey
 Program Director..... Aileen Love
 Chief Engineer..... R. R. Magill

IDAHO

*Estimated Population 592,000—Increase +12.8 %—Radio Homes 156,000
 Radio Families 159,000—Stations in State 21*

KDSH

BOISE—1947—CBS

Frequency: 900 Kc..... Power: 5000 Watts
 Owned-Operated By..... Boise Valley Bcstrs., Inc.
 Business-Studio Address..... 311 N. 10th St.
 Phone Number..... 6820
 Transmitter Location..... Meridian, 8 Mi. S.W. of
 Boise
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Musac
 Representative..... Free & Peters
 Membership..... NAB, BMB
 President..... Saul Haas
 General Manager..... Westerman Whillock
 Assoc. Mgr., Pgm., Prod. Dir..... Earl Glade, Jr.
 Musical Director..... George Ganz
 Chief Engineer..... James A. Johnz, Jr.
 Farm Editor, Chief Anncr..... Bill Graham

Transmitter Location..... 4th & Roosevelt
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 President..... Frank C. Carman
 General-Station Mgr..... Milo J. Petersen
 Local Sales Mgr..... Al Biorge
 Program Director..... H. E. Cunningham
 Chief Engineer..... Richard Egelston

KIDO

BOISE—1928

NBC-UTAH-IDAHO NET

Frequency: 1380 Kc..... Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By..... KIDO, Inc.
 Business-Studio Add... Chamber of Comm. Bldg.
 Phone Number..... 680
 Transmitter Location..... W. of City
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... Standard
 Representative..... John Blair
 Membership..... NAB, BMB
 President..... Georgia M. Davidson
 General Mgr..... Walter E. Wagstaff

KGEM

BOISE—1946

ABC-ROCKY MOUNTAIN NET-KBS

Frequency: 1140 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Idaho Bcstg. & Telev. Co.
 Business-Studio Address..... 1107 Main St.
 Phone Number..... 533-4

Commercial Mgr. Hugh Shelley
 Sales Prom. Mgr. Peter Brooks
 Program Dir. James B. McKibben, Jr.
 Chief Announcer Vern Moore
 Chief Engineer Harold W. Toedemeier
 Farm Editor Rulon Bradley

KBIO

BURLEY—1946

ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KBIO, Inc.
 Business-Studio Address Box 461
 Phone Number 10
 Transmitter Location 1½ Mi. W. of Burley
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Jessica L. Longston
 General Mgr. Donald R. Pinney
 Comm. Mgr. Rudy Rankin
 Program Director Tess Williams
 Chief Engineer Donald Pinney

KCID

CALDWELL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcstg. Co.
 Business-Studio Address Canyon Hill Pk.
 Phone Number 1540
 Transmitter Franklin Lane
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Keating
 President J. T. La Fond
 Sta., Gen., Comm. Mgr. H. B. McCosh
 Pgm., Prod., Pub. Dir. Jack J. Link
 Chief Announcer E. B. Spinetti
 Chief Engineer Jerry Burgess

KVNI

COEUR D'ALENE—1946

MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By The Coeur d'Alene Bcstg. Co.
 Business-Studio Address Blackwell Island
 Phone Number 1250
 Transmitter Location Blackwell Island
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 President Burt C. Hagadone
 Gen., Sta., Comm. Mgr. Wayne E. Olsen
 Pgm., Prod. Dir., Asst. Mgr.
 Bernard V. Merriman
 Musical Dir. Burl Bowman
 Chief Engineer Howard Olsen

KID

IDAHO FALLS—1927
 MBS-INTERMOUNTAIN NET

Frequency: 1350 Kc. Power: 5000 Watts d.,
 500 Watts n.
 Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Hotel Bonneville
 Phone Number 4
 Transmitter Location Ammon Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, MacGregor
 Representative Avery-Kncdel
 Membership NAB
 President Joseph E. Williams
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Sales Prom. Mgr., Pgm., Prod. Dir.
 Eugene A. Ackerley
 Chief Anncr., Farm Editor Roy Southwick
 Chief Engineer Newell Olsen

KIFI

IDAHO FALLS—1947
 ABC-ROCKY MT.-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Ope. By Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address 339 Broadway
 Phone Number 1054
 Transmitter Location N. Yellowstone Hwy.
 Air Time Unlimited
 News Service AP
 Representative George P. Hollingbery
 Pres., Gen. Mgr. J. M. Brady
 Program Dir. Kenneth Peterson
 Commercial Mgr. Dan Kelly
 Prod. Dir., Chief Anncr. Sheldon Bren
 Publicity Director James McKague
 Chief Engineer Blair Nelson

KRLC

LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By H. E. Studebaker
 Business-Studio Address Lewis-Clark Hotel
 Phone Number 1950
 Transmitter Location Lewiston Orchards
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Membership NAB, BMB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Program Director Bill Dodel
 Prod. Dir. Harry Howard
 Chief Engineer Gene Wilson

KRPL

MOSCOW—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Interstate Radio, Inc.
 Business Address: P. O. Box 396
 Phone Number: Moscow 2283
 Studio-Transmitter Location: Route 3
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Cole
 Representative: Continental Radio Sales,
 Walter Biddick
 Membership: NAB, BMB
 President: Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir.: Bert McAllister
 Comm. Sales Promotion Mgr.: Jack H. Goetz
 Chief Engineer: Herbert D. Young

KFXD

NAMPA—1922

MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Oper. By: Frank E. Hurt & Son
 Business Address: 1224 12th Ave. S.,
 P. O. Box 891
 Phone Number: 1200
 Studio Address: 1224 12th Ave. S., Nampa;
 809 Main St., Boise
 Transmitter Location: 3 Mi. S. of Meridian
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, Thesaurus,
 SESAC
 Representative: Avery-Knodel
 Membership: NAB
 President, General Mgr.: Frank E. Hurt
 Pgm. Dir., Comm. Mgr.: W. S. Black
 Chief Engineer: Edward P. Hurt

KEIO

POCATELLO—1946—ABC-KBS-RM

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By: Eastern Idaho Bcstg. &
 Television Co.
 Business-Studio Address: Hotel Bannock
 Phone Number: 3400
 Transmitter Location: Pole Line Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World
 Representative: George P. Hollingbery
 President: James M. Brady
 General Mgr.: Charles Crabtree
 Commercial Manager: James H. Schoonover
 Program Dir., Chief Announcer: Steve Shepard
 Prod. Dir.: Anthony Ricca
 Musical Dir.: Al Witt
 Chief Engineer: Denzil Musulin

KEYY

POCATELLO—1946
MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio & Telev. Bcstg. Co. of
 Idaho
 Address: 1140 Yellowstone Ave.
 Phone Number: 1240
 Transcription Service: World
 Representative: Avery-Knodel
 Membership: NAB
 President: F. M. Bistline
 Gen., Comm. Mgr.: Louis F. Haller
 Pgm. Dir., Prom. Mgr.: Doris MacBride
 Chief Engineer: Julian Dennis

KSEI

POCATELLO—1926
NBC-UTAH-IDAHO NET

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Service Corp.
 Business-Studio Address: Hotel Whitman
 Phone Number: 4000
 Transmitter Location: Pocatello
 News Service: UP
 Transcription: Standard, Lang-Worth, Cole
 Representative: Walker
 Membership: NAB, BMB
 President: O. P. Soule
 Gen., Comm. Mgr.: Henry H. Fletcher
 Publicity Dir.: Olive M. Leeney
 Program Director: Ruthe A. Fletcher
 Prod. Dir.: James E. Karrick
 Chief Engineer: Ellis W. Call

KPST

PRESTON—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Voice of The Rockies, Inc.
 Business-Studio Address: 17 North St.
 Phone Number: 600
 Transcription Service: Lang-Worth, Associated
 President: Leon Smith
 Gen., Sta. Mgr.: Rulon Dunn
 Commercial Mgr.: N. Pratt Smith
 Program Dir.: Bob Gregg
 Chief Engineer: Kenneth F. Smith

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bauer Bcstg. Co.
 Business Address: Sandpoint
 Phone Number: 555
 News Service: UP
 Transcription Service: Standard
 Partners: Norman E. Bauer, Ione N. Bauer
 General Mgr.: Norman Bauer

Asst. & Comm. Mgr. Jack Hatch
 Program Dir. Lone N. Bauer
 Promotion Mgr. Marie Rossmiller
 Chief Engineer. Carl I. Hill

KLIX

TWIN FALLS—1946
 ABC-GEM STATE-ROCKY MT.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Southern Idaho Bcstg.
 & Television Co.

Business-Studio Transmitter. Elizabeth Blvd.
 Phone Number 2484
 News Service AP
 Transcription Service. Capitol, MacGregor
 Representative. George P. Hollingbery
 Membership NAB
 V.P., Gen. Station Mgr. Frank C. McIntyre
 Commercial Mgr. Juneau H. Shinn
 Program Dir. Lloyd James
 Asst. Mgr., Farm Editor. Ian Elliott
 Production Director. George Platis
 Chief Engineer. Ian Elliott

KTFI

TWIN FALLS—1928
 NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By. Radio Bcstg. Corp.
 Business-Studio Address. 241 Main Ave. W.
 Phone Number 2400
 Transmitter Location. Curry
 News Service UP
 Transcription Service. Standard, Lang-Worth
 Representative Weed
 Membership NAB, BMB
 President. O. P. Soule
 Gen. Station-Comm. Manager. F. M. Gardner
 Sls. Prom. Mgr., Pgm. Dir. Lenore Parker
 Production Director. Carolyn Morris
 Chief Engineer. Marvin Hartley

KVMV

TWIN FALLS—1946
 MBS-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Radio Sales Corp.
 Business Address. P. O. Box 511
 Phone Number 2002
 Studio-Transmitter. Blue Lakes Blvd. N
 News Service UP
 Transcription Service. World
 Representative Avery-Knodel
 Gen. Mgr., Chief Engineer. J. H. Sole
 Comm. Mgr. Don C. Robbins

KWAL

WALLACE—1939—MBS-KBS

Frequency: 620 Kc. Power: 1000 Watts

Owned-Operated By. Silver Bcstg. Co.
 Business Address. Box 930
 Phone Number 2111
 Studio Address. Wallace; Kellogg
 Transmitter Location. Osburn
 Transcription Service. World, SESAC
 Representative Holman
 Membership BMB
 President. Dr. J. R. Binyon
 General Manager. Robert G. Binyon
 Program Director. W. Mondell Spencer
 Chief Engineer. G. Turner Dreher

KWEI

WEISER—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Inland Bcst. Co.
 Business-Studio Address. Box 791
 Phone Number 700-1
 Transmitter. 1 Mi. S. Weiser, Hwy. No. 30
 News Service AP
 Transcription Service. Lang-Worth, Standard
 Membership NAB
 President. Frank Gwilliam
 Station-Sales Promotion Mgr. Claude W. Cain
 Chief Engineer. Jim Carlson
 Program-Musical Director. Don Jones
 Commercial Manager. Wendell Long

IDAHO

WHY IS AP
 THE BEST?

BECAUSE—AP members, the
 greatest body of news
 collectors in the world
 today, provide their
 news to their AP.

ROCKY MOUNTAIN ASSOCIATED
 PRESS BROADCASTERS'
 ASSOCIATION

Director for Colorado and Wyoming:
 Douglas Kahle—KCOL, Fort Collins, Colo.

Director for Montana: Franz Robischon—
 KBMY, Billings, Mont.

Continuing Study Committeeman for Idaho:
 Frank C. McIntyre—KLIX, Twin Falls

IDAHO

ILLINOIS

Estimated Population 8,449,000—Increase +7.0%—Radio Homes 2,595,000
Radio Families—2,634,000—Stations in State 67

WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.
Owned-Operated By..... WOKZ Inc.
Business Address..... 229 Market St.
Phone Number..... 3-5506
Studio Address..... Hotel Stratford
Transmitter Location..... Route 100, 3 miles
north of Alton
Air Time..... Sunrise to sundown
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Sears & Ayer
President..... R. C. Goshorn
Gen., Comm. Mgr..... R. L. Rose
Program Dir..... Ray Washabaugh
Chief Engineer..... Thomas Payton, Jr.

WMRO

AURORA—1938

Frequency: 1280 Kc. Power: 250 Watts, d.
Owned-Operated By..... Martin R. O'Brien
Business-Studio Address..... 184 S. River
Phone Number..... 4215
Transmitter Location..... Hurd's Island
Air Time..... Daytime
News Service..... INS
Transcription Service..... Lang-Worth
Pres., Gen., Sta. Mgr..... Martin R. O'Brien
Sales Prom. Mgr..... Vincent G. Coffey
Program Director..... Jeanne M. Doran
Production Director..... Michael O'Brien
Publicity Director..... Carol Kling
Chief Announcer..... James O'Brien
Musical Director..... Elaine Hayden
Chief Engineer..... John Kitner
Farm Editor..... Bill Randles

WIBV

BELLEVILLE—1947

Frequency: 1080 Kc. Power: 250 Watts, d.
Owned-Operated By..... Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..... 2100 W. Main
Phone Number..... 5000
Air Time..... 6 a.m.-local sunset
News Service..... AP
Transcription Service..... Thesaurus, World
Representative..... Hal Holman
Membership..... BMB
Gen. Station Mgr..... Paul A. Wnorwski
Comm. Mgr..... Marshall True
Sales Prom. Mgr..... Lloyd C. Smith
Pro. Dir.-Chief Announcer..... Russell W. Wagner
Production Director..... Bobby A. Boaz
Publicity Director..... John W. Lewis
Chief Engineer..... Marvin M. Mollring
Farm Editor..... Joseph W. Quinlan

WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Bloomington Bcstg. Corp.
Business-Studio Address..... 209 East Wash-
ington St.
Phone Number..... 5281
Transmitter Location..... R.R. No. 2
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Transcription Service..... Lang-Worth, SESAC
Representative..... John E. Pearson
Membership..... NAB, BMB
President..... Loring C. Merwin
Gen. Mgr., Pub. Dir..... Ellis Atteberry
Commercial Manager..... Joseph J. Hannie
Sales Prom. Mgr..... Nancy Hoose
Program Director..... Fred Muxfeld
Musical Dir..... Lyle Smith
Chief Engineer..... Fred L. Bailey

WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Oscar C. Hirsch
Business Address..... Box 311
Phone Number..... 1490
Studio-Transmitter Location..... Paterdale
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Representative..... John E. Pearson
Membership..... NAB, BMB
Owner..... Oscar C. Hirsch
Gen.-Station-Comm. Mgr..... Merrill C. Curtler
Program Director..... Charles Housewright

WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.
Owned-Operated By..... Fulton Co. Bcstg. Co.
Business-Studio-Transmitter..... E. Linn St.
Phone Number..... 1877
Air Time..... Daytime
News Service..... AP
Transcription Service..... Lang-Worth, World
Representative..... Sears & Ayer
Membership..... NAB
President..... H. R. Winsor
General Mgr..... Robert L. Odson
Sta. Mgr., Pgm., Prod. Dir..... Ken Schleifer
Comm., Sales Prom. Mgr., Pub. Dir.
Lee R. Kramer
Musical Dir..... Prunella Junell
Chief Engineer..... John Stockberger
Farm Editor..... John G. Wolfe

WCIL

CARBONDALE—1946

Frequency: 1020 Kc. Power: 1000 Watts, d.
 Owned-Operated By... Southern Illinois Bcstg.
 Business-Studio Address... 218 W. Main St.
 Phone Number... 167, 765
 Transmitter Location... 1 Mi. W. of Carbondale
 Air Time... Daytime
 News Service... AP
 Transcription Service... Capitol
 Representative... Harlan Oakes
 Membership... NAB, BMB
 President-Gen.-Station Mgr... Paul F. McRoy
 Comm.-Sales Promotion Mgr... Walter Schafer
 Chief Anncr., Musical Dir... Jim Bolen
 Chief Engineer... Marion Sawyer

WROY

CARMI—1948

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By... Carmi Bcstg. Co.
 Business Address... 101 S. Walnut St.
 Phone Number... 682
 Air Time... Daytime
 News Service... UP
 Transcription Service... Lang-Worth
 President... Roy Clippinger
 General Mgr... T. S. Land
 Commercial Mgr... H. M. Reedy
 Program Dir... Ken Boullinghouse
 Chief Engineer... Harold Vandament

WCAZ

CARTHAGE—1921

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Superior Bcstg. Service, Inc.
 Business-Studio Address... 502 Wabash Ave.
 Phone Number... 520
 Air Time... Daytime
 Representative... Holman
 President... Bob Compton
 Manager... John Palmer

WCNT

CENTRALIA—1946

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned-Operated By... WCNT, Inc.
 Business-Studio-Transmitter... Hway. 51 N.
 Phone Number... 234
 Air Time... Sunup-sundown
 News Service... UP
 Transcription Service... Standard
 Representative... Sears & Ayer
 Membership... BMB
 President... George F. Isaac
 Gen.-Station Mgr... J. J. Flanigan
 Program Director... Jay Giles
 Publicity Director... Jean Layne
 Chief Engineer... Dwight North
 Farm Editor... Charles Griffith

WDWS

CHAMPAIGN—1937—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... The Champaign News-Gazette, Inc.
 Business Address... 48 Main St.
 Phone Number... 6-1855
 Studio-Transmitter... 1.3 mile S. of city
 Air Time... 7 a.m.-10.45 p.m.
 News Service... UP
 Transcription Service... World
 Representative... Robert Meeker & Associates
 Membership... NAB
 General Manager... J. A. McDermott
 Station Manager... Marc Howard
 Chief Engineer... Robert Schenke

WAAF

CHICAGO—1922

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By... Corn Belt Pub., Inc.
 Business Address... 836 Exchange Ave.
 Phone Number... Randolph 6-1932
 Studio Address... LaSalle-Wacker Bldg.
 Transmitter Location... Exchange Bldg., Union Stock Yards
 Air Time... 6 a.m.-local sunset
 News Service... UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB
 President... Ward A. Neff
 Gen.-Station Mgr... W. E. Hutchinson
 Commercial Manager... Bradley R. Eidmann
 Program Director... Cynthia A. Coyle
 Program Director... Del Hester
 Promotion Mgr... Ben V. Kirk
 Chief Engineer... Carl W. Ulrich

WAIT

CHICAGO—1941

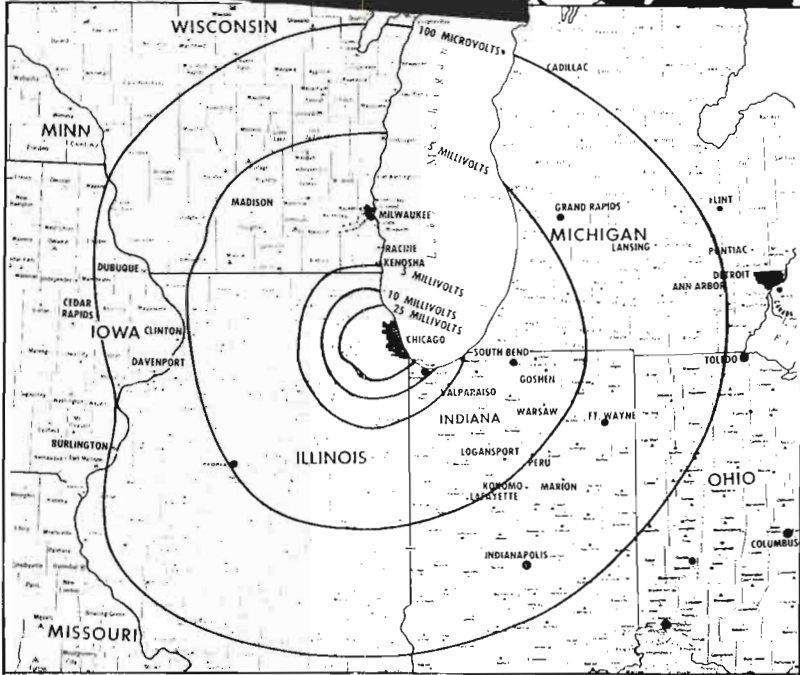
Frequency: 820 Kc. Power: 5000 Watts, d.
 Owned-Operated By... Gene T. Dyer
 Bus.-Studio Address... 360 No. Michigan Ave.
 Phone Number... Franklin 2-0660
 Transmitter Location... Elmhurst
 Air Time... Daytime
 News Service... UP
 Transcription Service... Capitol, Standard
 Representative... Radio Representatives
 Executive Dir... Gene T. Dyer
 Gen., Sta., Comm. Mgr... Sil M. Aston
 Program Director... Rosemary Petru
 Musical Director... Joseph Rudolph
 Chief Engineer... Edward W. Jacker

WBMM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Oper. By... Columbia Bcstg. System, Inc.

What does a coverage map mean?



***PLENTY* WHEN YOU'RE SELLING CHICAGO AND
251 KEY MID-WESTERN COUNTIES ON WCFL!**

Your sales story on WCFL goes out to Chicago and 251 Key-Counties in 5 rich, middle-western states. This actual audience coverage is based on a 30,000 letter-pattern.

8,289,763 consumers in the *primary!* 5,421,020 in the *secondary!*

**A POTENTIAL
\$15,000,000,000
ANNUAL MARKET**

As the *Voice of Labor*, WCFL has a *special tie* with the well-paid craftsman and wage-earners in this prosperous, industrial area.

For full information, contact WCFL or The Bolling Company.

WCFL 50,000 watts
1000 on the dial
THE VOICE OF LABOR An ABC Affiliate
666 Lake Shore Drive, Chicago, Ill.
Represented by The Bolling Company, Inc.

ILLINOIS

Bus.-Studio Address...410 N. Michigan Ave.
Phone Number...Whitehall 4-6000
Transmitter Location...Itasca, Ill.
Air Time...Unlimited
News Service...AP, INS, UP
Transcription Service...Lang-Worth, World, Associated
Representative...CBS Radio Sales
Membership...NAB, BMB
Vice Pres.-Gen. Mgr...H. Leslie Atlass
Station Manager...Frank Falknor
Sales Manager...Robert Livingston
Program Director...Al Morey
Promotion Mgr...Raif Brent
Chief Engineer...George Sherman

W C B D
CHICAGO-1947

Frequency: 820 Kc...Power: 5000 Watts
Owned-Oper. By...Christian Catholic Church
Business Address...Administration Bldg., Zion
Phone Number...521
Studio Address...c-o Station WAIT
Transmitter Location...Elmhurst
Air Time...Share Time with WAIT
Chief Exec...Michael J. Mintern

W C F L
CHICAGO-1926-ABC

Frequency: 1000 Kc...Power: 50,000 Watts
Owned-Operated By...Chicago Federation of Labor
Business-Studio Address...666 Lake Shore Dr.
Phone Number...MOhawk 4-2400
Transmitter Location...Downers Grove
Air Time...Unlimited
News Service...UP
Transcription Service...Standard
Representative...Bolling
President...William A. Lee
General Manager...Maurice Lynch
Commercial Manager...George Isaac
Program Director...Robert A. Platt
Publicity Director...Frank McGivern
Musical Director...Jack Kelly
Chief Engineer...Charles Willett

W C R W
CHICAGO-1926

Frequency: 1240 Kc...Power: 100 Watts, d.
Owned-Operated By...Clinton R. White
Business-Studio-Transmitter Address...2756 Pine Grove Ave.
Phone Number...EASgate 7-6860
Air Time...Daytime
Pres.-Owner-Chief Engr...Clinton R. White
General Manager...J. A. White

W E D C
CHICAGO-1926

Frequency: 1240 Kc...Power: 250 Watts
Owned-Operated By...Emil Denemark, Inc.
Bus.-Studio-Transmitter Address...3860 W. Ogden Ave.
Phone Number...CRawford 7-4100
Air Time...Unlimited
News Service...UP
President...Emil Denemark
Gen.-Station-Comm. Mgr...Frank J. Kotnack
Sales Prom. Mgr., Pub. Dir...Bill Mack
Musical Director...William P. Brady
Chief Engineer...Dan Ely

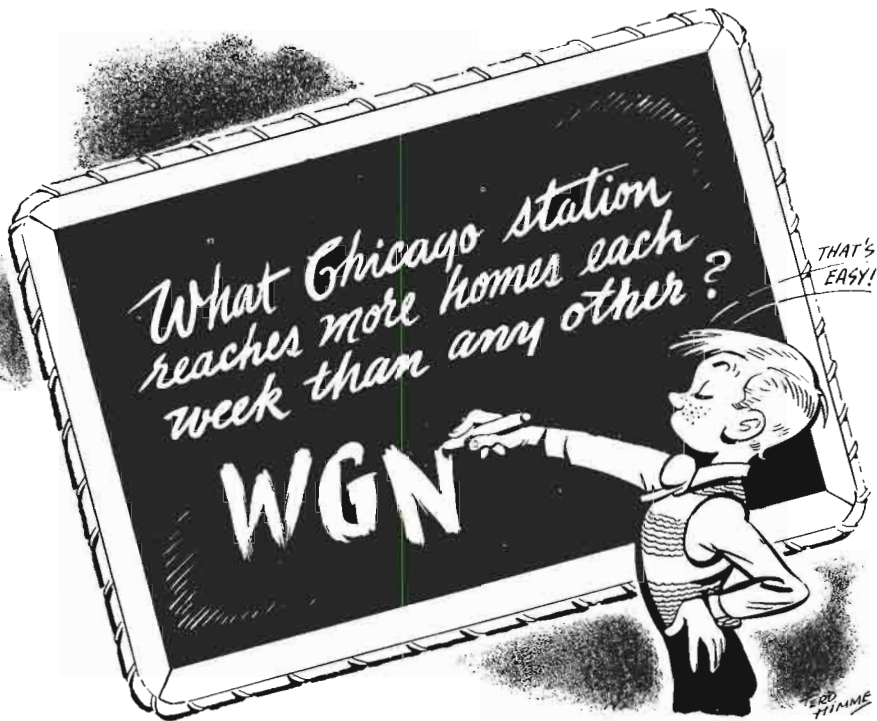
W E N R

CHICAGO-1924-ABC

Frequency: 890 Kc...Power: 50,000 Watts
Owned-Operated By...American Bcstg. Co.
Business-Studio Address...20 N. Wacker Dr.
Phone Number...ANdover 3-7800
Transmitter Location...Tinley Park
Air Time...Unlimited
News Service...AP, INS, UP
Transcription Service...Standard
Representative...ABC Spot Sales
Membership...NAB, BMB
President (ABC)...Mark Woods
Vice Pres. Cen. Div. ABC...John H. Norton, Jr.
General Mgr...James L. Stirton
Station-Comm. Mgr...Roy McLaughlin
Sales Promotion Manager...Karl R. Sulphin
Program Director...Harold Stokes
Production Director...Burr E. Lee
Publicity Director...Ell W. Henry
News & Sports Events...Con O'Dea
Musical Director...Rex Maupin
Chief Engineer...Ed Horstman

W G E S
CHICAGO-1924

Frequency: 1390 Kc...Power: 5000 Watts
Owned-Operated By...Radio Station WGES
Business-Studio Address...2708 Wash. Blvd.
Phone Number...SACramento 2-1700
Transmitter Location...8601 South Kedzie
Air Time...6 a.m.-1:30 a.m.
News Service...UP
Transcription Service...Associated
General Mgr...John A. Dyer
Commercial Mgr...Elizabeth M. Hinzman
Sales Promotion Maager...K. P. Freda
Program Director...Herbert Rudolph



YES! everyone knows the answer to that question. And the answer, year after year, has been the same—WGN*

This means that advertisers have a better opportunity of having their messages heard on WGN than thru any other Chicago station. This impact is made possible thru the power, prestige, and programs that are synonomous with WGN.

Sure, surveys point out that WGN is the outstanding station in Chicago, but we've got even more sales success stories and listener response that prove WGN's effectiveness on that great intangible . . . the listening audience.

* Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.

Make your next buy, your best buy—WGN

WGN

Chicago 11
Illinois
50,000 Watts
720

On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg

235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

W G N

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By WGN, Inc.
 Bus. Studio Address 441 N. Michigan Ave.
 Phone Number SU 7-0100
 Transmitter Location Roselle
 Ar Time 24 hrs.
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Keenan & Eickelberg
 Membership BMB, FMA
 President Col. Robert R. McCormick
 Station Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Sales Promotion Manager Don Getz
 Program Director Bruce Dennis
 Production Director Edmund Kahn
 Publicity Director James Hanlon
 Supervisor of Announcers Raymond Taylor
 Musical Director Henry Weber
 Chief Engineer Carl J. Meyers
 Farm Editor Hal Totten

W I N D

**CHICAGO—1927
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts

Owned-Oper. By Johnson Kennedy Radio Corp.

Bus. Studio Address 400 N. Michigan Ave.
 Phone Number Whitehall 4-2170
 Transmitter Location Gary, Ind.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard
 Representative Katz
 Membership NAB, BMB, FMA
 President John S. Knight
 General-Station Mgr. Ralph L. Atlass
 Commercial Manager John T. Carey
 Sales Prom. Mgr., Pub. Dir. Connie Kimble
 Program Director H. Leslie Atlass, Jr.
 Chief Engineer Kenneth C. Shirk

W J J D

CHICAGO—1934

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By Field Enterprises, Inc.
 Bus. Studio Address 230 N. Michigan Ave.
 Phone Number State 2-5466
 Transmitter Location Desplaines
 Air Time 4 a.m.-sundown
 News Service UP
 Transcription Service Standard, Capitol,
 Associated, World
 Representative Avery-Knodel

W J J D

Chicago's Best

50,000 Watt Buy

A MARSHALL FIELD STATION

REPRESENTED BY AVERY KNODEL, INC.

Public Service Institutions KNOW
the Draw-Power of these

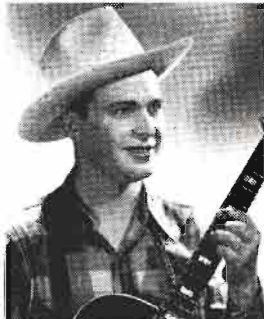
Radio Stars



ROB ATCHER



THE SAGE RIDERS



DOLPH HEWITT



LULU BELLE AND SCOTTY

Constantly requested for community events, fairs, charity programs — all the places where entertainment *experts* have their choice of the finest talent — these and two dozen more WLS radio stars are in demand all over the city of Chicago and the broad Midwest around it. This demand shows the way audiences feel about them — and that's why advertisers, too, find these WLS folks and our production staff can create anything from a simple one-man show to a giant network production. Yes, they're public servants, popular personalities . . .

Radio Stars

and PRODUCT SALESMEN

CAPTAIN STUBBY AND THE BUCCANEERS



ON

*A Clear Channel
Station*



890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

ILLINOIS

Membership NAB, BMB, FMA
President Marshall Field
Gen.-Sta. Mgr., Pgm. Dir. Arthur F. Harre
Commercial Manager Frederick G. Harm
Sales Prom. Mgr., Pub. Dir. Edwin G. Short
Chief Annncr., Prod. Dir. Carl Warner
Musical Director Don E. Lavery
Chief Engineer Walter F. Myers
Farm Editor Randy Blake

W L S

CHICAGO—1924—ABC

Frequency: 890 Kc. **Power:** 50,000 Watts
Owned-Operated By Agricultural Bcstg. Co.
Business Address 1230 Washington Blvd.
Phone Number MO 6-9700
Studio Add. 8th St. Theatre; Exchange Bldg.
Transmitter Location Tinley Park
Air Time Unlimited
News Service AP, Transradio, UP
Transcription Service Standard
Representative John Blair
Membership NAB, BMB
President James E. Edwards
Gen., Sta. Mgr. Glenn Snyder
Commercial Manager Charles M. Freeman
Sales Prom. Mgr. John C. Drake
Program Director Harold Safford
Publicity Director J. Drake
Musical Director Osgood Wesley
Chief Engineer Thomas Rowe
Farm Editor Arthur Page

W M A Q

CHICAGO—1922—NBC

Frequency: 670 Kc. **Power:** 50,000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address Merchandise Mart
Phone Number SUperior 7-8300
Transmitter Location Elmhurst
Air Time Unlimited
News Service AP, INS, UP
Transcription Service Thesaurus
Representative NBC
Membership NAB, BMB
V.P. Chg. Cen. Div. I. E. Showerman
Sales Manager Oliver Morton
Sales Prom. Mgr. Harold A. Smith
Program Director Arthur Jacobson
Production Director Homer Heck
Manager of Press Dept. John F. Ryan
Announcer Supervisor W. M. Kephart
Music Supervisor Donald A. Marcotte
Chief Engineer Howard C. Luttaens
Farm Director Everett Mitchell

W S B C

CHICAGO—1925

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By Radio Station WSBC
Business-Studio Address 2400 W. Madison St.

Phone Number MONroe 6-9060
Transmitter Location 2400 W. Madison St.
Air Time Unlimited
News Service UP
Transcription Service Associated, SESAC
Representative Forjoe
Gen. Mgr., Pgm. Dir. Robert O. Miller
Commercial Manager Julius Miller
Musical Director Richard Feinberg

W H F C

CICERO—1925

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Operated By WHFC, Inc.
Business Address 6138 W. Cermak Rd.
Phone Number Olympic 4305
Air Time 7 a.m.-M.
Representative Holman
Membership NAB
General Mgr. Richard W. Hoffman

W H O W

CLINTON—1947

Frequency: 1520 Kc. **Power:** 1000 Watts d.
Owned-Operated By Cornbelt Bcstg. Co.
Business Address 401 S. Side Sq.
Phone Number 305
Transmitter Location Rt. 51, 4 Mi. S. City
Air Time Daytime
News Service UP
Transcription Service Standard
Representative Holman
Membership NAB, BMB
President Keith Rhea
Gen., Sta. Mgr. Frank Jennings
Comm. Mgr. James Williams
Program Dir. Jack Carson
Chief Engineer William Wilson

W D A N

DANVILLE—1938—CBS

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Northwestern Pub. Co.
Address 1500 N. Washington Ave.
Phone Number 1700-1
Air Time Unlimited
News Service UP
Transcription Service World
Representative Everett-McKinne
Membership NAB, BMB
General Manager E. C. Hewes
Sta.-Comm.-Sales Prom. Mgr. Robert J. Burow
Program Director Honore E. Ronan
Chief Announcer Max Shaffer
Chief Engineer T. G. Magin

W D Z

DECATUR—1921

Frequency: 1050 Kc. **Power:** 1000 Watts d.
Owned-Operated By WDZ Bcstg. Co.

ILLINOIS

Business-Studio Address.....265 S. Park St
Transmitter Location.....R.R. No. 4
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Charles C. Caley
Gen., Sta. Mgr.....Frank C. Schroeder, Jr.
Commercial Manager.....Howard G. Bill
Program Dir.....William F. Miller
Chief Anncr.....Hugh Gray
Chief Engineer.....A. James Ebel
Farm Editor.....Marty Roberts

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 500 Watts
Owned-Operated By.....Illinois Bcstg. Co.
Business Address.....351 N. Main St.
Phone Number.....5371, 5151
Studio-Transmitter.....Route 48, at N. Jasper St.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Weed
Membership.....NAB, BMB, FMA
President.....Frederick W. Schaub
General Manager.....Merill Lindsay
Commercial Manager.....Charles F. Bruce
Program Director.....Bernard J. Johnson
Technical Director.....Milburn H. Stuckwish

W L B K

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 Number.....2677
Transmitter Location.....N. First St. Rd.
Air Time.....Daytime
News Service.....AF
Transcription Service.....Lang-Worth
Representative.....Ra-Tel
Pres., Gen., Sta. Mgr.....Ted. A. Lanes
Pgm., Prod., Pub. Dir.....Robert C. Brown
Musical Director.....Murray Followill
Chief Engineer.....Clayton DeWitt

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio-Transmitter Address.....Hotel
Broadview, East St. Louis, Ill.
Phone Number.....Bridge 4625, Upton 4-4390
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NAB, BMB

President.....A. O. Eades
Gen. Mgr. Secty.-Treas.....Clarence Leich
Station Mgr.....Frank J. Prendergast
Program Director.....Avery Busch
Salesman-Publicity Director.....Tom Riggs
Chief Announcer.....Byron Scott
Musical Director.....Edwin League
Chief Engineer.....Erle E. White
Farm-News Editor.....John Sabin

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business-Studio Address.....112½ N. Banker St.
Phone Number.....1090-1
Transmitter Location.....1 m. S. of Effingham
Air Time.....Sunrise-sunset
News Service.....UP
Transcription Service.....Cole
Membership.....NAB
President.....Joseph E. McNaughton
Sta., Comm. Mgr.....Joseph M. Sutter
Sales Prom. Mgr., Pgm. Dir.....Stuart Sanders
Chief Announcer.....James W. Claar
Chief Engineer.....Harold E. Reynolds
Farm Editor.....James W. Claar

W R M N

ELGIN—1949

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Elgin Bcstg. Co.
Business Address.....Fox Hotel
Phone Number.....6930
Air Time.....Daytime
News Service.....UP
Representative.....McGillvra
Partners.....G. A. Ralston, Jerry C. Miller
Gen., Comm. Mgr., Chief Engr.....George Ralston
Program Dir.....Kay Nylen

W N M P

EVANSTON—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio-Transmitter.....2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time.....Sunrise-sunset
News Service.....INS
Transcription Service.....Thesaurus
Membership.....NAB
President.....Fred S. Newton
General Manager.....Angus D. Pfaff
Comm. Mgr.....Robert Berger
Production Director.....Richard Philip
Publicity Director.....E. J. Pfeil
Chief Announcer.....Alan Douglas
Musical Director.....Verne Marceaux
Chief Engineer.....L. S. Schnedorf

ILLINOIS

W F R L

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Freeport Bcstg. Co., Inc.
Business-Studio Address: 9 N. Chicago Ave.
Phone Number: State 436-7
Transmitter Location: 1 1/4 Mi. NE of Freeport
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: BMB
Pres., Gen. Mgr., Chief Engr.:

Vincent S. Barker

Comm.-Sales Prom. Mgr.: Dave Taylor
Prog. Dir., Chief Announcer: Arthur Hanstrom
Musical Director: Gladys Barker

W G I L

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Galesburg Bcstg. Co., Inc.
Address: 312 Hill Arcade
Phone Number: 4626
Air Time: 6 a.m.-M.
News Service: UP

Transcription Service: Lang-Worth
Representative: Ra-Tel
Membership: NAB
President: Mrs. L. A. Pritchard
General Mgr.: Robert W. Frudeger
Sales Prom. Mgr.: Roger L. Hoffman
Program Director: Larry P. Edwards
Chief Announcer: Dwight B. Olson
Chief Engineer: E. D. Scandrett
Farm Editor: A. R. Kemp

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Harrisburg Bcstg. Co.
Business-Studio-Transmitter: 100 E. Poplar St.
Phone Number: 28
Air Time: 6 a.m.-10 p.m.
News Service: UP
Membership: NAB, BMB
President: J. M. Pruett
Gen.-Station-Comm. Mgr.: Inglis M. Taylor
Sales Prom. Mgr., Farm Editor: Ken Hamilton
Program Dir.: Norman Alexander
Production Dir.: Naomi Rice
Publicity Dir.: Elton Rust
Chief Engineer: Elmor L. Gladson

ILLINOIS

WHY IS **AP**
THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

ILLINOIS ASSOCIATION OF ASSOCIATED PRESS BROADCASTERS

Chairman: Laverne W. Waltman—WLPO, LaSalle

Vice-Chairman: Robert LaMere—WLBH, Mattoon

ILLINOIS

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Orville W. Lyerla
 Business-Studio Address..... P. O. Box 179
 Phone Number..... 382-3
 Transmitter Location..... 2.2 Mi. N. of Herrin
 Air Time..... 5:30 a.m.-10:30 p.m.
 News Service..... **UP**
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 Membership..... **NAB, BMB**
 Owner..... Orville W. Lyerla
 Gen. Station-Comm. Mgr..... Charles R. Cook
 Sales Manager..... Fred Simmons
 Musical Director..... Frank E. Elders
 Chief Engineer..... Rayburn Yandell

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc. Power: 1000 Watts d.
 Owned-Operated By..... Milton Edge &
 E. J. Korsmeyer
 Business-Studio..... Fox Illinois Theatre Bldg.
 Phone Number..... 1180
 Transmitter Location..... 1.7 Mi. E. of Jacksonville
 on Old State Rd.
 Air Time..... Sunrise-sunset
 News Service..... **UP**
 Transcription Service..... Standard
 Representative..... Hal Holman
 Membership..... **NAB, BMB**
 Gen. Sta., Comm. Mgr..... E. J. Koremeyer
 Program Director..... T. J. Fairburn
 Musical Director..... Virginia Colwell
 Chief Engineer..... G. J. Cassens
 Farm Editor..... E. H. Garlich

W J O L

JOLIET—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Joliet Bcstg. Co.
 Business-Studio-Transmitter..... 601 Walnut St.
 Phone Number..... 4761-2
 Air Time..... 7 a.m.-11 p.m.
 News Service..... **UP**
 Transcription Service..... World
 Representative..... Joseph Hershey McGillvra
 President..... Calvin Wilson
 Gen. Sta.-Comm. Mgr..... Joseph J. Garvey
 Program Director..... Eileen Caron
 Publicity Dir..... William Charnley
 Chief Announcer..... Scott Dilworth
 Musical Director..... Gregg Phillips
 Chief Engineer..... Lester DeCosta

W K A N

KANKAKEE—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Kankakee Daily Journal Co.

Business-Studio Address..... 183 N. Schuyler Ave.
 Phone Number..... 3-6633
 Transmitter Location..... R. R. 1
 Air Time..... Local sunrise-local sunset
 News Service..... **AP**
 Transcription Service..... World, Standard
 Representative..... Hal Holman
 Membership..... **NAB**
 President..... Leslie C. Small
 Station Manager..... Bruce Brown
 Commercial Manager..... Robert Hawkins
 Program Director..... Orren Allain
 Production Dir..... Ed Nix
 Chief Engineer..... Robert Harrell

W L P O

LA SALLE—1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By..... La Salle County Bcstg. Co.
 Business Address..... P. O. Box 399
 Phone Number..... 3100
 Studio Address..... Medical Arts Bldg.
 Transmitter Location..... Near Oglesby
 Air Time..... Sunrise-sunset
 News Service..... **AP**
 Transcription Service..... World, Lang-Worth
 Membership..... **NAB, BMB**
 President..... Mrs. E. M. Miller
 General-Commercial Mgr..... William Holm
 Program Director..... Joseph Terrando
 News Director..... Laverne Waltman
 Musical Director..... Harrison Leurig
 Chief Engineer..... Lawrence McCann

W P R G

LINCOLN—1949

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Operated By..... Prairie Radio Corp.
 Business Address..... P. O. Box 406
 Phone Number..... 209
 Air Time..... Daytime
 News Service..... **AP**
 Pres., Chief Engr..... Ray F. Kanochel
 Acting Comm. Mgr..... John H. Deal
 Pgm. Dir., Prom. Mgr..... Allyn V. Nugent

W K A I

MACOMB—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By..... The Macomb Bcstg. Co.
 Business-Studio Address..... 113 E. Carroll St.
 Phone Number..... 1350
 Transmitter..... Hway. 67, E. of City Limits
 Air Time..... Sunrise-sunset
 News Service..... **UP**
 Transcription Service..... Thesaurus, SESAC, KBS
 Membership..... **NAB**
 President..... James C. Bailey
 Gen., Sta. Mgrs..... J. C. Bailey, L. B. Landis
 Prog.-Prod. Dir., Chief Announcer..... Gene Spry
 Chief Engineer..... Maurice Riggins

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Operated By Marion Bcstg. Co.
Business Address R. R. No. 4
Phone Number 824
Air Time Daytime
News Service AP
Transcription Service Associated
Partner, Gen. Mgr. Hartley Grisham
Partner, Chief Engr. George W. Dodds
Program Dir. John O. Weaver

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
Owned-Operated By Mattoon Bcstg. Co.
Bus. Studio Address 17th & Broadway Ave.
Phone Number 3800
Transmitter Location 3/4 Mi. N. of Mattoon
on Hwy. 45
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Capitol
Representative Holman
Membership NAB, BMB
President, Gen. Station Mgr. J. R. Livesay
Commercial Manager Rolland O. Looper
Sales Promotion Manager Dwain Bower
Program Director Robert F. LaMere
Chief Announcer Charles R. Guess
Musical Director Ken Jakle
Chief Engineer Ray Livesay
Farm Editor Alvin Pigg

W Q U A

MOLINE—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Moline Bcstg. Corp.
Business-Studio Address 1319 5th Ave.
Phone Number Moline 7000
Transmitter Location 7th St. Ext.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Rambeau
Membership NAB, BMB
Pres., Treas., Gen. Mgr. Bruff W. Olin, Jr.
Exec. V.P., Comm. Mgr. G. LaVerne Flambo
Program Dir. Jack Davis
Chief Engineer Larry Lynch

W V M C

MOUNT CARMEL—1948

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By Mt. Carmel Bcstg. Co.
Address 114 1/2 W. 4th St.
Phone Number 937

Air Time Daytime
News Service UP
Transcription Service Capitol
Owner, President Charles Vandever
Gen., Comm. Mgr., Pgm. Dir. Jerrell Henry
Chief Engineer Raymond E. Luth

W M I X

MT. VERNON—1946

Frequency: 940 Kc. Power: 1000 Watts d.
Owned-Oper. By Mt. Vernon Radio & TV Co.
Address 2 Radio Center Bldg.
Phone Number 3500
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB
President John Russell Mitchell
Station Manager Richard C. Barnes
Program Director Jack Gordon
Publicity Director William C. Bailey
Musical Director Gladys Bean
Chief Engineer Adron Miller

W V L N

OLNEY—1947

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By Olney Bcstg. Co.
Business-Studio Address 302 1/2 E. Main St.
Phone Number 935
Transmitter Location 1 Mi. S. of Olney
Air Time Daytime
News Service AP
Transcription Service Standard
Representative Hal Holman
Pres., Gen. Mgr. Marshall H. Poole
Sta. Mgr. Edward Raasch
Program Director James Butler
Chief Engineer James H. Weber

W S I V

PEKIN—1945—MBN-IFB

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Operated By Pekin Bcstg. Co., Inc.
Business-Studio Address 15 S. Capitol St.
Phone Number 1747, 1539
Transmitter Midway bet. Pekin & Peoria
Air Time 6:30 a.m.-local sunset
News Service AP
Transcription Service Lang-Worth
Representative Hal Holman
Membership NAB, BMB
Pres., Gen. Sta. Mgr. W. Kenneth Patterson
Commercial Manager J. Ed Henry
Sales Prom. Mgr., Pub. Dir. George Udry
Program Director Robert R. Snow
Production Dir. Myles Foland
Musical Dir., Chief Anncr. Charles Timm
Chief Engineer Emil Prandoni

WEEK

PEORIA—1947—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By... West Central Bcstg. Co.
 Business-Studio Address... Commercial National
 Bank Bldg.
 Phone Number 3-3688
 Transmitter Location Bartonville
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President Sen. Robert S. Kerr
 Station Manager Fred C. Mueller
 Comm. Mgr., Pgm. Dir. George Cremeens
 Production Directors Robert Murray,
 Leonard Elliott
 Chief Engineer Wayne Lovely

WIRL

PEORIA—1948—ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By... Illinois Valley Bcstg. Co.
 Business-Studio Address... 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Tazewell County
 Air Time Unlimited
 News Service UP
 Representative Avery-Knodel
 Membership BMB
 President Timothy W. Swain
 Gen., Sta., Comm. Mgr. Tom Gavin
 Chief Engineer Rudolph Luukinen
 Pgm., Prod. Dir. Harlan E. Ralston
 Publicity Dir. Jack Lawrence
 Farm Editor Dick Herr

WMBD

PEORIA—1927—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By... Peoria Bcstg. Co.
 Bus.-Studio Address... 212 South Jefferson
 Phone Number 6-0711
 Transmitter Location 1 Mi. S. of Groveland
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Free & Peters
 Membership NAB, BMB
 President Edgar L. Bill
 Executive Vice-President... Charles C. Caley
 Commercial Mgr. Don D. Kynaston
 Sales Mgr., Pub. Dir. Florence Luedeke
 Program Director Charles B. Barnhart
 Production Dir. Marvin H. Hult
 Music Director Harold Osborne
 Director of Engineering... A. James Ebel
 Farm Director Emil Bill

WMMJ

PEORIA—1946—MBS

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Mid-State Bcstg. Co., Inc.
 Business-Studio Address... 408 Fulton St.
 Phone Number 9164
 Transmitter Location High View Rd.
 Representative John E. Pearson
 Pres., Gen. Mgr. W. J. Kutsch

WWXL

PEORIA—1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By... Central Illinois Radio Corp.
 Business-Studio Address... Hotel Jefferson
 Phone Number 9106
 Transmitter Location Creve Coeur
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service SESAC
 Representative Burn-Smith
 President Joseph Giddan
 Gen., Sta. Mgr. Michael Henry
 Comm., Sales Prom. Mgr. Dodd Boyer
 Program Dir. Patricia Zimmerle
 Production Dir. Paul M. Enright
 Publicity Dir. Charlotte Sutton
 Chief Announcer Lee Rothman
 Musical Director Marjorie Grant
 Chief Engineer Carl Horline
 Farm Editor Burt Sherwood

WGEM

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By... Quincy Bcstg. Co.
 Business-Studio Address... Hotel Quincy
 Phone Number 6840
 Transmitter Location Ellington Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 President T. C. Oakley
 General Mgr. Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Musical Director Mary Harvey
 Chief Engineer John Haerle

WTAD

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Bcstg., Inc.
 Business-Studio Address... W.C.U. Bldg.
 Phone Number 6200
 Transmitter Location Melrose Township
 Air Time 5:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated

Representative.....Weed & Co.
 Membership.....NAB, BMB, FMA
 President.....Lee P. Loomis
 General Manager.....Walter Rothschild
 Nat. Sales Mgr. (Lee Stas.)...Walter Rothschild
 Local Sales Mgr.....W. T. Burghart
 Sales Prom. Mgr.....John Phillips
 Program Dir.....Merritt Milligan
 Traffic Dir.....Zoula Gatewood
 News Editor.....Don Nicholson
 Musical Dir.....Jean Fessler
 Chief Engineer.....Urline Whitman
 Farm Editor.....Dick Falser
 Consulting Engineer.....E. C. Page

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address.....1800 3rd Ave.
 Phone Number.....6-5441
 Transmitter.....52nd St., 23rd Ave., Moline
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Ben H. Potter
 General-Station Mgr.....Leslie C. Johnson
 Commercial Manager.....Maurice Corken
 Program Director.....Forest W. Cooke
 Publicity Director.....Fern R. Hawks
 Chief Announcer.....Charles F. Harrison, Jr.
 Chief Engineer.....Robert J. Sinnett

W R O K

ROCKFORD—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By...Rockford Bcstrs., Inc.
 Bus.-Studio Address.....Rockford Newstower
 Phone Number.....2-6621
 Transmitter Location.....Guilford
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 President.....Albert B. Simms
 Gen., Sta. Mgr.....Walter M. Koessler
 Commercial Manager.....John J. Dixon
 Publicity Dir.....Betty L. Thro
 Program Director.....Maurice P. Owens
 Prod. Dir.....Bill Fischer
 Farm Editor, Chief Anncr.....Don Bowton
 Musical Director.....Lorna Lane
 Chief Engineer.....Wilfred A. Smith

W C V S

SPRINGFIELD—1925—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.

Phone Number.....9855
 News Service.....AP
 Transcription Service.....World
 Representative.....Sears & Ayer
 Membership.....NAB, BMB
 President.....H. L. Dewing
 Gen.-Station Mgr.....C. W. Neeld
 Program Dir.....John Geil
 Chief Engineer.....R. Ashenfelder

W T A X

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WTAX, Inc.
 Address.....Route 66 & E. Cook St.
 Phone Number.....2-4441
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Weed
 Membership.....NAB, BMB
 President, General Manager...Oliver J. Keller
 Comm. Mgr.....O. J. Keller, Jr.
 Sales Prom. Manager.....Shelby T. Harbison
 Program Director.....Gladys McGrew
 Chief Announcer.....Glen Farrington
 Musical Director.....William Nelms
 Chief Engineer.....E. C. Swaringen
 Farm Editor.....Murrell Singer

IN

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OF HIGH SCHOOL STUDENTS

and their families

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WROK & WROK-FM

*A recent survey of all students in Rockford High Schools showed this high percentage of regular listeners.

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Headley-Reed Co. — Nat'l Reps.

ILLINOIS-INDIANA

WSDR

STERLING—1949

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By... Blackhawk Bcstg. Co.
 Business Address... Lawrence Bldg.
 Phone Number... Main 3400
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Standard
 Pres., Gen. Mgr... Sam Bartlett
 Comm. Mgr... Lillian Bartlett
 Program Dir... Todd Branson

WKID

URBANA—1948

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By... University City Bcstg. Corp.
 Business-Studio Address... P. O. Box 192
 Phone Number... 7-5431
 Transmitter Location... ½ Mi. SE City
 Air Time... Daytime

News Service... UP
 Transcription Service... Lang-Worth
 Membership... NAB
 President... Elwood Fabert
 Gen. Mgr., Chief Engineer... G. Max Kimbrel
 Musical Director... Joan Richards

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By... New Sun Bcstg. Co.
 Business Address... P. O. Box 500
 Phone Number... ONtario 9000
 Air Time... Daytime
 News Service... AP
 Transcription Service... World, Standard
 Representative... McGillvra
 President... Frank H. Just
 General Mgr... Joseph B. Kirby
 Commercial Mgr... Donald DeThorn
 Program Dir... Fritz Sorenson
 Chief Engineer... M. D. Hunnicutt, Jr.

INDIANA

*Estimated Population 3,994,000—Increase +16.5%—Radio Homes 1,168,000
 Radio Families 1,192,000—Stations in State 42*

WCBC

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Civic Bcstg. Corp.
 Address... 116 W. 12th St.
 Phone Number... 8822
 Transmitter Location... Junction of St. Rd. 9 & 67
 News Service... AP
 Transcription Service... World
 Representative... Hal Holman
 President... Lloyd B. Gallimore
 Commercial Mgr... Gerald Quick
 Program Director... Tom Thornburg
 Promotion Mgr... Fayola Mauck
 Chief Engineer... Robert Simmons

General Manager... John R. Atkinson
 Program Director... E. R. McCord
 Chief Engineer... L. M. Shroyer

WBIW

BEDFORD—1948—MBFN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Radio Bedford, Inc.
 Address... P. O. Box 169, Radio Farm
 Phone Number... 4421-2
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... Lang-Worth, Capitol
 Representative... Ra-Tel
 Pres., Gen., Sta. Mgr... William C. Smith, Jr.
 Commercial Manager... Louis E. Gaines
 Program Director... Barbara Leahy
 Promotion Mgr... John Roell
 Production Dir... William Beatte
 Chief Anncr., Farm Editor... James Parker
 Musical Dir... Michael Sargent
 Chief Engineer... Carl Finger

WHBU

ANDERSON—1923—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Anderson Bcstg. Corp.
 Business-Studio... 640 Citizens Bank Bldg.
 Phone Number... 7791
 Transmitter Location... 1110 Meridian St.
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... Standard
 Representative... Ra-Tel
 Membership... NAB
 President... C. Bruce McConnel

WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Station WSUA, Inc.
 Bus.-Studio Address... 117½ W. Kirkwood Ave.
 Phone Number... 7277

INDIANA

Transmitter Location... State Rd. 37, 2 Mi. S.
City Limits
Air Time Sunrise-sundown
News Service UP
Transcription Service Standard, World
Representative McGillvra
Membership NAB, BMB
President L. C. J. Yeager
General Mgr. A. E. Tyler
Commercial Mgr. Wesley Hensley
Program Director Steven T. Briggs
Chief Announcer Bernie Herman
Chief Engineer James Rolfe

WTOM

BLOOMINGTON—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Fred O. Grimwood
Business Address 1325 N. 6th St., Quincy
Phone Number 7703
Studio Address Henderson Bldg.
Transmitter Location W. Allen St.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayer
President Fred O. Grimwood
General Sta. Mgr. Maurice Latimer
Commercial Mgr. Paul Lennon
Program Director George Willeford
Chief Announcer Marc Williams
Musical Dir. Betty Sparkman
Chief Engineer Ted May

WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Sarkes & Mary Tarzian
Business-Studio Address 535 S. Walnut St.
Phone Number 2-3366
Transmitter Location 2½ Mi. SE of City
News Service AP
Transcription Service Associated, Thesaurus
Representative William G. Rambeau Co.
Membership NAB
Owners Sarkes and Mary Tarzian
General Mgr. Glenn Van Horn
Sales Prom. Mgr. Robert Lemon
Program Dir. Robert Petranoff
Publicity Dir. Lyle Warrick
Musical Dir. Gail Grissom
Chief Engineer Morton Weigel

WCNB

CONNERSVILLE—1948-HOOSIER

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By News Examiner Co.
Business-Studio Address 406 Central Ave.
Phone Number 1950
Transmitter Location Summit Ave.

Air Time 6:30 a.m.-local sundown
News Service UP
Transcription Service World, Capitol
Representative Arthur Cooley
Membership NAB, FMA
President Mrs. E. W. Tatman
General Mgr. G. S. Tatman
Sta., Comm. Mgr. E. M. Jackson
Pgm., Prod., Pub. Dir. Alan G. Thompson
Chief Engineer James C. Wulliman

WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By The Truth Publishing Corp.
Business-Studio Address 116 S. Second St.
Phone Number 3-1960
Transmitter Location Oakland Ave.
Air Time 6 a.m.-M.
News Service UP
Transcription Service World, Standard,
Associated, Keystone
Representative Burn-Smith
Membership NAB, BMB
General Mgr. Richard W. Holloway
Commercial Mgr. Donald McFall
Sales Prom. Mgr., Pub. Dir. Dorothy Fleck
Program Dir. Henry J. Davis
Chief Announcer Louis I. Glass
Chief Engineer Lester Zellmer
Chief Engineer Lester Zellmer
Farm Editor Roscoe Stangland

WEOA

EVANSVILLE—1936—CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WFBM, Inc.
Business-Studio Address 24 N.W. 3rd St.
Phone Number 4-9215
Transmitter Location 5th & Vine Sts.
Air Time 6 a.m.-12:05 a.m.
News Service INS
Transcription Service Lang-Worth
Representative Katz
President Harry M. Bitner, Jr.
General-Station-Commercial Mgr. Don Menke
Program-Publicity Director Bill Fall
Chief Engineer Robert Wilson
Farm Editor Eddie Duncan

WGBF

EVANSVILLE—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By On The Air, Inc.
Business-Studio Address 519 Vine St.
Phone Number 21171
Transmitter Location Burkhardt Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service World

Representative Weed
 Membership NAB, BMB
 General Manager Clarence Leich
 Operations Manager Martin L. Leich
 Promotion Manager Del Greenwood
 Program Director Mrs. Pat Roper
 Chief Engineer Erwin P. Schoeny
 Chief Anncr., Farm Editor Fred Rollison

WIKY

EVANSVILLE—1947

Frequency: 820 Kc. Power: 250 Watts d.
 Owned-Oper. By. South Central Bcstg. Corp.
 Address Mt. Auburn Rd. & Bismark St.
 Phone Number 4-8284
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol
 Membership NAB, BMB, FMA
 Pres., Gen.-Sta. Mgr. John A. Engelbrecht
 Commercial Mgr. John Barreitt
 Musical Director Ken McCutchan
 Chief Engineer George F. Stoltz

WJPS

EVANSVILLE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WJPS, Inc.
 Business-Studio Address 206 Main St.
 Phone Number 5-2221
 Transmitter Location Mohr Rd. Bet. 1st &
 St. Joseph Ave.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Robert Meeker
 Membership NAB
 President Robert S. Davis
 Gen., Sta., Comm. Mgr. Robert J. McIntosh
 General-Commercial Mgr. Robert J. McIntosh
 Sales Prom. Mgr., Pub. Dir. E. Ward Crane
 Program-Production Dir. Jack McLean
 Musical Director Dorothy Roeder
 Chief Engineer Gilbert Hoffman

WANE

FT. WAYNE—1948—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Radio Fort Wayne, Inc.
 Address 1205 Fort Wayne Bank Bldg.
 Phone Number Anthony 6212
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Bolling
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Commercial Manager Glenn R. Thayer
 Program Dir. Warren Cook
 Publicity Director Seymour Kaplan
 Chief Engineer William Wallace Warren

WGL

FT. WAYNE—1924—NBC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By. News-Sentinel Bcstg. Co., Inc.
 Business-Studio Address. 201 W. Jefferson St.
 Phone Number E-3366
 Transmitter Location Lower Huntington Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative Headley-Reed
 President Helene R. Foellinger
 Gen., Sta. Mgr. Pierre Boucheron
 Commercial Mgr. Merrill C. Johnson
 Pgm., Prod. Dir. Norman Widenhofer
 Pgm. Mgr., Pub. Dir. Maxine Shaw
 Chief Engineer Don Holzapfel

WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By. Northeastern Indiana Bcstg.
 Co., Inc.
 Business-Studio Address. 3802 S. Calhoun St.
 Phone Number Harrison 6111
 Transmitter Location Decatur & Maple Rds.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Raymer
 President Clarence L. Schust
 General Mgr. Edward R. Thoms
 Asst. to Mgr. Hilliard Gates
 Office Mgr. Paul Bear
 Program Dir. Calo O. Mahlock
 Chief Engineer Thomas J. Copeland
 Farm Editor Charles Powell

WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned-Oper. By. Westinghouse Radio
 Stations, Inc.
 Business-Studio Address. 925 S. Harrison St.
 Phone Number Anthony 2136
 Transmitter Location Routes 30 & 33
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 Vice-President Walter E. Benoit
 General Manager J. B. Conley
 Station Manager Robert G. Duffield
 Sales Manager Paul E. Mills
 Sales Prom. & Pub. Mgr. Hilda C. Woehrmeyer
 Program Manager Carl Vandegrift
 Chief Engineer Bruce Ratts

W W C A

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By Lake Bcstg. Co., Inc.
 Business-Studio Address Hotel Gary
 Phone Number 9171
 Transmitter Location 50th & Chase Sts.
 Air Time 6 a.m.-2 a.m.
 News Service AP
 Transcription Service Standard
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. Dee O. Coe
 Pgm., Prod. Dir. Todd Branson
 Publicity Director Shaun Murphy
 Chief Announcer Mike Rapchak
 Chief Engineer Victor H. Voss

W J O B

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By South Shore Bcstg. Corp.
 Business-Studio Address 449 State St.
 Phone Number Sheffield 8400
 Transmitter Location 6425 Indianapolis Blvd.
 Air Time 8 a.m.-M.
 News Service UP
 Transcription Service Associated, World.
 SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General Manager Robert C. Adair
 Station Manager L. B. Weller
 Commercial Manager Al Halus
 Prom. Mgr., Publicity Dir. Glen Thomas
 Program Director Wilbert Wobus
 Chief Announcer Jack Popper
 Musical Director Leona Manis
 Chief Engineer Jess Peters
 News Director Wm. Warrick

W F B M

INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By WFBM, Inc.
 Business-Studio Address 48 Monument Circle
 Phone Number Lincoln 8506
 Transmitter Location Millersville Rd.
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 Comm. Sales Prom. Mgr. William F. Kiely
 Program Dir. Frank O. Sharp
 Publicity Dir. Norman Travis
 Chief Announcer Lyell Ludwig
 Chief Engineer Harold Holland
 Farm Editor Harry Martin

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By WIBC, Inc.
 Business-Studio Address 30 W. Washington St.
 Phone Number Lincoln 2305
 Transmitter Location E. 86th St., Zionsville
 Ai: Time 4:55 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Richard M. Fairbanks
 V.P., General Mgr. Kenneth W. Church
 Program Director William L. Dean
 Chief Announcer James Shelton
 Musical Director Ray Hopkins
 Chief Engineer Harry E. Adams
 Farm Editor Oscar Cooley

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By Indianapolis Bcstg., Inc.
 Business-Studio Address 307 N. Pennsylvania St.
 Phone Number Ri. 1541
 Transmitter Location 44th St. & Knollton Rd.
 Air Time 5 a.m.-M.
 News Service AP, UP
 Transcription Service World, Thesaurus
 Representative John E. Pearson
 Membership BMB
 President Eugene C. Pulliam
 V.P., Gen.-Station Mgr. Willard C. Worcester
 Commercial Manager Daniel C. Park
 Prom. Mgr., Pub. Dir. James N. Willingham
 Pgm., Prod. Dir. M. Wayland Fullington
 Chief Anncr., Farm Editor Thomas Peden
 Chief Engineer Eugene E. Alden

W I S H

INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc. Power: 5000 Watts .d;
 1000 n.
 Owned-Oper. By Universal Bcstg. Co., Inc.
 Business-Studio Address 1440 N. Meridian St.
 Phone Number Riley 2595
 Transmitter Location Post Rd. & English Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Membership NAB, BMB
 President Frank E. McKinney
 General-Commercial Mgr. George J. Higgins
 Sales Prom. Mgr., Pub. Dir. Reld Chapman
 Program Director William E. Frosch
 Musical Director Virginia Byrd
 Chief Engineer Stokes Gresham, Jr.
 Farm Editor Howdy Carlson

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Indianapolis, Inc.
 Address 8003 Kessler Blvd.
 Phone Number Highland 6494
 Air Time 6 a.m.-Local sunset
 News Service UP
 Transcription Service Capitol, World
 Representative Metropolitan
 Membership NAB
 President John C. Appel
 General Manager Gene S. Kelly
 Program Director Shirl K. Evans, Jr.
 Chief Engineer Edward C. Lockwood
 Farm Editor Howdy Carlson

WITZ

JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jasper On The Air, Inc.
 Business Address Box 167
 Phone Number Jasper 678
 Studio-Transmitter Hiway 45, 3 Mi. S. City
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Associated
 President Gilbert E. Metzger
 General-Station Mgr., Dir. Dale S. Pharee
 Commercial Manager Dennis Keller
 Sales Promotion Mgr. Jake Higgins
 Program Dir. Bryan Davidson
 Chief Engineer-Farm Editor Bill Richardson

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Oper. By North Central Indiana Bcstg.
 Corp.
 Business-Studio Address Radio Center
 Phone Number 6194
 Transmitter Rd. 26. E. of State Rd. 31
 Air Time Unlimited
 News Service AP
 Transcription Service RCA Victor
 Representative Weed
 Membership NAB, BMB
 President Richard Blackledge
 V.P., Gen. Mgr. John Carl Jeffrey
 Program Dir. James Muse
 Production Dir. Carroll Reynolds
 Publicity Dir. Charles Barkley
 Chief Engineer Chester Recter
 Farm Editor Dixon Harper

WASK

LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By WFAM, Inc.

Business-Studio Address Wallace Bldg.
 Phone Number 4300
 Transmitter Location McCarty Lane
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 Pres., Gen. Mgr. O. E. Richardson
 Sales Pro.-Mgr. Pub. Dir. Hi Shumway
 Prod. Dir.-Chief Announcer A. E. Morehouse
 Chief Engineer Harry Garba

WLOI

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By La Porte County Bcstg. Co.,
 Inc.
 Business-Studio Address Rumely Hotel
 Phone Number 3734
 Transmitter Location Holton Rd.
 Air Time Daytime
 News Service INS
 Transcription Service Capitol
 President Hoyt H. Scott
 Treasurer Dr. Edward Young
 Gen., Sta. Mgr. William A. Whitlock
 Chief Announcer Gene LaGrange
 Chief Engineer Raymond Mould
 Farm Editor Ralph Beyers

WSAL

LOGANSPORT—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bcstg. Corp.
 Address 216 Fourth St.
 General Mgr. Joe Jordan
 Sales Prom. Mgr. Willis Searfoss

WBAT

MARION—1947

Frequency: 1600 Kc. Power: 500 watts d
 Owned-Operated By Marion Radio Corp.
 Business-Studio Address P. O. Box 309
 Phone Number 5500
 Transmitter Location 3/4 Mi. So. Roseburg
 Air Time 5:30 a.m. Local Sun-Set
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen.-Sta. Mgr., Pub. Dir. J. H. Bone
 Comm.-Sales Prom. Mgr. Kermit A. Botkin
 V.P., Asst. Gen. Mgr. H. P. Hipps
 Prog-Prod-Musical Dir. Lenora Fuller
 Chief Engineer Chas. E. Westfall

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
 (CP 500 n.)
 Owned-Oper. By Northern Indiana Bcsters.,
 Inc.

INDIANA

Business-Studio Address 415 Franklin St.
 Phone Number 4980
 Transmitter Location Keiffer Rd. 3 Mi. Out-
 side of city limits
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Ra-Tel
 President O. E. Richardson
 General Manager E. R. Herkner
 Program Director Richard S. Olson
 Chief Engineer Robert Schilling
 Farm Editor Charles Sharpless

W L B C

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
 Owned-Operated By Tri City Radio Corp.
 Business Address P. O. Box 271
 Phone Number 4403
 Studio-Trans. Location Hway. 35 SE City
 Air Time 6:45 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative Walker, Hal Holman
 Pres., Gen. Mgr. D. A. Burton
 Comm. Mgr. W. F. Craig
 Program Director Lee Allerton
 Musical Director Bill Summers
 Chief Engineer Maury Crain

W L R P

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Ohio Valley Bcstg. Co.
 Address 1216 Slate Run Rd.
 Phone Number 2235
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Roy L. Hickox
 Commercial Mgr. John M. Fouts
 Chief Engineer Robert Parmenter

W K B V

RICHMOND—1926—MBS

Frequency: 1490 Kc Power: 250 Watts
 Owned-Operated By Central Bcstg. Corp.
 Bus.-Studio-Transmitter Address 25 S. Ninth St.
 Phone Number 2-1158
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Robert Meeker
 Membership NAB
 Pres., Gen. Mgr. G. F. Albright
 Comm., Sales Prom. Mgr. R. L. Nusbaum
 Program Dir. A. F. Schroy
 Chief Engineer L. J. Duning

INDIANA

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INDIANA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: George Higgins—WISH, Indianapolis
 AM Vice-Chairman: William Spencer—WHOT, South Bend
 FM Vice-Chairman: John Englebrecht—WIKY, Evansville
 Secretary-Treasurer: John Jameson—AP Chief of Bureau

INDIANA

WJCD

SEYMOUR—1949

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By: Dr. Azra C. Baker
 Address: Seymour
 Phone Number: 1212
 News Service: AP
 Air Time: Daytime
 Transcription Service: Standard, SESAC
 Pres., Gen. Mgr.: Dr. Azra C. Baker
 Program Dir.: Clement Cockrel
 Chief Engineer: Arnold Haun

WHOT

SOUTH BEND—1944—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By South Bend Bcstg. Corp.
 Bus.-Studio-Transmitter Address: St. Joseph & Monroe Sts.
 Phone Number: 3-4155
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated
 Representative: Bolling
 Membership: NAB
 President: C. Bruce McConnell
 Gen.-Sta.-Comm. Mgr.: William H. Spencer
 Sales Prom. Mgr.: C. J. Pajakowski
 Pgm., Prod. Dir.: Robert Bell
 Musical Director: Orville Foster
 Chief Engineer: David Maltby

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d
 Owned-Operated By: St. Joseph Valley Bcstg. Corp.
 Business Address: 214 W. Wayne St.
 Phone Number: 38668
 Studio-Transmitter Address: Mishawaka Hotel & N Hickory Rd.
 Air Time: Sunrise-Sunset
 News Service: UP
 Membership: NAB
 President: B. W. Redifer
 Sta. Mgr., Prog. Dir.: W. W. Oliver
 Comm.-Sales Prom. Mgr.: Dale Roberts

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address: Tribune Bldg.
 Phone Number: 3-6161
 Transmitter Location: 7 mi. s.e. of city
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Capitol, Standard

Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: F. A. Miller
 Gen.-Sta. Mgr.: Robert H. Swintz
 Commercial Manager: Neal B. Welch
 Sales Prom. Mgr., Pub. Dir.: Walter A. Sweitzer
 Program Director: Robert J. Drain
 Production Director: Oliver Parcher
 Chief Announcer: Morton Linder
 Musical Director: Harlan Hogan
 Chief Engineer: Herbert G. Cole
 Farm Editor: Philip Combs

WTCJ

TELL CITY—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: James R. Brewer
 Business-Studio Address: Tell City
 Phone Number: 740
 Transmitter Address: Highway 66-E
 Air Time: Unlimited
 News Service: AP
 Owner, Pres., Gen. Mgr.: James R. Brewer
 Sales Prom. Mgr., Pub. Dir.: Steve Bellinger
 Pgm., Prod. Dir.: Tom Allebrandi
 Musical Director: Ruth Baumgart
 Chief Engineer: James R. Brewer
 Farm Editor: Bill Faulkner

WBOW

TERRE HAUTE—1927—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Banks of the Wabash, Inc.
 Business-Studio Address: 303 S. Sixth St.
 Phone Number: Crawford 5034
 Transmitter Location: First & Peyton Sts.
 Air Time: 6 a.m.-M.
 News Service: AP, UP
 Representative: Weed
 Membership: NAB, BMB, FMA
 President: Alvin Eades
 General-Station Manager: William F. Rippetoe
 Sales Prom. Manager: Sigel A. Roush
 Program Director: Leo J. Baxter
 Prod. Dir., Chief Anncr.: Harry Frey
 Publicity Director: Madeline K. Barry
 Chief Engineer: Howard Stewart

WTHI

TERRE HAUTE—1948—ABC

Frequency: 1480 Kc. Power: 1,000 Watts
 Owned-Operated By: Wabash Valley Bcstg. Corp.
 Business-Studio Address: 120 So. 7th St.
 Phone Number: Crawford 9481
 Transmitter Location: 13th St. & Hazelburger Road
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth

INDIANA - IOWA

Representative Bolling
 Membership NAB, BMB
 President Anton Hulman, Jr.
 Station Manager J. M. Higgins
 Program Director Arnold C. Johnson
 Publicity Dir. Earl Johnson
 Musical Director Ben Falber
 Chief Enginer T. R. Felts
 Farm Editor Arnold C. Johnson

Representative John E. Pearson
 President Eugene C. Pulliam
 General Manager Howard N. Greenlee
 Station-Sales Promotion Mgr. Samuel J. Dodd
 Program Director Don Sherwood
 Publicity Dir., Chief Anncr. Al Vare
 Chief Technician Ralph Baldwin
 Farm Editor Ernie Kerns

W A O V

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address 320 Bussevan St.
 Phone Number 787-8
 Studio Address Grant Hotel
 Transmitter Location Hgwy., N. of Vincennes
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth

W K A M

WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RFD No. 1
 Phone Number 65
 Air Time Daytime
 News Service AP
 Transcription Service McGregor, Cole
 Pres., Gen. Mgr. J. W. Autenrieth, Jr.
 Program Dir. Lynn M. Miller
 Chief Engineer Charles F. Stinson

IOWA

*Estimated Population 2,643,000—Increase +4.1%—Radio Homes 780,000
 Radio Families 796,000—Stations in State 42*

K A S I

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Ames Bcstg. Co.
 Business-Studio Address 328½ Main St.
 Phone Number 3460
 Transmitter Location Ontario
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus, Capitol
 President W. S. Rupe
 Gen., Sta. Mgr. Arthur A. Skinner
 Comm., Sales Prom. Mgr. H. M. Cleveland
 Program Director Charles H. Forbes
 Chief Anncr., Farm Editor Charles H. Forbes
 Musical Director Mendy Mendenhall
 Chief Engineer Doyle D. Kelso

Transcription Service Standard
 Representative Taylor-Borhoff
 Membership NAB, FMA
 Pres., Gen. Mgr. Gerard B. McDermott
 Prom., Comm. Mgr. David H. Steinle
 Secretary-Treasurer R. H. Plock
 Program Director Richard Mosena
 Chief Engineer John Gallino

K C R G

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts
 Owned-Operated By The Gazette Co.
 Business-Studio Address 104 First St., SW
 Phone Number 4194
 Transmitter Location Cedar Rapids
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Standard, Associated
 Representative Burn-Smith
 Membership NAB, BMB, FMA
 Secretary, Vice-President Joseph F. Hladky
 Gen., Sta., Comm. Mgr. Fred W. Wagenvoord
 Program Dir. Wade S. Patterson
 Production Dir. Jack Ware
 Publicity Dir. Edna A. Herbs!
 Musical Dir. Jordan Jacks
 Chief Engineer Kenneth M. Caldwell
 Farm Editor Rex Conn

K B U R

BURLINGTON—1941—ABC

Frequency: 1490 Power: 250 Watts
 Owned-Operated By Burlington Bcstg. Co.
 Business-Studio Address National Bank Bldg.
 Phone Number 680
 Transmitter Location West Burlington
 Air Time 6:00 a.m.-M
 News Service UP

K W C R

CEDAR RAPIDS—1949—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Cedar Rapids Bcstg. Corp.
 Business Address. 211 First St., SW
 Phone Number. 3-8265
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Capitol, Thesaurus
 Representative. McKinney
 President. William J. Barron
 General Mgr. Paul E. Millen
 Program Dir. Ralph Willey
 Chief Engineer. James A. Dickens

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By. American Bcstg.
 Stations, Inc.
 Business-Studio Address. Para. Theatre Bldg.
 Phone Number. 6127
 Transmitter Location. Marion
 Air Time. 5:30 a.m.-12:05 a.m.
 News Service. AP, INS, UP
 Transcription Service. World, Lang-Worth,
 MacGregor
 Representative. Katz
 Membership. NAB, BMB
 Exec. Vice-Pres. William B. Dolph
 General-Station Mgr. William B. Quarton
 Commercial Manager. Lew Van Nostrand
 Promotion Mgr. Leo F. Cole
 Program-Production Director. Douglas B. Grant
 Publicity Dir. Dorothy Ireland
 Chief Announcer. Bob Leefers
 Musical Director. June Caldwell
 Chief Engineer. George Hixenbaugh
 Farm Editor. Charles A. Worcester

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By. Centerville Bcstg. Co.
 Business Address. 1910 S. Main St.
 Phone Number. 131
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Lang-Worth
 President. Robert K. Beck
 General Mgr. Robert G. Irwin
 Program Dir. John McCaughey
 Chief Engineer. Robert Moore

K C H A

CHARLES CITY—1949

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By. Inland Bcstg. Corp.

Business Address. Charles City
 Phone Number. 787
 Air Time. Daytime
 President. Dean Hollingsworth
 Chief Engineer. Robert Weiry

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Clinton Bcstg. Corp.
 Business-Studio Address. 246 Fifth Ave. S.
 Phone Number. 448
 Transmitter Location. 13th Ave. North &
 Elvira Road
 Air Time. 6:00 a.m.-M
 News Service. UP
 Transcription Service. Thesaurus
 Representative. Everett-McKinney
 Membership. NAB
 President. W. S. Jacobsen
 Gen. Sta., Comm. Mgr. Walter Teich
 Pgm., Prod. Dir. Emmett Hassett, Jr.
 Publicity Dir. Lucille Scoggins
 Chief Announcer. Henry Dihlmann
 Musical Dir., Farm Editor. Albert Peck
 Chief Engineer. Gilbert Andrew

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By. Nonpareil Bcstg. Co.
 Business Address. P. O. Box 509
 Phone Number. 4041 Council Bluffs,
 Jackson 7736 Omaha, Neb.
 Studio Addresses. Strand The. Bldg., Council
 Bluffs, Live Stock Exc. Bldg., Omaha, Neb.
 Transmitter Location. South Omaha Road
 Air Time. Daytime
 News Service. AP
 Transcription Service. Associated, Lang-Worth
 Station Representative. Everett-McKinney
 Membership. NAB, FMA
 President. Robert R. O'Brien
 Gen. Sta., Comm. Mgr. Robert L. Davis
 Pgm., Prod. Dir. Harold Hughes
 Chief Engineer. Robert W. Hall
 Farm Editor. C. W. McManamy

K S I B

CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Southwest Iowa Bstg. Co.
 Address. Radio Center
 Phone Number. 55
 Air Time. Sunrise to sunset
 News Service. AP
 Transcription Service. Thesaurus, SESAC
 Representative. Everett-McKinney

President..... Arthur Horning
 General-Station Mgr., Pub. Dir... E. M. Horning
 Pgm.-Prod. Dir..... Dorothy Lindley
 Chief Anncr., Musical Dir..... Jack Mills
 Chief Engineer..... Jean Poole
 Farm Editor..... Shep Shater

KSTT

DAVENPORT—1946
MBS-IOWA TALL CORN

Frequency: 1170 Kc..... Power: 1000 Watts
 Owned-Operated By... Davenport Bcstg. Co. Inc.
 Business-Studio Address..... 324 Main St.
 Phone Number..... 2-3525
 Transmitter Location..... Milan, Ill.
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... C. P. MacGregor
 Representative..... J. P. McKinney
 President, Station Manager... Hugh R. Norman
 Commercial Mgr..... Herb Peterson
 Chief Announcer..... William Genett
 Musical Director..... Pat Alan
 Farm Editor..... Warren Anderson

WOC

DAVENPORT—1922—NBC

Frequency: 1420 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tri-City Bcstg. Co.
 Business-Studio Address..... 805 Brady St.
 Phone Number..... 3-3661
 Transmitter Location..... R. R. No. 1
 Air Time..... 6 a.m.-M
 News Service..... UP
 Transcription Service... Lang-Worth, Thesaurus
 Representative..... Free & Peters
 Membership..... NAB, BMB, FMA
 President..... Col. B. J. Palmer
 V. Pres. & Treas..... D. D. Palmer
 Station Manager..... Ernie Sanders
 Program-Production Director... Charles Freburg
 Publicity Director..... Paul Ives
 Musical Director..... George O. Sontag
 Chief Engineer..... Paul G. Arvidson

KDEC

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Telegraph-Herald
 Business-Studio Address..... 301 W. Broadway
 Phone Number..... 1240
 Transmitter Location... 600 Leiv Eiriksson Dr.
 Air Time..... Shares time
 News Service..... AP
 Transcription Service..... Standard
 Representative..... Everett-McKinney
 Membership..... NAB
 President..... F. W. Woodward

General Manager..... William J. Croker
 Commercial Manager..... George Dorrington
 Program Dir..... Thomas Cornlea
 Chief Engineer..... Curtis Eitrelm

KCBC

DES MOINES—1946

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Kapital City Bcstg. Co.
 Business-Studio Address..... 2323 Grand Ave.
 Phone Number..... 4-3151
 Transmitter Location..... E. 42nd & Dean Ave.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... AP
 Representative..... Weed
 President..... Karl Peters
 General-Station Mgr..... Rollo H. Bergeson
 Commercial Mgr..... C. E. Grant
 Operations Mgr..... J. I. Mitchell
 Chief Engineer..... Bob Brown

KIOA

DES MOINES—1948—MBS

Frequency: 940 Kc..... Power: 10,000 d., 5000 n.
 Owned-Oper. By... Independent Bcstg. Co., Inc.

FIRST IN THE

QUAD Cities

**DAVENPORT
 ROCK ISLAND
 MOLINE
 EAST MOLINE**



BASIC Affiliate of NBC—
 the No. 1 Network

WOC AM 5,000 W., 1420 Kc.
 FM 47 Kw., 103.7 Mc.
 TV Channel 5
 22.9 Kw. Video
 12.5 Kw. Audio

DAVENPORT, IOWA

National Representatives Free & Peters, Inc.

• • • **I O W A** • • •

Business-Studio Address.....Onthank Bldg.,
10th & Mulberry
Phone Number.....2-9191
Transmitter Location.....Hartford
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....World
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Pres., Gen. Mgr.....Harold Baker
Promotion Mgr.....Janice R. Hull
Program Director.....William A. Wallace
Chief Engineer.....Lloyd R. Amoo

K R N T

DES MOINES—1935—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location.....S.W. 22nd & Park Ave.
Air Time.....6 a.m.-M
News Service.....AP, INS, UP
Transcription Service.....Standard, Associated
Station Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Gardner Cowles
General-Station Manager.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Promotion Manager.....Joe Hudgens
Program Director.....Charles Miller
Production Director.....Dick Covey
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

K S O

DES MOINES—1932—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....Tenth & Grand Ave.
Phone Number.....3-0571
Transmitter Location.....E. 38th & Broadway
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Station Representative.....Headley-Reed
Membership.....NAB, BMB
President.....Kingsley H. Murphy
Station-Commercial Mgr.....S. H. McGovern
Program Director.....Tom Lewis Shumate
Promotion Mgr.....Helen B. Maley
Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1947—TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Des Moines Bcstg. Corp.

Business-Studio Address.....407 Fifth Ave.
Phone Number.....2-8363
Transmitter Location.....Levey Road
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....Cole, Capitol, Associat'd
Representative.....Everett-McKinney
Membership.....NAB
Pres., Natl. Sales Mgr.....George W. Webber
Station Manager.....Robert L. Webber
Commercial Manager.....H. R. Hurd
Program Director.....Edith D. Webber
Promotion Mgr.....Ira L. Johnson
Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC
Station Representative.....Free & Peters
Membership.....NAB, BMB
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Commercial Manager.....Harold Fulton
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
Musical Director.....Don Hovey
Chief Engineer.....Reed E. Snyder
Farm Editor.....Herb Plambeck

K D T H

DUBUQUE—1941—MBS-TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Dubuque Telegraph-
Herald
Bus.-Studio Address.....Eigh'h Ave. & Bluff Sts.
Phone Number.....1603
Transmitter Location.....East Dubuque
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard, Associated
Station Representative.....Everett-McKinney
Membership.....NAB, BMB, FMA
President.....F. W. Woodward
General-Station Manager.....K. S. Gordon
Program Director.....A-nie Stierman
Chief Engineer.....Robert I. Hancock

W K B B

DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.

I O W A

Business-Studio Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R. R. No. 2
Air Time.....6:15 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Robert Meeker
Membership.....NAB, BMB
President.....Charles T. Landon
General-Station Manager.....James D. Carpenter
Commercial Mgr.....Harry Hatzenfuehler
Program-Production Dir.....Gleason Kistler
Chief Announcer.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....John Uyeoka

KVFD

FT. DODGE—1939
MBS—TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address.....Warden Bldg.
Phone Number.....Walnut 3761
Transmitter.....1 mi. S. W. of Ft. Dodge
Air Time.....Unlimited
News Service.....UP, INS
Transcription Service.....Lang-Worth
Representative.....Everett-McKinney
Membership.....NAB, FMA
President, General-Station Mgr.....Edward Breen
Office Manager.....Mae Challberg
Commercial Mgr.....Max Landes
Sales Prom. Mgr.....Wally Engelhardt
Program Director.....Drexel Peterson
Publicity Director.....Kenneth Peterson
Chief Announcer.....Johnny Green
Chief Engineer.....David G. Sinclair

KXGI

FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Carson Radio, Inc.
Business-Studio Address.....Marquette Bldg.
Phone Number.....1360
Transmitter Location.....3 mi. W. of town
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol
President.....A. Orrie Carson
General Manager.....Robert M. Carson
Station Manager.....Milten Cohen
Chief Engineer.....Hubert Marshall
Farm Editor.....Jack Lloyd

KXIC

IOWA CITY—1948—HSN

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
Transmitter Location.....1 Mi. N. of Iowa City
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Standard, Lang-Worth
Membership.....NAB, BMB
Pres., General-Station Mgr.....Robert E. J. Snyder
General Mgr.....Gene Claussen
Chief Announcer.....Ed. Cade
Commercial Manager.....Lawrence B. Butler
Program Director.....Herbert D. Olson
Musical Director.....Robert L. Bush
Chief Engineer.....Elliott Full
Farm Editor.....G. M. Ludwig

KOKX

KEOKUK—1947—TALL CORN

Frequency: 1310 Kc.....Power: 250 Watts d.
Owned-Operated By.....Keokuk Bcstg. Co.
Business-Studio Address.....500½ Main St.
Phone Number.....235-6
Transmitter Location.....Main St. Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative.....Everett-McKinney
Membership.....NAB
President.....H. W. Stadler
Gen., Sta. Mgr.....George B. J. Adkisson
Pgm., Prod. Dir.....Chester C. Andrews
Chief Anncr., Musical Dir.....David Shelley
Chief Engineer.....George W. Henderson
Farm Editor.....Ray Sherman

KFJB

MARSHALLTOWN—1923
MBS—TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Ptg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address.....133 E. Main St.
Phone Number.....3361
Transmitter Location.....Route No. 3
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....Everett-McKinney
Membership.....NAB, BMB
President.....John W. Norris
Station Manager.....William P. White
Commercial Manager.....R. W. Brown
Program Director.....Ray P. Bennett
Publicity Director.....Allan Schrock
Musical Dir.....D. Gattelle
Chief Engineer.....Herbert G. Anderson
Farm Editor.....W. Benson

K G L O

MASON CITY—1936—CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Business-Studio Address: 12½ 2nd St., N.E.
 Phone Number: 2800
 Transmitter Location: 1 mi. W. of Mason City
 Hgwy. 18
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard
 Representative: Weed
 Membership: NAB, BMB, FMA
 President: Lee P. Loomis
 Exec. V.P.: Herbert R. Ohrt
 Station Manager: Henry B. Hook
 Commercial Manager: Lloyd D. Loers
 Sales Prom. Mgr., Pub. Dir.: Donald Harrer
 Program Director: William G. Suter
 Prod. Dir., Chief Annr.: Robert Clausen
 Chief Engineer: Roger E. Sawyer
 Farm Editor: Chet Randolph

K I C M

**MASON CITY—1948
 MBS—TALL CORN**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Mason City Bcstg. Co.
 Business-Studio Address: 5-2nd St. S. W.
 Phone Number: 5400
 Transmitter Location: 19th St., S. W.
 Air Time: 6 a.m.-M
 News Service: AP
 Transcription Service: World
 Representative: Everett-McKinney
 Membership: NAB
 General Manager: Charles E. Jones
 Program Director: Al Tighe
 Promotion Manager: Bob Thompson
 Chief Engineer: Larry Lawson

K S M N

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mohawk Bcstg. Co.
 Business-Studio Address: Weir Bldg.
 Phone Number: 5420
 Transmitter Location: Hiway 18
 Air Time: Daytime
 News Service: UP
 Membership: NAB
 Representative: Joseph Hershey McGillvra
 Pres., General-Station Mgr.: Robert M. Carson
 Comm., Sales Prom. Mgr.: Norman W. Rice
 Program Director: Betty Christianson
 Chief Announcer: Al Heinz
 Chief Engineer: Jack Duncan
 Farm Editor: Paul Pippert

K W P C

MUSCATINE—1947—TALL CORN

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: Muscatine Bcstg. Co.
 Address: Mulberry & Houser
 Phone Number: 860
 Air Time: Sunrise-sunset
 News Service: UP
 Transcription Service: Thesaurus, Associated
 Representative: Everett-McKinney
 Membership: NAB
 Sta., Comm. Mgr.: George J. Volger
 Program Director: Joseph Unger
 Musical Director: Thelma Volger
 Chief Engineer: Edward Edenson

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Business-Studio Address: Seven Acres,
 2513 N. Court Rd.
 Phone Number: 5600-1
 Transmitter Location: Community Gardens
 Air Time: 6 a.m.-M
 News Service: AP
 Transcription Service: World
 President, General Mgr.: James J. Conroy
 Station Manager: Eleanor M. Haling
 Commercial Mgr.: Richard Meier
 Program-Production Dir.: Del Donahoo
 Promotion Mgr.: Berg Allison
 Chief Engineer: Wayne J. Hatchett

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By: Capital Bcstg. Co.
 Address: 407 Sycamore
 Phone Number: 1302
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: Taylor-Borhoff
 Membership: NAB
 President: C. J. Abbott
 General Manager: C. Earl Williams
 Comm. Mgr., Chief Engr.: Mark W. Bullock
 Program Director: Earl Blakesley
 Chief Announcer: Harry Packard

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Bcstg. Co.
 Business-Studio Address: Lowell & Elm Sts.
 Phone Number: 192

I O W A

Transmitter Location.....1 mi. NE of
 Shenadoah on Hgwy. 48
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Cole
 Representative.....Avery-Knodel, Inc.
 Membership.....NAB
 President.....Edward W. May
 Gen. Sta. Mgr.....Owen Saddler
 Comm. Mgr.....H. O. Peterson
 Sales Prom. Mgr., Pub. Dir.....Glenn Cray
 Program Director.....Glenn Harris
 Production Dir.....Wayne Beavers
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....Merrill J. Langfitt

Transcription Service.....Standard
 Representative.....Everett-McKinney
 President & Manager.....Dietrich Dirks
 Commercial Mgr.....Sheldon Singer
 Program Director.....Don Saliday
 Chief Engineer.....Al Smith

K S C J

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address.....415 Douglas St.
 Phone Number.....5-7993
 Transmitter Location.....Leeds
 Air Time.....6 a.m.-M
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 SESAC, Cole
 Representative.....George P. Hollingbery
 Membership.....NAB, FMA
 President.....W. R. Perkins
 Station-Commercial Mgr.....E. T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Chief Engineer.....S. C. Dier

K C O M

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....KCOM Bcstg. Co.
 Business Address.....620 Insurance & Exchange
 Bldg.
 Phone Number.....8-0628
 Air Time.....Unlimited
 News Service.....UP

I O W A

WHY IS AP THE BEST?

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Chairman: Paul Loyet—WHO, Des Moines

Vice-Chairmen: Ben Sanders—KICD, Spencer

James Bormann—WMT, Cedar Rapids

Ralph Childs—KMA, Shenandoah

News Committee Chairman: Charles D. Miller—KRNT, Des Moines

I O W A

K T R I

SIoux CITY—1938—MBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By... Sioux City Bcstg. Co.
 Business-Studio Address... Commerce Bldg.
 Phone Number... 8-0165
 Transmitter Location... Dakota City
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Taylor-Borrolf
 Membership... NAB, BMB
 President... John C. Kelly
 Gen., Sta., Comm. Mgr... E. J. Huber
 Pgm., Prod. Dir... Bob Hansen
 Chief Engineer... Willard Easterly

K I C D

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Iowa Great Lakes Bcstg. Co.
 Address... Hgwy. 18 & 71, Box 631
 Phone Number... 1240
 Air Time... 6 a.m.-M
 News Service... AP
 Transcription Service... Standard, Associated
 Representative... Everett-McKinney
 Membership... NAB
 Pres., General-Station Mgr... Ben B. Sanders
 Comm., Sales Prom. Mgr... Henry B. Cate
 Pgm., Prod., Pub. Dir... Mason Dixon
 Musical Director... Bill Higgins
 Chief Engineer... John Blackwell
 Farm Editor... Lyle Swigart

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By... Cornbelt Bcstg. Co.
 Business-Studio Address... 206½ Park Bldg.
 Phone Number... 1490
 Transmitter Location... Hgwys. 5 & 71 E. of
 Storm Lake
 Air Time... Sunrise-sunset
 News Service... AP
 Transcription Service... Capitol, Thesaurus
 Membership... NAB
 President... O. J. Grau
 Gen. Mgr., Pgm., Dir... Lee Gordon Rasmussen
 Commercial Manager... James I. McCord
 Chief Engineer... Howard L. Carlson
 Farm Editor... Norman Thomsen

K A Y X

WATERLOO—1947—TALL CORN

Frequency: 1090 Kc. Power: 1000 Watts d.
 (C.P. Fulltime)

Owned-Operated By... Waterloo Bcstg. Co.
 Business-Studio Address... 620½ Lafayette St.
 Phone Number... 6851
 Transmitter Location... LaPorte Rd.
 Air Time... Sunrise-sunset
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... J. P. McKinney
 Membership... NAB
 President... C. R. Miller
 Station Manager... L. R. Nuss
 Program Director... Gordon Gray
 Chief Engineer... C. R. Shaffer

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By... Black Hawk Bcstg. Co.
 Bus.-Studio Address... Russell-Lamson Hotel
 Phone Number... 4406
 Transmitter Location... Lafayette Rd.
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Capitol
 President, General Mgr... R. J. McElroy
 Commercial Mgr... W. Lyle Harvey
 Program Director... Glenn Kensing
 Publicity Director... Ray Starr
 Chief Engineer... Howard Burgess

K X E L

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By... Josh Higgins Bcstg. Co.
 Business-Studio Address... Insurance Bldg.
 Phone Number... 3-337L
 Transmitter Location... Dysart
 Air Time... Unlimited
 News Service... INS
 Transcription Service... SESAC
 Representative... Avery-Knodel
 Membership... NAB, BMB
 President, Gen.-Station Manager... Joe DuMond
 Comm.-Sales Promotion Mgr... A. J. DuMond
 Sales Prom. Mgr., Pub. Dir... Elizabeth Gahre
 Program Dir... Emlyn Owen
 Chief Engineer... Don Kassner
 Farm Editor... Dallas McGinnis

K J F J

WEBSTER CITY—1949

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By... Land O' Corn Bcstg. Co.
 Business Address... 623 Second St.
 Phone Number... 1300
 Air Time... Daytime
 News Service... AP
 President... Charles V. Warren

KANSAS

Estimated Population 1,947,000—Increase +8.1%—Radio Homes 594,000
Radio Families 612,000—Stations in State 33

KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By The KSOK Bcstg. Co., Inc.
Business-Studio Address Home National Bank
Bldg.
Phone Number 2666
Transmitter Location 1 Mi. N. of Arkansas City
Air Time Local sunrise-sunset
News Service AP
Transcription Service Lang-Worth
President Oscar S. Stauffer
Gen., Sta. Mgr. S. C. Thompson
Program-Production Director Don D. Chadd
Musical Dir. Wm. Maugans
Chief Engineer Edward H. Howe

KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Griffith-Buening Bcstg. Co.
Address 622½ Commercial St.
Phone Number 1420
News Service AP
Transcription Service KBS, Standard
General Mgr. James M. Griffith
Station Mgr. Paul H. Buening
Program Director Peter Pittell
Chief Engineer Lowden Gingrey

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 1000 Watts d.;
500 Watts n.; (C.P. 10,000 d., 5,000 n.)
Owned-Oper. By The Midwest Bcstg. Co., Inc.
Business-Studio Address 8th & Elm
Phone Number 147
Transmitter Location So. Coffeyville, Okla.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Weed
Membership NAB
President Fay N. Seaton
General Manager Richard M. Seaton
Station Manager Robert L. Pratt
Commercial Manager E. B. Spoonamore
Pgm., Prod. Dir. Bob Evans
Chief Announcer Dean Turner
Chief Engineer J. S. Jaminet
Farm Editor Joe Cook

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Oper. By Western Plains Bcstg. Co.,
Inc.
Business-Studio Address Cooper Hotel
Phone Number 790-1
Transmitter Location 2 Mi. E. of Colby
Air Time Daytime
News Service INS
Transcription Service Associated, Capitol
Representative Headley-Reed
Membership NAB, BMB
President James V. Pratt
Gen., Sta. Mgr. George A. Nickson
Program Dir. William Morse
Publicity Dir. Gene McGehee
Chief Announcer Robert Krafft
Chief Engineer U. L. Lynch
Farm Editor Embert Coles

KGNO

DODGE CITY—1930

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By Dodge City Bcstg. Co.
Business Address Globe Bldg.
Phone Number 1370
Studio Address Globe Bldg.
Transmitter Location W. Park St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Art Hagg
Membership BMB
President, General Manager J. C. Denious
Station Mgr., Program Dir. Herschel Holland
Commercial Manager Isadore Salm
Chief Engineer Henry McClintock

KTSW

EMPORIA—1939
MBS-KANSAS STATE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Emporia Bcstg. Co., Inc.
Business-Studio Address 613 Merchant St.
Phone Number 153-4
Transmitter Location Sodens Grove
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB, BMB
Pres., Gen. Mgr. Owen H. Balch

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Ark Valley Bcstg. Co., Inc.
 Business-Studio Address: Box 878
 Phone Number: 3041
 Transmitter Location: 1½ Mi. N.W. City
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Standard, Associated
 President: H. C. Sartorius
 Gen., Sta. Mgr.: Dale E. Kern
 Pgm., Prod. Dir.: Frank Frost
 Chief Engineer: E. D. Casey

K I U L

GARDEN CITY—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Telegram Publishing Co.
 Business-Studio Address: 509½ N. Main St.
 Phone Number: 4581
 Transmitter Location: Warner Terrace
 Air Time: 6 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President: Robert B. Reed
 General Manager: G. F. Reed
 Station Manager: Robert Wells
 Program-Publicity Director: Tom Lanman
 Chief Engineer: Bob Bryant
 Farm Editor: Tony Jewell

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Goodland Bcstg. Co.
 Business-Studio Address: Hotel Goodland
 Phone Number: 331
 News Service: UP
 President, General Mgr.: James E. Blair
 Commercial Mgr.: Dick Eldridge

K V G B

GREAT BEND—1937—MBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By: KVGB, Inc.
 Business-Studio Address: Cork Bldg.
 Phone Number: 4317-8
 Transmitter Location: 4 Mi. SW of Great Bend
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: Helen T. Coogan
 V.P., Gen. Mgr.: Grover C. Cobb
 Asst. Mgr.: Sherwood R. Parks

Sales Mgr.: Bill J. Jarvis
 Program Director: Ray H. Beals
 Musical Director: Howard Neighbor
 Chief Engineer: Chester A. Wallack

K A Y S

HAYS—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Kays, Inc.
 Business Address: Box 563
 Phone Number: 200, 222
 Studio-Transmitter Address: 2300 Hall St.
 Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Standard, Capitol
 Membership: NAB
 President: Frank Motz
 Gen., Sta. Mgr.: Duane W. Hoisington
 Program Dir.: Paul Kelly
 Publicity Dir.: Glen Barnett
 Musical Dir.: Lloyd Ford
 Chief Engineer: Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Nation's Center Bcstg. Co.
 Business-Studio Address: 101 East Ave "A"
 Phone Number: 5202
 Transmitter Location: 17th & Harding Sts.
 Air Time: 18 Hrs.
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NAB
 Station Mgr.: Robert E. Rives
 Prom. Mgr., Pgm. Dir.: Paul Bernard
 Chief Engineer: John Swafford

K W H K

HUTCHINSON—1946—KBS

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By: KWHK Bcstg. Co., Inc.
 Business-Studio Address: 18 W. 5th St.
 Phone Number: 3-100
 Transmitter Location: Hutchinson
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: Standard
 Representative: Irene Griffith, Everett-McKinney
 President: James E. Murray
 Sec.-Treas., Gen. Mgr.: Vern Minor
 Commercial Manager: Gren Darling
 Sales Promotion Manager: Malcolm West
 Program Dir.: Paul Cochran
 Publicity Director: Don Bell
 Musical Director: J. Bruce Murray
 Chief Engineer: Millary Clary
 Farm Editor: Don Bell

. . . **KANSAS** . . .

KIND

INDEPENDENT—1947—KBS-LBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By Central Bcstg., Inc.
 Bus.-Stud.o-Transmitter Professional Bldg.
 Phone Number 1010
 Air Time Local sunrise-local sunset
 News Service AP
 President, General Manager J. Nelson Rupard
 Studio Manager M. Keith Upson
 Chief Engineer Ernest L. Kettner

KJCK

JUNCTION CITY—1949-KANSAS

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Junction City Bcstg. Co.
 Business Address 724½ N. Washington
 Phone Number 1477
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Gen., Comm. Mgr. Ralph L. Weir, Jr.
 Pgm. Dir., Chief Engr. Richard P. Meek

KCKN

KANSAS CITY—1924

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KCKN Bcstg. Co., Inc.;
 Capper Publications, Inc.
 Business Address 300 Waltower Bldg.,
 Kansas City 6, Mo.

Phone Number Victor 3864
 Studio Address 300 Waltower Bldg., Kansas
 City 6, Mo.; 901 N. 8th St., Kansas City, Kans.
 Transmitter Location 901 N. 8th St.
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative Capper Publications
 President W. A. Bailey
 General Manager Ben Ludy
 Sta., Comm. Manager Joe Story
 Pgm., Prod. Dir. George Stump
 Chief Engineer Max Williams

KCLO

LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Oper. By The Leavenworth Bcstg. Co.
 Business-Studio Address 418½ Cherokee St.
 Phone Number 3620-1
 Transmitter Location Rt. No. 2
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative H. F. Best
 President Hon. Alf M. Landon
 Gen., Sta. Mgr. M. L. Gleason
 Program Director Dick Behner
 Prod. Dir., Chief Anncr. Bill Willson
 Publicity Director Helen Snyder
 Chief Engineer David L. Reed

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KSCB

LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Seward County Bcstg. Co.
 Business-Studio Address E. 8th St.
 Phone Number 385
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Membership NAB
 President Hon. Alf M. Landon
 General Manager Leon S. Salathell
 Pgm. Dir. Chief Anncr. Larry Filkins
 Chief Engineer Wayne Pash

KNEX

McPHERSON—1949

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By McPherson Bcstg. Co.
 Address P. O. Box 186
 Phone Number 1540
 Air Time Daytime
 News Service AP
 Transcription Service Capitol, SESAC
 President Evert Mills
 General Mgr. Dan Bellus
 Commercial Mgr. Vance Archer
 Program Dir. Henry Dais
 Chief Engineer Claude Hughes

KPRS

OLATHE—1949

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Oper. By Johnson County Bcstg. Co.,
 Inc.
 Address 131 E. Park St.
 Phone Number 1200
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Pres., Gen., Comm. Mgr. L. H. Witherspoon
 Program Dir. S. P. Maddens
 Chief Engineer Daniel Reed

KOFO

OTTAWA—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Ottawa Bcstg. Co.
 Address P. O. Box 46
 Phone Number 1045
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr., Pgm. Dir. J. N. Jobes
 Commercial Mgr. Tommy Ruble
 Chief Engineer Daniel W. Coltrane

KLKC

PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Business-Studio Address 1904 Broadway
 Phone Number 4050
 News Service AP
 Transcription Service Standard
 President Clyde M. Reed
 General Manager Kerm Trimble
 Program Director Ray Drenner
 Chief Engineer James L. Teats

KOAM

PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.
 Owned-Oper. By The Pittsburg Bcstg. Co., Inc.
 Business Address P. O. Box 603
 Phone Number 2165
 Studio Address Commerce Bldg.
 Transmitter Location 3½ Mi. E. of Pittsburg
 Air Time 6 a.m.—M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB, BMB
 President E. V. Baxter
 Station Commercial Manager R. E. Wade
 Chief Announcer Lou Martin
 Chief Engineer Leo Stafford

KSEK

PITTSBURG—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Pittsburg Publ. Co.
 Business-Studio Address Hotel Besse Bldg.
 Phone Number 742
 Transmitter Location E. Quincy (extended)
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Cooke
 President O. S. Stauffer
 General Manager Thad M. Sandstrom
 Commercial Manager C. W. Stout
 Chief Engineer W. D. Brosseau

KSAL

SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By KSAL, Inc.
 Bus.-Studio Address Journal Bldg., Seventh &
 Iron Sts.
 Phone Number 3701
 Transmitter Location E. Hiway 40
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative John E. Pearson
 Membership BMB, NAB

President.....R. J. Laubengayer
 Station Mgr.....R. V. Jensen
 Sales Promotion Manager.....J. D. Hill
 Program Director.....Al Thompson
 Publicity Director.....Bob Elias
 Chief Engineer.....N. E. Vance, Jr.
 Farm Editor.....Stewart Peck

K J A Y

TOPEKA—1949

Frequency: 1440 Kc. Power: 5000 d., 1000 n.
 Owned Operated By.....S. H. Patterson
 Address.....908 Kansas Ave.
 Phone Number.....3-1336
 Air Time.....Unlimited
 News Service.....INS
 Representative.....Rambeau
 Owners.....S. H. Patterson. N. J. Patterson
 Sta., Comm. Mgr.....Allan Curnutt
 Pgm. Dir., Prom. Mgr.....Craig Lawson
 Chief Engineer.....N. J. Patterson

K T O P

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By.....Collinson Bcstg. Co.
 Operated By.....T. Hall Collinson
 Business-Studio Address.....214 W. 6th St.
 Phone Number.....4-3444
 Transmitter Location.....N. Buchanan
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol, Associated
 Representative.....Ra-Tel
 Pres., Gen. Mgr.....T. Hall Collinson
 Sales Prom. Mgr.....George Allen
 Pgm., Prod. Dir.....Jack-Warren Ostrode
 Publicity Dir.....Jack Crutcher
 Chief Anncr., Musical Dir.....Wayne M. Heady
 Chief Engineer.....Willard Peterson

W I B W

TOPEKA—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned By.....Capper Publications, Inc.
 Operated By.....Topeka Bcstg. Assn., Inc.
 Business-Studio Address.....1035 Topeka Blvd.
 Phone Number.....3-2377
 Transmitter Location.....7 Mi. W. of Topeka
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Membership.....FMA
 President.....H. S. Blake
 General-Station Manager.....Ben Ludy
 Commercial Manager.....Hilton Hodges
 Prog.-Prod.-Musical Dir.....Maude Carlson
 Publicity Director.....Allan Young
 Chief Engineer.....Lewis Dickensheets

W R E N

TOPEKA—1927—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By...Jackman & Jackman, Inc.
 Business-Studio Address.....411 W. 10th St.
 Phone Number.....2-0505-6-7
 Transmitter Location.....Grantville
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NAB, BMB
 President.....R. C. Jackman
 General Manager.....John S. Major
 Comm.-Sales Promotion Mgr.....Bailey Axton
 Program Director.....Fred L. Conger
 Chief Engineer.....Carl B. Bliesner
 Farm Editor.....Jack Robinson

K A K E

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...KAKE Bcstg. Co., Inc.
 Business-Studio Address...418 W. Douglas Ave.
 Phone Number.....4-9369
 Transmitter Location.....19th & Hydraulic Sts.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NAB
 General Manager.....Jack Todd
 Commercial Manager.....Martin Bass
 Program Dir.....Graeme Fletcher
 Chief Engineer.....Harold Newby

K A N S

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....Taylor Radio & TV
 Business-Studio Address...1015 N. Broadway
 Phone Number.....4-2387
 Transmitter Location.....5560 W. 13th St.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 President.....O. L. Ted Taylor
 General Manager.....Archie J. Taylor
 Commercial Manager.....Frank Mathews
 Sales Prom. Mgr.....H. W. Allen
 Program Director.....Paul Wilson
 Musical Dir.....Raymond Shelley
 Chief Engineer.....Ted Hiltchecker
 Farm Editor.....Vernon Reed

KANSAS

K F B I

WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.:
1000 Watts n.
Owned-Operated By.....KFBL Inc.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
Transmitter Location.....RFD No. 2, Box 14
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NAB, BMB
Gen., Sta. Mgr.....Hale Bondurant
Commercial Mgr.....D. W. McCoy, Sr.
Program Dir.....Henry Mattison
Prod. Dir., Chief Anncr...G. Robert Gadberry
Publicity Director.....Harry Hulse
Musical Dir.....James Carpenter
Chief Engineer.....K. W. Pyle
Farm Editor.....Lester Weatherwax

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
Transmitter Location.....RR 3
Air Time.....5 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NAB, BMB
President.....John Rigby
Exec. V.P.....Marcellus M. Murdock
General Manager.....Frank V. Webb
Comm. Mgr.....Robert Hix
Sales Promotion Manager...Russel L. Lowe
Program Director.....Thomas Bashaw
Chief Announcer.....David M. Wilson
Musical Director.....Wayne Euchner
Chief Engineer.....Amos C. Dadisman

KANSAS

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KANSAS

KENTUCKY

Estimated Population 2,893,000—Increase +1.7%—Radio Homes 678,000
Radio Families 748,000—Stations in State 40

WCMI

ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Ashland Bcstg. Co., Inc.
Business-Studio Address: 120 20th St.
Phone Number: 3010
Transmitter Location: 47th & Clay Sts.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Thesaurus, World
Representative: John E. Pearson
Membership: NAB, BMB
President: Gilmore N. Nunn
Representative: John E. Pearson
Gen.-Station-Comm. Mgr.: Charles C. Warren
Sales Prom.-Program Dir.: W. R. Martin
Chief Engineer: Clarence Weaver

WKCT

BOWLING GREEN—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Daily News Bcstg. Co.
Business-Studio Address: 415 Park Row
Phone Number: 2640
Transmitter Location: Beech Bend Park
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Associated, Standard
Representative: Holman
Gen.-Station Mgr.: Paul R. Huddleston
Commercial Manager: Houston Griffin
Sales Prom. Mgr., Pub. Dir.: Alvis Temple

WLBJ

BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Bowling Green Bcstg. Co., Inc.
Address: 901 Fairview Ave.
Phone Number: 1340-1
Air Time: 5 a.m.-M.
News Service: AP
Transcription Service: Capitol, Keystone
Representative: Burn-Smith
Membership: NAB
Pres., Gen., Sta. Mgr.: Ken D. Given
Comm.-Sales Promotion Mgr.: Elmer A. Finley
Program-Production Dir.: William Kuznitsof
Publicity Dir.: Robert & Procter
Chief Engineer: Rondal L. Miller

WTCO

CAMPBELLVILLE—1948

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By: South Central Kentucky
Bcstg. Co., Inc.

Business-Studio Address: 203 E. Main St.
Phone Number: 250
Transmitter Location: On State Hwy 55, 3/4
Mi. N. of Campbellville

Air Time: Daytime
News Service: UP
Transcription Service: Capitol, World, Cole
Membership: NAB
President: H. T. Parrott
Gen.-Station-Comm. Mgr.: James Shacklette
Sales Promotion Mgr.: William J. Harris, Jr.
Pgm.-Prod. Dir.: John Adkins
Chief Engineer: J. B. Crawley

WCTT

CORBIN—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Corbin Times-Tribune, Inc.
Business Address: 308 S. Main St.
Phone Number: 123-4, 1071
Studio-Transmitter Location: Falls Hwy.
Air Time: 17 Hrs.
News Service: AP
Transcription Service: Keystone
Membership: NAB, BMB
President: J. Springer Robinson
General Manager: John L. Crawford
Station Manager: Kenneth Turner
Commercial Manager: S. G. Hembree
Chief Engineer: Russell Henson

WZIP

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: WZIP, Inc.
Bus.-Studio Address: Sixth & Madison Aves.
Phone Number: Juniper 5300
Transmitter Location: Eighth & Horton Sts.
Air Time: Daytime
News Service: AP
Transcription Service: World, SESAC
Membership: NAB, BMB
Pres., Gen.-Comm. Mgr.: Arthur L. Eilerman
Sta. Mgr., Pgm. Dir.: Lloyd W. Baldwin
Prod. Dir., Chief Annr.: Stephen Crane
Chief Engineer: Julian Koenig

WHIR

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Commonwealth Bcstg. Corp.
Address: Burgin Road
Phone Number: Danville 1230
Air Time: 5:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World & Capitol

• • • **KENTUCKY** • • •

Representative..... Hal Holman Co.
 Membership..... NAB, BMB
 Pres., Gen. Mgr..... W. T. Isaac
 V.P., Pgm. Dir..... David B. Highbaugh
 Chief Engineer..... Henry C. Lovell

WFKY

FRANKFORT—1946—MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Frankfort Bcstg. Co., Inc.
 Address..... Ky. Ave. Extended
 Phone Number..... 2509
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Representative..... Wood, Colton
 Membership..... NAB, BMB
 President..... B. C. Edwards
 Gen., Sta., Comm. Mgr., W. Wallace Robinson
 Program Dir..... Louise McNeese
 Chief Anncr., Chief Engineer... John Hudimac

WKAY

GLASGOW—1946

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Glasgow Bcstg. Co., Inc.
 Address..... Happy Valley Rd.
 Phone Number..... 598, 632
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... World, Standard
 Membership..... NAB
 President..... Gordon E. Brown
 Gen., Sta. Mgr..... Louis Rayburn
 Pgm. Dir., Chief Anncr..... Lee Redford
 Chief Engineer..... C. H. Hulse

WHLN

HARLAN—1941
MBS-KBS-GOOD COAL

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Blantox Radio Co., Inc.
 Address..... S. Main St.
 Phone Number..... 625-6
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... SESAC
 Representative..... Burn-Smith
 Membership..... NAB
 President, Gen.-Station Mgr..... R. B. Helms
 Comm. Mgr., Pgm. Dir..... J. T. Morgan
 Sales Prom. Mgr., Pub. Dir..... Kyle Whitehead
 Production Dir..... Helen Ellison
 Chief Engineer..... John Greenwood

WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... BMG Bcstg. Corp.

Business-Studio Address..... Peoples Bank Bldg.
 Phone Number..... Main 720-1
 Transmitter Location..... N. Main St.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World
 Representative..... Thomas F. Clark Co.
 Membership..... NAB, BMB
 President, Gen.-Station Mgr.... Fred B. Bullard
 Commercial Manager..... Richard H. Goodlette
 Publicity Director..... Paul Combs
 Chief Engineer..... James C. French
 Program Director..... Charles W. Metcalf
 Prod. Dir., Chief Announcer..... Hugh Dunbar
 Chief Engineer..... Eugene S. Adams

WSON

HENDERSON—1941—MBS

Frequency: 860 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Henderson Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address..... Zion Rd.
 Phone Number..... 3923
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... World
 Representative..... Sears & Ayers
 Pres., Gen., Sta. Mgr..... Hecht S. Lackey
 Sales Prom. Mgr..... Ewing Graham
 Pgm. Dir., Chief Anncr..... Martin E. Schaeffer
 Chief Eng., Farm Editor..... Vernon R. Nunn

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Hopkinsville Bcstg. Co., Inc.
 Business Address..... P. O. Box 539
 Phone Number..... 1025
 Studio-Transmitter Location..... Cadiz Rd.
 Air Time..... 5 a.m.-M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Sears & Ayer
 Membership..... NAB
 Pres., Gen., Sta. Mgr..... F. E. Lackey
 Comm., Sales Prom. Mgr..... Katherine Peden
 Pgm. Prod. Dir..... Charles Stratton
 Chief Engineer..... Leo Y. Wilson
 Farm Editor..... Thomas B. Covington

WKLX

LEXINGTON—1946

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Fayette Bcstg. Co.
 Address..... Phoenix Hotel
 Phone Number..... 8115
 Transmitter Location..... Greendale Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth, Standard
 Representative..... Walker

KENTUCKY

President.....E. F. Prichard, Sr.
Gen., Comm. Mgr.....Ted Grizzard
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

W L A P

LEXINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....American Bcstg. Corp.
(Not ABC)

Business-Studio Address.....Radio Bldg.
Phone Number.....1721-2-3
Transmitter Location.....Mason-Headley Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore N. Nunn
V.P., General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Sales Promotion Manager.....James P. Young
Program Director.....J. B. Faulconer
Technical Supervisor.....Henry C. Lockler

W L E X

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985, Russell
Cave Pike

Phone Number.....3-1977
Studio-Transmitter Location.....Russell Cave Pike
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Ra-Tel
Membership.....NAB
President.....J. D. Gay, Jr.
General Manager.....Carroll Gardner
Program Dir.....Bob Kimbro
Chief Engineer.....Otho Warner

W A V E

LOUISVILLE—1933—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 2201
Studio Address.....Radio Center
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus, Lana-Worth
Representative.....Free & Peters
Membership.....BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Sales Prom. Mgr.....Robert Elderman
Program Director.....George Patterson
Chief Engineer.....Wilbur Hudson

W G R C

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
(C.P. 5000 d.; 1000 n.)

Owned-Operated By.....Northside Bcstg. Corp.
Bus.-Studio Address.....Ky. Home Life Bcstg.
Phone Number.....Wabash 7781
Transmitter Location.....Preston St. & Woodbine
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Walker
Membership.....NAB
President.....J. Porter Smith
V.P., Gen. Mgr.....Charles L. Harris
Pgm., Pub. Dir.....Ward Hatcher
Chief Engineer.....Perry Esten

W H A S

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned-Operated By.....WHAS, Inc.
Business-Studio Address.....525 W. Broadway
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Edward Petry
Membership.....NAB
President.....Barry Binaham
Station Mgr.....Victor A. Sholis
Commercial Mgr.....Neil D. Cline
Production Dir.....William Aldridge
Publicity Dir.....Cecil W. Sanders
Technical Director.....Orrin W. Towner

W I N N

LOUISVILLE—1940

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address.....Earle Hotel
Phone Number.....Wabash 5148
Air Time.....Unlimited
News Service.....UP
Transcription Service.....MacGregor, SESAC,
Capitol, World

Representative.....Taylor-Borhoff
Membership.....NAB
President, Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Program Director.....M. Katherine McCarten
Production Director.....Sam Woodall
Publicity Director.....Helen E. Roberts
Chief Engineer.....Melvin Scarsdale

W K L O

LOUISVILLE—1948—ABC

Frequency: 1080 Kc.....Power: 5000 Watts d.;
1000 Watts n.

KENTUCKY

Owned-Oper. By... Mid-America Bcstg. Corp.
Business-Studio Address... Henry Clay Hotel
Phone Number... Clay 4441
Transmitter... Daisy Lane, New Albany, Ind.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... Associated
Representative... John Blair
President... James F. Brownlee
General Manager... Joe Eaton
Commercial Manager... Tom Underwood
Program Director... W. G. Bottorff
Production Dir... Jean Clos
Publicity Director... Russell Pirkey
Chief Engineer... D. C. Summerford

WKYW

LOUISVILLE—1946

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... Radio Kentucky, Inc.
Bus.-Studio Address... 431 W. Jefferson St.
Phone Number... CLAY 4811
Transmitter Address... River Rd., nr. Louisville
Air Time... Daytime
News Service... AP
Transcription Service... Associated, Capitol,
Standard, Cole
Transcription Service... Capitol, Standard
Representative... Burn-Smith
Membership... BMB
President, Treasurer... F. Eugene Sandford
V.P.-Station Manager... Edwin E. S. Weldon
V.P.-Operations... S. A. Cislser
Secretary... W. Scott Miller
Program Director... David Wilburn

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By... Louisville Bcstg. Co.
Business-Studio Address... 2549 S. Third St.
Phone Number... Calhoun 3680
Air Time... Daytime
News Service... AP
Transcription Service... Capitol
Representative... Donald Cooke
President, Gen. Mgr... Mrs. John E. Messervy
Pgm. Dir., Prom. Mgr... Lee Smith
Chief Engineer... Steve Dawson

WCIF

MADISONVILLE—1947

Frequency: 730 Kc. Power: 250 Watts
Owned-Oper. By... Madisonville Bcstg. Co.
Business Address... Box 27
Phone Number... 1297
Transmitter-Studio Location... Hanson Rd.
Air Time... Daytime
News Service... AP
Transcription Service... Standard, World
Representative... Sears & Ayer

Membership... BMB
President, General Mgr... Pierce Lackey
Station-Commercial Mgr... T. E. Brewer
Program Director... Conrad Brewer
Chief Engineer... Evers Mick

WKT M

MAYFIELD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By... Mayfield Bcstg. Co.
Business Address... Box 232
Phone Number... 46
Studio Address... Mayfield Hotel
Transmitter Location... Fancy Farm Hwy.
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... Lang-Worth
Representative... Sears & Ayer
Membership... NAB
President... Frank Evens
Gen., Sta. Mgr... Wayne Morgan
Sales Prom. Mgr., Prod. Dir... Bill Shelton
Program Director... Margaret Dowdy
Chief Engineer... Joseph M. Hargrove

WNGO

MAYFIELD—1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By... West Ky. Bcstg. Co., Inc.
Business-Studio Address... Box 26
Phone Number... 1204
Transmitter Location... City limits, Hwy.
No. 45, Paducah Rd.
Air Time... 5:30 a.m.-local sunset
News Service... AP
Transcription Service... Capitol
Representative... Friedenberg
President... Rev. H. M. Suthard
General Mgr... Boyce Swann
Pgm. Dir., Prom. Mgr... J. B. Fowler
Chief Engineer... Eural Wadlington

WFT M

MAYSVILLE—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Standard Tobacco Co., Inc.
Bus. Address... 626 Forrest Ave., Tobacco Sq.
Phone Number... 1400-1
Studio-Transmitter Location... Tobacco Sq.
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World, Standard
Representative... W. S. Grant
Membership... NAB
President... Charles P. Clarke
Gen., Sta. Mgr... J. W. Betts
Commercial Mgr... Horace Simpson
Program-Prod.-Pub. Dir... Gene Waters
Musical Director... Louise Carter
Chief Engineer... Harvey Cross

KENTUCKY

WCPM

MIDDLESBORO—1948

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Operated By: Tri-State Bcstg. Co.
Business Address: P. O. Box 515
Phone Number: 1520
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
President: Elmer D. Smith
General Mgr.: W. T. Gaines
Program Dir.: Robert Thomson
Chief Engineer: John Calo

WMIK

MIDDLESBORO—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Cumberland Gap Bcstg. Co.
Business Address: Box 698
Phone Number: 980
Studio-Transmitter Address: Hwy. 25 E.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: World, Cole
Representative: Holman
Membership: NAB
Gen., Sta. Mgr.: Hal Falter
Pgm. Dir., Prom. Mgr.: H. W. Taylor
Chief Engineer: Edward Pipes

WNBS

MURRAY—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Murray Bcstg. Co.
Address: Paducah Hiway
Phone Number: 1340
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Membership: NAB
President: H. T. Waldrop
Gen., Sta. Mgr.: Edward Griffin
Commercial Mgr.: Troy W. Glidwell
Chief Engineer: Carlos M. Steele

WNOP

NEWPORT—1948

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By: Tri-City Bcstg. Co.
Business-Studio Address: 606 Monmouth St.
Phone Number: Juniper 7100-L
Transmitter Location: Cold Springs
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World
Representative: Forjoe
President: James G. Lang
Station Manager: Anna Mae Rolfe
Program Director: Jack Baker
Chief Engineer: Elmer C. Drake
Farm Editor: Earl Davis

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Owensboro Bcstg. Co., Inc.
Business Address: P. O. Box 536
Phone Number: 420-1
Studio-Transmitter Location: Byers Ave. & Livermore Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Keystone
Representative: Burn-Smith
Membership: NAB, BMB
President: Lawrence W. Hager
Gen.-Sta. Mgr.: Hugh O. Potter
Program Director: Norman Hall
Musical Director: Cliffordean Potter
Chief Engineer: Leslie Goodaker

WVJS

OWENSBORO—1946

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Oper. By: Owensboro On The Air, Inc.
Business-Studio Address: 324 Allen St.
Phone Number: 3408-9, 253
Tranmitter Location: Hwy. 60 W.
Air Time: 6 a.m.-M.
News Service: UP

KENTUCKY

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

KENTUCKY ASSOCIATED PRESS RADIO MEMBERS ASSOCIATION

President: Edwin J. Paxton, Jr.—WKYB, Paducah

Vice-President: Stephen A. Cisler — WKYW, Louisville

Secretary: Wilber Crawford—AP Chief of Bureau

KENTUCKY

KENTUCKY

Transcription Service World
Representative William G. Rambeau
Membership NAB, BMB
President V. J. Steele
General-Station Manager Malcolm Greep
Asst. Gen. Mgr. John T. Rutledge
Sales Prom. Mgr. Leola C. Hayden
Program Director Lee Carl Meredith
Production Dir. Charles Steele
Publicity Dir. LeRoy Woodward
Chief Engineer Robert Earl Jagoe

WKYB

PADUCAH—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By. Paducah Newspapers, Inc.
Business-Studio Address 504 Kentucky Ave.
Phone Number 800
Transmitter Location 5 Mi. S. of City on
U. S. 45

Air Time Sunrise-sunset
News Service AP
Transcription Service Standard, Associated
Representative RaTel
Membership NAB, BMB
President Edwin J. Paxton, Sr.
General-Station Mgr., Pub. Dir. E. J. Paxton, Jr.
Comm.-Sales Prom. Mgr. Sam Livingston
Program Dir. Zack Hill
Musical Director Lois Cooper
Chief Engineer C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Paducah Bcstg. Co., Inc.
Business-Studio Address Taylor Bldg., 4th &
Broadway

Phone Number 4100
Transmitter Location North 8th St.
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth, World
Representative Sears & Ayer
Membership NAB, BMB
President Pierce E. Lackey
General-Station Mgr. W. Prewitt Lackey
Comm., Sales Mgr. Roy Mofield
Program Dir. Evelyn Carroll Stahl
Chief Announcer Ray Mofield
Prod., Musical Dir. Linn Wolf
Chief Engineer U. C. Morris

WSIP

PAINTSVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By W. Howes Meade
Address Paintsville
Phone Number 1196
Air Time Unlimited
News Service UP

Transcription Service Lang-Worth, Standard
President W. Howes Meade
Gen., Comm. Mgr. Pat Mulvihill
Program Dir. E. F. Shadburne
Chief Engineer James A. Noonan

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Cumberland Pub. Co.
Address Pikeville
Phone Number 161
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
President W. J. Ward
Gen., Prom. Mgr., Pgm. Dir. Meyer Layman
Commercial Mgr. John Ward
Chief Engineer Guy N. Ferrell

WPKE

PIKEVILLE—1949—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. East Kentucky Bcstg. Corp.
Address Pikeville
Phone Number 1280
Air Time Unlimited
News Service AP
Transcription Service Standard
President Dr. O. W. Thompson
Gen., Comm. Mgr., Pgm. Dir. C. W. Powers
Chief Engineer T. K. Smith

WPKY

PRINCETON—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By Princeton Bcstg. Co.
Address Princeton
Air Time Daytime
News Service AP
Pres., Gen. Mgr. Leslie Goodaker
Program Dir. Mrs. Leslie Goodaker
Chief Engineer Garland West

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Southeastern Bcstg. Corp.
Bus.-Studio-Transmitter Address Stanford Pike
Phone Number 907-8
Air Time Unlimited
News Service AP
Transcription Service World
Representative Colton
Membership NAB
President Alonzo Carter
Program Director Donald Orwin
Chief Announcer Harvey Murphey
Chief Engineer John Agostine

LOUISIANA

Estimated Population 2,630,000—Increase +11.3%—Radio Homes 608,000
Radio Families 714,000—Stations in State 37

W M T C

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By. Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address. Vancleve
Phone Number 3
Air Time Daytime
News Service AP
Transcription Service World
Membership BMB
President. Dr. Lela G. McConnell
General-Station-Comm. Mgr. Wilfred Fisher
Program Director. Violet Person
Production Dir., Chief Announcer. Louis Bouck
Musical Director. Rachel Picazo
Chief Engineer. M. E. Picazo

W V L K

VERSAILLES—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By. Bluegrass Bcstg. Co.
Bus.-Studio Address. Logan-Helm Library,
Versailles; Hotel Lafayette, Lexington
Phone No. Versailles 654; Lexington 2-7177
Transmitter Location. Leestown & Yarnalton-
Ironworks Rds., Fayette Co.
Air Time Unlimited
News Service AP
Transcription Service SESAC
Representative Rambeau
President. A. B. Chandler
V.P., Sta. Mgr. W. S. Lukenbill
Commercial Mgr. Lynn E. Knox
Program Dir. Donald A. Horton
Chief Announcer. Ray Holbrook
Chief Engineer. Paul Dunbar
Farm Editor. Nathaniel Clark

K R O F

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By. Abbeville Bcstg. Serv. Inc.
Business Address. Box 306
Phone Number 90
Studio-Transmitter Location. Abbeville-
LaFayette Hwy., U. S. 167
Air Time Sunrise-sunset
News Service AP
Transcription Service World
Membership NAB
General-Station-Comm. Mgr. George P. Martin
Program-Publicity Dir. Ebba Lou Martin
Chief Engineer. C. T. Hook

K A L B

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By. Alexandria Bcstg. Co., Inc.
Business-Studio Address. 505½ Johnston St.
Phone Number 2-3335-8
Transmitter Location. Wardville
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NAB, BMB
President. Walter H. Allen
Secretary-Treasurer. T. B. Lanford
General Mgr. Willard L. Cobb
Station Dir. Harold H. Carr
Commercial Manager. Walter Melson
Sales Prom. Mgr., Pgm. Dir. Harper Clark
Chief Engineer. Jesse R. Sexton
Farm Editor. John D. Lyles

K S Y L

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Radio Station KSYL
Bus.-Studio-Transmitter Address. Bolton Ave.
Ext.
Phone Number 6611-2
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Ra-Tel
Membership NAB, BMB
Co-Partners. Harold Wheelahan & Sylvan Fox
General-Station Manager. Paul H. Goldman
Comm. Mgr. Milton Fox
Sales Prom. Mgr. S. R. Fox
Program-Production Dir. Bruce Rainey
Publicity Director. Jack McCall
Chief Announcer. Paul Mitchell
Musical Director. Bruce Rainey
Chief Engineer. Earl M. Eggers
Farm Editor. Robert Leroy

K V O B

ALEXANDER—1946—MBS-LA. NET

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By. Central Louisiana Bcstg.
Corp.
Business-Studio Address. 1710 Jackson St.
Phone Number 20481
Transmitter Location. Old Boyce Rd.
Air Time 5:30 a.m.-M.
News Service AP
Transcription Service Associated

Representative McGillvra
 Membership NAB
 President Roy O. Martin
 Gen., Comm. Mgr. John H. Allen, Jr.
 Sta., Pgm. Dir. Franklin Whitehead
 Chief Announcer Tommy Erwin
 Chief Engineer John W. Crawford

K T R Y

BASTROU—1948

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By. Morehouse Bcstg. Co., Inc.
 Bus. Studio Address. 217 S. Washington St.,
 P. O. Box 193
 Phone Number 1400
 Transmitter Location N.W. of City
 Air Time Sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Friedenberg
 Membership NAB
 President Nathan Bolton
 Commercial Manager Salvador Scarpino

W A F B

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By. Modern Bcstg. Co. of
 Baton Rouge, Inc.
 Business-Studio Address. 1048 Florida St.
 Phone Number 4-8571
 News Service AP
 Representative Walker
 President Louis S. Prejean
 General Manager Tom E. Gibbens
 Comm. Mgr. Frank Parton
 Prog. Dir., Prom. Mgr. Max Fetty
 Chief Engineer Donald K. Allan

W I B R

BATON ROUGE—1948—LBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. G. T. Owen & Owen W. Ware
 Business Address P. O. Box 1226
 Phone Number 4-9493-4
 Studio-Transmitter Location. 600 Neosha St.
 Air Time Local sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Cooke
 Membership NAB
 Gen., Comm. Mgr. H. W. Bumpas
 Program Director Scott W. Erwin
 Production Director Robert Earle
 Publicity Dir. Mary Davidson
 Musical Director Prim Verger
 Chief Announcer Bud Campbell
 Chief Engineer E. E. Case
 Farm Editor Claude N. Campbell, Jr.

W J B O

BATON ROUGE—1934 NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By. Baton Rouge Bcstg. Co., Inc.
 Business-Studio Address. 444 Florida St.
 Phone Number 2-5271
 Transmitter Location Roosevelt Rd.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Douglas L. Manship
 V.P., General Mgr. J. Roy Dabadie
 Sales Manager Charles C. Garvey
 Pgm., Pub. Director Ralph H. Sims
 Production Dir. Robert H. Scearce
 Music Librarian John Rutledge
 Chief Engineer Vernon E. Dudley

W L C S

BATON ROUGE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Air Waves, Inc.
 Business Address 204 North St.
 Phone Number 24411
 Transmitter Location 3936 Broussard
 Air Time Unlimited
 News Service AP, INS
 Transcription Service Associated, Capitol,
 Cole
 Representative Ra-Tel
 Membership NAB, BMB, FMA
 General Manager Earl Smith
 Commercial Manager A. Lamar Simmons
 Sales Promotion Mgr. Martha Hundemer
 Chief Announcer Quitman Henley
 Chief Engineer Edward Van Valkenburg

W I K C

BOGALUSA—1947—MBS-LA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. I. K. Corkern, Jr.
 Business Address Box 811
 Phone Number 1906
 Studio-Transmitter Address. N. Rio Grande St.
 Air Time Unlimited
 News Service AP
 President, Gen.-Station Mgr. I. K. Corkern, Jr.

K S I G

CROWLEY—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Acadia Bcstg. Co.
 Bus. Studio Address. 101 N. Parkerson Ave.
 Phone Number 1450-1, 544
 Transmitter Location Odd Fellow Rd. &
 U. S. 90
 Air Time Unlimited

LOUISIANA

News Service AP
Transcription Service Lang-Worth
Representative..... Joseph Hershey McGillvra
Membership NAB
Pres., Sales Prom. Mgr..... Max Thomas
Gen., Sta. Mgr..... B. Hillman Bailey, Jr.
Commercial Manager..... Lauren R. Staggs
Program Director..... Freda S. Thomas
Chief Engineer..... Clovis L. Bailey
Farm Editor..... J. C. Hoftpaur

WIHL

HAMMOND—1947—KBS

Frequency: 730 Kc..... Power: 250 Watts d.
Owned-Operated By..... Superior Enterprises
Business-Studio Address... 218 W. Thomas St.
Phone Number 960
Transmitter Location... Hammond-Ponchatoula
Highway
Air Time Daytime
News Service AP
Transcription Service Capitol
Gen., Sta. Mgr..... F. E. Curnutt
Comm. Mgr..... J. K. Ferris
Chief Announcer..... Rick Webb
Chief Engineer..... F. E. Curnutt

KCIL

HOUMA—1946—MBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By... Charles W. Lamar, Jr.
Business Address... Lamar Adv. Co., Box 30,
Baton Rouge
Phone Number 6828-9
Transmitter Location... Bayou Black Dr.
Studio Address..... Box 1031
Air Time 5:30 a.m.-11 p.m.
News Service AP
Transcription Service World
Membership NAB, BMB
Station Mgr..... Frank Conwell
Commercial Mgr..... Joseph S. Strada
Sales Prom. Mgr..... Frank King
Program Director..... Dick McMullen
Musical Dir..... Ovide Davis
Chief Engineer..... Donald L. Jones

KVOL

LAFAYETTE—1935—NBC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By... Evangeline Bcstg. Co., Inc.
Business-Studio Address... 519 S. Buchanan St.
Phone Number 5111-2
Transmitter Location... Scott Rd.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Thesaurus
Representative Meeker
Membership NAB, BMB
President Morgan Murphy

General Manager..... George H. Thomas
Sta., Comm., Mgr., Pub. Dir... Evan H. Hughes
Ch. of Engineer..... Louis Pilcher
Farm Editor..... Allison Theriot

KLOU

LAKE CHARLES—1947

CBS-LA. NET

Frequency: 1580 Kc..... Power: 1000 Watts
Owned-Oper. By... The Pelican Bcstg. Co., Inc.
Business-Studio Address... 134 Clarence St.
Phone Number 7277-8
Transmitter Location... North Lake Charles,
P. O. Box 288

Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Walker
Membership NAB, BMB
President..... H. Vernon Anderson
General Mgr..... E. R. Anderson
Secretary-Treasurer..... Sara M. Anderson
Comm. Mgr., Pgm. Dir..... Eugene S. Cuny
Sales Prom. Mgr..... William Patton
Publicity Dir..... Lucille Storer
Chief Announcer..... Sid Morse
Musical Dir..... Jerry Barlow
Chief Engineer..... Andrew Vargo

LOUISIANA

**WHY IS AP
THE BEST?**

BECAUSE—**AP** members, the
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of Bureau, New Orleans
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Gene Gratz—WELO, Tupelo, Miss.

LOUISIANA

. . . **LOUISIANA** . . .

K P L C

**LAKE CHARLES—1935
NBC-LA. STATE**

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By..... Calcasieu Bcstg. Co.
Business Address..... P. O. Box 1521
Phone Number..... 2713
Studio Address..... Majestic Hotel
Transmitter Location..... 2 Mi. W. of City
Air Time..... 5:30 a.m.-M.
News Service..... AP
Transcription Service..... World
Representative..... Weed
President..... T. B. Lanford
Gen., Sta. Mgr..... David Wilson
Commercial Manager..... P. E. Mills, Jr.
Sales Prom. Mgr., Prod. Dir..... Tom Journey
Program Director..... Horace Lyons
Publicity Dir..... Lynn Williams
Chief Announcer..... Jim Toth
Musical Dir..... Agnes Farber
Chief Engineer..... A. B. Craft
Farm Editor..... Jimmy Basham

K W S L

**LAKE CHARLES—1947
MBS-LIBERTY**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Alonzo Stanford Dudley
Address..... 1 Mill St.
Phone Number..... 6-1401
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Cole, Lang-Worth
Representative..... Friedenberg
General Mgr..... A. Stanford Dudley
Station Manager..... Alva P. Frith
Comm., Sales Prom. Mgr. Thomas A. Gresham
Pgm., Prod. Dir..... Roy K. Rhodes
Publicity, Musical Dir..... Ralph Hooks
Chief Engineer..... LaVance Carson

K M L B

MONROE—1930—ABC

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By..... Limer's Bcstg. Station, Inc.
Business Address..... P. O. Box 1723
Phone Number..... L. D. 25, 4321-2, 3952
Studio Address..... Francis Hotel
Transmitter Location..... Millhaven Rd.
Air Time..... 5 a.m.-M.
News Service..... UP
Transcription Service..... World
Representative..... Taylor-Borroff
Membership..... NAB, BMB
President..... J. C. Limer, Sr.
Gen., Sta., Comm. Mgr..... Charles Price
Sales Prom. Mgr..... Lawrence Gibbs
Pgm., Pub. Dir..... Marjorie Watson
Chief Announcer..... Joe Pierce
Chief Engineer..... O. L. Morgan

K N O E

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By..... James A. Noe
Business-Studio Address..... Bernhardt Bldg.
Phone Number..... 912
Transmitter Location..... Good Hope Rd.
Air Time..... 5 a.m.-M.
News Service..... AP
Transcription Service..... Associated
Representative..... Ra-Tel
Membership..... NAB
President..... James A. Noe
General Manager..... Robert W. Dumm
Program Director..... Bid Causey
Chief Engineer..... William Hyatt

K W C J

NATCHITOCHES—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Natchitoches Bcstg. Co.
Business-Studio Address..... Box 232
Phone Number..... 2353
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Lang-Worth
Membership..... NAB, BMB
President..... Dr. William H. Pierson
Gen., Comm. Mgr..... Charles L. Planchard
Program Dir..... Kenneth M. Dowdy
Chief Engineer..... Carroll G. Crew

K A N E

NEW IBERIA—1946—MBS-LA

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... New Iberia Bcstg. Co.
Business-Studio Address..... 101 W. St. Peter St.
Phone Number..... 965
Transmitter Location..... 1102 W. Main St.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... SESAC, Capitol
Membership..... NAB, BMB
General Manager..... George H. Thomas
Station Manager..... Dierrell Hamm
Commercial Mgr..... J. R. MacEachron
Program Director..... Ken Dunnagan
Chief Announcer..... Donald Bonin
Chief Engineer..... L. M. Blackmon

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By..... WDSU Bcstg. Services
Business-Studio Address..... 520 Royal St.
Phone Number..... Tulane 4371
Transmitter Location..... Whitney Ave.
Air Time..... Unlimited
News Service..... AP, UP
Transcription Service..... Associated
Representative..... John Blair

• • • **LOUISIANA** • • •

Membership NAB
Partners... Edgar B. Stern, Edgar B. Stern, Jr.
Gen. Sta. Mgr..... Robert Swezey
Commercial Mgr..... A. Louis Read
Program Dir..... Stanley Holiday
Production Dir..... Ray Rich
Publicity Dir..... Ray Liuzza
Chief Announcer..... Gay Batson
Chief Engineer..... Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By... Mrs. Louise C. Carlson
Business-Studio Address..... Cigali Bldg.
Phone Number..... Ma. 3488-9
Transmitter Location..... New Orleans
Air Time Unlimited
News Service..... AP, INS
Transcription Service Capitol
Representative..... W. G. Rambeau
Membership NAB
Gen. Mgr..... Louise C. Carlson
Commercial Mgr..... Pat J. Shannon
Program Dir..... James Warren
Chief Engineer..... Charles L. Whitney

W J M R

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By... Supreme Bcstg. Co., Inc.
Address..... Jung Hotel, Canal St.
Phone Number..... Ca. 0356-7
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
Representative Forjoe
Membership NAB, FMA
President William Cortada
Co-Mgrs... George A. Moyoral, S. W. Ray, Jr.
Sales Prom. Mgr..... S. Whitmire
Program Director..... Meredith Gibson
Publicity Dir..... Cati Hairston
Chief Engineer..... George A. Mayoral

W N O E

NEW ORLEANS—1926—MBS

Frequency: 1060 Kc...Power: 50,000 d.; 5000 n.
Owned-Operated By..... James A. Noe
Business-Studio Address..... St. Charles Hotel
Phone Number..... Raymond 0423-4
Transmitter Location S. Broad & Euphrosine St.
Air Time Unlimited
News Service..... AP, UP
Transcription Service Standard
Representative Ra-Tel
Membership NAB
Owner..... James A. Noe
General-Station Manager... James E. Gordon
Commercial Manager..... Paul Beville
Program Director..... Beverly Brown

IN NEW ORLEANS

WDSU

LOW RATES

WDSU offers the lowest rates among the three largest network stations.

IN NEW ORLEANS

WDSU

LARGE AUDIENCE

WDSU is rapidly assuming the lead in listening audience in the South's Greatest Market!

IN NEW ORLEANS

WDSU

LOUISIANA

Production Director.....Eldon Durand
Publicity Director.....Larry Wilson
Chief Engineer.....Albert Bourgeois

WSMB

NEW ORLEANS—1925—NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.....901 Canal St.
Phone Number.....Magnolia 5921
Representative.....Edward Petry
President.....E. V. Richards
General Manager.....H. Wheelahan

WTPS

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 d.; 500 n.
Owned-Oper. By The Times Picayune Pub. Co.
Business Address.....615 North St.
Phone Number.....Canal 5561
Studio Address.....601 Howard Ave.
Transmitter Location.....Hamilton Ave., Gretna
Air Time.....6-M
News Service.....AP
Transcription Service.....World. Associated.
Capitol

Representative.....Walker
Membership.....NAB
President.....L. K. Nicholson
General Mgr.....H. F. Wehrmann
Commercial Mgr.....J. R. O'Meallie
Program Dir.....M. J. Clarke
Chief Engineer.....G. W. Deblieux

WWEZ

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....Sky Bcstg. Service
Bus-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3421
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Hollingbery
President.....A. L. Chilton
Gen. Comm. Mgr.....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 Number.....Raymond 2194-5-6-7
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Representative.....Katz
Membership.....NAB, BMB

President.....Rev. Thomas J. Shields
Gen-Station Mgr.....W. H. Summerville
Comm. Manager.....Larry Baird
Promotion Manager.....Bob Tompkins
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

KSLO

OPELOUSAS—1947
MBS-LIBERTY-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Business Address.....P. O. Box 392
Studio Address.....KSLO Bldg.
Phone Number.....2633
Transmitter Location.....1 1/2 Mi. SW. of City
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB, BMB
Gen. Sta. Mgr.....W. Eugene Jones
Commercial Mgr.....Jim Wethington
Program Dir.....Pat McCusker
Chief Announcer.....John Chauvin
Chief Engineer.....Freddie Hebert

KRUS

RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Clarence E. Faulk, Jr.
Bus-Studio Address.....105 N. Railroad Ave.
Phone Number.....1490
Transmitter Location.....Hwy. 80, 2 Mi. W. of
City
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB, BMB
President.....C. E. Faulk, Jr.
General Manager.....Lloyd A. Goodin
Program Director.....Kenneth L. Whitaker
Traffic Mgr.....Eloise Fowler
Chief Engineer.....Chester Gillespie

KENT

SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam St.
Phone Number.....3-3681
Transmitter Location.....Blanchard Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Walker
Membership.....NAB, BMB
Owner, General Manager.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.

LOUISIANA-MAINE

Sales Prom. Mgr., Pub. Dir. Bill Monroe
 Program-Production Dir. Joe Monroe
 Musical Dir. Clois Spraggins
 Chief Engineer L. J. Carlson
 Farm Editor Bill Rutledge

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KRMD
 Bus.-Studio Address New Jefferson Hotel,
 P. O. Box 1712
 Phone Number 6171
 Air Time Unlimited
 Representative Taylor-Boroff
 Membership NAB, BMB
 Manager G. V. Wilson
 Station Director W. L. Switzer

K T B S

SHREVEPORT—1922—NBC-TQ

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Oper. By Radio Station KTBS, Inc.
 Business-Studio Address . . 312 E. Kingshighway
 Phone Number 7-3644
 Transmitter Location . . . 1.5 Mi. W.S.W of Dixie
 Air Time 5 a.m.-M.

Transcription Service Associated
 Representative Edward Petry
 Membership BMB
 President Allen D. Morris
 Gen., Sta., Comm. Mgr. C. K. Beaver
 Sales Prom. Mgr., Pub. Dir. . . C. W. Doeblor
 Program Director Deane Flelt
 Production Director David Kent
 Chief Engineer C. H. Maddox

K W K H

SHREVEPORT—1925—CBS-SCQN

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By . . International Bcstg. Corp.
 Business-Studio Address . . Commercial Bldg.
 Phone Number 2-8711
 Transmitter Location Dixie
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NAB, BMB
 President John D. Ewing
 General-Station Manager Henry B. Clay
 Comm.-Asst. Mgr. B. G. Robertson
 Prom. Mgr., Pub. Dir. James T. Briggs
 Program Director Horace Logan
 Chief Announcer Frank Page
 Chief Engineer W. E. Antony

MAINE

*Estimated Population 909,000—Increase +7.3%—Radio Homes 248,000
 Radio Families—256,000—Stations in State 15*

W F A U

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.
 Address 160 Bangor St.
 Phone Number 2540
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 President Faust Couture
 General Manager Robert I. Payne
 Program Director Norman G. Gallant
 Chief Engineer Robert H. Parker
 (See Page 452)

W R D O

AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRDO, Inc.
 Business-Studio Address 175 Water St.
 Phone Number 2285
 Transmitter Location Chelsea

News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bannan
 Membership NAB, BMB
 President Adeline B. Rines
 General-Station Manager Jack S. Atwood
 Comm.-Sales Prom. Mgr. Donald K. Powers
 Pgm. Dir., Prom. Mgr. Leslie R. Hubley
 Chief Engineer Harold T. Dinsmore

W A B I

BANGOR—1921—ABC-PTG

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Community Bcstg. Service
 Business-Studio Address 57 State St.
 Phone Number 6446-7
 Transmitter Location Wilson St., Brewer
 Air Time 6:20 a.m.-M.
 News Service AP
 Representative Young, Kattle-Carter
 President F. B. Simpson
 Gen., Sta. Mgr. Murray Carpenter
 Comm., Sales Prom. Mgr. Leon P. Gorman, Jr.
 Program-Production-Musical Dir. . Harold Dorr
 Chief Engineer Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Guy Gannett Bcstg. Services
 Business Address. Box 732
 Phone Number 7354
 Studio-Transmitter Location. 329 Mt. Hope Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative. Paul H. Raymer
 Membership BMB
 President. Guy P. Gannett
 General Manager. Lawrence W. Stubbs
 Station Manager. Samuel G. Henderson, Jr.
 Commercial Manager. Harvey M. Grant
 Program Director. Elisabeth A. Kihlmire
 Chief Engineer. Lauris P. MacGown

WJOR

**BANGOR—1946
 MBS-YANKEE-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Bangor Bcstg. Service, Inc.
 Business-Studio Address. 22 State St.
 Phone Number. Bangor 5612
 Transmitter Location. Bangor

*Covering Central Maine
 with 3 outlets*

WCOU
 &
WCOU-FM
 93.9 MGS
of Lewiston

WFAU
of Augusta

**MUTUAL
 YANKEE**

*Represented Nationally by
 Forjoe & Company
 New York*

Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Forjoe
 Pres., Chief Engr. Stephen Velardi
 Sta. Mgr., Pgm. Dir. Lawrence Slon

WLBZ

BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By. Maine Bcstg. Co.
 Business-Studio Address. 100 Main St.
 Phone Number. Bangor 6023
 Transmitter Location. Outer Broadway
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative. Weed, Bertha Bannan
 Membership NAB, BMB
 President. William H. Rines
 Station Manager. Edward E. Guernsey
 Program Director. Irving S. Hunter
 Publicity Director. George Chapman
 Musical Director. Norman Lambert
 Chief Engineer. John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Biddeford Bcstg. Corp.
 Business-Studio Address. 234 Main St.
 Phone Number 4-4566
 Transmitter Location. Gay Field St., Saco
 Air Time 6:15 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Friedenber
 Membership NAB
 President, Gen.-Comm. Mgr. Gordon J. Lewis
 Comm., Sales Prom. Mgr. James Gates
 Program Dir. Gordon J. Lewis
 Publicity Dir. Chrisoula Drivas
 Chief Announcer. Burleigh Brown
 Musical Director. Merrill Smith
 Chief Engineer. Arthur Deters
 Farm Editor. Bruce Bauman

WCOU

LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Twin City Bcstg. Co., Inc.
 Business-Studio Address. 223 Lisbon St.
 Phone Number. 4-6921
 Transmitter Location. Webber Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service. Standard, SESAC
 Representative Forjoe
 Owner-Executive Faust Couture
 General-Station Mgr. John C. Libby
 Comm., Sales Prom. Mgr. Guy Ladouceur

MAINE

Pgm., Prod., Pub. Dir. Herb Fontaine
Chief Announcer.....Norman Card
Musical Dir..... Marion Payne Louisfell
Chief Engineer..... Donald Mason
Farm Editor..... Harold Alberghini

WLAM

LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg.
Corp.

Business-Studio Address.....129 Lisbon St.
Phone Number.....4-5401-2
Transmitter Location.....Washington St., Auburn
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol
Representative.....Everett-McKinney,
Kittell-Carter

Membership.....NAB
President, Station Mgr.....Elden H. Shute, Jr.
Sales Prom. Mgr., Pub. Dir.....Gerald T. Higgins
Program Director.....William Finkeldey
Musical Director.....Bert Cote
Chief Engineer.....Leslie R. Hall

WCSH

PORTLAND—1925
NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number.....2-0181
Transmitter Location.....Scarboro
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Weed, Bertha Bannan
Membership.....NAB, BMB
President.....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Musical Director.....Norman Ayres
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee
News Director.....William F. McCrary

WGAN

PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St.,
P. O. Box 1731
Phone Number.....2-7423
Transmitter Location.....Riverton
Air Time.....Unlimited

News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
Membership.....NAB
President.....Guy P. Gannett
Vice-President.....Lawrence H. Stubbs
General Manager.....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Sales Prom. Mgr., Pub. Dir.

Francis H. Farnum, Jr.
Program-Production Dir.....Richard E. Bates
Chief Engineer.....Roger W. Hodgkins

WMTW

PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Enterprises, Inc.
Address.....212 Middle St.
Phone Number.....4-2649
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Standard, SESAC
Representative.....Ra-Tel
President.....John Baybutt
Gen., Comm. Mgr.....Abbott Smith
Sta. Mgr., Program Dir.....Donald J. Curran
Chief Announcer.....Dick Smith
Chief Engineer.....Horace Ruiz

MAINE

WHY IS AP THE BEST?

BECAUSE—AP members decide
what AP shall be. Their
decision has made
AP unequalled in cover-
ing the news of the
world . . . RAPIDLY
TRUTHFULLY . . .
ACCURATELY.

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS ASSOCIATION

President: Leland Bickford—Editor-in-
Chief, Yankee Network, Boston
Secretary: L. P. Yale—AP Chief of
Bureau, Boston
Director for Maine: Frank Hoy—WLAM,
Lewiston

MAINE

Sell the Baltimore area the **SENSE-ible** way--

SELL BY SOUND

Radio Baltimore

WBAL
50,000 Watts

SELL BY SIGHT

Television Baltimore . . .

WBAL-TV
Channel Eleven

NBC Affiliates

Nationally represented by Edward Petry & Co., Inc.

MAINE-MARYLAND

WPOR

PORTLAND—1946—ABC-PTN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Oliver Bcstg. Corp.
Business-Studio Address: The Chapman Bldg.
Phone Number: 3-8111
Transmitter Location: Baxter Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Adam J. Young, Jr.
Kettell-Carter

Membership: NAB, BMB
General Manager: Harold H. Meyer
Commercial Manager: William J. Mullen
Sales Prom. Mgr.: Anne Bradford
Dir. of Special Events: S. Blake Ellis
Chief Engineer: Roger L. Perry

WAGM

PRESQUE ISLE—1931

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Aroostook Bcstg. Corp.
Business-Studio Address: 180 State St., W.
Phone Number: 8821
Transmitter Location: U. S. Route 1

Air Time: Unlimited
News Service: UP
Transcription Service: Associated, SESAC
Representative: Continental Radio,
Bertha Bannan
Membership: NAB, BMB
President: Harry E. Umphrey
General Manager: Harold D. Glidden
Program Dir.: Ted Coffin
Chief Engineer: Lester E. Hughes

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kennebec Bcstg. Co.
Business-Studio Address: 36 Silver St.
Phone Number: 2700-1
Transmitter Location: 140 Benton Ave.,
Winslow

Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: Robert Meeker, Kettell-Carter
Membership: NAB, BMB
Pres., Gen.-Station Mgr.: Carleton D. Brown
Comm.-Sales Prom. Mgr.: Harold L. Vigue
Program-Production Dir.: Paul Huber
Chief Engineer: Donald H. Sutherland

MARYLAND

*Estimated Population 2,175,000—Increase +19.4%—Radio Homes 596,000
Radio Families—608,000—Stations in State 22*

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Annapolis Bcstg. Corp.
Business-Studio Address: 25 School St.,
P. O. Box 749

Phone Number: Annapolis 2500
Transmitter Location: Bay Ridge Rd.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Lang-Worth
President, General Mgr.: Morris H. Blum
Station-Commercial Mgr.: Thomas S. Carr

WASL

ANNAPOLIS—1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Oper. By: Chesapeake Radio Corp.
Business Address: P. O. Box 612
Phone Number: 9211
Transmitter-Studio Location: Truxton Hqts.
Air Time: Local sunrise-local sunset
News Service: AP, Transradio

Transcription Service: World
Membership: NAB
Pres., Gen. Mgr.: Robert L. Blalock
Sta., Comm. Mgr., Pub. Dir.: Gene Gosch
Pgm., Prod. Dir.: M. E. Blalock
Chief Announcer, Farm Editor: Bill Earle
Chief Engineer: Stanley C. Leek

WNAV

ANNAPOLIS—1949

Frequency: 1430 Kc. Power: 500 Watts
Owned-Operated By: Capital Bcstg. Co.
Business Address: 89 West St.
Phone Number: 2639
Air Time: Unlimited
News Service: AP
Transcription Service: Associated, Capitol
Representative: McGillvra
President: Albert H. McCarthy
General Mgr.: H. Philip Nesbitt
Commercial Mgr.: William T. O'Connor
Program Dir.: Patricia C. Scible
Production Dir.: Charles Mannel
Chief Engineer: Paul C. Jones

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Operated By: Hearst Radio, Inc.
 Address: 2610 N. Charles St.
 Phone Number: Hopkins 3000
 Transmitter Location: Winans Rd.,
 Randalls Town
 Air Time: Unlimited
 News Service: INS, UP, AP
 Transcription Service: Associated
 Representative: Edward Pety
 Membership: NAB, BMB
 President: Charles McCabe
 General Mgr.: Harold Burke
 Business Manager: D. L. Provost
 Sales Manager: Leslie Peard
 Program Dir.: Willis K. Friert
 Production Dir.: Victor Campbell
 Publicity Dir.: Tom White
 Chief Announcer: Walter Linthicum
 Chief Engineer: John Wilner
 Farm Editor: Bill Rock
 (See Page 454)

WBMD

BALTIMORE—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By: Key Bcstg. Corp.
 Business-Studio Address: 4 W. Eager St.
 Phone Number: Mulberry 7095-6-7
 Transmitter Location: 2901 Moravia Rd.
 Air Time: Daytime
 News Service: AP
 Representative: Joseph Hershey McGillvra
 President: George E. Hull
 Gen., Sta. Mgr.: H. Shelton Earp, Jr.
 Commercial Manager: Merrill L. Carroll
 Prog. Dir., Chief Announcer: Tom O'Connor
 Chief Engineer: Russell H. Morgan

WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Monumental Radio Co.
 Business-Studio Address: 1102 N. Charles St.
 Phone Number: Mulberry 0600
 Transmitter Location: Park Hgts. Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Lewis M. Milbourne
 Exec. V.P., Gen., Sta. Mgr.: L. W. Milbourne
 Sales Prom., Pub. Dir.: Robert M. Richmond
 Program Dir.: George L. Filling
 Chief Announcer: Charles W. Purcell
 Chief Engineer: Martin L. Jones
 Farm Editor: Ray Moffett

WCBM

BALTIMORE—1930—MBS

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
 Owned-Oper. By: Baltimore Bcstg. Corp.
 Bus.-Studio Address: Harford & North Aves.
 Phone Number: Belmont 8400
 Transmitter Location: Cold Spring Lane
 Air Time: Unlimited
 News Service: UP, INS
 Transcription Service: Associated
 Representative: Weed
 Membership: NAB
 President, Comm. Manager: John Elmer
 Gen., Sta., Mgr., Pgm. Dir.: George H. Roeder
 Musical Dir.: Jack Rohr
 Chief Engineer: G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By: The Baltimore Radio Show,
 Inc.
 Business-Studio Address: 10 E. North Ave.
 Phone Number: Mulberry 1300
 Transmitter Location: 701 Waterview Ave.
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: World
 Representative: John Blair
 Membership: NAB
 President: Robert S. Maslin
 V.P., Treas., Actg. Mgr.: John H. L. Trautfelter
 Nat. Comm. Mgr.: William S. Pirie, Jr.
 Local Comm. Mgr.: William R. Dothard
 Sales Promotion Manager: William B. Roche
 Program-Production Dir.: Bert Hanauer
 Publicity Director: Robert S. Maslin, Jr.
 Chief Announcer: Henry Hickman
 Musical Director: Joseph Imbroglio
 Chief Engineer: William Q. Ranft

WITH

BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Maryland Bcstg. Corp.
 Business-Studio Address: 7 E. Lexington St.
 Phone Number: Lexington 7808
 Transmitter Location: 1230 Curtain Ave.
 Air Time: 24 Hrs.
 News Service: AP
 Transcription Service: Standard
 Representative: Headley-Reed
 Membership: NAB, FMA
 Pres., Gen.-Sta. Mgr.: Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.: Robert C. Embry
 Program Dir.: Mariljee Considine
 Publicity Director: Mae Hughes
 Musical Director: Anna Ray Suter
 Chief Engineer: James S. Duff
 (See Page 458)

W S I D
BALTIMORE—1948

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By United Bcstg. Co.
Business-Studio Address . . . 109 W. Baltimore St.
Phone Number Saratoga 8250
Transmitter Location Essex
Air Time Sunrise-sunset
News Service AP
Representative Forjoe
Membership NAB
Pres., Gen. Mgr. Richard Eaton
Promotion Mgr. Helen Wherley
Asst. Gen., Comm. Mgr., Pgm. Dir.
Albert R. Lamphear
Chief Engineer Ben Wolfe

W B C C
BETHESDA—1947

Frequency: 1120 Kc. Power: 250 Watts d.
Owned-Oper. By . . Broadcast Management, Inc.
Business-Studio Address 5 Wilson Lane
Phone Number Oliver 2800
Transmitter Location . . . Kenwood Country Club
Air Time Daytime
News Service UP
Transcription Service . . Lang-Worth, Associated
Membership NAB

President Willard D. Egoft
Commercial Manager Cecil Richards
Sales Promotion Manager Phil Davison
Pgm., Musical Dir. Grace Campbell Egoft
Chief Announcer Harold Provensen
Chief Engineer Donald Herr
Farm Editor Pete Peirce

W C E M
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
Owned-Oper. By The Shore Bcstg Co.
Business-Studio Address Cambridge
Phone Number 1580
Air Time Unlimited
News Service UP
Transcription Service Standard
Membership NAB
President John W. Downing
General Manager Charles J. Truitt
Station Mgr., Program Dir. . . Edward H. Brigham
Commercial Manager James Wood

W C U M
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By The Tower Realty Co.
Address William Rd. P. O. Box 360

MORE POWER FOR US means
MORE SELLING POWER FOR YOU
SOON
10,000 WATTS FOR WCBM

reaching and selling a larger part of one
of the nation's richest and best markets.

680 KILOCYCLES

a preferred place on the radio dial.

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President*

George H. Roeder,
General Manager

Exclusive National Representatives

WEED & COMPANY

New York, Chicago, Boston, Detroit,
Atlanta, Hollywood, San Francisco

BUY

FOR A

W·I·T·H

BIG PLUS

Audience in Baltimore!

Advertisers have known for a long time that W-I-T-H delivers more *home* listeners-per-dollar than any other station in town. Now a survey made under the supervision of the Johns Hopkins University shows that of all radios playing in these commercial establishments, the following percentages were tuned to W-I-T-H:

<i>Grocery stores</i>	42.3%	<i>Drug stores</i>	34.6%
<i>Barber shops</i>	49.3%	<i>Taverns</i>	67.3%

This BIG PLUS AUDIENCE means that a *small* appropriation on W-I-T-H produces *big* results. See your Headley-Reed man for the full W-I-T-H story.



W·I·T·H **Baltimore
Maryland**

TOM TINSLEY, *President*

Represented by HEADLEY-REED

MARYLAND

Phone Number 5400-1
 News Service..... AP, Transradio
 Transcription Service Standard
 Representative Meekcr
 Membership NAB
 President..... Karl F. Steinmann
 Acting Sta. Mgr..... Aquin P. Feeney
 Commercial Mgr..... Alton Whitehouse
 Program Dir..... Clark W. Thornton, Jr.
 Publicity Director..... Wilbur Bishop
 Chief Engineer.... William Paul Clendenning

W T B O

CUMBERLAND—1928—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.... Cumberland Bcstg. Co.
 Business-Studio Address..... 31 Frederick St.
 Phone Number 299
 Transmitter Location..... Fort Hill
 Air Time Unlimited
 News Service..... AP, UP
 Transcription Service World
 Membership NAB
 Managing Partner, Gen., Sca. Mgr.

Aurelia S. Becker
 Program Dir..... Edwin F. Hinkle
 Chief Engineer..... William R. Selleck
 Farm Editor..... Robert Rosamond

W D Y K

CUMBERLAND—1949—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.... R. A. Raese
 Business Address..... 450 Byrd Ave.
 Phone Number 5727
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr..... R. A. Raese
 Commercial Mgr..... George J. Kapel
 Program Dir..... William A. Vaughn
 Promotion Mgr..... Ernest N. Butler

W F M D

FREDERICK—1936—CBS

Frequency: 930 Kc..... Power: 500 Watts
 Owned-Operated By.... Monocacy Bcstg. Co.
 Business-Studio Address..... E. Church St.
 Phone Number 1626
 Transmitter Location..... Butterfly Lane
 Air Time Unlimited
 News Service AP
 Transcription Service World
 President Laurence Leonard
 General Manager..... James W. Robertson
 Commercial Manager..... William Hardy
 Program Director..... Evelyn Leonard
 Chief Announcer..... Bud Bowers
 Chief Engineer..... James W. Robertson
 Farm Editor..... Clem Gardner

W T B O

AM 250W FM 1000W
 Cumberland Maryland

first
last
always

*in the Cumberland area...
 WTBO, for 22 years, has
 been the preference with
 advertisers and listeners—*



*—the most listened to
 station* in the leading
 market between Pitts-
 burgh and Baltimore.*

*Survey data on request.

W A R K

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Antietam Bcstg. Corp.
 Business-Studio Address: 128 S. Prospect St.
 Phone Number: 4500
 Transmitter Location: Commonwealth Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Membership: NAB, BMB
 Chairman of Board: R. J. Funkhouser
 General Mgr.: Stewart W. Phillips
 Commercial Manager: Samuel E. Phillips, Jr.
 Prog. Dir.: Farm Editor: Hunter Reams
 Pubcity Director: Jane Smith
 Chief Engineer: G. Harold Brewer

W J E J

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Hagerstown Bcstg. Co., Inc.
 Business-Studio Address: 33 W. Franklin St.
 Phone Number: 2323
 Transmitter Location: Carroll Heights
 Air Time: 6 a.m.-M.
 News Service: AP, Transradio
 Transcription Service: World, Lang-Worth
 Representative: Friedenberg
 Membership: NAB, BMB
 V.P., Gen. Mgr.: Grover C. Crilley
 Sta. Mgr., Pub. Dir.: William H. Paulsgrove
 Commercial Mgr.: Clarence Myers
 Sales Promotion Mgr.: Harold Gray
 Production Dir.: Patsy Miller
 Chief Engineer: George McIntire

W A S A

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Chesapeake Bcstg. Corp.
 Bus.-Studio-Transmitter Address: Bel Air Rd.
 Phone Number: 800
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World
 Representative: Continental
 President, General-Station Mgr.: Jason T. Pate
 Comm.-Sales Prom. Mgr.: Charles W. Irwin
 Pgm., Prod., Pub. Dir.: Jack Steinhardt
 Chief Engineer: William O. Kuntz

W B O C

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: The Peninsula Bcstg. Co.
 Bus.-Studio-Transmitter Address: Radio Park
 Phone Number: 6131
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Thesaurus

Representative: Burn-Smith
 Membership: BMB
 President: John W. Downing
 Gen. Sta.-Comm.-Sales Mgr.: Charles J. Truitt
 Program Director: John W. Downing, Jr.
 Chief Engineer: Jack W. Ward

W G A Y

SILVER SPRINGS—1946

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Oper. By: Tri-Suburban Bcstg. Corp.
 Business Address: Silver Spring
 Phone Number: Shep. 1050
 Studio-Transmitter Location: Kemp Mill Rd.
 Air Time: Daytime
 News Service: AP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: John W. Kluge
 Gen. Sta.-Comm.-Sales Mgr.: Joseph L. Brechner
 Program Director: Ernest Tannen
 Chief Engineer: Nicholai J. Chaconas

W O O K

SILVER SPRING—1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By: United Bcstg. Co.
 Business Address: 1143 Connecticut Ave.
 N.W., Washington, D. C.
 Phone Number: Sterling 7265
 Studio Address: 1143 Conn. Ave., N.W., Wash-
 ington, D. C.; 8512 Georgia Ave., Silver Spg.
 Air Time: Daytime
 Pres., Gen.-Comm. Mgr.: Richard Eaton
 Program Director: Arnold Bi Fort
 Chief Engineer: Vernon V. Story

MARYLAND

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

CHESAPEAKE AP RADIO ASSOCIATION

President: Denis Sartain—WWDC, Washington
 First Vice-President: Matthew Warren — WEAM, Arlington, Va.
 Secretary: Max Fullerton—AP Chief of Bureau, Baltimore
 News Committee Chairman: William C. Conhurst—WCAO, Baltimore
 Cooperation Committee Chairman: Stewart Phillips—WARK, Hagerstown

MARYLAND

MASSACHUSETTS

Estimated Population 4,713,000—Increase + 9.2%—Radio Homes 1,308,000
Radio Families—1,321,000—Stations in State 43

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Operated By WBMS, Inc.
Business-Studio Address 35 Court St.
Phone Number LAfayette 3-5616
Transmitter Location Medford
Air Time Sunrise-sunset
News Service UP
Transcription Service Associated
Representative Ra-Tel
President Jack N. Berkman
General Manager Arthur E. Haley
Comm. Mgr. Frederic S. Bailey
Program Director John R. Thornton
Chief Announcer William Stewart
Musical Director Martin Bokspan
Chief Engineer Herbert Rattigan

WBZ - WBZA

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business-Studio Add. 1170 Soldiers Field Rd.
Phone Number ALgonquin 4-5670
Transmitter Location WBZ, Hull, Mass.;
WBZA, East Springfield, Mass.
Air Time Unlimited
News Service AP, UP
Transcription Service Thesaurus, Associated
Representative Free & Peters
Membership BMB
President Waller Evans
Vice-President Walter E. Benoit
General Manager J. B. Conley
Station Manager W. C. Swartley
Sales Manager C. Herbert Masse
Promotion Manager John Stilli
Program Manager W. Gordon Swan
Publicity Manager W. A. Davis
Chief Engineer WBZ, W. H. Hauser;
WBZA, Harold Randol

WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Massachusetts Bcstg. Corp.
Business-Studio Address 485 Boylston St.
Phone Number COpley 7-0123
Transmitter Location Lexington
Air Time Unlimited
News Service AP, INS

Transcription Service Standard
Representative Katz
Membership NAB, BMB
President John Cowles
General-Station Manager Craig Lawrence
Nat'l. Comm. Mgr. A. N. Armstrong, Jr.
Sales Promotion Manager John Wilkoff
Program Director Gene King
Production Director Henry Lundquist
Publicity Director Virginia Nowell
Musical Dir. Louis Goldberg
Chief Engineer Roland C. Hale

WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By CBS, Inc.
Business-Studio Address 182 Tremont St.
Phone Number Hubbard 2-2323
Transmitter Location Mystic Valley Pkway.
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth
Representative Radio Sales
Membership NAB, BMB
Pres. (CBS) Frank Stanton
General Manager Harold E. Fellows
Asst. Comm., Gen. Mgr. Wilbur S. Edwards
Sales Promotion Mgr. Charles B. H. Va'll
Program Director Raymond G. Girardin
Production Director Thomas H. Calhoun
Publicity Director Marie H. Houlahan
Chief Announcer Carlton H. Dickerman
Chief Engineer Harold A. Dorschug
Farm Editor Jesse H. Buffum

WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Boston Herald-Traveler, Corp.
Bus-Studio Address 6 St. James Ave.
Phone Number HANcock 6-5500
Transmitter Location Needham
Air Time Unlimited
News Service AP, UP
Transcription Service Standard
Representative John Blair
Membership NAB
President Robert B. Choate
Managing Director William B. McGrath
Commercial Manager Arthur T. Brush
Sales Manager William W. Warner
Program Director George M. Perkins
Production Director George M. Watson, Jr.
Chief Engineer Philip K. Baldwin
Farm Editor Joseph Kelly



There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

MASSACHUSETTS

WMEX

BOSTON—1934

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Oper. By. The Northern Corp.
Business-Studio Address. 70 Brookline Ave.
Phone Number. Commonwealth 6-3900
Transmitter Location. 71 W. Squantum St., Quincy

Air Time. 7:15 a.m.-M.
News Service. INS
Transcription Service. Associated, Lang-Worth
Membership. BMB
President. John E. Reilly
General Manager. William S. Pote
Technical Director. Alfred J. Pote
Commercial Manager. Lawrence Flynn
Sales Promotion Manager. George Kaplan
Program Director. John E. Reilly
Musical Director. John Kiley
Chief Engineer. John Memishian

WNAC

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By. General Tire & Rubber Co.
Bus. Studio Address. 21 Brookline Ave.
Phone Number. Commonwealth 6-0800
Transmitter Location. N. Quincy

Air Time. Unlimited
News Service. AP, INS
Transcription Service. Standard
Representative. Edward Petry
Membership. NAB, BMB
President. William O'Neil
Exec. V.P., Gen. Mgr. Linus Travers
V.P. Thomas F. O'Neil
Prog. Dir., V.P. George W. Steffy
Dir. of Prom. Charles W. Curtin
Publicity Dir. Phyllis Doherty
Technical Director. Irving B. Robinson

WBET

BROCKTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By. Enterprise Publishing Co.
Business-Studio Address. 60 Main St.
Phone Number. Brockton 7062-3
Transmitter Location. Cor. West & Belmont Sts.
Air Time. Daytime
News Service. AP
Transcription Service. Thesaurus, SESAC, Lang-Worth, World
Representative. Bannan, Colton
Membership. NAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Production Director. Joseph G. Quill
Technical Dir. Mark L. MacAdam

WMEX

MEANS

EXTRA

SALES

IN BOSTON

WILL MEAN EXTRA SALES IN BOSTON

WBKA

BROCKTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Cur-Nan Company
 Bus-Studio-Transmitter Address: 205 E. Ashland St.
 Phone Number: 8-0621-2
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP, Transradio, UP
 Representative: Kettell-Carter, Friedenber
 Membership: NAB
 President: Joseph F. Curran
 General Manager: Charles F. Curran
 Station Manager: Harlan W. Newell
 Commercial Manager: Paul Belaire
 Pgm., Prod. Dir.: William W. Pierce, III
 Musical Dir.: Robert E. Fuller
 Chief Engineer: Philip James
 Farm Editor: Arthur Jones

WVOM

BROOKLINE—1948—USN

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By: The Boston Bcstg. Corp.
 Business Address: 1 Harvard St.
 Phone Number: Beacon 2-5650
 Transmitter Location: Wiswall Rd., Newton
 Air Time: 24 Hrs.
 News Service: Transradio, UP
 Membership: NAB
 Exec. V.P., General Mgr.: Benjamin Bartzoff
 Commercial Mgr.: Fred Cusick
 Program Dir.: Jerome Bartzoff
 Chief Engineer: Erwin Crandell

WTAO

CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By: Middlesex Bcstg. Corp.
 Address: 439 Concord Ave.
 Air Time: Daytime
 News Service: AP
 Transcription Service: World
 Representative: Cooke
 President: Frank S. Lyman, Jr.
 Gen., Prom. Mgr.: Paul J. Perreault
 Commercial Mgr.: Larry Anderson
 Program Dir.: Arthur Tacker
 Chief Engineer: Arthur W. Richardson

WACE

CHICOPEE—1946—NEBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By: Regional Bcstg. Co.
 Business-Transmitter Address: Radio Center
 Phone Number: Springfield 6-1323,
 Chicopee 2330; Holyoke 9897
 Studios: Springfield, Hotel Worthy; Chicopee,
 Radio Center; Holyoke, Natl. Bank Bldg.

Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: World
 Representative: IMS, Kettell-Carter
 Membership: NAB, FMA
 President: David Hayes
 Exec. V.P., Gen. Mgr.: Ralph J. Robinson
 Program Dir.: Charles J. O'Malley
 Chief Anncr., Musical Dir.: Kris Martin
 Chief Engineer: Richard Glinka

WALE

FALL RIVER—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Narragansett Bcstg. Co.
 Address: 374 Central St.
 Phone Number: 4-1400
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Walker, Kettell-Carter
 Pres., Gen. Mgr.: George L. Sisson, Jr.
 Station Manager: J. Buz Way
 Program Director: Nellie F. McCain
 Chief Engineer: Norman P. Gulmond

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 Number: 7-9477
 Transmitter Location: So. Somerset
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Representative: Headley-Reed, Bertha Bannan
 Membership: NAB, BMB
 President, General Mgr.: Melvin Lahr
 Commercial Manager: John Harrington
 Sales Prom. Mgr., Pub. Dir.: John Crowley
 Program Dir.: Angus Bailey
 Chief Announcer: Joe Welch
 Chief Engineer: John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: WEIM, Fitchburg, Inc.
 Business-Studio Address: 717 Main St.
 Phone Number: 1600-1
 Transmitter Location: Summer St., Lunenburg
 Air Time: Unimited
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Kettell-Carter
 Membership: NAB
 Pres., Gen., Sta. Mgr.: Henry G. Molina, Jr.
 Commercial Mgr.: Carter S. Knight
 Program Dir.: James W. Chalmers
 Chief Engineer: Ted Kalln

• • • **MASSACHUSETTS** • • •

WKOX
FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Suburban Bcstg. Co.
Business-Studio Address: Smith Bldg., Irving
Square
Phone Number: Framingham 7400, 5003
Transmitter Location: Mt. Wayte Ave.
Air Time: Local sunrise-sunset
News Service: Transradio, UP
Transcription Service: Capitol
Representative: Friedenber, Kettell-Carter
Sta. Mgr., Pub. Dir.: Richard E. Adams
Comm., Sales Prom. Mgr.: James H. Shoemaker
Program Director: Lee Emmerich
Production Dir.: Al Hammer
Chief Engineer: Frank Bartol

WHOB
GARDNER—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Gardner Bcstg. Co.
Business Address: 39 Pleasant St.
Phone Number: 1490
Studio Address: Colonial Hotel
Transmitter Location: Green St.
Air Time: Unlimited
News Service: AP
Transcription Service: SESAC

Representative: William G. Rambeau
Membership: NAB, BMB
President, General Mgr.: David M. Richman
Station Manager: Frank Hull
Comm., Sales Prom. Mgr.: Milton Savitt
Program-Production Dir.: West W. Willcox
Chief Announcer: Robert E. Johnson
Chief Engineer: Parker Vincent

W H A I
GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis
Business-Studio Address: 356 Main St.
Phone Number: 4301-2
Transmitter Location: Woodard Rd.
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Thesaurus, Associated
Representative: Bertha Bannan, Walker
Membership: NAB
President: John W. Haigis, Sr.
Gen., Sta. Mgr.: John W. Haigis, Jr.
Commercial Manager: H. W. Nichols
Sales Promotion Manager: Thomas J. Kelly
Program Director:
Chief Announcer: Lawrence A. Coney
Musical Director: Harry J. Frank
Chief Engineer: Leland F. Wheeler
Farm Editor: Donald A. Tuttle

MASSACHUSETTS

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President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston
Secretary: L. P. Yale—AP Chief of Bureau, Boston
Directors for Massachusetts: Ron Cochran—WCOP, Boston; F. E. Whit-
marsh—WBZ, Boston; Jim Chalmers—WEIM, Fitchburg.

MASSACHUSETTS

W H A V

HAVERHILL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Haverhill Gazette Co.
 Business-Studio Address. 30 How St.
 Phone Number. 4-4733
 Transmitter Location. 110 Observatory Ave.
 Air Time. 6 a.m.-11:30 p.m.
 News Service. AP
 Transcription Service. Associated, World.
 SESAC
 Representative. Friedenberg
 Membership. NAB
 President, General Manager. John T. Russ
 Commercial Mgr. Robert I. Kimel
 Program Director. Warren Greenwood
 Chief Engineer. Paul A. Hurd

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. (C.P. 560). Power: 250
 Watts (C.P. 1000)

Owned-Oper. By. Hampden-Hampshire Corp.
 Business Address. 180 High St.
 Phone Number. 8238-9
 Studio Addresses. 180 High St.; Canal S., So.
 Hadley Falls; 78 Main St., Northampton
 Transmitter Location. Canal St., So. Hadley
 Falls
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Lang-Worth, Standard
 Representative. Walker
 Membership. NAB, BMB
 General-Station Mgr. Charles N. DeRose
 Commercial Manager. Patrick J. Montague
 Publicity Dir. T. C. Nelson
 Program Dir. John Vondell
 Chief Operator. Jack Paley
 Farm Editor. Jerry Forbes

W C C M

LAWRENCE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Lawrence Bcstg. Co.
 Business Address. 54 Essex St.
 Phone Number. Lawrence 3-7171, Lowell 6359
 Studio Addresses. 54 Essex St., 1 Kearney Sq.,
 Lowell
 Transmitter Location. Chandler Rd., Andover
 Air Time. Sunrise-sunset
 News Service. AP
 Representative. Colton
 Pres., Gen. Sta. Mgr. George H. Jaspert
 General Manager. Gordon S. Ley
 Sales Prom. Mgr. Thomas C. May, Jr.
 Commercial Manager. William C. Engel
 Program Dir. B. Serwin

W L A W

LAWRENCE—1937—ABC-NEMM

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By. Hildreth & Rogers Co.
 Business-Studio Address. 278 Essex St.
 Phone Number. Lawrence 4107
 Transmitter Location. Burlington
 Air Time. Unlimited
 News Service. UP
 Transcription Service. World, Standard
 Representative. Paul H. Rayermer
 Membership. NAB, BMB
 Pres., Gen. Mgr. Irving E. Rogers
 Station Mgr. Albert E. Foster
 Regional Sales Mgr. Nona Kirby
 Sales Mgr. David M. Kimel
 Program Dir. Frederick P. Laffey
 Publicity Director. Fred A. Sullivan
 Chief Announcer. Richard T. Hickox
 Chief Engineer. George A. Hinckley

W L L H

**LOWELL-LAWRENCE—1934
 MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Merrimac Bcstg. Co., Inc.
 Address. 39 Kearney Sq.
 Phone Number. 8715
 Air Time. Unlimited
 News Service. AP
 Transcription Service. Associated
 President. Gerald Harrison
 Vice-President. Carl S. Wheeler
 Station Manager. Dana W. Fitzgerald
 Commercial Manager. Haskell Bloomberg
 Prog. Dir., Chief Announcer. Tom Clayton
 Chief Engineer. A. G. Michaels

W L Y N

LYNN—1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By. Puritan Bcst. Service, Inc.
 Business-Studio Address. 7 Willow St.
 Phone Number. LY. 5-6200
 Transmitter Location. Fox Hill Bridge
 Air Time. 6:45 a.m.-Sunset
 News Service. UP
 Transcription Service. Associated, SESAC
 Representative. Bannan
 Pres., Gen. Mgr. Theodore Feinstein
 Station Mgr. Cyril Morgan
 Commercial Mgr. Kenneth Strong
 Dir. of Sta. Operations. Winslow Bettinson
 Production Dir. Ethel Adams
 Publicity Dir. Margaret Kimball Herlihey
 Musical Dir. Harry Freeman
 Chief Engineer. John W. Parker

MASSACHUSETTS

WNBH

NEW BEDFORD—1921—MBS
YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Bristol Bcstg. Co., Inc.
Business-Studio Address... 588 Pleasant St.
Phone Number... 8-5228
Transmitter Location... Crow Island, New Bedford Harbor, Fairhaven
Air Time... Unlimited
News Service... AP
Transcription Service... World, Associated
Representative... Walker Co., Bertha Bannan
Membership... NAB, BMB
Vice-President... Basil Brewer
Station Manager... James M. Patt
Commercial Manager... Theodore M. Healy
Sales Promotion Manager,
Publicity Director... Gerald L. Staten
Program Director... Edward Boghosian
Chief Engineer... Z. V. Grobowski

WMNB

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 100 Watts
Owned-Oper. By... Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address... 466 Curran
Phone Number... 1230
Air Time... 6:30 a.m.-11 p.m.
News Service... AP
Transcription Service... World
Representative... Grant
Membership... NAB
Part Owner, Gen., Sta. Mgr.

J. Gordon Keyworth
Commercial Rep... Richard J. O'Brien
Program, Prod. Mgr... Benjamin A. Hubley
Chief Technician... William B. Dailey
Farm Editor... Wm. Hickey

WNAW

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By... N. W. Welch
Business Address... 20 State St.
Phone Number... 860-1
Studio Address... Hotel Wellington
Transmitter Location... Curran Hway.
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... Standard, Capitol
Representative... Joseph Hershey McGillvra
Owner... N. W. Welch
Station Manager... R. F. Bryar

WBEC

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Western Mass. Bcstg. Co.

Business-Studio Address... 30 Eagle St.
Phone Number... 8292
Transmitter Location... 30 Eagle St.
Air Time... 6:45 a.m.-M.
News Service... AP
Transcription Service... Lang-Worth
Representative... Everett-McKinney, Kettell-Carter
Membership... NAB
President... Donald B. Miller
Gen., Sta., Comm. Mgr... W. Wendell Budrow
Pgm., Prod. Dir... Maurice J. McGarry
Chief Engineer... Walton Ayer
Farm Editor... Edward Farrell, Jr.

WBRK

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Greylock Bcstg. Co.
Business-Studio Address... 8 Bank Row
Phone Number... 2-1553
Transmitter Location... 100 East St.
Air Time... Unlimited
News Service... UP
Transcription Service... Thesaurus
Representative... Walker
Membership... NAB
President... Leon Podolsky
General Manager... John T. Parsons
Commercial Manager... Walter Kearsey
Program Director... Daniel Healy
Promotion Manager... Richard Bolander
Chief Engineer... Leonard Lavendol

WJDA

QUINCY—1947

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By... South Shore Bcstg. Co., Inc.
Business-Studio Address... 29 Brackett St.
Phone Number... Mayflower 9-1300
Transmitter Location... Germantown
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... World
President, Station Mgr... Joseph H. Tobin
Comm.-Sales Prom. Mgr... James D. Asher

WESX

SALEM—1939

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... North Shore Bcstg. Co.
Business-Studio Address... 49-53 Washington St.
Phone Number... 5670
Transmitter... Naugus Head, Marblehead
Air Time... Unlimited
Pres., Treas... Charles W. Phelan
Manager... Edmund L. Phelan
Commercial Manager... Robert Rogers

MASSACHUSETTS

W M A S

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... WMAS, Inc.
Business-Studio Address..... 1757 Main St.
Phone Number..... Springfield 7-1414
Transmitter Location..... Pynchon Pk.
Air Time..... 6:30 a.m.-12:05 a.m.
News Service..... UP
Transcription Service..... Associated
Representative..... Edward Pety
Membership..... NAB
President..... Gerald Harrison
Sales Prom., Sta. Mgr..... Robert Donahue
Commercial Manager..... Robert Feldman
Program Director..... Turner Cooke
Publicity Director..... Paul Peltier
Chief Engineer..... John Michnovcz

W S F L

SPRINGFIELD—1948

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By..... Springfield Bcstg. Co.
Address..... 137½ State St.
Phone Number..... 2-7488
Air Time..... Unlimited
News Service..... UP, Transradio
Transcription Service..... World
President..... G. A. Askinas
Program Director..... C. M. Manitsas
Comm. Mgr., Chief Engr..... Earle G. Hewinson
Promotion Mgr..... Paul Rogers

W S P R

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By..... WSPR, Inc.
Business..... WSPR Bldg., 63 Chestnut St.
Phone Number..... Springfield 6-2757-8, 6-4218
Transmitter Location... Union St. & Palmer Ave.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... George P. Hollingbery
Membership..... NAB
Pres., Gen. Sta. Mgr..... Quincy A. Brackett
V.P., Comm. Mgr..... Milton W. Stoughton
Sales Manager..... William H. Burleigh
Sales Prom. Mgr., Pub. Dir... Howard S. Keefe
Prog.-Prod. Director..... Wayne H. Latham
Chief Announcer..... Robert L. Jones
Chief Engineer..... George Townsend

W C R B

WALTHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Oper. By..... Charles River Bcstg. Co.
Business-Studio Address..... 4 Gordon St.
Phone Number..... Wa 5-7080

Transmitter Location..... South St.
Air Time..... Daytime
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Bannan
President..... Richard C. O'Hare
General Manager..... Deuel Richardson
Station Manager..... Theodore Jones
Commercial Manager..... J. F. McArde
Program Director..... Wm. Sherman
Publicity Director... Harold P. Richardson, Jr.
Chief Engineer..... J. H. Bonney

W A R E

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By..... Donald W. Howe
Business-Studio Address..... East St.
Phone Number..... 23
Transmitter Location... Atop Coy's Hill, Warren
Air Time..... Daytime
News Service..... AP
Transcription Service..... Associated
Membership..... NAB
Owner..... Donald W. Howe
General-Comm. Mgr..... Ansel E. Gridley
Program Director..... Tom Colton
Chief Engineer..... Fred Joslin

W T X L

WEST SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 1490 Watts
Owned-Operated By..... Telecolor Corp.
Address..... 34 Sylvan St.
Phone Number..... 9-4768
Air Time..... Unlimited
News Service..... INS
Transcription Service..... Capitol
Representative..... Cooke
Pres., Gen., Prom. Mgr..... L. A. Reilly
Commercial Mgr..... A. W. Milne
Pgm. Dir., Chief Engr..... J. L. Spates

W O C B

WEST YARMOUTH—1944

MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Bristol Bcstg. Co., Inc.
Address..... South Sea Ave.
Phone Number..... Hyannis 502
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World
Representative..... Walker, Bertha Bannan
Vice-President, Treasurer..... Basil Brewer
Station Mgr..... David J. Shurtleff
Program Director..... Michael Graham
Chief Engineer..... Stanley S. Emery

MASSACHUSETTS

W A A B

WORCESTER—1931—MBS-YANKEE

Frequency: 1440 Kc. Power: 5000 Watts
Owned By: Yankee Network, Inc.
Operated By: Radio Enterprises, Inc.
Business-Studio Address: 34 Mechanics St.
Phone Number: 2-5611
Transmitter Location: Holden
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Representative: Ra-Tel
President: John Baybutt
Gen., Comm. Mgr.: Raymond Brown, Jr.
Program Director: W. Eccles Huff
Chief Engineer: Norman Ogg

W N E B

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: New England Bcstg. Co.
Address: Park Bldg., 507 Main St.
Phone Number: 6-4672
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Bolling, Kettell-Carter
President: Paul C. Lytle
General Manager: John J. Hurley
Commercial Mgr.: Edward T. McCann, Jr.
Program Dir.: John F. Morse
Musical Director: Robert F. Bilske
Chief Engineer: Vernon P. Wilson

W O R C

WORCESTER—1925—ABC

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: Alfred F. Kleindienst
Business-Studio Address: 65 Elm St.
Phone Number: 5-3101
Transmitter Location: Pachachoag St., Auburn
Air Time: 7 a.m.-M.
News Service: INS
Transcription Service: Lang-Worth
Representative: Weed
Membership: NAB
Chief Owner: A. F. Kleindienst
Dir., Comm. Mgr.: M. P. Stanton

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: WTAG, Inc.
Business-Studio Address: 18 Franklin St.
Phone Number: 5-4321
Transmitter Location: Shrewsbury St., Holden
Air Time: Unlimited
News Service: AP
Transcription Service: World, Associated

Representative: Paul H. Raymer
Membership: NAB, BMB
Executive V.P.: E. E. Hill
Vice-Pres., Gen. Mgr.: Robert W. Booth
Commercial Manager: Herbert L. Krueger
Program Director: A. J. Brissette
Publicity Director: A. C. Fuller
Chief Engineer: E. A. Browning
Farm Editor: H. Sidney Vaughn

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WHY

BE

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WITH

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AP



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Starting new things in Detroit is nothing new with WWJ-The Detroit News . . . first AM station in 1920, first FM station in 1940, and first with TV in 1946.

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This year, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW . . . to include WWJ-TV.

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Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

MICHIGAN

Estimated Population 6,352,200—Increase + 20.8%—Radio Homes 1,778,000
Radio Families—1,808,000—Stations in State 58

W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Oper. By Radio Station WABJ
Address 2982 Tread Rd.
Phone Number 9000-1
Air Time Daytime
News Service UP
Transcription Service World
Representative Ra-Tel
Membership NAB
President James Gerity, Jr.
Manager O. William Myers
Commercial Manager Harley West
Chief Announcer Bruce Gilmore
Chief Engineer Elwood Brown

W F Y C

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By Alma Bcstg. Co.
Business-Studio Address 480 Gratiot St.
Phone Number 95
Air Time Daytime
News Service UP
Transcription Service World
President Reid Brazell
V.P. Gen. Mgr. William B. Ogden
Asst. Gen. Mgr., Chief Engr. R. A. Plank
Program Dir. Chester Waddell

W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business Address Alpena
Phone Number 1049
Studio-Transmitter Location M-32 West
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
Membership BMB
President Les Biederman
General Manager Drew McClay
Chief Engineer William Kiker

W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By Huron Valley Bcstg., Inc.
Business Address Box 608
Phone Number 2-4573
Studio-Trans. Location 4230 Packard Rd.

Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service World
Representative Forjoe
Membership NAB
President J. F. Hopkins
Gen., Sta., Comm. Mgr. Douglas Campbell
Program Dir. Amy H. Wilcox
Production Dir. John Fitzgerald
Chief Announcer Claire Linn
Chief Engineer James Allen

W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Washtenaw Bcstg. Co.
Bus.-Studio Address 3rd Floor, Hutzel Bldg.
Phone Number 2-5517
Transmitter Location 1795 So. Maple Rd.
Air Time Sunrise-sunset
News Service AP
Transcription Service Standard
Representative Hal Holman
Membership NAB, FMA
President Arthur E. Greene
Gen., Sta. Mgr. Edward F. Baughn
Commercial Manager Ted Turner
Program Director Pat Quinn
Chief Engineer George D. Stearns
Farm Editor Howard E. Heath

W B C K

BATTLE CREEK—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Business-Studio Address 402 Security Natl.
Bank Bldg.
Phone Number 3-55-55
Transmitter Location Golden Ave.
Air Time Unlimited
News Service UP
Transcription Service Associated, Capitol
Representative Ra-Tel
Membership BMB
Pres., Gen.-Sta.-Comm. Mgr. Robert H. Holmes
Local Sales Manager F. K. Doyle
Sales Prom. Mgr., Pgm. Dir. Adrian R. Cooper
Production Dir. Gene Cahill
Publicity Director Molly Sue Doran
Chief Announcer Don Callen
Chief Engineer Arris J. Geranis

W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Federated Publications, Inc.

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in 5 States*



CKLW

Guardian Building, Detroit 26



National Rep., Adam J. Young, Jr., Inc.

• • • **MICHIGAN** • • •

Bus.-Studio-Transmitter Address.....Michigan
National Bank Bldg.
Phone Number5655
Air TimeUnlimited
News ServiceAP
Transcription Service...Standard, Lang-Worth
RepresentativeBolling
MembershipNAB, BMB
General-Station Manager.....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Wenonah Hotel
Phone Number7551-2
Transmitter Address.....Tuscola Rd., Hampton
Air TimeUnlimited
News ServiceUP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
MembershipBMB, FMA
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A. Giesel
Program Director.....Charles E. Anthony
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Farm Editor.....G. Edward Vallender

W G R O

BAY CITY—1949

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Griner-Dillon Bcstg. Co.
Address.....920 N. Waters St.
Phone Number3-1260
Air TimeDaytime
News ServiceINS
Transcription ServiceCapitol
RepresentativeSears & Ayer
Pres., Gen. Mgr.....Gail D. Griner
Comm. Mgr., Chief Engr.....Edward T. Dillon
Program Dir.....Gerry Lansing

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Palladium Publishing
Co.
AddressFairplain Ave.
Phone Number5-2113
Air TimeSunrise-sunset
News ServiceAP
Transcription Service.....Lang-Worth, Capitol
RepresentativeHal Holman
MembershipNAB
President.....Stanley R. Banyon
Gen., Sta. Mgr.....Jacob P. Scherer

Commercial Manager.....Virginia Allen
Program Director.....Phil Molloy
Chief Announcer.....John Pershing Chase
Musical Director.....Lee Lockwood
Chief Engineer.....Munson U. Robinson

W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio AddressCadillac
Phone Number1270
News ServiceAP
Transcription Service.....SESAC, KBS
RepresentativeHal Holman
General Manager.....Les Biederman

W T V B

COLDWATER—1949

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Twin Valley Bcstrs., Inc.
AddressBox 32
Phone Number1230
Air TimeUnlimited
News ServiceAP
Transcription Service.....Associated, Cole
President.....James W. Wilson
Sta., Mgr., Chief Engr.....E. Harold Munn, Jr.
Sales Manager.....A. K. Walkup
Program Director.....Richard W. Lee

W K M H

DEARBORN—1946

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....WKMH, Inc.
Business-Studio Address.....WKMH Bldg.
Phone Number.....Logan 2-4000
Transmitter...Detroit Industrial Express Hwy.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription ServiceLang-Worth
RepresentativeWeed
MembershipNAB
President, General Manager.....Fred A. Knorr
Comm.-Sales Prom. Mgr.....Walter Patterson
Program Director.....Frank Sims
Publicity Director.....Pat Hobar
Chief Engineer.....Jerold Martin
Farm Editor.....Terry Washburn

C K L W

DETROIT-WINDSOR—1932

MBS-CBC-TRANS-CANADA

DOMINION SUPP

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By...Western Ontario Bcstg. Co.,
Ltd., Essex Bcstrs., Inc.

File

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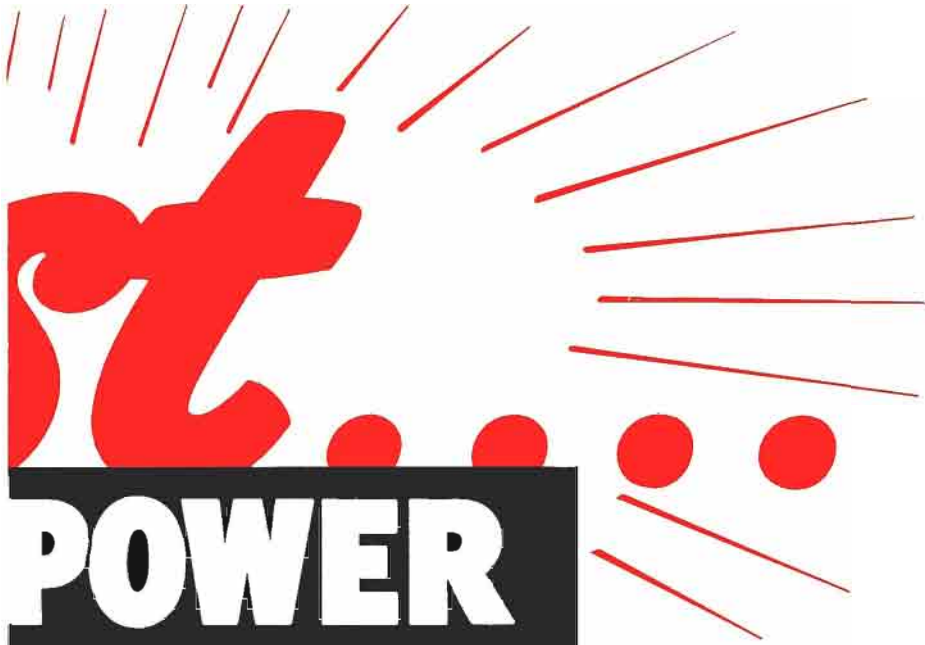
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Chairman of the Board

FISHER BLDG., DETROIT

HARRY WISMER
Vice President and General Manager

Business Address...3300 Guardian Bldg., Det.
 Phone Number.....Woodward 1-7200
 Studio Address...Canada Trust Bldg., Windsor:
 Transmitter Location.....Harrow, Ont.
 Air Time.....5:30 a.m.-4 a.m.
 News Service.....INS, UP, PN
 Transcription Service.....Standard, World
 Representative.....H. N. Stovin,
 Adam J. Young, Jr.
 Membership.....NAB, BMB
 President, General Mgr.....J. E. Campeau
 Sta. Mgr., Chief Engr.....W. J. Carter
 Commercial Manager.....E. Wilson Wardell
 Sales Prom. Mgr.....Art Gloster
 Pgm., Prod. Dir.....S. Campbell Ritchie
 Publicity Director.....H. Arthur Laing
 Chief Announcer.....John Gordon
 Musical Director.....Wally Townsend
 Farm Editor.....Austin Grant

W J B K

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Fort Industry Co.
 Business-Studio Address.....500 Temple Ave.
 Phone Number.....Temple 3-7900
 Transmitter Location...15555 Woodrow Wilson
 Air Time.....6 a.m.-2 a.m.
 News Service.....AP, UP
 Representative.....Katz Agency
 Membership.....NAB
 President.....George B. Storer
 Gen., Comm. Mgr.....Richard E. Jones
 Program Director.....Hal Hough
 Promotion Director.....Joyce Chapman
 Chief Announcer.....Earl Hayes
 Musical Director.....Sally Cooper
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Booth Radio Stations, Inc.
 Business Address.....600 Buhl Bldg.
 Phone Number.....Woodward 2-0220
 Studio Address...3100 David Broderick Tower
 Transmitter Location.....375 Midland Ave.
 Highland Park
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Forjoe
 President, Gen-Station Mgr.....John L. Booth
 Commercial Manager.....Eric V. Hay
 Sales Prom. Mgr.....W. J. Jory
 Program Director.....George Kendall
 Chief Announcer.....R. L. Mabry
 Chief Engineer.....Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
 Owned-Oper...WJR, The Goodwill Station, Inc.
 Business-Studio Address.....2100 Fisher Bldg.
 Phone Number.....TRinity 5-4440
 Transmitter Location.....Trenton
 Air Time.....24 Hrs.
 News Service.....AP, INS, UP
 Transcription Service.....Lang-Worth,
 Thesaurus, Associated
 Representative.....Edward Petry
 Membership.....NAB
 Asst. to Pres., Gen. Mgr.....Harry Wismer
 Asst. Gen. Mgr.....Worth Kramer
 Commercial Manager.....Arch Shawd
 Sales Promotion Manager...James H. Quello
 Program Director.....Franklin C. Mitchell
 Production Director.....Norman L. White
 Education & Public Relations...Mark Haas
 Chief Announcer.....Ron Gamble
 Musical Director.....Paul LaVoie
 V.P. in Chg. Engineering.....G. F. Leydorf
 Farm Editor.....Marshall Wells
 V.P. in Chg. News.....George W. Cushing
 (See Pages 474 and 475)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Evening News Assn.
 Business-Studio Address.....622 W. Lafayette
 Phone Number.....WOODward 2-2000
 Transmitter Location.....Oak Park
 Air Time.....5:30 a.m.-2 a.m.
 News Service.....UP
 Transcription Service...Standard, Lang-Worth
 Representative.....George P. Hollingbery
 President.....W. E. Scripps
 Gen., Sta. Mgr.....Harry Bannister
 Gen. Sales Mgr.....Willard E. Walbridge
 Gen. Pgm. Mgr.....Melvin C. Wissman
 Program Mgr.....Jack Hill
 Publicity Director.....William E. Lane
 Musical Director.....Mischa Kottler
 Gen. Engr. Mgr.....E. J. Love
 Farm Editor.....John Merrifield
 (See Page 470)

W X Y Z

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned By.....American Bcstg. Co.
 Operated By.....WXYZ, Inc.
 Business Address.....1700 Stroh Bldg.
 Phone Number.....CHerry 8321
 Studio Address.....8415 E. Jefferson Ave.
 Transmitter Location...Joy Rd. & Greenfield
 News Service.....INS, UP
 Transcription Service.....World, Lang-Worth

MICHIGAN

Membership NAB, BMB
General Manager James G. Riddell
Commercial Manager Harold Christian
Sales Promotion Mgr. Dean Linger
Program Director Jack McCarthy
Musical Director Phil Brestoff
Chief Engineer Charles Kotcher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc. Power: 1000 Watts
Owned-Operated By Delta Bcstg. Co.
Business-Studio Address Lud. & First Sts.
Phone Number 3190-1
Transmitter Location Ski Hill Rd.
Air Time 6:30 a.m.-M.
News Service UP
Representative Walker
President John P. Norton
Gen., Sta., Comm. Mgr. George D. Lindenthal
Pgm., Prod. Dir. Anthony Flynn
Musical Director George Jaap, Jr.
Chief Engineer Jack W. Foster

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
Owned-Oper. By . . . Booth Radio & TV Stations.

Business-Studio Address . . . 112 W. Water St.
Phone Number Detroit, Woodward 2-0220;
Flint, 9-8686
Transmitter Location 3076, Bristol Rd.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Forjoe
President John Lord Booth
Gen., Sta. Mgr. W. Eldon Garner
Asst. Comm., Sales Prom. Mgr.

Francis Wiggins
Program Dir. Jerry Schroeder
Chief Announcer Willard Lamb
Chief Engineer G. Elwood Ryan

W F D F

FLINT—1922—ABC-MRN

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By The Trebit Corp.
Bus.-Studio Address Mott Foundation Bldg.
Phone Number 2-7158
Transmitter Location Bristol & Howe Rds.,
Burton Township
Air Time Unlimited
News Service AP
Transcription Service Capitol, Thesaurus,
Lang-Worth
Representative Katz

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First Vice-President: Bayliss Corbett—WFDF, Flint
Second Vice-President: Bob Geerdes—WFUR, Grand Rapids
Third Vice-President: Lester M. Biederman—WTCM, Traverse City
Secretary: Ray J. Keiser—AP Chief of Bureau, Detroit

MICHIGAN

Membership NAB, BMB
 President Harry M. Bitner, Sr.
 General Mgr. Lester W. Lindow
 Sales Prom. Mgr. Marvin Levey
 Program Dir. Elmer A. Knopf
 Publicity Dir. James Rash
 Chief Announcer Ted Taylor
 Musical Director Billy Geyer
 Chief Engineer Frank D. Fallain

W M R P

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By ... Methodist Radio Parish, Inc.
 Business-Studio Address 573 Mary St.
 Phone Number 3-5112
 Transmitter Location 3217 Lapeer Rd.
 Air Time Daytime
 Transcription Service Standard, SESAC
 President Daniel M. Robins
 General Manager William H. Morford
 Chief Engineer Homer Blume ich

W T A C

FLINT—1946—NBC

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address 740 S. Saginaw St.
 Phone Number Flint 2-1136
 Transmitter Location 6171 Center Rd.,
 Grand Blanc
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership BMB
 President George W. Trendle
 General Mgr. H. Allen Campbell
 Sta., Comm. Mgr. J. R. McKinley
 Program Dir. Laurence Arnold
 Musical Director Max Henderson
 Chief Engineer Darrell Jones

W W O K

FLINT—1947

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By ... Cooperative Radio Co.
 Business Address 432 N. Saginaw St.
 Phone Number 4-1691
 Transmitter Location 3338 E. Briston Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Burn Smith
 President Herbert L. Crate
 Gen., Comm. Mgr. Douglas Woody
 Pgm. Dir., Prom. Mgr. Pat Chambers
 Chief Engineer Ed Forsyth

W F U R

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Furniture City Bcstg. Corp.
 Business-Studio Address 430 Federal Square
 Bldg.
 Phone Number Gl. 6-9541
 Transmitter Location 502 Garfield Ave., S.W.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Pres., Gen. Sta. Mgr. Simon W. Oppenhuizen
 Sales Manager Arthur M. Swift
 Program Director Bob Geerdes
 Chief Engineer Jack Timmer
 Farm Editor Harry Webster

W G R D

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Music Bcstg. Co.
 Business-Studio Add. 35 Lafayette Ave., N.E.
 Phone Number 9-4111
 Transmitter Location 1300 Plymouth Rd., N.E.
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 Pres., Gen., Sta. Mgr. Paul F. Eichhorn
 Sales Prom. Mgr. Joseph C. Hooker
 Program Director Donald M. Mullen
 Publicity Director Nadine M. Miller
 Chief Announcer Robert Smith
 Chief Engineer Richard Groenevelt

W J E F

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Address Pantlind Hotel
 Phone Number Glendale 6-8512
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. John E. Fetzer
 Production Manager John R. Speer
 Program Director E. E. McKean
 Comm., Sales Prom. Mgr. John W. O'Harrow
 Local Sales Mgr., Pub. Dir. Wilmer S. Clark
 Chief Announcer Nathan H. Bryant, Jr.
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin
 Dir. Pub. Affairs Dr. W. F. Dunbar

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Leonard A. Versluis

MICHIGAN

Address.....6 Fountain St., N.E.
 Phone Number.....GLeendale 6-5461
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson
 Membership.....BMB, FMA
 Owner.....Leonard A. Versluis
 General-Commercial Mgr.....Hy M. Steed
 Sales Promotion Manager.....D. D. Knight
 Program Dir.....Kay Steed
 Musical Director.....Howard Sloomaker
 Chief Engineer.....Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Grandwood Bcstg. Co.
 Business-Studio Address.....1408 Grand Rapids
 Natl. Bank Bldg.
 Phone Number.....9-4211
 Transmitter Location.....633 — 60th St.
 Air Time.....6:30 a.m.-2 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Katz Agency
 Membership.....BMB
 V.P., Sup. Dir.....Harry M. Bitner, Jr.
 Gen., Sta. Mgr.....Stanley W. Barnett
 Controller.....Melvin C. Green
 Commercial Manager.....Walter A. Bass
 Publicity Director.....Lenore Little
 Program-Production Director.....Sandy Meek
 Chief Engineer.....Fred Russell

W H T C

HOLLAND—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Holland Bcstg. Co.
 Business-Studio Address.....5 E. Eighth St.
 Phone Number.....6-6610
 Transmitter Location.....4th & Central
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Representative.....Grant
 Membership.....NAB
 President, Chief Engineer.....Millard C. Westrate
 Gen., Sta. Mgr.....Paul W. Nesper
 Commercial Manager.....Kenneth Welch
 Program Director.....Willard C. Wichers

W H D F

HOUGHTON-CALUMET—1929—MBS KBS-PBN

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Upper Michigan Bcstg. Co.
 Business-Studio Address.....Douglass House,
 Houghton; 515 Scott St., Calumet
 Phone Number.....Houghton, 1; Calumet, 869
 Transmitter Location.....Hancock

Air Time.....7 a.m.-11:15 p.m.
 Transcription Service.....World
 Representative.....Walker
 Membership.....NAB
 Chief Owner.....G. L. Burgan
 General Manager.....Albert W. Payne
 Sales Prom. Mgr.....Peter J. Fausone
 Prog. Dir., Chief Announcer.....Earl Norden
 Technical Supervisor.....George L. Burgan

W M I Q

IRON MOUNTAIN—1947 ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Iron Mountain-Kingsford
 Bcstg. Co.
 Business-Studio Address.....211 E. Ludington St.
 Phone Number.....2031-2
 Transmitter Location.....Pewabic Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Membership.....BMB
 President.....Frank J. Russell
 General Manager.....Russell J. Staffeld
 Sta., Comm. Mgr.....William C. Johnson
 Sales Promotion Manager.....John S. Wallis
 Program Director.....Merv Baldrice
 Prod., Pub. Dir.....Frank J. Thibert
 Chief Engineer.....Paul F. Anick

W I K B

IRON RIVER—1949—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIKB, Inc.
 Business-Studio Address.....Iron River Natl.
 Bank Bldg.
 Phone Number.....102
 Transmitter Location.....Caspian
 Air Time.....6:25 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NAB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....James Kauper
 Commercial Manager.....Gene Calahan
 Program Director.....Bob Serenson
 Chief Announcer.....Ralf Smith
 Chief Engineer.....Eugene Kaari

W J M S

IRONWOOD—1931—MBS

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Upper Michigan-Wisconsin
 Bcstg. Co., Inc.
 Business-Studio Address.....124 E. McLeod Ave.
 Phone Number.....20-1
 Transmitter Location.....Cary, Wis.

Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NAB
 President.....William L. Johnson
 V.P., General Manager.....J. W. Huss
 Station Manager.....Donald R. Hoover
 Program Director.....Laura Johnson
 Chief Announcer.....Tom Kelly
 Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING—1947—PBN-GOEBEL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Ishpeming Bcstg. Co.
 Business-Studio Address.....Jenks Block
 Phone Number.....1892
 Transmitter Location.....Hwy. 41
 Air Time.....7 a.m.-10:30 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen., Sta. Mgr.....J. P. Deegan
 Pgm. Dir., Chief Anncr.....Paul C. Crowley
 Production Director.....Carl B. Tupala
 Musical Director.....Howard E. Swanson
 Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—1927—ABC-MICHIGAN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....WIBM, Inc.
 Address.....2511 Kibby Rd.
 Phone Number.....6121
 Air Time.....6:30 a.m.-M.
 Representative.....Hal Holman
 President.....Herman Radner
 General Manager.....Roy Radner
 Station-Commercial Manager.....William Cizek
 Prog. Dir., Chief Announcer.....Jack Underwood
 Sales Prom. Mgr.....Don Washbish
 Chief Engineer.....Charles Wirtanen
 Farm Editor.....S. J. Culver

WGFG

KALAMAZOO—1947—ABC

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address.....State Theatre Bldg.
 Phone Number.....4-0111
 Transmitter Location.....4154 Jennings Dr.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Robert Meeker
 Pres., Gen.-Comm. Mgr.....Harold F. Gross
 Station Manager.....Irene A. Ginther
 Program Director.....W. A. Anderson
 Chief Engineer.....Carl E. Stephens
 Farm Editor.....Hal Cessna

WKZO

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Bcstg. Co.
 Business Address.....124 W. Michigan Ave.
 Phone Number.....3-1223
 Studio Address.....Burdick Hotel
 Transmitter Location.....Route 2, Richards Dr.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, Gen.-Station Mgr.....John E. Fetzer
 Comm.-Sales P. om. Mgr.....John W. O'Harrow
 Program-Production Dir.....Edward E. McKean
 Publicity Director.....Richard Kishpough
 Chief Announcer.....Otis T. Gaston
 Chief Engineer.....Carl E. Lee
 Farm Editor.....Carleton W. Collin
 Dir. Pub. Affairs.....Dr. Willis F. Dunbar

WILS

**LANSING—1946—MBS
 WOLVERINE**

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lansing Bcstg. Co.
 Bus.-Studio Address.....407-11 N. Washington
 Ave.
 Phone Number.....2-1655
 Transmitter Location.....East Mt. Hope Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Rambeau
 Pres., Gen.-Sta. Mgr.....W. A. Pomeroy
 Comm. Mgr., Chief Engr.....John C. Pomeroy
 Sales Prom. Mgr., Publ. Dir.....M. Moran
 Pgm., Prod. Dir.....Alex Dillingham
 Chief Announcer.....David Froh
 Musical Director.....Chet Bear
 Farm Editor.....Hal Greenberg

WJIM

LANSING—1934—ABC-MRN

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....WJIM, Inc.
 Operated By.....Harold F. Gross
 Bus.-Studio-Transmitter Address.....Bank of
 Lansing Bldg.
 Phone Number.....2-1333-4-5
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Standard
 Representative.....Robert Meeker
 Membership.....NAB
 Pres., Gen.-Sta.-Comm. Mgr.....Harold F. Gross
 Program-Production Director.....Howard K. Finch
 Musical Director.....Robert Clayton

MICHIGAN

WKLA

LUDINGTON—1944—ABC-KBS-MRN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Ludington Bcstg. Co.
Address: 204 E. Ludington Ave.
Phone Number: 842
Air Time: 8 a.m.-10 p.m.
Studio-Transmitter Address: 204 E. Ludington Ave.

News Service: UP
Transcription Service: Keystone
Representative: Burn-Smith
Membership: NAB
Pres., Gen., Sta. Mgr.: A. L. Ashbacker
Commerical Mgr.: L. F. Mattes
Pgm., Prod., Pub. Dir.: Peter A. Mars
Chief Engineer: John F. Petters

WDMJ

MARQUETTE—1941—MBS NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Lake Superior Bcstg. Co., Inc.
Business-Studio Address: W. Washington St.
Phone Number: 616-7
Transmitter Location: Garfield & Bluff Sts.
Air Time: 6 a.m.-M.

Membership: NAB, BMB
News Service: UP
Transcription Service: Capitol
President: Frank J. Russell, Jr.
General Manager: Leo G. Brott
Station Manager: R. G. Ulbrich
Comm. Sales Prom. Mgr.: John Harvey
Program Director: Eldon Wallace
Chief Anncr., Musical Dir.: Jon Dahl
Chief Engineer: Gordon Brozek

WMDN

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Rich Publ. House, Inc.
Address: 298 S. Swede Rd.
Phone Number: 4000
Air Time: 6 a.m.-M.

News Service: AP
Transcription Service: Lang-Worth
President: Phillip T. Rich
Secretary-Treasurer: Gordon F. Phillips
Sta., Comm., Sales Prom. Mgr.: Spencer Dennison
Pgm., Prod., Pub. Dir.: Richard Fansler
Chief Engr., Farm Editor: Peter A. Wolfe

WCEN

MT. PLEASANT—1949

Frequency: 1150 Kc. Power: 500 Watts
Owned-Operated By: Paul A. Brandt
Address: 112 1/2 E. Broadway

Phone Number: 3-3171
Air Time: Daytime
News Service: AP
Transcription Service: World
President: Paul A. Brandt
Gen. Mgr., Chief Engr.: Walter Maxwell
Commercial Mgr.: J. L. Leet
Program Director: R. Meskill

WKBZ

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned-Oper. By: Ashbacker Radio Corp.
Business-Studio Address: 432 Apple Ave.
Phone Number: 2-6051
Transmitter Location: Norton Township
Air Time: 6 a.m.-M.

News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Pres., Gen., Sta. Mgr.: Grant F. Ashbacker
Program Director: Robert Johnson
Production Director: Paul Boles
Publicity Director: B. L. Bennett
Musical Director: F. Dollaway
Chief Engineer: K. B. Pendleton
Farm Editor: H. Kehlet

WMUS

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. Greater Muskegon Bcstrs., Inc.
Business-Studio Address: 1769 Peck St.
Phone Number: 2-7608
Transmitter: 4 Mi. E. Hwy. 31 on Giles Rd.
Air Time: Daytime

News Service: AP, UP
Transcription Service: Capitol, Associated
Representative: Hal Holman
Pres., Gen., Sta. Mgr.: F. M. Van Campen
Commercial Mgr.: Henry Veenstra
Program Director: Miles M. Olsen
Chief Engineer: George Krivitzky

WOAP

OWOSSO—1948—GOEBEL

Frequency: 1080 Kc. Power: 250 Watts d.
Owned-Operated By: Argus Press Co.
Address: 2300 N. Shiawassee
Phone Number: 980
Air Time: Daytime

News Service: AP
Transcription Service: Standard
Representative: Joseph Hershey McGillvra
President: J. E. Campbell
General., Sta., Comm. Mgr.: H. M. Wirth
Pgm., Prod., Pub. Dir.: Merrill Walker
Musical Dir., Chief Engr.: M. Carson
Farm Editor: J. Kinosky

WMBN

PETOSKEY—1946

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Midwestern Bcstg. Co.
Business-Studio Address: Petoskey
General Manager: Les Biederman

WCAR

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
Owned-Operated By: WCAR, Inc.
Address: 2146 S. Telegraph Rd.
Phone Number: Federal 3-7141
Air Time: Local sunrise-local sunset
News Service: AP, INS
Transcription Service: Standard
Representative: John E. Pearson
President, General Mgr.: H. Y. Levinson

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Port Huron Bcstg. Co.
Business-Studio Address: 932 Military St.
Phone Number: 2-8536
Transmitter Location: 540 — 32nd St.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, World
Representative: Hal Holman
Membership: NAB
Partners: Harmon L. & Herman L. Stevens
General Manager: Helen Nelson
Comm., Prom. Mgr.: R. J. McIntosh
Program Director: Lyle Patterson
Chief Engineer: Leslie Conant

WTTH

PORT HURON—1947

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Times Herald Co.
Business-Studio Address: 903 Sixth St.
Phone Number: 5171
Transmitter Location: 3800 Dove Rd.
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Standard, Capitol
Membership: NAB
President: Louis A. Weil
General Manager: G. Granger Weil
Commercial Manager: William Weil
Program Director: Alice Anderson
Prod. Dir., Chief Announcer: Phil Sanford
Chief Announcer: Robert Thaw
Chief Engineer: Marion Stoner

WHAK

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By: Rogers City Bcstg. Co.
Address: Moltke Dr.
Phone Number: 175
Air Time: Daytime
News Service: UP
Transcription Service: World, Lang-Worth
Pres., Gen. Mgr., Chief Engr.: Harvey A. Klann
Commercial Manager: Nichols Mazzei
Program Director: H. E. Brege
Promotion Manager: A. Klann

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Bcstg. Co.
Business Address: 212 W. Sixth St.
Phone Number: Jordan 4-6523-4
Studio Address: 212 W. Sixth St., Royal Oak;
Transmitter Location: 2201 Woodward Hts.
Blvd., Ferndale
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Standard, Associated
Representative: Friedenberg
Membership: NAB
President: George B. Hartrick
General Manager: Jacob B. Sparks
Sta.-Comm.-Sales Prom. Mgr.: Calvert M. Hill
Pgm., Prod. Dir.: Gordon A. Sparks
Chief Anncr., Musical Dir.: John Harrison
Musical Director: John Harrison
Chief Engineer: Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Operated By: Lake Huron Bcstg. Co.
Bus.-Studio-Transmitter Address: 221 S.
Washington Ave.
Phone Number: 3-4471-2-3
Transmitter Location: Farmer St.
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Representative: Hal Holman
Membership: NAB, BMB
General-Station Manager: O. J. Kelchner
Comm., Sales Prom. Mgr.: W. J. Edwards
Publicity Dir.: H. H. Wolfe
Pgm., Prod. Dir.: Ernest T. Guy
Chief Announcer: Don Sherman
Musical Director: James Hughes
Chief Engineer: Max Thomas
Farm Editor: Don Andrews

MICHIGAN

W S A M

SAGINAW—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Saginaw Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 2-8161
Transmitter Location 2000 Whittier St.
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Headley-Reed
Membership NAB, BMB
President, Gen. Mgr. Milton L. Greenebaum
Assistant to General Mgr. Phil Wood
Sales Manager Vincent Picard
Production Director Rob Downey
Engineering Director Meredith L. Koerner

Business-Studio Address 107 W. Portage Ave.
Phone Number 3000
Transmitter Location Hwy. No. 2, 5 Mi. S.
of City
Air Time 6:45 a.m.-M.
News Service AP
Transcription Service Lang-Worth, SESAC
Membership NAB, BMB
President, General Manager Stanley R. Pratt
Sta. Comm. Mgr. Richard Y. Burnett
Pgm. Dir., Farm Editor Ed Krieger
Publicity Director Margaret Fountaine
Musical Director Phil Ruskin
Chief Engineer William F. Morris

W S O O

**SAULT STE. MARIE—1940
ABC-NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts d.;
100 Watts n.
Owned-Operated By Hiawathaland Bcstg. Co.

W T C M

**TRAVERSE CITY—1941
MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Midwestern Bcstg. Co.
Business-Studio Address Paul Bunyan Bldg.
Phone Number 2700
General Mgr. Les Biederman

NOW THAT YOU CAN
HAVE THE BEST, WHY
BE SATISFIED WITH LESS

AP

SILENT CAL STARTED THE NORTHWEST'S BIGGEST VOICE

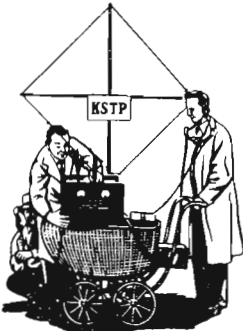
In 1928 President Calvin Coolidge touched a golden key at the White House that put KSTP on the air. In December of 1928 KSTP joined N.B.C. and Northwestern listeners enjoyed the popular Ipana Troubadors, Sieberling Singers and Amos 'n Andy. KSTP maintained its own 25 piece orchestra, too.



In these 22 years KSTP has come a long way, scoring many national and regional "firsts" in the development of broadcasting.

In 1930, KSTP designed the nation's first shortwave mobile unit. In 1932 KSTP offered its listeners the first complete election coverage, and in 1933 introduced the first motor mobile unit. KSTP was the first station in the country to create a special full-time news bureau for the sole purpose of gathering and disseminating news for radio . . . the first in the Northwest

to win a variety showmanship plaque. Scores of innovations led to KSTP's entrance into the television picture in 1939. Operating commercially



AM * TV * FM

50,000 WATTS — CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK

Represented Nationally by Edward Petry & Co



since April, 1948, KSTP has proved again and again that its pioneering leads to market dominance.

In its new Radio City home, KSTP offers the most complete radio and television service in the entire area. Be it AM or TV—KSTP was, is and will be the best advertising buy in the important Minneapolis-St. Paul market.



MINNESOTA

Estimated Population 2,977,000—Increase | 6.6%—Radio Homes 830,000
Radio Families 845,000—Stations in State 40

KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Albert Lea-Austin Bcstg.
Co., Inc.
Business-Studio Address 332 S. Broadway
Phone Number 2338
Transmitter Location W. Seventh St.
Air Time Unlimited
News Service UP
Transcription Service Capitol, SESAC
Representative John E. Pearson
Membership NAB
President Bennett O. Knudson
General Manager Anson Vann
Assistant Margaret D. Haley
Chief Engineer Robert Holt
Farm Editor Wayne King

KXRA

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexander Bcstg. Co.
Address Alexandria
Phone Number 1000
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
General Manager R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Engineer Gerald Lentz

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 Number 8836
Transmitter Location 2½ Mi. S. of Austin
Air Time Unlimited
News Service AP
Transcription Service World
Membership NAB
President Harry Smith
Gen., Sta. Mgr. L. L. McCurnin
Commercial Mgr. Tom Steensland
Sales Prom. Mgr. Ken Soderberg
Pgm., Pub. Dir. Don Richardson
Production Dir. Ken Bryant
Chief Announcer Bob Abbott
Musical Dir. Harold Westby, Jr.
Chief Engineer Glen Klein

KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Butler Bcstg. Co., Inc.
Business-Studio Address 419½ Bemtrami Ave.
Phone Number 1900
Transmitter Location Midway Dr.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Walker
Membership NAB
Pres., Gen., Sta. Mgr. Edward W. Butler
Pgm., Prod. Dir. Gwenyth Butler
Publicity Dir. E. W. Butler
Chief Anncr., Farm Editor Don Brockman
Chief Engineer Merrill Jacobs

KLIZ

BRAINER—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak St.
Phone Number 4050
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker
Membership NAB
President, General Manager E. T. O'Brien
Program Director Lucille Grosse
Comm., Prom. Mgr. Edward J. Wilder
Chief Engineer Arthur Vandersluis

KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By The Interstate Bcstg. Corp.
Business Address 519 Dakota Ave.,
Wahpeton, N. D.
Phone Number 3381
Transmitter Location Breckenridge
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Membership NAB, BMB
Pres., Chief Engineer Kline E. Bower
Gen., Sta., Comm. Mgr. Herbert E. Nelson
Pgm., Prod. Mgr. George Kaufmann

KROX

CROOKSTON—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.

MINNESOTA

Phone Number 1049-50
Transmitter Location... 1.5 Mi. N. of Crookston
Air Time Sunrise-sunset
News Service UP
Transcription Service..... Lang-Worth
Representative..... Donald Cook, Gene Grant
President..... D. A. McKenzie
Station Manager..... Garfield L. Fox
Commercial Manager... Je.ome A. Dahlberg
Sales Prom. Mgr..... Ralph Melbye
Program Director..... Edward J. Boh
Production Director..... Frederick Shrimpton
Publicity Director..... Audrey Brevik
Chief Engineer..... William J. Kiewel
Farm Editor..... Melvin Woell

KDAL

DULUTH—1936—CBS

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Oper. By..... Red River Bcstg. Co., Inc.
Business-Studio Address... 218 Bradley Bldg.
Phone Number..... Melrose 2628
Transmitter Location... Foot of 63rd Ave., W.
Air Time Unlimited
News Service AP
Transcription Service..... Lang-Worth
Representative..... Avery-Knodel
Membership..... NAB, BMB
President..... Dalton Le Masurier
Station-Comm. Mgr..... Odin S. Ramsland
Program Director..... Dick Lawrence
Publicity, Prom. Dir..... Jeanne Hudson
Chief Engineer..... Robert A. Dettman

WEBC

DULUTH—1924

NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc..... Power: 5000 Watts
Owned-Oper. By..... Head of the Lakes Bcstg. Co.
Business-Studio Address... WEBC Bldg.
Phone Number..... Melrose 2873
Transmitter Location... 3925 Tower Ave.,
Superior, Wis.
Air Time Unlimited
News Service UP
Transcription Service..... Associated, SESAC
Representative..... George P. Hollingbery,
Bulmer & Johnson
Membership..... BMB
President..... Morgan Murphy
General Manager..... W. C. Bridges
Sta., Comm., Sales Prom. Mgr.
Marlin E. Smythe
Pgm., Pub. Dir..... Jack McKenna
Production Director..... Rick Terry
Musical Director..... Gus Jackson
Chief Engineer..... Norman Gill
Farm Editor..... Earl Henton

WREX

DULUTH—1947—MBS

Frequency: 1080 Kc.... Power: 10,000 Watts d.;
5000 Watts n.
Owned-Oper. By..... Lake Superior Bcstg. Co.
Business-Studio Address... 213 E. Superior St.
Phone Number..... Radisson 2911
Transmitter Location... McCuen St.
Air Time 6:30 a.m.-11:30 p.m.
News Service UP
Transcription Service..... World
Representative..... Weed
President..... Thomas McCabe
Gen., Sta., Comm. Mgr..... Thomas R. King
Chief Engineer..... William Lounsberry

WXLT

ELY—1947—KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Ely Bcstg. Co., Inc.
Business-Studio-Transmitter Address... Ely
Phone Number..... 226
Transmitter..... 1/5 Mi. S. of Ely
News Service UP
Transcription Service..... SESAC, Cole
Representative..... Lawson
Air Time 7 a.m.-10 p.m.
Gen., Sta., Sales Prom. Mgr..... Don Mortwedt
Commercial Mgr..... Edward B. Nichols
Program Dir..... Marion Herrala
Musical Dir..... Ken Reckinger
Chief Engineer..... Darrel Gander

WEVE

EVELETH—1947

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Ridson, Inc.
Business Address..... 921 Tower Ave.,
Superior, Wisc.
Transcription Service..... Lang-Worth
Representative..... Free & Peters
President..... Robert B. Ridder
General Manager..... Carl Bloomquist
Commercial Manager..... Elden Soberg
Chief Engineer..... J. Melvin Laskey

KDHL

FARIBAULT—1948

Frequency: 920 Kc..... Power: 1000 Watts
Owned-Operated By..... Herbert H. Lee, Palmer
Dragsten, John E. Hyde
Business-Studio Address... 213 Central Ave.
Phone Number..... 2312
Transmitter Location... Hway. 65
Air Time 6 a.m.-M.
News Service AP
Transcription Service..... Standard
Representative..... Walker, Lawson

. . . **MINNESOTA** . . .

General Mgr. Herbert H. Lee
Commercial Mgr. Palmer Dragsten
Program Dir. Jergen D. Nash
Musical Director Mera Ballis
Chief Engineer John E. Hyde

K S U M

**FAIRMONT—1949—MBC
TALL CORN**

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By Fairmont Bcstg. Co.
Address 103 S. North Ave.
Phone Number 1370
Air Time Unlimited
News Service UP
Representative Lawson
President Leo J. Seifert
General Manager Frank W. Endersbe
Program Director Everett R. Ohrt
Chief Engineer Walton W. Wilson

K G D E

**FERGUS FALLS—1926
MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Fergus Radio Corp.
Business-Studio Address Fergus Falls
Phone Number 3986
Transmitter Location Hwy. 3
Air Time 6 a.m.-M.
News Service AP
Representative Walker
Membership NAB
Executive Director Harold L. Dell
Sta., Comm. Mgr. Don L. Albertson
Asst. Mgr. Frederic T. Dell
Chief Engineer Harold E. Allen
Farm Editor Lee Gunderson

K B Z Y

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Itasca Bcstg. Co.
Business-Studio Address 207 N. 1st Ave. W.
Phone Number 198
Transmitter Location Grand Rapids
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
General Manager Robert D. Kennedy
Chief Engineer Ross A. Fessenmeyer

W M F G

**HIBBING—1935—NBC-ARROWHEAD
NORTHWEST**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Head of the Lakes Bcstg. Co.
Business-Studio Address 5th & Howard

Phone Number 1150
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Associated
Representative George P. Hollingbery
President Morgan Murphy
General Manager W. C. Bridges
Commercial Mgr. Oscar H. Peterson
Pgm., Dir., Prom. Mgr. Ruth E. Coe
Chief Engineer Norman Gill

K Y S M

**MANKATO—1938
NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By F. B. Clements & Co.
Business-Studio Address 101 N. Second St.
Phone Number 4673
Transmitter Belgrade Hill, N. Mankato
Air Time Unlimited
News Service UP
Transcription Service Standard, Thesaurus
Representative John E. Pearson
Membership NAB, BMB
Gen.-Station-Comm. Mgr. John F. Meagher
Program Director Bob Gardner
Publicity Director John Gallos
Musical Director Maurice Piché
Chief Engineer James Houts
Farm Editor Galen Kooser

K M H L

MARSHALL—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Harry W. Linder
Business-Studio Address KMHL Bldg.
Phone Number 2282-3
Transmitter Location ½ Mi. E. of City,
Hwy. 19
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson
Membership NAB, BMB
Owner, Chief Engr. Harry W. Linder
General Manager Gilmore F. Frayseth
Program Director Homer L. Lane
Chief Announcer Bob Wagner

K E Y D

MINNEAPOLIS—1948

Frequency: 1440 Kc. Power: 5000 Watts d.
Owned-Operated By Family Bcstg. Corp.
Business-Studio Address 15 N. Ninth St.
Phone Number Lincoln 8451
Transmitter Location Golden Valley
Air Time 6 a.m.-Sundown
News Service AP
Transcription Service Standard
Representative Forjoe

MINNESOTA

MembershipNAB
PresidentHenry Klages
General Mgr.Lee L. Whiting
Commercial Manager....Harold A. Winther
Program Director.....H. Irving Tingley
Chief Announcer.....Wendell Husebo
Musical Director.....James Allen
Chief Engineer.....Harvey V. Headen

W C C O

MINNEAPOLIS—1924—CBS

Frequency: 830 Kc.Power: 50,000 Watts
Owned-Oper. By....Columbia Bcstg. System.
Inc.
Business-Studio Address....625 Second Ave. S.
Phone Number.....Main 1202
Transmitter LocationAnoka
Air TimeUnlimited
News ServiceAP, UP
Transcription ServiceLang-Worth
RepresentativeRadio Sales
MembershipNAB, BMB
General Manager.....Eugene Wilkey
Commercial Manager....Alfred J. Harding
Sales Prom. Mgr., Pub. Dir.....Tony Moe
Program Director.....Gene Wilkey
Production Director.....Sig Mickelson
Musical Director.....Wallace Olson
Chief Engineer.....J. J. Beloungy
Farm Editor.....Larry Haeg

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc.Power: 50,000 Watts d.;
25,000 Watts n.
Owned-Oper. By....Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Number...Bridgeport 2271, Midway 6363
Transmitter Location...103rd & Lyndale Ave. S.
Air Time6 a.m.-M.
News ServiceAP
Transcription ServiceStandard
RepresentativeAvery-Knodel
MembershipNAB, BMB
PresidentJames Stuart
V.P., Station Manager.....Melvin Drake
Commercial Manager....Robert W. Owens
Program Director.....B. Kendall Crane
Program Director.....Bob Allen
Musical Director.....Walter Rudd
Chief Engineer.....Charles W. Winkler

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc.Power: 5000 Watts
Owned-Oper. By....Independendnt Merchants
Bcstg. Co.
Business-Studio Address...1730 Hennepin Ave.
Phone Number...Atlantic 0406, Midway 4043
Transmitter Location....1370 Davern, St. Paul

Air TimeUnlimited
News ServiceUP
RepresentativeJohn Blair
Chief Owner.....Ralph L. Atlass
Gen., Sta. Mgr.....G. T. Hagman
Commercial Manager.....Samuel N. Nemer
Sales Prom., Pgm., Prod. Dir...Jack Swenson
Musical Director.....Verne Rooney
Studio Engineer.....Gene Brautigam
Transmitter Engineer.....Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 960 Kc.Power: 500 Watts d.
Owned-Operated By.....Peoples Bcstg. Co.
Address1133 Stenson Blvd.
Phone Number.....Granville 7236
Air TimeDaytime
News ServiceUP
Transcription ServiceLang-Worth
Pres., Gen. Mgr., Pgm. Dir.
William V. Stewart
Commercial Mgr.....John W. Ware
Production Director....Thomas K. McCrum
Chief Engineer.....Harry Vose

W T C N

MINNEAPOLIS-ST. PAUL—1934
ABC-DAIRYLAND

Frequency: 1280 Kc.Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By....Minnesota Bcstg. Corp.
Business-Studio Address....Radio City, 50 S.
Ninth St.
Phone Number.....Lincoln 0552
Transmitter Location.....2235 N. Snelling
Air Time6 a.m.-M.
News ServiceAP, UP
Transcription Service....Associated, Capitol
Representative.....Free & Peters
MembershipNAB, BMB, FMA
PresidentWilliam J. McNally
Gen., Sta. Mgr.....F. Van Konynenberg
Commercial Manager....Robert N. Ekstrum
Program Director.....Judy Bryson
Production Director.....Max Karl
Publicity Director.....C. J. Rian
Chief Announcer.....Jack Bell
Musical Director.....William Metchek
Chief Engineer.....John Sherman
Farm Editor.....Robert Carlson

K V O X

MOORHEAD—1937
MBS-GREAT NORTHERN

Frequency: 1340 Kc.Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Business-Studio Address....818 Center Ave.
Phone Number3-1523

MINNESOTA

Transmitter Location... 14th St. & 12th Ave. So.
 Air Time Unlimited
 News Service UP
 Transcription Service..... Capitol, World
 Representative Walker, Lawson
 Membership NAB, BMB
 President Leo Johnson
 General-Station Manager..... M. M. Marget
 Commercial Manager..... E. J. McKellar
 Sales Prom. Mgr..... J. McKnight
 Pgm., Prod. Dir..... Sterling Kuhlmeier
 Chief Announcer..... Dale Howard
 Chief Engineer..... Don Geiken

KNUJ

NEW ULM—1949

Frequency: 860 Kc..... Power: 1000 Watts d.
 Owned-Oper. By.. Brown County Journal, Inc.
 Address..... 308½ N. Minn. St.
 Phone Number 905
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 President..... W. K. Mickelson
 General Manager..... E. M. Tobin
 Commercial Manager..... Warren Ascher
 Program Director..... Dennis Hayes
 Promotion Manager..... George Korenchen
 Chief Engineer..... Leon Brauhn

KAAA

RED WING—1949

Frequency: 1250 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Red Wing Bcstg. Co.
 Address..... Red Wing
 Phone Number 1536
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Pres., Pgm. Dir., Chief Engr., Fred C. Clarke
 General Manager..... Maxine Jacobs
 Commercial Manager..... Charles E. Wright

KLER

ROCHESTER—1948—ABC

Frequency: 970 Kc..... Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Rochester Bcstg. Co.
 Business Address..... 229 First Ave. S.W.
 Phone Number 2-2757
 Transmitter Location..... Salem Road
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service Standard Library
 Representative..... Adam J. Young
 Membership NAB, BMB
 President..... Alice P. Mayo
 Gen., Sales Prom. Mgr..... Walter T. Bruzek
 Commercial Manager..... Robert A. Fick
 Pgm., Prod. Dir..... Robert C. Bouchier

Musical Director..... Jack Frost
 Chief Engineer..... Boynton Hagaman
 Farm Editor..... Donald Mason

KROC

ROCHESTER—1935
 NBC-NORTHWEST

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southern Minnesota
 Bcstg. Co.
 Business-Studio Address..... 100 1st Ave. Bldg.
 Phone Number 3924
 Transmitter Location..... Cascade Township
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative..... Bulmer & Johnson
 Membership NAB, BMB
 President..... Mrs. G. P. Gentling
 General, Comm. Mgr..... G. David Gentling
 Sta. Mgr., Pgm. Dir..... Cal Smith
 Sales Prom. Mgr..... Robert Wold
 Chief Announcer..... Joe Foss
 Publicity Director..... Jerry Brataas
 Musical Director..... Jerry Boyum
 Chief Engineer..... Bob Cross
 Farm Editor..... Ray Thompson

MINNESOTA

WHY IS AP
 THE BEST?

BECAUSE—**AP** members, the
 greatest body of news
 collectors in the world
 today, provide their
 news to their AP.

MINNESOTA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Don Richardson—KAUS, Austin
 Vice-President: Fred Dell—KGDE, Fergus
 Falls
 Secretary: Francis Robbins—KDHL, Fari-
 bault

MINNESOTA

K F A M

ST. CLOUD—1938
NBC-NORTHWEST

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Times Publishing Co.
Business-Studio Address..... Weber Bldg.
Phone Number..... 3330-1
Transmitter..... Wash. Memorial, Dr. & 16th St.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Thesaurus, Lang-Worth
Membership..... NAB, BMB
Pres., Gen., Sta. Mgr., Frederick G. Schilplin
Comm., Sales Prom. Mgr., John F. Green
Prog.-Pub. Dir., Avis Russell
Prod. Dir., Chief Anncr., Gene SorFlaten
Chief Engineer..... Robert Witschen
Farm Editor..... Cliff Sakry

W M I N

ST. PAUL—1936

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... WMIN Bcstg. Co.
Business-Studio Address..... 538 Hamm Bldg.
Phone Number..... Garfield 1361
Transmitter Location St. Anthony at Frontenac
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Associated
Representative..... Radio Reps
Membership..... NAB
V.P., Gen., Sta. Mgr., Frank M. Devaney
Pgm. Dir., Chief Anncr., Norman Page
Publicity Director..... Richard Stevens
Chief Engineer..... Warren B. Fritze

K S T P

ST. PAUL-MINNEAPOLIS—1928
NBC-NORTHWEST

Frequency: 1500 Kc. Power: 50,000 Watts
Owned By..... KSTP, Inc.
Bus.-Studio Address..... 3415 University Ave.,
3415 University Ave. S.E., St. Paul-Minne-
apolis
Phone Number..... Prior 2717
Trans..... County Rd. C. & Hway. 61, St. Paul
Air Time..... Unlimited
News Service..... AP, UP, Radio News Assn.
Transcription Service..... Thesaurus, World,
Lang-Worth
Representative..... Edward Petry
Membership..... NAB
President, Gen. Mgr., Stanley E. Hubbard
V.P. chg. Sales..... Miller C. Robertson
Exec. V.P., Treas., K. M. Hance
Production Supvr., C. Brooks Henderson
Promotion-Publicity Director..... Joe Cook
News Director..... Walt Raschick
Technical Supervisor..... John McMahon
(See Page 484)

W S H B

STILLWATER—1949

Frequency: 1220 Kc. Power: 250 Watts
Owned-Operated By..... St. Croix Bcstg. Co.
Address..... 126 S. Main St.
Phone Number..... 46
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Bulmer & Johnson
General Manager..... William F. Johns, Jr.
Station Manager..... Victor Tedesco
Commercial Manager..... John Lohmer

K T R F

THIEF RIVER FALLS—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Henry K. Arneson
Business Address..... Box 69
Phone Number..... 13-14
Studio-Transmitter Address..... 1313 N. Main
Air Time..... 6:30 a.m.-11 p.m.
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Bulmer & Johnson
Membership..... NAB, BMB
President..... H. K. Arneson
General Manager..... D. L. Norton
Sales Prom. Mgr., Glenn Simpson
Publicity Director..... Kay Barzen
Musical Director..... James E. Arneson
Chief Engineer..... H. J. Bothman

W H L B

VIRGINIA—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Head of the Lakes Bcstg.
Address..... Virginia
Phone Number..... Virginia 2000
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Associated, SESAC
Representative..... George P. Hollingbery
Membership..... NAB, BMB
President..... Morgan Murphy
General Manager..... Walter Bridges
Sta.-Comm.-Sales Prom. Mgr., A. F. Nelson
Pgm., Pub. Dir., Alys Mae McBride
Chief Engineer..... Norman Gill
Farm Editor..... August Neubauer

K W A D

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By..... Associated Bcstrs., Inc.
Bus.-Studio Address..... First Natl. Bank Bldg.
Phone Number..... 920
Transmitter Location..... 4 Mi. S. City
Air Time..... Unlimited

MINNESOTA - MISSISSIPPI

News Service UP
 Representatives Bulmer & Johnson
 Membership NAB
 President C. V. Phillips
 Comm., Sales Prom. Mgr. Carl E. Holt
 Gen., Sta. Mgr. H. G. Alexander
 Pgm., Prod., Pub. Dir. James Buchan
 Chief Engineer Ralph T. Doggett

K W L M

WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 307 W. 6th St.
 Phone Number 1340
 Transmitter Location Foot Lake
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NAB
 President, Gen. Mgr. H. W. Linder
 Sales Prom. Mgr., Pub. Dir. Willard Linder
 Comm. Mgr., Prog. Dir. Jack Lynch
 Publicity Director Don Linder
 Chief Announcer Joe Martinson

K W N O

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By ... Winona Radio Service

Business-Studio Address 216 Center St.
 Phone Number 3314
 Transmitter Location Tower Bluff
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NAB, BMB, FMA
 President M. H. White
 General-Commercial Manager Ken Marsh
 Publicity Director Ethel Holte
 Chief Announcer Charles Williams
 Chief Engineer Stanley Johnson

K W O A

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Worthington Bcstg. Co., Inc.
 Bus.-Studio Address Thompson Hotel Bldg.
 Phone Number 2-7310-1
 Transmitter Location 4 Mi. W. of City
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Bulmer & Johnson
 Membership NAB
 President R. W. Olson
 Gen., Sta. Mgr. R. E. Shepard
 Sales Prom. Mgr. George Lasley
 Pgm. Dir., Chief Anncr. Roger Russell
 Musical Dir. Phyllis Habeck
 Chief Engineer Clinton W. Knapp
 Farm Editor Mervin Gardner

MISSISSIPPI

*Estimated Population 2,130,000—Increase —2.5%—Radio Homes 478,000
 Radio Families 581,000—Stations in State 38*

W L O X

**BILOXI—GULFPORT—1949—MBS
 MISS.**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WLOX Bcstg. Co.
 Bus.-Studio-Transmitter Address ... Buena Vista
 Hotel
 Phone Number 5581-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB
 President James S. Love, Jr.
 Gen.-Station Mgr., Pub. Dir. Gene Tibbett
 Commercial Manager Blue Majure
 Program Director Doug Gabrielson
 Musical Director Gwenn Gollotte
 Production Director Ken Carleton
 Chief Engineer T. B. Majure
 Chief Anncr., Farm Editor ... Jerry Thompson

W J M B

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... Brookhaven Bcstg. Co.
 Address West Chicaw St.
 Phone Number 1298
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Continental
 Pres., Prom. Mgr. Tullius Brady
 Pgm. Dir., Comm. Mgr. Chuck Allen
 Chief Engineer Tom Pharris

W R O X

**CLARKSDALE—1943
 MID-SOUTH-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The Imes Estate
 Address Delta Ave.
 Phone Number 1566-7

. . . **MISSISSIPPI** . . .

Air Time Unlimited
News Service AP
Representative Sears & Ayer
Membership NAB
President Birney Imes, Jr.
General Manager Bob McRaney
Station Manager P. B. Hinman
Chief Engineer C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Cleveland Bcstg. Co.
Address Cleveland
Phone Number 990
Air Time Unlimited
Pres., Gen. Mgr. Cy Bahakel
Chief Engineer Gene Soduth

WCJU

COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By WCJU, Inc.
Operated By Lester Williams
Business Address WCJU, Columbia
Phone Number 755-6
Studio Address So. Main St.
Transmitter Location Hwy. 24, S.
News Service AP
Transcription Service World, Keystone
Owner, Gen. Mgr. Lester Williams
Asst. Mgr., Prog. Dir. Charles E. Newman, Jr.
Chief Announcer Bill Barrett
Chief Engineer Ray Tolar
Farm Editor Paul Dantin

WCBI

COLUMBUS—1940

MBS—KBS—MID SOUTH—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Business-Studio Address Gilmer Hotel
Phone Number 1313
Transmitter Location River Hill
Air Time Unlimited
News Service AP
Representative Sears & Ayer
Membership NAB
President Birney Imes, Jr.
Gen., Sales Prom. Mgr. Bob McRaney
Station-Comm. Mgr. James Eatherton
Chief Announcer Dick Crago
Chief Engineer Thomas McFerrin
Farm Editor Chuck Delaney

WCMA

CORINTH—1946—MBS-DIXIE-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Corinth Bcstg. Co., Inc.

Business-Studio Address Ray Bldg.
Phone Number 5575
Transmitter Location Hwy. No. 72 E.
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service World
Representative Burn-Smith
Membership NAB, BMB
President Dr. Frank M. Davis
General Manager Aaron B. Robinson
Sta., Sales Prom. Mgr. John E. Bell
Pgm., Prod. Dir. William T. McLain
Commercial Manager Joe P. Van Dyke
Chief Announcer Almos S. Young
Pub., Musical Dir. George S. Irving
Chief Engineer William M. Essary
Farm Editor Thomas J. Williams

WGVM

GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By David M. Segal
Bus.-Studio Address 316 Washington Ave.
Phone Number 2910
Transmitter Location Old Leland Road
Air Time Daylight
News Service UP
Transcription Service Lang-Worth
General Manager David M. Segal
Station Manager Howard E. Gurney
Commercial Manager John B. Carter
Program Director Louis A. Kurtz
Chief Engineer Welton H. Jetton

WJPR

**GREENVILLE—1939—MBS-KBS
MISS.**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Radio Services Co., WJPR
Business-Studio Address 107 So. Poplar St.
Phone Number 2434-5
Transmitter Location End of Pollackover Levee
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Associated, Capitol,
World
Representative Sears & Ayer
Membership NAB
General-Station Manager Emmet H. McMurry
Commercial Manager Frank W. Baldwin
Sales Prom. Mgr., Prod., Pub. Dir. Pat Avery
Program Director Eddie Guss
Chief Announcer Paul Artman
Musical Director Barbee Ashley
Chief Engineer Percy Kuhn
Farm Editor Thomas Golding

WGRM

GREENWOOD—1938—NBC-KBS

Frequency: 1740 Kc. Power: 250 Watts
Operated By P. K. Ewing

MISSISSIPPI

Phone Number 1900
Studio-Transmitter Location Walnut St.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
President P. K. Ewing, Sr.
General-Station Manager F. C. Ewing
Commercial Manager Van Power
Production Director Grace Harris
Chief Announcer W. T. Shanks
Chief Engineer Louis Pierce

W N A G

GRENADA—1948—MBS-KBS
LBS—MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Address Barwin Hotel
Phone Number 740
Air Time Unlimited
Representative Sears & Ayer
President Birney Imes, Jr.
General Manager Bob McRaney
Sta., Comm. Mgr. Monroe Looney
Program Director Don Moore
Chief Engineer Louis Pierce

W G C M

GULFPORT—1929—ABC-KBS-LBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By WGCM Bcstg. Co.
Bus.-Studio Address Hewes-Martin Bldg.
Phone Number 1110
Transmitter Location Arlington Heights
Air Time 5:55 a.m.-M.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
Prod. Mgr., Pgm. Dir. C. E. Vann
Sales Prom.-Prod. Mgr., Prog. Dir. C. E. Vann
Publicity Director Marc Leon
Chief Engineer Donovan Murphy

W F O R

HATTIESBURG—1926
NBC-REBEL-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Forrest Bcstg. Co.
Business-Studio Address 302 Hemphill St.
Phone Number 1866-7
Transmitter Location Cor. 25th Ave. &
W. 7th St.
Air Time Unlimited
News Service UP
Transcription Service World, Capitol
Representative George P. Hollingbery
Membership NAB
President, General-Station Mgr. C. J. Wright
Chief Engineer B. B. McLemore

W H S Y

HATTIESBURG—1948—ABC-LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Hub City Bcstg. Co.
Address U. S. Hwy. 11 N., P. O. Box 1008
Phone Number 3180-1
Air Time 5 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Membership NAB
Pres., Gen. Sta. Mgr. Charles W. Holt
Sales Prom. Mgr. Pub. Dir. Thomas N. Kern
Production Director Connie Holt
Chief Announcer Art Reynolds
Chief Engineer Dennis Connell
Farm Editor Art Reynolds

W J D X

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Lamar Life Ins. Co.
Business Address P. O. Box 2171
Phone Number 2-1183
Air Time Unlimited
News Service UP

MISSISSIPPI

WHY IS AP THE BEST?

BECAUSE—**AP** members decide
what AP shall be. Their
decision has made AP
unequaled in covering
the news of the world
... RAPIDLY, TRUTH-
FULLY, ACCURATE-
LY.

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MISSISSIPPI

MISSISSIPPI

Transcription Service . . . Thesaurus, MacGregor,
Lang-Worth, Cole, Capitol, World
Representative George P. Hollingbery
Membership NAB, BMB
General Manager Wiley P. Harris
Commercial Manager Frank Gentry
Program Director Howard Langflitt
Chief Engineer Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Mississippi Bcstg. Co., Inc.
Business-Studio Address Edwards Hotel
Phone Number 3-9681
Transmitter Location Pleasant Ave.
Air Time 6 a.m.-12:10 a.m.
News Service AP
Transcription Service Standard
President, General Manager . . . Withers Gavin

WJXN

JACKSON—1945—LBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Andalusia Bcstg. Co.
Business-Studio Address Deposit Guaranty
Bank Bldg.
Phone Number 2-6673
Transmitter Location Fair Grounds
Gen., Comm. Mgr. James T. Ownby
Sales Prom. Mgr. Hy Davis
Program Director Jack Edwards
Chief Announcer Mike O'Reilly
Musical Director Faye Guice
Chief Engineer Thomas Patterson

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Rebel Bcstg. Co., Inc.
Business-Studio Address P. O. Box 986,
125 So. Lamar
Phone Number 5-1562
Transmitter Location 3 Mi. NE City
Air Time 5:30 a.m.-M.
News Service AP
Transcription Service Associated
Representative Branham
Membership NAB, BMB
President T. E. Wright
Gen., Comm. Mgr. J. W. Carlier
Prog. Dir., Farm Editor Forrest Cox
Production Director Les Birchfield
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 Number 3-2788
Studio Address Robert E. Lee Hotel
Transmitter Location Hw. 51 N.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Weed
Membership NAB, BMB
President W. R. Newman
General-Station Manager L. M. Sepsaugh
Commercial Manager F. E. Wilkerson, Jr.
Sales Promotion Manager B. M. Files
Program Director B. K. Smith
Production Director Jerry Keith
Publicity Director M. B. Wray
Chief Announcer Bill Lohmeier
Musical Director Roger Noble
Chief Engineer C. A. Perkins
Farm Editor Jim Neal

WKOZ

KOSCIUSKO—1947—LBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Kosciusko Bcstg. Co.
Business Address P. O. Box 392
Phone Number 782
Studio Address Jefferson St.
Transmitter Location Golf Course Rd.
Air Time 5:45 a.m.-10 p.m.
News Service AP
Transcription Service World
Membership NAB
General Manager Cy. N. Bahakel
Station Manager Melvin C. Lee
Program Director Erlene Leach
Chief Engineer George C. Ray

WAML

LAUREL—1932—NBC-REBEL-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By New Laurel Radio Station,
Inc.
Business-Studio Address 535½ Central Ave.
Phone Number 5601, 5737
Transmitter Location Washington Rd.
Air Time 5:45 a.m.-11:05 p.m.
News Service AP
Transcription Service Capitol
Representative George P. Hollingbery
Membership NAB
General-Station Manager Granville Walters
Commercial Manager M. M. Cover
Pgm., Pub. Director Stanley Walters
Prod. Dir., Farm Editor Chuck Harrison
Chief Announcer, Musical Dir. Ed Breland
Chief Engineer Clyne Graves

MISSISSIPPI

WLAU

LAUREL—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Southland Bcstg. Co.
Bus.-Studio Address: 437 1/2 N. Magnolia St.
Phone Number: 7227-8
Transmitter Location: Meridian Ave.
Air Time: 5:45 a.m.-11 p.m.
News Service: UP
Membership: NAB
Pres., Comm. Mgr.: C. H. Leggett
Gen., Sta. Mgr.: Jimmie Wilson
Sales Prom. Mgr.: Teck Jones
Pgm. Dir., Chief Anncr.: David Kane
Production Director: Dean Matteson
Publicity Director: Dorothy Hearn
Chief Engineer: Ed Pierce

WMBC

MACON—1946—MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Mississippi Bcstg. Co., Inc.
Business-Studio Address: Thomas Jefferson Hotel
Phone Number: 310
Transmitter Location: Old Starkville Rd. near city limits
Air Time: 6 a.m.-M.
News Service: AP
President, General Manager: Withers Gavin

WAPF

McCOMB—1948—KBS-MISS.

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By: Southwestern Bcstg. Co. of Mississippi
Business-Studio Address: Sarphie Bldg., Box 604
Phone Number: 1884, 1829
Transmitter Location: 2 Mi. S.W. of city
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
Pres., Gen. Mgr.: Louis Alford
Commercial Manager: Mac Smith
Sales Prom. Mgr.: Bill Tyler
Pgm., Publicity Dir.: Paul Simpkins
Chief Announcer: Carl Austin
Musical Director: Mrs. Elsie Barron
Chief Engineer: Phil Brady
Farm Editor: Aubrey Felter

WSKB

McCOMB—1937—MISS.

Frequency: 1250 Kc. Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By: McComb Bcstg. Corp.
Address: P. O. Box 111

Phone Number: 37
News Service: AP
Transcription Service: Associated, Capitol Representative
Friedenberg
Pres., Gen., Comm. Mgr.: George Blumenstock
Program Director: Julia Blumenstock
Promotion Manager: Al Baxter
Chief Engineer: Robert Louis Sanders

WCOC

MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By: Mississippi Bcstg. Co., Inc.
Business-Studio Address: Threefoot Bldg.
Phone Number: 7714
Transmitter Location: Hwry. 45 N.
Air Time: 6 a.m.-12:10 a.m.
News Service: UP
Transcription Service: Standard
President, General Manager: Withers Gavin
Program Director: Mrs. Withers Gavin

WMOX

MERIDIAN—1946
MBS-KBS-MIDSOUTH

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: WMOX Bldg.
Phone Number: 2-0171
Transmitter Location: 31st Ave. S.
Air Time: 5:30 a.m.-M.
News Service: AP
Transcription Service: Keystone
Representative: Sears & Ayer
Membership: NAB
Owner: Birney Imes, Jr.
General Manager: Bob McRaney
Station Manager: Paul Mowery
Commercial Manager: Joe Carson
Program Director: Dave Bringham
Chief Engineer: Al Betmarik

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Meridian Bcstg. Co.
Bus.-Studio Add.: Citizens Natl. Bank Bldg.
Phone Number: 3-1441
Transmitter Location: 3rd Ave. & 20th St.
Air Time: 6 a.m.-11:05 p.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Headley-Reed
Membership: NAB
Pres., General-Station Mgr.: Robert F. Wright
Comm.-Sales Prom. Mgr.: William B. Crooks
Pgm. Dir., Chief Anncr.: Cecil Germany
Chief Engineer: Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS-LA.
LIBERTY-MISS.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Natchez Bcstg. Co.
Business-Studio Address 615 Main St.
Phone Number 2800-1
Transmitter Location Hwy. 61 N.
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Capitol
Membership NAB
President P. K. Ewing
Gen.-Prom. Mgr. P. K. Ewing, Jr.
Commercial Mgr. Paul Schilling
Program Dir. Wilma Nichols
Chief Engineer George W. Wilson

WNAT

NATCHEZ—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Old South Bcstg. Co.
Business Address Shields Lane
Air Time Unlimited
News Service UP
Transcription Service Standard
Partners H. J. Jennings, M. T. Seale
General Manager H. J. Jennings
Chief Engineer Gale Hunt

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By William Howard Cole
Address Hways. 15 & 16 S.
Phone Number 740
Air Time Unlimited
News Service UP
Transcription Service World
Membership NAB
Owner, Manager William Howard Cole
Pub., Musical Dir. S. J. Parks
Prog. Dir., Chief Announcer Jim Sparks
Chief Engineer F. H. Frantz

WRJW

PACAYUNE—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By Moseley Bros.
Business Address Ritz Theater
Phone Number 510
Air Time Daytime
News Service UP
Transcription Service Capitol
Representative Continental
Chief Owners W. L. & R. E. Moseley
Manager Felix Adams, Jr.
General Manager W. L. Moseley
Chief Engineer Charles Tucker

WSSO

STARKVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Starkville Bcstg. Co.
Business-Studio Address WSSO Bldg.
Phone Number 1230
News Service AP
Transcription Service Capitol
Gen., Comm. Mgr. Joe Phillips
Program Director Eva Deen
Chief Engineer Travis Palmer

WELO

TUPELO—1944
MBS-KBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Tupelo Bcstg. Co.
Business-Studio Address So. Spring St.
Phone Number 1400-1
Transmitter Location Hwy. 45 So.
Air Time 5:43 a.m.-11 p.m.
News Service AP
Representative Sears & Ayer
Membership NAB
Owner Blrney Imes, Jr.
Columbus, Miss.
General Manager Bob McRaney
Columbus, Miss.
Station Manager Bob Evans
Comm.-Sales Prom. Manager Reeves Whirley
Prog.-Prod.-Pub. Director Gene Gratz
Chief Engineer LeRoy Green

WQBC

VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By Delta Bcstg. Co., Inc.
Business-Studio Address Hotel Vicksburg
Phone Number 312
Transmitter Location 2½ Mi. E. of City
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB, BMB
President L. P. Cashman
General-Station Mgr. Mary-Van Cashman
Commercial Manager L. L. Miller
Program Director Charlotte Kahn
Chief Engineer C. E. Drake

WVIM

VICKSBURG—1947—LIBERTY

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Radio Miss., Inc.
Bus.-Studio Add 708 Clay St., Carroll Hotel
Phone Number 1920-1
Transmitter Location Thompson & Floyd Sts.

MISSISSIPPI - MISSOURI

Air Time 5:55 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President..... James T. Ownby
 Gen., Sta., Comm. Mgr..... H. T. Duke
 Sls. Prom. Mgr., Pgm. Dir., Genevieve Johnson
 Ch'ef Announcer..... Cecil Goodreau
 Chief Engineer..... Thomas Wilson

W R O B WEST POINT—1947 MBS-MID SOUTH-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Bob McRaney, Sr.
 Bus.-Studio-Transmitter Address.... Forrest St.
 Phone Number 807
 Air Time..... 6 a.m.-11 p.m.
 Representative..... Sears & Ayer
 President, General Mgr..... Bob McRaney, Sr.

Sta., Comm. Mgr..... Ed McRaney
 Pgm. Dir., Chief Engr..... John E. King, Jr.
 Prod.-Musical Dir..... Hugh W. Shankle

W A Z F

YAZOO CITY—1947—MISS.

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... WAZF, Inc.
 Business-Studio Address..... 321 S. Main St.
 Phone Number 1300
 Transmitter Location..... State Hwy., 49 E.
 Air Time..... 6 a.m.-10 p.m.
 News Service AP
 Membership NAB
 Transcription Service World
 Pres., Gen. Mgr..... Guy Corley
 Sta., Comm. Mgr., Prod. Dir..... Jack Allyn
 Chief Announcer..... Fred Rand
 Chief Engineer..... D. A. Flinspack

MISSOURI

*Estimated Population 3,935,000—Increase +4.0%—Radio Homes 1,168,000
 Radio Families 1,218,000—Stations in State 43*

K F V S

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc..... Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Hirsch Bcstg. Co.
 Business-Studio Address..... 324 Broadway
 Phone Number 2104-5
 Transmitter Location..... E. Cape Girardeau
 Air Time Unlimited
 News Service UP
 Membership NAB, BMB
 President, General Manager..... Oscar C. Hirsch
 Sta., Comm. Mgr..... Ralph L. Hirsch

K D M O

CARTHAGE—1947—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Carthage Bcstg. Co.
 Address..... 1201 E. Chestnut
 Phone Number 2648, 2623
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service..... Capitol, Keystone
 Membership NAB
 Station Manager..... L. C. McKenney
 Gen., Sta. Mgr..... J. C. McKenney
 Commercial Manager..... J. J. Daly
 Sales Promotion Manager..... Phil Hannum
 Program Director..... Lee Crocker
 Publicity Director..... Bob Young
 Chief Engineer..... Jack Langford
 Farm Editor..... L. C. McKenney

K F R U

COLUMBIA—1925—ABC

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... KFRU, Inc.
 Business Address..... 13 S. 8th St.
 Phone Number 4141
 Studio-Transmitter Location... Stephens College
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NAB, BMB
 President..... H. J. Waters, Jr.
 Gen., Sta. Mgr..... Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr..... F. J. LeGrand
 Program Director..... Harold Douglas
 Chief Engineer..... Robert Haigh

K R E I

FARMINGTON—1947—KBS

Frequency: 1350 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Cecil W. Roberts
 Business Address..... Box 270
 Phone Number 710
 Studio-Transmitter... Burks Rd. & Webster St.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service..... Lang-Worth
 Owner..... Cecil W. Roberts
 Station Manager..... Mrs. Mary Burton
 Sales Manager..... Howard G. Rion
 Chief Engineer..... Kermit Barker

Complete Coverage of Kansas City's TRADE AREA...

by **The KMBC-KFRM Team!**

Even with 500,000 watts power, KMBC could not cover the vast Kansas City Primary Trade area, but KMBC at Kansas City, teamed with KFRM in North Central Kansas, *can* do the job!

Since KFRM went on the air December 7, 1947, hundreds of thousands of rural and small town dwellers comprise the population of the Western portion of Kansas City's huge trade territory, and have learned to depend on The KMBC-KFRM Team as their only source of vital information and cultural and entertainment programs direct from their trade capital.

The 1949 Kansas City Primary Trade Area Radio survey, made at the Missouri and Kansas State Fairs, and at the American Royal in Kansas City, includes a total of 2,122 interviews from The Team area (duplication eliminated), with 1,548 responses from persons living on farms, and 574 from those living in towns.

All mentions from each of the 163 counties within The Team's half-millivolt contours, including 37 in Missouri, 103 in Kansas, and 23 in adjoining states, were weighted to give each county its true relative importance according to the number of its radio families.

How The KMBC-KFRM Team ranked with other leading stations in this independent survey is graphically illustrated below:



* Other Kansas City Stations

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Primary Trade area, and provides radio coverage to over Four Million potential listeners. Latest population figures reveal 1,159,740 radio families living

within The Team's half-millivolt contours. Smart advertisers know the great potential sales in this rich agricultural Heart of America! Providing them most effective coverage and top listener loyalty, the most economical and the best buy, is The KMBC-KFRM Team!



The KMBC-KFRM Team

Pickwick Hotel, Kansas City 6, Missouri

K F M O

**FLAT RIVER—1947
GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Lead Belt Bcstg. Corp.
Business-Studio Address... Flat River
Phone Number... 1000
Transmitter Location... U. S. Hwy. 61
Air Time... Unlimited
News Service... UP
Membership... NAB
President, General Manager... Oscar C. Hirsch
Station-Comm. Mgr... James F. Collins
Program-Production Dir... Virginia Collins
Chief Announcer... Earl Whitener

K H M O

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By... Courier-Post Publishing Co.
Business-Studio Address... 102-A S. Main St.
Phone Number... 3450
Transmitter Address... 6 Mi. S. of Hannibal
on Old New London Dirt Rd.
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth
Representative... John E. Pearson
Membership... NAB, BMB
Sec. Treas... E. L. Sparks
Gen.-Sta.-Sales Prom. Mgr... Wayne W. Cribb
Pgm., Prod., Pub. Dir... Gene Hoenes
Musical Librarian... Harold Hohner
Chief Engineer... Ben Parrish
Farm Editor... George Allen, Jr.

K I M O

INDEPENDENCE—1947

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By... The Blue Valley Co.
Business-Studio Address... 310 N. Osage
Phone Number... CL. 9810
Transmitter Location... 28th & Northern Blvd.
Air Time... Sunrise-sunset
News Service... AP
Transcription Service... Capitol
Representative... Cooke
Membership... NAB
General Manager... Craig Siegfried
Program Director... John Waddell
Business Manager... F. E. Fowler
Chief Engineer... Eldon Ryan

K W O S

**JEFFERSON CITY—1937
MBS-GRIESEDIECK**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Capital Bcstg. Co.

Business-Studio Address... 210-212 Monroe St.
Phone Number... 4000
Transmitter Location... St. Mary's Blvd.
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth
Representative... Sears & Ayer
Membership... BMB
President... R. C. Goshorn
Gen. Sta. Mgr... Catherine Roer
Chief Engineer... Leroy S. Hackmann

K F S B

JOPLIN—1948

Frequency: 1310 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By... Four States Bcsters, Inc.
Business-Studio Address... 1027 Main
Phone Number... 1310
Transmitter Location... N.W. of Joplin
Air Time... 6 a.m.-11 p.m.
News Service... UP
Transcription Service... Lang-Worth, Standard
Representative... Walker
Membership... BMB
President... Harry Easley
General Manager... W. H. Clark
Program Director... Ed Johnson
Chief Engineer... Ralph Meador

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Air Time, Inc.
Address... 1928 W. 13 St.
Phone Number... 7260
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World
Representative... William G. Rambeau
Membership... NAB
Pres., Gen.-Sta. Mgr... Austin A. Harrison
Comm., Sales Prom. Mgr... Roy V. Whisnand
Pgm., Prod. Dir... Noel E. Ball
Chief Announcer... Claude Evans
Chief Engineer... Austin A. Harrison
Farm Editor... John Whitt

W M B H

JOPLIN—1926—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Joplin Bcstg. Co.
Business-Studio Address... Frisco Bldg.
Phone Number... 330
Transmitter Location... 14th & Munroe
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth
Representative... Sears & Ayer
Membership... NAB, BMB
Pres., Gen.-Station-Comm. Mgr... D. J. Poynor

Commercial Mgr. F. H. Hess
 Program Director Martha Smith
 Musical Director Golda Shaunee
 Chief Engineer Everett L. Dodge
 Farm Editor Leonard Brown

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—1936—ABC

Frequency: 810 Kc. Power: 50,000 Watts d.:
 10,000 Watts n.

Owned-Operated By KCMO Bcstg. Co.
 Business-Studio Address 1515 Commerce
 Bldg.

Phone Number Baltimore 1234
 Transmitter Location Nashua

Air Time Unlimited
 Air Time 20 Hrs.

News Service AP, UP
 Transcription Service Thesaurus

Representative John E. Pearson
 Membership NAB, BMB

President Tom L. Evans
 Gen. Comm. Mgr. E. K. Hartenbower

Asst. Manager Clarence E. Brexael
 Sales Prom. Mgr., Pub. Dir. F. C. Strawn

Program Director S. B. Tremble
 Production Director Kenneth Heady

Chief Announcer Dal Stallard
 Musical Director R. S. Jones

Chief Engineer Karl Troeglen
 Farm Editor C. W. Jackson

KFRM

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By Midland Bcstg. Co.

Business-Studio Address Pickwick Hotel
 Phone Number HA. 2650

Transmitter Location 10 Mi. S. of Concordia,
 Kansas

Air Time Sunrise-sunset
 News Service AP, UP

Transcription Service World
 Representative Free & Peters

Membership NAB, BMB
 President Arthur B. Church

V.P., Managing Dir. Karl Koerper
 V.P. in Chg. of Sales Sam H. Bennett

Promotion Director John S. McDermott
 Program Director Rod B. Cupp

Production Director Fran Heyser
 Chief Announcer Lee Stewart

Musical Director P. Hans Flath
 Chief Engineer Ray Moler

Farm Editor Phil Evans
 (See Page 498)

KMBC

KANSAS CITY—1922—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Bcstg. Co.

Business-Studio Address Pickwick Hotel
 Phone Number H Harrison 2650

Transmitter Location 50th & Belinder,
 Johnson County, Kansas

Air Time 5 a.m.-12:05 a.m.
 News Service AP, UP

Transcription Service World
 Representative Free & Peters

Membership NAB, BMB
 President Arthur B. Church

V.P., Managing Director Karl Koerper
 V.P., Sales Sam H. Bennett

Promotion Director John S. McDermott
 Program Director Rod Cupp

Production Director Fran Heyser
 Chief Announcer Lee Stewart

Musical Director P. Hans Flath
 Chief Engineer Ray Moler

Farm Editor Phil Evans
 (See Page 498)

WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By The Kansas City Star Co.

Business-Studio Address 1729 Grand Ave.
 Phone Number Harrison 1200

Transmitter Location Johnson County, Kans.
 Air Time 6 a.m.-M.

News Service AP
 Transcription Service Standard

Representative Edward Petry
 Membership BMB

President Roy A. Roberts
 General-Station Manager Dean Fitzer

Commercial Mgr. Mannie E. Russo
 Program Director Harry J. Kaufmann

Chief Engineer J. A. Flaherty

WHB

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.:
 5000 Watts n.

Owned-Operated By WHB Bcstg. Co.
 Business-Studio Address Scarritt Bldg.,
 9th & Grand Ave.

Phone Number H Harrison 1161
 Transmitter Location Route No. 1, Liberty

Air Time Unlimited
 News Service AP

Transcription Service Lang-Worth, Associated
 Representative John Blair

Membership NAB, BMB
 Pres., Comm. Mgr. Donald Dwight Davis

General Mgr. John T. Schilling
 Sales Prom. Mgr., Pub. Dir. Mori Greiner

Program Director Dick Smith
 Chief Engineer Henry Goldenberg

MISSOURI

K B O A

KENNETT—1947—HBN

Frequency: 830 Kc. Power: 1000 Watts d.
Owned-Operated By Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address Kennett
Phone Number 830
Air Time Daytime
News Service AP
Transcription Service Standard, Capitol
Membership NAB, BMB
President, General Manager Paul C. Jones
S'g., Comm. Mgr. Bill H. Cate
Sales Prom. Mgr. Joe Bankhead
Program Director John T. Reeder
Chief Engineer Robert H. Conner

K I R X

KIRKSVILLE—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address KIRX Bldg.
Phone Number 86
Air Time Unlimited
News Service AP
Transcription Service Capitol, Standard
Representative Sears & Ayer
Membership NAB, BMB
General-Station Manager Samuel A. Burk
Commercial Manager R. M. Harpster
Program Director Lee Jones
Chief Engineer John Sheehan

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc. Power: 250 Watts
Owned-Operated By Lebanon Bcstg. Co.
Bus.-Studio Address 221 E. Commercial St.
Phone Number 1015
Transmitter Location Buffalo Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service SESAC
President Robert C. Fields
General Manager O. R. Wright
Program Director Thomas H. Miller
Chief Engineer E. L. Hendry

K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 500 Watts d.
(C.P. 100 Watts n.)
Owned-Operated By Mo. Valley Bcstg. Co.
Address 74 W. Morgan St.
Phone Number 2328
Air Time Daytime
News Service UP
Transcription Service Lang-Worth

Co-Owners H. T., C. T. Fisher
General Manager Carl T. Fisher
Commercial Manager Harold T. Fisher
Program Director Roderick D. Renick
Promotion Manager Casey Strong
Chief Engineer Charles P. Porter

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Audrain Bcstg. Corp.
Business Address P. O. Box 260
Phone Number 2340
Studio-Trans. Location Hiway 54 E.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Capitol
Representative John E. Pearson
Membership NAB, BMB
President John Badaracco
Gen., Sta. Mgr. W. Earl Dougherty
Commercial Manager Shelton Bybee
Pgm., Prod. Dir. Richard M. Carson
Publicity Director Owen N. Lackey, Jr.
Co-Engineers Al Korabek, Frank Sojka
Farm Editor Frank Sojka

K N E M

NEVADA—1949

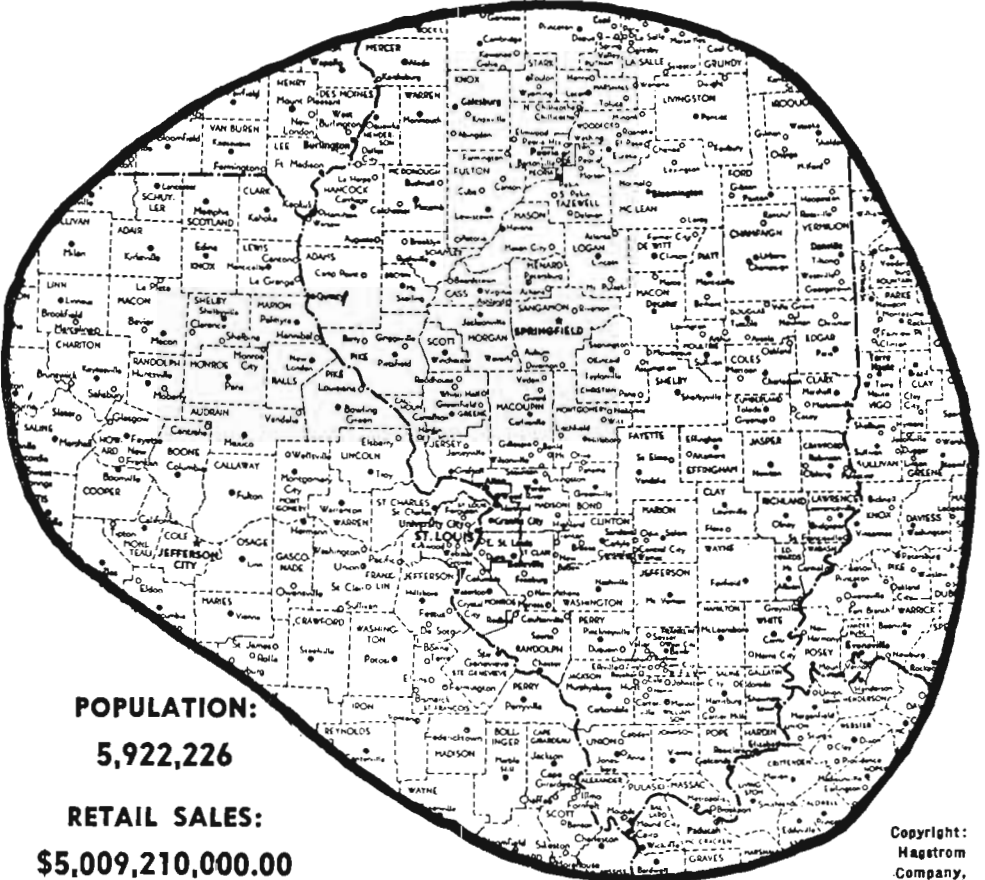
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Cecil W. Roberts
Address Farmington
Phone Number 710
Air Time Unlimited
News Service UP
President Cecil W. Roberts
Manager William R. Tedrick
Commercial Manager Robert R. Stoner
Program Director Mrs. Audrey Tedrick

K W O C

POPLAR BLUFF—1938—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Poplar Bluff Bcstg. Co.
Bus.-Studio-Transmitter Address KWOC Bldg.
Phone Number 3922
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service SESAC
Representative John E. Pearson
Membership NAB
Pres., Gen. Mgr. A. L. McCarthy
Gen.-Station-Commercial-Sales Prom.
Manager William R. Tedrick
Station Manager Byron Kearbey, Jr.
Program Director Ronald P. Kaiser
Chief Announcer C. E. Watkins
Chief Engineer Don M. Lidenton
Farm Editor Tom Hunnicutt

Here Is the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS



POPULATION:
5,922,226

RETAIL SALES:
\$5,009,210,000.00

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AP NEWS
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National Advertising
Representative:
FREE & PETERS, INC.
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TELEVISION AFFILIATION:
KSD-TV
Channel 5 • First in St. Louis

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HALF-MILLIVOLT COVERAGE AREA of**

KSD

**THE ST. LOUIS POST-DISPATCH STATION
5000 WATTS ON 550 KC**

K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Show-Me Bcstg. oC.
 Bus.-Studio-Transmitter Address. P. O. Box 567,
 Soest Rd.
 Phone Number 380
 Air Time Unlimited
 News Service AP
 Transcription Service. Capitol, SESAC,
 Keystone
 Pres., Gen.-Station Mgr. Luther W. Martin
 Program Director. Wilson C. Burkhead
 Chief Anncr., Musical Dir. Mel Lee
 Chief Engineer. Martin M. Mitchum
 Farm Editor. Wilson C. Burkhead

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By. KFEQ, Inc.
 Business-Studio 814 Frederick Ave.
 Phone Number 4-0813-4
 Transmitter Location. Hwy. No. 71
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Headley-Reed
 President, General Manager. Barton Pitts
 Commercial Manager. Glenn G. Griswold
 Promotion Manager. J. Ted Branson
 Program Director. R. Thompson Mabie
 Musical Director. Paul Moskau
 Chief Engineer. J. Wesley Koch
 Farm Editor. Harold J. Schmitz

K R E S

ST. JOSEPH—1946—MSN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Missouri Valley Bcstg. Corp.
 Business-Studio Address. 113 S. 7th St.
 Phone Number 4-6346
 Transmitter Location. Hwy. 59
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President. Basil L. Kaufman
 Gen. Sta. Mgr. Ken Gooding
 Commercial Manager. Jack Fitzgerald
 Sales Prom. Mgr. Bill Burch
 Program Director. Allen Menefee
 Production Director. Walter Johnson
 Publicity Director. Gene Miller
 Chief Announcer. John Bilyeu
 Musical Director. Minor Clites
 Chief Engineer. Charles Weisemann
 Farm Editor. Bill Sharpe

K M O X

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned-Oper. By. Columbia Bcstg. System, Inc.
 Business-Studio Address. 401 So. 12th St.
 Phone Number. Central 8240
 Transmitter Location. Stallings
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Radio Sales
 Membership NAB, BMB
 General Manager. E. W. Shomo
 Local Sales. P. S. Anderson
 National Spot. C. Gilman Johnston
 Sales Prom. Mgr. W. W. Middleton
 Program Director. T. A. Bland
 Production Director. George M. Clare
 Publicity Director. Robert S. Holcomb
 Musical Director. Stan Daugherty
 Chief Engineer. Harry Harvey
 Farm Editor. Ted Mangner

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By. The Pulitzer Publishing Co.
 Business-Studio Address. 1111 Olive St.
 Phone Number. Main 1111
 Transmitter. Hwy. 66. E. St. Louis, Ill.
 Air Time Unlimited
 News Service AP
 Transcription Service World, Thesaurus
 Representative Free & Peters
 Membership NAB
 President Joseph Pulitzer
 General Manager. George M. Burbach
 Program Director. Harold Grams
 Commercial Manager. Edward W. Hamlin

K S T L

ST. LOUIS—1948—IMS

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. Radio St. Louis, Inc.
 Business-Studio Address. 6 N. 7th St.
 Phone Number. MA. 0600
 Transmitter Location. 999 So. Sixth St.,
 E. St. Louis, Ill.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard
 Membership NAB
 President. Frank E. Pellegrin
 General Manager. Ralph L. Stufflebam
 Commercial Manager. W. A. Knight
 Program Director. Edward M. Galloway
 Chief Engineer. John H. Fleet

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Oper. By KWK, Inc.
 Bus.-Studio Address 12th & Cole Sts.
 Phone Number Main 9100
 Transmitter Location 500 Logan St., Baden
 Air Time Unlimited
 News Service AP
 Representative Katz
 President, General Mgr. Robert T. Convey
 V.P., Station Director Ray E. Dady
 V.P., Comm. Dir. V. E. Carmichael
 Asst. Sta. Mgr., Pgm. Dir. John W. Tinnea
 Merchandising Mgr. Russell C. Kaiser
 Production Mgr. John Traxler
 Publicity Director Fred J. Mueller
 Chief Engineer N. J. Zehr

KXLW

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Bus.-Studio Address 8135 Forsythe Blvd.
 Phone Number Delmar 1320
 Transmitter Location 8600 Manchester Rd.
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 President Lee J. Sloan
 Gen. Sta. Mgr. S. E. Sloan
 Commercial Manager Myles J. McNally
 Pgm., Prod. Dir. Pat O. Bradley
 Publicity Director Edgar J. Mothershead
 Chief Engineer Wallace E. St. Vrain

KXOK

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By Star-Times Publishing Co.
 Business-Studio Address 12th & Delmar
 Phone Number Chestnut 3709
 Transmitter Location Madison, Ill.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative John Blair
 Membership NAB, BMB
 President Elzey Roberts
 General Manager C. L. Thomas
 Commercial Manager V. N. Springgate
 Sales Promotion Manager Foster H. Brown
 Program Director Elmer Muschany
 Production Director Robert Holt
 Publicity Director Harry Renfro
 Musical Director Robert Gotch
 Chief Engineer Arthur F. Rekart
 Farm Editor Charley Stookey

WEW

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By The St. Louis University
 Address 3642 Lindell Blvd.
 Phone Number FRanklin 5665
 Air Time 6 a.m.-local sunset
 News Service INS
 Transcription Service World, Standard,
 Lang-Worth
 Representative John E. Pearson
 Membership NAB, FMA
 President (St. Louis U.)

Very Rev. Paul C. Reinert
 General Manager Nicholas Pagliara
 Commercial Manager Leonard Frankel
 Program Director Don Lochner
 Production Director Syl Binkin
 Publicity (St. Louis U. Public Relations)
 Chief Announcer O. J. McQuigg
 Musical Director Ralph Stein
 Chief Engineer Joseph A. Volk

WIL

ST. LOUIS—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Business-Studio Address Hotel Chase
 Phone Number Rosedale 6200
 Transmitter Location North Dupo, Il.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative William G. Rambeau
 Membership NAB
 Pres., Gen. Sta. Mgr. L. A. Benson
 Commercial Manager R. M. Hetherington
 Program Director Vern King
 Publicity Director Mel Kampe
 Chief Engineer Edward Goodberlet

KSGM

STE. GENEVIEVE—1947—KBS
 BASEBALL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Donze Enterprises, nc.
 Bus.-Studio Address 245 Merchant St.
 Phone Number 580
 Transmitter Location Maxwell Hill
 Air Time 6 a.m.-10 p.m.
 News Service UP
 President, General Manager Elmer L. Donze
 Commercial Manager Norbert B. Donze
 Sales Prom. Mgr., Pub. Dir. Donald M. Donze
 Program Director C. M. Poindexter
 Prod. Dir., Chief Annrc. Harry Stone
 Musical Director William Donze
 Chief Engineer Murel L. Rose
 Farm Editor Jim Schot

K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Milton J. Hinlein
 Bus.-Studio Address 2100 W. Broadway
 Phone Number 4004-5
 News Service UP
 Representative Forjoe
 Membership NAB
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Commercial Manager James F. Glenn
 Chief Engineer Leman E. Jones

K S I M

SIKESTON—1948—GRIESEDIECK

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper. Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address Hway. 60 W.
 Phone Number 1
 News Service AP
 Representative H. C. Young
 President Lyman R. Bowman, Jr.
 Gen., Sta. Mgr. H. C. Young
 Commercial Manager Lee Martin
 Pgm., Musical Dir. Richard L. Watkins, Jr.
 Chief Engineer Ralph L. Hirsch

K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus.-Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Transmitter Location Bolivar Rd., Hiway 13
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB
 President Tams Bixby, Jr.
 General Manager J. Gordon Wardell
 Program Director Carl Fox
 Promotion Manager Dudley Morris
 Chief Engineer E. Dennis White

K I C K

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Inc.
 Address 610 College St.
 Phone Number 4-1561
 Air Time Unlimited
 News Service UP

MISSOURI

WHY IS **AP**
 THE BEST?

BECAUSE—**AP** members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world... RAPIDLY... TRUTHFULLY ... FULLY ... ACCURATELY.

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Vice-Chairman: Jim Monroe—KCMO, Kansas City

Continuing Study Committee Chairman: Erle Smith—KMBC, Kansas City

MISSOURI

MISSOURI-MONTANA

Transcription Service Standard
 Representative McGillivra
 President Floyd W. Jones
 V.P., Gen. Mgr. Charles E. Seifert
 Traffic Manager Betty Cole
 Chief Engineer Lee E. Baker

Membership NAB, BMB
 Pres., Gen. Mgr. Ralph D. Foster
 Asst. Gen. Mgr. Leslie L. Kennon
 Promotion Manager Jean Lightfoot
 Program Director Joe Slattery
 Production Director Lou Black
 Publicity Director Bill Bailey
 Chief Engineer Fritz Bauer
 Farm Editor Loyd Evans

K T T S

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address Chamber of Commerce Bldg.
 Phone Number 2-7474
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NAB, BMB
 President J. H. G. Cooper
 Gen.-Sta.-Sales Prom. Mgr. G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 Chief Engineer William F. Curry

K W R E

WARRENTON—1949

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By W. T. Zimmerman
 Address Warrenton
 Phone Number 3701
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Pres., Gen. Mgr. W. T. Zimmerman
 Commercial Mgr. Wally Richter
 Program Dir. Norb Moore
 Chief Engineer Calvin Morris

K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By Ozarks Bcstg. Co.
 Business-Studio Address 606 E. St. Louis St.
 Phone Number 2-4422
 Transmitter Location So. Fremont Rd.
 Air Time 4 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson

K W P M

WEST PLAINS—1947

KBS-MSN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Address E. Abe Taylor Blvd.
 Phone Number 700
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 President Robert F. Neathery
 Commercial Manager Fritze Williams Dixon
 Program Director John Billingsley

MONTANA

*Estimated Population 521,000—Increase —6.9%—Radio Homes 156,000
 Radio Families 159,000—Stations in State 24*

K A N A

ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mosby's, Inc.
 Business Address Box 1470, Missoula
 Phone Number 136
 Studio-Transmitter Location Lincoln St.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 President A. J. Mosby
 Comm., Sales Prom. Mgr. T. L. Frayling
 Program Director Helen M. Ryan
 Chief Announcer Jack Penwell
 Chief Engineer Kenneth Farrance

K B M Y

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Billings Bcstg. Co.
 Business Address Box 2124
 Phone Number 3838
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB
 General Manager Franz J. Robischon
 Commercial Manager Ken Nybo
 Pgm. Dir., Chief Anncr. Charles Du Bois
 Chief Engineer Theodore Hildebrand

K G H L

BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Northwestern Auto Supply Co.
 Business-Studio Address 422 N. B'way
 Phone Number 2222
 News Service UP
 Representative Katz
 President C. O. Campbell
 Gen. Comm. Mgr. Edward Yocum
 Prom. Mgr., Pgm. Dir. M. V. Braunberger
 Chief Engineer Jeff A. Kichli

K X L Q

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRBM Bcsters, Inc.
 Business Address Bozeman
 Phone Number 1420
 Transmitter Location 2½ Mi. E. of City
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Representative Walker
 Pres., General-Station Mgr. Ernest A. Neath
 Commercial Manager J. Ray Bridges
 Program Director Homer Stenersen
 Chief Engineer Jack Provis

K B O W

BUTTE—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Radio Co.
 Address 720 Yale Ave.
 Phone Number 7429
 Air Time Unlimited
 News Service UP
 Representative Donald Cooke
 Membership NAB
 Pres., Gen. Mgr. Frank Reardon
 Manager Don Anderegg
 Traffic Manager Margaret Moran

K O P R

BUTTE—1948—ABC INTERMOUNTAIN

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By Copper Bcstg. Co.
 Business-Studio Address Hotel Finlen
 Phone Number 6546-7
 Transmitter Location Beef Trail Heights
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Frank C. Carman
 General Manager Ed Cooney

Commercial Manager Milo Petersen
 Program Director Bill Plummer
 Production Director Steve Buck
 Publicity Director Bill Curtis
 Chief Announcer Steve Buck
 Musical Director Jim Herrold
 Chief Engineer Jim Skidmore

K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By KGIR, Inc.
 Business Address Box 1956
 Phone Number 2-2344
 Studio Address Butte
 Transmitter Location Nissler
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor, Keystone, Cole
 Representative Walker
 President E. B. Craney
 Station Mgr., Prog. Dir. Arne E. Anzjon
 Comm., Sales Prom. Mgr. George Weber
 Program Director Al Plachta
 Chief Engineer W. J. Provia

K Y E S

BUTTE—1949

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Treasure State Bcstg. Co.

K X G N

GLEN DIVE—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Wiles Moore
 Address S. Pearson St.
 Phone Number 122
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Membership NAB
 General Manager Gordon Hutton
 Commercial Manager Francis Clements
 Program Director P. Ertresvaag
 Chief Announcer Al Krief
 Chief Engineer Don Powers

K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Buttrey Bcst., Inc.
 Bus.-Studio Address 607 First Natl. Bank Bldg.
 Phone Number 4377
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB

MONTANA

President Fred Birch
General Commercial Mgr. J. P. Wilkins
Program Director W. J. Towner
Chief Engineer Wilbur L. Myhre

K M O N

GREAT FALLS—1948
ABC-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Montana Farmer Bcstg. Co.
Business Address Box 1954
Phone Number 4382
Studio Address Tribune Bldg.
Transmitter Location 5 Mi. S. of City
Air Time Unlimited
News Service AP
Representative Avery-Knodel
President Lester Cole
General Manager Robert H. Warner
Commercial Manager Frank W. Kaul
Program Director Jon D. Duffy
Studio Tech. Supervisor Henry B. Poole
Transmitter Supervisor Eugene B. Bunker

K X L K

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Great Falls Bcstg. Co.
Bus. Studio-Transmitter Address Park Hotel
Phone Number 2-2453
Air Time 7 a.m.-M.
News Service UP
Representative Walker
President J. R. Larcombe
General Manager Paul Hatton
Chief Engineer E. R. Kukkola

K A V R

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAVR, Inc.
Business-Studio Address P. O. Box 672
Phone Number 1240
Transmitter Location 1/4 Mi. E. of Havre on
U. S. No. 2
Air Time Unlimited
News Service UP
Transcription Service World, Keystone
Representative Cooke
President Jessica S. Longston
Gen., Sta. Mgr. James L. Hamstreet
Commercial Manager John Derrick
Sales Prom. Mgr. James Schroeder
Pgm., Prod. Dir. Jean MacLean
Publicity Director Mirth Langor
Chief Engineer Tad Jones
Farm Editor James Preston

K O J M

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By No. Montana Bcstg. Co.
Business-Studio Address Box 70, Liberty Hotel
Bldg.
Phone Number 1096-7
Transmitter Location 2 1/2 Mi. N.E. of Havre
on Shepard Rd.
Air Time Sunrise-sunset
News Service UP
Transcription Service Associated, Standard
Representative Friedenberg
Membership NAB, BMB
President Dr. Francis W. Aubin
General, Sta. Mgr. Larry Gordon
Commercial Manager Charlotte Brader
Chief Announcer James R. Saenger
Production Director Lindy Gordon
Chief Engineer George H. Bauer
Farm Editor Urcle Bailey

K F D W

HELENA—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Lewis & Clark Bcstg. Corp.
Address P. O. Box 592
Phone Number 4030
Air Time Unlimited
News Service UP
Transcription Service Capitol, Associated
President Hon. Lee Metcalf
General Mgr. George E. Wenstrom
Commercial Mgr. James Crabbe
Program Dir. Frank Russell
Chief Engineer Archer Taylor

K X L J

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Peoples Forum of the Air
Address 1306 Eleventh Ave.
Phone Number 1240
Transmitter Location Helena
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NAB, BMB
President A. T. Hibbard
Station Mgr. Barclay Craighead
Sales Prom. Mgr. Carl Argabrite
Program Director Gene Hogan
Chief Engineer Ed Goodreau

K G E Z

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Donald C. Treloar
Business-Studio Address 7 Main St.

Phone Number 331-2
 Transmitter..... 2½ Mi. S. on Hway. 93
 Air Time Unlimited
 News Service UP
 Transcription Service World, SESAC, Standard
 Membership NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr. Donald C. Treloar
 Program Director..... Maurice Driscoll
 Musical Director..... Les Sterling
 Chief Engineer..... William H. Patterson
 Farm Editor..... Glenn Millhouse

KXLO

LEWISTON—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Montana Bcstg. Co.
 Bus.-Studio-Transmitter Address... E. Main St.
 Phone Number 1210-1
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta. Mgr..... William G. Kelly
 Pgm., Dir., Chief Anncr..... Bill Browning
 Chief Engineer..... Ben K. Rush

KPRK

LIVINGSTON—1946—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By.... Yellowstone Amuse. Co.
 Business Address..... Box 952
 Phone Number 1000
 Transmitter-Studio Address..... E. Park St.
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, SESAC
 Membership NAB
 Pres., Gen. Mgr..... Paul B. McAdam
 Comm.-Sales Prom. Mgr..... Jack Hinman
 Program Dir..... Jim Duncan
 Chief Engineer..... Norm Penwell

KRJF

**MILES CITY—1941
 MBS-INTERMOUNTAIN-KBS**

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... 13 No. 6th
 Phone Number 60
 Transmitter-Studio Location..... Haynes Ave.
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service..... World, KBS
 Representative Avery-Knodel
 Membership NAB, BMB
 General Mgr..... W. F. Flinn
 Sales Prom. Mgr., Pub. Dir..... Norm Engstrom
 Pgm. Dir., Prod. Mgr..... Jim Carson
 Chief Announcer..... Don Holen
 Musical Dir..... Paul Rahders
 Chief Engineer..... Charles Scofield

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... Mosby's, Inc.
 Business-Studio Address..... 127 E. Front St.
 Phone Number 2155
 Transmitter Location..... 5 Mi. SW of City on
 Hway 93 & 10
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President..... A. J. Mosby
 Sales Prom. Mgr., Pgm., Prod. Dir.

Marion E. Dixon
 Chief Announcer..... James Robischon
 Chief Engineer..... Clarence Touw

KXLL

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By.... Western Montana Assoc.
 Business Address..... Box 1503
 Phone Number 4114
 Studio-Transmitter Locatlon..... River Rd.,
 Orchard Homes
 Air Time..... 6 a.m.-M.

MONTANA

**WHY IS AP
 THE BEST?**

BECAUSE—AP is faster, more complete, more accurate than any other news service.

**ROCKY MOUNTAIN ASSOCIATED
 PRESS BROADCASTERS'
 ASSOCIATION**

Director for Colorado and Wyoming:
 Douglas Kahle—KCOL, Fort Collins,
 Colo.

Director for Montana: Franz Robischon—
 KBMY, Billings, Mont.

MONTANA

MONTANA-NEBRASKA

News Service UP
Representative Walker
Pres., Gen., Sta. Mgr. Pat M. Goodover
Commercial Mgr. Frank Field
Publicity Director Loven Palmer
Chief Engineer Dave Green

KIYI

SHELBY—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .. Tri County Radio Corp.
Address N. Marias Ave.
Phone Number 560
Air Time Unlimited
News Service UP
Transcription Service World, Keystone
Representative William Grant
Membership NAB
President John J. Hurley
General Manager Frank Krshka
Gen., Sta., Comm. Mgr. L. R. Wing
Pgm., Prod. Dir. George Potter
Publicity Director Chester Neduesky
Chief Anncr., Farm Editor .. Richard Bannon
Chief Engineer George Potter

KGCX

SIDNEY—1926—MBS-GNBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By E. E. Krebsbach
Business Address 109 So. Central Ave.
Phone Number 408
Studio Address 109 So. Central Ave.,
Sidney, Mont.; Masonic Bldg., Williston,
No. Dak.
Transmitter Location 4 Mi. N. of City
Air Time 5:30 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Membership NAB, BMB
General Manager E. E. Krebsbach
Station Mgrs. (Sidney) Keith Krebsbach,
(Williston) E. Clair Krebsbach
Program Director Jerry Carlton
Production Director Jay Spurgeon
Publicity Director Bud Bailey
Chief Announcer Ronald Dain
Chief Engineer O. H. Halvorson
Farm Editor Bill Corkins

NEBRASKA

*Estimated Population 1,285,000—Increase —2.3%—Radio Homes 380,000
Radio Families 391,000—Stations in State 21*

KCOW

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... Sandhills Bcstg. Corp.
Address 1030 W. Third St.
Phone Number 1300
Air Time Unlimited
News Service UP
Transcription Service SESAC, Thesaurus
President Hansford Jagers
Gen. Mgr., Chief Engr. Charles R. Bilyue
Commercial Manager Arnold E. Kuhn

KWBE

BEATRICE—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By .. Blue Valley Bcstg. Co., Inc.
Address 112½ N. 6th St.
Phone Number 1245
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Pres., Gen., Comm. Mgr. John Thorwald
Asst. Comm. Mgr. D. Lahodny
Program Director Paul Schupach
Promotion Manager C. H. Brugha
Chief Engineer Sam W. Engle

KCNI

BROKEN BOW—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Custer County Bstg. Co.
Address Broken Bow
Air Time Unlimited
Mgr., Chief Engr. Bud Crawford
Commercial Manager George T. Backe

KJSK

COLUMBUS—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By George Basil Anderson
Business Address Box 460
Phone Number 5154
Studio-Transmitter Location Columbus
Air Time Sunrise-sunset
News Service AP
Transcription Service World, SESAC
Gen., Sta. Mgr. George Basil Anderson
Program Director Florence L. Anderson
Musical Dir., Farm Editor Carl L. Rafferty
Chief Engineer Harold Hardy

K F G T

**FREMONT—1939
MBS-NEB. WIRELESS**

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By Walker Newspapers, Inc.
Business-Studio Address 118 E. 5 St.
Phone Number 1060
Transmitter Location E. 16th St.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Thesaurus
Pres., Gen. Mgr. Lester A. Walker
Sta., Comm. Mgr. William H. Baldwin
Sales Prom. Mgr., Pub. Dir. Helen Norwood
Program Director John R. Hanlon
Farm Editor Dan Jackson

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By KMMJ, Inc.
Business-Studio Address Division at Cedar
Phone Number 703-4
Transmitter Location Phillips
Air Time Daytime
News Service UP
Transcription Service World, Cole
Representative Headley-Reed
Membership NAB, BMB
President Don Searle
General Manager Wick Heath
Asst. Gen.-Comm. Mgr. Bill Martin
Sales Promotion Manager Rex Lathen
Pgm. Dir., Chief Anncr. Orie Kerwood
Prod., Pub. Dir. Joe Martin
Chief Engineer Eugene Seier
Farm Editor George Kister

K H A S

HASTINGS—1940—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Nebraska Bcstg. Co.
Address Tribune Bldg.
Phone Number 1745
Air Time Unlimited
News Service INS
Transcription Service Capitol
Membership NAB
President D. W. Clarke
Gen., Sta. Mgr. Duane L. Watts
Comm., Sales Prom. Mgr. Ted Cooper
Program Director Eddie Meyers
Chief Engineer Duane B. Allison
Farm Editor Cyril Bisk

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Central Neb. Bcstg. Corp.

Business-Studio Address Federal Annex Bldg.
Phone Number Business, 2-3541; Program,
3-1551

Transmitter Location Lakeside
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Membership NAB
President, General Manager Lloyd C. Thomas
Sta., Comm., Sales Prom. Mgr.
E. Anson Thomas
Prog.-Musical Dir. Peg Biber
Prod. Dir., Farm Editor Jack Yeager
Publicity Director Jeanette Harrison
Chief Announcer Marvin Houtz
Chief Engineer Jack Lewis

K F O R

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Cornbelt Bcstg. Corp.
Business-Studio Address Sixth Fl., Stuart Bldg.
Phone Number 2-6965
Transmitter Location 48th & Vine Sts.
Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, Standard
Representative Edward Petry
Membership NAB, BMB
President James Stuart
V.P., Sta. Mgr. Harry D. Peck
Prom.-Pub. Director Dale V. Berger
Program Director Robert Johnson
Publicity Director Dale V. Berger
Chief Announcer Aurum Bondarin
Musical Director Fleda Ziegenbein
Chief Engineer Charles W. Winkler

K L M S

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By Lincoln Bcstg. Corp.
Address 130 N. 10 St.
Phone Number 2-7579
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
President Howard A. Shuman
Gen., Prom. Mgr. J. Russell Joynt
Program Director Del Brandt
Chief Engineer H. D. Brandt

K O L N

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Inland Bcstg. Co.
Business-Studio Address 212 Federal
Securities Bldg.
Phone Number 2-7218
Transmitter Location 40th & W Sts.

NEBRASKA

Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Ra-Tel
 President John K. Morrison
 General Manager Paul R. Fry
 Sta., Comm. Mgr. W. B. Waugh
 Program Director Edwin T. Smith
 Chief Engineer M. J. Korinek

KBRL

McCOOK—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcastg. Co.
 Bus.-Studio-Transmitter Address Hwy 83 &
 "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Membership BMB, NAB
 Owners William J. Cox, LeRoy W. Lenwell,
 Edward Cooper & Arthur V. Henri
 Gen.-Station Manager LeRoy W. Lenwell
 Comm.-Sales Prom. Mgr.,
 Publicity Director Robert A. Morris
 Chief Engineer L. W. Lenwell
 Farm Editor Harlan Beatty

WJAG NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Norfolk Daily News
 Bus.-Studio Address Norfolk Ave. & Sixth St.
 Phone Number 432
 Transmitter Location 3½ Mi. W. of Norfolk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President E. F. Huse
 General Manager F. C. Asmus
 Station Manager Art Thomas
 Commercial Manager Vernon Stedry
 Sales Prom. Mgr., Prod., Pub. Dir.
 Hollis Francis
 Pgm. Dir., Chief Announcer Evans Meier
 Chief Engineer Frank Wiedenbach

KODY

NORTH PLATTE—1930—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WOW, Inc.
 Bus.-Studio-Transmitter Address 1521 W. 12th
 St.
 Phone Number 382
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John Blair

Membership NAB, BMB
 President John J. Gillin, Jr.
 General-Station Mgr. John Alexander
 Local Sales Manager Joe di Natale
 Program Director Ed Launer
 Publicity Director Jerry Wing
 Chief Announcer Bill Wood
 Chief Engineer Jay Blakesley
 Farm Editor Ed Launer

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcastg. Co.
 Business-Studio Add. 676 World Insurance
 Bldg.
 Phone Number Jackson 8282
 Transmitter Location 2807 So. 38th St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Ra-Tel
 Membership NAB
 President John K. Morrison
 V.P., General Manager Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman
 Sales Prom. Mgr., Pub. Dir. Joe H. Baker
 Production Director Richard F. Low
 Chief Engineer Richard E. Welna

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By KFAB Bcastg. Co.
 Business-Studio Address 620 Farnam Bldg.
 Phone Number Ja. 3420
 Transmitter Location 10 Mi. S. of Omaha
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Free & Peters
 Membership NAB, BMB
 President Fred S. Sidles
 Gen., Sta. Mgr. Harry Burke
 Commercial Mgr. Harold Soderlund
 Sales Prom. Mgr., Pub. Dir. Don Shoemaker
 Program-Production Dir. L. A. Miller
 Musical Director Alene McKinney
 Farm Editor W. E. Macdonald

KOIL

OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Central States Bcastg. Co.
 Business-Studio Address Omaha Natl. Bank
 Bldg.
 Phone Number Jackson 7626
 Transmitter Location Box 479, Council
 Bluffs, Ia.
 Air Time Unlimited
 News Service AP, INS

NEBRASKA

Transcription Service.....Capitol, Standard
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....James Stuart
 Gen. Mgr. & Sales.....William J. Newens
 Sales Promotion Manager...Charles Frandsen
 Asst. Mgr., Pgm. Dir.....Virgil Sharpe
 Musical Dir.....Elizabeth Baker
 Chief Engineer.....Charles W. Winkler

K O W H

OMAHA—1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned-Oper. By....Mid-Continent Bcstg. Co.
 Business-Studio Address.....15th & Farnam
 Phone Number.....Atlantic 2228
 Transmitter Location.....60th & Redmon
 Air Time.....6 a.m.-local sunset
 News Service.....AP, UP
 Transcription Service.....Standard, World.
 Associated
 Representative.....George P. Hollingbery
 President.....Robert H. Storz
 General Manager.....Todd Storz
 Station Manager.....B. C. Corrigan
 Program Director.....Gaylord Avery
 Publicity Director.....Jack Sandler
 Chief Announcer.....Jim O'Neill
 Musical Director.....Margaret E. McGrath
 Studio Supervisor.....Orville Weimer
 Transmitter Supervisor.....N. P. Nelson
 Farm Editor.....Adam Reinemund

W O W

OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WOW, Inc.
 Business-Studio Address...280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, World.
 Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager...John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Director.....Ray Olson
 Chief Announcer.....Merrill Workhoven
 Musical Director.....Morton Wells
 Technical Supervisor.....Joseph Herold
 Chief Engineer.....William J. Kotera
 Farm Editor.....Mal Hansen

K N E B

SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Platte Valley Bcstg. Corp.
 Business-Studio Address...Golden Rule Bldg.

Phone Number.....1620
 Transmitter Location.....1¼ Mi. S.E. of City
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Hal Holman
 Membership.....NAB
 President.....John R. Jirdon
 General-Station Mgr.....Russ M. Stewart
 Commercial Manager.....Byron Joachim
 Sales Prom. Mgr.....Wayne Elliott
 Pgm., Musical Dir.....Warren McGaughey
 Chief Engineer.....Bill Case

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Hilliard Co.
 Business-Studio Address...1517½ Broadway
 Phone Number.....856
 Transmitter Location.....2 Mi. W. of City
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 President, General-Sta. Mgr....L. L. Hilliard
 Commercial Manager.....Lew Hunter
 Sales Prom. Mgr., Pub. Dir.....Red Davis
 Pgm. Dir., Chief Anncr.....Bill Walter
 Chief Engineer.....Harland Morrison

NEBRASKA

**WHY IS AP
 THE BEST?**

BECAUSE—AP is faster, more
 complete, more accu-
 rate than any other
 news service.

**NEBRASKA ASSOCIATED PRESS
 RADIO ASSOCIATION**

Chairman: William J. Newens—KOIL,
 Omaha
 Vice-Chairman: John Alexander—KODY,
 North Platte
 Continuing Study Committee Chairman:
 William J. Newens—KOIL, Omaha

NEBRASKA

NEVADA

Estimated Population 174,000—Increase +57.7%—Radio Homes 45,500
Radio Families 47,000—Stations in State 9

KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Elko Bcstg. Co.
Address Hiway. 40
Phone Number 260
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Standard
President Chris Sheerin
General Manager John J. Gammick
Program Director J. P. Nims
Chief Engineer A. H. Vogeler

KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Nevada Bcstg. Co.
Business Address Box 1310
Phone Number 1400
Studio-Transmitter Location The Strip,
Hwy. 91
Air Time 4:30 a.m.-1:30 a.m.
News Service INS
Transcription Service Thesaurus
Representative W. S. Grant
General-Station Manager Maxwell Kelch
General Manager Maxwell Kelch
Commercial Mgr. Thompson Magowan
Program Director L. A. Newsome, Jr.
Chief Engineer W. E. Berry

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Las Vegas Bcstrs., Inc.
Address Box 1510
Phone Number 4646
Transcription Service Capitol
Representative Cooke, Scott
President C. L. McCarthy
General Manager Fred Stoye
Chief Engineer Ralph Dow

KRAM

LAS VEGAS—1948
MBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.:
500 n.
Owned-Oper. By Boulder City Bcstg. Corp.
Business-Studio Address Hotel Flamingo
Phone Number 920
Transmitter Location N. Las Vegas
Air Time Unlimited

News Service UP
Transcription Service World
Representative Avery-Knodel
President Edward J. Jansen
General-Station Mgr. Truman B. Hinkle
Commercial Manager Frank Kim
Pgm. Dir., Sales Prom. Mgr. Carl Paige
Publicity Director Hal Davis
Musical Director Havelyn Jones
Chief Engineer Fred Young

KATO

RENO—1946—MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sierra Bcstg. Co.
Business-Studio Address Elks Bldg.
Phone Number 2-4501
Transmitter Location 6th & Cassinelli Rds.
Air Time 6 a.m.-2 a.m.
Representative John E. Pearson
Membership NAB
President R. K. Wittenberg
General Manager Robert L. Stoddard
Commercial Manager Bob Tower

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts
(C.P. 5000)
Owned-Oper. By McClatchy Bcstg. Co. of
Nev.
Business-Studio Address 143 Stevenson St.
Phone Number Reno 5106
Transmitter Location Sparks
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Hewitt Kees
Traffic Manager Amalia Ibarra
Chief Technician 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 Number 2-4516
Transmitter Location Sparks
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB

NEVADA-NEW HAMPSHIRE

President Dave McKay
 General-Station Manager..... H. G. Wells
 Comm.-Sales Prom. Mgr..... Jack Kehoe
 Program Director..... Al Coon
 Production-Publicity Director..... Andy Chantlas
 Chief Engineer..... Merle Peterson

Transcription Service Associated
 Representative Walker
 Membership NAB
 President..... Merritt C. Speidel
 General Manager..... Merrill Inch
 Commercial Manager..... John A. Lang
 Program Director..... Larry Shields
 Chief Engineer..... Wilbur C. Comer

KWRN

RENO—1947—ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Reno Newspapers, Inc.
 Business-Studio Address..... Gazette Bldg.
 Phone Number 6156
 Transmitter Location Reno
 Air Time..... 7 a.m.-M.
 News Service UP

KXXL

RENO—1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Station KXXL
 Address Box 1329
 Phone Number 3122

NEW HAMPSHIRE

*Estimated Population 544,000—Increase +10.7%—Radio Homes 159,500
 Radio Families 163,000—Stations in State 11*

WMOU

BERLIN—1946—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper..... White Mountains Bcstg. Co., Inc.
 Business-Studio Address..... 40 Main St.
 Phone Number..... Berlin 1797-8
 Transmitter Location..... Hutchins St.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Membership NAB
 Pres., Gen. Mgr..... Charles S. Holbrook
 Program Manager..... Wendell C. Mackenzie
 Chief Engineer..... James F. Hennessey

Business-Studio Address..... Eagle Hotel
 Phone Number 4180
 Transmitter Location..... Redington St.
 Air Time..... 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Bannan, Walker
 Pres., Gen. Mgr..... Hon. Charles M. Dale
 Asst. Mgr., Prog. Dir..... Thomas S. Pingree
 Chief Announcer..... Win Blake
 Chief Engineer..... George Davis

WTSV

**CLAREMONT—1948
 MBS-YANKEE-GRANITE**

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite State Bcstg. Co.
 Address..... 221 Washington St.
 Phone Number 1800
 Air Time Unlimited
 Transcription Service Lang-Worth
 Representative Bannan, Bolling
 President..... William J. Barkley
 General Manager..... W. F. Rust, Jr.
 Comm., Sales Prom. Mgr..... Fred Sterns
 Pgm., Prod. Dir., Chief Anncr..... Dick Hill
 Chief Engineer..... A. Davis

WKNE

KEENE—1941—CBS

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By..... WKNE Corp.
 Business-Studio Address..... 17 Dunbar St.
 Phone Number 2080-1
 Transmitter Location..... Stanhope Ave.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative Adam J. Young, Jr.,
 Kettell-Carter
 Membership NAB, BMB
 Pres., Gen. Mgr..... Joseph K. Close
 Asst. Comm. Mgr., Pgm. Dir.....
 Robert M. Peebles
 Sales Prom. Mgr..... Gale Bath
 Publicity Dir..... Ruth R. Wade
 Chief Announcer..... Ozzie Wade
 Chief Engineer..... Ernest F. Batchelder, Jr.
 Farm Editor..... Stacey Cole

WKXL

CONCORD—1946—MBS-YANKEE

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Hon. Charles M. Dale

NEW HAMPSHIRE

W L N H

LACONIA—1922—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Northern Bcstg. Corp.
 Business-Studio Address 635 Main St.
 Phone Number 2-300
 Transmitter Location San Bornton
 Air Time Unlimited
 News Service AP
 Representative Kettell-Carter
 Membership NAB
 Pres., Gen. Sta. Mgr. Warren H. Brewster
 Pgm., Prod. Director Al Maffie
 Chief Engineer Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By N. H. Bcstg., Inc.
 Business-Studio Address 286 Franklin St.
 Phone Number 5-5491
 Transmitter Location Merrimack
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam J. Young, Jr.
 Kettell-Carter
 Membership NAB, BMB
 President Morris Silver
 Commercial Manager Saul Gross
 Gen., Sta. Mgr. Frank Journey
 Production Director Frank Finning
 Chief Announcer Gerald Kearney
 Chief Engineer Reginald Schow

W K B R

**MANCHESTER—1946
 MBS-YANKEE-GRANITE STATE**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Granite State Bcstg., Inc.
 Address 155 Front St.
 Phone Number 44075
 Air Time 6:30 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Bannan, Bolling
 President W. J. Barkley
 General Manager W. F. Rust, Jr.
 Comm., Sales Prom. Mgr. Ralph Gottlieb
 Pgm. Dir., Chief Anncr. Norman Bailey
 Publicity Dir. William Carlisle
 Chief Engineer Royston Phillips

W M U R

MANCHESTER—1941—ABC

Frequency: 610 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By The Radio Voice of
 New Hampshire, Inc.
 Business-Studio Address 1819 Elm St.

Phone Number Ma. 5-5788
 Transmitter Location Front St.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President, Owner Francis P. Murphy
 General Manager Hervey Carter
 Production Dir. Bernie Mack
 Musical Dir. Bertram Colter
 Chief Engineer Vincent Chandler
 Farm Editor Robert Webster

W O T W

NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location Lund Rd.
 Phone Number 5000
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NAB
 Pres., Gen.-Sta. Mgr. Arthur A. Newcomb
 Asst. Gen. Mgr. Angeline Kopka
 Program Dir. Paul Keefe
 Chief Engineer Robert C. Bingham

NEW HAMPSHIRE

**WHY IS AP
 THE BEST?**

BECAUSE—**AP** has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

**NEW ENGLAND ASSOCIATED PRESS
 BROADCASTERS' ASSOCIATION**

President: Leland Bickford—Editor-in-
 Chief, Yankee Network, Boston
 Secretary: L. P. Yale—AP Chief of Bureau,
 Boston
 Directors for New Hampshire: Arthur
 Rothzfel—WLNH, Laconia; Tom Power
 —WMUR, Manchester.

NEW HAMPSHIRE

W H E B

PORTSMOUTH—1932

MBS-YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By WHEB, Inc.
 Bus. Studio-Transmitter Address . . . Lafayette Rd.
 Phone Number 4080
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Walker, Bertha Bannan
 President Hon. Charles M. Dale
 Asst. Mgr. Keith S. Field
 Commercial Manager . . . William A. Dawson, Jr.
 Program Dir. Lucien Dumont
 Chief Announcer William I. Elliot
 Musical Director Russ Reardon
 Chief Engineer Anthony Vaccaro

W W N H

ROCHESTER—1948

GRANITE STATE

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Strafford Bcstg. Corp.
 Address Rochester Hill Rd.
 Phone Number 1400-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Bolling, Bannan
 Membership NAB
 Pres., Sta. Mgr. A. J. K. Malin
 Commercial Mgr. M. C. Ball
 Program Dir. Robert Holmes
 Production Dir. H. Martin
 Publicity Dir. M. Verette
 Chief Announcer Paul Daniels
 Musical Dir. M. L. Malin
 Chief Engineer E. J. Babkes

NEW JERSEY

*Estimated Population 4,873,000—Increase +17.1%—Radio Homes 1,324,000
 Radio Families—1,356,000—Stations in State 18*

W C A P

ASBURY PARK—1926—SBN

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By . . . Radio Industries Bcst. Co.
 Business-Studio Address 601 Bangs Ave.
 Phone Number Asbury Park 1-1310
 Transmitter Location Bangs Ave., Neptune
 Air Time Unlimited
 News Service AP
 Transcription Service World, Capitol
 Membership NAB, BMB
 President Ralph Froese
 Gen., Sta. Mgr. Gene Milner
 Commercial Mgr. Wally Reid
 Pgm. Dir., Farm Editor Irving Smith
 Prod., Musical Dir. Cal Monroe
 Publicity Dir. Ken Leslie
 Chief Announcer George Hudson
 Chief Engineer Matthew Porter

W B A B

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Press-Union Publishing Co.
 Business Address 1900 Atlantic Ave.
 Phone Number Atlantic City 5-1111
 Studio-Trans. Address . . . Absecon Blvd. & Beach
 Thorofare, 1900 Atlantic Ave.
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB

President Albert J. Feyl
 Gen. Sta.-Comm. Mgr. Monroe L. Mendelsohn
 Prog. Dir., Chief Announcer . . . Ralph Shoemaker
 Chief Engineer Earle Godfrey
 Farm Editor Bern Penrose

W F P G

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Neptune Bcstg. Corp.
 Business Address . . . Union Trust Bldg., Steubenville, O.
 Phone Number Steubenville 2-6265
 Studio Address Steel Pier
 Transmitter Location Venice Park
 Air Time Unlimited
 News Service UP
 Transcription Service MGM
 Representative Ra-Tel
 Membership NAB
 President John J. Laux
 General Man. Fred Weber
 Commercial Mgr. Wm. C. Byrnes, Jr.
 Sales Prom. Mgr. William Franks
 Program Dir. Al Owen
 Publicity Dir. Lydia I. Hawksley
 Chief Announcer Edward Davis
 Chief Engineer Blair K. Thron

W M I D

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Mid-Atlantic Bcstg. Co., Inc.

NEW JERSEY

Business-Studio Address..... Convention Hall
Phone Number..... 4-1340, 4-7131
Transmitter Location..... Absecon Blvd.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Associated
Representative..... For Joe
President..... Earl M. Johnson
General Mgr..... David H. Freedman
Station Mgr..... Juan Caloca
Comm. Sales Prom. Mgr..... Albert A. Cormier
Pgm., Prod., Pub. Dir..... Bob Ardrey
Chief Announcer..... Bob Brown
Musical Director..... Irv. Miser
Chief Engineer..... Bernard Singer

W S N J

BRIDGETON—1937—KBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Eastern States Bcstg. Co.
Address..... Bridgeton
Phone Number..... 1600
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Thesaurus
Representative..... Thomas Clark
Membership..... FMA
President..... Senator Elmer H. Wene
General-Station Manager..... Paul Alger
President..... Elmer H. Wene
Comm., Sales Prom. Mgr.:..... Jerry Alden
Publicity Dir..... Arthur Scholz
Pgm., Prod. Dir..... Joe McCulley
Chief Announcer..... Earl Becktel
Chief Engineer..... Francis Fekel
Farm Editor..... Don Hart

W C A M

CAMDEN—1924

Frequency: 1310 Kc..... Power: 250 Watts
Owned-Operated By..... City of Camden
Business-Studio Address..... City Hall
Phone Number..... Emerson 5-5600
Transmitter Location..... Civic Center
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard, Capitol
Membership..... NAB
Director (Municipally owned)

Mayor George E. Brunner
Managing Dir..... Willard C. Schriver
Commercial Mgr..... Morton Lowenstein
Sales Prom. Mgr., Pub. Dir..... John J. Kennedy
Pgm., Prod. Dir..... Robert Swanson
Chief Engineer..... Clarence E. Owens

W K D N

CAMDEN—1948

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... So. Jersey Bcstg. Co.
Business Address..... Radio Park

Phone Number..... EM 5-7200
Studio Address..... 2881 Mt. Ephraim Ave.
Air Time..... Daytime
News Service..... AP
Transcription Service..... Associated, SESAC
Pres., Gen. Mgr..... Ranulf Compton
Program Director..... Edwin W. Tucker
Chief Engineer..... E. Phillip Steen

W H O M

JERSEY CITY

(See Listing, New York, N. Y.)

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc..... Power: 500 Watts d.
Owned-Operated By..... Morristown Bcstg. Co.
Address..... P. O. Box 315, Park Square Bldg.
Phone Number..... MO 4-5700
Studio Address..... 10 Park Pl.
Transmitter Location..... Hanover Township
Air Time..... Sunrise-Sunset
News Service..... AP
Transcription Service..... Associated
Membership..... NAB
President..... George S. Croy
Station Mgr..... Kenneth A. Croy
Commercial Mgr..... Clement T. Lowden
Program Director..... Jack Allen Potts
Chief Engineer..... Rudolph C. Prow
Farm Editor..... Merrill Morris

W A A T

NEWARK—1921

Frequency: 970 Kc..... Power: 5000 d., 1000 n.
Owned-Operated By..... Bremer Bcstg. Corp.
Business-Studio Address..... Television Center
Phone..... Mitchell 2-6400; BARcklay 7-8216
Transmitter Location..... Kearny
Air Time..... 7 a.m.-1 a.m.
News Service..... AP
Transcription Service..... Associated
Representative..... Weed
President, Gen. Mgr..... Irving R. Rosenhaus
V.P., National Sales..... E. S. Lannon
V.P., Local Sales..... A. B. Schillin
Promotion Director..... James Sondheim
Program Director..... George Green
Public Relations Director..... Roland Trenchard
Director, Educ. Activities..... Robert B. Macdougall
Musical Director..... Jay Stanley
V.P., Engineering..... Frank V. Bremer

W H B I

NEWARK—1922

Frequency: 1280 Kc..... Power: 2500 Watts d. ;
1000 Watts n.
Owned-Operated By..... May Radio Bcst. Corp.
Business-Studio Address..... 100 Shipman St.
Phone Number..... Mitchell 2-7354

Transmitter Location.....155 Washington St.
 Air Time.....Unlimited
 Membership.....NAB
 Pres., Gen. Mgr.....James L. Shearer
 Station-Comm. Manager.....William Masi
 Chief Engineer.....Herman Foster

W N J R

NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By...North Jersey Radio, Inc.
 Business-Studio Address.....91 Halsey St.
 Phone Number.....Market 3-2700
 Transmitter Location.....Union
 Air Time.....7 a.m.-M.
 News Service.....INS, UP
 Transcription Service.....World, Capitol
 Representative.....Rambeau
 Membership.....NAB
 President.....Edward W. Scudder, Jr.
 Gen., Sta. Mgr.....Harry D. Goodwin
 Comm., Sales Prom. Mgr.....C. G. O'Neill
 Program Director.....Steven Van Gluck
 Production Director.....G. Thomas Marshall
 Publicity Director.....James R. Ryall
 Chief Engineer.....Peter Testan
 Farm Editor.....Will Peigelbeck

W V N J

NEWARK—1948—NJSN

Frequency: 620 Kc.....Power: 5000 Watts

NEW JERSEY

**WHY IS AP
 THE BEST?**

BECAUSE—AP is more experi-
 enced than any other
 news service... more
 than 100 years collect-
 ing and distributing
 news.

**NEW JERSEY ASSOCIATED PRESS
 RADIO ASSOCIATION**

President: Edwin Tucker—WKDN, Camden
 Vice-President: Roland Trenchard —
 WAAT, Newark
 Secretary: Sam Blackman—AP Chief of
 Bureau

NEW JERSEY

Owned-Operated By.....Newark Bcstg. Corp.
 Business-Studio Address.....45 Central Ave.
 Phone Number.....Mitchell 3-7600
 Transmitter Location.....Livingston
 Air Time.....6 a.m.-1 a.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB
 V.P., Gen.-Comm Mgr.....Ivon B. Newman
 Station Manager.....Helen Sutton Newman
 Publicity Director.....Walter Kaney
 Chief Engineer.....Bernard Kellom

W C T C

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Chanticleer Bcstg. Co.
 Business-Studio Address.....385 George St.
 Phone Number.....Charter 7-1450
 Transmitter Location.....Highland Park
 Air Time.....7 a.m.-11 p.m.
 News Service.....Transradio
 Transcription Service.....Associated, World
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....James L. Howe
 Commercial Manager.....Robert Bell
 Sales Promotion Manager.....Edith Brandt
 Program Director.....Nat Shoehalter
 Chief Engineer.....Robert L. Williams

W

V

N

J

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**The most for your
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WPAT

**5000 WATTS
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Newark
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Elizabeth
Hackensack
Hoboken
Union City
and
New York City***

WPAT

**Paterson, New Jersey
New York — Penn. 6-2945**

*owned and operated by
The Herald News, Passaic-Clifton, N. J.*

* Included in WPAT's Primary Coverage Area is Metropolitan New York and New Jersey—the greatest market in the United States.

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, Pennsylvania 6-2945
Transmitter. Broad at Hepburn Rd. Clifton
Air Time Unlimited
News Service UP
Transcription Service Associated
Membership NAB
Chairman of Board Dow H. Drukker
President Richard Drukker
Exec. V.P., Sales, Pgming. Herman M. Bess
Exec. V.P., Gen. Mgr. James V. Cosman
Asst. V.P., Chief Engineer. Earl F. Lucas
Publicity Dir. Elaine Starr

WTNJ

TRENTON—1928

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By WOAX, Inc.
Business-Studio Address 416 Bellevue Ave.
Phone Number 8149
V.P., General Manager. F. J. Wolff

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Trent Bcst. Corp.
Business-Studio Address 541-43 E. State St.
Phone Number 5-8515-6-7-8
News Service UP
Transcription Service Thesaurus
Representative Forjoe
Membership NAB
President Hon. Elmer H. Wene
General Manager. Carl Mark
Commercial Manager. Fred L. Bernstein
Sales Prom. Mgr. Alfred J. Barker
Program Director. William R. Griffin
Chief Engineer. Theodore P. Kilmer

WWBZ

VINELAND—1945

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. Community Bcstg. Service, Inc.
Business-Studio Address 633 Wood St.
Phone Number. Vineland 7-1360
News Service UP
Transcription Service World
Representative McGillvra
President. Joseph M. Bullock
General Manager. Fred M. Wood
Program Director. Dorothy H. Carlson
Chief Engineer. C. V. Mullen

NEW MEXICO

Estimated Population 589,000—Increase +10.8%—Radio Homes 158,000
Radio Families 171,000—Stations in State 20

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address P. O. Box 1294
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location So. 2nd St.
Air Time Unlimited
News Service UP, AP
Transcription Service World
Representative Taylor-Borhoff
Pres., Gen. Station Mgr. A. R. Hebenstreit
Commercial Manager Jack Skillen
Pgm., Prod., Pub. Dir. Robert Van Driel
Chief Announcer Richard T. Coleman
Chief Engineer Leonard F. Dodds

K O A T

ALBUQUERQUE—1946
ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-5501
Transmitter 2000 W. Indian School Rd.
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Representative McGillvra
President A. E. Buck
Gen.-Sta. Mgr. Merle H. Tucker
Commercial Manager Robert Sabin
Program Director B. J. Fitzpatrick
Chief Announcer Rollie Melville
Chief Engineer William Carman

K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address Fifth & Silver
Phone Number 4411
Transmitter Location Alameda
Air Time 6 a.m.-M.
News Service AP, INS
Transcription Service Thesaurus
Representative Free & Peters
Pres., Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Comm. Mgr. Charles Teas
Program Dir. Rolf S. Nielsen
Publicity Director Jean Toncre
Chief Announcer Robert A. McCoy
Musical Director Noel Martin
Chief Engineer George S. Johnson

K V E R

ALBUQUERQUE—1947
MBS-GREAT WEST-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Air, Inc.
Business-Studio Address 317 N. Broadway,
Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M.
News Service UP
Transcription Service MGM
Representative Forjoe
Membership NAB
Pres., Gen. Mgr. William T. Kemp
Commercial Manager Paul A. Kehle
Station Manager Keith Tye
Asst. Mgr. John H. Morrison
Program Director Al Mann
Production Dir. & Asst. Mgr. Ralph Henry
Publicity Director Edith Hoffman
Chief Announcer Connie Alexander
Musical Director Mac Vernon
Chief Engineer Fred Timm
Farm Editor Cecil Pragnell

K S V P

ARTESIA—1946—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 445
Phone Number 650
Transmitter Location South Roselawn
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Standard
President Martin Yates III
Gen., Sta., Sales Prom. Mgr. David M. Button
Commercial Manager Wayne Griffin
Chief Engineer Robert Meeker

K E N E

BELEN—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Belen Bcstg. Corp.
Address P. O. Box 604
Phone Number 3021
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
President T. B. Stribling
General Manager D. H. Crandal
Commercial Manager H. R. Granger
Program Director Ken Gilmore
Chief Engineer W. C. Weeks

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carlsbad Bcstg. Corp.
 Business-Studio Address 800 S. Canal St.
 Phone Number 244
 Transmitter Location 3 mi. SW City
 Air Time 6 a.m.-M.
 News Service AP
 Representative Taylor-Boroff
 President Val Lawrence
 General-Station Mgr. Norman R. Loose
 Commercial Manager Richard E. Doyle
 Program Director Alexander Pitcaithley
 Chief Engineer William Sene

K I C A

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Hugh DeWitt Landis.
 R. B. McAlister
 Operated By R. B. McAlister
 Business Address Box 111
 Phone Number 3
 Studio Address 520 Pile St.
 Transmitter Location Hillcrest Park
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service MacGregor
 Representative Continental Radio Sales
 Membership NAB
 President Hugh DeWitt Landis
 General-Station Mgr. R. B. McAlister
 Commercial Manager Don Boles
 Sales Promotion Manager Sammy Goodman
 Program Director John Kirkwood
 Chief Announcer Harold Cook
 Musical Director Joni Nieves
 Chief Engineer Vernon Hughes

K G A K

GALLUP—1936

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Rio Grande Bcstg. Co.
 Business-Studio Address 114 E. Cole Ave.
 Phone Number 1177
 Transmitter Location 1½ mi. E. City
 Air Time 7 a.m.-9 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Donahue
 Membership NAB
 President Al Buck
 General Manager Merle H. Tucker
 Station Manager Charles M. Butler
 Commercial Manager Larry Hoffman
 Program Director Lou Emerson
 Chief Engineer James P. Suptic

K W E W

**HOBBS—1938
 MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By W. E. Whitmore
 Business-Studio Address 116 E. Dunham
 Phone Number 495
 News Service UP
 Transcription Service MacGregor, Lang-Worth
 Representative Taylor-Boroff
 President W. E. Whitmore
 General Manager Harry McAdams
 Commercial Manager Phil McGee
 Program Director Dortha A. Montgomery
 Chief Engineer Roy Evans

K C H S

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Sierra Bcstg. Co., Inc.
 Business-Studio Address 401 Broadway
 Phone Number 161
 Transmitter Location Yucca Heights
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Continental Radio Sales
 Pres., General Manager Leonard R. Trainer
 Station Manager Beulah M. Shirk
 Commercial Manager William Malloy
 Program Director Catherine L. Perry
 Chief Engineer Russell A. Walz

K O B E

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mesilla Valley Bcstg. Co.
 Bus-Studio Address Main & Picacho Ave.
 Phone Number 205
 Transmitter Location W. Amador Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 President Charles Hill
 General-Station Mgr. Harry H. Stair
 Program Director L. S. Sleppy
 Chief Engineer K. M. Dean

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Southwest Bcsters, Inc.
 Business Address Box 710
 Phone Number 12
 Transmitter Location ½ mi. E. City
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Representative Hil F. Best
 Pres., Gen-Station Mgr. Ernest N. Thwaites

NEW MEXICO

Program Director.....Dorothy G. Thwaites
Chief Engineer.....A. F. Schultz

KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Bcsters, Inc.
Business Address.....Box 710, Las Vegas;
Box 767, Raton
Phone Number.....875
Studio-Transmitter Address.....1128 State St.
Air Time.....7 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Standard, World
Representative.....Hil F. Best
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown
Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—1927—MBS-SW. N-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address.....310 N. Richardson
Phone Number.....2000
Transmitter Location.....511 W. 16th St.
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Taylor-Boroff
Membership.....NAB, BMB
Pres., General Manager.....W. E. Whitmore
Commercial Manager.....G. F. Roberts
Program Director.....Almarie Old Field
Chief Engineer.....Eugene Rader

KSWS

ROSWELL—1947—ABC-ZIA NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus. Studio Address.....Radio Center
Phone Number.....2400
Transmitter Location.....19th & Railroad Sts.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGillvra
Membership.....NAB
President.....Paul B. McEvoy
General Station Manager.....John A. McBoyle
Comm. Sales Prom. Mgr.....M. J. Montgomery
Sales Promotion Manager.....John L. Meyers
Prod., Farm Editor.....George R. Walsh
Chief Announcer.....Tom Foulkes
Chief Engineer.....Ray R. Summersgill

KTRC

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co., Inc.

Bus. Address.....P. O. Box 1715
Phone Number.....3003
Studio-Transmitter Address.....210 E. Marcy
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative.....McGillvra
Membership.....NAB, BMB
President.....A. E. Buck
General Manager.....Merle H. Tucker
Station, Commercial Manager.....Hugh M. Gray
Sales Promotion Manager.....A. Paul Theil
Prod. Dir., Chief Announcer.....Ross Taylor
Publicity Director.....Bobby Berg
Chief Engineer.....Odel Nickelson

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sante Fe Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Phone Number.....2020
Transmitter Location.....Lower Alameda St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Taylor-Boroff
President.....A. R. Hebenstreit
General Manager.....Ivan R. Head
Program, Prod. Dir.....Jim Maize
Musical Dir.....Bill Reitmann
Chief Engineer.....E. J. Vanderwood

KSIL

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dorrance D. Roderick
Bus. Studio-Transmitter Address.....17th & Cactus
St., P. O. Box 590
Air Time.....6 a.m.-11:15 p.m.
News Service.....AP
Representative.....Taylor-Boroff
General Manager.....Carl Dunbar
Gen. Adv. Mgr.....R. C. Hughes
Program Director.....Ed Duty

KTNM

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The McMa Agency
Business Address.....Box 668
Phone Number.....100
Studio Address.....Second & Main Sts.
Transmitter Location.....Outside E. City Limits
Air Time.....6 a.m.-10:30 p.m.
News Service.....UP
Partners.....Grady Maples, R. B. McAlister
Gen. Sta., Comm. Mgr.....Grady Maples
Pgm. Dir., Chief Announcer.....Richard D. Wood
Chief Engineer.....David Fred White, Jr.

WOR

**SELLS
MORE**

**MORE
OFTEN**

FOR MORE PEOPLE

**TO MORE
PEOPLE**

***than any other
station
in the United States!***

NEW YORK

Estimated Population 14,392,000—Increase +6.9%—Radio Homes 4,203,000
Radio Families 4,287,000—Stations in State 92

W A B Y ALBANY—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Adirondack Bcstg. Co., Inc.
Business-Studio Strand Bldg., 110 No. Pearl St.
Phone Number 4-4193
Transmitter Location Brintree St., Colonie
Air Time 7 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative Everett-McKinney
Membership NAB
President A. J. McDonald
General-Station Manager Russell B. Wilde
Comm.-Sales Prom. Mgr. Michael Danyla, Jr.
Prog.-Musical Director Ned Trudeau
Chief Announcer Bill Phillips
Chief Engineer James H. Corey

W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Gov. Dongan Bcstg. Corp.
Bus.-Studio Address Hotel Wellington,
136 State St.
Phone Number 3-6638
Transmitter Location Central Ave.
Air Time Unlimited
News Service AP
Transcription Service Standard, SESAC
Representative Cooke
President, General Mgr. James T. Healey
Commercial Manager A. Kellert
Program Director Paul Baron
Chief Announcer Lyle Bosley
Musical Director Gordon Seaman
Chief Engineer Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Operated By Patroon Bcstg. Co., Inc.
Business-Studio 87 State St., Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location Middle Rd., Colonie
Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, SESAC
Representative William G. Rambeau
Membership NAB
President J. Myer Schine
General, Station Manager Fred R. Ripley
Program Director Howard W. Maschmeier
Prod. Dir., Chief Announcer Glen E. Walrath

Musical Director Frank D'Armond
Chief Engineer Dwelle S. Hoag
Farm Editor G. Ellis Barrett

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Hudson Valley Bcstg. Co.
Business-Studio Address 112 State St.
Phone Number Albany 3-2225
Transmitter Location Route 9W, So. of City
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service World
Representative Bolling
Membership NAB, BMB
President Dr. John J. Quinlan
General-Station Mgr. Harry L. Goldman
Station Manager Johnny Lee
Comm., Sales Prom. Mgr. Leo Rosen
Traffic Manager Florence Ryan
Chief Engineer Charles Heisler

*Dominating the
RICH North Eastern
U. S. Market*

WPTR

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**50,000 WATTS
Around the Clock**

RA-TEL
Representatives,
Inc.

HOTEL
TEN EYCK,
ALBANY,
N. Y.

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
 Owned-Oper. By Champlain Valley Bcstg.
 Corp.
 Business-Studio Address 444 Broadway
 Phone Number 6-7676
 Transmitter Location Selkirk
 Air Time 5:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Katz
 Membership NAB, BMB
 President, Gen. Mgr. Stephen R. Rintoul
 Commercial Manager Gren Rand
 Sales Prom. Mgr., Pub. Dir. Eugene Fitzpatrick
 Program Director Fred Daiger
 Production Director Walter Neals
 Chief Engineer George Wetmore

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst.
 Corp.
 Bus.-Studio-Transmitter Address Upper Locust
 Ave.
 Phone Number 4000

YOU CAN'T HIT THE
 AMSTERDAM TARGET
 WITHOUT WCSS!

*Morning . . . 33.8
 *Afternoon . . . 40.1
 *Evening . . . 36.6

* Crossley Report for Amsterdam May-
 June, 1949.

WCSS

250 watts day and night
 Amsterdam, New York

Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Membership NAB
 Pres., Gen., Sta. Mgr. Cecil Woodland
 Program-Production Dir. Ray Cheney
 Publicity Director Joan MacGregor
 Chief Engineer Guy Rauer

W M B O

AUBURN—1926—MBS-SBN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address 141 Genesee St.
 Phone Number 2-3511
 Transmitter Location York & Division Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, SESAC, KBS
 Representative Thomas F. Clark
 Membership NAB, BMB
 President William O. Dapping
 Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
 Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
 Chief Announcer A. John Hefner
 Chief Engineer Herbert House
 Farm Editor Charles Hammond

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Batavia Bcstg. Corp.
 Business-Studio Address 90 Main St.
 Phone Number 715
 Transmitter Location Creek Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Membership NAB
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Comm.-Sales Prom. Mgr. Robert E. Newstead
 Program-Production Dir. J. Gordon Bridge
 Pub. Dir., Farm Editor James Gerrety
 Chief Announcer Bernie Sandler
 Musical Director Matt Regan
 Chief Engineer Fred Callendar

WINR

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southern Tier Radio Service,
 Inc.
 Business-Studio Address Court House Square
 Phone Number 4-4318
 Transmitter Location Cleveland & Stokes Ave.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative George P. Hollingsbery
 Membership NAB
 President Donald Kramer
 General Manager C. A. Bengtson

Station Executive..... E. R. Vadeboncoeur
 Commercial Manager..... H. R. Nicholson
 Program Director..... Charles Bishara
 Publicity Director..... George O'Connor
 Chief Announcer..... Jan Costley
 Chief Engineer..... A. A. Kelley

WKOP

BINGHAMTON—1947—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By... The Binghamton Bcstrs., Inc.
 Business-Studio Address..... 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location..... Morgan Rd.,
 Carman Hill
 Air Time..... Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr..... Andrew Jarema
 Commercial Manager..... Norman Stewart
 Prog. Dir., Farm Editor..... Wally Buman
 Publicity Dir..... Bernice Bonus
 Chief Announcer..... Art Goodwin
 Chief Engineer..... Charles Hallinan

W N B F

BINGHAMTON—1928—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By.... Clark Associates, Inc.
 Business Address..... P. O. Box 48
 Phone Number..... Binghamton 2-3461
 Studio Address..... Arlington Hotel
 Transmitter Location..... Ingraham Hill
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Bolling
 Membership NAB, FMA
 President..... John C. Clark
 General Manager..... Cecil D. Mastin
 Station Manager..... L. L. Rogers
 Commercial Manager..... S. N. Heslop
 Sales Prom. Mgr., Pub. Dir... E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer... E. M. Scala
 Musical Director..... Ethel Henton
 Chief Engineer..... L. H. Stantz
 Farm Editor..... Sam Page

NEW YORK

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BECAUSE—**AP** members, the greatest body of news collectors in the world today, provide their news to their AP.

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NEW YORK

POSITIVELY
OR
COMPARATIVELY

*By any yardstick you use
there's no substitute for*

WBEN

The best service brings the best results. That's the yardstick at WBEN. The service rendered by The Buffalo Evening News stations has created listener-loyalty not only for programs and personalities but loyalty for products and services. The results: WBEN for years has been the Buffalo station most people listen to most of the time • WBEN-FM, Buffalo's first frequency-modulation station, is accorded the same high rating • WBEN-TV, Buffalo's only television station is one of the nation's standout stations . . . 346 Advertisers have used its facilities in the first 22 months of operation with conspicuous success.

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in **BUFFALO**

WBEN, INC.

Representatives:

Radio: Edward Petry & Co., Inc.

Television: Harrington, Righter & Parsons, Inc.

The Buffalo Evening News Stations

WENE

**BINGHAMTON—ENDICOTT—1947
ABC**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Empire Newspapers-Radio, Inc.
Business-Studio Address Radio Center, 909 E. Main St.
Phone Number 5-3351
Transmitter Location Pierce Hill, Vestal
Air Time Unlimited
News Service AP
Transcription Service Associated
Transcription Service Associated, Capitol Representative Walker
Membership NAB, BMB
President James H. Ottaway
Radio Director F. H. Brinkley
Sta., Comm., Sales Prom. Mgr. S. W. Ryder
Pgm., Prod. Dir. Harold E. Graves
Publicity Dir. James A. McKechnie
Chief Announcer Harold P. Kent
Musical Librarian Richard Vosburgh
Chief Engineer J. Harold Merchant

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By WBEN, Inc.
Business-Studio Address Hotel Statler
Phone Number Cleveland 6400
Transmitter Location Grand Island
Air Time Unlimited
News Service AP, INS, UP
Transcription Service SESAC, ASCAP, BMI
Representative Edward Petry
Membership NAB, FMA
President Edward H. Butler
V.P., Business Mgr. Alfred H. Kirchhofer
Station Manager C. Robert Thompson
Asst. Sta. Mgr. chg. Sales Frank W. Kelly
Local Sales Mgr. C. E. Daly
Program Mgr. George R. Torge
Asst. Pgm. Mgr. William R. Rich
Promotion Mgr. Joseph A. Haefner
Chief Anncr. & Night Supervr. A. Ward Fenton
Chief Engineer Ralph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Roy L. Albertson
Business-Studio Address 485 Main St.
Phone Number Mohawk 1400
Transmitter Location 154 E. Eagle St.
Air Time 7 a.m.-M.

News Service AP, INS, UP
Representative Adam J. Young, Jr.
Membership FMA
Pres., General-Station Mgr. Roy L. Albertson
Program Dir. Virginia C. Fyda
Commercial Mgr. Howard Schellenberg
Chief Announcer Carl Spavento
Musical Director Art Crossover
Chief Engineer Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WEBR, Inc.
Business-Studio Address 23 North St.
Phone Number Lincoln 7133
Transmitter Location Cloverbank Rd., Hamburg
Air Time Unlimited
News Service AP, INS, Reuters
Transcription Service Standard
Representative Katz
Membership NAB
President Paul E. Fitzpatrick
General Manager Cy King
Commercial Manager William Doerr, Jr.
Program Director Preston Taplin
Production Director Lloyd Gibson
Publicity Director William Schweitzer
Chief Announcer Ed Tucholka
Musical Director Victor D'Ana
Chief Engineer Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By WGR Bcstg. Corp.
Business-Studio Address Rand Bldg.
Phone Number Washington 3100
Transmitter Location Hamburg
Air Time 5 a.m.-1 a.m.
News Service UP
Transcription Service MGM, World
Representative Free & Peters
Membership NAB
Chairman of Board Leo J. Fitzpatrick
Pres., Gen. Mgr. I. R. Lounsberry
Comm. Mgr. N. Cohen, local: F. R. Greene.
National spot
Sales Promotion Manager R. McPherson
Program Director Robert Strigl
Publicity Director F. L. Lounsberry
Chief Announcer Allan Lewis
Musical Director David Cheskin
Chief Engineer K. B. Hoffman
Farm Editor Donald Huckle

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ACTION FOR ADVERTISERS!

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- ★ Largest bonus area for advertisers
- ★ Tops the field in local programs and sports coverage

AVERY-KNODEL
INC.
NATIONAL
REPRESENTATIVES

WKBW

YOUR WESTERN NEW YORK SALESMAN

CLINTON H. CHURCHILL

PRESIDENT AND GEN. MANAGER



W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: WKBW, Inc.
 Business-Studio Address: Rand Bldg.
 Phone Number: MOhawk 1520
 Transmitter Location: R.F.D. No. 5, Hamburg
 Air Time: 5 a.m.—2 a.m.
 News Service: UP
 Representative: Avery-Knodel
 Membership: NAB
 President, General Mgr.: Clinton H. Churchill
 Commercial Manager: Roger M. Baker
 Program Director: Paul Martin
 Publicity Dir.: Alfred E. Anscombe
 Musical Director: Norman Wullen
 Chief Engineer: Leroy Fiedler

W W O L

BUFFALO—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Greater Erie Bcstg. Co.
 Business-Studio Address: 315 Main St.
 Phone Number: Mohawk 1200
 Transmitter: Turner Ave., West Seneca
 Air Time: Sunrise to Sunset
 News Service: UP
 Transcription Service: World Bcstg.
 Representative: Forjoe
 Owner: Leon Wyszatycki
 General Station Manager: Stanley Jasinski
 Commercial, Sales Prom. Mgr.: Dan Leslie
 Program Director, Chief Ann.: Pat Vincent
 Musical Director: Trudy Peoples
 Chief Engineer: Frank Sai

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By: John S. Booth
 Address: English Keenan Bldg.
 Phone Number: 2608
 Air Time: Daytime
 News Service: UP
 Transcription Service: Lang-Worth, Capitol
 President: John S. Booth
 Asst. Manager: Samuel J. Handshore
 Local Sales Mgr.: Eldred P. Carpenter
 Program Dir.: Robert G. Walter
 Promotion Mgr.: John P. Morrissey
 Chief Engineer: Murray J. Hillman

W K R T

CORTLAND—1947—COLONIAL

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By: Cortland Bcstg. Co., Inc.
 Business Studio Address: 27 N. Main St.
 Phone Number: 2990
 Transmitter Location: Cortlandville-Virgil
 Townline Rd.

Air Time: 6 a.m.—11:15 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra
 President, General Mgr.: J. Gerald Mayer
 Station Mgr.: William J. Hall
 Commercial Mgr.: Thomas L. Riley
 Program Dir.: Robert C. Michel
 Publicity Director: Betty Sweetland
 Chief Engineer: William Barron
 Farm Editor: Ed Glacken

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Bcstg. Corp.
 Address: 315 Main St.
 Phone Number: 2355
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Pres., Gen. Mgr.: Alois A. Schmidt
 Program Dir.: Dal Gray
 Chief Engineer: Pearly Tribou

W E L M

ELMIRA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Corning Leader, Inc.
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400, 2-8378
 Transmitter Location: Sheridan Ave. &
 Kingsbury Rd.
 Air Time: 6 a.m.—M.
 News Service: AP
 Transcription Service: Standard
 Representative: Walker
 Membership: NAB, BMB
 General Manager: Walter Valerius
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Claude R. Snyder, Jr.
 Prog.-Prod. Dir.: Kenneth C. Powell
 Musical Director: Ross H. Beatty
 Chief Engineer: Allen Bell
 Farm Editor: Gordon M. Ridenour

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Sta-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6:30 a.m.—1 a.m.
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Everett & McKinney
 Membership: NAB, BMB
 Sales Manager: Phil Cameron
 Production Director: Ted Hodge
 Musical Director: Harry Springer
 Chief Engineer: Thurlow A. Greene

the LONG ISLAND story

TRUST the local retailer to pick advertising that pays. It's relatively simple for him to *measure advertising effectiveness* because today's retail advertising shows up in terms of direct sales tomorrow, or even today. On Long Island, *best proof of WHLI's tremendous pulling power* is the many leading retailers, including the suburban branches of the top New York City department stores, who use WHLI *day in and day out, for 52 weeks a year*—and *renew* year after year.

Take a tip from smart Main Street merchants. On *fast-growing* Long Island buy WHLI—the station that economically *moves merchandise and services*—the station that consistently has *higher average daytime ratings* in Long Island's large quality market than three 50,000 watt network flagships in adjacent New York City.

"THE VOICE OF LONG ISLAND"

W H L I

1100 on your dial

WHLI-FM 98.3 mc

HEMPSTEAD, LONG ISLAND, N. Y.

Elias I. Godofsky, *President*

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Harry H. Carman
 Business-Studio Address 44 So. Grove St.
 Phone Number Freeport 9-1400
 Transmitter Location 215 Bedell St.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta. Mgr. Harry H. Carman
 Sales Manager Murray Evans
 Sales Promotion Mgr. Neal Seaman
 Program-Musical Dir. A. Cheesman
 Publicity Director Robert Stirrat
 Local News John Frogge
 Chief Announcer Charles R. Schon
 Chief Engineer Robert Milos

W O S C

FULTON—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Oswego County Bcstg.
 Co., Inc.
 Address 118 Oneida St.
 Phone Number 1400
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Pres., Gen. Mgr. D. J. Kesterke
 Vice-President Gerald Mayer
 Commercial Mgr. Leo Brown
 Program Dir. George McCall
 Chief Engineer Cyril Edmunds

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Star Bcstg. Co., Inc.
 Business-Studio Address Geneva Federal
 Savings Bldg.
 Phone Number 6691
 Transmitter Location Lennox Park
 Air Time 6:30 a.m.-M.
 News Service AP
 Representative Cooke
 Transcription Service World
 Membership NAB, BMB
 President M. R. Forman
 V.P., General Manager Thomas L. Brown
 Program Director Robert S. Kieve
 Chief Announcer Alex Lamutis
 Chief Engineer R. Carleton Greene

W G L N

GLEN FALLS—1947—ABC

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By Glens Falls Publicity Corp.

Business-Studio Address 13 Warren St.
 Phone Number 2-1230, 2-1179
 Transmitter Location Lower Dix Ave.
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Everett-McKinney
 Membership NAB, BMB
 President Louis F. Brown
 General Mgr. William A. Krough
 Commercial Mgr. E. M. Frink
 Program Dir. Earl Sharland
 Chief Announcer Frank Mullin
 Chief Engineer Henry O. Worthing

W W S C

GLEN FALLS—1946—MBS-UNION

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Great Northern Radio, Inc.
 Business-Studio Address 11 South St.
 Phone Number Glens Falls 2-6518
 Transmitter Location Pruyins Island
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Cooke
 Membership NAB, BMB
 President Martin Karig
 General Manager Carl Mattison
 Commercial Manager Alfred Brown
 Promotion Mgr. Kent Jones
 Program Dir. Dick Weld
 Chief Engineer Joseph Thomas

W E N T

GLOVERSVILLE—JOHNSTOWN

1944—CBS-UBS-SBN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Sacandaga Bcstg. Corp.
 Business-Studio Address 8 W. Fulton St.
 Phone Number 4900-1
 Transmitter Location Harrison St.
 Air Time 6:45 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative McGillvra
 Pres., Gen. Mgr. George Bissell
 Asst. Gen. Mgr., Pgm., Pub. Dir.
 Chief Engineer Roger L. Albright
 Richard Stewart

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By FM Bcstg. Corp.
 Business-Studio Address 245 Baldwin Rd.
 Phone Number Hempstead 2-8000
 Transmitter Location 470 Milburn Ave.
 Air Time Daytime
 News Service UP
 Transcription Service Associated, World

President, Gen. Mgr. Elias I. Godofsky
 Exec. V.P., Station Mgr. Paul Godofsky
 V.P., Sales. Joseph A. Lenn
 News Director. Jerome J. Karpf, Jr.
 Production-Musical Dir. Roger Wayne
 Publicity Director. Arthur E. Paterson, Jr.
 V.P., Chief Engineer. Frank E. Knaack
 Farm Editor. Jerry Carr

W L E A

HORNELL—1948

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Canisteo Radio Corp.
 Business-Studio Address. 99 Main St.
 Phone Number. 1320
 Transmitter Location. Bald Hill
 News Service. UP
 Transcription Service. Lang-Worth
 Representative. McGillvra
 Pres., General Mgr. John S. Booth
 Station Manager. Donald L. Sellers
 Asst. Station Manager. Mark G. Clarke
 Commercial Manager. Harold McEvoy
 Chief Announcer. Jack Wright Hatcher
 Musical Director. Dick Thomas
 Chief Engineer. Murray Hillman
 Farm Editor. Dave Ridenour

W W H G

HORNELL—1949

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owner-Operated By. W. H. Greenhow Co.
 Address. 85 Canisteo St.

W H U C

HUDSON—1947—KBS-UBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Colgren Bcstg. Co.
 Address. Union Turnpike
 Phone Number. 8-3341
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Associated, MGM
 Membership. NAB
 Partners. John Kearney, Robert Strakos
 Station Manager. John Kearney
 Commercial Manager. Robert Strakos
 Sales Promotion Manager. Thomas Stack
 Program Director. James F. McDonough
 Chief Engineer. Michael Tackach
 Farm Editor. Richard Miller

W H C U

ITHACA—1921—CBS

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By. Cornell University
 Business-Studio Address. Savings Bank Bldg.
 Phone Number. Ithaca 3438
 Transmitter Location. R. D. No. 2, Freeville
 Air Time. Sunrise-sunset
 News Service. UP
 Transcription Service. World, Lang-Worth
 Membership. NAB, BMB
 General Manager. Michael R. Hanna
 Commercial Manager. Earl S. Coby
 Program Director. John H. Deal
 Ass't Mgr. Chg. Prod. Joseph A. Short
 Asst. Mgr. Chg. Community Service
 S. M. Woodside
 Musical Director. Raymond H. Corwin
 Chief Engineer. Norman R. Hoffman
 Farm Editor. Louis W. Kaiser

W J O C

JAMESTOWN—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Operated By. Air Waves, Inc.
 Business-Studio Address. 415 W. Fourth St.
 Phone Number. 5-108
 Transmitter Location. Busti
 Air Time. Daytime
 News Service. AP
 Transcription Service. Capitol
 Representative. McGillvra
 Pres.-Gen. Sta. Mgr. Harry E. Layman
 Program Director. Jerry Lawson
 Chief Engineer. Harry E. Layman
 Farm Editor. Bill Anderson

No "Blue Sky" —
 Just **ACTION!**

action and **SERVICE!**

action and **RESULTS!**

action and **SALES!**

WHCU

CBS

WHCU-FM

(40 KW.)

Michael R. Hanna

General Mgr.
 ITHACA, N. Y.

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . James Bcstg. Co., Inc.
 Bus.-Studio Address . . . Hotel Jamestown Bldg.
 Phone Number 7-151
 Transmitter Location . . . Jones & Gifford Aves.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative William G. Rambeau
 Membership NAB, BMB
 President, Program Dir. Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 Manager Simon Goldman
 Publicity Dir. J. Ralph Carlson
 Pgm., Prod. Dir., Chf. Ann. George Pflieger
 Chief Engineer Harold J. Kratzert
 Farm Editor William Winn

WXRA

KENMORE—BUFFALO—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Western N. Y. Bcstg. Co.
 Business-Studio Address . . . Kenmore
 Phone Number AMherst 1161
 Transmitter Location . . 1515 Niagara Falls Blvd.,
 Amherst
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 General Manager Thaddeus Podbielniak
 Commercial Manager Richard C. Shepard
 Program Director James J. Frieling
 Publicity Dir. Betty M. Reif
 Chief Announcer Bradley D. Steiger
 Chief Engineer Edwin R. Sanders

WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Kingston Bcstg. Corp.
 Business-Studio Address . . . 601 Broadway
 Phone Number Kingston 4500
 Transmitter . . . Plainfield St., Ulster Township
 Air Time 7:00 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 President John Laux
 General-Station Mgr. Claude S. Middagh
 Program Director Richard McCarthy
 Chief Engineer Joseph McNelis
 Farm Editor Edward Eckerl

WVOS

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . Sullivan County Bcstg. Co.
 Business Address Liberty
 Phone Number 1680
 News Service UP
 Transcription Service Associated, SESAC
 Representative Cooke
 President, General Manager S. D. Lubin
 Comm., Prom. Mgr. H. G. Borwick
 Program Director D. Knight
 Chief Engineer J. Benson

WUSJ

LOCKPORT—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . Union-Sun & Journal Inc.
 Address 320 Michigan Ave.
 Phone Number 4100
 Air Time Unlimited
 News Service AP
 Transcription Service . . Associated, Thesaurus,
 World
 President Egbert D. Corson
 Gen., Comm. Mgr. Peter Corson
 Program Director Carl J. Raymond
 Promotion Manager Wallace D. Soderholm
 Chief Engineer Solomon A. Azar

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . North Country Bcstg. Co.,
 Inc.
 Address 65 Woodward St.
 Phone Number 186-7, 578
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 Pres., Gen. Sta. Mgr. . . . Mitchell C. Tackley
 Sales Prom. Comm. Mgr. . . . Ralph M. Cardinal
 Program Director Donald J. Paye
 Chief Announcer William Orr
 Musical Director Keith White
 Chief Engineer Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Studio-Transmitter Location So. Main St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB, BMB

STEP OUT OF THE DARKNESS

BY

ADVERTISING ON

W B N X



LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest. With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

ENGLISH and FOREIGN LANGUAGE AUDIENCES

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone MELrose 5-0333
FOR RATES AND MARKET COVERAGE



5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

President.....John B. Johnson
 General Manager.....Louis Saitf, Jr.
 Station-Comm. Mgr.....Thomas R. McHugh
 Program Director.....James H. Nash
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael Tarkulich
 Farm Editor.....George Strader

**WALL
 MIDDLETOWN—1942**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..The Community Bcstg. Corp.
 Business-Studio Address.....62 North St.
 Phone Number.....3119
 Transmitter Location.....229 Monhagen Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....BMB
 President.....John Morgan Davis
 Gen.-Station Mgr.....Paul E. Wagner
 Commercial Manager.....Ernest C. Winkley
 Program-Production Dir.....George Shepard
 Chief Engineer.....Charles B. Lissner
 Farm Editor.....Morris Weinstein

**WGN Y
 NEWBURGH—1937**

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Operated By...WGN Y Bcstg. Co., Inc.
 Business-Studio Address.....161 Broadway
 Phone Number.....4600
 Transmitter Location.....Cochection Turnpike
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB, BMB
 President.....M. C. Speidel
 General Station Manager..George W. Bingham
 Commercial Manager.....Joseph Rake
 Program Director.....Richard Crans
 Chief Announcer.....Edward J. Burns
 Chief Engineer.....Marvin S. Seimes

**WBN X
 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 Number.....MELrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 News Service.....AP
 Transcription Service.....SESAC, Standard
 Representative.....King
 Membership.....NAB
 President.....A. L. Haskell
 V.P., General Manager.....William I. Moore
 Program Director.....Edward Ervin
 Production Director.....Frank Johnson
 Musical Director.....Fred Mendelsohn

WCBS

NEW YORK—1924—CBS

Frequency: 880 Kc.....Power: 50,000 Watts
 Owned-Oper. By..Columbia Bcstg. System, Inc.
 General Studio Address.....485 Madison Ave.
 Phone Number.....PLaza 5-2000
 Transmitter.....Columbia Island, New Rochelle
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Representative.....Radio Sales
 Membership.....NAB, BMB, FMA
 Chmn. of the Bd., CBS...William S. Paley, Jr.
 President.....Frank Stanton
 Gen.-Sta. Mgr.....G. Richard Swift
 Sales Manager.....Don Miller
 Sales Prom. Mgr.....Robert G. Patt
 Program Director.....Don Ball
 Production Director.....D. Gordon Graham
 Publicity Director.....Margaret Kennedy
 Chief Engineer.....R. G. Thompson
 (See Pages 110 and 111)

WEVD

NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By..Debs Memorial Radio Fund, Inc.



5000 WATTS 1330 KC
WEVD

ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . .
sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

Nobody but Nobody Offers You a
6-POINT MERCHANDISING SERVICE
to Penetrate the Rich Italian Market

EXCEPT

WHOM

THE IL
PROGRESSO
STATION

AND WHAT A SERVICE THIS IS!!!

- 1**—A trained merchandising staff enlisting goodwill of Italian retailers.
- 2**—We supply names and addresses of Italian-American retailers.
- 3**—We obtain for sponsors the necessary cooperation and goodwill of wholesalers and distributors.
- 4**—We furnish sponsors with comprehensive weekly reports on merchandising services rendered.
- 5**—We place at the disposal of our sponsors our keen knowledge of Italian habits and traditions and help prepare copy with sales appeal to this rich market.
- 6**—We will survey dealer and consumer reaction and acceptance of products advertised.

... and Remember You're Missing a Lot If You Overlook
New York's Italian Market—Get All the Facts!!!



WHOM
THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS

136 W. 52nd Street, New York 19

Circle 6-3900

Business-Studio Address.....117 W. 46th St.
 Phone Number.....Plaza 7-0880
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I.
 News Service.....AP
 President.....Adolph Held
 General-Station Mgr.....Henry Greenfield
 Program-Publicity Dir.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslowsky
 Chief Engineer.....Charles Brown

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Il Progreso Italo-
 Americano Publishing Co.
 Business Address.....136 W. 52nd St.
 Phone Number.....Circle 6-3900
 Studio Addresses.....136 W. 52nd St., New York.
 30 Journal Sq., Jersey City, N. J.
 Transmitter Location.....Ridgefield Park, N. J.
 Air Time.....6 a.m.-2 a.m.
 News Service.....UP
 Membership.....NAB
 President.....Generoso Pope
 General Manager.....Generoso Pope, Jr.
 Ass't Gen Mgr., Pgm. Dir.....Carl Soresi
 Sales Prom. Mgr.-Pub. Dir.....Charles Baltin
 Commercial Manager.....Ralph Nardella
 Chief Announcer.....Michael Bonigiorno
 Musical Director.....Michael Rosco
 Chief Engineer.....George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Operated By.....Crosley Bcstg. Corp.
 Business-Studio Address.....28 W. 44th St.
 Phone Number.....BRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Air Time.....6:00 a.m.-1:00 a.m.
 News Service.....INS, UP
 Representative.....WLW Sales, Tracy Moore
 Membership.....NAB
 President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Commercial Manager.....Kieran T. Murphy
 Sales Manager.....Wilmot Losee
 Program Director.....John Neal
 Production Director.....John McTigue
 Dir. Prom. Act.....Joe Beach
 Promotion Director.....Dick Sisson
 Publicity Director.....Betty Tevis
 News Director.....Joe Durso

Chief Engineer.....Paul von Kunitz
 Musical Director.....R. D. Wilber
 (See Page 540)

WJZ

NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....American Bcstg. Co., Inc.
 Business Address.....7 W. 66th St.
 Phone Number.....TR. 3-7000
 Studio Addresses.....30 Rockefeller Plaza; Ritz
 Theatre, 219 W. 48th St.; Playhouse Theatre,
 137 W. 48th St.; Vanderbilt Theatre, 148 W.
 48th St.; Elysee Studio, 270 W. 58th St.
 Transmitter Location.....Lodi, N. J.
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Representative.....ABC Spot Sales
 Membership.....NAB, BMB
 President.....Mark Woods
 Station Manager.....Murray B. Grabhorn
 Sales Manager.....C. L. Doty
 Sales Promotion Manager.....Alfred Cohen
 Manager WJZ Programming.....Leonard Reeg
 Production Director.....Henry Cox
 Publicity Director.....Earl Mullin
 Musical Director.....Frank Vagnoni
 Dir. of Technical Operations.....George Milne
 Farm Editor.....Philip Alampi

On LONG ISLAND

IT'S

WHLI

- First choice of more retail-
ers to sell more goods
- 75% regular listenership in
New York State's 4th Mar-
ket
- Of course we have Hooper
and Conlan reports

FM
98.3 Mc. **WHLI** AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"



WINS

*50,000 watts in the world's
richest market, new york*

crosley broadcasting corporation

WLIB

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By. New Bcstg. Co., Inc.
 Business-Studio Address. 207 E. 30th St.
 Phone Number. ORegon 9-2720
 Transmitter Location. 180 Morgan Ave., Bklyn.
 Air Time Sunrise-sunset
 News Service. AP, UP
 Transcription Service. Muzak, SESAC
 Membership NAB
 President-General Manager. Harry Novik
 Business Manager. Vincent G. Pirozzi, Jr.
 Program Director. Samuel Elfert
 Chief Announcer. Murray Jordan
 Musical Director. Lafayette Woodard
 Chief Engineer. Edgar T. Darlington

(See Page 542)

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By. WMCA, Inc.
 Business-Studio Address. 1657 Broadway
 Phone Number. Circle 6-2200
 Transmitter Location. Kearny, N. J.
 Air Time Unlimited
 News Service AP
 Transcription Service World

Representative. Free & Peters
 President Nathan Straus
 Exec. V.-P., Gen. Mgr. Norman Boggs
 V.P. in Chg. of Programs. Leon Goldstein
 Prom., Pub. Dir. Howard Klarmann
 Chief Announcer. Alun Williams
 Musical Director. Lou Wacks
 Chief Engineer. James McCafferty

(See Page 544)

W M G M

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
 Owned-Oper. By. Marcus Loew Booking Agcy.
 Business-Studio Address. 711 Fifth Ave.
 Phone Number. MURray Hill 8-1000
 Transmitter Location. E. Rutherford, N. J.
 Air Time. 6 a.m.-4 a.m.
 News Service. AP, UP
 Transcription Service Associated
 Representative Radio Reps.
 Pres. (Loew's, Inc.) Nicholas M. Schenck
 General Manager. Frank Roehrenbeck
 Sta., Sales Dir. Bertram Lebhar, Jr.
 Program Director. Raymond Katz
 Publicity Director. Jo Ranson
 Supvr. of Ann. Ted Schneider
 Musical Director. Joel Herron
 Chief Engineer. Paul Fuelling

(See Page 546)

NOW THAT YOU
 CAN HAVE THE BEST,
 WHY BE SATISFIED
 WITH LESS?

AP

VOICE OF LIBERTY

AS A VITAL FORCE IN NEW YORK'S
MARKETING SYSTEM

THE NEW **wLIB** IS GEARED TO REACH:

- THE MORE THAN TWO-AND-A-HALF MILLION ENGLISH-SPEAKING JEWISH PEOPLE IN THE NEW YORK AREA.
- THE MORE THAN ONE MILLION NEGRO PEOPLE IN THE NEW YORK AREA.

wLIB IS THE FIRST STATION TO PROGRAM:

—JEWISH-AMERICAN THEMES IN THE ENGLISH LANGUAGE, HEBREW AND ISRAELI MUSIC, NEWS AND SPECIAL FEATURES DIRECT FROM ISRAEL, EDUCATIONAL AND MUSICAL FEATURES OF INTEREST TO ALL JEWISH-AMERICANS.

—FOR THE NEGRO PEOPLE wLIB FEATURES TOP NEGRO TALENT, MUSIC, LOCAL NEWS, NEGRO SPORTS ROUNDUP, PLUS COMMUNITY PROGRAMS AND SPECIAL FEATURES.

wLIB is a leading station in New York's foreign language market with daily programs in Yiddish . . . Polish . . . Spanish.

wLIB · 1190 on your dial

M. S. Novik, President

• Harry Novik, General Manager

207 EAST 30th STREET, NEW YORK 16, N. Y.

W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus.-Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location Port Washington
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Associated
 Representative NBC Spot Sales
 Membership NAB, BMB
 President Joseph H. McConnell
 General Manager Thomas B. McFadden
 Sales Manager Daniel A. Norman
 Adv. & Prom. Mgr. Murry Harris
 Program Director Harvey J. Gannon
 News & Spec. Events Dir. Jay Heitin
 Publicity Director Schuyler G. Chapin
 Production Manager Clay Daniel
 Chief Engineer O. B. Hanson
 Agricultural Director Tom Page

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By WNEW, Inc.
 Business-Studio Address 565 Fifth Ave.
 Phone Number PLaza 3-3300
 Transmitter Location Kearny, N. J.

Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 President William S. Cherry, Jr.
 Exec. V.P., Gen.-Station Mgr. Bernice Judis
 V.P., Sales Director Ira Herbert
 Sales Promotion Director Nicholas Freyberg
 V.P., Program Director Ted Cott
 Production Manager Jack Grogan
 Publicity Director Richard Pack
 Chief Announcer John Jaeger
 Musical Director Roy Ross
 Chief Engineer Max Weiner

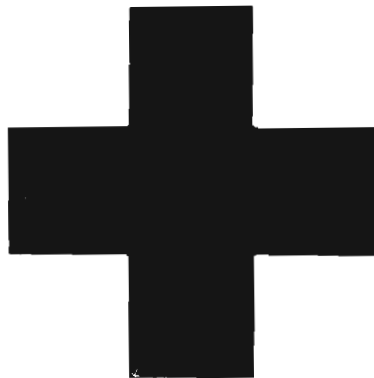
(See Page 548)

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOnacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg,
 Kettell & Carter
 Membership NAB, BMB, FMA
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 V.P. in Chg. Pgms. Julius F. Seeback, Jr.

The Red Cross Needs



Your Unstinting Assistance

GIVE!

Don't take our word for it!

Compare official maps filed with the FCC
and learn for *yourself* that...

**WMCA reaches more
radio families and more
unduplicated radio homes*
than any New York
independent station!**

*WMCA—570 kc. *first* on New York's
dial—delivers five-state coverage in-
cluding 312,000 homes unduplicated
by the stronger of two 10 kw stations
... 187,000 homes unduplicated by
the stronger of two 50 kw stations!

wmca



FIRST ON THE DIAL... FIRST IN COVERAGE... FIRST IN DOLLAR-VALUE

Represented by FREE & PETERS

NORMAN BOGGS, General Manager

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



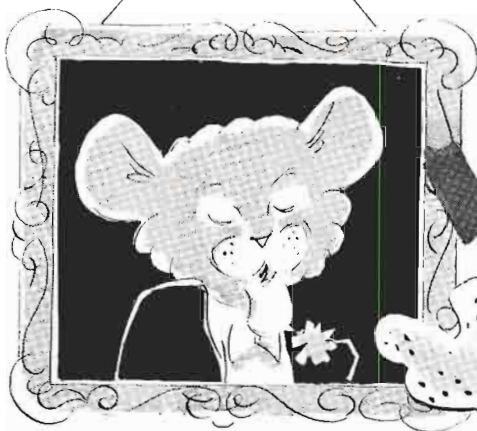
TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

MEET NEW YORK'S BEST SALESMAN!

WMGM...THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.



✓ More than 90 per cent of WMGM's current sponsors are RENEWALS! Potent proof of WMGM's ability to sell—and keep on selling!

✓ Renewing sponsors renew with INCREASED APPROPRIATIONS! Convincing proof that WMGM SELLS—and keeps on selling!

✓ And no wonder — what a program lineup:

★ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows — to do a down-to-earth selling job for you!

★ New York's most complete sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives") including Ted Husing... Red Barber... Connie Desmond... Marty Glickman... Bert Lee... Sam Taub... Clem McCarthy... Bud Palmer... Fred Capossella.

★ And the town's brightest presentation of news, music and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS
—and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN
—They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM
"The Call Letters of the Stars"
50,000 watts. 1050 kilocycles. Clear channel. 100.3 mc.

711 Fifth Avenue, New York 22, N. Y. ... Murray Hill 8-1000 • Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill. ... Superior 7-8121

Sales Promotion Manager... Joseph Creamer
 Publicity Director..... Robert Blake
 Dir. of News..... Dave Driscoll
 Musical Director..... Sylvan Levin
 V.P. in Chg. of Eng..... J. R. Poppele

(See Page 524)

W O V

NEW YORK—1926

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Operated By..... Wodaam Corp.
 Business-Studio Address..... 730 Fifth Ave.
 Phone Number..... Circle 5-7979
 Transmitter Location..... Carlstadt, N. J.
 Air Time..... Unlimited
 News Service..... AP, ANSA
 Transcription Service Standard... MacGregor
 Representative..... Pearson
 Membership..... NAB
 General Manager..... Ralph N. Weil
 Commercial Manager..... Herbert Schorr
 Sales Promotion Mgr..... C. Carroll Forbes
 Program Director..... Arnold Hartley
 Publicity Director..... Anne C. Baldwin
 Chief Announcer..... Giorgio Padovani
 Musical Director..... Paul Romeo
 Chief Engineer..... Emile Hill

(See Page 550)

W Q X R

NEW YORK—1936

Frequency: 1560 Kc..... Power: 10,000 Watts
 Owned-Operated By..... Interstate Bcstg. Co.
 Inc.
 Business-Studio Address..... 730 Fifth Ave.
 Phone Number..... Circle 5-5566
 Transmitter Location..... Rear of 5000 Grand
 Ave., Maspeth
 Air Time..... 7 a.m.-1 a.m.
 News Service..... AP
 Transcription Service..... Associated, London
 Representative..... Paul H. Raymer
 Membership..... NAB
 President..... Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr..... Elliott M. Sanger
 V.P., Sales..... Norman S. McGee
 Sales Prom. Dir..... Mary Rice Anderson
 Program Director..... Eleanor N. Sanger
 Chief Announcer..... Albert A. Grobe
 Publicity Director..... Eleanore Hurley
 Musical Director..... Abram Chasins
 Chief Engineer..... Russell D. Valentine

W W R L

NEW YORK

(For Listing See Woodside, N. Y.)

W H L D

NIAGARA FALLS—1940

RURAL-COLONIAL-CONTINENTAL

Frequency: 1270 Kc..... Power: 5000 Watts d.
 Owned-Oper. By... The Niagara Falls Gazette
 Publishing Co.

Business-Studio Address..... Hotel Niagara
 Phone Number..... 8421
 Transmitter Location..... Grand Island
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... World, Standard
 Representative..... Headley-Reed
 Membership..... FMA
 V.P., Gen.-Station Mgr..... Earl C. Hull
 Commercial Manager..... Richard G. Robbins
 Program Director..... Robert J. Manning
 Musical Director..... Harold Bradley
 Chief Engineer..... Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Radio Station WJLL
 Business-Studio Address..... 129 Main St.
 Phone Number..... 5266
 Transmitter Location..... New Rd.
 Air Time..... 6 a.m.-local sunset
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Grant
 Owner..... John J. Laux
 General Manager..... Robert F. Kliment
 Commercial Manager..... Tom W. Talbot
 Sales Promotion Manager..... Tom Fritton
 Program Director..... Louise Hamrick
 Chief Engineer..... Gustav Czaplak

W S L B

OGDENSBURG—1940—MBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... St. Lawrence Bcstg. Corp.
 Address..... 2315 Knox St.
 Phone Number..... 500
 Studio-Transmitter Location... 2315 Knox St.
 Air Time..... 7 a.m.-11:15 p.m.
 News Service..... UP
 Membership..... NAB, BMB, FMA
 President..... Joseph R. Brandy
 Sec.-Treas..... Harold J. Frank
 Program Director..... Hal Gilman
 Chief Engineer..... Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHDL, Inc.
 Address..... 3219 State St.
 Phone Number..... 4149

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

Air Time.....6:55 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Everett & McKinney
 Membership.....NAB, BMB
 President.....E. B. Fitzpatrick
 General-Station Mgr.....John R. Henzel
 Commercial Manager.....Joseph K. Eade
 Sales Promotion Manager.....Annabelle Eisert
 Program Producer Director.....Donald Merriman
 Chief Engineer.....Otis Atherton
 Farm Editor.....James Gustafson

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Oneonta Star, Inc.
 Bus.-Studio Address.....The Oneonta Hotel Bldg.
 Phone Number.....2470
 Transmitter Location.....So. Side of Oneonta
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol, World
 Representative.....Walker
 President.....James H. Ottaway
 General Manager.....Eugene J. Brown
 Station Manager.....Walton F. Deming
 Commercial Manager.....George R. Smith
 Program Director.....Charles Hobart
 Chief Engineer.....Wiley Bates
 Farm Editor.....Theodore Roodhof

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Key Bcstg. System, Inc.
 Business-Studio Address.....25 E. Main St.
 Phone Number.....Oyster Bay 6-2500
 Transmitter Location.....Battery Pk., Oyster Bay
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Continental
 President.....R. Lee Hollingsworth
 Vice-President.....Herb Stone
 Program Director.....Marvin Smith

W L N A

PEEKSKILL—1948

Frequency: 1420 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.
 Address.....Dogwood Rd.
 Phone Number.....7-2454
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 Pres., Chief Eng.....Peter C. Houskeeper
 V.P., Asst. Chf. Engr.....Irving E. Cottrell
 Gen. Comm. Mgr.....Ralph S. Silver, Jr.
 Program Director.....Joe Blake
 Publicity Dir.....Ray W. Lapolla

W E A V

PLATTSBURG—1934—ABC

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Plattsburg Bcstg. Corp.
 Business Address.....Radio Centre
 Studio Address.....153 Margaret St.
 Phone Number.....1600
 Transmitter Location.....Lake Shore Rd.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President, Gen.-Sta. Mgr.....George F. Bissell
 Ass't Mgr. Prog. Dir.....Martin Mannix
 Production Director.....Alex Coursey
 Chief Engineer.....Jack Nazak

W E O K

POUGHKEEPSIE—1949

Frequency: 1390 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.
 Business-Studio Address.....385 Main St.
 Phone Number.....8103
 Transmitter Location.....Pendell Road
 Air Time.....6 a.m.-local sunset
 News Service.....INS, Transradio
 Transcription Service.....World
 Membership.....NAB
 President-General Mgr.....Harold W. Cassill
 Assistant Manager.....Richard W. Mills
 Program Director.....Harold Hennig
 Chief Engineer.....John P. Burke

W K I P

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Div., Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address.....Memorial Sq.
 Phone Number.....6800
 Transmitter Location.....Nelson House
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 President.....M. C. Spedel
 General Manager.....George W. Bingham
 Commercial Manager.....Henry J. Behre
 Program Director.....Richard Crans
 Chief Engineer.....Marvin S. Seimes

W A R C

ROCHESTER—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....WARC, Inc.
 Bus.-Studio Address.....Sheraton Hotel,
 111 East Ave.
 Phone Number.....HAMilton 8920
 Transmitter Location.....Brighton, N. Y.



CONFLUENCE*

Where the **CONFIDENCE** of millions
meets the **INFLUENCE** that sells!

The **CONFIDENCE** of the world's richest
and largest Italian market and the
INFLUENCE of the station that has been
part of their lives for so many years, form
a mighty resultful selling force to over
more than 2,100,000 listeners.

It's the plus delivered only by **WOV** . . .
CONFIDENCE plus INFLUENCE giving
you **CONFLUENCE**.

*Act of flowing together . . . the meeting or
junction of two or more streams . . .

—Webster's New International Dictionary

Originators of

Audited Audiences

RALPH N. WEIL, Gen. Mgr.

John E. Pearson Co.

National Representatives

WOV

NEW YORK

Air Time Unlimited
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. S. W. Townsend
 Commercial Manager Harland Evans
 Sales Prom. Mgr., Publicity Director,
 Farm Editor Frank Lane
 Program Dir. Frederick Essex
 Chief Engineer Robert Emch

W H A M

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 100 Carlson Rd.
 Phone Number Culver 7240
 Studio Address 201 Humbolt St.
 Transmitter Location Chili
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB, BMB, FMA
 President (S-C Co.) Robert Tait
 Vice-President William Fay
 Gen. Mgr. Bcstg. Div. Stromberg-Carlson Co.
 Administrative Ass't-Comm. Mgr. John W.
 Kennedy, Jr.
 Program Director Charles W. Siverson
 Production Director Sylvester Novelli
 Publicity, Program Director ... Armin N. Bender
 Chief Announcer Homer Bliss
 Musical Director Eugene Zacher
 Chief Engineer Kenneth Gardner
 Actg. Farm Editor George Haefner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By WHEC, Inc.
 Business-Studio Address 40 Franklin St.
 Phone Number Baker 6740
 Transmitter Location 1850 N. Winton Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Associated, Standard
 Representative Everett McKinney
 Membership NAB, BMB
 President Frank E. Gannett
 Executive V.P. Clarence Wheeler
 General-Station Manager ... Gunnar O. Wiig
 Commercial Manager ... Le Moine C. Wheeler
 Pgm., Pub. Dir. William J. Adams
 Production Director L. H. MacMillan
 Chief Announcer Roger Goodrich
 Musical Director Gerald Vogt
 Chief Engineer Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Operated By ... Monroe Bcstg. Co., Inc.
 Business-Studio Address 191 East Ave.
 Phone Number Hamilton 9775
 Transmitter Location Mt. Read Blvd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Forjoe
 Pres., Gen.-Sta.-Comm. Mgr. ... George B. Kelly
 Program Director Addison Penfield
 Farm Editor-Prod. Dir. Paul Robinson
 Chief Engineer Felix Bonvouloir

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 (CP 5000 Watts d.)
 Owned-Oper. By ... Federal Bcstg. System, Inc.
 Business-Studio Address 328 Main St. E.
 Phone Number Baker 4870
 Transmitter Location ... French Rd., Brighton
 Air Time Unlimited
 News Service INS
 Representative Walker
 Pres., Gen. Mgr. Gordon P. Brown
 Commercial Manager C. A. Culver

W V E T

ROCHESTER—1947—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Veterans Bcstg. Co.
 Business Studio Address Clinton Bldg.
 Phone Number Hamilton 4820
 Transmitter Location 1371 Westfall Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB
 Pres., General Mgr. William B. Maillefert
 Pgm. Prod. Dir. Paul S. Louthier
 Musical Director Pat Coristine
 Chief Engineer Irving F. Lyke
 Farm Editor David Roberts

W K A L

ROME—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By ... Copper City Bcstg. Corp.
 Business-Studio Address ... Capitol Theatre Bldg,
 Rome
 Phone Number 3616-7
 Transmitter Location Muck Rd. & Jay St.,
 Rome
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth

NEW YORK

Representative Donald Cooke
President Myron J. Kallet
General Manager Charles King
Comm. Mgr. George Cramer
Sales Promotion Manager Joseph Trela
Pgm. Pub. Dir., Farm Editor. . . . Jack Fredericks
Production Director Dan Fusco
Musical Director Louis Barile
Chief Engineer Deforest T. Layton, Jr.

WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Upstate Bcstg. Corp.
Business-Studio Address 88 Main St.
Phone Number 1320
Transmitter Location Merrill St.
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Thomas F. Clark
General Manager H. B. Williams
Commercial Manager Jacques DeMattos
Program Dir. Chief Ann. John Birmingham
Chief Engineer H. Berwind Williams

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc. Power: 50,000 Watts
Owned-Oper. By General Electric Co.
Business-Studio Address 1 River Rd.
Phone Number 3-2121
Transmitter Location R. D. No. 5,
So. Schenectady
Air Time Unlimited
News Service AP, UP
Transcription Service Lang-Worth, Thesaurus,
World
Representative NBC Spot Sales
Membership NAB, BMB
V.P., Mgr. of Bcstg. R. S. Peare
Asst. Mgr. of Bcstg. B. J. Rowan
Station Manager R. B. Hanna, Jr.
Asst. to Station Mgr. R. W. Welpott
Supervisor of Sales Eugene P. Weil
Supervisor of Prod. L. J. Pudney
Spvr. of News W. T. Meenam
Spvr. of Music A. O. Coggeshall
Spvr. of Programs Caleb Paine
Chief Engineer W. J. Purcell
Spvr. of Farm Bcstg. G. W. Givens

WSNY

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Western Gateway Bcstg.
Corp.
Business-Studio Address 619 State St.
Phone Number 3-3622
Transmitter Location Campbell Rd.
Air Time Unlimited

News Service AP
Transcription Service Lang-Worth
Representative Young
President, Gen. Mgr. Winslow Leighton
Program Director Robert Wallace
Production Dir. Edward W. Burwell
Publicity Dir. Mary Lazott
Chief Announcer Steve Fitz
Musical Director Frank Huber
Chief Engineer Irving P. Beck

WAGE

SYRACUSE—1940—ABC

Frequency: 620 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By WAGE, Inc.
Business-Studio Address Loew Bldg.,
108 W. Jefferson St.
Phone Number 2-0277
Transmitter Location 626 Liverpool Rd.,
Liverpool
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Edward Petry
Membership NAB
President Frank G. Revoir
General-Station Manager William T. Lane
Comm., Sales Prom. Mgr. Aaron Beckwith
Program Director Gordon Alderman
Production Dir. Robert Stockdale
Musical Director Carl Silber
Chief Engineer Donald F. Langham

WFBL

SYRACUSE—1924—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By Onondaga Radio Bcstg.
Corp.
Bus.-Studio Address 433 S. Warren St.
Phone Number 2-1147
Transmitter Location Collamer
Air Time 5 a.m.-M.
News Service UP
Transcription Service World, Cole
Representative Free & Peters
Membership NAB, BMB
President Oscar F. Soule
Exec. Vice-President Robert G. Soule
General Manager Samuel Woodworth
Treasurer F. Channing Soule
Commercial Mgr. Charles Phillips
Sales Manager L. F. Wylie
Pgm., Prod. Mgr. Raymond Gantter
Publicity Director Hendrick Soule
Musical Dir. Claude Bortel
Chief Engineer James Kelly
Farm Editor Al Warner

WNDR

SYRACUSE—1946—MBS

Frequency: 1260 Kc. Power: 5000 Watts

Owned-Operated By...Syracuse Bcstg. Corp.
 Business-Studio Address...306 S. Salina St.
 Phone Number2-6101
 Transmitter LocationDewitt
 Air Time.....5 a.m.-2 a.m.
 News ServiceAP
 Transcription Service.....World, SESAC
 RepresentativeRambeau
 MembershipNAB, BMB
 President.....T. Frank Dolan
 General Manager.....Martin Karig
 Commercial Manager.....Arthur Cooper
 V.P. chg. Sales.....F. H. Small
 Sales Prom. Mgr.....Bruce Sabine
 Program Director.....Robert Gifford
 Production Dir.....Robert Middleton
 Chief Announcer.....Bill Martin
 Chief Engineer.....Robert Dye
 Farm Editor.....Len Lemmon

WOLF

SYRACUSE—1940—SBN

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address...Onondaga Hotel
 Phone Number2-7211
 Transmitter Location.....Kirkpatrick & Van
 Rensselaer Sts.
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWalker
 President, General Mgr...T. Sherman Marshall
 Sta. Mgr., Prog. Dir....Hamilton M. Woodle
 Comm., Sales Prom. Mgr...James J. Coolican
 Pub. Dir., Chief Announcer...Charles Shaw
 Musical Director.....Norman Meservey
 Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Business-Studio Address...Kemper Bldg.
 Phone Number3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-M.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 MembershipNAB, BMB
 President.....Harry C. Wilder
 Commercial Manager.....W. R. Alford, Jr.
 Publicity Dir.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 Chief Engineer.....G. A. Belle Isle
 Farm Editor.....R. F. Doubleday

WHAZ

TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts

Owned-Oper. By...Rensselaer Polytechnic Inst.
 Address110 8th St.
 Phone Number6810
 President.....L. W. Houston
 General Mgr.....W. J. Williams
 Program Dir.....A. Olin Niles
 Chief Engineer.....W. C. Stoker

WTRY

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Troy Bcstg. Co., Inc.
 Business-Studio Address...92 Fourth St.
 Phone Number....Troy 2100, Albany 4-2500
 Transmitter LocationNiskayuna
 Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 Transcription Service...Lang-Worth, Associated
 RepresentativeHeadley-Reed
 MembershipNAB, BMB
 President.....H. C. Wilder
 General Manager.....W. A. Riple
 Station Manager.....W. W. Carter, Jr.
 Commercial Manager.....J. W. Sulphen, Jr.
 Sales Prom. Mgr., Pub. Dir.. James F. Baker, Jr.
 Program-Musical Dir.....H. H. Sharpe, III
 Production Director.....Randolph English
 Chief Engineer.....A. H. Chismark
 Farm Editor.....Harry Appel

WGAT

UTICA—1946—UBS

Frequency: 1310 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Address...250 Genesee St.
 Phone Number2-9231
 Transmitter Location.....Kellogg Rd.,
 New Hartford
 Air Time.....7 a.m.-M.
 News ServiceAP
 RepresentativeBolling
 Owner, Gen. Mgr.....J. Eric Williams
 Commercial Mgr.....Roland L. Fowler
 Transcription Supvr.....Peter W. Ghiloni

WIBX

UTICA—1925—CBS

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....WIBX, Inc.
 Bus.-Studio Address...First Natl. Bank Bldg.
 Phone Number2-2101
 Transmitter Location.....Clark Mills
 Air TimeUnlimited
 News Service.....INS, UP
 Representative..Helen Wood & Colton, N. Y.;
 Ra-Tel.. Chicago, Dallas, Atlanta; Walter
 Biddick, Calif.; Bertha Bannan, Boston.
 MembershipNAB, FMA
 President, Gen. Mgr. Margaret Bowen Stevens
 V.P., Secretary.....Gladys P. Moore

Sta. Mgr., Exec. V.P. Elliott A. Stewart
 Comm.-Sales Prom. Mgr., Pub. Dir.,
 Nathan W. Cook
 Production Dir. Betty Cushing Griffin
 Chief Announcer Robert Mahaney
 Musical Director William Walters
 Chief Engineer John T. Dowdell
 Farm Editor Ed Slusarszck

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone Number 2-5111
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Thomas E. Martin
 Commercial Mgr. Richard A. Clark
 Promotion Mgr. Searle Rudd
 Program Director Nick Stemmler
 Publicity Director Kenn Thorpe

Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Ray Gahr

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Watertown Bcstg. Corp.
 Bus.-Studio-Transmitter Location 118 Wash-
 ington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Cosline, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By The Brockway Co.
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NAB, BMB
 President John B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.
 Station Mgr. Earl R. Kelly
 Asst. Sta. Mgr., Pgm. Dir. James W. Higgins
 Production Director David G. Graves
 Sales Prom. Mgr., Pub. Dir. Jack Cleveland
 Chief Engineer Maynard B. Davis
 Farm Editor Richard Provost

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Westchester Bcstg. Corp.
 Bus.-Studio Address Reporter Dispatch Bldg.,
 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location Secor Rd., Greenburgh
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service World, Associated
 Representative Headley-Reed
 Membership NAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer Frank A. Seitz
 Commercial Mgr. John E. Arens
 Prog.-Musical Dir. Randall Kaler
 Chief Announcer Robert F. Peters

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 New York, N. Y.

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W W R L

WOODSIDE—1926

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address . . 41-30 58th St.
 Phone Number Newtown 9-3300
 Transmitter Location Secaucus, N. J.
 Air Time 8 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 President W. H. Reuman
 Gen., Sta., Comm. Mgr. Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Program Dir. Fred Barr
 Publicity Director Walter Kaner
 Prod. Dir., Chief Anncr. John Magnus
 Chief Engineer Benton R. Bartlett

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1600
"The HIGH Spot on the Dial"

NORTH CAROLINA

*Estimated Population 3,864,000—Increase +8.2%—Radio Homes 812,000
 Radio Families 918,000—Stations in State 87*

W R C S

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roanoke-Chowan Bcstg.
 Co., Inc.
 Business Address P. O. Box 89
 Phone Number 333
 Studio-Transmitter Location . . Ahoskie-Aulander
 Hway. (N. C. 350)
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated
 Membership NAB
 President Charles H. Jenkins
 Gen., Sta., Comm. Mgr. P. G. Sewell
 Pgm. Dir., Farm Editor Johnny Palmer
 Production Dir. Lois Lane
 Publicity Director Mayvis Ellis
 Chief Announcer Burt Derman
 Musical Director Larry Knight
 Chief Engineer John M. Sherwood

W A B Z

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WABZ, Inc.
 Business-Studio Address Hotel Albemarle
 Phone Number 1010, 1100
 Transmitter Address . . . 3 Mi. N. City, Hiway 52
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 President M. M. Palmer
 Gen., Sta. Mgr. W. J. Page
 Commercial Mgr. C. H. Shankl
 Program Dir. J. T. Newman
 Chief Engineer James Wise
 Farm Editor Nealson Russell

W G W R

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Asheboro Bcstg. Co., Inc.

NORTH CAROLINA

Business-Studio Address 303 E. Salisbury St.
Phone Number 798, 800
Transmitter Location Okie Mt.
Air Time 5 a.m.-sunset
News Service UP
Transcription Service Associated
Membership BMB
President Roy Cox
Gen., Sta., Comm. Mgr. J. R. Marlowe
Pgm., Pub. Dir., Farm Editor A. B. Brown
Production Director C. V. Smith
Musical Dir. Nelson J. Harrill
Chief Engineer Clyde C. Penny

W I S E

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Operated By Radio Station WISE, Inc.
Address 100 College St.
Phone Number 3-5381-3
Air Time 6 a.m.-1 a.m.
News Service AP
Representative Avery-Knodel
Membership NAB, BMB
President, Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager Floyd Bowers
Program Director Harold Moon
Publicity Dir. Skeeter Moore
Chief Announcer Dick Harshaw
Chief Engineer Matthew C. Munn

W L O S

ASHEVILLE—1946—ABC

Frequency: 1380 Kc. **Power:** 5000 Watts d.
 1000 Watts n.
Owned-Operated By Skyway Bcstg. Corp.
Business-Studio Address Battery Park Hotel
Phone Number 2-2431
Transmitter Location Emma
Air Time Unlimited
News Service UP
Transcription Service World
Representative Taylor-Borroff
Membership NAB
President Charles M. Britt
V.P., General Manager Charles B. Britt
Station Manager Kenneth Beachboard
Commercial Mgr. Edward D. Brandt
Program Director William L. Robertson
Publicity Director R. F. Brown, Jr.
Chief Anncr., Farm Editor A. B. Waller
Chief Engineer William M. Chambers

W S K Y

ASHEVILLE—1946

Frequency: 1490 Kc. **Power:** 250 Watts
Owned-Operated By Radio Asheville, Inc.
Business-Studio Address 12 Church St.
Phone Number 3-4451
Transmitter Location Campbell Woods

Air Time 6:30 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Friedenberg
President Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir. Zeb Lee
Comm., Sales Prom. Mgr. Hal Edwards
Prod. Dir., Chief Anncr. Frank Messer
Publicity Dir. Burt Peake
Chief Engineer Bill Clements

W W N C

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. **Power:** 5000 Watts
Owned-Oper. By Asheville Citizen-Times Co.
Business-Studio Address 14 O'Henry Ave.
Phone Number 5611
Transmitter Location Emma
Air Time 5:30 a.m.-12:04 a.m.
News Service AP, UP
Transcription Service Associated
Representative Headley-Reed
Membership NAB, BMB
Chairman of Board Charles A. Webb
President Don S. Elias
V.P., General Manager D. Hiden Ramsey
Station Manager Cecil B. Hoskins
Commercial Manager James A. Hagan
Program Director William F. Melia
Chief Announcer Read Wilson
Chief Engineer William H. Hamrick
Farm Editor Harry Varner

W B B B

BURLINGTON—1941

MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. **Power:** 1000 Watts d.
Owned-Operated By Alamance Bcstg. Co., Inc.
Business-Studio Address 310 S. Main St.
Phone Number 6-6370
Transmitter Location W. Front St. Ext.
Air Time Daytime
News Service AP
Transcription Service Associated, Capitol
Representative Joseph Hershey McGillvra
Membership NAB, BMB, FMA
Gen., Sta. Mgr., Pub. Dir. E. Z. Jones
Commercial Sales Prom. Mgr. Phil Eakin
Program Dir., Chief Announcer Ed Brooks
Production Director Walter McCullough
Publicity Director E. Z. Jones
Musical Director James Perkins
Chief Engineer Berry Tysor
Farm Editor Jim Hall

W F N S

BURLINGTON—1946

Frequency: 1150 Kc. **Power:** 1000 Watts d.
 (CP 1000 Watts n.)
Owned-Oper. By Burlington-Graham Bcstg.
 Co.

NORTH CAROLINA

Business-Studio Address . . . 103 W. Andrews St.
 Phone Number 6-5536-7
 Transmitter Location Birch Bridge Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 Gen., Sta., Comm. Mgr. John C. Hanner
 Program Director James Scott
 Musical Director William Diffie
 Chief Engineer Thomas Mackintosh

WAYS

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By Inter-City Advertising Co.
 Business-Studio Address 120 E. Third St.
 Phone Number 3-7173
 Transmitter Location Oakdale Section
 Air Time Unlimited
 News Service INS
 Transcription Service Lang-Worth, SESAC
 Representative Avery-Knodel
 Membership NAB, BMB
 President George W. Dowdy
 Gen., Comm. Mgr. Walter H. Goan
 Sales Prom. Mgr., Pub. Dir. Lee Hague
 Program Director Harry Barfield
 Musical Director Alonzo G. Squires
 Chief Engineer A. L. Chaney, Jr.

WBT

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business-Studio Address Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location Spencer Mt.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Radio Sales
 Membership NAB, BMB, FMA
 President J. M. Bryan
 V.P., Gen. Mgr. Charles H. Crutchfield
 Secty., Treas., Asst. Gen. Mgr. Larry Welker
 Business Manager C. K. Spicer
 Sales Manager Keith Byerly
 Promotion Manager J. R. Covington
 Program Mgr. Kenneth I. Tredwell
 Chief Engineer M. J. Minor
 Farm Editor Grady E. Cole

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charlotte Radio & TV Corp.
 Business Address 404½ W. Trade St.
 Phone Number 2-6669, 5-4829
 Studio-Transmitter Location 2520 Toomey Ave.

Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Representative Forjoe
 Membership NAB
 Pres., Gen. Mr. Francis M. Fitzgerald
 Sta., Comm. Mgr. J. Law Epps
 Program Director Fred W. Vinroot
 Musical Director Richard Bennick
 Chief Engineer Thomas C. Brandon

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Address 1925 N. Tryon St.
 Phone Number 7138
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Nelson Benton
 Prog.-Prod. Dir. Paul Marion
 Chief Announcer Fred Dickson
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location 1.6 Mi. S. of Clinton,
 on Hwy. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 Gen., Comm. Mgr. George S. Waiston
 Program Director Richard Welsh
 Promotion Manager Joseph Tew
 Chief Engineer Herman P. Jolitt

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Concord Tribune, Inc.
 Business-Studio Address Concord
 Phone Number 2271
 Transmitter Location Hiway 29
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Standard, SESAC, Cole,
 KBS
 Representative Thomas F. Clark
 Membership NAB

NORTH CAROLINA

President..... A. W. Huckle
 Station Mgr..... W. Ennis Bray
 Commercial Mgr..... A. H. Beckwith
 Program Dir..... Bob Railroad
 Chief Announcer..... Gene Bollinger
 Chief Engineer..... C. F. Wood, Jr.

WCKB

DUNN—1946

Frequency: 780 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... North Carolina Central
 Bcstrs., Inc.
 Business Address..... Box 431
 Phone Number..... 3133-4
 Studio-Transmitter Address..... Hwy. 421
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... Lang-Worth, SESAC
 President..... Lefton A. Tart, Sr.
 Gen., Sta. Mgr..... A. Lincoln Faulk
 Comm., Sales Prom. Mgr..... John Ciccone
 Pgm., Prod. Dir..... Alice Holliday
 Chief Announcer..... William Murphy
 Musical Dir..... Reta Whittenton
 Chief Engineer..... Joseph C. Kotlas
 Farm Editor..... Robert Caudle

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... The Durham Radio Corp.
 Bus.-Studio Address..... 138½ E. Chapel Hill St.
 Phone Number..... R-155
 Transmitter Location..... Hillsboro Rd.
 Air Time..... 5:30 a.m.-12:05 a.m.
 News Service..... AP, UP
 Transcription Service..... Associated
 Representative..... Paul H. Raymer
 Membership..... NAB, BMB
 President..... C. C. Council
 Gen.-Sales Prom. Mgr..... J. Frank Jarman
 Office Manager..... Sue Taylor
 Commercial Manager..... C. James Woodhouse
 Program Director..... E. R. Higgins, Jr.
 Chief Engineer..... K. A. Taylor
 Farm Editor..... Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc..... Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By..... WDUK, Inc.
 Business Address..... Box 1891
 Phone Number..... R-101
 Studio Address..... 205½ W. Main
 Transmitter Location..... Leon & Glendale Ave.
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Weed
 Membership..... NAB, BMB

President..... S. H. Campbell, Jr.
 General-Station Mgr..... Harmon L. Duncan
 Commercial Manager..... Edward Browning, Jr.
 Prom. Mgr., Pub. Dir..... Carolyn M. Dieter
 Pgm., Prod. Dir..... William G. Hall
 Chief Announcer..... Hurley I. Parrish, Jr.
 Musical Dir..... I. Jane Bullock
 Chief Engineer..... Roy E. Fullen

WSSB

DURHAM—1948—TSN

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... Public Information Corp.
 Business-Studio Address..... 211 Rigsbee Ave.
 Phone Number..... 6919, 6910
 Transmitter Location..... Cole Rd., Forest Hills
 Air Time..... Unlimited
 News Service..... INS
 Transcription Service..... Capitol
 Representative..... Friedenberg
 Chairman of the Board..... Harold Thoms
 President..... Thomas B. Sawyer
 Gen., Sta., Comm. Mgr., Thomas O. McCaffrey
 Sales Prom. Mgr..... John Clark
 Program Dir..... Wally Ausley
 Production Dir..... Robert E. Evans
 Chief Announcer..... Eugene Whitaker
 Musical Dir..... Robert (Bob) Dunnagan
 Chief Engineer..... Edward Norman
 Farm Editor..... Frank Baxter

WTIK

DURHAM—1946—TOBACCO

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Durham Bcstg. Co., Inc.
 Business-Studio Address..... 211½ E. Main St.
 Phone Number..... N-187
 Transmitter Location..... Ellis Rd.
 Air Time..... Daytime
 News Service..... AP
 Transcription Service..... World, Thesaurus
 Representative..... Forjoe
 Membership..... NAB, BMB
 President..... W. Kenan Rand
 General-Station Mgr..... Floyd Fletcher
 Commercial Manager..... Tom Mitchel
 Program-Production Dir..... Ken Corbitt
 Chief Announcer..... Don Yeager
 Chief Engineer..... Arlis A. White

WCNC

ELIZABETH CITY—1938

MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Albemarle Bcstg. Co., Inc.
 Business-Studio Address..... 104 E. Colonial Ave.
 Phone Number..... 1400, 1472
 Transmitter Location..... Parsonage St., Extended
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... SESAC

NORTH CAROLINA

Representative Burn-Smith
Membership NAB, BMB
President Dr. Joseph Gill
General Manager Bob Bingham
Commercial Manager Frank Stilwell
Program Director Eleanor S. Bingham
Promotion Manager R. Burrows Bingham
Chief Engineer Fred Wagner

W G A I

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 1000 Watts d.,
 500 Watts n.
Owned-Operated By... WGAI Radio Co., Inc.
Business-Studio Address..... Kramer Bldg.
Phone Number 757-1933
Transmitter Location Newland Road
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
President Herbert Peele
Gen., Sta., Comm. Mgr. William P. Heffernan
Sales Prom. Mgr. Bob Thomas
Special Events Director..... Armine Wood
Chief Engineer..... Phil Melone
Farm Editor..... Fred Chapman

W F L B

FAYETTEVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Fayetteville Bcstrs., Inc.
Business Address P. O. Box 1258
Phone Number 7136
Studio-Transmitter Location..... Bragg Blvd.
Air Time 6 a.m.-M.
News Service AP
Representative Burn-Smith
Membership NAB, BMB
President Harry B. Stein
Gen., Comm. Mgr...... L. W. Allen
Program Dir...... James Tucker
Chief Engineer..... W. D. Bailey

W F N C

FAYETTEVILLE—1940 MBS-TOBACCO-SEN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Cape Fear Bcstg. Co.
Business-Studio Address..114½ Anderson St.
Phone Number 4848
Transmitter Location..... Murchison Rd.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Associated
Representative Walker
Membership BMB, FMA
President T. K. Weyher
Gen., Sta. Mgr...... Victor W. Dawson
Comm., Sales Prom. Mgr.... Luther A. Gambill

Pgm., Pub. Dir...... Nat R. Martin
Chief Engineer..... William Alford

W W N F

FAYETTEVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned By Wayne M. Nelson, Inc.
Operated By..... Carl Jack Aley
Business-Studio Address.. WWNF, Fayetteville
Phone Number 7101-2
Transmitter Location..... Raleigh Rd.
News Service AP
Transcription Service..... Lang-Worth, SESAC,
 MacGregor
Representative Friedenberg
Membership NAB
P.es., Gen., Sta. Mgr...... Wayne M. Nelson
Commercial Manager..... Carl Jack Aley
Program Director..... Ray Woodard
News Director..... James J. McMillan
Musical Director..... Charles Friar
Chief Engineer..... E. M. Stanton, Jr.

W B B O

FOREST CITY—1947

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By... Rutherford County Radio
 Co., Inc.
Bus.-Studio-Transmitter Address... Forest City
Phone Number 3205
Air Time Sunrise-sunset
News Service AP
Transcription Service... Lang-Worth, Capitol
Membership..... NAB, BMB, FMA
Pres., Gen.-Sta. Mgr...... Ed M. Anderson
Commercial Manager..... Fred Blanton
Sales Prom. Mgr., Prog. Dir...... Jane Smith
Prod. Dir., Chief Announcer.....
 Farm Editor..... Charles Melton
Publicity Director..... Ed Anderson
Musical Director..... Mary Harrill
Chief Engineer..... Merton Iwerks

W F V G

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By..... Wake Bcstg. Co.
Address P. O. Box 95
Phone Number 333
Air Time Daytime
Representative Continental
Owner, President..... S. S. Adcock

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... F. C. Todd
Bus.-Studio Address.. Natl. Bank of Commerce
 Bldg.
Phone Number 5-0821
Transmitter Location..... Dallas Rd.

PEOPLE



More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast.

PROSPERITY



These people make more products, earn more wages and get more for their crops.

POWER-PROGRAMS

WBIG serves the No. 1 spot of the South with 5000 watts, power packed with pulling programs of CBS and fine local talent and news.

**W
C B S
I
G**

*"The Prestige Station
of the Carolinas"*

GREENSBORO, NORTH CAROLINA

Represented by Hollingbery

... NORTH CAROLINA ...

Air Time.....6 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Continental Radio Sales
Membership.....BMB
President.....F. C. Todd
General-Station Mgr.....Pat McSwain
Comm.-Sales Prom. Mgr.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1142, Chapel Rd.
Phone Number.....5-1079
Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Representative.....Thomas F. Clark
Pres., Gen. Mgr.....James B. Petty
Commercial Manager.....Boyce C. Morrow
Pgm., Musical Dir.....A. G. Phillips
Chief Engr., Farm Editor.....Don C. Voigt

W G B R

GOLDSBORO—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Carolina Bcstg. Co.
Business-Studio Address.....Box 1024
Phone Number.....1550-1
Transmitter Location. 1 Mi. W. of Goldsboro
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Associated
Membership.....NAB, FMA
President.....A. T. Hawkins
General Manager.....Coleman Scott
Commercial Mgr.....Vassie G. Balkcum
Chief Engineer.....Daniel B. Trueblood

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....North Carolina Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number.....6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....Ralph C. Price
Gen., Sta. Mgr.....Gilbert M. Hutchison
Commercial Mgr.....William P. Mitchell
Sales Prom. Mgr., Pub. Dir.....Aileen Gilmore
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks

NORTH CAROLINA

Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

W C O G

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number.....3-6925-6
Transmitter Location.....Muir's Chapel Rd.
Air Time.....Unlimited
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
President.....George W. Dowdy
Membership.....NAB, BMB
Station Manager.....Henry E. Sullivan
Commercial Mgr.....Virgil E. Evans, Jr.
Sales Prom. Mgr., Pub. Dir.....Jeta Pace
Pgm. Dir., Chief Anncr.....Wally Williams
Chief Engineer.....Ernest Pate, Jr.
Farm Editor.....Dick Swanson

W G B G

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone Number.....3-3631
Transmitter Location.....Retreat St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Burn-Smith
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....L. O. Hutchins
Sales Prom. Mgr.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer.....James M. Stewart

W G T C

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Carolina Bcstg. Sys., Inc.
Business-Studio Address.....Greenville
Phone Number.....3182-3
Transmitter Location.....Falkland Hiway
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World, SESAC,
Lang-Worth
Membership.....NAB
President.....Earl McD. Westbrook
Gen., Sta. Mgr.....A. Hartwell Campbell
Comm., Sales Prom. Mgr.....David W. Mosier
Production, Pub. Dir.....Dave Mosier
Chief Announcer.....Charles Whedbee
Musical Dir.....Bill Burwell
Chief Engineer.....Bill Alford
Farm Editor.....Wyatt Highsmith

W H N C

HENDERSON—1945—MBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....219 S. Williams St.
Phone Number.....736, 1446
Transmitter Location.....2 Mi. N. of Henderson
on U. S. Hway. No. 1
Air Time.....Daytime
News Service.....AP
Transcription Service.....Thesaurus, Cole,
Lang-Worth, Keystone
Representative.....Everett-McKinney, Inc.
Membership.....NAB, FMA
President.....S. S. Stevenson
Gen., Sta., Comm. Mgr.....Nathan Frank
Program Director.....Virginia Parham
Production Director.....Harry Trotman
Chief Announcer.....Dick Malloy
Chief Engineer.....Lewis Hiland
Farm Editor.....Robert B. Harrison

W H K P

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Hendersonville, Inc.
Business Address.....Staton Bldg.
Phone Number.....700
Studio Address.....Bowen Hotel
Transmitter Location.....U. S. Hway 64, E.
Air Time.....6 a.m.-M.
News Service.....AP
Representative.....Continental Radio Sales
Membership.....NAB
President, General Manager.....Bob Amos
Commercial Manager.....Jack Hammette
Comm., Sales Prom. Mgr., Pgm. Dir.
Kermit Edney
Chief Engineer.....Clifford Inman

W H K Y

HICKORY—1939—ABC

Frequency: 1290 Kc.....Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By.....The Catawba Valley Bcstg.,
Co., Inc.
Bus.-Studio Address.....13th St. Radio Bldg.
Phone Number.....2294-5
Transmitter Location.....2½ Mi. S.E. of Hickory
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, Associated,
SESAC
Representative.....Dodson
Membership.....NAB, BMB
President.....Carl V. Cline
Gen.-Sta. Mgr., Chief Engr.....Edmund S. Long
Commercial Mgr.....James K. Willis
Program Dir.....Jack Starnes

WIRC

HICKORY—1948

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Foothills Bcstg. Co., Inc.
 Business-Studio Address . . . 1423—11th Ave.
 Phone Number 2124
 Transmitter Location 2 Mi. SE of city
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, Standard
 Representative McGillvra
 Membership NAB
 President Margaret A. Smith
 Chief Announcer Richard H. Benson
 Musical Dir. Mattie I. Padgett
 Chief Engineer Elmer H. Troutman, Jr.

WJNC

JACKSONVILLE—1945

MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lester L. Gould
 Address Box "E" or Route 24
 Phone Number 707-8
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB
 Pres., Gen. Mgr. Lester L. Gould
 Comm. Mgr., Chief Anncr. Rodric L. Jones
 Sales Prom. Mgr. Arthur Wieder
 Pgm. Dir., Chief Engr. James J. Cooney
 Farm Editor Charlie C. Clark

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . High Point Enterprise, Inc.
 Business-Studio Address . . . 305-307 N. Main St.
 Phone Number 3466-7
 Transmitter Location Old Thomasville Rd.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Associated, Standard
 Membership NAB, FMA, BMB
 President R. B. Terry
 Sec.-Treas. D. A. Rawley
 Commercial Mgr. Walter Hester
 Program Director Nick Lawrence
 Chief Announcer Morrison Combs
 Musical Dir. Harold Craven
 Chief Engineer Yancy Cecil

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fred H. Whitley, Inc.
 Address Box 637, Cannon Blvd.
 Phone Number Kannapolis 870, Concord 2154
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, World
 Membership NAB, BMB
 President, Gen. Mgr. Fred H. Whitley
 Program Director Frank H. Bowers
 Chief Engineer Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kinston Bcstg. Co.
 Address 204 East King St.
 Phone Number 4111
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB, BMB
 President Alban K. Barrus
 Gen., Sta. Mgr. William S. Page
 Commercial Mgr. B. George Barber, Jr.
 Program Dir. S. Bruce Petteway
 Chief Announcer Carl B. Caudill, Jr.
 Chief Engineer David E. Hardison

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address . . . 164 S. Main St.
 Phone Number 4593-4
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Program Director Gary Davis
 Sales Prom. Mgr. Gerald D. Sullivan
 Publicity Dir. Lois Cosworth
 Musical Director Wayne Morgan
 Chief Engineer Robert Moore

WEWO

LAURINBURG—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By Scotland Bcstg. Co.
 Bus.-Studio Address Chetwynd Hotel Bldg.
 Phone Number 770
 Transmitter Location Laurinburg-Maxton Hwy.
 Air Time Daytime

NORTH CAROLINA

News Service UP
Transcription Service World
Membership NAB, BMB
President Edwin Pate
General Mgr. J. R. Dalrymple, Jr.
Commercial Manager C. J. Cordes
Program Director Paul Wynn
Chief Engineer Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Douglas L. Craddock
Address The Blvd.
Phone Number 701-2
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Membership NAB
Pres., Gen., Sta. Mgr. Douglas L. Craddock
Commercial Manager William Baskerville
Pgm. Dir., Chief Anncr. Kenneth Thomas
Chief Engineer Eldred Winn

WJRI

LENOIR—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By John P. Rabb
Bus.-Studio Address. Union Natl. Bank Bldg.
Phone Number 761, 899
Transmitter Location 1¼ Mi. W. Lenoir on
Hwy. 18
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Owner John P. Rabb

WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Davidson County Bcstg. Co.
Business Address P. O. Box 359
Phone Number 2716
Studio-Transmitter Location Route 1
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, World
Representative Continental Radio Sales
Membership NAB
Partners Greely N. & Omar G. Hilton
Station Manager C. Robert Ray
Commercial Mgr. Earle Broome
Program Director Claude White
Chief Engineer Fred Honeycutt

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 Number 1080-1
Transmitter Location Charlotte Rd.
Air Time Unlimited
News Service AP
Transcription Service Standard, Keystone
Representative Continental Radio Sales
Membership NAB
General Manager Walter James MacNeil
Commercial Manager W. J. MacNeil
Program Director C. W. Hogan
Chief Announcer LeGrande Tatum
Chief Engineer W. F. Rogers

WBRM

MARION—1949—TOBACCO

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By Lake City Bcstg. Corp.
Address 13½ W. Court St.
Phone Number 102
Air Time Daytime
News Service UP
Transcription Service Capitol
Pres., Gen. Mgr. W. P. Erwin
Commercial Mgr. J. C. Pleasant
Asst. Gen. Mgr., Pgm. Dir. J. L. Reynolds, Jr.
Chief Engineer J. Ray Horton

WMAF

MONROE—1947—KBS-LSN

Frequency: 1060 Kc. Power: 250 Watts d.
Owned-Operated By Union Bcstg. Corp.
Business Address P. O. Box 382
Phone Number 1060
Studio-Transmitter Location Camp Sutton
Air Time 6:30 a.m.-5:15 p.m.
News Service UP
Transcription Service Lang-Worth
President J. Ray Shute
Gen., Sta. Mgr. Dick Marable
Commercial Mgr. Z. Bright Tucker
Sales Prom. Mgr., Pgm. Dir. R. W. Furman
Prod. Dir., Chief Anncr. J. Archie Laney
Publicity Dir. Frank Zeus Funderburk
Chief Engineer Hillard Fletcher
Farm Editor Robert Hilliard

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. (C.P. 1280)
Power: 1000 Watts d.
Owned-Oper. By Carteret Bcstg. Co., Inc.
Business Address P. O. Box 740
Phone Number 9740
Studio-Transmitter Location Morehead City
Air Time Daytime
News Service UP
Transcription Service World, Standard
Representative Joseph Hershey McGillvra
Membership NAB, BMB

NORTH CAROLINA

Pres., Gen. Mgr. Grover C. Munden
Commercial Manager Charles H. Markey
Sales Prom. Mgr. J. Q. Wallace
Prog. Dir., Chief Engineer Ray Cummins

WMNC

MORGANTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Nathan J. Cooper
Business-Studio-Transmitter Address Box 698
Phone Number 1100
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Owner, Manager Nathan J. Cooper
Program Dir. Gerneil Hudson
Publicity Dir. Madelyn Patton
Chief Announcer Bob Davis
Chief Engineer Frank Ballew

WPAQ

MT. AIRY—1948—CAROLINA SPTS.

Frequency: 740 Kc. Power: 1000 Watts d.
Owned-Operated By Ralph D. Epperson
Bus. Studio-Transmitter Address Mt. Airy
Phone Number 682
Air Time Daytime
News Service AP
Transcription Service Standard
Representative P. W. Seward
Membership NAB
Pres., Gen.-Station Manager,
Chief Engineer Ralph D. Epperson
Sales Prom. Mgr. H. A. Epperson
Program Dir. W. F. Crutchley
Chief Announcer Earl Nemi
Farm Editor Neil Smith

WHIT

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By . . . The Coastal Bcstg. Co., Inc.
Bus. Studio-Transmitter Address Trent Blvd.
Phone Number 4450, 4024
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Forjoe
Membership NAB
Pres., Gen., Sta. Mgr. Louis N. Howard
Sales Prom. Mgr., Chief Anncr. Bruce Lee
Publicity Director Ruth Young
Musical Director George Nelson
Office Manager Ellen Hancock
Continuity Director Jacquelyn M. Paul
Chief Engineer Robert Coddington
Farm Editor Paul M. Cox

WNNC

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By . . . Newton Conover Bcstg. Co.
Business Address Box 606
Phone Number 930
Studio-Transmitter Location West A. St., Ext.
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Thesaurus
Representative Continental Radio Sales
Membership NAB
General Manager Charles Turner
Sta. Mgr., Prog. Dir. Earl Holder
Commercial Manager Eugene Henry
Chief Anncrs. Harvey Laughter, Bill Taylor
Chief Engineer Dennis Long

WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Oper. By Wilkes Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 633
Transmitter Location Wilkes County
Air Time Sunrise-sunset
News Service AP
Transcription Service World
Membership NAB, BMB
President Doris B. Brown
Comm.-Sales Prom. Mgr. Roland B. Potter
Pgm. Dir., Farm Editor John T. Cashion
Publicity Director Charles Wilfong
Chief Engineer Robert Harvey

WOXF

OXFORD—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Oxford Bcstg. Corp.
Address Hancock Bldg.
Phone Number 3250
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
President F. W. Hancock, Jr.
Gen., Comm., Prom. Mgr. Jimmie Childress
Program Director Hart Curl

WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc. Power: 5000 Watts
Owned-Oper. By . . . The News and Observer
Publishing Co.
Business-Studio Address 219 S. McDowell St.
Phone Number 2-0321
Transmitter Location Asbury
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Standard

. . . **NORTH CAROLINA** . . .

Representative Weed
 Membership NAB, BMB, FMA
 President Josephus Daniels, Jr.
 Gen., Comm. Mgr., Pgm. Dir. George T. Case
 Publicity Director Flora Norris
 Chief Anncr., Farm Editor Lee Parker
 Chief Engineer Bascom E. Porter

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Oper. By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Free & Peters
 Membership NAB, BMB
 President J. R. Weatherspoon
 Gen. Sta. Mgr. Richard H. Mason
 Sales Manager O. L. Carpenter
 Program Manager Graham B. Poyner
 Dir. of Adv. & Prom. R. W. Youngsteadt
 Production Dir. Warren Barfield
 Chief Engineer Henry Hulick, Jr.
 Farm Editor Joe Reaves

WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Capitol Bcstg. Co., Inc.
 Bus.-Studio Address 130 S. Salisbury St.
 Phone Number 6411
 Transmitter Location Bart St.
 Air Time 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NAB, BMB, FMA
 President A. J. Fletcher
 Gen.-Station-Comm. Mgr. Fred Fletcher
 Program Director Jesse Helms
 Chief Engineer Virgil D. Duncan

WFRC

REDSVILLE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Piedmont Carolina Bcstg.
 Co., Inc.
 Business-Studio Address 116½ Gilmer St.
 Phone Number 1573-4
 Transmitter Location Wentworth Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP

NORTH CAROLINA

**WHY IS AP
 THE BEST?**

BECAUSE—AP has more news correspondents, more news
 bureaus, more miles of news wire than any other
 news service.

NORTH CAROLINA ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Earle Gluck—WSOC, Charlotte
 Vice-President: Frank Jarman—WDNC, Durham
 Second Vice-President: W. R. Roberson—WRRF, Washington
 Secretary: Paul Hansell—AP Chief of Bureau
 Treasurer: E. Z. Jones—WBBB, Burlington
 Continuing Study Committee Chairman: Jack Knell—WBT, Charlotte

NORTH CAROLINA

NORTH CAROLINA

Transcription Service.....World, Associated,
Keystone
RepresentativeCooke
MembershipNAB
President.....H. T. Williams
Gen., Comm. Mgr.....Steve Woodson
Prog. Dir., Chief Announcer.....Forrest Bedell
Production Dir.....George Hall
Musical Dir.....Paul Montgomery
Chief Engineer.....L. H. Alexander
Farm Editor.....Tiny Turner

W C B T

**ROANOKE RAPIDS—1940—MBS
TOBACCO**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WCBT, Inc.
Bus.-Studio Address.....251 Rcanoke Ave.
Phone NumberR-8551
Transmitter Location.....E. Tenth St., Ext.
Air TimeUnlimited
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBurn-Smith
Membership.....NAB, BMB, FMA
Pres., Gen. Mgr.....S. E. Crew
Comm.-Sales Prom. Mgr.....A. L. Drew
Pgm., Prod. Dir.....Ken Johnson
Publicity Dir.....Jerry Elliot
Musical Director.....Herb Daniels
Chief Engineer.....C. W. Meares

W A Y N

ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayn, Inc.
Business-Studio AddressRockingham
Phone Number611
Air TimeDaytime
News ServiceUP
Transcription ServiceMacGregor
President.....Wayne M. Nelson
Res., Comm. Mgr.....Matt F. Gettings
Chief Engineer.....William Henley

W C E C

**ROCKY MOUNT—1947—KBS
TOBACCO**

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Josh L. Horne
Bus.-Studio Address115 N. Church St.
Phone Number2880
Transmitter Location.....Hwy. 95
Air TimeDaytime
News ServiceAP
Transcription Service.....Associated, Capitol
RepresentativeRa-Tel
MembershipFMA
Owner.....Josh L. Horne
Gen., Sta. Mgr.....Mel Warner

Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Publicity Dir.....Dick Johnson
Musical Director.....Bobby Pritchard
Chief Engineer.....Harold Aycock
Farm Editor.....Doc Layton

W E E D

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. A. Wynne
Business AddressBox 752
Phone Number8149
Studio-Transmitter Location.....Nashville Hiway
Air Time.....6 a.m.-M.
News ServiceAP
Transcription Service.....World, Standard
MembershipNAB
Gen. Mgr., Chief Engr.....W. A. Wynne
Commercial Mgr.....Gordon Floe
Program Dir.....Eunice Snipes

W R X O

ROXBORO—1949

Frequency: 1430.....Power: 1000 Watts d.
Owned-Operated By.....Roxboro Bcstg. Co.
AddressBox 166
Phone Number6013
Air TimeDaytime
News ServiceAP
Transcription ServiceWorld
President.....H. W. Winstead
Gen., Comm. Mgr., Chief Engr.....H. S. Taylor
Program Dir.....W. D. Gregory

W S A T

SALISBURY—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-AddressDrawer 99
Phone Number276
Studio-Transmitter Location.....Milford Hills
Air TimeDaytime
News ServiceUP
Transcription ServiceWorld
Representative.....Dora C. Dodson
MembershipNAB
President.....Charles H. Wentz
Gen.-Comm. Manager.....John Smith
Program Director.....W. F. Fleming
Chief Announcer.....Jimmie Morris
Musical Dir.....Marie Newland
Chief Engineer.....Elbert Sherman

W S T P

SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio AddressState Theatre Bldg.

• • • **NORTH CAROLINA** • • •

Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB
 President Bryce P. Beard, Sr.
 Sta. Mgr., Prog.-Prod. Dir. Russell McIntire
 Gen., Sta., Sales Prom. Mgr. Alex P. Beard
 Publicity Dir. Betty Fisher
 Comm. Mgr. Katherine F. Murphy
 Chief Announcer Bill Brown
 Musical Director Rebecca Duffell
 Chief Engineer Carl B. Watson
 Farm Editor Polly Eldon

W W G P

SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Radio Bldg., Steele St.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Pres., Gen.-Station Mgr. Waldo W. Primm
 Commercial Mgr. L. B. Nelson
 Program Director Margaret Blake
 Chief Engineer Carey H. Olive

W O H S

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By Western Carolina Radio Corp.
 Business Address Box 1401, Shelby
 Phone Number 340
 Studio-Transmitter Location Hwy. No. 74, W. at city line
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NAB
 President Lee B. Weathers
 Gen. Mgr., Chief Engineer. Robert M. Wallace
 Commercial Mgr. Max P. Butler
 Program Dir. Hugh Dovey

W E E B

SOUTHERN PINES—1947

MBS-TAR HEEL

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Sand Hill Community Bcstrs., Inc.
 Business Address Drawer 1140
 Phone Number 6191
 Studio-Transmitter Location U. S. Hwy. No. 1, S.
 Air Time Daytime

News Service AP
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Sta. Mgr. Jack S. Younts
 Comm. Mgr., Publicity Dir. Joe A. Warren
 Sales Prom. Mgr. Elizabeth M. Younts
 Program Dir., Chief Anncr. Edward Cox, Jr.
 Chief Engineer Melvin Kushner

W S T S

SOUTHERN PINES—1947—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sandhills Bcstg. Corp.
 Bus.-Studio Address 115 E. Broad St.
 Phone Number 5451
 Transmitter Location Hiway 2
 Air Time Daytime
 News Service UP
 Transcription Service Standard, SESAC
 Representative Cooke
 Membership NAB
 President Frank L. Baber
 Gen., Sta. Mgr. J. C. Cole
 Chief Announcer James L. Allwood
 Chief Engineer Edward O. Koprivier

W S I C

STATESVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Statesville Bcstg. Co., Inc.
 Bus.-Studio Address Radio Rd., P. O. Box 1189
 Phone Number 9078
 Transmitter Location Radio Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NAB
 President Dr. James W. Davis
 General Manager L. G. Churchill
 Commercial Mgr. Charles D. Melton
 Program Director Albert Watson
 Chief Engineer T. K. Abernethy

W C P S

TARBORO—1946

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address Edgecombe Bank Bldg.
 Phone Number 643, 946
 Transmitter—Hwy. 64 Bet. Rocky Mt. & Tarboro
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Membership NAB, BMB
 President V. E. Fountain
 Gen., Sta. Mgr. J. T. Snowden, Jr.
 Comm., Sales Prom. Mgr. J. Porter MacNair
 Pgm. Dir., Chief Anncr. Eccles Wall
 Publicity Dir. Margaret Johnston
 Chief Engineer C. D. Chandler

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By The Thomasville Bcstg. Co.
 Business Address Box 867, Thomasville
 Phone Number 902
 Studio-Transmitter Location Salem St., Ext.
 Air Time Daytime
 News Service AP
 Transcription Service World
 President George W. Lyles
 Gen., Comm. Mgr. Harold Harrison
 Chief Engineer L. M. Sugg

WADE

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Anson Radio & Bcstg. Co.
 Bus.-Studio Address Lyon Bldg.
 Phone Number 620
 Transmitter Location Hiway 52
 Air Time Daytime
 News Service UP
 Transcription Service RCA
 Membership NAB
 President R. P. Lyon
 Station Manager Jack P. Hankins
 Commercial Manager Edward Mullinix
 Program Director Willard P. Billingsley
 Chief Engineer Cecil Sills

WHED

WASHINGTON—1948—TAR HILL SPTS.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus.-Studio Address Guaranty Bank Trust
 Bldg.
 Phone Number 278
 Transmitter Location Rt. 17, S.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Continental
 Membership NAB
 President Lee Wynne
 Gen., Sta. Mgr., Prod. Dir. R. B. Armstrong
 Commercial Mgr. C. B. Armstrong
 Sales Prom. Mgr. Richard David
 Pgm. Dir., Chief Anncr. John Morgan
 Publicity Director Link Harner
 Chief Engineer John Wilroy
 Farm Editor Mack Stamps

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus.-Studio Address Bank of Washington
 Bldg.

Phone Number 403
 Transmitter Location 1½ Mi. S. of city on
 Hwy. 17
 Air Time 5:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative Walker
 Representative Forjoe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Vice Pres. W. R. Roberson, Jr.
 Gen.-Comm. Manager T. H. Patterson
 Sales Prom. Mgr., Pub. Dir. Merrill Daniels
 Program-Production Dir. Don Pierce
 Musical Director Charlie Yates
 Chief Engineer I. G. Murphrey
 Farm Editor Bill Abeyounis

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Smoky Mountain Bcstg.
 Business-Studio Address Park Theatre Bldg.
 Phone Number 680
 Transmitter Location Howell Mill Rd.
 Air Time 6 a.m.-11 p.m.
 President Holt McPherson
 Gen., Sta., Comm. Mgr. Fred U. Wamble
 Program Dir. Harry Robinson
 Chief Engineer Frank Wilbur
 Farm Editor Wayne Corpening

WENC

WHITEVILLE—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address Whiteville
 Phone Number 620
 Transmitter Location 1 Mi. from Bus. District
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Clark
 Membership NAB
 Representative Josiah Maulshy
 General Manager Ward A. Coleman
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Engineer Ovie Boutwell

WGN I

WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2493
 Studio-Transmitter Location Eagle Island at
 Cape Fear River Bridge
 Air Time Unlimited
 News Service UP
 Transcription Service Standard

NORTH CAROLINA

Representative.....Joseph Hershey McGillvra
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr......Tommy Thompson
Program Director.....Paul Parker
Chief Engineer.....A. J. Gullno
Production Dir......Lou Essick
Chief Engineer.....Art Madeley

W M F D

WILMINGTON—1935—ABC

Frequency: 630 Kc.....**Power:** 1000 Watts
Owned By.....Radio Station WMFD
Operated By.....R. A. Dunlea
Business Address.....P. O. Box 696
Phone Number.....4840
Studio Address.....Castle Hayne Rd.
Transmitter Location.....Brunswick County
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....NAB, BMB
General-Station Mgr......R. A. Dunlea
Comm.-Sales Prom. Mgr......C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chief Engineer.....E. I. Herring

W G T M

WILSON—1937—MBS

Frequency: 590 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number.....2188-9
Transmitter Location.....Rock Ridge
Air Time.....5 a.m.-2 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Weed
Membership.....NAB, BMB, FMA
President.....Penn Thomas Watson
General-Station Mgr......Allen Wannamaker
Pgm. Dir., Chief Anncr......W. E. Jackson, Jr.
Production Director.....Charlie Slate
Production Dir......Charlie Slate
Publicity Director.....Harriet P. Fulghum
Chief Engineer.....W. H. Malone

W V O T

WILSON—1948

Frequency: 1420 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address.....Hwy. 301 N.
Phone Number.....5157-8
Air Time.....6 a.m.-Sunset
News Service.....AP
Transcription Service.....Capitol
Membership.....BMB
President.....H. W. Anderson
Exec. V.P......W. T. Williams
Station Mgr......Harry Severance

Commercial Mgr......P. O. Barnes
Sales Prom. Mgr......Lynda Thomas
Pgm., Prod. Dir......Joel Lawhon
Publicity Dir......Tommy Williams
Chief Engineer.....N. V. Pieler

W A I R

WINSTON-SALEM—1937—ABC TOBACCO SPTS.

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number.....2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....6 a.m.-12:15 p.m.
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Walker
Membership.....NAB, BMB, FMA
Partner, Gen., Sta. Mgr......George D. Walker
Commercial Mgr......John Miller
Sales Prom. Mgr., Pub. Dir......Ken Wilson
Program Dir......Doris Pardington
Chief Engineer.....Lee King

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number.....2-4141
Transmitter Location.....R.F.D. No. 1, Old Town
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated, Standard
Representative.....Headley-Reed
Membership.....NAB, BMB
President.....Gordon Gray
V.P., Managing Dir......Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comas
Publicity Director.....Les Forsyth
Dir. of Engineering.....Phil Hedrick

W T O B

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Winston-Salem Bcstg. Co.
Business-Studio Address.....826 W. Fourth St.
Phone Number.....7145
Transmitter Location.....Konnoak Dr.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Taylor-Borroff
President.....James W. Coan
Gen., Comm. Mgr......John G. Johnson
Pgm. Dir., Chief Anncr......Bill Billingsley
Production Dir......Betty Jane Blalock
Chief Engineer.....Russell Spikula

The CBS Station Covering the
Top of the Nation
Fargo **K S J B** Jamestown

The Way We Interpret Our
B M B—K S J B
Delivers More Radio Homes
At Less Cost Per Listener
Than Any Other Station
In North or South Dakota

*Write or Wire Collect
for a Copy
and We Believe You
Will Agree*

K S J B

Owned and Operated by the

JAMESTOWN BROADCASTING CO.

JAMESTOWN

NORTH DAKOTA

NORTH DAKOTA

Estimated Population 605,000—Increase —5.7%—Radio Homes 145,000
Radio Families 149,000—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone Number 468
Transmitter Location Menoken
Air Time 6 a.m.-M.
News Service AP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Pgm., Prod. Dir. Cal Culver
Publicity Dir. Larry Kindle
Production Director Charles Schoregge
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service World, SESAC
Membership BMB
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick
Sales Prom. Mgr. Norman Buckner
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 28 First Ave. W.
Phone Number 348
Transmitter Location 1 Mi. N. of Dickinson
on Hwy. No. 22 & ¼ Mi. E.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Orville F. Lawson
Membership NAB, BMB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager Douglas Anderson

Prog.-Prod. Director George L. Brooks
Chief Engineer Quentin Prochaska

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3291
Transmitter Location Wild Rice
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Bolling
Membership NAB, BMB
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Pgm., Prod. Dir. David B. Henley
Musical Dir. Earl Mann
Chief Engineer Olaf Gabrielson
Farm Editor Morrie Freedman

KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Northwest Bcstg. Co.
Business-Studio Address 217½ Broadway
Phone Number 23-201
Transmitter Location Hiway 81, 3 Mi. S. City
Air Time Daytime
News Service UP
Transcription Service Associated
Pres., Gen. Mgr. E. L. Alford
Sta., Comm. Mgr. E. L. Ausman
Program Dir. Hollis B. Hoff
Publicity Dir. Jack Swenson
Chief Engineer Bob Schaefer

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Transmitter Location W. Fargo
Air Time Unlimited
News Service AP, UP
Transcription Service RCA
Representative Free & Peters
Membership NAB, BMB
President, Gen. Mgr. E. C. Relneke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Manager Ken Kennedy
Production Manager Maurie Waller
Chief Engineer Juline Savold

• • • **NORTH CAROLINA** • • •

K I L O

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 Number... 1200
 Transmitter Location... Univ. of N. Dak. Campus
 News Service... UP
 Representative... Avery-Knodel
 Membership... NAB, BMB
 President... M. M. Opeggaard
 Manager... Wallace E. Stone
 Chief Engineer... Arnold Patrick
 Program Dir... Jeff Gorham

K N O X

**GRAND FORKS—1947
 MBS-GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts
 Owned By... Community Radio Corp.
 Address... Grand Forks
 Phone Number... 3500
 Air Time... 6 a.m.-M.
 News Service... UP
 Transcription Service... World
 Membership... BMB
 President... Carroll E. Day
 Gen., Sta. Mgr... Elmer Hanson
 Sales Prom. Mgr... Robert C. Lukkason
 Program Dir... James Cowan
 Production Dir... Dorothy Swenson
 Publicity Dir... Donald DeKrey
 Chief Engineer... Clifford Thomford

K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.
 Bus.-Studio Address... 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
 Phone Number... Jamestown 1600
 Transmitter... Hwy. 281, 6 Mi. S. of city
 Air Time... Unlimited
 News Service... UP
 Transcription Service... World
 Representative... George P. Hollingbery
 Membership... BMB
 Secretary-Treasurer... Donn C. Clayton
 Pres., Sta. Mgr... John W. Boler
 Sales Prom. Mgr... G. H. McKinnon
 Program Dir... Don Kingsley
 Publicity Director... Gerald Uppman
 Chief Announcer... Hal Kennedy
 Chief Engineer... Robert E. Ridgway
 Farm Editor... Chester Graham

(See Page 570)

K G C U

**MANDAN—1925
 MBS-GREAT NORTHERN**

Frequency: 1270 Kc. Power: 1000 d.; 250n.

Owned-Oper. By... Mandan Radio Assn., Inc.
 Bus.-Studio Address... 200 3rd Ave. N.W.
 Phone Number... (Office) 561, (Transmitter) 3660
 Transmitter Location... 2½ Mi. SE of Mandan on Hwy. 10
 Air Time... 5 a.m. 11:30 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Walker
 Membership... NAB, BMB
 President... W. S. Russell
 Gen., Sta. Mgr... M. J. Reichert
 Commercial Mgr... Harry McKee
 Traffic-Production Director... Mert Bushee
 Chief Engineer... Ray Barnett

K L P M

**MINOT—1929
 MBS-GREAT NORTHERN**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... Minot Bcstg. Co.
 Business-Studio Address... Fair Block
 Phone Number... 41-146
 Transmitter... 2 Mi. E. of Minot on Hwy. 52
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Representative... Walker
 Membership... BMB
 Principal Owner, Gen. Mgr... John B. Cooley
 Sta. Mgr., Chief Engineer... C. W. Baker
 Commercial Manager... E. H. Cooley
 Sales Prom. Mgr., Pub. Dir... Leslie E. Mcupin
 Prog.-Prod. Dir... James J. Hautman

K O V C

**VALLEY CITY—1936
 MBS-GREAT NORTHERN**

Frequency: 1490 Kc. Power: 2500 Watts
 Owned-Operated By... KOVC, Inc.
 Business-Studio Address... 312 Fifth Ave.
 Phone Number... 408-W
 Transmitter Location... S.W. of town
 Air Time... 6:30 a.m. 11 p.m.
 News Service... UP
 Pres., Gen.-Comm. Mgr... Robert E. Ingstad
 Program Director... Hugh Thomas
 Chief Engineer... Charles Sjostrom

K W B M

WILLISTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Williston Bcstg. Co.
 Address... Williston
 Phone Number... 1450
 News Service... UP
 Transcription Service... World
 Representative... Hal Holman
 Pres., Pgm. Dir... Raymond Kapp
 General Manager... A. L. Hellebust
 Commercial Mgr... B. G. Bailey
 Chief Engineer... Irwin Christianson

OHIO

Estimated Population 7,989,000—Increase +15.7%—Radio Homes 2,301,000
Radio Families 2,361,000—Stations in State 61

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bus.-Studio Address WADC Bldg., corner
Main & Mill Sts.
Phone Number Jefferson 6165
Transmitter Location Route 8, Akron-
Cleveland Rd.

Air Time 5:55 a.m.-1:05 a.m.
News Service Transradio, UP
Transcription Service Lang-Worth, Standard,
World

Representative George P. Hollingbery
Membership BMB
Owner-Operator Allen T. Simmons
Assistant Manager Robert B. Wilson
Commercial Manager Fred C. Bock
Sales Prom. Mgr., Pub. Dir. Secrest Williams
Program Director Harold H. Hageman
Production Director Doc Williams
Musical Director William E. Beers
Chief Engineer John L. Wildermuth
Farm Editor Harold Hageman

WAKR

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By WAKR
Bus.-Studio Address First Natl. Tower
Phone Number HEmlock 6151
Transmitter Location 739 Swartz Rd.
Air Time Unlimited

News Service AP, UP
Transcription Service Associated, Capitol
Representative Weed
Membership NAB, BMB
President, Gen. Mgr. S. Bernard Berk
Asst. General Manager Viola G. Berk
Station Manager Roger G. Berk
Comm.-Sales Prom. Mgr. Kenneth M. Keegan
Pgm., Prod., Pub. Dir. Arthur F. Moore
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp

WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts d.
Owned By Forest City Publishing Co.
Operated By United Bcstg. Co.
Business-Studio Address 51 W. State St.
Phone Number Bl. 7101
Transmitter Location Akron Peninsula Rd.
Air Time Daytime
News Service AP
Transcription Service Standard

Representative Paul H. Rayer
Membership NAB, BMB
President S. E. Graham
General-Station Mgr. R. W. Richmond
Comm.-Sales Manager Cecil Green
Program-Production Dir. Lew Henry
Publicity Director Don O'Neil
Musical Director Gene Hammers
Chief Engineer Jim Hill
Farm Editor Max Plaughter

WICA

ASHTABULA—1937—STANDARD

Frequency: 970 Kc. Power: 5000 Watts d.,
1000 n.

Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221, 27-181
Transmitter Location Ashtabula-Jefferson Rd.
Air Time 6 a.m.M.

News Service UP
Transcription Service LangWorth, Thesaurus
Representative McGillvra
President R. B. Rowley
Station Manager W. W. Walrath
Commercial Manager D. W. Fassett
Program Director R. W. Miner
Musical Director Mary Pavolino
Chief Engineer F. N. Bernato
Farm Editor John Strasen

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address The Skyline
Phone Number 1515
Air Time 6 a.m.-local sunset

News Service AP
Transcription Service World, SESAC
Representative Walker
Membership NAB, BMB
President Jesse A. Bloch
Gen., Sta. Mgr. Robert W. Ferguson
Sales Prom. Mgr. Albert T. Fisher
Program Director Frank Curtis
Women's Pgm. Dir. Lorell Dennis
Publicity Dir. George Diab
Musical Dir. Norval Davis
Chief Engineer George Cowen
Farm Editor Paul Howard

WILE

CAMBRIDGE—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By Land O'Lakes Bcstg. Corp.

Business-Studio Address.....917 Beatty Ave.
 Phone Number.....3545
 Transmitter Location....R. D. No. 1, College Hill
 Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 President.....H. D. McClelland
 V.P., Gen. Mgr.....Howard A. Donahoe
 Comm. Mgr., Pub. Dir.....Richard F. Rose
 Chief Announcer.....David C. Lorimer
 Chief Engineer.....Wesley C. Randles
 Farm Editor.....A. G. Engel

WAND
CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Operated By.....P. C. Wilson
 Address.....106 High Ave., N. W.
 Phone Number.....8397
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Continental
 Pres., Comm. Mgr.....P. C. Wilson
 Gen. Mgr., Pgm. Dir.....James Wilson
 Promotion Mgr.....Robert Bradley
 Chief Engineer.....Gene Peterman

WCMW
CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....317 W. Tuscarawas St.
 Phone Number.....5-9475
 Transmitter Location.....Hills & Dales Rd.
 Air Time.....Daytime
 News Service.....AP, Transradio
 Transcription Service.....Lang-Worth, Standard
 Representative.....Burn-Smith
 Membership.....NAB, FMA
 President.....Merlin R. Schneider
 General Manager.....Arthur W. Davis
 Commercial Manager.....Clark L. Dozer
 Program Manager.....Alfred P. Sloane
 Promotion Director.....S. L. Huffman
 Chief Engineer.....Robert A. Rexroed

WHBC
CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market Ave.
 Phone Number.....6-7166
 Transmitter Location.....Richville
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....Roy D. Moore
 General Manager.....Joseph K. Vodrey

Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Paul E. Gilmore
 Sales Prom. Mgr., Pub. Dir.....Julius Glass
 Program Director.....Gervis S. Brady
 Musical Director.....Charles Pickens
 Chief Engineer.....Kenneth L. Sliker
 Farm Editor.....John Baker

WBEX

**CHILLICOTHE—1947—ABC
 BUCKEYE**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number.....2244
 Transmitter Location.....Carlisle Hill
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....D. C. Summerford
 Gen. Sta., Comm. Mgr., J. Harry Callaway
 Program-Publicity Dir.....Stanley Dixon
 Chief Announcer.....Richard McEnerney
 Chief Engineer.....Ralph Albers
 Farm Editor.....Carl Wendel

WCKY
CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
 Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs, Ky.
 Air Time.....24 Hrs.
 News Service.....INS
 Transcription Service.....Standard, World
 Representative.....Thomas Welstead
 Membership.....NAB, BMB
 President, General Manager.....L. B. Wilson
 Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
 Publicity Director.....John Murphy
 Record Librarian.....Ethlyn Hale
 Farm Editor.....Frank Gommer Kamp

WCPO
CINCINNATI—1937—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Address.....3903-5 Carew Tower
 Phone Number.....Capitol 0777
 Studio Address.....2345 Symmes St.
 Transmitter Location.....Daylight Bldg.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth

Representative Branham
 President Jack R. Howard
 V.P., Gen. Mgr. M. C. Watters
 Station Dir. Glenn Clark Miller
 Asst. Manager John P. Smith
 Pgm., Prod. Dir. Earl Corbett
 Publicity Director Fred Geisel
 Chief Engineer Grant Makinson

W K R C

CINCINNATI—1923—CBS

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Radio Cincinnati, Inc.
 Address Hotel Alms
 Phone Number Woodburn 0550
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, World.
 Associated

Representative Katz
 Membership NAB
 Station Mgr. H. E. Fast
 Sales Prom. Mgr. Joel W. Stovell
 Chief Engineer George Wilson

W L W

CINCINNATI—1922—NBC

Frequency: 700 Kc. Power: 50,000 Watts
 Owned-Oper. By Crosley Bcstg. Corp.
 Bus.-Studio Address Crosley Sq., 140 W. Ninth
 St.

Phone Number Cherry 1822
 Transmitter Location Mason
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service Thesaurus
 Membership NAB, BMB, FMA
 President James D. Shouse
 V.P., General Mgr. R. E. Dunville
 V.P., Asst. Gen. Mgr. Dwight Martin
 V.P. in Charge of Sales Harry Mason Smith
 Dir. of Sales Prom. David E. Partridge
 V.P. in Chg. of Prog. William P. Robinson
 Asst. Pgm. Dir. Chester A. Herman
 Dir. of Pub. Rel. & Publicity James J. Cassidy
 Chief Announcer Bill Brown
 Gen. Mgr. of Music Milton Weiner
 V.P. in Chrg. of Engineering R. J. Rockwell
 Dir. of Farm Prog. Dept. Roy Battles

W S A I

CINCINNATI—1924—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By Buckeye Bcstg. Co.
 Bus.-Studio Address 115 E. Fourth St.
 Phone Number Main 1068-69-70-71
 Transmitter Location Mt. Healthy
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol, Standard

Representative Avery-Knodel
 Membership NAB, BMB
 President Marshall Field
 Gen., Sta. Mgr. Robert S. Sampson
 Commercial Mgr. Robert H. Boulware
 Prod. Dir., Chief Announcer Fred Harper
 Publicity Director Vonne Monsell
 Chief Engineer William Symons

W D O K

CLEVELAND—1949

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Civic Bcstrs., Inc.
 Address 1515 Euclid Ave.
 Phone Number Tower 1-1850
 Air Time Unlimited
 News Service INS
 Transcription Service SESAC
 Pres., Gen. Mgr. R. Morris Pierce
 Treas., Sales Mgr. Frederick C. Wolf

W E R E

CLEVELAND—1949

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Cleveland Bcstg., Inc.
 Business-Studio Address 1501 Euclid Ave.
 Phone Number Superior 9600
 Air Time Unlimited
 News Service AP, INS
 Gen. Mgr., Consulting Dir. Sidney Aldorn
 Commercial Mgr. Keith Baldwin
 Publicity Dir. Ed Stevens
 Chief Announcer Bill Reid
 Musical Dir. Grant Wilson
 Chief Engineer Marion V. Snedeker

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Oper. By WGAR Bcstg. Co., Inc.
 Business-Studio Address Hotel Statler
 Phone Number PProspect 0200
 Transmitter Location Broadview & Akins
 Rds., Broadview Hts.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 Chairman of the Board G. A. Richards
 V.P., General Manager John F. Patt
 Comm. Mgr., V.P. Chg. Sales Carl E. George
 Sales Prom. Manager Ted Boynton
 Program Director Reginald P. Merridew
 Production Director Stanley Gee
 Publicity Director Manuel Eisner
 Chief Announcer Charles Roberts
 Musical Director Henry Pildner
 V.P. Chg. of Engineering R. Morris Pierce
 Farm Editor Dick Kathe

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: United Bcstg. Co.
Business-Studio Address: 1311 Terminal Tower
Phone Number: Prospect 5800
Transmitter Location: Pleasant Valley Rd.,
Seven Hills

Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Representative: Paul H. Raymer
Membership: NAB
President: Sterling Graham
Gen.-Station Manager: K. K. Hackathorn
Commercial Manager: J. B. Maurer
Sales Prom. Manager: William Sprague
Program Director: C. M. Hunter
Production Director: James Aubele
Publicity Director: C. T. Christensen
Musical Director: Willard Pott
Chief Engineer: R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: WJMO Bcstg. Co.

Address: 2157 Euclid Ave.
Phone Number: Superior 4424
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
President: W. J. Marshall
V.P., Gen. Mgr.: Dave Baylor
Commercial Manager: Robert De Tchon
Program Director: Brooke Taylor
Production Director: George A. Gothberg
Publicity Director: William H. Cannady
Chief Announcer: Paul Nakel
Musical Director: Albert Stone
Chief Engineer: Lawrence Shipley

W J W

**CLEVELAND—1932—ABC
STANDARD**

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 0101
Transmitter Location: 9861 Ridge Rd.
N. Royalton

Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: William M. O'Neil
Asst. to the Pres.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Local Sales & Sales

Promotion Manager: Frank H. Blumer
Program Director: Charles V. Hunter
Publicity Director: Charles F. McLaughlin
Chief Announcer: Stanley Peyton
Chief Engineer: Gerold G. Roberts

W S R S

CLEVELAND—1947—OSN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus.-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: EBview 2005
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth,
SESAC

Representative: Forjoe
Membership: NAB
Pres., Gen. Mgr.: S. R. Sague
Office Manager: Herbert G. Pabst
Commercial Mgr.: Jack D. Kelly
Production Dir.: Thomas J. Nolloth
Musical Dir.: Walter Trimmer
Chief Engineer: Ben Whittaker

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WSRS

POWERFULLTIME

**FORJOE CO.
NAT'L REP.**

**S. R. SAGUE
PRESIDENT**

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 Number CHerry 1-0942
 Transmitter Location Brecksville
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Associated.
 Thesaurus
 Representative NBC Spot Sales
 Membership NAB, BMB
 President (NBC) Joseph H. McConnell
 General-Station Mgr. John McCormick
 Commercial Manager Harold Gallagher
 Sales Prom. Manager Howard Barton
 Pgm., Prod. Dir. Jacob Hines
 Publicity Director Albert M. Henderson
 Musical Director Walberg Brown
 Engineer-in-Charge S. E. Leonard
 Operations Supervisor John D. Disbrow
 Farm Editor James Chapman

WBNS**COLUMBUS—1924—CBS-OHIO**

Frequency: 1460 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By Radioho, Inc.
 Business-Studio Address 33 N. High St.
 Phone Number Ad. 9265
 Transmitter Location 1037 Barnett Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, World
 Representative John Blair
 Membership NAB, BMB
 President Richard S. Wolfe
 General Manager Richard A. Borel
 Commercial Manager W. I. Orr
 Promotion Director Jerome R. Reeves
 Program Director Geer Parkinson
 Musical Director Paul Neal
 Chief Engineer Lester H. Nafzger
 Farm Editor Bill Zipl

WCOL**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL
 Business-Studio Address 22 S. Young St.
 Phone Number MAin 4581
 Transmitter Location 555 W. Goodale St.
 Air Time 6 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service Lang-Worth, Associated
 Representative Headley-Reed
 Membership NAB, BMB
 Partner L. A. Pixley
 General Manager Albert R. Albinger
 Comm., Sales Prom. Mgr. R. O. Runnerstrom

Production Director Edgar A. Sprague
 Publicity Director Margie J. Ruddock
 Chief Engineer Leo DeConnick
 Farm Editor T. D. Harmon

WHKC**COLUMBUS—1921—MBS**

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By United Bcstg. Co.
 Business-Studio Address 22 E. Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obez Rd.
 Air Time 6 a.m.-1 a.m.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Sterling Graham
 Gen., Sta. Mgr. Carl M. Everson
 Comm.-Sales Prom. Mgr. H. H. Hoessly
 Program-Production Dir. John B. Moses
 Publicity Director Gail Dauenhaver
 Chief Announcer Budd Sweeney
 Musical Director John Kenward Agnew
 Chief Engineer William B. Minor
 Farm Editor George Zeis

WTNS**COSHOCTON—1947—STANDARD**

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Oper. By Coshocton Bcstg. Co.
 Business-Studio Address 114 N. 6th St.
 Phone Number 1560
 Transmitter Location 1 Mi. W. of Roscoe
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard, Lang-Worth,
 SESAC
 Pres., Gen. Mgr. Bruce Wallace
 Commercial Manager James Sigman
 Program Dir. John R. Terry
 Promotion Dir. William Kirk
 Chief Engineer Ben Jones

WHIO**DAYTON—1935—CBS**

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business-Studio Address 45 S. Ludlow St.
 Phone Number Adams 2261
 Transmitter Location Hempstead Rd., R.R. 2
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS
 Transcription Service Associated, Standard
 Representatives Hollingbery, Cummings
 Membership NAB
 President James M. Cox, Jr.
 Sta., Gen. Mgr. Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Sales Prom. Mgr. Mrs. Helen Drennen
 Pgm., Prod. Dir. Lester G. Spencer

Publicity Director..... Dorothy A. Minneman
 Chief Announcer..... Louis G. Emm
 Musical Director..... Henry Lange
 Chief Engineer..... Ernest L. Adams
 Farm Editor..... Samuel C. Steiger

W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Great Trails Bcstg. Co.
 Business-Studio Address..... 121 N. Main St.
 Phone Number..... Adams 3288
 Transmitter Location..... E. David Rd.
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth, Capitol
 Representative..... Weed
 Membership..... BMB
 President..... Charles Sawyer
 Exec. V.P..... John Pattison Williams
 General Mgr..... Odna Karns
 Program Director..... Arthur L. Martin
 Prod.-Musical Dir..... Charles G. Reeder
 Publicity Director..... Jean Broome
 Chief Announcer..... Jack Wymer
 Chief Engineer..... Lloyd House

W O N E

DAYTON—1949—MBS

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By..... Skyland Bcstg. Corp.
 Address..... 5 S. Jefferson St.
 Phone Number..... Michigan 6501
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Headley-Reed
 Pres., Gen. Mgr..... Ronald B. Woodyard
 Comm., Prom. Mgr..... Jack Thornquest

W O N W

DEFIANCE—1949—STANDARD

Frequency: 1280 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Defiance Bryan Paulding
 Bcstg. Co.
 Address..... U. S. Route 24
 Phone Number..... 5227
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Partners..... R. W. Crowell, Lloyd Basil,
 Ed W. Kuns, R. S. Burke, Carl Fox
 General Mgr..... Richard E. Kaiser
 Commercial Mgr..... Gene Mills
 Program Dir..... Paul Price
 Chief Engineer..... Kenneth Farrance

W L I O

**EAST LIVERPOOL—1948
 STANDARD**

Frequency: 1570 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Pottery Bcstg. Co.
 Business-Studio Address..... Turk Motor Bldg.
 Phone Number..... Main 5190
 Transmitter Location..... Irish Ridge Rd.
 Air Time..... 7 a.m.-sunset
 News Service..... UP
 Transcription Service..... Lang-Worth
 Membership..... NAB
 President..... Earl D. Eisenhower
 Gen., Sta., Comm. Mgr..... John M. Croft
 Sales Prom. Mgr., Pgm., Prod. Dir., Cy Newman
 Chief Announcer..... Maury McGill
 Musical Dir..... Phyllis Lenz
 Chief Engineer..... Frank W. Schaefer
 Farm Editor..... Bob Bantfield

W O H I

EAST LIVERPOOL—1949

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... East Liverpool Bcstg. Co.
 Address..... 516 Market St.
 Phone Number..... Main 1490
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... World, Thesaurus
 Pres., Gen. Mgr..... Richard V. Beatty
 Commercial Mgr..... Harold J. Fitzgerald
 Program Dir..... John W. Ridder
 Chief Engineer..... David T. Taylor

W E O L

ELYRIA—1948

Frequency: 930 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Elyria-Lorian Bcstg. Co.
 Bus.-Studio Address..... 417-419 Elyria Savings
 & Trust Bldg.
 Phone Number..... Elyria 2255
 Transmitter Location..... Grafton
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Capitol, Lang-Worth
 President..... Roy W. Ammel
 Gen., Sta. Mgr..... H. A. Seville
 Program Director..... Martin Bouhan
 Chief Engineer..... Walter Murawsky

W F I N

FINDLAY—1941

Frequency: 1330 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... The Findlay Publ. Co.
 Business-Studio Address..... 500½ S. Main St.
 Phone Number..... Main 1330
 Transmitter Location..... 2.3 Mi. SE Findlay
 Air Time..... Daytime
 News Service..... INS, UP

Transcription Service... Standard, Lang-Worth
 Membership NAB, BMB
 President R. L. Heminger
 Gen., Comm. Mgr. Harold H. Heminger
 Program Director..... Allen P. Dudley
 Chief Engineer..... Edgar C. Smith
 Farm Editor..... John C. Hutson

W M O H

HAMILTON—1944—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.... Fort Hamilton Bcstg. Co.
 Bus. Studio Address... Second Natl. Bank Bldg.
 Phone Number..... Hamilton 4-6543
 Transmitter Location..... Middletown Pike
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President..... Robert J. Briede
 Gen. Sta. Comm. Sales Prom.
 Manager..... Joseph E. True
 Chief Announcer..... Red Richardson
 Musical Director..... Mildred Soule
 Chief Engineer..... Don F. Volkman

W H O K

LANCASTER—1948

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By... Hocking Valley Bcstg. Corp.
 Address Memorial Dr.
 Phone Number 4500
 Air Time..... 6 a.m.-local sunset
 News Service AP
 Transcription Service..... World, Cole
 Membership NAB
 President..... Dr. Nelson Embrey
 Sta. Mgr., Pgm. Dir..... Donald W. White
 Pub. Dir., Chief Anncr..... Bob Respass
 Musical Dir..... Dave Collins
 Chief Engineer..... Charles R. Houston
 Farm Editor..... Paul Miller

W I M A

LIMA—1948—MBS-ABC

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By... Northwestern Ohio Bcstg.
 Corp.
 Business-Studio Address..... 223 N. Main St.
 Phone Number 6-3841
 Transmitter Location..... 2500 Greenlawn Rd.
 Air Time..... 6 a.m.-1 a.m.
 News Service INS
 Representative Weed
 Membership NAB
 President..... G. E. Hamilton
 General Mgr..... R. W. Mack
 Commercial Mgr..... C. B. Heller
 Program Dir..... Ester Straker
 Chief Engineer..... A. J. F. Smith

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... The Fort Industry Co.
 Business Address..... 199 Pierce St.,
 Birmingham, Mich.
 Phone Number..... Trinity 17-700
 Studio Address..... 1101 Natl. Bank Bldg.
 Transmitter Location..... 1424 Rice Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership BMB
 President..... George B. Storer
 General Manager..... Lee B. Walles
 Sta., Sales Prom. Mgr..... J. Robert Kerns
 Commercial Mgr..... Harry Jay
 Program Dir..... Richard T. Roll
 Chief Announcer..... Joe Rex
 Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... 140 Park Ave., W.
 Phone Number 4235-6
 Transmitter Location..... Longview Ave. at
 N. Main St. Rd.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB
 Pres., Gen. Sta. Comm. Mgr..... J. M. O'Hara
 Sales Prom. Manager..... Carl Kindt
 Prog.-Prod.-Pub. Dir..... Harry C. Lytle
 Chief Engineer..... William Morrison

W M O A

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Marietta Bcstg. Co.
 Business Address..... P. O. Box 201
 Phone Number 6363
 Studio-Transmitter Location..... 409 Oakwood
 Ave., Williamstown, W. Va.
 Air Time..... 6:30 a.m.-M.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative..... W. S. Grant
 Membership NAB
 President..... William G. Wells
 V.P., Gen. Mgr..... Hugh M. P. Higgins
 Commercial Manager..... Aud N. Archer
 Program Director..... James L. Ulmer
 Chief Engineer..... Charles E. Clark

W M R N

MARION—1940 ABS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address N. Main St.
 Phone Number 3226-7
 Studio Address WMRN Bldg.
 Transmitter Location ¼ Mi. N. of city limits
 on Main St.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace Stovin
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Robert T. Mason
 Comm. Sales Prom. Mgr. Robert M. Sprouse
 Pgm.-Prod. Dir., Chief Anncr. Cary Simpson
 Publicity Director John Plank
 Musical Director Richard Stadler
 Chief Engineer Francis Joseph Peters
 Farm Editor Ray Marsh

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;
 100 Watts n.
 Owned-Operated By Paul F. Braden
 Bus. Studio-Transmitter Address Central Ave.
 Phone Number 2-3625
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Donald Cooke
 Membership NAB
 Owner, General Manager Paul F. Braden
 Commercial Mgr. C. R. Daly
 Sales Prom. Mgr., Pub. Dir. M. F. Troutvine
 Pgm., Prod. Dir. G. H. Lummis
 Chief Announcer John Reznor
 Musical Director George Garlinger
 Chief Engineer Laurace Beckwith
 Farm Editor Ben Werk

W C L T

NEWARK—1949—STANDARD

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Advocate Printing Co.
 Address 25 W. Main St.
 Phone Number 4007
 Air Time Daytime
 News Service AP
 Transcription Service World, Capitol
 President Frank W. Spencer
 General Manager Thomas A. Rogers
 Commercial Mgr. Robert Pricer
 Pgm. Dir., Asst. Gen. Mgr. Gene Ragle
 Chief Engineer Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. Miami County Bcstg. Co., Inc.
 Address 1625 W. Covington Ave.
 Phone Number 1420-1
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service World, SESAC
 Representative W. S. Grant
 Chief Owner, Gen. Sta. Mgr. Richard E. Hunt
 Sales Prom. Mgr. James R. Flinn
 Program-Production Dir. Robert Bulp
 Publicity Director Allen Craig
 Chief Announcer Kenny Rench
 Musical Director Ronnie Arendall
 Chief Engineer Byron F. London
 Farm Editor Bill Fox

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Scioto Bcstg. Co.
 Bus. Studio-Trans. Address 1009 Gallia St.
 Phone Number Portsmouth 1010
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB
 President Roy D. Moore
 Director of Radio Eugene Carr
 Station Mgr. Gerald F. Boyd
 Commercial Mgr. Carl P. Bodner
 Program Director Floyd M. Jackson
 News Editor E. G. Sheridan, Jr.
 Publicity Director Ann T. Evans
 Musical Director Dorothy E. Page
 Chief Engineer Maurice L. Myers
 Farm Editor Roy E. Vastine

W L E C

SANDUSKY—1947 MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Address Cleveland & Huntington Aves.
 Phone Number 5170-1-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Everett-McKinney
 Membership NAB, BMB
 President Lloyd A. Pixley
 General-Station Manager Albert E. Heiser
 Commercial Manager Louis E. Mahla
 Sales Prom. Manager John Gaskill
 Program Director Jay Wagner
 Production Director Ralph Hoffhines
 Pub. Dir., Farm Editor Don Dean
 Chief Engineer Jay Leibach

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Radio Voice of Springfield
 Address 115-117 W. High St.
 Phone Number 3-4955
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service . . . Lang-Worth, Standard
 Representative Weed
 Membership BMB
 President Charles Sawyer
 Exec. V.P. J. P. Williams
 Sta.-Comm. Manager C. N. Evans
 Pgm., Prod. Dir. Robert Christol
 Publicity Director John McEnaney
 Musical Director Mary Jane Tanner
 Chief Engineer Victor L. Bushong

W J E L

SPRINGFIELD—1947—KBS STANDARD-BUCKEYE

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Oper. By . . . Champion City Bcstg. Co.
 Business Address 101 Fountain Ave.
 Phone Number 3-4676
 Transmitter Location 801 Bechtle Ave.

Air Time Daytime
 News Service UP
 Transcription Service Associated
 Representative Friedenberg
 Membership NAB, BMB
 President Dr. Delbert Joseph Parsons
 Gen., Sta., Comm. Mgr. Frank N. Jones
 Pgm., Prod. Dir. William B. Burt
 Chief Engineer G. A. MacCasland

W W S O

SPRINGFIELD—1947

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned-Oper. By Radio Springfield, Inc.
 Bus. Studio Address . . . Chamber of Commerce
 Bldg., Spring & E. High Sts.
 Phone Number 3-6488
 Transmitter Location Arthur Rd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service . . . Thesaurus, World, Cole
 Membership NAB, BMB
 Station Manager Lin Mason

W S T V

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Valley Bcstg. Co.

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 Vice-Chairman: Fred Brophy—WHIO-TV, Dayton
 Secretary: B. T. Johns—AP Chief of Bureau
 Treasurer: Walter Furniss—WCOL, Columbus
 Directors: Richard Borel—WBNS, Columbus
 Edgar Parsons—WRFD, Worthington
 Al Albinger—WCOL, Columbus
 Ed Wallace—WTAM, Cleveland
 Tom McCarthy—WKRC, Cincinnati
 Robert M. Beer—WATG, Ashland

OHIO

Bus.-Studio Address... Exchange Realty Bldg.
 Phone Number 2-6265-6-7
 Transmitter Location..... Altamont Hghts.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 President..... Jack N. Berkman
 Gen.-Comm. Mgr..... John J. Laux
 Asst. Gen. Mgr., Technical
 Director..... Joseph M. Troesch
 Pgm., Prod. Dir..... George H. Wilson, Jr.
 Chief Announcer..... Robert Sanders
 Chief Engineer..... Charles S. Shepherd
 Farm Editor..... F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Oper. By..... The Fort Industry Co.
 Bus.-Studio Address... Bcst. Bldg., 136 Huron St.
 Phone Number Adams 3175
 Transmitter Location..... R.F.D. Oregon Rd.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service... Thesaurus, Lang-Worth.
 Representative Katz
 Membership NAB, BMB
 President..... George B. Storey
 General Manager..... E. Y. Flanigan
 Local Comm. Mgr..... Westford F. Shannon
 Sales Promotion Mgr..... Richard H. Gourley
 Program Director..... Glenn C. Jackson
 Chief Announcer..... Lester A. Dana
 Musical Librarian..... Gene Williams
 Chief Engineer..... William M. Stringfellow
 Farm Editor..... Jim Newman

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
 Transmitter Location... Byrne & Arlington Rds.
 Air Time 6:30 a.m.-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NAB, FMA
 President Edward Lamb
 Gen., Sta., Comm. Mgr..... Sunne Miller
 Commercial Manager..... Charles Smith
 Program Director..... Doug Tabner
 Chief Announcer..... Bob Elliott
 Musical Director..... Frieda Miller
 Chief Engineer..... Robert Sowers
 Farm Editor..... Joe Weaver

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.... Community Bcstg. Co.

Address Bell Bldg.
 Phone Number Adams 3291
 Air Time Unlimited
 News Service..... AP, UP
 Transcription Service World
 Representative..... Paul H. Raymer
 Membership NAB, BMB
 President Frazier Reams
 Gen.-Station Mgr..... Thomas S. Bretherton
 Commercial Manager..... Morton Neipp
 Sales Prom. Mgr., Pgm., Prod. Dir.

Karl R. Nelson

Chief Announcer..... Robert Kreighoff
 Musical Director..... Dorothy Dority
 Chief Engineer..... Harold Holmes
 Farm Editor..... Ken Lawrence

W H H H

WARREN—1941—MBS

Frequency: 1400 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Warren Tribune Radio
 Station, Inc.
 Business-Studio Address... 108 Main St.
 Phone Number 2212-9
 Transmitter Location..... Lordstown Center
 Air Time 6:45 a.m.-M.
 News Service UP
 Transcription Service Associated
 Representative Ra-Tel
 Membership NAB
 President..... Helen Hart Hurlbert
 Gen., Sta. Mgr..... H. R. Farrall
 Sales Prom., Mgr., Pgm., Prod. Dir.

William M. Brown

Chief Engineer..... Hugo A. Bondy

W W S T

WOOSTER—1947—STANDARD

Frequency: 960 Kc..... Power: 500 Watts d.
 Owned-Oper. By.... Wooster Republic Ptg. Co.
 Business-Studio Address Wooster
 Phone Number 760
 Transmitter Location..... E. of City, Rt. 30
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NAB
 President..... E. C. Dix
 Gen., Sta. Mgr..... E. B. Evans
 Commercial Manager..... Keith S. Gordon
 Pgm., Prod. Pub. Dir..... E. C. Gooding
 Chief Announcer..... Dale Humphries
 Chief Engineer..... Russell Grunder

W R F D

WORTHINGTON—1947—OSN

Frequency: 880 Kc..... Power: 5000 Watts d.
 Owned-Operated By.... Peoples Bcstg. Corp.
 Business-Studio Address... 649 High St.
 Phone Number Worthington 2-5342
 Transmitter Location... Powell Rd. & Route 23,
 Delaware County

Air Time.....Local sunrise-sunset
 News Service.....AP, INS
 Transcription Service.....Standard
 Membership.....NAB
 President.....James H. West
 General Mgr.....James R. Moore
 Station Mgr.....Edgar Parsons
 Comm., Sales Prom. Mgr., Joseph D. Bradshaw
 Program Director.....William Meredith
 Prod. Dir., Chief Anncr.....Robert Geis
 Publicity Dir.....Helen Fusco
 Musical Director.....Irwin Hott
 Chief Engineer.....Royce Woodward
 Farm Editor.....Robert Miller

W B B W

YOUNGSTOWN—1949
STANDARD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By
 Mahoning Valley Bcstg. Corp.
 Address.....260 W. Federal St.
 Phone Number.....3-2159
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated, Capitol
 Representative.....Forjoe
 Pres., Chief Engr.....John Cherpack, Jr.
 V.P., Gen., Comm. Mgr.....Gene Trace
 Pgm. Dir., Prom. Mgr.....Anthony Ross

W F M J

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....3-4121
 Transmitter Location.....Boardman-Poland Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 Pres., Gen., Sta. Mgr.....William F. Maaq, Jr.
 Commercial Mgr.....Leonard E. Nasman
 Program Director.....Robert B. Mackall
 Chief Announcer.....Bill Crooks
 Musical Director.....R. W. Richards
 Chief Engineer.....Frank A. Dieringer
 Farm Editor.....Elden Groves

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Bus., Studio Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP

Transcription Service.....World, Lang-Worth,
 McGregor
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station Dir.....J. Lothair Bowden
 Production Dir.....Don Brice
 Publicity Director.....Howard C. Rempes
 Musical Director.....Bill Dunn
 Chief Engineer.....B. T. Wilkins
 Farm Editor.....Stu Wilson

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Ohio Bcstg.
 System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 Station Manager.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program-Publicity Dir.....Robert D. Maley
 Musical Director.....Ralph Riley
 Chief Engineer.....William A. Hunt

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 SATISFIED WITH
 LESS?

AP

OKLAHOMA

Estimated Population 2,302,000—Increase —1.5%—Radio Homes 624,000
Radio Families 686,000—Stations in State 41

KADA

ADA—1934—ABC-OKLA. NET-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KADA Bcstg., Inc.
Business Address 207 First Natl. Bank Bldg.
Phone Number 12-3
Studio-Transmitter Address No. Broadway
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Taylor-Borroff
Membership NAB, BMB
President Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr. Billy T. Hoover
Sales Prom. Mgr. Zelmadean Woods
Program-Production Dir. Pat Murphy
Publicity Director Patricia A. Irick
Chief Announcer Monte C. Bell
Musical Director Betty Hughes Nolen
Chief Engineer Harold Walker

KWHW

ALTUS—1946—MBS-KBS-OGB

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Bcstg. Co., Inc.
Business Address 1405
Phone Number 1405
Studio Address Main & Commerce Sts.
Transmitter Location East Bradford
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol
Representative W. S. Grant
Membership NAB
Pres., Gen.-Sta. Mgr. Frank E. Wimberly
Chief Engineer Ernest Baucum

KVSO

ARDMORE—1935—KBS-ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Bus.-Studio Address Daily Ardmoreite Bldg.
Phone Number 2200, 3030
Transmitter Location Chickasaw & N.W. Blvd.
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Associated, SESAC
Representative Taylor-Borroff
Membership FMA, NAB
General Manager Albert Riesen
Commercial Manager J. E. Riesen
Sales Prom. Manager D. H. Dillard, Jr.
Program Director Dolly Dutton
Chief Engineer William E. Kolb
Form Editor Elmer Forbes

KWON

BARTLESVILLE—1941—MBS-OGB

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bartlesville Bcstg. Co.
Bus.-Studio Address Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location 9 Mi. NE on U. S. 75
Air Time 6 a.m.-11:30 p.m.
News Service AP
President, Manager J. Fred Case
Sales Prom. Manager John Collins
Chief Announcer Bob Walker
Chief Engineer Jim Wireman

KWCO

CHICKASHA—1946
MBS-OKLA. GP-LIBERTY

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By Washita Bcstg. Corp.
Business Address Box 744
Phone Number 2899
Studio Address Hall Briscoe Bldg.
Transmitter Location On Grand Blvd., So. of
Chickasha
Air Time 6 a.m. local sunset
News Service AP
Transcription Service Standard
Representative Continental Radio Sales
Membership NAB
Pres., Comm., Sales Prom. Mgr. P. D. Jackson
Gen., Sta. Mgr. Clarence E. Wilson
Chief Announcer C. G. Cunningham
Chief Engineer Neal M. Allen

KWOE

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By Western Okla. Bcstg. Co.
Address Box 706
Phone Number 617
Air Time Daytime
Transcription Service SESAC
President Alice Howenstine
Secretary-Treasurer V. M. Preston
Program Dir. Lew Preston
Chief Engineer Harold Wood

KRHD

DUNCAN—1947—MBS-OGB

Frequency: 1350 Kc. Power: 250 Watts d.
100 n.
Owned-Operated By Duncan Bcstg. Co.
Address Hwy. 81 at Pine St., P. O. Box 1192
Phone Number 1350

Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol
 Membership NAB
 Chief Owner R. H. Drewry
 Gen., Sta. Mgr. J. P. Burnett
 Comm., Sales Prom. Mgr. Byron McCall
 Program Dir. Doug Thompson
 Production Dir. Bob Stabler
 Publicity Dir. Lloyd George
 Musical Dir. Frances Demis
 Chief Engineer Bill Buford
 Farm Editor Farrell Brooks

K S E O

DURANT—1947—KBS-LIBERTY

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Democrat Printing Co.
 Address Box 511
 Phone Number 102
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Partners R. F. Story, Bennett Story
 General Manager Leroy Moses
 Commercial Mgr. Fred R. Blackburn
 Chief Engineer L. O. Wilcox

K C H E

EL RENO—1948—KBS

Frequency: 1500 Kc. Power: 500 Watts d.
 Owned-Operated By KCHE, Inc.
 Bus. Studio Address . . . First Natl. Bank Bldg.
 Phone Number 2438
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 General Mgr. Harry Ward
 Commercial Mgr. Tom Gilmore
 Program Dir. Hi Roberts
 Chief Engineer C. H. Stanford

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address 204 N. Main
 Phone Number 730
 Transmitter Location No. Randall
 Air Time Unlimited
 Representative Friedenber
 Membership BMB
 Supervisor Lonnie J. Preston
 Manager V. M. Preston

K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.

Bus. Studio Address Broadway Tower,
 9th Floor
 Phone Number 447
 Transmitter Location 309 E. Willow
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borhoff
 Membership NAB, BMB, FMA
 President Milton B. Garber
 Gen., Sales Prom. Mgr. George L. Tarter
 Commercial Mgr. H. P. Hale
 Program Dir. Edith Longley
 Publicity Dir. Ed White
 Chief Anncr. Frank Powell
 Musical Dir. Byron Napier
 Chief Engineer Murray D. Coleman
 Farm Editor Ed White

K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Frederick Bcstg. Co.
 Business Address P. O. Drawer 920
 Phone Number 1010
 Studio Address Main & Grand
 Transmitter Location 1 Mi. W. of Frederick
 Air Time Daytime
 News Service UP
 Transcription Service World
 General Mgr. Ron Wheeler
 Business Mgr. Jack Oswalt
 Commercial Mgr. Dan Jones
 Program Dir. Charles Henson
 Asst. Chief Engr. Kenneth Bagwell
 Chief Anncr. Charles Henson
 Musical Dir. Dottie Oswalt
 Chief Engineer Dan Jones
 Farm Editor Bill Gause
 Women's Editor Mary Wheeler

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 100 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address 21st & Lelia Sts.
 Phone Number 888
 News Service UP
 Transcription Service Thesaurus
 President, Manager T. M. Raburn, Jr.
 Chief Engineer J. A. Burke

K T J S

HOBART—1947—KBS-OGB

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Address 315 E. 11th St.
 Phone Number 1070
 Air Time Sunrise-Sunset
 Pres., Gen., Sta. Mgr. T. J. Shriner

Comm., Sales Prom. Mgr. M. J. Shriner
 Pgm., Prod. Dir. Jack Wickizer
 Publicity Dir. Tom Kirkham
 Musical Director Aim Stidham
 Chief Engineer Darrel Foss
 Farm Editor Tom Morris

K I H N
HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address Box 248
 Phone Number 1140
 News Service AP
 Transcription Service Lang-Worth
 President George Malone
 Gen.-Comm. Manager Kruger E. Muse
 Program Director Betty Muse
 Promotion Manager Nancye Moore
 Chief Engineer Milo Holtberg

K S W O
LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 17th & E Ave.
 Phone Number 1380
 Transmitter Location 1½ Mi. SE of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB
 President R. H. Drewry
 General-Station Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr. Paul Goode
 Program Director Morgan Roberts
 Production Director Bill Wheatley
 Publicity Director Jack Drake
 Chief Engineer Bill Buford
 Farm Editor George Lanham

K T M C
McALESTER—1946

ABC-OKLA. NET-OGB-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By J. Stanley O'Neill
 Business-Studio Address First & Washington
 Phone Number 2411-2
 Transmitter Location A & Grisler Sts.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borroff
 Membership NAB, BMB
 Pres., Gen. Mgr. J. Stanley O'Neill
 Comm., Sales Prom. Mgr. Robert Baggett
 Pgm., Publicity Dir. Dudley Stallings

Chief Announcer Howard Martin
 Musical Director Bill Myers
 Chief Engineer Robert Schlib
 Farm Editor Bill Gibbons

K G L C
MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Phone Number 3303
 Transmitter Location 5 Mi. E. Miami
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representatives Paul Girard, Adam J. Young
 Membership NAB
 President John H. Giffin
 General-Station Mgr. Wallace R. Dunn
 Program Dir. John Kennedy
 Publicity Dir. A. J. Wyrick
 Musical Dir. Murl Nolder
 Chief Engineer Louis Stone

K B I X

**MUSKOGEE—1936—ABC-OKLA.
 NET-OGB**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone Number 303
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Taylor-Borroff
 President Tams Bixby, Jr.
 Station Director J. I. Meyerson
 Station Mgr. Ernest Watson
 Assistant Mgr. Walter W. Weber
 Pgm. Mgr., Prod. Dir. Roger Stoner
 Chief Engineer Eugene Edwards

K M U S

MUSKOGEE—1948—MBS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 Transmitter Location 1½ Mi. No. of city
 Air Time 6a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, FMA
 President Ben T. Childers
 Gen., Station Mgr. Jimmie Barry
 Comm., Sales Mgr. Roger Hathorn
 Program Dir. Harvey Marsh
 Chief Announcer Dick McCartney
 Chief Engineer Paul Alexander
 Farm Editor Dave Pearson

KNOR
NORMAN—1949

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.. Cleveland County Bcstg. Co.
 Address Box 542
 Phone Number 474
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Chief Owner, Comm. Mgr. Tol Dickenson
 Owner, Gen. Mgr. William S. Morgan
 Chief Engineer Don Daniel

KBYE
OKLAHOMA CITY—1946

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Air Time Sunrise-sunset
 Representative Radio Reps
 Membership NAB
 General Mgr. Frank J. Lynch

KLPR
OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.

Owned-Operated By Byrne Ross
 Business Address 132½ W. Commerce St.
 Phone Number 3-6358
 Studio-Transmitter Address SW 73rd St. &
 Shields Blvd.
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Associated, Cole
 Membership NAB
 Pres., Gen.-Sta. Mgr. Byrne Ross
 Comm.-Sales Prom. Mgr. Monty Wells
 Program Dir. Billie Davidson
 Publicity Director. Byrne Ross
 Chief Annrcs. Dick Knowles, Tom Kendall
 Chief Engineer Jack Richmond
 Farm Editor Della King

KOCY
OKLAHOMA CITY—1923
MBS-OKLA. GP.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Plaza Court Bcstg. Co.
 Business-Studio Address Plaza Court Bldg.
 Phone Number 3-4333
 Transmitter Location 73rd & Lincoln
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Walker

OKLAHOMA

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 Vice-President: Bruce Palmer—WKY, Oklahoma City
 Secretary: Austin Bealmear—AP Chief of Bureau

OKLAHOMA

OKLAHOMA

Membership.....NAB, BMB, FMA
President.....John Q. Thomas
Gen.-Station Mgr.....M. H. Bonebrake
Commercial Manager.....George Collison
Program Director.....Wishard Lemons
Publicity Director.....John Steele
Musical Director.....Becey Cartmell
Chief Engineer.....Royden Freeland

K O M A

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number.....2-3291
Transmitter Location.....Moore
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol, Standard,
SESAC, Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Commercial Manager.....Webster L. Benham, Jr.
Sales Prom. Mgr. Pub. Dir.....Tom Alyea
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Carl Neumann

K T O K

OKLAHOMA CITY—1927
ABC-OKLA. NET

Frequency: 1400 Kc.....Power: 5000 Watts d.,
1000 n.
Owned-Operated By.....KTOK, Inc.
Business-Studio Address.....1800 W. Main
Phone Number.....3-8352
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Taylor-Boroff
Membership.....NAB, BME
President.....O. L. Taylor
General Manager.....Robert D. Enoch
Station Manager.....Harold M. Shreve
Chief Engineer.....Clifford Easum

K T O W

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address.....3300 Apco Tower
Phone Number.....2-6367
Transmitter Location.....Reno & Eastern
Air Time.....Sunrise-sunset
News Service.....UP

Transcription Service.....World
Representative.....Forjoe
Membership.....NAB
President.....Ralph Ball
Gen., Sta. Mgr.....Cal Perley
Commercial Mgr.....Hugh Finnerty
Pgm., Prod. Dir.....Bill Bryan
Chief Announcer.....Gene Dillehay
Chief Engineer.....Elmo Black

W K Y

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By.....WKY Radiophone Co.
Bus.-Studio Address.....Skirvin Tower Hotel
Phone Number.....3-4306
Transmitter Location.....1 Mi. E. of Britton
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Associated, Standard
Representative.....Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager.....P. A. Sugg
Administrative Asst.....Hoyt Andres
Commercial Manager.....Leo Howard
Program Director.....Paul Brawner
Publicity Director.....Gene Dodson
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937
MBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Okmulgee Bcstg. Corp.
Business Address.....408 W. 6th St.
Phone Number.....3646-7
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Wythe Walker
General Mgr.....Harold E. King
Comm. Mgr., Farm Editor.....Dan Kenan
Production Dir.....Chuck Phillips
Publicity Dir.....Joyce Mann
Chief Announcer.....Don Archer
Chief Engineer.....James H. Smith

K V L H

PAULS VALLEY—1947
KBS-OKLA. GR.-LBS.

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Address.....Box 356
Phone Number.....1470-1
Studio-Transmitter Location.....Hiway 77, N.
Air Time.....Local sunrise-sunset
News Service.....UP

Transcription Service.....World, Keystone
 Membership.....NAB
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Commercial Manager.....H. Edward Walker
 Chief Engineer.....George Rountree

W B B Z

PONCA CITY—1927—MBS-OGB

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City Publ. Co.
 Address.....615 W. Grand Ave.
 Phone Number.....6607-8
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Ra-Tel
 Membership.....NAB
 President.....Clyde E. Muchmore
 General Manager.....Paul H. Buening
 Commercial Mgr.....M. E. Sheid
 Pgm., Prod. Dir.....Shelton E. Bonnewell
 Publicity Dir.....Robert Nelson
 Chief Engineer.....Kenneth Ruppe

K S M I

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Seminole Bcstg. Co.
 Address.....City Park, N. Main St., Box 1351
 N. Main St., Box 1351
 Phone Number.....1260-1
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Membership.....NAB
 President.....Tom Potter
 Gen., Sta. Mgr.....Joe B. Foster
 Commercial Manager.....Carl McDaniel
 Sales Prom. Mgr.....Jack Wallace
 Program Director.....Laverne Updike
 Chief Engineer.....Warren W. Abbott

K G F F

SHAWNEE—1930—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Address.....Federal Natl. Bldg.
 Phone Number.....4390-1
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 President.....Oscar S. Stauffer
 General Manager.....Roy J. Bowman
 Commercial Manager.....Edwin M. Moore
 Program Director.....William A. Weaver
 Chief Engineer.....Earl R. Ward

K S P I

**STILLWATER—1947
 MBS-OKLA. GP.**

Frequency: 780 Kc.....Power: 250 Watts d.

Owned-Oper. By.....Stillwater Publishing Co.
 Business Address.....P. O. Box 231
 Phone Number.....1831
 Studio-Transmitter Location.....1½ Mi. S. of Stillwater on Hwy. 40
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Ra-Tel
 Membership.....NAB
 President.....C. R. Bellatti
 General Manager.....L. F. Bellatti
 Commercial Manager.....Ed Harvey
 Program Director.....Bracton Combs
 Chief Engineer.....Paul McCollum
 Farm Editor.....Jim Wells

K A K C

TULSA—1946—OKLA. GP.

Frequency: 970 Kc.....Power: 1000 Watts d.,
 500 n.

Owned-Oper. By.....Public Radio Corp.
 Bus.-Studio Address.....412 E. Fifth St.
 Phone Number.....4-2401
 Transmitter Location.....21st & Yale Sts.
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 President.....S. E. Avey
 V.P., General Manager.....Glenn Condon
 Ast. Gen.-Comm. Mgr.....James L. Neal
 Comm., Sales Prom. Mgr.....Glen Harmon
 Program Director.....John B. Wheeler
 Production Director.....Bill Webb
 Chief Announcer.....Jack Moore
 Chief Engineer.....M. M. Donley

K F M J

TULSA—1946—LIBERTY

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Fred Jones Bcstg. Co.
 Business-Studio Address.....1242 S. Boston
 Phone Number.....5-5555
 Transmitter Location.....21st & Yale
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Cole, Standard
 Representative.....Forjoe
 Membership.....BMB
 President.....Fred Jones
 General Manager.....Lawson Taylor
 Commercial Manager.....Jack Betz
 Chief Announcer.....James O. Wilson, Jr.
 Chief Engineer.....Nate Wilcox

KOME

TULSA—1938—MBS-OKLA. NET

Frequency: 1300 Kc. Power: 5000 d., 1000 r.
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address 8th & Main
 Phone Number 3-4121
 Transmitter Location 86th & S. Harvard
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Weed
 Membership NAB
 President Harry Schwartz
 General Mgr. Dick Campbell
 Program Director Larry Robertson
 Publicity Director Ann Fountain
 Musical Director Jack Davidson

KMRG

TULSA—1949—ABC

Frequency: 740 Kc. Power: 50,000 Watts d.,
 10,000 n.
 Owned-Operated By All Oklahoma Bcstg. Co.
 Business-Studio Address Fourth & Denver
 Phone Number 5-3291
 Transmitter Location Keystone
 Air Time 6 a.m.-M.
 Representative John Blair
 President Senator Robert S. Kerr
 Vice-President C. B. Akers
 General Mgr. Robert B. Jones, Jr.
 Sales Prom. Mgr. Publicity Dir. Montez Tjaden
 Program Dir. Perry W. Ward
 Chief Engineer Alden F. Wooster

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address P. O. Box 1739
 Phone Number 2-3191
 Studio Address Boulder-on-the-Park
 Transmitter Location Turley
 Air Time 6:05 a.m.-M.
 News Service UP
 Transcription Service Capitol, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President John T. Griffin
 V.P., General Manager John Esau
 Commercial Mgr. L. A. Blust, Jr.
 Sales Prom. Mgr., Pub. Dir. George Ketcham
 Program Director Karl Janssen
 Production Director Jack Alexander
 Musical Director Glenn Hardman
 Chief Engineer Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts

Owned-Oper. By Southwestern Sales Corp.
 Bus-Studio Address 2104 Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location 11 Mi. E. of Tulsa
 Hwy. 66
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard, World
 Representative Edward Petry
 Membership NAB, BMB
 President P. Q. Proctor
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Sales Prom. Mgr., Pub. Dir. C. N. McKinney
 Pgm., Prod. Dir. Tom DeVore
 Chief Announcer Johnny Ryan
 Musical Director Joe O'Neill
 Chief Engineer Watt Stinson
 Farm Editor Sam Schneider

KSIW

WOODWARD—1947—MBS-OGB

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Woodward Bcstg. Co.
 Address 22 & Cedar Sts.
 Phone Number 1450
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 President James L. Todd
 V.P., Financial Mgr. Edward A. Ryan
 Chief Engineer John M. Nelson

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 AP

OREGON

Estimated Population 1,736,000—Increase $\pm 59.3\%$ —Radio Homes 547,000
Radio Families 557,000—Stations in State 36

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By...Central Willamette Bcstg.
Co.

Bus.-Studio-Transmitter Address...Queen Ave.
& Elm St.

Phone Number1234-5

Air Time6 a.m.-M.

News ServiceUP

Transcription ServiceStandard, World

RepresentativeJohn Keating

MembershipNAB, BMB

PresidentR. R. Cronise

General ManagerChet Wheeler

Sta. Mgrs.Derwood Smith, Dick Cowan,
Glenn Henshaw

Sta.-Sales Prom. Mgr.Derwood Smith

Commercial ManagerWarren Stoffer

Program-Production Dir.LeRoy Jolley

Publicity DirectorCarley Copenhaver

Chief AnnouncerDoug LaMear

Chief Engineer, Farm Editor.Herbert Davidson

PresidentR. B. Chessman
Station Mgr.R. D. Holmes
Commercial Mgr.H. E. Chase
Program Dir.Frances J. Anderson
Production Dir.Jim Magnuson
Chief EngineerBruce Whitwell

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. ByInland Radio, Inc.

Bus.-Studio AddressFirst & Court Sts.

Phone Number140

Transmitter LocationH. Street

Air Time6 a.m.-11 p.m.

News ServiceUP

Transcription ServiceWorld

MembershipNAB, BMB

PresidentLee W. Jacobs

Station Mgr.Kenneth B. Lockwood

Commercial Mgr.Milton L. Levy

Program Dir.Kenneth Holden

Chief EngineerWalt Bobisud

KWIN

ASHLAND—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Rogue Valley Bcstg. Co.,
Inc.

Bus.-Studio-Transmitter Address...1160 Helman
Rd.

Phone Number2-1351

Air TimeUnlimited

News ServiceAP

Transcription ServiceWorld, Capitol,
Standard

Representative...Gene Grant, Homer Griffith
MembershipNAB, BMB

PresidentM. S. Hamaker

General ManagerEdward P. Barnett

Comm., Prom. Mgr.Burton Lane Bardeen

Program DirectorCharles B. Fields

Chief EngineerPhilip R. George

KBND

BEND—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By...Central Oregon Bcstg. Co.

Bus.-Studio-Transmitter Address...1101 Wall St.

Phone Number848

Air Time6 a.m.-11 p.m.

News ServiceUP

Transcription ServiceLang-Worth

RepresentativeW. S. Grant

MembershipNAB, BMB

Gen., Sta. Mgr.Frank H. Loggan

Comm. Mgr.W. H. Barton

Pgm. Dir., Farm EditorKessler Cannon

Chief EngineerRobert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated ByKOOS, Inc.

Bus.-Studio-Trans. Address...505 Hall Bldg.

Phone Number4321-4331

Air TimeUnlimited

News ServiceAP

MembershipNAB

PresidentSheldon F. Sackett

General ManagerFred F. Chitty

Station ManagerHal Shade

Commercial ManagerJack Irvine

Program DirectorSara Spough

Chief EngineerRoger Spough

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1370 Kc. Power: 1000 Watts

Owned-Operated ByAstoria Bcstg. Co.

Bus.-Studio Address9th & Commercial Sts.

Phone Number95-6

Transmitter Location1006 Taylor Ave.

Air Time6:30 a.m.-M.

News ServiceAP

Transcription ServiceStandard

RepresentativeKeating Studio

MembershipNAB

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Bus.-Studio Address Coquille Hotel, P. O.
 Box 396
 Phone Numbers 3961-3971
 Transmitter Location Sanford Hghts., 1 Mi.
 N.W. of Coquille, on Hway. 101
 Air Time 17 Hrs.
 News Service AP
 Transcription Service Associated, Cole
 Representative Gene Grant
 Pres., Gen. Mgr. Walter L. Read
 Secretary-Treasurer William E. Walsh
 Sta. Mgr., Prod. Dir. Robert W. Harris
 Comm. Mgr., Pub. Dir. William Cook
 Chief Engineer Phillip Linn
 Chief Anncr., Farm Editor Curt Raynes

KRUL

**CORVALLIS—1946
 KBS-IGN (FRANCE)**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific States Radio Co.
 Address 1221 So. 15th St.
 Phone Number 1504
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President J. C. Haley
 Gen., Sta. Mgr. C. W. Peck
 Sales Prom. Mgr. Doris Peck
 Publicity Dir. James Bailey
 Chief Announcer Jeff Evans
 Musical Dir. Steve Evans
 Chief Engineer J. E. Evans
 Farm Editor Wayne Loerke

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By Western Radio Corp.
 Address Box 399, Scenic Dr. nr. Sorosis Pk.
 Phone Number 2300
 Air Time Unlimited
 News Service UP
 Transcription Service MacGregor
 Membership NAB
 Pres., General Mgr. V. B. Kenworthy
 Station Mgr. Paul E. Walden
 Publicity Director Lea Phillips
 Pgm. Dir., Chief Engr. Arthur Elliott

KASH

EUGENE—1947—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Air Ways, Inc.

Business Address P. O. Box 1600
 Phone Number 4-2201
 Studio-Transmitter Location Day Island Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Capitol
 Representative Gene Grant, Donald Cooke
 Pres., Gen. Station Mgr. E. L. Kincaid
 Comm., Sales Prom. Mgr. Paul N. Plank
 Pgm., Prod. Dir. Don McCutcheon
 Publicity Director Clare Mattingly
 Musical Director Laura Nidever
 Chief Engineer William Riley

KERG

EUGENE—1949

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Eugene Bcstrs., Inc.
 Address Studio Bldg.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 President Alton F. Baker
 General Mgr. L. W. Trommlitz
 Commercial Mgr. Herbert Michael
 Program Dir. Reginald Roos
 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 Number 4-2414
 Studio-Trans. Location S. Willamette St.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Everett-McKinney
 Membership NAB
 President Paul V. McElwain
 General Mgr. Lee Bishop
 Commercial Mgr. Bob Hillyer
 Program-Production Dir. Robert Eubanks
 Publicity Dir. Harry Sackett
 Chief Announcer Ken Lomax
 Chief Engineer Floyd Viken
 Farm Editor Dolph Janes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KUGN, Inc.
 Business Address P. O. Box 1400
 Phone Number 4-6216
 Studio-Transmitter Location Coburg Rd.
 Air Time 5:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Frank J. McHugh, Jr.

OREGON

Membership NAB
President C. H. Fisher
General Manager S. W. McCready
Commercial Manager L. N. Young
Program Director L. S. Ready, Jr.
Chief Engineer William H. Green

K U I N

**GRANTS PASS—1939—MBS
DON LEE**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Southern Oregon Bcstg. Co.
Business Address P. O. Box 147
Phone Number 4477
Studio-Transmitter Location. Redwood Hwy.
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service World, McGregor
Representative W. S. Grant
Membership NAB, BMB
Station Manager E. A. Malone
Program Director John T. Sivert
Chief Engineer N. L. Williams

K F J I

KLAMATH FALLS—1922—MBS

Frequency: 1150 Kc. Power: 5000 d., 1000 n.
Owned-Operated By W. D. Miller
Address P. O. Box 692
Phone Number 5155
Air Time Unlimited
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NAB
President, General Mgr. W. D. Miller
Comm., Pgm. Mgr. Jack Keating
Program Director Bill Wentworth
Chief Engineer William P. Grimes

K F L W

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Herald Publ. Co.
Address P. O. Box 941
Phone Number 8115
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Everett McKinney
Membership NAB, BMB
President Frank Jenkins
General Manager Bud Chandler
Commercial Manager Aaron Boe
Chief Engineer Gilbert Walters

K L B M

LA GRANDE—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Inland Radio, Inc.
Business-Studio Address. Old Oregon Trail

Phone Number 220
Transmitter Location. 1 Mi. E. City, Hiway 30
Air Time 7 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Membership NAB, BMB
President, General Manager Lee Jacobs
Station Manager John G. Jones
Commercial Manager Ken Lillard
Program Director Marge Simcox
Production Director James L. Sams
Chief Engineer Murray Durham

K M C M

McMINNVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By Yamhill Bcstrs.
Address Lafayette Ave.
Phone Number 3811
Air Time Unlimited
News Service AP
Transcription Service. Capitol, Lang-Worth
Partners Jack B., Philip N. Bladine
General Manager Lou Gillette
Commercial Manager Glasco Branson
Chief Engineer G. L. Hathaway

K M E D

MEDFORD—1926—NBC

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By. Mrs. W. J. Virgin
Business-Studio Address. P. O. Box 1306
Phone Number 4000
Transmitter Location. Ross Lane
Air Time Unlimited
News Service UP
Transcription Service. Standard, MacGregor
Membership NAB, BMB
Pres., Gen. Mgr. Mrs. W. J. Virgin
Commercial Mgr. James J. Dunlevy
Program Director Gladys LaMar
Promotion Manager John S. Duffy
Chief Engineer Victor M. Califf

K Y J C

MEDFORD—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Mail Tribune
Bus.-Studio-Transmitter: Address. Barnett Rd.
Phone Number 9200
Air Time Unlimited
News Service UP
Transcription Service. Lang-Worth, Cole
Representative Grant, McHugh
Membership NAB
President Robert W. Ruhl
Gen., Sta. Mgr. Pete Watts
Commercial Manager Norbert Miksche
Pgm., Dir., Chief Anncr. John Ahern
Publicity Director Patricia Wilkinson
Chief Engr., Farm Editor. Rodney Richards

KGW

**THE ONLY STATION
THAT ACTUALLY DELIVERS**

**COMPREHENSIVE
COVERAGE**

**in the
Fastest Growing
Market in the Nation**



Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states" — (News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

Oregon's enlarged population creates a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

This chart, compiled from official, half-million contour maps, filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage

KGW PORTLAND OREGON



**AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Yaquina Radio, Inc.
 Business Address. Box 682
 Phone Number. 560
 Studio-Transmitter Address. Newport
 Air Time. 6 a.m.-10 p.m.
 News Service. AP
 Transcription Service. World
 Representative. John Keating
 Pres., Gen.-Station Mgr. Tom R. Becker
 Commercial Mgr. Joe Kortman
 Program Director. Silvia Becker
 Chief Engineer. Hal Bigger

KSRV

ONTARIO—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Inland Radio, Inc.
 Address. Ontario
 Phone Number. 211-212
 Air Time. 6 a.m.-M.
 News Service. UP
 Transcription Service. Capitol, World, COE
 Membership. NAB, BMB
 Pres., Gen. Mgr. Lee W. Jacobs
 Station Manager. Gordon L. Capps
 Commercial Manager. John W. Powell
 Sales Prom. Mgr., Pub. Dir. Ray Kozak
 Program Director. Robert Ballard
 Chief Engineer. Charles E. Harland

K G O N

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Clackamas Bcstrs.
 Business Address. Box 391
 Phone Number. 5249
 Studio-Transmitter. Super Hiway, N.
 Air Time. 7 a.m.-M.
 News Service. AP
 Transcription Service. Lang-Worth, World
 President. Dr. John H. Fitzgibbon
 General Manager. Irwin S. Adams
 Assistant Manager. H. I. Jackson
 Program Director. Delmar Lundbom
 Chief Engineer. Robert Brower

K W R C

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Western Radio Corp.
 Business Address. P. O. Box 178
 Phone Number. 1425
 Studio-Transmitter Location. End of S.W. Sixth
 Air Time. Unlimited
 News Service. UP
 Transcription Service. Lang-Worth

Pres., Gen. Mgr. V. B. Kenworthy
 Station Manager. Ted A. Smith
 Asst. Manager. Jack Webb
 Program Director. Alvin Zimmerman
 Chief Engineer. Russ Fillingner

K B K O

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mercury Bcstg. Co.
 Bus.-Studio Address. 3908 N.E. Sandy Blvd.
 Phone Number. MURdock 1290, WEBster 1290
 Transmitter Location. Oaks Park
 News Service. UP
 Pres., Gen., Sta. Mgr. Gordon Bambrick
 Publicity Director. Helen Holiday
 Chief Engineer. Harold Kieger

K E X

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Radio
 Stations, Inc.
 Bus.-Studio Address. 1230 S.W. Main St.
 Phone Number. CApiitol 1881
 Transmitter Location. Clackamas
 Air Time. Unlimited
 News Service. AP, INS
 Transcription Service. Associated
 Representative. Free & Peters
 Membership. BMB
 President. Walter Evans
 Vice-President. Walter E. Benoit
 General Manager. J. B. Conley
 Station Manager. C. S. Young
 Sales Manager. Eldon Campbell
 Program Manager. Mel Bailey
 Prom., Pub. Mgr. Charles L. Burrow
 Chief Engineer. Thomas Ely

K G W

PORTLAND—1922—NBC

N.W. TRIANGLE

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. The Oregonian Publishing Co.
 Bus.-Studio Address. 1320 S.W. Broadway
 Phone Number. BEacon 6364
 Transmitter Location. No. Portland
 Air Time. Unlimited
 News Service. AP, INS
 Transcription Service. Lang-Worth, World
 Representative. Edward Petry
 Membership. NAB, BMB
 President. E. B. MacNaughton
 General Manager. M. J. Frey
 Station Manager. H. Quanton Cox
 Commercial Manager. J. N. Wassan
 Program Manager. Homer Welch
 Chief Announcer. Bob Tomlinson
 Musical Director. Abe Bercovitz
 Chief Engineer. Harold C. Singleton
 Farm Pgm. Dir. Wallace L. Kadderly

KOIN

PORTLAND—1926—CBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: KOIN, Inc.
 Business Address: P. O. Box 1031
 Phone Number: ATwater 3333
 Studio Address: New Heathman Hotel
 Transmitter Location: Sylvan
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Capitol, Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President: Marshall Field
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl
 Natl. Adv. Mgr.: John L. Palmer
 Promotion Director: George Wann
 Program Manager: Ted W. Cooke
 Production Director: Willard Mears
 Chief Announcer: Duncan Macleod
 Musical Director: Owen Dunning
 Dir. of Engineering: Louis S. Bookwalter
 Farm Editor: Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. Davis
 Bus.-Studio-Transmitter Address: Oaks Park
 Phone Number: Vermont 6142
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: William G. Rambeau
 Pres., Gen. Mgr.: John W. Davis
 Comm. Mgr.: William E. Richardson
 Program Director: Donovan Zundel
 Chief Announcer: Charles F. Moore
 Chief Engineer: R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publishing Co.
 Business Address: Journal Bldg.
 Phone Number: CA 5511
 Studio Address: 1019 S.W. 10th
 Transmitter Location: P. O. Address R. 1, Box 2433
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: John Blair
 Membership: NAB, BMB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Comm., Sales Prom. Mgr.: Alan L. Torbet
 Program Director: Thomas J. Swafford
 Production Director: Hugh Smith
 Publicity Director: Hiram Fitzpatrick
 Chief Engineer: Henry Sturtevant
 Farm Service Dir.: Alvin D. Bauer

OREGON

WHY IS **AP**
THE BEST?

BECAUSE—**AP** is faster, more complete, more accurate than any other news service.

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Chairman: Ted Cooke—KOIN, Portland
 Continuing Study Committee Chairman:
 Robert Thomas—KEX, Portland

OREGON

KWJJ

PORTLAND—1927

Frequency: 1040 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co., Inc.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: Atwater 4393
 Transmitter Location: No. Portland
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Burn-Smith
 Pres., Gen., Sta. Mgr.: Wilbur J. Jerman
 Commercial Manager: Jerry Speerstra
 Publicity Dir.: Ben Crosby
 Program-Production Dir.: Rene Bozarth
 Chief Announcer: Art Morey
 Musical Director: John Emmel
 Chief Engineer: Dwight Loomis
 Farm Editor: Bill Hansen

OREGON—PENNSYLVANIA

KXL

PORTLAND—1928

Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By: KXL Bcstrs.
Business-Studio Address: Orpheum Bldg.
Phone Number: BR. 6451
Transmitter Location: Clackmus
Air Time: Limited
News Service: UP
Transcription Service: Standard
Representative: Walker
Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson
Sales Prom. Mgr.: James Mount
Pgm., Prod. Mgr.: Jackson Fleming
Chief Announcer: Bill Mason
Chief Engineer: Ralph Miiflin
Farm Editor: Ben Buisman

KRNR

ROSEBURG—1936

MBS-DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: News Review Co.
Address: 134 N. Jackson St.
Phone Number: 4
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, World
Representative: John Keating
Membership: NAB
Gen., Sta. Mgr.: Leroy Hiatt
Commercial Mgr.: Warren Ward
Publicity Dir.: Carol Kerr
Chief Engineer: Ralph Smith

KOCO

SALEM—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: B. Loring Schmidt
Address: 1426 Edgewater St.

Phone Number: 3-3108
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Capitol, Associated.
Representative: William G. Rambeau
Membership: NAB, BMB
General Manager: B. Loring Schmidt
Program Director: Richard E. Nason
Chief Engineer: Edward C. McElroy, Jr.

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Oregon Radio, Inc.
Business Address: Salem
Phone Number: 3-4831
Studio Address: Senator Hotel Bldg.
Transmitter Location: Kingwood Hghts.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB, BMB, FMA
Pres., General Mgr.: Glenn McCormick
Commercial Manager: Earl Headrick
Program Director: Jerry Web
Promotion Manager: Dave Hoss
Chief Engineer: Clyde Carlton

KTIL

TILLAMOOK—1946

Frequency: 1590 Kc. Power: 250 Watts
Owned-Oper. By: Tillamook Bcstg. Co., Inc.
Business Address: Star Route W., Box 24
Phone Number: 1122
Air Time: 6 A.m.-10 p.m.
News Service: AP
Representative: John Keating
President: Fred H. Guyton
Station Manager: Mel Baldwin
Commercial Manager: Jim Kelly Jr.
Chief Engineer: Larry Brunen

PENNSYLVANIA

Estimated Population 10,633,000—Increase \uparrow 7.4%—Radio Homes 2,896,000
Radio Families 2,956,000—Stations in State 104

WAEB

ALLENTOWN—1948—ABC

QUAKER-SBN

Frequency: 790 Kc. Power: 500 Watts d.;
1000 Watts n.
Owned-Operated By: WAEB, Inc.
Bus.-Studio Address: 7th & Hamilton Sts.
Phone Number: Allentown 4-9364-5-6
Transmitter Location: Mickley
Air Time: Unlimited

News Service: UP
Transcription Service: Lang-Worth
Representative: George P. Hallingbery
Pres., Gen. Mgr.: Joseph M. Nassau
Commercial Manager: Howard Wasserman
Sales Prom. Mgr., Pub. Dir.: Martin Musket
Program Dir.: James A. Nassau
Prod. Dir., Chief Anncr.: Samuel Anderson
Musical Director: Alfred Wilcox
Chief Engineer: Martin N. Oebbecke
Farm Editor: Sammy Anderson

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Allentown Bcstg. Corp.
 Address 842 Hamilton St.
 Phone Number Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Robert Meeker
 Membership NAB
 Pres., Gen. Mgr. Lewis Windmuller
 Program Manager Robert Lewis
 Promotion Mgr. C. Robert Glover
 Chief Engineer Gerald B. Werst

W K A P

ALLENTOWN—1946

Frequency: 1580 Kc. Power: 1000 Watts d.
 Operated By WKAP, Inc.
 Bus.-Studio Address 715 Hamilton St.
 Phone Number 3-3166
 Transmitter Location Jordan Pkway.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 President N. Joe Rahall
 General Manager O. R. Davies
 Program Director Marshall Cleaver
 Chief Engineer C. Frank Cordaro

W S A N

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 Number Allentown 9511
 Transmitter Location Old Catasaquga Rd.,
 Route 1
 Air Time 7 a.m.-M.
 News Service AP, UP
 Transcription Service Thesaurus, World,
 SESAC
 Representative Headley Reed
 President J. Calvin Shumberger
 Gen., Sta. Mgr. B. Bryan Musselman
 Commercial Manager Olivia P. Musselman
 Dir. of Programs George Y. Snyder
 Production Director William S. Davies
 Chief Announcer John T. Van Sant
 Chief Engineer Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Gable Bcstg. Co.
 Business Address 1320-32 11th Ave.
 Phone Number 6467

Studio Address Gable Store
 Transmitter Location Atop Gable Store
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President George P. Gable
 Gen., Comm. Mgr. John M. Snyder
 Chief Announcer James Gates
 Musical Director Allo Weilandt
 Chief Engineer George Burgoon
 Farm Editor Eugene Hammil

W J S W

ALTOONA—1947—MBS

Frequency: 1290 Kc. Power: 1000 d., 500 n.
 Owned-Operated By Altoona Bcstg. Co.
 Bus.-Studio Address 1413 11th Ave.
 Phone Number 9301
 Transmitter Location Goods Lane, Logan
 Township
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB
 President Herbert T. Wolf
 General Mgr. Thomas W. Metzger
 Station-Comm. Mgr. James E. Moren
 Sales Prom. Mgr. D. Ruel Burkhart
 Program Director Lois M. Huey
 Publicity Director Charles Flynn
 Announcer Tom Torrisi
 Musical Director Paul Melanson
 Chief Engineer C. Irvin Metzger
 Sports Director Skip Miller

W R T A

ALTOONA—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Thompson Bcstg. Co.
 Address 1421 12th Ave.
 Phone Number 6646
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Robert Meeker
 Membership NAB
 Gen.-Sta.-Comm. Mgr. Roy F. Thompson
 Comm., Sales Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Prod., Musical Dir. Robert Michael
 Publicity Dir. S. Carlton Ayers
 Chief Engineer George R. Burgoon
 Farm Editor Ted Johnson

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By General Bcstg. Corp.

P E N N S Y L V A N I A

Business-Studio Address... 2801 Edgewood Dr.
 Phone Number 8127
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Weed
 President Emanuel S. Leopold
 Commercial Manager Wilbur M. Union
 Production Director Mike Grant
 Chief Engineer J. J. Ralston

W A V L

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Tri-Borough Bcstg. Co.
 Bus.-Studio Address 401-403 Forth Ave.
 Phone Number Apollo 480
 Transmitter Location 1/4 Mi. E. of Apollo on
 Rt. No. 56
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Cole,
 Thesaurus
 Partners C. F. Clifton, A. J. West
 Gen., Comm. Mgr. Cecil F. Clifton
 Chief Engineer H. E. Smith

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WBVP, Inc.
 Business-Studio Address... 1216 Seventh Ave.
 Phone Number 4100
 Transmitter Location New Brighton
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard
 President, General Mgr. Frank R. Smith, Jr.
 Commercial Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Production Director Jean E. Biggard
 Publicity Director Owen Simon
 Chief Announcer George Allen
 Musical Director Leona Whiting
 Chief Engineer John Wm. Hines
 Farm Editor Milo Prisuta

W G P A

BETHLEHEM—1946—ASN

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By The Bethlehems' Globe
 Pub. Co.
 Bus.-Studio Address 426 Brodhead Ave.
 Phone Number 6-8074-5
 Transmitter Location... Eighth Ave. & Dell St.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Membership NAB
 Vice President Rolland L. Adams

Sta.-Comm. Mgr. Arthur C. McCracken
 Sales Prom. Mgr. Rodney Snyder
 Program Director Stefan George
 Publicity Director Daniel Lanshe
 Musical Director Betty Fry
 Chief Engineer Edwin L. Rybak
 Farm Editor Bernie Black

W C N R

BLOOMSBURG—1947

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address 38 W. Main St.
 Phone Number 1700
 Transmitter Location Bloomsburg RFD
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NAB
 President Robert R. Eyerly
 Gen., Comm., Pgm. Mgr. Ed Darlington
 Chief Engineer Clair Kinney

W L T R

BLOOMSBURG—1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Bloom Radio, Inc.
 Business-Studio Address Hotel Magee
 Phone Number 1800-1
 Transmitter Location Scott Township
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Standard
 Membership NAB, BMB
 President Harry L. Magee
 General-Station Mgr. C. G. Moss
 Commercial Manager S. Duy Hutchison
 Chief Engineer Park H. Cassidy
 Musical Director Ray Calabrese
 Farm Editor Walt Lewis

W L O A

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By Matta Bcstg. Co.
 Business-Studio Address... 1233 Braddock Ave.
 Phone Number Electric 1-1100
 Transmitter Location N. Braddock
 Air Time Daylight
 Transcription Service World
 Representative Friedenber
 Membership NAB
 President, General Mgr. William G. Matta
 Commercial Manager George Matta
 Sales Prom. Mgr. George Bozic
 Program Director Paul McCandless
 Pub., Musical Dir. Kay Melnick
 Chief Engineer Richard G. Noullet

W E S B

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Bradford Publications, Inc.
 Business Address 43 Main St.
 Phone Number 3173
 Studio-Transmitter Location . . . High St. Ext.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Ra-Tel
 Membership NAB
 President Lester R. Edwards
 General Mgr. Joseph M. Cleary
 General Sales Mgr. Ernest F. Oliver
 Sales Prom. Mgr. Michael J. Cuneen
 Program Dir. David W. Jefferies
 Traffic Manager Judy Duell
 Chief Announcer Robert C. Norman
 Technical Director David W. Jefferies

W B U T

BUTLER—1949

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned-Operated By Eagle Printing Co.
 Address Nixon Hotel
 Phone Number 53-103
 Air Time Daylight
 News Service AP
 Transcription Service Thesaurus
 General Manager J. Leonard Taylor
 Commercial Manager Howard George
 Program Director James W. Rowe
 Chief Engineer Gerald D. Coleman

W I S R

BUTLER—1941

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By The Butler Bcstg. Co.
 Business-Studio Address 357 N. Main St.
 Phone Number 4701
 Transmitter Location McKinley Ave. Ext.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB, BMB
 President David Rosenblum
 General Manager Robert Kaulman
 Pgm., Musical Dir. Warren Ihlenfeld
 Pro., Pub. Dir. Joel Rosenblum
 Sales Prom. Mgr., Chief Anncr. Jerry Crocker
 Chief Engineer Paul Rex
 Farm Editor R. H. McDougal

W C D L

CARBONDALE—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Carbondale Bcstg. Co.

Address 11 N. Main St.
 Air Time Unlimited
 News Service UP
 General Manager W. R. Carlson, Jr.
 Commercial Manager William Fletcher
 Chief Engineer Robert G. Adams, Jr.

W L X W

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews
 Business Address Carlisle
 Phone Number Carlisle 1785-6
 Studio-Transmitter Location . . . Mt. Holly Pike
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 Representative Philip Mathews
 Membership NAB
 General Manager Philip Mathews
 Station Manager Florence Good
 Chief Engineer Henry Palmer

W C H A

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chambersburg Bcstg. Co.
 Bus. Studio Address Craft Press Bldg.
 Phone Number 1110-1
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Associated
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Station Mgr. John S. Booth
 Commercial Manager Earl P. Strine
 Pgm., Prod. Dir. Allen Saunders
 Publicity Director Sam Taylor
 Chief Announcer Steve Grimes
 Musical Dir., Farm Editor Richard Kirby
 Chief Engineer James McCurdy

W E S A

CHARLEROI—1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Monongahela Valley Bcstg.
 Corp.
 Business-Studio Address Fifth St.
 Phone Number 3-6551
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 President A. S. Sickman
 General Mgr. C. R. Duvall
 Sales Prom. Mgr. Anthony Strauss
 Program Director J. J. Beljan
 Chief Engineer Henry Neiderkofler

PENNSYLVANIA

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Lou Poller
Business Address: Chester
Phone Number: 3-1641
Studio-Transmitter Location: Brookhaven Rd.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
President: Lou Poller
Gen., Sta. Mgr.: M. A. Mandel
Sales Promotion Mgr.: Burton Levin
Pgm., Prod. Dir.: Bob Johnson
Publicity Director: Melvine Levine
Chief Announcer: Paul Warren
Musical Director: Kal Ross
Chief Engineer: Harry Simmington
Farm Editor: Wayne Hyde

WVCH

CHESTER—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Operated By: James M. Tisdale
Bus.-Studio Address: Wolf Bldg., Market Sq.
Phone Number: Chester 2-8861
Transmitter Location: Bridgewater Rd., RD 1
Air Time: Sunrise-sunset
News Service: UP
Pres., Gen., Comm. Mgr.: James M. Tisdale
Program Dir.: Edna Whittington
Chief Announcer: Tom Harvey
Chief Engineer: James M. Tisdale
Farm Editor: Phil Steer

WCPA

CLEARFIELD—1947-ASN

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: Clearfield Bcstrs., Inc.
Business-Studio Address: 215 Church St.
Phone Number: 5-5541
Transmitter Location: Clearfield R.D.
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, Capitol, World
Membership: NAB
Pres., Gen. Mgr.: W. K. Ulerich
Sta. Mgr., Prog.-Pub. Dir.: W. J. Thomas
Commercial Mgr.: W. C. Plummer
Production Director: Leroy Stauffer
Musical Dir.: Joseph Milsop
Chief Engineer: Llewellyn Duck
Farm Editor: W. O. Mitchell

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Connelssville Bcstrs., Inc.
Bus.-Studio Address: 124 W. Crawford Ave.

Phone Number: Connellsville 2700
Transmitter Location: Limestone Hill
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC, Capitol
Membership: NAB
Pres., Gen. Mgr.: J. Wylie Driscoll
Program Director: John Reynolds
Chief Engineer: R. H. Fasulkey
Farm Editor: Rex Carter

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: Quak 713
Transmitter Location: Doylestown Township
Air Time: 7 a.m.-Sunset
News Service: AP
Membership: NAB
General Mgr.: Charles M. Meredith
Station-Comm. Mgr.: William A. Lynch
Sales Prom. Mgr., Pub. Dir.: Robert Sheehan
Chief Announcer: Charles R. Fairchild
Chief Engineer: Paul Fireman
Farm Editor: Daniel Knapp

WCED

DUBOIS—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address: 80 N. Park Pl.
Phone Number: 1700
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: McGillvra
Membership: NAB, FMA
President: Harold Gray
General Mgr.: Jason S. Gray
Commercial Manager: George Williams
Program Director: Edward Paull
Production Director: Lamonte Tupper
Publicity Director: Ken Johnston
Chief Engineer: Vernon Stahl
Farm Editor: Charles Moore

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Associated Bcstrs., Inc.
Bus.-Studio Address: 516 Northampton St.
Phone Number: 6131
Transmitter Location: Williams Township
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NAB
Station Executive: Clair R. McCollough

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Vice-President: George Coleman—WGBI, Scranton

Second Vice-President: Ed Obrist—WPEN, Philadelphia

Third Vice-President: Jack Hooper—WHGB, Harrisburg

Secretary: Joseph Snyder—AP Chief of Bureau

Cooperation Committee Chairman: Wm. A. Banks—WHAT, Philadelphia

Continuing Study Committee Chairman: Ed Darlington—WCNR, Bloomsburg.

PENNSYLVANIA

Station Manager..... Elwood C. Anderson
Natl. Sales Manager..... J. Robert Gulick
Program Director..... Eugene Bethman
Technical Director..... J. E. Mathiot

W E R C

ERIE—1941—NBC

Frequency: 1230 Kc. (C.P. 1260 Kc.)
Power: 250 Watts (C.P. 5000 Watts)
Owned-Oper. By..... Presque Isle Bcstg. Co.
Bus.-Studio-Transmitter Address... 121 W. 10 St.
Phone Number 40-185
Air Time Unlimited
News Service UP
Transcription Service... Associated, Lang-Worth
Representative Weed
President..... Jacob A. Young
General Manager..... Charles E. Denny
Station Manager..... J. J. Young
Commercial Manager..... Art Ingram
Program Director..... J. Jacob Young
Chief Announcer..... John Michael
Chief Engineer..... Ken Hestor

W I K K

ERIE—1948—ABC

Frequency: 1330 Kc..... Power: 5000 Watts
Owned-Oper. By... Community Service Bcstg. Co.
Bus.-Studio Address..... 1021 State St.
Phone Number 2-3248-9
Transmitter Location Waterford
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Representative Taylor-Boroff
Membership NAB
President Keith Kiggins
Gen., Sta. Mgr..... Ted Nelson
Chief Announcer..... Lou Zero
Chief Engineer..... Clarence Baker

W L E U

ERIE—1933

MBS-QUAKER-WM. PENN

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address... 2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number..... 23-327, 22-129
Air Time 6 a.m.-M.
News Service AP
Transcription Service..... World, Thesaurus
President..... Leo J. Omelian
Gen.-Sta. Comm. Mgr..... V. Hamilton Weir
Secretary Calire Theno
Musical Director..... Anthony Conti
Chief Engineer..... George Roland
Farm Editor..... Paul Crossman

W H J B

GREENSBURG—1934

Frequency: 620 Kc..... Power: 1000 Watts d.
500 n.
Owned-Oper. By... Pittsburgh Radio Supply House
Business-Studio Address... 128 N. Penn Ave.
Phone Number..... Greensburg 3740
Transmitter Location..... 3 Mi. E., Rt. 30
Air Time 7 a.m.-12:30 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Donald Cooke
Membership NAB
President..... H. Kenneth Brennen
General-Comm. Mgr..... G. J. Podayn
Program Director..... John Howard
Chief Engineer..... L. L. Allen
Farm Editor..... Glen Grayson

W H V R

HANOVER—1949

Frequency: 1280 Kc..... Power: 1000 Watts d.
Owned-Operated By... Radio Hanover, Inc.
Address..... Hanover Trust Bldg.
Phone Number 3831
Air Time Daytime
News Service UP
Transcription Service Lang-Worth
General Manager..... John D. Bare
Commercial Manager..... H. Vernon Ferster
Program Director..... Mack Edwards
Chief Engineer..... Phillip Rohrbaugh

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Harrisburg Bcstg. Co.
Bus.-Studio-Trans. Address... 112 Market St.
Phone Number..... 2-3456, 6-2646
Air Time Unlimited
News Service AP
Representative Weed
Membership NAB
President..... Herbert Kendrick
General Manager..... Jack Hooper
Pgm., Prod. Dir..... Stan Bowman
Pub.-Musical Dir..... Red McCarthy
Chief Announcer..... Tony Bekas
Chief Engineer..... Woody Schlegel

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc..... Power: 5000 Watts
Owned-Operated By..... WHP, Inc.
Business-Studio Address..... 216 Locust St.
Phone Number 4-3211
Transmitter Location... 1½ Mi. W. Summerdale
Air Time Unlimited
News Service..... AP, UP
Transcription Service... Standard, Associated

"WE'VE GOT IT!!!"

If you want sales from Pennsylvania's
Eastern Area radio listeners . . . sell through WAZL.

HERE'S WHY WE'VE GOT IT !!!

- 1. Know-How** Station established in 1932.
Vic Diehm — 27 years' experience.
- 2. Listeners** 8 out of every 10 radio listeners in WAZL and
WAZL-FM coverage area listen to WAZL day
in and day out — week in and week out. Complete
details on request from our latest Conlan
survey.
- 3. Programs** WAZL is affiliated with the National Broadcast-
ing Company — America's Number One net-
work. . . .

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1490 Kc. Serving Eastern Pennsylvania 97.9 Meg.
for 17 Years

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New York City, N. Y.

P E N N S Y L V A N I A

Representative Bolling
 Membership NAB, BMB
 Gen.-Sta.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Poteiger
 Program Director Dick Redmond
 Production Director Harry Hinkley
 Publicity Director John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.
 Phone Number 4-0191
 Transmitter Location Penn Harris Hotel
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager David J. Bennett, Jr.
 Natl. Sales Manager J. Robert Gulick
 Program Director Don Wear
 Technical Director J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Bus.-Studio Address 708 Hazleton Natl.
 Bank Bldg.
 Phone Number 5400-1
 Transmitter Location 610 E. Berner Ave.
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Victor C. Diehm
 Sales Prom. Mgr. Thomas Tito
 Prog. Dir., Chief Announcer Don Murray
 Publicity Director Kathryn Kahler
 Musical Director John Stanzola
 Chief Engineer Elwood Tito
 Farm Editor Nicky Alberts

W H O D

HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Steel City Bcstg. Corp.
 Bus.-Studio Address 105 E. Eighth Ave.
 Phone Number HO 1-0172
 Transmitter Location W. Millfin Borough
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Roy Ferree
 President Carl Cuda

General-Comm. Mgr. Roy Ferree
 Sta. Mgr., Prog. Dir. Raymond Scott
 Sales Prom. Mgr., Pub. Dir. Sid Dickler
 Production Director Diana Birkenfield
 Chief Engineer James Herbert

W H U N

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Joseph F. Biddle Publ. Co.
 Bus.-Studio Address 400 Washington St.
 Phone Number 1291
 Transmitter Location 27th & Murray Aves.
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service SESAC, Lang-Worth
 President John H. Biddle
 General Manager Samuel L. Stroh, Jr.
 Program Director Richard J. Gill
 Chief Announcer Donald M. Stuller
 Chief Engineer Ernest A. Craig

W D A D

INDIANA—1946—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Indiana Bcst., Inc.
 Business Address 637 Philadelphia St.
 Phone Number 1780
 Studio Address Indiana Theater Bldg.
 Transmitter Location East Pike
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative McGillvra
 Membership NAB
 President Paul J. Short
 General Manager John S. Booth
 Station Manager Thompson K. Cassel
 Commercial Manager Howard T. White
 Program Director James E. Pattison
 Sales Prom. Mgr. Bern Senick

W A R D

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Central Bcstg. Co., Inc.
 Business-Studio Address Porch Bldg.
 Phone Number 81-216
 Transmitter Location Prospect Hill
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB, BMB
 President Paul Short
 General Manager George D. Gartland
 Station Manager Robert R. Nelson
 Commercial Mgr. Herbert B. Scott
 Program Director Louis Peneguy
 Musical Director Robert C. Ebert
 Chief Engineer Millard J. Coleman
 Farm Editor H. C. McWilliams

W C R O

**JOHNSTOWN—1947—ABC-QUAKER
MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Century Bcstg. Corp.
 Bus.-Studio Address 317-319 Main St.
 Phone Number 9-8539
 Transmitter Location Ihmsen Rd.
 Air Time Unlimited
 News Service INS
 Transcription Service Associated
 Representative Radio Reps
 Membership BMB
 President John J. Keel
 General Manager John F. Hanssen
 Commercial Manager Dennis Gerken
 Chief Engineer Rexford Ackley

W J A C

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WJAC, Inc.
 Bus.-Studio Address WJAC Bldg., 329 Main
 St.
 Phone Number 4-1267
 Transmitter Location Tribune Bldg.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Thesaurus,
 Lang-Worth
 Representative Headley-Reed
 Membership NAB, BMB
 President W. W. Krebs
 Vice Pres., Treas. L. W. Barnes
 Station-Comm. Mgr. John P. Foster
 Program Dir. Campbell E. Patch
 Chief Engineer N. L. Straub

W A C B

KITTANNING—1948

Frequency: 1380 Kc. Power: 500 Watts d.
 Owned-Oper. By The Armstrong County
 Bcstg. Corp.
 Bus.-Studio Address 325 Market St.
 Phone Number 1380-1
 Transmitter Location Bunker Hill
 Air Time Daytime
 News Service INS
 Transcription Service World
 Membership NAB
 President L. W. Henry
 Gen., Sta. Mgr. Ames L. Harper
 Comm., Sales Prom. Mgr. William McKibben
 Pgm., Prod. Dir. Charles Cassel, Jr.
 Musical Director Ann Hillard
 Chief Engineer Jim Shoemaker
 Farm Editor Joseph Moore

W K I N

KITTANNING—1948—ATLANTIC

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By WKIN, Inc.
 Bus.-Studio Address 133 N. Jefferson St.
 Phone Number 1350
 Transmitter Location RD No. 1
 Air Time 7 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth, Standard
 Membership NAB
 Pres., General Mgr. Julian L. Liebman
 Program Dir. Ernest P. Kline
 Chief Engineer Benjamin Franklin

W G A L

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business-Studio Address 8 W. King St.
 Phone Number 5251
 Transmitter Location Lancaster
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 President Clair R. McCollough
 Station Manager Harold E. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Roy McCauley
 Technical Director J. E. Mathiot

W L A N

LANCASTER—1946—ABC-QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Peoples Bcstg. Co.
 Bus.-Studio Address 252 N. Queen St.
 Phone Number 7261-2
 Transmitter Location Manheim Township
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Pres., Gen. Mgr. Frank H. Altdoerffer
 Sta.-Comm.-Sales Prom. Mgr. John D. Hymes
 Pgm., Prod. Dir. David E. Bigley
 Chief Anncr., Farm Editor Robert C. Harnish
 Musical Director Anthony C. Logus
 Chief Engineer Frank H. Altdoerffer
 Traffic Director Edna K. Hanna

W L B R

LEBANON—1946

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Hill Church
 Air Time 6 a.m.-sunset
 News Service AP

PENNSYLVANIA

Transcription Service World
Representative William G. Rambeau
Membership NAB, BMB
President H. Raymond Stadiem
General Manager Lester P. Etter
Station Manager Julian F. Skinnell
Commercial Manager Philip J. Reilly
Program Director Jared L. Rolston
Chief Engineer M. Leonard Savage

WCMB

LEMOYNE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By Rossmoyne Corp.
Bus.-Studio Address Lemoyne Theater Bldg.
Phone Number Harrisburg 4-3005
Transmitter Location Poplar Church Rd.,
E. Pennsboro Township
Air Time Daytime
News Service AP
Transcription Service Associated
Representative Donald Cooke
President Edgar T. Shepard, Jr.
General-Station Manager Ed K. Smith
Commercial Manager John T. Burnite
Sales Promotion Mgr. Robert Cross
Pgm., Musical Dir. Don Jacobs
Production Director Lew Doolittle
Chief Engineer Howard Bair

WKVA

LEWISTOWN—1949

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By Central Pa. Bcstg. Co.
Address 7 N. Wayne St.
Phone Number 6771
Air Time Daylight
News Service UP
Transcription Service Lang-Worth
President Paul J. Newton
General Manager Robert L. Wilson
Commercial Manager Richard Wetzel
Program Director Elwood E. Erdman
Promotion Manager Lynn Bloom
Chief Engineer John Stormer

WMRF

LEWISTOWN—1941—NBC
QUAKER

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Lewistown Bcstg. Co.
Business-Studio Address Monument Square
Phone Number 6757
Transmitter Location Derry Township
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Standard
Representative Burn-Smith
Membership NAB
Vice-President J. S. Woods
General Manager T. W. Metzger

Assistant Manager W. F. Sager
Commercial Manager Ralph Parker
Program Director James Keyes
Chief Engineer Bernard H. Bopp
Farm Editor Joe Smiley

WBPZ

LOCK HAVEN—1947—MBS-SBN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Lock Haven Bcstg. Corp.
Bus.-Studio Address 132½ E. Main St.
Phone Number 4038
Transmitter Location Flemington
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, SESAC
Representative Joseph Hershey McGillvra
Membership NAB
President Donald C. Welch
General-Station Manager Harris Lipex
Sales Prom. Mgr. Joseph J. Nevins
Pgm. Dir., Chief Anncr. Dave King
Production Director L. Willard Poff
Publicity Director E. D. Foye
Musical Director Harry Lee
Chief Engineer Kenneth B. Caum
Farm Editor John B. McCool

WEDO

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business-Studio Address 547 Fifth Ave.
Phone Number McKeesport 4-7167
Transmitter Location Foster Rd.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Associated, World
Pres., Gen. Mgr. Edward J. Hirschberg
Asst. to Pres. Edward J. Patrick
Commercial Manager Jack Craddock
Program-Production Dir. John H. Stewart
Publicity Director Bernard Friedman
Chief Engineer Wilkes E. Hurley

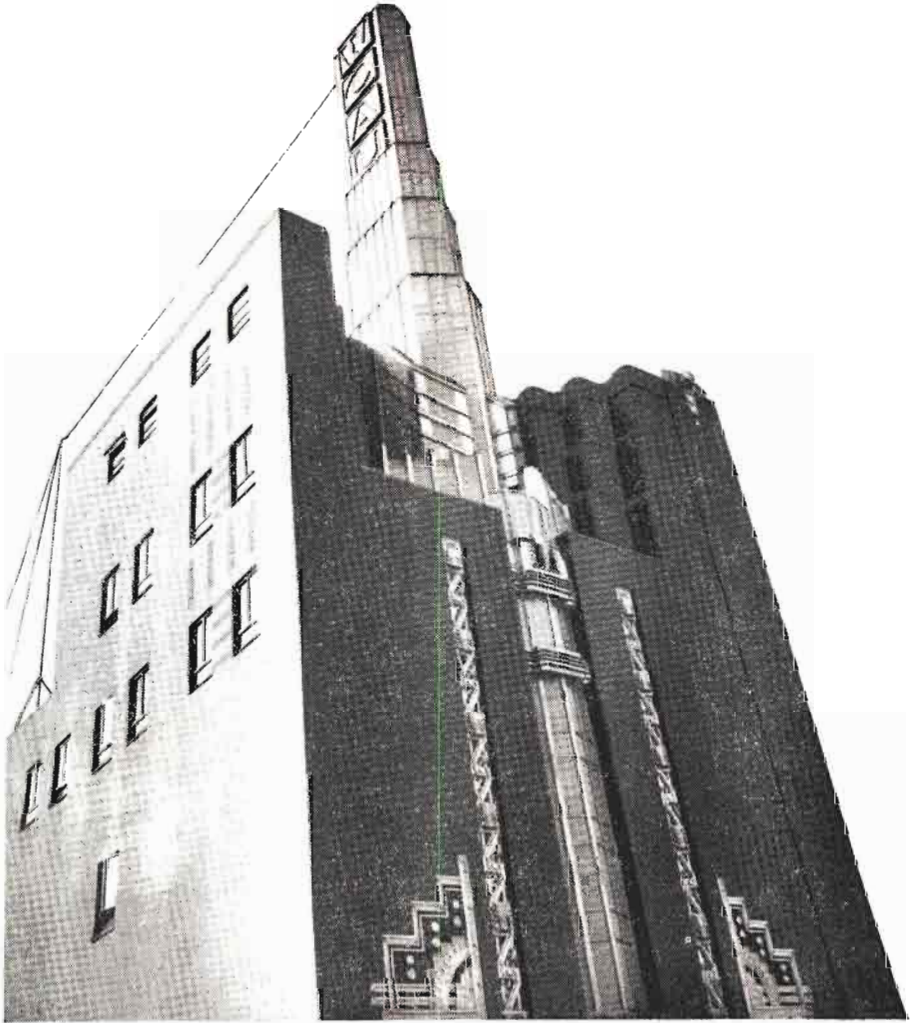
WMCK

McKEESPORT—1946—KBS

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Mon-Yough Bcstg. Co., Inc.
Business-Studio Address 516 Market St.
Phone Number 4-7193-4-5
Transmitter Location Lincoln Twp.
Air Time 7 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth, Standard
President George R. Ratkes
Exec. V.P. Robert M. Cox
Prog.-Prod.-Pub. Dir. Pat Haley
Musical Director Dave Betcher
Chief Engineer Charles White
Farm Editor Roy Gallagher

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The Philadelphia Bulletin Stations

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CBS AFFILIATE

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W M G W

MEADVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Meadville Bcstg. Serv., Inc.
 Bus.-Studio Address . . . First Natl. Bank Bldg.
 Phone Number 46-723
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Dr. Harry C. Winslow
 Sta. Mgr., Pgm. Dir. David Davies
 Production Dir. Mark N. Funk, Jr.
 Publicity Dir. Zane Knauss
 Chief Engineer Hoyt Stout

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Morrisville Bcstg. Co.
 Business Address P. O. Box 98
 Phone Number 7107
 Studio Address 12 S. Pa. Ave.
 Transmitter Location Morrisville
 News Service AP
 Transcription Service Capitol
 Representative McGillvra
 President Verna S. Hardin
 Commercial Manager James Stolcz
 Program Director William F. Hildenbrand
 Production Director Fred Walker
 Chief Engineer William A. Brewer

W H W L

NANTICOKE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Anthracite, Inc.
 Business-Studio Address 38 E. Main St.
 Phone Number . . . Nanticoke 1332; Wilkes Barre,
 Enterprise 1-0539
 Transmitter Avondale Plymouth Twp.
 News Service UP
 Transcription Standard, Capitol SESAC
 Representative For Joe
 Membership NAB
 President Henry W. Lark
 General-Station Mgr. Milton Laughlin
 Program Director Jones Evans

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number 5050
 Transmitter . . Savannah Center & Old Pgh. Rds.
 News Service UP
 Transcription Service World

Representative Katz
 Membership BMB
 President, General Mgr. S. W. Townsend
 Sta., Comm. Mgr. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. William Sommer
 Pgm., Prod. Dir. Harry Reith
 Traffic Manager Shirley Kerr
 Chief Engineer Robert Emch

W K P A

NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534
 Transmitter Location E. Deer Township
 News Service UP
 Transcription Lang-Worth, MacGregor, SESAC
 Representative Continental Radio Sales
 Gen., Comm. Mgr., Pgm. Dir. Edward J. Kroen
 Chief Engineer W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By Norristown Bcstg. Co.
 Bus.-Studio Address 115 W. Main St.
 Phone Number Norristown 7600
 Transmitter Location Old Arch Rd.
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 Membership NAB
 President N. Joe Rahall
 Executive Director Farris E. Rahall
 Program Director Norman K. Brooks
 Chief Engineer Franklin H. Bisbing

W K R Z

OIL CITY—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKRZ, Inc.
 Business-Studio Address 232 Seneca St.
 Phone Number 4-1260, 4-1269
 Transmitter . . . Rich Hill, Cranberry Township
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 President Kenneth E. Rennekamp
 General Manager James P. O'Brien
 Program Director Richard E. Thompson
 Chief Engineer Leo Arcoletti

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.

Coverage
where it COUNTS
Results
that can be COUNTED

WFIL reaches more than 5,011,000 people in Eastern Pennsylvania, Central and Southern New Jersey and Eastern Delaware alone, heart and hinterland of the teeming Philadelphia market. Engineering surveys prove that no other Philadelphia station reaches as many people in that area.

At the start of this year, more than 150 sponsors were utilizing WFIL's powerful penetration of the Nation's rich third market to sell THEIR products. Of this number, 36 clients have been with WFIL for more than 5 years . . . 18 have been doing repeat business for more than 10 years.

We count these facts a result of WFIL's superior coverage and market position. Our advertisers count a more specific blessing . . . rising and continued sales.

ABC
AFFILIATE

WFIL

REPRESENTED BY
THE KATZ AGENCY

The Philadelphia Inquirer Station

PENNSYLVANIA

Business-Studio Address.....1619 Walnut St.
Phone Number.....LOCust 4-3700
Transmitter Location.....Whitemarsh
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....Associated
Representative.....Free & Peters
Membership.....BMB
President.....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Robert E. White
Sales Manager.....Harvey McCall, Jr.
Program Manager.....James P. Begley
Prom., Pub. Mgr.....C. M. Meehan
Chief Engineer.....I. N. Eney

WCAU

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Operated By.....WCAU, Inc.
Business-Studio Address.....1622 Chestnut St.
Phone Number.....LOCust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Sales
Membership.....BMB, FMA
General Manager.....Donald W. Thornburgh
Asst. General Mgr.....Joseph L. Tinney
Sales Manager.....Alex Rosenman
Prom., Pub. Dir.....Robert N. Pryor
Program Director.....Joseph T. Connolly
Chief Announcer.....Hugh Walton
Musical Director.....David Stephens
Technical Director.....John G. Leitch
Chief Engineer.....George Lewis
News Editor.....Alfred T. Ringler
Farm Editor.....Amos Kirby

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....WDAS Bcstg. Station, Inc.
Business-Studio Address.....1211 Chestnut St.
Phone Number.....LOCust 7-7400
Transmitter Location.....Woodside Pk.
Air Time.....7 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Forjoe
Membership.....NAB

President.....William Goldman
Gen., Sta., Comm. Mgr.....Lambert B. Beeuwkes
Program Director.....Richard H. Booth
Chief Engineer.....Frank W. Unterberger

WFIL

PHILADELPHIA—1922

ABC-QUAKER

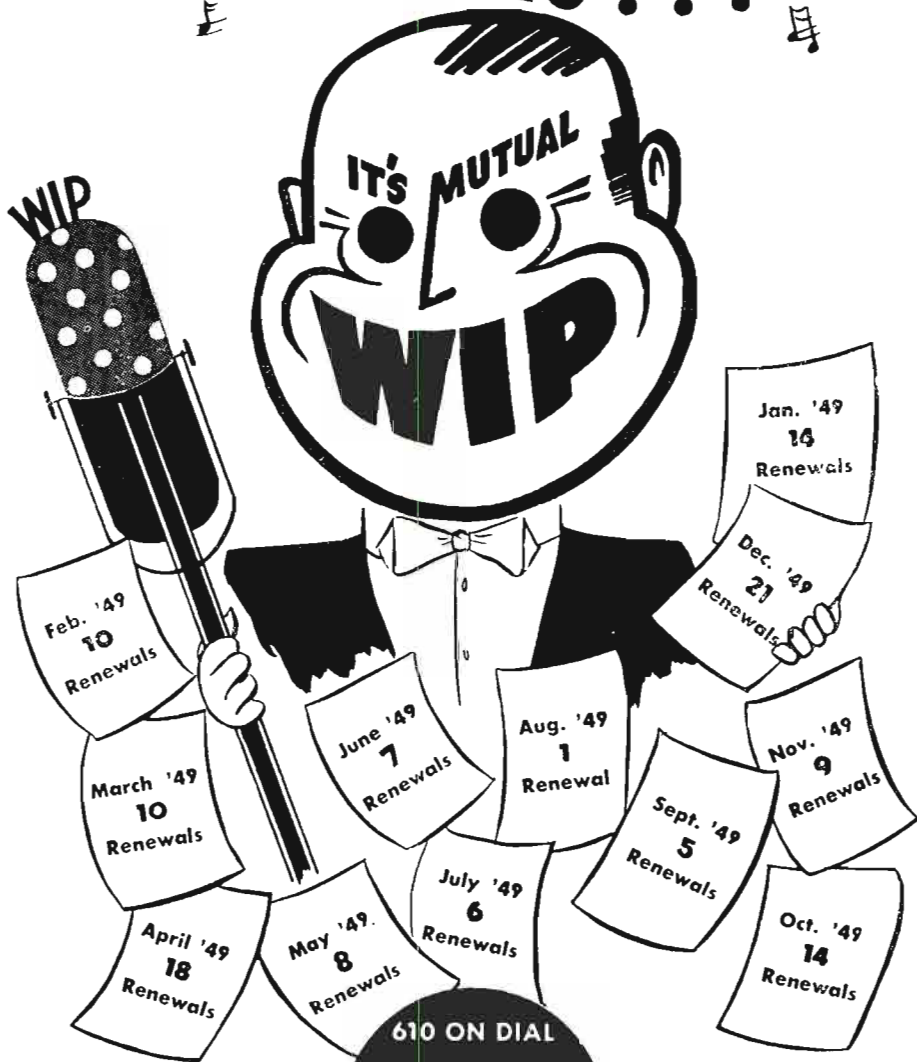
Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Philadelphia Inquirer Div.
of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....Rittenhouse 6 6900
Transmitter Location.....Whitemarsh
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Representative.....Katz
Membership.....NAB, BMB
General Manager.....Roger W. Clipp
Operations Asst. to Gen. Mgr.
John D. Scheuer, Jr.
Commercial Manager.....John E. Surrick
Adver., Prom. Dir.....George A. Koehler
Program Director.....William A. Farren
Production Director.....Fred Hayward
Publicity Director.....Joseph E. Dooley
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones

WHAT

PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Oper. By.....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....Rittenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel,
39th & Chestnut Sts.
Air Time.....Unlimited
News Service.....AP
Pres., Gen.-Comm.-Sales Prom.
Manager.....William A. Banks
Representative.....A. Lewis King
Station Manager.....Dolly Banks
Commercial Manager.....Bob Beebe
Pgm., Pub. Dir.....Annette Oromaner
Production Director.....Len Stevens
Chief Announcer.....Bill McCall
Chief Engineer.....Arnold Goldman

**THEY KEEP COMING BACK
LIKE A SONG . . .**



PHILADELPHIA'S



PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Seaboard Radio Bcstg.
 Corp.

Business-Studio Address 1425 Walnut St.
 Phone Number Rittenhouse 6-2300
 Transmitter Location Conshohocken RFD
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Adam Young
 President Paul F. Harron
 Gen.-Sta.-Comm. Mgr. Edward D. Clery
 Sales Prom.-Prod. Mgr.

Publicity Director Rupe Werling
 Program Director Doug Arthur
 Chief Engineer John H. Henninger

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Pennsylvania Bcstg. Co.

Business-Studio Address 35 S. 9th St.
 Phone Number WALnut 2-6800
 Transmitter Location Bellmawr, N. J.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Membership NAB, BMB

Pres., General Mgr. Benedict Gimbel, Jr.
 V.P. & Dir. of Sales Gordon R. Gray
 Local Commercial Mgr. Samuel Hill
 Food Mchdse. Dir. Robert A. McKenna
 Sales Prom. Dir. Ralph H. Minton
 Program Director Murray Arnold
 Production Director Varner Paulsen
 Publicity Director Samuel Elber
 Asst. Program Dir. Edward Wallis
 Dir. Education & Spec. Events Samuel Serota
 Chief Engineer Reginald K. Harris
 Technical Director Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address St. James Hotel,
 13 & Walnut Sts.

Phone Number Kingsley 5-7000
 Transmitter 7000 River Rd., Delair, N. J.
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra, Viola
 Pres., Gen. Mgr. Patrick J. Stanton
 Commercial Manager Charles Stahl
 Publicity Director Jerome Weiss
 Prog. Dir., Chief Announcer Michael Deegan
 Production Director Jerry Warren
 Chief Engineer Alec Felton Iles

WIBG

WIBG—FM

SPORTS

NEWS

MUSIC

SALES

IN PHILADELPHIA

in Philadelphia...

IT'S LOCAL PROGRAMMING AND THESE PERSONALITIES ON

WPEN

THAT SELL MERCHANDISE



MATT GUOKAS
Sports Director
Popular Athlete
Turned Radioman



EDDIE NEWMAN
Zaniest Disc-Jockey in
Creation—Now a Night-
Club Radio Sensation



JOE GRADY — ED HURST
Conductors of the town's
No. 1 Afternoon Show,
"950 Club"



BOB HORN
His "Bandstand" is "Tops
In Pops" with the Early
Evening Listeners



TONI SPAULDING
The Nation's Only
All-Night Girl
Disc-Jockey



STU WAYNE
Popular early morn-
ing Personality who
eases The "Getting-
Up" Blues



7 FOR LOWEST COST RADIO IN PHILADELPHIA USE...

PENNSYLVANIA

WPEN

PHILADELPHIA—1929—SBN

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By. William Penn Bcstg. Co.
Business-Studio Address. 1528 Walnut St.
Phone Number. Kingsley 6-0950
Transmitter Location. Brookhaven Rd. & 77th St.

Air Time. 6 a.m.-2 a.m.
News Service. AP, UP
Transcription Service. Associated
Representative. William G. Rambeau
President. Albert J. Sylk
General Manager. Edward C. Obrist
Sales Prom. Mgr. William B. Caskey
Program Director. Jules Rind
Publicity Director. Sarajane Chersshore
Chief Engineer. Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Faulkrod Radio Engineering Co.

Business-Studio Address. 4312 N. Broad St.
Phone Number. Gladstone 5-1310, Davenport 4-4310
Transmitter Location. Rowlandville
Pres., Gen. Mgr., Program Dir. E. Douglass Hibbs
Commercial Manager. Henry N. Cocker
Production Director. Alan Stewart
Chief Engineer. John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By. Westinghouse Radio Stations, Inc.

Business-Studio Address. Grant Bldg.
Phone Number. Grant 1-4200
Transmitter Location. Allison Pk.
Air Time. Unlimited
News Service. AP, INS, UP
Transcription Service. Thesaurus
Representative. Free & Peters
Membership. BMB
President. Walter Evans
Vice-President. Walter E. Benoit
General Manager. J. B. Conley
Station Manager. Joseph E. Baudino
Sales Manager. George D. Tons
Promotion Manager. David N. Lewis
Program Manager. Franklin A. Tooke
Publicity Manager. Lee Curran
Chief Engineer. Theodore C. Kenney

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By. Allegheny Bcstg. Corp.

Bus-Studio Address. 800 Chamber of Commerce Bldg.

Phone Number. Atlantic 1-9100
Air Time. Unlimited
News Service. UP
Transcription Service. World, SESAC
Representative. Weed
Membership. NAB
President. Charles T. Campbell
Gen.-Comm. Manager. J. F. Murray
Program Director. Walter B. Jones
Publicity Director. Frank G. Orr
Chief Engineer. James J. Schultz

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By. WCAE, Inc.

Bus-Studio Address. William Penn Hotel
Phone Number. Atlantic 1-6900
Transmitter Location. Baldwin Township
Air Time. Unlimited
News Service. AP, INS
Transcription Service. World
Representative. Katz
Membership. NAB, BMB
Pres., General Manager. Leonard Kapner
Sta. Mgr., Prog. Dir. R. Clifton Daniel
Commercial Manager. Carl M. Dozer
Prom. Mgr., Pub. Dir. William Kelley
Production Director. John Leban
Chief Announcer. Ralph Fallert
Musical Director. Baron Elliott
Chief Engineer. James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By. Pittsburgh Radio Supply House, Inc.

Bus-Studio Address. 1406 Chamber of Commerce Bldg.
Phone Number. Grant 1-4860
Transmitter Location. 1459 Crane Rd., Greentree
Air Time. Unlimited
News Service. Transradio, UP
Transcription Service. Lang-Worth
Representative. Hollingberry
Membership. BMB
Pres., Gen. Mgr. H. K. Brennen
Comm.-Sales Prom. Mgr. John H. Buchholt
Program Director. James M. Hughes
Production Director. Fred R. Davy
Musical Director. Lee Kelton
Chief Engineer. Walter W. McCoy

WPGH

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By. Pittsburgh Bcstg. Co.

. . . **PENNSYLVANIA** . . .

Bus.-Studio Address . . . 220 N. Highland Ave.,
E. Liberty
Phone Number Emerson 5000
Transmitter Location 2500 E. Lane
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth, World
Representative McGillvra
Membership NAB
President H. A. Bergstrom
General Manager J. A. McFarland

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By WPIT, Inc.
Bus.-Studio Address 211 Smithfield St.
Phone Number GRant 1-0794
Transmitter Location Mt. Troy Rd.
Air Time Sunrise-sunset
News Service UP
Representative Ra-Tel
President John J. Laux
General-Station Manager John L. Merdian
Comm., Sales Prom. Mgr. Don Iosel
Program Director Russell E. Offhaus
Prod., Pub. Dir. Bill Ewing
Chief Announcer George Varnum
Chief Engineer John Berninger

WWSW

PITTSBURGH—1932

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WWSW, Inc., Post-
Gazette Publ. Co.
Bus.-Studio Address Sheraton Hotel
Phone Number GRant 1-5200
Transmitter Location West View Rd., Ross
Township
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Forjoe
Membership NAB, FMA
President, Gen. Manager O. M. Schloss
Station-Comm. Mgr. Ben W. Muros
Sales Promotion Manager,
Publicity Director Harold J. Goldstein
Program Director B. Kendall Crane
Chief Announcer Raymond F. Schneider
Musical Director Marie Wilk
Chief Engineer Henry R. Kaiser

WPAM

**POTTSVILLE—1947—MBS
QUAKER-SBN**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Miners Bcstg. Serv., Inc.
Bus.-Studio Address 106 S. Centre St.
Phone Number Pottsville 5050
Transmitter Location Lawton's Hill

Air Time 7 a.m.-M.
News Service UP
Transcription Service Associated, Standard
Representative Everett-McKinney
Membership NAB, BMB
President Joseph L. Maguire
Gen., Sta. Mgr. Louis H. Murray
Commercial Manager Frank L. Tamulonis
Sales Prom. Mgr. John Gallagher
Program Director Joel Fleming
Merchandising Mgr. John Gallagher
Prod. Dir., Chief Annrcr. Ray Mulligan
Musical Director Horace Richards
Chief Engineer Gene Handwerk
Farm Editor Harry Pourbaugh

WPPA

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Pottsville Bcstg. Co.
Bus.-Studio Address 8 So. Second St.
Phone Number Pottsville 4744
Transmitter Location Bull's Head
Air Time 6:30 a.m.-M.
News Service AP
Transcription Service World
Membership NAB
Pres., Gen. Mgr. A. V. Tidmore
Commercial Manager Ralph L. Price, Jr.
Program Director John M. Naylor
Musical Director Lew Edwards
Chief Engineer Edward Morgan

WEUU

READING—1932—ABC-QUAKER

Frequency: 850 Kc. Power: 1000 Watts
Owned By Reading Eagle-Times
Operated By Hawley Bcstg. Co.
Business-Studio Address 533 Penn St.
Phone Number 7335
Transmitter Township Spring Township
Air Time Daytime
News Service UP
Transcription Service Associated, SESAC
Representative Headley-Reed
Membership NAB
President Hawley Quier
Gen.-Station Mgr. Clifford M. Chafey
Commercial Manager K. Richard Creitz
Program Director E. Lester Hoffmaster
Chief Announcer George Carroll
Chief Engineer Harold Schearer

WHUM

READING—1943—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Eastern Radio Corp.
Business-Studio Address Berkshire Hotel
Phone Number Reading 4-4805
Transmitter Location Old Wyomissing Rd.

. . . **PENNSYLVANIA** . . .

Air Time Unlimited
News Service AP
Representative George P. Hollingbery
Pres., Gen., Sta. Mgr. Humboldt J. Greig
Comm.-Sales Prom. Mgr. ... Richard G. Fichthorn
Prod., Pub. Dir. James D. Lindemuth
Pgm. Dir., Chief Anncr. Alan Lane
Musical Director A. Raymond Moore
Chief Engineer Joseph McCormack

W R A W
READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Reading Bcstg. Co., Inc.
Business-Studio Address. 19 N. Fifth St.
Phone Number Reading 7173
Transmitter Location 6th & Penn Sts.
Air Time 6:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NAB
Station Executive Clair R. McCollough
Station Manager Raymond A. Gaul
Nat'l. Sales Mgr. J. Robert Gulick
Program Director Frank Voss
Technical Director J. E. Mathiot

W R Y O

ROCHESTER—1949—ALLIED

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By Beaver Valley Radio Co.
Address Cleveland Ave.
Phone Number 4660
Air Time Sunrise-Sunset
News Service UP
Transcription Service World, Lang-Worth
Membership NAB
President Edward Reider
Gen., Comm. Mgr. Donald J. Grantham
Production Director Seymour H. Miller
Chief Engineer Andrew Macioce

W A R M

SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Union Bcstg. Co.
Business-Studio Address. Bowman Bldg.
Phone Number 4-1148
Transmitter Location. . O'Neill Hiway, Dunmore
Air Time 6 a.m.-M.
News Service UP
Transcription Service Thesaurus
Representative George P. Hollingbery
Pres., Gen.-Sta. Mgr. Martin F. Memolo
Comm., Sales Prom. Mgr. ... William M. Dawson
Prog.-Prod.-Musical Dir. Joe Salsburg
Publicity Director Mary Lynott
Chief Announcer Art Bolin
Chief Engineer A. W. Oschmann
Farm Editor Jess Landenberger

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Scranton Bcstrs., Inc.
Business-Studio Address. . 1000 Wyoming Ave.
Phone Number 8296
Transmitter Location Drinker Tpk.
Air Time Unlimited
News Service AP
Transcription Service World
Representative John Blair
Membership NAB, BMB
President Mrs. M. E. Megargee
Vice-President M. A. Megargee
Gen., Comm., Sales Prom. Mgr.
George D. Coleman
Station Manager Robert E. McDowell
Program Director Frank Monaghan
Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON—1924

Frequency: 910 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By The Scranton Times
Address 149 Pennsylvania Ave.
Phone Number 5151
News Service AP, UP, INS
Transcription Service Associated, SESAC
Representative McDevitt
Membership NAB, FMA
Owners. Elizabeth R. Lynett, Edward J. Lynett,
Jr.
General Manager John P. McGoldrick
Commercial Manager Frank S. Blair
Program Director Robert R. Flanagan
Musical Director Jane O'Hara
Chief Engineer John P. McGoldrick
Farm Editor Frank Malone

W S C R

SCRANTON—1947

Frequency: 1000 Kc. Power: 1000 Watts d.
Owned-Oper. By Lackawanna Valley Bcstg.
Co.
Business-Studio Address. . 116 Adams Ave.
Phone Number 5242
Transmitter Location Keyser Ave.
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth
Representative Walker
Membership BMB
Pres. Judge Michael J. Eagen
Manager Dale Robertson
Sta. Mgr., Prod. Dir. Jack Guinan
Commercial Manager Frank S. Blair
Musical Director Joe Brier
Chief Engineer Willard Shimaki

WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Anthracite, Inc.
 Bus.-Studio Address Rock & Sunbury Sts.
 Phone Number 2650
 Transmitter Location Big Mt., Coal Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NAB
 President Henry W. Lark
 General Manager Charles R. Petrie
 Program Director Dick Owen
 Chief Announcer Jerry Kreeger
 Chief Engineer Bernard Marshall
 Farm Editor Robert Richter

WPPO

STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By Pocono Bcstg., Inc.
 Business-Studio Address 578 Main St.
 Phone Number Stroudsburg 1102
 Transmitter Location Cherry Valley &
 Highland Inn Rds.
 News Service UP
 Transcription Service Associated
 Representative Walker
 President James H. Ottaway
 General Manager Merle C. Ostrom
 Station Manager Elton Hall
 Managing Director Francis H. Brinkley
 Program Director Joseph Webster
 Chief Engineer Ernest Transue

WPIC

SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Studio-Transmitter Location Pine Hollow Blvd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Associated, Capitol,
 Lang-Worth, World
 Representative Adam J. Young, Jr.
 Pres., Gen.-Sta. Mgr. John Fahline, Jr.
 Program Director Marc McCulloch
 Production Director Harold E. Smith
 Publicity Director Evelyn L. Keller
 Chief Announcer Paul Turner
 Chief Engineer A. C. Heck

WKOK

SUNBURY—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter 1150 N. Front St.
 Phone Number Sunbury 1325-6
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB
 President Harry H. Haddon
 Gen., Sta. Mgr. Homer R. Smith
 Comm., Sales Prom. Mgr. W. Robert Trevitt
 Pgm., Prod. Dir. Michael J. Kane
 Publicity Director Nelson Futch
 Chief Announcer Jerry Moore
 Chief Engineer John W. Keller

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstrs., Inc.
 Bus.-Studio Address P. O. Box 888,
 Glennland Bldg.
 Phone Number 4959
 Transmitter Location Ferguson Township
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General Mgr. William K. Ulerich
 Station Manager Alethea Jones Mattern
 Program Director Milton J. Bergstela
 Commercial Manager Miriam Krebs
 Chief Engineer Douglas Beman

WMBS

UNIONTOWN—1937
CBS-ATLANTIC SPORTS-
QUAKER-PA. NET

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Fayette Bcstg. Corp.
 Bus.-Address Fayette Title & Trust Bldg.
 Phone Number Uniontown 800
 Transmitter Location Old Fairchance Rd.,
 Burgess Field, R.D.
 News Service UP
 Transcription Service Thesaurus, Standard
 Representative Robert Meeker
 Membership NAB
 Pres., Gen.-Sta. Mgr. Joseph C. Burwell
 Commercial Manager Harry C. Burwell
 Sales Prom. Mgr. Charles Underwood
 Prog.-Musical Dir. J. Sullivan Sages

. . . **PENNSYLVANIA** . . .

Production Director.....Michael Sands
Publicity Director.....James Gismondi
Chief Engineer.....William J. Henzly
Farm Editor.....Rex Carter

W N A E

**WARREN—1946—MBS
ATLANTIC SPTS.**

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Northern Allegheny Bcstg.
Co.

Bus.Studio Address.....1st Natl. Bank Bldg.
Phone Number.....3032
Transmitter Location.....Warren-Kinzua Rd.
Air Time.....6 a.m.-Sunset
News Service.....AP
Transcription Service.....Capitol
Membership.....NAB
President, Gen. Mgr.....A. David Potter, Jr.
Sales Prom. Mgr.....Frank Foster
Commercial Manager.....James Potter
Pgm., Prod., Pub. Dir.....W. LeRoy Schenck
Chief Engineer.....Homer Haines

W J P A

**WASHINGTON—1942
MBS ATLANTIC-VICTORY**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Washington Bcstg. Co.
Bus. Address.....George Washington Hotel
Phone Number.....4870
Transmitter Location...So. Strabane Township
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....William S. Yard
Gen., Sta. Mgr.....A. Boyd Siegel
Commercial Mgr.....Peter Stanton
Program Director.....Mitchell Gray
Chief Engineer.....Horace E. Cooper

W B A X

WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number.....3-0196
Transmitter Location...Route 11, Edwardsville
Borough
Air Time.....7 a.m.-M.

News Service.....UP
Transcription Service.....Standard
Representative.....Burn-Smith
General Manager.....John H. Stenger, Jr.
Station Manager.....August W. Grebe
Program Director.....John H. Stenger, III
Production Director.....Robert M. Whitehead
Publicity Director.....Edward Kuzma
Chief Announcer.....Vincent D. Carroll
Chief Engineer.....John H. Stenger, Jr.
Asst. Chief Engr.....Milan J. Krupa
Farm Editor.....Jim Hutchison

(See Page 620)

W B R E

WILKES-BARRE—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Louis G. Baltimore
Bus.-Studio Address.....62 S. Franklin St.
Phone Number.....3-3101
Transmitter Location.....Kingston
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Transcription Service.....World
Membership.....NAB
Pres., Gen. Mgr.....Louis G. Baltimore
Sta. Mgr., Pub. Dir.....David M. Baltimore
Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie, Sr.

W I L K

**WILKES-BARRE—1946
ABC-QUAKER**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number.....4-4666
Transmitter Location...Dawes Ave., Kingston
Air Time.....Unlimited
News Service.....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....Dr. I. C. Morgan
General Manager.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Chief Announcer.....Charles Whittier
Chief Engineer.....Theodore French

PIONEER
IN
THE ANTHRACITE AREA

FOUNDED 1922

TOPS IN PUBLIC SERVICE

WBAX

WILKES-BARRE, PA.

MBS AFFILIATE

REPRESENTED BY BURN-SMITH CO., INC.

JOHN H. STENGER, JR., LICENSEE

. . . **PENNSYLVANIA** . . .

W R A K

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAC, Inc.
 Business-Studio Address...244 W. Fourth St.
 Phone Number.....Williamsport 2-6116
 Transmitter Location.....1561 W. Fourth St.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service. Associated, Lang-Worth
 Representative.....Everett-McKinney
 Membership.....NAB, BMB
 President.....E. M. Case
 General Manager.....George E. Joy
 Treasurer.....W. Van Person
 Comm. Mgr., Musical
 Director.....J. Wright Mackey
 Promotion Mgr.....Everett Rubendall
 Production Manager.....Irving A. Berndt, Jr.
 Prog. Mgr., Chief Announcer.....Leon Kelly
 Chief Engineer.....Glenn Sherman
 Farm Editor.....Jackson Huling

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By....Williamsport Radio Bcstg.
 Assoc., Inc.

Address.....330 Government Pl.
 Phone Number.....7119
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 President.....Harry J. W. Kiessling
 General Manager.....Woodrow W. Ott
 Commercial Manager.....J. David Fleming
 Program Director.....Louis C. Cate
 Chief Engineer.....James D. Martyn

W N O W

YORK—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Helm Coal Co.
 Business-Studio Address.....25 S. Duke St.
 Phone Number.....2911, 2952
 Transmitter Location.....R. D. 5
 Air Time.....6 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 Gen.-Station Mgr.....Lowell W. Williams
 Comm. Manager.....John O. Border
 Sales Prom. Mgr.....Murray Goldsborough
 Prog.-Prod. Dir.....H. E. Daugherty
 Chief Engineer.....Willis N. Weaver

WRAK

250 W—1400 Kc

WRAK-FM

3.2 KW—100.3 Mc

National Representative:
 EVERETT-MCKINNEY, Inc.
 New York • Chicago



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The right combination for a
 REAL selling campaign in the
 Williamsport market.

20 YEARS of PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

P E N N S Y L V A N I A

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone Number 6629
 Transmitter Location W. Manchester
 Township
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager Leroy K. Strine
 Natl. Sales Mgr. J. Robert Gulick

Program Director James R. Wilson
 Technical Director J. E. Mathiot

W S B A

YORK—1942—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bcstg. Co.
 Business Address P. O. Box 1243
 Phone Number 2676
 Air Time Unlimited
 News Service AP
 Transcription Service World
 President Louis J. Appell
 Exec. V.P. Walter J. Rothensies
 Comm., Prom. Mgr. Phillip K. Eberly
 Program Director Otis Morse
 Chief Engineer Woodrow G. Eberhart

R H O D E I S L A N D

**WHY IS AP
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BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . **RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.**

NEW ENGLAND ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Leland Bickford—Editor-in-Chief, Yankee Network, Boston

Secretary: L. P. Yale—AP Chief of Bureau, Boston

Directors for Rhode Island: Arnold Schoen—WPRO, Providence
 William Koster—WPJB, Providence

R H O D E I S L A N D

RHODE ISLAND

Estimated Population 743,000—Increase +4.1%—Radio Homes 215,000
Radio Families 217,000—Stations in State 10

WRJM

NEWPORT—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . The Aquidneck Bcstg. Corp.
Business-Studio Address 204 Thames St.
Phone Number 4673-4
Transmitter Location Middletown
Air Time Daytime
News Service AP
Transcription Service Associated
Membership NAB
Pres., Gen., Sta. Mgr. Columbus O'Donnell
Comm., Sales Prom. Mgr.

Gilbert M. Congdon, Jr.

Pgm., Prod., Pub. Dir. Robert A. Brennan
Musical Director Clark McDermott
Chief Engineer Joseph Britto

WDEM

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By . . . Narragansett Bay Bcstg. Co.
Business-Studio Address Blue Cross Bldg.
Phone Number Jackson 1-6565
Transmitter Location Bold Point, E.
Air Time Sunrise-Sunset
News Service UP
Transcription Service Associated
President Louis A. R. Pieri
Gen., Comm. Mgr. Irving M. Kipnes
Office Manager Mary A. Rock
Sales Prom. Mgr. Louis I. Levin
Program Director Walter Neiman
Musical Director William R. Willse
Chief Engineer F. E. A. Sheehan

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By . . . Yankee Network, Inc.
Business-Studio Address Crown Hotel
Phone Number Temple 1-0800
Transmitter Location E. Providence
Air Time 6 a.m.-M.
News Service AP, INS, UP
Transcription Service Standard
Representative Edward Petry
Membership BMB
President William O'Neill
Gen., Sta., Comm. Mgr. Joseph Lopez
Prog.-Prod.-Pub. Dir. Donald Morton
Chief Engineer Henry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Intercity Bcstg. Co.
Business-Studio Address 32 Custom House
Phone Number Union 1-4211
Transmitter Location Eastern Ave.,
E. Providence
Air Time 6 a.m.-4:30 p.m.
News Service AP
Transcription Service Capitol
Representative Adam J. Young, Kettell-Carter
President, Gen.-Sta. Mgr. Robert T. Engles
Program Director C. George Taylor
Prod. Dir., Chief Anncr. Bruce Williamson
Musical Director Jay Creeden
Chief Engineer Carroll Philbrook

WFCI

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By . . . Pawtucket Bcstg. Co.
Bus.-Studio Address 459 Main St., Pawtucket
Phone Number PL 1-6565
Providence; PA 2-9500-1
Transmitter Location Lonsdale
Air Time Unlimited
News Service AP
Transcription Service Associated
Representative Avery-Knodel
Membership NAB, BMB
President Howard W. Thornley
Gen., Comm. Mgr. Wallace A. Walker
Program Director David Brooks
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

WJAR

PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
Phone Number Gaspee 1-1071
Transmitter Location Wampanoag Trail,
E. Providence
Air Time 6 a.m.-M.
Transcription Service World
Representative Weed, Bertha Bannon
Membership NAB, BMB
President Mortimer L. Burbank
Gen., Sta., Comm. Mgr. John J. Boyle
Program Director Sothern Abbott
Musical Director Earl Shean
Chief Engineer Thomas C. J. Prior



now, let's sum it up . . .

In New England's rich, second largest market
radio's largest, most active audience
listens . . . week after week, month after month
season after season . . . to

WPRO
BASIC . . . **CBS** PROVIDENCE
630KC • 5000 WATTS
Represented by Raymer

W P R O

PROVIDENCE—1924—CBS-NEMM

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Oper. By....Cherry & Webb Bcstg. Co.
 Business-Studio Address.....15 Chestnut St.
 Phone Number.....Plantations 1-9776
 Transmitter Location.....E. Providence
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....William S. Cherry, Jr.
 General-Comm Mgr.....Arnold F. Schoen, Jr.
 Program Director.....John A. Owen
 Chief Engineer.....John V. Ferri

Pgm. Dir., Chief Anncr.....Don Rogers
 Chief Engineer.....Richard Buckley

W E R I

WESTERLY—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Paul Oury
 Address.....34 Main St.
 Phone Number.....2263
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr.....W. Paul Oury
 Sta., Prom. Mgr.....Phil Rubln
 Program Director.....Harry Nelson
 Chief Engineer.....James F. Nugro

W R I B

PROVIDENCE—1949

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....R. I. Bcstg. Co.
 Bus. Studio Address.....Narrangansett Hotel
 Phone Number.....Union 1-4512
 Transmitter Location.....Water St., E. Providence
 Air Time.....7 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Forjoe
 Membership.....NAB
 President.....Frank Rao
 General Manager.....Nicholas Ruggieri
 Commercial Manager.....Anthony Petronella
 Production Director.....Fabian Hume

W W O N

WOONSOCKET—1946

MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Electronic
 Enterprises, Inc.
 Business-Studio Address.....99 Main St.
 Phone Number.....3900
 Transmitter Location.....Getchell Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World, Standard
 President, Treasurer.....Garo W. Ray
 Station-Comm. Mgr.....Mitchell F. Stanley
 Production Director.....Gene Rousseau
 Chief Engineer.....George W. Travis

—SOUTH CAROLINA—

*Estimated Population 2,001,000—Increase +5.3%—Radio Homes 480,000
 Radio Families 498,000—Stations in State 43*

W N C A

AIKEN—1949

Frequency: 740 Kc.....Power: 1000 Watts d.
 Owned-Oper. By....Aiken-Augusta Bcstg. Co.,
 Inc.
 Address.....Greenwood Bank Bldg.
 Phone Number.....332
 Air Time.....Daytime
 News Service.....INS
 Transcription Service.....Capitol
 President.....J. D. Meehan
 Manager.....Rutledge Anderson
 Advtg. Manager.....Sam Steiner
 Program Director.....Jane Kennedy
 Chief Engineer.....Louis Howard

W A I M

ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address.....1 Martin St.
 Phone Number.....800, 3206, 2239
 Air Time.....5:28 a.m.-12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated, World
 Representative.....Burn-Smith, Dora Dodson
 Membership.....NAB, BMB, FMA
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Commercial Manager.....Charles B. Goodyear
 Program Director.....Bette Warnock
 Chief Announcer.....Jack O'Conner
 Chief Engineer.....H. B. Greene

W A N S

ANDERSON—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Carolina Bcstrs.
 Address Box 211
 Phone Number 3262
 News Service AP
 Pres., Gen. Mgr. J. J. Powell
 Comm. Mgr., Pgm. Dir. Alfred Robinson
 Chief Engineer Charles Mewborn

W B S C

BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Bennettsville Bcstg. Co.
 Business-Studio Address 212 Broad St.
 Phone Number 780
 Transmitter Location 1½ MI. N.W. of
 Bennettsville on Hway. No. 9
 News Service AP
 Representative Joseph Hershey McGillvra
 President John W. Orvin
 Gen., Sta. Mgr. Malcolm A. Young
 Prog.-Prod.-Pub.-Musical Dir. Don Bldges
 Chief Engineer John Gronert

W A C A

CAMDEN—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Camden Bcst. Co.
 Address Camden
 Phone Number 80
 News Service UP
 Transcription Service Standard
 Representative McGillvra
 President Haygood S. Bowden
 Gen., Sta. Mgr. Paul F. Myhan
 Commercial Manager Tom Richards
 Sales Mgr., Pgm. Dir. John L. McWhorter
 Publicity Director Kenneth Baldwin, Jr.
 Chief Engineer M. E. Morris

W C S C

CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By WCSC, Inc.
 Bus.-Studio Address Francis Marion Hotel
 Phone Number 7611
 Transmitter Eagles Nest, St. Andrews Parish
 News Service UP
 Representative Free & Peters
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Program Director Russell Long
 Publicity Director Pearl Baum
 Chief Engineer Wilbur Albee

W H A N

CHARLESTON—1946—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business-Studio Address 152 Market St.
 Phone Number 3-1643
 Transmitter Location St. Andrew's Parish
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership BMB
 President S. Lewis Johnson
 Gen., Sta., Comm. Mgr. C. Wylie Calder
 Program Director Vernon M. Bushong
 Publicity Director Harry Gianaris
 Production Director Traynor Ferillo
 Chief Engineer William P. Birchfield

W P A L

CHARLESTON—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By Palmetto Bcstrs.
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Transmitter Location Windemere
 News Service UP
 Transcription Service Thesaurus
 Representative Independent, Dora Dodson
 Gen., Sta. Mgr. Laurens P. Moore
 Comm., Sales Prom. Mgr. Robert T. Chrystie
 Program Director Bob Austin
 Prod. Musical Dir. James Reynolds
 Publicity Director Sandra Lyon
 Chief Engineer Carlton J. Modlin

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address P. O. Box 297
 Phone Number 2-2961
 Studio Address 133 Church St.
 Transmitter Location St. Andrew's Parish
 News Service AP
 Transcription Service Associated
 Representative George P. Hollinbery
 Membership NAB, BMB
 President Edward Manigault
 Gen.-Station Mgr. Robert E. Bradham
 Comm. Manager Grange S. Cuthbert, Jr.
 Sales Prom., Pgm., Pub. Dir. W. N. Abbott
 Production Director Robert Yeager
 Musical Director Edna E. Richardson
 Chief Engr., Asst. Mgr. Douglass M. Bradham

W U S N

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Bus.-Studio-Trans. Address 42 Tenth St.

. . . **SOUTH CAROLINA** . . .

Phone Number 2-2652
News Service AP
Transcription Service Associated
Representative Donald Cooke
Membership NAB
President C. Norwood Hastie
Gen., Sta., Comm. Mgr. J. Dayton Hastie
Program Director Henry Hoppe
Chief Engineer Walter Nelson

WGCD

CHESTER—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Craig Bcstg. Co.
Bus. Studio 128 Main St., Radio-Press Bldg.
Phone Number 1171
Transmitter Location Harris St.
News Service AP
Transcription Service Capitol
Representative McGillvra
Membership NAB
Pres., Gen., Comm. Mgr. Morgan J. Craig
Sales Prom. Mgr., Publ. Dir. James Kennedy
Program Director Arthur Cornwall
Production Director John Greene
Chief Engineer Morton E. Green

WCOS

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Radio Columbia
Business-Studio Address 1202 Main St.
Phone Number 2-5601
Transmitter Location Edgewood Rd.
News Service AP
Transcription Service World
Representative Taylor-Borroff
Membership BMB
President E. D. Black
General-Station Manager James W. Hicks
Commercial Manager Dixon Harp
Sales Prom. Mgr. Winston La Porte
Program-Publicity Director Stewart Spencer
Production Director John Evans
Chief Engineer Robert D. Lambert

WIS

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Surety Life Insurance Co.
Business-Studio Address 1111 Main St.
Phone Number 2-2135
Transmitter Location Bluff Rd.
News Service UP
Transcription Service Standard
Representative Free & Peters
Membership NAB, BMB
President Herman N. Hipp
General Manager G. Richard Shafto
Managing Director J. Dudley Saumenig
Local Sales Mgr. C. Wallace Martin

Prom.-Pub. Manager Steve Libby
Program Director Frank Harden
Chief Engineer Herbert G. Eidson, Jr.

WKIX

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Inter-City Adv. Co., Inc.
Business-Studio Address 1127 Lady St.
Phone Number 2-8659
Transmitter Location Lexington County
News Service UP
Transcription Service Lang-Worth
Representative Avery-Knodel
Membership BMB
President George W. Dowdy
Gen., Comm. Mgr. W. C. Bochman
Prod., Pgm. Dir. Richard Fennel
Chief Engineer Gene Hampton

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Palmetto Radio Corp.
Address Hotel Jefferson
Phone Number 2-1518
News Service AP
Representative Forjoe
Membership NAB
General Manager Moody McElveen
Chief Engineer Donald E. Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Coastal Bcstg. Co.
Business-Studio Address 12th Ave.
Phone Number 340
Transmitter Location U. S. Hwy. 701, 1 1/4
Mi. N.W. Center of City
News Service AP
Representative Joseph Hershey McGillvra
Membership NAB
President, General Mgr. L. M. Hawley
V.P., Chief Engineer H. L. Hanks
Pub.-Musical Dir., Chief Anncr. Mike Jordan

WDSC

DILLON—1946—MBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Border Bcstg. Co., Inc.
Business-Studio Address Box 231
Phone Number 470-1
Transmitter Location U. S. Hwy. 301, 3 1/2
Mi. S. of Dillon
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB, BMB

SOUTH CAROLINA

President.....E. H. Brown
 Gen., Sales Prom. Mgr.....Joseph Martin
 Asst. Mgr., Prod., Pgm. Dir.....Bill Bunn
 Commercial Manager.....R. B. Marshall
 Chief Announcer.....Jim Murff
 Chief Engineer.....M. J. Herring
 Farm Editor.....Jim Adams

W J M X

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
 Business Address.....P. O. Box 1211
 Phone Number.....2494-5
 Studio-Transmitter Location.....3 Mi. N.W.
 Florence, U. S. 52

Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....World. Capitol.
 Associated
 Representative.....Walker
 Membership.....NAB, BMB
 President.....Eugene E. Stone
 Gen., Sta. Mgr.....Paul H. Benson, Jr.
 Comm. Manager.....H. A. Smith, Jr.
 Program Director.....Sam I. Latimer
 Chief Announcer.....Bob Forbes
 Chief Engineer.....Frank Jenne

SOUTH CAROLINA

**WHY IS AP
 THE BEST?**

BECAUSE—AP members, the
 greatest body of news
 collectors in the world
 today, provide their
 news to their AP.

**SOUTH CAROLINA ASSOCIATED
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 Vice-President: Scott Russell—WESC,
 Greenville
 Secretary: Paul Benson—WJMX, Florence
 Directors: Robert Bradham — WTMA,
 Charleston; Frank Best — WRNO,
 Orangeburg
 Continuing Study Committee Chairman:
 Gene Sink—WMRA, Myrtle Beach

SOUTH CAROLINA

W O L S

FLORENCE—1937—ABC

Owned-Oper. By.....Florence Bcstg. Co., Inc.
 Business-Studio Address.....129 S. Dargan St.
 Phone Number.....Studio: 354-5
 Transmitter Location.....1 Mi. NE City
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 Pres., Gen.-Station Mgr.....Melvin Purvis
 Comm., Sales Prom. Mgr.....A. P. Skinner
 Pgm., Prod., Pub. Dir.....Jim Putnam
 Chief Engineer.....W. A. Pritchett

W F G N

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Cherokee Radio Co., Inc.
 Business Address.....P. O. Box 297
 Phone Number.....1570
 Studio-Transmitter Location...Lead Mine Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....A. Ray Godshall
 Gen. Mgr., Chief Engr.....Louis M. Neale
 Commercial Mgr.....David C. McSwain
 Production Director.....Norman Lassitter
 Chief Announcer.....Jim Brazzell
 Farm Editor.....Virginia Gertz

W G T N

GEORGETOWN—1949

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Georgetown Bcstg. Co.
 Address.....216 Fraser St.
 Phone Number.....621-629
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Gen., Sta., Sales Prom. Mgr.....H. Tom Morris
 Sports Dir., Comm. Mgr.....Allen Wester
 Continuity Director.....Joe Maurice
 Chief Announcer.....Roger Clark
 Program Director.....Mamie Delzell

W E S C

GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts
 Owned-Operated By.....Greenville Bcstg. Co.
 Business-Studio Address.....1 College St.
 Phone Number.....2-8241

SOUTH CAROLINA

Transmitter Location.....Farr's Bridge Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Walker
 Membership.....BMB
 President, General Mgr.....Scott Russell
 Commercial Manager.....Cliff W. Bowers
 Program Director.....Arthur H. Roberts
 Chief Engineer.....Lewis W. Elias, Jr.
 Farm Editor.....L. Wayne Davis

W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Greenville News Piedmont
 Co.
 Business-Studio Address.....Poinsett Hotel
 Phone Number.....2-7616
 Transmitter Location.....Ghantit
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knode
 Membership.....NAB, BMB
 President.....B. H. Peace, Jr.
 General-Station Mgr.....B. T. Whitmire
 Commercial Mgr.....R. Q. Glass, Jr.
 Sales Prom. Manager.....P. H. Chapman
 Program Director.....Newton S. Smyth
 Chief Announcer.....Norvin Duncan
 Publicity Director.....N. P. Mitchell
 Musical Director.....Jim Collins
 Chief Engineer.....William Garrison
 Farm Editor.....Robert Martin

W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned-Operated By.....Textile Bcstg. Co.
 Bus.-Studio Address.....Box 1499, Prevost Bldg.
 Phone Number.....3-2751
 Transmitter Location.....White Horse Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Burn-Smith
 Membership.....NAB
 President.....R. A. Jolley, Sr.
 General Manager.....Guy Zwahlen
 Commercial Manager.....C. B. Denison
 Sales Prom. Manager.....Frank Cope
 Program Dir.....William T. Arrington
 Chief Announcer.....James D. Simpson, Jr.
 Chief Engineer.....George D. Tate
 Farm Editor.....Paul Fisher

W M U U

GREENVILLE—1949

Frequency: 1260 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Bob Jones U.

Address.....Greenville
 Air Time.....Daytime
 News Service.....INS
 Transcription Service.....Associated
 President.....Dr. Bob Jones, Jr.
 General Manager.....R. K. Johnson
 Station Manager.....Robert Pratt
 Program Director.....Julia Boyajian
 Chief Engineer.....Don C. Smith

W C R S

GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grenco, Inc.
 Business Address.....216 Textile Bldg.
 Phone Number.....4300
 Studio-Transmitter Location.....Willson St.
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 President.....Douglas Featherstone
 Manager.....Dan Crosland
 Commercial Manager.....Ralph Norman
 Program Director.....Randy Davidson
 Chief Engineer.....Charlie Sparks

W E A B

GREER—1949

Frequency: 800 Kc.....Power: 250 Watts
 Owned-Oper. By.....E. A. Burch & W. R. Frier
 Address.....Greer
 Phone Number.....1057
 Air Time.....Daylight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Co-Owners.....E. A. Burch, W. R. Frier
 Gen., Comm., Prom. Mgr.....Sam H. Hutchins
 Chief Engineer.....Robert D. Webb

W H S C

HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hartsville Bcstg. Co., Inc.
 Business-Studio Address.....1306 College Ave.
 Phone Number.....654
 Transmitter Location.....1 Mi. S. of Hartsville on
 Hway. 15-A
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 President.....Charles H. Campbell
 Gen.-Sta. Mgr., Prod. Dir.....Raymond Caddell
 Pgm. Dir., Chief Annr.....Earl Caton
 Publicity Director.....Frances Bass Tyner
 Chief Engineer.....Donald A. Brienen
 Farm Editor, Musical Dir.....Lamar Caldwell

W D K D

KINGSTREE—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By Palmetto Bcstg. Co.
 Address Kingstree
 Phone Number 6761
 Air Time Daytime
 News Service INS
 Transcription Service Lang-Worth
 Partners M. L. Few, E. G. Robinson, Jr.
 Gen., Comm. Mgr. George C. Blackwell
 Chief Engineer Thomas B. Williams, Jr.

W L B G

LAURENS—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By WLBG, Inc.
 Business Address Box 642, Laurens
 Phone Number 2-2331
 Studio-Transmitter Location Greenville Rd.,
 Church St. Ext.
 Air Time 7 a.m.-7 p.m.
 News Service UP
 Transcription Service World
 President John W. Todd
 Gen., Sta., Comm. Mgr. John F. Arrington
 Program Director Len Ledford
 Promotion Manager Colleen Willard
 Chief Announcer George Haskell
 Chief Engineer Clyde C. McClure

W J A Y

MULLINS—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mullins & Marion Bcstg. Co.
 Address P. O. Box 41
 Phone Number 3901
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 President W. H. Daniel, Jr.
 Commercial Manager W. G. Smith
 General Manager W. L. Harrelson
 Program Director James O. Atkins
 Chief Engineer Jack Ikner

W M R A

MYRTLE BEACH—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Myrtle Beach Bcstg. Co.
 Business Address c-o WMRA Myrtle Beach
 Phone Number 137
 Studio Address Ocean Forrest Hotel
 Transmitter Location 28th St.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative McGillvra
 President P. T. Watson
 Gen., Sales Prom. Mgr., Prod. Dir. Gene Sink

Program Manager Otis Humpheries
 Commercial Manager S. W. Monroe
 Program Director Faye Marble
 Chief Engineer Larry Martin

W K D K

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Newberry Bcstg. Co., Inc.
 Address 11 Radio Dr., Box 211
 Phone Number 249
 Air Time Unlimited
 News Service AP
 Transcription Service World, KBS
 President John F. Clarkson
 Gen., Sta., Comm. Mgr. James F. Coggins
 Pgm., Prod., Publ. Dir. Jim Brownell
 Chief Engineer Ray Gilliam
 Farm Editor Charles E. Bowers

W R N O

ORANGEBURG—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WRNO, Inc.
 Business Address Box 662
 Phone Number 1420
 Studio-Transmitter Location Ext. Whitman St.
 Air Time Unlimited
 News Service AP
 Transcriptoin Service Capitol
 President Charles S. Henry
 Gen., Sta., Comm. Mgr. Frank B. Best, Jr.
 Program Director James N. Armistead, Jr.
 Chief Anncr., Musical Dir. W. Hampton Smith
 Chief Engineer Gus Browning
 Farm Editor Glenn French

W T N D

ORANGEBURG—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Sims Publishing Co.
 Business-Studio Address Radio Center,
 Phone Number 1600-1
 Transmitter Location 2 Mi. N. City, Hiway 56
 Air Time Daytime
 News Service UP
 Transcription Service World, Associated
 Membership NAB
 President J. I. Sims
 General Manager G. L. Sims
 Sta., Comm. Mgr. Frank R. Knutti
 Prod. Dir., Farm Editor Richard R. Rhame
 Publicity Director Ella Rogers
 Chief Announcer Vance Morris
 Chief Engineer Larry W. Styles

W R H I

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By York County Bcstg. Co.
 Bus.-Studio Add. Rock Hill Natl. Bank Bldg.

SOUTH CAROLINA

Phone Number 2085
 Transmitter Location E. Black St.
 News Service AP
 Transcription Service World
 Membership NAB
 Gen. Mgr., Chief Engineer James S. Beatty, Jr.
 Sta. Mgr., Prog. Dir. William C. Beatty
 Comm.-Sales Prom. Mgr., Pub.
 Director Harper S. Gualt
 Production Director Cuyler P. Fields

WTYC ROCK HILL—1948

Frequency: 1150 Kc. Power: 1000 Watts d.
 Bus.-Studio Address Robert Marshall Hotel
 Phone Number 3175
 Transmitter Hway. 21 near Charlotte Hway.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President W. G. Reid
 Secretary-Treasurer O. Frank Thornton
 Gen., Sta. Mgr. G. P. Cobb
 Commercial Mgr. Clay Watts
 Program Director Edgar Talbert
 Chief Engineer Tom L. Byrd

WSNW SENECA—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Blue Ridge Bcstg. Co., Inc.
 Address Seneca
 Phone Number 8234
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Pres., Gen., Comm. Mgr. J. A. Gallimore
 Program Director Thomas J. Whittaker
 Promotion Manager Chet Munson
 Chief Engineer Robert W. Mahoney

WORD SPARTANBURG—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Spartan Radiocstg. Co.
 Business-Studio Address 291 E. Main St.
 Phone Number 6000
 Transmitter Location Vanderbilt Rd.
 News Service AP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB, BMB
 President, Gen. Mgr. Walter J. Brown
 Station Manager John C. Carrington
 Sales Prom. Mgr. Charles W. Newcomb
 Pgm., Prod. Dir. Al Willis
 Chief Engineer Clyde J. Burdette

WSPA SPARTANBURG—1930—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Surety Bcstg. Co.

Business-Studio Address 224 E. Main St.
 Phone Number 2900
 Transmitter Location Route 7, Sigsbee
 News Service UP
 Transcription Service Associated
 Representative John Blair
 Membership NAB, BMB, FMA
 President Francis Hipp
 General Manager G. Richard Shaffo
 Managing Director Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Promotion Manager Tom Fleming
 Chief Engineer H. R. Beckholt

WFIG SUMTER—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WFIG, Inc.
 Business-Studio Address Radio Center Bldg.
 Phone Number 1340
 Transmitter 1 Mi. E. of Sumter on Hway. 76
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President Hubert D. Osteen
 Gen.-Station Mgr. T. Doug Youngblood
 Commercial Mgr. William H. Moore, Jr.
 Sales Prom. Mgr. Charles Ballard
 Prog. Dir., Chief Announcer Paul Reidy
 Production Director John Sherman
 Publicity Director Robert Raymond
 Chief Engineer James L. Williams

WBCU UNION—1949—MBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By Union Carolina Bcstg. Co.
 Phone Number 1200
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 President E. H. Hughes
 General Manager Milton D. Scarboro
 Commercial Manager Howard Talbert
 Program Director Marylin Scruggs
 Promotion Manager Bill Stribling
 Chief Engineer Thomas W. Weathers

WALD WALTERBORO—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walterboro Bcstg. Co.
 Bus.-Studio-Transmitter Address Ft. Benson St.
 Phone Number 3861
 News Service AP
 President Hon. R. M. Jefferies
 Gen., Sta. Mgr. Charles A. Thoman
 Commercial Manager Beulah Glover
 Sales Prom. Mgr. Pub. Dir. William Harbeson
 Pgm., Prod. Dir. Hugh Ward, Jr.
 Chief Engineer Robert Rivers

SOUTH DAKOTA

*Estimated Population 649,000—Increase +0.9%—Radio Homes 169,000
Radio Families 173,000—Stations in State 12*

KSDN

ABERDEEN—1948—MBS-SO. DAK.

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By . . . Aberdeen News Co. Radio
Station KSDN
Bus.-Studio Address 12 Third Ave. S.E.
Phone Number 4573-4
Transmitter Location 3 Mi. S. of town
Air Time Unlimited
News Service AP
Transcription Service World, Capitol
Representative Weed
President Henry J. Schmitt
General Manager Byron McElligott
Commercial Manager Russa Osborne
Program Director E. C. Pieplow
Chief Engineer George Crocker

KDSJ

DEADWOOD—1946

Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address City Hall
Owned-Operated By Eli & Harry Daniels
Phone Number 789 LM, 186
Transmitter Location Boulder Canyon Road
Air Time 6:30 a.m.-10:05 p.m.
News Service UP
Transcription Service World, SESAC
Representative Thomas F. Clark
General Manager Eli Daniels
Station Manager Harry Daniels
Commercial Manager Claude Lavier
Program Director Bill Lynn
Musical Director Jim Tyne
Chief Engineer Roy Hicks

KIJV

HURON—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By . . . James Valley Bcstg. Co., Inc.
Bus.-Studio Address 24 Second St. S.E.
Phone Number 765
Transmitter Location 18th St. & Idaho
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Membership NAB
President, General Mgr. Max F. Staley
Commercial Manager Rex King
Program Director Morrison Parker
Chief Engineer Roland H. Marty

KORN

MITCHELL—1947—MBS-SO. DAK.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Mitchell Bcstg. Assn.

Bus.-Studio Address 217-219 N. Main
Phone Number 621
Transmitter Location ½ Mi. E. of city on
Hwy. U. S. 16
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth
Membership NAB
General-Station Mgr. Raymond V. Eppel
Comm., Sales Prom. Mgr. B. Harland Ohde
Prog.-Musical Dir. Raymond Eppel
Chief Announcer Marvin Nelles
Chief Engineer Robert Taylor

KGFX

PIERRE—1916—KBS

Frequency: 630 Kc. Power: 200 Watts d.
Owned By Estate of Dana McNeil
Operated By Ida A. McNeil
Bus.-Studio-Transmitter Address 203 W.
Summit Ave.
Phone Number 2351
Air Time 9:30 a.m.-sunset
News Service UP
Representative Continental
Pres., Gen., Sta. Mgr. Ida A. McNeil
Chief Engineer Charles W. Hobbs

KOTA

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By Black Hills Bcst. Co. of
Rapid City
Business Address 523 Sixth St.
Phone Number 2000-1-2
Studio Address Alex, Johnson Hotel
Transmitter Location 5 Mi. S. of Rapid City
on Hwy. 79
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard, Associated,
Capitol, World
Membership NAB, BMB
President, Gen.-Sta. Mgr. Robert J. Dean
Commercial Manager George C. Lindsay
Pgm., Prod. Dir. Abner H. George
Sales Manager Stanley Lieberman
Chief Announcer Harlan Horton
Musical Director John Simpson
Chief Engineer A. E. Griffiths
Farm Editor Ed Denslow

KELO

SIOUX FALLS—1937—NBC

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By Midcontinent Bcstg. Co.

SOUTH DAKOTA

Bus.-Studio Address... Kelo Bldg., Phillips at Eighth
 Phone Number 6363
 Transmitter Location..... S.E. of Sioux Falls
 Air Time..... 5:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol
 Representative..... John E. Pearson
 Membership NAB, BMB
 President, Gen.-Sta. Mgr..... S. Fantle, Jr.
 Commercial Manager..... Evans Nord
 Sales Prom. Mgr., Pub. Dir.... Darlene Nesby
 Pgm., Prod. Dir..... Jack Douglas
 Chief Announcer..... Dean Montgomery
 Musical Director..... Hal Sorenson
 Chief Engineer..... Lester Froke
 Farm Editor..... Les Harding

K I H O

SIoux FALLS—1948—MBS

Frequency: 1270 Kc..... Power: 1000 Watts
 Owned-Oper. By... Big Sioux Bcstg. Co., Inc.
 Business-Studio Address... 218 So. Main Ave.
 Phone Number 912
 News Service UP
 Transcription Service World
 Representative..... Paul H. Raymer
 Co-Mgrs.... James E. Sweet, David J. Kempkes
 Commercial Manager..... Fred Davis, Jr.
 Program Director..... Fred Schweikher

K I S D

SIoux FALLS—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... KISD, Inc.
 Bus.-Studio Address..... 311 S. Phillips Ave.
 Phone Number 1300
 Transmitter Location..... Hwy. 16 W. of city
 Air Time..... 6:45 a.m.-M.
 News Service AP
 Transcription Service... Lang-Worth, MacGregor
 President..... H. R. Alton
 Gen.-Sta.-Sales Prom. Mgr.,
 Program Director..... Verl Thomson
 Commercial Manager..... Fred Davis, Jr.
 Chief Announcer..... John Doyle
 Musical Director..... Robert Helgeson
 Chief Engineer..... Bruce Brodie

K S O O

SIoux FALLS—1927

Frequency: 1140 Kc..... Power: 5000 Watts d.
 Owned-Oper. By... Sioux Falls Bcst. Assoc., Inc.
 Bus.-Studio Address..... 317 S. Phillips Ave.
 Phone Number 757
 Transmitter Location..... W. 12th St.
 Air Time Daytime
 News Service AP
 Transcription Service... Thesaurus, Standard
 Representative Avery-Knodel

Membership NAB, BMB
 President..... Morton H. Henkin
 V.P., Gen. Mgr..... George R. Hahn
 Sales Manager..... Rollie R. Williams
 Sales Prom. Mgr., Pub. Dir.... George Bill Rohn
 Pgm., Prod., Musical Dir..... Ray Loftness
 Chief Engineer..... Max Pierce
 Farm Editor..... Eider "Red" Stangland

K W A T

WATERTOWN—1926

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Oper. By... Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service..... SESAC, World
 Representative Orville Lawson
 Membership NAB
 President Frank Bramble
 General Manager..... Thomas L. Young
 Commercial Manager..... Morris Wisott
 Sales Prom. Mgr..... Ross E. Case
 Pgm., Musical Dir..... Mildred L. Swenson
 Production Director..... Doris Daye
 Chief Announcer..... Bob Carroll
 Chief Engineer..... Francis Alwin
 Farm Editor..... Doug Marlow

SOUTH DAKOTA

**WHY IS AP
THE BEST?**

BECAUSE—**AP** has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.

**SOUTH DAKOTA ASSOCIATED PRESS
RADIO ASSOCIATION**

Chairman: Morton Henkin—KSOO, Sioux Falls

SOUTH DAKOTA

W N A X

YANKTON—1926—ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Bus.-Studio Address 2nd & Capitol Sts.
 Phone Number 442
 Transmitter Location Yankton
 Air Time 5:30 a.m.-M.
 News Service AP, UP

Transcription Service Standard, Cole
 Representative Katz
 Membership NAB, BMB
 President Gardner Cowles
 V.P., Gen. Mgr. Robert R. Tincher
 Commercial Manager Donald D. Sullivan
 Promotion Mgr. Richard T. Harris
 Program Director Herb Howard
 Publicity Director Guy DeVaney
 Musical Director Rex Hays
 Chief Engineer Clifton M. Todd

TENNESSEE

*Estimated Population 3,234,000—Increase +10.9%—Radio Homes 766,000
 Radio Families 846,000—Stations in State 53*

W L A R

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Athens Bcstg. Co.
 Business-Studio Address N. Jackson St.
 Phone Number 891
 Transmitter Location Decatur Hwy.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 President Lowell F. Arterburn
 General Manager Otis Parker
 Program Director Bill Tracy
 Commercial Manager Max Robinette
 Pgm. Dir., Chief Anncr. Jim O'Donnell
 Chief Engineer T. W. Turner
 Farm Editor Buell Charles

Business-Studio Address Hotel Patten
 Phone Number 7-1128
 Transmitter Location Rossville Blvd.
 Air Time 5:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative William G. Rambeau
 General Manager Vann Campbell
 Comm. Manager H. D. Parker
 Traffic Director June Lewis
 Chief Announcer Herschel Nation
 Musical Director Helen Richardson
 Chief Engineer Charles Stokely

W A P O

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By WAPO Bcstg. Service
 Business-Studio Address Read House
 Phone Number 8-6141
 Transmitter Location Pineville Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 General Manager R. G. Patterson
 Comm. Mgr., Pub. Dir. Helen Patterson
 Program Director Frances Harley
 Chief Engineer B. B. Barnes
 Farm Editor J. D. Cliett

W O P I

BRISTOL—1929—NBC-SBN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Radiophone Bcstg. Co.
 WOPI, Inc.
 Business-Studio Address 310 State St.
 Phone Number South 3730
 Transmitter Location Old Abingdon Pike
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth, Capitol
 Representative Burn-Smith
 Membership BMB, FMA
 President, General Mgr. W. A. Wilson
 Comm., Sales Prom. Mgr. James C. Wilson
 Pgm. Dir., Chief Anncr. Harold Henley
 Prod., Musical Dir. Mike Cady
 Publicity Director Jane Glavin
 Chief Engineer Russell V. Robinson

W D E F

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Oper. By WDEF Bcstg. Co.
 Bus.-Studio Address 4th Fl., Volunteer Bldg.
 Phone Number 6-5664
 Transmitter Location Moccasin Bend
 Air Time 5:30 a.m.-M.
 News Service UP

W A G C

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Tennessee Valley Bcstg. Co.

T E N N E S S E E

Transcription Service Capitol
Representative Branham
President Joe W. Engel
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director Morrie Quave
Chief Announcer Luther Masengill
Chief Engineer B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By WDO D Bcstg. Corp.
Bus. Studio Address Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Transmitter Location Baylor Rd.
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager B. J. Bush
Sales Prom. Mgr., Pub. Dir.
Walter H. Stamper, Jr.
Program Director Paul H. Wann
Production Director Gene Carr
Chief Announcer Gaylord McPherson
Musical Director George Barnard
Chief Engineer W. Roy Owens
Farm Editor Bill Wilson

W D X B

CHATTANOOGA—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Joe V. Williams, Jr.
Business-Studio Address 539 Vines St.
Phone Number 6-1114, 6-4916
Transmitter Location 1003 Riverside Dr.
Air Time 6 a.m.-11 p.m.
News Service INS
Transcription Service World
Representative For Joe
Membership NAB
President J. V. Williams, Jr.
Gen.-Sta.-Comm. Mgr. Charles H. Gullickson
Program Director Frank Beck
Chief Announcer Luther Williams
Musical Director William Palmer
Chief Engineer Byron E. Fincher

W J Z M

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By Campbell & Sheftall
Operated By E. T. Campbell
Business-Studio Address 411 Madison St.
Phone Number 2295-6
Transmitter Location Martin St.
Air Time 6 a.m.-11 p.m.
News Service AP

Transcription Service Capitol, World, KBS
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. E. T. Campbell
Comm., Sales Prom. Mgr. Joseph R. Fife
Program-Production Dir. Clay Cline, Jr.
Chief Engineer John H. Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Robert W. Rounsaville
Business-Studio Address Central Ave.
Phone Number 62
Transmitter Location Chattanooga Hwy.
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Membership NAB
Owner R. W. Rounsaville
Comptroller S. A. Wade
Station Manager Thad F. Fitch
Commercial Manager William Huddleston
Program Director Harry Sullivan
Chief Engineer William D. Stuart
Technical Director H. D. Price

W K R M

COLUMBIA—1946—MBS-KBS-TV

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By The Middle Tennessee Bcstg. Co., Inc.
Bus. Studio-Transmitter Address .. P. O. Box 71
Phone Number 1340-1
Air Time 6 a.m.-M.
News Service UP
Transcription Service Capitol
Membership NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
Pgm., Prod., Pub. Dir. Albert Knott
Chief Announcer Wally Beecham
Chief Engineer Revis Hobbs
Farm Editor C. R. Baker

W H U B

COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WHUB, Inc.
Bus. Studio Address 315 E. Spring St.
Phone Number 200
Transmitter Location 807 Hickory St.
Air Time 6 a.m.-11:05 p.m.
News Service UP
Representative Continental Radio Sales
Membership NAB, BMB
Pres., Gen.-Comm. Mgr. M. L. Medley
Sta. Mgr., Prog. Dir. Joe Mabry
Sales Prom. Mgr., Pub. Dir. Stacy Mott
Musical Director Thomas W. Harris
Chief Engineer George W. Daughtery

W D S G

DYERSBURG—1946
MBS-KBS-MID-SOUTH-DIXIE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. State Gazette Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address. Box 58
Phone Number 77
Air Time 6 a.m.-11 p.m.
News Service AP
President. Russel M. D. Bruce
General Manager. Frank Armstrong
Commercial Manager. Charles R. Bowen
Program Director. Leo Anderson
Chief Announcer. Gene Ayres
Chief Engineer. C. W. Morrow

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Elizabethton Bcstg. Co.
(R. W. Rounsaville & Geo. M. Clark)
Business-Studio Address. Elk Ave.
Phone Number 1241
Transmitter Location. State Line Rd.
Air Time 6:30 a.m.-10:30 p.m.
News Service UP
Senior Partner. R. W. Rounsaville
General Manager. Thad F. Fitch
Station Manager. William R. Wagner
Comptroller. S. A. Wade
Sales Prom. Mgr. James Cox
Program Director. Bill Stone
Chief Engineer. Martin Condon Bowers, Jr.
Technical Supervisors H. G. Price

W E K R

FAYETTEVILLE—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. Elk River Bcstrs., Inc.
Business-Studio Address. Box 625
Phone Number 1240
Transmitter 1 Mi. W. of City, Hiway 64
Air Time 6 a.m.-10 p.m.
News Service UP
Pres., Gen. Mgr. A. D. Smith, Jr.
Sta., Comm., Sales Prom. Mgr. Hollis Carlton
Pgm., Prod., Pub. Dir. Edward K. Chapman
Chief Announcer. Ralph Mann
Chief Engineer. Ernest Tucker

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Sumner County Bcstg. Co.
Address Box 28
Phone Number 1010
Air Time Local sunrise-sunset
News Service UP

Transcription Service Capitol
President. A. B. Perkins
Gen., Comm. Mgr. Charles W. Brewer
Program Director. Weston Britt
Chief Engineer. Howard Woodard

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Radio Greeneville, Inc.
Address Radio Center, Depor St.
Phone Number 797
Air Time Unlimited
News Service UP
Pres., Gen. Mgr. Paul Metcalfe
Comm., Prom. Mgr. Hugh Pickel
Program Director. Tom Lyons
Chief Engineer. Laile Hampton

W H B T

HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. The Harriman Bcstg. Co.,
Inc.
Bus.-Studio Address. Crescent & Devon
Phone Number 850
Transmitter Location. Margrave St.
Air Time 6 a.m.-11:15 p.m.
News Service UP
Transcription Service SESAC
Representative Continental
Membership NAB
Pres., Gen., Sta. Mgr. F. L. Crowder
Sales Prom. Mgr., Pgm., Prod. Dir.

John Fielder
Musical Director. Burrel Henry
Chief Engineer. Kenneth Hargis

W I R J

HUMBOLDT—1949—MID-SOUTH

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By. Gibson County Bcstg. Co.,
Inc.
Address. 210 N. 22nd Ave.
Phone Number 740
Air Time Daytime
News Service UP
Transcription Service Standard
Partners. J. F. Warmath, T. N. Hobbs
Commercial Manager. Guy Powell
Gen. Mgr., Pgm. Dir. Howard E. Byrum
Chief Engineer. Charles Brown

W D X I

JACKSON—1948—DIXIE-MBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
1000 n.
Owned-Operated By. Dixie Bcstg. Co.
Business-Studio Address. Williams Bldg.

T E N N E S S E E

Phone Number 7-9611
 Transmitter Location..... 2 Mi. N. Hiway 45
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, Capitol
 Representative Burn-Smith
 Membership NAB
 Pres., Gen. Mgr..... Aaron B. Robinson
 Station Manager..... Bill Winsett
 Commercial Manager..... Jack M. Cecil
 Sales Prom. Mgr..... Jack Murphy
 Program Director..... James W. Hoppers
 Production Director..... Bob Dettmer
 Publicity Director..... Dave Banks
 Musical Director..... Douglas Biggs
 Chief Engineer..... James S. Thomas
 Farm Editor..... Tom J. Williams

W P L I

JACKSON—1949

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... George Arthur Smith
 Address..... First Natl. Bank Bldg.
 Phone Number 7-8541
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative McGillvra
 Gen., Prom. Mgr..... W. E. Williams

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Oper. By..... The Sun Publishing Co.
 Bus.-Studio Address... 104-106 W. Baltimore St.
 Phone Number 7-3316
 Transmitter Location..... Bemis Hwy.
 Air Time..... 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Branham
 Membership..... NAB, BMB, FMA
 General Manager..... Albert A. Stone
 Station Manager..... Frank S. Proctor
 Asst. Manager..... Leslie R. Brooks, Jr.
 Studio Director..... Sam D. Lollar
 Musical Director..... James Allen
 Chief Engineer..... Robert M. Gordon

W E T B

JOHNSON CITY—1947—LIBERTY

Frequency: 790 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... E. Tennessee Bcstg. Co.
 Business Address..... Press Bldg.
 Phone Number 2993
 Studio-Transmitter Location..... Erwin Hiway
 Air Time Sunrise-sunset

T E N N E S S E E

**WHY IS AP
THE BEST?**

BECAUSE—AP is more experienced than any other news
 service . . . more than 100 years collecting and
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TENNESSEE ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Harry Stone—WSM, Nashville

Vice-Presidents: Leslie R. Brooks—WTJS, Jackson
 Cliff Goodman—WETB, Johnson City

T E N N E S S E E

T E N N E S S E E

News Service AP
Transcription Service World
Membership NAB, BMB
President Carl A. Jones, Jr.
Station Manager Cliff Goodman
Program Director Berney Burleson
Chief Engineer E. B. Jones

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By WJHL, Inc.
Business-Studio Address 143 W. Main St.
Phone Number 2780
Transmitter Bristol-Kingsport Hwy.
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB, BMB
President W. H. Lancaster
Sta. Comm. Mgr. Ray D. Williams
Sales Prom. Mgr., Pub. Dir. Ken Matthews
Pgm., Prod., Musical Dir. Walter Heeb
Chief Announcer Ed Cowell
Chief Engineer O. K. Garland
Farm Editor Raymond Rosson

W K P T

KINGSPORT—1940—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Kingsport Bcstg. Co., Inc.
Business-Studio Address 222 Commerce St.
Phone Number 2870
News Service AP
Representative Donald Cooke
President C. P. Edwards, Jr.
General Manager A. F. Martin
Commercial Mgr. Phil Weaver
Program Director Paul Overbay
Chief Engineer Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WBIR, Inc.
Business-Studio Address 618 S. Gay St.
Phone Number 4-3321
Transmitter Location Painter & Concord Sts.
Air Time 5 a.m.-M.
News Service UP
Transcription Service Standard
Representative Bolling
Membership NAB, BMB
President Gilmore N. Nunn

Gen.-Sta.-Sales Prom. Mgr. John P. Hart
Commercial Manager James A. Dick
Prog.-Prod.-Pub. Dir., Chief
Announcer Tys Terwey
Musical Director W. R. Johnston, Jr.
Chief Engineer J. Rex Horton

W I B K

KNOXVILLE—1947—KBS

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Independent Bcstg. Co., Inc.
Business-Studio Address 406 W. Church St.
Phone Number 4-9866
Transmitter Location Rouse Hill
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth
Representative Donald Cooke
Membership NAB
President J. Harold Smith
General-Station Mgr. Marvin I. Thompson
Program Director Walter Martin
Chief Engineer T. E. Hooper

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By WKGN Bcstg. Co.
Bus.-Studio Address Atop the Park Natl.
Bank Bldg.
Phone Number 4-0766
Transmitter Location 2166 Ailor Ave. at
L. & N. R. R.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth, Capitol
Representative Forjoe
Membership NAB
Pres., Gen. Sta. Mgr. Clarence Beaman, Jr.
Comm., Sales Prom. Mgr. C. R. "Dick" Watts
Pgm., Prod. Dir., Chief Annocr. Roy H. Bass
Publicity Director Bill Sorrell
Chief Engineer Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By Scripps-Howard Radio, Inc.
Business-Studio Address 110-112 S. Gay St.
Phone Number 3-3171
Transmitter Location Anderson Rd. nr. Beverly
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Branham
President Jack R. Howard

T E N N E S S E E

Gen.-Station Mgr. R. B. Westergaard
 Comm.-Sales Prom. Mgr. O. L. Smith
 Program-Production Dir. C. A. McMahon
 Publicity Director Para Lee Brock
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans
 Farm Editor Cliff Allen

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Stuart Bcstg. Co.
 Business-Studio Address 531 S. Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 5a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel, Cummins
 Gen., Sta. Mgr. S. E. Adcock
 Comm., Sales Prom. Mgr. W. H. Linebaugh
 Pgm., Prod. Pub. Dir. J. H. Reese
 Chief Announcer Allen Stout
 Musical Director Harry Nides
 Chief Engineer Fred Andrews

W C O R

LEBANON—1949

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Operated By Lebanon Bcstg. Co., Inc.
 Address 106½ Cumberland St.
 Phone Number 1540
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Warren G. Gilpin
 Commercial Manager Roy E. Wood, Jr.
 Program Director Roy C. Crocker

W J J M

LEWISBURG—1947—ABS

Frequency: 1490 Kc. Power: 2500 Watts
 Owned-Oper. By Estate of James J. Murray
 Address East Hill
 Phone Number 780
 Air Time Unlimited
 Representative Continental
 Membership NAB, BMB
 Owners Martha, Ida, Lillie Murray
 General Manager Lewis D. Lingner
 Commercial Manager Harold Twitty
 Program Director Allen D. Walker
 Chief Engineer J. E. Sowell

W G A P

MARYVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By V. H. McLean,
 George R. Dempster
 Operated By F. H. Corbett
 Bus.-Studio Address 503 Blount Natl. Bank
 Bldg.
 Phone Number 2490-1
 Transmitter Location Louisville Pike
 Air Time 5 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Gen. Mgr., Prog. Dir. F. H. Corbett
 Sales Prom. Manager Tom Beam
 Chief Engineer Curtis Lamarr
 Farm Editor David Lynn

W D I A

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Daytime
 News Service UP
 Representative John E. Pearson
 Membership NAB, BMB
 Gen., Sta. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker
 Program Director Don Kern
 Production Director Christine Cooper
 Chief Engineer Bob Sassaman
 Farm Editor Ernest Brazzle

W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Harding College,
 Searcy, Ark.
 Bus.-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location Circle Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Weed & Co.
 Membership NAB, BMB
 Pres. (Harding College) Dr. George Benson
 Gen., Sta. Mgr. John Cleghorn
 Comm., Sales Prom. Mgr. Bill Grumbles
 Pgm., Prod. Dir. Gordon Lawhead
 Publicity Director Betty Faquin
 Chief Announcer Lee McEachern
 Chief Engineer Welton Roy

THE



IN MEMPHIS

WHERE
YOUR
SPOTS
ARE
SPOT-
LIGHTED

WHHM

INDEPENDENT . . .

But Not Aloof

Memphis, Tennessee

Patt McDonald, Mgr.

Representatives:

INDEPENDENT METROPOLITAN
SALES



• • • TENNESSEE • • •

WHHM

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Mid-South Bcstg. Corp.
Business-Studio Address Sterick Bldg.
Phone Number 37-4422
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Capitol
Representative IMS
Membership NAB
President P. E. Furlow
Gen., Sta. Mgr. Patt McDonald
Commercial Manager Don J. Lynch
Sales Promotion Mgr. Norton Rosengarten
Pgm., Prod., Pub. Dir. Allan Avery
Chief Announcer Kenny Sargent
Musical Director John Swinney
Chief Engineer William Marsh

WMC

MEMPHIS—1923—NBC
SOUTHCENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Memphis Publishing Co.
Bus.-Studio Address Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location Memphis
Air Time Unlimited
News Service UP
Transcription Service Thesaurus, SESAC,
Lang-Worth
Representative Branham
Membership NAB, BMB
President Enoch Brown
Gen., Sta. Mgr. H. W. Slavick
Commercial Mgr. J. C. Eggleston
Program Director Wilson Mount
Production Director W. R. Brazzil
Publicity Director Walter E. Frase
Chief Announcer Charles B. Sullivan
Musical Director Robert Horsley
Chief Engineer E. C. Frase, Jr.
Farm Editor Walter Durham

WMPS

MEMPHIS—1925—ABC

Frequency: 680 Kc. Power: 10,000 Watts d.:
5000 Watts n.
Owned-Operated By WMPS, Inc.
Business-Studio Address Radio Center
Phone Number 5-2663
Transmitter Location N, Benjestown Rd.
Air Time Unlimited
News Service AP, UP
Transcription Service Standard, Cole,
Lang-Worth
Representative Radio Representatives
Membership NAB, BMB
V.P., Gen. Mgr. Harold R. Krelstein
Commercial Manager Harold F. Walker
Sales Prom. Manager W. B. Rudner

• • • **T E N N E S S E E** • • •

Program Director.....George Faulder
 Production Director.....Bob Neal
 Musical Director.....Fred Christensen
 Chief Engineer.....J. E. Deaderick

W R E C
MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....WREC Bcstg. Service
 Business-Studio Address.....Hotel Peabody
 Phone Number.....5-1313
 Air Time.....Unlimited
 Representative.....Katz
 Membership.....NAB, BMB
 Owner, General Manager... Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten

W M M T

McMINNVILLE—1947—MBS-TV
KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....McMinnville Bcstg. Co., Inc.
 Address.....P. O. Box 409
 Phone Number.....401
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....Dr. Sam J. Albritton
 General Manager.....Royce Richards
 Commercial Manager.....Roy E. Wood
 Commercial Manager.....Winston Clark
 Program Director.....Ernest Richards
 Promotion Manager.....Henry Trent
 Chief Engineer.....Walter A. Duke

W C R K

MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address...Brown Ave.
 Phone Number.....1450
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NAB
 President.....Herbert S. Walters
 Gen., Comm. Mgr.....Howell Ashford
 Program Director.....William P. Moore
 Chief Engineer.....James R. Redden

W G N S

MURFREESBORO—1947—MBS-TV

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WGNS, Inc.
 Business-Studio Address.....N. Church
 Phone Number.....1450
 Transmitter Location.....S. Church
 Air Time.....Unlimited

News Service.....UP
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NAB
 Pres., General Mgr.....C. N. Elrod, Jr.
 Commercial Manager.....Neil Lancaster
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy
 Program Director.....Jim Tate
 Prod., Musical Dir.....Martha Tribble
 Chief Announcer.....John Hood
 Chief Engineer.....Charlie Freeman
 Farm Editor.....Pete Callis

W K D A

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Capitol Bcstg. Co.
 Bus.-Studio Address.....American Natl. Bank
 Bldg.
 Phone Number.....4-0511
 Transmitter Location...2nd Ave. & Peabody St.
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol, Lang-Worth
 Representative.....Forjoe
 Membership.....NAB, BMB
 Owners:.....T. B. Baker, Jr. & A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Commercial Manager.....Robert E. Cooper
 Program Director.....James E. McKinney
 Chief Engineer.....Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WLAC Bcstg. Service
 Bus.-Studio Address.....Third Natl. Bank Bldg.
 Phone Number.....6-0161
 Transmitter Location.....Old Hickory Blvd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Owner.....J. T. Ward
 General Manager.....F. C. Sowell
 Sales Manager.....E. G. Blackman
 Prog.-Prod. Dir., Chief
 Announcer.....Paul Oliphant
 Publicity Director.....Robert S. Larimer
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—1948—MBS-LIBERTY

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By... Volunteer State Bcstg. Co.,
 Inc.
 Address.....Maxwell House
 Phone Number.....4-3411
 Air Time.....Unlimited

• • • **TENNESSEE** • • •

News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeWeed
 President..... Frank W. Mayborn
 Vice-President..... Frank M. Farris
 Sta., Comm. Mgr..... Walter P. Speight, Jr.
 Promotion Manager..... Ed Jones
 Pgm. Dir., Chief Engr..... Shelton Weaver

WSIX

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSIX Bcstg. Sta.
 Address.....Nashville Trust Bldg.
 Phone Number.....5-5431
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB, FMA
 Co-Owners..... Jack M., Louis R. Draughon
 General Manager..... Jack M. Draughon
 Commercial Director..... E. S. Tanner
 Program Director..... Otis Roush
 Promotion Manager..... Hillard Brown
 Chief Engineer..... Charles R. Duke

WSM

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned By.....Natl. Life & Accident Ins. Co.
 Operated By.....WSM, Inc.
 Bus.-Studio Address.....301 7th Ave. N.
 Phone Number.....6-7181
 Transmitter Location.....12 Mi. in the country
 Air Time.....Unlimited
 News Service.....AP, INS
 Transcription Service.....AMP, Thesaurus
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President..... John H. DeWitt, Jr.
 V.P., Gen.-Station Mgr..... Harry Stone
 Commercial Manager..... Irving C. Waugh
 Sales Prom. Mgr., Pub. Dir..... Tom Stewart
 Program-Production Director..... Jack Stapp
 Chief Announcer..... Otis Devine
 Musical Diracs... Beasley Smith, Owen Bradley
 Chief Engineer..... George A. Reynolds
 Farm Editor..... John McDonald

WATO

OAK RIDGE—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WATO, Inc.
 Address.....Municipal Market Bldg.
 Phone Number.....Oak Ridge 5-3535
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Burn-Smith
 Membership.....NAB
 Gen., Sta. Mgr..... Marshall H. Pengra

Comm., Sales Prom. Mgr.... Harry C. Weaver
 Pgm. Dir., Chief Anncr..... Arthur J. Metzler
 Chief Engineer..... Marvin L. Paul

WTPR

**PARIS—1947—TENN. VOLUNTEER
 KBS-MID-SOUTH-DIXIE**

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Kentucky Lake Bcstg.
 System, Inc.
 Bus.-Studio Address.....100½ N. Market St.
 Phone Number.....1700-1
 Transmitter Location..... Clifty Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative..... Hal Holman
 Membership.....NAB
 President..... Dr. Elroy Scruggs
 Gen., Sta., Comm. Mgr., Parkman R. Freezer
 Pgm., Prod., Pub. Dir..... Lorenzo M. Smith
 Chief Anncr., Musical Dir..... Kenneth M. Klyce
 Chief Engineer..... Charles W. Jones
 Farm Editor..... Pete Linton

WKS R

**PULASKI—1946—MBS
 ALA.-TENN. TOBACCO**

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Pulaski Bcstg. Co.
 Business-Studio Address.....Radio Center
 Phone Number.....1066-7
 Transmitter Location.....Hiway 46-W
 Air Time.....Daytime
 News Service.....UP
 Membership.....NAB
 Senior Partner..... John R. Crowder
 Gen. Mgr. & Jr. Partner... W. E. (Bill) Williams
 Comm., Sales Prom. Mgr..... Carl Tatum
 Program Director..... Corky Hoover
 Chief Engineer..... Richard Spruill
 Farm Editor..... Bill Williams

W H A L

**SHELBYVILLE—1946—MBS
 VOLUNTEER**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Shelbyville Bcstg. Co., Inc.
 Business Address.....Box 241
 Phone Number.....1400
 Studio Address.....Public Square
 Transmitter Location.....Lewisburg Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 President.....Harvard Smith
 General-Station Mgr..... Charles Christian
 Pgm., Prod. Pub. Dir..... Jean Carroll
 Musical Director..... Teddy Barnes
 Chief Engineer..... Tim Marsh
 Farm Editor..... Sam B. Stanfill

WJIG

TULLAHOMA—1947—TVN-KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address Box 1417
 Phone Number 2607-8
 Studio-Transmitter Location West End Dr.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth, Capitol
 Pres., Gen. Mgr. Raymond L. Prescott, Jr.
 Station Manager David Welborn
 Comm., Sales Prom. Mgr. C. Roy Morris
 Prod., Pgm. Dir. Roy Morris
 Chief Engineer Carl Spraggins
 Musical Dir., Farm Editor Lee Maione

WENK

UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Union City Bcstg. Co.
 Bus.-Studio Address First & Washington Sts.
 Phone Number 1240-1
 Transmitter Location Edge of city limits.
 Hway. 51
 Air Time 6 a.m.-M.

News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., General Mgr. Aaron B. Robinson
 Station Manager Louis C. Wrather
 Commercial Manager David J. Capps
 Sales Prom. Mgr. E. A. Kallenberg
 Prod. Dir., Chief Annr. Jack A. Dill
 Program Director Lee Burnette
 Musical Director Hoyt White
 Chief Engineer James Thomas
 Farm Editor Tom Garth

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Arthur D. Smith, Jr.
 Address P. O. Box 1103
 Phone Number 2201
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.
 Program Director Joe Donaldson
 Commercial Manager Joe Brewer
 Chief Engineer Frank Spencer

TEXAS

*Estimated Population 7,532,000—Increase +17.4%—Radio Homes 2,032,000
 Radio Families 2,154,000—Stations in State 170*

K R B C

ABILENE—1936—ABC

Frequency: 1470 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Reporter Bcstg. Co.
 Business Address Box 178
 Phone Number 6255, 2-1608
 Studio Address Windsor Hotel
 Transmitter Location Old Anson Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative John E. Pearson
 Membership BMB, FMA
 President Mrs. Eva M. Hawks
 General-Station Mgr. Howard Barrett
 Comm. Mgrs. Bro Mingus (Local); Forest Lane
 (National)
 Sales Prom. Manager Forest Lane
 Chief Engineer J. B. Casey
 Farm Editor Ray Sundy

Bus.-Studio Address 25th & Butternut Sts.
 Phone Number 7287
 Air Time Unlimited
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Borhoff
 President W. P. Wright
 General-Commercial Manager A. C. Etter
 Program Director Leonard Johnson
 Promotion Manager Duane Ramsey
 Chief Engineer Lewis Fisher

K B K I

ALICE—1946

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Operated By Alice Bcstg. Co.
 Business Address Box 731
 Phone Number 2070
 Studio Address 65 Johnson St.
 Transmitter Location Hiway 281
 News Service AP
 Transcription Service Capitol
 Representative Donald Cook
 President E. G. Lloyd, Jr.
 Gen., Sta. Mgr. A. C. Lloyd, Jr.
 Commercial Manager D. C. Houston
 Sales Prom. Mgr. Nat Watson

K W K C

ABILENE—1948—MBS-LONE STAR

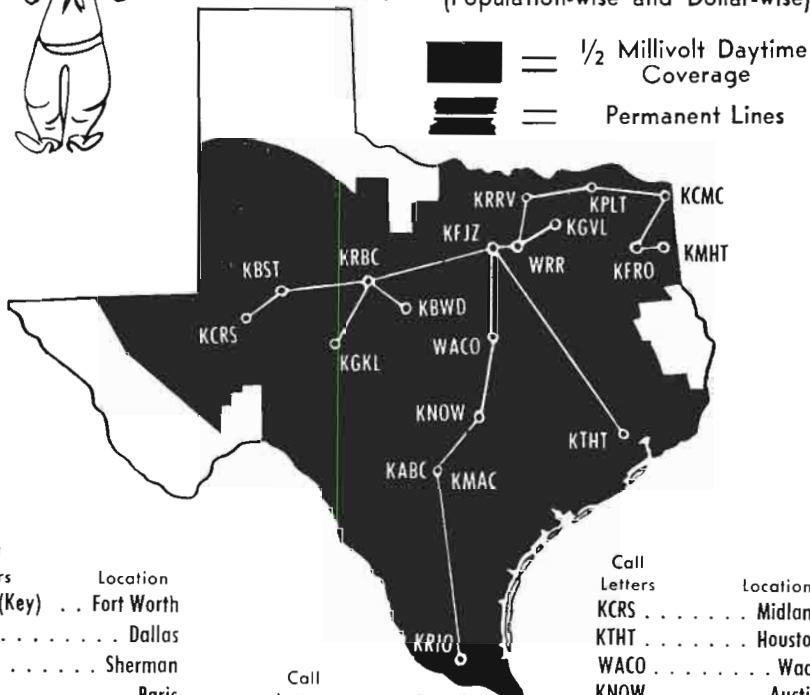
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Citizens Bcstg. Co.

We're Sorry!

All We Can Deliver Is

90% of Texas

(Population-wise and Dollar-wise)



Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

*Only one San Antonio Station to be used.

TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY
 New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

TEXAS

Pgm., Prod. Dir. J. Allen Frye
 Chief Announcer Bill Peak
 Chief Engineer Leon Smith
 Farm Editor Cliff DuBose

KVLF

**ALPINE—1947—MBS-S.W.-TSN
 CACTUS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Big Bend Bcstrs.
 Business Address P. O. Box 779
 Phone Number 37
 Studio-Transmitter Kokernot Field
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Taylor Borroff
 Membership NAB
 President Barney H. Hubbs
 General Manager Jack Hawkins
 Station Manager Charles Van Grundy
 Commercial Mgr. Gene Hendryx
 Program Director Elaine Parker
 Chief Engineer Steve Horvath

KAMQ

AMARILLO—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Top of Texas Bcstg. Co.
 Business-Studio Address 1301 Polk St.
 Phone Number 2-6543
 Transmitter Location E. on Hwy. 287
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Membership BM²
 President Walter G. Russell
 Gen., Sta. Mgr. Robert D. Houck
 Comm., Sales Prom. Mgr. J. L. Adams
 Chief Announcer, Farm Editor Ken Duke
 Chief Anncr., Pgm., Musical Dir. Tom Hipps
 Chief Engineer Stewart Parson
 Farm Editor Wayne Johnston

KFDA

AMARILLO—1939—ABC

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Amarillo Bcstg. Corp., Inc.
 Business-Studio Address 109 E. 5th St.
 Phone Number 5343
 Transmitter Location Beldaire Pk.
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World, Capitol
 Representative John E. Pearson
 Membership BMB
 President Gilmore Nunn
 General Manager Howard Roberson
 Commercial Manager Bill Fairley

Program Director Ray Whitworth
 Publicity Director Joe Bob Cable
 Musical Director Ralph Newton
 Chief Engineer Noel Luddy
 Farm Editor Pat Flynn

KGNC

**AMARILLO—1935
 NBC-LONE STAR**

Frequency: 710 Kc. Power: 10,000 Watts
 Owned-Oper. By Plains Radio Bcstg. Co.
 Bus.-Studio Address Radio Bldg., 8th &
 Harrison
 Phone Number 4242
 Transmitter Location Wilton-Switch
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service Cole, Lang-Worth
 Representative Taylor-Borroff
 Membership NAB, BMB, FMA
 President Gene Howe
 Exec. Gen. Mgr. O. L. Ted Taylo
 General Manager Aubrey Jackson
 Local Sales Director Tom Kritse
 Prom., Pgm. Dir. Bob Watson
 Business Manager Calvin Handy
 Musical Director Bernie Howell
 Chief Engineer William H. Torrey
 Farm Editor J. B. Linn

KLYN

AMARILLO—1947—CBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By Plains Empire Bcstg. Co.
 Address 1014 W. 7th Ave.
 Phone Number 2-6773
 Air Time Unlimited
 Representative Blair
 General Manager Carl Benefiel
 Commercial Manager Lee Biggs

KBUD

ATHENS—1948

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Oper. By Henderson County Bcstg. Co.
 Business Address Box 309
 Phone Number 650
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr., Chief Engr. J. B. McNutt, Jr.

KNOW

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address 520 Capital Natl. Bank
 Bldg.
 Phone Number 2-6213
 Transmitter Location First & Tillery Sts.

Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Pearson
 Membership NAB
 President Wendell W. Mayes
 Station Manager Louis R. Cook
 Program Director Warren M. Beaman
 Chief Engineer James E. Lewis

KTBC

AUSTIN—1939—CBS-LONE STAR
 Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Texas Bcstg. Corp.
 Bus. Studio Address Brown Bldg.
 (P. O. Box 717)
 Phone Number 2-2424
 Transmitter Location Manchaca Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Borhoff
 President Claudia T. Johnson
 V.P., Gen.-Comm. Mgr. J. C. Kellam
 Sales Manager Sam Plyler
 Program Director Richard S. Pryor
 Publicity Director Harvey O. Payne
 Musical Director Jane Holt Thomas
 Chief Engineer A. B. Hearn
 Farm Editor Reece Turner

KTXN

AUSTIN—1948
 Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio KTXN, Inc.
 Address 309 W. 21st St.
 Phone Number 7-4476
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Pres., Gen., Comm. Mgr. Thomas G. Harris
 Chief Engineer Kerns H. Powers

KVET

AUSTIN—1946—MBS-LIBERTY
 Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Austin Bcstg. Co., Inc.
 Business-Studio Address 113 W. Eighth St.
 Phone Number 8-8521
 Transmitter Location Bull Creek Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe, Paul Girard
 President John B. Connally
 General-Station Mgr. Willard Deason
 Commercial Manager Charles Howell
 Pgm., Prod. Dir. Dave Smith
 Chief Engineer Alfred W. Scharath

KRUN

BALLINGER—1947—MBS-KBS
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Runnels County Bcstg. Co.
 Address Zappe Bldg.
 Phone Number 3151-3161
 Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Transcription Service Standard, SESAC
 President, General Mgr. R. E. Bruce
 Comm., Sales Prom. Mgr. R. F. McGarvey
 Chief Engineer W. C. Kelley

KIOX

BAY CITY—1947—MBS-KBS
 Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Bay City Bcstg. Co.
 Business Address P. O. Box 1391
 Phone Number 642-3
 Studio-Transmitter Location State Hiway 3E
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Representative Paul Girard
 General Manager J. G. Long
 Comm., Sales Prom. Mgr. John Miller
 Prod. Dir., Chief Anncr. Hal Ewing
 Program Director LaVerne Ewing
 Chief Engineer Glenn R. Ellis

KRCT

BAYTOWN—1947—KBS
 Frequency: 650 Kc. Power: 250 Watts d.
 Owned-Operated By Bay Bcstg. Co.
 Address Box 629
 Phone Number 1650
 News Service AP
 President C. Q. Alexander
 Vice President O. J. Howell
 General Manager E. H. Keown
 Commercial Mgrs. Sylvia McKinstry,
 Bill Lyons
 Chief Engineer Emilio Rodriguez, Jr.

KREL

BAYTOWN—1947—DIXIE-LIBERTY
 Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-Cities Bcstg. Co.
 Business Address P. O. Box 419
 Phone Number 1360
 Studio-Transmitter Location Decker Dr.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 President Robert Matherne
 Gen., Sta. Mgr. William M. Lightfoot
 Program Director Robert T. Nolan
 Production Director Norma Ruth Metz
 Chief Engineer Marvin Daugherty

K F D M
BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Beaumont Bcstg. Corp.
 Business-Studio Address 1420 Calder Ave.
 Phone Number 2-7758
 Transmitter Location 2 Mi. N. of Bridge City
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Free & Peters
 Membership NAB, BMB
 President D. A. Cannan
 Gen., Sta., Comm. Mgr. C. B. Locke
 Sales Prom. Mgr. Helen Caldwell
 Program Director Dave Russell
 Prod.-Musical Dir. Conrad Bering, Jr.
 Publicity Director Ralph Ramos
 Chief Engineer S. Harold Jones

K P B X
BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned By KP BX Bcstg. Co., Inc.
 Operated By D. K. Maxted
 Bus.-Studio Address New Crosby Hotel
 Phone Number 2-0201
 Transmitter Location 4945 Fannett Rd.
 Air Time 5 a.m.-Sunset
 News Service AP
 Transcription Service Standard
 Representative Forjoe
 Membership NAB
 President F. L. Benckenstein
 Gen., Sta., Sales Prom. Mgr. D. K. Maxted
 Commercial Manager Pat Martin
 Program Director Hugh Herrington
 Production Director William Hammond
 Chief Anncr., Musical Dir. Gordon Clark
 Chief Engineer Lawrence Sanders
 Farm Editor Glenn Earl
 Continuity Director Lilyan Wilkinson
 Traffic Director Helen Simmons

K R I C
BEAUMONT—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Enterprise Co.
 Bus.-Studio-Transmitter Address 130 Wall St.
 Phone Number 4-9421
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Thesaurus,
 Associated
 Representative Branham
 President O. Eugene Davis
 Vice-Pres., Gen. Mgr. E. C. Davis
 Station Manager Les Ryder
 Commercial Manager John Edwin Henry
 Sales Prom. Mgr. Revis Taylor
 Program Director Mrs. Virginia Ryder

Musical Director Mrs. Garvis Taylor
 Chief Engineer Marvin J. Easterwood
 Farm Editor Robert Tucker

K T R M
BEAUMONT—1947

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KTRM, Inc.
 Business-Studio Address 230 Orleans St.
 Phone Number 2-8478
 Transmitter Location Crow & Odom Sts.
 Air Time 6 a.m.-12:05 a.m.
 News Service INS
 Transcription Service World
 Pres., Gen.-Sta. Mgr. Jack Neil
 Commercial Manager Bill McRae
 Sales Prom. Mgr. Barclay Herring
 Pgm., Prod., Pub. Dir. Joseph S. Trum
 Chief Anncr., Musical Dir. Roy Dixon
 Chief Engineer Ben F. Hughes
 Farm Editor Charles Schmucker

K I B L
BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bee Bcstg. Co.
 Address Box 948
 Phone Number 1490
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Gen., Comm. Mgr. John D. Rossi
 Partners J. D., V. L. Rossi
 Pgm., Sta. Mgr. Joe W. Caldwell
 Chief Engineer Harry W. Wardwell

K B S T
BIG SPRING—1936—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Spring Bcstg. Co.
 Bus.-Studio Address 702 Johnson St.
 Phone Number 1500
 Transmitter Location 1½ Mi. N.E. of city
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. William J. Wallace
 Comm.-Sales Prom. Mgr. William L. Cox
 Prog.-Prod.-Pub. Dir. Robert Lindley
 Chief Engineer Andrew M. Jones

K T X C
BIG SPRING—1949

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Operated By Leonard R. Lyon
 Address Big Spring City Park
 Phone Number 3300
 Air Time Unlimited
 News Service UP

• • • **TEXAS** • • •

Pres., Gen. Mgr. Leonard R. Lyon
 Comm., Asst. Mgr. Wayne Robison
 Program Director Vance Kimble
 Promotion Manager Sid Camble
 Chief Engineer Al Thompson

KFYN

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By Frank Svoboda
 Bus.-Studio-Transmitter Address. . 903 E. 4th St.
 Phone Number 781
 Air Time Sunrise-sunset

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By R. G. Hughes
 Business Address Box 110
 Phone Number 1600
 Studio-Transmitter Location. . 1431 Clayton St.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Paul Girard
 Membership NAB
 President R. G. Hughes
 General-Station Mgr. Wayne Phelps
 Commercial Manager Harry Chilton
 Pgm., Prod. Director Jack Roberts
 Publicity Director Bill Clark
 Chief Anncr., Musical Dir. Raymond Baxter
 Chief Engineer Herman Kreiger

KNEL

BRADY—1945—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Radio Bldg.
 Phone Number 77
 Transmitter Location Brady
 Air Time Unlimited
 News Service AP
 Representative Hil F. Best
 Gen.-Station Manager G. L. Burns
 Comm., Sales Prom. Mgr. J. S. Sloane
 Prog. Dir., Chief Announcer Gene Burns
 Chief Engineer Cecil Nelin

KSTB

BRECKENRIDGE—1947

Frequency: 1430 Kc. Power: 1000 Watts d
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone Number 1430
 Transmitter Location 1½ Mi. W. of city
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 General-Station Mgr. R. W. Chapman

Commercial Manager Gilbert Webb
 Chief Announcer T. Drakley
 Chief Engineer R. E. Smith
 Farm Editor W. R. Lacey

KWHI

BRENHAM—1937—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address Brenham
 Phone Number 655, 611
 Studio Address Main St.
 Transmitter Location 2 Mi. N. on Hwy. 36
 Air Time 6 a.m.-sunset
 News Service UP
 Transcription Service Lang-Worth, SESAC
 General Manager Tom S. Whitehead
 Commercial Manager J. C. Price
 Program Director Bill Sloan
 Chief Engineer H. B. Balch
 Farm Editor J. W. Stufflebeme

KTFY

BROWNFIELD—1949

Frequency: 1050 Kc. Power: 250 Watts d
 Owned-Oper. By Terry County Bcstg. Co
 Address Box 1032
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Gen., Comm. Mgr. Conrad Vernon, Jr.
 Promotion Manager R. C. Norris

KBOR

BROWNVILLE—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co
 Address Box 472
 Phone Number 2-5677
 Air Time Daylight'
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr., Pgm. Dir. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Chief Engineer Willis A. Wilson

KVAL

**BROWNSVILLE—1945—ABC
 TEX. QUAL.**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KVAL Bcstg. Co.
 Address P. O. Box 1792
 Phone Number 2-6452
 Air Time Unlimited
 News Service AP
 Representative Free & Peters
 President T. Frank Smith
 Gen., Comm. Mgr. T. Frank Smith, Jr.
 Pgm. Dir., Prom. Mgr. Tom Martin
 Chief Engineer Ed Frazier

K B W D
BROWNWOOD—1941
MBS-TEXAS STATE

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By. Brown County Bcstg. Co.
 Business-Studio Address. 800 Hawkins St.
 Phone Number 2401-2
 Transmitter Location. Williams Ranch Rd.
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 President, General Mgr. Wendell Mayes
 Commercial Manager F. T. Wilson
 Program Director Wendell Mayes, Jr.
 Sales Prom. Mgr. Pat Brinkley
 Chief Announcer A. D. Whisenant
 Farm Editor Joel Chapman
 Chief Engineer A. W. Stewart

K O R A

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Bryan Bcstg. Co.
 Bus.-Studio Address. 305 W. 26th St.
 Phone Number 2-1451
 Transmitter Location. Villa Maria Rd.
 Air Time 6 a.m.-M.
 Pres., Owner, Gen. Mgr. David C. Jones, Jr.
 Station Manager Frank J. Sosolik
 Commercial Manager Euell G. Byers
 Chief Engineer James R. Smith
 Pgm., Farm Dir. William J. Zak, Jr.

K D E T

CENTER—1949

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By. Center Bcstg. Co., Inc.
 Address. 205 Austin St.
 Phone Number 1199
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 President Tom E. Foster
 Gen., Comm. Mgr. Jack Bell
 Promotion Manager Tolbert Foster
 Chief Engineer T. McLachian

K C T X

CHILDRESS—1947—MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By. Golden West Bcstg. Co., Inc.
 Bus.-Studio. Address. 217½ N. Main
 Phone Number 1085
 Transmitter Location. 1 Mi. W. of Childress
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Standard

Membership NAB
 President R. Malone Hagan
 General Manager George D. Cowan
 Commercial Manager Malone Hagan
 Program Director LeRoy Carter
 Publicity Director Mildred Sikes
 Chief Announcer Bob Pace
 Chief Engineer Brooks Braffett

K C L E

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Operated By. Marti, Inc.
 Business-Studio Address. 919 N. Main
 Phone Number 1025
 Transmitter Location. Route 3
 Air Time Sunrise-sunset
 News Service UP
 Representative Hil F. Best
 Membership NAB, BMB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager George W. Marti
 Pgm., Prod. Dir. D'Voe Lee
 Chief Announcer Frank H. Hardgrove
 Chief Engineer Lloyd E. Rodgers
 Farm Editor C. A. Munsch

K S T A

COLEMAN—1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By. Coleman County Bcstg. Co.,
 Inc.
 Business Address. Box 432
 Phone Number 8406
 Studio-Transmitter Address. Abilene Hway.
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Hil F. Best
 Membership NAB
 President H. H. Jackson
 Gen., Sta., Comm. Mgr. Floyd Shelton
 Sales Prom. Mgr., Farm Editor Jack Nesbitt
 Program Director Jean Larson
 Prod. Dir., Chief Anncr. Bill Fox
 Publicity Director Mrs. Billy B. Beach
 Chief Engineer Brownie Seals

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Agricultural &
 Mechanical College of Texas
 Bus.-Studio Address. Administration Bldg.
 Phone Number 4-6724
 Transmitter Location. Bet. Bryan & College Sta.
 Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service World
 Membership NAB
 General Manager R. Henderson Shuffler

Sta., Comm. Mgr. Richard L. Webb
 Sales Prom. Mgr. Mrs. Elsie Patranella
 Pgm. Dir., Chief Annr. John Scogin
 Chief Engineer Richard L. Webb
 Farm Editor Jack Timmons

Address Box 4286
 Air Time Unlimited
 Transcription Service Capitol
 President Leslie C. Smith
 Gen. Mgr., Chief Engr. J. H. Mayberry

KEYS

CORPUS CHRISTI—1940 CBS-LONE STAR

Frequency: 1440 Ks. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Nueces Bcstg. Co.
 Business Address P. O. Box 1460
 Phone Number 2-7411
 Studio Address Center Theater Bldg.
 Transmitter Location Shell Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Taylor-Borroff
 Membership NAB, BMB
 Owners Charles Rossi, Earl C. Dunn,
 H. B. Lockhart, E. C. Hughes
 General Manager E. C. Hughes
 Station Manager Kelly Wofford
 Commercial Manager Tom Gibson
 Program Director Ben Blackman
 Chief Engineer Harold Griffith

KRIS

CORPUS CHRISTI—1935—NBC-TQN
 Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Gulf Coast Bcstg. Co.
 Address P. O. Box 840
 Phone Number 6354
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Membership NAB, BMB
 Pres., Gen. Mgr. T. Frank Smith
 Commercial Manager William Eikner
 Pgm. Dir., Prom. Mgr. Charles Nethery
 Chief Engineer Elmer Atkinson

KSIX

CORPUS CHRISTI—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Corpus Christi Bcstg. Co.,
 Inc.
 Address Showroom Bldg.
 Phone Number 2-9242
 Representative Forjoe
 General Manager Vana M. Kennedy

KUNO

CORPUS CHRISTI—1949

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Community Bcstg. Co.

KWBU

CORPUS CHRISTI—1943—LIBERTY

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned By Baylor Univ. of Waco
 Business Address P. O. Box 898
 Phone Number 5258-9
 Studio Address White Plaza Hotel
 Transmitter Location Gregory
 Air Time Daytime
 News Service AP
 Representative Branham
 General Manager Roy R. Kay
 Exec. Secretary V. M. Kulhane
 Traffic & Continuity Rose Belik
 Musical Directors Irene Hill & Billy Gregory
 Chief Engineer Nestor Cuesta, Jr.

KAND

CORSICANA—1937—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alto, Inc.
 Bus.-Studio Address State Natl. Bank Bldg.
 Phone Number 2486
 Transmitter Location Hwy. 75
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World
 Representative Branham
 Membership NAB, BMB
 President J. C. West
 General Manager Walter S. Kline
 Chief Engineer Donnell D. Dickson, Jr.

KCFH

CUERO—1949

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Operated By A. M. Respondek
 Address Cuero
 Air Time Daytime
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. A. M. Respondek
 Commercial Manager Milton Binz
 Program Director Edson Foster
 Chief Engineer E. F. Meyer

KXIT

DALHART—1948—LIBERTY

Frequency: 1410 Kc. Power: 500 Watts d.
 Owned-Operated By Dalrad Associates
 Address 402½ Denrock
 Phone Number 740
 Air Time Daytime
 News Service UP

Transcription ServiceLang-Worth
 MembershipNAB
 General Manager.....Kenneth B. Bishop
 Chief Engineer.....Bill Smith

K I X L

DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Variety Bcstg. Co., Inc.
 Business-Studio Address.....1401 S. Akard St.
 Phone Number.....Riverside 4521
 Transmitter Location.....5500 Parkdale Dr.
 Air TimeDaytime
 News ServiceAP
 Transcription Service.....Standard, World,
 MacGregor
 RepresentativeForjoe
 MembershipNAB
 President, General Manager.....Lee Segall
 Asst. Manager.....Tom W. Massey
 Commercial Manager.....T. H. Strauss
 Program Director.....Charles F. Payne
 Production Manager.....John D. Wilson
 Chief Engineer.....Bob E. Tripp

K L I F

DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Business-Studio Address.....Cliff Towers Hotel
 Business-Studio Address.....Cliff Towers
 Phone Number.....Winfield 0328
 Transmitter Location.....Scyene Rd.
 Air Time6 a.m.-6 p.m.
 News ServiceUP
 Transcription ServiceAssociated
 Representative.....Adam J. Young
 MembershipNAB
 President.....Barton R. McLendon
 Gen., Sta. Mgr.....Gordon McLendon
 Commercial Manager.....Bruce Collier
 Asst. Sales Prom. Mgr., Pgm. Dir., Bill Weaver
 Musical Director.....Johnny Murray
 Chief Engineer.....Glenn Callison

K R L D

DALLAS—1926—CBS-TEXAS

Frequency: 1080 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 AddressHerald Square
 Phone Number.....Central 6811
 Air TimeUnlimited
 News Service.....AP, INS
 Transcription Service.....Standard, Capitol
 RepresentativeBranham
 MembershipNAB, BMB
 President.....John W. Runyon
 General Manager.....Clyde W. Rembert
 Commercial Mgr.....William A. Roberts
 Program Director.....Roy George
 Promotion Manager.....J. W. Crocker
 Chief Engineer.....Roy M. Flynn

K S K Y

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....SKY Bcstg. Service
 Business-Studio Address.....Hotel Stoneleigh
 Phone Number.....Central 6193-4, LD800
 Transmitter Location.....Bruton Rd.
 Air TimeSunrise-sunset
 News ServiceAP
 MembershipNAB
 Partner, Gen. Mgr.....A. L. Chilton
 Station Manager.....R. G. Terrill
 Commercial Manager.....R. L. Kanatzar
 Program Director.....Leonard Holland
 Chief Announcer.....Richard F. Parker
 Musical Director.....James L. Hughes
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—1922

NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
 Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Dallas Morning News
 Business-Studio Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Transmitter Location.....WFAA-820, Grapevine;
 WFAA-570, Arlington
 Air TimeUnlimited
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 Representative.....Edward M. Petry
 MembershipNAB, BMB
 President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Asst. Sales Manager.....Ralph W. Nimmons
 Regional Sales Mgr.....Alex Keese
 Sales Prom. Manager.....Robert E. Summers
 Program Director.....Kelly Maddox
 Production Director.....Bert Mitchell
 Publicity Director.....Louis A. Breault, Jr.
 Musical Director.....Billy Mayo
 Chief Engineer.....J. Raymond Collins
 Farm Editor.....Murray E. Cox
 Asst. to Farm Editor.....Kitty R. Johnson

W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Oper. By.....City of Dallas
 Business Address.....Municipal Radio Bldg.,
 State Fair Grounds
 Phone NumberT3-6101
 Transmitter Location.....White Rock Lake
 Air TimeUnlimited
 News ServiceAP
 RepresentativeJohn Blair
 MembershipNAB
 Chairman.....E. O. Cartwright
 Managing Director.....Dale Drake

Program Director.....Pete Teddlie
 Publicity Director.....Ruth Jones
 Musical Director.....Alta Faye
 Chief Engineer.....D. J. Tucker
 Farm Editor.....Al Jones

(See Page 654)

KDLK

DEL RIO—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1162
 Phone Number.....1234
 Studio-Transmitter Location.....Cypress &
 E. Second Sts.
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Hal Harlan
 President.....James A. Clements
 Gen., Sta. Mgr.....Hal Harlan
 Com., Sales Prom. Mgr.....Don Howard
 Program Director.....Hal Smith
 Prod., Publ. Dir.....Bob Pro
 Chief Anncr., Chief Engr.....Stan Benson
 Musical Director.....Benny Johnson

KDSX

DENISON—1948—LIBERTY

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Grayson Bcstg. Co.
 Address.....P. O. Box 263
 Phone Number.....3-400
 Studio Address.....Hotel Denison
 Transmitter Location.....2 Mi. N. City, Hiway 75
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Standard
 President, Gen. Mgr.....B. V. Hammond, Jr.
 Comm., Sales Prom. Mgr.....George Myers
 Prod., Pub. Dir.....William H. Burkett
 Chief Announcer.....Allan Hundley
 Chief Engineer.....Fred Weaver

KDNT

DENTON—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center
 Phone Number.....276
 Air Time.....Unlimited
 Representative.....Best
 General Manager.....Harwell V. Shepard

KDDD

DUMAS—1947

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....North Plains Bcstg. Corp.
 Bus. Studio-Transmitter Address.....Hwy. 287,
 No. edge of Dumas

Phone Number.....2-4411
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard, Capitol
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 Pgm., Prod., Pub. Dir.....Ray Trent
 Chief Announcer.....Bill Lask
 Musical Director.....Katherine Vitz
 Chief Engineer.....T. D. Atkins
 Farm Editor.....J. B. Wade

KURV

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney
 Address.....Edinburg
 Phone Number.....710-1
 Studio-Transmitter Location.....2 Mi. N. State Hy.
 Air Time.....6 a.m.-6 p.m.
 News Service.....UP
 Representative.....Forjoe
 Membership.....NAB, BMB, FMA
 President.....James Cullen Looney
 Gen. Sta.-Comm. Mgr.....Allan Dale
 Sales Prom. Mgr.....Joe Payne
 Chief Engineer.....Warren Chase

KULP

EL CAMPO—1948—LIBERTY

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wharton County Bcstg. Co.
 Business Address.....P. O. Box 1390
 Phone Number.....1390
 Studio Address.....505 E. Jackson
 Air Time.....5 a.m.-5:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Membership.....NAB, BMB
 President.....Culp Krueger
 General Manager.....J. T. Senter
 Office Manager.....Robt. Hathaway
 Commercial Manager.....Melbadean Wells
 Program Director.....Wesley Jones
 Chief Engineer.....Joe Miller
 Farm Editor.....V. L. Sandlin
 Traffic Manager.....Jane Beatty

KELT

ELECTRA—1949

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Oil City Bcstg. Co.
 Address.....Box 112
 Phone Number.....1051
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....W. M. H. Smith
 Program Director.....Jack Womack
 Chief Engineer.....Bill F. Lindsay

KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned By.....Paso Bcstg. Co.
 Business-Studio Address.....106 Texas St.
 Phone Number.....3-3658
 Transmitter Location.....Ascarate
 Air Time.....6 a.m.-sunset
 News Service.....UP
 Transcription Service.....Capitol. Keystone
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Lewis O. Seibert
 Gen., Sta., Comm. Mgr.....John L. Thompson
 Sales Prom. Mgr.....Bob Rowland
 Pgm., Pub. Dir.....Margaret Mosen
 Production Director.....Ted Quillen
 Chief Announcer.....Pat Wilkins
 Musical Director.....June Barbour
 Chief Engineer.....Milton Cockrell
 Farm Editor.....Paul Stevenson

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By.....KEPO, Inc.
 Business-Studio Address.....2419 N. Piedras St.
 Phone Number.....5-2731
 Transmitter Location.....Hwy. 54, 10 Mi. N.E.
 of El Paso
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NAB, BMB
 Exec. Vice Pres.....Kenyon Brown
 General Manager.....Willard L. Kline
 Commercial Manager.....Howard W. Baldwin
 Program Director.....Gene Procter
 Chief Engineer.....E. L. Gemoets

KROD

**EL PASO—1940
 CBS-SOUTHWEST**

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By.....Roderick Bcstg. Corp.
 Business-Studio Address.....2201 Wyoming St.
 Phone Number.....2-6551
 Transmitter Location.....3½ Mi. N., Newman Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Taylor-Borhoff
 Membership.....NAB, BMB
 President.....Dorrance D. Roderick
 V.P., Gen., Sta. Mgr.....Val Lawrence
 Commercial Manager.....Robert C. Hughes
 Program Director.....Ted Hunt
 Sales Prom. Mgr., Pub. Dir.....Bob Canavan
 Chief Announcer.....Richard Weaver
 Chief Engineer.....Edward P. Talbott

KSET

EL PASO—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Sunland Bcstg. Co.
 Address.....2223 Montana St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General Manager.....Vincent W. McConn
 Station Manager.....G. C. Hoffmann
 Commercial Manager.....O. J. Kaspá
 Program Director.....C. H. Hall
 Chief Engineer.....W. V. Rockefeller

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 Number.....2-5423
 Transmitter Location.....First St., Ascarate
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Pres., Sta. Mgr.....Karl O. Wyle
 Commercial Manager.....Roy T. Chapman
 Program Director.....Jack Chapman
 Prod. Dir., Chief Anncr.....Jack Rye
 Publicity Director.....Murray Yeager
 Chief Engineer.....Kenneth J. Walton
 Farm Editor.....Conrey Bryson

KCNC

FORT WORTH—1946

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705½ Main St.
 Phone Number.....7175
 Transmitter Location.....4000 Lawnwood St.
 News Service.....AP
 Air Time.....Sunrise-Sunset
 Pres., Gen., Sta. Mgr.....J. H. Speck
 Commercial Manager.....Luthe Adkins
 Program Director.....Jerry Hahn
 Chief Engineer.....Jack Hopkins

KCUL

FORT WORTH—1949

Frequency: 1540 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....East-West Bcstg. Co.
 Address.....3607 Camp Bowie
 Phone Number.....7-2161
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....W. B. Chambers, Jr.
 Chief Engineer.....Nestor Cuesta, Jr.

Why You Buy

WRR-KFJZ

For Dallas-Fort Worth:

★ **Cost-Per-Listener Ratio**

WRR-KFJZ Combination has the lowest actual rate and lowest Cost-Per-Listener rating, based on Hooper, of all the major station set-ups in the twin-city area. For 1 minute open, day-time: WRR-KFJZ, 14.40; (ABC), 18.00; (CBS), 30.00; (NBC), 50.00. For 1 minute open, night-time: WRR-KFJZ, 21.00; (ABC), 36.00; (CBS), 60.00; (NBC), 65.00. Yet five-month average Hoopering (furnished on request) converted into Cost-Per-Listener ranks WRR-KFJZ Combination **FIRST** for Sunday afternoons, **SECOND** for weekday mornings, **FIRST** for Weekday afternoons, and **SECOND** at night, against the same competition.

★ **Station Popularity**

Both WRR and KFJZ are tops in popularity in their respective cities because of being the primary news-and-sports stations. WRR in Dallas carries Dallas Eagle baseball broadcast, World Series each year, Southwest Conference and highschool football, basketball, golf, tennis, and Dallas Texans ice hockey. KFJZ in Ft. Worth carries World Series, and full coverage of same sports as WRR. Texans are sports mad; their dials stay tuned to the news-and-sports stations.

★ **Audience Loyalty**

WRR-KFJZ Combination delivers real audience loyalty. No fly-by nights. WRR was established in 1920, is world's oldest municipal station; was first station in Dallas; KFJZ was established in 1922, was second station in Ft. Worth, is present Roy station of Texas State Network. A whole generation has grown up and started a new one, listening to these two stations.

★ **Concentrated Coverage**

WRR-KFJZ is a combination of two 5,000 Watt stations located 30 miles apart. Each is excellent in readability in both cities. WRR covers Dallas-Ft. Worth and the area North and East; KFJZ covers Dallas-Ft. Worth and the area West; overlap of **CONCENTRATED** coverage is approximately 60%, completely including the million people of the Dallas-Ft. Worth market.

★ **Convenience to Advertiser**

WRR-KFJZ Combination means convenience to the advertiser. One order, one price, one billing; two stations for double coverage; choice of simultaneous or separate scheduling.

THE BILLION DOLLAR AUDIENCE

KFJZ—FORT WORTH **WRR—DALLAS**

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

K F J Z

FORT WORTH—1922
MBS-TEXAS STATE

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Oper. By Tarrant Bcstg. Co.
 Business-Studio Address 1201 W. Lancaster
 Phone Number 3-3474
 Transmitter Location Birdville
 Air Time Unlimited
 News Service AP
 Transcription Service SESAC, World
 Representative John Blair
 Membership NAB
 Pres., Gen. Mgr. Gene L. Cagle
 Comm., Sales Prom. Mgr. Clyde D. Pemberton
 Pgm., Prod. Dir. Hal Thompson
 Chief Engineer James T. Peterson

K W B C

FORT WORTH 1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Worth Bcstg. Co.
 Bus.-Studio Address 1003½ Houston
 Phone Number 2-9231
 Transmitter Location Old Denton Rd.
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative William G. Rambeau
 President P. W. Seward
 General Manager Lewis Love
 Commercial Manager Conrad Dupree
 Sales Prom. Mgr. Tom Allen
 Program Director Ed Hogan
 Production Director Harvey Boyd
 Publicity Director Dean McLean
 Musical Director Charles Hobbie
 Chief Engineer Melvin Parsons

K X O L

FORT WORTH—1947—LIBERTY

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Fort Worth Bcstg. Co., Inc.
 Bus.-Studio Address 1216 Pennsylvania Ave.
 Phone Number 3-1448-9, 3-1440
 Transmitter Location Cor. Piper Lane &
 Galloway Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Representative John E. Pearson
 President F. M. Skinner
 Gen., Sta. Mgr. Russ N. Lamb
 Commercial Mgr. Herman C. Clark
 Program Director Phil Vogel
 Chief Announcer Bill Hightower
 Chief Engineer John R. Crouse

W B A P

FORT WORTH—1922
NBC-ABC-LONE STAR

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 Number Ft. Worth, LO-1981; Dallas,
 TR-7-9757

Transmitter Location WBAP-820, Grapevine;
 WBAP-570, Arlington

Air Time Unlimited
 News Service AP
 Transcription Service Associated, Cole
 Representative Free & Peters
 Membership NAB, BMB
 President Amon Carter
 Director Harold Hough
 Station Manager George Cranston
 Commercial Manager Roy Bacus
 Program Director Ed Lally
 Production Director A. M. Woodford
 Prom., Mcdse., Pub. Dir. Jack Rogers
 Chief Announcer Frank Mills
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinson
 Farm Editor Layne Beaty

(See Page 656)

K N A F

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Gillespie Bcstg. Co., Inc.
 Business-Studio Address Security State Bank
 Bldg.

Phone Number 311, 369
 Transmitter Location U. S. Hwy. 87
 Air Time 6:30 a.m.-10:15 p.m.
 News Service AP
 Transcription Service SESAC
 Representative Hil F. Best
 President Walter T. McKay
 Vice-President Arthur Stehling
 Gen., Sta. Mgr. Gregg Winters
 Comm., Sales Prom. Mgr. W. J. Thomas
 Chief Engineer Norbert Fritz
 Farm Editor Walter Herbolt

K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Gainesville Bcstg. Co.
 Address Training School Rd.
 Phone Number 248, 1600
 News Service AP
 Transcription Service Standard
 President Joe M. Leonard, Sr.
 General Manager Joe M. Leonard, Jr.
 Commercial Manager Earl Leonard
 Program Director Louis C. Pitchford, Jr.
 Chief Engineer Cordell Martin

The South's Richest Market

**In The Shadow Of The Cowbell,
WBAP Memory Signal Since 1922**

THE FORT WORTH-DALLAS AREA

	Population*	Retail Sales*	Radio Homes*
WBAP - 570 (ABC)	4,528,200	\$3,722,862,000	1,123,538
WBAP - 820 (NBC)	5,435,500	4,329,307,000	1,253,162
WBAP - TV (ABC, NBC)	1,035,571	1,788,703,550	TV Count Monthly

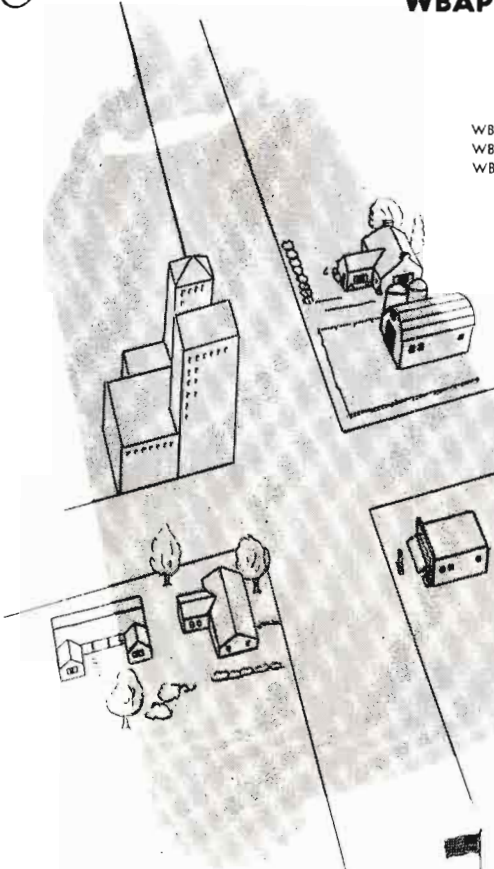
Delivering the South's richest market is a WBAP specialty, as it has been with radio since 1922 and with television since September 29, 1948.

From metropolitan cities to the smallest hamlet, ranch or farm home, WBAP's memory signal cowbell is listened to more by more people in the South's richest market (Fort Worth-Dallas area).

WBAP now has facilities to produce the most difficult program or commercial (live, recorded or film) in its new 70,000 square foot Radio and Television Center.

Complete station and market details are available by contacting WBAP or Free & Peters at any one of the offices listed below.

*Source: Sales Management, 1958, and Consumer Markets, 1958-59.



Amon Carter, President
Harold Hough, Director
George Cranston, Manager
Roy Bacus, Com. Manager

WBAP Telephones:
Fort Worth:
LOckwood 1981
Dallas:
Tremont 7-9757



FREE & PETERS, INC. Exclusive National Representatives

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

K G B C
GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
250 n.
Owned-Oper. By... The Galveston Bcstg. Co.
Business-Studio Address... Commerce Bldg.
Phone Number... 4329
Transmitter Location... E. end Galveston Island
Air Time... 6:30 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Standard
Gen., Sta. Mgr., Pub. Dir... James W. Bradner, Jr.
Comm., Sales Prom. Mgr... Floyd Smith
Pgm., Prod. Dir... Jim McConne'l
Musical Director... Mary Jean Duncan
Chief Engineer... Jesse Simms

K L U F

GALVESTON—1922—MBS-LIBERTY

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... The KLUF Bcstg. Co.
Business-Studio Address... 300 Haden Bldg.
Phone Number... 6676
Air Time... Unlimited
News Service... UP
Transcription Service... World
Representative... William G. Rambeau
President... George Roy Clough
Gen., Comm. Mgr., Chief Engr... L. D. Clough

K S I J

GLADWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By... Gladwater Bcstg. Co.
Address... 303 Cotton St.
Phone Number... 516
Air Time... Unlimited
News Service... UP
Transcription Service... Standard
Representative... Hil F. Best
Partners... Carl Everett, Jr., B. H. Broiles,
J. B. Sheppard
General Manager... Ken Bennett
Commercial Manager... Bob Bennett
Program Director... Tom Perryman
Promotion Manager... Clyde Moore
Chief Engineer... Lloyd Johnson

K C T I

GONZALES—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Gonzales Bcstg. Co.
Business Address... 425 St. George St.
Phone Number... 770
Transmitter Location... 2½ Mi. E. City, Hiway
200
Air Time... 6 a.m.-10 p.m.
News Service... AP

Transcription Service... Capitol
Representative... Gene Grant, Cooke
Gen.-Commercial Mgr... Lawrence M. Walshak
Pgm. Dir., Chief Engr... Frank Wilson, Jr.
Farm Editor... Thomas W. Wilson

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Oper. By... Graham Bcstg. Co.
Address... Box 748
Phone Number... 1200
Studio-Transmitter Location... Hiway 24
News Service... UP
Air Time... 6:30 a.m.-Sunset
Transcription Service... Capitol, SESAC
Membership... NAB
Pres., Gen., Sta. Mgr... Clay Thompson, Jr.
Commercial Manager... W. J. Duncan
Chief Engineer... Vance Newsom

K G V L

GREENVILLE—1946
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Truett Kimzey
Business-Studio Address... Graham-Fagg Bldg.
Phone Number... 2066
Transmitter Location... Wolfe City Hwy.
Air Time... 6 a.m.-M.
News Service... AP
Membership... NAB
General Manager... Truett Kimzey
Station Manager... Leo Hackney
Asst. Manager... Paul D. Robinson
Program Director... James D. Jones
Chief Announcer... Bill Rust
Musical Director... Dean Baker
Chief Engineer... Tom Clyce

K C L W

HAMILTON—1947—LIBERTY

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By... Hamilton Bcstg. Co.
Bus.-Studio Address... 111 E. Leslie St.
Phone Number... 500
Transmitter Location... 2 Mi. Comanche Hiway
News Service... UP
Transcription Service... Capitol
Air Time... Daytime
Membership... NAB
Pres., Gen. Mgr... Clyde Weatherby
Station Manager... J. Monroe Coston
Chief Engineer... Carl Knella

K G B S

HARLINGEN—1941—CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Harbenito Bcstg. Co.

Business Address..... P. O. Box 711
 Phone Number.....2200
 Studio-Transmitter Address...U. S. Hw.ay. 83.
 bet. Harlingen & San Benito
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service... Associated, Standard
 Representative.....Ra-Tel
 Membership.....BMB
 President.....McHenry Tichenor
 General-Station Mgr.....Troy McDaniel
 Commercial Manager.....Dave Bennett
 Program Director.....John Harrison
 Publicity Director.....Ve n Harlson
 Chief Engineer.....Al Beck

K G R I

HENDEKSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Henderson Bcstg. Co.
 Business-Studio Address.....Box 809
 Phone Number.....1128
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, SESAC
 President.....Roy B. Cannon
 Gen., Comm., Prom. Mgr.....W. C. Crawford
 Program Director.....Frank Ledbetter
 Chief Engineer.....Lynn J. Roy

K P A N

HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Address.....Box 868
 Phone Number.....860
 Studio-Transmitter Location...16 Mi. W. City.
 Hiway 60
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 General Manager.....John Blake
 Sales Prom. Mgr.....Hal W. Bly Miller
 Chief Anncr., Engr.....John Ball
 Musical Director.....Jim Pilaut

K H B R

HILLSBORO—1947

Frequency: 1560 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Hill County Bcstg. Co.
 Business-Studio Address...204 E. Franklin St.
 Phone Number.....594
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 Station Manager.....James O. Taylor
 Program Director.....Rober Greable
 Chief Engineer.....Norman A. Niesen

K A T L

HOUSTON—1947—LIBERTY

Frequency: 1590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Texas Bcstrs., Inc.
 Business-Studio Address.....412 Main St.
 Phone Number.....Preston 3108
 Transmitter Location.....Post Oak Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Lang-Worth, SESAC
 Representative.....IMS
 Membership.....NAB
 President.....William Harry Talbot
 V.P., Gen. Mgr.....King Howard Robinson
 Commercial Manager.....William C. Burks
 Pub. Dir., Sales Prom. Mgr.....Charles Dyer
 Program Director.....John Edwards
 Production Director.....Robert Matthes
 Chief Announcer.....Sidney Gervaise
 Chief Engineer.....Edward Martin
 Fa m Editor.....Bill Bauerkempe

K C O H

HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Call of Houston, Inc.
 Business-Studio Address.....1 Main St.
 Phone Number.....Charter 4-1888
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World, Associated,
 MacGregor
 General Manager.....Robe t C. Meeker

K L E E

HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....W. Albert Lee
 Business-Studio Address.....Milby Hotel
 Phone Number.....Preston 1161
 Transmitter Location.....1 Mi. from inter-
 section N. Sherperd & Airline
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Associated
 Representative.....Adam J. Young
 Membership.....NAB
 President.....W. Albert Lee
 Gen., Sta., Comm. Mgr.....John Pace
 Pgm., Prod. Dir.....William Newkirk
 Pub. Dir., Chief Anncr.....Bob Stevenson
 Musical Director.....Bobbie McMahan
 Chief Engineer.....Paul Huhndorff

K N U Z

HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Veterans Bcstg. Co.
 Business-Studio Address...905 Scanlan Bldg.
 Phone Number.....Central 8801

• • • **TEXAS** • • •

Transmitter Location.....315 N. Ennis
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative.....Forjoe
Membership.....NAB
President.....Max H. Jacobs
Gen. Sta. Mgr.....Dave Morris
Commercial Manager.....Douglas W. Blair
Program Director.....Walter Colvin
Production Director.....Johnnie Goodman
Chief Engineer.....O. C. Crossland

K P R C

HOUSTON—1925
NBC-TEXAS QUALITY

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Houston Post Co.
Business-Studio Address.....Lamar Hotel
Phone Number.....Fairfax 7101
Transmitter Location.....Deepwater
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, Standard
Representative.....Edward Pety
Membership.....NAB
President, Owner.....W. P. Hobby
General Manager.....Jack Harris
Asst. Gen. Mgr.....Jack McGrew

Sales Prom. Manager.....Carol Bennett
Production Manager.....Brooke Carroll
Publicity Director.....Robert Carpenter
Chief Engineer.....Harvey Wheeler
News Editor.....Pat Flaherty

K T H T

HOUSTON—1944—MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Star Bcstg. Co.
Business-Studio Address.....4000 S. Main St.
Phone Number.....Keystone 5535
Transmitter Location.....Nr. San Jacinto
Battlegrounds
Air Time.....Unlimited
News Service.....UP
Representative.....Avery-Knodel
Membership.....BMB, FMA
President.....Roy N. Hofheinz
Gen. Sta. Comm. Mgr.....Bill Bennett
Sales Prom. Mgr., Pub. Dir.....Lauri Schutt
Prod., Pgm. Dir.....Ted Nabors
Chief Engineer.....O. B. Johnson

K T R H

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KTRH Bcstg. Co.

TEXAS

**WHY IS AP
THE BEST?**

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

TEXAS ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

President: Charles B. Jordan—KFJZ, Fort Worth
Vice-President: Pat Flaherty—KPRC, Houston
Secretary-Treasurer: Jim Alderman—WRR, Dallas

TEXAS

TEXAS

AddressRice Hotel
Phone NumberPreston 4361
Air TimeUnlimited
News ServiceAP, INS
Transcription Service.....World
RepresentativeJohn Blair
Pres., Gen. Mgr.....B. F. Orr
Assistant Manager.....Ray Herndon
Natl. Sales Manager.....Ray Bright
Program Director.....Ted Nabors
Promotion Manager.....Monte Kleban
EngineersTom Hiner, Lester Mullan

K X Y Z

HOUSTON—1930 ABC-LONE STAR

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Shamrock Bcstg. Co.
Business-Studio Address.....Gulf Bldg.
Phone NumberCapitol 6151
Transmitter Location.....Deepwater
Air TimeUnlimited
News ServiceAP
Transcription Service...Standard, Lang-Worth
RepresentativeFree & Peters
MembershipNAB, BMB, FMA
President.....Glenn H. McCarthy
Exec. V.P., Gen. Mgr.....Fred Nahas
V.P., Comm. Mgr.....Terry Lee
Prod., Musical Dir.....Art Finger
Program Director.....Tom Franklin
Publicity Director.....Lee Hogg
Musical Director.....Ed Badeaux
Chief Announcer.....Frank Babcock
Chief Engineer.....Gerald R. Chinski
Farm Editor.....Roland Baker

K S A M

HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....J. G. Long
AddressP. O. Box 312
Phone Number666
Air TimeUnlimited
News ServiceAP
Transcription ServiceCapitol
MembershipNAB
President.....J. G. Long
General Manager.....Bryan Powell
Res. Manager.....Harvard C. Bailes
Program Director.....Don Gulihur
Comm., Prom. Manager.....J. C. Dorrell
Chief Engineer.....John Neathery, Jr.

KEBE

JACKSONVILLE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address.....Box 1071,
Pierce Lane & Lake St.

Phone Number2211-2
Air Time6:55 a.m.-10 p.m.
News ServiceUP
Transcription Service.....Lang-Worth, SESAC
MembershipNAB
Owner, Gen.-Station Mgr.....Bill A. Laurie
Commercial Manager.....J. G. Johnson
Sales Prom. Mgr., Pub. Dir.....Mrs. Emo Laurie
Prog.-Prod. Dir., Chief
AnnouncerGary Smitherman
Musical Director.....Bill Laurie
Chief Engineer.....William M. McCreary, Jr.

K T X J

JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Business-Studio Address.....Texas Theater Bldg.
Phone Number580
News ServiceUP
Transcription Service.....Capitol, SESAC
President.....Joe J. Fisher
General Manager.....Ray Sherman
Comm., Prom. Mgr.....Bill Tompkins
Chief Engineer.....Eddie Lamb

KEVT

KERRVILLE—1948—LIBERTY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Kerr County Bcstg. Co.
AddressJunction Hi-Way
Phone Number.....900, 999
Air Time.....6 a.m.-11 p.m.
News ServiceAP
Transcription ServiceCapitol
General, Station Manager.....V. Dean Turner
Commercial Manager.....I. B. Dismukes
Chief Engineer.....Al Mason

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Address102½ E. North St.
Phone Number1300
Air TimeUnlimited
News ServiceAP
MembershipBMB
President.....Roy G. Terry
General Manager.....H. A. Degner
Commercial Manager.....Lewis W. Christie
Program Director.....Walton Stewart
Chief Engineer.....Karem O. Soule

KINE

KINGSVILLE—1948

Frequency: 1240 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Estate of Jack Henry Kidd, Jr.
Address205 E. King

Phone Number.....1317
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 President.....Josephine Pate Kidd
 General Manager.....Ben A. Glusing
 Comm., Sta. Mgr.....Eston R. Pace
 Program Director.....Robert R. Freimuth
 Chief Engineer.....R. T. Whitaker

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
 Operated By.....Lamesa Bcstg. Co.
 Business Address.....P. O. Box 30
 Phone Number.....690
 Studio Trans. Location.....1½ Mi. S.E. Lamesa
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Membership.....NAB
 Gen.-Sta.-Comm. Mgr.....Kermit Ashby
 Sales Prom. Mgr.....Clayton Barkhurst
 Prog.-Prod. Dir.....Mrs. O. K. Connor
 Chief Announcer.....Johnnie Thurman, Jr.
 Chief Engineer.....Eugene Cornelius
 Farm Editor.....Hugh Smith

K H I T

LAMPASAS—1948—LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lampasas Bcstg. Co.
 Business Address.....P. O. Box 228
 Phone Number.....721
 Studio-Trans. Address.....Hiway 281
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Hil F. Best
 Presidents.....Sylvester Lewis,
 Robert O. Easton
 Gen. Comm., Mgr., Pgm. Dir., Harry Van Slycke
 Chief Engineer.....Don Peak

K P A B

LAREDO—1938—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Laredo Bcstg. Co.
 Address.....Hamilton Hotel
 Phone Number.....2124-5
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Mark Perkins
 General Manager.....Joe Allison
 Commercial Manager.....Barry Stratton
 Program Director.....Dick Smith
 Chief Engineer.....Hulon Smith

K L V T

LEVELLAND—1949

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Herald Bcstg. Co.
 Address.....P. O. Box 866
 Phone Number.....1030
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Owner.....Forrest Weimhold
 General Manager.....Bill Spiller
 Comm., Prom. Mgr.....Jack Lee
 Program Director.....Fred Collins
 Chief Engineer.....W. Thomas Davis, Jr.

K V O W

LITTLEFIELD—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwestern Bcstrs.
 Business Address.....Box 192
 Phone Number.....400
 Studio-Transmitter Location.....Clovis Hwy.
 Air Time.....6:30 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....MacGregor
 President.....J. C. Rothwell
 Gen., Sta., Comm. Mgr.....J. B. McShan
 Program Director.....Othell W. Witson
 Chief Announcer.....Johnny Richardson
 Chief Engineer.....James Zackery

K F R O

**LONGVIEW—1934
 ABC-KBS-TEX. STATE**

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Voice of Longview
 Bus.-Studio Address.....Curtis Bldg.,
 P. O. Box 792
 Phone Number.....1370, 411
 Transmitter Location.....Marshall Hwy.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 President.....James R. Curtis

K L T I

LONGVIEW—1948—LIBERTY

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....LeTourneau Radio Corp.
 Address.....P. O. Box 1866
 Phone Number.....4331
 Studio-Trans. Address.....Mobbyerly Ave.
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB
 President.....R. G. LeTourneau

TEXAS

Station Manager.....Lloyd Hawkins
Commercial Manager.....Art Green
Program Director.....Lawrence Birdsong
Chief Engineer.....Ken Maxwell

K C B D

LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number.....6348
Transmitter Location.....U. S. Hwy. 84
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson
Membership.....NAB
President, General Mgr.....Joe H. Bryant
Station Manager.....Robert L. Snyder
Commercial Manager.....C. L. Land
Chief Engineer.....R. F. Lee
Farm Editor.....Gene Looper

K F Y O

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number.....5567
Transmitter Location.....2312 Fifth St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Taylor-Boroff
Membership.....NAB, BMB
President.....Gene A. Howe
General Manager.....O. L. Ted Taylor
Commercial Manager.....Leete Jackson
Sta., Sales Prom. Mgr.....Gordon Thompson
Program Director.....Bill Morgan
Production Director.....Alene Tierney
Chief Engineer.....W. S. Bledsoe
Farm Director.....Jack Creel

KSEL

LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone Number.....6376
Studio Address.....1412½ Texas Ave.
Transmitter Location.....¼ Mi. E. of Lubbock
city limits
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Hal Holman
President.....Walter G. Russell

Gen. Sta. Mgr.....David P. Pinkston
Program Director.....S. A. Harral
Chief Engineer.....Roger V. Hively

K R B A

LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Address.....Lufkin
Phone Number.....272, 1340
Air Time.....Unlimited
Representative.....Continental Radio Sales
Membership.....NAB
Owner, Promotion Manager...Darrel E. Yates

K T R E

LUFKIN—1947

MBS-LONE STAR-LIBERTY

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By.....Forest Capital Bcstg. Co.,
Inc.
Business Address.....Box 701
Phone Number.....1420
Studio Address.....114½ N. First St.
Transmitter Location.....Hwy. 103
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Taylor-Boroff
Membership.....NAB, BMB
President.....R. W. Wortham, Jr.
Gen. Sta. Manager.....Richman G. Lewin
Sales Promotion Manager...Murphy Martin
Program Director.....Royce Christenson
Production Director.....Roger Sizoo
Publicity Dir., Chief Ann....Hampton Keathly
Musical Director.....Marilyn Walker
Chief Engineer.....Fred Hill

K M H T

MARSHALL—1947

MBS-TEX. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Business-Studio Address.....109 W. Rusk St.
Phone Number.....7826
Transmitter Location.....Old Jefferson Hwy.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....J. P. Duncan
Station Manager.....Myrl Stein
Commercial Manager.....Robert Martin
Program Director.....Katie Hylton
Chief Announcer.....Bill Merrill
Chief Engineer.....R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By. Frontier Bcstg. Co., Inc.
 Business Address. P. O. Box 1551
 Phone Number. 1700-1, 1440
 Studio Address. Hwy. 83, 1½ Mi. E. of city
 Transmitter Location. 3 Mi. W. of Edinburg
 Air Time. 6 a.m.-M.
 News Service AP
 Representative Weed
 Membership NAB, BMB
 President. Gene L. Cagle
 General Manager. Ingham S. Roberts
 Commercial Manager. R. B. Brust
 Program Director. Wm. J. Crable
 Publicity Director. W. J. Dickson
 Chief Announcer. Stewart Graymount
 Chief Engineer. Wm. Meiners
 Farm Editor. Cliff Brown

K M A E

McKINNEY—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. McKinney Air Enterprises,
 Inc.
 Bus.-Studio Address. 218 E. Virginia St.
 Phone Number 183-4
 Transmitter Location. 1½ Mi. W. of McKinney
 Air Time. 6 a.m.-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Membership NAB, BMB
 Pres., Gen. Mgr. George W. Smith, Jr.
 Commercial Manager. Melvin Belew
 Ass't-Gen. Mgr., Pgm. Dir. Denise Adkins
 Chief Announcer. C. W. Rampy
 Chief Engineer. G. W. Smith, Jr.
 Farm Editor. Page Johnson

K C R S

MIDLAND—1935—ABC

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address. 112 W. Missouri St.
 Phone Number 1080
 Transmitter Location. ½ Mi. W. Hiway 80
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative. John E. Pearson
 Membership NAB, BMB
 General Station Manager. J. M. McDonald
 Comm., Sl. Prom. Mgr. G. L. McDonald
 Program Director. Wayne Harrell

Production Director. Tom Brown
 Chief Announcer. Keith Ward
 Chief Engineer. Tom Yates

K O R C

**MINERAL WELLS—1946—KBS
 LIBERTY**

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By. Raymond River
 Business-Studio Address. Community Center
 Phone Number. 319, 203
 Transmitter Location. South End of Town
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative. Hil F. Best
 Commercial Manager. Jim Roth
 Program Director. Ada Pearson
 Publicity Director. Bill George
 Chief Announcer. Kenneth Tucker
 Musical Director. Olie Carriker
 Chief Engineer. Raymond Blocker

K V K M

**MONAHANS—1946
 MBS-CACTUS-SOUTHWEST**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438-9
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership NAB, BMB
 Pres., Gen. Mgr. Charles W. Stuckey
 Comm. Mgr. Larry Fischer
 Program Director. Jacqui Tipton
 Chief Engineer. John A. Straight

K I M P

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Mt. Pleasant Bcstg. Co.
 Business Address. Box 990
 Phone Number 915
 Studio Trans. Location. W. on Dallas Hiway
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President, General Manager. Winton O. Ward
 Sales Promotion Manager. Jessie Pate
 Program Director. Bob Lawrence
 Chief Engineer. Henry N. Fones

KOSF

NACOGDOCHES—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Kelly Bell
 Address: Lufkin Hgwy.
 Phone Number: 1115
 Transmitter Location: 1½ Mi. S. on Hiway 59
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, KBS
 Membership: BMB
 President: Kelly Bell
 Gen., Comm. Mgr.: J. C. Stallings
 Chief Engineer: Frank Murray

KSFA

NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Nacogdoches Bcstg. Co., Inc.
 Bus-Studio Address: 1509 North St.,
 P. O. Box 56, N. St. Station
 Phone Number: 860
 Transmitter Location: Pruitt Hill
 Air Time: Daytime
 News Service: AP
 Transcription Service: Capitol
 Representative: Paul Girard
 Membership: NAB
 Pres., Gen.-Sta. Mgr.: Wilbur Courtland Fouts
 Commercial Manager: Dick Kelly
 Pgm., Prod. Dir.: Brunel Harvey
 Chief Announcer: A. D. Brown
 Musical Director: Ann Simcn
 Chief Engineer: George Middlebrook

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Ector County Bcstg. Co.
 Business Address: P. O. Box 1369
 Phone Number: 5791
 Studio Address: 120 W. Third
 Transmitter Location: Hwy. 80, 3 Mi. W.
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Paul Girard
 Owner, Gen.-Sta. Mgr.: Ben Nedow
 Comm. Sales Prom. Mgr.: Chuck Wilson
 Program Director: Roy Elsner
 Production Director: Maude Wilson
 Publicity Directors: Ben Nedow, Chuck Wilson
 Chief Announcer: Greg Gregory
 Musical Director: Helen Smith
 Chief Engineer: John Rowlets
 Farm Editor: Frank Allan

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Southwestern Bcstg. Corp.
 Business-Studio Address: 115 W. 6th
 Phone Number: 4301
 Transmitter Location: Crane Hwry.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Representative: Taylor-Borhoff
 Membership: NAB
 President: Paul Moss
 General-Station Manager: Cecil L. Trigg
 Comm. Mgr.: Robert Montgomery
 Sales Prom. Mgr.: Jay Mehauffey
 Production Director: John Guffey
 Program Manager: John Vacca
 Publicity Director: Virginia Heflin
 Chief Announcer: Al Taylor
 Musical Director: Lory Blalock
 Chief Engineer: James Simpson
 News Editor: Ed Costello

KRIG

**ODESSA—1945—MBS-LIBERTY
 CACTUS**

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By: Oil Center Bcstg. Co., Inc.
 Business-Studio Address: 111 E. Fifth
 Phone Number: 6871
 Transmitter Location: So. of City, Hwry. 51
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Hil F. Best
 President: R. O. Canon
 General Manager: Jack W. Hawkins
 Station Comm. Manager: Marguerite LaRue
 Program Production Director: Clarence Garmes
 Publicity Director: Flo Cox
 Chief Announcer: Gene Connors
 Chief Engineer: David Soule

KOGT

ORANGE—1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By: Sabine Area Bcstg. Corp.
 Business-Studio Address: 407 10th St.,
 P. O. Box 551
 Phone Number: 4381-2
 Transmitter Location: 3 Mi. N. of Orange on
 Hwry. 87
 Air Time: 6 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Associated, Capitol
 Representative: Hil F. Best

• • •

TEXAS

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President J. Jacobs
Gen. Sta. Comm. Mgr. Phillip Dusenbury
Program Director Mrs. Miriam Graham
Chief Engineer Richard Suggs
Farm Editor Rocky Stone

KNET

PALESTINE—1936—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Palestine Bcstg. Corp.
Business-Studio Address. 219 Municipal Bldg.
Phone Number 8686
Transmitter Location. Jacksonville Hwy.
Air Time 6:30 a.m.-10 p.m.
News Service UP
Representative Ra-Tel
President B. A. Laurie
General Station Manager. Eddie Evans
Commercial Manager. Don Norton
Prog. Dir.-Chief Ann. Marvin Crain
Publicity Director. LaVeda Norris
Chief Engineer. Jimmie Richardson

KPDN

PAMPA—1936—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. C. H. Hoiles, Harry
Hoiles, Jane Hoiles Hardie
Address 212 N. Ballard
Phone Number 1100-1
Air Time Unlimited
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB, BMB
Partners C. H. Harry, Jane Hoiles
General Manager. Ken Palmer
Promotion Manager. Jean Peters
Comm. Mgrs. Tom Capps, Elton Lathrop
Program Director. Danny Sullivan
Chief Engineer. Garth W. Osborne

KPLT

PARIS—1935—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By. No. Star Bcstg. Co., Inc.
Address Cor. S. Main & W. Austin
Phone Number 1124-5-6
Transmitter Location. Hwy. 271
Air Time Unlimited
News Service AP
Representative John E. Pearson
Membership NAB
President. A. Boyd Kelley
General Manager. Julian L. Hill
Asst. Manager. Ann Nipp
Program Director. Ina Sheppard
Musical Director. John Allen
Chief Engineer. Paul H. Daniels

KIUN

PECOS—1935

MBS-KBS-SOUTHWEST-CACTUS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Jack Hawkins, Barney Hubbs
Business-Studio Address. 316 S. Cedar St.
Phone Number 21
Transmitter Location. 1 Mi. N. of Town
Air Time 7 a.m.-11 p.m.
News Service UP
Gen.-Sta. Mgr. Jack Hawkins
Comm. Mgr. Don Brooks
Program Director. W. D. Martin, Jr.
Chief Engineer. Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Great Plains Bcstg. Co.
Address Perryton
Phone Number 377
Transmitter Location. ½ Mi. W. City
Air Time 6 a.m.-10:30 p.m.
News Service AP
Transcription Service. Lang-Worth, Capitol
President Carl Ellis
Gen., Sta., Comml. Mgr. Irvin R. Buchanan
Sales Prom. Mgr. Leo Wilmeth
Program Director. Zeb Williams
Publicity Director. Gus Henshaw
Chief Announcer. Harry McFarling
Chief Engineer. Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. W. J. Harpole
Business-Studio Address. Veigle Bldg.
Phone Number 1400
Transmitter Location. Wayland College
Grounds
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
Membership NAB, BMB
Pres., General Mgr. W. J. Harpole
Station Manager. Rial L. Campbell
Commercial Manager. Bill Harrell
Sales Prom. Mgr. Bob Zallermayer
Program Director. Keith Loyd
Chief Announcer. Norman Lord
Musical Director. Billie Joe Ogletree
Chief Engineer. Clark Norris

KOLE

PORT ARTHUR—1947—LIBERTY

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Port Arthur Bcstg. Co.
Business Address. P. O. Box 1126

• • • **TEXAS** • • •

Phone Number 2-9436-7-8
 Studio Address Payne Bldg., Fourth at
 Fort Worth Sts.
 Transmitter Pt. Arthur-Beaumont Hiway
 Air Time 5:55 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Friedenber
 Membership NAB
 General-Station Manager Socs Vratiss
 Commercial Manager Glenn Hewitt
 Sales Promotion Mgr. Mary Ann Baker
 Program Director Mary Anne Petru
 Prod. Dir., Chief Ann. Gene O'Bannon
 Publicity Director Sig Mathiessen
 Musical Director Jerry Oppel
 Chief Engineer Jerry Dorminy

K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Port Arthur College
 Bus.-Studio Address 1515 Lakeshore Dr.
 Phone Number 7458
 Transmitter Location Orange Hwy.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, World
 Membership NAB
 President, Gen. Manager W. D. Mauldin
 Station-Comm. Manager Marjorie R. Vickers
 Sales Prom. Mgr. George Crouchet, Jr.
 Program Director Corinne Enos
 Prod. Pub. Director Mack Newberry
 Chief Announcer Joel Swanson
 Chief Engineer Glenn Boatright

K F R D

ROSENBERG—1948

Frequency: 980 Kc. Power: 5000 Watts d.
 Owned-Oper. By Ford Bend County Bcstg. Co.
 Business Address P. O. Box 832
 Phone Number 980
 Studio Address 3440 Ave. H
 Transmitter Location Extension of Ave. N.
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Capitol
 Representative Hill F. Best
 President Mart Cole, Sr.
 General, Commercial Manager Jim Hairgrove
 Pgm., Prod., Musical Dir. Bob Cutting
 Chief Engineer Frank Wood

K G K L

SAN ANGELO—1928—ABC

Frequency: 960 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By KGKL, Inc.

Business-Studio Address St. Angelus Hotel
 Phone Number 6715
 Transmitter Location Robert Lee Rd.
 Air Time Unlimited
 News Service AP
 Representative John E. Pearson
 Membership NAB, BMB
 President H. C. Ragsdale
 General-Station Manager Lewis O. Seibert
 Commercial Manager Robert Bradbury
 Program Director Jeanne Rau
 Publicity Director Jane Bosworth
 Chief Engineer William Poteet

K T X L

**SAN ANGELO—1947
MBS-LONE STAR**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Wes-Tex Bcstg. Co., Inc.
 Bus.-Studio Address 1901 W. Beauregard
 Phone Number 7183
 Transmitter Location Robert Lee Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Taylor-Borhoff
 Membership NAB
 President Armistead D. Rust
 Station Manager Robert M. Baird
 Commercial Manager D. J. Hostetter
 Publicity Director Robert McClellan
 Traffic Director Mrs. Jocelle Harlow
 Program Director Don Phillips
 Chief Engineer Robert Benson
 Farm Editor W. D. Reese

K A B C

**SAN ANTONIO—1926
ABC-TEX. STATE**

Frequency: 680 Kc. Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Oper. By Alamo Bcstg. Co., Inc.
 Business-Studio Address Milam Bldg.
 Phone Number Fannin 3126
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Gene L. Cagle
 Station Manager Bill Michaels
 Promotion Manager L. Jerry Spengler
 Commercial Manager E. L. Colbourn
 Chief Engineer Joseph B. Haigh

K C O R

SAN ANTONIO—1948

Frequency: 1350 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By KCOR, Inc.

• • • **T E X A S** • • •

Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Air Time.....Unlimited
Representative.....Everett McKinney
Membership.....NAB
President.....Raoul A. Cortez
Manager.....Charles F. Harris
Commercial Manager.....William P. Smythe

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Charles W. Balthrope
Business-Studio Address....315 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....Dartmouth at
Stephenson Rd.

Air Time.....5 a.m.-Sunset
News Service.....AP
Representative.....IMS
General-Station Mgr.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program, Music Director.....Alec Chesser
Chief Engineer.....John Siercovich

K I W W

SAN ANTONIO—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By....Good Neighbor Bcstg. Co.
Address.....518 W. Houston St.
Phone Number.....Fannin 5255
Air Time.....Daylight
Representative.....McGillvra
General Manager.....Manuel D. Leal
Program Director.....Perez Del Rio
Chief Engineer.....L. E. Richards

K M A C

SAN ANTONIO—1926

MBS-TEX. STATE

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Walmac Co.
Bus.-Studio Address.....222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location.....Hwy. 87, Martinez-
Converse Rd.

Air Time.....5 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Cole
Representative.....John E. Pearson
Owner, Gen.-Station Mgr.....Howard W. Davis
Prog.-Prod. Director.....Tony Bessan
Publicity Director.....Betty Nunley
Chief Engineer.....Charles L. Brady
Farm Editor.....Harry O'Connor

K O N O

SAN ANTONIO—1927

Frequency: 1400 Kc (CP 860). Power: 250 Watts
(CP. 5000 d., 1000 n.)

Owned-Operated By.....Eugene J. Roth
Address.....Box 2338, 317 Arden Grove
Phone Number.....Fannin 5171
Air Time.....Unlimited
News Service.....AP
Representative.....Forjoe
Membership.....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Asst., Sta. Mgr.....Bob Roth
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Chief Announcer.....Ray Hunt
Chief Engineer.....George Ing

K T S A

SAN ANTONIO—1922—CBS

LONE STAR

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Ave. E. & 3rd St.
Phone Number.....Garfield 1251, 3131
Transmitter Location.....Eisenhower Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Associated, MacGregor
Representative.....Free & Peters
President.....Frank G. Huntress, Jr.
Genl. Station, Comm. Mgr.....Charles D. Lutz
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

W O A I

SAN ANTONIO—1922—NBC

Frequency: 1200 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southland Industries, Inc.
Business-Studio Address....1031 Navarro St.,
P. O. Box 2641

Phone Number.....Garfield 4221
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Representative.....Edward Petry
Membership.....BMB
Chairman of Board.....G. A. C. Half
General Manager.....Hugh A. L. Half
Commercial Manager.....Jack Keasler
Program Director.....Jerome Lee
Promotion Manager.....Dailas Wyant
Chief Engineer.....Charles L. Jeffers

K C N Y

SAN MARCOS—1948—LIBERTY

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Bcstg. Co.
Address.....Box 32
Phone Number.....888
Studio Trans. Location.....1105 McKie St.
Air Time.....6 a.m.-Sunset
News Service.....UP

Transcription Service.....Capitol
 Pres., Genl. Sta. Mgr.....Frank H. Stewart
 Comm., Sales Prom. Mgr.....Dub Thomas
 Prog. Dir., Farm Editor.....Jim Bell
 Chief Engineer.....Merl Saxon

K W E D
SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Weldon Lawson
 Business-Studio Address.....200 S. Camp St.
 Phone Number.....1580, 1438
 Transmitter.....½ Mi. N. on McQueeney Rd.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Gen., Station Mgr.....Garfield Kiel
 Comm., Sales Prom. Mgr.....Ed Moore
 Prog. Dir., Chief Announcer.....Henry Lehnhoff
 Chief Engineer.....Richard Zuehl
 Farm Editor.....Ed Moore

K E V A
SHAMROCK—1949

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Shamrock Texas Bcstg. Co.
 Address.....P. O. Box 20
 Phone Number.....620
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Albert Cooper
 General Manager.....John Kennedy
 Commercial Manager.....Charles Cooper
 Pgm. Dir., Chief Engr.....Acton Tillery

K R R V

SHERMAN-DENISON—1936
MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Red River Valley Bcstg.
 Corp.
 Business Address.....421 N. Crockett St.
 Phone Number.....201
 Studio Address.....421 N. Crockett, Sherman;
 Cor. Fannin & Owing Sts., Denison
 Transmitter Location.....Hwy. 75 bet. Sherman
 & Denison
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, MacGregor
 Representative.....John E. Pearson
 President.....G. H. Wilcox
 General Manager.....L. L. Hendrick
 Mgr. Denison Studio.....W. E. Wilcox
 Program Director.....Tom E. Spellman
 Chief Announcer.....Norman Phillips
 Chief Engineer.....Tom John

K T A N

SHERMAN—1947—KBS

Frequency: 1500 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Sherman Bcst. Corp.
 Business-Studio Address.....P. O. Box 661
 Phone Number.....2910
 Transmitter Location.....½ Mi. N. of Sherman on
 Hwy. 75
 Air Time.....Daytime
 News Service.....AP
 General-Station Manager.....E. T. Fant, Jr.
 Program Director.....Bill Jaco
 Production Director.....Mary Claycomb
 Chief Announcer.....Jim Shelton
 Chief Engineer.....Paul Phillips

K S N Y

SNYDER—1949

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Blake-Formby Bcstg. Co.
 Address.....Snyder
 Phone Number.....810
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth
 Owners.....John Blake, Marshall Formby
 General Manager.....Marshall Formby
 Comm. Mgr., Pgm. Dir.....Clint Formby
 Chief Engineer.....Roy Johnson

K D W T

STAMFORD—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....David W. Ratliff
 Business Address.....Stamford
 Phone Number.....840, 866
 Studio-Transmitter Location.....Hwy. 380
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Keystone
 General-Station Manager.....David W. Ratliff
 Comm., Sales Prom. Mgr.....James Calhoun
 Program, Production Director.....Lahoma Dickson
 Publicity Director.....Earl Williams
 Chief Engineer.....O. P. Davis
 Farm Editor.....Sydney Porter

K S T V

STEPHENVILLE—1947

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Stephenville Bcstg. Co.
 Business Address.....Box 34
 Phone Number.....950
 Studio Address.....140½ S. Belknap
 Transmitter Location.....Dublin Hwy.
 Air Time.....7 a.m.-5:30 p.m.
 News Service.....UP
 Transcription Service.....Keystone, Standard
 Membership.....NAB

Gen., Station, Comm. Mgr. Frank E. Elkins
 Sales Prom. Mgr., Pgm., Prod. Dir. Al Kane
 Chief Announcer Pat Narry
 Musical Director Bobbie Grant
 Chief Engineer Walter C. Lacy
 Farm Editor Bob Smith

K S S T

SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkins County Bcstg. Co.
 Bus.-Studio Address Pully Bldg.
 Phone Number 1230
 Transmitter Location Radio Rd.
 Air Time Unlimited
 News Service AP
 President William N. Edwards
 Gen.-Sta. Mgr. Bill Bradford
 Commercial Manager Clovis Pinion
 Pgm. Dir., Chief Anncr. Tom Brubaker
 Chief Engineer William E. Bradford, Jr.

K X O X

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Sweetwater Radio, Inc.
 Operated By J. S. McBeath, J. Harley Hubbard
 Bus.-Studio-Transmitter Address Box 570,
 Roby Hwy.
 Phone Number 4655-6
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard, KBS
 Representative Hil F. Best
 President J. S. McBeath
 Gen.-Station Comm. Mgr. J. Harley Hubbard
 Sales Prom. Manager Elwood Fritch
 Program Director Jack Funk
 Chief Announcer Jack Logan
 Chief Engineer J. T. Allen

K T A E

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address Box 191
 Phone Number 1260
 Studio Address 121½ E. 2nd St.
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service UP
 Transcription Service World
 Pres., Gen., Comm. Mgr. Graham Gillis
 Conoley
 Pgm. Dir., Chf. Anncr. R. S. Heller
 Chief Engineer Gordon W. Rainey

K T E M

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 Number 5252-3
 Transmitter Location ½ Mi. N. of Temple
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Frank W. Mayborn
 General Manager Burton Bishop
 Commercial Manager J. E. Callaway
 Chief Engineer Curtis Casey

K C M C

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By KCMC, Inc.
 Business-Studio Address 317 Pine St.
 Phone Number 3-6151
 Transmitter Location Summerhill Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Taylor-Boroff
 Membership NAB, BMB
 President C. E. Palmer
 General Manager Frank O. Myers
 Commercial Manager Thomas Dillahunty
 Program Director Herman Cecil
 Production Director Don Myers
 Chief Engineer Harvey Robertson

K T F S

TEXARKANA—1946
MBS-RAZORBACK-LBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Texarkana Bcstg. Co.
 Bus.-Studio Address 409½ State Line Ave.
 Phone Number 35-123-4
 Transmitter Location S. Robison Rd.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Sears & Ayer
 Membership NAB
 Pres., Gen. Mgr. David M. Segal
 Studio Director Les Eugene
 Local Commercial Manager Martin O. Enger
 Production Director Frank Thomas
 Musical Director Wally Hoy
 Chief Announcer Norman Bale
 Chief Engineer David Wommack

K T L W
TEXAS CITY—1948

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . Texas City Bcstg. Service
Business-Studio Address . . . Showboat Theater
Bldg.
Phone Number 2240
Transmitter Location Moses Lake
Air Time Sunup to Sunset
News Service UP
Transcription Service Capitol, Thesaurus
President J. G. Long
General Manager Joe Brown
Station Manager Wally Pierre
Program Director Carl Kayser
Chief Announcer Charles Harrison
Chief Engineer M. D. Wagner

K G K B
TYLER—1930—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By E. Texas Bcstg. Co.
Business-Studio Address 115 S. College
Phone Number 23875
Transmitter Location State Park Hiway
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service World
Representative John E. Pearson, Gene Grant
Membership NAB, BMB
President, General Manager James G. Ulmer
Station Manager Mort Silverman
Sales Prom. Mgr. Joe Campbell
Commercial Manager W. E. Moore
Program Director J. Edwin Smith
Chief Engineer Hudson C. Collins

K T B B
TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc. Power: 500 Watts d.
Owned-Operated By Blackstone Bcstg. Co.
Business-Studio Address Blackstone Hotel
Phone Number 4-7278
Transmitter Location Morningside Dr.
Air Time 6 a.m.-sunset
News Service UP
Transcription Service Thesaurus
Representative Taylor-Boroff
Membership NAB, BMB
Director S. H. Bothwell
General-Station Manager M. E. Danbom
Asst. Mgr., Pub. Dir. David Bothwell
Pgm. Dir., Chief Anncr. Don Tausch
Production Director Jack Reavley
Chief Engineer Robert A. Wileman
Farm Editor Sam Whitlow

K V O U
UVALDE—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Uvalde Bcstrs., Inc.

Address 1450 Batesville Rd.
Phone Number 717
Air Time 6:15 a.m.-11 p.m.
News Service UP
Membership NAB
President-General Mgr. Edward J. Harpole
Station Manager Burney Jones
Commercial Manager Joe Watson, Jr.
Program Director Eldon Coward
Publicity Director Stan Benson
Chief Engineer Bob Hicks

K V W C
VERNON—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Northwestern Bcstg. Co.
Business-Studio Address 1813 Wilbarger
Phone Number 1048-9
Air Time Unlimited
Representative Clark
Commercial Manager John Crabtree

K N A L
VICTORIA—1949

Frequency: 1410 Kc. Power: 500 Watts d.
Owned-Operated By Victoria Bcstg. Co.
Address Box 1410
Phone Number 1410
Air Time Daytime
News Service UP
Transcription Service World
Representative Hil F. Best
President Truman Belcher
Commercial Manager Pat Reed
Pgm. Dir., Prom. Mgr. Carruth Palmer
Chief Engineer Russell C. Walters

K V I C
VICTORIA—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KVIC Bcstg. Co.
Business Address Victoria Bank & Trust Bldg.
Phone Number 1106-7
Studio-Transmitter Location Cuero Hwy.
Air Time 5 a.m.-M.
News Service AP
Transcription Service Capitol
Membership BMB
President J. G. Long
Gen. Sta. Mgr. Robert Tharp
Comm.-Sales Prom. Mgr. Jim Trueheart
Program Director Robert Cutting
Production Director Patricia Breech
Chief Anncr., Farm Editor Jim Traber
Chief Engineer Robert McCown

K W T X
WACO—1946—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KWTX Bcstg. Co.

Business-Studio Address.....108½ So. 6
 Phone Number3-7331
 Transmitter Location.....35 Mi. S.W. of 12th
 on Pierrard Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett McKinney
 Membership.....NAB
 President.....Gov. Beauford Jester
 Gen.-Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Manager.....Rex Bodoio
 Prog. Dir., Farm Editor.....Gerry Lansing
 Program Director.....C. L. Hinkle
 Production Director.....Al Mankin
 Publicity Director.....Bobby Martin
 Chief Announcer.....Byron Lowrey
 Musical Director.....Lucille Novich
 Chief Engineer.....L. R. Grubbs
 Farm Editor.....Johnny Watkins

W A C O

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Amicable Bldg.
 Phone Number.....9315
 Transmitter Location.....So. 12th St. Rd.
 Air Time.....6a.m.-M.
 News Service.....AP
 Representative.....Weed
 Membership.....NAB
 President.....Gene Cagle
 General Manager.....R. Lee Glasgow
 Commercial Manager.....Stanley E. Wilson
 Program Director.....Bob H. Walker
 Chief Engineer.....Jesse Dove

K R G V

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Taylor Radio & TV Corp.
 Bus.-Studio-Transmitter Address.....201 Border St.
 Phone Number.....375
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Asst. Manager.....Dick Watkins
 Commercial Manager.....Sallye E. Jones
 Sales Prom. Manager.....Ted Cressner
 Program Director.....Jim Cook
 Publicity Director.....Thelma Pearce
 Chief Announcer.....Dick Harwell
 Chief Engineer.....O. L. Hartwig

K F D X

WICHITA FALLS—1947 ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Wichtex Radio & TV Co.
 Bus.-Studio Address.....City National Bank
 Bldg., P. O. Box 2331
 Phone Number.....2-8668
 Transmitter Location.....Iowa Park Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....Darrold A. Cannan
 Gen., Sta. Mgr.....W. P. Hood
 Commercial Manager.....Sid Grayson
 Sales Prom. Manager.....John Edwards
 Program-Production Director.....George Craig
 Publicity Director.....Mike Carpenter
 Chief Engineer.....John Adams

K T R N

WICHITA FALLS—1948—MBS-LBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Texoma Bcstg. Co.
 Address.....917½ Scott St.
 Phone Number.....2-5214
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Pearson
 President.....James B. Barnett
 Gen., Comm. Mgr.....Boyd Kelley
 Pgm. Dir., Prom. Mgr.....Bill Richie
 Chief Engineer.....Bob Harmon

K W F T

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KWFT, Inc.
 Business-Studio Address.....Kemp Hotel
 Phone Number.....4182
 Transmitter Location.....½ Mi. W.N.E. of
 Resettlement Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager.....Kenyon Brown
 Station Manager.....Charles E. Clough
 Comm. Sales Prom. Manager.....A. L. Pierce
 Program, Production Director.....Blaine Cornwell
 Musical Director.....Lillie Mae Comiskey
 Chief Engineer.....Herbert T. Wiley
 Farm Editor.....Burnis Arnold

UTAH

Estimated Population 682,000—Increase +24.0%—Radio Homes 176,000
Radio Families 179,000—Stations in State 18

K B U H

BRIGHAM CITY—1948

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By Samuel L. Stephens, Sr.
Address 948 W. Forest St.
Phone Number 948-9
Air Time Sunrise-sunset
News Service UP
Membership NAB
General Manager Samuel L. Stephens, Sr.
Comm.-Sales Prom. Manager Wade Ebeling
Pgm.-Prod.-Pub. Dir. J. D. Stewart
Sta. Mgr.-Chf. Engr. Sam Stephens, Jr.

K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Bus.-Studio Address El Escalante Hotel
Phone Number 398-9
Transmitter Location 7 Mi. W. of Cedar City
Air Time Unlimited
Transcription Service World
Membership NAB
President Ivor Sharp
Gen. Mgr. Roscoe A. Grover
Comm.-Sls. Prom. Mgr.-Pgm. Dir. Arthur Higbee
Musical Director Roy Halverson
Chief Engineer Hurschell Urie
Farm Editor Roscoe A. Grover

K V N U

LOGAN—1938

MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
Address Box 264, 1393 N. Main St.
Phone Number 1400-1
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Membership NAB
President Herschel Bullen
Gen.-Sta.-Comm.-Sales Prom. Mgr.
Publicity Director Reed Bullen
Prog.-Prod.-Musical Dir., Chief
Announcer Don Reber
Chief Engineer Delmont Olesen
Farm Editor Reed Bullen

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Murray Bcstg. Service

Address 4646 So. State St.
Phone Number Murray 1360
Air Time 6 a.m.-M.
News Service UP
Transcription Service Langworth, Capitol
Membership NAB
Pres.-Gen. Mgr. Oral J. Wilkenson
Station Manager James Petersen
Commercial Manager Howard Pingree
Pgm.-Prod. Dir. Gil Henry
Musical Director Lennie Hesterman
Chief Engineer Fred Weibell
Farm Editor George Balding-Jack Spencer

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.
Bus.-Studio Address 425 25th St., Hotel Ben
Lomond
Phone Number 5721
Transmitter Location Kaneshville
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NAB
President Edris Glassmann
General Manager George C. Hatch
Station Manager George B. Morgan
Comm. Mgr., Prog. Dir. Collin W. Lowder
Sales Prom. Manager Clinton Raymond
Production Director Doug Stringfellow
Publicity Director Al Weeks
Chief Announcer, Musical Dir. Dean Thueson
Chief Engineer Wayne T. Boothe

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By James B. Littlejohn
Address Route 2
Air Time Daytime
News Service AP
Transcription Service Lang-Worth, Associated
Representative Friedenbergh
General Manager James B. Littlejohn
Assistant Manager F. J. Winerter

K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co.
Business Address P. O. Box 325
Phone Number 2-7535

Studio-Transmitter Location. 1538 Gibson Ave.
 News Service UP
 Transcription Service World, Standard
 President, General Mgr. Arch G. Webb
 Commercial Manager Joe T. Johnson
 Chief Engineer Gerald W. Peterson

KOAL

PRICE—1936

MBS-INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Eastern Utah Bcstg. Co.
 Address Price
 Phone Number Price 200
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Pres., Gen.-Sta. Manager Jack Richards
 Sls. Prom. Mgr.-Pub. Dir. Carl P. Wolfrom
 Chief Engineer Leo E. Reid

KCSU

PROVO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. The Central Utah Bcstg. Co.
 Business Address P. O. Box 550
 Phone Number 2802-3
 Studio-Transmitter Location 12th South &
 University Ave.
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard, Capitol
 Representative Biddick
 President Frank A. Van Wagenen
 Gen.-Sta. Mgr. Harold E. Van Wagenen
 Pgm. Dir.-Chf. Anncr. ElDean Bennett
 Comm.-Sls. Prom. Mgr. John T. Hyde
 Acting Chief Engineer Merlin North

KNEU

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Lester R. Taylor
 Address Provo

KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By. KOVO Bcstg. Co.
 Business-Studio Address. 108 W. Center St.
 Phone Number 1680
 Transmitter Location 651 W. 16th So.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager L. H. Curtis

Sls. Prom. Manager Dewain Silvester
 Pgm.-Prod. Dir. James H. Lawrence
 Publicity Director Chris Sanders
 Chief Engineer Henry Keyes

KSVC

RICHFIELD—1947
INTERMOUNTAIN

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By. Sevier Valley Bcstg. Co.
 Business Address Richfield
 Phone Number 690
 Transmitter Location East on 4th South
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World, SESAC
 President William L. Warner
 Representative Avery Knodel
 Gen. Sta.-Comm. Mgr. William L. Warner, Jr.
 Pgm.-Prod.-Pub. Dir. Frank Peacock
 Chief Engineer David I. Hansen

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 Numbers 4-3561, 4-1843, 5-6951
 Transmitter Location 334 W. Gregson
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Representative Avery-Knodel, Inc.
 President George C. Hatch
 Exec. Vice-Pres.-Mgr. Alvin G. Pack
 Nat'l Sales Mgr. Lynn L. Meyer
 Sales Manager Thomas H. Anderson
 Sales Promotion Mgr. Craig Rogers
 Program Director Jack Paige
 Publicity Director Jack Goodman
 Director of Engineering W. D'Orr Cozzons

UTAH

WHY IS AP THE BEST?

BECAUSE—AP is faster, more complete, more accurate than any other news service.

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 PRESS BROADCASTERS**

Director for Colorado and Wyoming:
 Douglas Kahle—KCOL, Fort Collins, Colo.
 Director for Montana: Franz Robischon—
 KBMY, Billings, Mont.
 Continuing Study Committeeman for Utah:
 Ivor Sharp—KSL, Salt Lake City

K D Y L

SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By Intermountain Bcstg. & Telev. Corp.
Business-Studio Address 143 S. Main
Phone Number 5-2991
Transmitter Location 33rd So. & 9th W.
Air Time Unlimited
News Service INS, UP
Transcription Service Associated, Thesaurus
Representative John Blair
Pres.-General Mgr. S. S. Fox
Commercial Manager George A. Provol
Program Director Emerson Smith
Promotion Director Del Leeson
Chief Engineer John M. Baldwin

K N A K

SALT LAKE CITY—1945

Frequency 1280 Kc. Power: 10000 Watts, d.: 500 n.
Owned-Operated By Granite District Radio Bcstg. Co.

Business-Studio Address 219 Continental Bank Bldg.
Phone Number 4-3685
Transmitter Location 1016 S. 6th St. W.
Air Time 6:30 a.m.-1 a.m.
News Service AP
Representative IMS
President Howard D. Johnson
General Mgr. Richard F. Connor
Station Manager Thomas M. Ivory
Commercial Manager Richard I. Nicholes
Sls. Prom. Mgr. Thomas M. Ivory
Program Director Robert P. Crawford
Publicity Director-Musical
Director Gloria Whitney
Chief Announcer Bruce Vanderhoof
Chief Engineer Michael May
Farm Editor Theron Johnson

K S L

SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Oper. By Radio Service Corp. of Utah
Bus.-Studio Address 10 S. Main St.
Phone Number 5-4641
Transmitter Location Saltair
Air Time 6 a.m.-1 a.m.
News Service AP, UP
Transcription Service World, Associated
Representative Radio Sales
Membership NAB, BMB
President J. Reuben Clark, Jr.
Exec. Vice President Ivor Sharp
Station Manager C. Richard Evans
Commercial Manager Frank B. McLatchy
Sls. Prom. Mgr. Dir. Sherril Taylor
Prog.-Prod. Dir. Edward Kimball
Chief Engineer Vincent Clayton
Farm Director Elvon Orme

K U T A

SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By Utah Bcstg. & Telev. Co.
Business-Studio Address 29 S. State St.
Phone Number 3-2737
Transmitter Location No. Salt Lake City
Air Time 6 a.m.-1 a.m.
News Service AP, UP
Transcription Service World, Standard
Representative Hollingbery
Membership NAB, BMB
President, General Mgr. Frank C. Carman
Sta. Mgr., Prog. Dir. Ray Fadel
Commercial Manager John Schile
Sales Prom. Mgr., Pub. Dir. Al Thomas
Production Director George Ross
Chief Announcer Marshall Small
Musical Director Ed Stoker
Chief Engineer Wendell Bell
Farm Editor Harry Warren

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SALT LAKE CITY, UTAH

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NATIONAL REPRESENTATIVE

. . . **UTAH-VERMONT** . . .

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Uintah Bcstg. Co.
 Bus.-Studio-Transmitter Address. Hotel Vernal
 Phone Number 494
 Air Time 7 a.m.-10 p.m.
 News Service UP

Transcription Service World, Keystone
 Representative W. S. Grant
 President James C. Wallentine
 Gen.-Sta. Mgr., Chief Announcer . . . Lee Walker
 Comm.-Sales Prom. Mgr. Grant E. Parry
 Prog.-Musical Dir., Chief
 Engineer E. W. Boelter
 Prod. Dir., Farm Editor J. D. Jones
 Publicity Director G. M. Bosworth

VERMONT

*Estimated Population 369,000—Increase + 2.6%—Radio Homes 102,000
 Radio Families 104,000—Stations in State 8*

W T S A

BRATTLEBORO—1949—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Granite State Bcstg. Co.
 Address Brattleboro
 Air Time Unlimited
 Representative Bolling
 President William J. Barkley
 General Manager W. F. Rust, Jr.
 Commercial Manager Ralph Gottlieb

W C A X

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By WCAX Bcstg. Corp.
 Business-Studio Address 135 Main St.
 Phone Number Burlington 2000
 Transmitter Location Colchester
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB, BMB
 Pres., Gen.-Station Mgr. C. P. Hasbrook
 Sta.-Sales Prom. Mgr.-Pub. Dir. J. D. Swan
 Commercial Manager T. B. Braine
 Prog.-Prod.-Musical Dir. Milton Slater
 Chief Engineer James W. Tierney
 Farm Editor L. F. Killick

W J O Y

BURLINGTON—1946—ABC—UBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Vermont Bcstg. Corp.
 Bus.-Studio-Transmitter Location. 633 Main St.
 Phone Number Burlington 5400
 Air Time Unlimited
 News Service AP
 Representative William G. Rambeau
 Membership NAB
 President David W. Howe
 Sta. Mgr., Prog. Dir. Alfred E. Spokes
 Pub. Dir.-Chief Engineer John C. Quill
 Farm Editor Ben Oman, Jr.

W S K I

MONTPELIER-BARRE—1947—NBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Montpelier-Barre Bcstg. Co.
 Business Address: . . . Union Mutual Bldg., Montpelier
 Phone Number Montpelier 1740
 Transmitter Location Country Club Dr.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representatives Kettell-Carter, W. S. Grant
 Membership NAB, BMB
 President B. M. Jacobsen
 General Manager Paul H. Martin
 Program Director Robert Bannon
 Chief Engineer L. C. Davis

VERMONT

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 Director for Vermont: A. E. Spokes—WJOY, Burlington

VERMONT

• • • VERMONT-VIRGINIA • • •

W S Y B

RUTLAND—1930—MBS-YANKEE

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Transmitter Location Door Dr.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra,
Bertha Bannon
Pres., Comm. Mgr. Philip Weiss
Station Manager J. H. Weiss
Chief Engineer Norval K. Ramson, Jr.

W W S R

ST. ALBANS—1942—GREEN MT.

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Transmitter Location St. Albans
Air Time 6:30 a.m.-Sunset
News Service UP
Transcription Service World
Representative Walker, Bertha Bannan
Membership NAB, BMB
President-Gen. Mgr. Lloyd Squier
Sta.-Comm.-Sales Prom. Mgr. Warren Marsden
Prog.-Prod. Dir. C. Stuart Perry
Chief Engineer Theodore Boisvert

W T W N

ST. JOHNSBURY—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Twin State Bcstrs. Inc.
Address Box 336
Phone Number 2344
Air Time Unlimited
News Service UP
Transcription Service SESAC, Lang-Worth
Representative McGillvra
President E. Dean Finney
Co-Mgrs. J. F. McKernan, E. D. Finney
Program Director Gordon James Platt
Chief Engineer James F. McKernan

W D E V

WATERBURY—1931—MBS

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By Lloyd E. Squier
Business-Studio Address 8 Stowe St.
Phone Number 400-1
Transmitter Location Blush Hill
Air Time Unlimited
News Service UP
Transcription Service World, Keystone
Representative Walker
Membership BMB
Owner, Gen.-Sta.-Comm. Mgr. Lloyd E. Squier
Program Director, Chief
Announcer Thomas L. Dodd, Jr.
Production Director Craig S. Parker
Chief Engineer Harold M. Grout

VIRGINIA

*Estimated Population 3,102,000—Increase + 15.9%—Radio Homes 716,000
Radio Families 786,000—Stations in State 53*

W P I K

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By Potomac Bcstg. Corp.
Business-Studio Address 523 First St.
Phone Number Overlook 3000
Transmitter Location 504 Telegraph Rd.
Air Time Daytime
News Service AP
Transcription Service World, Lang-Worth
Pres.-Gen.-Comm. Mgr. Howard B. Hayes
Pgm.-Prod. Dir.-Cl. Engr. Carl L. Lindberg
Chief Announcer Tony Howard
Musical Director Barbara Power

W A R L

ARLINGTON—1946

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By No. Virginia Bcstrs., Inc.

Bus.-Studio Address 3102 10th Road No.
Phone Number OWens 7800
Transmitter Location Nr. Bailey's Crossroads
Air Time Sunrise-sunset
News Service UP
Transcription Service Standard, Capitol
Representative IMS
Membership NAB
Co-Owners R. Kilbourne Castell,
Frank U. Fletcher
General Manager R. W. Baker
Commercial Manager William W. Jefferay
Prog. Dir. Phil Long
Chief Engineer John E. Strong
Farm Editor Connie B. Gay

W E A M

ARLINGTON—1947

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By Harold H. & Meredith Thoms

VIRGINIA

Business-Studio Address..... 2030 N. 16th St.
Phone Number..... OWens 7100
Transmitter Location..Minor Hill, Falls Church
Air Time..... Unlimited
News Service..... AP, Transradio
Transcription Service..... Lang-Worth
Representative..... Bolling
President..... Harold H. Thoms
Sta.-Gen.-Comm. Mgr..... Howard Stanley
Pgm. Dir., Chief Annr..... Matthew Warren
Production Director..... Bob Jones
Publicity Director..... Gloria Brandt
Musical Director..... Dorothy Miller
Chief Engineer..... Sam Aed
Farm Editor..... Bill Jenkins

W K L V

BLACKSTONE—1947—MBS—VA.

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... Nottoway Bcstg. Co., Inc.
Business-Studio Address..... Community Bldg.
Phone Number..... 478
News Service..... AP
Air Time..... Unlimited
President..... H. S. Robertson
General Manager..... Alexander Hudgins
Commercial Manager..... Edward J. Silverman
Program Director..... Arthur A. Moran, Jr.
Chief Engineer..... Charles M. McCraw

W C Y B

BRISTOL—1946

Frequency: 690 Kc..... Power: 10,000 Watts d.
Owned-Oper. By..... Appalachian Bcstg. Corp.
Business-Studio Address..... Hotel Gen. Shelby
Phone Number..... North 3560
Transmitter Location..... Washington County
Air Time..... Daytime
News Service..... AP, UP
Transcription
Service..... Associated, Thesaurus, World, Cole
Representative..... Bolling
Membership..... NAB, BMB
Gen. Mgr..... Robert H. Smith
Sales Mgr..... J. Fey Rogers
Program Spvr.-Farm Editor..... W. T. Lane, Jr.
News Editor..... Tom Wade
Transmitter Spvr..... Bob Daugherty

W F H G

BRISTOL—1949—MBS

Frequency: 860 Kc..... Power: 1000 Watts
Owned By..... Bristol Bcstg. Co., Inc.
Business-Studio Address..... Hotel Bristol
Phone Number..... 3620
Transmitter Location..... Shell Plant Road
News Service..... UP
Transcription Service..... Standard
Membership..... NAB
General-Station Manager..... M. B. Burnette
Commercial Sales Prom. Mgr..... W. L. Ninsinger

Program Dir.-Publicity Dir..... W. F. Raney
Musical Director-Farm Editor..... Verlin Mays
Chief Engineer..... John Hughlett

W C H V

CHARLOTTEVILLE—1933—ABC

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Radio Station WCHV
Bus.-Studio-Transmitter Address..... Rose Hill St.
Phone Number..... 2-5121
Air Time..... 6 a.m.-1 a.m.
News Service..... AP
Transcription Service..... World
Representative..... Joseph Hershey McGillvra
Membership..... BMB
Owner..... Charles Barham, Jr.
Mgr.-Sls, Prom. Mgr..... Randolph Bean
Local Sales Manager..... Robert C. Walker
Program Director..... R. G. Sketchley, Jr.
Musical Director..... Richard Morrisette
Chief Engineer..... Walter W. Gray
Farm Editor..... Herb DeBell

W I N A

CHARLOTTEVILLE—1949

Frequency: 1280 Kc..... Power: 1000 Watts, d.
Owned-Oper. By..... Charlottesville Bcstg. Corp.
Address..... 4th & Main Sts.
Phone Number..... 3377
Air Time..... Daytime
News Service..... UP
Transcription Service..... Standard, Capitol
President..... Frank T. Parker, Jr.
Commercial Manager..... Joe Porter
Pgm. Dir.-Oper. Mgr..... B. C. Hargreaves
Chief Engineer..... Lawrence Kennedy

W K E Y

COVINGTON—1941—ABC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... Earl M. Key
Business Address..... Box 710
Phone Number..... 8351
Studio Address..... Main St.
Transmitter Location..... Fairlawn
Air Time..... 7 a.m.-11:15 p.m.
News Service..... UP
Transcription Service..... World, Keystone
Membership..... NAB
Pres., Gen.-Sta. Mgr..... Earl M. Key
Commercial Mgr..... Kenneth L. Bryant
Prog.-Pub. Director..... John Lee Davis
Musical Director..... Willis Shawver
Chief Engineer..... John H. Wilson

W S V S

CREWE—1946—KBS—VA. SPTS.

Frequency: 800 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... So. Virginia Bcstg. Corp.

VIRGINIA

Business Address..... Crewe
 Phone Number..... Crewe 5000
 Studio Addresses... 117 Carter St., Crewe, Main
 St., Blackstone, Herald Bldg., Farmville
 Transmitter Location..... RFD, Crewe
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... World, Keystone
 Representative..... Rural Radio
 Membership..... NAB
 President..... C. S. Willis
 General-Station Mgr..... Maxey E. Stone
 Comm. Mgr..... Harry Umstead
 Pub. Dir..... Bob Maynard
 Chief Engineer..... C. E. Wilson

WCVA

CULPEPER—1949—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Culpeper Bcstg. Co.
 Address..... Radio Bldg.
 Phone Number..... 8338
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service... Lang-Worth, Standard
 President..... Ira C. Hopkins
 Gen.-Prom. Mgr..... George A. Flowers
 Commercial Manager..... Mike Moscarello
 Program Director..... Homer Quann
 Chief Engineer..... Benny L. Jones

WBTM

DANVILLE—1930—ABC

Frequency: 1330 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Piedmont Bcstg. Corp.
 Bus.-Studio Address..... Hotel Danville Bldg.
 Phone Number..... 2350
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... George P. Hollingsbery
 Membership..... NAB
 President..... L. N. Dibrell
 General Mgr..... R. Sanford Guyer
 Asst. Manager..... Edward G. Gardner
 Comm. Mgr..... P. W. Kaufman
 Program Director..... Betty Allen
 Promotion Manager..... Herbert Hodge
 Chief Engineer..... Lyle C. Motley

WDVA

DANVILLE—1947—MBS

Frequency: 1250 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By..... Virginia Carolina Bcstg.
 Corp.
 Bus.-Studio Address..... American Natl. Bank
 Bldg.
 Phone Number..... 5300
 Transmitter Location..... Martinsville Rd.

Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Standard
 Representative..... McGillvra
 Membership..... NAB, BMB
 President..... J. D. Pruitt
 Gen.-Sta.-Comm.-Sales Prom.
 Manager..... Emerson J. Pryor
 Prog.-Prod. Director..... Richard Campbell
 Publicity Director..... William J. Ashworth
 Musical Director..... Harold Stephens
 Chief Engineer..... Rush Sawyers
 Farm Editor..... Frank Raymond

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Lamar A. Newcomb
 Address..... Box L
 Phone Number..... 0900
 Transmitter Location..... Seven Corners
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NAB
 Gen.-Sta. Mgr..... Lamar A. Newcomb
 Comm.-Sls. Prom. Mgr..... James E. Hollins
 Pgm.-Prod. Dir..... Genevieve Newcomb
 Publicity Director..... Ed Case
 Chief Announcer..... Dusty Rhoads
 Chief Engineer..... Emmett Murphy

WFLO

FARMVILLE—1947

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Colonial Bcstg. Co.
 Business Address..... P. O. Box 238
 Phone Number..... 600
 Air Time..... Daytime
 News Service..... UP
 Transcription Service..... Capitol, Associated
 Representative..... Clark
 General Manager..... Carla B. Keys
 Manager..... Charles R. Maillet
 Program Director..... D. M. Shaver
 Chief Engineer..... Charles K. Chrismon

WFVA

FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Fredericksburg Bcstg. Corp.
 Business Address..... P. O. Box 269
 Phone Number..... 1261
 Studio-Transmitter Location..... King's Hwy.
 Air Time..... Unlimited
 Transcription Service..... Lang-Worth
 Representative..... Burn-Smith
 V.P., General Mgr..... Richard F. Lewis, Jr.
 Station-Comm. Mgr..... Walter F. Harris, Jr.
 Chief Engineer..... William S. Candler

W F T R

FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Sky-Park Bcstg. Corp.
 Address John Marshall Hiway
 Phone Number 750
 Air Time Unlimited
 News Service UP, Transradio
 Transcription Service Thesaurus
 Pres.-Gen. Mgr. Earl C. Pace
 Commercial Manager Ken Gorden
 Program Director Vernon Carter
 Promotion Manager Augustine Kloc
 Chief Engineer Owen Voigt

W B O B

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By . . . Carroll-Grayson Bcstg. Corp.
 Address Poplar Knob Rd.
 Phone Number 300
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Membership NAB
 President Robert V. Morris
 General Manager Carl E. Duckett
 Comm. Manager Joseph P. Crockett
 Program Director Muriel Bell
 Chief Announcer Frank Burr
 Musical Director Alice Spear
 Chief Engineer, Farm Editor . . . Carl E. Duckett

W V E C

HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Peninsula Bcstg. Co.
 Business Address P. O. Box 481
 Phone Number 6332
 Studio-Trans. Address Hampton Ave.
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Standard, Associated
 Membership NAB
 Pres.-Gen. Sta. Mgr. Thomas P. Chisman
 Commercial Manager Harrol A. Brauer, Jr.
 Sales Promotion Mgr. Charles L. Coker, Jr.
 Program Director Peter Edman
 Production Director William L. Erickson
 Publicity Director Beverly W. Hillery
 Chief Announcer Duff Kliever
 Musical Director-Farm Editor . . . Gordon E. Walsh
 Chief Engineer James E. Swafford

W S V A

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Shenandoah Valley Bcstg.
 Corp.
 Business-Studio Address Newman Bldg.
 Phone Numbers 550, 875

Transmitter Location RFD 1
 Air Time 6 a.m.-local sunset
 News Service UP
 Representative R. B. Harrington
 Membership NAB, BMB, FMA
 President Frederick L. Allman
 Business Manager H. A. Wright
 Comm.-Sales Prom. Mgr., Pub.
 Director R. B. Harrington
 Prog.-Prod.-Musical Dir. R. H. Johnson
 Chief Engineer W. L. Braun

W H A P

HOPEWELL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . The Hopewell Bcstg. Co.
 Business Address Box 621
 Phone Number 801
 Studio-Trans. Location . . . City Point & River Rds.
 Air Time 5:58 a.m.-11:07 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Augustus Robbins, Jr.
 Gen.-Sta. Mgr. Hugh Carlyle
 Commercial Manager George W. Thomason
 Program Director Barbara Rich
 Chief Announcer Johnny Mercer
 Chief Engineer Edward L. Burwell

W R E L

LEXINGTON—1948—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Rockbridge Bcstg. Co.
 Business-Studio Address 130 S. Main St.
 Phone Number Lexington 6000
 Transmitter Location . . . Rt. 11, One Mi. No. City
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol
 Membership NAB
 President Marshall L. Wilmer
 Gen.-Sta.-Comm. Mgr. Philip B. Hirsch
 Office Manager Milton B. Henson
 Prog.-Prod. Dir. Andrew Petersen
 Musical Director Wayne Scott
 Chief Engineer Lindley H. Leggett

W L V A

LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Lynchburg Bcstg. Corp.
 Address Allied Arts Bldg.
 Phone Number 2-1242
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Edward A. Allen
 General Manager Philip P. Allen

VIRGINIA

Commercial Manager..... Joseph F. Wright, Jr.
Prog.-Prom. Dir..... William H. Loren
Chief Engineer..... John T. Orth

W W O D

LYNCHBURG—1947—MBS

Frequency: 1390 Kc..... Power: 1000 Watts
Owned-Oper. By..... Old Dominion Bcstg. Corp.
Business Address..... P. O. Box 918
Phone Number..... 2-3441
Studio Address..... 10th & Main Sts.
Transmitter Location..... Boonsboro Rd.
Air Time..... Unlimited
News Service..... AP, UP
Transcription Service..... World
Representative..... Walker
Membership..... NAB, BMB
President..... David Hugh Dillard
V.P.-General Manager..... Jack Weldon
Commercial Manager..... Norman T. Simpson
Prog.-Pub. Director..... Jay Seibel
Prod.-Musical Dir..... Don Jarvis
Chief Engineer..... Forest J. Pinkerton

W M E V

MARION—1948—LIBERTY

Frequency: 1010 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Mountain Empire Bcstg. Corp.
Address..... P. O. Box 470
Phone Number..... 9001
Air Time..... Daytime
News Service..... AP
Transcription Service..... World, Associated
Representative..... Cooke
President..... Robert Lane Anderson
Gen.-Comm. Mgr..... Robert C. Wolfenden
Program Director..... Mrs. R. C. Wolfenden
Chief Engineer..... William P. Grether

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Martinsville Bcstg. Co., Inc.
Address..... Chatham Heights
Phone Number..... Virginia 2152
Air Time..... 6 a.m.-11:30 p.m.
News Service..... AP
Membership..... NAB
President..... William C. Barnes
General-Station Manager..... John W. Shultz
Comm.-Sls. Prom. Mgr..... Charles F. Adams
Program Director..... Barbara Harding
Publicity Director..... Maynard Dillaber
Musical Director..... Paul E. Zimmerman
Chief Engineer..... Dewey W. Muse

W G H

NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc..... Power: 5000 Watts
Owned-Oper. By..... Hampton Roads Bcstg. Corp.

Bus.-Studio Address..... 500 Portlock Bldg.,
Norfolk, Warwick Hotel, Newport News
Phone Number..... 2-7031
Transmitter Location..... Military Hiway
Air Time..... 6 a.m.-12:45 a.m.
News Service..... AP
Transcription Service..... Associated
Representative..... Free & Peters
Membership..... NAB, BMB
President..... Raymond B. Bottom
V.P., Gen.-Sta. Manager..... Edward E. Bishop
Comm. Mgr..... Edward E. Edgar
Prog. Director..... John A. Black
Publicity Director..... Bill Rhyne
Chief Engineer..... Charles A. Runyon

W H Y U

NEWPORT NEWS—1947

Frequency: 1270 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Eastern Bcstg. Corp.
Business-Studio Address..... 114 W. 24th St.
Phone Number..... 7-1604
Transmitter Location..... Respass Beach,
Churchland
Air Time..... 6 a.m.-sunset
News Service..... UP
Transcription Service..... Capitol
Representative..... Friedenberg
President, General Mgr..... John Doley
Sta. Mgr., Prog. Tech. Dir..... Frederic F. Clair

W C A V

NORFOLK—1947

Frequency: 860 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Cavalier Bcstg. Corp.
Bus.-Studio Address..... Plume & Granby Sts.
Phone Number..... 2-3266
Transmitter Location..... W. Norfolk
Air Time..... Daytime
News Service..... UP
Transcription Service..... Associated, Standard
Representative..... Burn-Smith
Membership..... NAB
President..... Joseph Light
Gen. Mgr..... Joe Brown
Sta.-Asst. Gen. Mgr..... William M. Manrov
Program Director..... Frank Facenda
Technical Dir..... William M. Manrov

W L O W

NORFOLK—1947—VA. SPTS.

Frequency: 1410 Kc..... Power: 1000 Watts d.
Owned-Oper. By..... Commonwealth Bcstg. Corp.
Bus.-Studio Add..... Granby & Brooke Aves.
Phone Number..... 4-5678
Transmitter Location..... W. Norfolk
Air Time..... 6:30 a.m.-Sunset
News Service..... UP
Representative..... Forjoe
President..... E. L. Scott

• • • **VIRGINIA** • • •

General Manager..... Robert E. Wasdon
 Station Manager..... W. M. Carpenter
 Commercial Manager..... James Campbell
 Program Director..... Ray Penner
 Prod. Dir..... Samuel S. Siegal
 Sls.-Prom. Mgr..... Dick Gould
 Pgm.-Pub. Dir..... Bob Drepperd
 Chief Announcer..... Anton L. Lively
 Musical Director..... Lee Lively
 Chief Engineer..... Preston Spears
 Farm Editor..... Ralph Wasdon

W N O R

NORFOLK—1949

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Norfolk Bcstg. Co.
 Address..... 1019 Boissevain Ave.
 Phone Number..... 56761
 Air Time..... Unlimited
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... IMS
 President..... Louis H. Peterson
 General Manager..... Earl Harper
 Commercial Manager..... Bob Rodgers
 Chief Engineer..... A. Lee Mills

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WTAR Radio Corp.
 Bus.-Studio Address..... 720-724 Boush St.
 Phone Number..... 56711
 Transmitter Location..... Glen Rock
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service..... Standard
 Representative..... Edward Petry
 Membership..... NAB, BMB
 Pres., Gen.-Sta. Mgr..... Campbell Arnoux
 Comm.-Sales Prom. Mgr..... John W. New
 Program Director..... Joel Carlson
 Chief Announcer..... Blair Eubanks
 Chief Engineer..... John C. Peffer

W N V A

NORTON—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Blaufox Radio Co., Inc.
 Bus.-Studio Address..... Coalfield Progress Bldg.
 Phone Number..... 700-1, Transmitter: 565
 Transmitter Location..... Josephine
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth, Keystone
 Membership..... NAB
 President, Gen. Mgr..... Richard B. Helms
 Comm.-Sls. Prom. Mgr.-Pub. Dir..... Bill Holland
 Chf. Anncr.-Music Dir..... Art Grunewald
 Chief Engineer..... Gene Tommerdahl
 Farm Editor..... Tom Harrell

W J M A

ORANGE—1949—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... James Madison Bcstg. Corp.
 Address..... Orange
 Phone Number..... 7263
 Air Time..... Unlimited
 News Service..... UP
 President..... W. A. Sherman, Jr.
 Gen.-Comm. Mgr..... A. C. Livick, Jr.
 Program Director..... Charles McGinley
 Chief Engineer..... Talmadge England

W S S V

PETERSBURG—1945—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Southside Virginia Bcstg. Corp.
 Business-Studio Address..... 112 W. Tabb St.
 Phone Number..... 3881-2
 Transmitter Location..... Lieutenant Run
 Air Time..... 6:30 a.m.-M.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Burn-Smith
 President..... Louis H. Peterson
 Gen.-Sta.-Comm. Mgr..... Ray L. Moss

VIRGINIA

**WHY IS AP
 THE BEST?**

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.

VIRGINIA AP BROADCASTERS

President: Jack Weldon—WWOD, Lynchburg
 Vice-President: Fred Hart—WLPM, Suffolk
 Directors: Campbell Arnoux—WTAR, Norfolk; Ray P. Jordan—WDBJ, Roanoke; Carl Duckett—WBOB, Galax; E. E. Bishop—WGY, Newport News; Charles Blackley—WTON, Staunton
 Continuing Study Committee Chairman: John Eure—WDBJ, Roanoke
 Sports Committee Chairman: Bill Diehl—WGH, Newport News—Norfolk
 Awards Committee Chairman: Charles Blackley—WTON, Staunton
 Membership Cooperation Committee Chairman: Maxey Stone—WSVS, Crewe

VIRGINIA

VIRGINIA

Sls. Prom. Mgr. N. W. Andrews
Pgm.-Prod. Dir. Paul Hennings
Chief Announcer John C. Laffin
Pub. Director James Lowell
Chief Engineer Edward F. Schwarz

W S A P

PORTSMOUTH—1943—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Portsmouth Radio Corp.
Bus.-Studio Address 205 Professional Bldg.
Phone Number 7-3488
Transmitter Location 1318 Spratley St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, World
Representative Ra-Tel
Membership NAB
President Tom E. Gilman
Gen.-Sta.-Comm. Mgr. B. Walter Huffington
Pgm.-Prod. Dir. David Nelson
Musical Director Richard Harvey
Chief Engineer Charles R. Sledge

W P U V

PULASKI—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Southwest Bcstg. Corp.
Address Cool Springs
Phone Numbers 3-3931, 3-3941
Air Time 6 a.m.-11:15 p.m.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB, BMB
President Howard R. Imboden
General-Station Mgr. William R. Murray
Commercial Manager Allan S. Aden
Publicity Director Eleanor Imboden
Chief Announcer Joe Grant
Chief Engineer Fitzgerald McDaniel
Farm Editor E. C. Grigsby

W B B L

RICHMOND—1924

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Grace Covenant
Presbyterian Church
Address 1627 Monument Ave.
Phone Number 8-4246
Air Time Specified Hours
General Manager C. H. Liesfield
Chief Engineer R. W. Raabe

W L E E

RICHMOND—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Lee Bcstg. Corp.
Bus.-Studio Address Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location Colorado Ave. &
Sumpter St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
President Thomas G. Tinsley, Jr.
Gen.-Comm. Mgr. Irvin G. Abeloff
Program Director Harvey Hudson
Musical Director Gilbert A. Spector
Chief Engineer George W. McGuigan, Jr.

W M B G

RICHMOND—1926—NBC

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By Havens & Martin, Inc.
Bus.-Studio Address 3301 W. Broad St.,
P. O. Box 5229
Phone Number 5-8611
Transmitter Location Staples Mill Rd. off
W. Broad St.
Air Time 6:30 a.m.-1 a.m.
News Service Transradio
Transcription Service Lang-Worth
Representative John Blair
Membership NAB
Pres., Gen.-Sta. Mgr. Wilbur M. Havens
Comm.-Sales Prom. Mgr. Walter A. Bowry, Jr.
Prog.-Prod. Dir. Allan J. Phaup, Jr.
Chief Announcer John V. Shand
Musical Director Conrad Rianhard
Chief Engineer James Kyle

W R N L

RICHMOND—1937—ABC

Frequency: 910 Kc. Power: 5000 Watts
Owned By Richmond Newspapers, Inc.
Operated By Richmond Radio Corp.
Business-Studio Address 107-111 N. Fourth St.
Phone Number 3-3436
Transmitter Location Wilkinson Rd.
Air Time 5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service AP
Transcription Service Standard
Representative Edward Petry
Membership NAB, BMB
President D. Tennant Bryan
Gen. Sta.-Commercial Mgr. E. S. Whitlock
Program Director Don Martin
Chief Engineer Vincent Wolstenholme

• • • **VIRGINIA** • • •

WRVA

RICHMOND—1925—CBS

Frequency: 1140 Kc. Power: 50,000 Watts
Owned-Oper. By Larus & Brother Co.
Business Address Hotel Richmond
Phone Number 3-6633
Studio Addresses, Hotel Richmond, Richmond:
2712-14 Colley Ave., Norfolk
Transmitter Location Edgeworth, Henrico
County
Air Time Unlimited
News Service UP
Transcription Service World, Lang-Worth
Representative Radio Sales
Membership NAB, BMB
General Manager C. T. Lucy
Commercial Manager Barron Howard
Promotion Manager Jack Stone
Program Service Mgr. Samuel S. Carey
Production Manager John B. Tansey
Public Relation Dir. Walter R. Bishop
Musical Director Burt T. Repine
Chief Engineer David C. Woods
Farm Editor Alden Acroe

WXGI

RICHMOND—1947

Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Operated By Radio Virginia, Inc.
Bus.-Studio Address 100 W. Franklin St.
Phone Number 7-4684
Transmitter Location German School Rd.,
Chesterfield County
Air Time 6 a.m.-Sunset
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
General Manager Robert E. Mitchell
Program Director Bob Jenkins
Production Director John Sinclair
Chief Announcer Frank Soden
Chief Engineer Kaye Redd

WDBJ

ROANOKE—1924—CBS

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By Times-World Corp.
Business-Studio Address 124 W. Kirk Ave.
Phone Number 8131
Transmitter Location Colonial Ave.,
Colonial Heights
Air Time 6 a.m.-M.
News Service AP, UP
Transcription Service World, Lang-Worth
Representative Free & Peters

Membership NAB, BMB, FMA
President J. P. Fishburn
General Manager R. P. Jordan
Commercial Manager John W. Harkrader
Program Director Paul E. Reynolds
Studio Director Irving Sharp
Publicity Director Benton B. Boggs
Musical Director Evelyn Nininger
Chief Engineer J. Edward Newman
News Editor John W. Eure

WROV

ROANOKE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Radio Roanoke, Inc.
Bus.-Studio Address 600 Mountain Trust Bldg.
Phone Number 3-4444
Transmitter Location Cleveland Ave., S.W.
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NAB, BMB
President Leo F. Henebry
Gen.-Sta.-Comm. Mgr. Frank E. Koehler
Asst. Mgr.-Prog.-Prod. Dir. Gordon R. Phillips
Chief Engineer Frank A. Hall

WSLS

ROANOKE—1940—ABC

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Roanoke Bcstg. Corp.
Business-Studio Address Shenandoah Bldg.
Phone Number 9227
Transmitter Location 2 Mi. N. of Salem &
6.5 Mi. N.W. of Roanoke
Air Time Unlimited
News Service AP
Transcription Service Thesaurus, Associated
Representative Weed
Membership NAB, BMB, FMA
President Paul C. Buford
Exec. Vice President James H. Moore
Asst. & Sta. Mgr. Horace Fitzpatrick
Program Director Bill Saunders
Musical Director Mavis Overstreet
Chef Engineer J. P. Briggs
Farm Editor Glenwood Howell

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Halifax Bcstg. Co.

VIRGINIA

Address.....P. O. Box 490, Webster St.
Phone Number.....2-9988
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Gen.-Sta.-Comm. Mgr.....John L. Cole, Jr.
Sales Prom. Mgr.-Pgm.-Prod.-Pub. Dir.

Charles B. Davis
Chief Announcer.....Preston Young
Chief Engineer.....David O. Guthrie

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number.....5-5555
Transmitter Location.....Waynesboro Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
Membership.....NAB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr.,

Publicity Director.....Charles E. Seebeck
Prog.-Prod. Dir.-Chief Anncr.....Fulton A. King
Chief Engineer.....Rex C. Houser

WLPM

SUFFOLK—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....105 Bank St.
Phone Number.....2394
Transmitter Location.....Richmond Hiway
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
Membership.....NAB
Pres., Gen.-Sta. Manager.....Fred L. Hart
Prog. Dir.....William W. Kitchen
Chf. Anncr.-Pub. Dir.....Earl Hundley
Production Director.....Fran Joyner
Chief Engineer.....Veryl W. Rupp
Farm Editor.....L. E. Pettyjohn

WNNT

WARSAW—1949

Frequency: 690 Kc.....Power: 250 Watts d.
Owned-Oper. By.....No. Neck & Tidewater
Bcstg. Co.
Address.....Warsaw
Phone Number.....690

Air Time.....Daytime
News Service.....UP
Transcription Service.....Standard
Pres.-Gen. Mgr.....Grayson Headley
Commercial Manager.....William Redd
Pgm. Dir.-Sta. Mgr.....T. F. Craver
Chief Engineer.....Lawrence Bittner

WAYB

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Waynesboro Bcstg. Corp.
Address.....526 Main St.
Phone Number.....6066
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
Representative.....Cooke
President.....Judson T. Phillips
Gen. Mgr.....N. Wilbur Kidd
Commercial Manager.....Peter De Boer
Chief Engineer.....Edward R. Goodwin

WINC

WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number.....4855
Studio-Transmitter Location.....514 Kerr St.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Membership.....FMA
Pres.-
Gen. Mgr. Richard Field Lewis, Jr. (Licensee)
Comm. Mgr.-Prog. Dir.....John Carl Morgan
Sales Prom. Mgr.....Winslow Porter
Chief Engineer.....Phil Whitney

WYVE

WYTHEVILLE—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wythe County Bcstg. Co.
Address.....P. O. Box 452
Phone Number.....840
Air Time.....Daylight
News Service.....UP
Transcription Service.....Lang-Worth
Owners.....A. M. Gates, R. H. Epperson
General Manager.....A. M. Gates, Jr.
Commercial Manager.....Erle Howerly
Program Director.....Zane Leeper
Chief Engineer.....Robert Hennis Epperson

WASHINGTON

Estimated Population 2,582,000—Increase + 48.7%—Radio Homes 748,000
Radio Families 760,000—Stations in State 45

KBKW

ABERDEEN—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Ben K. Weatherwax
Address 701 E. Heron St.
Phone Number 1015
Air Time Unlimited
News Service AP
Transcription Service Associated
Pres., Gen. Mgr. Ben K. Weatherwax
Commercial Manager Dick Cromble
Program Director Lowell Gibson
Promotion Manager San Whitacre
Chief Engineer Dick Pooley

KXRO

ABERDEEN—1927
MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 1000 Watts
Owned-Operated By KXRO, Inc.
Bus.-Studio Address 207½ E. Market St.
Phone Number Aberdeen 4098
Transmitter Location 1308 Coolidge Rd.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Representative W. S. Grant
Membership NAB
President, General Mgr. Harry R. Spence
Sta.-Comm. Mgr. Fred G. Goddard
Sales Prom. Manager Roy Johnson
Prog.-Prod. Dir., Chief Announcer A. W. Lindsay
Publicity Director John Duane Johnson
Musical Director James L. Andrews
Chief Engineer P. S. True
Farm Editor Floyd Svinth

KPUG

BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc. Power: 1000 Watts
Owned-Operated By KPUG, Inc.
Business Address P. O. Box 655
Studio-Transmitter Address 2340 E. Sunset Dr.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Associated
General Manager Robert E. Pollack
Commercial Manager K. Clark
Program Director Jeanne Kruzer

KVOS

BELLINGHAM—1927—ABC

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By KVOS, Inc.

Bus.-Studio Address 1321 Commercial St.
Phone Number Bellingham 790
Transmitter Location Yew St.
Air Time 6 a.m.-M.
News Service UP
Transcription Service Long-Worth, MacGregor
Representative McGillvra, Keating
Membership BMB
President, General Mgr. Rogan Jones
Research Director Jack Clarke
Sales Prom. Mgr., Pub. Dir. Jack Clarke
Pgm. Dir., Chief Anncr. Alan Miller
Prod., Musical Dir. Jack Fearey
Chief Engineer Ernest Harper
Farm Editor Hal Reeves

KBRO

BREMERTON—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bruce Bartley
Address 205 Washington St.
Phone Number 1970
Air Time Unlimited
News Service AP
Transcription Service World
Representative John Keating
Membership NAB
President Bruce Bartley
General Manager Jack Gwyer
Commercial Manager Tom Westbrook
Promotion Manager Lincoln Perry
Program Director Bob Gleason
Chief Engineer Bert Hallberg

KELA

CENTRALIA-CHEHALIS—1937
MBS-KBS

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Central Bcstg. Corp.
Business Address P. O. Box 720, Centralia;
P. O. Box 827, Chehalis
Phone Numbers Centralia 6-3321,
Chehalis 721
Studio Address On Hway. 99 midway bet.
Centralia & Chehalis
Air Time 6 a.m.-M.
News Service UP
Representative John Keating, W. S. Grant
Membership NAB
President J. Elroy McCaw
Sec.-Treas. Mabel A. McGwinn
Gen.-Station Manager Joe Chytil
Sales Prom. Mgr. Robert Finley
Pgm., Pub. Dir. Schuyler C. Hill
Production Director Carlos Rivas
Chief Announcer Gary Clune
Chief Engineer John L. Kelley

KXLE

ELLENSBURG—1946—PNB

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By . . . Central Washington Bcstrs.
 Business Address Box 600
 Phone Number 2-1240
 Studio-Transmitter Location Route 1
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker, Tracy-Moore
 President Goodwin Chase, Jr.
 Station Manager Joe Kendall
 Commercial Manager Darrel Burns
 Program Director Don Revelacqua
 Chief Announcer, Farm Editor Joe Jaeger
 Chief Engineer Jack Hemingway

KRKO

EVERETT—1922—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . . The Everett Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address . . . KRKO Bldg.
 Phone Number Cedar 1144
 Air Time 6 a.m.-M.
 News Service UP
 Representative Joseph Hershey McGillvra,
 John Keating
 Membership NAB, BMB
 Pres., Gen.-Sta.-Comm. Mgr. William R. Taft
 Program Director Earl Gerdon
 Chief Engineer Dave Foley

KELS

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By . . . Northwest Public Services
 Address P. O. Box 90
 Phone Number 4900
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Commercial Manager Johnny Carlson
 Program Director Norman A. Wallace
 Promotion Manager Russell L. Conrad
 Chief Engineer John E. Holmes

KWIE

KENNEWICK—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Mid-Columbia Bcstrs.
 Address P. O. Box 437
 Phone Number 6961
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated
 Representative McHugh

Manager, Partner Hal A. Clark
 Partner, Comm. Mgr. D. E. Seeley
 Pgm., Dir., Partner M. E. Johnston
 Promotion Manager Ken Waddell
 Chief Engr., Partner C. J. McCredie

KRKL

KIRKLAND—1947

Frequency: 1050 Kc. Power: 250 Watts. D.
 Owned-Operated By East Side Bcstg. Co.
 Business-Studio Address Civic Center
 Air Time Daytime
 General Manager F. L. Thornhill

KWLK

LONGVIEW—1938—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Corp.
 Business-Studio Address 14th & Hudson
 Phone Number Longview 1500
 Transmitter Location Ocean View Hwy.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Associated, World
 Representative W. S. Grant, John Keating
 Membership NAB, BMB
 President, Gen.-Sta. Mgr. C. O. Chatterton
 Commercial Manager Jim Waggoner
 Program Director Ellen Hammond
 Production Director Bob Moran
 Publicity Director F. Chatterton
 Chief Engineer Ralph Brown

KSEM

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Address Capistrano Park
 Phone Number 234
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World, Keystone
 Representative W. S. Grant
 President Jessica L. Langston
 Gen., Comm. Mgr. Don G. Bennett
 Publicity Director John Hardy
 Program Director Janet Adriance
 Chief Annr., Musical Dir. Don Maas
 Chief Engineer Roland Kissler
 Farm Editor Ralph Walton

KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Beckley Radio Co.
 Business-Studio Address P. O. Box 240
 Phone Number 8955
 Transmitter Location ½ Mi. W. of city
 Air Time 6 a.m.-sunset

WASHINGTON

News Service UP
Transcription Service Standard
Representative John Keating
Membership NAB
General-Station Mgr. Leo H. Beckley
Commercial Manager Fred Grant
Prog. Dir., Chief Announcer Bud Clark
Chief Engineer Orris Vanerstrom
Farm Editor Marilyn Anderson

K G Y

OLYMPIA—1923—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KGY
Bus.-Studio-Transmitter Address Rockway-
Leland Bldg.
Phone Number 6636
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service World, Keystone
Representative W. S. Grant
Membership NAB, BMB
Gen., Sta. Mgr. Tom Olsen
Commercial Manager J. Harris Dorr
Program Director Elmer J. Holmberg
Chief Engr., Chief Anncr. C. A. Roark

K O M W

OMAK—1946

Frequency: 680 Kc. Power: 1000 Watts d.
Owned-Operated By KOMW, Inc.
Business-Studio Address Box 151
Phone Number 00
Transmitter Location Omak
Air Time Daytime
News Service UP
Transcription Service Lang-Worth, Capitol
Representative John Keating
Membership NAB, BMB
President R. L. McNett
Station Manager Dean Nichols
Commercial Manager Nat Harris
Program Director Gene Leslie
Chief Engr., Anncr. Kirk W. Springer

K P K W

PASCO—1945

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Western Radio Corp.
Address Pasco
Air Time Unlimited
Representative Keating
Manager A. G. Sanborn

K O N P

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Radio Pacific, Inc.
Bus.-Studio-Transmitter Address 313 W. First
St.

Phone Number 4437
Air Time Unlimited
News Service UP
Transcription Service World
Representative John Keating
Membership NAB
General Mgr. C. N. Webster

K X R N

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By Interlake Bcstg. Corp.
Business Address P. O. Box 567
Phone Number Renton 5-3424
Studio-Transmitter Location 7th Ave. at
N. Park
Air Time Sunrise-sunset
News Service UP
Transcription Service World
President, General Mgr. Robert S. McCaw
Program Director Freddie Jensen
Commercial Manager O. W. Simpson
Chief Engineer F. C. Cook

K A L E

RICHLAND—1949

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By Yakima Bcstg. Corp.
Address P. O. Box 367
Air Time Sunrise-Sunset
News Service UP
Station Representative W. S. Grant Co.
Membership NAB
President Robert S. McCaw
Gen., Sta., Comm. Mgr. Lawrence Dix
Pgm., Prod., Pub. Dir., Chief Engr. Dave Dorris
Farm Editor Dick Passage

K I N G

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Oper. By KING Bcstg. Co.
Business-Studio Address Smith Tower
Phone Number Main 1090
Transmitter Location Vashon-Maury Island
Air Time Unlimited
News Service AP
Transcription Service Associated
Representative John Blair
Membership NAB
Principal Owner Mrs. A. Scott Bullitt
President Henry B. Owen
Program Director Dave Crockett
Chief Engineer Arthur Shultz

K I R O

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts
Owned-Oper. By Queen City Bcstg. Co.

WASHINGTON

Business-Studio Address.....66 Cobb Bldg.
Phone Number.....Seneca 1500
Transmitter Location.....Burton
Air Time.....18 Hrs.
News Service.....AP
Transcription Service.....SESAC, Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Saul Haas
General Manager.....Loren B. Stone
Commercial Manager.....William F. Tucker
Sales Prom. Mgr.....Peter Mertens
Program Director.....Kenneth Yeend
Publicity Director.....Janet Ballantyne
Chief Announcer.....Maury Rider
Chief Engineer.....James Hatfield

K J R

SEATTLE—1923—ABC

Owned-Oper. By.....Totem Bcstrs., Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number.....Elliot 5890
Transmitter Location.....2600 26th Ave., S.W.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....Marshall Field, III

General-Station Mgr.....J. Archie Morton
Sales Manager.....Arthur Gerbel, Jr.
Natl. Sales Mgr.....Maitland Jordan
Operations Manager.....Homer Pope
Publicity Director.....Don Reed
Chief Engineer.....L. S. Bookwalter
Farm Editor.....Bill Moshier

K O L

SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....Northern Life Tower
Phone Number.....MA. 2312
Transmitter Location.....1110 W. Florida
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Capitol, World,
Standard
Representative.....Headley-Reed
President.....Archie Taft
Commercial Manager.....Archie Taft, Jr.
Sta., Sales Prom. Mgr.....Oliver A. Runchey
Program Director.....John Forrest
Publicity Director.....Ruth Yohe
Chief Announcer.....Wheeler Smith
Musical Director.....Frances Smith
Chief Engineer.....Perry Lind

WASHINGTON

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WASHINGTON ASSOCIATED PRESS BROADCASTERS' ASSOCIATION

Chairman: Patrick J. Cullen—KHQ, Spokane

Secretary: Murlin Spencer—AP Chief of Bureau

WASHINGTON

K O M O

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By... Fisher's Blend Station, Inc.
 Bus.-Studio Address... 100 4th Ave. No.
 Phone Number... SEneca 6000
 Transmitter Location... Vashon Island
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Associated, Capitol
 Representative... Edward Pety
 Membership... NAB, BMB
 President, General Mgr... O. W. Fisher
 Asst. to President... R. D. McCornack
 Commercial Manager... Ray Baker
 Mgr., Natl. Sales & Sales Serv., Merch.,
 Prom. Mgr. & Pub. Dir... Richard E. Green
 Program Manager... W. W. Warren
 Production Mgr... Frederick J. Patterson
 Chief Engineer... F. J. Brott

K R S C

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... Radio Sales Corp.
 Address... 2939 Fourth Ave. So.
 Phone Number... ELiot 2480
 Air Time... 6 a.m.-3 a.m.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Adam J. Young, Jr.
 Membership... NAB
 President... P. K. Leberman
 Gen., Sta., Comm. Mgr... J. D. Neidigh, Jr.
 Program Director... Ted Bell
 Chief Engineer... Paul S. Morris

K T W

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... The First Presbyterian
 Church of Seattle, Wash.
 Address... Seventh Ave. & Spring St.
 Phone Number... Mutual 1250
 Air Time... Unlimited
 President... W. T. Whitney
 General Mgr... Dr. F. Paul McConkey
 Sta. Mgr., Chief Engineer... James S. Ross
 Comm., Sales Prom. Mgr... Don Bevilacqua
 Pgm., Prod., Pub. Dir... R. S. Vogt
 Chief Announcer... William Lehnhoff
 Musical Director... Harriet Hendrick

K V I

SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.
 Business Address... Camlin Hotel

Phone Number... SEneca 4848, Seattle;
 BRoway 4211, Tacoma
 Studio Address... Camlin Hotel, Seattle;
 Winthrop Hotel, Tacoma
 Transmitter Location... Ellisport, Vashon Island
 Air Time... Unlimited
 News Service... AP
 Transcription Service... Lang-Worth, Thesaurus
 Representative... George P. Hollingbery
 Membership... NAB, BMB
 Pres., Gen.-Sta. Mgr... Vernice Irwin
 Comm.-Sales Prom. Mgr... Earl T. Irwin
 Pgm. Dir., Chief Anncr... Harry Long
 Chief Engineer... D. M. McDonough

K X A

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By... KXA, Inc.
 Bus.-Studio Address... 312 Bigelow Bldg.,
 4th & Pike
 Phone Number... Seneca 1000
 Transmitter Location... Rhodes Dept. Store,
 2nd & Union
 Air Time... Unlimited
 News Service... AP, UP
 Transcription Service... Standard
 Representative... Forjee
 Membership... NAB
 President... Wesley I. Dumm
 Exec. Vice-President... Lincoln W. Miller
 Commercial Managers... R. G. McArdle,
 R. A. Kilpatrick
 Program Director... Ben Harkins
 Chief Engineer... John Dubuque

K F I O

SPOKANE—1922

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Spokane Bcstg. Corp.
 Address... 526 Riverside Ave.
 Phone Number... Riverside 8033
 Air Time... 6:45 a.m.-M.
 News Service... UP
 Transcription Service... World
 President... Arthur L. Smith
 Gen., Comm. Mgr... R. G. McBroom
 Production Director... Dave Gordon
 Chief Announcer... Ron Pozzi
 Musical Director... Rex King

K G A

SPOKANE—1933—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By... Corp. of Gonzaga U.
 Bus.-Studio Address... Radio Central Bldg.
 Phone Number... MAin 5383
 Transmitter Location... Moran Prairie, Rt. 3
 Air Time... Unlimited
 News Service... UP

Transcription Service Standard
 Representative Edward Petry
 President Francis E. Corkery, S. J.
 Gen., Sta., Comm. Mgr. Harvey Wixson
 Pgm., Prod., Pub. Dir. Robert E. Plummer
 Chief Announcer Hartley Sater
 Musical Librarian Shirley Curtis
 Chief Engineer A. G. Sparling
 Farm Editor Kenneth Hutcheson

K H Q

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By KHQ, Inc.
 Bus. Studio Address Radio Central Bldg.
 Phone Number MAin 5131
 Transmitter Location 4102 So. Regal
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, Associated
 Representative Katz
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. Richard O. Dunning
 Comm. Sales Prom. Mgr. Robert H. Wesson
 Production Director Herb Hess
 Chief Announcer Richard Godon
 Chief Engineer John Walker
 Farm Editor Glenn C. Lorang

K N E W

SPOKANE—1947—MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By Coeur d'Alene Bcstg. Co.
 Bus. Studio Address Sprague & Wall
 Phone Number Riverside 8035
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NAB
 President Burl C. Hagadone
 General Manager C. E. Rodell
 Comm.-Sales Prom. Mgr. W. C. Rhodes
 Pgm., Prom. Dir. Paul Crain
 Chief Engineer C. W. Evans

K R E M

SPOKANE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Cole E. Wylie
 Address 215 Realty Bldg.
 Phone Number MAin 3333
 Air Time 6:30 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Cole
 Representative Forjoe & Co.
 Pres., Gen., Sta. Mgr. Cole E. Wylie
 Commercial Manager Robert H. Temple
 Program Director Erwin W. Thomas

K X L Y

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By Symons Bcstg. Co.
 Address Symons Bldg.
 Phone Number MAin 1218
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative Walker
 Membership NAB
 President, General Manager E. B. Craney
 Commercial Manager B. E. Woolston
 Natl. Sales Manager John Funk
 Program Director George McGowan
 Chief Engineer George Langford

K M O

TACOMA—1922

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By Carl E. Haymond
 Bus. Studio Address 914½ Broadway
 Phone Number MAin 4144
 Transmitter Location Colonial Garden Area
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard
 Representative McGillvra, Scott
 Membership NAB
 Owner, Gen. Mgr. Carl E. Haymond
 Station Manager Jerry Geehan
 Comm.-Sales Prom. Mgr. Ray T. McKenzie
 Prog.-Prod. Dir. Ted Knightlinger
 Chief Announcer Don Hopkins
 Musical Director Andriene Hovde
 Chief Engineer John Boor
 Farm Editor Claude Doran

K T B I

TACOMA—1941

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tacoma Bcstrs., Inc.
 Address 2715 Center St.
 Phone Number BRoadway 2241
 Air Time Daytime
 News Service UP
 Transcription Service Cole, World
 Representative IMS
 Membership NAB
 President Harold J. Quilliam
 General Manager Ed Lovelace
 Commercial Manager King Mitchell
 Program Director Anne Rademaker
 Chief Engineer Dick Velo

K V A N

VANCOUVER—1939

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Vancouver Radio Corp.

WASHINGTON

Business Address Box 610
 Phone Number Vancouver 150
 Studio Address 707½ Main St.
 Transmitter Location Smith Lake, Portland,
 Ore.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Standard
 Representative John Keating
 Membership NAB
 President Sheldon F. Sackett
 General-Station Mgr. Fred F. Chitty
 Comm. Manager Mark F. DeLaunay
 Prog.-Prod.-Musical Dir. Rickey Bras
 Pub. Dir., Farm Editor George Conner
 Chief Engineer Edgar Means

Transmitter Location Wenatchee & Columbia
 Rivers Junct.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Associated, World,
 Cole
 Representative Joseph Hershey McGillvra,
 John Keating
 Membership NAB, BMB
 President Rogan Jones
 Gen., Sta. Mgr. James W. Wallace
 Commercial Mgr. Pat O'Halloran
 Sales Prom. Mgr., Pgm. Mgr. Bill Green
 Production Director Emerson Elder
 Traffic Manager Dorothy Lee
 Chief Engineer George Frese
 News, Farm Editor Bill Hoard

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 Number 1230
 Transmitter Location U. S. Hway 410 &
 Sudbury Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant, John Keating
 Membership NAB, BMB
 Pres., Gen. Mgr. H. E. Studebaker
 Comm. Mgr. (National) Don Wike,
 (Local) Norval Armes
 Pgm., Prod. Dir. Howard Rhoads
 Musical Director Don Keith Van Velzer
 Chief Engineer M. L. MacLafferty
 Farm Editor Bob Hofer

K W W B

WALLA WALLA—1946—KBS-ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Walla Walla Bcstg. Co.
 Bus.-Studio Address First & Main Sts.
 Phone Number 4103
 Transmitter Location Second & Cordiner
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB
 President John W. Kendall
 Gen.-Sta.-Comm. Mgr. Kenneth K. Williams
 Promotion Mgr. Adaline Bussard
 Chief Announcer John Munroe
 Chief Engineer Tyrus T. MacFadden

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By Westcoast Bcstg. Co., Inc.
 Bus.-Studio Address 2nd & Columbia Sts.
 Phone Number 2757

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Apple-Land Bcstrs., Inc.
 Bus.-Studio-Transmitter Address 1119 N.
 Wenatchee Ave., P. O. Box 1510
 Phone Number 2468
 Air Time 6a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Walter Biddick
 Membership NAB
 President James B. Hatfield
 General Manager James H. "Tex" Lawson
 Comm., Sales Prom. Mgr. Jim Thain
 Program Director William C. Yeomans
 Production Director William Endicott
 Publicity Director Stuart De Laney
 Chief Announcer Louis F. Wolf
 Chief Engineer William McCoy
 Farm Editor Bill Yeomans

K I M A

YAKIMA—1944

CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Cascade Bcstg. Co., Inc.
 Address Arcade Bldg.
 Phone Number 6197
 Studio-Transmitter Location Terrace Heights
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Weed
 Membership BMB
 President A. W. Talbot
 Gen., Sta., Sales Prom. Mgr. R. Lee Black
 Program Director Tom Bostic
 Production Director Wesley R. Roberts
 Publicity Director Jane Mogren
 Chief Announcer Dick Stokke
 Chief Engineer J. Barry Watkinson
 News Editor Ed Morrissey

WASHINGTON-WEST VIRGINIA

KIT

YAKIMA—1929—ABC

Frequency: 1280 Kc. Power: 1000 Watts
Owned By: Valley Bcstrs.
Operated By: Carl E. Haymond
Business-Studio Address: 414 E. Yakima Ave.
Phone Number: 8115
Transmitter Location: Washington Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Joseph Hershey McGillvra.
John Keating, McGillvra
Pres., General Mgr.: Carl E. Haymond
Gen. Sta. Mgr.: James A. Murphy
Comm. Mgr., Pub. Dir.: Lincoln Kirk
Sales Prom. Mgr., Pub. Dir.: William Moody
Prog.-Prod. Director: James W. Nolan
Chief Announcer: Don White
Musical Director: Harrison A. Miller
Chief Engineer: H. B. Murphy
Farm Editor: Pete Wick

KYAK

YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Yakima Bcstg. Corp.
Business Address: P. O. Box 172
Phone Number: 2-7143
Studio-Transmitter Location: Mead & Fair Aves.
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB
Pres., Gen. Mgr.: Robert S. McCaw
Comm.-Sales Prom. Mgr., Chief Engr.: Gordon Allen
Publicity Director: Anthony Maucione
Musical Director: Orey Willert
Farm Editor: Dick Passage

WEST VIRGINIA

*Estimated Population 1,941,000—Increase + 2.1%—Radio Homes 452,000
Radio Families 481,000—Stations in State 34*

WJLS

BECKLEY—1939
CBS-PERSONALITY

Frequency: 560 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By: Joe L. Smith, Jr., Inc.
Bus.-Studio Address: WJLS Bldg., Main &
Kanawha St.
Phone Number: 7311
Transmitter Location: Routes 19-21, 0.5 Mi.
S.E. Beckley
Air Time: Unlimited
News Service: UP
Transcription Service: Cole
Representative: Weed
Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station Mgr.: Virginia N. Cooper
Commercial Manager: George J. Gray
Sales Prom. Mgr., Pub. Dir.: W. R. Barrett
Pgm., Prod. Dir.: R. C. Brown
Chief Announcer: Jack Pevora
Musical Director: Mervyn Amols
Chief Engineer: Al J. Ginkel
Farm Editor: William R. Barrett

WWNR

BECKLEY—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Rahall Bcstg. Co.

Business-Studio Address: 1565 Harper Rd.
Phone Number: 9309
Transmitter: Willis Farm, 1565 Harper Rd.
Air Time: 6 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra
President: N. Joe Rahall
Gen. Sta., Comm. Mgr.: Tom Douds
Program Director: Don Hays
Production Dir.: Dennis Hollandsworth
Publicity Director: Gene Moorehouse
Chief Engineer: Estil Wills

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By: Daily Telegraph Prtg. Co.
Business-Studio Address: 623 Commerce St.
Phone Number: 7114
Transmitter Location: Harry Heights
Air Time: Unlimited
News Service: AP
Transcription Service: World, Cole
Representative: Katz
General Manager: P. T. Flanagan
Pgm., Pub. Dir.: William Hostetter
Prod.-Musical Dir.: Barnes Nash
Chief Engineer: P. T. Flanagan

WEST VIRGINIA

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Radio Bluefield Co.
Address: West Virginian Hotel
Phone Number: 7405
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Capitol Pres., Gen. Mgr.: J. Lindsey Alley
Vice-President: Odes E. Robinson
Secty.-Treas.: E. Bernard Jarrett
Program Director: E. E. Ebersole
Chief Engineer: Max Blakemore

WCAW

CHARLESTON—1946—SBN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Capitol Bcstg. Corp.
Business Address: P. O. Box 2791
Phone Number: 37-503
Studio-Transmitter Location: 16th St. & MacCorkle Ave., S.E.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: McGillvra
Membership: NAB
President: Garland F. Wilkinson
Gen., Sta., Comm. Mgr.: John S. Phillips
Program Director: Al Walker
Production Director: George Oleson
Chief Announcer: Chet Townsend
Chief Engineer: William Stone

WCHS

CHARLESTON—1927—CBS-W. VA.

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By: Charleston Bcstg. Co.
Address: WCHS Auditorium
Phone Number: 28-131
Transmitter: So. Charleston
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard
Representative: Branham
Membership: NAB, BMB
President: Lewis C. Tierney
Gen., Comm. Mgr.: John T. Gelder, Jr.
Promotion Manager: Harry M. Brawley
Production Director: Frank Anuano
Program Director: Morton S. Cohn
Chief Engineer: Odes E. Robinson
Farm Editor: Frank Welling

WGKV

CHARLESTON—1939—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kanawha Valley Bcstg. Co., Inc.

Business-Studio Address: Empire Bldg.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Air Time: Unlimited
New Service: AP
Transcription Service: Thesaurus
Representative: Robert Meeker Assoc., Inc.
Membership: NAB
President: Richard M. Venable
Gen., Sta. Mgr.: H. V. Diefenbach
Promotion Mgr.-Pub. Dir.: Juanita Barker
Program Director: C. P. Vogel, Jr.
Production Director: Charles Coleman
Chief Announcer: Bill Richards
Chief Engineer: George Whiteman

WKNA

CHARLESTON—1946—ABC PERSONALITY

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By: Joe L. Smith, Jr., Inc.
Bus.-Studio Address: 804 Kanawha Blvd.
Phone Number: 39-971
Transmitter Location: Tyler Mountain Rd.
Air Time: Unlimited
News Service: AP
Representative: Weed
Membership: BMB
President: Joe L. Smith, Jr.
Gen.-Sta.-Comm. Mgr.: James T. Quirk
Sales Prom. Mgr.: Jack Satterfield
Pgm., Prod. Dir.: Robert N. Provence
Musical Director: Arlene Johnson
Chief Engineer: Taylor Marcum

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Chemical City Bcstg. Co.
Bus.-Studio Address: Capitol & Fife
Phone Number: 23-136
Transmitter Location: Stricker Rd.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Representative: Forjoe
Membership: NAB
President: Gus Zaharis
Gen., Sta., Comm. Mgr.: Berton Sonis
Program Director: Bob Bower
Chief Engineer: Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: News Publishing Co. of Wheeling
Bus.-Studio Address: 444 1/2 W. Pike St.
Phone Number: 4-7571
Transmitter Location: Pinnickinnick Hill
Air Time: Unlimited
News Service: AP

Transcription Service Lang-Worth, SESAC
 Representative Branham
 Membership NAB
 President Austin Wood
 General Manager George H. Clinton
 Station-Comm. Mgr. Fred Zimmerman
 Publicity Director Richard Duncan
 Program Director Donald McWhorter
 Musical Director Russell Bonasso
 Chief Engineer Harry S. Brown

W H A R

**CLARKSBURG—1946—MBS-KBS
 ABC**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mountain State Bcstg. Co.
 Address 1200 E. Pike St.
 Phone Number 4-5525-6
 Air Time 7 a.m.-M.
 News Service UP
 Representative Joseph Hershey McGillvra
 Membership NAB
 Pres., Gen., Sta. Mgr. Glacus G. Merrill
 Commercial Manager F. T. Gregg
 Sales Prom. Mgr., Pub. Dir. Robert Edge
 Program Director Janice Williams
 Production Director Ruth E. Hern
 Chief Announcer Frank Berry
 Chief Engineer Andrew H. Kovlan

W P D X

CLARKSBURG—1947

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 4-6425
 Transmitter Location 3½ Mi. S. of
 Clarksburg on Weston Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 President O. L. Billingsley
 Gen., Sta. Mgr. R. C. Warden
 Comm., Sales Prom. Mgr. Joe M. Larosa
 Prog. Dir., Farm Editor Dewitt Wyatt
 Production Director John Peters
 Musical Director Ann Van Sickle
 Chief Engineer R. D. Hough

W D N E

ELKINS—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By West Virginia Radio Corp.
 Address Washington & Davis Sts.
 P. O. Box 967
 Phone Number 1300-1
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Keystone
 Membership NAB
 Station Manager Roger W. Conway

Sales Prom. Mgr. Ambrose F. White
 Program Director Robert L. Bragg
 Publicity Director Ann Steever
 Chief Engineer Edmund Sepe

W M M N

FAIRMONT—1927—CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By Fort Industry Co.
 Business-Studio Address 208 Adams St.
 Phone Number 3100
 Transmitter Location Monongah
 Air Time Unlimited
 News Service UP
 Transcription Service Cole, Lang-Worth
 Representative Katz
 Membership NAB, BMB
 President George B. Storer
 V.P., Gen. Mgr. Allen L. Hald
 Commercial Manager Charles E. Smith
 Program Director Frank Lee
 Promotion Manager William W. Powell
 Chief Engineer Joseph C. Strelauski

W V V W

**FAIRMONT—1947—MBS
 ABC-SBN-ATLANTIC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fairmont Bcstg. Co., Inc.
 Business-Studio Address Radio Park
 Phone Number 5000-1
 Transmitter Location Palatine Knob, Radio Pk.
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB, FMA
 President J. Patrick Beacom
 Gen., Sta. Mgr. Numa Fabre, Jr.
 Comm., Sales Prom. Mgr. John F. Watkins
 Prog. Dir., Chief Announcer Harry A. Riley
 Production Director Nancy Wheeler
 Chief Engineer Charles Hinkle

W H T N

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Transmitter Location Zilman Farm, Overby Rd.
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Friedenberg
 President A. B. Hyman
 Gen., Sta. Mgr. George Brengel
 Commercial Manager Arnold Silvert
 Program Director Dean Storm
 Production Director Lan Singer
 Chief Engineer Harold F. Sturm

WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Huntington Bcstg. Corp.
 Business-Studio Address.....1105 Fourth Ave.
 Phone Number.....3-3421
 Transmitter Location...16th St., W. & Jackson Ave.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Transit Radio
 Membership.....NAB
 Pres., Gen., Sta. Mgr.....Flem J. Evans
 Program Director.....Joseph J. Herget
 Commercial Manager.....Bernard Sammons
 Sales Prom. Mgr.....Lillian Swann
 Chief Engineer.....William R. Haldane

WSAZ

**HUNTINGTON—1923
 ABC-WEST VIRGINIA**

Frequency: 930 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....WSAZ, Inc.
 Business-Studio Address.....912½ Third Ave.
 Phone Number.....38-401
 Transmitter Location.....28th St. & Park at C. & O. R. R.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Branham
 Membership.....NAB, BMB
 President.....Col. J. H. Long
 Gen., Sta. Mgr.....Marshall Rosene
 Commercial Manager.....Tom Garten
 Sales Prom. Mgr., Pub. Dir.....Wm. Tracey
 Prod. Dir., Chief Annr.....Bert Shimp
 Pgm., Musical Dir.....Ted Eiland
 Chief Engineer.....Leroy Kilpatrick

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Clarence H. Frey & Robert O. Greever
 Address.....Logan
 Phone Number.....540
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World

WPEM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Martinsburg Bcstg. Co.
 Business Address.....P. O. Box 874
 Phone Number.....1146
 Studio Address.....People's Trust Co. Bldg.

Transmitter Location.....Red Hill
 Air Time.....6:58 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 Co-Partners.....C. M. Zinn, C. Leslie Golliday
 Gen., Sta. Mgr.....C. Leslie Golliday
 Comm., Sales Prom. Mgr. Edward W. Dockeney
 Pgm. Dir., Chief Annr.....Charles Rand
 Production Director.....Robert Brown
 Chief Engineer.....Sterling Heil
 Farm Editor.....Edward W. Dockeney

WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Fayette Associates, Inc.
 Address.....Box 750, 1028 1st Ave.
 Phone Number.....620
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....Arnold M. Vickers
 Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers
 Prog.-Prod. Dir.....James G. Holmes
 Chief Engineer.....Campbell J. Craver

WEST VIRGINIA

**WHY IS AP
 THE BEST?**

BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.

W. VA. AP RADIO ASSN.

President: George A. Clinton—WPAR, Parkersburg
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 News Committee Chairman: Flem Evans—WPLH, Huntington
 Cooperation Committee Chairman: Phil Vogel—WGKV, Charleston

WEST VIRGINIA

W A J R

MORGANTOWN—1941—MBS-KBS MOUNTAINEER

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By . . . West Virginia Radio Corp.
 Business-Studio Address 446 Spruce St.
 Phone Number 9488
 Transmitter Location 100 Charleston Ave.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NAB
 President Mrs. H. C. Greer
 General Manager Ferd Browning, Jr.
 Sales Manager John J. Johns
 Program Director Bos Johnson
 Publicity Director Marjorie C. Myers
 Chief Announcer Nick Basso
 Chief Engineer Clarence Rulong

W O A Y

OAK HILL—1946

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By Robert R. Thomas, Jr.
 Business Address Oak Hill
 Phone Number 651
 Studio-Transmitter Location 1 Mi. So. of
 Oak Hill on Hway. 21
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Membership NAB, BMB
 Owner, Gen. Mgr., Musical Dir.,
 Chief Engineer Robert R. Thomas, Jr.
 Commercial Manager W. Thompson
 Production Director Myrtle McPherson
 Pgm. Dir., Chief Anncr., Farm Editor Hugh
 McPherson

W C O M

PARKERSBURG—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Parkersburg Bcstg. Co.
 Business-Studio Address 317 Ninth St.
 Phone Number 7-4991-2
 Transmitter Location New York Ave.
 Air Time 7 a.m.-1:15 a.m.
 News Service UP
 Transcription Service World
 Representative Joseph Hershey M-Gillvra
 President Joseph M. Handlan
 General Mgr. Richard S. Cotterman
 Program Director Joan Yoke
 Chief Engineer Buford Barickman

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Ohio Valley Bcstg. Corp.

Business-Studio Address 211 5th St.
 Phone Number 75-475
 Transmitter Location Route 2
 Air Time 6:30 a.m.-1:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Branham
 Membership NAB
 President Austin V. Wood
 Gen., Sta., Comm. Mgr. George H. Clinton
 Sales Prom. Mgr. Lawrence V. Murphy
 Program Director Shermin Grimm
 Publicity Director Barbara O'Brien
 Chief Engineer V. G. Brooks

W W Y O

PINEVILLE—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wyoming Bcstg. Co., Inc.
 Address Pineville
 Phone Number 2711
 Air Time Daytime
 News Service UP
 Transcription Service Cole, MacGregor
 President R. D. Bailey
 Exec. Vice-Pres. Jack K. Shipman
 Commercial Manager James J. Goode
 Program Director Charles M. Erhard, Jr.
 Chief Engineer William D. Stone

W L O H

PRINCETON—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Mountain Bcstg. Service,
 Inc.
 Business Address P. O. Box 549
 Phone Number 567, 1018
 Studio-Transmitter Location Lilly Grove
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 President Harold P. Hunnicutt
 Gen., Station Mgr. Melvin F. Barnett, Sr.
 Comm., Sales Prom. Mgr. James M. Angel
 Program Director James H. Mayes, Jr.
 Prod. Dir., Chief Ann. John Duke Bowman
 Publicity Director Margie Huddleston
 Musical Director Mrs. Nancy Crotty
 Chief Engineer Earl H. Graham
 Farm Editor James H. Mayes, Jr.

W R O N

RONCEVERTE—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By William E. Blake

WEST VIRGINIA

Address Ronceverte
Phone Number 300
Air Time Unlimited
News Service AP
Transcription Service SESAC
Representative Joseph Hershey McGillvra
Membership NAB, BMB
Pres., Gen. Mgr. William E. Blake
Commercial Manager Carl E. Lipps
Program Director John Morrissey
Chief Engineer Herbert S. Jackson

W B R W

WELCH—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By McDowell Service Co.
Address 10 Riverside Drive
Phone Number 818
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB, BMB
President J. G. Hunt
Gen. Comm. Mgr. Ellis Landreth
Program Director John J. Villani
Chief Engineer Howard R. King

W H A W

WESTON—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Lewis Service Corp.
Business-Studio Address Main Ave.
Phone Number 1555
Transmitter Location East Weston Hill
Air Time Unlimited
News Service AP
Transcription Service World, Associated
Representative Donald Cooke
President Harold McWhorter
Gen.-Comm. Mgr. Carl Loose
Sales Promotion Manager Edward Whikehart
Chief Announcer Robert Hall
Musical Director Bud Dieckman
Chief Engineer Roscoe Bailey

W H L L

WHEELING—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By Wheeling Bcstg. Co.
Address Box 989
Phone Number 6700
Air Time Daytime
News Service UP
Transcription Service Capitol

Owners K. H. Forney, G. A. Forney,
E. L. Freeman
Gen. Mgr., Chf. Engr. K. H. Forney
Program Director Edward G. Trisler

W K W K

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Community Bcstg., Inc.
Address Pythian Building, 16th & Market Sts.
Phone Number 5320
Air Time Unlimited
News Service UP
Station Representative Weed
Membership BMB
President Joe L. Smith, Jr.
General Manager John B. Reynolds
Commercial Manager Alfred C. Ihlenfeld
Production Manager J. Alan Jasper
Program Director Nancy A. Hilmes
Chief Announcer Ray Vingi
Chief Engineer Fred A. Baker

W W V A

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Operated By The Fort Industry Co.
Address Hawley Bldg.
Phone Number Wheeling 5383
Transmitter Location St. Clairsville, Ohio
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, Cole
Representative Petry
Membership NAB, BMB
President George B. Storer
V.-P., Managing Director Wm. E. Rine
Sales Promotion Mgr. Howard W. Meagle
Ass't Mgr.-Dir. Paul J. Miller
Program Director Paul A. Myers
Chief Engineer Edwin L. Keim

W B T H

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Williamson Bcstg. Corp.
Business Address Williamson
Phone Number 1241-2
Studio-Transmitter Location 5½ E. Second
Ave.
Air Time 6a.m.-M.
News Service UP
Transcription Service World
Membership NAB, BMB
President Clarence Lovitch
Gen.-Sta.-Comm. Mgr. Alice Shein
Program Director John T. Blair, Jr.
Chief Engineer Robert W. Bullio

WISCONSIN

Estimated Population 3,355,000—Increase +6.9%—Radio Homes 941,000
Radio Families 954,000—Stations in State 48

WATK ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.
Owned-Operated By Antigo Bcstg. Co.
Address Antigo-Journal Bldg.
Phone Number 900
Air Time Daytime
President Artemas F. Buner

WHBY APPLETON—1924—MBS WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WHBY, Inc.
Bus.-Studio-Transmitter Address 600 So.
Lawe St.
Phone Number 3-6639
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Everett-McKinney
Membership NAB, BMB
General, Station Manager Earl H. Huth
Commercial Manager W. C. Porsow
Sales Prom. Mgr. F. Douglas Chingo
Program Director Robert Petrie
Production Director Harold Zahorik
Publicity Director Milton Boehm
Chief Announcer Harry Krane
Music Director Cay Brook
Chief Engineer George Merkl
Farm Editor Wallace MacBriar

WATW ASHLAND—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan-Wisconsin
Bcstg. Co., Inc.
Business-Studio Address Northern State Bank
Bldg.
Phone Number 1608
Transmitter Location Ashland
Air Time 6:25 a.m.-M.
News Service UP
Transcription Service World
Representative Walker
Membership NAB
President William L. Johnson
Vice Pres., Gen. Mgr. J. W. Huss
Station Manager T. G. Hogan
Sales Promotion Manager Arnold Peterson
Program Director Mary Jean Anno
Chief Announcer Clyde Johnson
Chief Engineer Otto Link

WBEL BELOIT—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By Beloit Bcstrs., Inc.
Business-Studio Address 335 E. Grand Ave.
Phone Number Col. 1380
Transmitter Location 900 E. Elmwood Ave.
Air Time Daytime
News Service AP
President Lloyd Burlingham
Gen., Sta., Comm. Mgr. L. O. Fitzgibbons
Program Director John Rhodes
Chief Announcer Bob Scholz
Musical Director Dusty Lee
Chief Engineer Leo Wilson

WGEZ BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 100 Watts
Owned-Oper. By Beloit Bcstg. Co.
Business-Studio Address Hotel Hilton
Phone Number College 6024
Transmitter Location Dearborn Ave.
Air Time 6:00 a.m.-M.
News Service AP
Transcription Service Capitol, RCA Thesaurus
Representative William G. Rambeau
President Sidney H. Bliss
General Manager Vern W. Williams
Commercial Manager Bill Bessire
Chief Engineer Harold Winkenwerder

WBIZ EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc.
Bus.-Studio-Transmitter Address 609 Cameron
St.
Phone Number 5111-2
Air Time Unlimited
News Service UP
Transcription Service World
President, General Mgr. James J. Conroy
Station Manager Alvina Britz
Prod.-Prog. Dir.-Chf. Anncr. Williard S. Jackson
Chief Engineer Claude V. Thomas

WEAU EAU CLAIRE—1937 NBC-ARROWHEAD

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Central Bcstg. Co.
Business-Studio Address 203 S. Barstow St.
Phone Number 6149
Transmitter Location Seymour Rd.
Air Time 5:30 a.m.-M.

News Service UP
 Transcription Service..... Associated, Lang-Worth
 Representative George P. Hollingbery
 Membership NAB, BMB
 President Morgan Murphy
 General Manager W. C. Bridges
 Station-Comm. Mgr. Harry S. Hyett
 Sales Prom. Mgr., Prog. Dir. Robert E. Nelson
 Publicity Director..... Dick Vogel
 Chief Engineer..... T. O. Jorgenson
 Farm Editor..... Carl Johnson

W R F W
EAU CLAIRE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By.... Chippewa Valley Radio &
 Telev. Corp.
 Bus. Studio-Transmitter Address... Rudolph Rd.
 Phone Number 2-1629
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative ForJoe
 President..... Thomas K. Werner
 Gen. Mgr., Pub. Dir. John E. Kelly
 Program Director..... Robert Froemming
 Comm., Sales Prom. Mgr. Richard Werner
 Production Director..... W. Hill
 Chief Engineer..... Oscar Sielaff

K F I Z
FOND DU LAC—1922
MBS-WISCONSIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... KFIZ Bcstg. Co.
 Bus. Studio-Transmitter Address... 18 W. First St.
 Phone Number 356
 Air Time 7 a.m.-10:00 p.m.
 News Service UP
 Membership NAB
 President..... A. H. Lange
 Exec. Vice Pres. Emery W. Martin
 General Manager..... Lynn N. Fairbanks
 Program Director..... Lucille Fairbanks
 Chief Engineer..... Wendell S. Meyers

W B A Y
GREEN BAY—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By..... WHBY, Inc.
 Business-Studio Address..... Bellin Bldg.
 Phone Number Adams 1
 Transmitter Location..... W. De Pere
 Air Time 5 a.m.-12:05 a.m.
 News Service AP
 Representative Weed
 General-Station Mgr. Haydn R. Evans
 Sales Prom. Manager..... Lee Stinson
 Program Director..... Clair Stone
 Production Director..... Roger Muller
 Promotion Director..... Karl Gorsche
 Chief Engineer..... Wallace Stangel

W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... Green Bay Bcstg. Co.
 Business-Studio Address..... Nicolet Bldg.
 Phone Number..... Howard 6300
 Transmitter Location... Cass St., Town of Preble
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Taylor-Boroff
 Membership NAB, BMB
 Pres., Sta. Mgr. Ben A. Laird
 General Manager..... Robert G. Nelson
 Commercial Manager..... Forster M. Cooper
 Prog.-Prod. Director..... Don Arthur
 Pub. Dir., Chief Announcer. John R. Kessenich
 Musical Director..... Roy Hessler
 Chief Engineer..... Paul C. Tyrrell

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Oper. By.... Green Bay Newspaper Co.
 Business Address..... Green Bay
 Phone Number..... Howard 6400
 Studio Address..... Box 175
 Transmitter Location Bellevue
 Air Time..... 6 a.m.-local sunset
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 Membership NAB, FMA
 President..... V. I. Minahan
 General Manager..... A. B. Turnbull
 Business Manager..... Joseph Horner
 Station Manager..... John M. Walter
 Commercial Manager..... Glen R. Holznecht
 Program Director..... Russ Wildoe
 Publicity Director..... Ann Weizenegger
 Musical Director..... Vi Govin
 Chief Engineer..... Elmo Reed
 Farm Editor..... Les Sturmer

W C L O

JANESVILLE—1930
MBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By.... Southern Wisconsin Radio,
 Inc.
 Business-Studio Address... 200 E. Milwaukee St.
 Phone Number 3311
 Transmitter Location..... 1436 So. Oakhill Ave.
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service..... World, SESAC,
 Lang-Worth
 Representative William G. Rambeau
 Membership NAB, BMB
 President..... Sidney H. Bliss
 General Manager..... Vern W. Williams

WISCONSIN

Asst. Manager.....Joseph G. Urban
Commercial Manager.....Charles W. Bessire
Chief Announcer.....Don Boyd
Musical Director.....Bea Harris
Chief Engineer.....Wayne Clay
Farm Editor.....Grant A. Ritter

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Kenosha Bcstg. Co.
Bus.-Studio-Transmitter Address.....625 57th St.
Phone Number.....6162
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Everett-McKinney
Membership.....NAB
Owner, Gen. Mgr.....William L. Lipman
Sta., Comm. Mgr.....Hugh Gately
Program Director.....Jerome Golden
Chief Engineer.....Casimir Lubinsky
Chief Announcer.....Leo Porwaniecki
Farm Editor.....Joseph Pyne

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number.....450
Transmitter Location.....Gillette St. nr.
Hwy. 16
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World
Representative.....Taylor-Borroff
Membership.....NAB, BMB
President, Station Mgr.....Howard Dahl
Program Director.....Berneice Callaway
Publicity Director.....Paul Ziemer
Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....La Crosse Bcstg. Co.
Business-Studio Address.....112 N. 4th St.
Phone Number.....790
Transmitter Location.....On Stoddard Rd. Hwy.
53, 4 Mi. So. of La Crosse
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....MacGregor
Representative.....Weed
Membership.....BMB
Vice-Pres., Gen. Mgr.....Verl Bratton
Asst. Mgr., Prog. Dir.....John Bondeson
Chief Engineer.....J. Harold White

WLCX

LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number.....4379-671
Transmitter Location.....Lang Drive
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Membership.....BMB
President.....James J. Conroy
General, Station Manager.....Milo Knutson
Commercial Manager.....Robert Gaumer
Sales Promotion Mgr.....Newton G. Thompson
Prog. Dir.-Production Mgr.....S. O. Torgerson
Publicity Director.....Rosemary Castor
Chief Announcer.....Bill Green
Music Director.....Glenn Champlin
Chief Engineer.....Elphin G. Rinn
Farm Editor.....Clifford Lue

WLDY

LADYSMITH—1948—KBS

WISCONSIN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address.....Westlake Ave.
Phone Number.....584
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, Keystone
Representative.....Thomas Clark
Membership.....NAB, BMB
President.....O. J. Falge
Gen., Sta. Mgr.....A. T. Shields
Commercial Manager.....R. I. Foreman
Sales Prom. Mgr., Pub. Dir.....Corinne Kopp
Prog., Prod. Dir.....Joseph Dahlvig
Chief Announcer.....Jeff Evans
Chief Engineer.....Darrel Holbrook
Farm Editor.....Orrin Garwood

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number.....3-5311
Transmitter Location.....Fitchburg
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Chief Engineer.....Norman Hahn
Farm Editor.....Frank Mayfield

WISC

**MADISON—1948
ABC-ARROWHEAD**

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Radio Wisconsin, Inc.
 Bus. Studio Address Commercial State
 Bank Bldg.
 Phone Number 7-2588
 Transmitter Location Seyene Rd., 1 Mi. So.
 of Madison
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative George P. Hollingbery
 President Morgan Murphy
 Executive Director W. C. Bridges
 Station Manager Ralph O'Connor
 Comm. Sales, Prom. Mgr. Richard Nickeson
 Pgm., Pub. Dir. Joann Markward
 Prod. Dir. Jerry Harper
 Chief Announcer Bob Swanson
 Musical Director Charles Dickoff
 Chief Engineer W. M. Greely

WKOW

MADISON—1947—MBS

Frequency: 1070 Kc. Power: 10,000 Watts d.
 5,000 Watts n.
 Owned-Operated By Monona Bcstg. Co.
 Business Address 215 W. Washington Ave.
 Phone Number Gifford 7100
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Headley Reed
 President S. A. Watson
 General Manager Ralph A. Ammon
 Commercial Manager Phil Wood
 Program Director William T. Wagner
 Promotion Manager Will Sumner
 Chief Engineer Vincent Vanderheiden

WOMT

MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 6015
 Transmitter Location 3600 Block, Marshall St.
 Air Time 7 a.m.-6 a.m.
 News Service UP
 Transcription Service World
 Representative Ra-Tel
 Membership NAB
 Owner, General Mgr. Francis M. Kadow
 Asst. Mgr., Prog. Dir. George H. Erdman
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.
 Prod. Dir., Chief Announcer G. H. Todd
 Publicity Director Ralph Norman
 Musical Director El Roy
 Chief Engineer W. C. Duben

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus. Studio-Transmitter Address Radio Park
 Phone Number 2-6631-2-3
 Air Time Unlimited
 News Service UP
 Representative Robert Meeker
 Membership NAB, BMB
 President William E. Walker
 General-Station Mgr. Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr., Pub. Dir. Pat Kehoe
 Program Director Bob Southard
 Chief Engineer Leo Stewart
 Farm Editor John Bell

WDLB

MARSHFIELD—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dairyland's Bcstg. Svc., Inc.
 Bus. Studio-Transmitter Address 1710 N.
 Central Ave.
 Phone Number 1212
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service SESAC, Capitol
 President Lloyd L. Felker
 General-Station Mgr. R. W. Behling
 Commercial Manager Duane Allen
 Sales Prom. Manager Harris G. Carter
 Program Director Bob Hansen
 Prod. Dir., Farm Editor Larry Sundquist
 Chief Announcer Jack Kenney
 Musical Director Ulamae Knutson
 Chief Engineer Gerald Boos

WIGM

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By George F. Meyer
 Bus. Studio-Transmitter Address Medford
 Phone Number 5147
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Owner, Gen. Mgr. George F. Meyer
 Program Director Irma Meyer
 Chief Engineer Ray Bohnert

WLIN

MERRILL—1948

Frequency: 730 Kc. Power: 1,000 Watts d.
 Owned-Operated By Alvin E. O'Konski
 Business Address Merrill
 Air Time Daytime

News Service AP
 Transcription Service Standard, Capitol
 President Alvin E. O'Konski
 General Manager Tony Marta
 Commercial Manager Lew Process
 Program Director Elizabeth Obey
 Chief Engineer Chris Zercher

W E M P
MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Milwaukee Bcstg. Co.
 Bus.-Address 710 N. Plankinton Ave.
 Phone Number MARquette 8-7722
 Studio Trans. Location 5407 W. Martin Dr.
 Air Time Unlimited
 News Service UP
 Representative Headley Reed
 Membership NAB
 President Robert M. LaFollette, Jr.
 General Manager Hugh K. Boice, Jr.
 Commercial Manager John C. Gagliano
 Sales Prom. Manager Tom Dyson
 Pgm. Dir., Chief Announcer Tom Shanahan
 Musical Director Elmer Ihrke
 Chief Engineer Rolland Paske

W E X T
MILWAUKEE—1947

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By WEXT, Inc.
 Bus.-Studio-Transmitter Address 2501 S. 43rd
 St.
 Phone Number Evergreen 3-1430
 Air Time Daytime
 News Service UP
 Membership NAB
 President Gerald A. Bartell
 Station Manager John A. Reddy
 Chief Engineer Ralph Evans

W F O X
MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By Wisconsin Bcstg. System,
 Inc.
 Bus.-Studio-Transmitter Address 739 No.
 Broadway
 Phone Number Spring 4-0174
 Air Time Sunrise-sunset
 News Service AP
 Representative Ra-Tel
 Pres., Gen.-Sta. Mgr. Charles J. Lanphier
 Prog.-Prod.-Pub. Dir. Carl Zimmermann
 Chief Announcer Paul Bartell
 Chief Engineer George Dodge
 Farm Editor John Vans

W I S N
MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By Hearst Radio, Inc.
 Bus.-Studio Address 123 W. Michigan St.
 Phone Number Division 2-3000
 Transmitter Location 5001 S. 60th St.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Representative Katz
 Membership NAB
 Exec. V.P., Gen.-Sta. Mgr. G. W. Grignon
 Sales Prom. Mgr., Pub. Dir. George DeGrace
 Prog.-Prod. Director Jack Raymond
 Chief Announcer Milt Brandl
 Musical Director Elmer Krebs
 Chief Engineer Donald A. Weller
 Farm Editor Frances X. Haggerty

W M A W
MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number DAly 8-2154
 Transmitter Location Hales Corners
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative Avery-Knodel
 President Clifford C. Randall
 Gen.-Sta.-Comm. Mgr. Jack Bundy
 Sales Prom. Mgr., Pub. Dir. Lou Riepenhoff
 Program Director Donald McClellan
 Production Director Hal Walker
 Chief Announcer Joe Andres
 Musical Director Ralph Herman
 Chief Engineer Raymond Host
 Farm Editor Robert Madison

W M I L
MILWAUKEE—1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By Cream City Bcstg. Co., Inc.
 Bus.-Studio Address 2625 W. Wisconsin Ave.
 Phone Number West 3-1290
 Transmitter Location Whitefish Bay
 Air Time 5:45 a.m.-local sunset
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative ForJoe
 President Gene Posner
 Gen., Sta. Mgr. Jerome Sill
 Commercial Manager Conrad Rice
 Chief Announcer Robert Bradley
 Chief Engineer Gino Monaco

WISCONSIN

WTMJ

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Journal Co.
Business Address: 333 W. State St.
Phone Number: Marquette 8-6000
Studio Address: Radio City, 720 E. Capitol Dr.
Transmitter Location: Rt. 4, Box 444, Waukesha

Air Time: Unlimited
News Service: AP
Representative: Edward Petry
V.P., General Mgr.: Walter J. Damm
Asst. General Mgr.: L. W. Herzog
Station Manager: R. G. Winnie
Asst. Prom. Mgr.: Bruce Wallace
Program Director: Frank Bignell
Chief Announcer: Bob Heiss
Musical Director: Maurice Kipen
Chief Engineer: William Hebal

WNAM

NEENAH—1947

Frequency: 1280 Kc. Power: 1,000 Watts
Owned-Operated By: Neenah-Menasha Bcstg. Co.
Business-Studio Address: 101 East Wisc. Ave.

Phone Number: 2-2871
Transmitter Location: 1 mi. south of Neenah
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: Associated
Membership: NAB, BMB
V. P., General Manager: Don C. Wirth
Commercial-Sales Promotion
Manager: Fred W. Sample
Pgm., Prod., Pub. Dir.: Roland McBain
Chief Engineer: E. W. Fliegel

WOSH

OSHKOSH—1941—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Oshkosh Bcstg. Co.
Business-Studio Address: 151 Main St.
Phone Number: Stanley 4580
Transmitter Location: 1235 Bowen St.
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Donald Cooke
Exec. Dir. & Senior Partner: Wm. F. H. Johns, Jr.
General Manager: George Greeley
Program Director: Warren Haines
Musical Director: Pep Babler
Chief Engineer: William Morton

WISCONSIN

WHY IS AP THE BEST?

BECAUSE—AP members decide what AP shall be. Their decision has made AP unequalled in covering the news of the world . . . RAPIDLY . . . TRUTHFULLY . . . FULLY . . . ACCURATELY.

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Secretary: Wm. A. Weekes—AP Chief of Bureau
Continuing Study Committee Chairman: Clair Stone—WBAY, Green Bay

WISCONSIN

W I B U

POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By William C. Forrest
 Bus.-Transmitter Address Route 2
 Phone Number Poynette 98
 Studio Addresses . . . Poynette, Portage, Beaver
 Dam, Madison
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, SESAC,
 Keystone
 Representative Burn-Smith
 Pres., Gen.-Sta.-Comm.
 Manager William C. Forrest
 Sales Prom. Mgr. Doris MacPherson
 Prog.-Pub. Director Sarah Forrest
 Chief Announcer Clifford Conohan
 Chief Engineer L. Stanley Sadler

W R J N

RACINE—1926—ABC-WISCONSIN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Racine Bcstg. Corp.
 Business Address 441 Main St.
 Phone Number 4-3311-2
 Studio Addresses. 441 Main St., Racine; 1225
 W. Mitchell St., Milwaukee
 Transmitter Location . . Victory & Kentucky Sts.,
 Mt. Pleasant
 Air Time 6:15 a.m.-10 p.m.
 News Service AP
 Representative Walker
 Membership NAB, BMB
 President Frank R. Starbuck
 General Manager Harry R. LePoidevin
 Station-Comm. Mgr. Harold J. Newcomb
 Program Director Lyman Merens
 Publicity Director Amelia French
 Musical Director Orson White
 Chief Engineer F. Lee Dechant

W O B T

**RHINELANDER—1947—MBS-KBS
 WISCONSIN**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oneida Bcstg. Co.
 Business Address Rhinelande-
 Phone Number 1240
 Studio-Transmitter Location Hiway 8, E.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, World
 President John R. Tomek
 General-Comm. Mgr. Hugh Rowlands
 Pgm., Prod. Dir. Dick Berger
 Chief Engineer Charles Bresette
 Farm Editor Clyde Downing

W J M C

RICE LAKE—1939

MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WJMC, Inc.
 Bus.-Studio-Transmitter Address . . 1615 S. Main
 St.
 Phone Number 550
 Air Time Unlimited
 Transcription Service Associated, SESAC
 Representative George P. Hollingbery
 Membership BMB, FMA
 President, Gen. Mgr. W. C. Bridges
 Sta., Comm. Mgr. Greg Rouleau
 Program Director Harry Wills
 Production Director Richard Moore
 Chief Announcer Paul Albrecht
 Chief Engineer Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Richland Bcstg. Co.
 Address P. O. Box 192
 Phone Number 20
 Air Time Unlimited
 Transcription Service Lang-Worth
 President Arthur Overgaard
 Gen. Mgr., Chf. Engr. T. R. Kelley
 Pgm. Dir., Prom. Mgr. R. J. Bodden

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owned-Operated By Shawano County
 Leader Pub. Co.
 Business-Studio Address . . 107 E. Green Bay St.
 Telephone Number 666
 Transmitter Location Hiway 29
 Air Time Daytime
 News Service UP
 Transcription Service World
 General Manager Jeanne Heal
 Station Manager D. W. Hodgins

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By WHBL, Inc.
 Business-Studio Address Press Bldg.
 Phone Number 4844
 Transmitter Location Hwy. 141, 1 Mi. So.
 of city
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB, BMB

President.....A. Matt Werner
 General-Comm. Mgr.....G. P. Richards
 Program Director.....Glen James
 Publicity Director.....Doris Domnie
 Chief Engineer.....Herbert J. Mayer

Commercial Manager.....James Brandser
 Sales Prom. Mgr., Chief Anncr...Dave Martin
 Chief Engineer.....Edward B. Grayden

W T W T

STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
 Owned-Operated By.....Evans Radio Co.
 Business-Studio Address.....414½ Main St.
 Phone Number.....2744-5
 Transmitter Location.....2 Blocks No. of Stevens
 Point city limits
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Hal Holman
 President.....Claire Miller
 General-Station Comm. Mgr..S. J. Kelbanowski
 Program Director.....Frank Kostuck
 Publicity Director.....Catherine A. Carew
 Chief Announcer.....Vern C. Weegman
 Musical Director.....Jeanne Pudraska
 Chief Engineer.....Justin Sloniker

W D S M

SUPERIOR—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ridson, Inc.
 Business Address.....921 Tower Ave.
 Phone Number.....Superior: 4451-2; Duluth:
 Melrose 7234 or Radison 1230
 Studio Addresses.....Spalding Hotel, Duluth;
 National Bldg., Superior
 Transmitter Location.....Conners Point
 Air Time.....6:25 a.m.-11:35 p.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Robert Ridder
 General-Station Mgr.....Carl Bloomquist
 Commercial Manager.....Bill Kirby
 Sales Prom. Mgr., Pub.-Musical
 Director.....Harry Gradin
 Program Director.....Lew Martin
 Chief Announcer.....James Payton
 Chief Engineer.....Melvin Laskey

W S B R

SUPERIOR—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WSBR, Inc.
 Address.....1st & Baxter
 Phone Number.....4405-6
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 President, General Mgr.....James J. Conroy
 Station Manager.....Arthur C. Robinson

W A U X

WAUKESHA—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Waukesha Bcstg. Co.
 Business-Studio Address.....319 W. Main St.
 Phone Number.....6619
 Transmitter Location.....R. 1, Waukesha
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....McGeehan & O'Mara
 President.....Carl Taylor
 Gen., Sta., Comm. Mgr.....Mig Figi
 Sales Prom. Manager.....Charles E. Williams
 Program Director.....Donald Froehlich
 Chief Engineer.....Adin Randle

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper By.....The Journal Co. (The
 Milwaukee Journal)
 Business-Studio Address.....714 Fifth St.
 Phone Number.....6521
 Transmitter Location.....Coates Lane R. R. 3
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 Station Manager.....Ben F. Hovel
 Program Director.....R. J. Topinka
 Musical Director.....LaVerne Peterson
 Technical Supervisor.....R. W. Richardt

W F H R

WISCONSIN RAPIDS—1940

MBS-WIS.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....William F. Huffman Radio,
 Inc.
 Business Address.....143 W. Grand Ave.
 Phone Number.....1340
 Studio Addresses.....141 W. Grand Ave., Wis.
 Rapids; 120 So. Central, Marshfield; Cor.
 Main & Third, Stevens Point
 Transmitter Location.....1500 Bonow Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....NAB
 President.....Louise F. Huffman
 Gen., Sta. Mgr.....Geo. T. Frechette
 Commercial Manager.....Bruce G. Beichl
 Pgm., Prod. Dir.....Jim Tighe
 Chief Anncr., Farm Editor.....Arnie Strobe
 Chief Engineer.....Bert Zielesch

WYOMING

Estimated Population 284,000—Increase +13.4%—Radio Homes 81,000
Radio Families 84,000—Stations in State 12

KSPR

CASPER—1930

MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Donald L. Hathaway
Business Address: Box 930
Phone Number: 407, 2083
Studio-Transmitter Location: 1st & Lennox Sts.
Air Time: Unlimited
News Service: UP
Transcription: World, Lang-Worth, KBS
Representative: Sears & Ayer
Membership: NAB, BMB
General-Station Mgr.: Donald L. Hathaway
Comm.-Sales Prom. Mgr.: Frederic W. Hufsmith
Program Director: Marcus R. Nichols
Chief Engineer: Duane W. Simmons

KVOC

CASPER—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address: 1540 So.
Wolcott St., P. O. Box 2090
Phone Number: 130
Air Time: Unlimited
News Service: AP
Membership: NAB, BMB
President: Jack W. Perry
General-Station Mgr.: John R. Bailey, Jr.
Comm.-Sales Prom. Mgr.: Don R. Christopher
Program-Production Dir.: E. L. Peiss
Publicity Director: Clifford E. Ewing
Chief Engineer: William Bates

KFBC

CHEYENNE—1940
ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: Cheyenne 4461
Transmitter Location: 3rd & Evans Ave.
Air Time: 6 a.m.-M.
News Service: UP
Representative: McGillvra
Membership: NAB
President: Tracy S. McCracken
Treas., Gen.-Sta. Mgr.: William C. Grove
Commercial Manager: Frank Flynn
Sales Prom. Manager: Max Young
Program Director: Dale Sunderland
Production Director: Bob Stockman
Publicity Director: Margaret O'Brien
Chief Anncr., Musical Dir.: Neal Wallace
Chief Engineer: Harold Roberts

KODI

CODY—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bcstg. Co.
Address: Box 319
Phone Number: 444
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth
Membership: NAB
General Manager: William J. Garlow
Commercial Manager: Mary Jean LeClere
Program Dir.-Chief Engin'r.: Philip H. Barnhart

KOVE

LANDER—1948

MBS-INTERMOUNTAIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Edward J. Breece
Business Address: P. O. Box 436
Phone Number: 488
Studio-Transmitter Location: 1 Mi. N. of Lander,
Hiway. 287
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Capitol
General Manager: Frank A. Toomey
Commercial Manager: Mrs. Ruth Dorr
Pgm. Dir., Chief Anncr.: Clayt Holm
Chief Engineer: Gordon Nelson

KOWB

LARAMIE—1947—CBS—
INTER-MOUNTAIN

Frequency: 1340 Power: 250 Watts
Owned-Oper. By: The Snowy Range Bcstg. Co.
Address: P. O. Box 972
Phone Number: 4888
Transmitter Location: W. of City, Hiway. 130
Air Time: 6:30 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
President: Fred O. Rice
Gen., Sta., Comm. Mgr.: Clem L. Rawlins
Program Director: Lynn O. Smith
Chief Announcer: John Steele
Chief Engineer: Jack Sneddon

KPOW

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: A. J. Meyer

Business Address 243 E. 2nd St.
 Phone Number 222
 Studio-Transmitter Location 2 Mi. So. of
 Powell on Willwood Rd.
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service SESAC, Cole
 Representative Avery-Knodel
 Membership NAB, BMB
 Gen. Sta. Mgr., Pub. Dir. A. J. Meyer
 Commercial Manager Mel Whitmire
 Sales Prom. Mgr. Kenneth Meyer
 Pgm., Music Dir. Mary Meyer

KRAL

RAWLINS—1947—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Rawlins Bcstg. Co.
 Address Rawlins, Box 511
 Phone Number 1015
 Air Time Unlimited
 News Service AP
 Representative Donahue
 Membership NAB
 Gen., Comm. Mgr. D. A. Fisher

KWRL

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Business Address Riverton
 Phone Number 789
 Air Time Unlimited
 News Service AP
 General Manager Joseph P. Ernst
 Commercial Manager Mildred V. Ernst

KVRS

ROCK SPRINGS—1938
 MBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Wyoming Bcstg. Co.
 Business-Studio Address 1307 Wyoming St.
 Phone Number 93, 94
 Transmitter Location 2 Mi. N. of City
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr.
 Mrs. Marjorie L. McCracken
 Comm., Sales Prom. Mgr. Michael Reid
 Pgm., Pub. Dir. Imogene Parr
 Production Director John Hardaway
 Chief Engineer Archie W. Buchanan

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 Number 601-2
 Transmitter Location 1½ Mi. N.W. of Sheridan
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 Pres., Gen., Sta. Mgr. Jim Carroll
 Comm.-Sales Prom. Mgr. Don Tannehill
 Program Director Bob Wilson
 Chief Engineer Bob Crosthwaite

KWOR

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Joseph P. Ernst
 Address Box 92
 Phone Number 308
 Air Time Unlimited
 News Service AP
 Transcription Service KBS
 Owner, Gen. Mgr., Chief Engr. Joseph P. Ernst
 Commercial Manager Mildred V. Ernst

WYOMING

WHY IS AP
 THE BEST?

BECAUSE—AP is faster, more
 complete, more accu-
 rate than any other
 news service.

ROCKY MOUNTAIN ASSOCIATED
 PRESS BROADCASTERS'
 ASSOCIATION

Director for Colorado and Wyoming:
 Douglas Kahle—KCOL, Fort Collins, Colo.
 Director for Montana: Franz Robischon—
 KBMY, Billings, Mont.
 Continuing Study Committeeman for
 Wyoming: Ed Peiss—KVOC, Casper

WYOMING

TERRITORIES AND POSSESSIONS



ALASKA

KBYR

ANCHORAGE—1948

Owned-Operated By..... Aleutian Bcstrs.
Business-Studio Address..... Fourth & B Sts.
Phone Number..... Black 395
Transmitter Location..... Spenard Rd.
Air Time..... Unlimited
News Service..... UP
Transcription Service..... MacGregor, Capitol
Representative..... Donald Cooke
Membership..... NAB
Director..... Douglas Sparks

KENI

ANCHORAGE—1948—MBS—ABC

DON LEE—NBC

Frequency: 550 Kc..... Power: 5000 Watts
Owned-Oper. By..... Midnight Sun Bcstg. Co.
Business Address..... Box 879
Phone Number..... 20301
Studio Address..... 4th Ave. Theatre Bldg.
Transmitter Location..... Sunset Drive
Air Time..... Unlimited
News Service..... AP, UP
Transcription Service..... Associated, Standard
Representative..... Gilbert Wellington
President..... Capt. Austin E. Lathrop
Station Manager..... A. G. Hiebert
Comm., Sales Prom. Mgr..... J. F. Thomas
Pgm., Prod., Pub. Dir..... Frank O. Brink
Chief Announcer..... John W. Borges, Jr.
Chief Engineer..... Jack M. Walden

KFQD

ANCHORAGE—1924—CBS—NBC

Frequency: 790 Kc..... Power: 5,000 Watts
Owned-Operated By..... William J. Wagner
Business-Studio Address.....
..... 830 Securities Bldg., Seattle, Wash.
Phone Number..... Seneca 6333
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Lang-Worth

Representative..... Pan American, Scott
Owner..... William J. Wagner
Manager..... Ken Laughlin
Commercial Manager..... Jay Stauter
Program Director..... James Chadwick
Promotion Manager..... R. L. Strock
Chief Engineer..... Charles Mohler

KFAR

FAIRBANKS—1939—MBS—NBC

Frequency: 660 Kc..... Power: 10,000 Watts
Owned-Operated By..... Midnight Sun Bcstg. Co.
Business-Studio Address..... Lathrop Building
Phone Number..... East 380
Transmitter Location..... Farmers Loop Road
Air Time..... 6:30 a.m.-12 M.
News Services..... AP and UP
Transcription Service..... Capitol
Representative..... Gilbert A. Wellington
President..... Austin E. Lathrop
General Manager..... Alvin O. Bramstedt
Commercial Manager..... Arvid Erickson
Pgm., Musical Dir..... Richard Gruel
Production Director..... Don McCune
Chief Engineer..... Jay Bickel

KFRB

FAIRBANKS—1948—CBS—NBC

ALASKA

Frequency: 1290 Kc..... Power: 1,000 Watts
Owned-Operated By..... William J. Wagner
Bus.-Studio Address..... 830 Securities Bldg.,
Seattle, Wash.
Phone Number..... Seneca 6333
Transmitter Location..... 2 Mi. N. of city
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Pan-American, Scott
Owner..... William J. Wagner
Station Manager..... Jim Fletcher
Commercial Manager..... Wm. Chase
Program Director..... John McCahill
Chief Engineer..... Robert W. Porter

ALASKA

KINY

JUNEAU—1935—CBS—NBC
ALASKA

Frequency: 1460 Kc. Power: 5,000 Watts
Owned-Operated By: William J. Wagner
Business-Studio Address: 830 Securities Bldg., Seattle, Wash.
Phone Number: Seneca 6333
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American, Scott
Owner: William J. Wagner
Station Manager: John Ashpaugh
Commercial Manager: Robert Druyman
Program Director: Richard Peter
Promotion Manager: Norman Weeks
Chief Engineer: Charles Gray

Program Director: Jim Kemp
Chief Engineer: Robert Mehan

KIBH

SEWART—1948—CBS-NBC
ALASKA

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: William J. Wagner
Business-Studio Address: 830 Securities Bldg., Seattle, Wash.
Phone Number: Seneca 6333
Air Time: Specified Hours
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American, Scott
Owner: William J. Wagner
Station Manager: Jim Lawson
Chief Engineer: Carl Can Sittert

KTKN

KETCHIKAN—1935
CBS—NBC—ALASKA

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: William J. Wagner
Business-Studio Address: 830 Securities Bldg., Seattle 1, Wash.
Phone Number: Seneca 6333
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American, Scott
Owner: William J. Wagner
Station Manager: Tom Durant
Commercial Manager: Dorothy Jacobson

KIFW

SITKA—1949—CBS—NBC—ALASKA

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: William J. Wagner
Bus.-Studio Address: 830 Securities Bldg., Seattle, Wash.
Phone Number: Seneca 6333
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American, Scott
Owner: William J. Wagner
Operations Manager: William Hill
Program Director: R. E. Von Postel, Jr.
Chief Engineer: Carl Van Sittert

ALASKA

WHY IS AP
THE BEST?

BECAUSE—AP has more news correspondents, more news
bureaus, more miles of news wire than any other
news service.

ALASKA ASSOCIATED PRESS MEMBERS' ASSOCIATION

President: Robert B. Atwood, Publisher, The Anchorage Times
Chairman for Radio: William J. Wagner, President, Alaska Broadcast-
ing Co.

ALASKA

HAWAII

KHBC

HILO—1936—CBS-HBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By Hawaiian Bcstg. System, Ltd.
Business Address P. O. Box 1476
Phone Number 4616-7
Studio-Transmitter Location Piihonua
Air Time 6 a.m.-11 p.m.
News Service UP, INS, AP
Transcription Service World, Standard
Representative Free & Peters
Pres., Gen. Mgr. J. Howard Worrell
Station Manager C. Tracy Thrumston
Commercial Manager Denzil W. Rose
Chief Engineer Robert W. Moore

KIPA

HILO—1947—MBS-ALOHA

Frequency: 1110 Kc. Power: 1,000 Watts
Owned-Oper. By Big Island Bcstg. Co., Ltd.
Business-Studio Address 140 Haili St., P. O. Box 1632
Phone Number 2177-8
Transmitter Location 4.5 mi. W. of Hilo
Air Time 6 a.m.-11:05 p.m.
News Service UP
Transcription Service Lang-Worth
Representative Walker
Pres., Gen. Mgr. James E. Jaeger
Comm. Mgr., Pgm. Dir. Rex Wills, II
Chief Engineer H. L. Marques

KGMB

HONOLULU—1929—CBS-HBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By Hawaiian Bcstg. System, Ltd.
Bus. Studio-Transmitter Address 1534 Kapiolani Blvd.
Phone Number 9-0914
Air Time Unlimited
News Service UP
Transcription Service World, Standard
Representative Free & Peters
Pres., General Mgr. J. Howard Worrall
Station-Comm. Mgr. E. Fitz Donnell, Jr.
Sales Prom. Manager Faye Johnson
Program Director Louis T. Dwyer
Chief Engineer Ernest G. Lindemann

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
Owned-Operated By Advertiser Pub. Co., Ltd.
Business Address P. O. Box 3110
Phone Number 5-2977
Studio-Transmitter Location South & Kapiolani

Air Time 6:15 a.m.-11 p.m.
News Service UP
Transcription Service Thesaurus
Representative Katz
President Lorrin P. Thurston
General Manager M. A. Mulrony
Commercial Manager William O. Paine
Program Director Owen Cunningham
Publicity Director William Knowles
Chief Announcer Bradford Cole
Chief Engineer M. A. Mulrony

KHON

HONOLULU—1946—MBS-
ALOHA NETWORK

Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By Aloha Bcstg. Co., Ltd.
Business Address P. O. Box 1380
Phone Number 95295
Transmitter-Studio Location 1810 Makano Lane
Air Time 6 a.m.-M.
News Service UP
Transcription Service Lang-Worth, Capitol, Standard, MacGregor
Representative Walker
President R. M. Fitkin
Gen., Sta. Mgr. A. H. Green
Sales Prom., Comm. Mgr. L. Roy Turner
Program Director Mrs. Lynn Soon
Chief Engineer Ira G. Mercer

KPOA

HONOLULU—1946

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By Island Bcstg. Co.
Business-Studio Address Box 3499
Phone Number 9-5281
Transmitter Location Kapiolani & Date Sts.
Air Time Unlimited
News Service INS
Representative George P. Hollingbery
Membership NAB
Chief Execs. J. Elroy McCaw,
John D. Keating
General-Station Mgr. John D. Keating
Commercial Manager Sam Styles
Promotion Manager Gene Miller
Program Director Hal Lewis
Chief Engineer Robert Bird

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
Owned-Oper. By Pacific Frontier Bcstg. Co., Ltd.
Bus. Studio Address 1525 Kapiolani Blvd.

HAWAII-PUERTO RICO

Phone Number 9-0926
Transmitter Location..Waialae, Kalamiana'ole Hwy.
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard
Representative..... Avery-Knodel
Membership..... NAB
Gen., Comm. Mgr..... Jack Burnett
Sta. Mgr., Pgm. Dir..... Jock Fearnhead
Sales Prom. Mgr..... Ernest Beattie
Production Director..... Ken Alford
Publicity Director..... Frank Valenti
Chief Announcer..... Dick Downie
Musical Director..... Daniel Kawakami
Chief Engineer..... R. J. Smith

K T O H

LIHUE-KAUAI—1940—MBS-ALOHA

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By... Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai
Phone Number..... Kauai 261, 361
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Standard
Representative..... Walker

Membership..... NAB
General Manager..... Charles J. Fern
Station Manager..... Clarence M. Ashman
Commercial Manager..... Dwight Mossman
Program Director..... Raymond K. Sasaki
Chief Engineer..... Katashi Nose

K M V I

**WAILUKU-MAUI—1946
MBS-DON LEE-ALOHA**

Frequency: 550 Kc..... Power: 1000 Watts
Owned-Oper. By..... Maui Publ. Co., Ltd.
Address..... Wailuku-Maui
Phone Number..... 981
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Transcription Service..Lang-Worth, Standard, Cole
Representative..... Walker
President..... J. Walter Cameron
General Manager..... Ezra J. Crane
Sta. Mgr., Prog. Dir..... Richard E. Mawson
Comm.-Sales Prom. Mgr..... Charles C. Young
Publicity Director..... Pat Kettelsen
Chief Announcer..... Marty Sebastian
Chief Engineer..... Ronald Miyahira

PUERTO RICO

W C M N

ARECIBO—1947

Frequency: 1280 Kc..... Power: 1,000 Watts
Owned-Operated By... Caribbean Bcstg. Corp.
Business Address..... P. O. Box 755
President..... Aristides Santoni Ledesmo
General Manager..... Nabal Barreto

W K U M

ARECIBO—1946—ACB

Frequency: 1070 Kc..... Power: 10,000 Watts
Owned-Operated By.....
American Colonial Bcstg. Corp.

W E N A

BAYAMON—1947

Frequency: 1560 Kc..... Power: 250 Watts
Owned-Operated By..... Bayamon Bcstg. Co.
Business Address..... Box 157
Phone Number..... Bayamon 161
Studio Address..... Barbosa St.
Transmitter Location... Cataño-Bayamon Rd.
Air Time..... 6:45 a.m.-10 p.m.
President..... Dr. A. Diaz Atilés

General Manager..... Domingo Diaz Alejandro
Chief Engineer..... Juan A. Arias

W R I A

CAGUAS—1947

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By.....
Inter-American Radio Corp.
Business Address..... Caguas
Phone Number..... 678
Studio Address..... Corchado Street
Transmitter Location... Rio Piedras-Caguas Rd.
Air Time..... Unlimited
Manager..... Jose A. Gautier

W V J P

CAGUAS—1947

Frequency: 1110 Kc..... Power: 250 Watts
Operated By..... Borinquen Bcstg. Co.
Business Address..... Box 207
Phone Numbers..... 789 & 790
Studio Address... Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time..... Unlimited
Transcription Service..... World
Membership..... NAB
General Manager... Hector Pereira Buonomo
Production Manager..... Ramon Mojica Sola

BUSINESS SECTION, SAN JUAN, BUSY CAPITOL OF PUERTO RICO, YOUR \$300 MILLION MARKET IN THE CARIBBEAN



WAPA

1ST IN PUERTO RICO
First in
● **POWER**
● **PROGRAMS**
● **POPULARITY**
● **PERFORMANCE**

ONE of the most important of all U. S. world markets, Puerto Rico buys drugs and foods, shoes and soap and other U. S. products totalling more than \$300 million annually. And Puerto Rico has more radios per 1000 than any country in the Caribbean . . . responsive radios anxious for more U. S. products. Ask Raymer.

WAPA covers all Puerto Rico, your \$300 million market in the Caribbean

“The Voice of the Caribbean”

WAPA 10,000 WATTS
ON 680 KC

SAN JUAN, PUERTO RICO

BOX 4563

Paul H. Raymer
Representative

Harwood Hull, Jr.
Gen. Mgr.

WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Madrazo & Diaz
 Business Address: Munoz Rivero esq. Barcelo, P. O. Box 187
 Phone Number: 132
 Transcription Service: Gates
 President: Jose R. Madrazo
 Gen., Comm. Mgr.: Andrew S. Sweet
 Program Director: Mariano Artau
 Promotion Mgr.: Reinaldo Moreira
 Chief Engineer: Herbert K. Honness

WXRF

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned-Operated By: Rafael Fuster
 Business-Studio Address: Hostos St. No. 42
 Phone Number: 243
 Transmitter Location: Barrie Santo Domingo
 Air Time: 7 a.m.-10 p.m.
 President: Rafael Fuster
 Gen., Sta., Comm. Mgr.: Charles L. Cordero
 Pgm., Prod. Dir.: Jose Colon
 Chief Engineer: Timoteo Rodriguez Quinones

WAEL

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Mario Acosta
 Business Address: Once de Agosto 82
 Gen., Sta., Comm. Mgr.: Mario Acosta
 Program Director: Wallace Ramirez
 Production Director: Mrs. Laura H. Cuebas
 Publicity Director: Alfonso Pagan
 Musical Director: Wallace Ramirez
 Chief Engineer: Luis Freyre
 Farm Editor: Milton David Rivera

WKJB

MAYAGUEZ—1946

Frequency: 710 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Jose A. Bechara, Jr.
 Business Address: Box 1293
 Phone Number: 983
 Studio Address: 59 Minerva St.
 Transmitter Location: Guanajibo Ave.,
 Route 37
 Air Time: 6 a.m.-M.
 News Service: AP
 Representative: Inter-American Pub'l., Inc.
 President: Jose A. Bechara
 General Manager: Arturo Cortes
 Commercial Manager: Jaime Sanjurjo
 Program Director: Alberto Basora
 Promotion Manager: Rafael Colon Diaz
 Chief Engineer: Henry Fischback

WORA

MAYAGUEZ—1944—BBC

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Americas Corp.
 Business Address: P. O. Box 43
 Phone Number: 1150-1
 Studio Address: 1150 Guanajibo Ave.
 Transmitter Location: Off Guanajibo Ave.
 Air Time: 6 a.m.-M.
 News Service: AP
 President:
 Gen. Mgr.: Maj. Alfred R. de Arellano, Jr.
 Station Mgr.: Reinaldo Dupont
 Commercial Mgr.: Mrs. Jose Moran
 Sales Prom. Mgr.: Renaldo M. DuPont
 Pgm., Prod. Dir.: Ramon S. Oliuencia
 Publicity Director: Miguel Rodriguez
 Chief Announcer: Antonio Accuedo
 Chief Engineer: Jesus A. Brunet

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By: Porto Rico Adv. Co.
 Address: Box 869

WKJB

**...is a must to cover
 important western
 Puerto Rico**

because...

710 Kc. is the most favorable
 frequency in the West.

because...

WKJB gives you complete
 coverage behind the barrier that
 the majority of stations in Puer-
 to Rico cannot penetrate.

because...

you will be keeping company
 with the outstanding programs
 and the leading advertisers of
 Puerto Rico.

MAYAGUEZ, P. R.

Represented by:
INTER-AMERICAN PUBLS., INC.
 41 E. 42 St. - New York 17, N. Y.
 Tel. MUrray Hill 2-0886

★ **WIAC—SAN JUAN-PUERTO RICO** ★

You Get Effective Listenership
Over WIAC Of San Juan,
Puerto Rico

Whatever you have to sell to the rich island of Puerto Rico, you will be ahead if you use WIAC of San Juan, the station that gives you a market of 338 million dollars worth of imported merchandise and more than 130,000 radio homes.

Puerto Rico's more than two million American citizens are buying goods and services at a record rate.

WIAC of San Juan delivers a greater audience due to the high quality of its programming and the best signal all over the island.

We invite you to write in for our booklet "Puerto Rico—Rich Port" and other market information.

WIAC

Radio Station WIAC, Inc.

First on all Puerto Rico Dials—5000 watts, 580 Kc.
San Juan, Puerto Rico, U.S.A.

*Exclusive Advertising Representatives in
United States and Canada:*

Melchor Guzman Company, Inc.

45 Rockefeller Plaza
New York 20, N. Y

Circle 7-0624

★ **WIAC—SAN JUAN-PUERTO RICO** ★

. . .

PUERTO RICO

. . .

Phone Number 269
President-Gen. Mgr. Andres Camara
Commercial Manager..... Virginia DiCristina
Program Director..... Ishmael Torrelas
Promotion Manager..... Esteban Rosado Baes
Chief Engineer Luis E. Freyre

Representative Collins
President..... I. Q. Vidal
V.P., Chief Engineer..... Julio M. Ortiz
Commercial Manager..... Rafael Q. Vidal
Program Director..... Luis Vigoreau

—

WPAB

PONCE—1939

Frequency: 1370 Kc.....Power: 5,000 Watts
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Business-Studio Address P. O. Box 786, Villa St.
Phone Number 783
Transmitter Locations..... Pampanos Rd.
Air Time 6:45 a.m.-10:45 p.m.
News Service AP
Representative..... Inter-American Publ., Inc.
Membership NAB
President..... Carlos C. Clavell
Gen. Mgr., Treas..... A. Gimenez Aguayo
Sales Prom. Mgr..... Radames Mayoral
Program Director..... Eliseo Borrero
Chief Announcer..... Luis A. Morales
Musical Director..... Domingo Colon Suris
Chief Engineer..... Alfonso Santos

—

WPRP

PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By... Voice of Puerto Rico, Inc.
Business Address..... Box 430
Phone Number 1015
Studio Address..... Guadalupe & Salud
Transmitter Location..... Las Cucharas
Air Time Unlimited
Transcription Service Lang-Worth
Membership NAB
President..... Guillermo A. Marques
General Manager..... Ramon Montaner
Commercial Manager..... Antonio Miro
Program Director..... Jose E. Franco
Chief Announcer..... Jose Diaz
Chief Engineer..... José Arzuaga

—

WRIO

RIO PIEDRAS—1949

Frequency: 1140 Kc.... Power: 1000 Watts d.,
500 n.
Owned-Operated By..... Master Bcstg. Corp.
Address..... P. O. Box 1824
Phone Number..... Hato Rey 1096
Air Time Unlimited
Transcription Service SESAC

—

WWW

RIO PIEDRAS—1949

Frequency: 1520 Kc.....Power: 250 Watts
Owner Frank Gandia

—

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.,
P. O. Box 4563
Phone Number..... 3-0100, 3-0109
Transmitter Location Guaynabo
Air Time 6 a.m.-11 p.m.
Transcription Service Thesaurus
Representative..... Paul H. Raymer
Membership NAB
Owner..... José Ramón Quiñones
Gen., Sta. Mgr..... Harwood Hull, Jr.
Commercial Manager... Segismundo Quiñones
Pgm., Prod. Dir..... Emilio Nedrano
Publicity Dir..... José Arnaldo Meyners
Chief Announcer..... Felix Santiago
Chief Engineer..... José A. Fernández
Farm Editor..... Guillermo Atiles

(See Page 712)

—

WIAC

SAN JUAN—1942

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By. Radio Station WIAC, Inc.
Business Address..... Box 4504
Phone Number 2-0014
Studios & Offices.....
..... Ponce de Leon 654, Santurce, P.R.
Transmitter Location..... Isla Verde Road
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard
Representative Melchior Guzman
Membership NAB
President Mrs. Enrique Abarca
General Manager..... Tomas Muniz
Commercial Manager..... Enrique Abarca
Program Director..... Eli (Buck) Canel
Production Manager..... Francisco Rodriguez
Chief Announcer..... Osvaldo Velazquez
Musical Director..... Jose Ramirez
Chief Engineer Alfonso Sanchez



NO, SIR... WE DO NOT SELL TIME

We do sell audience... the biggest audience in Puerto Rico. We also sell coverage... almost 98% of this great American market.

Superior programming and consistent audience promotion keep the majority of Puerto Rico's radios tuned to 620 Kc. throughout the broadcasting day. Recent impartial surveys indicate that the four top shows in Puerto Rico are broadcast over WKAQ, Puerto Rico's First Station.

We offer you the prestige and know how of the FIFTH OLDEST STATION IN THE WORLD. Twenty-seven years of service to the people of Puerto Rico, have made WKAQ welcome in thousands of homes. Your sales message receives high acceptance in these homes when the "messenger" is an old friend of the family.



620 KC. — 5,000 WATTS



INTER - AMERICAN PUBLICATIONS, INC.

41 East 42nd Street, New York 17, N. Y. — MUrray Hill 2-0886

WIBS

SAN JUAN—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By: Jose E. del Valle
 Address: Box 4809
 Phone Number: 21-558
 Studio Address: 1105 Fernandez Juncos Ave.
 Transmitter Location: Sabana Seca, Toa Baja
 Air Time: Unlimited
 Transcription Service: Lang-Worth
 Station Representative: Pan American Bcstg. Co.
 General Manager: Jose E. del Valle
 Commercial Manager: Jose Ferreras
 Pgm., Prod. Dir.: Jose Luis Torregrosa
 Chief Announcer: Hector Ramos
 Chief Engineer: Albert D. Sear

Studio Address: 1261 Ponce de Leon Ave.
 Transmitter Location: Sabana Llana
 Air Time: Unlimited
 Transcription Service: Associated
 Representatives: Inter-American Pub'l. Inc.
 Membership: NAB
 Owner: Angel Ramos
 Gen., Sta. Mgr.: John A. Zerbe
 Commercial Manager: Domingo Emanuelli
 Sales Prom. Mgr.: Ray Fornier
 Program Director: Santiago Garcia
 Production Director: Manuel Mendez Ballester
 Publicity Director: Ray Fornier
 Chief Announcer: Juan Llibre
 Musical Director: Gladys Pieterz
 Chief Engineer: Rafael J. Acosta

WKAQ

SAN JUAN—1922—CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By: El Mundo Bcstg. Co.
 Business Address: P. O. Box 1072
 Phone Number: 2-2023

WNEL

SAN JUAN—1934—NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Operated By: Juan Piza
 Business Address: 960 Ponce de Leon Ave.
 Phone Number: 2-1300, 2-1309
 Studio Address: 258 Brau St.
 Transmitter Location: Green Island

WIBS *covers* **Puerto Rico**
with Programs—with Audiences that Buy!



Your Best Radio Buy In Puerto Rico For Bigger Sales

**10,000 W
740 KC**

WIBS

■ PRIMARY AREA
 ▨ SECONDARY AREA

REPRESENTED BY: PAN AMERICAN BROADCASTING CO., 330 Madison Ave., N.Y.

Air Time.....6:45 a.m.-11:30 p.m.
MembershipNAB
General Manager.....Rodulfo Blanco
Commercial Manager....Roberto Bocanegra

Station Manager.....Fermin F. Bonnin
Production Director.....Fermin F. Bonnin
Publicity Director."El Imparcial"—Mr. Durand
Chief Announcer.....Luis Enrique Marrero
Chief Engineer.....Roberto Rorriquez

WITA

SANTURCE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Electronic Enterprises, Inc.
Business Address.....P. O. Box 3728
Phone Number2-4756
Studio Address.....N. Y. Dept. Bldg.
Transmitter Location.....Villa Caparra
Air TimeUnlimited
News ServiceINS
MembershipPRAB
President.....V. H. Meador
General Manager.....Hector L. Almodovar

WITR

SANTURCE—1949

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....P. R. Communications
Authority
AddressSanturce
Phone Number2-3010
Air TimeUnlimited
Transcription ServiceWorld
President.....Rafael Marquez
Station Mgr.....Jose A. Buitrago
Program Director.....Jose Martiño
Chief Engineer.....Pedro Jimenez

In English Radio Programs
Caribbean Area Since 1940

Emily Aull

P. O. Box 4528
SAN JUAN 23, PUERTO RICO

In Puerto Rico Radio
B'casting since 1943

Warner Aull

Broadcasts in Spanish,
English, Portuguese,
and French.

C A N A D A

Stations

□

C B C

□

C A B

□

Alphabetical Index

By Call Letters

□

Networks

NINETEEN FIFTY





At your fingertips

The basic facts about **CANADIAN NETWORK RADIO**

The moment Canadian Radio enters your advertising plans, you should have this book. It's the only book of its kind! Based on the 1948 Survey of the Bureau of Broadcast Measurement, it puts you completely "in the picture" about Canadian Network Radio Coverage.

You'll find in this concise
reference guide:

- Comprehensive breakdown of network circulation by provinces, in the areas covered by the three Canadian Networks—Trans-Canada, French and Dominion.
- Three big, easy-to-read maps, showing locations of basic and supplementary stations of the three Canadian Networks in the markets they serve.
- Population of Canada by provinces, showing the number of households, the number and percentage of English and French-speaking Radio Homes.
- Network Stations, power, frequencies and time zones.



Yes, this book is invaluable to every radio advertiser and agency interested in Canada! Write for a copy now . . . and if you have any additional questions on your mind about the use of Canadian Network Radio, send them along, too. Ask for "Networks Coverage—1949".

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DIVISION

354 Jarvis Street
Toronto 5, Ontario

1231 St. Catherine Street West
Montreal 25, Quebec

CANADIAN

Broadcasting Corporation

OFFICES

Head Office—P. O. Box 806, 140 Wellington St., Ottawa, Ont.
Commercial Division—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.
National Program Office—P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.



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W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
Hugh Clark, Sales Representative
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

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Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
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R. S. Lambert, Supervisor of School Broadcasts
Neil M. Morrison, Supervisor of Talks and Public Affairs
D. C. McArthur, Chief News Editor
E. W. Jackson, Traffic Manager
Elizabeth D. Long, Women's Interests
H. Z. Palmer, Assistant Program Director Trans-Canada Network
A. E. Powley, News Features Editor
H. E. S. Hamilton, Supervising Engineer (Network Operations)

Merchandising

IS THE OTHER

Half of the Battle

If there is any one outstanding characteristic of the member stations of the Canadian Association of Broadcasters it is their realization that making a program *sell merchandise* involves greater effort than merely putting it on the air.

The *local* merchants must be sold on the program. The *local* sales force must be enthusiastic. Everyone connected with the *local, privately owned* broadcasting station is on their toes to follow up—to insure that every effort is made to *make listeners buy*.

To a degree unknown anywhere else in the world of radio, the member stations of the "C.A.B." bend every effort to see that *merchandise is sold*, not merely programs aired.

**BRING YOUR PROBLEMS,
WITHOUT COST
OR OBLIGATION
TO**

**CANADIAN
ASSOCIATION
OF
BROADCASTERS**

HEAD OFFICE: 108 Sparks St., Ottawa.

ADVERTISERS SERVICE: 37 Bloor St. W., Toronto.

CANADIAN

Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.



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Secretary-Treasurer T. Arthur Evans
Dir. Adv. & Station Services Patrick Freeman
General Counsel Joseph Sedgwick, K.C.
Chairman of the Board William M. Guild
Honorary President and Vice-Chairman of the Board Ralph Snelgrove



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E. Finlay MacDonald, Halifax; Malcolm Neill, Fredericton; Phil Lalonde, Montreal; Dr. Charles Houde, New Carlisle, P. Q.; Harry Sedgwick, Toronto; K. D. Soble, Hamilton; J. O. Blick, Winnipeg; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver.



Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.

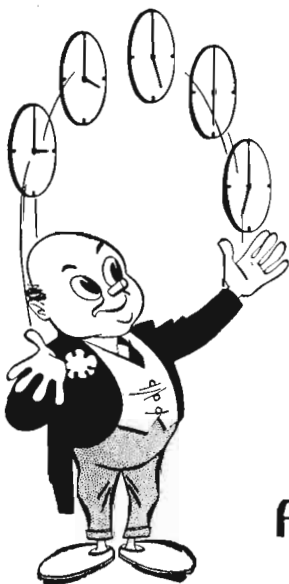
STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	732	CHLN	Three Rivers, Que.	747
CBF	Montreal, Que.	744	CHLO	St. Thomas, Ont.	741
CBG	Gander, Nfld.	733	CHLP	Montreal, Que.	745
CBH	Halifax, N. S.	734	CHLT	Sherbrooke, Que.	747
CBI	Sydney, N. S.	735	CHML	Hamilton, Ont.	737
CBJ	Chicoutimi, Que.	744	CHNC	New Carlisle, Que.	745
CBK	Watrous, Sask.	749	CHNO	Sudbury, Ont.	741
CBL	Toronto, Ont.	742	CHNS	Halifax, N. S.	734
CBM	Montreal, Que.	744	CHOK	Sarnia, Ont.	741
CBO	Ottawa, Ont.	738	CHOV	Pembroke, Ont.	739
CBR	Vancouver, B. C.	730	CHRC	Quebec City, Que.	746
CBT	Grand Falls, Nfld.	733	CHRL	Roberval, Que.	746
CBV	Quebec, City, Que.	745	CHSJ	Saint John, N. B.	733
CBW	Winnipeg, Man.	731	CHUB	Nanaimo, B. C.	728
CBX	Edmonton, Alta.	726	CHUM	Toronto, Ont.	742
CBY	Corner Brook, Nfld.	733	CHVC	Niagara Falls, Ont.	738
CFAB	Windsor, N. S.	735	CHWK	Chilliwack, B. C.	728
CFAC	Calgary, Alta.	726	CJAD	Montreal, Que.	745
CFAR	Flin Flon, Man.	731	CJAT	Trail, B. C.	729
CFBC	Saint John, N. B.	732	CJAV	Port Alberni, B. C.	729
CFCF	Montreal, Que.	745	CJBC	Toronto, Ont.	742
CFCH	North Bay, Ont.	738	CJBQ	Belleville, Ont.	735
CFCN	Calgary, Alta.	726	CJBR	Rimouski, Que.	746
CFCO	Chatham, Ont.	736	CJCA	Edmonton, Alta.	727
CFCY	Charlottetown, P. E. I.	743	CJCB	Sydney, N. S.	735
CFGP	Grande Prairie, Alta.	727	CJCH	Halifax, N. S.	734
CFJC	Kamloops, B. C.	728	CJCI	Calgary, Alta.	726
CFJM	Brockville, Ont.	736	CJCS	Stratford, Ont.	741
CFNB	Fredericton, N. B.	732	CJDC	Dawson Creek, B. C.	728
CFOR	Orilla, Ont.	738	CJEM	Edmundston, N. B.	732
CFOS	Owen Sound, Ont.	739	CJFP	Riviere-Du-Loup, Que.	746
CFPA	Port Arthur, Ont.	739	CJFX	Antigonish, N. S.	734
CFPL	London, Ont.	738	CJGX	Yorktown, Sask.	749
CFPR	Price Rupert, B. S.	729	CJIB	Vernon, B. C.	730
CFQC	Saskatoon, Sask.	748	CJIC	Sault St. Marie, Ont.	741
CFRA	Ottawa, Ont.	738	CJKL	Kirkland Lake, Ont.	737
CFRB	Toronto, Ont.	742	CJLS	Yarmouth, N. S.	735
CFRN	Edmonton, Alta.	726	CJNB	North Battleford, Sask.	748
CHAB	Moose Jaw, Sask.	748	CJNT	Quebec City, Que.	746
CHAD	Amos, Que.	743	CJOB	Winnipeg, Man.	731
CHAT	Medicine Hat, Alta.	727	CJOC	Lethbridge, Alta.	727
CHEF	Granby, Que.	744	CJOR	Vancouver, B. C.	730
CHEX	Peterborough, Ont.	739	CJOY	Guelph, Ont.	736
CHFA	Edmonton, Alta.	726	CJRL	Kenora, Ont.	737
CHGB	Ste. Anne de La Pocatiere, Que.	747	CJRW	Summerside, P. E. I.	743
			CJSO	Sorel, Que.	747

Call Letters	City	See Page	Call Letters	City	See Page
CJVI	. Victoria, B. C.	730	CKOK	. Penticton, B. C.	729
CKAC	. Montreal, Que.	745	CKOV	. Kelowna, B. C.	728
CKBI	. Prince Albert, Sask.	748	CKOX	. Woodstock, Ont.	743
CKBL	. Matane, Que.	744	CKOY	. Ottawa, Ont.	739
CKBW	. Bridgewater, N. S.	734	CKPC	. Brantford, Ont.	736
CKCH	. Hull, Que.	744	CKPG	. Prince George, B. C.	729
CKCK	. Regina, Sask.	748	CKPR	. Fort William, Ont.	736
CKCL	. Truro, N. S.	735	CKRC	. Winnipeg, Man.	731
CKCR	. Kitchner, Ont.	737	CKRD	. Red Deer, Alta.	727
CKCV	. Quebec City, Que.	746	CKRM	. Regina, Sask.	748
CKCW	. Moncton, N. B.	732	CKRN	. Rouyn, Que.	746
CKDO	. Oshawa, Ont.	738	CKRS	. Jonquire, Que.	744
CKEN	. Kentville, N. S.	734	CKSB	. St. Boniface, Man.	731
CKEY	. Toronto, Ont.	742	CKSF	. Cornwall, Ont.	736
CKFI	. Fort Frances, Ont.	736	CKSO	. Sudbury, Ont.	741
CKGB	. Timmins, Ont.	741	CKTB	. St. Catherines, Ont.	739
CKLN	. Nelson, B. C.	728	CKTS	. Sherbrooke, Que.	747
CKLW	. Windsor, Ont.	743	CKVD	. Val D'Or, Que.	747
CKMO	. Vancouver, B. C.	730	CKVL	. Verdun, Que.	747
CKMR	. New Castle, N. B.	732	CKWS	. Kingston, Ont.	737
CKNB	. Campbellton, N. B.	732	CKWX	. Vancouver, B. C.	730
CKNW	. New Westminster, B. C.	729	CKX	. Brandon, Man.	731
CKNX	. Wingham, Ont.	743	CKY	. Winnipeg, Man.	731
CKOC	. Hamilton, Ont.	737	VOCM	. St. John's, Nfld.	733

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Through the years he has come to symbolize not only the Company he represents, but the medium he champions: *Selective Radio*.

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ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER · CALGARY · WINNIPEG · TORONTO · MONTREAL

ALBERTA

CFAC

CALGARY—1922
CBC TRANS-CANADA SUPP

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Calgary Bcstg. Co.
Bus.-Studio Address: 1000 Greyhond Bldg.
Phone Number: Renfrew 1036
Transmitter Location: Midnapore, Alta.
Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Thesaurus, World,
Associated

Representative: All-Canada, Weed
Membership: CAB, BBM
President: H. R. Carson
General Manager: A. M. Cairns
Commercial Manager: F. R. Shaw
Production Director: D. MacMillan
Publicity Director: W. C. Paulin
Chief Engineer: E. C. Connor

CFCN

CALGARY—1922—CBC DOMINION

Frequency: 1060 Kc. Power: 10,000 Watts
Owned-Oper. By: The Voice of the Prairies, Ltd.
Bus.-Studio Address: Toronto General Trusts
Bldg.

Phone Number: Main 1161
Transmitter Location: 9 Mi. S. of Calgary
Air Time: 6:30 a.m.-M.
News Service: PN, BUP
Transcription Service: Standard, Lang-Worth
Representative: Radio Representatives,
Adam J. Young, Jr.

Membership: CAB, BBM
President: H. G. Love
Commercial Manager: E. N. McGuire
Program Director: James A. Love
Publicity Director: G. L. Carter
Chief Announcer: Ear Bown
Chief Engineer: Robert Lamb

CJCL

CALGARY—1927

Frequency: 1140 Kc. Power: 1000 Watts
Owned-Oper. By: The Albertan Publishing
Co., Ltd.

Address: Victory Bldg.
Phone Number: Main 9966
Transmitter Location: Grandview Hts.
Air Time: Unlimited
Representative: Alexander, McGillvra
Transcription Service: SESAC

News Service: BUP
Membership: CAB
President: G. M. Bell
Manager: D. H. MacKay
Commercial Manager: E. K. Elton

CBX

EDMONTON—1948
CBC TRANS-CANADA

Frequency: 1010 Kc. Power: 50,000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio Address: 713 MacDonald Hotel
Phone Number: 2-9311
Transmitter Location: Lacombe, Alta.
Air Time: Unlimited
News Service: PN, BUP, Reuters
Representative: CBC Commr. Dept.
President (CBC): Dr. Augustine Frigon
Station Manager: D. E. Cameron
Commercial Mgr. (Winnipeg): W. G. Carpentier
Program Director: Ralph L. Horley
Farm Editor: Bob Graham

CFRN

EDMONTON—1934
CBC DOMINION

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Oper. By: Sunwapta Bcstg. Co., Ltd.
Business-Studio Address: 109 CPR Bldg.
Phone Number: 22101
Transmitter Location: Jasper Hwy., 2 Mi. W.
of Edmonton

Air Time: 6:30 a.m.-M.
News Service: BUP, PN
Transcription Service: Lang-Worth, Standard
Representative: Radio Representatives,
Adam J. Young, Jr.

Membership: CAB, BBM
Pres., Gen. Mgr.: G. R. A. Rice
Comm., Sales Prom. Mgr.: A. J. Hopps
Pgm., Prod. Dir.: George A. Duffield
Publicity Director: Audrey J. Hincks
Chief Announcer: Claude Blackwood
Musical Director: Eric C. Candy
Chief Engineer: Frank G. Makepeace
Consulting Engineer: P. Bayley, Toronto

CHFA

EDMONTON—1949

Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By: Radio Edmonton, Ltd.

Business Address.....LaSurvivance Bldg.
 Phone Number.....20912
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service.....World
 Representative.....Renaud
 General Manager.....Romain LeClair
 Commercial Manager.....Paul de Grandpre
 Program Director.....T. Gareau
 Chief Engineer.....Gordon N. Sadler

CJCA

EDMONTON—1922
 CBC TRANS-CANADA SUPP

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Edmonton Bcstg. Co., Ltd.
 Bus.-Studio Address.....452 Birks Bldg.
 Phone Number.....26131
 Transmitter Location.....Elderslie
 Air Time.....Unlimited
 News Service.....AP, PN, BUP
 Transcription Service.....World, Thesaurus,
 Standard
 Representative.....All-Canada, Weed
 Membership.....CAB
 Station Manager.....Gerry Gaetz
 Assistant Manager.....R. L. Barnes
 Commercial Manager.....Joe MacKenzie
 Program Director.....Dalt Elton
 Promotion Manager.....Miss Win Sutton
 Chief Engineer.....Frank Hollingworth

CFGP

GRANDE PRAIRIE—1937
 CBC-TRANS-CANADA-SUPP

Frequency: 1050 Kc.....Power: 1000 Watts
 Owned By.....Northern Bcstg. Corp., Ltd.
 Bus.-Studio Address.....9901 Richmond Ave.
 Phone Number.....Private Exchange No. 109
 Transmitter Location.....Clairmont Hway.
 Air Time.....6:30 a.m.-M.
 News Service.....CP
 Transcription Service.....Thesaurus, Cole,
 SESAC
 Representative.....All-Canada, Weed
 Membership.....CAB
 President.....J. E. Thomson
 General-Station Mgr.....Arthur J. Balfour
 Commercial Manager.....Jack E. Soars
 Program Director.....John Wilson
 Publicity Director.....Kay Anderson
 Chief Announcer.....Bill Dunbeck
 Musical Director.....Joan Bishop
 Chief Engineer.....Art Williams

CJOC

LETHBRIDGE—1926
 CBC TRANS-CANADA

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Lethbridge Bcstg., Ltd.
 Address.....1015 Third Ave. S.
 Phone Number.....3161
 Transmitter Location.....Broxburn, Alberta
 Air Time.....6 a.m.-M.
 News Service.....PN
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....Weed, All-Canada
 Membership.....CAB, BBM
 Pres., General Mgr.....H. R. Carson
 Station Manager.....William M. Guild
 Commercial Manager.....Cameron A. Perry
 Prog. Manager.....George A. Brown
 Pub. Director.....K. Grant
 Chief Announcer.....H. Gibson
 Chief Engineer.....Robert A. Reagh

CHAT

MEDICINE HAT—1946
 CBC DOMINION SUPP

Frequency: 1270 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
 Business-Studio Address.....520 First Ave.
 Phone Number.....2821-2-3
 Transmitter Location.....Roytal, Alberta
 Air Time.....Unlimited
 News Service.....PN
 Transcription Service.....Standard
 Representative.....All-Canada, Weed
 Membership.....CAB
 President.....J. H. Yuill
 Station-Commercial Mgr.....R. J. Buss
 Program Director.....Bart Brown
 Promotion Manager.....Eleanor McDougall
 Chief Engineer.....Ian Carson

CKRD

RED DEER—1949
 CBC DOMINION SUPP

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Alberta Bcstg.
 Co., Ltd.
 Business Address.....Red Deer
 Air Time.....Unlimited
 News Service.....BUP
 Transcription Service.....Standard
 Representative.....Radio Reps., Young
 Pres., Gen. Mgr.....Gordon S. Henry
 Commercial Manager.....Hal Yerxa

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—1927
CBC DOMINION

Frequency: 1230 Kc. Power: 250 Watts
(C.P. 1000 Watts)

Owned-Oper. By... Fraser Valley Bcstrs., Ltd.
Business-Studio Address... 50 Yale Rd. E.
Phone Number... 7511-21
Transmitter Location... Prest Rd.
Air Time... 7 a.m.-11:30 p.m.
Transcription Service... Cole
Representative... All-Canada, Weed
Membership... CAB, BBM
President... C. Casey Wells
Gen. Mgr., Chief Engr... Jack Pilling
Commercial Manager... W. G. Teetzel
Sales Prom. Mgr... J. M. MacLachlan
Farm Editor... Wally Clarke

CJDC

DAWSON CREEK—1947

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By... Radio Station CJDC, Ltd.
Business Address... 2nd Ave. & 9th St.,
Dawson Creek, B. C.

Phone Number... 1R2
Studio Address... 2nd Ave. & 9th St.,
Dawson Creek, B. C.
Transmitter Location... Grandview Heights
Air Time... 6:30 a.m.-M.
News Service... Press News
Transcription Service... Associated
Representative... Radio Representatives, Cooke
Membership... CAB, BBM
President... W. B. Michaud
Gen., Sta. Mgr... Lewis R. Roskin
Sales Prom. Mgr... J. Hull
Program Director... O. Rudko
Publicity Director... G. Kidd
Chief Engineer... Edward Pfeifer
Farm Editor... A. McKellar

CFJC

KAMLOOPS—1926
CBC TRANS-CANADA

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Kamloops Sentinel, Ltd.
Business-Studio Address... 310 St. Paul St.
Phone Number... 1021
Transmitter Location... Kamloops Jct.
Air Time... 6:30 a.m.-11 p.m.
Representative... All-Canada, Weed
News Service... PN

Membership... CAB
General Manager... Ian G. Clark
Commercial Manager... R. J. Innes
Program Director... Walter Harwood
Chief Engineer... G. G. Henderson

CKOV

KELOWNA—1931
CBC TRANS-CANADA

Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By... Okanagan Bcstrs., Ltd.
Business-Studio Address... 1491 Pendozi St.
Phone Number... 200
Transmitter Location... Okanagan Mission, B. C.
Air Time... 6:15 a.m.-M.
News Service... PN
Transcription Service... World, Thesaurus,
Lang-Worth, SESAC

Representative... All-Canada, Weed
Membership... CAB
General Manager... J. W. B. Browne
Program Director... Jack C. Thompson
Publicity Director... Chris. Hansen
Chief Engineer... J. Fred Weber
Farm Editor... Ken Shepherd

CHUB

NANAIMO—1949

Frequency: 1570 Kc. Power: 250 Watts
Owned-Operated By... George Randall
Business Address... Malaspina Hotel
Air Time... Unlimited
News Service... PN
Transcription Service... World
Representative... Natl. Bcstg. Sales, Hunt, Cooke
President... George Randall
General Manager... Joan Orr

CKLN

NELSON—1939—CBC
TRANS-CANADA SUPP

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... News Publishing Co., Ltd.
Address... 711 Radio Ave.
Phone Number... 19
Air Time... 7 a.m.-11 p.m.
News Service... PN
Representative... Stovin, Young, Hunt
Membership... CAB
Station Manager... A. R. Ramsden
Chief Announcer... W. Anderson
Chief Engineer... H. J. Worsfold

CKNW

NEW WESTMINSTER—1944

Frequency: 1320 Kc. Power: 1000 Watts
 Owned By International Bcstg. Co., Ltd.
 Operated By William Rea, Jr.
 Business-Studio Address 227 Columbia St.
 Phone Number 3000
 Transmitter Location Lulu Island, B. C.
 Air Time 24 Hrs.
 News Service PN
 Transcription Associated, World, Cole
 Representative Forjoe, Radio Reps
 Pres., Gen. Sta. Mgr. William Rea, Jr.
 Natl. Sales Mgr. MacIntosh MacDonald
 Production Manager Hal Davis
 Promotion Manager Phil Baldwin
 Chief Engineer Bill Collins

CKPG

PRINCE GEORGE—1946

CBC TRANS-CANADA SUPP

Frequency: 550 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station CKPG, Ltd.
 Business-Studio Address Lyon Bldg.
 Phone Number 140
 Transmitter Location So. Fort George
 Air Time 7 a.m.-11 p.m.
 Representative All-Canada, Weed
 Membership CAB, BBM
 President Frank H. Elphicke
 General-Station Mgr. Cecil G. Elphicke
 Comm. Mgr., Pub. Dir. John Boates
 Sales Prom. Mgr. Jack Carbutt
 Pgm., Prod. Dir. Arthur Hall
 Chief Engineer Ralph E. Spencer

CKOK

PENTICTON—1948

Frequency: 800 Kc. Power: 250 Watts
 Owned-Operated By CKOK, Ltd.
 Business-Studio Address 152 Main St.
 Phone Number 900
 Transmitter Location Addr. Skaha Lake
 Air Time 6:45 a.m.-11 p.m.
 News Service PN
 Transcription Service Standard
 Representative Radio Reps.
 Membership BBM, CAB
 General Manager J. Reg Beattie
 Station Manager Harry O. Watts
 Commercial Manager Jean Griffiths
 Program Director Vince A. Duggan
 Production Director Jeff Ajello
 Chief Engineer Jim English

CFPR

PRINCE RUPERT—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Northwest Bcst. & Service Co., Ltd.
 Studio Address 336 Second Ave., Box 848
 Phone Number 863
 Air Time Unlimited
 Representative Stovin
 President F. E. Batt
 Gen.-Sta. Mgr., Chief Engr. C. H. Insulander
 Commercial Mgr. S. J. Anderson
 Program Director M. Furunes

CJAV

PORT ALBERNI—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By CJAV, Ltd.
 Address 735 Third Ave. N.
 Phone Number 603-4
 Air Time Unlimited
 News Service PN
 Transcription Service Lang-Worth, Cole
 Representative Radio Representatives
 Membership CAB
 Station Manager Charles J. Rudd
 Commercial Manager K. Hutcheson
 Program-Production Dir. T. Rannie
 Publicity Director Robert J. Hall
 Chief Engineer H. Hollway

CJAT

TRAIL—1932—CBC

TRANS-CANADA

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By Kootenay Bcstg. Co., Ltd.
 Business-Studio Address 815 Victoria St.
 Phone Number 737
 Transmitter Location Warfield
 Air Time 6:30 a.m.-M.
 News Service PN
 Transcription Service Thesaurus
 Representative All-Canada, Weed
 Membership BBM
 President E. W. Hazlewood
 Station Manager John W. Loader
 Commercial Manager Donald G. Marshall
 Program Director Joseph P. Kobluk
 Publicity Director Marion D. Johnson
 Chief Engineer John D. Hepburn

CBR

**VANCOUVER—1936
CBC TRANS-CANADA**

Frequency: 1130 Kc. Power: 5000 Watts
 Owned-Operated By: Canadian Bcstg. Corp.
 Business-Studio Address: Hotel Vancouver
 Phone Number: Marine 6121
 Transmitter Location: Lulu Island
 Air Time: Unlimited
 News Service: CP, BP, BUP, Reuters
 Representative: CBC
 President (CBC): Dr. Augustin Frigon
 Commercial Mgr. (CBC): E. A. Weir
 Program Director: Doug Nixon
 Promotion Manager: W. G. Clark
 Chief Engineer: A. Hilton

CJOR

**VANCOUVER—1925
CBC DOMINION**

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By: CJOR, Ltd.
 Business-Studio Address: 846 Howe St.
 Phone Number: Marine 6464
 Transmitter Location: Lulu Island
 Air Time: Unlimited
 News Service: BUP, UP, PN
 Transcription Service: Thesaurus, UTS
 Representative: Stovin, Young
 Membership: CAB, BBM
 Pres., Gen. Mgr.: George C. Chandler
 Commercial Manager: Don Laws
 Sales Prom.-Pub. Mgr.: Dorwin Baird
 Program Director: Ross Mortimer
 Prod., Musical Dir.: Wallie Peters
 Chief Engineer: A. H. Chandler

CKMO

VANCOUVER—1922

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By: British Columbia Bcstg.
 System, Ltd.
 Address: 812 Robson St.
 Phone Number: Marine 1271-2-3
 Transmitter Location: River Rd., Lulu Is.
 Air Time: Unlimited
 News Service: BUP
 Transcription Service: Standard, Associated,
 SESAC
 Representative: Natl. Bcstg. Sales, Cooke
Membership
 President: Mrs. R. J. Sprott
 Managing Director: Mrs. K. M. Willis
 Station Manager: Mrs. K. M. Willis
 Commercial Manager: T. Slattery
 Program Director: Mrs. Nina Anthony
 Chief Announcer: Wally Garrett
 Chief Engineer: M. McKenzie

CKWX

VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By: Western Bcstg. Co., Ltd.
 Business-Studio Address: 543 Seymour St.
 Phone Number: Marine 3344
 Air Time: Unlimited
 News Service: PN, BUP
 Transcription Service: Lang-Worth, World
 Representative: All-Canada, Weed
 Membership: CAB, BBM
 President: Arthur Holstead
 Gen.-Station Mgr.: Frank H. Elphicke
 Commercial Manager: John L. Sayers
 Program Dir.: Laurie Irving
 Promotion Manager: Joe Midmore
 Chief Engineer: Jack Gordon

CJIB

**VERNON—1947—CBC
DOMINION SUPP**

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By: Interior Bcstrs., Ltd.
 Business Address: 3330 Barnard Ave.
 Phone Number: 900
 Transmitter Location: Swan Lake, N. Vernon
 News Service: PN
 Transcription Service: Associated
 Representative: Radio Representatives, Cooke
 Air Time: 6:30 a.m.-M.
 Membership: CAB, BBM
 President: J. T. Mutrie
 Station Manager: Sid. S. Lancaster
 Commercial Manager: Blake Crothers
 Program Director: Don McGibbon
 Production Director: Jim Younie
 Musical Director: Dagmar Herry
 Chief Engineer: Loren C. Merriman

CJVI

VICTORIA—1941—DOMINION CBC

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Island Bcstg. Co., Ltd.
 Business-Studio Address: 620 View St.
 Phone Number: Garden 2014, 8653
 Transmitter Location: Portage Inlet
 Air Time: 6:30 a.m.-11 p.m.
 News Service: PN
 Transcription Service: Thesaurus, World
 Representative: Weed, All-Canada
 President: H. T. Matson
 Station Manager: M. V. Chestnut
 Commercial Manager: L. Hallberg
 Program Director: R. T. Batey
 Publicity Director: Miss B. Garnett
 Chief Engineer: J. Sommers

MANITOBA

CKX

BRANDON—1928—CBC DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By Western Manitoba Bcstrs., Ltd.

Address 8th St. & Princess Ave.
Phone Number 4532
Air Time 7:30 a.m.-11:30 p.m.
Transcription Service Thesaurus, World
Representative Radio Representatives, Cooke
Managing Director J. B. Craig
Commercial Manager E. D. Holland
Program Director Eric Davies
Chief Engineer Humphrey Davies

CFAR

FLIN FLON—1937—TRANS-CANADA

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Arctic Radio Corp., Ltd.
Address 75 Hill St.
Phone Number 590
Air Time Limited
News Service PN
Transcription Service Lang-Worth
Representative Stovin, Young
President S. J. Beaufoy
General Manager C. H. Witney
Program Director D. G. Willis
Chief Engineer Gordon Woodward

CKSB

ST. BONIFACE—1946

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By Radio St. Boniface, Ltd.
Address 607 College St.
Phone Number 20865
Air Time Unlimited
News Service BUP
Membership CAB
Transcription Service World
Representative Renaud, McGillvra
Pres., Comm. Mgr. Roland Couture

CBW

WINNIPEG—1948
CBC TRANS-CANADA

Frequency: 990 Kc. Power: 50,000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Business Address 300 Telephone Bldg.
Phone Number 922-91
Transmitter Location Carman
Air Time 6:45 a.m.-12:45 a.m.
News Service BUP, PN, Reuters, CP
Representative CBC
Chairman (CBC) A. D. Dunton
General Manager Dr. A. Frigon
Regional Representative J. R. Finlay

Station Manager (CBC) Winnipeg

J. N. Mogridge
Commercial Manager W. G. Carpentier
Publicity Director C. E. L'Ami
Chief Announcer Maurice Burchell
Chief Engineer R. D. Cahoon
Farm Editor Peter B. Whittall

CJOB

WINNIPEG—1946

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Blick Bcstg., Ltd.
Business-Studio Address Lindsay Bldg.
Phone Number 926, 374
Transmitter Location St. Boniface
Air Time 24 Hrs.
News Service CP, BUP
Transcription Service World, Thesaurus,
Associated
Representative Radio Representatives, Cooke
Membership CAB, BBM
President, General Manager J. O. Blick
Commercial Manager A. J. Messner
Program Director George Davies
Chief Engineer R. V. Durie

CKRC

WINNIPEG—1934—CBC DOMINION

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Transcanada Communica-
tions, Ltd.
Bus. Studio Address 300 Carlton St.
Phone Number 922, 266
Transmitter Location St. Vital
Air Time Unlimited
News Service BUP, PN
Transcription Service Lang-Worth, Standard
Representative Weed, All-Canada
Membership CAB, BBM
President V. Sifton
Gen., Sta. Mgr. William A. Speers
Commercial Manager B. M. Pirie
Sales Prom. Mgr. F. M. Desourdy
Prog. Dir., Prod. Mgr. J. M. Hill
Chief Engineer Bert Hooper

CKY

WINNIPEG—1949

Frequency: 1080 Kc. Power: 5000 Watts
Owned-Oper. By Bergman-Moffat Bcstg. Co.,
Ltd.
Business Address 432 Main St.
Air Time Unlimited
News Service BUP
Transcription Service Capitol
Representative Stovin, Young
General Manager Lloyd E. Moffat
Commercial Manager Jack Shortreed

—NEW BRUNSWICK—

CKNB

CAMPBELLTON—1939

CBC DOMINION

Frequency: 950 Kc. Power: 1000 Watts
Owned-Oper. By. Restigouche Bcstg. Co., Ltd.
Business Address. P. O. Drawer 840
Phone Number 8
Studio Address. 110 Water St.
Transmitter Location. Maple Green
Air Time Unlimited
Transcription Service All-Canada
Representative All-Canada, Weed
Membership CAB, BBM
President. J. Wesley MacDonald
General Manager. Dr. Charles H. Houde
Station Manager. Stan Chapman
Sales Prom. Mgr. Bill Harper
Program Director. Bob Richards
Chief Engineer. L. P. Paquet

CKCW

MONCTON—1934

CBC DOMINION

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By. Moncton Bcstg., Ltd.
Business-Studio Address. K. of P. Bldg.
Phone Number 9111-2-3
Transmitter Location. Cherryfield
Air Time Unlimited
News Service. BUP, RP
Transcription Service. World, UTS, Lang-Worth
Representative. McGillvra, Stovin
Membership CAB, BBM
Pres., Gen. Mgr. F. A. Lynds
Commercial Manager. F. A. Bestall
Program Director. Bob Tabor
Publicity Director. Alf. T. Parkes
Chief Announcer. Bob Pugh
Chief Engineer. James A. White

CJEM

EDMUNDSTON—1944—CBC

FRENCH SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Edmundston Radio, Ltd.
Business-Studio Address. 91 Canada Rd.
Phone Number 296
Transmitter Location. Iroquois
Air Time. 7 a.m.-11:15 p.m.
Transcription Service. World
Representative. Stovin, Young
President. Dr. P. C. Laporte
Sta. Mgr., Pgm. Dir. Maurice Lacasse
Sales Prom., Comm. Mgr. George Guerrette
Chief Technician. Gerard Levesque

CKMR

NEW CASTLE—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Miramichi Bcstg. Co., Ltd.
Business Address. Castle St.
Air Time Unlimited
News Service PN
Transcription Service Standard
Representative. Wright
General Manager. Arthur Martin

CBA

SACKVILLE—1939

CBC TRANS-CANADA

Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Oper. By. Canadian Bcstg. Corp.
Bus.-Studio Address. 100 Sackville St.
Phone Number 3-6188
Transmitter Location. Sackville
Air Time Unlimited
News Service. PN, BUP, CP, Reuter
President (CBC). Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr. W. E. S. Briggs
Commercial Manager. E. A. Weir
Promotion Manager. Wyn Rhydwen
Regional Engineer. H. M. Smith

CFNB

FREDERICTON—1923

CBC TRANS-CANADA

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By. James S. Neill & Sons, Ltd.
Business-Studio Address. York St.
Phone Number 5501
Transmitter Location. New Maryland
Air Time Unlimited
News Service. BUP, RP
Transcription Service. Thesaurus, Standard,
Cole
Representative. All-Canada, Weed
Membership CAB, BBM
Gen., Sta. Mgr. Dr. Malcolm Neill
Sales Prom. Manager. C. Austin Moore
Program Director. J. T. H. Fenety
Chief Engineer. Glenn D. Glove

CFBC

SAINT JOHN—1946

CBC DOMINION

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By. Fundy Bcstg. Co., Ltd.
Business-Studio Address. 4 Carelton St.
Phone Number 3-2421
Transmitter Location. Sand Cove Rd.
Air Time Unlimited

NEW BRUNSWICK - NEWFOUNDLAND

News Service RP
Transcription Service Standard
Representative Weed, Alexander
President A. M. A. McLean
Station Manager Robert T. Bowman
Commercial Manager Charles E. Wasson
Production Manager W. N. Anderson
Publicity Director R. D. Gallagher
Chief Engineer H. M. Stout
Farm Editor Michael B. Gausden

CHSJ

**SAINT JOHN—1934
CBC TRANS-CANADA**

Frequency: 1150 Kc. Power: 5000 Watts

Owned-Oper. By New Brunswick Bcstg.
Co., Ltd.
Business-Studio Address 13 Church St.
Phone Number 3-3304
Transmitter Location Coldbrook
Air Time Unlimited
News Service PN
Transcription Service World, Lang-Worth,
Associated, UTS
Representative Stovin, Young
Membership CAB
Station Manager George A. Cromwell
Sales Promotion Manager E. B. Tapley
Commercial Manager Cleve G. Stillwell
Program Director Earl McCarron
Publicity Director James McGowen
Chief Engineer J. G. Bishop

NEWFOUNDLAND

CBY

**CORNER BROOK—1949—CBC
TRANS-CANADA SUPP**

Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Address Corner Brook
Air Time Unlimited
News Service CP, PN, BUP, Reuters
Representative CBC
President (CBC) Dr. Augustin Frigon
Commercial Manager (CBC) E. A. Wier
Regional Rep. William F. Galgay
Station Manager C. V. Hierlihy
Promotion Manager (CBC) Ron C. Fraser

Air Time Unlimited
News Service CP, PN, BUP, Reuters
Representative CBC
President (CBC) Dr. Augustin Frigon
Commercial Mgr. (CBC) E. A. Wier
Regional Rep. William F. Galgay
Station Manager John J. Grace
Promotion Mgr. (CBC) Ron C. Fraser

CBN

**ST. JOHN'S—1949—CBC
TRANS-CANADA SUPP**

Frequency: 640 Kc. Power: 10,000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Address St. John's
Air Time Unlimited
News Service CP, PN, BUP, Reuters
Representative CBC
President (CBC) Dr. Augustin Frigon
Commercial Mgr. (CBC) E. A. Wier
Regional Rep. William F. Galgay
Promotion Mgr. (CBC) Ron C. Fraser

CBG

**GANDER—1949—CBC
TRANS-CANADA SUPP**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Canadian Bcstg. Corp.
Address Gander
Air Time Unlimited
News Service CP, PN, BUP, Reuters
Representative CBC
President (CBC) Dr. Augustin Frigon
Commercial Mgr. (CBC) E. A. Wier
Regional Rep. William F. Galgay
Station Manager A. Barrett
Promotion Mgr. (CBC) Ron C. Fraser

VOCM

ST. JOHN'S—1936

Frequency: 1000 Kc. Power: 250 Watts
Owned-Operated By Colonial Bcstg. System
Business Address Parade St.
Phone 2741
Air Time Unlimited
News Service PN
Transcription Service Thesaurus
Representative Stovin
Managing Director J. L. Butler
Commercial Manager M. Shulman
Program Director J. M. Murdoch
Chief Engineer W. B. Williams

CBT

**GRAND FALLS—1949—CBC
TRANS-CANADA SUPP**

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By Canadian Bcstg. Corp.
Address Grand Falls

—NOVA SCOTIA—

CJFX

ANTIGONISH—1943
CBC DOMINION

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Atlantic Bcstrs., Ltd.
Address: Broadcasting Bldg.
Phone Number: 66
Transmitter Location: New Glasgow Rd.
Air Time: Unlimited
News Service: PN
Transcription Service: United, Lang-Worth
Representative: Natl. Bcst. Sales, Young
President, General Mgr.: J. Clyde Nunn
Commercial Manager: R. J. Ricketts
Sales Manager: James Burroughs

CKBW

BRIDGEWATER—1947
CBC TRANS-CANADA SUPP

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Operated By: Acadia Bcstg. Co., Ltd.
Business Address: 399 King St.
Phone Number: 445
Transmitter Location: Hebbville
Air Time: Unlimited
News Service: PN
Transcription Service: Associated
Representative: Radio Representatives, Cooke
Membership: BBM
General-Station Mgr.: John F. Hirtle
Commercial Manager: John S. Harris
Sales Prom. Manager: Lester L. Rogers
Program Director: James A. MacLeod
Publicity Director: Bruce RaFuse
Chief Engineer: Douglas Hirtle

CBH

HALIFAX—1944
CBC TRANS-CANADA MARITIME

Frequency: 1330 Kc. Power: 100 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business-Studio Address: 100 Sackville St.
Phone Number: 3-6188
Transmitter Location: Halifax
Air Time: Unlimited
News Service: BUP, AP, PN, Reuters
Representative: CBC Commercial Div.
General Manager: Dr. Augustin Frigon
Station Manager: S. R. Kennedy
Commercial Manager: E. A. Weir, Toronto
Regional Representative: W. E. S. Briggs
Production Staff: S. K. Appleby
Publicity Director: Wyn Rhydwen, Maritime
Press and Information Rep.
Chief Engineer: H. M. Smith, Maritime
Regional Engineer
Farm Editor: A. K. Morrow, Maritime

CHNS

HALIFAX—1926—CBC DOMINION

Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Maritime Bcstg. Corp., Ltd.
Bus.-Studio Address: Broadcasting House,
10 Tobin St.
Phone Number: 3-8318
Transmitter Location: Rockingham, Halifax
County
Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Thesaurus, Lang-Worth,
World
Representative: All-Canada, Weed
President: Andrew W. Robb
Managing Dir.: William Coates Borrett
Station Manager: Gerald Redmond
Comm-Sales Prom. Mgr.: Harry A. L. Stephen
Prog. Dir., Prod. Mgr.: John Funston
Chief Engineer: Arthur H. Greig

CJCH

HALIFAX—1944

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: Chronicle Co., Ltd.
Bus.-Studio Address: Lord Nelson Hotel
Phone Number: 3-7311
Transmitter Location: St. Margaret's Bay Rd.
Air Time: Unlimited
News Service: PN
Transcription Service: Standard
Representative: Cooke, Nat'l Bcstg. Sales
Membership: CAB, BBM
Station Manager: E. Finlay MacDonald
Commercial Manager: C. L. Chambers
Traffic Manager: Howard E. Gerard
Program Director: Donald Loughnane
Chief Engineer: A. Reginald MacWilliams

CKEN

KENTVILLE—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Evangeline Bcstg. Co., Ltd.
Business-Studio Address: Radio Center
Phone Number: Kentville 400
Transmitter Location: Upper Dyke
Air Time: 7 a.m.-9 p.m.—(Simultaneous
Operation with CFAB, Windsor, N. S.)
News Service: PN
Transcription Service: UTS
All Canada
Representative: Alexander
Membership: CAB, BBM
President, Chief Engr.: Avard N. Bishop
General Manager: J. A. C. Lewis
Prog. Director: Willard A. Bishop

CBI

**SIDNEY—1948—CBC
TRANS-CANADA MARITIME**

Frequency: 1570 Kc. Power: 1000 Watts
 Owned-Operated By: Canadian Bcstg. Corp.
 Business-Studio Address: 247 Charlotte St.
 Phone Number: 4495
 Air Time: Unlimited
 News Service: AP, BUP, Reuters, CP
 Representative: CBC
 President (CBC): Dr. Augustin Frigon
 Station Mgr.: Barry MacDonald
 Transmitter Location: S. Bar
 Comm. Mgr. (CBC): E. A. Wier
 Regional Representative: W. E. S. Briggs
 Publicity Director: Wyn Rhydwen
 Chief Engineer: H. M. Smith

CJCB

SYDNEY—1929—CBC DOMINION

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: Eastern Bcstg. Co., Ltd.
 Business-Studio Address: Radio Bldg.
 Phone Number: 5596, 8240
 Transmitter Location: So. Bar, Cape Breton
 Air Time: Unlimited
 News Service: PN
 Transcription Service: Thesaurus, Lang-Worth,
 World, UTS
 Representative: All-Canada, Weed
 General Manager: N. Nathanson
 Station Manager: C. J. McDougall
 Commercial Mgr.: J. Marven Nathanson
 Program Director: Lloyd MacInnis
 Chief Engineer: A. E. Vernon

CKCL

TRURO—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Truro Bcstg. Co., Ltd.
 Business Address: 7 Pleasant St.
 Phone Number: 491
 Transmitter Location: Onslow
 Air Time: 7:30 a.m.-M.

News Service: PN
 Transcription Service: Associated
 Representative: William Wright
 Membership: CAB, BBM
 President, General Mgr.: J. Arthur Manning
 Comm. Mgr., Pub. Dir.: Alex Thomson
 Prog., Prod. Dir.: Edward Belcher
 Chief Engineer: Sidney Bernasconi

CFAB

WINDSOR—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Evangeline Bcstg. Co., Ltd.
 Address: Pulsifer Bldg.
 Phone Number: Windsor 498
 Transmitter Location: Falmouth
 Air Time: 7 a.m.-9 p.m.—(Simultaneous
 Operation with CKEN, Kentville, N. S.)
 News Service: PN
 Transcription Service: UTS
 Representative: Alexander
 Membership: CAB, BBM
 President, Chief Engr.: Avarid M. Bishop
 General Manager: J. A. C. Lewis
 Program Director: Willard A. Bishop

CJLS

**YARMOUTH—1934
CBC DOMINION**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Gateway Bcstg. Co., Ltd.
 Business Address: Drawer 440
 Phone Number: 500
 Studio Address: 222 Main St.
 Transmitter Location: Brooklyn, Yarmouth
 County
 Air Time: Unlimited
 News Service: CP
 Transcription Service: UTS, All-Canada
 Representative: All-Canada, Weed
 Membership: BBM
 President, Station Mgr.: Laurie L. Smith
 Program Director: Denny Comlau
 Publicity Director: Fred Ball
 Chief Engineer: Donald L. Smith

ONTARIO

CJBQ

**BELLEVILLE—1946
CBC DOMINION SUPP**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Quinte Bcstg. Co., Ltd.
 Business-Studio Address: 11 Victoria Ave.
 Phone Number: 3200-1
 Transmitter Location: Foxboro Hway.
 Air Time: Unlimited

News Service: PN
 Transcription Service: World, Thesaurus
 Representative: Stovin, Young
 Membership: CAB, BBM
 President: A. McLean Hatg
 Station Manager: W. H. Stovin
 Commercial Manager: J. H. MacDonald
 Program Director: W. E. Arnold
 Publicity Director: Scott Hannah
 Chief Engineer: J. B. Buchanan

CKPC

BRANTFORD—1923
CBC DOMINION SUPP

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By . . . Telephone City Bcst., Ltd.
Address 49-51 Colborne St.
Phone Number 3-2664
Transmitter Location Cockshutt Rd.
Air Time Unlimited
Transcription Service World
Representative J. L. Alexander
President, General Mgr. . . Mrs. J. D. Buchanan
Commercial Manager Hugh Bremner
Program Director Wally Shubat
Chief Engineer Ken Stewart

CFJM

BROCKVILLE—1943
CBC DOMINION

Frequency: 1450 Kc. Power: 250 Watts
Owned By . . . Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address Revere Hotel
Phone Number 4628
Transmitter Location Prescott Hwy.
Air Time Unlimited
News Service BUP
Representative Stovin, Young
Membership CAB
Owner, Gen.-Sta.-Comm. Mgr. . Jack R. Radford
Program Director Pat Byrne
Program Manager Tom Statham
Chief Engineer John G. Brasford

CFCO

CHATHAM—1926—CBC DOMINION

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By John Beardall
Business Address P. O. Box 277
Phone Number 2626
Transmitter Location William Pitt Hotel
Air Time Unlimited
News Service BUP
Transcription Service Cole
Owner, Gen. Manager John Beardall
Comm.-Prom. Manager Peter Kirkey
Program Director George Sulman
Chief Engineer Gordon Brooks

CKSF

CORNWALL—1945
CBC DOMINION SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . Standard-Freeholder, Ltd.
Business-Studio Address 36 Pitt St.
Phone Number 1703
Transmitter Location Toll Gate Rd.
Air Time Unlimited
News Service CP
Transcription Service World

Representative Stovin, McGillvra
Membership CAB, BBM
President Phillip Robertson
Gen., Station-Comm. Mgr. . . . H. Harrison Flint
Program Director Howard H. Brailey
Publicity Director Margaret Gillie
Chief Engineer Mahlon Clark

CKFI

FORT FRANCES—1944
CBC DOMINION SUPP—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned By Radio Station CKFI
Bus.-Studio Address 240 Scott St.
Phone Number Ft. Frances 200
Transmitter Location Pither's Point Pk.
Air Time Unlimited
News Service PN
Transcription Service Keystone
Representative Alexander
President J. G. McLaren
Sta. Comm., Gen. Mgr. W. H. McLellan
Program Director Leon Jourard
Chief Engineer George Bishop

CKPR

FORT WILLIAM—1931
CBC TRANS-CANADA

Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By Dougall Motor Car Co.
Bus.-Studio Address 416 Victoria Ave.
Phone Number 33477
Transmitter Location Memorial Ave.,
Port Arthur
Air Time 7:15 a.m.-11:40 p.m.
News Service PN
Transcription Service Thesaurus, United
Representative . . Stovin, Radio Representatives,
Young, All-Canada, Oakes
Membership BBM, CAB
President H. F. Dougall
Commercial Manager George Jeffrey
Prod. Director Eldon Wilcox
Chief Engineer W. T. Ross

CJOY

GUELPH—1948

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By CJOY, Ltd.
Business Address Bond Bldg.
Phone Number 555
Transmitter Location R.R. 7
Air Time Unlimited
News Service PN
Transcription Service Cole, Lang-Worth
Representative Radio Reprs., Cooke
Prés., Station Mgr. Wallace Slatter
Commercial Mgr. Frederick T. Metcalf
Program Director Laurie J. Lohman
Chief Engineer D. A. Page

CHML

HAMILTON—1927
CBC DOMINION SUPP

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By . . . Maple Leaf Bcstg. Co., Ltd.
Business-Studio Address 848 Main St., E.
Phone Number 9-2411
Transmitter Location Vinemount
Air Time Unlimited
News Service BUP
Transcription Service . . . Standard, Associated
Representatives Natl. Bcst. Sales,
Metropolitan, Hunt, Young
Membership CAB, BBM
President Kenneth D. Sable
Gen. Station Mgr., Prog. Dir. Tom Darling
Commercial Manager W. D. Whitaker
Sales Prom. Mgr., Pub. Dir. E. S. Stock
Chief Engineers Hugh Potter, Phil Tahany

CKOC

HAMILTON—1922
CBC TRANS-CANADA SUPP

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By Wentworth Radio Bcstg.
Co., Ltd.
Bus.-Studio Add. King William & John Sts.
Phone Number 7-4483
Transmitter Location Elfrida
Air Time Unlimited
News Service PN, AP, Reuters
Transcription Service Thesaurus, World
Representative All-Canada, Weed
Membership CAB, BBM
President Harold R. Carson
Station Manager W. T. Cranston
Commercial Manager L. A. Westmoreland
Asst. Manager J. Lyman Potts
Program Director J. O. Stone
Chief Engineer Leslie Horton

CJRL

KENORA—1938—CBC DOMINION

Frequency: 1220 Kc. Power: 1000 Watts
Owned-Oper. By James Richardson &
Sons, Ltd.
Address Johnson Block
Phone Number 717
Transmitter Location Jaffray Township
Air Time Unlimited
News Service CP
Transcription Service Thesaurus
Representative Stovin, Cooke
Membership CAB, BBM
President Mrs. James Richardson
Station Commercial Manager G. A. McLean
Sales Prom. Mgr., Pub. Dir. James Thom
Program Director Thomas E. Lavers
Musical Director Irwin Stein
Chief Engineer F. J. Hackett

CKWS

KINGSTON—1942
CBC TRANS-CANADA

Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By Brookland Co., Ltd.
Address 304 King St.
Phone Number 4405
Transmitter Location Wolfe Island
Air Time Unlimited
News Service PN
Transcription Service . . . Standard, Lang-Worth,
World
Representative Natl. Bcst. Sales
Membership CAB
President Senator W. R. Davies
Station Manager Roy W. Hofstetter
Commercial Manager Karl Monk
Program Director Jack Pollie
Chief Engineer Burt Cobb

CJKL

KIRKLAND LAKE—1934
CBC TRANS-CANADA

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Co., Ltd.
Address Govt. Rd.
Phone Number 27
Transmitter Location Dane
Air Time Unlimited
News Service PN
Transcription Service . . . Standard, Thesaurus,
Lang-Worth
Representative Natl. Bcst. Sales, Cooke
Membership CAB
President Roy H. Thomson
Manager Harry M. Edgar
Commercial Manager Don Lawrie
Program Director Cliff Harrison
Chief Engineer Les Oliver

CKCR

KITCHENER—1929
CBC DOMINION SUPP

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By K-W. Bcstg. Co., Ltd.
Business-Studio Address 125 King St. W.
Phone Number 3-3628
Transmitter Location R.R. 3
Air Time Unlimited
News Service PN
Transcription Service UTS, Associated
Representative William Wright
Pres.-Station Mgr. W. C. Mitchell
Commercial Manager G. Liddle
Prod. Manager Ed Manning
Chief Engineer Bill Marchand

President, General Mgr. Frank Ryan
Commercial Manager George M. Gowling
Program Director Fred Davis

CKOY

OTTAWA—1924—CBC DOMINION

Frequency: 1310 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By CKOY, Ltd.
Address 272 Somerset St., W.
Phone Number 3-5658
Air Time Unlimited
News Service BUP, AP, UP, Reuters
Transcription Service Associated, Lang-Worth
Representative Cooke, Natl. Bcst. Sales
President Duncan K. MacTavish
General Manager T. Edgar Guest
Commercial Manager Don Davis
Program Director Jack Alexander
Chief Engineer John McGrail

CFOS

**OWEN SOUND—1940
CBC DOMINION SUPP**

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Grey & Bruce Bcstg. Co.,
Ltd.
Business-Studio Address 9th St. E.
Phone Number 1940
Transmitter Location Sydenham Township
Air Time Unlimited
News Service PN
Transcription Service World
Representative Stovin, World
Membership CAB, BBM
President Howard Fleming
Station Manager William N. Hawkins
Commercial Manager D. Ferry
Sales Prom. Mgr., Pub. Dir. R. Thomson
Program Director E. Smith
Production Director William Fulton
Chief Engineer R. Turnpenny

CHOV

PEMBROKE—1942—CBC DOMINION

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Oper. By Ottawa Valley Bcstg. Co.,
Ltd.
Address 97 Albert St.
Phone Number 1350
Transmitter Location E. of Pembroke
Air Time Unlimited
News Service BUP
Transcription Service Thesaurus, SESAC
Representative Stovin, Young
Pres., Gen. Mgr. E. G. Archibald
Program Director Bill Kutshke
Promotion Manager Marg. Miller
Chief Engineer W. E. Schmidt

CHEX

**PETERBOROUGH—1942
CBC DOMINION**

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By Brookland Co., Ltd.
Bus.-Studio Address Examiner Bldg.
Phone Number 2-0451
Transmitter Location Otonabee
Air Time Unlimited
News Service PN
Transcription Service World, Lang-Worth
Representative Natl. Bcst. Sales
President Sen. W. R. Davies
Vice President Roy H. Thomson
Station Manager Russ Baer
Commercial Mgr. E. L. Jones
Program Director Don Naim
Chief Engineer Bert Crump

CFPA

**PORT ARTHUR—1944
CBC DOMINION**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Ralph H. Parker
Bus.-Studio Address Public Utilities Bldg.
Phone Number 5-7651
Transmitter Location Memorial Ave.
Air Time Unlimited
Transcription Service Lang-Worth, Standard
Representative National Broadcast Sales,
Broadcast Representatives, Hunt, Weed
Membership CAB, BBM
Gen., Sta. Mgr. Ralph H. Parker
Commercial Manager R. P. MacGowan
Program Director Roy Dahmer

CKTB

**ST. CATHARINES—1930
CBC DOMINION SUPP**

Frequency: 1550 Kc. Power: 1000 Watts
Owned-Oper. By The Niagara District Bcstg.
Co., Ltd.
Business-Studio Address 12 Yates St.
Phone Number 5-7351
Transmitter Location Lakeshore Rd.,
Port Dalhousie
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, UTS
Representative National Broadcast Sales,
J. H. McGillvra
Membership CAB, BBM
President, Station Mgr. W. B. C. Burgoyne
Managing Director H. B. Burgoyne
Commercial Manager V. A. Lococo
Sales Prom. Manager W. C. Wingrove
Production Manager W. C. Wheeler
Chief Engineer W. H. Allen



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Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that's been growing for over twenty years!

**CFRB
TORONTO**

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!

CHLO

ST. THOMAS—1948
CBC TRANS-CANADA SUPP

Frequency: 680 Kc. Power: 1000 Watts
Business-Studio Address Radio Centre
Phone Number 3696
Transmitter Cons. 8 Yarmouth Township
Air Time Unlimited
News Service AP, PN
Transcription Service Lang-Worth, Associated
Representative Radio Reprs., Cooke
Membership CAB, BBM
Pres., Gen. Mgr. J. F. Peterson
Commercial Manager G. N. Miller
Pgm., Prod. Dir. L. C. Evans
Chief Engineer J. C. Warder

CHOK

SARNIA—1946
CBC TRANS-CANADA SUPP

Frequency: 1070 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Sarnia Bcstg. Co., Ltd.
Address 148½ Front St. N.
Phone Number 4000
Air Time Unlimited
Transcription Service Standard, Lang-Worth
Representative Natl. Bcst. Sales, Cooke
President H. M. Hueston
General, Station Manager Claude R. Irvine
Commercial Manager Gerry Hall
Publicity Director James A. Kirkpatrick
Program Director Grant Webber
Chief Engineer Robert F. Cooke

CJIC

SAULT STE. MARIE—1934
CBC TRANS-CANADA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Hyland Bcstg. Co.
Address Windsor Hotel
Phone Number 3500
Transmitter Location Peoples Rd.
Air Time 6 a.m.-M.
News Service PN
Transcription Service World
Representative J. L. Alexander, McGillvra
Membership CAB, BBM
Chief Exec., Gen. Mgr. J. G. Hyland
Sales Promotion Manager E. Vance
Program Director J. Basil Scully
Chief Engineer Italo Marinelli

CJCS

STRATFORD—1927
CBC DOMINION SUPP

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Frank M. Squires

Address Reynolds Bldg.
Phone Number 1675
Air Time 7 a.m.-11 p.m.
News Service UP, BUP
Transcription Service World
Representative All Canada, Weed
President, General Mgr. Frank M. Squires
Station, Comm., Sales Prom. Mgr. S. E. Tapley
Prod., Pgm., Pub. Dir. Alex L. Smith
Chief Engineer John Grigg

CHNO

SUDBURY—1947
CBC DOMINION SUPP

Frequency: 1440 Kc. Power: 1000 Watts
Owned-Oper. By Sudbury Bcstg. Co., Ltd.
Business Address 166 Elm St., W.
Phone Number 6-6416
Air Time Unlimited
News Service PN
Transcription Service Associated
Representative Wright, Young
President, General Mgr. F. B. Ricard
Station Commercial Manager R. Riel
Sales Manager M. E. Bond
Program Director Don Killoran
Publicity Director John Boyd
Chief Engineer Phil Empey

CKSO

SUDBURY—1935
CBC TRANS-CANADA

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By CKSO, Sudbury, Ltd.
Business-Studio Address 21 Elgin St., N.
Phone Number 77-505
Transmitter Location 7 Mi. from Sudbury
at McFarlane Lake
Air Time Unlimited
News Service PN
Transcription Service Thesaurus, World
Representative All-Canada, Weed
Membership BMB
President G. M. Miller, K.C.
General Manager W. J. Woodill
Program Director K. Dobson
Chief Engineer R. F. Chinnick

CKGB

TIMMINS—1933
CBC TRANS-CANADA

Frequency: 680 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Co., Ltd.
Bus.-Studio Address Thompson Bldg.
Phone Number 2000

Transmitter Location..... Mountjoy Township
 Air Time Unlimited
 News Service PN
 Transcription Service..... Lang-Worth, Standard
 Representative Natl. Bcst. Sales, Cooke
 President..... R. H. Thomson
 General Manager..... J. M. Davidson
 Station Manager..... H. C. Freeman
 Commercial Manager..... Edwin Bowser
 Program Director..... Jesse French
 Chief Engineer..... Ernie Mott

CBL

TORONTO—1927 CBC TRANS-CANADA

Frequency: 740 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Canadian Bcstg. Corp.
 Business-Studio Address..... 354 Jarvis St.
 Phone Number..... Midway 5481
 Transmitter Location Hornby
 Air Time Unlimited
 News Service..... BUP, Reuters, PN, CP
 Representative CBC
 President (CBC)..... Dr. Augustin Frigon
 Director General Programs..... Ernest L. Bushnell
 Commercial Manager (CBC)..... E. A. Weir
 Program Director..... Harry J. Boyle
 Prod. Director..... J. Kannawin
 Publicity Director..... Ron C. Fraser
 Chief Engineer..... Howard Hilliard

CFRB

TORONTO—1927—CBS

Frequency: 1010 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Rogers Radio Ccstg. Co., Ltd.
 Business-Studio Address..... 37 Bloor St. W.
 Phone Number..... Midway 3515
 Transmitter Location Clarkson
 Air Time Unlimited
 News Service..... BUP, PN
 Transcription Service... Associated, Thesaurus,
 World
 Representative Young, All-Canada
 Membership CAB, BBM
 President..... Harry Sedgwick
 Station Manager..... Lloyd Moore
 Commercial Manager..... Waldo Holden
 Program Director..... Wes McKnight
 Publicity Director..... Ken Marsden
 Chief Engineer..... Clive Eastwood

(See Page 740)

CHUM

TORONTO—1945

Frequency: 1050 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... York Bcstrs., Ltd.

Address..... 225 Mutual St.
 Phone Number..... Elgin 4271
 Transmitter Location..... Lawrence Ave. &
 Don Mills Rd.
 Air Time Sunrise-sunset
 News Service..... UP, BUP
 Transcription Service..... Lang-Worth, United,
 Standard
 Representative Alexander McGillvra
 Membership CAB, BBM
 President..... John H. Q. Part
 General-Comm. Mgr..... Roland E. Ford
 Sales Promotion Manager..... Leigh Stubbs
 Program Director..... Larry Mann
 Publicity Director..... Phil Stone
 Chief Engineer..... Dr. Curt Borchardt

CJBC

TORONTO—1936 CBC DOMINION

Frequency: 860 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Canadian Bcstg. Corp.
 Business-Studio Address..... 354 Jarvis St.
 Phone Number..... Midway 5481
 Transmitter Location Dixie
 Air Time Unlimited
 News Service..... PN, BUP, Reuters
 Membership BMB
 President (CBC)..... Dr. Augustin Frigon
 Dir. Gen. of Programs..... E. L. Bushnell
 Manager, Dominion Net..... H. G. Walker
 Commercial Manager..... E. A. Weir
 Program Director..... Robert W. McGall
 Supervisor of Press & Information... R. C. Fraser
 Supervising Engineer (Toronto Area)
 H. R. Hilliard

CKEY

TORONTO—1944

Frequency: 580 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned By..... Toronto Bcstg. Co., Ltd.
 Bus.-Studio Address..... 444 University Ave.
 Phone Number..... WAverly 3881
 Transmitter Location Scarboro
 Air Time Unlimited
 News Service..... PN, BUP
 Transcription Service... World, Lang-Worth,
 Standard, Associated
 Rep..... Natl. Bcst. Sales, Cooke, Hunt
 Membership CAB
 President, General Mgr..... Jack K. Cooke
 Station Manager..... Hal Cooke
 Program Director..... Don Insley
 Production Manager..... Ed Houston
 Publicity Director..... John Thompson
 Chief Engineer..... Ernie M. Swan

ONTARIO-PRINCE EDWARD ISLAND-QUEBEC

CKLW

**WINDSOR CBC TRANS-CANADA
DOMINION SUPP**
(See Listing, Detroit, Mich.)

CKNX

**WINGHAM—1926
CBC—DOMINION SUPP**

Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By. Radio Station CKNX, Ltd.
Business-Studio Address. Josephine St.
Phone Number 158
Transmitter Location Belgrave
Air Time Unlimited
News Service BUP
Transcription Service. Cole, Lang-Worth, World
Representative Alexander, Young
President, General Mgr. W. T. Cruickshank
Station Manager. J. J. Cruickshank
Commercial Manager. G. W. Cruickshank
Sales Prom. Manager. V. Dittmer

Program Director. J. F. Brent
Prod. Director. Tom Rafferty
Publicity Director. R. Clark
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 Number 2400
Studio Address. 380 Hunter St.
Transmitter Location. Sweaburg Rd.,
Township of W. Oxford
Air Time Unlimited
News Service BUP
Transcription Service. World, Lang-Worth
Representative Wright
Membership CAB
President, Gen.-Station Mgr. Monty J. Werry
Comm.-Sales Prom. Mgr. W. Stanley Smith
Prog. Dir., Prod. Mgr. Bruce Marsh
Chief Engineer. R. A. Clark

PRINCE EDWARD ISLAND

CFCY

**CHARLOTTETOWN—1924
CBC DOMINION-MARITIME**

Frequency: 630 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By. Island Radio Bcstg. Co.
Business-Studio Address. 85 Kent St.
Phone Number 741
Transmitter Location. W. Royalty
Air Time 7:25 a.m.-12:10 a.m.
News Service PN
Transcription Service. Associated, Standard,
Lang-Worth
Representative All-Canada, Weed
Membership CAB
Pres., Managing Dir. Lt. Col. K. S. Rogers
Station Manager. R. F. Large
Promotion Manager. W. J. Brown, Jr.
Technical Spvr. 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 Number 2201-2
Transmitter Location. Read's Corner, 2 Mi.
E. of Summerside
Air Time 7:30 a.m.-9 p.m.
News Service BUP
Transcription Service. World, All-Canada,
Guild Radio Features
Representative Radio Reps.
Membership CAB, BBM
President. H. E. Gaudet
Sta.-Comm. Mgr., Chief Engineer. A. G. Rogers
Program Director. R. C. Schurman

QUEBEC

CHAD

AMOS—1942—CBC FRENCH SUPP
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Northern Radio Inc.
Business Address. Rouyn
Studio Address. Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.

Transmitter Location Amos
Air Time 7 a.m.-M.
News Service PN
Transcription Associated, World
Representative Weed
Membership CAB, BMB
President. David Armand Gourd
Station Manager. Joseph Duguay

C B J

CHICOUTIMI—1933—CBC FRENCH

Frequency: 1580 Kc. Power: 10,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Business-Studio Address 315 Racine St.
 Phone Number 4456
 Transmitter Location Rang San Antoine
 Air Time Unlimited
 Representative CBC
 Membership BMI
 General Manager Marcel Ouimet
 Station Manager Vilmond Fortin
 Commercial Manager Maurice Valiquette
 Sales Promotion Manager Gilbert Lessard
 Production Director Roger Daveluy
 Publicity Director Jean Saint-Georges
 Chief Announcer L. H. Desjardins
 Chief Engineer J. E. Roberts
 Farm Editor Armand Berube

C H E F

GRANBY—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Granby Bcstg. Co.
 Business-Studio Address 7 Johnson St.
 Phone Number 353
 Transmitter Location Abbotsford Rd.
 Air Time 6 a.m.-M.
 News Service PN
 Transcription Service World, United
 Representative Renaud
 Membership CAB, BBM
 General Manager Gerard Laliberte

C K C H

HULL—1933—CBC FRENCH SUPP

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By Syndiat d'Ouvres Sociales
 Ltée.
 Business Studio Address 121 Notre-Dame St.
 Phone Number 2-1701
 Transmitter Location Deschenes
 Air Time Unlimited
 News Service PN
 Representative Renaud, McGillvra
 Membership CAB, BBM, FMA
 President L. J. Billy
 General, Station Manager J. P. Lemire
 Sales Promotion Manager Henry Allard
 Program Director Henri Bergeron
 Chief Announcer Henri Bergeron
 Musical Director Aurele Groulx
 Chief Engineer Max Gebhardt

C K R S

JONQUERE—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Henri Lepage

Business Address 223 St. Dominique St.
 Air Time Unlimited
 Representative Hardy, Young
 President Henri Lepage
 Manager Gaston Voyer

C K B L

MATANE—1948—TRANS-QUEBEC

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By La Compagnie de
 Radiodiffusion de Matane, Ltée
 Business-Studio Address St. Jerome St.
 Phone Number 355
 Air Time 7 a.m.-M.
 Transmitter Location Poncheville
 News Service PN
 Transcription Service World
 Representative Hardy-Young
 Membership BBM
 Pres., Gen., Station Mgr. Roger Bergeron
 Commercial Manager René Lapointe
 Sales Promotion Manager Bob Quinn
 Chief Announcer Francois Raymond
 Musical Director Agnes Charest
 Chief Engineer Paul DuBerger
 Farm Editor Marcel Houle

C B F

MONTREAL—1937—CBC FRENCH

Frequency: 690 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address 1231 St. Catherine St. W.
 Phone Number Plateau 7161
 Transmitter Location Vercheres
 Air Time 7 a.m.-M.
 Membership BBM
 Gen. Mgr. Dr. Augustin Frigon
 Commercial Manager M. Valiquette
 Station Manager Marcel Ouimet
 Sales Promotion Manager Gilbert Lessard
 Prod. Director Roger Laveluy
 Publicity Director J. Saint-Georges
 Chief Announcer Miville Couture
 Chief Engineer H. Audet

C B M

MONTREAL—1937 CBC TRANS-CANADA

Frequency: 940 Kc. Power: 5000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus.-Studio Address 1231 St. Catherine St. W.
 Phone Number Plateau 7161
 Transmitter Location Marieville
 Air Time 6 a.m.-M.
 Membership BBM
 General Manager Dr. Augustin Frigon
 Commercial Manager Maurice Valiquette
 Sales Promotion Manager Gilbert Lessard

• • • **QUEBEC** • • •

Program Director..... William O'Reilly
Production Director..... Roger Daveluy
Publicity Director..... Jean Saint-Georges
Chief Announcer..... Lamont Tilden
Chief Engineer..... Henri Audet

C F C F

**MONTREAL—1919
ABC-CBC DOMINION**

Frequency: 600 Kc..... Power: 5000 Watts
Owned-Oper. By..... Canadian Marconi Co.
Bus.-Studio Address..... 1231 St. Catherine St. W.
Phone Number..... Plateau 2575
Transmitter Location..... St. Genevieve
Air Time..... 6 a.m.-M.
News Service..... BUP
Transcription Service..... Standard
Representative..... Weed, All-Canada
Membership..... CAB, BBM
Bcstg. Manager..... W. Victor George
Station Manager..... Gordon F. Keeble
Sales Supervisor..... T. J. Quigley
Promotion Manager..... L. W. Rasberry
Prod. Director..... Peel Steven
Chief Announcer..... J. R. Brooks
Chief Engineer..... John Gettenby

CHLP

MONTREAL—1933

Frequency: 1410 Kc..... Power: 1000 Watts
Owned-Oper. By..... La Patrie Publishing Co., Ltd.
Address..... 183 St. Catherine St. E.
Phone Number..... PL 5225
Studio Address..... Sun Life Bldg.
Transmitter Location..... Laprairie
Air Time..... Unlimited
News Service..... PN
Transcription Service..... Associated
Representative..... Alexander, McGillvra
Membership..... BMB
Pres., Gen. Mgr..... Hon. Sen. P. R. Du Tremblay
Station Comm. Mgr..... C. A. Berthiaume
Pgm., Prod. Dir..... Andre Chabot
Publicity Director..... Armand Goulet
Chief Announcer..... Marcel Marineau
Chief Engineer..... Alphonse Cloutier

CJAD

MONTREAL—1945—CBS

Frequency: 800 Kc..... Power: 5000 Watts
Owned-Operated By..... CJAD, Ltd.
Business-Studio Address..... 1191 Mountain St.
Phone Number..... Plateau 1805
Transmitter Location..... MacKayville
Air Time..... 6 a.m.-12:05 a.m.
News Service..... PN, BUP, CN

Transcription Service..... Lang-Worth.
World, Associated
Representative..... Young, Natl. Bcst. Sales
Membership..... BBM, CAB
Pres., Gen. Mgr..... J. Art. Dupont
Program Director..... Ron Morrier
Chief Announcer..... Hollis McCurdy
Chief Engineer..... A. K. Taylor

CKAC

**MONTREAL—1922—CBS
TRANS-QUEBEC**

Frequency: 730 Kc..... Power: 10,000 Watts
Owned-Oper. By..... La Cie. De Publication.
La Presse, Ltée.
Phone Number..... MARquette 3611
Business Address..... St. James St., W.
Studio Address..... 980 Stes. Catherine St., W.
Transmitter Location..... St. Hyacinthe
Air Time..... Unlimited
News Service..... BUP, CP, PN, Transradio
Transcription Service..... Associated, France,
Lang-Worth, World
Representative..... Young, Wright
Membership..... CAB, BMB, BMI
Pres., Gen. Mgr..... Sen. P. R. Du Tremblay
Station Mgr..... Phil Lalonde
Assistant Manager..... Roy Malovin
Commercial Manager..... Georges Bourassa
Sales Prom. Manager..... Robert Jouglet
Program Director..... Ferdinand Biondi
Production Director..... Bernard Goulet
Publicity Director..... Marcel Theoret
Chief Announcer..... Louis Belanger
Chief Engineer..... Leonard Spencer

CHNC

**NEW CARLISLE—1933—CBC
FRENCH SUPP**

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Oper. By..... Gaspesia Radio Bcstg. Co.
Business-Studio Address..... New Carlisle
Phone Number..... 64
Transmitter Location..... Barachois de Pasébiac
Air Time..... 6:30 a.m.-11 p.m.
Representative..... Hardy, Young
Membership..... BBM, CAB
President..... Dr. Charles E. Dumont
General Mgr..... Dr. Charles Houde
Station-Comm. Manager..... Viateur Bernard
Chief Engineer..... Gordon S. Coleman

CBV

QUEBEC CITY—1934—CBC FRENCH

Frequency: 980 Kc..... Power: 1000 Watts
Owned-Oper. By..... Canadian Bcstg. Corp.
Business Studio Address..... Palais Montcalm

QUEBEC

Phone Number 5-8155
Transmitter Location Charlesbourg
Air Time 7:30 a.m.-M.
News Service CP, BUP
General Manager A. Frigon
Station Manager Guy Dumais
Comm. Mgr. (French Net) Maurice Valiquette
Prog. Dir. (French Net) Marcel Ouimet
Chief Engineer Gordon W. Olive

CHRC

QUEBEC CITY—1936 TRANS-QUEBEC

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHRC, Limitée
Business-Studio Address 39 St. Jean
Address 39 St. Jean
Phone Number 2-8177
Transmitter Location Route Deneule St.
Air Time Unlimited
News Service BUP, CP
Transcription Service Lang-Worth, Thesaurus
Representative Young, Hardy
Membership CAB, FMA
President Herve Baribeau
General Station Manager Henri Lepage
Commercial Manager Aurele Pellitier
Program Director Magella Alain
Chief Announcer Roger Lebel
Program Manager Jean Bender
Chief Engineer Arsene Nadeau

CJNT

QUEBEC—1949 CBC TRANS-CANADA SUPP

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Goodwill Bcstg. Co.
Address 405 Blvd. Hamel
Air Time Unlimited
Transcription Service SESAC
General Manager J. N. Thivierge

CKCV

QUEBEC CITY—1924 CBC DOMINION SUPP

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By CKCV, Ltd.
Business-Studio Address 142 St. John St.
Phone Number 2-1585
Transmitter Location St. Louis Rd., Ste. Foye
Air Time 7 a.m.-1 a.m.
News Service PN
Transcription Service World, UTS
Representative Renaud, Weed
Membership CAB, BBM
President Gaston Pratte
General-Station Co. Mgr. Paul Lepage
Sales Promotion Manager Marie Paul Vachon
Pgm. Prod. Dir., Chf. Ann. Marcel Leboeuf

Publicity Director Jean Bender
Musical Director Roger Lechance
Chief Engineer Albert DuBerger

CJBR

RIMOUSKI—1937 CBC FRENCH SUPP

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By The Central Public Service
Corp., Ltd.
Address 39 St. John St.
Phone Number 396
Transmitter Location Notre-Dame du
Sacre Coeur
Air Time Unlimited
News Service PN
Transcription Service United, Standard
Representative Stovin, Young
Membership BBM
President J. A. Brillant
Manager Guy Caron
Commercial Manager Andre Lecomte
Program Director Francois Raymond
Pgm. Dir., Prom. Mgr. Guy Ross
Chief Engineer F. C. Daok

CJFP

RIVIERE-DU-LOUP—1947 CBC FRENCH SUPP

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Radio Temiscouata Ltée.
Business Address 203 Lafontaine St.
Phone Number 536
News Service TP
Representative Renaud, Young
Asst. Manager Bertran Polvin
Comm. Manager Henri Legueux
Prom. Mgrs. Henri Boudeaux, Yves Marchand
Chief Engineer Raymond Lavoie

CHRL

ROBERVAL—1949

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Roberval Inc.
Address Hotel Maison Blanche
Air Time Unlimited
News Service PN
Representative Renaud
President Fernand Levesque
General Manager L. Morin

CKRN

ROUYN—1938—CBC FRENCH SUPP
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Northern Radio, Inc.
Bus.-Studio Address Reilly Block Bldg.
Transmitter Location Rouyn
Air Time Unlimited

News Service PN
 Transcription Service Associated, World
 Representative Renaud
 President, General Manager..... David A. Gourd
 Program Director..... Maurice Dobois
 Chief Engineer..... George H. Pope

CHGB

STE. ANNE DE LA POCATIERE—1949
CBC FRENCH SUPP

Frequency: 570 Kc..... Power: 1000 Watts
 Owned-Operated By... G. Thomas Desjardins
 Business Address..... Main St.

CHLT

SHERBROOKE—1937
CBC FRENCH SUPP

Frequency: 900 Kc..... Power: 1000 Watts
 Owned-Operated By..... La Tribune, Ltd.
 Business-Studio Address..... 3 Marquette St.
 Phone Number 2071
 Transmitter Location... King St., E. Sherbrooke
 Air Time..... 6 a.m.-M.
 Transcription Service.. World, UTS, Thesaurus
 Representative Young, Hardy
 President..... Hon. Jacob Nicol
 General Manager..... A. Gauthier
 Program Director..... J. L. Gauthier
 Commercial Manager..... Jean Tremblay
 Chief Announcer..... J. P. Lassonde
 Chief Engineer..... Romeo Paquette

CKTS

SHERBROOKE—1945
CBC DOMINION

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Sherbrooke Telegram
 Business-Studio Address..... 3 Marquette St.
 Phone Number 971
 Transmitter Location... King St., E. Sherbrooke
 Air Time Unlimited
 Transcription Service..... Thesaurus, World
 Representative Young, Hardy
 President..... Hon. J. Nicol
 General Manager..... A. Gauthier
 Prog.-Pub. Director..... J. L. Gauthier
 Commercial Manager..... Jean Tremblay
 Chief Announcer..... Joseph Walters
 Chief Engineer..... Y. Fortier

CJSO

SOREL—1945—FRA

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By... Radio Richelieu, Ltd.
 Business Studio Address..... 72 Rue Du Roi
 Phone Number 3318
 Transmitter Location..... National Hwy.
 Air Time..... 7a.m.-11 p.m.

News Service PN
 Representative Renaud
 President..... J. Arthur Villeneuve
 General Manager..... Henri Olivier
 Station Manager..... Maurice Boulianne
 Program Director..... Wilfrid Mondoux
 Chief Announcer..... Jean Riendeau
 Chief Engineer..... Joseph Cardin

CHLN

THREE—RIVERS—1937

Frequency: 550 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Le Nouvelliste, Lié.
 Bus.-Studio Address..... Chateau de Blois Hotel
 Phone Number 4500
 Transmitter Location..... Montreal Hwy.
 Air Time Unlimited
 News Service PN
 Transcription Service..... World, UTS
 Representative Hardy, Young
 Membership CAB, BBM
 Station Manager..... Léon Trépanier

CKVD

VAL D'OR—1939—CBC FRENCH
SUPP

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Oper. By..... Northern Radio, Inc.
 Address..... Reilly Block, Rouyn
 Phone Number..... TA 7245
 Transmitter Location..... Val d'Or
 Air Time Unlimited
 Representative Renaud, Weed
 Membership CAB
 President..... David A. Gourd
 Station Manager..... Louis Hiller

CKVL

VERDUN—1946

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By..... J. Teitolman
 Business Studio Address..... 211 Gordon Ave.
 Phone Number Trenmore 2525
 Transmitter Location..... Laprairie, Que.
 Air Time Unlimited
 News Service..... PN, BUP
 Transcription Service..... Lang-Worth, United
 Representative Stovin, Cooke
 President, General Manager... Jack Tietolman
 Station Manager..... Corey Thomson
 Commercial Manager..... Judah Tietolman
 Sales Promotion Manager..... A. R. Wilson
 Program Director... Omer Duranceau (French),
 Hal Stubbs (English)
 Production Director..... Marcel Provost
 Publicity Director..... Arthur Lefebvre
 Chief Announcer..... Gilles Pellerin
 Musical Director..... Billy Munroe
 Chief Engineer..... J. C. Charlebois
 Farm Editor..... Jean Bertrand

SASKATCHEWAN

CHAB

MOOSE JAW—1935
CBC DOMINION

Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By CHAB, Ltd.
Bus. Studio Address Grant Hall Hotel
Phone Number 3282
Transmitter Location Boharm
Air Time Unlimited
News Service PN
Transcription Service Lang-Worth, Cole
Representative Stovin, Weed
President J. E. Slaughter
General Manager J. S. Boyling
Commercial Manager Lloyd Crittendon
Promotion Manager Bernald Ward
Production Director Jim Purvis
Program Director Jim Cloak
Chief Engineer M. Pickford

CJNB

NORTH BATTLEFORD—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Northwestern Bcstg. Co., Ltd.
Business Address Box 38
Phone Number 2373
Studio Address 66 E. 1st Ave.
Transmitter Location Riverview
Air Time Unlimited
News Service World
Transcription Service World, United
Representative Stovin
Membership CAB, BPM
General, Station Manager Hume A. Lethbridge
Commercial, Sales Prom. Mgr. William Brown
Prod. Dir., Chief Engineer A. C. Nichol

CKBI

PRINCE ALBERT—1927
CBC DOMINION

Frequency: 900 Kc. Power: 5000 Watts
Owned-Oper. By Central Bcstg. Co., Ltd.
Bus. Studio Address Sanderson Block
Phone Number 2621
Transmitter Location 7 Mi. S. of Prince Albert
Air Time Unlimited
News Service PN
Transcription Service Thegaurus
Representative All-Canada, Weed
Membership CAB, BBM
Station Manager E. A. Rawlinson
Comm.-Sales Prom. Mgr. Gerald Prest
Program Director J. J. Censor
Chief Engineer Tom Van Nes

CKCK

REGINA—1922
CBC TRANS-CANADA SUPP

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By Leader-Post, Ltd.
Bus. Studio Address Leader-Post Bldg.
Phone Number 8525
Transmitter Location Rowatt
Air Time Unlimited
News Service BUP, PN
Transcription Service World
Representative All-Canada, Weed
Membership CAB, BBM
President Victor M. Sifton
General Manager Harold A. Crittenden
Commercial Manager Gil Seabrook
Sales Prom. Manager Maxine Vance
Prod. Director D. R. Dawson
Chief Engineer E. A. Strong

CKRM

REGINA—1926—CBC DOMINION

Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper By Trans-Canada
Communications, Ltd.
Bus. Studio Address Fidelity Life Bldg.
Phone Number 7631
Transmitter Location Rowatt
Air Time Unlimited
News Service CP, BUP
Transcription Service Lang-Worth
Representative All-Canada, Weed
Membership CAB, BBM
Station Manager N. Botteril
Commercial Manager Don Oakes
Pub. Dir., Sales Prom. Mgr. F. Laight
Program Director W. L. Walker
Chief Engineer William MacDonald

CFQC

SASKATOON—1923
CBC—DOMINION

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By A. A. Murphy & Sons, Ltd.
Bus. Studio Address 216 1st Ave., N.
Phone Number 7917
Transmitter Location 3 Mi. W. of Saskatoon,
Hwy. No. 11
Air Time Unlimited
News Service BUP, PN
Transcription Standard, Lang-Worth, Cole
Representative Radio Reps., Young
President A. A. Murphy
Station Manager Vernon Dailin
Commercial Manager Blair Nelson
Program Director Wilfred Gilbey
Publicity Director Stella Sprovell
Chief Engineer Lyn Hoskins

C B K

**WATROUS—1939
CBC TRANS-CANADA**

Frequency: 540 Kc. Power: 50,000 Watts
 Owned-Oper. By Canadian Bcstg. Corp.
 Bus. Studio Address . . . 300 Manitoba Telephone
 Bldg.
 Phone Number 922-191
 Transmitter Location Watrous
 Air Time Unlimited
 News Service PN, BUP, Reuters
 Representative CBC
 President (CBC) Dr. Augustin Frigon
 Station Manager J. N. Mogridge
 Commercial Manager (CBC) E. A. Weir
 Promotion Manager C. E. L'Ami
 Chief Engineer R. D. Cahoon

C J G X

YORKTON—1927—CBC DOMINION

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Oper. By Yorkton Bcstg. Co., Ltd.
 Bus. Studio Address Smith-McKay Bldg.
 Phone Number 324
 Transmitter Location ½ MI. E. of Yorkton
 on Hwy. No. 10
 Air Time Unlimited
 News Service CP
 Transcription Service World
 Representative Stovin, Young
 Membership CAB, BBM
 President Dawson Richardson
 General, Station Manager K. S. Parton
 Commercial Manager E. S. English
 Sales Promotion Manager Nora Campbell
 Program, Production Director Bill Liska
 Chief Engineer Arthur Mills

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is the only Business Paper devoted exclusively
to Canadian Broadcasters and their Sponsors

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Canada

Memo to:

WORLD AFFILIATES *Only!*

8

... great firsts were sent to you during 1949!

10

... terrific money-making features—never before released by a library—will be sent to you during 1950!

CURRENTLY...

738

... World-Affiliates are enthusiastically translating World's dramatic new *showmanship* into increasingly profitable *sponsorship!* They're saying: "It pays to make 'Watch World' your 'Watch Word!'"

WORLD PROGRAM SERVICE **LIBRARY**

WORLD BROADCASTING SYSTEM, INC.
501 Madison Avenue, New York 22, N. Y.

PRODUCTION

RADIO AND TELEVISION

Program Producers

□

Transcription Companies

□

Recording Companies

□

Music

NINETEEN FIFTY



JERRY DEVINE

"THIS IS YOUR FBI"

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RADIO AND TELEVISION DIRECTORS GUILD

RADIO—TELEVISION PROGRAM PRODUCERS

PAUL F. ADLER ASSOCIATES

535 Fifth Ave., New York, N. Y.
Phone: MURray Hill 7-1881

Owner.....Paul F. Adler
Services Offered: Operates under facilities of Affiliated Program Service Inc.

ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6873

President.....Charles A. Alicoate
Exec. Vice-Pres.&Secy.....William E. Wild
Services Offered: Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

ADVERTISERS RECORDING SERVICE, INC.

113 W. 57 St., New York 19, N. Y.
Phone: Circle 6-0141-2

President.....James A. Miller
Secretary.....E. B. McCutcheon
Services Offered: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records (vinylite).

ADVERTISERS RECORDINGS, LTD.

624 Dominion Square Bldg., Montreal, Que.
Phone: Ma. 6368

President.....Walter P. Downs
Secretary.....Anne M. Johnson
Services Offered: Recording studio available to advertising agencies.

AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1881

President.....Paul F. Adler
Services Offered: Live programs plus syndicated films. Syndicated script services.

AIR FEATURES, INC.

247 Park Ave., New York, N. Y.
Phone: PL 5-2700

Services Offered: Radio program producers.

ALTON ALEXANDER PRODUCTIONS

825 W. 187th St., New York 33, N. Y.
Phone: LOrraine 8-3100

President.....Alton G. Alexander
Manager.....Lottie Ritter
Services Offered: Complete Radio and TV production service... scripts, commercials, direction, production.

AMBASSADOR FILMS, INC.

118 W. 57 St., New York 19, N. Y.
Phone: JUDson 6-2680-1

Pres. & Exec. Producer.....Eugen Sharin
Story Editor.....Steven Vas
Dir. of Musical Films...Leopold Hainisch
Secy. of Co.....Irwin Belenken
Services Offered: TV productions exclusive contracts with: Vienna Philharmonic Orchestra, La Scala Opera of Milan, Vienna Choir Boys, Salzburg Marionette Theatre.

AMERICAN-JEWISH BROADCASTING CO., INC.

150 Broadway, New York 7, N. Y.
Phone: WOrth 2-3322

President.....Herman Younglieb
Services Offered: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

AMERICAN NATIONAL VIDEO PRODUCTIONS, INC.

17 No. Wabash Ave., Chicago 2, Ill.
Phone: FI 6-2255

President.....Thomas J. O'Brien, Jr.
Associate Producer.....Jean Gendon
Services Offered: Live shows, films, and film commercials: Shown on air: "Comic Capers" on WBKB daily—in its second season; "Parade," weekly talent show in its third seasons—WENR-TV.

ANIMATION HOUSE, INC.

(For complete listing see TV Film Producers)

THE THREE JOHNS

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IRWIN TRUST

745 Fifth Avenue
New York, New York
PLaza 9-1120

6331 Hollywood Boulevard
Hollywood, California
Hillside 0188

**ASSOCIATED BROADCAST
ADVERTISING CO.**

430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972

Partner, Adv. Mgr. & Publicity
Dir. Irwin T. Porter
Partner, Program Mgr. & Dir. Research
Dept. Gertrude T. Porter
Script Dept. Jean Norab
Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

**ASSOCIATED PROGRAM SERVICE
(Division of Muzak Corp.)**

151 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr. Richard S. Testut
Vice-Pres. Chg. Station Relations. B. C. Lown
Vice-Pres. Chg. Recording. A. M. Wiswel
Commercial Mgr. Clifford E. Greenland
Director of Programming. James W. Lucas
Program & Promotion Mgr. Leslie F. Biehl
Services Offered: Transcribed radio library of music and special production aids. Integrated commercial script service for local sponsorship. Program merchandising service. Special transcribed music and production libraries for TV programming and for radio workshops of schools and colleges.

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.

JACK BARRY PRODUCTIONS, INC.

104 E. 40 St., New York, N. Y.
Phone: MURray Hill 9-6199

President Jack Barry
Vice-President Dan Ehrenreich
Associate Producer Ann Lawton
Head Writer Mike Oppenheimer
Services Offered: Creation, Production and direction of radio and TV shows. Currently producing "Juvenile Jury" on Mutual for General Foods, "The Joe Dimaggio Show" on CBS for M & M Candies—Soon to be simulcasting "Life Begins at 80."

**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.

BASS & CO., INC.

50 Broad St., New York 4, N. Y.
Phone: WHitehall 3-0580

President Sydney Bass
Vice-President David J. Gallagher
Secretary-Treasurer Milton Bass
Services Offered: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

ZACH BAYM FILMS

13 E. 37 St., New York 16, N. Y.
Phone: MURray Hill 9-4175

Director Zach Baym
Services Offered: Large 16mm. film library available to TV stations and advertisers. 20 Westerns, 12 musical dramas, 12 musical fillers, 28 animated cartoons, 112 documentary and travel shorts. Catalogue sent upon request.

**IRENE BEASLEY RADIO
PRODUCTION SERVICE**

501 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-8940

Owner Irene Beasley
Head of Sales Victor Sack
Manager Prizes Andrew Hirsch
Supervisor Display Mary H. Lincoln
Supervisor Mail Rita Burke
Services Offered: Program production; live radio and TV shows and spot campaigns.

BECK STUDIOS, INC.

Lyceum Theatre, Minneapolis 3, Minn.
Phone: LI 4708

Executive Director Joseph H. Beck
Technical Supervisor William E. Cage
Sales Promotion Mel Jass
Services Offered: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine TV-experienced program directors and seven TV engineers. Prior TV rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

V. S. BECKER PRODUCTIONS

562 Fifth Ave., New York 19, N. Y.
Phone: LUXemburg 2-1040

Owner Viola S. Becker
Services Offered: Production of package shows and spots for Radio, Television pro-

THE SOUVAINÉ COMPANY



Leading producers and distributors
of
Television and Radio Productions



30 Rockefeller Plaza
Circle 7-5666

Program Producers

grams. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

GEORGE R. BENTEL & ASSOCIATES

6606 Sunset Blvd., Hollywood 28, Calif.
Phone: Granite 8608

President.....George R. Bentel
Services Offered: Radio and TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works.

WALTER BIDDICK CO.

(Radio Programs Div.)

1151 S. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184

Manager.....Guy Riddick
Asst. Mgr.....Mildred Biddick
Traveling Rep.....Burt Zoul
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Selling 1/2-min. transcribed announcements already prepared for various type businesses. Selling packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

FORD BOND RADIO PRODUCTIONS, INC.

810 RCA Bldg., W., New York 20, N. Y.
Phone: Circle 7-2236

President.....Ford Bond
Services Offered: Specializing in open-end transcribed programs. Music Hall of Fame, quarter-hour, big-name musical, 52 shows available; Howard and Shelton, Fun At Breakfast, 5-minutes, 260 shows available. Rod Hendrickson in This Business of Living, 15 minutes, homey philosophy, 52 shows available.

RICHARD BRADLEY ASSOCIATES

540 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5543

President.....Richard Bradley
Secretary-Treasurer.....B. J. Tunick
Program Exec. & Dir. of Radio
Sales.....Natt Hale
Office Manager.....Leo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

RUTH & GILBERT BRAUN

36 W. 74th St., New York 23, N. Y.
Phone: SC 4-8896

Program Producer.....Gilbert Braun
Director.....Ruth Braun
Services Offered: Package shows, live and transcribed, ideas, scripts, production for radio and TV.

THE BRAY STUDIOS, INC.

(For complete listing see TV Film Producers)

BROADCASTING PROGRAM SERVICE

23 W. 45th St., New York 19, N. Y.
Phone: PLaza 7-3224

President.....Herbert Rosen
Services Offered: Transcription service, musical programs on tape, sound effects records, TV programs on films.

THE CARDINAL COMPANY

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HEMpstead 1177

President.....Jos. F. MacCaughtry
Vice-President.....G. L. MacCaughtry
Secretary-Treasurer.....Joseph T. Scott
Services Offered: Production and sales of Radio and TV programs, live and transcribed.

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto, Canada
Phone: PR. 3505

President.....Garry J. Carter
Asst. to the President.....Bob Howe
Account Executive.....William P. Gent
Production Manager.....Claude Nash
Time Buyer.....Isabel Philip
Copy Chief.....Eva Rogers
Public Relations.....D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.

145 W. 41 St., New York 18, N. Y.
Phone: WIconsin 7-9244

President.....Bruce Chapman
Vice-Pres. & Treasurer.....Edna Chapman
Sales Manager.....Quentin Gulliver
Program Manager.....Dan Morley
Editor.....Fletcher Coates
Asst. Editor.....Edythe Roberts
Research Director.....Mary Hutcheson
Office Manager.....Anna Levy
Boston Representative.....Charles Forrester
Chicago Representative.....Dell Crosby
Hollywood Representative.....Joseph Mansfield
Rochester Representative.....Lansing Hatfield
Services Offered: Program production and package shows.

MARY D. CHASE PRODUCTIONS

25 W. 45th St., New York 19, N. Y.
Phone: LUx 2-1700

Program Producer.....Mary D. Chase
Services Offered: Program producer services offered, package shows (live, transcribed, filmed) ideas, scripts, production for Radio and TV.

These Outstanding Shows Produced by
MORTON RADIO PRODUCTIONS
Are Now Available

THIS IS THE STORY . . .

Featuring Ed Prentiss, network star.
Another 260 fifteen minute episodes
. . . making these two series the
largest collection of story material
ever offered.

SO THE STORY GOES . . .

260 fifteen minute episodes

The greatest story telling series in
the history of radio

**LOUISE MASSEY and the
WESTERNERS . . .**

Network Stars

156 fifteen minute episodes

Radio's finest western musical
starring Curt Massey

**JOE EMERSON'S
HYMNTIME . . .**

Star of "Hymns of all churches"

156 fifteen minute episodes

America's top hymn show

THE HOMETOWNERS . . .

156 fifteen minute episodes

NBC Stars—American Music

JUST COMPLETED

MORTON RADIO PRODUCTIONS, Inc.
360 N. MICHIGAN AVE. CHICAGO 1, ILL.

Program Producers

CHESHIRE & ASSOCIATES

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-4580
General Manager Bob Reichenbach
Productions Director Harry V. Cheshire
Services Offered: Transcribed program and spot announcement producers and distributors.

EDDIE CHEVIE PRODUCTIONS

JACK KURTZE AGENCY, ASSOC.

214 No. Canon Drive., Beverly Hills, Calif.
Phone: CR 45403

President Jack Kurtze
Executive Producer Eddie Chevie
Asst. Producer Banks Murray
Publicity Fred Scelig
Services Offered: Specialized service for advertisers and advertising agencies. Radio and TV transcriptions, production, direction, writing. Casting facilities. Outlet 20th Century Writer's Guild. For Radio and TV: "A Million For Penny," starring Barbara Britton. "The Affairs Of Dickie Drake, Girl Detective."

CINEFFECTS, INC.

(For complete listing see TV Film Producers)

LESLIE CLUCAS

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5111
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Franklin 7100

Owner Leslie Clucas
Services Offered: Production of live packaged musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

COMMODORE PRODUCTIONS & ARTISTS, INC.

1350 N. Highland Ave., Hollywood 28, Calif.
Phone: HOLlywood 9-8229

Pres. & Prod Mgr. Walter White, Jr.
Vice-Pres.-Secy. & Treasurer. Shirley Thomas
Traffic Mgr. Eleanor Payne
Services Offered: Create, write & produce "live" and "transcribed" radio programs . . . also TV programs, selling direct to stations and advertising agencies. Producers of "Hopalong Cassidy," "Down Our Way," "Strollin' Tom," "Glamour Girl" for TV. "The Clyde Beatty Show" available "live" early in 1950. Also contract to write & produce shows for agencies.

COMMONWEALTH FILM & TELEVISION, INC.

(For complete listing see TV Film Producers)

JACK L. COOPER RADIO ADVERTISING SERVICE

1335 W. 111th Pl., Chicago 43, Ill.
Phone: Beverly 8-2056

Managing-Director Jack L. Cooper
Chief of Staff Bob Roberts
Secretary Ike Roberts
Sales Manager O. James Porter
Program Director Gertrude R. Cooper
Services Offered: Musical programs featuring records and live talent. General Advertising.

LOUIS G. COWAN, INC.

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-3700

President Louis G. Cowan
Vice-President Alfred L. Hollender
Treasurer J. Kyle Faber
8 S. Michigan Ave., Chicago 3, Ill.
Phone: RAndolph 6-2022
Vice-Pres-in-Charge John Lewellen
Vice-Pres-in-Chge. Sta. Rel. R. D. Michels
Services Offered: AM-TV-Production-Network Programs (Package); Production-Transcription Programs; Program Consultants.

DAMON RECORDING STUDIOS, INC.

1221 Baltimore Ave., Kansas City 6, Mo.
Phone: VICTor 2585

President & Treasurer Vic Damon
Vice-President Alice Damon
Secretary Harry A. Morris
Engineer Roger Webb
Services Offered: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots.

FREDERIC DAMRAU, M. D.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-3638

Director Frederic Damrau, M. D.
AFRA Associate Adeline Maneery
Script Editor Eloise Liddon Soper
Business Manager Mary L. Davis
Services Offered: Educational and dramatized programs relating to health.

GORDON M. DAY PRODUCTIONS

108 E. 30 St., New York 16, N. Y.
Phone: OREGon 9-3595

Producer, Writer, Composer. Gordon M. Day
Producer-Director Carol Bulkley
Script Editor Luise Johnson
Services Offered: Package programs, radio department service to advertising agencies, creating and producing custom-built musical jingles and spots of all kinds for radio and TV.

Through ~~~~~

Jack L. Cooper Presentations

~~~~~**YOU**~~~~~

Reach 600,000 Colored Chicagoans

— *A City Within A City* —

WE OPERATE THROUGH 3 CHICAGO STATIONS

**WSBC ~~~~ WHFC ~~~~ WEDC**

OFFERING A COMPLETE STAFF OF WRITERS,  
PRODUCERS AND ANNOUNCERS

~~~~~  
27 Years in the Field
~~~~~

**JACK L. COOPER PRESENTATIONS**

1331 TO 1335 W. 111TH PLACE, CHICAGO

BEVERLY 8-2056



## Program Producers

### ROY DE GROOT CONSULTANTS, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-9135

President.....Roy de Groot  
Vice-President.....Katherine Hynes  
Chief, TV Dept.....L. B. Pitkin  
Chief, Music Dept.....I. Rabinowitz  
Chief, Art Dept.....Axel Horn  
*Services Offered:* Consultants in Public Relations through radio, TV and motion pictures.

### JERRY DEVINE PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HU 2-1228

Owner.....Jerry Devine  
Casting Director.....Peg Pillion  
*Services Offered:* Packaged radio programs.

### THE DOCUMENTARY COMPANY

1260 N. Dearborn P'kway, Chicago 10, Ill.  
Phone: WHitehall 4-5620

President.....Ben Park  
Executive Producer.....Don Herbert  
*Services Offered:* Radio and TV productions in documentary field. Radio programs are tape-recorded real life. TV programs are filmed and live. Packages available. Exclusive management, W. Biggie Levin, Inc.

### DOMINION BROADCASTING CO.

4 Albert St., Toronto, Ont., Canada  
Phone: ADeLaide 3383

General Manager.....Hal B. Williams  
*Services Offered:* Program Production, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

### HARRY S. DUBE

1270 Sixth Ave., New York 20, N. Y.  
Phone: COlumbus 5-7035

Owner.....Harry S. Dube  
Manager.....J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions.

### DYNAMIC FILMS INC.

112 W. 89 St., New York 24, N. Y.  
Phone: SCHuyler 4-3654

President.....Henry Morley  
Treasurer.....Nathan Zucker  
Program Director.....Rita Slater  
*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.

### ED EAST CREATIVE RECORDED SPOTS

311 S. Arden Blvd., Los Angeles 5, Calif.  
Phone: York 7617

Owner.....Ed East  
Owner.....Polly M. East  
*Services Offered:* Tailored jingles and spots for local, regional and national advertisers. Specialize in tailored spots only.

### W. M. ELLSWORTH

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: CEntral 6-0942

Owner.....W. M. Ellsworth  
*Services Offered:* Talent, programs, production.

### EMPIRE BROADCASTING CORP.

420 Lexington Ave., New York 17, N. Y.  
President-Treasurer.....Helen D. Kellcher  
Vice-President.....Fred de Jaeger  
Vice-President.....Arthur Lubo  
Secretary.....John H. Dwyer  
*Services Offered:* All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

### BERNARD ESTES, INC.

1270 Sixth Ave., New York 20, N. Y.  
Phone: CIrcle 7-2085

President.....Bernard Estes  
Secretary-Treasurer.....Hazel Estes  
*Services Offered:* Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video and Shortwave to and from the U. S., Latin America and Europe.

### JERRY FAIRBANKS PRODUCTIONS

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: HUdson 2-1101

Executive Producer.....Jerry Fairbanks  
Manager, New York Office.....Robert Lawrence  
Manager, Chicago Office.....B. N. Darling  
West Coast Sales Manager.....Nat Winecoff  
Production Manager.....Glenn Miller  
Scenario Dept. Dir.....Lou Lilly  
Music Dept. Dir.....Eddie Paul  
Sound Dept. Dir.....Lawrence Aicholtz  
Publicity Dir.....Reavis Winckler  
Animation Dept. Dir.....Manny Gould  
Art Director.....Oscar Yerg  
Editing Dept. Dir.....Art Seid  
Camera Research Dept.....Ray Lindsay  
Accounting Dept. Dir.....Kenneth Rossall  
*Services Offered:* Complete "major studio" facilities for the production of motion pictures for TV, commercials films and theatrical movies; specializing in the filming of TV shows at prices sponsors can afford, including filming of "live" shows at comparable costs to kinescopes.

# WANT DISTRIBUTION HELP IN THE WORLD'S LARGEST MARKET?

## The Bories Organization

(American Institute of Food Products)

gives you Radio and TV advertising  
with **MERCHANDISING ACTION!**

**Three great ways to reach the homemaker:**

**"DEAN CAMERON"**

**WOR 4:30-5 P.M.**

**Monday - Friday**

**"PRINCE CHARMING"**

**WMGM 12:30-1 P.M.**

**Monday - Friday**

**"MARKET MELODIES"**

**WJZ-TV (Afternoons)**

**Wednesday to Saturday**

For Details call

**BOB BORIES**

**BORIES ORGANIZATION INC.**

**MUrray Hill 8-4900**

**509 Madison Avenue**

**New York 22, New York**

### Read What Radio Daily's Sid White Says:

"Talk of Radio Row is the phenomenal growth of the Bories Organization in recent months using 'Radio and TV Advertising with Merchandising Action' as a slogan. The indie production agency developed three of the choicest sponsor buys in the local daytime field on radio and television—the Prince Charming show on WMGM—the Dean Cameron stanza on WOR—and 'Market Melodies' via ABC-TV."

## Program Producers

### FEATURE PRODUCTIONS

228 N. LaSalle, Chicago 1, Ill.

Phone: STate 2-3156

Managing Director .....Chuck Acree  
Production Director ...Georgene O'Donnell

*Services Offered:* Packagers and producers specializing in audience participation, human interest and commentary shows for radio and TV and the production of spots and shorts for TV, instruction and sales campaigns.

### MILDRED FENTON PRODUCTIONS

40 E. 49 St., New York 17, N. Y.

Phone: PLaza 9-8266

Owner .....Mildred Fenton  
Show Sales & Talent Rep.....Kay Roberts  
Producer .....Russ Ambruster

*Services Offered:* Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

### FILMS ASSOCIATES, INC.

440 E. Sehantz Ave., Dayton 9, O.

Phone: WALnut 2164

President-Treasurer....E. Raymond Arn, Jr.  
Vice-President.....Mildred G. Arn  
Secretary.....Clement V. Jacobs  
Chief Engineer.....Robert Duke

*Services Offered:* Producers of TV "Tele-skits" packaged complete fill in shorts of vaudeville character. Advertising trailers, newsreels. Complete facilities for TV film productions. Slides for TV, station breaks, electrical transcription facilities, NAB curve.

### FISHER PRODUCTIONS

1501 Broadway, New York, N. Y.

Phones: PEanna 6-9557-9558, BRy 9-7122

Owner .....Maggy Fisher  
Production Assistant..Margaret Rice Cooper  
Office Manager.....Antoinette Bliss

*Services Offered:* Packaging, writing, directing TV and radio shows.

### EDWARD H. FORD

156 W. 44 St., New York 18, N. Y.

Phone: LUXemburg 2-5188

Owner....."Senator" Edward H. Ford  
General Manager.....E. J. Weber  
Office Staff.....Betty North, Kay Aulbach

*Services Offered:* "Can You Top This?"

### ALLEN A. FUNT RADIO PRODUCTIONS

100 Central Park South, Room 11-C,

New York 19, N. Y.

Phone: JUdson 6-5227

President.....Allen A. Funt  
Production Manager.....John Babb  
Cameraman .....Arthur Florman  
Camera Assistant.....William Horgan

Sound Technicians.....Russell Harknett,  
Bill deDufour

Editorial....Raymond Hall, Joseph Taylor  
Location Manager.....Chan Buck

Secretary .....Barbara George  
Bookkeeper .....Susie Lampman

*Services Offered:* Network, live, transcribed and syndicated programs.

### GAINSBOROUGH ASSOCIATES

234 W. 44 St., New York 18, N. Y.

Phone: CHickering 4-0626-0627

Radio Director.....s.....Mitchell Jablon  
Director of TV and Films.Nathan M. Rudich

Mgr. of Sales Operation....Martin Seligson  
Talent Supervisor....Arlene Shelley Gaines

Production Manager.....Jay Barrett  
*Services Offered:* Production of radio and

TV package shows, produce and distribute films for TV, radio and tele publicity for fund-raising organizations, publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-TV management for talent.

### HAROLD GINGRICH ASSOCIATES

4940 Winthrop Ave., Chicago 40, Ill.

Phone: LOngbeach 1-9333

Program Director .....Harold R. Gingrich

Sales Director .....Stuart V. Dawson

Music Director .....Jack B. Wonnell

*Services Offered:* Live shows, telephone quiz and audience participation, for Radio and TV. Transcriptions.

### GENERAL ARTISTS CORP.

1270 Sixth Ave., New York 20, N. Y.

Phone: Clrele 7-7543

President .....Thomas G. Rockwell

Chge. Radio...TV Dept...John J. Mulvihill

Radio-TV Dept.....George Burke

Radio-TV Dept.....Nino Bruno

*Services Offered:* Program production, package shows, artists' representatives.

### GENERAL ENTERTAINMENT CORP.

17 W. 60th St., New York 23, N. Y.

Phone: JUdson 2-5179

President & Treasurer...Howard G. Barnes  
V.P. & Secretary.....A. Edward Masters

General Manager .....Hugh Brooks

Executive Assistant .....Eleanor Block

*Services Offered:* Producers and distributors open-end transcriptions, custom-tailored transcriptions and live programs, spot announcements and jingles, recorded and live. Also TV and film programs.

### GENERAL TELEVISION ENTERPRISES, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: CL 4146

President & Treasurer.....Gordon W. Leroy

# Stanley J. Wolf

## PRODUCTIONS

COMPLETE RADIO AND TELEVISION PACKAGES

★ ★ ★

TRANSCRIPTIONS

RECORDING FACILITIES and STUDIOS

TELEVISION and FILM COMMERCIALS

*In the Heart of Radio Center*

WINS

NBC

WMCA

WNEW

CBS

WNEW

Rockhill Radio, Inc.

**18 East 50th  
PLaza 9-7979**

## Program Producers

Vice-President.....David J. Sachs  
 Secretary.....A. Albert Spar  
*Services Offered:* Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sales distribution.

### JOHN E. GIBBS & CO., INC.

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: COLUMBUS 5-7504  
 President.....John Gibbs  
 Assistant.....Francis Head  
*Services Offered:* Radio and TV production. Talent representation.

### GRACE GIBSON RADIO PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.  
 Phone: GRANITE 5543  
 Manager.....Peggy Wood  
 Business Manager.....Bertha Watt  
*Services Offered:* Production and distribution of open-end transcribed radio shows, specializing in documentaries.

### HARRY S. GOODMAN PRODUCTIONS

19 E. 53 St., New York 22, N. Y.  
 Phone: PLaza 5-6131  
 President-Gen. Mgr.....Harry S. Goodman  
 Vice-Pres.-Charge Sales.....Everett F. Goodman  
 Vice-Pres.-Charge TV.....Daniel R. Goodman  
 Secretary.....H. D. Knuth  
*Services Offered:* Producer of syndicated transcribed shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

### GREEN ASSOCIATES

360 N. Michigan Ave., Chicago 1, Ill.  
 Phone: CENTRAL 6-5593  
 Vice-President.....Lewis G. Green  
*Services Offered:* Production, transcriptions, TV shows.

### JOHN GUEDEL RADIO PRODUCTIONS

1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HEMPSTEAD 5186  
 Office Manager.....Edwin I. Mills  
 Accountant.....Helen Whitwere  
 Children Supervisor.....Bessie Blouin  
 Script Girls.....Gene Rountree, People Are Funny; Dorothy Nye, Groucho Marx; Eleanor Rowland, House Party  
 Writers.....Walter Guedel, Edwin I. Mills, Jack Stanley, Bernie Smith, Bob Dwan, Hy Freedman, Ed Tyler  
*Services Offered:* Producers of network package radio programs.

### LESS HAFNER & CO.

(For complete listing see TV Film Producers)

### LAURENCE HAMMOND PRODUCTIONS, INC.

45 E. 45 St., New York 22, N. Y.  
 Phone: PLaza 9-2210  
 President.....Laurence Hammond  
 Casting Director.....Michael Carr  
 Script Editor.....Edward Barry Roberts  
 Script Writer.....Turnley Walker  
 Musical Consultant.....Lloyd Shaffer  
 Musical Arranger.....Cornel Tanassy  
 Accountant.....Lou Goldenberg  
 Public Relations Counsel.....Millard C. Faught  
*Services Offered:* Packaging radio and TV programs, live, transcribed and filmed. Producing motion pictures for TV. Scripting, directing services available for radio and TV. Public relations counsel.

### SUE HASTINGS MARIONETTES, INC.

112 W. 89 St., New York 24, N. Y.  
 Phone: EN 2-2602  
 President.....Linnea Roberts  
 Program Director.....Donald B. Somers  
*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. Repertory of two thousand marionettes.

### GEORGE HEID PRODUCTIONS

1005 Century Bldg., Pittsburgh 22, Pa.  
 Phone: GR 1-3696  
 President.....George H. Heid  
 Recording Engineer.....R. Oliver Young  
 Musical Director.....Max Adkins  
*Services Offered:* Radio programs, continuity writing, recorded sales talks, recording, electrical transcriptions, complete slide film production, script and sound for mechanical displays, industrial motion pictures, TV programs and announcements—live or film.

### ARTHUR HENLEY PRODUCTIONS

88-04 63 Dr., Forest Hills, N. Y.  
 Phone: ILLINOIS 9-6729  
 Writer-Producer.....Arthur Henley  
 Executive Secretary.....Janet Radskin  
*Services Offered:* Creators of radio and TV programs, also distinctive commercials. Original ideas and writing quality stressed. Additional services: program consultation and supervision.

**radio production**

# **WOLF ASSOCIATES, Inc.**

**in all its phases**

EDWARD WOLF

General Manager

420 MADISON AVE

NEW YORK CITY

PLaza 5-7620

## **DON'T WASTE TIME LOOKING!**



For

tops in

syndicated

Radio - Video

Programs and

Spots

LIVE — TRANSCRIBED — FILM

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY



**WILLIAM F. HOLLAND  
PRODUCTIONS**

"Holland House," Auburn Ave. & Taft Rd.,  
Cincinnati 19, O.

Phone: University 8080

Pres. & Mgr. . . . . William F. Holland  
Executive Vice-Pres. . . . . Earl L. Holland

*Services Offered:* Complete service. Custom built spots and programs for TV & radio. Transcription recording studios and film production facilities.

**WEST HOOKER-FREDERICK  
PRODUCTIONS CORP.**

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

Phone: JUDson 2-3026

President . . . . . West Hooker  
V.P. & Treasurer . . . . . Frederick Klein  
Production Manager . . . . . Keith Thomas  
Sales Manager . . . . . John Hade  
Promotion Manager . . . . . Wayne Wirth

*Services Offered:* Program producers, consultants and talent management.

**HOWARD RADIO-TV  
PRODUCTIONS**

53 W. Jackson Blvd., Chicago 40, Ill.

Phone: WAbash 2-8320

Owner . . . . . Bernard Howard

*Services Offered:* Handle all creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

**HUBBELL TELEVISION, INC.**

315 E. 56th St., New York 22, N. Y.

Phone: PLaza 8-2675

President . . . . . Richard W. Hubbell  
V.P. & Secretary . . . . . Kyra D. Hubbell  
Treasurer . . . . . Thomas H. Josten  
Board Chairman . . . . . Edwin M. Martin

*Services Offered:* Production and distribution of TV films, produced abroad and in the U. S. A.

**TED HUDES RADIO  
PRODUCTIONS**

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

Phone: MURray Hill 2-0276

Owner . . . . . Ted Hudes

*Services Offered:* Transcribed Radio Programs for National Organizations. Produce live and transcribed public service and public affairs package shows; distribution over 900 stations from coast to coast, produce TV feature films educational and institutional. Handle radio and Video accounts for commercial and non-commercial set-ups.



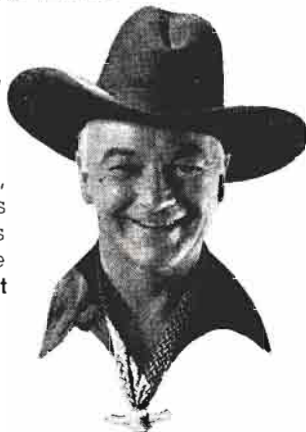
**Our newest triumph!**

**"THE CLYDE BEATTY SHOW"** . . . with the circus itself as background . . . now sponsored in the Western States by Dr. Ross Dog Food . . . available for other regional deals or t.c. The world's greatest wild animal trainer comes to radio in a live 30-minute series of danger, excitement . . . harrowing escapes from the claws and fangs of ferocious jungle beasts.

**CLYDE BEATTY ★★  
HOPALONG CASSIDY**

**America's top favorite!**

**"HOPALONG CASSIDY"** starring William Boyd, is riding range on the Mutual Network. This courageous cowboy is mighty proud of his sponsor, General Foods, and we of Commodore are proud of the way America has gone **all out** for "Hopalong"!



*Commodore Productions  
and Artists, Inc.*

Walter White, Jr., Pres.—Shirley Thomas, Vice-Pres. 1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.

CREATORS AND PRODUCERS  
OF TELEVISION AND RADIO  
PROGRAMS FOR NETWORKS  
AND COMMERCIAL ADVERTISERS

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## WILBUR STARK-JERRY LAYTON, Inc.

PROGRAM PRODUCTIONS

551 FIFTH AVENUE, NEW YORK, N. Y.

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*Exclusive Management*

Kathi Norris

Roscoe Karns

Jack Eigen

Russ Hodges

Gordon Dilworth

Sheldon Stark

Red Benson

# THE NEW LISTEN

## GORDON M. DAY RADIO & TV JINGLES MAKE CASH REGISTERS JINGLE

### Day Jingles Do Not Irritate

Selling without antagonizing—that's "The New Listen" in radio commercials. Gordon M. Day *New Listen* jingles contain the just-right blend of entertainment and sell. That's why they pay off at the cash register.

### TV Music Fits The Pictures

Blending sight with sound—that's "The New Listen" in TV spots. Day story boards designed in companionship with Day music lead to homogeneous, effective video advertisements.

### New Listen Sell-Ability Proved

Results from nearly 100 dramatized and musical Day spot campaigns prove *The New Listen's* immense sell-ability. Campaigns include:

|                        |                   |
|------------------------|-------------------|
| Ann Page Foods (A & P) | Kellogg's Cereals |
| Bates Shoes            | Marlin Blades     |
| Boston & Maine RR      | Minipoo Shampoo   |
| Crosley Elec. Range    | Pickwick Beer     |
| Gruen Watch            | Poslam            |
| Hoods Ice Cream        | Welch's Coconut   |

### Advertisers, Agencies, Stations

Profitably use Gordon M. Day radio and TV spots and programs. Complete audio and video packages. Put *The New Listen* to work for you—Gordon M. Day Productions, 108 E 30th St., N. Y. C. OR 9-3595.

• • • **Program Producers** • • •

**LUCILLE HUDIBURG PRODUCTIONS**

131 E. 51st St., New York 22, N. Y.  
Phone: ELdorado 5-3508

Producer ..... Lucille Hudiburg  
Co-Producer-Director ... Thomas Hutchinson  
Art Director ..... George Keegan  
Writers... Lincoln Scheurle, Hal Richardson  
Associate ..... Fred Bethel  
Business Manager ..... Walter Keane

*Services Offered:* Radio and TV productions for agencies, national and local advertisers and radio stations. Produced clients specifications, package shows, spots, commercials. Representative—Wallahy Puppet Workshop, Chicago, Ill.

**INTER-CALIFORNIA  
BROADCASTING SYSTEM**

253 S. Broadway, Los Angeles 12, Calif.  
Phone: MUTual 2759

General Manager..... Gustavo Faist Moran  
Sales Manager..... M. L. Moran  
Office Manager..... Margarita Lamar  
National Reps..... Forjoc & Co., Inc.

*Services Offered:* Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California).

**INTERNATIONAL 16mm  
CORP.**

165 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-2265

President-Treasurer.... Patrick E. Shanahan  
Secretary ..... George Blake  
Board of Directors... Patrick E. Shanahan,  
George Blake, Fabian R. Normandin  
*Services Offered:* Producers and distributors of motion pictures; prints in both 16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

**ROBERT KENNETH JAMES, INC.**

943 N. La Cienega Blvd., Hollywood 46, Calif.  
Phone: CRestview 4-6041

President ..... Kenneth H. Trietsch  
Director-Producer ..... Dce Engelbach  
Secretary-Treasurer ..... James M. Doolittle  
*Services Offered:* Radio and TV packaging.

**WILLIAM E. JONES COMPANY  
OFFICES**

15 Orchard Beach, McHenry, Ill.  
Phone: McHenry 164  
333 No. Michigan Ave., Chicago 1, Ill.  
Phone: Franklin 2-7100

Owner ..... William E. Jones  
*Services Offered:* Builders, producers and packagers of shows for Radio and TV. Also

# Allen Funt's THE CANDID CAMERA



TV—Mondays 9:00 p.m.

Philip Morris — CBS

Movie Shorts—Monthly

Columbia Pictures

Commercial Films

Simmons Mattress

*Representative:*

**TED ASHLEY**

# HAVEN MAC QUARRIE

WORD MASTER  
OF CEREMONIES

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

"DO YOU WANT TO BE AN  
ACTOR?"

on ABC-TV

"IT CAN HAPPEN TO YOU"



## RICHARD **H** ULLMAN

INCORPORATED

295 Delaware Avenue

Buffalo 2, New York

money making  
ideas for  
stations and agencies

JINGL LIBRARY  
MUSICAL TUNE-O  
\$ DOLLAR DERBY \$  
BARBERSHOP HARMONIES  
JOE McCARTHY SPEAKS  
TAILORED JINGLES

## Program Producers

special production assignments for agencies and general counsel in Radio and TV. Special service on Hollywood star endorsements and tie-ups for radio, magazine and all media.

### ROBERT JOSEPH TELEVISION PRODUCTIONS

4457 Farmdale Ave., No. Hollywood, Calif.  
Phone: SUNset 11331

President ..... Robert Joseph  
Program Director ..... Ken Charles  
Film Division ..... Sidney Golden  
Pub. & Pro. .... John Strauss-Chip Cleary  
Production Assistant ..... Helene Lane

*Services Offered:* Packaging and production of live and film TV, including "Hollywood in 3 Dimensions" with Alan Mowbray; "Murder Will Out" with Vincent Price; "Sing Me A Song" with John Howard; "Television Theater" with Rhys Williams.

### JERRY JOSS FEATURES

35 E. Wacker Drive, Chicago, Ill.  
Phone: STate 2-3381

President ..... Jerry Joss  
Eastern Sales Mgr. .... Edward Hochhauser, Jr.

*Services Offered:* Producer of "Calling All Detectives," open-end mystery-telephone

quiz program. Five quarter hours weekly. Top rated show—3rd year on WGN. Also syndicate "Story Teller"—quarter hour strip show, in script form.

### KASPER-GORDON INC.

140 Boylston St., Boston 16, Mass.  
Phone: DEvonshire 8-7357

President-Prod. Mgr. .... Edwin H. Kasper  
Treasurer-Commercial Dir. .... Aaron S. Bloom  
Office Manager ..... Robert W. Graham  
Engineer ..... Frederick Piroumian

*Services Offered:* Custom-built TV films and "live" programs, syndicated open-end TV programs on film animation, TV commercials, silent and sound-on-film. Complete facilities from the creation of the idea to the finished product.

### KILLINGSWORTH TV PRODUCTIONS, INC.

150 W. 49 St., New York 19, N. Y.  
Phone: PLaza 7-0759

President ..... Oland Killingsworth  
Vice-President ..... Irving G. Gordon  
Sec.-Treasurer ..... John T. Matthews

*Services Offered:* Producers of live TV packages and film commercials.

# HARLAN THOMPSON

Producer

"THE ED WYNN SHOW"

CBS — Television

WILLIAM GERNANT

**LOU DAHLMAN**

CITY AT MIDNIGHT  
TROPIC HOLIDAY

DOORWAY TO FAME  
TELEFINDS OF '49

Director - Producer



333 WEST 56th STREET  
New York City

Cl. 6-2798



## Program Producers

### LANDAU BROADCASTING SERVICE

150 Broadway, New York 7, N. Y.

Phone: WOrth 2-3322

President ..... Herman Younglieb  
Program Director ..... Paul Berkowitz  
*Services Offered:* Program production, script.

### THE LANDT TRIO

150 W. 49 St., New York 19, N. Y.

Phone: Clrele 5-5431

Partner ..... Karl B. Landt  
Partner ..... Jack M. Landt  
Partner ..... Dan B. Landt  
*Services Offered:* Jingles, spots and live shows for radio and TV.

### C. O. LANGLOIS, INC.

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:* Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

### LANG-WORTH FEATURE PROGRAMS, INC.

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-Presidents .... W. O'Keefe, Pierre Weis  
Representatives .. Walter B. Davison, Dir. of West Coast Operation; William E. Young  
Program Director ..... Doris Kaye

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.

### HERBERT S. LAUFMAN & COMPANY

624 So. Michigan Ave., Chicago 5, Ill.

Phone: Webster 9-2302

Owner ..... Herbert S. Laufman  
Production Director ... Richard Von Albrecht  
Program Director ..... Jules Pewowar

*Services Offered:* Packages and producers of TV programs and commercials, offering a complete TV service to advertisers and agencies beginning with an idea through script development to actual production on the air or film.

## GENERAL ENTERTAINMENT CORPORATION

Exclusive Owners of  
Three of Radio's Leading Open End Transcription Series

### "HOLLYWOOD'S OPEN HOUSE"

52 One-Half Hours of Comedy, Drama and Music  
100 Top Hollywood Stars  
*THE* Unchallenged Top Variety Show in the Field

### "RADIO THEATRE OF FAMOUS CLASSICS"

Thirteen Striking Half-Hour Dramatizations of the Works  
of Literature's Immortal Authors

### "LAUGH WITH PETER DONALD"

104 Five-Minute Programs With That Master Story Teller and Dialectician,  
Peter Donald, Telling His Most Irresistible Stories

*For Rates and Availabilities  
Wire, Phone or Write*

## GENERAL ENTERTAINMENT CORPORATION

17 WEST 60th STREET

JUdson 2-5179

NEW YORK CITY, N. Y.

# CREDIT WHERE CREDIT'S DUE

My personal thanks to:

**"MY FRIEND IRMA"**

**Head Writer—PARKS LEVY  
STANLEY ADAMS  
ROLAND MacLANE**

**Production Asst.—LUCIAN DAVIS  
PAT BURTON**

**"LIFE WITH LUIGI"**

**Directors—MAC BENOFF  
LOU DERMAN**

**Cy Howard**

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## **PEGGY and MR. SNIFFIN**

**WJZ-TV  
Sat.—2:05 p.m.**

**CREATOR—  
Geo. Keegan**

**PUPPET PRODUCTION—  
Wallaby Workshop**

**131 E. 51st ST., N. Y. 22**

**PRODUCTIONS**



## Program Producers

### LAWRENCE PRODUCTIONS

6700 Sunset Blvd., Hollywood 28, Calif.

Phone: Hollywood 96694

Owner ..... Bee Eaton Lawrence  
Production Manager. Richard Hill Wilkinson  
Associate ..... Glenn Langan

*Services Offered:* Live radio shows, open-end transcribed shows and TV open-end kinescope programs—all covering "Mystery Is My Hobby" half-hour show.

### LES LEAR PRODUCTIONS CORP.

139 N. Clark St., Chicago 1, Ill.

Phone: FRanklin 2-2100

President ..... Les Lear  
Account Executives.. Dick Day, Milt Parlow

*Services Offered:* Radio-TV film production. Personal management.

### BOB LOEWI PRODUCTIONS, INC.

255A E. 49 St., New York 17, N. Y.

Phones: MU 8-2600, PL 5-0958

President ..... Bob Loewi  
Assistant ..... Barnaby Smith  
Assistant ..... Lee Klein

*Services Offered:* Create, produce, direct and sell, live and film, TV package shows. Consultant as TV programming doctor.

### PHILLIPS H. LORD, INC.

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

Phone: PLaza 5-2211

President ..... Phillips H. Lord  
Vice-President ..... John O. Ives  
Manager ..... Dorothy E. Levy

Program Supervisor ..... Leonard L. Bass  
*Services Offered:* Package shows.

### MAC DAVIS SPORTS FEATURES

1 Montgomery Place, Brooklyn 15, N. Y.

Phone: NEvins 8-4374

Director ..... Mac Davis

*Services Offered:* Sport programs for radio and TV shows. Special features created, written and produced for radio and TV presentation. Scripts and ideas furnished for all types of sport shows for local, regional or network use.

### C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUnkirk 4-4191

President ..... C. P. MacGregor  
Manager ..... George R. Jones  
Studio Director ..... Victor Quan  
Production Manager..... Paul Quan  
Chief Engineer..... A. Q. Felthousen

Eastern Sales Mgr..... Nat V. Donato  
Mid-West Sales Mgr..... Wm. M. Mertz, Jr.

*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.



PRODUCERS AND PACKAGERS  
of  
LIVE AND TV PROGRAMS  
COMMERCIAL FILM DIVISION

\* \* \*

## MAGIC LADY AND BOKO

TV FILM SERIES

13 Completed

Coast To Coast

\* \* \*

## TELEMOUNT PICTURES, INC.

California Studios

650 N. Bronson Ave., Los Angeles 4, Calif.

# RALPH LEVY

Director of

ED WYNN SHOW—CBS—TV

ALAN YOUNG SHOW—CBS—TV

## BYRON PRODUCTIONS COMPANY

•

PRESIDENT  
EDWARD A. BYRON

## Chick Vincent Co.

509 Madison Ave. EL. 5-0734

### RADIO

#### DIRECTOR

“Pepper Young’s Family”

#### PRODUCER, DIRECTOR

“Public Health Series”

Mutual Life Ins. Co.

### TELEVISION

#### DIRECTOR & SALES REP.

“Ships Reporter” WJZ-TV

#### CO-PRODUCER

“Mr. Magic” WPIX

#### PERSONAL REP. FOR

Alvin Helfer

*Sports Announcer • Commentator*

• • • **Program Producers** • • •

**MANNON SOUND STAGES**

(For complete listing see TV Film Producers)

**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 or transcribed. Research for human-interest stories on sponsor's product.

**CHARLES MICHELSON, INC.**

23 W. 47 St., New York 10, N. Y.  
Phone: PLaza 7-0695-6

President ..... Charles Michelson  
*Services Offered:* Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

**LES MITCHEL PRODUCTIONS, INC.**

9310 Hillrose St., Sunland, Calif.  
Phone: FLorida 3-1105

President ..... Les Mitchel  
Secretary-Treasurer..... G. Madelon Mitchel  
Vice President..... E. Marshal Bitgood  
Vice-Pres. & Script Writer..... Budd Lesser  
Controller ..... John Hutchins

*Services Offered:* Production of transcribed and live package programs. Directorial and supervising service.

**MOLE, DAVIS, INC.**

105 W. 55th St., New York 19, N. Y.  
Phone: CIRCLE 6-0006

President ..... John Mole  
Executive Vice-President..... Blevins Davis  
V.-P. & Gen. Mgr..... Blanche Stuart Lee  
Technician ..... John Bryan  
*Services Offered:* Production of packaged shows for Radio and TV.

**WILLIAM MORRIS AGENCY, INC.**

1270 Sixth Ave., New York 20, N. Y.  
Phone: CIRCLE 7-2160

Exec-in-Chg. of Radio.. Wallace S. Jordan  
*Services Offered:* Production of packaged shows for radio and TV, also talent representatives.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4144

President ..... Morton Jacobson  
Secretary ..... Cecelia Jacobson  
*Services Offered:* Open-end and custom-built transcriptions, live packages, and custom built TV shows.

BARRY  
WOOD

PRODUCER-DIRECTOR

C. B. S. - T. V.

MUSICAL - SUPERVISOR

**WATCH FOR**

*"Answer Yes or No"*

with

MOSS HART  
KITTY CARLISLE  
QUENTIN REYNOLDS  
VIRGINIA PEINE  
MARTIN GABLE  
ARLENE FRANCIS

*"Say It With Acting"*

Starts its 2nd year for  
the J. B. Williams Co.  
with a 17 Hooperating\*

WEST HOOKER-FREDERICK

PRODUCTIONS CORP.

2 W. 46th ST., N.Y.C.      JU 2-3026

\* January Hooper 1950

## Program Producers

### MOTION PICTURE PRODUCTIONS, INC.

620 W. Superior Ave., Cleveland 13, O.  
Phone: PRospect 4900

President ..... Donald C. Jones  
Vice-President ..... Robert E. Haviland  
Secretary ..... E. M. Engle

*Services Offered:* Producers of motion pictures and slide films on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

### MOTION PICTURE STAGES, INC.

(For complete listing see TV Film Producers)

### MURPHY-LILLIS PRODUCTIONS, INC.

(For complete listing see TV Film Producers)

### MUSIC CORPORATION OF AMERICA

(MCA Artists, Ltd.)

598 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-7500

#### Branch Offices

17-18 Dover St., London, England  
430 N. Michigan Ave., Chicago, Ill.  
9370 Santa Monica Blvd., Beverly Hills, Calif.

106 105 Montgomery St., San Francisco, Calif.  
1172 Union Commerce Bldg., Cleveland, O.  
2102 N. Akard St., Dallas, Tex.  
1612 Book Tower, Detroit, Mich.  
1044 Little Building, Boston, Mass.  
Northwestern Bank Bldg., Minneapolis, Minn.  
*Services Offered:* Program production.

### MUZAK CORPORATION

(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

### NASHT PRODUCTIONS, INC.

16 E. 52 St., New York 22, N. Y.  
Phone: MURray Hill 8-3323

President ..... John Nasht  
Vice-President ..... Gene J. Seagle  
*Services Offered:* Live and film packaged shows for TV.

### THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.  
Phone: SUperior 7-5080

Exec. Vice-Pres. .... Frank P. Kendall  
Editorial Director ..... Alicejane Aitken

*Services Offered:* Copy and programming services for radio stations, "Tempera-tunes", transcribed jingles, "Memorial Hour", transcribed monument show; History of Sports, news items from the world of sports.

## WALT FRAMER

Producer - Director - Writer

"STRIKE IT RICH" . . . CBS

#### Credits:

Ladies Be Seated

Glamour Manor

Break The Bank

#### Coming:

Aladdin and His Lamp

Exchange For Happiness

Private Enterprise

Walt Framers Associates

TRANSCRIBED FOR LOCAL  
OR REGIONAL SPONSORSHIP

RADIO'S No. 1 FOOTBALL SHOW

"LEAHY OF NOTRE DAME"

TOP TIMELY FOOTBALL SHOW

15 MINUTES — CUT WEEKLY

with

AMERICA'S No. 1 FOOTBALL COACH

**FRANK LEAHY**

also

SPOTS — JINGLES

TELEVISION

Films—Commercials—Programs

**GREEN ASSOCIATES**

Chicago

360 N. Michigan

CE 6-5593



**NEBLETT RADIO PRODUCTIONS**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntral 6-4144

President ..... Morton Jacobson  
*Services Offered:* Creators of open-end and custom-built transcribed radio shows.

**NELSON PRODUCTIONS INC.**

341 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-5862

President ..... Raymond E. Nelson  
*Services Offered:* Feature and commercial films to order; live shows for radio and TV.

**OLIVER W. NICOLL PRODUCTIONS**

37 W. 46 St., New York 19, N. Y.  
Phone: LUxemburg 2-5130

Cable Address: AREFFAY Newyork  
Producer-Dir.,  
Executive-Dir. .... 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 or NSTP—National Society of Television Producers.

**LILIAN OKUN, INC.**

2 W. 67 St., New York 23, N. Y.  
Phone: TRafalgar 7-8916

President-Manager ..... Lilian Okun  
*Services Offered:* Specialize in women's and children's programs, TV programs; complete programs prepared.

**ORIGINAL RADIO PRODUCTIONS, INC.**

36 W. 74th St., New York 24, N. Y.  
Phone: SCHuyler 4-8896

President ..... Harmon Yaffa  
Vice-President ..... Anthony Gablik  
Secretary-Treasurer ... Lawrence Laupheimer  
*Services Offered:* Creators and producers of Radio and TV programs.

**PAN AMERICAN BROADCASTING CO.**

330 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0810

Manager ..... Engene Bernald  
Asst. Manager ..... Arthur Gordon  
*Services Offered:* Transcribed and live programs for export markets, in Spanish, English, French. Drama, serial, comedy, news, etc.

**FRED ROBBINS SAM BROS.**

Representing Artists of  
Distinction for Every Branch  
of Show Business

Licensed by  
Equity

A.F.R.A.

A.G.V.A.

A.F. of M.

67 W. 44th St., New York 18, N. Y.  
Suite 601-2 MUrray Hill 7-2033

*Associates*

**THE ZAHL AGENCY**  
45-46 Chandos Place  
London W.C. 2, England

To Producers, Artists  
Advertising Agencies  
and Sponsors . . .

- A complete recording service, paying strict attention to customer's requirements.
- Modern, up-to-date equipment . . . (Tape or Acetate).
- Large, medium and small studios to meet all needs . . . including audiences.



**6000 SUNSET  
RADIO CENTER**

BROADCAST & RECORDING STUDIOS  
**6000 SUNSET BLVD.  
HOLLYWOOD 28 . . . HE 6811**

**Program Producers**

**P. R. B., INC.**

745 Fifth Ave., New York, N. Y.

Phone: MU 8-1067

President ..... Charles Buddy Rogers  
 V.P. & Treas. .... Mal Boyd  
 Secretary ..... Paul O'Brien (O'Brien,  
 Driscoll, Raftery and Lawler)

Director ..... Mary Pickford

*Services Offered:* Packaging and production of Radio and TV programs; personal management of principals of programs.

**PRESS ASSOCIATION, INC.**

50 Rockefeller Plaza, New York 20, N. Y.

Phone: PLaza 7-1111

President ..... Kent Cooper

Vice President ..... Oliver Gramling

*Services Offered:* "Personality Time," 15-minute transcription dramatizing personalities of stage, screen and radio, 78 episodes; "Sports Star Special," 15-minute transcription dramatizing big name sports personalities, 26 episodes; "Special Assignment," 15-minute transcription dramatizing the unusual experiences of news reporters, 78 episodes.

**GEORGE LOGAN PRICE, INC.**

946 S. Normandie Ave., Los Angeles 6, Calif.

Phone: DUnkirk 3-7372

President ..... George Logan Price

Sales & Service Manager ..... S. M. Lauch  
 Copy & Prod. Dir. .... George Price, Jr.  
 Music Consultant ..... Chauncey Haines, Jr.

*Services Offered:* A complete copy and production, promotion, publicity, and public relations service, based on 30 years national advertising agency experience and 25 years in active radio programming and production. Anything from 30 seconds to 60 minutes, script, production, recording; sales, service, distribution. TV commercials, spots, gags, gimmicks. Specializing in inspirational, morale-building programs which also sell. Producers of programs now entering 16th year, with world-wide distribution.

**PROGRESSIVE RADIO  
 ADVERTISING CO.**

260 E. 161 St., New York 51, N. Y.

Phone: MELrose 5-5522

Pres.-Producer-Dir. .... Lido Belli

*Services Offered:* Italian language programs, production and talent.

**RADIO ARTISTS CORP.**

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.

*Herbert Swopes Jr.*

Producer  
 OF  
**THE CLOCK  
 LIGHTS OUT  
 MAN CALLED X**

NBC TELEVISION

**BOB L. ROBERTS**

**RADIO AND  
 TELEVISION  
 PACKAGE  
 PRODUCTION**



Personal  
 Management  
**JACK LACY**  
 Star of the  
 "LISTEN TO  
 LACY"  
 and  
 "BUSHELS OF  
 FUN" shows,  
 WINS, N. Y.  
 and other  
 top name  
 talent.

Complete facilities including over 5000 sq. ft. of modern studios with direct line broadcasting equipment, projection rooms, rehearsal and audition halls available to the showbusiness industry.

**ROBERTS**  
 "The Show Business Center of the World"  
**RADIO, TELEVISION, STAGE and SCREEN**  
 STUDIOS: 806 Seventh Ave., N. Y. C.  
 Tel. JUDson 6-0025-6 Bob L. Roberts, Pres.

## Program Producers

### RCA VICTOR CUSTOM RECORD SALES DIVISION

120 E. 23rd St., New York 10, N. Y.  
Phone: MUrray Hill 9-0500

Manager ..... James P. Davis  
Administration Manager... Ralph C. Williams  
Artist & Rep. Mgr..... Herbert H. Wood  
Adv. & Pro. Mgr..... Bennett S. Rosner  
**RCA RECORDED PROGRAM SERVICES  
SECTION**

Manager ..... Donald J. Mercer  
Sales Manager ..... Wade Barnes  
Eastern Sales Rep..... Addison Amor  
Midwestern Sales Rep.... William F. Reilly  
Western Sales Rep..... William C. Gartland  
*Services Offered:* **THESAURUS** (musical  
library service; **RCA SYNDICATED PRO-  
GRAMS** (recorded dramatic, variety musical  
shows).

#### *Studios and Regional Offices*

120 E. 23rd St., New York 10, N. Y.  
Phone: MUrray Hill 9-0500

445 N. Lake Shore Drive, Chicago 11, Ill.  
Phone: WHitehall 4-2900

1016 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: HIllside 5151

### RADIO EVENTS, INC.

335 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-1668

President ..... Julienne Dupuy  
Sales Director..... Roger Girodolle  
Director-Producer ..... Joel Spector  
*Services Offered:* Live packages, commer-  
cials and script services.

### RADIO FEATURES OF AMERICA

37 W. 46 St., New York 19, N. Y.  
Phone: LUXemburg 2-5130

Executive Director..... Oliver W. Nicoll  
Associate Director..... Sandra Munsell  
London Representative  
Towers of London, Ltd., 84 Hallan St.,  
London W. 1, England.  
Phone: LANGham 6248, 5050  
(Harry Alan Towers)

*Services Offered:* Radio—Program produc-  
tion and consultation, package live shows,  
syndicated transcriptions, scripts, talent,  
phonograph records, international radio serv-  
ice. Television—Program production and  
consultation, package live and film shows,  
script, talent. Members of NSTP.

### RADIO-VIDEO ASSOCIATES

322 E. 55 St., New York 22, N. Y.  
Phone: PLaza 5-5781

Executive Director..... Jack Lloyd  
*Services Offered:* Production of radio and  
TV shows; spot announcements and musical  
jingles; 16 mm. films for TV; audition

## SERVICE UNLIMITED

\*

an organization devoted to the  
development and presentation of  
TV and AM programs and ad-  
vertising

\*

in 1949 we serviced eight agen-  
cies on thirteen accounts with  
custom-built shows and spots

\*

your needs are our opportunity

LARRY KURTZE CHARLES O. DABNEY  
360 N. Michigan Ave.  
Chicago 1, Illinois  
RAndolph 6-5246

## TV PACKAGING

- ★ "Howdy Doody"  
(NBC-TV)  
tops in TV kid shows
- ★ "Author Meets the Critics"  
(ABC-TV)  
tops in discussion shows

*Other topnotch properties available.*

### MARTIN STONE ASSOCIATES

4 West 58th

New York

**Program Producers**

scripts for talent; production of foreign language shows.

**RAO VIDEO**

45 W. 45th St., New York 19, N. Y.  
Phone: PLaza 7-7238

Exec. Dir., Producer.....Robert A. Orenbach  
Admin. Dir., Producer.....Carl LeBow  
Film Director.....David Balaban  
Sales Director.....Arnold Manchester  
Sales Promotion.....Hy H. Pesner  
Musical Director.....Teddy Hall  
Animator.....Dan Danglo  
Announcer.....Hal Simms

*Services Offered:* TV package shows and custom built productions live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

**REEMACK ENTERPRISES, INC.**

527 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-7979

President.....Lou Goldberg  
Vice-President.....Wanda Ellis  
Secretary.....Lloyd Marx

*Services Offered:* Producers of "The Original Amateur Hour."

**RELIGIOUS NEWS SERVICE**

381 Fourth Ave., New York 16, N. Y.  
Phone: MUrray Hill 4-1463

Managing Editor.....Louis Minsky  
Asst. Managing Editor.....Lillian R. Block  
*Services Offered:* A lively 15-minute weekly religious news script covering religious developments of all faiths throughout the world. About 15 separate stories are included in each script.

**REYNOLDS PRODUCTIONS**

497 S. Roxbury Dr., Beverly Hills, Calif.  
President.....Stuart Reynolds  
*Services Offered:* Radio-TV programs.

**RICHMAN PRODUCTIONS**

17 E. 45 St., New York 17, N. Y.  
Phone: MUrray Hill 2-5854

General Manager.....William Richman  
Executive Director.....Howard Richman  
Publicity.....Sanford J. Metlis  
Research.....Howard Longfellow  
Traffic.....Beatrice Solarz  
*Services Offered:* Radio and TV programs and packages.

**H. D. RICKERT CO.**

545 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4256-7-8

Director.....H. D. Rickert

**JOE  
THOMPSON**

Producer  
Television

Radio

Granite 1797

8746 Appian Way  
Hollywood 46, Calif.

**Francis  
Van Hartesveldt**

Producer

"The Great Gildersleeve" NBC

"Junior Miss" CBS

"King's Men Show"

And On Television

"How Wrong Can You See"

**Program Producers**

*Services Offered:* Radio and TV package shows.

**ROBBINS BROTHERS**

67 W. 44th St., New York 18, N. Y.  
Phone: MURray Hill 7-2033

Co-Owner ..... Fred Robbins  
Co-Owner ..... Sam Robbins  
Dir., Color Dep't. .... Billy Sharp  
London Rep. .... Hyman Zahl

*Services Offered:* Complete shows packaged for night clubs, hotels, theaters, radio and TV; represent artists of distinction for every branch of show business.

**ROBINSON RECORDING LABS.**

35 S. 9 St., Philadelphia 7, Pa.  
Phone: WA 2-6800

Proprietor ..... W. P. Robinson  
Recording Engineers ..... W. W. Jost,  
Chas. Metz

*Services Offered:* Manufacture professional recording equipment. Produce transcribed spots and electrical transcriptions for broadcast and TV.

**ROCKHILL RADIO**

18 E. 50 St., New York 22, N. Y.  
Phone: PLaza 9-7979

President ..... Stanley J. Wolf

Robert F. Levine  
Steven R. Carlin

*Services Offered:* Complete packages, radio, transcriptions, TV film.

**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HE 7178

President ..... Jack Rourke  
General Manager ..... Fred Fuld, Jr.  
Secretary-Treasurer ..... Joan Lane Rourke

*Services Offered:* Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

**RUBY FILM COMPANY**

(For complete listing see TV Film Producers)

**BARNARD L. SACKETT TELEVISION PRODUCTIONS**

254 W. 54 St., New York, N. Y.  
Phone: LUXemburg 2-1690

Bankers Securities Bldg., Philadelphia 7, Pa.  
Phone: KINGSley 5-7055

Production Manager.... Barnard L. Sackett  
Business Manager..... Bernard Wine  
Fashion Director..... Ann Pester  
Art Director..... Manny Retter  
Publicity ..... Morris Yuter  
Sales Manager..... Jack Vogel

**E. CARLTON  
WINCKLER**

PRODUCTION  
DIRECTOR

ABC\*  
TELEVISION  
CENTER

Western Division  
HOLLYWOOD



**Roger Kay**

producer-director  
creator of distinctive television packages

ROGER KAY ENTERPRISES, INC.  
666 FIFTH AVE., NEW YORK 19, N. Y.  
MU. 8-2164

**Program Producers**

*Services Offered:* Complete TV service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, TV consultants, personal TV and radio representation, concert management.

**JAMES L. SAPHIER AGENCY, INC.**

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: ANdover 3-6038

President .....James L. Saphier  
Manager of Chicago Office.....Stefan Hatos

*Services Offered:* Radio and TV productions, sale of package programs and talent.

**GEORGE SHECK TELEVISION PRODUCTIONS**

214 W. 42nd St., New York 18, N. Y.  
Phone: LOnacre 5-1616

Associate Producer .....Jessie Marks  
Associate Producer .....Art Franklin

*Services Offered:* Low budget packages shows—variety, dramatics, etc.

**SEABOARD STUDIOS, INC.**

(For complete listing see TV Film Producers)

**SHECK, DAHLMAN, BLACK & FORSLUND, INC.**

353 W. 57th St., New York, N. Y.  
Phone: JU 6-5753-4

Producers...George Schenck, Lou Dahlman,  
Albert Black, Donald Forslund.

Writer .....Jesse Marks  
Prod. Coordinator.....Gilda Haber,  
Connie Norton.

*Services Offered:* Producers of "City At Midnight," "Tropic Holiday" and "Telefinds Of 1949"; produce low budget, local TV shows on CBS and NBC.

**BERNARD L. SCHUBERT, INC.**

509 Madison Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-0944

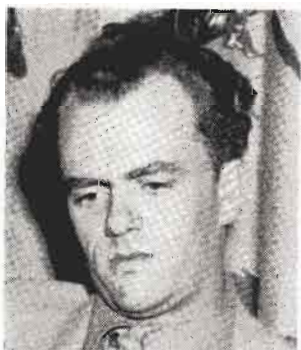
President .....Bernard L. Schubert  
*Services Offered:* Talent, production radio and TV package management.

**SCREENCRAFT PICTURES, INC.**

341 W. 44 St., New York 18, N. Y.  
Phone: Circle 6-8546

President .....J. S. Berkson  
Vice President.....B. H. Mills  
Treasurer .....Edward Berkson

*Services Offered:* Distributors of 16 and 35 mm features and shorts.



**ROBERT A. LEHMAN**

**RADIO and TV  
PRODUCER  
DIRECTOR**

RADIO-TELEVISION PRODUCTIONS

PERSONAL REPRESENTATION

ONE CHRISTOPHER ST. WA 4-8582

**LESTER LEWIS ASSOCIATES**

HOLLYWOOD SCREEN TEST

BEST FOODS, Inc.

ELOISE SALUTES THE STARS

with ELOISE McELHONE

DOESKIN PRODUCTS, Inc.



**Program Producers**

**SCRIPT ASSOCIATES**

822 S. Parkview, Los Angeles 26, Calif.  
Phone: MA 6-6476

Director .....Cal Frederick  
Coordinator .....Jean Frederick  
Commercial Manager.....Larry Purdin

*Services Offered:* "Lines for Living," written by Lary Purdin. Now in fifth year of continuous broadcasts. Weekly packages of five 15-minute scripts to be produced locally sells for \$10.00. Easy to sponsor.

**SENTINEL PRODUCTIONS**

**(A Division of Sentinel Enterprises, Inc.)**

5746 Sunset Blvd., Hollywood 28, Calif.  
(Nassour Studios)

Phone: HEMPstead 6828

President & Exec. Dir.....Earle R. Harper  
Vice-Pres. & Treas.....A. G. Harper  
Secretary .....David Griffith, Jr.  
Producer-Director .....Ann Archer  
Director .....Harry Maneke  
Director of Photography....Chas. Straumer  
Publicity Director.....Bill Keefe  
Film Editor.....Robt. Belcher  
Comptroller .....James Fair

*Services Offered:* Producing all types of TV package programs, travel, educational, religious and entertainment on film; 5-min. to 60-min. also TV commercials.

**SERVICE UNLIMITED**

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-5246

Sales Manager.....Charles O. Dabney  
Production Director.....Larry Kurtze  
Set, Prop & Art Mgr.....Sam Stone  
Office Manager.....Jean Guild

*Services Offered:* Creative and production service for advertising agencies and sponsoring organizations. Complete radio and TV campaigns custom planned, promoted, merchandised and produced.

**SESAC, INC.**

475 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 5-5365

President .....Paul Heinecke  
Secretary-Treasurer .....R. C. Heinecke  
General Manager.....K. A. Jadassohn

*Services Offered:* Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

**FLETCHER SMITH STUDIOS, INC.**

1585 Broadway, New York 19, N. Y.  
Phone: JUdson 6-3950

President .....Fletcher Smith  
Vice President .....Charles Schettler  
Secretary-Treasurer .....Peter Caldera

*Services Offered:* Film production for TV



**VICTOR McLEOD**

**NBC-TV**

**PRODUCER**

**ARTHUR H. MILLER**

**PUBLICITY and PUBLIC RELATIONS**

Specializing in Radio & Television  
Programs and Personalities

40 East 49th Street  
New York 17, N. Y.

ELdorado 5-6092

**Program Producers**

specialty animation, complete art and photographic staff and equipment.

**SOUND STUDIOS, INC.**

1124 Vermont Ave., N.W., Washington 15, D. C.  
Phone: REpublic 1984

President ..... Leon Loeb  
Secretary ..... Ethel Wile Loeb  
Chief Engineer ..... Doc M. Watson

*Services Offered:* Produce completely packaged shows from script to transcriptions.

**THE SOUVAINE COMPANY**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 7-5666

General Partner ..... Henry Souvaine  
General Partner ..... Howard L. Taylor

*Services Offered:* Producers of radio and TV productions.

**WILBUR STARK-JERRY LAYTON, INC., PROGRAM PRODUCTIONS**

551 Fifth Ave., New York 17, N. Y.  
Phone: Murray Hill 7-6320

President ..... Wilbur Stark  
Secretary-Treasurer ..... Jerry Layton  
Exec. Secy.—Casting ..... Diane Werfel

*Services Offered:* Creators and producers of radio and TV programs for networks and commercial advertisers. Exclusive manage-

ment of personalities, performers and writers for radio and TV.

**RICHARD STARK & COMPANY**

125 E. 72nd St., New York 21, N. Y.  
Phone: REgent 7-9608

Partner ..... Richard Stark, Jane Troxell  
Financial Advisor ..... Seymour Schneidman  
Associate ..... Rod Mitchell, George Shealy

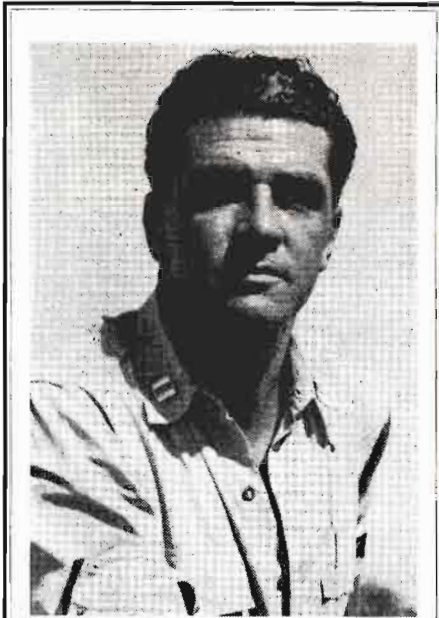
*Services Offered:* Program consultants for Radio and TV; production, writing, costuming, lighting, photography; complete charge of program, or of commercial production alone. Live shows only.

**MARTIN STONE ASSOCIATES**

4 W. 58th St., New York 19, N. Y.  
Phone: MU 8-0585

Head of Organization ..... Martin Stone  
Administrative Head ..... Richard K. Doan  
Production Head ..... Harold Schaeffel  
Merchandising Director ..... Allan Stone  
Publicity Director ..... Alan E. Brandt  
Script Chief ..... Jerome Coopersmith  
Production Supervisor ..... Harriet C. Halsband  
Art Director ..... Milton C. Neil

*Services Offered:* Producer and licensing agent of Howdy Doody program; packager of Author Meets the Critics, etc.



**PAUL MUNROE**  
PRODUCER — WRITER  
DIRECTOR



**KEN MURRAY**

**Program Producers**

**RICHARD STROUT PRODUCTIONS**

1544 N. Hudson Ave., Hollywood 2, Calif.  
 Phone: HUDson 2-2145  
 507 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-6924

President .....Richard Strout  
 Hollywood Prod. Mgr.... James E. McKenzie  
 Sales Promotion.....George C. Meacham  
 Talent .....Doris Edwards  
*Services Offered:* Transcriptions, scripts, talent, recording facilities, TV film spots and complete production of tailor-made radio and TV programs.

**IRVIN PAUL SULDS, INC.**

654 Madison Ave., New York 21, N. Y.  
 Phone: TEMpleton 8-7025

President .....Irvin Paul Sulds  
 Associate Producer.....Alice Pentlarge  
 Associate Producer.....Milan J. Greer  
 Associate Producer.....Mary McMullen  
*Services Offered:* Production of live and filmed TV programs.

**HAL TATE RADIO PRODUCTIONS**

612 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPerior 7-1004

Owner-Manager .....Hal Tate  
*Services Offered:* Package programs including "Who's Talking?" transcribed celeb-

city quiz show conducted by a local emcee. Also transcribed series starring the Columbia Pictures star, "Smiley" Burnette and titled "Smiley Burnette's Tall Tales."

**TEEVEE FILM COMPANY**

170 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: CRESview 1-0204

President .....Gifford Phillips  
 General Manager .....Ludlow Flower, Jr.  
 Coord. of Sales & Prom...J. Wesley Beeman  
 Dir. of Film Prod.....Merrill Pye  
 Dir. of Live Prod.....Bob Koenig  
 Eastern Sales Mgr.....Alfred Levy  
*Services Offered:* Custom-built TV shows, film and live; spot commercials.

**TEL-ADVISERS, INC.**

1425 Broadway, New York 18, N. Y.  
 Phone: LONGacre 5-4530

Pres. & Mng. Dir.....Jay Strong  
 As-oc. Dir. & Prod., V.-P.....B. G. Stern  
 Assoc. Prod. Dir., Secy.....Doris Pearce  
 Costume Designer, V.-P.....Alice Gibson  
*Services Offered:* Packaging line and film productions; dramatic and variety adaptations; originator of Tele-Pre-Vue theatre.

**TELECAST FILMS, INC.**

(For complete listing see TV Film Producers)

**RAO VIDEO Inc.**

PROGRAMS NOW AVAILABLE

**"THE CHARM CIRCLE"**

Strictly for the women . . . audience participation, Giveaway, Guest Stars.

**"ONE FLIGHT UP"**

Unusual dramatic series with a different twist.

. . . and many other visually exciting TV productions and commercials priced within budget range of smaller accounts.

Write for brochure and further information and amazing figures that spell the highest in quality performance at lowest cost per thousand.

*"Make RAO your key to Successful TV".*

45 West 45th St.  
 New York 19, N. Y.

Telephone:  
 Plaza 7-7238

**GENERAL TELEVISION ENTERPRISES, INC.**

Gordon W. Levoy, President

**GTE**

DISTRIBUTORS-  
 PACKAGERS

of  
 TELEVISION FILM SERIES

6331 Hollywood Blvd.  
 Hollywood 28, Calif.  
 Phone—Gladstone 4146

**Program Producers**

**TELEMATED CARTOONS**

70 E. 45th St., New York 17, N. Y.

Phone: MURray Hill 6-8933

Producer-Director .....Saul S. Taffet

*Services Offered:* Production of TV film commercials: Animated cartoons; live action; animated effects; optical effects. In 35 mm. or 16 mm. as desired. Scripts and storyboards for client presentations.

**TELEMOUNT PICTURES, INC.**

5255 Clinton St., Los Angeles 4, Calif.

Phone: HOLlywood 9-8321, Ext. 103 & 104

Pres. & Chairman Bd. of Dir.

Henry B. Donovan

1st Vice-Pres. & Member Bd. of Dir.

Fred Roberts, Jr.

2nd Vice-Pres. Asst. Treas. & Asst. Secy.

Philip J. Casazza

3rd Vice-Pres. & Member Bd. of Dir.

D. A. Donovan

Treasurer-Secretary .....Marie Copenhaver

Assistant Secretary .....Henry L. Pechota

Recording Secretary .....Loretta Donovan

*Services Offered:* Producers of TV Films and Live Programs & Commercial Films 35mm. and 16mm. Black and White and Color Films.

**TELEVISION FEATURES, INC.**

(For complete listing see TV Film Producers)

**TELEVISION FILMS OF AMERICA**

(TFA)

Box 2222, Hollywood 28, Calif.

Phone: GLadstone 2624

Exec. Prod. & Gen. Mgr.....Jack Parker

Asst. to Executive Producer.....Ray Bond

Asst. to Gen. Mgr.....Ross Van Nibro

Program Director.....Betty Underwood

Childrens' program mgr.....Margie Dunwell

Womens' program mgr.....Hortense Reed

Feature program mgr.....Garland Brunton

Special event program mgr.....Carl Underwood

Chief Script Editor.....Betty Underwood

San Francisco Mgr.....Kaye Hyde

Chicago Manager.....A. F. Parker, Jr.

New York Manager.....Ross Van Nibro

*Services Offered:* Producers of special 16mm. motion pictures for TV release and special effects.

**TELEVISION SCREEN PRODUCTIONS, INC.**

17 E. 45 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

**LAURENCE HAMMOND**

Productions

RADIO-TELEVISION

•

*Americans, Speak Up*

*Keeping Up*

*with*

*the Wigglesworths*

•

45 EAST 51st STREET

NEW YORK

PLaza 9-2210



**BEN PARK**

*Writing, Production and Direction  
Dramatic and Documentary*

Radio: REPORT UNCENSORED  
IT'S YOUR LIFE  
THE LIVING PROOF

Television: PORTRAIT OF  
AMERICA

— Chicago —

**Program Producers**

with, or without, cameramen, scripts, direction and cast.

**TELEWAYS RADIO PRODUCTIONS, INC.**

8949 Sunset Blvd., Hollywood 46, Calif.  
 Phone: BRadshaw 21447, CRestview 67238  
 President.....Charles A. Kennedy  
 Accounting Dept.....A. Corrigan  
*Services Offered:* Transcribed programs, creation and production of custom-built talent or transcribed shows, creation and production of custom-built spot announcements, dramatized and singing commercials.

**THREE MINUTE SERMONS, INC.**

Box 2222, Hollywood 28, Calif.  
 Executive Producer.....Jack Parker  
 Chief Script Editor & Assoc. Prod. Hal Marshall  
 Writer & Assoc. Producer..Garland Brunton  
 Writer & Program Dir.....Mary Blue  
 Public Relations Director.....Ben Gaye  
 Eastern Manager.....A. F. Parker, Jr.  
*Services Offered:* Religious programs produced to order, religious scripts to order, producers of "three-minute sermons" for five-minute spots, public and radio relations for live and transcribed religious programs, TV department produces live and 16mm.

films with religious theme also fillers for TV stations.

**TORCHLIGHT PRODUCTIONS, INC.**

229 W. 12 St., New York 18, N. Y.  
 Phone: WISconsin 7-0771-3  
 President.....David R. Kapralik  
 Vice-Pres.-in-charge-Production..Jane White  
 Publicity .....Harvey Ziegler  
*Services Offered:* Package radio and TV programs, production and packaging, including publicity, promotion, and research.

**TOWERS OF LONDON, LTD.**

37 W. 46 St., New York 19, N. Y.  
 Phone: LUXemburg 2-5130-5131  
*Cable address:* TOWERSAM Newyork  
 International President..Harry Alan Towers  
 Vice-Pres. & National Dir. for the U. S. Oliver W. Nicoll  
*London Offices:*  
 Towers of London, Ltd.,  
 81 Hallam St., London W. 1, Eng.  
 Phone: LAngham 6248, 5050  
 International President..Harry Alan Towers  
*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.



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The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges.

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"Welcome Travelers"

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**Audience Participation Show**



**Program Producers**

**TRANSAMERICAN BROADCASTING & TELEVISION CORP.**

1 E. 54th St., New York 22, N. Y.  
Phone: PLaza 5-9800

President ..... John L. Clark  
*Services Offered:* Live and transcribed programs.

**TRANS-CONTINENTAL TELEVISION, INC.**

420 Madison Ave., New York, N. Y.  
Phone: PL 9-7490

President ..... Arthur Simon  
Secretary ..... Edward Scherer  
Treasurer ..... Gertrude Chetkin  
*Services Offered:* Creating and producing TV programs for agencies, stations and advertisers. Complete program packaging service, ideas, scripts, talent, production, sales.

**TRANSCRIBED RADIO SHOWS**

2 W. 47 St., New York 19, N. Y.  
Phone: LUXemburg 2-3530

President..... M. E. Moore  
General Manager..... F. Kronen  
*Services Offered:* A series of Christmas spot jingles featuring an outstanding quartet to attract Christmas shoppers on film for 15-20-30-second spot announcements, spots made to order for TV.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.  
Phone: 2-4974

President..... J. P. Williams  
Executive Vice-Pres..... Adna H. Karns  
Vice-Pres. & Gen. Mgr..... John F. Hyle  
*Services Offered:* Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated.

**TRANSFILM, INC.**

(For complete listing see TV Film Producers)

**RICHARD H. ULLMAN, INC.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLevland 2066

President ..... Richard H. Ullman  
Exec. V.-P. .... Robert P. Mendelson  
Production Mgr. .... Robert Nicholson  
*Services Offered:* Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies.

**UNITED PRESS ASSOCIATIONS**

220 E. 42 St., New York 17, N. Y.  
Phone: MURray Hill 2-0400

Radio News Manager..... Phil Newsom

EXECUTIVE PRODUCER  
ABC-TV-WESTERN DIV.  
HOLLYWOOD

**GEORGE M. CAHAN**

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Produced:

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STREAMLINER REVUE

Directed:

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AMAZING MR. MALONE

THE CARDINAL CLUB  
PLAN BRINGS YOU  
FIVE GREAT SHOWS:

*Adventures By Morse  
The Anderson Family  
Barnyard Jamboree*

*Sleepy Joe  
The Story Teller  
with Marvin Miller*

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6600 Sunset Blvd.  
Hollywood 28, Calif.



## Program Producers

Radio Sales Manager.....Al F. Harrison  
 Radio Shows Div. Mgr....C. Edmonds Allen  
*Services Offered:* Production for radio and TV of news and sports service, news scripts, news research.

### UNITED PRODUCTIONS OF AMERICA

4440 Olive St., Burbank, Calif.  
 Phone: CH 0-7171

President-Exec. Prod.....Stephen Bosustow  
 Vice-Pres.-Treasurer-Bus. Mgr.

Edward L. Gershman

Vice-Pres. in-Charge-Prod.....John Hubley  
 Vice-Pres. & Prod. Mgr.....A. D. Woolery  
*Services Offered:* Modern studios offer separate units for production of animated films for TV, movie shorts, industrial and government training films and an annual cartoon feature picture. Home of annual (November) industrywide Animation Art Festival.

### 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. Valetino  
 Secreary .....Elsie F. Valentino  
 Treasurer .....T. J. Valentino  
 Sales Manager .....Peter J. Riolo  
*Services Offered:* Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

### VIDEO VARIETIES CORP.

(For complete listing see TV Film Producers)

### CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.  
 Phone: EL 5-0734

Director Producer.....Chick Vincent  
 Casting Director.....Norma Vincent  
*Services Offered:* Package producers, program production, TV programs, live and film.

### J. FRANKLYN VIOLA

152 W. 42nd St., New York 18, N. Y.  
 Phone: CHickering 4-3254

President and Owner.....Franklyn Viola  
*Services Offered:* Foreign language broadcasting, including transcriptions, scripts, recordings and talent.

### VON BAUMANN STUDIOS INC.

331 E. 71 St., New York 21, N. Y.  
 Phone: RHeinlander 4-5508

Pres. & Treas.....E. F. Von Baumann  
 Exec. V.-P.....Cyril Von Baumann  
*Services Offered:* Production of live and transcribed custom built radio and TV shows. Audi-vid-e-tizing (audio, video advertising commercials).

### ROGER WHITE PRODUCTIONS

435 E. 57th St., New York 22, N. Y.  
 Phone: PLaza 5-3560

President .....Roger White  
 Assoc. Prod. & Edit. Supr...Leonard Traube  
 Music Director.....Dale Phalen  
*Services Offered:* Producing and packaging of radio and TV programs, including publicity, promotion and research.

### WOLFF-FELDMAN ENTERPRISES, INC.

214 W. 42 St., New York 18, N. Y.  
 Phone: LA 4-3450

President .....Max Wolf  
 Secretary-Treasurer .....Robert Feldman  
 Executive Producer.....Les Wintz  
 Talent .....Al Roth  
*Services Offered:* Production and packaging of radio and TV shows for agencies and stations.

### WORLD VIDEO, INC.

15 E. 47 St., New York 17, N. Y.  
 Phone: PLaza 9-3870

President.....Richard H. Gordon, Jr.  
 Vice-President .....John Steinbeck  
 Secty.-Treas. ....Irving Oppenheim  
 Dir. of Sales.....Wallace A. Ross  
 Producer .....Donald Davis  
 Producer.....Daniel Mann  
 Producer.....Edward Kenner  
*Services Offered:* Package TV programs for sale, film programs, live programs, and combination film and live programs.

### WYNN WRIGHT ASSOCIATES

17 W. 57 St., New York 19, N. Y.  
 Phone: PLaza 3-4417

Producer-Director .....Wynn Wright  
 Manager .....Charles Granzow  
 Casting Director.....Helen Wright  
*Services Offered:* Building and producing radio & TV programs.

### FREDERIC W. ZIV CO.

1529 Madison Rd., Cincinnati 6, O.  
 Phone PLaza 1323

President .....Frederic W. Ziv  
 Vice-President .....John L. Sinn  
 V.-P., Chg. of Sales.....Alvin E. Unger  
 Treas. & Comptroller.....Joseph L. Moore  
 Partner .....M. R. Ziv  
 Promotion Mgr. ....Samuel Glueck  
*Services Offered:* Network and transcribed programs.

### ZIV TELEVISION PROGRAMS, INC.

1529 Madison Rd., Cincinnati 6, O.  
 Phone: PLaza 1323

President.....John L. Sinn  
 Vice-President.....Frederic W. Ziv  
 Manager .....Paul Blair  
*Services Offered:* Produces open-end TV film covering wide variety of interesting subjects, available in commercial or sustaining basis, in both large and small markets from Coast to Coast.



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MICRO **Lp** GROOVE

# TRANSCRIPTIONS

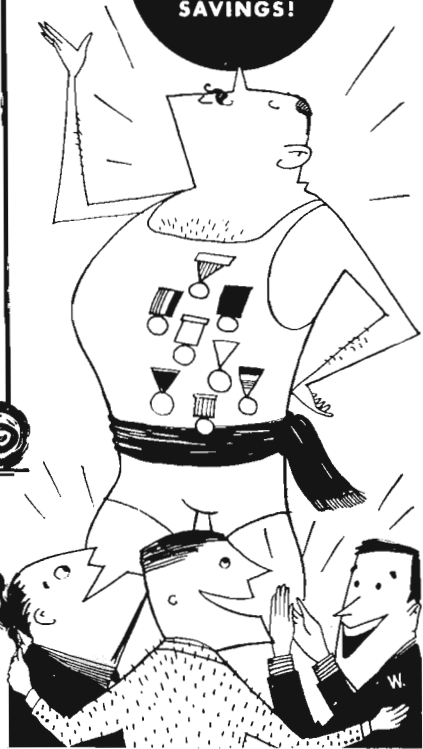
Radio stations and advertisers enthusiastically endorse all the advanced features of the amazing new micro-groove radio transcription technique—pioneered and perfected by Columbia!

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 22 Minutes  
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**NEW  
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 Makes it possible to  
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**UP TO  
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 Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

Trade-Marks "Columbia" (C) and (TM) Reg. U. S. Pat. Off. Marcas Registradas

# Transcription Companies

## ALL-CANADA RADIO FACILITIES, LTD.

305 Victory Bldg., Toronto 1, Ont., Canada  
Phone: Elgin 2464

President.....H. R. Carson  
Eastern Manager.....G. F. Herbert  
Program Manager.....J. S. MacKay  
Sales Manager.....F. W. Cannon

*Services Offered:* Representative for transcription companies.

## ADVERTISERS RECORDING SERVICE, INC.

113 W. 57 St., New York 19, N. Y.  
Phone: Circle 6-0141, 0142  
(See detailed listing under  
Program Producers)

## ADVERTISERS RECORDING, LTD.

624 Dominion Sq. Bldg., Montreal, Que.  
Phone: MARquette 6368

President-Gen. Man.....Walter P. Downs  
Secretary.....Marjorie C. McKown

*Services Offered:* Transcription and private wire service.

## AFFILIATED PROGRAM SERVICE, INC.

525 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-1881

President.....Paul F. Adler

*Services Offered:* Sales representatives of transcribed programs and properties. Facilities for pressing records and transcriptions. Script services.

## ALLENTOWN RECORD CO., INC.

10th & Walnut Sts., Allentown, Pa.  
Phone: 3-7405

President.....Sanford L. Wartell  
Treasurer.....John L. Schwartz  
Secretary.....Sidney Rubin

*Services Offered:* Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite, pressings available in red or black.

## APEX RECORDING STUDIOS, INC.

119 W. 57 St., New York, N. Y.  
Phone: PLaza 7-7067-8-9

President.....Robert E. Scheuing

Secretary-Treasurer....Sidney M. Feitelberg  
Chief Engineer.....Thomas Dowd  
Publicity.....Elayne H. Fox  
Engineer.....Fred Grau  
Engineer.....Jack Kenney

*Services Offered:* Complete theater studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities, Tape and wire recording facilities. TV air checks.

## ARIZONA RECORDING PRODUCTIONS

834 N. 7th Ave., Phoenix, Ariz.  
Phone: 2-2016

Owner-Manager.....Raymond Boley  
Secretary.....Mary Clancy

*Services Offered:* Commercial transcriptions, air-checks, spot announcements, script service. Lateral cut at 33 1/3 and 78 r.p.m. NAB standards.

## ARTS RECORDING STUDIOS

29 W. 57 St., New York 19, N. Y.  
Phone: PLaza 8-0407

Owner-Chief Engineer....John R. Cieferskor  
Associate Engineer.....Earl E. Welch  
Manager.....M. Cieferskor

*Services Offered:* Complete transcription and commercial recording facilities. Fast pressing service direct from our own plant.

## ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

151 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-7710

Vice-Pres. & Gen. Mgr....Richard S. Testut  
Vice Pres. Chg. Sta. Rel.....Bert C. Lown  
Vice Pres. & Treas.....John C. Andrus  
Vice Pres. Chg. Rec.....Andrew M. Wiswell  
Commercial Mgr.....Clifford M. Greenland  
Dir. of Prom.....James W. Lucas  
Program & Prom. Mgr.....Leslie F. Biebl  
Account Executive.....John O'Connell

*Services Offered:* Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

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# up

# up



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Allen Roth's orchestra and 16-voice chorus. Everything from barrelhouse to Beethoven . . . richly arranged.

**"Swing and Sway with SAMMY KAYE". . .** featuring The Kaydets, the Kaye Glee Club, other name artists.



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exclusive Beneke and Miller arrangements by one of America's top bands!



**FRAN WARREN sings . . .** a dramatic voice and personalized style just for you and your listening audience. Allen Roth directs.



**The RAY McKINLEY Show**  
 . . . Ray McKinley, his vocals,  
 his drums and the most ver-  
 satile band in the land.

**Here's JUNE CHRISTY**  
 with the Johnny Guarnieri  
 Quintet—a new approach in  
 sophisticated rhythm.



**"CLAUDE THORNHILL presents  
 Win A Holiday"** . . . a famous  
 band plus a local-national contest:  
 listeners name untitled melodies,  
 win trips to New York.

**with  
 the new era**

**in**  
*Thesaurus*

These big names  
 and many more . . . for  
 top sponsor-appeal,  
 top sales power!

You get more practical help than ever before  
 from the **new** Thesaurus. More big stars are  
 being added to the Thesaurus family . . . drawn  
 from the vast fund of recording artists at  
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 hensive programming, promotion, publicity . . .  
 a steady flow of **current** hit tunes, weekly  
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 writers do your scripting. Lots of production  
 "extras." New THESAURUS can help you to **more**  
 sponsored programming!



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 Chicago 11, Ill.  
 Whi ehall 4-2900  
 1016 No. Sycamore Ave.  
 Hollywood 38, Cal.  
 Hillside 5171

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- ★ FOR EVERY BUDGET
- ★ FOR EVERY PRODUCT
- ★ FOR EVERY AUDIENCE

*The Following Transcribed Shows  
Are Now Available . . . . .*

## AT LOW COST!

- JOHN CHARLES THOMAS  
260 15-Min. Hymn Programs
- SONS OF THE PIONEERS  
260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE  
156 15-Min. Musical Programs
- STRANGE WILLS  
26 30-Min. Dramatic Programs
- FRANK PARKER SHOW  
132 15-Min. Musical Programs
- MOON DREAMS  
156 15-Min. Musical Programs
- BARNYARD JAMBOREE  
52 30-Min. Variety Programs
- DANGER! DR. DANFIELD  
26 30-Min. Mystery Programs
- STRANGE ADVENTURE  
260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE  
131 15-Min. Musical Programs

**SEND FOR FREE AUDITION PLATTER  
AND LOW RATES FOR YOUR STATION**

*Write! Wire! Phone!*

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**ATLANTIC AND PACIFIC  
BROADCASTING SYSTEM**

Box 2222, Hollywood 28, Calif.  
 Vice President & Gen. Mgr. . . . . Jack Parker  
 Associate Producer & Asst. Gen. Mgr.  
 Ray Bond  
 Chief Script Editor & Producer  
 Betty Underwood  
 Traffic Manager . . . . . Royal F. King  
 Stations Relations Mgr. . . . . Ann Blue  
 Program Manager . . . . . Mary Blue  
 Public Relations Mgr. . . . . Ben Gaye  
 Commercial Mgr. . . . . H. Albert Rice Sr.  
 San Francisco Mgr. . . . . Kaye Hyde  
 Chicago Manager . . . . . A. F. Parker, Jr.  
 New York Mgr. . . . . Ross Van Nibroc

*Services Offered:* Transcription network, programs produced to order, Full commercial copy service, Scripts to order, Associated with TV Films of America, Three-Minute Sermons, Inc. and Crest Film and TV Productions.

**BELTONE RECORDING CORP.**

709 8th Ave., New York 17, N. Y.  
 Phone: LU 2-2920

President . . . . . Leslie C. Cahan  
 Vice Pres. & Treasurer . . . . . Shirley Cahan  
*Services Offered:* Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

**FORD BOND RADIO PRODUCTIONS**

810 RCA Bldg. W., New York 20, N. Y.  
 Phone: Circle 7-2236

(See detailed listing under Program Producers)

**BRINKLEY RECORDING CO.**

232 E. Erie St., Chicago 11, Ill.  
 Phone: Delaware 7-4786

Owner-Manager . . . . . Jack Brinkley  
*Services Offered:* Transcriptions and phonograph records, open-end syndicate programs produced to client's specifications, commercial announcements and spots on Sound Film for TV. (Not equipped to produce full length TV films.)

Sound recorded on disc, tape, film. Masters and Pressings.

**CAPITOL RECORDS, INC.  
BROADCASTING DIVISION**

Sunset & Vine, Hollywood 28, Calif.  
 Phone: Hollywood 9-8171

Sales Manager . . . . . Clifford E. Ogden  
 Program Director . . . . . Kenneth Nelson  
 TV Production Director . . . . . Elmo Williams  
 Production Manager . . . . . Larry A. Robbins  
 Eastern Rep. . . . . James M. Flenniken  
 Central Rep. . . . . Robert L. Howell  
 Southern Rep. . . . . William T. Stubblefield

*Services Offered:* Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

**THE CARDINAL CO.**

6000 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HEMPstead 1177

President . . . . . Joseph F. MacCaughtry  
 Vice President . . . . . G. L. MacCaughtry  
 Secretary-Treasurer . . . . . Joseph T. Scott  
*Services Offered:* Radio and TV productions, live and transcribed; script service.

**CINEMART, INC.**

Exec. & Sales Offices  
 565 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 8-3837  
 Sound Studios  
 101 Park Ave., New York 17, N. Y.  
 Phone: MUrray Hill 4-1562  
 1657 Broadway, New York 18, N. Y.  
 Phone: MUrray Hill 4-1562

President . . . . . Varian Fry  
 Secretary-Treasurer . . . . . John Henry MacDonnell

*Services offered:* Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and TV.

**COASTAL RECORDING CO.**

136 W. 52 St., New York 20, N. Y.  
 Phone: Circle 6-3900

Manager . . . . . Bob Hoffman  
 Chief Recording Engineer  
 George Schisselbauer

*Services Offered:* All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

**COLUMBIA TRANSCRIPTIONS  
(A Division of Columbia Records, Inc.)**

799 Seventh Ave., New York 19, N. Y.  
 Phone: CI 5-7300

General Manager . . . . . Robert J. Clarkson  
 Assistant General Mgr. . . . . Martin D. Schnell  
 Account Executive . . . . . Alden O. Carlson  
 Account Executive . . . . . Carl Reinschild  
 Manager, Chicago Office . . . . . Girard D. Ellis  
 410 N. Michigan Ave., Chicago, Ill.  
 Dir. West Coast Oper. . . . . Andrew J. Schrade  
 8723 Alden Drive, Hollywood, Calif.

*Services Offered:* Studio recording—disc and tape—for standard recordings and long playing microgroove. Manufacturing facilities for transcriptions and phonograph records. Script and production service.

When you can  
get RCA "Know-How"

Whatever your recording requirements may be, you get *top satisfaction* when RCA Victor does the job for you.

**RECORDING • PROCESSING • PRESSING**

- ★ All types of phonograph records
- ★ Transcriptions of every description for every need
- ★ Slide film and promotion recording facilities
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MU 9-0500

145 North Lake Shore Drive  
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1016 North Sycamore Avenue  
Hollywood 38, California  
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*You'll find useful facts in our Custom  
Record Brochure. Send for it today!*

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take  
anything  
less  
?

*First in  
the field!*



**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer-Producer.....Gordon M. Day  
 Producer-Director.....Carol Bulkley  
 Copy Supervisor, Retail Radio Dir.

Luise Johnson

*Services Offered:* Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio, TV spots and programs.

**DECCA RECORDS, INC.**

50 W. 57 St., New York 19, N. Y.

Phone: COLUMbus 5-2300

Vice Pres. Chg. Recording.....Dave Kapp  
 Special Service.....Edward Strauss

*Services Offered:* Custom-built electrical transcription records.

**EMPIRE BROADCASTING CORPORATION**

480 Lexington Ave., New York, N. Y.

Phone: PLaza 9-4500

President & Treasurer....Helen D. Kellcher  
 Vice President.....Arthur Lubo  
 Secretary.....John Hughes Dwyer

*Services Offered:* Studios, Air Checks, Line Checks, Portable Jobs and Tape Recording.

**FRANKAY & JACKSON RECORDING STUDIOS, INC.**

48 W. 48 St., New York 19, N. Y.

Phone: JUDson 6-9030

President.....Harry Jackson  
 Vice President.....Frank Kay  
 Sec'y and Treas.....Betty Jackson  
 Business Mgr.....Harry Jackson

*Services Offered:* Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

**MITCHELL GERTZ AGENCY, INC.**

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CR 4-5491

President.....Mitchell Gertz  
 Motion Picture Division.....Jerry Briskin  
 Literary Division.....Arthur Hyman  
 Radio & TV Division.....Boh Davey

*Services Offered:* Packers of Radio and TV shows—live, transcribed, or kinitoscoped. Talent and technicians for all types of production: producers, directors, production managers, art directors, set designers, writers, cameramen, actors and actresses, dialogue directors, composers, arrangers, conductors, editors, cutters.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53 St., New York 22, N. Y.

Phone: PLaza 5-6131

President-Gen. Mgr.....Harry S. Goodman  
 Vice Pres.-Charge Sales.....Everett F. Goodman  
 Vice Pres.-Charge TV....Daniel R. Goodman  
 Secretary.....H. D. Knuth

*Services Offered:* Producer of syndicated transcribed radio shows, live radio shows, syndicated TV availabilities and live TV shows. Also Custom Built AM and TV spots.

**GEORGE HEID PRODUCTIONS**

1005 Century Bldg., Pittsburgh 22, Pa.

Phone: GRant 1-3696

President.....George Heid  
 Recording Engineer.....Joseph Moran  
 Office Manager.....Jacqueline Alexander  
 Musical Director.....Max Adkins

*Services Offered:* Radio and TV programs, continuity, recordings, transcriptions on disc or tape, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays, TV spots on film.

**MARY HOWARD RECORDINGS**

37 E. 49 St., New York 17, N. Y.

Phones: PLaza 3-4800 Ext. 47 & 55

Owner.....Mary Howard  
 Chief Engineer.....Ray Lyons  
 Mgr. Chg. of Sales and Prom.

Betty Jane Keilus

Office Manager.....Gretchen C. Howard

*Services Offered:* Off-the-air and off-the-line recordings. Commercial records, transcriptions all studio facilities—package shows and spots. Ampex tape recording and editing facilities (tape to records—records to tape). Audio ends of TV shows.

**KASPER-GORDON, INC.**

140 Boylston St., Boston 16, Mass.

Phone: DEvonshire 8-7357

President-Production Mgr...Edwin H. Kasper  
 Treasurer-Commercial Dir...Aaron S. Bloom  
 Office Manager.....Robert W. Graham  
 Engineer.....Frederick Piroumian

*Services Offered:* Transcribed spots, jingles, and programs—custom-built and “open-end” (syndicated); oldest syndicated transcription company in the U. S. “Live” programs; complete recording facilities including disc, wire, and tape; two studios; Mason & Hamlin Grand Piano and Hammond Organ; syndicated musical, dramatic, and specialized business programs. Script and talent services.

**KEYSTONE BROADCASTING SYSTEM, INC.**

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

Phone: PLaza 7-1460

. . . **Transcriptions—Recordings** . . .

Executive Vice-Pres.....Naylor Rogers  
 Vice President.....Joseph Bayer  
 Vice President.....Arthur Wolf  
 Secretary-Treasurer.....Sidney J. Wolf  
 Ass't Secretary.....William Bayer  
 Eastern Sales Mgr.....Noel A. Rhys  
 Research Director.....James A. Yergin  
 Office Manager.....Eve Bannier

*Branch Offices*

134 N. LaSalle St., Chicago 2, Ill.  
 Phone: STate 2-4590

Secretary-Treasurer.....Sidney J. Wolf  
 Dir. of Sta. Rel.....E. R. Rogers  
 Acc't & Office Mgr...Elizabeth M. Mueller  
 Western Sales Manager.....Naylor Rogers  
 Special Representative...Edwin R. Peterson

310 Citizens Bldg., Cleveland 14, O.  
 Phone: CHerry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

*Services Offered:* Keystone Broadcasting System is a transcription network principally covering BEYOND METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 380 affiliated stations. Twenty-four fully scripted sustaining shows per week,

filling one hour per day, seven days each week, to a total of seven hours per week. This is the only national, full-sized network in the U. S. offering national radio advertisers the opportunity to cover the BEYOND METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

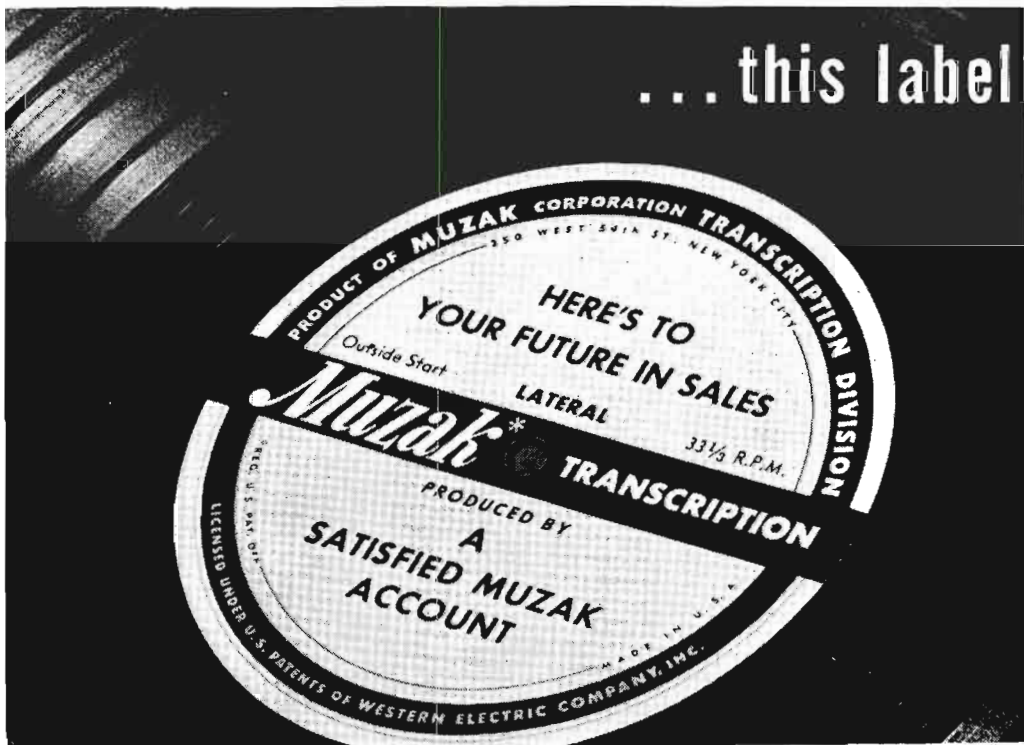
**LANG-WORTH FEATURES  
 PROGRAMS, INC.**

113 W. 57th St., New York 19, N. Y.  
 Phone: Circle 6-7410

President.....C. O. Langlois  
 Vice President.....W. O'Keefe  
 Secretary.....A. Walter Socolow  
 Representatives

John D. Langlois, Ralph S. Hatcher  
 Program Director.....Doris Kaye  
 Office Manager.....C. O. Langlois, Jr.

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom built radio programs, both live and transcribed.



**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
*Phone: DUnkirk 4-4191*

President.....C. P. MacGregor  
 Manager.....George R. Jones  
 Studio Director.....Victor Quan  
 Production Mgr.....Paul Quan  
 Chief Engineer.....A. Q. Felthousen  
 Eastern Sales Mgr.....Nat V. Donato  
 Mid-West Sales Mgr.....Wm. M. Mertz, Jr.

*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.

**MAYFAIR TRANSCRIPTION CO.**

8511 Sunset Blvd., Hollywood 46, Calif.  
*Phone: CRestview 1-8151*

Executive Vice Pres.....B. A. Joslin  
 Production Manager.....Vern Carstensen  
 Office Manager.....Florence Jordan

*Services Offered:* Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "The Unexpected"; Knox Manning's Behind the Scenes."

**FRED C. MERTENS & ASSOCIATES**

946 S. Normandie Ave., Los Angeles 6, Calif.  
*Phone: DUnkirk 3-7372*

President.....Fred C. Mertens  
 Production & Service Mgr....George L. Price  
*Services Offered:* Five-minute transcribed spots; scripts, ideas, copy, production.

**CHARLES MICHELSON, INC.**

23 W. 47 St., New York 10, N. Y.  
*Phone: PLaza 7-0695-6*

President.....Charles Michelson  
*Services Offered:* Porto-Playback Machines and Gennett & Speddy-Q Sound effects Records. Half-hour and quarter-hour transcribed program features.

**MORTON RADIO PRODUCTIONS, INC.**

360 N. Michigan Ave., Chicago 1, Ill.  
*Phone: Central 6-4144*

President.....Morton Jacobson  
 Secretary.....Cecelia Jacobson  
*Services Offered:* Open-end and custom built transcriptions, live packages. Transcribed programs.

# appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

*All or any of these Muzak specialized services are available to you.*

Your next transcription will sound better—and will be better—if processed by Muzak.

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*Reg. U. S. Pat. Off.*

*a service of Muzak Corporation*

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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  
 Secretary ..... Anna M. Kerner  
 Advertising Dir. .... Ralph J. Roberts

**Transcription Div.**

Recording Studios: 151 W. 46 St., N. Y. C.  
*Phone: PLaza 7-7710*  
 Sales Dept.: 250 W. 54 St., N. Y. C.  
*Phone: PLaza 7-7700*

Vice Pres. & Gen. Mgr. .... Richard A. Wilson  
 Dir. of Sales ..... Helen S. Wallace  
*Services Offered:* Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded Vinylite biscuits, Vinylite transcriptions and phonograph records, studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

**Wired Music Div.**

229 Fourth Ave., New York 3, N. Y.  
*Phone: ORchard 4-7400*  
 Vice Pres., Chg. of Sales ... Curt H. Pfenniger  
 Vice Pres. & Treas. .... John R. Andrus

Vice Pres., N. Y. Oper. .... Ethel W. Maclean  
 Promotion Mgr. .... Roger L. Thaxter  
*Services Offered:* Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores, and shops. Transmitted by telephone line from Musak studios in all principal cities.

**NATIONAL RADIO FEATURES**

100 State St., Albany 7, N. Y.  
*Phones: 4-8226, 8-1311*  
 Vice Pres., Gen. Mgr. .... Allen I. Stock  
 District Mgrs. .... Al Wolman, Bernie Kaye, R. G. MacDonald.  
 Publicity Mgr. .... Betty R. Pearl  
 Sales Mgr. .... E. M. Stock  
*Services Offered:* Special radio productions for radio station campaigns featuring the new Radio On Call production designed to have listening audience understand more fully what radio stations will do for them and the community.

**NATIONAL RECORDING & FILM CORP.**

540 N. Michigan Ave., Chicago 11, Ill.  
*Phone: WHitehall 4-5543*  
 President ..... Richard Bradley  
 Secretary-Treasurer ..... B. J. Tunick

**ALLIED RECORD MANUFACTURING CO., INC.**

Largest custom processing and pressing plant  
 in the country . . . silver nitrate processing—genuine  
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 can rely on us for exceptionally fast service.

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**1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107**

*(See Color Advertisement on Page 30)*



**• • • Transcriptions—Recordings • • •**

Program Executive & Dir. of Radio Sales  
 Natt Hale  
 Office Manager.....Leo Rabens  
*Services Offered:* General advertising, ET and transcribed programs, library services, etc. . . . Script service program production, air checks, film program services.

**PREMIER RADIO ENTERPRISES, INC.**  
 3033 Locust St., St. Louis 3, Mo.  
 Phone: NEWstead 3555

President .....Theodore P. Desloge  
 Vice President.....Wilson Dalzell  
*Services Offered:* Producers of transcribed radio programs, spot announcements, TV film commercials, 16 mm motion pictures. Complete disc, tape and film recording facilities. Processing and pressing 10, 12 and 16 inch transcriptions.

**PRESS ASSOCIATION, INC.**  
 50 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-1111

Vice Pres. & Ass't Gen. Mgr.. Oliver Gramling  
*Services Offered:* Sports Star Special—a 15-minute interview and dramatization of personalities who are the "who's who" of the

sports world; Special Assignment— a 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

**GEORGE LOGAN PRICE, INC.**  
 946 S. Normandie Ave., Los Angeles 6, Calif.  
 Phone: DUNKirk 3-7372

President.....George Logan Price  
 Sales Manager.....S. M. Lauch  
 Copy & Production Dir.....George Price, Jr.  
*Services Offered:* Transcribed shows of 5 to 60 minutes, packaged or to order. Scripts. Publicity, promotion, public relations direction TV scripts, commercials, gimmicks.

**RCA VICTOR CUSTOM RECORD SALES DIV.**  
 120 E. 23 St., New York 10, N. Y.  
 Phone: MUrray Hill 9-0500

Manager .....James P. Davis  
 Administration Mgr.....Ralph C. Williams



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 Instantaneous  
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 56-58 Wellington St., E.  
 Toronto, Ont., Can.

**• • • Transcriptions—Recordings • • •**

Artist & Repertoire Mgr....Herbert H. Wood  
Advtg. & Prom. Mgr.....Bennett S. Rosner

**Custom Record Sales Sections**

Acting Manager.....James P. Davis  
Chicago Manager.....A. E. Hindle  
Hollywood Manager.....R. C. Bucholz  
N. Y. Slide Film Rep.....Marjorie Tahaney

*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcription, slide film and promotion records, shipping and handling.

**RCA Recorded Program Services Section**

Manager.....Donald J. Mercer  
Asles Sales Manager.....Wade Barnes  
Eastern Sales Rep.....Addison Amor  
Midwestern Sales Rep.....William F. Reilly  
Western Sales Rep.....William C. Gartland

*Services Offered:* THESAURUS (musical library service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

**Studios and Regional Offices**

120 E. 23 St., New York City

*Phone:* MURray Hill 9-0500

445 N. Lake Shore Dr., Chicago, Ill.

*Phone:* WHitehall 4-2900

1016 N. Sycamore Ave., Hollywood, Calif.

*Phone:* Hillside 5151

**RADIO FEATURES OF AMERICA**

37 W. 46 St., New York 19, N. Y.

*Phone:* LUXemburg 2-5130

Cable address: AREFFAY Newyork

Executive Director.....Oliver W. Nicoll

Associate Director.....Sandra Munsell

**London Representative**

Towers of London, Ltd.

84 Hallam St., London W. 1, England

*Phone:* LANGham 6248, 5050

(Harry Alan Towers)

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

**MODERN RECORDING STUDIO**

55 W. Wacker Drive, Chicago 1, Ill.

*Phones:* FINancial 6-4183 DEarborn 2-4078

Owner .....Edwin M. Webb

*Services Offered:* Master, transcription, audition, personal, microgroove and air-check (TV, FM & AM) recording on tape, disc or wire, studio or on-the-spot. Studio facilities include Steinway and Hammond organ.

**Processing**

**Pressing**

**Transcription service**



619 West 54th Street, New York, N. Y. • JUdson 2-3791

**MANUFACTURERS OF FINE TRANSCRIPTIONS AND PHONOGRAPH RECORDS**

• • **Transcriptions** • •

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304 E. 44 St., New York 17, N. Y.

Phone: ORegon 9-3550

President.....Hazard E. Reeves  
 Vice Pres. & Studio Mgr....Chester L. Stewart  
 Chief Engineer.....Lyman J. Wiggin  
 Mgr. Film Recording Div., Richard J. Vorisek  
 Manager of Disc Recording Div., Robert Fine  
 Engineer.....Charles E. Campbell

*Services Offered:* Recording sound on film, shooting facilities, orchestra facilities and disc recording. Facilities for TV production.

**ROCKHILL RADIO RECORDING**

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President.....Stanley J. Wolf  
 Vice Pres. & Gen. Mgr....Emanuel H. Wolf

*Services Offered:* Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical Transcriptions; Television recordings.

**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hempstead 7178

President.....Jack Rourke  
 General Manager.....Fred Fuld, Jr.  
 Secy.-Treas.....Joan Lane Rourke

*Services Offered:* Live and transcribed radio and TV programs, spot and jingle campaigns.

**SESAC INC.**

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

Phone: MUrray Hill 5-5365

President.....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke

*Services Offered:* Licenning the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

**K. R. SMITH COMPANY, INC.**

619 W. 54 St., New York 19, N. Y.

Phone: JUdson 2-3791

President.....K. R. Smith  
 Treas. & Gen. Mgr.....Peter M. Rogers

*Services Offered:* Manufacturer transcriptions and phonograph records.

**SOUND STUDIOS, INC.**

1124 Vermont Ave., N.W.,

Washington 15, D. C.

Phone: Republic 1984

President.....Leon Loeb  
 Secretary.....Ethel Wile Loeb  
 Chief Engineer.....Doc M. Watson

*Services Offered:* Producers of custom built transcriptions, complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.

**EMPIRE**  
 RECORDING

TAPE - DISC  
 —  
 STUDIOS  
 —  
 AIR/LINE CHECKS  
 —  
 AM-FM-TV  
 —  
 PORTABLE JOBS  
 —  
 FILM  
 SYNCHRONIZATION

EMPIRE BROADCASTING CORP  
 480 LEXINGTON AVE.  
 NEW YORK 17, N. Y.  
 PLaza 9-4500-01-  
 02-03-04-05-06



**• • • Transcriptions—Recordings • • •**

consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

**TRANSCRIBED RADIO SHOWS**

2 W. 47 St., New York 19, N. Y.  
Phone: LUX. 2-3530

President ..... M. E. Moore  
General Manager..... F. Kronen  
*Services Offered:* Suspicion—39 Suspense programs. We The Jury—39 Who Done It Programs If It Had Been You—39 Live Saving Dramas. Five Star Theater—39 Two Act Playlets. Robinson Crusoe Jr.—39 Shows with Kids and For Kids. Salute to Song—52 of Your Favorite Songs Dramatized Hot Dates in History—62 Historical Dramatization.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.  
Phone: 2-4974

President ..... J. P. Williams  
Executive Vice-Pres..... Adna H. Karns  
Vice-Pres. & Gen. Mgr..... John F. Hyle  
*Services Offered:* Open end Transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile Cote," "Charles Magnante," "Curley Bradley," and many others.

**RICHARD H. ULLMAN, INC.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLevland 2066

President ..... Richard H. Ullman  
Exec. V. P..... Robert P. Mendelson  
Production Mgr..... Robert Nicholson

*Services Offered:* Create, wire and produce radio programs and announcements, selling direct to radio stations and advertising agencies. Producers of "Jingle-Library," "Musical Tune-O," "\$Dollar Derby\$," "Barbershop Harmonies," "Joe McCarthy Speaks," and tailored jingles.

**UNITED BROADCASTING COMPANY, INC.**

301 E. Erie St., Chicago 11, Ill.  
Phone: SUPERior 7-9114

Gen. Mgr. & Chief Producer.. Wm. L. Klein  
Assistant Manager..... Mariland L. Fridel  
Chief Engineer..... Bryan A. Wright

*Services Offered:* Operate former World Broadcasting System studios. Transcribing "Judy & Jane," "The Lutheran Hour," "Tell Me, Doctor," and dramatized spot announcements. Making masters for phonograph record companies. Operate own processing and pressing plant. Syndicating "Dinner Winner" and "Bob Elson on the Century" programs. Doing



**COMPLETE STUDIO FACILITIES**

**AMPEX TAPE**

**HAMMOND ORGAN**

**AIR CONDITIONED**

**APEX RECORDING STUDIOS, INC.**

119 W. 57th St., New York City 19  
PLaza 7-7067

Robert E. Scheuing, Pres.  
Sidney M. Feitelberg, Sec.-Treas.



TV, sound-film recording, and slide-film work.

**UNIVERSAL RECORDERS, INC.**

6757 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 9-8282

President ..... Wesley I. Dumm  
Exec. Vice President..... Will H. Voeller  
Vice President..... George E. Hughes  
Secretary-Treasurer ..... Arthur B. Hogan

*Services Offered:* Recording of electrical transcriptions and commercial phonograph records. Tape recording. Processing and pressing. Production of custom-built ET programs. Sound for TV.

**UNIVERSAL RECORDING CORP.**

100 E. Ohio St., Chicago 11, Ill.  
Phone: MI 2-9302

President ..... Milton T. Putnam  
Vice-President ..... A. B. Clapper  
Secretary-Treasurer ..... Robert A. Weber  
Office Manager ..... Mercedes Kelley  
Controller ..... Irving Steindler

*Services Offered:* Recording open end radio transcriptions, general recording facilities, complete sound effects and studio facilities for spot announcements. Transcription

and phono record masters, processing, pressing.

**THOMAS J. VALENTINO, INC.**

150 W. 46 St., New York 19, N. Y.  
Phone: CIRCLE 6-4675

President ..... Thomas J. Valentino  
Vice-President ..... Michael T. Valentino

*Services Offered:* Sound effects records, transcription, chime & organ recordings, pressings, recording service, Health films, mood music.

**HAL WILSON RADIO PRODUCTIONS**

6009 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 9-1714

Owner ..... Hal Wilson

*Services Offered:* Live and Transcribed Radio Shows. TV Films, Live TV packages. General production services for agencies.

**WORLD BROADCASTING SYSTEM**

501 Madison Ave., New York 22, N. Y.  
Phone: MURRAY HILL 8-4700

President ..... John L. Sinn  
Vice-President ..... Frederic W. Ziv  
Sales Manager ..... Robert Friedheim  
West Coast Manager..... Maynard Marquard

*Services Offered:* World Program Service Library. Library programs and custom built shows.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
Phone: PLAZA 1323

President ..... Frederic W. Ziv  
Vice-President (Executive).... John L. Sinn  
Vice-Pres. in Charge of Sales.. Alvin E. Unger  
Treasurer & Comptroller.. Joseph L. Moore  
Partner ..... M. R. Ziv  
Promotion Manager ..... Samuel Glueck

*Services Offered:* Network and transcription productions, featuring top-talented performers from radio, stage and screen—available to local and regional sponsors.

**THE KARL ZOMAR LIBRARY**

3120 Federal Blvd., Denver 11, Colo.  
Phone: Glendale 6642

Managing-Director ..... Karl Zomar  
Station Contact Secretary..... Richard Long  
Musical Director..... Vera Burdette  
Chief Engineer..... Jim Johnson

*Services Offered:* Library of scripts and transcriptions, special productions, recording studios, producers of COLUMBINE records, processing and pressings of records and transcriptions.

**NOW THAT  
YOU  
CAN  
HAVE  
THE BEST,  
WHY BE  
SATISFIED  
WITH LESS  
A P**





# TRANSCRIPTION LIBRARY SERVICES—1950

by

**CLIFFORD E. OGDEN**

**Sales Manager, Capitol Records, Inc. Broadcast Div.**

**W**HAT does a library service offer radio stations which any combination of music recorded for other purposes does not offer? They offer from forty-five hundred to fifty-five hundred selections of music, selected and produced for radio broadcasting. These tunes are chosen not only for maximum coverage of titles in the whole library, but for maximum selection of titles in the different classifications of music. This in itself makes your transcription library a music library in every sense of the word—not just so many thousand tunes of music. Secondly, your transcribed library service offers you reproduction quality necessary for good broadcast quality. Thirdly, library services today provide an entirely new set of outstanding musical programs built from each library service, generally with continuity, voice track, theme and bridge music, and outstanding promotion material. These programs are designed and put together by experts, are of network quality with tremendous listener and sponsor appeal. The man hours required by a station's promotion, continuity and music departments in duplicating any library's programming and promotion service would cost much more than the cost of a library to

that station. A transcription library or a combination of transcription libraries properly selected for a station's type of operation, and exploited to the fullest will result in increased audience and increased commercial revenue.

•

Radio stations, on one important consideration, have a pronounced reason individually and as an industry to subscribe to not as few libraries as possible—but as many as possible. In a closely allied phase of the music business it has been very well demonstrated that a broadcast supported operation is a guarantee of their supply of music at an equitable cost. Transcription services depend on the broadcasting industry for their existence. Their existence is the broadcasting industry's guarantee of transcribed music at an equitable cost. A strong competitive transcribed library business is vital to the radio broadcast industry!

•

Take another look at your recorded music library. If it doesn't contain one or more transcription libraries—you are missing a bet program-wise and commercial-wise. Call in the library representatives for a hearing. You will be glad you did.

# THE ASCAP CREDO

ASCAP is a useful, progressive Citizen. It acts in the best interest of the Public, while faithfully serving its Customers and Membership.

ASCAP is frank and friendly.

ASCAP fosters and safeguards the musical talent of American youth, by increasing incentives, providing security and protecting their creative product.

ASCAP aspires to preserve the American freedom of thought and expression, for only in such climate—free from social, economic and political pressure—can creative talent reach its full height.

ASCAP realizing that talent is not the property of any single group, accepts composers and authors to membership without regard to race, creed or color.

ASCAP strives to bring to an ever-widening audience a fuller appreciation of America's rich musical heritage. THE SOCIETY freely fosters the performance of its members' music without compensation, for diverse public, educational, therapeutic and charitable uses.



THE AMERICAN SOCIETY OF  
COMPOSERS, AUTHORS AND PUBLISHERS  
30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

# MUSIC

## RADIO & TELEVISION

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ASCAP



BMI



AMP



SESAC



List of Publisher Members

# NINETEEN FIFTY



# A. S. C. A. P

By **FRED E. AHLERT**

*President*

**I**N 1950 the American Society of Composers, Authors and Publishers will enter its 37th year of service to licensees and members. Acting in the best interest of the public, its customers and its members, ASCAP performs two important functions:

1. It provides a readily accessible source at which promptly and with no confusion may be cleared for performance a vast number of copyrighted musical works.
2. It distributes to the members their proportionate shares of funds paid for commercial performances.

Without ASCAP there would be endless confusion both for the members and for the great number of business enterprises—including Radio and Television—using music as an important element of their operations.

ASCAP enters upon its 37th year with a membership in excess of 2,400. The Society's members include more than 2,000 composers and authors of musical works, and nearly 400 publishers of these works. Native born Americans from every state, as well as American citizens born in some 40 countries make up its membership.

I am happy to state that our business with Radio and Television is conducted in an atmosphere of mutual confidence. The ASCAP-Radio agreement is just entering upon the second of its two nine-year terms. We expect our television agreements will be consummated with a terminal date of December 31, 1953. Important network Television agreements have been already signed, and we are confident that we shall soon have signed the remaining Television contracts.

My opinion, expressed a year ago, that Radio will not suffer from Television competition has been strengthened by the progress of events. Each medium occupies a distinct field. Each complements the other.

As President of ASCAP, speaking for its 2,400 members, I salute Radio and Television with the earnest hope that 1950 may bring to these great industries increased opportunity and increased reward for their service to the American.

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1950 are:

|                              |                            |
|------------------------------|----------------------------|
| <i>Fred E. Ahlert</i> .....  | <i>President</i>           |
| <i>Saul H. Borne</i> .....   | <i>Vice President</i>      |
| <i>Otto A. Harbach</i> ..... | <i>Vice President</i>      |
| <i>George W. Meyer</i> ..... | <i>Secretary</i>           |
| <i>Louis Bernstein</i> ..... | <i>Treasurer</i>           |
| <i>Donald Gray</i> .....     | <i>Assistant Secretary</i> |
| <i>Frank H. Connor</i> ..... | <i>Assistant Treasurer</i> |

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three years terms.

## ASCAP Publisher Members

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 AMA Music Co.  
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 Adrienne Music Co.  
 Advanced Music Corp.  
 Alfred Music Co., Inc.  
 Allen, Thornton W., Co.  
 Allied Music Corp.  
 Ambassador Music, Inc.  
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 American Music Publishing Co.  
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 Apollo Music Co.  
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 Arthur, Irving, Music Corp.  
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 Baron, M., Co.  
 Barton Music Corp.  
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 Bell Song Publishing Co.  
 Belwin, Inc.  
 Berlin, Irving Music Co.  
 Beverly Music Corp.  
     Famous Music Corp.  
 Bibo Music, Inc.  
 Biltmore Music Corp.  
 Birchard, C. C., & Co.  
 Blasco Music, Inc.  
 Bloch Publishing Co.  
 Block, Martin  
 Bloom, Gen, Music Corp.  
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 Bogat Music Corp.  
 Boland, Clay, Inc.  
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     Boston Music Co.  
 Boston Music Co., N. Y.  
 Boston Music Co., Boston  
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 Briegel, George F., Inc.  
 Broadway Music Corp.  
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 Burke & Van Heusen, Inc.  
 Burnett Ltd.  
 Buxton Hill Music Corp.  
     Chappell & Co., Inc.  
 Caesar, Irving  
 Campbell-Connelly, Inc.  
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 Carmichael Music Publications  
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 Carroll Publications  
 Cecille Music Co., Inc.  
 Century Music Publishing Co.  
 Champagne Music Corp.  
 Chappell & Co., Inc.  
 Charling Music Corp.  
 Choice Music, Inc.  
 Church, John, Co., The  
 Coleman, Robert H.  
 Coleman-Ross Company, Inc.  
 Colony Music, Inc.  
 Congress Music Publications  
 Cornell Music, Inc.  
 Coslow Music  
 Courtney, Alan, Music Co.  
 Crawford Music Corp.  
 Crescendo Music Corp.  
 Crestview Music Corp.  
 Criterion Music Corp.  
 Cromwell Music, Inc.  
 Crystal Music Publishers, Inc.  
 Crystalette Music Co.  
 Daniels, Charles N., Inc.  
     Chappell & Co., Inc.  
 Dash Connelly, Inc.  
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 Enterprise Music Corp.  
 Evans Music Company  
 Famous Music Corp.  
 Fanfare Music Co.  
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 Favorite Publishers, Inc.  
 Feist, Leo, Inc.  
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 Fields, Arthur, Publications  
 Fillmore Music House  
 Fischer, Carl, Inc.  
 Fischer, J., & Bro.  
 Fischer, Fred, Music Co., Inc.  
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 Galaxy Music Corp.  
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 Global Music, Inc.  
 Goldmine Music, Inc.  
     Nick Kenny, Daily Mirror  
 Goldwyn, Samuel Music Pub.  
     Chappel & Co., Inc.  
 Goodman Music Co., Inc.  
 Gordon, Kaufman & Real, Inc.  
 Grand Music Corp.  
 Gray, H. W., Co., Inc.  
 Greenwich Music Co., Inc.  
 Guild Music Publishers, Inc.  
 Hall-Mack Co.  
 Hamilton Music Corp.  
 Handy Bros. Music Co., Inc.  
 Hansen, Charles H., Music Co.  
 Harman Music, Inc.  
 Harmony Music Corp.  
 Harms, Inc.  
 Harms, T. B., Co.  
 Harris, Chas. K., Music Pub.  
 Herbert Music Co., Inc.  
 Hollybrook Music Company  
 Homeyer, Chas. W., & Co.  
 Hope Publishing Co.  
 Howard, Joe, Music Publishers  
 Hudson Music Corporation  
 Huntzinger, R. L., Inc.  
 Idriss-Brown-Tibbles, Inc.  
 International Music, Inc.  
 J. P. Music Co.  
 Jacobs, Walter, Inc.  
 James Music, Inc.  
 Jayvee Music Publishing Co.  
     Melrose Music Corp.  
 Jefferson Music Co.  
 Jenkins Music Co.  
 Jewel Music Publishing Co.  
 Jones, Isham, Music Corp.  
     World Music, Inc.  
 Kanes Music Publishers  
 Keane, Michael, Inc.  
 Kearney Music Co.  
 Kelton, Inc.  
 Kendis Music Corp.

## ASCAP Publisher Members

- Kenmor Music Co.  
 King, Charles E.  
 Knickerbocker Music Co., Inc.  
 Kramer-Whitney, Inc.  
 Kuhn, Dick, Music Corp.  
 Lake Shore Publishing Co., Inc.  
 La Salle Music Publishers, Inc.  
 Laurel Music Co.  
 Leeds Music Corp.  
 Leslie Music Corp.  
 Leslie, Edgar, Inc.  
 Lewis Music Publishing Co.  
 Lincoln Music Corp.  
 Lombardo Music, Inc.  
 Lorenz Publishing Co.  
 Ludwig Music Pub. Co.  
 Lyric Music Publishers, Inc.  
     Senator Fred G. Moritt  
 Macap Music Publishers, Inc.  
 Manhattan Music Pub.  
 Manor Music Company  
 Marchant Music Publishers  
 Marlo Music Corp.  
     Chappel & Co., Inc.  
 Martin Music  
 Massey Music Co., Inc.  
 Maurice, The Peter, Music  
 Maxwell-Wirges Publications  
 Mayfair Music Corp.  
     Mr. Edwin H. Morris  
 Maypole Music, Inc.  
 McHugh & Adamson Music  
     Chappel & Co., Inc.  
 McKinley Pub., Inc.  
 Melo-Art Music Publishers  
 Melomusic Publications  
 Melrose Music Corp.  
 Melrose, Walter, Music Co.  
 Mercury Music Corp.  
 Milene Music  
 Miller Bob, Inc.  
 Miller Music Corp.  
 Mills Music, Inc.  
 Mogull Music Corp.  
 Monaco, James V., Inc.  
     Mrs. Virginia E. Monaco  
     Jacques Leslie Esq.  
 Monmar Music, Inc.  
 Mood Music Company, Inc.  
     Shapiro, Berstein & Co., Inc.  
 Morris, Edwin H., & Co., Inc.  
 Movietone Music Corp.  
 Musette Publishers, Inc.  
 Music Makers Pub. Co.  
 Music Workshop  
 Musical Works  
 Mutual Music Society, Inc.  
 Myers Music  
 National Music Publishing Corp.  
 Nazarene Publishing House  
 New World Music Corp.  
 Noble Music Co., Inc.  
 Northern Music Corp.  
 Novelty Music Company  
 O'Flynn, Charles, Publications  
 O'Kay Music Company  
 Oriole Music Corp.  
 Orten Music Company  
 Owens-Kemp Music Co.  
 Oxford Music Corporation  
 Paramount Music Corp.  
 Paull-Pioneer Music Corp.  
 Paxton Music, Inc.  
 Pepper, J. W., Son, Inc.  
 Photo Play Music Co., Inc.  
 Piantadosi Music Publications  
 Pic Music Corp.  
 Piedmont Music Co., Inc.  
 Pinkard Publications, Inc.  
 Playars Music Corp.  
     Chappell & Co., Inc.  
 Plymouth Music Co., Inc.  
 Popular Music Co.  
 Portilla Music Corp.  
 Presser, Theodore, Company  
 Pyramid Music Company  
 R. F. D. Music Publishing Co.  
 Record Music Corp.  
 Record Songs, Inc.  
 Reinbert & Co., Inc.  
 Remick Music Corporation  
 Remsen, Alice  
 Renault Music Co., Inc.  
 Rene, Leon Publications  
 Rhyme & Rhythm, Inc.  
 Rialto Music Pub. Corp.  
 Ricordi, G. & Co., Inc. of N. Y.  
 Ritchie Music Co., Inc.  
 Ritter, Tex, Music Publications  
 Robbins Music Corp.  
 Robbins, J. J., & Sons, Inc.  
 Robert Music Corp.  
 Rodeheaver Co., The  
 Rossiter, Will  
 Row, R. D., Music Co.  
 Roy Music Co., Inc.  
 Royal Music Publisher  
 Ruval Music Co.  
 Rytvoc, Inc.  
 St. Nicholas Music Pub. Co.  
 Sanson Music Company  
 Santly-Joy, Inc.  
 Saunders Publications  
 Schirmer, G., Inc.  
 Schroeder, D. L.  
 Schroeder & Gunther, Inc.  
 Schwarz, Merrell, Music Co.  
 Shapiro, Bernstein & Co., Inc.  
 Shattering, Inc.  
 Shawnee Press, Inc.  
 Shilkret, Nathaniel, Music Co.  
 Shubert Music Publishing Corp.  
 Simon, George, Inc.  
 Sinatra Songs, Inc.  
 Skidmore Music Co., Inc.  
 Skokie Music Corp.  
 Skylark Songs Music Publisher  
 Smith-Foley Music Publications  
 Society for the Publication of  
     American Music, Inc.  
 Songs, Inc.  
 Southern Music Co.  
 Southern Music Publishing Co.  
 Spier, Larry, Inc.  
 Spina-Green Music Corp.  
 Spitzer, Henry, Music Pub. Co.  
 Standard Music Publishers, Ltd.  
 Stanley Music, Inc.  
     Mindlin & Levy  
 Stanwood Music Corp.  
 Starlight Music  
 Stasny Music Corp.  
 State Music Pub. Co., Inc.  
 Stephens, Bob, Inc.  
 Stept, Inc.  
     Sam Stept  
 Stone Music Corp.  
 Summy, Clayton F., Co., N. Y.  
 Summy, Clayton F., Co., Chicago  
 Sun Music Co., Inc.  
 Sunset Music Publishers  
 Superior Music, Inc.  
 Supreme Music Corp.  
 Tempo Music, Inc.  
 Thomas, John, Music Corp.  
 Tin Pan Alley  
 Tobey Music Corp.  
 Tobias & Lewis, Music Pub.  
 Tone Music Company  
 Towne Music Corp.  
 Transcontinental Music Corp.  
 Triangle Music Corp.  
 Tropical Music Publishers  
 United Music Corp.  
 University Music Corp.  
 Urban Music Publications  
 Valando Music Corp.  
 Variety Music  
 Victor Publishing Co.  
 Victoria Publishing Co.  
 Viking Music Corp.  
 Villa-Lobos Music Corp.  
 Villa Moret, Inc.  
 Vogel, Jerry, Music Co., Inc.  
 Volkwein Bros., Inc.  
 Von Tilzer, Harry, Music Pub.  
 Warnow, Mark Music  
 Warock Music, Inc.  
 Warren, Harry, Music, Inc.  
 Waverly, Mr. Jack  
 Sam Weiss Music, Inc.  
 West'n Music Publishing Co.  
 Whale Music Corp.  
 Williamson Music, Inc.  
 Willis Music Co.  
 Windsor Music Corp.  
     Jacque E. Horn  
 Witmark, M., & Sons  
 Wood, B. F. Music Co.  
 Woodward Music, Inc.  
 Words & Music, Inc.  
 World Music, Inc.  
 Worth, Bobby, Music Pub. Inc.  
 Yankee Music Publishing Corp.  
 Yellen & Fain



# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**

*President*

**E**NTERING its 10th year of service to the broadcasting industry and all users of music as well, BMI has amply demonstrated the value of free enterprise in a competitive field as compared to a monopoly type of operation. As BMI marks its 10th Anniversary the fact is generally accepted that the organization has arrived. Actually BMI "arrived" concurrent with the time it became operative. Its reason for being, "To create an independent source of music," virtually became a reality when BMI made available its first reservoir of music. This meant music in the fullest sense of the word. Not only popular music such as may be heard on "Your Hit Parade," but symphonic works, ballet and every conceivable type of serious composition.

True the past season saw BMI-licensed music forge to the front ahead of all others both in the popular and folk music classifications. As many as four out of a possible seven tunes on "Your Hit Parade" were at times BMI. While one end of the BMI business may watch the "Hit Parade" and Peatman sheet with concern, another end notes that the ballet troupe playing the New York City Center averaged more than 20 per cent BMI licensed music during course of its three-week run, and virtually all other music used was public domain. Arturo Toscanini, conducting the NBC Symphony Orchestra, frequently delves into the BMI repertoire of serious music. Early last December, he presented an all-BMI program. This venerable maestro selects his music first and never worries about who licenses what. In making up an all-Italian program he selected Giordano, Puccini, Busoni and Respighi. About 80 per cent of this music was AMP, a wholly owned subsidiary of BMI and the rest also licensed through BMI. Such performances BMI takes in its stride. For one of the reasons for the purchase of AMP outright was to maintain the flow of serious music as well as that of other categories.

And while hoeing its rows of standard crop, BMI can never be accused of neglecting to plant the corn. For BMI has parlayed the so-called hillbilly song into the top popular classification, and every juke box operator in the country depends upon these songs for the major portion of his play.

Thus, BMI's first decade may be considered as the period during which it consolidated its position as an international force in creating an independent source of supply of music. And last but not least it has saved the broadcasting industry many millions of dollars which would have been spent in excessive performing rights license fees.

**OFFICERS OF BMI** are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Roy Harlow, vice-president, station relations; Jean Geiringer, vice-president, foreign relations; and Charles E. Lawrence, assistant treasurer.

**DIRECTORS** (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

## B M I Publishers

- A-1 Music Publishers of Amer.  
 Aaron Music Company  
 Acme Music Corporation.  
 Acuff-Rose Publications  
 Adams-Vee & Abbott, Inc.  
 Adanac Music Company  
 Airlane Music, Inc.  
 Aladdin Music Publications  
 Algonquin Music, Inc.  
 Allegro Music, Inc.  
 Allen, Rick Publications  
 Allied Music, Inc.  
 Alvin Music Corporation  
 American Composer's Alliance  
 American Music, Inc.  
 Amigo Music Publishing Co.  
 Anson Music Publishing Co.  
 Appleton-Century, D. Co., Inc.  
 (B.M.I.)  
 Aragon Music Company  
 Arberne Music Co.  
 Ardsley Music Company  
 Arlene Music Co.  
 Arena Stars Incorporated  
 Arrow Music Press, Inc.  
 Associated Composers, Inc.  
 Associated Music Publishers, Inc.  
 Aurora Music Publishers  
 Autry, Gene Music Publishing,  
 Inc.  
 Avery Music Company  
 Avon Music, Inc.  
 Ball Music Publishing Company  
 Banbury Music, Inc.  
 Bandbox Music Incorporated  
 Bar Music Publishing Company,  
 Ltd., The  
 Barclay Music Company  
 Barron Music Company  
 Bartlett & Hartman Music  
 Publishers, Inc.  
 Baton Music Publishers  
 Beacon Music Company  
 Becker-Williams Publications  
 Beechwood Music Corp.  
 Bell Music Co.  
 Bellmore Music Pub. Co.  
 Bell-Tone Music Publishing Co.  
 Berger Publishing Company  
 Berwick Music Corp.  
 Beverly Music Company  
 Biehl, Rose  
 Biltmore Music, Inc.  
 Blane Music Company  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Note Records  
 Bluestone-Bernard Music Pub.  
 BMI Canada Ltd.  
 Bomart Music Corp.  
 Brenner Music, Inc.  
 Brightlights Music Publishing  
 Broadcast Music, Inc.  
 Byron Music Co.
- Cameron Music Co.  
 Camille's Music Company, Ltd.  
 Campbell Music, Inc.  
 Canfield, Cogswell  
 Cardinal Music Publications  
 Carnival Music Company, Inc.  
 Carol Music Company  
 Carson-Carrier Publications  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
 Cerabino, Joseph  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Checker Music Publishing Com-  
 pany  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cinephonic Music, Inc.  
 Claremont Music Company  
 Click Music Publishing Company  
 Close Harmony Publications  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 Cole Corporation, M. M.  
 Collwill Corporation  
 Colonial Music Publishing Co.,  
 Inc.  
 Columbia Music Publishing Com-  
 pany  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Continental Music Publications  
 Co.  
 Continental Record Co.  
 Copyright Music  
 Cornell Music Company  
 Country Music  
 Crestwood Publications  
 Crocker, Al  
 Cross Music Company  
 Cross, Samuel Avery  
 Crossroads Music Co.  
 Crowe, Edward  
 Crowe, Edward and Pyle, Pete  
 Dallas Music Co., Inc.  
 Dana Music Co., Inc.  
 Dance Music Corp.  
 Daniels Music Publishing Com-  
 pany  
 Darrell, Jack, Music Publisher  
 Davis & Ostergard  
 Davis Music Company  
 Dawn Music Co.  
 Dayton Smith Publications  
 D. Davis & Co., Pty.  
 Dennis Music Co.  
 Dexter, Al and Paris, James  
 Dexter, Al, Music Publishing  
 Dinehart Music Company, The
- Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Doraine Music Publishing Co.  
 Doraine, Peter, Inc.  
 Doray, T., Music Publishing Co.  
 Dornix Music, Inc.  
 Douglas Publishing Company  
 Duchess Music Corporation  
 Dumac Music Corporation  
 Dunray Music Company  
 Duo Music Publishing Corp.  
 Eagle Music Publishing Corpora-  
 tion  
 East Coast Music Publications  
 Eberle-Maxted Music Co.  
 Eccma Music Company  
 Echoes of Victory Music Pub.  
 Company  
 Editions Musicales Victoria Mu-  
 sical Editions  
 Editora Dominicana De Musica,  
 C. Por A.  
 Edizioni Kramer (Milano)  
 Edizioni Mascheroni (Milano)  
 Edizioni Musicali Di Lazzaro  
 Edizioni Musicali Italiane  
 Edizioni Savini Zerboni  
 Edlee Music Corp.  
 Edward Music Service  
 Edwards, Norman, Music Pub.  
 Elkane Music Company  
 Elliott, Lewis  
 Elmore, C. M. Publisher  
 Elmo Bros. Publishers  
 Elwood Publishing Co.  
 Embassy Music Corp.  
 Emco Music Company  
 Emerald Music Company  
 Emerson Music Publications,  
 Inc.  
 Encore Music Publications, Inc.  
 Enos, Clyde  
 Esquire Music Co.  
 Essay Music Company  
 Essgee Music Publishing Corp.  
 Excelsior Music Publishing Co.  
 Executive Music Corporation  
 Fairfax Music Company  
 Fairway Music Corp.  
 Fame Music Company  
 Fi-Del Music Publishing Co.  
 Fifer, C. Arthur  
 Fine Songs  
 Fletcher Publishing Company  
 Florida Music Company  
 Flye-Bye-Knight Pub. Co.  
 Folk Songs  
 Ford Music, Inc.  
 Foremost Melodies Inc.  
 Forest Glen Music Publishers  
 Four-Star Music Company  
 Fowler, Wallace Publications  
 France Music Company  
 Francis & Wilmore Music Pub.

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**BMI Publishers**

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Franco-American Publications  
Freed & Hall Music Publishers  
Freeman, Albert Edward  
Freeman Music Co.  
Fremart Music Company  
Frey, Fran and Company  
Friedly, Lowell G. & Company  
G & W Music Publications, The  
G. M. S. Music Publishing Co.  
Gala Music Publishing Corp.  
Gilbert Music Publishers  
Glamor Music Co.  
Globe Publications  
Goday Music Inc.  
Golden Gate Quartet Music Co.  
Golden Tune Publishers  
Golden West Melodies, Inc.  
Golden West Music Publications  
Gollatz Music Publisher  
Goode Music, Inc.  
Gordon Music Company  
Gordon Music Publisher  
Green Music Publications  
Grimes Music Publishers  
Guinand, Clinton  
Guy Publishing Company, The  
H. M. Banner Publications  
Halama, Frank J., Publications  
Halmac Company  
Hamilmeyer Music Publishing  
Company  
Hanna & Co. Music Composi-  
tions  
Happy Songs, Inc.  
Harmony House  
Harmony Music Publishers  
Hartmann, Edward & Lynette  
Hartmann & Van Horn  
Harwall Music Publishers  
Haun, Dal E., Company  
Hawaii Conservatory Pub. Co.  
Hemispheric Publications  
Hendrix Music Publications  
Hill and Range Songs, Inc.  
Hill Music Publishing Company  
Hillbilly Music Publishing Co.  
Hilliard-Currie Music Publishers  
Hillside Music Publishers  
Hinds, Hayden & Eldredge, Inc.  
(B.M.I.)  
Hit Parade Publications  
Hockenhull's Music Publications  
Hoffman, Carrie  
Holden, Alfred H.  
Holdsworth, Elmer  
Hollywood House Music Pub-  
lishing Co.  
Hollywood Melody Publishing  
Co.  
Hollywood Music Sales  
Hollywood-Western Music Co.  
Inc.  
Holmes Publications  
Hoosier Music Publications  
Hopkins, Earle C.

Horoscopes in Song  
House of Carols  
House of Irish Songs  
House of Melody  
Howard, Jack, Publications, Inc.  
Hub Publishing Company  
Humphries, Bruce, Inc.  
Hunter's Music House  
Hynnes Music Company  
Imco Music Publishing Co.  
Imperial Music Publishing Co.  
Inco Music Company  
Independent Music Publishers  
Indigo Music, Inc.  
Ineman, James  
Inspired Music Company  
Inter-American Music Pub. Co.  
Intermountain Specialty Sales  
Company  
International Dance Studio  
International Popular Music Co.  
Irma Music Company  
J.A.Y. Music Company  
Jackson Music Corporation  
Jahnke Publishing Company  
James, Floyd Duke  
Janis, Stephen  
Jardy Music  
Jay-Dee Music Corporation  
Jay Method, Publisher  
Jean Music Company  
Jill Music Co.  
Jo-Ann Music Company  
John Mason's Pub. Co.  
Johnstone-Montei, Inc.  
Johnstone Music, Inc.  
Jones, J. Grayson, Music Com-  
pany  
Joseph Music  
Judson Music Co.  
Jupiter Publishing Company  
Kammen, J. & J., Music Co.  
Kampas, William T.  
Kaolene Corp.  
Karen Publications  
Karr, Jerome J.  
Kaymusic Publishers  
Kayro Music Publishing Co.  
Keenote Music  
Kelly Music Publications  
Kelly, William A.  
Kelton-Romm Music Company  
Kennedy Music Company  
Kenneth Publishing Company  
Kerr, Edward  
Key City Music Publishing Com-  
pany  
Key Music Company  
Keyser Music Publisher  
Keystone Music Co.  
King-Del Music Publishers  
Kinkade's Songs  
Kit Music Company  
Knight Publishing Co.  
Knobloch, M. H.

Knudsen Publications  
Knutson & Kilbourne Song Pub-  
lishers  
Kolbert, Marguerite (Produc-  
tions)  
Kord Music Company  
Krygier, Joseph  
Kukula, Frank  
L & B Publications  
La Chapelle Music Publications  
La Rue Publishing Company  
Lance Music Co., Inc.  
Lang-Worth Publications, Inc.  
Lanier Music Company  
Latin American Publishing Corp  
Laura-Lea Music  
Laurel Music Publishers, Inc.  
Lawndale Music Publishers  
Leal, Felipe Valdes  
Lee, Robert, Music Publishers,  
Inc.  
Lee, Rosemary  
Lee Music  
Lennerts Music Publications  
Leora Music  
Lester, Betty  
Lester, J. L., Music Company  
Lewcon Music Company  
Liberty Music Publishers  
Life Music, Inc.  
Life Records, Inc.  
Lincoln, F. S.  
Lind Music Company  
Linden Music Publishers  
Little Jazz Music Pub., Inc.  
Livingston & Evans Music Com-  
pany  
Lois Music Publishing Co.  
Lomax, Carl, Music Publishing  
Company  
London Music Corp.  
Lone Star Music Co.  
Long, J. Baxter  
Long, Joey Music Publishing  
Lowden, C. Harold  
Lubin, Jimmy, Music Publishers  
Lucky Music Publishers  
Lutz Brothers Music Co., Inc  
Lydian Music Publishers  
Lynch, Edward J.  
Lynn, E. A., Publishing Com-  
pany  
Lynne Music Company  
Lyric Music Co.  
M. and F. Music Publisher, The  
M-E Melodies  
M. R. E. Music Co.  
Mac Angelo  
MacFarlane, Thomas M.  
Mac Gregor, Grant  
Mack Music Company  
Mack-Nell Publications  
Mackley Music Publishing Co.  
Maestro Music Company  
Magnet Music, Inc.

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## B M I Publishers

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- Magnolia Music Corp.  
Main Music Publishing Company, The  
Main Street Songs, Inc.  
Majestic Music Company  
Major Melodies  
Major Minor Music  
Malamar Music, Inc.  
Mallory Music Publications  
Manhattan Melodies Music Pub  
Mank's, Chaw, Blue Ribbon Music Co.  
Mann Music Co.  
Manning Music Company  
Mansfield, Frank, Music Pub. Co.  
Marchant, J. C., Publications  
Marcy, Victor  
Mardi Gras Music Company  
Maresh Music Co.  
Margo Music Co.  
Marino Music Company  
Marion and Son Publishing Co.  
Mark-Lee Music Company  
Mar-Lane Music Publishers  
Marks, E. B. Music Corp.  
Mars Music Publications  
Marsales, Frank  
Marston Music  
Martens, W. F., Music Co.  
Martin, Jack "Tex"  
Marvel Music Pub. Co.  
Master Melodies Music Pub.  
Master Music Press, Inc.  
Master Music Publishers  
Masters Music  
Material Songs Publishing Company  
Mayhams Music Company  
McCall and Malin Publishing Company  
McClaran, Olive Hanson  
McClellan Music Company  
McClure Music Company  
McClure, Ruth D.  
McCune Music Company  
McDonald, J. K.  
McDonald Music Company, The  
McDowell, Frances Grider  
McGhee, Berry M.  
McGinty Music Publishing Company  
McClean, Gene, Music Co.  
McMahon, Frank  
Meadowbrook Music Publishing Co.  
Med-Rik Music Publishing Company  
Medallion Music Corp.  
Mellin Music, Inc.  
Mellow Music Publishing Co.  
Melo Music Co.  
Melo-Song Publishers  
Melodies of the Americas, Inc.  
Melody Hall Music Publishers  
Melody Lane, Inc. (Peer)  
Melody Moderne Incorporated  
Melody Music Company  
Melody Music Publications  
Melotone Music Publishers  
Memphis Music Publishers, The  
Mercury Music  
Merit Music, Inc.  
Merit Music Publishing Co.  
Meritt Publications  
Merrymount Music Press  
Merrywood Publishers  
Metropolitan Music Company  
Metropolitan Music Publishers  
Michael Music Co., Inc.  
Micor Publishing Company  
Midland Music Company  
Midwestern Publishers  
Millbrook Music  
Millburn Music Publishers, Inc.  
Milligene Music Publishing Company  
Miracle Music Company  
Mission Hills Publications  
Missud, Jean M. (B.M.I.)  
Mode Music Publishing Co.  
Modern Melo Melody Publications  
Modern Melodies Publishing Co.  
Modern Music Publishing Co.  
Modern Standard Music Co.  
Mohawk Music Publishing Co.  
Monahan Music Publications  
Monarch Music Company  
Mongiello, Cosmo Andreotti  
Monitor Music Publishers  
Monmouth Publishing Company  
Mono-Music  
Monroe Music Company  
Monroe Music House  
Monroe Publications  
Moon Ray Music Publishers  
Morris Music Publications  
Morrison & Ewing  
Morrison Music Company  
Morrisey Music Company  
Morse, Dave, Studio Publishing Company  
Motley Music Publishing Co.  
Motor City Music Publishers  
Mount Vernon Publications  
Mountain Music Company  
Mountain State Music Pub.  
Movieland Music Publishers  
Murob Music Publishers  
Murray Music Publishers  
Musart, L. C. Publications  
Music Art Publications  
Music Box Melodies  
Music City Copyrights  
Music Counter, The  
Music Enterprises  
Music for Frets  
Music For Young America Co.  
Music Incorporated  
Music Manuscript Reporter  
Music Products, Inc.  
Music Row Publications  
Musicana, Inc.  
Musin, Ovid (E. B. Marks)  
Mustang Music Pub. Co.  
Muzik Masters Company  
Nash Chain Song Service, The  
National Association For Blind Composers, Inc.  
National Broadcasting Co., Inc.  
National Music Corp.  
Nationwide Songs, Inc.  
Nelson, Overson Publications  
Neptune Music Publishers  
Nettles Publishing Co.  
New England Song Publishing  
New Era Music Corporation  
New Harmony Music Publishers  
New York Music Publishing Co.  
Newton, Al  
Niehoff, Dolorosa  
Niksch, Donald E.  
Nimisilla Music Company  
Nolan Music Co.  
Nolton, Frances Stuart  
Nordoll Music Co.  
Normandy Music, Inc.  
Normay Music Company  
Northeastern Music Company, The  
Northern Bell Music Pub. Co.  
Nosnaws Music Company  
Note Music Co.  
Noteworthy Music, Inc.  
Nu-Tune Music Corporation  
Nu-View Publications  
Oahu Publishing Company  
Ocean-Spray Music Company  
Olin, Milton E.  
Oliver-Jacobs Music  
Olson, Nils  
Olympian Agencies  
Onyx Publishers  
Orange Music Publishers  
Oree Music  
Original Music Publishing Co. Inc.  
Oriole Tunes  
Otten & Kemp  
Out West Music Publisher, The  
Ozark Mountain Music Pub.  
P. M. Music Publishing Co.  
Pace Music Co.  
Pacific Coast Music Publishers  
Pacific Music Publications  
Palladium Music Publishing Co.  
Palomar Music Corp.  
Pan-American Publications  
Parade Music Company  
Paradise Music Company  
Paragon Publishers  
Paris, James B.  
Pastor Music Co.

## B M I Publishers

- Paterson, James A.  
 Patmar Music Company, Inc.  
 Patriotic Music Publishing Co.  
 Paty Publishing Company, The  
 Paul Reiner Music Pub. Co., Inc.  
 Paxon, Margaret O.  
 Pearl Music Company, Inc.  
 Peer International Corporation  
 Peerless Music Publishing Co.  
 Pelkonen, Matt, Music Co.  
 Peloubet, William Spalding  
 Pemora Music Company, Inc.  
 Penn-Sylvan Publications  
 Personal Publications  
 Peskin Music Publishing Co.  
 Phono-Tunes Music Company  
 Pittman, Pete, Publications  
 Pitts, P. S., Publications  
 Plamor Music Company  
 Plumb, Neely Publishing Co.  
 Pond, Frank, Music Company  
 Porgie Music Corporation  
 Portland Music Company, The  
 Prelude Music Co. (E. B. Marks)  
 Premier Music Publishing  
 Prestige Music  
 Preview Music Co., Inc.  
 Pre-View Publications  
 Princess Publications  
 Pritchett Publications  
 Professional Music, Inc.  
 Pro Musica Publishing Co.  
 Propoggio, R. N.  
 Prosser Music Publishing Co.  
 Proven Publications  
 Putman Publications  
 Quaker Music Company  
 Quality Music Company, Inc.  
 Quincy Music Publishers  
 R. R. Publishers  
 R. S. Rose Publishing Co.  
 Radio & Video Music Publishing  
 Company  
 Radio Music Company  
 Radio Music Publishers  
 Radio-Recording Songs, Inc.  
 Radio Screen Music Pub. Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Corporation  
 Rainbow Music Publishers  
 Rainier Music Publishers  
 Rancho Music  
 Randolph, Al, Publications  
 Ray Music Publishing Company  
 Raybert Music Company  
 Raymond Music Corp.  
 Raymond, William  
 Raymor-McCollister Music Pub-  
 lishers  
 Rayven Music Co., Inc.  
 Real Music Company  
 Record Music Publishing Com-  
 pany  
 Recordo Music Publishers  
 Red River Songs  
 Redskin Publishing Co.  
 Redwood Music Co., Inc.  
 Reeny Rhythms  
 Rees, H. E., Music Publishers  
 Reeves, John Frank  
 Regal Music Company  
 Regal Music Company, Ltd.  
 Regent Music Corp.  
 Reid & Singer Music Publish-  
 ing Co.  
 Remarque Music Publishing Co.  
 Remington Music  
 Renown Music, Inc.  
 Republic Music Corporation  
 Retter, Louis, Music Company  
 Revell, Thomas H.  
 Reveille Music Co.  
 Rex Music Publishers  
 Rhodes, David W.  
 Rhythm Publishing Company  
 Rhythms Of The West  
 Richardson Songs  
 Ricordi, G. & Co.  
 Rinehart, Marion W., Music  
 Enterprise  
 Ringwald Publications  
 Rinker, Charles, Music Pub.  
 Rion, Johnny  
 Riverdale Music Co.  
 Rivervale Music, Inc.  
 Roberts, Virgil, Publishing Co.,  
 Inc.  
 Rod Jon Music Company  
 Rodenberg, Edward L.  
 Romance Music Publications  
 Romaunt Music Publications  
 Romay Music, Inc.  
 Romeo Twin Publishing Co.  
 Roque, Julio  
 Rork, Ernest A., & Son  
 Rosemart Music Co.  
 Rosetti, Joseph  
 Roslyn Music Company  
 Ross & Howard  
 Rossi, Edward  
 Rossi, Edward and Louis  
 Rossongs Music Publishers  
 Roth, Elizabeth  
 Roth, Howard H., & Co., Inc.  
 Rousseau Publishing Co.  
 Roxy Music Corp.  
 Roy, Mary  
 Royal Crown Music Company  
 Royal Gorge Music Publishing  
 Royal Music Corporation  
 Royalty Music Company  
 Rubens, Mark  
 Ruby Music Co.  
 Rudy Vallee Music Publications  
 Rujanart Music Publications  
 Rumbalero Music, Inc.  
 Russell, Willard  
 Russian-American Music Pub-  
 lishers, Inc.  
 S. A. Melodi  
 S. B. G. Music Publishers  
 Salamanca Music Publishers  
 Salvatori Music Company  
 San Juan Music Publishing Co.  
 Sanders, Zeb V.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
 Saxonette Music Company  
 Scala Music Publishers  
 Schael, August, Company  
 Scheuerle Bros. Music Publishers  
 Schillinger, Arthur E.  
 Schirmer, E. C., Music Co.  
 Schofer, Kitty James  
 Scholl Publishing Company  
 Schumann Music Company  
 Scripser's  
 Seattle Music Publishing Co.  
 Seidel, Emil, Music Pub'g Co.  
 Sentinel Music Publications  
 Serac Publishing Co.  
 Sgambellone, G., Music Pub-  
 lishers  
 Shavers, Herman  
 Shaw, Charlie, Publications  
 Shelby Music Publishing Co.  
 Sheldon - Mitchell Publishing  
 Corp.  
 Shermack Company  
 Sherwood Music  
 Shields Music Corporation  
 Shopa Music Publications  
 Show-Biz Music Co.  
 Shutt, Albert, Music Publisher  
 Simon House, Inc.  
 Singer, Murray, Music Pub.  
 Singmore Music Publishers  
 Siravo Music Company  
 Skrivanek Music  
 Skylark Songs  
 Skyline Music Publishers  
 Slate Enterprises, Inc.  
 Smart Songs Publishing Co.  
 Smith, Bob  
 Smith, Jerry, Publications  
 Smith Publications  
 Snell, Ethel, Publishing Co.  
 Snyder, Fenton Publications  
 Sobeck, Rosina  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Soergel, Oscar  
 Sommers, Henry J.  
 Song-Ranch Publications  
 Song Shop, The  
 Song-Tex Music Company  
 Songette Publishing Co.  
 Sonorous Music Co., Inc.  
 Sons Music Pub. Co.  
 Sophisticate Music, Inc.  
 Sorority Fraternity Record Co.  
 Spanish Music Center  
 Spartan Music Publishers  
 Spotlight Music Company



## B M I Publishers

- |                                        |                                             |                                        |
|----------------------------------------|---------------------------------------------|----------------------------------------|
| Spry Music Publishing Co.              | Tompkins, Clarence & Cuff,<br>Paul          | Vogue Music Corporation                |
| Staff Music                            | Tono Record Co.                             | Volunteer Music Sales Co.              |
| Staff Music Corporation                | Topik Tunes                                 | Von Hallberg Music Company             |
| Stan-Host Melodies                     | Tourjee, Leo Eben                           | Wade Franklin, Publications            |
| Standard Publications                  | Tracy Music Company, Inc.                   | Wahl, J. Frederick                     |
| Stanow Publications                    | Trade Mark Music                            | Wald Music Company                     |
| Star Music Co.                         | Trans-American Music Pub.                   | Walden, Orville C.                     |
| Stark Music Printing Company           | Transatlantic Music Company                 | Waldman, Irving, Music Pub.            |
| Starlight Music Company                | Treasure Music Publishers                   | Wallace Publishing Company             |
| Stavin, Milt, Music Company            | Trend Music                                 | Ward, Allan W., Music Pub.             |
| Steele, Ted, Publishing Co.            | Triad Music Company                         | Warner Studio                          |
| Stein, Rose Yvonne                     | Trianon Publications                        | Warren Publications                    |
| Stern, Jos. W., & Co. (E. B.<br>Marks) | Trinity Music Co., Inc.                     | Washburn, Rozella T.                   |
| Stern Music Publishing Co.             | Trio Music Company                          | Washington Music Bazaar                |
| Steven, Arthur Publications            | Tropical Song Counter                       | Waters Music Publishing Co.            |
| Stevens Music Company                  | Trutone Publishing Company                  | Watkins Music, Inc.                    |
| Stevens Music Corporation              | Tune-House Publications                     | Watson, W. A.                          |
| Stevens, Thomas A.                     | Tune Shop Music Publishers, Inc.            | Wayne, D., Music Publishing            |
| Stone, Irving                          | Tune-Time Music                             | Weaver, Jesse E.                       |
| Stone, Jack & Associates               | Tune Towne Tunes                            | Webster Music Company                  |
| Stover Music Company                   | Turner Tunes, The                           | Weeks, Publisher                       |
| Strand Press Music Publishers          | 20th Century Music Publishers               | Wemar Music Corporation                |
| Stratton, A. D., Music Co.             | U. S. and International Music<br>Publishers | Wentworth, Martha                      |
| Stuart Music, Inc.                     | U. S. Music, Inc.                           | Wesjay Music Corp.                     |
| Sudlik & Siegel                        | Uhl & Ware                                  | West Coast Music Publishers            |
| Sultan Associates                      | Ultra Music Company                         | Westchester Music Co.                  |
| Sun Ray Music Publishers               | Unger Music Publisher                       | Whimsy, Ltd.                           |
| Sundial Songs                          | Unique Music Publishers                     | White Mountain Music                   |
| Sunnyside Music Publications           | United Artists Publishing Co.               | White Way Music Company                |
| Sunrise Music Company                  | United Music, Inc.                          | Whitney, F. E., Publications           |
| Sunshine Music Company                 | Universal Music Sales                       | Wilcox Music Publishing Co.            |
| Superior Melodies Publishing Co.       | University Music Co.                        | Willard Herring, Ltd.                  |
| Sutton Music Company                   | University of Toledo                        | Williams, Albert                       |
| Swansongs Publications                 | University Publishing Company               | Williams & Williams                    |
| Sweet Music Publications               | Uranus Music Company                        | Wilson Publishing Co.                  |
| Sweet, William R.                      | Val Music Corporation                       | Winfield Music, Inc.                   |
| Swing & Tempo Music Co.                | Valentine Music Publications                | Wing Music Corp.                       |
| Swing Music Publishers                 | Valiant Music Company, Inc.                 | Winner Music                           |
| Symbolic Music Publishing Co.          | Valjean Music                               | Winters, Leo, Inc.                     |
| Syncope Songs                          | Valley-Hill Music Co.                       | Winthrop, G. & Company                 |
| Syndicate Music Publishers, Inc.       | Valor Publications                          | Wise Music Publications                |
| Szathmary, Irving                      | Van Brunt Publishing Company                | Witro Music Publishing Co.             |
| Tannen Music, Inc.                     | Van Dorn                                    | Wizell, Murray, Music Co.              |
| Taps Agency                            | Van Russ Music                              | Wolfe, Hugh J.                         |
| Tara Music Company                     | Vance Music Company                         | Wood Song and Record Co.               |
| Tele-Mus Publishing Company            | Vander Music Company                        | Woodward, Harry, Music Pub.            |
| Terry Tune Studios                     | Vanguard Songs                              | Woodland Music Company                 |
| Televise Music Company                 | Van's Music Company                         | Woods Music Co.                        |
| Thomas-Cole Publishing Co.             | Variety Music Company                       | Worldwide Music Publishers             |
| Tic-Toc Publishing Company             | Vavrin & King                               | Wright Publishing Company              |
| Tiffany Music Company                  | Velleca Publishing Company                  | Wrightman, Neale Publishers            |
| Tiffany Productions, Inc.              | Vernon Music Publishers                     | Wyner Music Publishers                 |
| Timberland Publishing Co.              | Versailles Music Co., Inc.                  | Wyoming Music Company                  |
| Time Music Company                     | Vicca's Music Co.                           | "X-L" (Excell) Music Publica-<br>tions |
| Times Square Music Publishing          | Victor-Gospel Music Co.<br>(hymns)          | Yale Record Company                    |
| Tingor Music, Inc.                     | Victory Music Company                       | Yacoubian Publications                 |
| Tinker, Bill                           | Village Music Co.                           | Zaboy-Landino Music Company            |
| Tobby Music Publishers                 |                                             | Zenith Music Publications              |
| Tomerlin, Lysle                        |                                             | Zoeller Music Company                  |
| Tompkins, Clarence F.                  |                                             |                                        |

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.



# ASSOCIATED MUSIC PUBLISHERS, INC.

By **M. E. TOMPKINS**  
President and Secretary

Associated Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its third fiscal year since its acquisition by Broadcast Music, Inc.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig-Paris. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life. Performance rights continue to be administered by BMI.

AMP Board of Directors: Carl Haverlin, President of BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President of BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President and Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles A. Wall, Treasurer.

## Publishers

|                                      |                                                  |                                               |
|--------------------------------------|--------------------------------------------------|-----------------------------------------------|
| Aibl Verlag (See Universal Edition)  | Pion Honoré                                      | Schott & Co., Ltd.                            |
| Alpha Music                          | Société Nouvelle                                 | B. Schott's Soehne                            |
| Congress Music Co.                   | Vieu                                             | Filmusik Union                                |
| Latin American Bureau                | Filmusic Union (See B. Schott's Soehne)          | Grosch Verlag                                 |
| Leader Music Co.                     | Julius Hainauer                                  | Philharmonischer Verlag                       |
| Associated Music Publishers, Inc.    | Kahnts' Schering Edition                         | Schuberthaus Verlag (See Universal Edition)   |
| Bote & Bock                          | Latin American Bureau (See Alpha Music)          | Senff (See Simrock)                           |
| Lauterbach & Kuhn                    | Lauterbach & Kuhn (See Alpha Music)              | Carl Simon (See Breitkopf & Haertel)          |
| Breitkopf Publications               | Leader Music Co. (See Alpha Music)               | N. Simrock                                    |
| Breitkopf & Haertel                  | F. E. C. Leuckart                                | Esos Verlag                                   |
| Carl Simon                           | Luckardt (See Simrock)                           | Luckardt                                      |
| Broussan (See Editions Eschig)       | Otto Maass (See Universal Edition)               | Raabe & Plothow                               |
| Casa Musicale Sonzogno               | Nagel Musical Archives                           | Senff                                         |
| Congress Music Co. (See Alpha Music) | Ondet (See Editions Eschig)                      | Société Nouvelle (See Editions Eschig)        |
| Demets (See Editions Eschig)         | Philharmonischer Verlag (See B. Schott's Soehne) | *Universal Edition                            |
| *Doblinger Verlag                    | Pion Honoré (See Editions Eschig)                | Aibl Verlag                                   |
| Dupont (See Editions Eschig)         | Pro Art Publications                             | Albert Gutman                                 |
| Eos Verlag (See Simrock)             | Russian-American Music Publishers, Inc.          | Schuberthaus Verlag                           |
| Editions Eschig                      |                                                  | Otto Maass                                    |
| Broussan                             |                                                  | Vieu (See Editions Eschig)                    |
| Demets                               |                                                  | *Symphonic Works only, as per a special list. |
| Dupont                               |                                                  |                                               |
| Ondet                                |                                                  |                                               |

# SESAC, Inc.

By **PAUL HEINECKE**

*President*

**T**HE broadcasting year, just past, has been a momentous one with great strides and advancement that surpassed all forecasts and expectations. The accent was, of course, on television but the long-time AM and FM stations, along with the newer ones, matched all that with fine skill and artistry to further secure their position in this vital entertainment industry in which we are engaged.

After more than half a century in the music world . . . the last two decades allied with radio . . . I cannot help but think how amazing and truly spectacular the growth and advancement of music and the associated arts.

That . . . all that has been done culturally as well as commercially through cooperation and that must be our theme keynote as we continue to work together as friendly but aggressive competitors. That is the American way, has been and with our strong and firm intent, always will be.

We have every reason to believe that SESAC Service means a great deal to each and every broadcaster . . . the more than 2700 stations who are licensed to use the music from our many affiliated publishers' catalogs, and the hundreds of subscribers to the SESAC Transcribed Library. We are one of the oldest as well as one of the largest of the music licensing organizations. It is truly music of lasting value and in it you find almost unlimited quantities of American Folk numbers, hymns, gospel songs, orchestral selections, others from the worlds of opera and operetta, musical comedy, symphony, standard and novelty songs, hillbilly, western, and even dramatic sketches and plays, etc. This material is ideally suitable for TV just as it long has been for AM and FM.

Our more than 3000 recorded selections in the SESAC Transcribed Library likewise fit ideally into the same category and requirement. We have just issued a complete and thorough catalog of such mood listings for that usage. Of course, for day-in and day-out operation, the Library is constantly in use by hundreds of stations.

The SESAC Transcribed Library has been vastly enlarged and its scope extensively widened and increased. We have a whole new section of selections in full-playing time. Our plans for the future are gauged for even greater achievement in the Library division of SESAC. We believe that we can be of greater service to the industry by keeping its price low and within reason with no sacrifice in quality. That we have done and will continue to do as we take the best of the past and make it a part of the future.

The past year saw the beginning and development of our new Script Service for SESAC Library subscribers. Quickly it has assumed a position of major importance.

Every indication is for another fine radio year ahead and it will be if we all strive together and make the usual annual advances that the listening . . . and seeing . . . public has come to expect from us.

**• • • SESAC Publishers • • •**

- Accordion Music Publishing Co., New York  
including:  
*Deiro, Pietro*
- Albright Music Company (See National Music Company, Inc.)
- Alford, Harry L., Chicago
- Alkire, Eddie, Publications, Easton, Pa.
- Arct, M., Warsaw, Poland
- Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
- Augsburg Publishing House, Minneapolis, Minn.
- Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
- Babwin Publications (See Pallma Music Products)
- Barnes, A. S., and Company, Inc., New York
- Barnhouse, C. L., Company, Oskaloosa, Ia.
- Bartlett, E. M. (See Brumley, Albert E.)
- Barwicki, K. T. (See "P.W.P.")
- Beazley, Samuel W. & Son (See Stamps-Baxter Music & Printing Co. and Tennessee Music & Printing Co.)
- Beirly Company (See Chart Music Publishing House, Inc.)
- Bendix Publishing Corp. (See National Music Company, Inc.)
- Benson, John T., Publishing Co., Nashville, Tenn.
- Braun, Hubert J., Chicago.  
including:  
*Braun Music Co.*  
*Braun Organization, The*
- Broadcast Music Publishers (See National Music Company, Inc.)
- Brumley, Albert E., Powell, Mo.  
including:  
*E. M. Bartlett*
- Bryant Music Company, New York
- Call-Mar Publishers, Inc., Woodstock, Ill.
- Capitol Music Co. (See National Music Company, Inc.)
- Cardilli, M. V. (See Cerruto)
- Catholic Music Co. (See McLaughlin & Reilly Co.)
- Central Music Co., Sherman Oaks, Calif.  
including:  
*Ramsey, Will F.*
- Cerruto, John M., New York  
including:  
*M. V. Cardilli*
- Chart Music Publishing House, Inc., Chicago  
including:  
*Beirly Company, Alfred*  
*Coanacher, B.*  
*Huffer, Fred K.*  
*Littig, Frank, Music Publishing Co.*  
*Warde, Harry*  
*Warner, F. Eugene*  
*Western Accordion Music Company*
- Church Music Co., The, Fullerton, Cal.  
including:  
*Grammer, Frank*
- Clef Music Corporation, New York
- Coanacher, B. (See Chart Music Publishing House, Inc.)
- Composers Press, Inc., The, New York
- Concord Music Publishing Co., Inc., New York
- Cummings, M. Homer, Glasgow, West Va.
- Daniel, John, Quartet Song Publishers, Nashville 5, Tenn.
- Deiro, Pietro (See Accordion Music Publishing Co.)
- Denison, T. S., & Company, Chicago
- Di Bella, O., New York
- Editions Pro Arte (See "P.W.P.")
- Eulenburg, Ernst, Ltd., London, England
- Fairbank, H. W., Company (See National Music Co., Inc.)
- Firm Foundation Publishing House, Austin, Tex.  
including:  
*Dean, Emmet S.*  
*Dean & Edmiaston*  
*Dean & Evridge*  
*Dean & Franklin*  
*Dean & Hensley*  
*Dean & Morgan*  
*Dean & Sebren*  
*Ramsey & Parker*  
*Trio Music Co.*
- Fouts-Payne Music Co., Oak Ridge, Tenn.
- Gebethner & Wolff, Warsaw, Poland
- Gilbert Music Company (See McLaughlin & Reilly Co.)
- Goddard Music Company, Chicago
- Gornston, David, New York
- Grabczewski, F., Warsaw, Poland
- Hall Music Co., The, Maryville, Tenn.
- Hall & McCreary Co., Chicago
- Harmonia Edition Publishing Company, New York  
including:  
*Harmonie Publications*  
*Rondo Publications*
- Harper & Brothers, New York
- Hartford Music and Printing Company, Inc., The, Powell, Mo.
- Hart's Music Company (See National Music Co., Inc.)
- Hathaway, Franklin Earl Music Publisher, Chicago  
including:  
*Gospel Music Publications*
- Henson, J. M., Music Publisher, Atlanta Ga.  
including:  
*Morris-Henson Music Co.*  
*Southern Music Plate Co.*
- Hoffman, Raymond A., Company, Chicago
- Holbrooke, Josef (See Modern Music Library)

• • • **SESAC Publishers** • • •

- Huffer, Fred K. (See Chart Music Publishing House, Inc.)
- Idzikowski, Leon, Warsaw, Poland
- Idzikowski, M. (See "P.W.P.")
- Jastrzab (See "P.W.P.")
- Jeffress Music Co., Crossett, Ark.
- Jewell, Fred, Music Co., Worthington, Ind.
- Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
- Keene, Hank, Inc., South Coventry, Conn.
- Kelman Music Corp., New York
- King, K. L., Music House, Inc., Fort Dodge, Ia.
- King Music Publishing Corp., New York
- Kjos, Neil A., Music Co., Chicago including:  
*Max and Beatrice Krone*
- Kractus, John, Inc., Chicago
- Krone, Max & Beatrice (See Kjos Music Co.)
- Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
- Liturgical Music Company (See McLaughlin & Reilly Co.)
- Liturgical Music Press, Inc., New York
- McLaughlin & Reilly Co., Boston including:  
*Liturgical Music Company*  
*Catholic Music Co.*  
Also including published copyrighted compositions taken over from:  
*Wm. E. Ashmall & Co.*  
*Berge Music Company*  
*John Singenberger*  
*Otto Singenberger*  
*Gilbert Music Company*
- Modern Music Library, London, England including:  
*Jesef Holbrooke*
- Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
- Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
- Music Press, Inc., New York
- Music Products Corporation (See Pallma Music Products)
- National Music Co., Fort Worth, Tex. including:  
*Ferrill, J. W.*  
*Quartet Music Company*  
*Thomas, Alvis O.*  
*Thomas, J. E.*
- National Music Company, Inc., Chicago including:  
*Albright Music Company*  
*Bendix Publishing Corp.*  
*Broadcast Music Publishers*  
(See Eddy Hanson)
- Capitol Music Co.*  
*Fairbank, H. W., Company*  
*Hart's Music Company*  
*Popular Music Publications*  
*Select Music Company*  
*Standard Music Company* (See Eddy Hanson)
- Standard Songs* (See Eddy Hanson)
- Windsor Music Company*  
also including published copyrighted compositions taken over from:  
*Eddy Hanson*
- Nattrass-Schenck, Inc., New York
- Network Music Publishers (See Top Music Publishers, Inc.)
- Northwestern Press, The, Minneapolis, Minn.
- Nowa Scena, Warsaw, Poland
- Nowacki, Henryk X. (See "P.W.P.")
- Oak Ridge Quartet Music Co., Nashville Tenn.
- Pagani, O., & Bro., New York
- Pallma Music Products Corp., Chicago including:  
*Pallma, Frank, Music Publisher*  
*Music Products Corporation*  
*Babwin Publications*  
*Quinke, Walter A.* (Compositions as per list issued)
- Panella, Frank A., Pittsburgh, Pa.
- Paragon Music Publishers, New York
- Parks, J. A., Company, Chicago
- Parris Music Co. (See Tennessee Music and Printing Co.)
- Parris, O. A. (See Stamps Quartet Music Co.)
- Perry's Sons, A. W., Sedalia, Mo.
- Pioneer Music Press, Salt Lake City including:  
*Wheelwright, Lorin F.*
- Podgorski, I., Philadelphia, Pa.
- Polonia Publishing Co. (See Zaleski, B. J.)
- Popular Music Publications (See National Music Company, Inc.)
- Pro Arte (See Editions Pro Arte)
- "P.W.M.", Polskie Wydawnictwo Muzyczne, Krakow, Poland
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland  
*Towarzystwo Wydawnicze Muzyki Polskiej*  
*Wiehler, Z.*  
*Witezyk, Stanislaw*  
*"Zaiks" Związku Autorow, Kompozytorow i Wydawcow*  
*Zak, Czeslaw*  
*Zaremba, Alojzy*
- Quartet Music Company (See National Music Company)

**• • • SESAC Publishers • • •**

- Quincke, Walter A. (See Pallma Music Products)
- Radio City Guitar Studio, Jackson Heights, New York
- Ramsey, Will M. (See Central Music Co.)
- Revival Music Co., The, Searcy, Ark. including:  
*Walls, W. M.*
- Ricart & Cia, Luis, S. L., Barcelona, Spain
- Rondo Publications (See Harmonia Edition)
- Rudnicki, Walery (See "P.W.P.")
- Rzepecki (See "P.W.P.")
- Sacred Music Foundation, The, Los Angeles including:  
*Herbert G. Tovey*
- Sajewski, W. H., Music Publishing Co., Inc., Chicago
- Schmidt Co., The Arthur P., Boston 16
- Schmitt, Paul A., Music Company, Minneapolis, Minn. including:  
*Selmer, H. & A., Inc. (Compositions as per list issued.)*
- Schuberth, Edward, & Co., Inc., N. Y.
- Select Music Company (See National Music Company, Inc.)
- Selmer, H. & A., Inc. (See Schmitt, Paul A., Music Company)
- Seyfarth, G. (See "P.W.P.")
- Showalter Co., The A. J., Dalton, Ga.
- Simon, Frank, Middletown, Ohio
- Singenberger, John & Otto (See McLaughlin & Reilly Co.)
- Slater, Will W., Fort Worth, Texas
- Smith, Wm. J., Music Co., Inc., New York
- Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark. including:  
*Beazley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)*  
*Sisk Music Company, The, Toccoa, Ga.*  
*Stamps, V. O., Music Company*
- Stamps Quartet Music Co., Inc., Dallas, Tex. including:  
*Parris, O. A.*
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Stirling Music Publishing Co., New York including:  
*Avalon Music Publishing Co.*
- Teddle, Tilit S., Greenville, Texas
- Tennessee Music and Printing Co., Cleveland, Tenn. including:  
*Beazley, Samuel W., & Son (Publications copyrighted up to and including 1924 only.)*  
*Denson Trio Music Co.*  
*Denson-Parris Music Co.*  
*Hall Music Co., The (Publications as per list issued.)*  
*Perry, F. Clark, Co.*  
*Sebren, George W., Music Co.*  
*Showalter, A. J., Co., The*
- Top Music Publishers, Inc., New York including:  
*Kanner Music Publishing Co.*  
*Network Music Publishers*
- Tovey, Herbert G. (See Sacred Music Foundation, The)
- Treasure Chest Publications, Inc., N. Y.
- Vaughan, James D., Lawrenceburg, Tenn.
- Vitak-Elsnic Co., Chicago including:  
*Georgi and Vitak Music Co.*
- Walls, W. M. (See Revival Music Co.)
- Warde, Harry (See Chart Music Publishing House, Inc.)
- Warner, F. Eugene (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
- Weaner, Maxwell (See Weaner-Levant Publications)
- Weaner-Levant Publications, New York including:  
*Weaner, Maxwell*
- Wells, Kenneth H., Chicago, Ill.
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Wheelwright, Lorin F. (See Pioneer Music Press)
- Whitney Blake Music Publishers, N. Y.
- Wiehler, Z. (See "P.W.P.")
- Windsor Music Company (See National Music Company)
- Winsett, R. E., Dayton, Tenn.
- "Zaiks" Związku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
- Zak, Czeslaw (See "P.W.P.")
- Zalewski, B. J., Chicago including:  
*Moniuszko Publishing Co.*  
*Polonia Publishing Co.*  
*Rozan Publishing Co.*
- Zaremba, Alojzy (See "P.W.P.")

NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

# SONG HITS OF 1949

(January 1, 1949 to January 1, 1950)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1948 are noted by the date—1948).

| SONG TITLE AND PUBLISHER                          | TOTAL<br>ACI POINTS | NUMBER<br>OF WEEKS<br>IN ACI<br>SURVEY |
|---------------------------------------------------|---------------------|----------------------------------------|
| So In Love (1948) (T. B. Harms)                   | 26,552              | 41                                     |
| *Some Enchanted Evening (Chappell)                | 25,061              | 34                                     |
| Powder Your Face With Sunshine (1948) (Lombardo)  | 20,291              | 22                                     |
| Cruising Down The River (Henry Spitzer)           | 18,376              | 22                                     |
| Far Away Places (1948) (Laurel)                   | 18,327              | 19                                     |
| Again (1948) (Robbins)                            | 18,214              | 26                                     |
| Sunflower (Famous)                                | 17,487              | 22                                     |
| I've Got My Love to Keep Me warm (1948) (Berlin)  | 17,239              | 20                                     |
| Bali Ha'i (Chappell)                              | 16,805              | 30                                     |
| A Little Bird Told Me (1948) (Bourne)             | 16,793              | 14                                     |
| A Wonderful Guy (Chappell)                        | 16,147              | 29                                     |
| Someone Like You (Harms)                          | 14,276              | 19                                     |
| *A Dreamer's Holiday (Shapiro-Bernstein)          | 13,500              | 16                                     |
| Riders in The Sky (E. H. Morris)                  | 13,456              | 19                                     |
| *Don't Cry Joe (Harms)                            | 13,337              | 15                                     |
| *You're Breaking My Heart (Mellin)                | 13,200              | 22                                     |
| *That Lucky Old Sun (Robbins)                     | 13,035              | 21                                     |
| *Younger Than Springtime (Chappell)               | 12,989              | 28                                     |
| *Room Full Of Roses (Hill & Range)                | 12,796              | 25                                     |
| Red Roses For A Blue Lady (Mills)                 | 12,672              | 18                                     |
| *I Can Dream Can't I (Chappell)                   | 12,465              | 14                                     |
| 'A'—You're Adorable (Laurel)                      | 12,374              | 23                                     |
| Maybe It's Because (Bregman-Vocco-Conn)           | 12,347              | 26                                     |
| Let's Take An Old-Fashioned Walk (Berlin)         | 11,937              | 20                                     |
| There's Yes Yes In Your Eyes (Witmark)            | 11,884              | 22                                     |
| Just One Way To Say I Love You (Berlin)           | 11,877              | 18                                     |
| Careless Hands (Melrose)                          | 11,829              | 20                                     |
| Forever And Ever (Robbins)                        | 11,805              | 21                                     |
| Galway Bay (1948) (Leeds)                         | 11,761              | 17                                     |
| It's A Big Wide Wonderful World (Broadcast Music) | 11,754              | 28                                     |
| *Someday (You'll Want Me To Want You) (Duchess)   | 11,752              | 25                                     |
| My Darling My Darling (1948) (E. H. Morris)       | 10,993              | 12                                     |
| Lavender Blue (1948) (Santly-Joy)                 | 10,855              | 13                                     |
| Everywhere You Go (Lombardo)                      | 10,436              | 26                                     |
| Fiddle Dee Dee (Harms)                            | 9,961               | 18                                     |





# GREATEST RADIO PERSONALITY OF PAST TWENTY-FIVE YEARS



**JACK BENNY** was acclaimed "the greatest radio personality during the last 25 years," in a questionnaire poll of 330 of the nation's leading radio editors which was completed on March 10th by RADIO DAILY.

In selecting Benny, numerous editors polled by RADIO DAILY also wrote in their non-commercial choice. This honor went to the late Franklin Delano Roosevelt, of whom one radio editor wrote: "He relied almost entirely on radio to instill confidence and faith in this nation."

Many editors supported their choice of Benny with comments on his master showmanship and his consistently top comedy programming over the years. Second choice was Bing Crosby who ran close to Benny in the balloting.

Honors for third place among the commercial radio artists were divided evenly between Bob Hope and Amos 'n' Andy.

Among the varied comments on Benny were:

"Jack Benny for his personal accomplishments and those he has helped to stardom." — Nat Lund, Seattle Times, Seattle, Wash.

"Jack Benny is not necessarily the best or the greatest judged in terms of pure talent—but he deserves the title of 'greatest' in the sense that his radio characterization has not only become a national tradition, but has maintained itself as such in the top levels of public acclaim longer than any other."—Ben Gross, New York Daily News.

"If by radio personality you mean entertaining personality, I'd say Jack

Benny."—Peg White, San Diego Journal, San Diego, Calif.

"If F. D. R. is barred from competition, I'll throw my vote to Jack Benny who had led the way so many years."—John Crosby, New York Herald-Tribune.

In taking the poll RADIO DAILY asked editors one question: "Who Was the Greatest Radio Personality During the Last 25 Years?" Editors were invited to comment on their selection.

Among other personalities who received ballots in the poll were Arthur Godfrey, Lowell Thomas, Major Bowes, H. V. Kaltenborn, Alexander Woolcott and Will Rogers.

Jack Benny, currently starred in the "Jack Benny Show" on Columbia Broadcasting System Sundays from 7:00 to 7:30 PM, EST, under sponsorship of the American Tobacco Company, first entered radio 18 years ago.

Commenting on the honor bestowed upon Jack Benny, Justin Miller, president of the National Association of Broadcasters said: "The National Association of Broad-

casters is pleased to congratulate Jack Benny on his selection by the annual poll of radio editors as the top entertainer of the past quarter century. The Jack Benny program, known to millions of Americans of all ages as fine comedy, is more than mere entertainment; it is a continuing commentary on human manners and its deft touch has contributed much to the temper of our times. Mr. Benny richly deserves the honor the nation's radio editors have paid him."



JACK BENNY



# DENNIS JAMES

*Personal Management* AARON B. STEINER

*Video Agent* WILLIAM MORRIS AGENCY

BEHIND THE  
MIKE  
RADIO — TELEVISION

Artists

□

Vocalists

□

Sports Commentators

□

News Commentators

□

Women Commentators

□

Disc Jockeys

□

Orchestra Leaders

□

Musical Conductors

□

Organists

□

Writers

□

Announcers

□

Directors-Producers

□

Home Economics Directors

□

Managers and Agents

NINETEEN FIFTY





**JACKSON BECK**



# RADIO-TV ARTISTS

## —their work during 1949

— A —

**ABBOT, JUDY**

The Aldrich Family  
NBC

**ACE, GOODMAN**

Mr. Ace and Jane, Ruthie on  
The Telephone, CBS, CBS-TV.

**ACREE, CHUCK**

B. Sept. 22, 1913, St. Louis, Mo.;  
Man On The Farm, MBS; Hint  
Hunt, CBS; Something To Talk  
About, Yankee Network; Ladies  
Be Seated, ABC.

**ADAMS, INGE**

Wendy Warren, CBS; Big Sister,  
Brighter Day, CBS; Children's  
Sketchbook, Lights Out, NBC-TV;  
Kraft, NBC-TV.

**ADAMS, MASON**

Big Town, Pepper Young's  
Family  
NBC

**ALBERT, EDDIE**

The Eddie Albert Show  
NBC

**ALBERTSON, FRANK H.**

Repertory Theater, NBC-TV;  
Chevrolet Theater, NBC-TV;

Theater Guild of the Air, NBC;  
This Is Your FBI, ABC; Sam  
Spade, CBS; Lux Theater, CBS.

**ALBERTSON, JACK**

B. June 16; Texaco Star Theater,  
NBC, NBC-TV; The Clock, NBC-  
TV; Durante, NBC; Perry Como  
Supper Club, NBC, NBC-TV;  
Cavalcade of America, CBS; Hen-  
ry Morgan, NBC.

**ALEXANDER, BEN**

The Martin and Lewis Show  
NBC

**ALEXANDER, DENISE**

Chesterfield Supper Club! A  
Tree Grows in Brooklyn  
NBC

**ALLEN, CHARME**

We Love and Learn  
NBC

**ALLEN, DAYTON**

Howdy Doody  
NBC-TV

**ALLEN, FRED**

The Fred Allen Show  
NBC

**ALLEN, GRACIE**

(Mrs. George Burns); B. San  
Francisco, Calif.; on CBS for  
Amm-i-dent Tooth Paste.

**ALLEN, MINETTA**  
One Man's Family  
NBC

**ALLEN, STEVE**

B. Aug. 1921, New York, N. Y.;  
Steve Allen Show, ABC.

**ALLISON, FRAN**

Kukla, Fran & Ollie  
NBC-TV

**ALLMAN, ELVIA**

A Day in the Life of Dennis  
Day; Maxwell House Coffee  
Time Starring George Burns  
and Gracie Allen; Blondie,  
NBC

**AMECHE, DON**

The Jimmy Durante  
NBC

**AMECHE, JIM**

Welcome Travelers  
NBC

**AMSTERDAM, MOREY**

Morey Amsterdam Show  
CBS, DuMont

**ARDEN, EVE**

Our Miss Brooks  
CBS

**ARLEN, MARGARET**

WCBS



LUCILLE BALL

Star of

''MY FAVORITE  
HUSBAND''

C. B. S.

Sunday Afternoon

3:00 P.M. PST — 6:00 P.M. EST

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**DICK  
FORAN**

**Radio**

**TV**

## Radio and Television Artists

**BERCH, JACK**

The Jack Berch Show  
NBC

**BERG, GERTRUDE**

The Goldbergs. CBS, CBS-TV.

**BERGEN, EDGAR**

B. Feb. 16, 1903, Chicago, Ill.;  
educ. Northwestern U., B.A.,  
hon. M.A.; Coca Cola Show. CBS.

**BERLE, MILTON**

Texaco Stor Theater. NBC-TV.

**BERNARD, TOMMEY**

The Adventures of Ozzie and  
Harriet  
NBC

**BERNER, SARA**

The Jimmy Durante Show  
NBC

**BERWIN, BERNICE**

One Man's Family  
NBC

**BERWICK, VIOLA**

Meet the Meeks  
NBC

**BICKART, SANFORD H.**

Counterspy. ABC; Gangbust-  
ers. CBS; Modern Romance,  
ABC; Tropic Holiday. NBC-  
TV.

**BILLINGSLEY, JACQUELINE**

Lora Lawton. NBC

**BLAINE, MARTIN**

F. B. I. In Peace And War  
CBS

**BLAIR, HENRY**

The Adventures of Ozzie and  
Harriet. NBC

**BLAKE, PAULINE**

Duffy's Tavern  
NBC

**BLANC, MEL**

B. May 30, 1908, San Francisco,  
Calif.; Jack Benny, Judy Canova,  
Animated Cartoon Voice Artist,  
Recording Artist.

**BLEYER, ARCHIE**

Arthur Godfrey Show, Talent  
Scouts  
CBS, CBS-TV

**BOGUE, MERWIN**

(Ish Kabibble)  
Kay Kyser's College of Musi-  
cal Knowledge  
NBC-TV

**BOLES, JIM**

B. Lubbock, Tex.; I Love A Mys-  
tery, MBS; Mr. Fix It, NBC; Fred  
Allen, NBC; The Big Story, NBC,  
NBC-TV, Kraft Television The-  
ater, NBC-TV, Famous Jury  
Trials, DuMont.

**BOOTH, SHIRLEY**

Hogan's Daughter  
NBC

**BOYD, BILL**

B. June 5, 1898, Cambridge, O.;  
Hopalong Cassidy, starring Wil-  
liam Boyd, MBS, NBC-TV.

**BRACKEN, EDDIE**

The Scalliest Variety Theater  
Starring Dorothy Lamour  
NBC

**BRADFORD, JOHNNY**

John Bradford Show. John  
Bradford Show with Tony Ro-  
mano  
NBC

**BRAHAM, HORACE**

Theater Guild, NBC; Cavalcade,  
NBC; Mystery Theater, CBS; Mr.  
Chameleon, CBS; Men Against  
Crime, CBS-TV; Colgate Thea-  
ter, CBS-TV.

**BRASFIELD, ROD**

Grand Old Opry  
NBC

**BRAYTON, MARGARET**

A Day in the Life of Dennis  
Day  
NBC

**BRECHER, IRVING**

Life of Riley  
NBC

**BREMNER, MURIEL**

Curtain Time  
NBC

**BRICE, FANNY**

Fanny Brice - Baby Snooks  
Show  
NBC

**BRICKHOUSE, JACK**

(See Sports Commentators)

**BRIN, HARRISE**

ABC, ABC-TV

**BROKENSHIRE, NORMAN**

NBC Summer Symphony, Nor-  
man Brokenshire Program,  
The Theater Guild on the Air  
NBC

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JUDY CANOVA**

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ARTHUR GODFREY



FRANK  
LOVEJOY



**Radio and Television Artists**

— C —

**BROWN, JOHN**

B. Hull, England; Life of Riley; My Friend Irma; A Datz With Judy; Ozzie & Harriet; The Dennis Day Show.

**BROWN, ROD**

B. May 11, 1920, Yonkers, N. Y.; We The People, CBS; Paul Whiteman Show, CBS; The Aldrich Family, CBS; Silver Tactater, CBS.

**BRYAN, ARTHUR Q.**

The Jimmy Durante Show. The Adventures of Archie Andrews, Fibber McGee and Molly, The Great Gildersleeve. NBC

**BURKE, BILLIE**

Chicken Every Sunday. NBC

**BURNS, GEORGE**

B. New York, N. Y.; on CBS for Amm-i-dent Tooth paste.

**BURR, RAYMOND**

Dragnet. NBC

**BURROWS, ABE**

This Is Showbusiness, Breakfast With Burrows. CBS, CBS-TV

**BUTTERFIELD, HERB**

Dragnet. NBC

**BUX, RUDA**

I'd Like To See. NBC-TV

**BYRNES, PAULINE**

Chesterfield Supper Club. NBC

**CAESAR, SID**

Admiral Broadway Revue. No. 1. DuMont

**CALVERT, CAREY**

B. Nov. 25, 1926, Philadelphia, Pa.; Becky Sharp (Philco), NBC-TV; Voice of the Army, NBC; Colgate Theater, NBC-TV; Mr. District Attorney; Telephone Hour; Elizabeth Arden Spot Commls.

**CAMARGO, RALPH**

B. Feb. 27, 1912, Glendale Calif.; Modern Romances, ABC; Front Page, CBS-TV; Believe It Or Not, NBC-TV; Grand Central Station, CBS.

**CANDIDO, CANDY**

The Jimmy Durante Show. NBC

**CANOVA, JUDY**

B. Nov. 29, 1916, Jacksonville, Fla.; The Judy Canova Show, NBC.

**CANTOR, CHARLES**

Duffy's Tavern. NBC

**CANTOR, EDDIE**

The Eddie Cantor Show, Take It Or Leave It. NBC

**CAPELL, PETER**

Thanks for Tomorrow. NBC

**CARLON, FRAN**

Big Town. NBC

**CARNEY, ART**

Living. NBC

**CARSON, JACK**

Jack Carson Show. CBS

**CARTER, JACK**

Cavalcade of Stars, American Minstrels of 1949. DuMont

**CASE, NELSON**

Lowell Thomas, Ford Theater, Toast of the Town. CBS-TV

**CASEY, ROBERT**

The Aldrich Family. NBC-TV

**CASSELL, ARTHUR**

One Man's Family. NBC-TV

**CATON, FLOYD**

Blondie. NBC

**CHAMPION, MARGE & GOWER**

The Admiral Broadway Review. NBC-TV

**CHANDLER, ROBIN**

Leave It To The Girls. NBC-TV

**CHAPPELL, ERNEST**

Quiet Please; Ted Malone Show, ABC; Edward Murrow, CBS; The Lambs Television Gombol (co-producer), WNBT.

**CHRISTIE, KEN**

The Great Gildersleeve. NBC

**CISAR, GEORGE**

Curtain Time. NBC

**VERSATILITY  
DEPENDABILITY**

SC. 4-5700

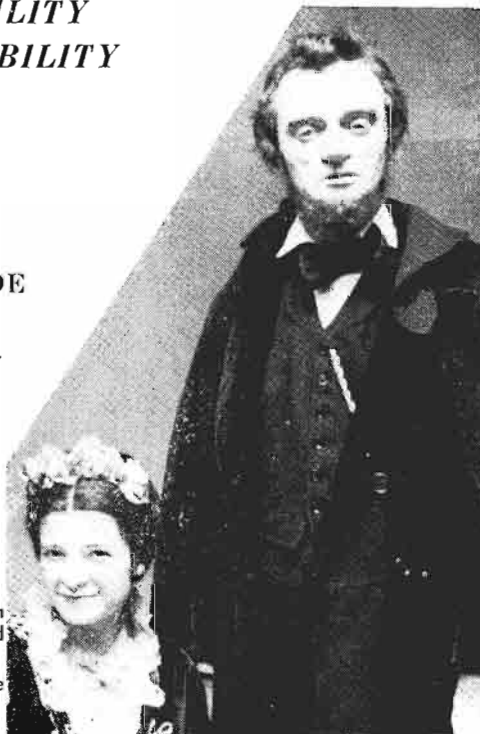
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## Radio and Television Artists

### CLARK, BUDDY

Carnation Contented Hour  
NBC

### CLARK, CLIFF

(Alkali Pete)  
Smilin' Ed McConnell and His  
Buster Brown Gang  
NBC

### CLARK, LON CLAUDE

B. Bricelyn, Minn.; Nick Carter,  
MBS; Exploring The Unknown,  
MBS; Flashgun Casey, NBC; Al-  
drich Family, NBC; Boston  
Blackie, MBS; Gangbusters, ABC.

### CLARKE, GAGE

The Hartmans  
NBC-TV

### CLARKE, PHILIP N.

B. Aug. 4, 1904, London, Eng.;  
Studio One, CBS-TV; Kraft The-  
ater, NBC-TV; Mr. Keen, CBS;  
Counterspy, NBC; Helen Hayes  
Show, CBS; M-G-M Theater of  
The Air, WMGM.

### COCA, IMOGENE

The Admiral Broadway Review  
NBC-TV

### COLEMAN, RETTA F.

Saturday Morning Story Pair,  
WNYC; Laughter, Grim &  
Giggle, WATV; Howdy Doody,  
WNBT.

### COLLEY, OPHELLA

(Minnie Pearl)  
Grand Ole Opry  
NBC

### COLLINS, TED

ABC

### COLLINS, TOM

One Man's Family  
NBC

### COLLYER, CLAYTON (Bud)

Break the Bank, NBC; Winner  
Take All, CBS, CBS-TV

### COLLYER, BUD

Superman, MBS; Winner Take  
All, CBS; Share The Wealth;  
Guiding Light, NBC; Right To  
Happiness, NBC.

### COMO, PERRY

Chesterfield Supper Club  
NBC-TV

### CONAN, DICKIE

Colgate Theater, Vic & Sade  
NBC-TV

### CONREID, HANS

B. April 15, 1917, Baltimore,  
Md.; My Friend Irma, CBS; Life  
with Luigi, CBS.

### CONTE, JOHN

My Good Wife  
NBC

### CONWAY, JULIE

B. Granite City, Ill.; Armstrong's  
Theater of the Air, CBS; Casey,  
Crime Photographer; When A  
Girl Marries; Nora Drake, CBS;  
Julie Conway & Red Benson  
Show, MBS; Ma Perkins, CBS;  
Second Mrs. Burton, CBS.

### COOK, TOMMY

Life of Riley  
NBC

### COOLEY, SPADE

B. Grand, Okla.; Spade Cooley's  
Western Varieties.

### COPELAND, MAURICE

Meet the Meeks  
NBC

### CORBET, LOIS

Me and Janie Starring George  
O'Hanlon  
NBC

### CORDAY, PEGGY

Believe It or Not  
NBC-TV

### CORRELL, CHARLES

Amos 'n' Andy  
CBS

### COSSART, VALERIE

Kraft Television Theater, The  
Hartmans  
NBC-TV

### COST, SUSAN

(Mary Lee Taylor)  
Mary Lee Taylor Show  
NBC

### COTSWORTH,

#### STAATS

B. Feb. 17, 1908, Oak Park,  
Ill.; Casey-Crime Photographer,  
CBS; Front Page Farrell, NBC;  
Marriage For Two, NBC; The  
Guiding Light, CBS; Cavalcade,  
NBC; Theater Guild On The Air,  
NBC.

### COWLAN, BERT

The Guiding Light, CBS; Big  
Story, Big Town, NBC.

### CROSBY, BING

Bing Crosby Show  
CBS

### CROSBY, BOB

The Bob Crosby Show  
NBC

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GARRY MOORE

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• • • **Radio and Television Artists** • • •

**CROSS, MILTON J.**

ABC

**CULLEN, BILL**

Hit The Jackpot, Give & Take

CBS

**CUMMINGS, ROBERT**

Four Star Playhouse

NBC

**CUNNINGHAM, RONNIE**

The Admiral Broadway Review

NBC-TV

**CURTIN, JOSEPH**

Mr. & Mrs. North

CBS

— D —

**DANDRIDGE, RUBY**

The Judy Canova Show

NBC

**DANE, FRANK**

Colgate Theater, Vic & Sade

NBC-TV; Meet the Meeks,

NBC

**DARVES, LILLI**

We Love and Learn

NBC

**DAVIS, JOEL**

B. Nov. 2, 1933, Los Angeles,

Calif.; The Ruggles, KECA-TV;

Bill Stern Show, NBC; Family

Theatre, Mutual; Hallmark Thea-

tre, CBS; Dote With Judy, KECA;

Hour of St. Francis, Recordings.

**DAY, DENNIS**

(See Vocal Artists).

**DeCAMP, ROSEMARY**

Life of Riley

NBC-TV; Dr. Christian, CBS

**DELMAR, KENNY**

The Fred Allen Show, The

Henry Morgan Show

NBC

**DE MARTEL, WILKIE**

T.

B. Nov. 9, Long Island, N. Y.;

Henry Aldrich, NBC-TV; Sus-

pense, CBS-TV; Phil Silvers Show,

Benny Rubin Show, NBC-TV;

Philip Morris Show, CBS-TV;

Philco-Davega Show, NBC-TV.

**DENNING, RICHARD**

My Favorite Husband

CBS

**DeSANTIS, JOE**

B. June 15, New York, N. Y.;

Under Arrest, WOR; Big Story,

ABC; Ford Theater, CBS; Big

Sister, CBS; Casey-Crime Pho-

tographer, CBS; Big Town, NBC.

**DENMOND, MARY FRANCES**

Meet the Meeks

NBC

**DIAMOND, JACKIE**

The Phil Silvers Arrow Show

NBC-TV

**DIMAGGIO, JOE**

Joe Dimaggio Show

CBS

**DIXON, ROBERT**

B. April 8, 1911, Stamford,

Conn.; Edward R. Murrow, CBS;

Chuckwagon, CBS-TV; Life Can

Be Beautiful, NBC; Perry Mason,

CBS; Kiddie Records for Ad-

miral Records, Inc.

**DIXON, BOB**

Chuck Wagon

CBS-TV

**DINSDALE, SHIRLEY**

Judy Splinters & Shirley Dins-

dale Show

NBC-TV

**DONALD, PETER C.**

B. June 6, 1918, Bristol, Eng.;

Can You Top This?; Chesterfield

Supper Club; Benny Goodman

Show; Subbed for Dorothy & Dick

and Arthur Godfrey; TV MC,

Bell Telephone & Gimbel Bros.;

Warriors of Peace, ABC; Fred

Allen Show.

**DONALDSON, TED**

Father Knows Best

NBC

**DONLEVY, BRIAN**

Dangerous Assignment

NBC

**DOUGLAS, SCOTT**

(See Sports Commentators).

**DOUGLAS, SHARON**

The Alan Young Show

NBC

**DOWNNEY, MORTON**

Songs by Morton Downey.

NBC; Mohawk Showroom,

NBC-TV

**DOYLE, LEN**

Mr. District Attorney, NBC.

**DRAKE, GALEN**

WCBS

**DRAPER, MARGARET**

The Brighter Day, NBC.

*Irving Mansfield*

CBS

# “CAN YOU TOP THIS?”



SENATOR  
FORD

PETER  
DONALD

JOE  
LAURIE, JR.

WARD  
WILSON

HARRY  
HERSHFIELD

ED. J. WEBER, Gen'l Mgr., 156 West 44th St., New York 18. N. Y.



CLAUDIA MORGAN

PL. 7-0700



ERNEST CHAPPELL

PL. 7-0700

• • • **Radio and Television Artists** • • •

**DUFF, HOWARD**

B. Nov. 24, 1917, Bremerton, Wash.; Adventures of Som Spode, NBC.

**DUNN, EDDIE**

Truc or Folse, MBS.

**DUNNINGER**

The Bigelow Show  
NBC-TV

**DURANTE, JIMMY**

B. Feb. 19, 1893, New York, N. Y.; Jimmy Durante Show, NBC.

— E —

**EARL, CRAIG**

Professor Quiz.

**EDDY, NELSON**

Kraft Music Hall  
NBC

**EGGLSTON,**

**SHIRLEY M.**

B. Dec. 14, Cleveland, O.; Counterspy, ABC; Dorothy Dix, ABC; Aldrich Family, NBC; Ma Perkins, CBS; Light Of The World, NBC; Spot Commercials, commercial voice.

**EILER, BARBARA**

Life of Riley, A Day in the Life of Dennis Day  
NBC

**ELDERS, HARRY**

Curtain Time  
NBC

**ELLIOT, WIN**

B. May 7, 1915, Chok Chelsea, Mass.; County Fair, CBS; Betty Crocker Magazine of the Air, ABC; Quick As A Flash, MBS; N. Y. Rangers Hockey, WPIX-TV.

**ELLIOT, WIN**

County Fair  
CBS

**ELLIS, BOBBY**

The Life of Riley  
NBC

**ELLSWORTH & FAIRCHILD**

Song And Dance  
NBC-TV

**EMERSON, FAYE**

My Silent Partner  
NBC  
Leave It To The Girls  
NBC-TV

**EMERY, BOB**

Small Fry Club, WOR; Rainbow House, WABD.

**ELSTNER, ANNE**

Stella Dallas  
NBC

**ERICKSON, LOUISE**

The Alan Young Show, A Date with Judy  
NBC

**ERLANGER, GEORGIA**

Duffy's Tavern  
NBC

— F —

**FAITH, PERCY**

Pause That Refreshes  
CBS

**FALKENBURG, JINX**

Tex and Jinx Program  
NBC

**FAYE, ALICE**

B. New York, N. Y.; Under contract to 20th Century Fox; Star of Phil Harris-Alice Faye Show, presented by Rexall, NBC.

**FAYE, JOEY**

B. New York, N. Y.; 54th Street Revue, CBS-TV.

**FELTON, VERNA**

The Judy Canova Show, Maxwell House Coffee Time Starring George Burns and Gracie Allen, The Red Skelton Show, Me and Jamie Starring George O'Hanlon  
NBC

**FENNELLY, PARKER**

The Fred Allen Show  
NBC

**FERNANDEZ, PETER**

Kraft Theater, WNBC; Suspense, WCBS; Philco Playhouse, WNBC

**FIELDS, IRVING**

**(Irving Fields Trio)**

Pianist, Conductor, Composer, Publisher. b. Aug. 4, 1915, New York, N. Y.; Composer of Managua Nicaragua, Miami Beach Rhumba, Walter Thornton Rhumba, The Kiss Polka, American Forest (symphony); Roxy Theater, Carnegie Hall, Savoy Plaza, Warwick, Weylin, N. Y.; MBS,



**BOB SHERRY**

Free-Lance  
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## Radio and Television Artists

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**FILLBRANDT, LAURETTE**  
One Man's Family  
NBC

**FIRESTONE, EDDY**  
Mixed Doubles  
NBC-TV

**FISHER, GEORGE**  
Confidential Closeups  
NBC

**FISHER, NELLIE**  
American Songs  
NBC-TV

**FITZGERALD, ED & PEGEEN**  
Breakfast with the Fitzgeralds, ABC; The Fitzgeralds, ABC-TV.

**FITZMAURICE, MICHAEL**  
When A Girl Marries, NBC; Pepper Young's Family, NBC; What Makes You Tick, CBS; Tales of Fatima, CBS; Nick Carter, MBS; Telenews Sports Reel, CBS-TV.

**FLYNN, BERNADENE**  
Colgate Theater, Vic & Sade  
NBC-TV

**FOLEY, RED**  
Grand Ole Opry  
NBC

**FONTAINE, FRANK**  
The Swift Show  
NBC-TV

**FORAN, DICK**  
B. New Jersey; Kraft, NBT.

**FORAY, JUNE**  
Smilin' Ed McConnell and His Buster Brown Gang  
NBC

**FORD, SENATOR**  
B. June 13, 1887, Brooklyn, N. Y.; Can You Top This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

**FRANCES, ARLENE**  
My Good Wife  
NBC

**FRANCIS, ANN**  
Stop Me If You've Heard This One, Benny Rubin Show, Bonny Maid Versatile Varieties  
NBC-TV

**FRANCIS, EUGENE**  
Modern Romances, ABC; Perry Mason, CBS; Kraft TV, WNBT

**FRANKLIN, NANCY**  
One Man's Family  
NBC-TV

**FREEMAN, FLORENCE**  
Young Widder Brown  
NBC

**FRIEDMAN, ADA**  
Mixed Doubles  
NBC-TV

**FROST, ALICE**  
M.P. & Mrs. North  
CBS

**FULLER, BARBARA**  
One Man's Family  
NBC

**FUNT, ALLEN**  
Candid Camera  
NBC-TV

— G —

**GARDE, BETTY**  
Hogan's Daughter  
NBC

**GARDNER, ED**  
Duffy's Tavern  
NBC

**GARGAN, WILLIAM**  
Martin Kane, Private Eye, NBC-TV, Mutual.

**GARROWAY, DAVE**  
Dave Garroway Show, Next Dave Garroway, NBC; Garroway At Large, NBC-TV

**GATESON, MARJORIE**  
One Man's Family  
NBC-TV

**GERALD, HELEN**  
B. Aug. 13, 1926, New York, N. Y.; Cavalcade of America, NBC; Armstrong Theater of Today, CBS; The Eternal Light, NBC; My True Story, ABC; John Steele, Adventurer, MBS; Living, 1949, NBC, Martin Kane, Private Eye, MBS.

**GIBBS, HARRY**  
The Mary Lee Taylor Show  
NBC

**GILBERT, JANICE**  
The O'Neills, "Peggy" DuMont; Hilltop House, CBS; Break the Bank, NBC-TV.



## JACK McELROY

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*Ernest Sloane*

TV



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WILKIE de MARTEL

Actor



CAREY CALVERT

Actress

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## Radio and Television Artists

**GILMAN, PAGE**

One Man's Family  
NBC

**GILLESPIE, JEAN**

The Aldrich Family  
NBC

**GIVOT, GEORGE**

Stop Me If You've Heard This  
One, Bonnie Maid Versatile  
Varieties  
NBC-TV

**GODFREY, ARTHUR**

B. Aug. 31, 1903. Arthur Godfrey  
Time, CBS; Arthur Godfrey's  
Talent Scouts, CBS, CBS-TV; Ar-  
thur Godfrey and his Friends,  
CBS-TV.

**GOFF, NORRIS**

Lum and Abner  
CBS

**GOODMAN, HARRY S.**

ABC-TV

**GORDON, BERT**

The Eddie Cantor Show  
NBC

**GORDON, GALE**

The Judy Canova Show, Max-  
well House Coffee Time star-  
ring George Burns and Gracie  
Allen, Fibber McGee and Mol-  
ly, The Phil Harris-Alice Faye  
Show  
NBC

**GORDON, GLORIA**

Me and Janie Starring George  
O'Hanlon, The Alan Young  
Show  
NBC

**GOSDEN, FREEMAN**

Amos 'n' Andy  
CBS

**GNAGY, JON**

You Are An Artist  
NBC-TV

**GOULD, SANDRA**

The Alan Young Show  
NBC

**GRANIK, THEODORE**

American Television Forum of  
the Air  
NBC-TV

**GRANICK, THEODORE**

The American Forum of the  
Air  
NBC

**GRANT, BERNARD**

Big Story, NBC; Radio City  
Playhouse, NBC; FBI In Peace:  
Or War, CBS; Cavalcade of  
America, NBC; Counterspy,  
ABC; Kraft Television Thea-  
ter, NBC-TV

**GREEN, EDDIE**

Duffy's Tavern  
NBC

**GREENE, BILLY M.**

Texaco (Milton Berle), NBC;  
Big Story, Mary Kay & John-  
ny.

**GREGORY, VIRGINIA**

Richard Diamond, Private De-  
tective, Dragnet The Anaacin  
Hollywood Star Theater  
NBC

**GRIMARD, FRANCOIS**

We the People, NBC; The  
O'Neills, Dumont; Believe It Or

Not, NBT; Theater Guild On The  
Air, NBC; Big Story, NBC.

— H —

**HAAG, BOB**

B. July 29, 1914, Ill.

**HAINES, LARRY**

B. Aug. 3, 1917, Westchester,  
N. Y.; Inner Sanctum, CBS; FBI  
In Peace & War, CBS; Gregory  
Hood, Mutual; Cavalcade of  
America, NBC; Gangbusters,  
CBS; Rosemary, Dr. Malone,  
CBS; Pepper Young, Mr. D. A.,  
NBC.

**HALL, HELEN**

Barbara Welles Show, WOR;  
Helen Hall's Femme Fair, MBS;  
Winner of 1949 English Speak-  
ing Union Award for woman com-  
mentator who did most to better  
understanding between U. S. &  
Britain.

**HALOP, FLORENCE**

Duffy's Tavern, The Jimmy  
Durante Show, NBC

**HAMILTON, GENE**

B. Feb. 22, 1919, Toledo, O.;  
Carnegie Hall, Concerts by Bos-  
ton Symphony; Professor Quiz;  
Breck Beautiful Music Concerts;  
News and Sports for Bethlehem  
Steel; News Reporter; White Rose  
Trio.



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**Radio and Television Artists**

**HAMMOND, EARL**

B. June 17, 1921, New York, N. Y.; Radio City Playhouse, NBC; Perry Mason, CBS; Official Detective, MBS; Studio One, CBS-TV; Silver Theater, CBS-TV; Kraft Theater, NBC-TV.

**HARRIS, ARLENE**

Fanny Brice. Baby Snooks Show  
NBC

**HARRIS, BETTY**

The Henry Morgan Show, Betty Harris Sings  
NBC

**HARRIS, PHIL**

B. June 24, 1906, Linton, Ind.; Orchestra Leader, Jack Benny Show, CBS; The Phil Harris-Alice Faye Show, presented by Rexall, NBC.

**HARTMAN, PAUL AND GRACE**

The Hartmans  
NBC-TV

**HASTINGS, BOB**

The Adventures of Archie Andrews  
NBC

**HAUSNER, JERRY**

Adventures of Sam Spade, NBC; My Favorite Husband, CBS; My Friend Irma, CBS

**HAWK, BOB**

Bob Hawk Show  
CBS

**HAYES, HELEN**

Electric Theater  
CBS

**HEATH, BOYD**

Saturday Night Jamboree  
NBC-TV

**HEIDT, HORACE**

Horace Heidt Presents His Original Youth Opportunity Program  
NBC

**HENDERSON, MARCIA**

The Aldrich Family  
NBC-TV

**HERSHFIELD, HARRY**

B. Oct. 13, 1835 Cedar Rapids, Ia.; Can You Top This, Kofe Smith, Hobby Lobby, Hildegarde.

**HERSHOLT, JEAN**

B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (13th year), CBS.

**HEWITT, ALAN**

The Aldrich Family  
NBC

**HIGBY, MARY JANE**

When A Girl Marries, Thanks For Tomorrow  
NBC

**HILL, RAMSEY**

NBC University Theater, NBC Theater  
NBC

**HILLIARD, HARRIET**

The Adventures of Ozzie & Harriet  
NBC

**HILTON, JAMES**

Hallmark Playhouse  
CBS

**HOFFA, PORTLAND**

The Fred Allen Show  
NBC

**HOLLIDAY, GLORIA**

The Great Gildersleeve  
NBC

**HONEY DREAMERS, THE**

The Kay Kyser Show, Garro-way At Large, NBC-TV Gren-nan Dessert Party, ABC-TV.

**HOPE, BOB**

B. May 29, 1903, London, Eng.; The Bob Hope Show, NBC, Since 1938.

**HOSLEY, PATRICIA**

Cavaleade of America, NBC; Armstrong Theater, CBS; The Aldrich Family, NBC.

**HOWARD, TOM**

It Pays To Be Ignorant  
CBS

**HUBBARD, IRENE**

Marriage for Two  
NBC

**HUGHES, ARTHUR**

Just Plain Bill  
NBC

**HULL, JOHN WARREN**

B. Jan. 17, 1903, Casport, N. Y.; Vox Pop; Fair Enough, ABC-TV; In Town Today, NBC-TV; Radio City Matinee, NBC-TV; Warren Hull Show, CBS-TV.

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MARIE WILSON

"My Friend Irma"



**Radio and Television Artists**

— I —

**IDELSON, BILLY**  
Mixed Doubles, One Man's Family  
NBC-TV

**IRVING, CHARLES**  
The Henry Morgan Show  
NBC

— J —

**JAMESON, HOUSE**  
The Aldrich Family, NBC, NBC-TV; Marriage for Two, NBC

**JANNEY, LEON**  
B. Apr. 1, 1917, Ogden, Utah; Ethel Merman Show, NBC; Think Fast, WJZ-TV; This is Nora Drake, CBS; Pepper Young's Family, NBC; Stop Me if You've Heard This, NBC-TV; Famous Jury Trials, DuMont-TV; Mr. Ace & Jane, CBS.

**JESSEL, GEORGE**  
Hollywood Calling  
NBC

**JOELS, MERRILL E.**  
Theater Guild, NBC; Life Can Be Beautiful, NBC; Crime Photographer, CBS; Counterspy, ABC; Bonny Maid Varieties, NBT-TV; Chevrolet Theater, NBT-TV.

**JOHNNY, THE PHILIP MORRIS BOY**  
This Is Your Life, Hogan's Daughter, Philip Morris Night

with Horace Heidt  
NBC

**JOHNSON, CHICK**  
Fireball-Fun-For-All  
NBC-TV

**JOHNSON, JAY**  
The Fred Waring Show  
NBC

**JOHNSON, JUNE**  
Fireball-Fun-For-All  
NBC-TV

**JOLSON, AL**  
Guest Spots.

**JONES, SPIKE**  
Spotlight Revue  
CBS

**JORDAN, JIM**  
B. Nov. 6, 1896, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

**JORDAN, MARIAN DRISCOLL**  
B. April 15, 1897, Peoria, Ill.; Fibber McGee and Molly on air 16 years for Johnson's Wax, NBC.

**JOSTYN, JAY**  
Mr. District Attorney  
NBC

**JUNKIN, HARRY W.**  
Radio City Playhouse  
NBC

— K —

**KARLOFF, BORIS**  
ABC, ABC-TV

**KAY, GERALDINE**  
The Martin and Lewis Show, Curtain Time, The Dave Garrow Show  
NBC

**KEANE, TERI**  
Marriage for Two, Life Can Be Beautiful  
NBC

**KEARNS, JOSEPH S.**  
B. Feb. 12, 1907, Salt Lake City, Utah; Jack Benny, CBS; Joan Davis, CBS; Judy Canova, NBC; Lux Radio Theater, CBS; Suspense, CBS; Sam Spade, NBC.

**KEEN, EARL**  
The Lassie Show  
NBC

**KEESHAN, BOB** (Clabelle, the Clown)  
Howdy Doody  
NBC-TV

**KELK, JACKIE**  
The Aldrich Family  
NBC, NBC-TV

**KELJNO, PAMELA**  
The James and Pamela Mason Show  
NBC

**KELLY, JOE**  
Quiz Kids  
NBC-TV

**KELLA, PATSY**  
The Henry Morgan Show  
NBC

**KELTON, PERT**  
The Henry Morgan Show  
NBC



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**PETER  
DONALD**



**BUD COLLYER**



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**HORACE BRAHAM**

RADIO — TV  
STAGE SCREEN

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**Radio and Television Artists**

**KIERNAN, WALTER**

ABC

**KILPACK, BENNETT**

Mr. Keen

CBS

**KING, CARL**

B. July 30, 1921, St. Louis, Mo.;  
WNEW; Freelance, Radio, TV,  
Movie Commentary Work.

**KING, JOHN REED**

B. Atlantic City; Give and Take,  
Missus Goes A-Shoppin', CBS;  
Go For The House, ABC; Three's  
A Crowd, WOR; Chance of a  
Lifetime, ABC; John Reed King  
Show, WOR-TV.

**KING, PEE WEE**

B. Feb. 18, 1914, Green Bay,  
Wis.; Pee Wee King Show, WAVE,  
WAVE-TV, Louisville, Ky.

**KINSELLA, WALTER**

Martin Kane, Private Eye,  
NBC-TV; The Adventures of  
Archie Andrews, NBC

**KIRK, LISA**

(See Vocal Artists)

**KIRKPATRICK, JESS**

The Judy Canova Show, The  
Meredith Willson Show  
NBC

**KIRKWOOD, JACK**

The Adventures of Ozzie and  
Harriet, The Bob Hope Show

**KIRSTEN, DOROTHY**

Kraft Music Hall, Light Up  
Time  
NBC

**KOLLMAR, DICK**

Broadway Scrapbook

NBC-TV

**KYSER, KAY**

Kay Kyser's College of Musi-  
cal Knowledge  
NBC-TV

— L —

**LADD, HANK**

The Arrow Show

NBC-TV

**LAKE, ARTHUR**

Blondie

NBC

**LAMOUR, DOROTHY**

The Seafest Variety Theater  
Starring Dorothy Lamour  
NBC

**LANDERS, MURIEL R.**

Swift Show, WNBT; Morey  
Amsterdam, WABD; Paul  
Winchell Show, CBS-TV.

**LARKIN, JOHN**

A Tree Grows in Brooklyn; Right  
to Happiness, NBC; Perry Mason,  
CBS.

**LARUE, JACK**

Lights Out

NBC-TV

**LAST, RUTH**

Quiet Please, ABC-WJZ; City  
At Midnight, NBC-WNBC;  
Modern Romances, ABC-WJZ

**LAUCK, CHET**

Lum And Abner

CBS

**LAURIE, JOE, JR.**

Can You Top This?, NBC.

**LAWRENCE, BILL**

Arthur Godfrey Time  
CBS, CBS-TV

**LAZAR, WILLIAM T.**

B. July 8, 1921, Appleton, Wis.;  
We, The People, CBS, CBS-TV,  
NBC; True Story, ABC; Sunday  
Salmundi, WMCA; Jack Smith  
Show, CBS.

**LEAR, LES**

Welcome Travelers  
NBC

**LEDoux, LEONE**

Fanny Brice, Baby Snooks  
Show  
NBC

**LEEDS, PHIL**

The Jane Pickens Show

NBC

**LeFEVRE, NED**

A Life in Your Hands  
NBC

**LEGRAND, DICK**

The Great Gildersleeve, Fibber  
McGee and Molly  
NBC

**LEONARD, BILL**

This Is New York  
WCBS

**LEONARD, JIMMY**

Circle Arrow Show  
NBC

**LEONARD, SHELDON**

The Martin and Lewis Show,  
The Judy Canova Show, The  
Alan Young Show  
NBC



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**WOR's**

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Actor — Announcer — Narrator  
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**Radio and Television Artists**

**LEVANT, OSCAR**

Kraft Music Hall  
NBC

**LEWIS, CATHY**

The Great Gildersleeve  
NBC

**LEWIS, ELLIOTT**

B. Nov. 27, New York, N. Y.;  
Phil Harris, NBC; Broadway Is  
My Beat (Direct), CBS; Gregory  
Hood, MBS; Scarlet Queen, MBS.

**LEWIS, FORREST**

Meet the Meeks  
NBC

**LEWIS, JERRY**

The Martin and Lewis Show  
NBC

**LEWIS, ROBERT Q.**

The Show Goes On, Arthur God-  
frey and His Friends, CBS-TV;  
Perry Como Show (summer re-  
placement), NBC-TV; Godfrey  
Morning Series, CBS).

**LINDLAHR, VICTOR H.**

ABC

**LINKLETTER, ART**

People Are Funny  
NBC

**LIVINGSTONE, MARY**

(Mrs. Jack Benny); B. June 23,  
1909, Seattle, Wash.; The Jack  
Benny Show, CBS.

**LLOYD, JACK**

Screen Guild Players, NBC  
Theater, NBC; Leave It To  
Joan, Railroad Hour, Dr.  
Christian, Junior Miss, CBS

**LOBBIN, PEGGY**

The Henry Aldrich Show  
NBC

**LOCKE, RALPH**

Life Can Be Beautiful, NBC;  
True Detective, WOR; Mystery  
Stories, WOR.

**LOFT-LYNN, JAY**

Family Theater, MBS, KTHJ;  
What's the Name of that  
Song, MBS, KHL

**LORD, PHIL**

Meet the Meeks  
NBC

**LORDE, ATHENA**

B. New York, N. Y.; Lights Out,  
NBC-TV; The Big Story, NBC,  
NBC-TV; Men Against Crime,  
CBS-TV; The Clock, NBC-TV;  
Gang Busters, CBS; Modern Ro-  
mances, ABC.

**LORRING, JOAN**

This Is Nora Drake  
NBC

**LOVEJOY, FRANK**

B. March 28, New York, N. Y.;  
Night Beat, NBC; Pictures—  
Home of the Brave, Backfire.

**LUDDEN, ALLEN**

Mind Your Manners  
NBC

**LYDON, JIMMIE**

Young Love  
CBS

**LYNCH, CHRISTOPHER**

Voice of Firestone  
NBC

**LYTELL, BERT**

Phileo Television Playhouse,  
One Man's Family  
NBC-TV

— Mc —

**MacMICHAEL, FLORENCE**

The Martin and Lewis Show  
NBC

**MacMURRAY, FRED**

Four Star Playhouse  
NBC

**MacRAE, GORDON**

The Railroad Hour  
NBC

**MAC QUARRIE,  
HAVEN**

Originator of Noah Webster Says;  
The Marriage Clue, Do You Want  
To Be An Actor, It Can Happen  
To You, ABC.

**McBRIDE, MARY  
MARGARET**

Mary Margaret McBride Program,  
NBC, WGN.

**McCAFFERY, JOHN K. M.**

Author Meets The Critic  
NBC-TV

**McCARTY, MARY**

Admiral Broadway Review  
NBC-TV

**McCONNELL, LULU**

It Pays To Be Ignorant  
CBS



Carole Mathews

RADIO — TV

EL. 5-0300



**STAATS COTSWORTH**

SC. 4-5700





**LEON JANNEY**

**RADIO — TV**

PL. 7-0700



**JAN MINER**

**RADIO-TV**

PL. 7-0700



**HELEN GERALD**

PL 7-0700



**MICHAEL FITZMAURICE**

"When a Girl Marries" ... NBC  
"Pepper Young's Family" ... NBC  
Radio Registry



• • • **Radio and Television Artists** • • •

**McCONNELL, SMILIN' ED**

B. Jan. 1, 1892, Atlanta, Ga.; Brown Shoe Co., NBC; Mantle Lump Co., ABC.

**McCOY, JACK**  
Hollywood Calling  
NBC

**McCRARY, TEX**  
Tex and Jinx Program  
NBC

**McCUNE, HANK**  
The Hank McCune Show  
NBC-TV

**McDANIEL, HATTIE**  
Beulah  
CBS

**McDONALD, DONALD**  
Big Town  
NBC

**McDONNELL, CRAIG**  
Story Shop  
NBC

**McELROY, JACK**  
B. Oct. 21, 1913, Kansas; Welcome to Hollywood (formerly Breakfast in Hollywood), ABC; Bride and Groom, ABC.

**McGEEHAN, PAT**  
The Red Skelton Show  
NBC

**McGOVERN, JOHNNY**  
Smilin' Ed McConnell and His Buster Brown Gang  
NBC

**McGRATH, PAUL**  
Inner Sanctum  
CBS

**McGRAW, CHARLES**  
Dragnet  
NBC

**McLAUGHLIN, DON**  
Road of Life  
NBC

**McNAUGHTON, HARRY**  
It Pays To Be Ignorant  
CBS

**McNELLIS, MAGGI**  
Leave It To The Girls  
NBC-TV

— M —

**MACK, TED**  
Original Amateur Hour  
NBC-TV

**MAITLAND, ARTHUR**  
The Adventures of Archie Andrews  
NBC

**MALONE, TED**  
B. May 18, 1908, Colorado Springs, Colo.; Ted Malone, ABC; The Prudential Family Hour, CBS; Tele Series, WRBG, ABC.

**MANDEL, SIDNEY A.**  
Daffy Derby, WBBK-TV, Chicago; The Enchanted Book, WXRT, Chicago; Spinning 'n' Clonning, KGST, Fresno Calif.

**MANN, GLORIA**  
The Adventures of Archie Andrews  
NBC

**MANN, RHODA**  
Howdy Dooday  
NBC-TV

**MANSON, CHARLOTTE**  
Nick Carter (Patsy), MBS; Nora Drake (Carol Douglas), CBS; Twenty Questions, MBS; Cavalcade of America, NBC; The Sheriff, ABC; Modern Romances, ABC.

**MANNING, JACK W.**  
Ford TV Hour, CBS; Theater of Romance, CBS-TV Suspense, CBS-TV

**MARCH, HAL**  
The Alan Young Show  
NBC

**MARCO, FATSO**  
The Texaco Star Theater  
NBC-TV

**MAREN, JERRY**  
Smilin' Ed McConnell and His Buster Brown Gang  
NBC

**MARKS, SHERMAN**  
Meet the Meeks  
NBC

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



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"Rosemary Wayne Spins"—WJJD  
"Full House" (audience participation) WJJD  
Conductor of the column—  
"No Foolin'"



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LEx. 2-1100



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"LIGHTS OUT"  
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**Radio and Television Artists**

**MARTIN, DEAN**  
The Martin and Lewis Show  
NBC

**MARN, GROUCHO**  
You Bet Your Life  
CBS

**MASON, JAMES**  
The James and Pamela Mason  
Show  
NBC

**MATHEWS, CAROLE**  
The Clock, Texaco Star Theater,  
Martin Kane, Private Eye, NBC-  
TV; Winter Take All, CBS-TV;  
Lux Radio Theater, Screen Guild,  
CBS.

**MAY, MARTY**  
Fireball-Fun-For-All  
NBC-TV

**MAYER, HEIDY**  
Here's Heidy  
MBS

**MEIGHAN, JAMES**  
Backstage Wife, Just Plain  
Bill  
NBC

**MELTON, JAMES**  
Harvest of Stars  
NBC

**MERKEL, UNA**  
The Great Gildersleeve  
NBC

**MERMAN, ETHEL**  
The Ethel Merman Show  
NBC

**MERRILL, LOU**  
Smilin' Ed McConnell and His  
Buster Brown Gang  
NBC

**MERRILL, ROBERT**  
Music America Loves Best,  
Robert Merrill with the Bos-  
ton Pops Orchestra & Arthur  
Fiedler  
NBC

**MILLER, MARVIN**  
The Railroad Hour, Smilin' Ed  
McConnell and His Buster Brown  
Gang, NBC.

**MILLER, SIDNEY**  
Me and Janie Starring George  
O'Hanlon  
NBC

**MINER, JAN**  
Casey, Crime Photographer, CBS;  
Road of Life, NBC; Break the  
Bank, NBC; Radio City Play-  
house, NBC; Big Sister, CBS;  
Lights Out, NBC-TV.

**"MINNIE PEARL"** (Ophelia  
Colley)  
Grand Ole Opry  
NBC

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, SHIRLEY**  
The Great Gildersleeve, The  
Alan Young Show  
NBC

**MOHR, GERALD**  
Philip Marlowe  
CBS

**MOODY, BLAIR**  
Meet Your Congress  
NBC-TV

**MOORE, GARRY**  
B. Jan. 31, 1915; The Garry  
Moore Show, CBS.

**MONROE, YAGHN**  
Carmel Caravan  
CBS

**MOORE, GARRY**  
Garry Moore Show  
CBS

**MORGAN, CLAUDIA**  
Right to Happiness  
NBC

**MORGAN, HENRY**  
Henry Morgan Show  
NBC

**MULDERICK, RAY**  
Hands of Murder, Captain  
Video, DuMont-TV; Celebrity  
Time, ABC-TV

**MULLEN, CHARLES H.**  
Marriage For Two, NBC; The  
Lady Next Door, NBC-TV;  
MGM Theater, WMGM, etc.;  
Eternal Light, NBC; The  
Brighter Day, CBS; Helen  
Trent, NBC; Front Page Far-  
rell, NBC.

**MURPHY, GEORGE**  
Hollywood Calling  
NBC

**MURRAY, LYN**  
Hallmark Playhouse, CBS.

**RADIO**

*Amzie Strickland*

**TV**

LExington 2-1100

**JOHN  
BROWN**

•

**MY FRIEND IRMA  
THE LIFE OF RILEY  
A DATE WITH JUDY  
OZZIE AND HARRIET  
THE DENNIS DAY SHOW**



**JOE De SANTIS**

PL 7-0700



**BRYNA RAEBURN**

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Distinctive Doubles  
*Radio Registry*



**EDDIE DUNN**

9 Eastwoods Lane  
Scarsdale, N. Y.



**ED EAST**

*Management*  
**STEMPEL—OLENICK**

**Radio and Television Artists**

— N —

**NAISH, J. CARROL**

B. Jan. 21, 1900, New York, N. Y.; Life with Luigi, KNX-CBS.

**NELSON, DAVID**

The Adventures of Ozzie and Harriet  
NBC

**NELSON, FRANK**

The Alan Young Show, Fanny Brice-Baby Snooks Show, A Day in the Life of Dennis Day  
NBC

**NELSON, RICKY**

The Adventures of Ozzie and Harriet  
NBC

**NELSON, OZZIE**

The Adventures of Ozzie and Harriet  
NBC

**NIESSEN, CLAIRE**

Backstage Wife  
NBC

**NILSON, NORMA JEAN**

Father Knows Best  
NBC

**NOLAN, JEANETTE**

One Man's Family  
NBC

**NORRIS, KATHI**

Kathi Norris Show, NBC-TV; Spin The Picture, Your Television Shopper, Chevrolet New Year Party, DuMont.

**NORTH, ROBERT**

The Phil Harris-Alice Faye Show  
NBC

**NUETZMAN, DELMAR A.**

Cavaleade of America, NBC; My True Story, ABC; Famous Jury Trials, WABD.

— O —

**OCKO, DANIEL**

Cavaleade of America, NBC; Mystery Theater, CBS; Mr. Cameleon, CBS

**O'CONNOR, ROD**

(See Announcers).

**O'DAY, MICKEY**

Big Town  
NBC

**OGG, JIMMY**

Smilin' Ed McConnell and His Buster Brown Gang  
NBC

**O'HANLON, GEORGE**

Me & Janie Starring George O'Hanlon  
NBC

**OIMART, CAROL**

Bonny Maid Versatile Varieties  
NBC-TV

**O'KEEFE, WALTER**

B. Aug. 18, 1900, Hartford, Conn.; Double or Nothing, NBC.

**OLSEN, J. C.**

Fireball-Fun-For-All  
NBC-TV

**OLMSTED, NELSON**

Eye Witness, NBC-TV; Story For Today, ABC; What Happens Now, WOR-TV

**OLSEN, JOHNNY**

B. May 22, 1910, Windom, Minn.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee, ABC; Ladies Man, WOR; Johnny Olsen's Luncheon Club, WAGM; Adelaide Hawley's Fashion Show; Doorway to Fame; Ladies Be Seated, WABD; Fun For The Money, ABC-TV.

**OLSEN, OLE**

Fireball-Fun-For-All  
NBC-TV

**OWEN, ETHEL**

Hogan's Daughter  
NBC

— P —

**PARKS, BERT**

Break The Bank  
NBC-TV

**PAUL, RALPH**

(See Announcers)

**PAUL, SIDNEY**

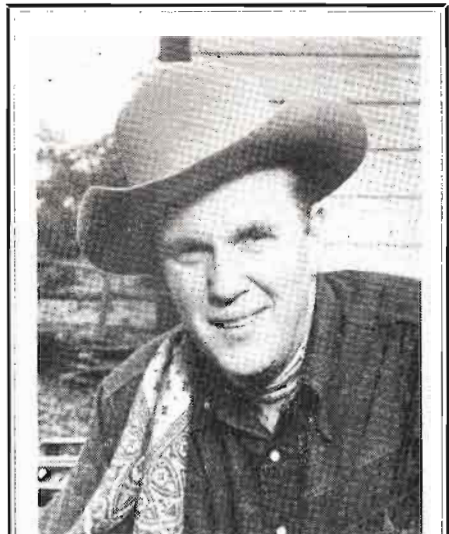
B. Sept. 28, 1917, New York, N. Y.; FBI, CBS; Big Story, NBC; Modern Romances, ABC; Mysterious Traveler, WOR; Nick Carter, WOR; Hollywood Screen Test, ABC-TV.



**SIDNEY PAUL**

**RADIO — TV — STAGE**

**LEXINGTON 2-1100**



**THE VERSATILE BOB DIXON**

Ed Murrow Program—CBS

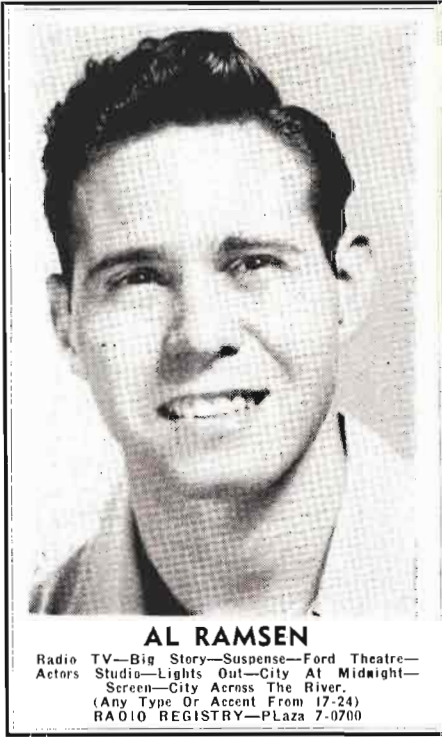
"Chuckwagon"—CBS-TV

Perry Mason—CBS

"Life Can Be Beautiful"—NBC

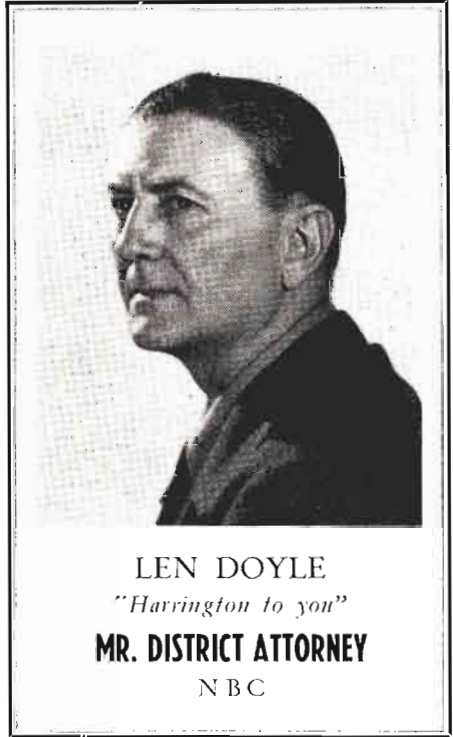
Press Relations: Personal Representative:  
Sidney Ascher Associates Kay Roberts





**AL RAMSEN**

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Actors Studio—Lights Out—City At Midnight—  
Screen—City Across The River.  
(Any Type Or Accent From 17-24)  
RADIO REGISTRY—PLaza 7-0700

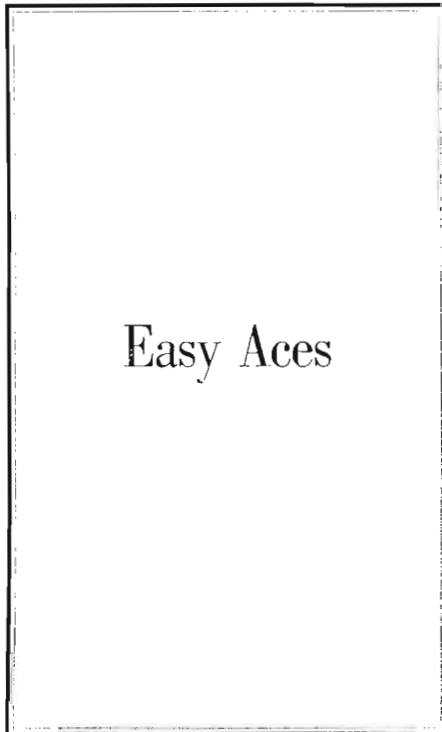


**LEN DOYLE**

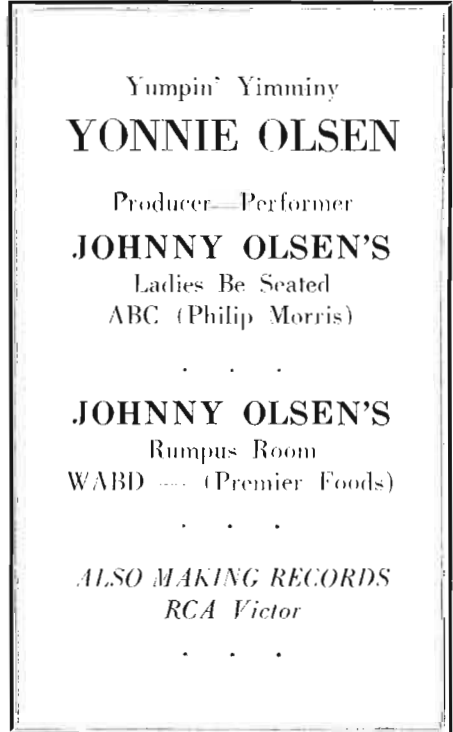
*"Harrington to you"*

**MR. DISTRICT ATTORNEY**

NBC



*Easy Aces*



Yumpin' Yummy

**YONNIE OLSEN**

Producer—Performer

**JOHNNY OLSEN'S**

Ladies Be Seated

ABC (Philip Morris)

. . .

**JOHNNY OLSEN'S**

Rumpus Room

WABD --- (Premier Foods)

. . .

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*RCA Victor*

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• • • **Radio and Television Artists** • • •

**PAWLEY, EDWARD**  
Big Town  
NBC

**PAYNE, VIRGINIA**  
Ma Perkins  
NBC

**PEARCE, ALICE**  
The Henry Morgan Show  
NBC

**PEARSON, TED**  
Cavalcade of America  
NBC

**PEARY, HAL (Harold Jose De Farla)**  
B. July 25, 1908, San Leandro, Calif.; Throckmorton P. Gildersleeve on The Great Gildersleeve.  
NBC.

**PERERA, LYDIA**  
Story to Order  
NBC

**PETERSON, HOUSTON**  
Theater of the Mind  
NBC-TV

**PIASTRO, MISHEL**  
Symphonette  
CBS

**PICKENS, JANE**  
Jane Pickens Show  
NBC

**PIOUS, MINERVA**  
The Fred Allen Show  
NBC

**POWELL, DICK**  
Richard Diamond, Private Detective  
NBC

**POWELL, DOANE**  
ABC-TV

**POWERS, LEONA**  
The Aldrich Family  
NBC

**PRITCHETT, FLORENCE**  
Leave It To The Girls  
NBC-TV

**PRUD'HOMME, CAMERON**  
David Hartum  
NBC

**PRYOR, ROGER**  
NBC Summer Theater, The Theater Guild on the Air, NBC; Pause That Refreshes, CBS

**PRYOR, ROGER**  
Pause That Refreshes  
CBS

— Q —

**QUESTEL, MAE**  
The Henry Morgan Show  
NBC

**QUINLAN, ROBERTA**  
Mohawk Showroom  
NBC-TV

— R —

**RABE, JOHN**  
When a Girl Marries  
NBC

**RAE, JOAN**  
Blondie  
NBC

**RAEBURN, BRYNA**

Silver Theatre with Chico Marx, CBS-TV; Katie Nolan in A Tree Grows in Brooklyn, NBC; Counterspy, Chandu, The Magician, ABC; Gangbusters, CBS; Theatre Guild on The Air, Mr. District Attorney, NBC.

**RAHT, KATHERINE**  
The Aldrich Family  
NBC

**RAMSEN, AL**

B. Feb. 7, 1926, New York, N. Y.; Suspense, Ford Theatre, CBS; Actors Studio, ABC; City at Midnight, Lights Out, Big Story, NBC.

**RANDOLPH, LILLIAN**  
The Great Gildersleeve  
NBC

**RANKIN, PETER**  
Smilin' Ed McConnell & His Buster Brown Gang  
NBC

**RASKYN, SAM**  
Famous Jury Trials  
Dumont

**RATHBONE, BASIL**  
Chesterfield Supper Club  
NBC

**RAYMOND, GENE**

B. Aug. 13, 1908, New York, N. Y.; The Amazing Mr. Malone, ABC; Family Theater, Stars Over Hollywood.



**BOB HAAG**

**JOHN  
REED  
KING**

"Give And Take" . . . CBS

"Missus Goes A-Shopping" . WCBS

"Chance Of A Lifetime" . . . ABC

John Reed King Show . . . WOR-TV



*Phil Clarke*

Call Radio Registry



LARRY HAINES



**SCOTT DOUGLAS**  
ANNOUNCER  
DUMONT NETWORK  
Sports Commentator

SC. 4-5700

ACTOR

M.C.



**ROD O'CONNOR**

RED SKELTON SHOW  
DUFFY'S TAVERN SHOW  
PEOPLE ARE FUNNY SHOW

MOTION PICTURES  
"FULLER BRUSH MAN"  
"SOUTHERN YANKEE"

## Radio and Television Artists

**REED, ALAN**  
The Eddie Cantor Show, Life  
of Riley  
NBC

**REES, LANNY**  
Life Of Riley  
NBC-TV

**REESE, JOY**  
Mr. Fixit  
NBC

**REINHART, ALICE**  
Volume One, No. 3 TV, ABC;  
Cavalcade of America, NBC  
The Tremaynes, WOR

**RICE, ROSEMARY**  
The Adventures of Archie An-  
drews  
NBC

**ROBB, MARY LEE**  
The Great Gildersleeve  
NBC

**ROBBINS, PATRICIA**  
One Man's Family  
NBC-TV

**ROBERTS, JERRY**  
Junior Town Meeting, Your  
American Music Nite Time  
Frolie, WAAT.

**ROBINSON, BARTLETT**  
Portia Faces Life  
NBC

**RODEMAYER, TOMMIE**  
The Mary Lee Taylor Show  
NBC  
The Mary Lee Taylor Show  
NBC

**ROGERS, BUDDY**  
Pick A Date, ABC; Buddy  
Rogers Showcase, ABC-TV

**ROGERS, ROY**  
B. Nov. 5, 1912, Cincinnati, O.;  
Sponsored on 561 station MBS by  
Quaker Oats.

**ROLFFE, MARY**  
The Aldrich Family  
NBC

**ROMANO, TONY**  
The Johnny Bradford Show  
with Tony Romano  
NBC

**ROOSE, JEANINE**  
The Phil Harris-Alice Faye  
Show  
NBC

**ROSENFELD, JOE, JR.**  
Happiness Exchange, MBS;  
Couple Of Joes, ABC

**ROSS, ANTHONY**  
Suspense, CBS-TV; Studio One,  
CBS-TV; Broadway's My Beat,  
CBS

**ROSS, EARL**  
The Great Gildersleeve  
NBC

**ROSS, LANNY**  
The Swift Show  
NBC-TV

**ROUYER, JEAN**  
One Man's Family  
NBC

**RUBIN, BENNY**  
Stop Me If You've Heard This  
One, Benny Rubin Show  
NBC-TV

**RUSKIN, COBY**  
Gobo's Circus  
NBC-TV

**RUSSELL, ROSALIND**  
Four Star Playhouse  
NBC

**RUSSELL, RUTH**  
Just Plain Bill  
NBC

**RUSSELL, RUTH**  
Just Plain Bill  
NBC

**RUSSELL, F. ALDEN**  
ABC

**RUSSELL, TODD**  
Strike It Rich  
CBS

**RUTHERFORD, ANN**  
Blondie  
NBC

**RYAN, DICK**  
Red Skelton Show  
NBC

**RYAN, IRENE**  
B. Oct. 17, El Paso, Texas; The  
Bob Hope Show, NBC.

— S —

**ST. JOHN, ROBERT**  
Believe It Or Not Sketchbook  
NBC-TV

**SALSBURY, LYNN T.**  
B. Aug. 7, 1920, New York, N. Y.



**BOB STANTON**  
NBC



**RALPH CAMARGO**  
ACTOR-ANNOUNCER  
NARRATOR  
PL. 7-0700



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RADIO-TV  
As Detective Sgt. Lane In  
"INSIDE DETECTIVE"  
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LExington 2-1100



## BILL LAZAR

RADIO-TV  
PL. 7-0700

**Radio and Television Artists**

**SANDERSON, IVAN**

Ivan Sanderson Program  
NBC

**SAWYER, HAL**

ABC, ABC-TV

**SCOTT, ALAN**

Television Screen Magazine  
NBC-TV

**SCOTT, MARTHA**

The Great Gildersleeve  
NBC

**SCOURBY, ALEXANDER**

The Eternal Light  
NBC

**SEMON, LARRY EDUND**

The Cloek  
NBC-TV

**SEYMOUR, ANNE**

Against The Storm, MBS;  
Portia Faces Life, NBC; Great-  
est Story Ever Known, ABC;  
A Tree Grows in Brooklyn,  
NBC

**SEYMOUR, DAN**

Sing It Again, Aunt Jenny  
CBS

**SHEA, JOAN**

The Adventures of Archie An-  
drews  
NBC

**SHELDON, LEONARD**

A Day in the Life of Dennis  
Day, Judy Canova Show  
NBC

**SHELLEY, JOSHUA**

Actors Studio, Studio One,  
CBS-TV; Big Story, Front

Page Farrell, Henry Aldrich,  
NBC; The Cloek, NBC-TV

**SHELTON, GEORGE**

It Pays To Be Ignorant  
CBS

**SHERRY, BOB**

Armstrong of the Air, CBS; When  
A Girl Marries, NBC; Life of  
Riley, NBC, NBT; The Goldbergs,  
CBS.

**SHIELDS, ARTHUR**

Your Show Time  
NBC-TV

**SHORE, DINAH**

(See Vocal Artists)

**SHRINER, HERB**

Herb Shriner Time, CBS; Herb  
Shriner Show, CBS-TV.

**SILVER, JEFFREY**

Me and Jamie Starring George  
O'Hanlon, Blondie  
NBC

**SILVERS, PHIL**

The Phil Silvers Arrow Show  
NBC-TV

**SIMON, ERNIE**

B. Jan. 22, 1919, Washington,  
D. C.; Simon Speaks, Simon  
Speaks Again, WJJD, Chicago;  
Curbstane, Cut-Up, WBKB, Chi-  
cago.

**SINATRA, FRANK**

Your Hit Parade, Light Up  
Time  
NBC

**SINGLETON, DORIS**

A Day in the Life of Dennis  
Day, Maxwell House Coffee  
Time Starring George Burns  
and Gracie Allen  
NBC

**SINGLETON, PENNY**

Blondie  
NBC

**SKELTON, RED**

Red Skelton Show  
CBS, NBC

**SKINNER, GEORGE**

Circle Arrow Show  
NBC

**SLATTERY, EDWARD**

Your Song And Mine  
CBS

**SLOAN, EVERETT**

Hogan's Daughter  
NBC

**SLOANE, BOB**

The Big Story  
NBC, NBC-TV

**SMITH, BOB**

Howdy Doody, Gulf Road  
Show  
NBC-TV

**SMITH, HOWARD**

The Aldrich Family, Hogan's  
Daughter  
NBC

**SMITH, KATE**

ABC

**SMOLEN, VIVIAN**

Stella Dallas  
NBC



**CHUCK ACREE**

Funmaster of Ceremonies

"Something To Talk About"

"K-I-D-S Karnival"

"Hint Hunt"

"Man On The Farm"



**ROD BROWN**

**RADIO — TV**

PL. 7-0700



**FRANCOIS GRIMARD**

RADIO-TV ARTIST  
SChuyler 4-5700



**HANS CONREID**

Director: "STARS OVER HOLLYWOOD"  
C.B.S.

Featured in: "LIFE WITH LUIGI"  
"MY FRIEND IRMA"  
C.B.S.

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ALLEN**

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**THE STEVE ALLEN  
SHOW**

**PAUL ARNOLD**

**Singer -- Actor**



**"Paul Arnold Show"**

CBS-TV

Daily 7:15-7:30 P.M.

Radio Registry—

PL. 7-0700



## Radio and Television Artists

### SMYTHE, J. ANTHONY

One Man's Family  
NBC

### SOUBIER, CLIFF

Colgate Theater, Viv & Sale  
NBC-TV

### STAFFORD, HANLEY

Blondie, Fanny Brice - Baby  
Snooks Show  
NBC

### STANG, ARNOLD

Milton Berle Show, NBC; Eddie  
Cantor Show, NBC; Henry Morgan  
Show, NBC; Theater Guild,  
Texaco Star Theater, ABC.

### STANTON, BOB

B. April 14, 1905, Minneapolis,  
Minn.; Mohawk Showroom, NBC-  
TV; Football (Lucky Strike),  
NBC-TV; Boxing (Gillette), NBC-  
TV; Philco Playhouse, NBC-TV;  
Tennis (Davis Cup, Nationals),  
NBC-TV; Wrestling (Trommers),  
NBC-TV; Robert Montgomery  
Show, NBC-TV.

### STEARNES, MARY KAY AND

JOHNNY  
Mary Kay and Johnny Show  
NBC-TV

### STEBER, ELEANOR

Voice of Firestone  
NBC

### STEFAN, BUD

Fibber McGee and Molly  
NBC

### STEMMLER, EDGAR

The Mary Lee Taylor Show  
NBC

### STEPHENS, JAMES D.

Big Story, NBC; FBI in Peace  
and War, CBS; Aldrich Fam-  
ily, NBC.

### STERLING, JACK

WCBS

### STEWART, JAY

(See Announcers).

### STEWART, NICODEMUS

The Alan Young Show  
NBC

### STONE, EZRA

The Aldrich Family  
NBC

### STONE, HARLAN

The Adventures of Archie An-  
drews  
NBC

### STONE, SID

Texaco Star Theater  
NBC-TV

### STORM, DOROTHY

The Goldbergs, CBS-TV;  
Cavalcade of America, CBS

### STRICKLAND, AMZIE

B. Jan. 10; Oklahoma City,  
Okla.; Call The Police, CBS; Big  
Story, NBC; FBI in Peace &  
War, CBS; Mr. and Mrs. North,  
CBS; Inner Sanctum, CBS; The  
Shadow, MBS.

### SUDROW, LYLE

My Silent Partner  
NBC

### SUMMER, HOPE

Meet the Meeks  
NBC

### SWENSON, KARL

Lorenzo Jones  
NBC

## —T—

### TARLIN, MAURICE J.

Mysterious Traveler, Boston  
Blackie, MBS; Flashgun Casey,  
CBS.

### TAYLOR, DEEMS

Philharmonic Symphony  
CBS

### TAYLOR, F. CHASE

Duffy's Tavern  
NBC

### TAYLOR, MARY LEE

The Mary Lee Taylor Show  
NBC

### TENNYSON, SCOTT P.

Cavalcade of America, NBC;  
Big Story, NBC; Harvest of  
Stars, NBC; Gangbusters,  
CBS; Counterspy, ABC; Modern  
Romances, ABC

### TETLEY, WALTER

The Great Gildersleeve, The  
Phil Harris-Albee Faye Show  
NBC

### THALL, BILL

Circle Arrow Show, Family  
Time  
NBC

### THOMAS, ANN

Theater Guild, Malle Mystery,  
The Fat Man, Willie Piper Men-  
nen Shavetime, Hour Glass, Hen-  
ry Morgan Show, NBC.

## HAROLD PEARY

"THE GREAT  
GILDERSLEEVE"

FOR KRAFT FOODS

NBC—WEDNESDAY

8:30 P.M. EST

8:30 P.M. PST

7:30 P.M. CST

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# ETHEL THORSEN

... photographed by James J. Kriegsmann, N. Y.

## • • • Radio and Television Artists • • •

**THOMAS, DICK**  
Village Barn  
NBC-TV

**THOMAS, FAYE**  
Hollywood Calling  
NBC

**THOMAS, FRANK M., SR.**  
The Black Robe  
NBC-TV

**THOMPSON, BILL**  
Fibber McGee and Molly  
NBC

**THORSON, RUSSELL**  
One Man's Family, NBC-TV;  
Dr. Paul, NBC

**TICHENOR, TOM**  
Wormwood Forrest  
NBC

**TILLSTROM, BURR**  
Kukla, Fran & Ollie, NBC-TV.

**TINNEY, CAL**  
Stop Me If You've Heard  
This One  
NBC-TV

**TOKER, NORMAN**  
The Aldrich Family  
NBC

**TOMACK, SID**  
Life of Riley  
NBC-TV

**TOMPKINS, JOAN**  
This Is Nora Drake  
NBC

**TREMAINE, LES**  
Rube Goldberg's Show, WPIX;  
Morey Amsterdam Show, CBS;  
The Tremaynes, WOR; The  
Falcon, WOR-MBS; The Thin  
Man, NBC

**TROUT, DINK**  
A Day in the Life of Dennis  
Day  
NBC

**TROUT, ROBERT**  
Who Said That?  
NBC-TV

**THOMAS, CALVIN**  
One Man's Family  
NBC-TV

**TUTTLE, LURENE**  
B. Aug. 20, 1907, Pleasant Lake,  
Ind.; Pasadena Jr. Coll.; U.S.C.  
Drama Course; Adventures of  
Sam Spade, NBC; Red Skelton,  
CBS; Lux Radio Theatre, CBS;  
Suspense, CBS.

### — V —

**VAN DYK, JAMES**  
Mr. District Attorney, Big  
Town, WNBC; Counter Spy,  
WJZ; Studio One, WCBS-TV;  
Kraft Theater, WNBT; Fa-  
mous Jury Trials, WABD

**VAGUE, VERA**  
The Jimmy Durante Show  
NBC

**VALENTINE, LEW**  
Dr. I. Q.  
NBC

**VAN ROOTEN, LUIS**

**VARDEN, NORMA**  
University Theater, NBC;  
Screen Directors Playhouse,  
NBC; Sherlock Holmes, NBC

**VAUGHAN, BERYL**  
Meet the Meeks  
NBC

**VAUGHN, WALTER**  
The Adventures of Archie An-  
drews  
NBC

**VINE, BILLY**  
The Jimmy Durante Show  
NBC

**VOLA, VICKI**  
Mr. District Attorney, NBC;  
Betty Moore Program, MBS;  
Jungle Jim, ET.

### — W —

**WALDO, JANET**  
Young Love, Corliss Archer,  
CBS; The Adventure of Ozzie  
& Harriet, NBC

**WALKER, DANTON**  
Danton Walker's Broadway  
Scrapbook  
NBC-TV

**WALPOLE, HELEN**  
B. Birmingham, Ala.; Personal-  
ized Commentaries on Fashion  
Review, NBC-TV; Adventure in  
Reading, Great Plays, NBC.

**WAKELY, JIMMY**  
(See Vocal Artists)

**WALL, LUCILLE**  
Lorenzo Jones, Portia Faces  
Life  
NBC

**WARING, FRED, & HIS  
PENNSYLVANIANS**  
NBC; CBS-TV.

**WARNER, GERTRUDE**  
ABC

**WATERMAN, WILLARD**  
Me & Jamie Starring George  
O'Hanlon  
NBC

**WATKINS, LINDA**  
Marriage for Two  
NBC

**WEATHERWAX, RUDD**  
The Lassie Show  
NBC

**WEBB, JACK**  
Draagnet  
NBC

**WEBBER, PEGGY**  
The Alan Young Show, Dra-  
agnet  
NBC

**WEIL, LISI**  
Children's Sketch Book  
NBC-TV

**WELLS, SARAJANE**  
Dr. Paul  
NBC

**WEVER, NED**  
Young Widder Brown  
NBC

**WHITE, PATRICIA**  
The Bigelow Show  
NBC-TV

**WHITFIELD, ANNE**  
Phil Harris-Alice Faye Show,  
NBC; My Favorite Husband,  
CBS; Baby Snooks, NBC

**WHITING, BARBARA**  
The Great Gildersleeve  
NBC

**WHITLEY, JUNE**  
Father Knows Best  
NBC

**WICKER, IRENE**  
Irene Wicker, The Singing  
Lady, ABC-TV.

**WILLIAMS, FLORENCE**  
Front Page Farrell  
NBC

**WILLIAMS, RHODA**  
Father Knows Best  
NBC

**WILSON, ETHEL**  
The Aldrich Family, NBC-TV;  
Marriage For Two, NBC

**WILSON, LOIS**  
The Aldrich Family  
NBC-TV

### WILSON, MARIE

B. Anaheim, Calif., Aug. 19,  
1916; Star of My Friend Irma  
(CBS).

### WILSON, WARD

Can You Top This?, NBC; Al-  
drich Family, Mr. District At-  
torney, Gloomdodgers.

### WINCHELL, PAUL

B. Dec. 21, 1923, New York,  
N. Y.; Bigelow Show, CBS-TV;  
Cavalcade of Stars, DuMont-TV;  
Milton Berle, NBC-TV; Celebrity  
Time, ABC-TV; We The People,  
CBS-TV.

### WINSLOWE, PAULA

Life of Riley  
NBC

### WINTERS, GLORIA

Life of Riley  
NBC-TV

### WINTHROPE, BARBARA

Dorothy Dix at Home  
NBC

### WRAGGE, BETTY

Pepper Young's Family  
NBC

### WYNN, ED

Ed Wynn Show  
CBS-TV

### — Y —

### YARBOROUGH, BARTON

Draagnet, One Man's Family  
NBC

### VORKE, DICK

Meet the Meeks  
NBC

### YOUNG, ALAN

B. 1921, Canada, The Alan  
Young Show, CBS-TV.

### YOUNGER, BEVERLY

Curtain Time  
NBC

### YOUNG, EVE

Story Shop  
NBC

### YOUNG, LORETTA

Four Star Playhouse  
NBC

### YOUNG, ROBERT

Father Knows Best  
NBC

### YOURMAN, ALICE

The Adventures of Archie An-  
drews  
NBC

### — Z —

### ZERBE, LAWSON

Adventures of Frank Merri-  
well  
NBC



**"TWO TON" BAKER  
THE MUSIC MAKER**

**Mercury Recording Artist**  
**and Free-Lance Radio Star**

**"Two Ton" Baker Show**

8:15 a.m. daily—WGN, Chicago

**"Baker's Spotlight"**

4:30 p.m. daily—WGN, Chicago

**"Two Ton" Baker  
Chicago 11, Ill.**

# Vocal Artists

## (RADIO AND TELEVISION)

### —their work during 1949

#### — A —

**ABROMAVICH, KARIN**  
WTCN, Minneapolis, Minn.

**ADAMS, JOANN**  
WRGA, Rome, Ga.

**AIKEN, DICK**  
WTRR, Sanford, Fla.

**AKIN, JACK T.**  
WMA-P, Monroe, N. C.

**ALEXANDER, DURELLE**  
WBAP-TV, Fort Worth, Tex.

**ALLEN, EMORY**  
WRBL, Columbus, Ga.

**ALM, JEANNE**  
WDA-Y, Fargo, N. Dak.

**AMES, FRANK**  
WHBC, Canton, O.

**ANDERSON, PAUL**  
WJTN, Jamestown, N. Y.

**ANDREWS, JOHNNY**  
Easy Does It  
WNBTV, New York, N. Y.

**ANDREWS SISTERS**  
Laverne, B. July 6, 1915; Maxene, B. Jan. 3, 1918; Patricia, B. Feb. 1, 1920, Minneapolis, Minn.; Eight to the Bar Ranch, NBC; Club 15, CBS.

**ANTRIM, ANN**  
Park Plaza  
WAAM, Baltimore, Md.

**ARCHER, GENE**  
WRC, WNBW, Washington, D. C.

**ARMEN, KAY**  
Pet Milk Show, Bob Crosby Show, NBC; Skyway To Stars, CBS; Stop the Music, WJZ

**ARNOLD, PAUL**  
(See Radio-TV Artists)

**ARTHUR, CHARLENE**  
Sweetheart of The Range  
KHFT, Lampas, Tex.

**ASHMAN, MIKE**  
KTOH, Lihue, Kauai, T. H.

**ASHMAN, REV. KEN**  
Morning Devotions  
WWST, Wooster, O.

**ASPER, WANDA**  
KTAT, Frederick, Okla.

**ATCHER, RANDY**  
WKLO, Louisville, Ky.

**ATCHISON, VIRGINIA**  
WHA1, Greenfield, Mass.

**ATRINS, JIMMY**  
WNEW, New York, N. Y.

**AUSTIN, DON**  
WHOW, Clinton, Ill.

**AUTTERY, VI**  
KFKA, Greeley, Colo.

#### — B —

**BABBITT, HARRY**  
CBS, KNX

**BACHMAN, AUDREY**  
KFKA, Greeley, Colo.

**BAIRD, EUGENIE**  
Sing It Again  
CBS

**BAKER, CARL**  
WISH, Indianapolis, Ind.

**BAKER, JACK**  
KTOK, Oklahoma City, Okla.

**BARFIELD, WARREN**  
Barfield And Scott  
WPTF, Raleigh, N. C.

**BARRY, ROBERT**  
WIOD, Miami, Fla.

**BASSINDALE, BOB**  
WBAP, Fort Worth, Tex.

**BATES, RUSS**  
Listen While You Work  
WEBR, Buffalo, N. Y.

**BEASLEY, IRENE**  
B. Jan. 28, Whitehaven, Tenn.; Grand Slam, CBS; Miscellaneous Spots.

**BEASLEY, JACK**  
KOMA, Oklahoma City, Okla.

**BENDER, BETTY**  
WTCJ, Tell City, Ind.

**BENNETT, CLARETTA**  
WTTTS, Bloomington, Ind.

**BENNETT, SUE**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**BENOIT, HANK**  
WCOL, Columbus, O.

**BENSON, BETTY**  
WLW, Cincinnati, O.

**BENTLEY, JIM**  
WMLS, Sylacauga, Ala.

**BERNIER, DAISY**  
The Fred Waring Show  
NBC

**BERRY, BOB**  
WBA1, WBAL-TV, Baltimore, Md.

**BETTY, HELEN & BETTY**  
WBEX, Chillsithe, O.

**BEVERLY, TEX**  
WFLA, Tampa, Fla.

**BISSON, PAT**  
WVNH, Rochester, H. H.

**BLACKSTONE, REID**  
WMVA, Martinsville, Va.

**BLACKWOOD BROTHERS, THE**  
KMA, Shenandoah, Ia.

**BLAINE, JIMMY**  
Stop The Music  
WJZ, New York, N. Y.

**BLAIR, VICKY**  
WTMC, Ocala, Fla.

**BLANCO, REY**  
WIND, Chicago, Ill.

**BOLAND, NORMAN**  
Birthday Greeters  
WFBG, Altoona, Pa.

**BONNER, CARL**  
WAVE, Louisville, Ky.

**BORICUAS, LOS TRES**  
WITA, Santurce, P. R.

**BOTTICHER, GENE**  
WFBG, Altoona, Pa.

**BOUCK, LOUIS**  
Name The Song  
WMTG, Vauclève, Ky.

**BOYD, CHUCK**  
WTOD, Toledo, O.

**BOYETTE, ANDY**  
WFLA, Tampa, Fla.

**BRADLEY, RUTH**  
WOW, WOW-TV, Omaha, Neb.

**BRAY, ALGER**  
WDFE, Rock Island, Ill.

**BRAZZELL, JIMMY**  
WFGN, Gaffney, S. C.

**BREVIK, AUDREY**  
KROX, Crookston, Minn.

**BREWER TRIO, THE**  
WGGA, Gainesville, Ga.

**BRITTON, JAMES**  
WHEC, Rochester, N. Y.

**BROCKWELL, BETTY**  
WBAP-TV, Fort Worth, Tex.

**BROWN, ART**  
WTHI, Terre Haute, Ind.

**BROWN, DICK**  
B. Youngstown, O.; Calling All Girls, Hearts in Harmony, Pleasure Parade, Dick Brown Show, WNEW; RCA Victor Show; Dave Elman's Auction; Stop the Music, NBC.

**BROWN, FLORENCE IRONS**  
WFMT, Florence, Ala.

**BROWN, JUDY**  
WHA1, Shelbyville, Tenn.

**BROWN, MARTHA**  
WMRN, Marion, O.

**BROWN, NELLIE**  
WREN, Topeka, Kans.

**BROWN, RAY**  
Buckaroos  
KTJS, Hobart, Okla.

**BRYANT, NEOMA**  
Spot the Stars  
WDSU-TV, New Orleans, La.

**BURKE, LEFTY**  
WCMB, Lemoyne, Pa.

**BURNET, CHESTER**  
Friendly Voice  
WMAZ, Macon, Ga.

**BURNS, FRED**  
WHBQ, Memphis, Tenn.

**BURT, BOB**  
WDLB, Marshfield, Wis.

#### — C —

**CARDWELL, JACK**  
WKAB, Mobile, Ala.

**CADILL, ROBERT**  
WOW, WOW-TV, Omaha, Neb.

**CALLAHAN, BOB**  
KCBS, San Jose, Calif.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CANOVA, JUDY**  
(See Radio Artists)

**CARLESS, DOROTHY**  
Songs By D. Carles  
WOR-TV, New York, N. Y.

**CARLL, DICK**  
WACB, Kittingning, Pa.

**CARLSON, DORIS**  
KEYD, Minneapolis, Minn.

**CARPENTER, JOHNNY**  
KOIN, Portland, Ore.

**CARR, BOB**  
WHIZ, Zanesville, O.





JANE  
PICKENS

Personal Management—  
M. Gale  
48 W. 48th St., N.Y.C.

ROBERT  
MERRILL

Personal Management—M. Gale  
48 W. 48th St., N. Y. C.





**Vocal Artists—Radio-Television**

**CARROLL, GLORIA**  
Beantown Varieties  
WEEL, Boston, Mass.

**CARROLL, ROBERT**  
ABC, ABC-TV

**CARSON, JACK**  
WHOW, Clinton, Ill.

**CARSON, KEN**  
A Day in the Life of Dennis  
Day, Lassie Show  
NBC

**CARSON, MINDY**  
Mindy Carson Sings  
NBC

**CARTER SISTERS, THE**  
KWTO, Springfield, Mo.

**CENTRAL CHOIR**  
KSYL, Alexandria, La.

**CHAPEL, BETTY**  
Garroway-at-Large  
NBC-TV

**CHAPELL, BETTY**  
Garroway-at-Large  
WNBQ, Chicago, Ill.

**CHURCHILL, STUART**  
The Fred Waring Show  
NBC

**CISSNER, YVONNE**  
WPTW, Piqua, O.

**CLARK, GENE**  
WHED, Washington, N. C.

**CLARK, HARRY**  
KSL, Salt Lake City, Utah

**CLARK, JEFF**  
Your Hit Parade, The Henry  
Morgan Show  
NBC

**COLORADO PETE**  
KFRM - KMBC, Kansas City,  
Mo.

**COLT, BOBBY**  
Arthur Lesser Show, WOR-TV;  
Ving Merlin's Music Tourney,  
WPIX.

**COMO, PERRY**  
Chesterfield Supper Club.

**CONFER, JIMMY**  
WGAE, Pittsburgh, Pa.

**CONNOR, ELLEN**  
KCBS, San Jose, Calif.

**COOKEY, SLEEPY**  
WWGS, Tifton, Ga.

**COOK, JOE**  
KGGF, Coffeyville, Kans.

**COOK, LOIS**  
KGGF, Coffeyville, Kans.

**CORBIN, ALTA**  
KTIP, Porterville, Calif.

**CORNWALL, ARTHUR**  
WGCD, Chester, S. C.

**CORSBIE, PHIL**  
KHQ, Spokane, Wash.

**COTTY, MICKEY**  
KRES, St. Joseph, Mo.

**COURT, BILL**  
WWXL, Peoria, Ill.

**COURY, ROSELLE**  
WCOU, Lewiston, Me.

**COYILLION, JOYCE**  
KSYL, Alexandria, La.

**COX, BETTY**  
WOW, WOW-TV, Omaha, Neb.

**CRANFORD, CLIFFORD**  
WCOH, Newnan, Ga.

**CRAWFORD, ELAINE**  
Hall Choristers  
WHM, Wilmington, Del.

**CRIST, PHILIP**  
WFBR, Baltimore, Md.

**CROSBY, BOB**  
Club 15  
CBS

**THE CRUSADERS**  
WLCS, Baton Rouge, La.

**CURTIS, SHIRLEY**  
KGA, Spokane, Wash.

**- D -**

**DABDOUB, JACK**  
WDSU, WDSU-TV, New Or-  
leans, La.

**DAE, DONNA**  
WSFA, Montgomery, Ala.

**DALE, ALAN**  
Sing It Again  
CBS

**DALLAS, JIMMIE**  
KRES, St. Joseph, Mo.

**DAME, DONALD**  
American Album of Familiar  
Music  
NBC

**DAMONE, VIC**  
The Pet Milk Show with Vic  
Damone  
NBC

**DAMONE, VIC**  
Metro-Goldwyn-Mayer; Mercury  
Records; Pet Milk Show, NBC;  
Associated Transcriptions.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANA, ROSEMARIE**  
WWRL, Woodside, N. Y.

**DATA, MARISHA**  
WSBC, Chicago, Ill.

**IRENE  
BEASLEY**

Star of

**"GRAND SLAM"**

CBS—Monday through Friday

Management

**RADIO PRODUCTION SERVICE**

501 Madison Ave., N.Y.C. PL. 3-8940





**MARGARET  
WHITING**

on

**CBS' OXYDOL  
SHOW**

Monday to Friday

•  
**CAPITOL RECORDS**

•  
**WHITING  
MUSIC CO.**



**VIC DAMONE**

*under contract to*

**Metro-Goldwyn-Mayer  
Studios**

• • •

**Mercury Records**

*Personal Management*  
**MARVIN CANE**

*Bookings*  
**WILLIAM MORRIS AGENCY**

*Press Relations*  
**HENRY ROGERS**

**Vocal Artists—Radio-Television**

**DAUM, MARGARET**  
American Album of Familiar Music  
NBC

**DAVIES, EDWARD**  
NBC

**DAVIS, CHUCK**  
KOMA, Oklahoma City, Okla.

**DAVIS, FONZA**  
WKTM, Mayfield, Ky.

**DAVIS, GEORGE**  
WKIC, Hazard, Ky.

**DAVIS, GEORGE**  
WRBL, Columbus, Ga.

**DAVIS, JANETTE**  
Arthur Godfrey Show, CBS, CBS-TV.

**DAWN, MARION**  
WFBR, Baltimore, Md.

**DAY, DENNIS**  
B. May 21, 1918, New York, N. Y.; The Dennis Day Show, NBC; The Jack Benny Show, CBS.

**DAY, DORIS**  
The Bob Hope Show  
NBC

**DAY, KATHRYN**  
WWRL, Woodside, N. Y.

**DAYE, SUNNY**  
KMBC, Kansas City, Mo.

**DEANE, BOB**  
WMAR-TV, Baltimore, Md.

**DEANE, TOBY**  
WNEW, New York, N. Y.

**DEER, JIMMY**  
WDAZ, Savannah, Ga.

**DELL, JUDY**  
WCOL, Columbus, O.

**DeLMAR, DOLORES**  
WJAS, Pittsburgh, Pa.

**DEUTRE, GEORGENE**  
KVNU, Logan, Utah

**DICKENSON, JEAN**  
American Album of Familiar Music  
NBC

**DILLARD, DOTTIE**  
Especially for You Appointment with Music; The Mr. Smith Show  
NBC

**DILLARD, DOTTIE**  
WSM, Nashville, Tenn.

**DOOLEY, PETE**  
Field Breakfast Club

**DOUGLAS, MICHAEL**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**DUKE, MOE**  
KJUP, Durango, Colo.

— E —

**ECKES, GENE**  
WDLB, Marshfield, Wis.

**EDMONDSON, WILLIAM**  
ABC

**EDWARDS, AL**  
WDAY, Fargo, N. Dak.

**EDWARDS, JANE**  
WGPA, Bethlehem, Pa.

**EHRSMAN, ADAM**  
KDIX, Dickinson, N. Dak.

**EISENLAUER, RONNIE**  
KVOR, Colorado Springs, Colo.

**ELLIOT, BILL**  
WHEB, Portsmouth, N. H.

**ELM, QUARTET**  
WLAG, LaGrange, Ga.

**EMERALD, GENE**  
KRNT, Des Moines, Ia.

**ERICKSON, MEL**  
KMHL, Marshall, Minn.

**ERICKSON, MERLE**  
KSEM, Moses Lake, Wash.

**ESMERELDY**  
WHBQ, Memphis, Tenn.

**ESTINOZA, FRED**  
WYBU, Cebu, Philippines

**ESTES, BUDDY**  
WELQ, Harrisburg, Ill.

**ESTES, DON**  
KTOK, Oklahoma City, Okla.

**EVANGELAIRES, THE**  
WPAD, Paducah, Ky.

**EVANS, GINGER**  
WRGA, Rome, Ga.

**EVANS, MICKIE**  
WROO, Orlando, Fla.

**EYSSEN, BILL**  
WHNS-TV, Columbus, O.

— F —

**FANSLER, DICK**  
WMDN, Midland, Mich.

**FARRELL, BILL**  
The Bob Hope Show  
NBC

**FAYE, ALICE**  
(See Radio-TV Artists)

**FEWELL, CLAUDE**  
KTXL, San Angelo, Tex.

**Janette Davis**





Fran Warren

RCA Victor's No. 1  
Girl Singer

—  
Now heard coast-to-coast on  
NBC on  
"The Henry Morgan Show"

—  
"Fran Warren Sings"  
Transcribed NBC  
Coast-to-Coast

"A DAY IN THE LIFE OF  
DENNIS DAY"

NBC — 6:30 P.M., P.S.T. — 9:30 P.M., E.S.T.

and

"THE JACK BENNY SHOW"

CBS — 4:00 P.M., P.S.T. — 7:00 P.M., E.S.T.



## Vocal Artists—Radio-Television

### FIKE, AL

KBOL, Boulder, Colo.

### FIRST, ELIZABETH

WICU, Erie, Pa.

### FISHER, TED

KDIX, Dickinson, N. Dak.

### FLORENDO, NORA

WYBU, Cebu, Philippines

### FONTANE SISTERS

Chesterfield Supper Club

NBC-TV

### FOREMAN, FLOYD

WHBF, Rock Island, Ill.

### FOSTER, FRANCES

WREN-TV, Buffalo, N. Y.

### FOUR NOTES, THE

KAYL, Storm Lake, Ia.

### FOUR NOTES, THE

WXRA, Kenmore, N. Y.

### FOX, MARJEAN

KTYL, Tulsa, Okla.

### FRANKLIN, WILLIAM

ABC

### FREDERICK, PETER

WDAS, Philadelphia, Pa.

### FROMAN, JANE

Pause That Refreshes

CBS

### FULLER, HAL

WWXL, Peoria, Ill.

## — G —

### GALVIN, KITTY

B. Nov. 14, 1921, St. Louis, Mo.

### GARCIA, LUCIO

NBC

### GARDNER, JUNE

WFBL, Syracuse, N. Y.

### GAUGER, JOYCE

WDLB, Marshfield, Wis.

### GIBOIN, GEORGETTE

WCOU, Lewiston, Me.

### GILBERT, CAROLYN

NBC

### GILL, RUSTY

NBC

### GILLETTE, MARION

WJR, Detroit, Mich.

### GIPSON, JACK

WBAP, Fort Worth, Tex.

### GLAZER, TOM

ABC

### GOERS, HANNABELLE

KROS, Clinton, Ia.

### GAREN, SOPHRONY

NBC-TV

### GOLDEN GATE QUARTET

WLCS, Baton Rouge, La.

### GOODMAN, GORDON

The Fred Waring Show

NBC

### GORDON, JEAN

For You

KOMA, Oklahoma City, Okla.

### GRADY, DON

WHEB, Portsmouth, N. H.

### GRAHAM, MRS. HELEN

WKGX, Knoxville, Tenn.

### GRAHAM, HERBERT

WCBI, Columbus, Miss.

### GRAM, MARGO

To The Ladies, At Home With

Margo And Ralph

WHEC, Rochester, N. Y.

### GRAN, HILDA

KEYD, Minneapolis, Minn.

### GRANT, JANE

KMOX, St. Louis, Mo.

### GRAYCE, MARY

WIOD, Miami, Fla.

### GRENIER, ANN

WATR, Waterbury, Conn.

### GRIFFIN, GENE

WLW-T, Cincinnati, O.

### GRISE, TONY

WTGN, Minneapolis, Minn.

### GROVE, FAY ANN

KTKO, Oklahoma City, Okla.

### GRUE, TERRY

WAAM, Baltimore, Md.

### GUTMAN, JOE

WPTW, Piqua, O.

### GWINN, BILL

What's The Name Of That

Song

KTSL, Hollywood, Calif.

## — H —

### HALLIDAY, GLORIA

WBAL, WBAL-TV, Baltimore,

Md.

### HAGAMAN, CHARLIE

WNOX, Knoxville, Tenn.

### HALL, JANE

WDSU-TV, New Orleans, La.

### HAMMERS, GENE

WBKK, Akron, O.

### HANLY, DEAN

WIMM, Wilmington, Del.

### HARDING, HARVEY

Song Parade

WPIX, New York, N. Y.

### HARDING, HOWARD

KIXY, Billings, Mont.

### HARRIS, BEN

KJR, Seattle, Wash.

# Connie Russell

Singing Star of  
the following  
shows from  
Chicago:

"Garroway at Large"  
NBC-TV

"Chicago Jazz"  
NBC-TV

"Next, Dave Garroway"  
WNBQ

"Serenade at Seven"  
WGN



# FRANKIE LAINE



PEGGY LEE

DAVE BARBOUR





## Vocal Artists—Radio-Television

### HARMONEERS

WEAS, Atlanta, Ga.  
**HARRELSON, JIMMIE**  
 WPRC, Reidsville, N. C.  
**HARRINGTON, BILL**

Your Hit Parade: NBC  
**HARRIS, JIMMY**

KCRC, Enid, Okla.

**HARRIS, PHIL**  
 (See Radio-TV Artists)

**HART, DEL**

WCRA, Effingham, Ill.

**HARVEY, BOB**

KJR, Seattle, Wash.

**HASKELL, JACK**

Dave Garroway Show, Music from the Heart of America, Next, Dave Garroway: Musicama, America's Song: Design for Listening, NBC-TV, N. Y.; WMAQ, WNBQ, Chicago

**HATCHES, STASIA**

Stasia Sings  
 WAZL, Hazleton, Pa.

**HAUG, CARL**

WABB, Mobile, Ala.

**HAWKINS, W. W.**

WPAD, Paducah, Ky.

**HAWLEY, SHIRLEY**

KLUP, Durango, Colo.

**HAYES, BILL**

Fireball-Fun-For-All  
 NBC-TV

**HAYMES, DICK**

Club 15

CBS

**HEATHERSTONES, THE**

Gulf Road Show  
 NBC-TV

**HELMS, CAROLE**

WMAP, Monroe, N. C.

**HENRY, GIL**

KMUR, Murray, Utah

**HENRY, LILLIAN**

WDNE, Elkins, W. Va.

**HERSHEY, ANNE**

Music from the Heart of America

**HESSION, JOHN**

WOKO, Albany, N. Y.

**HETRICK, GRETCHEN**

WACB, Kittanning, Pa.

**HIGHLANDS, LAURIE**

WEOK, Poughkeepsie, N. Y.

**HILL, ALLEN**

WJMX, Florence, S. C.

**HINES, HUBERT**

WGL, Fort Wayne, Ind.

**HODGES, JIMMY**

WAPP, McComb, Miss.

**HOLLIDAY, JANE**

WKNB, New Britain, Conn.

**HOMELAND HARMONY**

QUARTET

WAGA, Atlanta, Ga.

**HON, DARREL**

KFPW, Fort Smith, Ark.

**HONEYDREAMERS, THE**

Kay Kyser's College of Musical Knowledge

NBC-TV

**HORN, UPTON**

KHOZ, Harrison, Ark.

**HOUSTON, BOB**

Solitaire Time: NBC

**HOWARD, BOB**

Sing It Again

CBS

**HOWARD, GWEN**

WGLN, Glens Falls, N. Y.

**HOWARD, PAPPY**

WCOT, Columbus, O.

**HOWARD SISTERS, THE**

WWXL, Peoria, Ill.

**HUTTON, MARION**

Jack Carson Show  
 CBS

**HYMAN, BEATRICE**

WMID, Atlantic City, N. J.

## — J —

**JAMES, JOANELLE**

Music from the Heart of America: NBC

**JAYNES, P. L.**

KFYR, Bismarck, N. Dak.

**JEAN**

KRUL, Corvallis, Ore.

**JEANIE AND HER GUITAR**

WJNC, Jacksonville, N. C.

**JERNIGAN, SAN**

WTMC, Ocala, Fla.

**JOBERT, CAYELL**

WKNB, New Britain, Conn.

**JOHNSON, BILLY**

WLW-D, Dayton, O.

**JOHNSON, MARGARET**

WABD, New York, N. Y.

**JOHNSTON, BOB**

Especially for You: NBC

**JONES, PAUL**

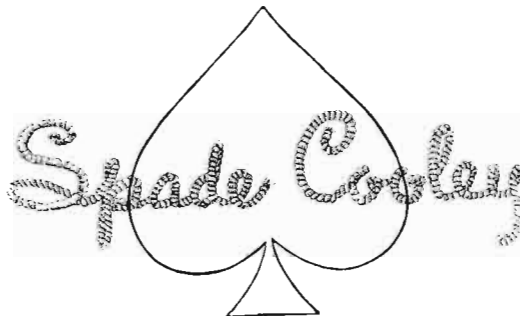
WFLA, Tampa, Fla.

**JONES, PEGGY**

KURV, Edinburg, Tex.

**JOHNSON, ROME**

The Circle Arrow Show: NBC





**MONICA LEWIS**

**MGM RECORDS**

Management:  
MCA

Publicity:  
Henry C. Rogers



**DICK BROWN**

**"STOP THE MUSIC" . . . ABC**

**LANGWORTH TRANSCRIPTIONS**  
General Artists Corporation



**JEAN SABLON**

Management: Martin Goodman  
38 E. 57th Street N. Y. C.



**ROBERTA QUINLAN**

Singing Star  
**"Mohawk Show Room" N.B.T.**

Television: M.C.A.  
Pictures—Radio—  
Records—Theatres—  
William Morris Agency

**Vocal Artists—Radio-Television**

**JONES SISTERS, THE**  
WVNR, Beckley, W. Va.  
**JOSEPH, EDDY**  
WHD, Niagara Falls, N. Y.  
**JULIAN, WILLIAM PETER**  
WDAS, Philadelphia, Pa.

— K —

**KATH, CONSTANCE**  
KBMW, Wahpeton, N. Dak.  
**KEELAN, FRANCIS**  
Voices Down the Wind; NBC  
**KELLEY, BUDDY**  
KSUN, Bisbee, Ariz.  
**KEMP, BURNELL OWENS**  
KTHS, Hot Springs, Ark.  
**KENDALL, FRED**  
WJR, Detroit, Mich.  
**KILTY, JACK**  
Here's Jack Kilty Show; Jane  
Pickens Show  
NBC  
**KINDER, BARBARA**  
WCAE, Pittsburgh, Pa.  
**KINDYA, ADAIR**  
Tune Twins  
KHQ, Spokane, Wash.  
**KING, BEE BEE**  
Beale St. Blues Boy  
WDIA, Memphis, Tenn.  
**KING, PEE WEE**  
(See Radio-TV Artists)  
**KING, PEGGE**  
WGAR, Cleveland, O.  
**KING, RAY**  
WMMW, Meriden, Conn.  
**KING, W. O.**  
WTOG, Savannah, Ga.

**KIRBY, JIMMY**  
WAPI, Birmingham, Ala.  
**KIRK, LISA**  
The Henry Morgan Show; NBC  
**KIRK, LISA**  
Texaco (Milton Berle), NBC-TV;  
Henry Morgan, NBC; Celebrity  
Time, WJZ-TV; Ed Sullivan Show,  
CBS-TV.

**KNECHT, EVELYN**  
Sweetheart Of The Basin  
KSEM, Moses Lake, Wash.  
**KNIGHT, FELIX**  
American Album of Familiar  
Music; NBC  
**KNIGHT, FELIX**  
Your Song And Mine  
CBS  
**KOURL, ELEANOR**  
KTOW, Oklahoma City, Okla.  
**KRANENDONK, LEONARD**  
The Fred Waring Show; NBC  
**KREUTZ, MAX**  
KFBI, Wichita Falls, Tex.  
**KURTZ, GENE**  
WJAS, Pittsburgh, Pa.

— L —

**LAINÉ, FRANKIE**  
Mercury Recording Artist, Night  
Club & Theatre Appearances.  
**LAIRE, JUDSON**  
The Admiral Broadway Review  
NBC-TV  
**LAMB, BOB**  
Mr. Smith Show; The Owen  
Bradley Show; NBC

**LANE, FRANCEY**  
Easy Does It  
WNBT, New York, N. Y.  
**LANSON, SNOOKY**  
Appointment with Music; The  
Mr. Smith Show; NBC  
**LANSON, SNOOKY**  
WSM, Nashville, Tenn.  
**LARKIN, DICK**  
WIND, Chicago, Ill.  
**LAVENDER, WOODROW**  
WKAB, Mobile, Ala.  
**LAWRENCE, BILL**  
Chesterfield Supper Club;  
NBC  
**LAWRENCE, POLLY**  
KFRG, San Francisco, Calif.  
**LAZY RHYTHM BOYS**  
WJNC, Jacksonville, N. C.  
**LEA, TERRY**  
WFAA, Dallas, Tex.  
**LEE, BARNEY**  
KWPC, Muscatine, Ia.  
**LEE, DUSTY**  
WBEL, Beloit, Wis.  
**LEE, ERNIE**  
Faultless Starch Time; NBC  
**LEE, PEGGY**  
B. May 26, 1920, Jamestown, N.  
Dak.; Bing Crosby Show, Summer  
Electric Program, Jimmy  
Durante Show, NBC Chesterfield  
Club.  
**LeFEVRE TRIO, THE**  
WGST, Atlanta, Ga.  
**LEIGHTON, HELEN**  
WABB, Mobile, Ala.  
**LEISSNER, LEE**  
KFRD, Rosenberg, Tex.

Jim Lewis
Tom Lockard

Martin Karl
Nat Dickerson



**CATHY MASTICE**

Personal Management  
Kay Roberts

Press Relations  
Sidney Ascher Associates

"the velvet fog"

mel

torme



Management

Carlos Gastel

Direction

G.A.C.



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ADMIRAL RECORDS, INC.  
701 Seventh Avenue  
New York City JUdson 2-1223



**LISA KIRK**

Singing Star of  
RCA-Victor Records

"Bianca" in the national company of  
Cole Porter's "Kiss Me, Kate"

## Vocal Artists—Radio-Television

**LeMASTERS, MARY JANE**  
WMBD, Peoria, Ill.

**LEROY, ROBERT**  
KSYL, Alexandria, La.

**LESLIE, KEN**  
WCAP, Asbury Park, N. J.

**LESTER, BILL**  
KOY, Phoenix, Ariz.

**LEVERIDGE, RUSSELL**  
WKIC, Hazard, Ky.

### **LEWIS, MONICA**

CBS-TV, NBC-TV.

**LEXA, LORRAINE**  
WMT, Cedar Rapids, Ia.

**LIEBERFELD, DANIEL**  
American Album of Familiar Music; NBC

**LILY AND CURLEY**  
WEAM, Arlington, Va.

**LINDSAY, SLIM**  
WEAM, Arlington, Va.

**LINN, ELMO**  
KRES, St. Joseph, Mo.

**LOYD, JACK**  
WMBH, Joplin, Mo.

**LOYD, TOMMY**  
WTOG, Toledo, O.

**LONG, LILLIAN**  
WAGC, Chattanooga, Tenn.

**LONGACRE, NANCY**  
WLEC, Sandusky, O.

**LORING, ESTELLE**  
The Admiral Broadway Review  
NBC-TV

**LUNQUIST, BOB**  
WNAE, Warren, Pa.

**LUTES, MARCY**  
Toon-A-Vision  
WOR-TV, New York, N. Y.

**LYNN, BOB**  
WIOD, Miami, Fla.

**LYNN, EVELYNN**  
KOTV, Tulsa, Okla.

**LYNN DUDDY CHORUS, THE**  
Swift Show, Fireball-Fun-For-All  
NBC-TV

### — Mc —

**MacDONNELL, KYLE**  
For Your Pleasure, A Girl About Town, Around The Town; NBC-TV

**MacINTYRE, DELENA**  
WCOU, Lewiston, Me.

**McCLAIN, JANE**  
WDLF, DeLand, Fla.

**McCLELLAN, DONALD**  
WMAW, Milwaukee, Wis.

**McCLESKEY, FRED**  
KQOA, Siloam Springs, Ark.

**McCOY, SMOKEY**  
WTCJ, Tell City, Ind.

**McCUNE, DON**  
KPAR, Fairbanks, Alaska

**McDANIEL, HARRY**  
WCAP, Asbury Park, N. J.

**McDONALD BROS. QUARTETTE, THE**  
KBOA, Kennett, Mo.

**McDONALD, LOISE YOST**  
WRFJ, Worthington, O.

**McGAV, WARREN**  
KNEB, Scottsbluff, Neb.

**MacGREGOR, EVELYN**  
American Album of Familiar Music; NBC

**McKELFRESH, AL**  
WVLN, Olney, Ill.

**McKINNEY, WALTON**  
KOIN, Portland, Ore.

**McMANUS, MARIAN**  
Manhattan Merry-Go-Round; NBC

**MacWATERS, VIRGINIA**  
American Album of Familiar Music; NBC

### — M —

**MACK, JIMMY**  
WHFB, Benton Harbor, Mich.

**MACK, TRIPLETS**  
The Phil Silvers Arrow Show  
NBC-TV

**MADDIGAN, BETTY**  
WTTG, Washington, D. C.

**MAHRING, MILDRED**  
WMT, Cedar Rapids, Ia.

**MAINWARING, CLARA & CHARLES**  
WHKP, Hendersonville, N. C.

**MALBIN, ELAINE**  
Music for Tonite; NBC

**MALVIN, ARTIE**  
WOR-TV, New York, N. Y.

**MANN, EDITH**  
WTAG, Worcester, Mass.

**MANN, KATHY**  
KFAY, Bakersfield, Calif.

**MANN, MARGIE**  
WLS, Lansing, Mich.

**MANNING, JAY**  
WLOL, Minneapolis, Minn.

**MANZANO, WILLIAM**  
WVEL, Mayaguez, P. R.

# HARRY BABBITT

CBS-KNX



## GAIL MEREDITH

"Gail Meredith Show"—NBC-TV  
"Enchanted Strings"—WPIX-TV  
"Band Box"—WPIX-TV  
Cl. 7-6363



**Vocal Artists—Radio-Television**

**MAPLE CITY FOUR, THE**  
WLS, Chicago, Ill.

**MARINE, JOE**  
The Fred Waring Show; NBC

**THE MARINERS**  
(Tom Lockard, Jim Lewis, Nat Dickerson, Martin Karl)  
The Arthur Godfrey Show, CBS;  
Arthur Godfrey & His Friends, CBS-TV.

**MARLOWE, JERRY**  
KNBH, Hollywood, Calif.

**MARQUIS, ROSALIND**  
WHAS, Louisville, Ky.

**MARSH, CHARLOTTE**  
WEWS, Cleveland, O.

**MARSHALL, BARBARA**  
Song And Dance, Words And Music  
NBC-TV

**MARTHA-BRINEY, MARY**  
Your Song And Mine  
CBS

**MARTI, JOSE**  
WBAP-TV, Fort Worth, Tex.

**MARTIN, CHICK**  
KOWH, Omaha, Neb.

**MARTIN, DUDE**  
KYA, San Francisco, Calif.

**MARTIN, HOWIE**  
KTMG, McAlester, Okla.

**MARTIN, VIVIAN**  
America's Song; The Dave Garroway Show; Design for Listening; NBC

**MARTIN, VIVIAN**  
WMAQ, Chicago, Ill.

**MASSEY, CURT**  
Curt Massey Time  
CBS

**MASSEY, VERA**  
ABC

**MASTICE, CATHY**

**MATTISON, HENRY**  
The Plainsman, Nadine, Henry, And The Quartet  
KFBI, Wichita, Kans.

**MAYNARD, PAT**  
WHBF, Rock Island, Ill.

**MEIERS, MARYIN**  
KCOL, Fort Collins, Colo.

**MELLO-AIRES**  
WARC, Rochester, N. Y.

**MELODEERS**  
WJMX, Florence, S. C.

**MELODEERS QUARTET**  
WATO, Oak Ridge, Tenn.

**MELODY MEN QUARTETTE, THE**  
KROA, Kennett, Mo.

**MENDENHALL, MENDY**  
KASL, Ames, Ia.

**MERCER, JOHNNY**  
Chesterfield Supper Club; NBC

**MEREDITH, GAIL**  
B. Hazenmore, Sask., Canada;  
Enchanted Strings; Merrygo-rounders; Four Star Revue, WPIX, New York, N. Y.

**MERRILL, ROBERT**  
NBC-TV Show of Shows; CBS-TV.

**MESERVY, NORMAN**  
WOLF, Syracuse, N. Y.

**MEYER, BOB**  
WTD, Quincy, Ill.

**MEYER, DOLORIS**  
WJR, Detroit, Mich.

**MILLER, CHARLOTTE**  
Charlotte Sings  
WLEA, Hornell, N. Y.

**MILLER, VIRGINA**  
KFOR, Lincoln, Nebr.

**MILLIE AND SUE**  
KFRM, Kansas City, Mo.

**MILLS, JOHNNIE**  
Rodeo Rangers  
WVST, Wooster, O.

**MILLS, R. W.**  
Dick Mills Show  
WEOK, Poughkeepsie, N. Y.

**MILNE, NANCY HOBACK**  
WDBJ, Roanoke, Va.

**MUTCHEL, BOOTS**  
WTAD, Quincy, Ill.

**MODERNAIRES, THE**  
"Club 15," CBS; Columbia Records.

**MONROE, CAL**  
WCAP, Asbury Park, N. J.

**MONROE, VAUGHN**  
Vaughn Monroe Show, CBS.

**MOON MAIDS, THE**  
Camel Caravan  
CBS

**MORGAN, JANE**  
Jack Carson Show  
CBS

**MORRIS, HOPE**  
WSNJ, Bridgeton, N. J.

**MORRIS, MRS. TY**  
WHAL, Shelbyville, Tenn.

**MORRISON, NAT**  
WKNE, Keene, N. H.

**MOURNING, DEL**  
Linger Awhile  
KCRC, Enid, Okla.



**KITTY GALVIN**  
RADIO-TV VOCALIST



**JEFF CLARK**  
"Your Hit Parade" . . . NBC

Per. Mgt., JIMMY RICH  
Dir., MILDRED FENTON PRODUCTIONS



**Vocal Artists—Radio-Television**

**MOWERY, PAT**  
WHOK, Lancaster, O.  
**MULLEN, JULIA**  
Julia Mullen Sings  
WSNJ, Bridgeton, N. J.  
**MURPHY, PAUL**  
Buckaroos  
KTJS, Hobart, Okla.

— N —

**NASH, BARNES**  
WHIS, Bluefield, W. Va.  
**NATION, BUCK**  
KDSH, Boise, Ida.  
**NEFF, MEL**  
KGDE, Fergus Falls, Minn.  
**NELMS, NANCY**  
WDBJ, Roanoke, Va.  
**NESBIT, FRED, JR.**  
KOA, Denver, Colo.  
**NEWTON, CALVIN**  
WRBL, Columbus, Ga.  
**NICHOLS, JOAN**  
Breakfast At Laube's Old  
Spain  
WBN, Buffalo, N. Y.  
Club Canadaigua  
WBN-TV, Buffalo, N. Y.

**NICKOLS, RUTH**  
WMID, Atlantic City, N. J.  
**NICKSON, GEORGE**  
KNXX, Colby, Kans.  
**NIEMAN, DICK**  
WLAN, Lancaster, Pa.  
**NOBLE, ROGER**  
Rog And Anne  
WSLI, Jackson, Miss.

— O —

**O'CONNOR, DICK**  
Manhattan Merry-Go-Round;  
NBC  
**O'CONNOR, WILLIAM**  
WLS, Chicago, Ill.  
**O'HEKIN, RICHARD**  
WHK, Cleveland, O.  
**OLDS, STEVE**  
WTTG, Washington, D. C.  
**OLIVER, FAYE**  
WING, Dayton, O.  
**O'NEAL, VALERIE**  
KOTV, Tulsa, Okla.  
**OSTREM, B.**  
KVOX, Moorhead, Minn.  
**OUELLETTE, GEORGE E., JR.**  
Music For You  
WLAM, Lewiston, Me.

**OVERBY, JAMES**  
WBOB, Galax, Va.

— P —

**PAGE, BOB**  
WBEX, Chillicothe, O.  
**PAIGE, DICK**  
Manhattan Merry-Go-Round;  
NBC  
**PAIGE, RICHARD**  
WMAQ, Chicago, Ill.  
**PALMER, LIZA**  
Kay Kyser's College of Musi-  
cal Knowledge  
NBC-TV  
**PARKER, DEE**  
WXYZ-TV, Detroit, Mich.  
**PARKS, PAULA**  
WHKP, Hendersonville, N. C.  
**PARR, DICK**  
String Silhouettes; NBC  
**PARRANDEROS, LOS**  
WTC, Sauturce, P. R.  
**PERKINS, JUDY**  
Faultless Starch Time; NBC  
**PETERS, CHICK**  
Chick Peters Sings  
KVV, Ventura, Calif.  
**PETERS, GLORIA**  
WMPT, Florence, Ala.

# JAN BART Sings

**SUNDAYS**  
**1:30**  
P. M.

**WMGM**  
NEW YORK



**A. B. LANDAU, 150 BROADWAY, AGENCY**

**A SINGING ACT PAR EXCELLENCE..Variety**

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**COLUMBIA RECORDS**

Personal Management  
Thomas P. Sheils  
Direction MCA



## Vocal Artists—Radio-Television

**PETERSEN, MARLIN**  
WMT, Cedar Rapids, Ia.  
**PETERSON, EARL**  
WMDN, Midland, Mich.  
**PETRY, DON**  
WPTS, Bloomington, Ind.  
**PHILLIPS, RALPH**  
Club 1300  
WFBZ, Baltimore, Md.

**PICKENS, JANE**  
Jane Pickens Show, NBC.

**PICKETT, WILLIAM**  
WHAS, Louisville, Ky.  
**PIERCE, BRUCE**  
Flying X Ranchboys  
WBAP, Fort Worth, Tex.

**PIERSON, MARILYN**  
KASI, Ames, Ia.

**PIERSON, WILLIE**  
KWQA, Worthington, Minn.

**POPE, TOM**  
WMRN, Marion, O.

**PORTER, FRANK**  
WLEE, Richmond, Va.

**POZZI, RON**  
KHQ, Spokane, Wash.

**PRESCOTT, MARY**  
WJIG, Tullahoma, Tenn.

**PRESCOTT, PATSY**  
KOY, Phoenix, Ariz.

**PRINZL, GERTRUDE**  
WTMJ, Milwaukee, Wis.

**PURDY SISTERS, THE**  
WFTM, Maysville, Ky.

### — Q —

**QUILLEN, TED**  
KELP, El Paso, Tex.

**QUINN, B. F.**  
KSLB, Cedar City, Utah

**QUIST, ZOLA**  
Songs Of The Heart  
KOVO, Provo, Utah

### — R —

**RANDOLPH, AMANDA**  
WAHD, New York, N. Y.

**RAY, CLAUDE**  
KJR, Seattle, Wash.

**RAY SISTERS, THE**  
WMBD, Peoria, Ill.

**REAL, JOHNNIE**  
WTRY, Troy, N. Y.

**REED, BOB**  
WNBK, Cleveland, O.

**REGAN, JIM**  
WWSN, Wooster, O.

**READSVILLE HARMONIZERS**  
Chapel In The Sky  
WFRC, Reidsville, N. C.

**REYNOLDS, BILLY**  
KYA, San Francisco, Calif.

**REYNOLDS, JOBY**  
WTFG, Washington, D. C.

**RHODES, CROSS**  
WFAA, Dallas, Tex.

**RHODES, SPECK**  
WMCT, Memphis, Tenn.

**RICHARDS, BERYL**  
The Eddie Albert Show—Beryl  
Richards; NBC

**RICHARDS, CAROL**  
ABC, ABC-TV

**RICHMOND, BOB**  
WREN, Topeka, Kans.

**RIDDERS, THE**  
Sing It Again  
CBS

**RING, BILL**  
KXYZ, Houston, Tex.

**RING, MARILYN**  
Marilyn Ring Sings  
WRFD, Worthington, O.

**RITA AND HELEN**  
WKUL, Cullman, Ala.

**RITCHIE, CAMPBELL**  
CKLW, Detroit, Mich.

**ROBERTS, BARRY**  
Manhattan Merry-Go-Round;  
NBC

**ROBERTS, REED**  
KSTU, Cedar City, Utah

**ROBERTSON, JACKIE**  
WBBD, Burlington, N. C.

**ROBBINS, CORKY**  
WLW, Cincinnati, O.

**ROCKET, DEWEY**  
KTUP, Durango, Colo.

**RUSSELL, CONNIE**  
Garroway at Large  
NC-TV

**ROESE, RAY**  
WBNS, Columbus, O.

**ROGERS, AL**  
The Al Rogers Show  
WAVE, Louisville, Ky.

**ROGERS, AL**  
New Frontier  
WAVE-TV, Louisville, Ky.

**RONDO, DON**  
WMAS, Springfield, Mass.

**ROOBINS, CORKY**  
WLW-T, Cincinnati, O.

**ROSE BROTHERS**  
WNAO, Raleigh, N. C.

**ROWE, EMMETT**  
KOLE, Fort Arthur, Tex.

**RUDOLPH, JACK**  
WPAM, Pottsville, Pa.

**RUPERT, MRS.**  
WACB, Kittanning, Pa.

**RUPPERT, ANN**  
The Mr. Smith Show; NBC

**RUSSELL, CONNIE**  
Next, Dave Garroway; NBC

**RUSSELL, CONNIE**  
Garroway-at-Large  
WNBQ, Chicago, Ill.

**RYAN, ANN**  
Circle Arrow Show; NBC

**RYAN, ANN**  
WLW, WLW-T, Cincinnati, O.

**RYAN, DENNIS**  
Manhattan Merry-Go-Round;  
NBC

**RYAN, SHIRLEY**  
WDAV, Fargo, N. Dak.

### — S —

**ST. AMANT, JOAN**  
WHISY, Hattiesburg, Miss.

**SARGENT, MICHAEL**  
Music Michael Please  
WBTV, Bedford, Ind.

**SAUNDERS, JANE LEE**  
WJNC, Jacksonville, N. C.

**SAWTELLE, GEORGE**  
WMCT, Memphis, Tenn.

**SCHAD, HARRY**  
WBEN, Buffalo, N. Y.

**SCOTT, ZELDA**  
WHO, Des Moines, Ia.

**SCOTTY & BOOTS**  
Sing-along Time  
WKLY, Hartwell, Ga.

**SEERODE, MEL**  
WAAM, Baltimore, Md.

**SEIGER, MAYBELLE**  
WCMB, Lemoyne, Pa.

**SEVERSON, JOHN**  
KDIX, Dickinson, N. Dak.

**SHANNON, MICKEY**  
KURV, Edinburg, Tex.

**SHARYN, EYNN**  
WXYZ, Detroit, Mich.

**SHASHY, EMILEE**  
WTMC, Ocala, Fla.

**SHAY, DOROTHY**  
Spotlight Revue  
CBS

**SHEARER, JAMES L.**  
WHBI, Newark, N. J.

**SHELTON, BANNER**  
WGCD, Chester, S. C.

**SHELTON, MARY**  
WKTM, Maysfield, Ky.

**SHOE, LITTLE**  
WSIV, Pekin, Ill.

**SHORE, DINAH**  
The Eddie Cantor Show; NBC

**SHORE, DINAH**  
(Mrs. George Montgomery)  
B. Mar. 1, 1917, Winchester,  
Tenn.; Columbia Records; The  
Oxydol Show with Jack Smith,  
CBS.

**SIMON, TAUDIE**  
Eggs At Eight, Ivory Tower  
KVOO, Tulsa, Okla.

**SIMS, EVELYN**  
WTOG, Savannah, Ga.

**SISON, CARMEN**  
DYBU, Cebu, Philippines

**SIZEMORE, ASHER**  
WKLQ, Louisville, Ky.

**SKINNER, PAUL**  
WTMJ, WTMJ-TV, Milwaukee,  
Wis.

**SMILEY, BETTE**  
WCAE, Pittsburgh, Pa.

**SMITH, JACK**  
B. 1915, Seattle, Wash.; Oxydol  
Show starring Jack Smith, CBS-  
KNX.

**SMITH, LES**  
Matinee  
WHBY, Appleton, Wis.

**SMITH, NORWOOD**  
ABC, ABC-TV

**SNYDER, BOB**  
WFBG, Altoona, Pa.

**SOLEK, WALT**  
WMMW, Meriden, Conn.

**SOUTHERNAIRES**  
(William Edmonson, William  
Franklin, John Taylor, Jr.,  
Ray Yeates), ABC

**SPARKS, CLARK**  
KGER, Long Beach, Calif.

**SPEIGHT, MARIE**  
WHKP, Hendersonsville, N. C.

**STACY, JEAN**  
KTAT, Frederick, Okla.

**STAFFORD, JO**  
Chesterfield Supper Club, NBC.

**STAMPS QUARTET, THE**  
Stamps Ozark Quartet  
KWFT, Wichita Falls, Tex.

**STANCHUCK, DOLORES**  
CKLW, Detroit, Mich.

**STARR, RAY**  
Chesterfield Supper Club; NBC

**STATSMAN QUARTET, THE**  
WCON, Atlanta, Ga.

**STEBER, ELEANOR**  
Voice of Firestone; NBC

**STEFFEN, ARTHUR**  
WHAM, Rochester, N. Y.

**STEGMILLER, RITA**  
KSUE, Susanville, Calif.

**STEPHENS, DEAN**  
KSUE, Susanville, Calif.

**STEPHENSON, JESSIE**  
WVOT, Wilson, N. C.

**STEVENS, ELEANOR**  
WBAL-TV, Baltimore, Md.

## Vocal Artists—Radio-Television

**STEVENS, GARRY**  
AM Showcase  
WGY, Schenectady, N. Y.  
TV Showcase  
WRGB, Schenectady, N. Y.

**STEVENS, HERB**  
WJAS, Pittsburgh, Pa.

**STEWART, CLAIRE**  
WFAA, Dallas, Tex.

**STEWART, REDD**  
WAVE, Louisville, Ky.

**STEWART, SONNY**  
KHLT, Lampasas, Tex.

**STIDHAM, AIM**  
Buckaroos  
KTEC, Hobart, Okla.

**STONE MOUNTAIN BOYS**  
WEAS, Atlanta, Ga.

**STRAND, NORMAN**  
WSAV, Savannah, Ga.

**STRICKLAND FAMILY**  
WDWD, Dawson, Ga.

**STUART, BERNIE**  
Breakfast In Coral Gables  
WVCG, Coral Gables, Fla.

**SUHRE, ELIZABETH**  
Tween Agers  
KYOB, Colorado Springs, Colo.

**SULLIVAN, DAN**  
WHB, Kansas City, Mo.

**SUMMERS, TOMMY**  
Cameron Valley Boys  
WEAM, Arlington, Va.

**SWANSON, BYRON**  
KHQ, Spokane, Wash.

**SWANSON, BYRON**  
Songs We Like To Hear  
WNAE, Warren, Pa.

**SWEET, RUTH**  
WDLB, Marshfield, Wis.

### — T —

**TABCOTT, JACK**  
Home Town Talent  
WDNE, Elkins, W. Va.

**TANNER, GRACE**  
WCBT, Roanoke Rapids, N. C.

**TANNER, PAUL**  
Supply Time Jamboree  
WCBT, Roanoke Rapids, N. C.

**TANO, GAE**  
WDAS, Philadelphia, Pa.

**TARRING, JEAN**  
WGL, Fort Wayne, Ind.

**TAYLOR, JOHN, JR.**  
Southernaires, ABC

**THEODOSIO, FRANK**  
WAVZ, New Haven, Conn.

**THOMAS, THOMAS L.**  
American Album of Familiar  
Music; Manhattan Merry-Go-  
Round; NBC

**THOMAS, THOMAS L.**  
Your Song And Mine  
CBS

**THOMPSON, JOHNNY**  
Johnny Thompson Sings  
WJZ, New York, N. Y.; ABC

**THOMPSON, SHORTY**  
KWTO, Springfield, Mo.

**THORNE, LUCIA**  
WHO, Des Moines, Ia.

**TIGHE, JEAN**  
ABC

**TILLMAN, TINY**  
KFRM-KMBC, Kansas City,  
Mo.

**TILTON, MARTHA**  
Curt Massey Show  
CBS

**TINNEY, FRANK**  
Songs You Like To Hear  
WGWR, Asheville, N. C.

**TOKATYAN, ARMAND**  
KWKW, Pasadena, Calif.

**TREXLER, DON**  
The Musicmakers  
WPMY-TV, Greensboro, N. C.

**TEXAS, TEMPLE**  
The Phil Silvers Arrow Show  
NBC-TV

**TRINTA, BALBINO**  
WAEI, Mayaguez, P. R.

**TURNER, DALLAS**  
KHMO, Hannibal, Mo.

**TURNER, TINY**  
Tiny Turner And Co.  
WPMY-TV, Greensboro, N. C.

### — U —

**UNGER, JOSEPH**  
KWPC, Muscatine, Ia.

**UTZMAN, SARA ANN**  
WHAW, Weston, W. Va.

### — V —

**VASSER, WALTER**  
WPMY-TV, Greensboro, N. C.

**VAZQUEZ, GERMAN**  
WITA, Santurce, P. R.

**VICTORY-A QUARTET, THE**  
WGGG, Gainesville, Ga.

**VILLALONGA, ABDIAS**  
WAEI, Mayaguez, P. R.

**VAN, BOBBY**  
The Admiral Broadway Review  
NBC-TV

**VIRGINIA HOME FOLKS**  
Virginia Home Folks  
WEAS, Atlanta, Ga.

### — W —

**WADDELL, BOB**  
Sincerely Yours  
WDUK, Durham, N. C.

**WAGNER, ANN**  
WIBC, Indianapolis, Ind.

**WAILSTEDT, JOHN**  
WHB, Kansas City, Mo.

**WAKELY, JIMMY**  
B. Feb. 16, 1914, Mineola, Ark.;  
No. 1 Folk Recording Artists;  
Capitol Records.

**WALKER, BARBARA JO**  
WMAZ-TV, Baltimore, Md.

**WALKER, DUSTY**  
KNBH, Hollywood, Calif.

**WALLER, HARVEY**  
KROX, Crookston, Minn.

**WALTERS, FRANCIS**  
WDBJ, Roanoke, Va.

**WAMBOLD, PAT**  
WRFD, Worthington, O.

**WARD, KEN**  
WNRK, Cleveland, O.

**WARD, KEN**  
Clevelandaires; NBC

**WARD, KENNETH**  
WTAM, Cleveland, O.

**WARNER, JEANNE**  
WNBW, Washington, D. C.

**WARREN, DOC**  
KWFC, Hot Springs, Ark.

**WARREN, FRAN**  
The Henry Morgan Show; NBC

**WARREN, FRAN**  
CBS

**WATSON, DOLORES**  
WSM, Nashville, Tenn.

**WAY, BOB**  
WHBB, Macon, Ga.

**WELCH, ALICE, HILDA,  
LUCILLE**

WBGJ, Greensboro, N. C.

**WEST, NADINE**  
KFBI, Wichita, Kans.

**WEST, NORMA**  
KRDO, Colorado Springs, Colo.

**WEST, WAINE**  
WMBD, Peoria, Ill.

**WHEATLEY, JOAN**  
The Fred Waring Show; NBC

**WHITE, OVA LEE**  
KSTA, Coleman, Tex.

**WHITING MARGARET**

B. June 22, 1924, Michigan;  
Oxydol Show, CBS-KNX.

**WHITMORE, FRANK**  
WMAR-TV, Baltimore, Md.

**WHITNEY, DON**  
KLCN, Blytheville, Ark.

**WHOOT OWLS, THE**  
WHOO, Orlando, Fla.

**WILKES, MIRIAM**  
WBSC, Bennettsville, S. C.

**WILLIAMS, A. C.**  
WDIA, Memphis, Tenn.

**WILLIAMS, ERNESTINE**  
WLCS, Baton Rouge, La.

**WILLIAMS, GENE**  
WSPD-TV, Toledo, O.

**WILLIAMSON, SONNY BOY**  
WDIA, Memphis, Tenn.

**WILSON, CAROL**  
WRGA, Rome, Ga.

**WILSON, EILEEN**  
Your Hit Parade; NBC

**WILSON, EUGENE HAPPY**  
WAPI, Birmingham, Ala.

**WILSON, GRACE**  
WLS, Chicago, Ill.

**WILSON, JANE**  
The Fred Waring Show; NBC

**WILSON, PAT**  
WBNS, WBNS-TV, Columbus,  
Ohio

**WILSON, SLIM**  
KWTO, Springfield, Mo.

**WILTON, CLAUDE**  
WMMW, Meriden, Conn.

**WOOD, AUSTIN**  
KTTR, Rolla, Mo.

**WOOD, JAMES (MRS.)**  
WCOH, Newman, Ga.

**WOOD, TOMMY**  
WKY, Evansville, Ind.

**WOODEN, STEVE**  
KMA, Shenandoah, Ia.

**WORKMAN, DEL**  
WTAD, Quincy, Ill.

**WRIGHT, MARTHA**  
NBC-TV

**WORKMAN, DICK**  
WFBL, Syracuse, N. Y.

**WELCH, LOREN**  
NBC-TV

**WRIGHT, NANCY**  
WGN-TV, Chicago, Ill.

**WRIGHTSON, EARL**  
NBC-TV

**WRIGHTSON, EARL**  
CBS

### — Y —

**YEAROUT, BILL**  
WREN, Topeka, Kans.

**YEATES, RAY**  
Southernaires, ABC

**YOUNG, VIRGINIA**  
KMHL, Marshall, Minn.

**YOUNG, EYE**  
Homeymoon in New York; NBC

**YOUNG, EYE**  
NBC-TV

### — Z —

**ZEEGLER, TY**  
WCMB, Lemoine, Pa.



# **BOB ELSON**

**Baseball**

**Basketball**

**Football**

**Hockey**

**On the Century — Coast to Coast**

# Sports Commentators

## (RADIO AND TELEVISION)

### —their work during 1949

#### — A —

**ABBOTT, GEORGE**  
Speaking of Sports  
KOLN, Lincoln, Nebr.

**ADAMS, TONY**  
Headlines In News And Sports  
WMUR, Manchester, N. H.

**ALBERTS, DON**  
KHUB, Watsonville, Calif.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALDRIDGE, MAHLON**  
Play By Play  
KFRU, Columbia, Mo.

**ALEXANDER, CONNIE**  
Previews  
KVER, Albuquerque, N. Mex.

**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.

**ALLBAUGH, BILL**  
Sports  
KASL, Ames, Ia.

**ALLBRIGHT, NAT**  
Sports Hi-Way  
WEAM, Arlington, Va.

**ALLEN, GEORGE**  
WBYP, Beaver Falls, Pa.

**ALLEN, LEE**  
Lee Allen Sports Show  
WSAL, WLWT, Cincinnati, O.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham, Ala.; World Series; Major League All-Star Baseball Game; CBS-TV Football; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games, CBS-TV; Rose Bowl Game, CBS.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**ALT, JAMES**  
WKRC-TV, Cincinnati, O.

**ALVAREZ, ENRIQUE**  
Comentarios Deportivos  
WAEI, Mayaguez, P. R.

**AMBROSE, JOHNNY**  
Speaking Of Sports  
WTAG, Worcester, Mass.

**ANDERSON, DICK**  
WEOA, Evansville, Ind.

**ANDERSON, DOUGLAS**  
Sports Spotlight  
KDIX, Dickinson, N. Dak.

**ANDERSON, MAX**  
World Of Sports  
WKRG, Mobile, Ala.

**ANDERSON, TOM**  
Sports Parade  
WLDY, Ladysmith, Wis.

**ARKISON, JIM**  
Speaking of Sports  
WALE, Fall River, Mass.

**ARMSTRONG, CARL**  
Togos Men Shop  
WHDJ, Washington, N. C.

**ARMSTRONG, WILLIAM**  
Sports News And Views  
WOMI, Owensboro, Ky.

**ARNOLD, FULTON**  
Sports Roundup  
WTTM, Trenton, N. J.

**ARNOLD, GARY**  
WDUN, Gainesville, Ga.

**ARNOLD, GEORGE**  
KWFC, Hot Springs, Ark.

**ARO, SAM**  
Sports Roundup  
WNRB, Daytona Beach, Fla.

**ARTHUR, DON**  
Shell Sports Review  
WIDZ, Green Bay, Wis.

**ARTHUR, FRANK**  
Sports Report  
KSAN, San Francisco, Calif.

**ASH, KEN**  
WIAV, Haverhill, Mass.

**ATSELY, WALLY**  
WSSB, Durham, N. C.

**AUSTIN, COLEMAN**  
WROV, Roanoke, Va.

**AYERS, RUSTY**  
Sports News  
KSWB, Roswell, N. Mex.

#### — B —

**BABB, HUGH WEBSTER**  
WLAW, Lawrence, Mass.

**BACHRACH, TOM**  
KDHL, Fairbault, Minn.

**BACON, NORMAN**  
Hamm's Spotlight  
WOC, Davenport, Ia.

**BADEB, HUGH**  
KMTV, Omaha, Nebr.

**BAILEY, BLAINE SPUD**  
KIFI, Idaho Falls, Ida.

**BAILEY, CHARLES**  
WHBU, Anderson, Ind.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAKER, JACK**  
WNOP, Newport, Ky.

**BAKER, MICHAEL**  
World Of Sport  
KXXX, Colby, Kans.

**BAKER, NELSON**  
Sports Page Of The Air  
WFBK, Baltimore, Md.

**BAKER, PAUL**  
Today's Sports  
WLAD, Danbury, Conn.

**BALCH, FRANK**  
Sports Page  
WWSR, St. Albans, Vt.

**BALDING, CHUCK**  
Sports Whirl  
WOAY, Oak Hill, W. Va.

**BALDING, GEORGE**  
Sportlight  
KMLR, Murray, Utah

**BALTER, SAM**  
KLAC, KLAC-TV, Hollywood, Calif.

**BARBER, PHIL**  
Football Sportcasts  
KTRB, Modesto, Calif.

**BARBER, RED**  
Football Roundup, Red Barber's Club House, CBS; Dodgers Baseball, Rose Bowl Football, CBS-TV

**BARFIELD, HARRY**  
Sports Final  
WAYS, Charlotte, N. C.

**BARKER, EDDIE**  
Scoreboard  
KMAC, San Antonio, Tex.

**BARRETT, WILLIAM R.**  
WJLS, Beckley, W. Va.

**BARRON, STAN**  
KPSB, Joplin, Mo.

**BARRY, JACK**  
Sports Notebook  
WJOY, Burlington, Vt.

**BARTON, CHARLES**  
WHLI, Niagara Falls, N. Y.

**BASS, GRADY**  
Sports Special  
KTBB, Tyler, Tex.

**BATES, DON**  
KRDO, Colorado Springs, Colo.

**BATES, MARVIN**  
WGBF, Evansville, Ind.

**BATEY, HUGH**  
Sports Roundup, Football  
WRBL, Columbus, Ga.

**BAUMAN, BRUCE**  
Sports Spotlight  
WIDE, Biddeford, Me.

**BAXTER, GEORGE**  
Monday Morning Quarterback, Gridiron Preview, Football Forecasts  
WKTM, Mayfield, Ky.

**BEATTIE, IRV**  
Sports Highlights  
KROY, Sacramento, Calif.

**BEATTY, ROSS**  
Sports Parade Football Roundup, Sports Pages Of The Air  
WEIM, Elmira, N. Y.

**BEDELL, FORREST**  
Sports Parade  
WGRC, Reidsville, N. C.

**BELCHER, ROD**  
Football Scoreboard, Grandstand Echoes  
KMO, Tacoma, Wash.

**BELL, TED**  
KRSC, Seattle, Wash.

**BELLINGER, STEVE**  
Highlights From Sidelines  
WTCJ, Tell City, Ind.

**BENEDICT, LOUIS**  
Sportsbook  
KUBC, Montrose, Colo.

**BENJAMIN, RALPH**  
WKRM, Columbia, Tenn.

**BENNETT, THURSTON**  
Thurston Bennett, Sports  
WBBQ, Augusta, Ga.

**BENSON, RICHARD II.**  
Sports Digest  
WIRC, Hickory, N. C.

**BENTLEY, LYN**  
KVOB, Alexandria, La.

**BENTON, LOU**  
WMGY, Montgomery, Ala.

**BERGER, DICK**  
WOBT, Rhineland, Wis.

**BERGER, HAL**  
Hal Berger Reminiscs, Gridiron Grabag  
KMPC, Los Angeles, Calif.

**BERGESON, CHUCK**  
WSOO, Sault Ste. Marie, Mich.

**BERGMAN, ARTHUR DUTCH**  
Bergman On Sports  
WRC, Washington, D. C.

**BERKOWITZ, MILT**  
WONS, Hartford, Conn.



## Sports Commentators—Radio-Television

- BERNDT, IRVING**  
Sport Slants  
WRAK, Williamsport, Pa.
- BETTEL, BOB**  
Sports Grandstand  
WKAT, Miami Beach, Fla.
- BIDDLE, DICK**  
WJRD, Tuscaloosa, Ala.
- BIRLEFFI, LARRY**  
Frontier Sportscaast  
KFBC, Cheyenne, Wyo.
- BITTERMAN, JACK**  
Sports Page Of The Air  
WABB, Mobile, Ala.
- BLACK, JIM**  
Sports Spotlight, Play By Play  
KCBD, Lubbock, Tex.
- BLACKBURN, ROBERT**  
KFRE, Fresno, Calif.
- BLAIS, DAN**  
WLAU, Laurel, Miss.
- BLAKE, TOMMIE**  
KWHI, Brenham, Tex.
- BLOOM, MARY**  
Sports Review  
WGED, DuBois, Pa.
- BLOUNT, DAVE**  
Touchdown Time  
WGGG, Gainesville, Fla.
- BLUE, IRA**  
Adventures In Sports, Blue Streak Final  
KGO, San Francisco, Calif.
- BOEHM, PAUL**  
12:05 Sports  
WGPA, Bethlehem, Pa.
- BOGGS, OTIS**  
Sports Matinee  
WKCF, Gainesville, Fla.
- BOLAND, JOE**  
Football  
WCFL, Chicago, Ill.
- BOLAND, JOE**  
Boland On Sports  
WSBT, South Bend, Ind.
- BOLEN, JIM**  
Sports Review  
WCIL, Carbondale, Ill.
- BONASSO, RUSSELL**  
Munting Newscaast  
WBLK, Clarksville, W. Va.
- BONE, BILLY**  
Highlights In The World Of Sports  
WHSC, Hartsville, S. C.
- BONIN, DONALD**  
Sports Today  
KANE, New Iberia, La.
- BOWER, BOB**  
Sports Call  
WTFP, Charleston, W. Va.
- BOWSER, BEN**  
Sports Review  
WACB, Kittanning, Pa.
- BOYER, JOHN F.**  
KDKA, Pittsburgh, Pa.
- BRACHER, BERNIE**  
Sports Slants  
WAVE-TV, Louisville, Ky.
- BRACK, BILL**  
Pee-Wee Club  
KVRS, Rock Springs, Wyo.
- BRADLEY, JACK**  
WSAZ, WSAZ-TV, Huntington, W. Va.
- BRADLEY, LYLE**  
The Sportsman  
WTRY, Troy, N. Y.
- BRANSON, TODD**  
WWCA, Gary, Ind.
- BRAY, DICK**  
Spotlight On Sports  
WSAI, Cincinnati, O.
- BREMNER, LVELL**  
Sports By Bremner  
KFAB, Omaha, Neb.
- BRICKHOUSE, JACK**  
B. Jan. 24, 1916, Peoria, Ill.;  
Cubs - Sox Baseball, WGN - TV;  
Wrestling — 3 Shows Weekly,  
WGN-TV; Pro Boxing, WGN-TV;  
Notre Dame & Big 10 Football,  
WGN; Amateur Boxing, WGN-TV;  
Marriage License Romances,  
WGN.
- BRIDGE, BILL**  
Armstrong County Sportsman  
WACB, Kittanning, Pa.
- BRITT, JIM**  
Notre Dame Football Games,  
DuMont Sports Roundup  
WHDH, Boston, Mass.
- BRITTON, JACK**  
Let's Look At Sports  
WHQ, Memphis, Tenn.
- BROCKMAN, DON**  
Sport Spotlight  
KHUN, Bemidji, Minn.
- BROOK, BILL**  
WRJN, Racine, Wis.
- BROOKS, BOB**  
Sports Camera  
KCRG, Cedar Rapids, Ia.
- BROOKS, TOM**  
KAWT, Douglas, Ariz.
- BROWN, BILL**  
Sports Final  
WSTP, Salisbury, N. C.
- BROWN, BOB**  
Sport Hillies  
WMD, Atlantic City, N. J.
- BROWN, GLENN**  
Glenn Brown's Sportscaast  
KVET, Austin, Tex.
- BROWN, JERRY**  
WGRG, Louisville, Ky.
- BROWN, PEN**  
Sports Roundup  
WTAG, Worcester, Mass.
- BROWN, R. FRED, JR.**  
WLOS, Asheville, N. C.
- BROWNE, TOM**  
WKBC, N. Wilkesboro, N. C.
- BROWNELL, JIM**  
Along The Sports Trail  
WKDK, Newberry, S. C.
- BRUBAKER, TOM**  
KSST, Sulphur Springs, Tex.
- BRUCE, FRANK**  
WJRD, Tuscaloosa, Ala.
- BRUNDIGE, BILL**  
WINX, Sports Page  
WINX, Washington, D. C.
- BRUNES, LARRY**  
Sports Hillies  
KTHL, Tillamook, Ore.
- BRUSH, JOE**  
WRNB, New Britain, Conn.
- BRUZEK, WALT**  
Sports Revere  
KLER, Rochester, Minn.
- BRVAN, BILL**  
Sports Review  
KTOW, Oklahoma City, Okla.
- BUCHANAN, BRUCE**  
WMFD, Wilmington, N. C.
- BUCK, JACK**  
Sports Digest  
WCOL, Columbus, O.
- BUCKLEY, THOMAS**  
Sports News  
WLOE, Leadsville, N. C.
- BULLER, RICHARD**  
Race Results  
WRMH, Dearborn, Mich.
- BURICK, SI**  
Sports Of All Sorts  
WHIO-TV, Dayton, O.
- BURK, SAM A.**  
The Sportsman  
KIRX, Kirksville, Mo.
- BURNS, BOG**  
WBEL, Beloit, Wis.
- BURR, CHUCK**  
Sports Excerpts  
WXRK, Kenmore, N. Y.
- BURROD, WILLIAM**  
Coach's Roundtable, Sports In Review  
KVOE, Santa Ana, Calif.
- BURT, JIM**  
In The Press Box, Down The Sports Trail  
KELO, Sioux Falls, S. Dak.
- BUSH, OWEN**  
WHB, Kansas City, Mo.
- BUTT, KINGSLEY**  
Pieskin Preview  
WIRA, Fort Pierce, Fla.
- BUTTERFIELD, RAY**  
What's New In Sports  
WLOX, Biloxi-Gulfport, Miss.
- BUTTON, DAVE**  
Football Scoreboard, Sports Extra  
KSNP, Artesia, N. Mex.
- BYARS, JOE**  
Sports Spotlight  
WDAK, Columbus, Ga.

—C—

- CAHILL, ED**  
WLYN, Lynn, Mass.
- CALIFF, LEE**  
Play By Play  
WROX, Clarksdale, Miss.
- CAMPBELL, DAVE**  
Sports Show  
WAPL, Birmingham, Ala.
- CAMPBELL, JOE**  
RGKE, Tyler, Tex.
- CAMPBELL, JOHN**  
KXLL, Missoula, Mont.
- CAMPBELL, NEENIE**  
WABC, McKeesport, Pa.
- CAMPENELLA, JOE**  
WPRE, Lewiston, Pa.
- CAMPOFREDA, NICK**  
Sports Special  
WAAM, Baltimore, Md.
- CANAVAN, ROBERT C.**  
KROD, El Paso, Tex.
- CANEL, ELI B.**  
El Juego De Hoy, Deportivas Don Q  
WJAC, San Juan, P. R.
- CAPIS, GORDON**  
Sports Spotlight  
KSRV, Ontario, Ore.
- CARAY, HARRY**  
Sports Extra  
WLL, St. Louis, Mo.
- CARIKER, KEN**  
KRBC, Abilene, Tex.
- CARLYLE, HUGH**  
Sports Roundup  
WHAP, Hopewell, Va.
- CARNEGIE, TOM**  
WIRE, Indianapolis, Ind.
- CARPENTER, DICK**  
WHEB, Portsmouth, N. H.
- CARPENTER, JIM**  
Play By Play  
WKBB, Dubuque, Ia.
- CARPENTER, JOHNNY**  
KOLN, Portland, Ore.
- CARROLL, JIM**  
KWYO, Sheridan, Wyo.
- CARSON, TOM**  
WKZO, Kalamazoo, Mich.
- CARTER, CAL**  
Spotlight On Sports, Football Forecast, Sports Roundup  
KAMD, Camden, Ark.



**Sports Commentators—Radio-Television**

**CARTER, F. C.**  
Cavalcade of Sports  
WFEB, Sylacauga, Ala.

**CASE, JOHN G.**  
WWNY, Watertown, N. Y.

**CASE, KEN**  
Sportsfolio  
KFBS, Shreveport, La.

**CASPER, CY**  
Local Sports, Sports Extra  
KTOK, Oklahoma City, Okla.

**CAST, BURT**  
KOMW, Omak, Wash.

**CATTERTON, AUSTIN V.**  
WMMB, Melbourne, Fla.

**CAUDILL, CARL B., JR.**  
Sports Picture  
WFTC, Kinston, N. C.

**CAUGHMAN, CLARE**  
Sports Roundup  
KYOS, Merced, Calif.

**CAVANAUGH, JOE**  
Sports Scene  
WARD, JOHNSTOWN, Pa.

**CECIL, HERMAN**  
KOMA, Texarkana, Tex.

**CELANIA, JOE**  
WKY, Evansville, Ind.

**CHALMERS, JIM**  
Speaking For Sports  
WEIM, Fitchburg, Mass.

**CHAMBERLAIN, GUS**  
WDEF, Chattanooga, Tenn.

**CHAMBERLIN, GEORGE**  
Sports Digest, Sportscast, Play  
By Play  
WBBM, Miami Beach, Fla.

**CHAPMAN, DAVE**  
KCMC, Texarkana, Tex.

**CHAPMAN, ELBERT**  
KGIW, Alamosa, Col.

**CHASEMAN, JOEL**  
Sports Room  
WAAM, Baltimore, Md.

**CHASTAIN, TONY**  
Sports Review  
WORZ, Orlando, Fla.

**CHEDWICK, CRAIG**  
Sports Scope  
WHOD, Homestead, Pa.

**CHRISTIE, GEORGE**  
Christie's Sports  
WFEA, Manchester, N. H.

**CHRISTOFFERSON, AL.**  
Play-By-Play  
KTRF, Three River Falls,  
Minn.

**CHRYSTIE, BOB**  
Bob Chrystie Sports  
WPAL, Charleston, S. C.

**CLARK, BILL**  
Sports Digest of the Air  
KHUZ, Borger, Tex.

**CLARK, LARRY**  
WTMJ-TV, Milwaukee, Wis.

**CLAUSSEN, GENE**  
KXIC, Iowa City, Ia.

**CLAYTON, TOM**  
WLLH, Lowell-Lawrence,  
Mass.

**CLEAR, WILLIAM**  
WRTA, Altoona, Pa.

**CLEARY, BILL**  
Today In Sports  
KRDO, Colorado Springs, Colo.

**CLEMENTS, CLEM**  
KXGN, Glendive, Mont.

**CLEMENTS, JOE**  
Play-By-Play  
KLIX, Twin Falls, Ida.

**CLIFT, JOHN**  
Across The Sports Desk  
KD SX, Denison, Tex.

**CLOSE, BILL**  
Close Up In Sports  
KOY, Phoenix, Ariz.

**CLOVER, COTTON**  
KRIG, Odessa, Tex.

**CLUNEY, JOHN A.**  
Speaking Of Sports  
WBRY, Waterbury, Conn.

**COBURN, PAUL**  
Sportscast  
KVNJ, Logan, Utah

**COCHRAN, BILL**  
The Bill Cochran Show  
WNYC, New York, N. Y.

**COFFEY, VINCE**  
Sports News  
WMRO, Aurora, Ill.

**COGGINS, JAMES F.**  
Along the Sports Trail  
WKDK, Newberry, S. C.

**COLE, EMERSON**  
Bridgeport Aerosols  
WICC, Bridgeport, Conn.

**COLEY, LEM**  
Play-By-Play  
WRES, Alexander City, Ala.

**COLLINS, DAVE**  
Sports Roundup  
WHOK, Lancaster, O.

**COMAR, DICK**  
WXLT, Ely, Minn.

**CONWAY, RAY**  
Grid-graph  
KTHP, Houston, Tex.



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## Sports Commentators—Radio-Television

- COLIN, BILL**  
Football Scoreboard  
KXOA, Sacramento, Calif.
- CONN, MARY**  
WCCO, Minneapolis, Minn.
- CONNORS, JOSEPH**  
Sports Review  
WKRZ, Oil City, Pa.
- CORRAD, STEVE**  
WRBZ, Muskegon, Mich.
- COOK, BILL**  
KWRO, Coquille, Ore.
- COONEY, JIM**  
WJNC, Jacksonville, N. C.
- CORKIN, FRANK**  
Comments By Corkin  
WMLW, Meriden, Conn.
- CORLEY, BILL**  
WBNS, Columbus, O.
- CORLEY, GORDON**  
Sports Parade  
KFKA, Greeley, Colo.
- CORNEAL, GEORGE**  
KDZA, Pueblo, Colo.
- CORTINA, RAFAEL**  
Orientacion Deportiva  
WORA, Mayaguez, P. R.
- COSTELLO, ED**  
World Of Sports  
KOSA, Odessa, Tex.
- COUFEE, AL**  
KRNT, Des Moines, Ia.
- COWAN, COLEA**  
Speaking Sports  
WSON, Henderson, Ky.
- COWELL, ED**  
Speaking Of Sports  
WHL, Johnson City, Tenn.
- CRAGO, DICK**  
Sportstudies  
WCB, Columbus, Miss.
- CRANE, EZRA J.**  
KMYI, Wailuku, Maui, T. H.
- CRANNA, JIM**  
Sportscope  
WKIP, Poughkeepsie, N. Y.
- CRAWFORD, ROBERT**  
Early Evening Edition  
KNAR, Salt Lake City, Utah
- CREAGER, MACK**  
The Sportsman  
KAKC, Tulsa, Okla.
- CREIGHTON, HARRY**  
WGN-TV, Chicago, Ill.
- CRESEY, FRANK**  
Gridiron Guide  
KWTX, Waco, Tex.
- CRIFE, DON**  
Play By Play  
WIOU, Kokomo, Ind.
- CROFFORD, GEORGE**  
Review Of Sports  
KOCN, Ontario, Calif.
- CROGHAN, JOE**  
WBAL-TV, Baltimore, Md.
- CROSATTO, DAVE**  
KJBS, San Francisco, Calif.
- CROSLAR, FRANK**  
Spots In Sports, Sports Roundup  
WHOT, South Bend, Ind.
- CROW, TIMOTHY**  
Time Out For Sports  
WILM, Wilmington, Del.
- CROWE, MARTY**  
Sports Review  
WRFW, Eau Claire, Wis.
- CROWLEY, PAUL C.**  
WJPD, Ishpeming, Mich.
- CULLINGS, BOB**  
5 Star Final  
WINR, Binghamton, N. Y.
- CUMMINS, JACK**  
WFDQ, Jacksonville, Fla.
- CUMMINS, TAIT**  
Shell Sports Digest, Tait Cummins Sports  
WMT, Cedar Rapids, Ia.
- CUMMINKEY, JOE**  
Sports Extra  
WPAT, Paterson, N. J.
- CUNNINGHAM, DONALD**  
WLXW, Carlisle, Pa.
- CURRAN, LARRY**  
Local Sports  
WLBE, Leesburg, Fla.
- CURRIE, BILL**  
Sports Parade  
WHPE, High Point, N. C.
- CUTREK, TOMMY**  
Sports Page  
KXYZ, Houston, Tex.
- D —
- DAHL, DON**  
KDAL, Duluth, Minn.
- DAHLBERG, GERRY**  
Sports Page Of The Air  
KROX, Crookston, Minn.
- DAILEY, BUDD**  
Today In Sports  
WLEX, Lexington, Ky.
- DAILEY, DON**  
Sportscastr  
KWTO, Springfield, Mo.
- DAILEY, TOM**  
Sports Review  
RWK, St. Louis, Mo.
- DAIN, RONALD**  
KGCC, Sidney, Mont.
- DALEY, BILL**  
Daley's Daily Sports  
KEYD, Minneapolis, Minn.
- DANE, DUDLEY**  
KFAM, St. Cloud, Minn.
- DANIEL, DAN**  
Sports Journal  
WHOO, Orlando, Fla.
- DARRENS, FRANK**  
KSJO, San Jose, Calif.
- DAVIDSON, R. A.**  
WHTB, Talladega, Ala.
- DAVIDSON, RANDY**  
Sports Parade  
WCRS, Greenwood, S. C.
- DAVIES, TED**  
Sports Newsreel  
KVFC, San Luis Obispo, Calif.
- DAVIS, BILL**  
Sports Page Of The Air  
WBLJ, Dalton, Ga.
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Sportscope  
KISD, Sioux Falls, S. Dak.
- DAVIS, GEOFF**  
Gridiron Roundup  
WINS, New York, N. Y.
- DAVIS, LEN**  
Sports Nitecap  
WGL, Fort Wayne, Ind.
- DAVIS, LES**  
WNAX, Yankton, S. Dak.
- DAVIS, NORMAN**  
Spotlight  
WRUF, Gainesville, Fla.
- DAVIS, RUSS**  
Wrestling From Hollywood  
WBK, Chicago, Ill.
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Sports Final  
WGLN, Glens Falls, N. Y.
- DAVOL, BRAD**  
Spotlight On Sports  
WSAR, Fall River, Mass.
- DAY, DEL**  
Sports Parade  
KFAR, Fairbanks, Alaska
- DeBELL, HERB**  
Sports Extra  
WCHV, Charlottesville, Va.
- DECKER, BEN**  
Sports Parade  
WBRK, West Palm Beach, Fla.
- DECKER, TOM**  
Sports Journal  
WFBL, Syracuse, N. Y.
- DE FOREST, ED**  
Inside Sports  
KRUX, Phoenix, Ariz.
- DEINES, NAY**  
Sports Roundup  
KMMJ, Grand Island, Nebr.
- DENISON, SPENCER**  
Sports Page  
WMDN, Midland, Mich.
- DESMOND, CONNIE**  
Dodgers Baseball, Red Barber's Club House  
CBS, CBS-TV
- DeVICTOR, MARTY**  
WBNS-TV, Columbus, O.
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WNEB, Worcester, Mass.
- DEXTER, RAY**  
Scoreboard  
KDRS, Paragould, Ark.
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WHLL, Virginia, Minn.
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Local Games  
WTRF, Bellaire, O.
- DICKOFF, CHARLES**  
WISC, Madison, Wis.
- DIEDRICH, BILL**  
WGRU, Louisville, Ky.
- DIGESU, FRED**  
WJHO, Opelika, Ala.
- DILLMANN, HENRY**  
Parade Of Sports, Strikes And Spares  
KROS, Clinton, Ia.
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Sports Gothic  
WOMA, Corinth, Miss.
- DILLON, LENNA**  
Today In Sports  
WFAS, White Plains, N. Y.
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Inside Of Sports  
KODY, North Platte, Neb.
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Sportstime  
KRRC, Beaumont, Tex.
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Speaking of Sports  
WFOR, Hattiesburg, Miss.
- DIXON, MASON**  
Sports Parade  
KICD, Spencer, Ia.
- DOCKENEY, EDWARD**  
WEPM, Martinsburg, W. Va.
- DONALDSON, AL**  
KENT, Shreveport, La.
- DONLEY, RED**  
The Week In Sports, Sports Reel, Sports Eye  
WSTV, Stevensville, O.
- DOPP, GLAY**  
WJBK-TV, Detroit, Mich.
- DOUGLAS, HAROLD**  
Sports Page  
KFRU, Columbia, Mo.
- DOUGLAS, SCOTT**  
The Eddie Cantor Show, CBS; Radio City Playhouse, NBC; Young Dr. Malone, CBS; Cavalcade of America, NBC; Boxing Bouts, Basketball, Football, TV; Saturday Night Dinner Date, DuMont.
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Today In Sports  
WRC, Washington, D. C.
- DOUGLASS, WIN**  
KTRI, Sioux City, Ia.

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Sports Of All Sorts  
WSTC, Stamford, Conn.

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WDSU-TV, New Orleans, La.

**DOYLE, JIMMY**  
KNUZ, Houston, Tex.

**DOYLE, LARRY**  
Great Moments In Sports  
KGY, Spokane, Wash.

**DRAKE, LOWELL**  
WCU, Erie, Pa.

**DRILLING, JOE**  
Sports Arena  
KMI, Fresno, Calif.

**DUDLEY, ASA**  
Sports Page  
WTFB, Troy, Ala.

**DUDLEY, JAMES R.**  
Shell Digest  
WJW, Cleveland, O.

**DUFFY, RAY**  
Sports Newsreel  
WGNB, Murfreesboro, Tenn.

**DUFFY, ROBERT J.**  
Sports Slant  
WTSV, Claremont, N. H.

**DUGGAN, TOM**  
Let's Look At Sports  
WMAQ, WNBQ, Chicago, Ill.

**DUKEHART, TOMMY**  
Scholastic Scrapbook  
WFBR, Baltimore, Md.

**DULING, HANK**  
KFGT, Fremont, Neb.

**DUMAS, ROLAND**  
Sports Parade  
WMAA, Springfield, Mass.

**DUNHAM, GLENN G.**  
The Sportsman  
KRCP, Brawley, Calif.

**DUNBAR, STU**  
Sports With Dunbar  
KTOP, Topeka, Kans.

**DUNCAN, JIM**  
Parade Of Sports  
WELQ, Harrisburg, Ill.

**DUNCAN, R. A.**  
Sports Review  
WCKR, Dunn, N. C.

**DUNN, MIKE**  
Football, Basketball  
WXLW, Indianapolis, Ind.

**DUNNAVANT, BOB**  
Sports Spotlight  
WJMW, Athens, Ala.

**DUNPHY, DON**  
Yanks Baseball, TV; ABC Fights  
—Madison Square Garden Friday  
Night Bouts; Gillette's Caval-  
cade of Sports, ABC.

**DYER, BILL**  
Sports Special  
WPTH, Baltimore, Md.

**DYNES, CHARLES**  
KGIW, Alamosa, Col.

**ELGIN, JACK**  
KENT, Shreveport, La.

**ELLIOTT, BILL**  
Sideline Slants  
KAFY, Bakersfield, Calif.

**ELLIS, STEVE**  
WMCA, New York, N. Y.

**ELLIS, WALT**  
Sports Roundup  
WLBH, Mattoon, Ill.

**ELLISON, BILL**  
Sports Page, Great Moments  
In Sports  
KNX, El Centro, Calif.

**ELSON, BOB**  
Football, Baseball  
WJJD, Chicago, Ill.

**ELSTON, BOB**  
KXEL, Waterloo, Ia.

**ENGELHARDT, WALLY**  
KVED, Fort Dodge, Ia.

**ENGLISH, JIM**  
Sportlight  
WKYB, Paducah, Ky.

**ENGSTROM, NORM**  
Tip Off On Sports  
KRJF, Miles City, Mont.

**ENROTH, DICK**  
Morning Slant On Sports  
WLOL, Minneapolis, Minn.

**ERP, JOHN**  
Let's Look At Sports  
WNBQ, Chicago, Ill.

**ERRICO, MIKE**  
WNLK, Norwalk, Conn.

**ESSICK, LOU**  
WQNI, Wilmington, N. C.

**ESTES, JAMES**  
Along Sports Trail  
WAIM, Anderson, S. C.

— E —

**EARLE, BILL**  
WASL, Annapolis, Md.

**ECKSTINE, CHARLES**  
Sports Today  
WARK, Hagerstown, Md.

**EDWARDS, BILL**  
Sports Spotlight  
WMAN, Mansfield, O.

**EDWARDS, JOHNNY**  
KFDX, Wichita Falls, Tex.

**EGAN, LEO**  
WDDH, Boston, Mass.

New York Rangers  
**HOCKEY** for SCHAEFER BEER

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Coca Cola Sports Revue  
WTAR, Norfolk, Va.

**EVANS, BOB**  
WSPD, WSPD-TV, Toledo, O.

**EVANS, JIMMIE**  
Football Scoreboard  
WJJD, Chicago, Ill.

**EVANS, JONES**  
Top Of The Sports  
WHWL, Nanticoke,  
WBAX, Wilkes-Barre, Pa.

**EVANS, STEVE**  
World Of Sports  
KRUL, Corvallis, Ore.

**EVANSHEYSKI, FORREST**  
As Eyy Sees It  
WLS, Lansing, Mich.

**EVERITT, HERR**  
KIDO, Boise, Ida.

### — F —

**FAIRBURN, T. J.**  
Sports Lineup  
WLDS, Jacksonville, Ill.

**FALKENSTEN, MAX**  
Sports Scene  
WREN, Topeka, Kans.

**FALLOU, FRANK**  
WMEX, Boston, Mass.

**FARLEY, BOB**  
SportsScope  
KOKO, La Junta, Colo.

**FARRELL, MAURY**  
Speaking Of Sports  
WAPL, WAFL-TV, Birmingham, Ala.

**FARRINGTON, FRANK**  
KFAM, St. Cloud, Minn.

**FARRIS, JOE**  
Sports Billboard, Sports Tip  
WGKV, Charleston, W. Va.

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

**FAULDER, GEORGE**  
Sportspecial  
WMPB, Memphis, Tenn.

**FAUSONE, PETER**  
WHDH, Houghton, Mich.

**FAY, HAINES**  
KVOS, Bellingham, Wash.

**FEIN, MEL**  
Reports On Sports  
WJTN, Jamestown, N. Y.

**FENNO, RALPH**  
Fenno On Sports  
WKXL, Concord, N. H.

**FENTON, EDWARD**  
WCBM, Baltimore, Md.

**FERGUSON, ANDREW B.**  
Sports Desk  
WBOW, Terre Haute, Ind.

**FIGARELLA, NESTOR**  
Resumen Deportivo  
WORA, Mayaguez, P. R.

**FINEGAN, JAMES**  
WHAS, Louisville, Ky.

**FINKELDEY, WILLIAM**  
Sports Newsreel, Rod And Gun Club  
WLAM, Lewiston, Me.

**FINLAYSON, JACK**  
Sports Review  
KFKA, Greeley, Colo.

**FINNEGAN, BOB**  
WIND, Chicago, Ill.

**FISHER, HANK**  
6:25 Sports  
WIRL, Peoria, Ill.

**FISHEL, JIM**  
Sports Memories  
WGGG, Gainesville, Fla.

**FITZ, STEVE**  
WSNY, Schenectady, N. Y.

**FITZPATRICK, JACK**  
KFEL, Denver, Colo.

**FITZPATRICK, LES**  
Sports Spotlight  
KHQ, Spokane, Wash.

**FLAHERTY, JOHN**  
WUCR, McKeesport, Pa.

**FLANAGAN, PAT**  
Flanagrans  
WENR-TV, Chicago, Ill.

**FLEMING, JACK**  
Today In Sports  
WAJR, Morgantown, W. Va.

**FLEISCHER, JACK**  
WICC Sports Desk  
WICC, Bridgeport, Conn.

**FLETCHER, WARREN**  
Spot For Sports  
KUTA, Salt Lake City, Utah

**FLEUGEL, CRESTON**  
Sports Review  
WSIV, Peoria, Ill.

**FLORES, RAFAEL PONT**  
Revista Pabst Blue Ribbon  
WKAQ, San Juan, P. R.

**FLYNN, ARTHUR**  
WLAW, Lawrence, Mass.

**FOLEY, BILL**  
The First Bounce  
WOKO, Albany, N. Y.

**FORBES, BOB**  
Sports Review  
WTHI, Terre Haute, Ind.

**FORREST, RAY**  
Gillette Cavalcade of Sports—  
Boxing Bonus, NBC-TV.

**FORSTER, BOB**  
WICA, A-litabule, O.

**FORSYTHE, WALLA**  
Sportsman's Show  
WLWT, Cincinnati, O.

**FOSS, DANNY**  
Sportscast  
KTJS, Hobart, Okla.

**FOLTS, BOB**  
Sports Ins & Outs  
KVA, San Francisco, Calif.

**FOX, WILLIAM**  
Fox's Den  
WIBC, Indianapolis, Ind.

**FRANCE, MARTIN**  
WAEB, Allentown, Pa.

**FRANKLIN, WARREN**  
Play By Play  
WHAP, Hopewell, Va.

**FRAZIER, HAL**  
Pigskin Revue, Play By Play  
WSTP, Salisbury, N. C.

**FREBORN, JACK**  
Sports Parade  
KBMW, Walhpeton, N. Dak.

**FREEMAN, CARROLL**  
Sports Parade  
KOMA, Oklahoma City, Okla.

**FRENCH, JACK**  
KNOX, Grand Forks, N. Dak.

**FRENKEL, MILT**  
The Sportsman  
KTLW, Texas City, Tex.

**FRITZ, DON**  
OSU Games  
WBKC, Columbus, O.

**FROH, DAVE**  
Sports Corner  
WLS, Lansing, Mich.

**FULTON, BOB**  
Sports With Fulton  
KXLR, Little Rock, Ark.

**FULTON, JOHN**  
The Sports Show  
WGST, Atlanta, Ga.

**FERGUSON, PAT**  
Sportscast  
WDVA, Danville, Va.

### — G —

**GADBERRY, G. ROBERT**  
Along The Sports Trail  
KFBI, Wichita, Kans.

**GALLOGLY, JIM**  
General Sports  
WCOH, Newnan, Ga.

**GAMAGE, WALT**  
Sport Shots  
KFEN, San Jose, Calif.

**GARDNER, BILL**  
WGAL, Elizabeth City, N. C.

**GARDNER, DON**  
WKBX, Youngstown, O.

**GARDNER, GUY**  
Sports Parade  
KOGT, Orange, Tex.

**GARRIS, LOU**  
Sports Mike  
WHBS, Huntsville, Ala.

**GARRISON, VAN**  
KHAS, Hastings, Nebr.

**GARRITY, VINCE**  
Sports Remotes  
WENR-TV, Chicago, Ill.

**GARWOOD, JOHN**  
Sports Parade  
WNBZ, Saranac Lake, N. Y.

**GATES, HULLIARD**  
Gateway To Sports  
WKJG, Fort Wayne, Ind.

**GAYLOR, EDWARD S.**  
Sports Summary  
WVCG, Coral Gables, Fla.

**GEE, OLYN L.**  
Spur Sportscast  
WDWD, Dawson, Ga.

**GELL, LOU**  
Sports Magazine  
KXNL, Coeur D'Alene, Ida.

**GEORGE, LEE**  
Sports Highlights  
KFEG, St. Joseph, Mo.

**GEORGE, LLOYD**  
Sports Hites  
KRHD, Duncan, Okla.

**GEORGE, STEVE**  
Strictly Sports—With Steve George  
KORA, Sacramento, Calif.

**GIANNARIS, HARRY**  
Sportscope  
WHAN, Charleston, S. C.

**GIBBONS, JAMES**  
WMAL, WMAL-TV, Washington, D. C.

**GIBBONS, JAMES L.**  
ABC

**GIBBS, LAWRENCE**  
Spotlight On Sports  
KMLB, Monroe, La.

**GIBBS, ROWLAND**  
Sportscasts  
KAGI, Pasadena, Calif.

**GIBSON, JACK**  
Sizing Up Sports  
KWTC, Barstow, Calif.

**GILBERT, AL**  
KVMA, Magnolia, Ark.

**GILBERT, JACK**  
WLEU, Erie, Pa.

**GILLESPIE, EARL**  
Looking Up  
WJPG, Green Bay, Wis.

**GILMORE, ROBERT**  
WEOL, Elyria, O.

**GILTNER, JOE**  
WGCD, Chester, S. C.

**GLACKEN, ED**  
WKRT, Sports Dsk  
WKRT, Cortland, N. Y.

**GLEASON, BOB**  
Sports Round-Up  
WMSL, Decatur, Ala.

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WMGM, New York, N. Y.  
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 Sports News  
 WHK, Cleveland, O.  
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 Sports Parade  
 KRPL, Moscow, Ida.  
**GOODING, KEN**  
 Sports Parade  
 KRES, St. Joseph, Mo.  
**GOODLETTE, RICHARD II.**  
 Sports Headlines, Sports Review  
 WKIC, Hazard, Ky.  
**GOODNIGHT, CLYDE**  
 Pigskin Parade  
 KUBA, Yuba City, Calif.  
**GOODRICH, BILL**  
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 WRBC, Jackson, Miss.  
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 WKNE, Keene, N. H.  
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 WNDR, Syracuse, N. Y.  
**GORDON, LARRY**  
 Let's Talk Sports  
 KOJM, Havre, Mont.  
**GORDON, RED**  
 Play By Play  
 KELD, El Dorado, Ark.  
**GORMAN, ED**  
 Sports Parade  
 WCAP, Asbury Park, N. J.  
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 Football Huddle  
 WJJD, Chicago, Ill.  
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**GRATZ, GENE**  
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 KRIO, McAllen, Tex.  
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 Sportsdesk  
 KFDX, Wichita Falls, Tex.  
**GREBE, GUS**  
 Sports Spotlight  
 WJBC, Bloomington, Ill.  
**GREENHOE, BOB**  
 Sports Parade  
 WHTC, Holland, Mich.  
**GREENSPAN, BUD**  
 WMGM, New York, N. Y.  
**GREENWOOD, KENNETH**  
 Sport Topics  
 KFOR, Lincoln, Nebr.  
**GREGG, BOB**  
 Sports Wheel  
 KPST, Preston, Ida.

**GREUP, ERNST**  
 Sports Spotlight  
 WDUK, Durham, N. C.  
**GRIGSBY, BILL**  
 WMBH, Joplin, Mo.  
**GRIFFIN, DENNIS**  
 KCNY, San Marcos, Tex.  
**GRIFFIN, WAYNE**  
 WENR-TV, Chicago, Ill.  
**GRIFFITH, DON**  
 WCOA, Pensacola, Fla.  
**GRIFFITHS, DAVE**  
 Sportsreel Of The Air  
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 Sports-Time  
 KFNE, Shenandoah, Ia.  
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 WJBS, San Juan, P. R.  
**GUINAN, JACK**  
 Play By Play  
 WSCR, Scranton, Pa.  
**GUNN, BEN**  
 Negro Football, Play By Play  
 WEAS, Atlanta, Ga.  
**GUOKAS, MATT**  
 WPEN, Philadelphia, Pa.  
**GUNTAISON, ANDY**  
 WTVJ, Miami, Fla.

— H —

**HACKETT, JON**  
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KEN, San Jose, Calif.
- HANSEN, CARROLL**  
Sports Review  
KCBS, San Jose, Calif.
- HANSON, DON**  
Spotlite On Sports  
WEXL, Royal Oak, Mich.
- HANSON, ED**  
Let's Talk Sports  
WFHR, Wisconsin Rapids, Wis.
- HANSON, ELMER**  
KNOX, Grand Forks, N. Dak.
- HANSON, PETER**  
Let's Talk Sports  
WIZE, Springfield, O.
- HARBESON, WILLIE O.**  
Sports In Brief  
WALD, Walterboro, S. C.
- HARBISON, S. T.**  
Sports Column Of The Air  
WTAZ, Springfield, Ill.
- HARDEN, CHUCK**  
A Moment With Sports  
WTCO, Campbellsville, Ky.
- HARLAN, HAL**  
KDLK, Del Rio, Tex.
- HARMON, KEN**  
Sports Parade  
WKLM, Ludington, Mich.
- HARMON, TOM**  
ABC-TV
- HARNISH, ROBERT**  
WLAN, Lancaster, Pa.
- HARPE, RONALD**  
Sports  
WALT, Tampa, Fla.
- HARRINGTON, JOHN**  
KTAR, Phoenix, Ariz.
- HARRIS, DAVID**  
Pisikin Parade  
KUBA, Yuba City, Calif.
- HARRIS, WALT**  
Pisikin Preview  
WFRG, San Francisco, Calif.
- HARRISON, BOB**  
Sports Parade  
WHNC, Henderson, N. C.
- HARRISON, CHARLES**  
Sport Review  
KBOA, Kennett, Mo.
- HART, BOB**  
KPLC, Lake Charles, La.
- HARVILLE, CHARLIE**  
Sports Page  
WFMJ-TV, Greensboro, N. C.
- HARWELL, DICK**  
KRGV, Weshaco, Tex.
- HASEL, JOE**  
Joe Hasel Show  
WJZ, New York, N. Y.; ABC
- HATCHER, WILSON**  
Scoreboard  
WLOU, Louisville, Ky.
- HATHARN, ROGER**  
Today In Sports  
KMUS, Muskogee, Okla.
- HAWKINS, JACK**  
KIUN, Pecos, Tex.
- HAWKINS, VERN**  
Sports Page On The Air  
KGBX, Springfield, Mo.
- HAYES, JOE**  
WVCH, Chester, Pa.
- HAYES, PAT**  
Sullivan Scoreboard, High School Sports, Rod And Reel  
KORO, Seattle, Wash.
- HAYS, JIM**  
Punformation Please  
KVOA, Tucson, Ariz.
- HEALY, CHUCK**  
WBEN, WBEN-TV, Buffalo, N. Y.
- HEATH, HAROLD**  
Play By Play  
WOC, Davenport, Ia.
- HEATH, MICKY**  
WEMP, Milwaukee, Wis.
- HEDGPETH, JACK**  
WGTC, Greenville, N. C.
- HEDRICK, LEE**  
Sportoscope  
KATL, Houston, Tex.
- HEILBRONER, LEW**  
Sports Parade  
WCPS, Tarboro, N. C.
- HEIN, BILL**  
Sports By Hein  
WCOL, Columbus, O.
- HEISS, BOB**  
WTMJ, WTMJ-TV, Milwaukee, Wis.
- HELFER, ALVIN**  
Sports Review, WLW, Cincinnati, O., Mutual's Sports Voice.
- HELGENEN, RAY**  
Sports Spotlite, Football Prophet  
KSUN, Bisbee, Ariz.
- HELLING, JACK**  
KPLN, Denver, Colo.
- HEMAN, CHARLES**  
WICA, Ashtabula, O.
- HENDRICKSON, BOB**  
Bob Hendrickson  
WAGE, Syracuse, N. Y.
- HENRIKSON, LES**  
WCON, Atlanta, Ga.
- HENRY, JOHN**  
Sports Call  
KVOO, Tulsa, Okla.
- HENSHAW, GUS**  
KEYE, Perryton, Tex.
- HERMAN, JOHN**  
Sports On Parade  
KTIP, Porterville, Calif.
- HERRICK, SHERB**  
Sherb Herrick Sports  
WXXW, Albany, N. Y.
- HERRIN, WINDY**  
WCCP, Savannah, Ga.
- HERRINGTON, HUGH**  
Latest in Sports  
KPBX, Beaumont, Tex.
- HERRON, FRANK**  
Sports Air-ena  
KWJJ, Portland, Ore.
- HESSLER, FRED**  
Fred Hessler Sports  
KGER, Long Beach, Calif.
- HEWEY, IRA L.**  
Spotlighting The Sportlight  
WHAL, Greenfield, Mass.
- HEWITT, WARREN**  
KHM0, Hannibal, Mo.
- HIBBS, DOUG**  
WTEL, Philadelphia, Pa.
- HICKS, EARL**  
Sports Final  
KFRU, Columbia, Mo.
- HICKS, TOM**  
Basketball And Football  
WLOH, Princeton, W. Va.
- HIEDEMA, JOHN**  
WDLP, Panama City, Fla.
- HIGGINS, HUGH**  
Play By Play  
WMOA, Marietta, O.
- HIGHTOWER, BILL**  
Sports Records  
KXOL, Ft. Worth, Tex.
- HILL, JULIAN L.**  
KPLT, Paris, Tex.
- HINKLE, CHARLES**  
WHIO, WHIO-TV, Dayton, O.
- HITCHCOCK, BILLY**  
WJHO, Opelika, Ala.
- HITCHCOCK, JACK**  
Spotlight On Sports  
KCOL, Fort Collins, Colo.
- HOOPER, WES**  
Vermont Sports  
WSKL, Montpelier, Vt.
- HODGES, RUSS**  
N. Y. Giants, WPIX, WMCA; Ballantine Fights, CBS-TV; Richfield Sportscaat, ABC; Columbia University Football Games; WINS, CBS-TV; Russ Hodges Sports Quiz, MBS; Russ Hodges Scoreboard, DuMont.
- HOEGLER, AL**  
Football  
WJMO, Cleveland, O.
- HOFF, HOLLIS**  
Sportslog  
KVNJ, Fargo, N. Dak.
- HOGAN, TODD**  
WATW, Ashland, Wis.
- HOLBROOK, JOSEPH R.**  
WPAV, Portsmouth, O.
- HOLDEN, KEN**  
Speaking Of Sports  
KBBK, Baker, Ore.
- HOLDER, EARL**  
WNNC, Newton, N. C.
- HOLLER, CARL**  
Sports Today  
WITZ, Jasper, Ind.
- HOLMQUIST, AL**  
Sportswheel  
KGDJ, Fergus Falls, Minn.
- HOLYARD, O. C.**  
WVLC, Lexington-Versailles, Ky.
- HOONAN, ROBERT**  
Out Of The Locker Room  
KXRO, Aberdeen, Wash.
- HOOPER, JACK**  
Report On Sports  
WHGB, Harrisburg, Pa.
- HOOPER, DON**  
Sports Roundup  
KUP, Durango, Colo.
- HOOPER, DON**  
WJMS, Ironwood, Mich.
- HOPPE, HENRY**  
Sports in Review  
WUSN, Charleston, S. C.
- HORNING, DUTCH**  
KSIB, Creston, Ia.
- HORSTMANN, BOB**  
American Sports Page Of The Air  
KNEB, Scottsbluff, Nebr.
- HORTON, THAD**  
WSB, Atlanta, Ga.
- HOUTZ, MARVIN**  
Scoreboard  
KGFV, Kearney, Nebr.
- HOWARD, BILL**  
Sports Shots  
WVOD, Lynchburg, Va.
- HOWARD, HARRY**  
Spotlight on Sports  
KRLC, Lewiston, Ida.
- HOYT, WAITE**  
WCPO, WCPO-TV, Cincinnati, O.



**Sports Commentators—Radio-Television**

**HUBBELL, RALPH**  
WBEN, WBEN-TV, Buffalo, N. Y.

**HUBER, FRANK**  
WHAT, Shelbyville, Tenn.

**HULL, ROGER**  
WBMD, Baltimore, Md.

**HUMISTON, HOD**  
Sports Roundup, Play By Play

KWHK, Hutchinson, Kans.

**HUMPHRIES, OTIS**  
The Sportsman

WMRA, Myrtle Beach, S. C.

**HUMPHRIES, DAN**  
WPFB, Middletown, O.

**HUOT, ED**  
Sports Parade

KXGI, Fort Madison, Ia.

**HURD, JOE**  
Sports Final

WJR, Detroit, Mich.

**HURLEY, BILL**  
Play By Play

KLIE, Dallas, Tex.

**HUSING, TED**  
(See Disc Jockies).

**HUSTEN, HARVEY**  
Spotlight Sports: Football,

Baseball Games

WABY, Albany, N. Y.

**HUTCHINSON, HARDY C., III**  
KHBC, Hilo, T. H.

**HUTCHINSON, JOHN**  
Sports Parade

WGAH, Athens, Ga.

**HUTCHISON, BOB**  
WJPF, Herrin, Ill.

**HYDE, FRANK**  
Morning Round-Up of Sports

WJOC, Jamestown, N. Y.



**INCH, MERRILL**  
KWRN, Reno, Nev.

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.

**INGSTAD, BOB**  
KOVG, Valley City, N. Dak.



**JACKSON, CLIFF**  
WEAR, Pensacola, Fla.

**JACKSON, LEE**  
Sportspage

WAPO, Chattanooga, Tenn.

**JACKSON, TOM**  
Sports Interviews

WKAB, Mobile, Ala.

**JACKSON, W. E., JR.**  
WGTM, Wilson, N. C.

**JACOBS, JOHN**  
Football

KGIL, San Fernando, Calif.

**JACOBS, RAY**  
KOB Sportlight

KOB, Albuquerque, N. Mex.

**JAEGER, JOE**  
Sports Parade

KLIE, Ellensburg, Wash.

**JAMES, DENNIS**  
B. Aug. 24, Jersey City, N. J.;

Bob Hawk Show, CBS; Can You

Top This?, Song of the Stranger,

Lawyer Q, Cash & Carry, Okay

Mother, WABD; Ted Mack's

Amateur Hour, CBS-TV; Fights &

Wrestling, DuMont.

**JARVIS, BILL J.**  
Bill Jarvis Reports

KVGB, Great Bend, Kans.

**JAY, BILL**  
WNOX, Knoxville, Tenn.

**JENNINGS, AL**  
Coastal Sports

WCCT, Savannah, Ga.

**JOHNSON, GLEN**  
Sports Parade

WLJO, La Salle, Ill.

**JOHNSON, JAKE**  
Sports Parade

KEBE, Jacksonville, Tex.

**JOHNSON, KEN**  
Sports Parade

WCBT, Roanoke Rapids, N. C.

**JOHNSON, LEONARD**  
WFDE, Flint, Mich.

**JOHNSON, MARTIN**  
World Of Sports

WKAB, Mobile, Ala.

**JOHNSON, MONK**  
Sports Of All Sorts

KDSJ, Deadwood, S. Dak.

**JOHNSON, ROLLIE**  
WTCN, WTCN-TV, Minneap-

olis, Minn.

**JOHNSON, TED**  
WVNJ, Newark, N. J.

**JOHNSON, WARREN**  
Sports Eye

WPEB, Middletown

**JONES, BOB**  
Sports Review

WEAM, Arlington, Va.



**AL HELFER**

Sports Voice of the

MUTUAL BROADCASTING SYSTEM



**JACK BRICKHOUSE**

WGN, WGN-TV and DuMont TV Network  
Reporting Chicago Cubs — Chicago White Sox  
Wrestling — 3 Shows Weekly  
Pro and Amateur Boxing  
Big 10, Notre Dame and Pro Football  
Golden Gloves Boxing

## Sports Commentators—Radio-Television

**JONES, EARL D.**  
Sports Review  
WFTM, Maysville, Ky.

**JONES, GORDON**  
Sportscope  
WOMB, Lemoyne, Pa.

**JONES, PAUL**  
Football Scoreboard  
WLVW-TV, Cincinnati, O.

**JONES, ROBERT L.**  
Sports Highlights  
WSPR, Springfield, Mass.

**JONES, ROY**  
Sports Roundup  
WMOG, Covington, Ga.

**JONES, SLEW**  
WAFP, McComb, Miss.

**JONES, TOM**  
Final Sports  
WRPS, Alexander City, Ala.

**JORDAN, MIKE**  
Sports Whirl, Play By Play  
WLAT, Conway, S. C.

**JOYNER, JACK**  
Sports Newsreel  
WBIR, Knoxville, Tenn.

**JINKERT, BOB**  
KQVC, Valley City, N. Dak.

### — K —

**KAISER, RONALD**  
KWOC, Poplar Bluff, Mo.

**KALLAY, ED**  
Sports Special  
WAVE, Louisville, Ky.

**KANE, ED**  
Your Sport  
WRJM, Newport, R. I.

**KANE, JACK**  
WHEB, Portsmouth, N. H.

**KAUFMAN, GEORGE**  
Sports Lineup  
KBMW, Wahpeton, N. Dak.

**KAY, FRANK**  
Sports Parade  
WDOS, Oneonta, N. Y.

**KEARNS, CHARLIE**  
Sportscenter  
WPTY, LaCrosse, Wis.

**KEATING, WILLIAM**  
Sports Review  
WHYN, Holyoke, Mass.

**KEENE, BILL**  
KBOL, Boulder, Colo.

**KEEP, BARNEY**  
KEX, Portland, Ore.

**KEHL, TONY**  
Sports Roundup  
KOLT, Scottsbluff, Nebr.

**KEITH, LARRY**  
WMBR, Jacksonville, Fla.

**KEKERIS, GUS**  
March Of Sports  
KSGM, Ste. Genevieve, Mo.

**KELLEY, BOB**  
Parade Of Sports  
KMPC, Los Angeles, Calif.

**KELLY, GENE**  
Kelly's Klubhouse  
WXLW, Indianapolis, Ind.

**KELLY, PAT**  
Kentucky Sports Review  
WSFC, Somerset, Ky.

**KENDRICK, JAMES**  
KMA, Shenandoah, Ia.

**KENESSEY, TED**  
Play By Play  
KKIN, Visalia, Calif.

**KENNEDY, BOB**  
Regional Sports  
WVNH, Rochester, N. H.

**KENNEDY, EDWARD J.**  
WKRC-TV, Cincinnati, O.

**KENNEY, JACK**  
World Of Sports  
WDLB, Marshfield, Wis.

**KENNEY, PAUL**  
Sports Eye  
WMOA, Marietta, O.

**KENT, CARL**  
KTAR, Phoenix, Ariz.

**KEOUGH, DON**  
WOW-TV, Omaha, Nebr.

**KERCE, CECIL**  
WRGA, Rome, Ga.

**KERMAYER, MIKE**  
Sportscenter  
KAVE, Carlsbad, N. Mex.

**KERN, DICK**  
WING, Winchester, Va.

**KETNER, WILL**  
WVAM, Altoona, Pa.

**KIEVE, BOB**  
Speaking Of Sports  
WGVA, Geneva, N. Y.

**KIMBLE, EMERSON**  
WSPD, Toledo, O.

**KING, ART**  
WEEL, Boston, Mass.

**KING, BILL**  
Sports Scrapbook  
WTAD, Quincy, Ill.

**KING, DUB**  
Football Time  
WTAW, College Station, Tex.

**KING, J. D., JR.**  
WJRD, Tuscaloosa, Ala.

**KING, JOHN**  
KAWT, Douglas, Ariz.

**KING, WAYNE**  
Sportlites Of The Day  
KATE, Albert Lea, Minn.

**KIRBY, JERRY**  
Sports Review  
WKBB, Dubuque, Ia.

**KIRBY, LEE**  
Sports Spotlight  
WBT, Charlotte, N. C.

**KIRWAN, DENNY**  
WINZ, Hollywood, Fla.

**KITTLESON, CURT**  
Sports Roundup  
KXLF, Butte, Mont.

**KLEIN, DON**  
KPIX, KSFO, San Francisco  
Calif.

**KLEMP, LLOYD**  
K DAN, Oroville, Calif.

**KLEY, HERBERT**  
Sports Roundup  
WLIP, Kenosha, Wis.

**KLEWER, DUFF**  
Sports Spotlight  
WVEC, Hampton, Va.

**KLINE, ERNEST P.**  
WKIN, Kittanning, Pa.

**KNIGHT, TOM**  
Sports Roundup  
WLTC, Gastonia, N. C.

**KOBAK, EDGAR H.**  
Sports Review, Football  
Games  
WTPWA, Thomson, Ga.

**KOESTER, TONY**  
WFBK, Sacramento, Calif.

**KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.

**KRESAL, BUD**  
The Sportman  
WMIS, Natchez, Miss.

**KROEN, ED**  
WKPA, New Kensington, Pa.

**KRSHKA, FRANK**  
KIYL, Shelby, Mont.

**KURALT, CHARLIE**  
Sports Final  
WAYS, Charlotte, N. C.

### — L —

**LaBRANCHE, ERNEST**  
WCCM, Lawrence, Mass.

**LACHENMEIER, RUDY**  
Sports Page Final  
KGW, Portland, Ore.

**LAFLIN, JOHN C.**  
The Sportsman  
WSSV, Petersburg, Va.

**LAMB, JERRY**  
Sports Roundup  
WBCL, Ithaca, N. Y.

**LaMEAR, DOUG**  
Sport Slants  
KWII, Albany, Ore.

**LANDIS, LYLE B.**  
Play By Play  
WKAI, Macomb, Ill.

**LANDMAN, LOI**  
WIBA, Madison, Wis.

**LANE, BILL**  
WCYB, Bristol, Va.

**LASK, BILL**  
Sports Roundup  
KDDD, Dumas, Tex.

**LATIMER, RED**  
WTOM, Bloomington, Ind.

**LAURENCE, JOHNNY**  
Spotlight Sports, Football,  
Baseball Games  
WABY, Albany, N. Y.

**LaVALLE, AL**  
KXEL, Waterloo, Ia.

**LAVOY, BOB**  
Sports Eye  
WLBJ, Bowling Green, Ky.

**LAWSON, JERRY**  
Sports In Review  
WJOC, Jamestown, N. Y.

**LAWSON, TEX**  
High School Sports  
KWNW, Wenatchee, Wash.

**LEAKE, BIS**  
Sports Review  
WDNE, Elkins, W. Va.

**LEAMING, JAMES**  
Sports Illites, Football  
Prophet  
WTPG, Atlantic City, N. J.

**LEAVITT, MEL**  
WDSU, WDSU-TV, New Or-  
leans, La.

**LeBOW, GUY**  
Sport of Call, Rangers & Rovers  
Hockey, Wrestling, WPX, New  
York, N. Y.

**LEBRON, OSCAR**  
Polifino Deportivo  
WAEL, Mayaguez, P. R.

**LECUS, EDWARD**  
WOTW, Nashua, N. H.

**LEE, BARNEY**  
Lee Ward Side Of Sports  
WBBC, Flint, Mich.

**LEE, BERT**  
WGMG, New York, N. Y.

**LEE, BOB**  
Play By Play  
WWST, Wooster, O.

**LEE, BOB**  
Play By Play  
KCOK, Tulare, Calif.

**LEE, BOB**  
Special Events And Sports  
Special  
KSYC, Yreka, Calif.

**LEE, BRUCE**  
WHIT, New Bern, N. C.

**LEE, JACK**  
Play By Play  
WILM, Wilmington, Del.

**LEE, MIKE**  
WCVI, Connellsville, Pa.

**LEE, ZEB**  
Sports Parade  
WSKY, Asheville, N. C.

**Sports Commentators—Radio-Television**

**LENNON, PAUL**  
Sports Digest  
WTOM, Bloomington, Ind.

**LEONARD, LEE**  
Speaking Of Sports, Sports  
Final  
WFMJ, Youngston, O.

**LESLIE, BOB**  
WWJ-TV, Detroit, Mich.

**LEWIS, ARNOLD**  
Sports Tonight  
WCAX, Burlington, Vt.

**LEWIS, BARNEY**  
Sports Reel  
WLDS, Jacksonville, Ill.

**LEWIS, BILL**  
Sportscope  
WGN, Newburgh, N. Y.

**LEWIS, ED**  
Sportsreel  
KFJX, Grand Junction, Colo.

**LEWIS, JOHN**  
Sports Review  
WCAO, Baltimore, Md.

**LIBBY, JOHN**  
WCOU, Lewiston, Me.

**LIEBBE, SPIKE**  
Sterneman Sports, 10 Minutes  
With 10 Pins  
KWPC, Muscatine, Ia.

**LIGHTCAP, JACK**  
KNBH, Hollywood, Calif.

**LINDBERG, WALTER**  
Down Your Alley  
KLER, Rochester, Minn.

**LINDLEY, BOB**  
Baseball  
KBST, Big Spring, Tex.

**LINTHICUM, WALTER**  
WBAL-TV, Baltimore, Md.

**LIPEZ, HARRIS**  
Sports Parade  
WBPZ, Lock Haven, Pa.

**LIVINGSTON, SAM**  
Down Sports Avenue  
WKYB, Paducah, Ky.

**LLOYD, BOB**  
Sports Review  
WIBY, Appleton, Wis.

**LLOYD, VINCE**  
WGN-TV, Chicago, Ill.

**LOMAX, STAN**  
Stan Lomax Sports, WOR,  
Roblee Pan Fare, DuMont

**LONG, MATTHEW L.**  
Scoreboard  
RGB, San Diego, Calif.

**LOUDEN, YERN**  
KROW, Oakland, Calif.

**LOWE, DICK**  
Play-By-Play  
WBEX, Chillicothe, O.

**LOWE, WALT**  
Sports In Review  
KDSH, Boise, Ida.

**LOWRY, LEW**  
Highway of Sports  
KOOL, Phoenix, Ariz.

**LUDWIG, JAMES**  
WLEF, Erie, Pa.

**LUNDQUIST, ELDY**  
Sports Today  
WTRC, Elkhart, Ind.

**LYNCH, BUDD**  
CFLW, Detroit, Mich.

**LYNCH, JACK**  
KWLM, Willmar, Minn.

**LYNN, MAC**  
Sports Review  
WLAY, Muscle Shoals, Ala.

**LYON, JOHN**  
Sport Review  
WGAC, Augusta, Ga.

—Mc—

**McALLISTER, DON**  
Sports Page Of The Air  
WDBO, Orlando, Fla.

**McCANN, BOB**  
Sports Review  
KBMY, Billings, Mont.

**McCARATHY, CLEM**  
Clem McCarthy Sports, NBC

**McCARATHY, DICK**  
Sports Roundup  
WKNY, Kingston, N. Y.

**McCARATHY, JIM**  
On The Sports Scene  
WBRE, Wilkes-Barre, Pa.

**McCAY, RAY**  
Reports On Sports  
WQXI, Atlanta, Ga.

**McCOLGAN, WILLIAM**  
WSYB, Rutland, Vt.

**McCONNOCHIE, JIM**  
Today's Sports  
WELL, New Haven, Conn.

**McCORMICK, JOHN**  
KVEN, Ventura, Calif.

**McCRARY, LOWELL**  
KVOL, Lafayette, La.

**McCREARY, MACK**  
Play By Play  
KEBE, Jacksonville, Tex.

**McDANIEL, DICK**  
KFEL, Denver, Colo.

**McDONALD, ARCH**  
Speaking Of Sports  
WTOP, Washington, D. C.



**MARTY GLICKMAN**



**STAN  
LOMAX**

**SPORTCASTS**

6:45 p.m. WOR

## Sports Commentators—Radio-Television

- McDONALD, BILL**  
WOSH, Oshkosh, Wis.
- McDONALD, HERB**  
KOD-TV, Albuquerque,  
N. Mex.
- McDONALD, JACK**  
KRRX, San Jose, Calif.
- McDOWELL, ROY**  
WJOL, Florence, Ala.
- McENANEY, JAMES**  
WNLC, New London, Conn.
- McENERNEY, DICK**  
Speaking Of Sports  
WBEX, Chillicothe, O.
- McGARNEY, R. F.**  
Sports Special  
KRIN, Ballinger, Tex.
- McGEE, ART**  
Sportscope  
WLAR, Athens, Tenn.
- McGEE, BOB**  
KWFC, Hot Springs, Ark.
- McGIVNEY, JERRY**  
Play By Play  
WJMW, Athens, Ala.
- McKECHNIE, JIM**  
Sports-hunts  
WENE, Binghamton-Endicott,  
N. Y.
- McKENNA, JACK**  
Standard Sports  
WBCB, Duluth, Minn.
- McKINSON, BILL**  
WBNS, Columbus, O.
- McKINSON, BOB**  
First Sports  
WRFS, Alexander City, Ala.
- McLOUGHLIN, DICK**  
Let's Talk Sports  
WERP, Savannah, Ga.
- McLAURIN, FRANK**  
Sports Review  
KFEM, San Bernardino, Calif.
- McLEAN, JACK**  
Sketch Book Of Sports  
WJPS, Evansville, Ind.
- McLEMORE, MORRIS**  
McLemore-Sports  
WIOD, Miami, Fla.
- McLENDON, GORDON**  
Play By Play  
KLIF, Dallas, Tex.
- MacMILLAN, LOWELL, II.**  
Sports Roundup  
WHEC, Rochester, N. Y.
- McMULLEN, DICK**  
KUL, Houma, La.
- McNAMARA, LARRY**  
WNHC, WNHC-TV, New  
Haven, Conn.
- McNEVIN, JOHN**  
WHEN, WNDR, Syracuse,  
N. Y.
- McWILLIAMS, DON**  
Sports Journal  
WCSR, Portland, Me.
- M —
- MACK, CARL**  
5-15 Sportsnews  
KSMI, Seminole, Okla.
- MADELEY, ART**  
WGNI, Wilmington, N. C.
- MAHAN, JOHN**  
WDAS, Philadelphia, Pa.
- MALDONADO, JUAN**  
Camel en Los Deportes  
WAPA, San Juan, P. R.
- MALOY, JACK**  
WFEI, Boston, Mass.
- MANGUAL, CARLOS**  
Deportivas Gunther  
WJAC, San Juan, P. R.
- MANN, CARL**  
KBTB, Dallas, Tex.
- MANN, STU**  
In The Bleachers  
WLOL, Minneapolis, Minn.
- MANNERS, DAVE**  
Sports Final, Today In Sports  
WAPX, Montgomery, Ala.
- MANNING, TOM**  
WNBK, WTAM, Cleveland, O.
- MANSFIELD, ROBERT S.**  
WGOV, Valdosta, Ga.
- MAPES, BILL**  
WHOS, Decatur, Ala.
- MAPLES, GRADY**  
Play By Play  
KTNM, Tucumcari, N. Mex.
- MARABLE, DICK**  
News, Views, And Clues In  
The World Of Sports  
WMAP, Monroe, N. C.
- MARCHAND, ALEX**  
Breakfast Sports, Football  
Roundup  
KALB, Alexandria, La.
- MARGET, MANNY**  
Sports Shorts  
KVOX, Moorhead, Minn.
- MARLIN, GLEN**  
KLZ, Denver, Colo.
- MARINERO, LUIS, E.**  
Tribuna Deportiva  
WITA, Santurce, P. R.
- MARSH, ROY**  
Sports Parade  
WHLF, South Boston, Va.
- MARSHALL, MAC**  
Sports Review  
KOPO, Tucson, Ariz.
- MARSHALL, JIMMY**  
WTOB, Winston-Salem, N. C.
- MARTIN, BOB**  
WPOR, Portland, Me.
- MARTIN, DAVE**  
WSBR, Superior, Wis.
- MARTIN, DICK**  
Sports Parade  
WCMJ, Ashland, Ky.
- MARTIN, JACK**  
Sportsspotlite  
WFOI, Bristol, Tenn.
- MARTIN, LARRY**  
WRIB, Providence, R. I.
- MARTIN, TINY**  
Sports Parade  
KGLC, Miami, Okla.
- MARTIN, TINY**  
Highlights In Sports  
WFNC, Fayetteville, N. C.
- MARTIN, WALT**  
WIBK, Knoxville, Tenn.
- MARN, MILT**  
WOWO, Fort Wayne, Ind.
- MASON, AL**  
KEVT, Kerrville, Tex.
- MASON, JOE**  
Sports  
WLEE, Richmond, Va.
- MATTHEWS, MATTY**  
Sports Televiews  
WTVJ, Miami, Fla.
- MATTHEWS, NORMAN**  
Sports Journal of The Air  
WRNO, Orangeburg, S. C.
- MATTHEWS, TOM**  
Sports Preview And Review  
WFLA, Tampa, Fla.
- MATHEWSON, DON**  
WAMS, Wilmington, Del.
- MAUGANS, BILL**  
Sports Roundup  
KSOK, Arkansas City, Kans.
- MAWSON, RICHARD E.**  
KMVI, Wadluku, Maui, T. H.
- MAXWELL, JOCKO**  
Sports Page  
WWRL, Woodside, N. Y.
- MAYNARD, BILL**  
KTTS, Springfield, Mo.
- MAZER, BILL**  
Sports Extra  
WKBW, Buffalo, N. Y.
- MEATH, ED**  
WHEC, Rochester, N. Y.
- MEHAFFEY, JAV**  
Play By Play  
KOSA, Odessa, Tex.
- MERCER, CLIFF**  
Sports Hi-Lites  
WLOU, Louisville, Ky.
- MERRILL, BILL**  
Bill Merrill Show  
KMHT, Marshall, Tex.
- MERRIMAN, DON**  
Sports Page  
WHDL, Olean, N. Y.
- METCALF, BERT**  
KURV, Edinburg, Tex.
- METZLER, ART**  
Speaking of Sports, Sports  
Parade  
WATO, Oak Ridge, Tenn.
- MEYER, AL**  
KPOW, Powell, Wyo.
- MICHAEL, RAY**  
Sportsmanship  
WNJB, Washington, D. C.
- MILBURN, BOB**  
KGKL, San Angelo, Tex.
- MILLER, BILL**  
Sports Digest  
WETR, Johnson City, Tenn.
- MILLER, BILL**  
WFUN, Huntsville, Ala.
- MILLER, DON**  
Sports Page of The Air  
WARC, Rochester, N. Y.
- MILLER, DON**  
WTOL, Toledo, O.
- MILLER, FRANK**  
Sportscenter  
KSMI, Sikeston, Mo.
- MILLER, GEORGE**  
The Sportsman  
WPTB, Albany, N. Y.
- MILLER, JACK**  
KGGF, Colleyville, Kans.
- MILLER, JIM**  
The Bob Peerick Sports Show  
WQQW, Washington, D. C.
- MILLER, SKIP**  
A Look At Sports  
WJSW, Altoona, Pa.
- MILLER, STRETCH**  
WIL, St. Louis, Mo.
- MILNER, GENE**  
Sports Page Of The Air  
WCAP, Ashbury Park, N. J.
- MISTOVICH, MIKE**  
Local Sports  
KORA, Bryan, Tex.
- MITCHELL, JIM**  
Sports Parade  
WIOU, Kokomo, Ind.
- MITCHELL, PAUL**  
Reports On Sports  
KSYL, Alexandria, La.
- MITCHELL, RED**  
Seeing Red With Mitchell,  
Sports Review  
KSGF, Crowley, La.
- MITTAN, RAY**  
Sporting News Of The Day  
WHFB, Benton Harbor, Mich.
- MOFIELD, RAY**  
Sports Hi-Lites  
WPAJ, Paducah, Ky.
- MOLEN, SAM**  
KPRM, KMBG, Kansas City,  
Mo.
- MOONEY, GEORGE**  
WHHM, Memphis, Tenn.

## Sports Commentators—Radio-Television

**MOORE, BERNIE**  
Sports Digest  
WKNB, New Britain, Conn.

**MOORE, BILL**  
WFIC, Sumter, S. C.

**MOORE, BILL**  
WNJR, Newark, N. J.

**MOORE, DAVE**  
The Sports Desk, Sports-News  
Final  
WBCK, Battle Creek, Mich.

**MOORE, HAL**  
Tanform Races  
KSAN, San Francisco, Calif.

**MOORE, TED**  
Play By Play  
WDLB, Marshfield, Wis.

**MOOREHEAD, TOM**  
WFIL, WFIL-TV, Philadelphia, Pa.

**MOOREHOUSE, GENE**  
WVNR, Beckley, W. Va.

**MORAN, JACK**  
KURV, Edinburg, Tex.

**MORAN, JACK**  
WMON, Montgomery, W. Va.

**MORGAN, ED**  
Sportsman  
KBOB, Omaha, Nebr.

**MORGAN, JAMES**  
WHLN, Marlan, Ky.

**MORGAN, RAY**  
WWDU, Washington, D. C.

**MORGAN, ROBERT**  
WMBO, Auburn, N. Y.

**MORLAN, CLIFF**  
Sports Review  
KBFC, Bemidji, Minn.

**MORRIS, JIM**  
Sportscope  
WTHT, Hartford, Conn.

**MORRIS, JIMMIE**  
WSAT, Salisbury, N. C.

**MORRIS, ROBERT A.**  
Sports Page Of The Air  
KBRL, McCook, Nebr.

**MOSELY, MAX**  
Fri Nite Quarterback  
WAPX, Montgomery, Ala.

**MOST, JOHNNY**  
Most In Sports  
WNAO, Raleigh, N. C.

**MOTLEY, RAY**  
WMOH, Hamilton, O.

**MOWBRAY, BOB**  
Sportscast  
WDMG, Douglas, Ga.

**MOWERY, LEE**  
WLAQ, Rome, Ga.

**MUERLOTT, K.**  
WCRA, Edingham, Ill.

**MULHERIN, PAT**  
Sports Review  
WRDW, Augusta, Ga.

**MILLEN, J. D.**  
WTPR, Paris, Tenn.

**MULLINAX, ED**  
Sports Panorama  
WLAG, LaGrange, Ga.

**MUNSON, LARRY**  
WKDA, Nashville, Tenn.

**MURDOCK, HOWARD**  
Speaking Of Sports  
WIMS, Michigan City, Ind.

**MURPHY, BILL**  
Sports Review  
WCKB, Dunn, N. C.

**MURPHY, BOB**  
Sports Corner, Sports By Mur-  
phy  
KOCY, Oklahoma City, Okla.

**MURPHY, PAT**  
Sports By Murphy  
KADA, Ada, Okla.

**MURPHY, WENDELL**  
WMGA, Moultrie, Ga.

**MURRAY, DON**  
WGCD, Chester, S. C.

**MURRAY, DON**  
Spotlight On Sports  
WDBJ, Roanoke, Va.

**MURRAY, FRANNY**  
WIBG, WPEN, Philadelphia,  
Pa.

**MURRAY, JAMES**  
WBKA, Brockton, Mass.

**MUZZY, JIM**  
WHBC, Canton, O.

**MYERS, DENNY**  
Denny Myers Talks Football  
WEEL, Boston, Mass.

### — N —

**NABORS, PAT**  
Sports Review  
WSOC, Charlotte, N. C.

**NAGLER, AL**  
WJBK, WJBK-TV, Detroit,  
Mich.

**NAKEL, PAUL**  
Sports Report  
WJMO, Cleveland, O.

**NANCE, "DUB"**  
WTPR, Paris, Tenn.

**NASH, BOB**  
Sports Parade  
WINK, Fort Myers, Fla.

**NATION, BERSCHEL**  
Sportsman's Hour  
WAGC, Chattanooga, Tenn.

**NEAL, BOB**  
Today In Sports  
WGAR, Cleveland, O.

**NEALE, LOU**  
Sports Roundup  
WFGN, Gaffney, S. C.

**NELSON, JOHN**  
WESB, Bradford, Pa.

**NELSON, LINDSEY**  
WROL, Knoxville, Tenn.

**NEVERS, ERNIE**  
Scout Report  
KSAN, San Francisco, Calif.

**NEW, JAMES H.**  
WBHF, Cartersville, Ga.

**NEWCOMB, CHARLIE**  
Sports Word  
WORD, Spartanburg, S. C.

**NEWKIRK, BILL**  
Hoffman Huddle  
KLEE-TV, Houston, Tex.

**NEWMAN, CY**  
Cy Speaks Of Sports  
WLJO, East Liverpool, O.

**NEY, CHARLES**  
WMUS, Muskogee, Mich.

**NICHOLS, DENO**  
Sports Roundup  
KLRA, Little Rock, Ark.

**NICHOLSON, JOHN**  
WTMC, Ocala, Fla.

**NICHOLSON, ROY**  
Sports Parade  
KCOY, Santa Maria, Calif.

**NOE, NORMAN**  
High School Sports  
KFEA, Greeley, Colo.

**NOEL, JACK**  
WTTS, WTTV, Bloomington,  
Ind.

**NORMAN, JAY**  
Speaking Of Sports  
WLCR, Torrington, Conn.

**NORMAN, NEIL**  
Hilites In World Of Sports  
WTMV, East St. Louis, Ill.

**NORMAND, RAY**  
WCOT, Lewiston, Me.

**NORTON, DON**  
KNET, Palestine, Tex.

**NORWIG, GEORGE**  
WCSC, Charleston, S. C.

**NOYAK, BOB**  
Sports Parade  
WAZE, Yazoo City, Miss.

**NOYAK, JAY**  
Sports Review  
KOKO, La Junta, Colo.

### — O —

**O'BRIEN, BOB**  
Sports With O'Brien  
KVON, Napa, Calif.

**O'BRIEN, DON**  
KIOA, Des Moines, Ia.

**O'BRIEN, JOHN**  
Spotlight On Sports  
KTEM, Temple, Tex.

**O'BRIEN, SHERRY**  
WDAS, Philadelphia, Pa.

**O'BRIEN, TOMMY**  
KTRM, Beaumont, Tex.

**O'CONNOR, JOHN**  
KCRF Sports Parade  
KCRF, Trinidad, Colo.

**O'CONNOR, TOM**  
WBIZ, Eau Claire, Wis.

**ODOM, RAYMOND**  
KRBC, Abilene, Tex.

**O'DONNELL, BILL**  
WIBX, Utica, N. Y.

**ODSON, ROBERT L.**  
Olson Sports Final  
WBYS, Canton, Ill.

**OFFICER, JAMES**  
KCNA, Tucson, Ariz.

**O'GARA, ROGER**  
O'Gara Sports  
WBEC, Pittsfield, Mass.

**O'HALLORAN, HAL**  
WHBL, Sheboygan, Wis.

**O'HALLORAN, PAT**  
Cascade Sports  
KPQ, Wenatchee, Wash.

**O'HARA, JOHNNY**  
KWK, St. Louis, Mo.  
KWKL, Peoria, Ill.

**OLIVER, JERRY**  
Play By Play  
KSCF, Susanville, Calif.

**OLMSTEAD, DICK**  
Sports Roundup  
WHHH, Warren, O.

**O'MALLEY, CHICK**  
Sports Page  
WACE, Chicopee, Mass.

**OMAN, COACH TURV**  
Speaking Of Sports  
WTJS, Jackson, Tenn.

**O'MARA, BULL**  
KING-TV, Seattle, Wash.

**O'NEILL, MARTY**  
WMIN, St. Paul, Minn.

**ORNST, STAN**  
Sports Nightcap  
WGBS, Miami, Fla.

**ORK, WILLIAM**  
WICY, Malone, N. Y.

**OSBORN, GENE**  
KWAL, Waterloo, Ia.

**OSWALT, JACK**  
Sports Roundup, Sports Recap  
KTAT, Frederick, Okla.

**OVERTON, DAVE**  
WSM, Nashville, Tenn.

**OWENS, RICHARD H.**  
WISL, Shamokin, Pa.

**OWENS, S. MOREY**  
Sports Review  
WROK, Rockford, Ill.



# Sports Commentators—Radio-Television

## —P—

**PACKARD, CHARLIE**  
KSWI, Council Bluffs, Ia.

**PAGE, JOHN**  
Paging Sports  
WCSS, Amsterdam, N. Y.

**PAIGE, CARL**  
KRAM, Las Vegas, Nev.

**PAIGE, ERIC**  
Sports Roundup  
WLOW, Norfolk, Va.

**PARADY, BILL**  
Pigskin Party  
KCKY, Coolidge, Ariz.

**PARKER, PAUL**  
WGNI, Wilmington, N. C.

**PARKS, DARYL**  
Sports Camera  
WKLO, Louisville, Ky.

**PARKS, DEL**  
WPEN, Philadelphia, Pa.

**PARSONS, MARSHALL**  
Parsons Sports  
Tomorrow's Sports Page  
WQAM, Miami, Fla.

**PARTON, RED**  
Sportscoop  
WOLF, Syracuse, N. Y.

**PASSE, LEOL**  
Sporting Events  
WYOK, Birmingham, Ala.

**PATRICK, VAN**  
Sports Scripts  
WJR, Detroit, Mich.

**PATTISON, JIM**  
Sports Parade  
WDAD, Indiana, Pa.

**PAUL, ED**  
Wiedemann's Sports Eye  
WLRN, Marion, O.

**PAUL, ED**  
Top Of The Sports  
WGED, DuBois, Pa.

**PEAK, BILL**  
Sports Spotlight  
KBKI, Alice, Tex.

**PEARCE, RICHARD**  
WDLF, DeLand, Fla.

**PEARSON, FORD**  
ABC-TV

**PEART, JOHN**  
Football Games  
KOH, Reno, Nev.

**PEIRCE, PETE**  
WBCC, Bethesda, Md.

**PENFIELD, ADD**  
Sports Quiz  
WRYN, Rochester, N. Y.

**PEPE, JOHNNY**  
Sports Review  
WPHC, Sharon, Pa.

**PEREZ, ELMO TORRES**  
La Marcha De los Deportes  
WKAQ, San Juan, P. R.

**PERKINS, GLEN**  
Sports In Review  
KANS, Wichita, Kans.

**PERLIN, BENJIE**  
KOPO, KTKT, Tucson, Ariz.

**PERRY, WES**  
Sports Review  
KGBC, Galveston, Tex.

**PETERS, BILL**  
Today In Sports  
WKK, Erie, Pa.

**PETERS, FRANK**  
WNOW, York, Pa.

**PETERS, KENNETH E.**  
Play By Play  
KTMS, Santa Barbara, Calif.

**PETERSEN, HARRY**  
The Scoreboard  
KOTA, Rapid City, S. Dak.

**PETERSON, EDWIN**  
Sports Review  
KSCB, Cedar City, Utah

**PETERSON, JOHN**  
Football Games  
KWAK, Stuttgart, Ark.

**PHAU, ALLAN**  
WMBG, Richmond, Va.

**PHILAN, EDDIE**  
World Of Sports  
WCLA, Eufaula, Ala.

**PHILAN, JOHN**  
World of Sports  
KTSM, El Paso, Tex.

**PHILBIN, BOB**  
Sports Page Of The Air  
WJOL, Joliet, Ill.

**PIERRO, LOUIS**  
Sports Diary  
WHUC, D Hudson, N. Y.

**PIERSON, BILL**  
Sports Corner  
WHKK, Akron, O.

**PIERSON, LEO**  
KREM, Spokane, Wash.

**PIKE, DICK**  
WKNN, Saginaw, Mich.

**PINION, CLOVIS**  
KSSP, Sulphur Springs, Tex.

**PIPHER, BILL**  
WLOI, LaPorte, Ind.

**PITTENGER, DICK**  
WPBM, WPBM-TV,  
Indianapolis, Ind.

**PLATT, JOSEPH**  
Sports Extra, Sports Predic-  
tions  
WBBZ, Ponca City, Okla.

**POPE, BILL**  
The Last Round  
WOKO, Albany, N. Y.

**POUCHER, J. WAYNE**  
WCOS, Columbia, S. C.

**POWERS, GENE**  
WICU, Erie, Pa.

**POWERS, JIMMY**  
Powerhouse Of The Air  
WNEW, Gillette Cavadeade of  
Sports—Boxing, Bouts, NBC-  
TV.

**PRESS, RUSS**  
Sportscast  
KTRR, Rolla, Mo.

**PRICHARD, BOB**  
KPLT, Paris, Tex.

**PRINCE, BOB**  
Case Of Sports  
WJAS, Pittsburgh, Pa.

**PRINCE, RUCK**  
Sports Preview By Prince  
WNBC, New York, N. Y.

**PROCTER, GENE**  
Sports Reel  
KEPO, El Paso, Tex.

**PROCTOR, HARRY**  
Fishing News  
KEEN, San Jose, Calif.

**PROVENCE, ROBERT**  
Sports Review, Sports Final  
WKNA, Charleston, W. Va.

## —Q—

**QUINN, JACK**  
WMBD, Peoria, Ill.

## —R—

**RABER, ALAN**  
Sports Highlights  
WKAP, Allentown, Pa.

**RAIFORD, BOB**  
WEGO, Concord, N. C.

**RAIHALL, BILL**  
Area Sports  
WCPA, Clearfield, Pa.

**RAMSEY, JONES**  
KSPI, Stillwater, Okla.

**RANGER, JIM**  
Sideline Slants  
KAFY, Bakersfield, Calif.

**RATHBUN, JACK**  
World Of Sports  
WBSR, Pensacola, Fla.

**RAY, DEL**  
KAMA, Magnolia, Ark.

**RECKNER, HARRY**  
Reports On Sports  
KTSA, San Antonio, Tex.

**REECE, SANDY**  
Sports Review  
WSHT, South Bend, Ind.

**REED, BILL**  
Sportscast  
KMYR, Denver, Colo.

**REED, RED**  
Red Reeds Sports  
WHRP, Hendersonville, N. C.

**REEL, BOB**  
Sports Reel  
KSPA, Santa Paula, Calif.

**REESE, JAMES E.**  
Sports Round-Up  
WWWB, Jasper, Ala.

**REEVE, RAY**  
Sports Parade  
WRAL, Raleigh, N. C.

**REEVES, GEORGE**  
Sports Review  
WINN, Louisville, Ky.

**REGAN, BOB**  
Sportsparade  
KCRQ, San Diego, Calif.

**REID, JIM**  
BC Sports Review  
WPTF, Raleigh, N. C.

**REID, MICHAEL**  
Sports Review  
KVRK, Rock Springs, Wyo.

**REID, PAUL**  
Sports Page  
WKLF, Clanton, Ala.

**REITH, HARRY**  
Man About Sports  
WKST, New Castle, Pa.

**RENCH, KENNY**  
WPTW, Piqua, O.

**REN, JOE**  
The Buckeye Sportsman  
WLOK, Lima, O.

**REYNOLDS, FRANK**  
Play By Play  
WJOB, Hammond, Ind.

**RHEA, LARRY**  
Diary Of Sports  
KCKN, Kansas City, Mo.

**RHOADS, DUSTY**  
Sports Roundup  
WPAX, Falls Church, Va.

**RICH, AL**  
Baseball  
WLOH, Princeton, W. Va.

**RICHARDS, WILLIAM**  
WESA, Chaderoi, Pa.

**RICHARDSON, BILL**  
Early Bird Sports  
WITZ, Jasper, Ind.

**RIDDLE, BILL**  
Sports Review  
WNEK, Macon, Ga.

**RIDENOUR, DAVE**  
Sports Summary  
WLEA, Hornell, N. Y.

**RILEY, HARRY**  
Riley Reports The Sports  
WVWV, Fairmont, W. Va.



## Sports Commentators—Radio-Television

- RIPA, LOUIS**  
Sports Headlines  
KTRB, Modesto, Calif.
- ROBERTDON, T. B.**  
KDWT, Stamford, Tex.
- ROBERTS, G. F.**  
KGFL, Roswell, N. Mex.
- ROBERTS, HERB**  
Sports Roundup  
WHAR, Clarksburg, W. Va.
- ROBERTSON, BOB**  
Sports Reel  
KPQ, Wenatchee, Wash.
- ROBINSON, BERT**  
Time For Sports  
WBET, Brockton, Mass.
- ROBINSON, BOB**  
Sports Column  
WHSY, Hattiesburg, Mass.
- ROBINSON, CHAPMAN**  
WLN, Peckskill, N. Y.
- ROBISCHON, JAMES**  
KGVO, Missoula, Mont.
- RODSTROM, LLOYD**  
Sportlight  
KRKO, Everett, Wash.
- ROHN, GEORGE "BILL"**  
Sports Gallery  
KSOO, Sioux Falls, S. Dak.
- ROMAN, JUAN B.**  
Ronda Deportiva  
WPAB, Ponce, P. R.
- ROMANCE, ED**  
WPPA, Pottsville, Pa.
- ROOF, LEN**  
Football  
WMO, Cleveland, O.
- ROSE, JERRY**  
The Sportlight  
KDB, Santa Barbara, Calif.
- ROSE, JOE**  
Sports Review  
KHON, Honolulu, T. H.
- ROSEHILL, DAVE**  
Musical Sports Parade  
WDEM, Providence, R. I.
- ROSS, BILL**  
Spotlight On Sports  
Great Moments In Sports  
KOWB, Laramie, Wyo.
- ROSS, KAL**  
WFWA, Chester, Pa.
- ROWE, DAVE**  
Along Sports Row  
KSEL, Pocatello, Ida.
- ROWLAND, BOB**  
Hall Sports  
KELP, El Paso, Tex.
- RUSSELL, DAVE**  
KFDM, Beaumont, Tex.
- RUSSELL, EARLE**  
KXOB, Stockton, Calif.
- RUST, BILL**  
KGV, Greenville, Tex.
- RYAN, JOE**  
Sports Review  
WALL, Middletown, N. Y.
- S —
- SACCO, BOB**  
Sports HiLites  
WAZL, Hazleton, Pa.
- SAGGAU, TIP**  
WOW, WOW-TV,  
Omaha, Nebr.
- SAIDT, BUS**  
Sport Shots  
WBUD, Morrisville, Pa.
- SAKRY, CLIFF**  
KFAM, St. Cloud, Minn.
- SALERNO, SAM**  
Sports Parade  
KDAC, Fort Bragg, Calif.
- SALSBURG, JOE**  
Baseball Play By Play  
WARM, Scranton, Pa.
- SALT, LOYD**  
KREM, Spokane, Wash.
- SALTER, ELMER G.**  
Manager  
WAUD, Auburn, Ala.
- SANDERS, CHRISTIAN**  
KOVO, Provo, Utah
- SANDLER, JACK**  
Sports Trail  
KOWH, Omaha, Neb.
- SANDS, GEORGE**  
Sports Review  
WMAS, Springfield, Mass.
- SANDY, MIKE**  
WGAT, Utica, N. Y.
- SANFORD, CHARLES R.**  
In This Corner  
WGUY, Bangor, Me.
- SANFORD, PHIL**  
Sports Slants  
WABJ, Adrian, Mich.
- SANSONE, JOE**  
WFNS, Burlington, N. C.
- SAUNDERS, ERNIE**  
Sport Page  
WCHS, Charleston, W. Va.
- SAVAGE, BOB**  
Sportscast  
WBAV, Green Bay, Wis.
- SAVITT, MILTON**  
Sports Slants  
Down Memory Lane  
WHOB, Gardner, Mass.
- SAWYER, TED**  
Sports Unlimited  
WLNH, Laconia, N. H.
- SCARBROUGH, WALTER**  
Sportistics  
WBHT, Harriman, Tenn.
- SCARCE, ROBERT H.**  
World Of Sports  
WJBO, Baton Rouge, La.
- SCHAAP, MORTY**  
Sports Whirl, Dug Out Dope  
WBBB, Burlington, N. C.
- SCHILLING, FRED**  
Sports Parade  
WFOY, St. Augustine, Fla.
- SCHLEIFER, KEN**  
Midday Sport Spotlight  
WBYS, Canton, Ill.
- SCHMIDT, BOB**  
Sports Review  
KAYS, Hays, Kans.
- SCHOENKOPF, BOB**  
Sports Page  
WBUX, Doylestown, Pa.
- SCHOOCRAFT, BILL**  
WEAT, Lake Worth, Fla.
- SCHRAEDER, GARRY**  
Sports Review  
WRFD, Worthington, O.
- SCHREIBER, MARK**  
Sportscast  
KMYR, Denver, Colo.
- SCHROEDER, PAUL**  
Spotlight On Sports  
WIMS, Michigan City, Ind.
- SCOTT, BOB**  
Sports By Scott  
WSJS, Winston-Salem, N. C.
- SCOTT, ED**  
KOL, Seattle, Wash.
- SCOTT, MARK**  
Speaking Of Sports  
WLOW, Norfolk, Va.
- SCOTT, RAY**  
WGAE, Pittsburgh, Pa.
- SEALS, RUSSELL**  
Sports Reel  
KWOC, Poplar Bluff, Mo.
- SEARLES, NEIL**  
Wisconsin Football,  
Sports Pace  
WFOX, Milwaukee, Wis.
- SEVEY, BOB**  
KST, Santa Barbara, Calif.
- SHADDIX, GUS**  
Sports News And Views  
WGGA, Gainesville, Ga.
- SHAFFER, MAX**  
WDAN, Danville, Ill.
- SHANAHAN, TOM**  
WEMP, Milwaukee, Wis.
- SHEETZ, BILL**  
Sports Jamboree  
WMIE, Miami, Fla.
- SHELLEY, BOB**  
WNBK, Cleveland, O.
- SHELTON, FLOYD**  
Sports Parade  
KSTA, Coleman, Tex.
- SHEPARD, BILL**  
Sports Review  
WWGS, Tifton, Ga.
- SHEPARD, STEVE**  
Baseball  
KEIO, Pocatello, Ida.
- SHERIDAN, LEE**  
WFJG, Sumter, S. C.
- SHERMAN, BILL**  
Sports Shorts,  
Football Play By Play  
WCRB, Waltham, Mass.
- SHERMAN, BUD**  
WBAF, WHAP-TV,  
Fort Worth, Tex.
- SHERMAN, CLAIRE**  
Reports On Sports Headlines  
WJTN, Jamestown, N. Y.
- SHIELDS, STEVE**  
Sport Angles  
WDSO, Oneonta, N. Y.
- SHIREK, JIM**  
Reports On Sports  
KFYR, Bismarck, N. Dak.
- SHIVELY, DICK**  
WGBF, Evansville, Ind.
- SHREBER, MARK**  
KLZ, Denver, Colo.
- SHUDD, KOY**  
Stanton Sports Parade  
WROW, Albany, N. Y.
- SHUFFETT, CHARLES**  
Sports Spotlight,  
Play By Play  
WKAY, Glasgow, Ky.
- SIDNEY, BOB**  
WJEF, Grand Rapids, Mich.
- SIEBERT, DICK**  
WTCN, WTCN-TV, Minne-  
neapolis, Minn.
- SILKE, PAUL**  
Play By Play  
WTCJ, Tell City, Ind.
- SILVER, JULIAN**  
Ruppert's Sports  
WDAR, Savannah, Ga.
- SIMPKINS, PAUL**  
WAPP, McComb, Miss.
- SIMPSON, JAMES D., Jr.**  
WMRC Sportspace  
WMRC, Greenville, S. C.
- SIMPSON, JAMES S.**  
WOC, Washington, D. C.
- SIMPSON, JOHN**  
Sports Reporter  
WADC, Akron, O.
- SIMPSON, NORM**  
Sports Extra  
WWOD, Lynchburg, Va.
- SIMS, FRANK**  
Sportspace, Sports Camera  
WKMH, Dearborn, Mich.

## Sports Commentators—Radio-Television

- SINCLAIR, CLINT**  
Sports Roundup  
KSEM, Moses Lake, Wash.
- SINGER, IAN**  
WHTN, Huntington, W. Va.
- SINGER, PAUL**  
Pigskin Preview  
KDAC, Fort Bragg, Calif.
- SIZOO, ROGER**  
Sportscope  
KTRE, Luffkin, Tex.
- SKRITH, BILL**  
KTMC, McAlester, Okla.
- SLATER, BILL**  
The Fishing And Hunting Club  
Of The Air, DuMont
- SLATER, MANNING**  
Good Morning Sports,  
State's Sports  
WLIZ, Bridgeport, Conn.
- SLATER, SAM**  
Sports Parade  
WCOM, Parkersburg, W. Va.
- SLATER, WOODY**  
Sportlights  
KDON, Santa Cruz, Calif.
- SLOANE, J. S.**  
KNEL, Brady, Tex.
- SMITH, BOB**  
Harmony House Herald  
KSTV, Stephenville, Tex.
- SMITH, BOB**  
Sports Slants, Play By Play  
KVOR, Colorado Springs,  
Colo.
- SMITH, BOB**  
Sports Review  
WOOD, Grand Rapids, Mich.
- SMITH, ROCKY**  
Today In Sports  
WLOF, Orlando, Fla.
- SMITH, DICK**  
Sports Parade  
WHUN, Huntingdon, Pa.
- SMITH, DICK**  
Sports Digest  
WMTW, Portland, Me.
- SMITH, FLETCHER**  
Sports Review  
WTNC, Thomasville, N. C.
- SMITH, FRANK**  
KHUM, Eureka, Calif.
- SMITH, HAL**  
KDLK, Del Rio, Tex.
- SMITH, HARRY**  
WDZ, Decatur, Ill.
- SMITH, ROBERT**  
World Of Sports  
WGRD, Grand Rapids, Mich.
- SMITH, RUSS**  
Sports Special  
KLPN, Minot, N. Dak.
- SMITH, TED A.**  
KWRC, Pendleton, Ore.
- SMITH, VIC**  
Sports Review  
WGWR, Ashboro, N. C.
- SMITH, WARREN**  
WYOP, Vidalia, Ga.
- SMITH, WILLIAM**  
Sports Review  
WMFR, High Point, N. C.
- SMITHERMAN, ROSS**  
WALA, Mobile, Ala.
- SNOWDON, CHARLIE**  
WPLH, Huntington, W. Va.
- SNYDER, JOE**  
WJEJ, Hagerstown, Md.
- SODEN, FRANK**  
WXGI, Richmond, Va.
- SOOY, BYARD**  
Today's Sports  
KREL, Baytown, Tex.
- SORRELL, BILL**  
Sports Tour  
WKGN, Knoxville, Tenn.
- SPARKS, JAMES A.**  
Sports Time  
WHOC, Philadelphia, Miss.
- SPARKS, RED**  
Sports Special  
WFOM, Marietta, Ga.
- SPECIAL, JOHN**  
Spotlight On Sports  
KSET, Trinidad, Colo.
- SPELL, BILL**  
Spell On Sports  
WSLI, Jackson, Miss.
- SPENCER, MILTON**  
Speaking Of Sports  
WFLA, Tampa, Fla.
- SPENCER, PHIL**  
WENT, Gloversville—Johns-  
town, N. Y.
- SPIKER, BILL**  
Sports Whirl  
WWST, Wooster, O.
- SPINBALL**  
Deportivos  
WAEI, Mayaguez, P. R.
- SPINETTI, EUGENE B.**  
Roundup  
KCID, Caldwell, Ida.
- SPIRO, WALTER**  
Sports News  
WCOV, Montgomery, Ala.
- STANLEY, LARRY**  
KFH, Wichita, Kans.
- STANTON, BOB**  
(See Radio-TV Artists)
- STAUFFER, LEROY**  
WCPA, Clearfield, Pa.
- STEELE, BOB**  
Strictly Sports  
WTIC, Hartford, Conn.
- STEELE, GEORGE**  
Sports On Parade  
WGGG, Gainesville, Fla.
- STEELE, JIM**  
Let's Go Fishing  
WIRK, West Palm Beach, Fla.
- STEELE, JOHN**  
Spotlite On Sports,  
Great Moments In Sports  
KOWB, Laramie, Wyo.
- STEELMAN, BOB**  
KOIL, Omaha, Nebr.
- STEGMAN, HARVEY**  
The World Of Sports  
WMOX, Meridian, Miss.
- STEMMLER, NICK**  
WRUN, Utica, N. Y.
- STENSTROM, JULIAN**  
Sports Parade  
WTRR, Sanford, Fla.
- STERN, BILL**  
Bill Stern's Sports News  
WNBC, Colgate Sports News-  
reel of the Air; Sports Events,  
NBC.
- STERRETT, BOB**  
In The Sportlite  
WTON, Staunton, Va.
- STEVENS, ED**  
Sports Spotlight  
KENI, Anchorage, Alaska
- STIEGLER, ERNIE**  
Sports Roundup  
WGPA, Bethlehem, Pa.
- STINSON, JOHN**  
WWOL Sports Parade  
WWOL, Buffalo, N. Y.
- STIRREAT, BOB**  
Sports Review  
WGBB, Freeport, N. Y.
- STOREY, BOB**  
Storey Of Sports  
WDGY, Minneapolis, Minn.
- STOUT, ALLEN**  
WROL, Knoxville, Tenn.
- STRAND, NORMAN**  
Sports Montage  
WSAV, Savannah, Ga.
- STRATTON, GIL**  
Football  
KGIL, San Fernando, Calif.
- STREFT, GABBY**  
WIL, St. Louis, Mo.
- STREFT, MALCOLM**  
WHMA, Anniston, Ala.
- STRICKLAND, BILL**  
Football Games, Pigskin Pre-  
view, Pigskin Parade  
WIRA, Fort Pierce, Fla.
- STRINE, EARL**  
Sports Parade  
WCHA, Chambersburg, Pa.
- STRINGFELLOW, DOUG**  
KLO, Ogden, Utah
- SULLIVAN, CHARLES**  
WMC, WMCT, Memphis, Tenn.
- SULLIVAN, HARRY**  
WBAC, Cleveland, Tenn.
- SUMMERS, JOE**  
KVOD, Denver, Colo.
- SUTER, BUD**  
Sports Camera  
KGLO, Mason City, Ia.
- SUTERFIELD, PHIL**  
Sportscauser  
WHAS, Louisville, Ky.
- SWANSON, ROBERT E.**  
Sports Roundup, Sports Final  
WCAM, Camden, N. J.
- SWEENEY, BILL**  
WAAB, Worcester, Mass.
- SWEENEY, BUDD**  
Sports By Sweeney  
WHKC, Columbus, O.
- SWEET, ART**  
Golf Gossip  
WNMP, Evanston, Ill.
- SWINGLE, CY**  
Football Final  
KENT, Shreveport, La.
- SVMS, BILL**  
Lee's Lair  
KTSI, Hollywood, Calif.

— T —

- TABNER, DOUG**  
Sports Tab  
WTOO, Toledo, O.
- TAKLES, LOWELL**  
Sports Review  
KPAC, Port Arthur, Tex.
- TANCHILL, BOB**  
WASL, Annapolis, Md.
- TASNADY, JOHN**  
KASH, Eugene, Ore.
- TATE, VERNER**  
Spotlight on Sports  
WFBC, Greenville, S. C.
- TAUB, SAM**  
WGMN, New York, N. Y.
- TAYLOR, BILL**  
Sports Review  
KRRV, Sherman-Dennison,  
Tex.
- TAYLOR, JACK**  
Sports Highlights  
WHIS, Bluefield, W. Va.
- TEAS, CHARLIE**  
KOB, Albuquerque, N. Mex.
- TEMPLETON, DINK**  
Sport Page Of The Air  
KFRC, San Francisco, Calif.

## Sports Commentators—Radio-Television

- TERRY, BILL**  
WAGA, Atlanta, Ga.
- TERRY, BOB**  
WJEL, Springfield, O.
- TERRY, WILLIAM R.**  
WAGA-TV, Atlanta, Ga.
- THACKER, JIM**  
Sports Tipoff  
WSON, Henderson, Ky.
- THEERINGER, GEORGE**  
Sports Roundup, Football  
WRBL, Columbus, Ga.
- THIELE, DUKE**  
Sportingly Yours  
WJMR, New Orleans, La.
- THOMAS, GLEN**  
WJEJ, Hagerstown, Md.
- THOMAS, HORACE**  
WCPA, Clearfield, Pa.
- THOMPSON, CHUCK**  
Sports Special  
WAAM, Baltimore, Md.
- THOMPSON, JIM**  
WJTL, Niagara Falls, N. Y.
- THORNTON, HARVEY**  
WAGC, Chattanooga, Tenn.
- TIGHE, RONNIE**  
Sports Roundup  
WJAG, Norfolk, Nebr.
- TILLER, TOMMY**  
WJPR, Greenville, Miss.
- TOAL, FRANK**  
Speaking Of Sports  
WCRO, Johnston, Pa.
- TODD, RICHARDS**  
Sports Roundup  
WLBG, Laurens, S. C.
- TOEBE, JIM**  
Sports Review  
WEW, St. Louis, Mo.
- TORGERSON, STAN**  
Sports Hi-Lites  
WLCX, LaCrosse, Wis.
- TOSTI, PHIL**  
Sports Digest  
WKAL, Rome, N. Y.
- TOWNSEND, CHET**  
Sports of West Virginia,  
Sports Roundup  
WCAW, Charleston, W. Va.
- TRABAL, ISMAEL**  
Orientacion Deportiva  
WORA, Mayaguez, P. R.
- TRABER, JIM**  
World Of Sports  
KVIC, Victoria, Tex.
- TRACE, BOB**  
Sports Parade  
WMGW, Meadville, Pa.
- TRAEGER, JOHN**  
Sports Parade  
KWED, Secuin, Tex.
- TRANTOR, CHARLES**  
Sportstime, Sports Memory,  
Sports Reports  
WNAE, Warren, Pa.
- TRAVIS, BILL**  
WTUX, Wilmington, Del.
- TRAYNOR, HAROLD**  
KQV, Pittsburgh, Pa.
- TROUT, LARRY**  
Spotlight On Sports  
KBIX, Muskogee, Okla.
- TSCHUDI, LOU**  
WING, Dayton, O.
- TUCKER, JOE**  
Sports Review, Sport Special,  
Garden Sports  
WWSW, Pittsburgh, Pa.
- TUCKER, KENNETH**  
KORC, Mineral Wells, Tex.
- TUFTS, PETE**  
Sports Review  
KTUC, Tucson, Ariz.
- TULLIO, LOU**  
WICE, Erie, Pa.
- TURNBULL, B. MURRAY**  
WMSA, Massena, N. Y.
- TURNER, JIM**  
Sportsspotlite  
WFOI, Bristol, Tenn.
- TURNER, ROBERT**  
WHAM, WHAM-TV, Roches-  
ter, N. Y.
- TURNER, S. G.**  
Sports Today  
WMOG, Covington, Ga.
- TYSON, E. I.**  
WWJ-TV, Detroit, Mich.
- TYSON, TY**  
Ty Tyson Sports Review  
WWJ, Detroit, Mich.

### — U —

- UFER, BOB**  
WPAG, Ann Arbor, Mich.
- ULBRICH, RAY**  
Sports Review  
WDMJ, Marquette, Mich.
- ULERY, DON**  
Spotlight On Sports  
WLBK, De Kalb, Ill.
- ULRICK, ED**  
WIMA, Lima, O.
- UNDERWOOD, RALPH**  
Sports Trail  
WCNB, Connersville, Ind.
- UNDERWOOD, TOMMY**  
Sports Round-Up  
WOOF, Dothan, Ala.
- UNGER, DICK**  
Sports Special  
WDXI, Jackson, Tenn.
- URQUHART, JIMMY**  
Sports Talks  
WMNB, North Adams, Mass.

### — V —

- VACCA, JOHN**  
Sportsman  
KOSA, Odessa, Tex.
- VACKNER, CHARLES**  
WBNX, New York, N. Y.
- VAILE, ROLAND B.**  
In The Sportlight  
KCMJ, Palm Springs, Calif.
- VALENTI, FRANK**  
KULA, Honolulu, T. H.
- VANCE, GEORGE**  
Sports Hi-Lights  
WMDN, Midland, Mich.
- VANCE, HV**  
Football Review  
WAPI, Birmingham, Ala.
- VAN COEVERING, JACK**  
Woods & Waters  
WXYZ-TV, Detroit, Mich.
- VAN ELLS, NEAL**  
WLW-D, Dayton, O.
- VAN HORNE, BILL**  
Sports Page Of The Air  
WTRF, Bellaire, O.
- VAN SANT, JOHNNY**  
Sports Chat  
WSAN, Allentown, Pa.
- VARE, AL**  
Tops In Sports  
WAOV, Vincennes, Ind.
- VAZQUEZ, PEDRO**  
Deportivas Northcool  
WAPA, San Juan, P. R.
- VEACH, BOB**  
Play By Play  
WCIL, Carbondale, Ill.
- VESTRO, AL**  
WTOR, Torrington,  
WATR, Waterbury, Conn.
- VICKLAND, ART**  
Forecasts  
KTBC, Austin, Tex.
- VRATIS, SOCS**  
KOLE, Port Arthur, Tex.

### — W —

- WAGNER, BOB**  
Sports Page  
KMH, Marshall, Minn.
- WAGNER, BOB**  
Newsreel Theater—  
Sport News  
WHIZ, Zanesville, O.
- WAGNER, JAY**  
WLEC, Sandusky, O.
- WAKEMAN, TONY**  
All Sports Parade  
WWDG, Washington, D. C.
- WALDEN, MYRON**  
WKID, Urbana, Ill.
- WALDEN, WARREN**  
Everybody's Sport  
WEAN, Providence, R. I.
- WALKER, DUCK**  
Navy Sports Salute  
WJLD, Bessemer, Ala.
- WALKER, HAL**  
Sportingly Yours  
WMAW, Milwaukee, Wis.
- WALLACE, HAROLD**  
KSPA, Nacondoches, Tex.
- WALLACE, JACK**  
Football  
KBST, Big Spring, Tex.
- WALSH, FRANK J.**  
WBCM, Bay City, Mich.
- WALSH, GEORGE**  
Walsh Looks 'Em Over  
WFIL-TV, Philadelphia, Pa.
- WALSHAK, DAVID**  
Cavalcade Of Sports  
KCTI, Gonzales, Tex.
- WALTHAL, TUBBY**  
Sports Headlines  
WSVS, Crewe, Va.
- WALTON, LUKE**  
WISH, Indianapolis, Ind.
- WANN, PAUL**  
WDOD, Chattanooga, Tenn.
- WARD, BILL**  
By Word-By Word  
KCRC, Enid, Okla.
- WARD, BILL**  
Sports Review  
WTMA, Charleston, S. C.
- WARD, BOB**  
WWSR, St. Albans, Vt.
- WARD, HARRY**  
KCHE, El Reno, Okla.
- WARD, HUGH, Jr.**  
World Of Sports  
WALD, Walterboro, S. C.
- WARREN, HARRY**  
Sports Mirror  
KUTA, Salt Lake City, Utah
- WASHBURN, BRUCE**  
KHOZ, Harrison, Ark.
- WATERSTONE, HARRY**  
KGEM, Boise, Ida.
- WATSON, BUD**  
WBAP-TV, Fort Worth, Tex.

## Sports Commentators—Radio-Television

- WATTRICK**  
Sports Telequiz  
WXYZ-TV, Detroit, Mich.
- WEAVER, BILL**  
Sports Headlines  
WDAY, Fargo, N. Dak.
- WEAVER, HENRY**  
ABC, ABC-TV
- WEBB, GILBERT**  
Oil Belt Sportscast  
KSTB, Breckenridge, Tex.
- WECKERLE, JOE**  
WMOH, Hamilton, O.
- WEEKS, NOLAN**  
KMAE, McKinney, Tex.
- WEICH, BILL**  
KTLA, Los Angeles, Calif.
- WELBORN, DAVID**  
Sports Spotlight  
WJIG, Tullahoma, Tenn.
- WELBORNE, CURT**  
Sports Review  
WGBG, Greensboro, N. C.
- WELCH, JACK**  
WJPA, Washington, Pa.
- WELLS, ROBERT**  
Slants From The Sidelines,  
Evening Scoreboard  
KIUL, Garden City, Kans.
- WESLEY, FRANK**  
Football Games  
WFOM, Marietta, Ga.
- WESSON, DICK**  
KPOJ, Portland, Ore.
- WIEDBEE, CHARLES**  
WGTC, Greenville, N. C.
- WIUKHART, ED**  
Sports Final  
WHAH, Weston, W. Va.
- WHITAKER, ROBERT C.**  
WPAY, Portsmouth, O.
- WHITE, DON**  
As I See It  
KIT, Yakima, Wash.
- WHITE, EDDIE**  
WDHL, Bradenton, Fla.
- WHITE, GEORGE**  
KBTV, Dallas, Tex.
- WHITE, ZED**  
Sports Page of the Air  
WACA, Camden, S. C.
- WHITTIER, CHUCK**  
Chuck Whittier's Sports  
WILK, Wilkes-Barre, Pa.
- WHITWORTH, RAY**  
The Sports Page  
KFDA, Amarillo, Tex.
- WIBLE, DARRELL**  
Sports Parade  
WBFW, Bedford, Ind.
- WIDMAN, RALPH**  
WFAA, Dallas, Tex.
- WILBURN, GENE**  
Today In Sports, Sports  
Parade, Spotlight On Sports  
KEXO, Grand Junction, Colo.
- WILDER, JOE**  
Sports Review  
WKLY, Hartwell, Ga.
- WILLIAMS, BILL**  
ROME, Tulsa, Okla.
- WILLIAMS, BRUCE W.**  
KOCO, Salem, Ore.
- WILLIAMS, CHARLES**  
KWNO, Winona, Minn.
- WILLIAMS, CHUCK**  
Sports Parade  
KIOX, Bay City, Tex.
- WILLIAMS, CHUG**  
WDXB, Chattanooga, Tenn.
- WILLIAMS, DICK**  
Warmup  
KRIC, Beaumont, Tex.
- WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.
- WILLIAMS, PETE**  
WOOB, Anniston, Ala.
- WILLIAMS, WALLY**  
Sports On Parade  
WCOG, Greensboro, N. C.
- WILLIS, JOHN**  
Play By Play  
KTMS, Santa Barbara, Calif.
- WILLS, HARRY**  
Play By Play  
WJMC, Rice Lake, Wis.
- WILSON, BERT**  
WIND, Chicago, Ill.
- WILSON, BOB**  
KAYZ, Storm Lake, Ia.
- WILSON, BOB**  
Let's Talk Sports  
KWKW, Pasadena, Calif.
- WILSON, BOB**  
Sports Summary  
WADC, Akron, O.
- WILSON, CHUCK**  
KECK, Odessa, Tex.
- WILSON, CHUCK**  
WBVP, Beaver Falls, Pa.
- WILSON, HOWIE**  
Sports Roundup  
WKAT, Macomb, Ill.
- WILSON, JOE**  
WBKB, Chicago, Ill.
- WILSON, JOHN**  
Football Prophet  
WFTC, Kinston, N. C.
- WILSON, WARD**  
WMGM, New York, N. Y.
- WINDSOR, WALTER**  
Sports Page  
WGBA, Columbus, Ga.
- WISE, WES**  
Play By Play  
KLIF, Dallas, Tex.
- WISMER, HARRY M.**  
B. June 30, 1912, Port Huron,  
Mich.; Sports Director, ABC; Top  
Golf Matches, College—for U. S.  
Airforce Recruiting; Redskins  
Pro Games; Pro Football Cham-  
pionships; Champion Roll Sall;  
Saturday Co-op Show; Sugar  
Bowl Football & Basketball; Blue-  
Gray Football Game.
- WOLF, FRED**  
Make It & Take It  
WXYZ-TV, Detroit, Mich.
- WOLFF, BOB**  
WINX, WTTG, Washing-  
ton, D. C.
- WOOD, CLAY**  
In the World of Sports  
KRAL, Craig, Col.
- WOOD, LEE**  
KTSL, Hollywood, Calif.
- WOOD, RICHARD DALE**  
Play By Play  
KTNM, Tucumcari, N. Mex.
- WOOD, ROBERT**  
Sports Notebook  
KORN, Mitchell, S. Dak.
- WOODDELL, KEN**  
Behind The Sports Desk  
WLBH, Mattoon, Ill.
- WOOLE, HAM**  
WOLF, Syracuse, N. Y.
- WOODSIDE, S. M.**  
Sports Roundup  
WHCU, Ithaca, N. Y.
- WOODWARD, LEROY**  
WVJS, Owensboro, Ky.
- WORTH, JOSEPH**  
News-On-The-Hour  
WMIE, Miami, Fla.
- WRATHER, LOU**  
WENK, Union City, Tenn.
- WRIGHT, JOE**  
WKBV, Richmond, Ind.
- WYMAN, MAL**  
KALL, Salt Lake City, Utah
- WYNN, JOE**  
In The Wynn Column  
KVER, Albuquerque, N. Mex.
- WYNNE, JIMMIE**  
Sports Review  
WAIR, Winston-Salem, N. C.

### — Y —

- YATES, CARL**  
Bowling Reports  
WACB, Kittanning, Pa.
- YOUNG, BOB**  
Play By Play  
WTTV, Bloomington, Ind.
- YOUNG, GEORGE**  
KANQ, Amarillo, Tex.
- YOUNG, JAY**  
Sports Review  
WERC, Erie, Pa.
- YOUNG, ROBERT**  
Play By Play  
WTTT, Bloomington, Ind.
- YORK, TOM**  
Sports Page, Local Sports  
WMFT, Florence, Ala.
- YOUNG, TOMMY**  
KWAT, Watertown, S. D.
- VOWELL, JOE**  
World of Sports  
KTXL, San Angelo, Tex.

### — Z —

- ZABEL, JAMES**  
Sports Editor  
WHO, Des Moines, Ia.
- ZANE, JOHN**  
Sports Roundup  
WMMW, Meriden, Conn.
- ZANAN, CHARLEY**  
Time Out For Sports  
WSFA, Montgomery, Ala.
- ZEGARSKY, ED (GOAT)**  
WHUB, Cookeville, Tenn.
- ZELLNER, BOB**  
WHLI, Hempstead, L. I.
- ZIFF, SID**  
Sport Section Of The Air  
KFWB, Hollywood, Calif.
- ZIMMERMAN, PAUL E.**  
Sports Parade  
WMVA, Martinsville, Va.

# News Commentators

## RADIO AND TELEVISION

### —their work during 1949

#### — A —

**ABBE, JAMES**  
James Abbe Observes The News  
KSJO, San Jose, Calif.

**ACEVEDO, ANTONIO**  
Reporter WORA  
WORA, Mayaguez, P. R.

**AGRONSKY, MARTIN**  
ABC

**AKERS, BOB**  
KRIC, Beaumont, Tex.

**ALAMI, PHIL**  
ABC

**ALCOTT, CARROLL**  
WINS, New York, N. Y.

**ALDERSON, JOHN**  
WFBR, Baltimore, Md.

**ALISKY, MARVIN**  
News—Marvin Alisky  
KMBC, San Antonio, Tex.

**ALEXANDER, OWENS**  
News  
WSAV, Savannah, Ga.

**ALLAN, FRANK**  
KECK, Odessa, Tex.

**ALLEN, JOHN**  
WFAA, Dallas, Tex.

**ALLEN, PHIL**  
KOIL, Omaha, Neb.

**ALLEN, ROBERT**  
WOR, New York, N. Y.

**ALLEN, SPENCER**  
WGN, WGN-TV, Chicago, Ill.

**ALLISON, GENE**  
WISH, Indianapolis, Ind.

**ALLWOOD, JAMES L.**  
WSTS, Southern Pines, N. C.

**ALVAREZ, ENRIQUE**  
Comentarios  
WAEI, Mayaguez, P. R.

**ALVAREZ, ARTHUR**  
News Comments  
WNBZ, Saranac Lake, N. Y.

**ANDREWS, BERT**  
ABC

**ANDREWS, GENE**  
Preview Of Tomorrow  
WVEC, Hampton, Va.

**ANDREWS, H. G.**  
Dispelling The Fog  
WARD, Johnstown, Pa.

**ANDREWS, M. CARL**  
Over The Editor's Desk  
WDBJ, Roanoke, Va.

**ANTHONY, DICK**  
KDAL, Duluth, Minn.

**ANTHONY, LEE**  
Community News  
WTAD, Quincy, Ill.

**ARMSTRONG, KEN**  
News With Ken Armstrong  
KBZ, Muskegon, Mich.

**ARTHUR, BILLY**  
WJNC, Jacksonville, N. C.

**ARTHUR, BOB**  
KFIL, Wichita, Kans.

**ARVIN, RAY**  
Commentary  
WREN, Topeka, Kans.

**ASLLEY, CHARLES**  
CBS

#### — B —

**BAGDASARIAN, ALBERT**  
Behind the News  
WNBZ, Saranac Lake, N. Y.

**BAKER, ALBERT S.**  
ASB Reports  
WRXL, Concord, N. H.

**BAKER, ART**  
Art Baker's Note Book, ABC

**BAKER, FRANK**  
WALA, Mobile, Ala.

#### Newscaster

"6 O'Clock News" . . WNBC  
(for Italian Swiss  
Colony Wine)

"11 O'Clock News" . . WNBC  
(for Shell Oil Co.)

#### Announcer

"When A Girl Marries"  
(NBC)  
(for General Foods)

Westinghouse Film  
Commercials

UNIVERSAL PICTURES

LEx. 2-1100



## KENNETH BANGHART



## • • • News Commentators—Radio-Television • • •

- BAKER, GEORGE M.**  
WKBW, Buffalo, N. Y.
- BALLINGER, KENNETH**  
Local News  
WTAL, Tallahassee, Fla.
- BANCROFT, GRIFFING**  
CBS
- BANGHART, KENNETH**  
Six O'Clock News, Eleven O'Clock News, WNBC; When A Girl Marries, Who Said That, NBC, WNBT; Universal Pictures, Westinghouse Film Commercials.
- BANKS, DAVE**  
Dixie Doings  
WDXI, Jackson, Tenn.
- BARNES, VIC**  
News  
WCFL, Chicago, Ill.
- BARNETT, MELVIN F.**  
WLOH, Princeton, W. Va.
- BARLY, ALICE**  
Today's World  
KEPO, El Paso, Tex.
- BARTELL, PAUL**  
WFOK, Milwaukee, Wis.
- BARTON, DALE**  
KIOA, Des Moines, Ia.
- BAUKHAGE, H. R.**  
ABC
- BAXTER, FRANK**  
WSSB, Durham, N. C.
- BAXTER, LIONEL**  
WAPI News  
WAPI, Birmingham, Ala.  
Headlines From the News  
WAEM-TV, Birmingham, Ala.
- BEALL, JACK**  
ABC
- BEATTV, HARLAN**  
KBRL, McCook, Nebr.
- BEATY, MORGAN**  
News of the World; NBC
- BEAUPRE, BOB**  
Local News  
WJOV, Burlington, Vt.
- BECK, JACK**  
CBS
- BEDELL, FORREST**  
Local News  
WERC, Reidsville, N. C.
- BEINER, DICK**  
KCLO, Leavenworth, Kans.
- BELKNAP, JAZZ**  
Town Crier  
KMVI, Wailuku, Maui, T. H.
- BELL, DON**  
KWHK, Hutchinson, Kans.
- BELL, RIDLEY**  
Kidley Bell  
WGBA, Columbus, Ga.
- BELLINGER, STEVE**  
News & Views  
WTUJ, Tell City, Ind.
- BENES, J. W.**  
KOY, Santa Maria, Calif.
- BENTLEY, JULIAN**  
CBS
- BENTLEY, THOMAS W.**  
WAVZ, New Haven, Conn.
- BERKOWITZ, MILT**  
WONS, Hartford, Conn.
- BERNHARD, JOHN E.**  
Town Topics  
WFOY, St. Augustine, Fla.
- BIDDLE, DICK**  
WJRD, Tuscaloosa, Ala.
- BILLINGSLEY, BILL**  
WTOB, Winston-Salem, N. C.
- BILLS, JOHN T.**  
WQAM, Miami, Fla.
- BLACK, RUSSELL**  
WVJR, Newark, N. J.
- BLACKBURN, SAM**  
Blackburn Views The News  
KVSO, Ardmore, Okla.
- BLECKLEY, W. JOHN**  
News In Review  
WJMR, New Orleans, La.
- BLIZZARD, LOUIS C.**  
World Round Up Of News  
WMSL, Decatur, Ala.
- BOGARTE, HOWARD**  
WFAA, Dallas, Tex.
- BOHEN, W. F.**  
Round The Town  
WHEN, Syracuse, N. Y.
- BOLTON, PAUL**  
Straight Texas  
KTBC, Austin, Tex.
- BORNE, GLADYS**  
News Thru The Eyes Of A Woman  
WISR, Butler, Pa.
- BOSWORTH, BOB**  
WPOD, Chattanooga, Tenn.
- BOURGHOLTZER, FRANK**  
White House Correspondent  
WRC, Washington, D. C.
- BOWERS, BILL**  
KTSS, Springfield, Mo.
- BOWMAN, ED**  
4-Bell News, Night Special  
WEEK, Peoria, Ill.
- BOWSER, BEN**  
WACB, Kittanning, Pa.
- BOYD, DR. WILLIAM**  
Bill Boyd Edits The News  
WERD, Atlanta, Ga.
- BRAGEN, WILLIAM**  
News At 6  
WVWV, Fairmont, W. Va.
- BREDIN, J. K.**  
S. C. News  
WFIG, Sumter, S. C.
- BREN, EDWARD**  
KVFD, Fort Dodge, Ia.
- BRIDGE, BILL**  
WACB, Kittanning, Pa.
- BRINKLEY, DAVID**  
Today In The News  
WRC, Washington, D. C.  
Washington Newsreel  
WNBW, Washington, D. C.
- BROCKWAY, JACK**  
KDAL, Duluth, Minn.
- BRYAN, GEORGE**  
WCBS, New York, N. Y.
- BROOKS, CLIFF**  
Our Town  
WGBF, Evansville, Ind.
- BROOKS, ED**  
World In Review, Today's News  
WBBB, Burlington, N. C.
- BROOKS, NED**  
Sunoco Three Star Extra; NBC
- BROOKS, TOM**  
Douglas News  
KAWT, Douglas, Ariz.
- BROPHY, JAMES FRED**  
Brophy And The News  
WHIO-TV, Dayton, O.
- BROWN, A. B., JR.**  
Noon News Review  
WGWR, Ashboro, N. C.
- BROWN, CLIFF**  
KRIO, McAllen, Tex.
- BROWN, FRANK R.**  
Frank Brown Reporting  
KTIP, Porterville, Calif.
- BROWN, HERBERT**  
News In English  
WKAQ, San Juan, P. R.
- BROWN, LEONARD**  
Headlines Around the World  
KTW, Seattle, Wash.
- BROWN, ROBERT**  
WASL, Annapolis, Md.
- BROWNELL, JIM**  
Between the Lines  
WKDK, Newberry, S. C.
- BROWNING, ROBERT**  
Local News  
WKNY, Kingston, N. Y.
- BRUCE, DONALD**  
WIRE, Indianapolis, Ind.
- BURDA, ORVILLE F.**  
Background of News  
KDIX, Dickinson, N. Dak.
- BURDETT, WINSTON**  
CBS
- BURKE, J. FRANK**  
Editor of the Air  
KPYD, Los Angeles, Calif.
- BURKE, MERLE**  
Highlights From Headlines  
WLPO, La Salle, Ill.
- BURLINGAME, BOB**  
KIOA, Des Moines, Ia.
- BURNS, BILL**  
KQV, Pittsburgh, Pa.
- BURNS, JOE**  
WNHC, New Haven, Conn.
- HURT, BILL**  
Local News  
WJEL, Springfield, O.
- BURTON, ROBERT C.**  
KSPI, Stillwater, Okla.
- BURL, JIM**  
WBEL, Beloit, Wis.
- BUTT, KINGSLEY**  
World News  
WIRA, Fort Pierce, Fla.
- BUTTON, DAVE**  
This Is David  
KSNV, Artesia, N. Mex.
- BUTZ, BOB**  
Last Week In Boulder  
KBOL, Boulder, Colo.
- BYERS, MARVIN G.**  
KOCO, Salem, Ore.
- BYRON, JAMES A.**  
WBAP, Fort Worth, Tex.

### — C —

- CADDELL, RAYMOND**  
Raymond Caddell And The News  
WHSC, Hartsylvania, S. C.
- CADE, MARVIN**  
WJW, Cleveland, O.
- CAIN, NICK**  
KOMW, Omak, Wash.
- CALDWELL, LARRY**  
WKIN, Kittanning, Pa.
- CALHOUN, ALLSTON**  
Americanism Preferred  
WBBQ, Augusta, Ga.
- CALLAWAY, JIM**  
WBAP-TV, Fort Worth, Tex.
- CALMER, NED**  
CBS
- CALVIN, HAROLD**  
WMAH, Hamilton, O.
- CAMERON, JIM**  
WSOO, Sault Ste. Marie, Mich.
- CAMPBELL, DAN**  
Campbell Calling  
WMOH, Hamilton, O.
- CAMPBELL, DAVE**  
WAPI News  
WAPI, Birmingham, Ala.
- CAMPBELL, DICK**  
KOME, Tulsa, Okla.
- CAMPBELL, JOE**  
KQKB, Tyler, Tex.
- CANNADY, WILLIAM H.**  
News Behind The Headlines  
WJMO, Cleveland, O.
- CARDENAS, SALVADOR**  
KURV, Edinburg, Tex.
- CARLIN, BOB**  
WOWO, Fort Wayne, Ind.



**News Commentators—Radio-Television**

**CARLSON, J. RALPH**  
Kendall News  
WJTN, Jamestown, N. Y.

**CARLTON, PETER**  
Peter Carlton Time  
WRCS, Ahsokic, N. C.

**CASE, GEORGE T.**  
Six PM News  
WNAO, Raleigh, N. C.

**CATON, EARL**  
Coker News Time  
WHSC, Hartsville, S. C.

**CEDERBERG, C.**  
WWJ, Detroit, Mich.

**CHAMBERLAIN, HOWARD**  
World Front  
WLW, WLW-T, Cincinnati, O.

**CHAPEL, JOHN K.**  
KROW, Oakland, Calif.

**CHAPLIN, W. W.**  
Report on America; NBC

**CHASE, HAL E.**  
Noon News  
KAST, Astoria, Ore.

**CHASE, MILTON**  
World Front  
WLW, Cincinnati, O.

**CHILDS, RALPH**  
KMA, Shenandoah, Ia.

**CHRISTIE, GEORGE**  
The Old Crusader  
WFEA, Manchester, N. H.

**CHRISTOPHERSON, C. A.**  
KSD, Sioux Falls, S. Dak.

**CLARE, VAL**  
CKLW, Detroit, Mich.

**CLARK, DALE**  
WAGA, Atlanta, Ga.

**CLARK, HARRY**  
WCBS, New York, N. Y.

**CLARK, RAY**  
WOW, WOW-TV, Omaha, Neb.

**CLAUSSEN, GENE**  
KXIC Iowa City, Ia.

**CLAYTON, GENE**  
News At Six  
WTMV, East St. Louis, Ill.

**CLAYTON, ROBERT**  
WJAS, Pittsburgh, Pa.

**CLEARY, JOSEPH M.**  
WESB, Bradford, Pa.

**CLIFFORD, JACK**  
Loebl News  
KRLC, Lewiston, Ida.

**CLOSE, UPTON**  
Upton Close Commentary  
KWKW, Pasadena, Calif.

**CLOSE, UPTON**  
Washington Watch  
WEAM, Arlington, Va.

**COBB, "TY"**  
KRGV, Westaco, Tex.

**COBB, WILTON**  
Dinner Bell News  
WMAZ, Macon, Ga.

**COGGINS, JAMES F.**  
U. S. Today  
WRDK, Newsberry, S. C.

**COHN, MORTON**  
GE News  
WCHS, Charleston, W. Va.

**COLEMAN, BOB**  
WKTN, Kittanning, Pa.

**COLEMAN, DOROTHY**  
Mainly For Women  
WMMW, Meriden, Conn.

**COLEY, LEM**  
WFPS, Alexander City, Ala.

**COLLINGWOOD, CHARLES**  
Peop's Platform, CBS-TV:

News of the World Tonight,  
Collingwood's Analysis, CBS

**COMBS, GEORGE HAMILTON, JR.**  
Editorial Slant on The News;  
12 O'Clock News, WMGM.

**COMPTON, GEORGE C.**  
DX News, News of Tomorrow,  
Petroleum On Parade  
WJPS, Evansville, Ind.

**COMPTON, WALTER**  
WTTG, Washington, D. C.

**CONAWAY, RAY**  
The Temple Story  
KPHH, Houston, Tex.

**CONY, LEE**  
WLCS, Baton Rouge, La.

**CONNOR, RALPH**  
City Journal  
KVOR, Colorado Springs, Colo.

**COOK, BILL**  
KWRD, Coquille, Ore.

**COOK, MILT**  
KMJ, Fresno, Calif.

**COOMBS, JACK**  
WRIP, Providence, R. I.


**COOPER, MADGE**  
Women's Side of the News  
WMRN, Marion, O.

**CORDELL, ANN**  
Column Of The Air  
KELD, El Dorado, Ark.

**CONDON, GLENN**  
Condon Views The News  
KTVL, Tulsa, Okla.

**CORBETT, BAYLISS**  
WFDF, Flint, Mich.

**COSTELLO, BILL**  
CBS



# ART BAKER

"ART BAKER'S  
NOTE BOOK"

in its 12th Year

ABC-Coast to Coast  
10:45 A.M. 1:45 P.M.  
P.S.T. E.S.T.

## News Commentators—Radio-Television

**COSTIGAN, TOM**  
WNJR, Newark, N. J.

**COSTON, MONROE**  
Texas Edition  
KCLW, Hamilton, Tex.

**CRABB, ROBERT**  
Noon News, 8:15 AM News  
KROX, Crookston, Minn.

**CRAIG, CHARLEY**  
KODY, North Platte, Neb.

**CRAIGEN, JIM**  
WDIA, Memphis, Tenn.

**CRANE, BEN**  
KXIC, Iowa City, Ia.

**CRAWFORD, SAM**  
KGY, Olympia, Wash.

**CRONKITE, WALTER**  
Washington Correspondent  
KFRM, KMBC, Kansas City, Mo.  
Iowa Report, Report To You  
WMT, Cedar Rapids, Ia.

**CRUTCHER, JACK**  
Noon News  
KTOP, Topeka, Kans.

**CURRAN, LARRY**  
WLBE, Leesburg, Fla.

**CUSHING, GEORGE W.**  
In Our Opinion  
WJR, Detroit, Mich.

**CUSHMORE, GRANT TAYLOR**  
ABC

### — D —

**DAHLVIG, JOSEPH**  
Noon News Time  
WLDY, Ladysmith, Wis.

**DALEY, HARTWELL**  
WALE, Fall River, Mass.

**DALTON, HAMILTON**  
The Town Crier  
WPEN, Philadelphia, Pa.

**DALTON, KENNETH G.**  
390 Commentator  
WBET, Brockton, Mass.

**DAILY, HARTWELL**  
Newport Newsweek  
WRJM, Newport, R. I.

**DAILY, JOHN**  
CBS

**DANCEY, CHARLES**  
Bulletin Board, It Happened  
\*Here  
WSIV, Pekin, Ill.

**DAVIDSON, MEADE**  
News Analysis  
WWRU, Woodside, N. Y.

**DAVIS, CLYDE C.**  
Morning Headlines  
WAYX, Waveross, Ga.

**DAVIS, ELMER**  
ABC

**DAVIS, EMORY**  
Negro In The News  
WBOW, Terre Haute, Ind.

**DAVIS, GARY**  
Noon News  
WMFR, High Point, N. C.

**DAVIS, KEW**  
KPH, Wichita, Kans.

**DAVIS, REX**  
CBS

**DAVIS, ROBERT E.**  
Report To The Valley  
KSRV, Ontario, Ore.

**DAVIS, VERNON**  
Local News  
WJEJ, Hagerstown, Md.

**DAY, JOHN**  
World News Roundup  
WHDH, Boston, Mass.

**DEANE, JERRY**  
KXEL, Waterloo, Ia.

**DEBNAM, W. E.**  
Debnam Views The News  
WTFE, Raleigh, N. C.

**DECKER, BEN**  
Lake Worth News  
WIRK, West Palm Beach, Fla.

**DELANEV, BOB**  
WJNO, West Palm Beach, Fla.

**DENNIS, GENE W.**  
KWHN, Fort Smith, Ark.

**DEWELLER, C. NORMAN**  
The Local Scene  
WBUX, Doylestown, Pa.

**DEWART, JAMES**  
Local News Roundup  
WERC, Erie, Pa.

**deYOANNE, AMUNDO**  
WHLB, Virginia, Minn.

**DICKSON, W. J.**  
KRIO, McAllen, Tex.

**DILLABER, MAYNARD**  
Local News  
WMVA, Martinsville, Va.

**DIXON, STANLEY**  
WMOH, Hamilton, O.

**DOOLITTLE, LEW**  
As I See It  
WCMB, Lemoyne, Pa.

**DOTY, LOCKWOOD**  
World News Roundup; NBC

**DOWNNEY, J. A.**  
Headline Parade  
KOCS, Ontario, Calif.

**DOWNS, BILL**  
CBS

**DRAKE, GEORGE**  
George Drake Citizen  
WDOS, Oneonta, N. Y.

**DRAKE, JACK**  
This Is Lawton  
KSWO, Lawton, Okla.

**DREIER, ALEX**  
Alex Dreier Commentary; NBC

**DREIER, ALEX**  
Skelly News  
WMAQ, Chicago, Ill.

**DREW, AL**  
Citizens Bank And Trust Co.,  
6-15 Local Roundup  
WCBT, Roanoke Rapids, N. C.

**DUNBAR, DR. WILLIS F.**  
WJEP, Grand Rapids, WKZO,  
Kalamazoo, Mich.

**DUNNAVANT, BOB**  
It Happened During The Week  
WJMW, Athens, Ala.

**DUKE, KEN**  
News of Tex. on the local  
scene and national  
KDDD, Dumas, Tex.

**DURAND, MANOLO**  
Radio-Imparcial  
WITA, Samturoc, P. R.

**DURSO, JOSEPH**  
WINS, New York, N. Y.

### — E —

**EASTMAN, BOB**  
Home Folks Reporter  
KOMA, Oklahoma City, Okla.

**EATON, LOU**  
KFLC, Tucson, Ariz.

**EATON, RICHARD**  
WOOK, Silver Spring, Md.

**EBEL, WALTER**  
KWFC, Hot Springs, Ark.

**EDGAR, JAMES**  
Ottar News  
KGEF, Fergus Falls, Minn.

**EDWARDS, A. F.**  
World Affairs  
KWFT, Wichita Falls, Tex.

**EDWARDS, CURTIS**  
Dinner News  
WTCN, Minneapolis, Minn.

**EDWARDS, DOUGLAS**  
CBS, CBS-TV

**EDWARDS, JOHN**  
ABC

**EDWARDS, ROSS**  
City Desk  
WCHS, Charleston, W. Va.

**EDWARDS, TOM**  
RECK, Odessa, Tex.

**EDNEY, GRADY**  
KCBQ Commentary  
KCBQ, San Diego, Calif.

**EICHORN, FRED**  
KXL, Portland, Ore.

**EID, LEIF**  
Pro and Con; World News  
Roundup; NBC

**EKINS, H. R.**  
Elkins Views The News  
WKRT, Cortland, N. Y.

**ELDON, POLLY**  
Polly's Patter  
WSTP, Salisbury, N. C.

**ELLINGSON, MAURICE**  
Farm Newstime  
KDIX, Dickinson, N. Dak.

**ELLIOTT, CHUCK**  
WMGY, Montgomery, Ala.

**ELLIOTT, WILLIAM**  
Bill Elliot Reporting  
WLAZ, Bridgeport, Conn.

**ELLSWORTH, BOB**  
Shell News Digest  
WXXW, Albany, N. Y.

**EMBER, DR. GEORGE**  
Under Capitol Dome  
KSEM, Moses Lake, Wash.

**ERK, E. CHRISTY**  
Survey Of The News  
WBRY, Waterbury, Conn.

**ESTRELLA, BLANCA**  
Latin-American News  
WIOD, Miami, Fla.

**EVANS, CLYDE W.**  
WDZ, Decatur, Ill.

**EVJUE, WILLIAM T.**  
WEMP, Milwaukee, Wis.

### — F —

**FAHEY, JACK**  
KGA, Spokane, Wash.

**FALER, DICK**  
10 PM News  
WTAQ, Quincy, Ill.

**FALGE, O. J.**  
O. J. Falge News Time  
WLDY, Ladysmith, Wis.

**FALK, EDWIN L.**  
KWVL, Waterloo, Ia.

**FALTA, JOSEF**  
Czech Breakfast  
WEDC, Chicago, Ill.

**FARMER, HELEN**  
News Of Macon  
WMAZ, Macon, Ga.

**FARMER, JOHN**  
KFRM, KMBC, Kansas City,  
Mo.

**FARQUHAR, WALTER**  
Review And Preview  
WPAM, Pottsville, Pa.

**FELSHER, ARNOLD**  
WBVP, Beaver Falls, Pa.

**FERMANTT, P. R.**  
Momento Politico  
WAEI, Mayaguez, P. R.

**FERN, C. J.**  
From Where I Sit  
KTOH, Lihue, Kauai, T. H.

**FERRIL, GLENN**  
World Highlights  
WTYS, Marianna, Fla.

**FINLEY, ELMER**  
Home Edition  
WLEJ, Bowling Green, Ky.

**FIRST, WESLEY**  
WICU, Erie, Pa.

**FLEISHER, NATHAN**  
WDAS, Philadelphia, Pa.

**FLEMING, JAMES**  
Report on Europe; Voices and Events; NBC

**FLEMING, JOHN**  
Byline—John Fleming  
WHOO, Orlando, Fla.

**FLETCHER, WILLIAM, PHD**  
Between The Lines  
WARE, Ware, Mass.

**FLYNN, PAT**  
The Mad Irishman  
KFDA, Amarillo, Tex.

**FLYNN, ROBIN**  
KHQ, Spokane, Wash.

**FOGARTY, JACK**  
WCPO-TV, Cincinnati, O.

**FOGARTY, JACK**  
WCPO, Cincinnati, O.

**FORBES, GILBERT**  
TeleNews, Beat The Press  
WFBN-TV, Indianapolis, Ind.

**FORD, JOHN**  
John Ford News  
WTCN, Minneapolis, Minn.

**FORREST, JOHN**  
KOL, World News  
KOL, Seattle, Wash.

**FORREST, W.**  
One Man's Opinion  
WGNY, Newburgh, N. Y.

**FOSTER, HOMER**  
WSOO, Sault Ste Marie, Mich.

**FOX, BILL**  
WPTW, Piqua, O.

**FOX, GARRY**  
Top Of The News

KROX, Crookston, Minn.

**FRANCE, MARTIN**  
WAEB, Allentown, Pa.

**FRANCES, AL**  
WHBC, Canton, O.

**FRANK, BOB**  
6:15 News  
WOC, Davenport, Ia.

**FRANK, PAUL**  
Early Edition  
WHKC, Columbus, O.

**FRANK, WILLIAM P.**  
Around The Town  
WILM, Wilmington, Del.

**FRASER, GORDON**  
B. Feb. 4, 1908, Lawrence, Mass.;  
United Nations Highlights; U. N.  
Correspondent for Headline Edition;  
Nancy Craig; Gordon Fraser, WJZ; U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow, ABC; News & Views, ABC-TV.

**FREDERICK, PAULINE**  
ABC

**FREDRICKSON, CARL**  
WNHC, New Haven, Conn

**FREEDMAN, MORRIE**  
KFGO, Fargo, N. Dak.

**FREELAND, BOB**  
KOTV, Tulsa, Okla.

**FREEMAN, VERN**  
WALA, Mobile, Ala.

**FRENCH, PETE**  
5:30 News, 10:30 PM News  
WHAS, Louisville, Ky.

**FROGGE, JOHN**  
News Of Nassau  
WGBB, Freeport, N. Y.

**FROMME, GALEN**  
WBAL, WBAL-TV, Baltimore, Md.

**FROST, FRANK**  
K GAR, Garden City, Kans.

**FRYE, J. ALLEN**  
Hub City Hubbub  
KHKI, Alice, Tex.

**FULDHEIM, DOROTHY**  
Views On The News  
WEWS, Cleveland, O.

**FURMAN, R. W.**  
This Day, 1950  
WMAP, Monroe, N. C.

**FURNISS, WALTER**  
Cruise For News  
WCOL, Columbus, O.

— G —

**GAETH, ARTHUR**  
ABC  
Gallagher, Frank  
WILM, Wilmington, Del.

**GAMMACK, GORDON**  
KRNT, Des Moines, Ia.

**GAMMELL, SERENO**  
Sereno Gammell And The News  
WHTT, Hartford, Conn.

**GARDNER, DONALD**  
ABC

**GARNER, J. E.**  
Editorial Of Air  
KFPW, Fort Smith, Ark.

**GARRED, BOB**  
B. March 15, 1915, Washington;  
Bob Garred News, ABC; Bob Garred News for Peter Paul, CBS.

**LOUELLA  
PARSONS**

ABC  
Network

**EVERY SUNDAY  
9:15 P. M., EST.**



**JOHN CAMERON SWAYZE**

COMMENTATOR  
CAMEL NEWS CARAVAN  
N.B.C.-TV Mon. Thru Fri. 7:45 P.M.  
"WHO SAID THAT" PANEL EXPERT  
N.B.C.-TV Mon. 10:30 P.M.

**GARRETSON, JOSEPH**  
Joseph Garrettson And The News  
WSAL, Cincinnati, O.

**GARRET, JIM**  
News Roundup  
WMMT, Florence, Ala.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GATTF, RICHARD**  
KANS, Wichita, Kans.

**GAY, EUSTACE**  
WHAT, Philadelphia, Pa.

**GEARHART, NICK**  
RTBS, Shreveport, La.

**GEORGE, A. H.**  
Rapid Chevrolet News, Milwaukee Road News  
KOTA, Rapid City, S. Dak.

**GERRETSON, ED**  
Your Farm Bureau  
WRFD, Worthington, O.

**GIANARIS, HARRY**  
6:45 News  
WHAN, Charleston, S. C.

**GIBSON, RILEY**  
Valley Viewpoint  
KXO, El Centro, Calif.

**GIFFORD, ROBERT**  
National News  
WNDR, Syracuse, N. Y.

**GILLIGAN, ROY E.**  
WNOP, Newport, Ky.

**GILLIS, BUD**  
Double In The News  
WHKC, Columbus, O.

**GILREATH, H. C.**  
Southern News  
WYOP, Vidalia, Ga.

**GINGELL, GEORGE**  
State Of The Nation  
WRBL, Columbus, Ga.

**GIVNEY, JOHN J.**  
Capitol Hill Reporter  
WTRY, Troy, N. Y.

**GLADDING, ALBERT**  
York Journal Of The Air  
WNOW, York, Pa.

**GODDARD, DON**  
WINS, New York, N. Y.

**GODWIN, EARL**  
News of The World, NBC

**GODWIN, EARL**  
The Earl Godwin Show  
WRC, Washington, D. C.

**GONIA, ROMAN**  
Gonia Reviews News  
WDY, Ladysmith, Wis.

**GOODYEAR, ARTHUR N.**  
WKNE, Keene, N. H.

**GOSS, FRANK**  
(See Announcers).

**GOW, GEORGE**  
KANS, Wichita, Kans.

**GRAHAM, GORDON**  
WHIC, Indianapolis, Ind.

**GRANT, PETER**  
Peter Grant News  
WLW, WLW-T, Cincinnati, O.

**GRAY, PHIL**  
WEMP, Milwaukee, Wis.

**GRAY, BARRY**  
WMIE, Miami, Fla.

**GRAY, BOB**  
Editorially Speaking  
WFNC, Fayetteville, N. C.

**GRAY, BOB**  
KXYZ, Houston, Tex.

**GRAY, CARL**  
WDLP, Panama City, Fla.

**GRAY, CHARLES W.**  
Portsmouth News Editor  
WHEB, Portsmouth, N. H.

**GREEN, H. E.**  
News And Interviews  
KFKA, Greeley, Colo.

**GREENWOOD, ROBERT E.**  
Robert E. Greenwood Commentary  
WEIM, Fitchburg, Mass.

**GREGORY, GREG**  
KECK, Odessa, Tex.

**GRUP, ERNST**  
World Wide News Roundup  
WDLR, Durham, N. C.

**GRIFFEN, PAUL**  
KOY, Phoenix, Ariz.

**GRIFFIN, MICHAEL**  
The News And You  
WBAY, Green Bay, Wis.

**GRIFFITHS, BILL**  
KOL World News  
KOL, Seattle, Wash.

**GRIM, GEORGE**  
WCCO, Minneapolis, Minn.

**GROSS, DON**  
Town Topics  
WAYX, Waycross, Ga.

**GROSS, LOUIS**  
WHAT, Philadelphia, Pa.

**GUINAN, JACK**  
WSUR Newsroom  
WSUR, Scranton, Pa.

**GUTHRIE, DAVID**  
FN Reporter  
WGPA, Bethlehem, Pa.

— H —

**HAAS, DODIE**  
WHWL, Nanticoke, Pa.

**HAEBERLE, MRS. ROBERT**  
Shelburne Falls News  
WHAT, Greenfield, Mass.

**HAGEMAN, HAROLD**  
8:30 News  
WADC, Akron, O.

**HALE, DR. WILLIAM J.**  
Between The Lines  
WWST, Wooster, O.

**HALL, GEORGE**  
Newsreel  
WERC, Reidsville, N. C.

**HALTERMAN, KENNETH**  
Local News Roundup  
WHHH, Warren, O.

**HAMILTON, BILL**  
News  
WCFL, Chicago, Ill.

**HAMILTON, KEN**  
U. P. Commentary  
WERQ, Harrisburg, Ill.

**HAMNSTON, NORMAN**  
WASL, Annapolis, Md.

**HAMRICK, TOM**  
The Hamrick Scene  
WPAL, Charleston, S. C.

**HANSEN, RICHARD L.**  
WKTY, LaCrosse, Wis.

**HANSSON, PETER**  
WIZE, Springfield, O.

**HARDING, HOWARD**  
6:15 News  
KBYM, Billings, Mont.

**HARDY, OTIS**  
WPAG, Ann Arbor, Mich.

**HARGIS, DAVE**  
KGBX, Springfield, Mo.

**HARKNESS, RICHARD**  
Richard Harkness Commentary: The United States In World Affairs: NBC

**HARLAN, HAL**  
KDLR, Del Rio, Tex.

**HARMONSON, KENNETH**  
Religion In The Headlines  
KTW, Seattle, Wash.

**HARP, JOE**  
Local News  
WJEJ, Hagerstown, Md.

**HARPEL, BILL**  
KMPC, Los Angeles, Calif.

**HARRINGTON, JOHN**  
9:15 News  
KTAR, Phoenix, Ariz.

**HARRISON, BOB**  
Local News  
WHNC, Henderson, N. C.

**HARRISON, WALTER M.**  
Skipper's Day Book  
KTOW, Oklahoma City, Okla.

**HART, DON**  
WSNJ, Bridgeton, N. J.

**HARTER, DR. D. LINCOLN**  
WPWA, Chester, Pa.

**HARTLEY, KEN**  
WHB, Kansas City, Mo.

**HARVEY, PAUL**  
WENR, Chicago, Ill.

**HASKINS, JACK**  
WDUN, Gainesville, Ga.

**HASLER, JOE**  
Evening News Roundup  
KBBX, Muskogee, Okla.

**HASSING, DOUG**  
WGGY, Montgomery, Ala.

**HAUGNER, AL**  
WTPH, Port Huron, Mich.

**HAUSEMAN, JACK**  
San Diego Headlines  
KGB, San Diego, Calif.

**HAYES, SAM**  
Sam Hayes News: NBC

**HAYNES, JERRY**  
News Of The World  
KIXL, Dallas, Tex.

**HEAD, IVAN R.**  
Ivan Head And The News  
KVSP, Santa Fe, N. Mex.

**HEALEY, JIM**  
Different News  
WOKO, Albany, N. Y.

**HEATTER, GABRIEL**  
Behind The Front Page, Heatter's Mailbag

**HELMS, JESSE**  
News Of Raleigh  
WRAL, Raleigh, N. C.

**HENLE, RAY**  
Sunoco Three Star Extra  
NBC

**HENRY, FRED**  
KLAC, Hollywood, Calif.

**HERRIN, BOB**  
Behind The World News  
KIRK, Kirksville, Mo.

**HERSON, BILL**  
Coffee In Washington  
NBC

**HESS, CLYDE**  
Clyde Hess—News Analyst  
WTAG, Worcester, Mass.

**HESSLER, WILLIAM**  
Voice of Enquirer  
WLW-T, Cincinnati, O.

**HICKS, GEORGE**  
George Hicks Commentary, NBC Summer Symphony, The Theater Guild on The Air  
NBC

**HIGGENBOTHAM, JERRY**  
KMJ, Fresno, Calif.

**HILL, BOB**  
News And Views  
KSGM, Ste. Genevieve, Mo.

**HILL, LILLARD**  
WBAP-TV, Fort Worth, Tex.

**HILTON, CHUCK**  
KGLO, Mason City, Ia.

**HINES, LINDLEY**  
KMOX, St. Louis, Mo.

**HINN, MICHAEL**  
WISC, Madison, Wis.



**News Commentators—Radio-Television**

**HINSHAW, FRED MOORE**  
 WLBC, Muncie, Ind.  
**HOARD, BILL**  
 RFD 560  
 KPQ, Wenatchee, Wash.  
**HOFF, MRS. OLAF, JR.**  
 Turners Falls Newspaper Of  
 The Air  
 WHAT, Greenfield, Mass.  
**HOFFMAN, GENE**  
 KXIC, Iowa City, Ia.  
**HOLCOMB, GRANT**  
 CBS  
**HOLLENBECK, DON**  
 CBS  
**HOLMAN, AL**  
 WALA, Mobile, Ala.  
**HOLMES, ROBERT**  
 Speaking Of News  
 WWNH, Rochester, N. H.  
**HOLMQUIST, HARRY**  
 Listener's Digest  
 KDB, Santa Barbara, Calif.  
**HOOD, W. P.**  
 Bill Hood And The News  
 KFDX, Wichita Falls, Tex.  
**HOOVER, JOSEPH**  
 Breakfast Table News  
 WGRD, Grand Rapids, Mich.  
**HOOLEY, JACK**  
 WHAM, Rochester, N. Y.  
**HOPKINS, BILL**  
 Norge News  
 WKNA, Charleston, W. Va.  
**HOTTELET, RICHARD C.**  
 CBS  
**HOWARD, DON**  
 KDLK, Del Rio, Tex.  
**HOWARD, PAUL**  
 Talk Of The Town  
 WOKO, Albany, N. Y.

**HOWE, QUINCY**  
 WCBS-TV, New York, N. Y.  
**HOWELL, REX**  
 Radiatorial  
 KFXX, Grand Junction, Colo.  
**HOY, FRANK S.**  
 What Do You Think  
 WLAM, Lewiston, Me.  
**HUBBS, FRANK**  
 WAYS, Charlotte, N. C.  
**HUEY, LOIS**  
 On The Avenue  
 WJSW, Altoona, Pa.  
**HUMBERT, BILL**  
 Humbert Views the News  
 KVMA, Magnolia, Ark.  
**HURLBUT, JIM**  
 Reporters-At Large  
 WMAQ, Chicago, Ill.  
 Jim Hurlbut's Feature Stories  
 WNBQ, Chicago, Ill.  
**HURLEIGH, ROBERT F.**  
 WGN, Chicago, Ill.  
**HUTTON, GORDON**  
 KXGN, Glendive, Mont.

— I —

**INGSTAD, BOB**  
 KOVC, Valley City, N. Dak.  
**IZZARD, WES**  
 KGNC, Amarillo, Tex.  
 — J —  
**JACKSON, ALLAN**  
 CBS  
**JAFFE, SYD**  
 WNHCTV, New Haven, Conn.  
**JAMES, GLEN**  
 WHBL, Sheboygan, Wis.  
**JAMES, OWEN**  
 ABC, ABC-TV

**JANES, DOLPH**  
 KORE, Eugene, Ore.  
**JARRELL, MRS. W. W.**  
 Opinions On The News  
 WKTG, Thomasville, Ga.  
**JAY, HARRY**  
 Plezol News  
 WLOK, Lima, O.  
**JE CLOS, JEAN**  
 A Close Look At The News  
 WKLO, Louisville, Ky.  
**JEFFRIES, ALLEN**  
 WIRE, Indianapolis, Ind.  
**JEFFRIES, MORGAN**  
 KEVT, Kernville, Tex.  
**JENCKS, HUGH**  
 Preview Of The News  
 KVGB, Great Bend, Kans.  
**JENKINS, BUDDY**  
 Stafford City News  
 WWNH, Rochester, N. H.  
**JERDE, O. J.**  
 Northern States News  
 KFAM, St. Cloud, Minn.  
**JOHNSON, BENNY**  
 KDLK, Del Rio, Tex.  
**JOHNSON, RICHARD D**  
 WBML, Macon, Ga.  
**JOHNSTON, JIM**  
 WIRL, Peoria, Ill.  
 6:15 News  
**JONES, TOM**  
 WRFS, Alexander City, Ala.  
**JOURNEY, TOM**  
 KPCL, Lake Charles, La.  
**JOYCE, BILL**  
 WJTN, Jamestown, N. Y.

— K —

**KADAVY, DALE**  
 KSWI, Council Bluffs, Ia.



**WALTER KIERNAN**

Daily: 6:30-6:55 • 7:15-7:55 a.m.

**W J Z**

"One Man's Opinion"

12:25-12:30 p.m.

**A B C**

**Sidney Walton's**

**"Inside News"**

Coast to Coast via MBS

Sunday—1 p.m., EST

★

Commentator

MGM Newsreel

**"News Of The Day"**

Radio Registry

**News Commentators—Radio-Television**

**KALTENBORN, H. V.**  
H. V. Kaltenborn News Com-  
mentary  
NBC

**KAUFMAN, ROBERT**  
Local News  
WISR, Butler, Pa.

**KAUFMAN, LOUIS L.**  
WCAE, Pittsburgh, Pa.

**KAYSER, CARL**  
Local News  
KTW, Texas City, Tex.

**KEARL, WAYNE**  
7 A.M. World News  
KSL, Salt Lake City, Utah

**KEATING, KENNETH B.**  
WHEC, Rochester, N. Y.

**KEDDIE, HOWARD**  
Home On The Ranch  
KCBQ, San Diego, Calif.

**KELLEY, DICK**  
Local News  
WJEC, Hagerstown, Md.

**KELLY, EARL**  
WWNY, Watertown, N. Y.

**KELLY, GEORGE**  
Editor Speaks  
WETB, Johnson City, Tenn.

**KEMP, WILLIAM**  
Editor's Uneasy Chair  
KVER, Albuquerque, N. Mex.

**KENAN, DAN**  
KMBG, Okmulgee, Okla.

**KENDRICK, ALEXANDER**  
CBS

**KENNEDY, DON**  
WBVP, Beaver Falls, Pa.

**KEPLINGER, DICK**  
KXA, Seattle, Wash.

**KERLIN, J. C.**  
What Goes On Here  
WGFP, Evansville, Ind.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KESSLER, DAVID E.**  
WHAM-TV, Rochester, N. Y.

**KFW, KEN**  
RGLO, Mason City, Ia.

**KEYS, FRANK**  
WANE, Fort Wayne, Ind.

**KIERNAN, WALTER**  
Kiernan's Korner, ABC; Column-  
ist, N. Y. Mirror.

**KILLICK, L. F.**  
Vermont News Roundup  
WCAX, Burlington, Vt.

**KING, CY**  
A. M. & A. Time  
WEBR, Buffalo, N. Y.

**KINGSLEY, PAUL**  
Noon News  
WKAT, Miami Beach, Fla.

**KIRKPATRICK, FRANK**  
WMAW, Milwaukee, Wis.

**KITTELL, CLYDE**  
Clyde Kittell News  
NBC

**KLINE, ERNEST P.**  
WKIN, Kittanning, Pa.

**KNAUSS, ZANE**  
News In A Nutshell  
WGW, Meadville, Pa.

**KNEEL, JACK**  
News Digest  
WBT, KBTX, Charlotte, N. C.

**KNOX, JAMES H.**  
Your World Today  
WDLF, Deland, Fla.

**KORNS, WILLIAM**  
Item Pix  
WDSU-TV, New Orleans, La.

**KRAFT, RANDY**  
RCA Victor TV Newsreel  
WFIL-TV, Philadelphia, Pa.

**KREGLOH, HUBERT W.**  
Understand The Peace  
WSPR, Springfield, Mass.

**KROUGH, BILL**  
6 O'Clock H'lines  
WGLN, Glens Falls, N. Y.

**KRUEGER, BILL**  
KDAL, Duluth, Minn.

**KUREN, VAN, JAMES**  
CKLW, Detroit, Mich.

**KUTZ, EDWARD C.**  
WSPD, Toledo, O.

— L —

**LABARRON, WARREN**  
WTHH, Port Huron, Mich.

**LAIRD, STEPHEN**  
CBS

**LAKEY, MARY ALICE**  
Local And Regional News  
KOGT, Orange, Tex.

**LAND, ALLAN**  
Newsreel Theater, Blintz Bros.  
News, Noon News  
WHIZ, Zanesville, O.

**LANDIS, MEADE**  
WSNJ, Bridgeton, N. J.

**LA ROUCHE, LARRY**  
Inside The News  
KVER, Albuquerque, N. Mex.

**LASSETTER, NORMAN**  
News Commentary  
WFGN, Gaffney, S. C.

**LATHAM, JACK**  
ABC, ABC-TV

**LAZELL, J. ARTHUR**  
WNAR, Norristown, Pa.

**LEBRON, OSCAR**  
Deportes  
WAEL, Mayaguez, P. R.

**LECIUS, EDWARD**  
WOTW, Nashua, N. H.

**LEE, DAVE**  
News Today  
WKJG, Fort Wayne, Ind.

**LEE, LYLE**  
Shell Reporter  
WLOK, Lima, O.

**LESLE, JOHN**  
WDGY, Minneapolis, Minn.

**LESTER, BILL**  
Let's Look At The Headlines  
KOY, Phoenix, Ariz.

**LESUEUR, LARRY**  
CBS

**LEWIS, ERVIN**  
WLS, Chicago, Ill.

**LEWIE, GENE**  
Telenewsreel  
WELJ-TV, Houston, Tex.

**LEWIN, RICHMAN**  
Noon News  
KSEL, Lubbock, Tex.

**LINDSAY, JEAN**  
WCHV, Charlottesville, Va.

**LITTLEHALES, E. W.**  
Owl News  
KAST, Astoria, Ore.

**LLOYD, RHONA**  
WPWA, Chester, Pa.

**LOHMAN, PHILIP H.**  
An Economist Views The  
News  
WJOY, Burlington, Vt.

**LONG, CHET**  
Looking With Long  
WBNS, WBNS-TV, Columbus,  
O.

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LONG, STUART**  
Capitol Newsroom, Texas At  
Ten  
KVET, Austin, Tex.

**LORBER, DR. H. V.**  
Jewish Radio Guild  
WSBC, Ill.

**LOVELL, ROBERT**  
WNDR, Syracuse, N. Y.

**LOW, DALE**  
KWWI, Waterloo, Ia.

**LOWE, DICK**  
City Edition  
WBEX, Chillicothe, O.

**LOWERY, MEADOR**  
Meador Lowrey And The News  
KLIF, Dallas, Tex.

**LYLE, BOB**  
WLS, Chicago, Ill.

**LYNN, ARTHUR N.**  
News And Comment  
WDLB, Marshfield, Wis.

— Mc —

**MacDONALD, BRUCE**  
WJW, Cleveland, O.

**MacDONALD, J. J.**  
Average Opinion  
WLBK, Lebanon, Pa.

**MacFARLANE, IAN**  
Ian And I  
WCBM, Baltimore, Md.

**McCALL, BYRON**  
Duncan Newsreel  
KRHD, Duncan, Okla.

**MacVANE, JOHN**  
World News Roundup  
NBC

**McCARTHY, CHAS. F.**  
Charles F. McCarthy News  
NBC  
News At Noon  
WNBC, New York, N. Y.

**McCARTHY, DICK**  
WKNY, Kingston, N. Y.

**McCARTHY, TOM**  
Photo Flashes  
WKRC-TV, Cincinnati, O.

**McCORMICK, ROBERT**  
News of the World, (TV-Camel)  
News (Caravan)  
NBC

**McCULLA, JIM**  
KMPC, Los Angeles, Calif.

**McCuen, CHARLES**  
KRNT, Des Moines, Ia.

**McCune, JOHN**  
WAFM-TV, Birmingham, Ala.  
Auburn Daily News  
WAPI, Birmingham, Ala.

**McDONALD, BOB**  
KRGV, Weslaco, Tex.

**McDONALD, IRVING T.**  
News Analysis  
WEEL, Boston, Mass.

**McELROY, PAUL**  
KMNS, San Luis Obispo, Calif.

**McGARNEY, R. F.**  
KRUN, Ballinger, Tex.

**McGUIRT, WILLIAM A.**  
WJHO, Opelika, Ala.

**McHAN, BILL**  
WJPR, Greenville, Miss.

**McKINNON, BILL**  
WBNS, Columbus, O.

**McKINNON, BOB**  
WRFS, Alexander City, Ala.

**McMULLEN, JOHN**  
WDLP, Panama City, Fla.

**McMURTRIE, BURT**  
It Seems To Me  
KTBL, Tacoma, Wash.

**McNAMARA, JAMES**  
KLAC, Hollywood, Calif.

**McNEIL, IDA A.**  
KGFX, Pierre, S. Dak.

**McWHORTER, DON**  
Journal Of The Air  
WBLK, Clarksburg, W. Va.

— M —

**MAGNUSON, JIM**  
Local News  
KAST, Astoria, Ore.

**MAHONEY, CLAUDE**  
WGIC, Washington, D. C.

**MALONE, TED**  
ABC.



**News Commentators—Radio-Television**

**MANS, STUART**  
News Almanac  
KPQ, Wenatchee, Wash.

**MANSER, LYMAN**  
WWNY, Watertown, N. Y.

**MAPLES, GRADY**  
World's-Eye View Of The  
World-Wide News  
KTNM, Tucumcari, ... Mex.

**MARCHBANKS, LOIS**  
Woman's Viewpoint  
KFDM, Beaumont, Tex.

**MARRERO, LUIS E.**  
WITA, Santurce, P. R.

**MARSHALL, GEORGE**  
George Marshall's News  
WCMI, Ashland, Ky.

**MARTIN, BILL**  
National News  
WDR, Syracuse, N. Y.

**MARTIN, JACK**  
Tomorrows News  
WOPI, Bristol, Tenn.

**MARTIN, LUTHER W.**  
News Behind The Headlines  
KTTR, Rolla, Mo.

**MARTIN, ROBERT**  
CBS

**MASTERS, MIKE**  
Today's News  
WXYZ-TV, Detroit, Mich.

**MATT, M. LEONARD**  
WDAS, Philadelphia, Pa.

**MATTSON, ROBERT**  
WHLB, Virginia, Minn.

**MAXWELL, TOM**  
United Press Reports  
WIBB, Macon, Ga.

**MAYNARD, BOB**  
Highlights And Shadows In

The News  
WSVS, Crewe, Va.

**MELTON, ERVIN**  
Melton In The News  
WBSC, Bennettsville, S. C.

**MEREDITH, LEE C.**  
Nunn Milling News  
WVJS, Owensboro, Ky.

**METCALF, BERT**  
KURV, Edinburg, Tex.

**MEYERS, JOSE ARNALDO**  
Observatorio Mundial  
WAPA, San Juan, P. R.

**MIDDLETON, B. M.**  
Middleton and the News  
WUSN, Charleston, S. C.

**MILES, WATT**  
Local News Roundup  
WDVA, Danville, Va.

**MILLER, ALAN**  
Columbia Valley News  
KVOS, Bellingham, Wash.

**MILLER, BILL**  
WFUN, Huntsville, Ala.

**MILLER, ED**  
Farm Fair  
WMFT, Florence, Ala.

**MILLER, EUGENE**  
Home Edition  
WENE, Binghamton-Endicott,  
N. Y.

**MILLER, KEN**  
News And Views  
KVOO, Tulsa, Okla.

**MILLER, PAUL**  
WLEA, Hornell, N. Y.

**MILNER, GENE**  
Local Eye-Witness News  
WCAP, Asbury Park, N. J.

**MINSHALL, BILL**  
KGLO, Mason City, Ia.

**MITCHELL, N. P.**  
Nick's Notebook  
WFBC, Greenville, S. C.

**MITCHELL, PAUL**  
World At Large, The Globe  
Trotter, Alexandria Today  
KSYL, Alexandria, La.

**MOFIELD, RAY**  
D-X News  
WPAD, Paducah, Ky.

**MONTGOMERY, DEAN**  
KELO, Sioux Falls, S. Dak.

**MOONEY, DOW**  
KTOK, Oklahoma City, Okla.

**MOORE, JACK**  
Negro In The News  
WEAS, Atlanta, Ga.

**MORE, TOM**  
Newsreel Of The Air  
WIBG, Philadelphia, Pa.

**MORGAN, BILL**  
KFYO, Lubbock, Tex.

**MORAN, JACK**  
KURV, Edinburg, Tex.

**MORGAN, ROY E.**  
Perspective On The Week's  
News  
WILK, Wilkes-Barre, Pa.

**MORGAN, THOMAS**  
WQV, New York, N. Y.

**MORLEY, FELIX**  
Sunoco Three Star Extra  
NBC

**MORRIS, MERRILL**  
News Review  
WMTR, Morristown, N. J.

**MORRISON, CARLTON**  
WSB, Atlanta, Ga.

**MORRISON, HERB**  
KQV, Pittsburgh, Pa.

**Gabriel Heatter**



**GORDON FRASER**

ABC

ABC-TV

WJZ-TV

**MORRISON, WILBUR**  
News Analysis  
WRUN, Utica, N. Y.

**MORTWEDT, DON**  
WXLT, Ely, Minn.

**MULLARKEY, TOM**  
Tom Mullarkey Reports The News  
KLFJ, Dallas, Tex.

**MUNGER, JOHN**  
WKVY, Evansville, Ind.

**MUNYAN, HARRY**  
The Rambler  
WIOD, Miami, Fla.

**MURROW, EDWARD R.**  
CBS

**MUROS, JOSE PEREZ**  
La Voz, El Mundo Al Dia  
WIAO, San Juan, P. R.

**MURPHY, GEORGE**  
Good News From Hollywood  
WMGM, New York, N. Y.

**MURPHY, JAMES A.**  
9 O'Clock News  
WBYS, Canton, Ill.

— N —

**NEGARD, KEN**  
WFOK, Milwaukee, Wis.

**NEIGHER, HARRY**  
Fifty Minutes Of Midnight  
WICC, Bridgeport, Conn.

**NEIL, JACK**  
Tomorrow's News Tonight  
KTRM, Beaumont, Tex.

**NELSON, KARL R.**  
Edison Reporter  
WTOL, Toledo, O.

**NICHOLS, DAVID**  
News Flashes  
WKRC-TV, Cincinnati, O.

**NICHOLS, LESLIE**  
WGN, Chicago, Ill.

**NICHOLS, ROBERT**  
CBS

**NICHOLSON, DON**  
6 P.M. News  
WTAD, Quincy, Ill.

**NIERSBACH, WILLIAM**  
WKBY, Richmond, Ind.

**NIVEN, PAUL**  
CBS

**NOBLES, JACK**  
Farm Topics  
WEAS, Atlanta, Ga.

**NORMAN, STAN**  
Man About Town  
WPTT, Pittsburgh, Pa.

— O —

**OBERLIN, DICK**  
Oberlin's Observations  
WHAS, Louisville, Ky.

**O'BRIEN, MICHAEL**  
Maine Scene  
WFAU, Augusta, Me.

**O'BRIEN, R. E.**  
KHUP, Durango, Colo.

**O'CONNOR, GEORGE**  
City Desk  
WINR, Binghamton, N. Y.

**O'CONNOR, JOHN**  
Top O' The Morning  
KSTP, Trinidad, Colo.

**O'DELL, TERENCE**  
CBLW, Detroit, Mich.

**ADSON, ROBERT L.**  
Noontime News  
WBYS, Canton, Ill.

**OETTINGER, ELMER**  
Tar Heel News  
WNAO, Raleigh, N. C.

**O'NEIL, BILL**  
WARE, Ware, Mass.

**OSBORN, GENE**  
KWWL, Waterloo, Ia.

**O'SULLIVAN, TIM**  
WIBC, Indianapolis, Ind.

**OTERO, EVELIO**  
Al Dia Con De Luxe  
WKAQ, San Juan, P. R.

**OTTO, BOB**  
WCPO, Cincinnati, O.

**OULETTE, LIONEL**  
Dover News Editor  
WHEB, Portsmouth, N. Y.

**OWENS, RAY**  
Today In Syracuse  
WFBL, Syracuse, N. Y.

— P —

**PACKARD, CHARLES**  
KSWL, Council Bluffs, Ia.

**PACKAM, JOHN BUD**  
WWCA, Gary, Ind.

**PAGE, BOB**  
Headline News  
KFBI, Wichita, Kans.

**PAPPAS, PAUL**  
First News Of The Evening  
WOC, Davenport, Ia.

**PARKER, CY**  
WL0L, LaPorte, Ind.

**PARKER, LAURENCE**  
KMA, Shenandoah, Ia.

**PARLIN, AL**  
Sohio Reporter  
WTOL, Toledo, O.

**PALMER, BRUCE**  
Oklahoma's Front Page  
WKY, Oklahoma City, Okla.

**PARSONS, LOUELLA**  
B. Aug. 6, Freeport, Ill.; educ.  
Dixon Coll.; Married to Dr. Harry  
Watson Martin; With William  
Randolph Hearst since 1922; Hol-  
lywood Reporter, ABC.

**PASCHALL, WALTER**  
WSB, Atlanta, Ga.

**PATTERSON, PAT**  
KCRG, Cedar Rapids, Ia.

**PAUL, ED**  
One O'Clock News  
WMRN, Marion, O.

**PAUL, NORMAN**  
KSJO, San Jose, Calif.

**PAUST, CLYDE**  
WEMP, Milwaukee, Wis.

**PEACOCK, MELVIN**  
News  
WSAV, Savannah, Ga.

**PEARSON, LEON**  
Leon Pearson News, NBC  
News Review of the Week  
NBC-TV

**PENROSE, BERN**  
Local News  
WBAB, Atlantic City, N. J.

**PERKINS, DR. DEXTER**  
WHEC, Rochester, N. Y.

**PERSSSELIN, LEO**  
WJPF, Herrin, Ill.

**PETERSON, DRENEI**  
KVPD, Fort Dodge, Ia.

**PETERSON, ELMER W.**  
8 July 21, 1903, Duluth, Minn.;  
Elmer Peterson, NBC.

**PETERSON, JAMES**  
World News  
KMLR, Murray, Utah

**PETTI, RALPH**  
Headline News  
WJAS, Pittsburgh, Pa.

**PIAUP, ALLAN**  
WMBG, Richmond, Va.

**PIERCE, BARYHOL W.**  
Headlines That Make History  
KTRB, Modesto, Calif.

**PIERCE, WILLIAM W., III**  
WBKA, Brockton, Mass.

**PIERCEY, LOREN F.**  
7:30 A.M. News  
KWOC, Postlar Bluff, Mo.

**PIERPONT, ROBERT**  
CBS

**PLAUGHER, MAX**  
Morning Edition  
WRRK, Akron, O.

**POMRENZE, DR. H.**  
Jewish Radio Guild  
WSBC, Chicago, Ill.

**POWELL, CHARLES**  
WKJG, Fort Wayne, Ind.

**POWELL, RUSSELL**  
KFRE, Fresno, Calif.

**PRESTON, ART**  
KFTU, Tucson, Ariz.

**PRICE, GRANT**  
KXEL, Waterloo, Ia.

**PRICE, JOHN**  
WKAT, Miami Beach, Fla.

**PRIMM, ART**  
KYA, San Francisco, Calif.

**PROCTOR, FRANK**  
WBML, Macon, Ga.

**PROVENCE, ROBERT**  
Duquesne News  
WKNA, Charleston, W. Va.

**PYLE, J. HOWARD**  
Arizona Highlights  
KTAR, Phoenix, Ariz.

**PURNAM, GEORGE**  
Headline Clues  
WABD, New York, N. Y.  
DuMont

— Q —

**QUINLAN, OSWALD**  
Voice of Main St.  
WMMW, Meriden, Conn.

— R —

**RABELL, FRED**  
Between The Lines  
KSON, San Diego, Calif.

**RAMOS, RALPH**  
While You Slept  
KFDM, Beaumont, Tex.

**RANDALL, EDWIN T.**  
Let's Be Friends  
WKFD, Worthington, O.

**RANDALL, JAMES**  
KFSE, John, Mo.

**RAY, BOB**  
WOWO, Fort Wayne, Ind.

**REDEEN, BOB**  
Noon News  
WOC, Davenport, Ia.

**REEDY, GEORGE E.**  
Washington Scene  
WEBC, Duluth, Minn.

**REGENSBURG, SAMUEL**  
Jewish Radio Guild  
WSBC, Chicago, Ill.

**REIFSNYDER, HOWARD**  
Local News  
WALL, Middletown, N. Y.

**REJEBIAN, ARAM**  
This Is San Diego  
KCRQ, San Diego, Calif.

**RENDELL, RICHARD**  
WMAL, Washington, D. C.

**REYNOLDS, ART**  
Goodrich Reporter  
WHSY, Hattiesburg, Miss.

**REYNOLDS, CARROLL**  
10 O'Clock Wire  
WIOU, Kokomo, Ind.

**REYNOLDS, WILLIAM**  
Noon News  
WIOU, Kokomo, Ind.

**RIHAWN, H. G.**  
Keeping Up With The News  
WBLK, Clarkeburg, W. Va.

**RICHARDS, BILL**  
Mt. State News  
WGKY, Charleston, W. Va.

**RICHARDSON, LARRY**  
WFBM, Indianapolis, Ind.

**RICHMOND, FRAN**  
AVISCO, News  
WMGW, Meadville, Pa.

**News Commentators—Radio-Television**

**RIDENOUR, GORDON M.**  
News Behind The News, Ri-  
denour Checks The News  
WELM, Elmira, N. Y.

**RITCH, AL**  
North Jersey Reporter  
WPAT, Paterson, N. J.

**RIVERS, DEE**  
Ten O'Clock Tabloid  
WEAS, Atlanta, Ga.

**ROBBINS, FRANCIS**  
KDHL, Fairbault, Minn.

**ROBBINS, LYNN**  
Ephrata Reports  
KSEM, Moses Lake, Wash.

**ROBERTS, BILL**  
Press Time  
KATL, Houston, Tex.

**ROBERTS, CLETE**  
KFWB, Hollywood, Calif.

**ROBINSON, CALVIN**  
County Editor  
WWOD, Lynchburg, Va.

**ROBINSON, PAUL**  
Amoco News  
WRNY, Rochester, N. Y.

**ROBY, MAX**  
9:30 P.M. News  
KSL, Salt Lake City, Utah

**ROEBUCK, JOHN**  
World Roundup  
WISB, Butler, Pa.

**ROEDER, CHARLES A.**  
I and I  
WCBM, Baltimore, Md.

**ROEN, LOUIS**  
Louis Roen News  
NBC

**ROMANO, TOM**  
WNHC-TV, New Haven  
Conn.

**ROSS, JACK**  
WHAM-TV, Rochester, N. Y.

**ROTH, JIM**  
KORC, Mineral Wells, Tex.

**ROWE, AL**  
6:30 Edition Of The News  
KRGH, Fayetteville, Ark.

**RUSH, JIM**  
WBBC, Flint, Mich.

**RUSSELL, DON**  
Camera Headlines  
WABD, New York, N. Y.

**RUTTER, PRESTON**  
WILM, Wilmington, Del.

**RYAN, BUD**  
Noon News, Evening News  
KOKO, La Junta, Colo.

**RYAN, JAMES**  
KROS, Clinton, Ia.

**RYKARD, BRIM**  
Journal Of The Air  
WKIX, Columbia, S. C.

— S —

**SABIN, JOHN**  
Views On News, World At One  
WTMV, East St. Louis, Ill.

**SANDERS, ALBERT**  
Mercury News  
WMAZ, Macon, Ga.

**SANDERS, FRANK**  
KFGO, Fargo, N. Dak.

**SANFORD, BILL**  
KMJ, Fresno, Calif.

**SARTAIN, AUNFORD**  
Sartain Observations  
WTBF, Troy, Ala.

**SARTAN, DENIS**  
WWDC, Washington, D. C.

**SAVAGE, R. J.**  
Bob Savage Sees The News

KGBC, Galveston, Tex.

**SAWYER, BILL**  
News Ace

WJLB, Detroit, Mich.  
**SCHOENBRUN, DAVID**  
CBS

**SCHWEER, ROLAND**  
KRIO, McAllen, Tex.

**SCOFFIELD, DALE**  
News Till Now  
WTCJ, Tell City, Ind.

**SCOTT, AL**  
Final Edition  
KCLW, Hamilton, Tex.

**SCOTT, C. D.**  
KNEL, Brady, Tex.

**SCOTT, ED**  
Sunrise Preview  
KOL, Seattle, Wash.

**SCOTT, FRED**  
Camera Headlines  
WABD, New York, N. Y.

**SEEL, CHARLES**  
Charles Seel Reporting  
WFPG, Atlantic City, N. J.

**SEVAREID, ERIC**  
CBS

**SEXTON, JESSE**  
News Of Tomorrow  
KALB, Alexandria, La.

**SHACKLETTE, JAMES**  
News From Washington  
WTCO, Campbellsville, Ky.

**SHADEL, WILLARD**  
CBS

**SHAFTER, ED**  
Today's News  
WXYZ-TV, Detroit, Mich.

**SHARP, BILL**  
WRIB, Providence, R. I.



**BOB GARRED**

NETWORK NEWS

My 12th Year  
for PETER PAUL



**GEORGE  
HAMILTON  
COMBS, JR.**

Thirteenth year as featured  
News Commentator—WJGM.

“THE EDITORIAL SLANT OF THE NEWS”

**SHAW, BRUNO**  
You Decide  
WNEW, New York, N. Y.

**SHAW, GORDON**  
WQAM, Miami, Fla.

**SHELL, TED**  
WCOL, Columbus, O.

**SHEPARD, BILL**  
What's Up  
WWSG, Tifton, Ga.

**SHERWOOD, DON**  
As I See It  
WAOV, Vincennes, Ind.

**SHINKMAN, PAUL**  
WBCC, Bethesda, Md.

**SHINN, JUNEAU H.**  
Six O'Clock Edition  
KLIK, Twin Falls, Ida.

**SHIRNER, TED**  
KTJS, Hobart, Okla.

**SILVER, DOUGLAS**  
Local News, Fishing News  
WIRA, Fort Pierce, Fla.

**SIMON, ANN**  
Listen Ladies  
KSFA, Naacoches, Tex.

**SKIMIN, FRANK**  
News Of Niagara  
WJLL, Niagara Falls, N. J.

**SLACK, BEN L., JR.**  
The Town Crier  
KVOA, Tucson, Ariz.

**SLOANE, J. S.**  
KNEL, Brady, Tex.

**SMITH, BRAD**  
KRGV, Weslaco, Tex.

**SMITH, CHARLES**  
Shortman News, Musby-Mack  
News  
KTOP, Topeka, Kans.

**SMITH, F. COURTNEY**  
WEOA, Evansville, Ind.

**SMITH, DAVE**  
Noon News  
WTFM, Bloomington, Ind.

**SMITH, DAVENPORT**  
Telenews Daily  
WBRC-TV, Birmingham, Ala.

**SMITH, ERLE**  
KFRM-KMBC, Kansas City,  
Mo.

**SMITH, FRED**  
WKJG, Fort Wayne, Ind.

**SMITH, FRED**  
WKJG, Fort Wayne, Ind.

**SMITH, HOWARD K.**  
CBS

**SMITH, LEE**  
A Noon Look At The News  
WLOU, Louisville, Ky.

**SMITH, LEIGH**  
It Happened Today  
WLSL, Roanoke, Va.

**SMITH, LEON**  
WFNS, Burlington, N. C.

**SNELL, DAVID**  
WOR, New York, N. Y.

**SNYDERMAN, ARNOLD**  
News Roundup  
WTFM, Trenton, N. J.

**SOKOLSKY, GEORGE E.**  
ABC

**SPRAAG, GRAYDON H.**  
Around The Country With  
The Springfield Union  
WHA1, Greenfield, Mass.

**STAMPS, WELDON**  
7:45 News, OTASCO News  
KFSA, Fort Smith, Ark.

**STANLEY, REX**  
KRUX, Phoenix, Ariz.

**STAPLES, JOHN**  
Report On The World  
WPDQ, Jacksonville, Fla.

**STEFLE, JIM**  
WIRK News  
WIRK, West Palm Beach, Fla.

**STEWART, WILLIAM**  
WCAM, Camden, N. J.

**STILLE, BERT**  
Double In The News  
WHKC, Columbus, O.

**STONE, PAULA**  
Hollywood, USA  
WMGM, New York, N. Y.

**STRAND, NORMAN**  
News  
WSAV, Savannah, Ga.

**STRAND, STUART**  
WHIO, Dayton, O.

**SULLIVAN, FLOYD**  
Sully's Spotlight  
KWTO, Springfield, Mo.

**SULLIVAN, VINCENT PAUL**  
Paul Sullivan Reviews The  
News  
KROY, Sacramento, Calif.

**SWANSON, HARVEY**  
For The Intelligent Citizen  
WLAN, Lancaster, Pa.

**SWAYZE, JOHN  
CAMERON**  
Who Said That, Camel News  
Corovan, Leave It to the Girls,  
WNB7.

**SWIFT, JACK E.**  
KDKA, Pittsburgh, Pa.

**— T —**

**TADLEY, CHARLES**  
News Now  
WAGC, Chattanooga, Tenn.

**TAINTER, ERIC**  
KCKN, Kansas City, Mo.

**TALBOT, BILL**  
KOIL, Omaha, Nebr.

**TARIEN, LEE**  
WKMJ, Dearborn, Mich.

**TAYLOR, BRYDEN**  
Local And World News  
WYPO, Stroudsburg, Pa.

**TAYLOR, GEORGE**  
Report To Trenton  
WTFM, Trenton, N. J.

**TAYLOR, JERRY**  
WRIB, Providence, R. I.

**TEAGUE, W. C.**  
WMC, Memphis, Tenn.

**TENPENNY, RAY**  
KEYD, Minneapolis, Minn.

**TERKEL, HAROLD**  
WNJR, Newark, N. J.

**TIGHE, JIM**  
WFHR, Wisconsin Rapids,  
Wis.

**TILLER, TOMMY**  
WPRR, Greenville, Miss.

**TILLMAN, JOHN**  
B. Nov. 13, 1916, Clis, Ala.;  
Telepix Newsreel, News On The  
Hour, City Hall, Voice Of The  
People, Special Events Coverage,  
WPIX.

**TITCHENER, MRS. DOROTHY**  
Woman's Angle  
WENE, Binghamton-Endicott,  
N. Y.

**THEERINGER, GEORGE**  
News And Views  
WRBL, Columbus, Ga.

**THOMAS, BOB**  
KEX, Portland, Ore.

**THOMAS, LOWELL**  
CBS

**THOMAS, LOYD**  
Loyd Thomas Presents The  
News  
KHAS, Hastings, Nebr.

**THOMAS, W. J.**  
News And Comment  
WCPA, Clearfield, Pa.

**THOMAS, WARREN**  
The Bedford Story  
WBLW, Bedford, Ind.

**THOMPSON, BOB**  
Tarheel Talks  
WRAL, Raleigh; WHPE, High  
Pt., N. C.

**THOMPSON, CHARLES**  
Local News  
WNLC, New London, Conn.

**THOMSEN, CHRISTIE**  
What's With Women  
WBEL, Beloit, Wis.

**THORNBERRY, JOHN**  
WHB, Kansas City, Mo.

**THORNBURG, OLIVER**  
World News Today  
WIBB, Macon, Ga.

**TOMLINSON, EDWARD**  
The American World  
NBC

**TRENT, RAY**  
News Overnight, Today's Un-  
usual News  
KDDD, Dumas, Tex.

**TRIMBLE, KERM**  
KLKC, Parsons, Kans.

**TROMBETTA, FRANK**  
WHAT, Philadelphia, Pa.

**TROUT, ROBERT**  
Robert Trout News, Who Said  
That?  
NBC

**TRUE, HAROLD**  
WWJ, Detroit, Mich.

**TRUEHEART, JIM**  
News Roundup  
KVIC, Victoria, Tex.

**TRUERE, BOB**  
WVSC, Charleston, S. C.

**TURNER, DEAN**  
KEVT, Kerrville, Tex.

**TURNER, ULMER**  
Pix Of The News, Midwest  
Viewpoint  
WBBK, Chicago, Ill.

**— U —**

**UBELHART, JAMES**  
Views of News  
WSPD-TV, Toledo, O.

**UBELHART, JAMES**  
WSPD, Toledo, O.

**UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

**UTLEY, CLIFTON**  
Comments by Clifton Utley  
NBC

**UTLEY, CLIFTON**  
WNBQ, Chicago, Ill.

**— V —**

**VANDEVENTER, BOB**  
WFAA, Dallas, Tex.

**VANCE, GEORGE**  
News Hi-Lights  
WMDN, Midland, Mich.

**VAN DYKE, RUSS**  
KRNT, Des Moines, Ia.

**VAN ELLS, NEAL**  
WLW-D, Dayton, O.

**VANS, JOHN**  
WFOJ, Milwaukee, Wis.

**VOIGT, DON**  
Farm Facts  
WLTC, Gastonia, N. C.

**VON BERGEN, JOHN**  
News With John Bergen  
WARM, Scranton, Pa.

**VON TOBEL, PHILIP**  
R. H. News  
WATR, Waterbury, Conn.

**— W —**

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGNER, ROBERT**  
WBNS, Columbus, O.

**WALD, JOHN**  
ABC, ABC-TV



**News Commentators—Radio-Television**

**WALLACE, EDWARD R.**  
WNBK, WTAM, Cleveland, O.  
**WALSH, BLAINE**  
WJPG, Green Bay, Wis.  
**WALSHE, ULYSSES**  
WLSL, Roanoke, Va.  
**WALTON, RAY**  
Newsreel Of The Air  
WIBG, Philadelphia, Pa.

**WALTON, SIDNEY**  
B. May 30, 1915, Washington, D. C.; Sidney Walton's Inside News, MBS; Saraka 40 - Plus Forum, WLW, etc.; Get More Out Of Life, CBS, ABC; Doubleday Quiz Club, MBS.

**WARD, STUART**  
California Council Table  
KPIX, San Francisco, Calif.

**WARNER, ALBERT**  
ABC

**WATSON, BROOKS**  
WMBD, Peoria, Ill.

**WATSON, TOM, JR.**  
WSWN, Belle Glade, Fla.

**WATTERS, DAVE**  
Local News  
WBYS, Canton, Ill.

**WAY, DOUGLAS**  
WME, Miami, Fla.

**WAYNE, MAURY**  
KTBS, Shreveport, La.

**WEAVER, HENRY**  
ABC, ABC-TV

**WELCH, CHARLES**  
WJRD, Tuscaloosa, Ala.

**WERNER, STELLA**  
WBCB, Bethesda, Md.

**WESSON, DICK**  
KPOJ, Portland, Ore.

**WESTERHOLD, BILL**  
WLEC, Sandusky, O.

**WICKER, COL. WORTH**  
WCPS, Tarboro, N. C.

**WIETING, FRED**  
News At Noon, Northwestern News  
WIBG, Philadelphia, Pa.

**WILLIAMS, DOC**  
Tomorrow  
WADC, Akron, O.

**WILLIAMS, GLENN**  
Glenn Williams  
WAGE, Syracuse, N. Y.

**WILLIAMS, TROY**  
Orangeburg Today  
WRNO, Orangeburg, S. C.

**WILSON, BOB**  
KYW, Philadelphia, Pa.

**WILSON, BILL**  
The World Today  
WDNE, Elkins, W. Va.

**WILSON, DAVE**  
7:45 News  
WIRL, Peoria, Ill.

**WILSON, KEN**  
WGST, Atlanta, Ga.

**WINCHELL, WALTER**  
ABC

**WINGFIELD, ALVIN**  
WRAL, Raleigh, N. C.

**WINTER, WILLIAM**  
KPIX, San Francisco, Calif.

**WUMER, WEBB**  
KYA, San Francisco, Calif.

**WIEFLOCK, HOWARD E.**  
WKNE, Keene, N. H.

**WHITE, DON**  
Local News  
WHOK, Lancaster, O.

**WHITE, TOM**  
WBAL, WBAL-TV, Baltimore, Md.

**WIUTT, BERNARD E.**  
Editor's Hour  
WMTG, Vancleve, Ky.

**WOLFE, HOWARD**  
WKNX, Saginaw, Mich.

**WOODSON, STEVE**  
World At Noon  
WERC, Reidsville, N. C.

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

**WYMAN, MAL**  
KALL, Salt Lake City, Utah

**WYNGAARD, JOHN**  
WJPG, Green Bay, Wis.

— Y —

**YATES, CARL**  
WACB, Kittanning, Pa.

**YOUNG, GEORGE**  
KAMQ, Amarillo, Tex.

**YOUNG, LANDON**  
Landon Young Speaking  
WILS, Lansing, Mich.

**YOUNG, NORMAN**  
WAYS, Charlotte, N. C.

— Z —

**ZAIMES, CHARLEY**  
C. Z. Reporting  
WALL, Middletown, N. Y.

**ZIEBARTH, DR. E. W.**  
WCCO, Minneapolis, Minn.

**ZUGSMITH, ALBERT**  
News About Our Town  
WFPG, Atlantic City, N. J.



**FRANK GOSS**

KNX-CBS Newscaster  
Announcer

on  
"Hallmark Playhouse"  
and  
"Prudential Family Hour  
of Stars"

**ELMER  
W.  
PETERSON**

NEWS

N.B.C.

5:45-6:00 P.M., PST



WASHINGTON, D. C.'s

## **JERRY STRONG**

*THE JERRY STRONG SHOWS*

6:00-9:30 A.M., Mon.-Sat. . . . WINX      12:00-1:00 P.M., Mon.-Sat. . . . WINX  
 2:00-3:00 P.M., Sat. . . . WRC-NBC

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**MC ON THE TV SHOW**



# Disc Jockeys

## RADIO AND TELEVISION

### —their work during 1949

#### —A—

**ABBOTT, BUD**  
Abbott Habit  
WHAS, Louisville, Ky.

**ABROMAVICH, KARIN**  
Coffee With Karin  
WTCN, Minneapolis, Minn.

**ACREE, JIMMY**  
WAGE, Dothan, Ala.

**ADAMS, DANA**  
990 Club  
KFDX, Wichita Falls, Tex.

**ADAMS, JOE**  
KOWL, Los Angeles, Calif.

**ADRIAN, VIC**  
Man About Manhattan  
WQBC, Yicksburg, Miss.

**AGNEW, TED**  
Club 43  
KSMA, Santa Maria, Calif.

**ALBERGHINI, HAROLD**  
Knackpot Kollege  
WCOT, Lewiston, Me.

**ALBERTS, NICKY**  
1490 Club  
WAZL, Hazleton, Pa.

**ALBRECHT, KEN**  
Yawn Patrol  
KVOB, Alexandria, La.

**ALFORD, DICK**  
Strollin' With Alford  
KXLR, Little Rock, Ark.

**ALFORD, KEN**  
KULA, Honolulu, T. H.

**ALISON, HUGH**  
WJBF, Augusta, Ga.

**ALLAN, FRANK**  
Make Believe Ballroom  
KECK, Odessa, Tex.

**ALLEN, DAN**  
WTCJ, Tell City, Ind.  
Stuff & Nonsense  
WRUF, Gainesville, Fla.

**ALLEN, ED**  
The Early Bird, 400 Hour  
WMAQ, Chicago, Ill.

**ALLEN, ERNIE**  
Ernie's Apron Club  
KFAB, Omaha, Neb.

**ALLEN, LEN**  
Bawn Busters  
KLO, Ogden, Utah

**ALLEN, TOMMY**  
Tommy's Variety Store  
KOMA, Oklahoma City, Okla.

**ALLYN, JACK**  
WAZF, Yazoo City, Miss.

**ANDERSON, DON**  
199 Club  
KUCB, Montrose, Colo.

**ANDERSON, ERNIE**  
Melody Time  
WSKI, Montpelier, Vt.

**ANDERSON, JAMES**  
Platter Party  
WIRK, West Palm Beach, Fla.

**AMBROSE, ROY**  
WPUX, Wilmington, Del.

**AMEND, EDDIE**  
Rhythms By Request  
KHON, Honolulu, T. H.

**AMOLE, GENE**  
Meet The Boys In The Band  
KMYR, Denver, Colo.

**ANDREE, JAN**  
The Jazz Jamboree  
WWSW, Pittsburgh, Pa.

**ANDRES, JOE**  
Serenade  
WMAW, Milwaukee, Wis.

**ANDREWS, JOHN**  
Music In The Night, WHOT's  
Cooking  
WHOT, South Bend, Ind.

**ANSON, BILL**  
Hollywood Bandstand  
KFWB, Hollywood, Calif.

**APPLE, BILL**  
KXA, Seattle, Wash.

**ARBUCKLE, BRYANT**  
Clock Spinner  
WAIR, Winston-Salem, N. C.

**ARCHER, GRAHAM**  
Wax Museum  
KGW, Portland, Ore.

**ARNOLD, BILL**  
Platter Party  
WHSY, Hattiesburg, Miss.

**ARO, SAM**  
Top O' The Morning  
WDEB, Daytona Beach, Fla.

**ARTHUR, DON**  
Arthur's Etchings  
WDFZ, Green Bay, Wis.

**ARTHUR, DOUG**  
Danceband  
WIBG, Philadelphia, Pa.

**ARNOLD, GARY**  
WDUN, Gainesville, Ga.

**ARTHUR, JERRY**  
Make Merry With Jerry  
WLAD, Danbury, Conn.

**ARTHUR, JON**  
WSAL, Cincinnati, O.

**ATER, TOM**  
Later With Ater  
WKAB, Mobile, Ala.

**ATCHER, RANDY**  
Acher Service  
WKLO, Louisville, Ky.

**ATKINS, THOMAS B.**  
WOOR, Anniston, Ala.

**ATRINSON, J. C.**  
Wake Up With J. C.  
WBBQ, Augusta, Ga.

**ATWELL, HOWARD**  
Timekeeper  
WYPO, Stroudsburg, Pa.

**AUSTIN, CARL**  
WOPF, McComb, Miss.

**AVILES, ROQUE**  
Tropic Tempos  
DYBU, Cebu, Philippines

**AVRES, GENE**  
Open House  
WDSG, Dyersburg, Tenn.

**AVRES, JAMES**  
KLKC, Parsons, Kans.

#### —B—

**BABCOCK, FRANK**  
The Mail Bag  
KXYZ, Houston, Tex.

**BACON, BOB**  
Bacon For Breakfast, Live  
After Five  
WBRE, Wilkes-Barre, Pa.

**BACON, NORMAN**  
Playing Favorites  
WOC, Davenport, Ia.

**BAIRD, NEIL R.**  
In The Groove  
KFFA, Helena, Ark.

**BAKER, JACK**  
Jack Baker Show  
KTOK, Oklahoma City, Okla.

**BAKER, PAUL**  
SBO Club  
WLAD, Danbury, Conn.

**BAKER, ROLAND**  
The Clock Watcher  
KXYZ, Houston, Tex.

**BAKER, TOBY**  
Music Matinee, Juke Box  
Saturday Night  
WELI, New Haven, Conn.

**BALDWIN, BUD**  
Breakfast In Bedlam  
WHIO, Dayton, O.

**BALLANT, DENNIS**  
Rural  
WJAG, Norfolk, Nebr.

**BANNON, BOB**  
One Nite Stand  
WSKI, Montpelier, Vt.

**BANNON, RICHARD**  
KTYL, Shelby, Mont.

**BARATH, RAY**  
Grim N' Barath  
WKIX, Columbia, S. C.

**BARBER, DON**  
Hillbilly Hits  
WGBS, Miami, Fla.

**BARBER, JULIAN**  
WAYS, Charlotte, N. C.

**BARLE, LOU**  
Words And Music  
WKAL, Rome, N. Y.

**BARKER, MARK Y., JR.**  
Luncheon On The Hill  
WDFK, Durham, N. C.

**BARKLEY, ALAN**  
WAMS, Wilmington, Del.

**BARKLEY, RON**  
Relaxin' On Waxin', Ark Val-  
ley Record Review  
KGAR, Garden City, Kans.

**BARNES, TEDDY**  
Rhythm By Request  
WHAL, Shelbyville, Tenn.

**BARF, FRED**  
1600 Club  
WWRU, Woodside, N. Y.

**BARRON, GEORGE**  
KCRF, Trinidad, Colo.

**BARRY, GENE**  
WING, Dayton, O.

**BARRY, JACK**  
Musical Clock  
WHEC, Rochester, N. Y.

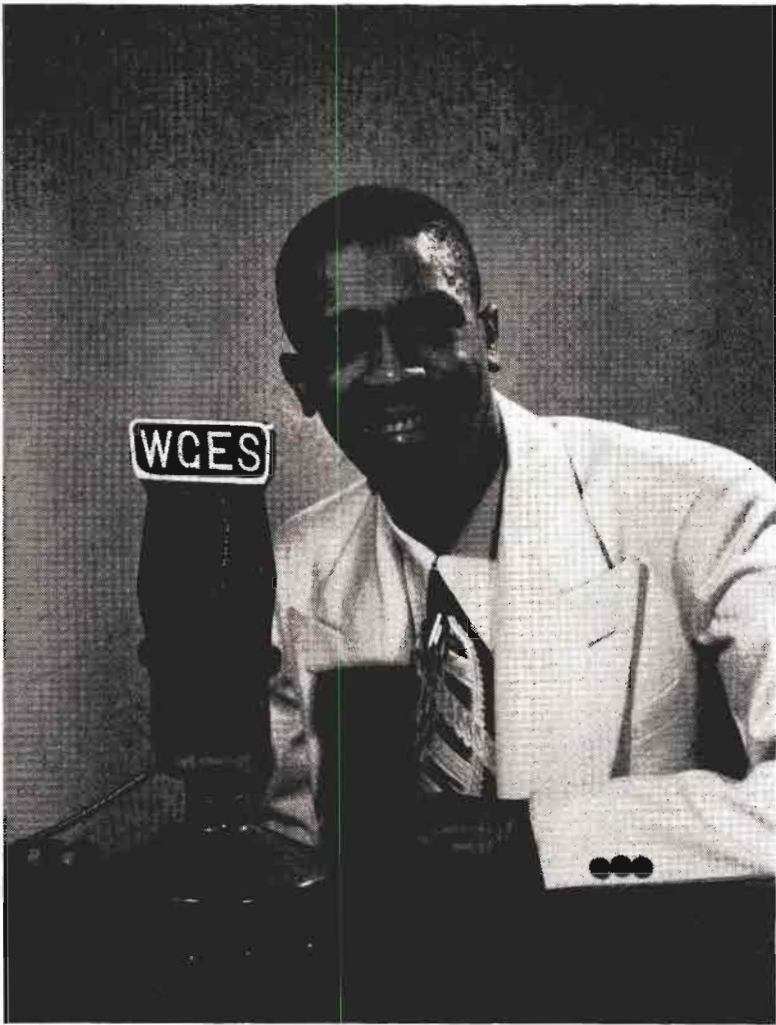
**BARRY, JACK**  
You Asked For It  
WJOY, Burlington, Vt.

**BARTELL, PAUL**  
WFOX, Milwaukee, Wis.

**BARTON, HAL**  
Off The Record  
WTAD, Quincy, Ill.

**BASS, GRADY**  
Musical Clock  
KTBB, Tyler, Tex.

**BASSO, NICK**  
Rise and Shine  
WAJR, Morgantown, W. Va.



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**AL BENSON**

**WJJD and WGES, Chicago**

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## Disc Jockeys—Radio-Television

- BATE, DICK**  
Record Breakers  
WNDB, Daytona Beach, Fla.
- BATEY, HUGH**  
Record Session  
WRBL, Columbus, Ga.
- BAUER, A. J.**  
Alarm Clock Melodies  
WINK, Fort Myers, Fla.
- BAUER, MARY JO**  
Fandels Disc Jockey Show  
KFAM, St. Cloud, Minn.
- BAXTER, CHARLES**  
12:30 Record Club  
WTOL, Toledo, O.
- BAXTER, GEORGE**  
Housewives Blues  
WKTM, Mayfield, Ky.
- BAXTER, GORDON**  
Talk Of The Town  
KPAC, Port Arthur, Tex.
- BAXTER, RAYMOND**  
Time to Wake Up  
KHUZ, Borger, Tex.
- BAYLY, TRAVERS**  
KDAL, Duluth, Minn.
- BEACHWOOD, BUD**  
Magic Valley, Stampede  
KVMV, Twin Falls, Ida.
- BEAN, BOB**  
Bob Bean's Big Barn Bands  
WBIG, Greensboro, N. C.
- BEAR, CHET**  
First Call  
WILS, Lansing, Mich.
- BEARD, PAT**  
Strictly From Dixie  
WSTP, Salisbury, N. C.
- BEARD, SAM**  
Breakfast With Beard  
WPTF, Raleigh, N. C.
- BEATTE, WILLIAM**  
Million Dollar Ballroom  
WBIW, Bedford, Ind.
- BEATTY, ED**  
Tim And Ed  
WNMP, Evanston, Ill.
- BEATTY, JIM**  
Night Shift  
WBRY, Waterbury, Conn.
- BEAUMONT, PERRY**  
Musical Clock  
WLOK, Lima, O.
- BECK, AL**  
Melody Matinee  
WKBZ, Muskegon, Mich.
- BECKER, BILL**  
Record Review  
WINZ, Hollywood, Fla.
- BECKER, JACK**  
Jack And Jill  
WHIO, Dayton, O.
- BECKTEL, KARI**  
1240 Night Club  
WSNJ, Bridgeton, N. Y.
- BEGHOLD, KENNETH**  
Early Bird  
WGBI, Scranton, Pa.
- BEQUE, JOHN**  
Be Gay  
WTAX, Springfield, Ill.
- BEHNER, DICK**  
KCLO, Leavenworth, Kans.
- BELANEY, BILL**  
Rise And Shine  
WCOL, Columbus, O.
- BELL, BOB**  
Suppertime Serenade  
WHKY, Hickory, N. C.
- BELL, DON**  
Don Bell Matinee  
KRNT, Des Moines, Ia.
- BELL, JOHNNY**  
1230 Club  
WCMA, Corinth, Miss.
- BELL, MONTE C.**  
Songs Of The Range. Home-  
makers Music  
KADA, Ada, Okla.
- BELL, WAYNE**  
Ding's Merry Go Round, Corn-  
bread Jamboree  
WFTM, Maysville, Ky.
- BELLINGER, STEVE**  
Pop Shop  
WTCJ, Tell City, Ind.
- BENGSTON, CHARLES**  
Afternoon Capers  
WATR, Waterbury, Conn.
- BENJAMIN, CHARLES**  
Matinee Dancetime  
WHK, Cleveland, O.
- BENNETT, BING**  
Bing's Merry-Go-Round  
WSKY, Asheville, N. C.
- BENNETT, DON**  
1450 Club  
KSEM, Moses Lake, Wash.
- BENNETT, EIDean**  
Hi-Time  
KCSU, Provo, Utah
- BENNETT, FORD**  
AM Party  
WAOV, Vincennes, Ind.
- BENNETT, FRED**  
Fred Bennett Show  
WPEN, Philadelphia, Pa.
- BENNETT, MYRON J.**  
MJB Show  
WIL, St. Louis, Mo.
- BENNIGSON, RAY**  
Saturday Date  
KALI, Pasadena, Calif.
- BENSON, HAL**  
Around the Town  
WMPS, Memphis, Tenn.
- BENSON, RICHARD H.**  
Wake Up Club  
WIRC, Hickory, N. C.
- BENSON, ROBERT**  
Gambles Suppertime Serenade  
KFAM, St. Cloud, Minn.
- BENTLEY, LYN**  
Lyn's Jukebox  
KVOB, Alexandria, La.
- BENTON, FATS**  
Ebony Rhapsody  
WMAP, Monroe, N. C.
- BERG, ALLAN**  
Allan Berg Show  
KALI, Pasadena, Calif.
- BERG, HAL**  
Club Swingtime  
WILK, Wilkes Barre, Pa.
- BERG, JOHNNY**  
Dance Time  
KGDE, Ferguson Falls, Minn.
- BERGESON, CHUCK**  
WSOO, Sault Ste. Marie, Mich.
- BERGSTROM, ART**  
Mailman Matinee  
WMMW, Meriden, Conn.
- BERQUINT, DEWEY**  
KVOX, Moorhead, Minn.
- BERRILL, LARRY**  
Swing Shift  
WCAE, Pittsburgh, Pa.
- BERRY, BILL**  
Berry's Bandstand  
WDBO, Orlando, Fla.
- BERRY, FATSO**  
Loose Wig  
KSNAN, San Francisco, Calif.
- BERRY, W. K.**  
Ballroom Melody Time  
KFFA, Helena, Ark.
- BERRYMAN, EDWARD**  
Sagebrush Slim  
WBBC, Flint, Mich.
- BESSE, HARRY**  
Main Stem Derby  
KSWI, Council Bluffs, Ia.
- BETTERS, MITCH**  
Bandstand  
WTHH, Hartford, Conn.
- BETTINSON, WIN**  
Breakfast Show  
WLYN, Lynn, Mass.
- BICKNELL, MAX**  
Lakin Hour  
KIUL, Garden City, Kans.
- BIGLER, TOM**  
Whistlin' In The Dark  
WILK, Wilkes-Barre, Pa.
- BILLINGS, FRANK**  
Wax Museum  
KGW, Portland, Ore.
- BINGHAM, PETE**  
Atonie Boogie  
WJOL, Florence, Ala.
- BIRMINGHAM, JOHN**  
1450 Club  
WNBZ, Saranac Lake, N. Y.
- BIRRELL, HARRY**  
Beaver Valley Serenade  
WBVP, Beaver Falls, Pa.
- BISHOP, BOB**  
Open House Party  
KUBA, Yuba City, Calif.
- BITTNERMAN, JACK**  
Jive, Jam'n Jump, Pipe Rack  
Parade  
WABB, Mobile, Ala.
- BLACK BERNIE**  
Disc's And Data  
WGPA, Bethlehem, Pa.
- BLACK, JOHNNIE**  
Dawn O'Day  
KGB, San Diego, Calif.
- BLACKSTONE, REID**  
Sunrise Serenade  
WMVA, Martinsville, Va.
- BLAIS, DAN**  
WLAU, Laurel, Miss.
- BLAKE, ALIX**  
Wake With Blake  
WENT, Gloversville-Johns-  
town, N. Y.
- BLAKE, BRUCE**  
Music For Ohio  
WHKK, Akron, O.
- BLAKELY, CLINT**  
Time To Rise  
WAPI, Birmingham, Ala.
- BLANCHARD, LOWELL**  
Musical Clock  
WNOX, Knoxville, Tenn.
- BLAND, CECIL**  
Cowboy Jamboree  
KTBS, Shreveport, La.
- BLASHILL, JOHN**  
Hot Cake Club  
KVOE, Santa Ana, Calif.
- BLECKLEY, W. JOHN**  
Present City Carnival  
WJMR, New Orleans, La.
- BLOCK MARTIN**  
Make Believe Ballroom  
WNEW, New York, N. Y.
- BLOODWORTH, BILL**  
Coffee Pot Parade  
WMVG, Milledgeville, Ga.
- BLUM, GEORGE**  
Alarm Clock Club  
KORN, Mitchell, S. Dak.
- BOARDMAN, FRANK**  
Frank Boardman Show  
KWFT, Wichita Falls, Tex.
- BOBB, CHARLES J.**  
Music Shop  
KVOB, Alexandria, La.
- RODGE, DAVE**  
WOTW, Nashua, N. H.

## Disc Jockeys—Radio-Television

- BOGDEN, HILARY**  
Comes 7  
WJAS, Pittsburgh, Pa.
- BOVIN, JAY**  
1370 Streamliner  
WFBA, Manchester, N. H.
- BOLBY, BOB**  
Record Rodeo  
KOVE, Lander, Wyo.
- BOLES, PAUL**  
Doc Roles Show  
WKBZ, Muskegon, Mich.
- BOLEN, JIM**  
1020 Club  
WCHL, Carbondale, Ill.
- BOLIN, ART**  
The Borden Show  
WARM, Scranton, Pa.
- BOLLINGER, GENE**  
As You Like It, Hillbilly Holiday  
WEGO, Concord, N. C.
- BOLLINGER, JIM**  
Saturday Morning Swing  
WNSN, Louisville, Ky.
- BOLLWINKEL, CALVIN**  
Hayloft Jamboree  
WHUC, Hudson, N. Y.
- BONASSO, RUSS**  
Meet The Missus  
WBLK, Clarksburg, W. Va.
- BONDU, DAVE**  
Bondi's Rendez-Vous  
WERD, Atlanta, Ga.
- BONE, BILLA**  
Record Party  
WHSC, Hartsville, S. C.
- BONER, LEE**  
Easy Rhythm  
KAWT, Douglas, Ariz.
- BONIN, DONALD**  
Alarm Clock Club  
KANE, New Iberia, La.
- BONNELL, GEORGE**  
Judge Box Review  
WHHL, Hammond, La.
- BONNER, ED**  
Spin 'N' Chin  
WNJR, Newark, N. J.
- BOOEN, SHERM**  
Holsum Time, Friendly Time  
WDGY, Minneapolis, Minn.
- BOOKSPEN, MARTIN**  
Off The Record  
WBMS, Boston, Mass.
- BOREN, CHARLES C.**  
Sunrise Salute  
WELO, Tupelo, Miss.
- BOSSONG, CHARLES**  
Musical Clock, Ten And Trumpets  
WOGB, West Yarmouth, Mass.
- BOULTON, MILO**  
Bargin' Around With Boulton  
WPAT, Paterson, N. J.
- BOURQUE, WARREN**  
WSPS, Southern Pines, N. C.
- BOWICK, BILL**  
Coffee With Bill  
WALB, Albany, Ga.
- BOWMAN, BURL**  
Club Cocur D'Alene
- BOWMAN, JOHN DUKE**  
KVNI, Cocur D'Alene, Ida.
- BOWMAN, JOHN DUKE**  
WLOH, Princeton, W. Va.
- BOYD, DON**  
Sunrise Roundup  
WCLO, Jamesville, Wis.
- BOYD, HARVEY**  
Boyd's Nest  
KWBC, Ft. Worth, Tex.
- BOYD, LEX**  
The Boyd's Nest  
KROW, Oakland, Calif.
- BOYER, DEAN**  
Ham N' Eggs  
WBLK, Clarksburg, W. Va.
- BOYLE, WILLIAM W.**  
Platter Party  
WGRD, Grand Rapids, Mich.
- BOYSEN, JIM**  
Jim Boyson Show  
WTCN, Minneapolis, Minn.
- BRADFORD, PHIL**  
Phil Bradford Show  
WCOL, Columbus, O.
- BRADLEY, BOB**  
Browsing With Bradley  
WMLL, Milwaukee, Wis.
- BRADLEY, PAT**  
Bradley's Workshop  
KXLW, St. Louis, Mo.
- BRADLEY, SAM**  
KCHS, Hot Springs, N. Mex.
- BRADLEY, WES**  
Good Morning  
KRDO, Colorado Springs, Colo.
- BRAGG, CHARLES**  
Breakfast On Farm  
WHAL, Shelbyville, Tenn.
- BRAMHALL, BILL**  
Old Timers Party  
WEMP, Milwaukee, Wis.
- BRANCH, NEAL**  
F240 Club  
WBR, Knoxville, Tenn.

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- BRAY, GENE**  
Clockwatcher, Hi Gene  
WRYO, Rochester, Pa.
- BRAZZELL, JIM**  
U-Name It—We Play It  
WFGN, Gaffney, S. C.
- BRENE, PAT**  
Pat Brene Show, Record  
Roundup  
KTVL, Tulsa, Okla.
- BREN, SHELDON**  
KIFI, Idaho Falls, Ida.
- BRENNAN, BOB**  
Bob And Chris  
WRGM, Newport, R. I.
- BRENNAN, DAN**  
Autumn Serenade, Hillbilly  
Hits  
WVOK, Birmingham, Ala.
- BRENNER, PAUL**  
Requestfully Yours  
WAAT, Newark, N. J.
- BRESETTE, CHARLES**  
WOBT, Rhinelander, Wis.
- BRINDLE, KARL**  
Let's Listen  
KVEC, San Luis Obispo, Calif.
- BRISCOSE, ROY**  
Nite Club Of The Air  
WSTV, Steubenville, O.
- BRITT, PAUL**  
KOAT, Albuquerque, N. Mex.
- BROCK, WILLIAM**  
WRLD, West Point, Ga.
- BROCKMAN, DON**  
KBUN, Bendaji, Minn.
- BROKENSHERE, NORMAN**  
Brokenshere Broadcating  
WNBC, New York, N. Y.
- BROOK, BILL**  
WRJN, Eugene, Wis.
- BROOKS, FARRELL**  
Juke Box Review  
KHRD, Duncan, Okla.
- BROOKS, GEORGE**  
Swing Symphony  
KDIX, Dickinson, N. Dak.
- BROOKS, KURBY**  
Babbling Brooks  
WQAM, Miami, Fla.
- BROOKS, VANCE**  
WGCD, Chester, S. C.
- BROPHY, BILL**  
Melody Lane  
WTHT, Hartford, Conn.
- BROWN, A. D.**  
Collegiate Parade  
KSEF, Nacogdoches, Tex.
- BROWN, BILL**  
Request Club  
WCNH, Quiney, Fla.
- BROWN, BILL**  
Reflections In Music  
WTSP, Salisbury, N. C.
- BROWN, BOB**  
KTHS, Hot Springs, Ark.
- BROWN, BOB**  
Turntable Matinee  
WEPM, Martinsburg, W. Va.
- BROWN, BOB**  
Breakfast Jamboree  
WLBK, De Kalb, Ill.
- BROWN, BOB**  
Music Room  
WMID, Atlantic City, N. J.
- BROWN, DALE**  
Platter Party  
KGSC, Provo, Utah
- BROWN, GORDAN**  
Mountain Marie  
WVLK, Lexington-Versailles,  
Ky.
- BROWN, HARRY**  
Name Your Nightcap  
WBEC, Pittsfield, Mass.
- BROWN, HUDIE**  
Cuzzin Al  
WDAK, Columbus, Ga.
- BROWN, JACK**  
Tops n Pops  
WLTC, Gastonia, N. C.
- BROWN, MEL**  
Hillbilly Matinee  
WGAI, Athens, Ga.
- BROWN, NELSON**  
WNLC, New London, Conn.
- BROWN, PERRY**  
WNSR, Syracuse, N. Y.
- BROWN, R. FRED, JR.**  
Platter Party  
WLOS, Asheville, N. C.
- BROWN, ROBERT**  
Off The Record  
WANE, Fort Wayne, Ind.
- BROWN, SAM**  
Music Hall  
WJNX, Washington, D. C.
- BROWN, TED**  
Ted Brown Show, WMGM; Joe  
DiMaggio Show, CBS.
- BROWNELL, JIM**  
Turntable Terrace, Sun Dial  
Club  
WKDK, Newberry, S. C.

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**BRUCE, DICK**  
1280 Reveille, 1230 Matinee  
WDSU, New Orleans, La.

**BRUCE, RAMON**  
WHAT, Philadelphia, Pa.

**BRUNES, LARRY**  
You Asked For It, Western  
Request  
KTLL, Tillamook, Ore.

**BRYANT, GEORGE**  
The Starduster  
WCAN, Atlanta, Ga.

**BRYANT, TED**  
Ted Bryant Show  
WDXB, Chattanooga, Tenn.

**BUBB, BOB**  
WPTW, Piqua, O.

**BUCHANAN, BRUCE**  
Dixie Jamboree  
WMFD, Wilmington, N. C.

**BUCHANAN, DEAN**  
610 Club  
KVNU, Logan, Utah

**BUDD, MILTON**  
Musical Clock  
WMBD, Peoria, Ill.

**BUEHLER, CARL**  
The Carl Buehler Show  
WCAP, Asbury Park, N. J.

**BUEHLMAN, CLINT**  
Clint Buehlman Show  
WBEN, Buffalo, N. Y.

**BUELTNER, A.**  
Music Past Midnight  
WTMJ, Milwaukee, Wis.

**BURFORD, BILL**  
The Nut Club  
WHHH, Warren, O.

**BURGESS, RALPH**  
Midnight Serenade  
WGHA, Columbus, Ga.

**BURKE, RAY**  
Late Date  
WAIR, Winston-Salem, N. C.

**BURKS, SPIDER**  
Spider Burks Show  
KXLW, St. Louis, Mo.

**BURNS, AL**  
1360 Club  
WLYN, Lynn, Mass.

**BURNS, LUCILLE**  
Listen To Lucille  
KAKC, Tulsa, Okla.

**BURTON, BOB**  
Breakfast With Burton  
WEEK, Peoria, Ill.

**BUTHERUS, ED**  
Hodge Podge  
KGW, Portland, Ore.

**BYRNE, MIKE**  
WALE, Fall River, Mass.

**BYRNES, SYD**  
1290 Club  
WCCC, Hartford, Conn.

**CAMPBELL, STERLING (Soup)**  
Soup's On  
WWOL, Buffalo, N. Y.

**CAMPCHERO, BOB**  
You Name It—We Play It  
WABY, Albany, N. Y.

**CAMPOS, LALO**  
Noche de Fiesta  
KVET, Austin, Tex.

**CANIGLIA, PHIL**  
Italian Hour  
KSWI, Council Bluffs, Ia.

**CAPPS, BOB**  
Rhythm Roundup  
KRUX, Phoenix, Ariz.

**CAPPS, JIMMY**  
Our Best To You  
WPTF, Raleigh, N. C.

**CARD, NORMAN**  
Music For Lonely Folks  
WCOU, Lewiston, Me.

**CARLETON, KEN**  
Sundial  
WLOX, Biloxi-Gulfport, Miss.

**CARNEY, KEN**  
Alarm Klock Klub  
KHON, Honolulu, T. H.

**CARPENTER, BILL**  
Daybreaker  
WGY, Schenectady, N. Y.

**CARR, GENE**  
Breakfast Club  
WDOD, Chattanooga, Tenn.

**CARBOLL, GEORGE**  
Three T's  
KSOK, Arkansas City, Kans.

**CARROLL, ROGER**  
Carroll's Corral  
RGER, Long Beach, Calif.

—C—

**CALDWELL, CHUCK**  
All Star Parade  
WPAD, Paducah, Ky.

**CAMPBELL, DAVE**  
Matinee In Birmingham  
WAPL, Birmingham, Ala.

**CAMPBELL, DICK**  
Top Of The Morning  
WDVA, Danville, Va.



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**WMGM**

**WATV**

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**Disc Jockeys—Radio-Television**

**CARROLL, VINCE**  
Melody Merry-Go-Round  
WBAX, Wilkes-Barre, Pa.

**CARSON, BOB**  
Musical TNT  
KSMN, Mason City, Ia.

**CARSON, JOHN**  
John Carson Show  
WOW, Omaha, Neb.

**CARTER, CAL**  
Musical Clock  
KAMD, Camden, Ark.

**CARTER, DUNCAN**  
WTTT, Port Huron, Mich.

**CARTER, VAL**  
Joy A La Carter  
WJOY, Burlington, Vt.

**CARTWRIGHT, LOWELL**  
Morning Show  
WRUN, Utica, N. Y.

**CARVER, WALLY**  
Plastic And Shellac  
WGPA, Bethlehem, Pa.

**CASHION, JOHN T.**  
WKBC, N. Wilkesboro, N. C.

**CAUSEY, DON**  
Hall Of Hits  
KHOZ, Harrison, Ark.

**CAYTON, KENNETH W.**  
KENO, Las Vegas, Nev.

**CERRI, BILL**  
WGAT, Utica, N. Y.

**CERULA, PAUL**  
Club 840  
WYPO, Stroudsburg, Pa.

**CHAMPION, NED**  
Wax Train  
WNAO, Raleigh, N. C.

**CHAMPLIN, GLENN**  
Record Party  
WLCX, LaCrosse, Wis.

**CHANDLER, MIMI**  
Coffee Time  
WVLR, Lexington - Versailles,  
Ky.

**CHAPEAU, TED**  
Lazybones, Sky Commuter  
WMBR, Jacksonville, Fla.

**CHAPMAN, DAVE**  
Let's Play Records  
KCMC, Texarkana, Tex.

**CHAPMAN, ED**  
1240 Club Platter Party  
WEKR, Fayetteville, Tenn.

**CHAPMAN, FRED**  
Farm Hour  
WGAI, Elizabeth City, N. C.

**CHARLES, JAY**  
"A" Train  
WUSN, Charleston, S. C.

**CHARLES, VAN**  
Van Charles Show  
WIBK, Knoxville, Tenn.

**CHASE, BRANDON**  
WNLC, New London, Conn.

**CHASE, BUD**  
Breakfast Biscuits  
WHOT, South Bend, Ind.

**CHASE, EDDIE**  
Off The Record  
WOOD, Grand Rapids, Mich.

**CHASE, EDDY**  
Make Believe Ballroom  
CKLW, Detroit, Mich.

**CHENEY, ALEC**  
60 Silver Minutes  
KTTE, San Antonio, Tex.

**CHENOWETH, JACK**  
Watching The Clock  
WADC, Akron, O.

**CHILDS, JACK**  
Jack's Wax Works  
WBML, Macon, Ga.

**CHILDS, LELAND**  
Platter Time  
WAPX, Montgomery, Ala.

**CHRISTIAN, DON**  
Fairfield Jamboree  
WHOK, Lancaster, O.

**CHRISTISON, LOWELL**  
RFD, 1050 Party  
WRFW, Eau Claire, Wis.

**CHURCHES, GLENN**  
Hamilton Furniture Dance  
Time  
KCRB, Sacramento, Calif.

**CLARK, CASEY**  
Burley Jamboree  
WVLR, Lexington - Versailles,  
Ky.

**CLARK, CHRIS**  
Bob And Chris  
WRJM, Newport, R. I.

**CLARK, GORDON**  
Gordon's Recordin's  
KPBX, Beaumont, Tex.

**CLARK, HARPER**  
Hillbilly Hits  
KALB, Alexandria, La.

**CLARK, JAMES C.**  
Disc Time  
WHHT, Durham, N. C.

**CLARKSON, HARRY**  
Saturday Afternoon Roundup  
WBBC, Bethesda, Md.

**CLARY, CHARLES**  
KVOL, Lafayette, La.



**BOB POOLE**  
"POOLE'S PARADISE"

Heard over 500 Stations Daily  
**MBS**



**BILL WILLIAMS**

1280 Club . . . WOV

Bill Williams' Welcome Mat . . . WABD

## Disc Jockeys—Radio-Television

- CLAUSER, AL**  
Coffee Call  
KTVL, Tulsa, Okla.
- CLAYTON, ROBERT**  
Boston Ballroom  
WHDH, Boston, Mass.
- CLAYTON, ROBERT**  
Times And Trivia  
WJAS, Pittsburgh, Pa.
- CLOAK, JOHN**  
Musical Memories  
KGGM, Albuquerque, N. Mex.
- CLOWES, JOHN D.**  
Sundraders Club  
KCMJ, Palm Springs, Calif.
- CLOWSER, DON**  
Yawn Patrol  
KDSJ, Deadwood, S. Dak.
- COBR, DAVID**  
What's On Your Mind  
WSM, Nashville, Tenn.
- COBURN, PAUL**  
Coburns Carosel  
KYNL, Logan, Utah
- CODY, DEL**  
Western Serenade  
RGA, Spokane, Wash.
- COHN, HAROLD**  
Hillbilly Hoedown  
WPDQ, Jacksonville, Fla.
- COLE, FRED B.**  
Carnival Of Music  
WHDH, Boston, Mass.
- COLE, MAX**  
Wake Up, New York  
WOV, New York, N. Y.
- COLE, PETER**  
The Waxworks  
WVCG, Coral Gables, Fla.
- COLEMAN, BILL**  
Bill Coleman Calling  
WEEL, Boston, Mass.
- COLEMAN, CHARLES**  
Ham 'N' Eggs  
WGKV, Charleston, W. Va.
- COLEMAN, DICK**  
Dick Coleman Show  
WCBM, Baltimore, Md.
- COLEMAN, FRANK**  
Story Time  
WGAC, Augusta, Ga.
- COLEMAN, PAUL**  
Timekeeper  
WTKR, Binghamton, N. Y.
- COLLIE, BILL**  
Collie's Corral, Houston Hoedown  
KNTZ, Houston, Tex.
- COLLINS, AL**  
Happy Al  
KALB, Salt Lake City, Utah
- COLLINS, DAVE**  
1320 Club  
WHOK, Lancaster, O.
- COLLISTER, VIETS**  
WICA, Ashtabula, O.
- COMAN, TO M**  
Uncle Tom's Gabbin  
WTPP, Charleston, W. Va.
- CONCIE, BOB**  
Pop Parade  
KDSH, Boise, Ida.
- CONNOR, CHARLES**  
KWON, Bartlesville, Okla.
- CONOVER, WILLIS**  
Willis Conover Show  
WWDC, Washington, D. C.
- CONRAD, RUSS**  
KEX, Portland, Ore.
- CONSTANTINO, JOE**  
Off The Record  
KDB, Santa Barbara, Calif.
- COOK, CARLOS**  
Sunny Side  
KTMS, Santa Barbara, Calif.
- COOK, CHACK**  
Chuck Cook Show  
WEBR, Buffalo, N. Y.
- COOK, CHARLIE**  
Country Boy  
WHHT, Durham, N. C.
- COOK, IRA**  
ABC, ABC-TV
- COOK, VERN**  
Martha & Vern  
WGY, Schenectady, N. Y.
- COOPER, DALE**  
Dancer Time  
KAST, Astoria, Ore.
- COOPER, JACK L.**  
Rug Cutters Special  
WSBC, Chicago, Ill.
- COOPER, JOE**  
KVFD, Fort Dodge, Ia.
- COOPER, MEL**  
KCRF, Trinidad, Colo.
- COOPER, RALPH**  
WMCA, New York, N. Y.
- COPE, FRANK**  
Alarm Klok Klub, Matinee  
KJBS, San Francisco, Calif.
- CORDIC, REGE**  
6 To 9 Special  
WWSW, Pittsburgh, Pa.
- CORDRAY, DON**  
Goodwill Dawnbuster  
WJR, Detroit, Mich.
- CORLEY, BOB**  
Corley's Corner  
WQXI, Atlanta, Ga.
- CORNEAL, GEORGE**  
KDZA, Pueblo, Colo.
- CORNWELL, BLAINE**  
Top Ten And First Fifteen  
KWPT, Wichita Falls, Tex.
- COWLEY, PAUL**  
Cowley's Alley  
WNOP, Newport, Ky.
- COX, JOE**  
Rhythm Serenade  
WHIR, Danville, Ky.
- COYLE, BERT**  
KCRF, Trinidad, Colo.
- CRAGER, BOB**  
Melody Matinee  
WWCO, Waterbury, Conn.
- CRAIG, GEORGE**  
Coffee With Craig, Varsity Drag  
KFDX, Wichita Falls, Tex.
- CRAVEN, HAROLD**  
Off The Record  
WHPE, High Point, N. C.
- CRAVER, CAMPBELL**  
WMON, Montgomery, W. Va.
- CRAWFORD, GEORGE**  
WINX, Washington, D. C.
- CRAWFORD, ROBERT P.**  
Western Request Hour  
KNAK, Salt Lake City, Utah
- CREEDEN, JAY**  
The Caravan  
WHIM, Providence, R. I.
- CREIGHTON, BILL**  
Old Will Show  
KIOA, Des Moines, Ia.
- CRIST, JIM**  
Morning In Maryland  
WFBR, Baltimore, Md.
- CRIST, PHIL**  
Morning In Maryland  
WFBR, Baltimore, Md.
- CROCKER, JERRY**  
Crocker's Clambake  
WISL, Butler, Pa.
- CROUCH, DEE**  
KDZA, Pueblo, Colo.
- CROWLEY, DICK**  
1-2-3 Club  
WULO, Janesville, Wis.
- CRUTCHLEY, W. F.**  
Hillbilly Hit Parade, 740 Club  
WPAQ, Mt. Airy, N. C.
- CUMMINS, BILL**  
WGBF, Evansville, Ind.
- CURETON, DAVE**  
Sunrise Serenade  
KTKT, Tucson, Ariz.
- CURTIS, BILL**  
Jazz In Review  
WDGY, Minneapolis, Minn.
- CURTIS, KEN**  
All Alone Club  
KPST, Preston, Ida.
- CURTIS, RON**  
Coffee With Curtis  
WFBL, Syracuse, N. Y.
- CUTTING, BOB**  
Requestfully Yours  
KFRD, Rosenberg, Tex.

— D —

- DAHL, JON**  
Jon's Juke Box  
WDMJ, Marquette, Mich.
- DAILEY, TOM**  
Recallit And Win  
KWK, St. Louis, Mo.
- DALE, REX**  
Make Believe Ballroom  
WCKY, Cincinnati, O.
- DALE, STAN**  
Dale's Gulch  
WCOL, Columbus, O.
- DANE, DUDLEY**  
Birthday And Anniversary Club  
KFAM, St. Cloud, Minn.
- DANENBRING, RAY**  
Alarm Clock Club  
KASL, Ames, Ia.
- DANIELS, BOB**  
KDAL, Duluth, Minn.
- DANIELS, PAUL**  
Matinee  
WWNH, Rochester, N. H.
- DARIEN, FRANK**  
Hits And Misses For the Mrs  
Seven Till Bedlam  
KSJO, San Jose, Calif.
- DARY, ALAN**  
Stardust In The Afternoon  
WBRY, Waterbury, Conn.
- DAUGHERTY, BERT**  
Yours For The Asking  
KWAL, Wallace, Ida.
- DAUGHERTY, "DEACON"**  
Reveille Round-Up  
KREL, Baytown, Tex.
- DAUGHERTY, HERALD**  
1250 Luncheon Club  
WNOW, York, Pa.
- DAVENPORT, LEN**  
Nightwatch  
KRUX, Phoenix, Ariz.
- DAVID, TOBY**  
Toby David Show  
CKLW, Detroit, Mich.
- DAVIS, BRITT**  
Musical Roundup  
KOWB, Laramie, Wyo.
- DAVIS, CHARLIE**  
Rock 'N Roll  
WAPX, Montgomery, Ala.
- DAVIS, CLYDE C.**  
Rise 'N Shine  
WAYX, Waycross, Ga.
- DAVIS, DON**  
Flying Discs, Rise 'N Shine  
KFRC, San Francisco, Calif.
- DAVIS, DON**  
Jamboree, Old Time Hit Parade  
WCKY, Cincinnati, O.

**Disc Jockeys—Radio-Television**

**DAVIS, ERNIE**  
Clover Club  
WCSS, Amsterdam, N. Y.

**DAVIS, GEOFF**  
Singing Battle Royal  
WINS, New York, N. Y.

**DAVIS, HAL**  
Songs of Enchantment  
KRAM, Las Vegas, Nev.

**DAVIS, HAL**  
Easy Listening  
WDUZ, Green Bay, Wis.

**DAVIS, JACK**  
Music Shop  
WBIZ, Eau Claire, Wis.

**DAVIS, JACK**  
Turntable Time  
WWXL, Peoria, Ill.

**DAVIS, KENNIE**  
Platter Parade  
WHOC, Philadelphia, Miss.

**DAVIS, MARGIE**  
Jack And Jill  
WHIO, Dayton, O.

**DAVY, FRED**  
Just For You  
WJAS, Pittsburgh, Pa.

**DAWES, BILL**  
Bill Dawes Show  
WCPO, Cincinnati, O.

**DAWSON, TOM**  
Crittter Jamboree  
KGBC, Galveston, Tex.

**DAYK, JOHN**  
Musical Mail Box  
KISD, Sioux Falls, S. Dak.

**DEAL, JOHN II.**  
Dial To Deal  
WHCU, Ithaca, N. Y.

**DEAL, WILLIAM**  
Clock O' The Morning  
WCAM, Camden, N. J.

**DEAN, BILL**  
The Ossining Hour  
WLNA, Peekskill, N. Y.

**DEANE, BUDDY**  
Club 1340  
WHHM, Memphis, Tenn.

**DEANE, JOE**  
Open House  
WHFC, Rochester, N. Y.

**DECKER, BEN**  
Quartermaster  
WTRK, West Palm Beach, Fla.

**DEE, TOMMY**  
Rise And Shine  
WSBT, South Bend, Ind.

**DEEGAN, JOHNNY**  
KYW, Philadelphia, Pa.

**DEER, JIMMY**  
The Bandstand  
WDAE, Savannah, Ga.

**de FOREST, ED**  
Platter Party  
KRUX, Phoenix, Ariz.

**DeHAVEN, BOB**  
DeHaven Date, Friendly Time  
WCCO, Minneapolis, Minn.

**DELFINO, FRANK**  
WSTC, Stamford, Conn.

**DeLINE, JIM**  
Musical Beat, Jim DeLine Show  
WFBL, Syracuse, N. Y.

**DESMOND, WARREN**  
Musical Train  
KLO, Ogden, Utah

**DE TEMPLE, MIMI**  
Studio Party  
KASH, Eugene, Ore.

**DeVON, DOVEL**  
KREM, Spokane, Wash.

**DEVON, PRU**  
Nights In Latin America  
WQXR, New York, N. Y.

**DICKLER, SID**  
Disc Digger  
WHOD, Homestead, Pa.;  
WMOK, McKeesport, Pa.

**DICKOFF, CHARLES**  
Top O' The Morning  
WISC, Madison, Wis.

**DIEHL, BILL**  
It's Your Deal  
WMIN, St. Paul, Minn.

**DIES, BOB**  
At Peace-With Dies  
WADC, Akron, O.

**DIFFIE, BILL**  
WFNS, Burlington, N. C.

**DILL, GLEN**  
The Sundial  
WTSP, St. Petersburg, Fla.

**DILLEHAY, GENE**  
Western Swingtime  
KTOW, Oklahoma City, Okla.

**DILLINGHAM, ALEX**  
Club 1320  
WLS, Lansing, Mich.

**DILSON, BURT**  
Club Playhouse  
WJW, Cleveland, O.

**DINGMAN, BOB**  
Date With A Disc  
WCSS, Amsterdam, N. Y.

**DINSMORE, ED**  
Luncheon Club  
WBEN, Buffalo, N. Y.



**TED BROWN**

"Ted Brown Show" . . WMGM

"Joe DiMaggio Show" . . CBS

PL. 7-0700



**JACK LACY**

"Listen To Lacy"

"Bushels Of Fun"

M.C.—Quiz Master—Disk Jockey

**WINS**

## Disc Jockeys—Radio-Television

**DIX, RICHARD**  
Midnight Flyers  
WEDC, Chicago, Ill.

**DIXON, PAUL**  
1230 Club  
WCPO, Cincinnati, O.

**DIXON, ROY**  
Mix'n' With Dixon  
KTRM, Beaumont, Tex.

**DOAN, BOB**  
Music In The Night  
WABB, Mobile, Ala.

**DOCHEE, JACOB**  
Operatic Favorites  
WWJ, Detroit, Mich.

**DODDS, DAR**  
Pop Parade  
KDSH, Boise, Ida.

**DONEGAN, BILL**  
Music Shop  
WSAV, Savannah, Ga.

**DONEY, JIM**  
Jim Doney Show  
WSRS, Cleveland, O.

**DOOLEY, PETE**  
Requestfully Yours, Coffee  
Cup Parade  
WVJS, Owensboro, Ky.

**DORN, BILL**  
Tune Inn  
WVAN, Charleston, S. C.

**DORB, EDWARD**  
Music At Night  
WDOS, Oneonta, N. Y.

**DORSEY, HOWARD**  
Clock Watcher  
KMOX, St. Louis, Mo.

**DOWNEX, JACK**  
WONS, Hartford, Conn.

**DOWSON, GRAHAM R.**  
On The Solid Side  
WLO, Tupelo, Miss.

**DOYLE, JIMMY**  
Spinner Sanctum  
KNUZ, Houston, Tex.

**DOYLE, LARRY**  
Dance-n-Party  
KGA, Spokane, Wash.

**DREPPERD, BOB**  
PM Club  
WLOW, Norfolk, Va.

**DRUM, DEWEY**  
Early Risers Club  
WSOC, Charlotte, N. C.

**du BOIS, CHARLES**  
Cafe Rendezvous  
KBBY, Billings, Mont.

**DUDLEY, DICK**  
Rockabye Dudley  
WNBC, New York, N. Y.

**DUFFY, RAY**  
Dance Hour  
WGNS, Murfreesboro, Tenn.

**DUGDALE, CHARLES**  
KFOR, Lincoln, Nebr.

**DUGDALE, WALTER**  
KVOL, Lafayette, La.

**DUKAS, JIM**  
Club Matinee  
WAJR, Morgantown, W. Va.

**DUMAS, ROLAND**  
Tops In Pops  
WMAS, Springfield, Mass.

**DUNBAR, ED**  
The Night Watch  
WBBQ, Augusta, Ga.

**DUNCAN, EDDIE**  
Start With A Whistle In The  
Morning  
WEOA, Evansville, Ind.

**DUNCAN, JIM**  
Jim Duncan Show  
WELQ, Harrisburg, Ill.

**DUNCAN, RICHARD**  
Design For Dreaming  
WBLK, Clarksburg, W. Va.

**DUNLAP, WOLLACE**  
Dial Dunlap  
WLIZ, Bridgeport, Conn.

**DUNN, BOB**  
KIMP, Mt. Pleasant, Tex.

**DUNN, MIKE**  
1950 Club  
WXLW, Indianapolis, Ind.

**DUNNAGAN, KEN**  
Cat's Meow  
KANE, New Iberia, La.

**DUNNAVANT, BOB**  
Juke Box Revue, Echoes From  
The Hills  
WJMW, Athens, Ala.

**DUNNAVANT, HOMER**  
Pappy's Roundup, Uncle Bob,  
Mid-Day Frolic  
WJMW, Athens, Ala.

**DURST, LAVADA**  
Rosewood Ramble  
KVET, Austin, Tex.

### — E —

**EARLE, BOB**  
Platter Party  
WIBR, Baton Rouge, La.

**EARLEY, THOMAS A., JR.**  
Polka Dots  
WKAP, Allentown, Pa.

**EAST, HENRY**  
Hank's Alarm Clock  
WGBA, Columbus, Ga.

**ECKERT, JOHN**  
WVAN, Danville, Ill.

**EDINGTON, JOHN**  
John's Jockey Journal  
KTFF, Twin Falls, Ida.

**EDWARDS, CHARLES**  
WMAL, Washington, D. C.

**EDWARDS, MERLE**  
All Night Stand  
WMIN, St. Paul, Minn.

**EIGEN, JACK**  
Meet Me At The Copa  
WMGM, New York, N. Y.

**ELLDERS, FRANK**  
WJPF, Herrin, Ill.

**ELLIN, MARVIN**  
Afternoon Carousel  
WCAO, Baltimore, Md.

**ELLIOT, FRED**  
Ten O'Clock Club  
WKRT, Cortland, N. Y.

**ELLIOT, ROBERT**  
Breakfast With The Stars  
WHDH, Boston, Mass.

**ELLIOTT, BILL**  
Bill Elliott Show, Lyrics For  
The Ladies  
WAFY, Bakersfield, Calif.

**ELLIOTT, BOB**  
Bob Elliott Show  
WIOD, Toledo, O.

**ELLIOTT, CHUCK**  
WMGY, Montgomery, Ala.

**ELLIOTT, RAMSEY**  
Music Chamber  
KMJ, Fresno, Calif.

**ELLIS, BILL**  
WBMD, Baltimore, Md.

**ELLIS, KEN**  
WSYB, Rutland, Vt.

**ELLIS, LEE**  
Breakfast With The Ellises  
WSPR, Springfield, Mass.

**ELLIS, LORGAINE**  
Breakfast With The Ellises  
WSPR, Springfield, Mass.

**ELLISON, PAUL**  
Music In The Nite  
WRTN, Huntington, W. Va.

**ELSNER, ROY**  
920 Special  
KECK, Odessa, Tex.

**EMBODY, DICK**  
Western Jamboree  
KGGF, Coffeyville, Kans.

**EMERALD, GENE**  
Gene Emerald Show  
KRNT, Des Moines, Ia.

**EMERY, MARGIE**  
The Wishing Well  
KOPR, Butte, Mont.

**EMMERICH, LEE**  
Date With A Disc  
WKOX, Framingham, Mass.

**ENDICOTT, AL**  
KENO, Las Vegas, Nev.

**ENGELL, CHUCK**  
Midnight Merry-Go-Round  
KMO, Tacoma, Wash.

**ENSSLIN, JIMMY**  
Top Tunes Across The Nation  
KROP, Brawley, Calif.

**ERICKSON, HELEN**  
KWYO, Sheridan, Wyo.

**ESSICK, LOU**  
1340 Club  
WGNI, Wilmington, N. C.

**EUBANKS, GEORGE**  
WEAT, Lake Worth, Fla.

**EVANS, BILL**  
Good Morning Circle  
WGAT, Athens, Ga.

**EVANS, BILL**  
Record Reveille  
WGN, Chicago, Ill.

**EVANS, BOB**  
Evans Extras  
WJBC, Bloomington, Ill.

**EVANS, DON**  
Don Evans Show  
WCHS, Charleston, W. Va.

**EVANS, MARK**  
Sunrise Salute  
WTOP, Washington, D. C.

**EVANS, SHIRL**  
Kenny The Kirby Man  
WXLW, Indianapolis, Ind.

**EVENSEN, PETE**  
Platter Palace  
KVNJ, Fargo, N. Dak.

**EVERBACH, JACK**  
An Hour To Spare  
WKLO, Louisville, Ky.

### — F —

**FACEY, STAN**  
Anything For You  
WFPG, Atlantic City, N. J.

**FANT, JULIAN**  
Julian's Blackboard  
WFOY, St. Augustine, Fla.

**FARIS, GEORGE**  
Early Risers  
WVIM, Vicksburg, Miss.

**FARKAS, REMY**  
Record Rarities  
WQXR, New York, N. Y.

**FARMER, CHUCK**  
Chuck Wagon  
KVCV, Ventura, Calif.

**FARMER, JON**  
Early Worm, Hillbilly Hit Re-  
view  
WAGA, Atlanta, Ga.

**FARRAR, JACK**  
Kiloceyle Klambake  
KTFF, Twin Falls, Ida.

**FARRELL, JOHN**  
WHEB, Portsmouth, N. H.

**FAULKNER, BILL**  
WISH, Indianapolis, Ind.

**FAUST, DAVE**  
Merry-Go-Round  
KEEN, San Jose, Calif.

**FEAGANS, ERNIE**  
Feagans' Follies  
WDEF, Chattanooga, Tenn.

## Disc Jockeys—Radio-Television

- FEATHER, LEONARD**  
Jazz At Its Best  
WMGM, New York, N. Y.
- FEATHERSTONE, CHARLIE**  
WNDR, Syracuse, N. Y.
- FERGUSON, BILL**  
Moments of Melody  
WRUF, Gainesville, Fla.
- FIELDING, JULES**  
Juke Box Revue  
WMBM, Miami Beach, Fla.
- FILIPAK, STEVE**  
Malinee At Sun-Up  
WHRV, Ann Arbor, Mich.
- FINCH, BUD**  
Coffee Club  
WELI, New Haven, Conn.
- FINGER, ART**  
Sun Dial  
KXYZ, Houston, Tex.
- FINLAYSON, JACK**  
Club 1310  
KFKA, Greeley, Colo.
- FINN, MICHAEL**  
Finn Fare  
WEOA, Evansville, Ind.
- FIGORE, BILL**  
Morning Moods  
WWCA, Gary, Ind.
- FISHER, BILL**  
1440 Club  
WROK, Rockford, Ill.
- FISHER, EARL**  
1450 Club  
WFUN, Huntsville, Ala.
- FISHER, JOE**  
KCHE, El Reno, Okla.
- FITZGERALD, GORDON**  
Rendezvous With Melody  
WBAP, Fort Worth, Tex.
- FLANAGAN, PAUL**  
Tri-City Ballroom  
WTRY, Troy, N. Y.
- FLEMING, BRUCE**  
Guess-A-Tune  
KSON, San Diego, Calif.
- FLINT, WALTER**  
Platter Party  
WGPC, Albany, Ga.
- FLOOD, JOE**  
Upsce Daisy  
KTLN, Denver, Colo.
- FLYNN, NORMAN**  
WENE, Binghamton-Endicott,  
N. Y.
- FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.
- FORD, ART**  
Milkman's Matinee  
WNEW, New York, N. Y.
- FORD, DOUGLAS**  
Lunchtime Tunes  
WHIS, Bluefield, W. Va.
- FORD, JOHN**  
John Ford Show  
WTCN, Minneapolis, Minn.
- FORD, LLOYD**  
Western Frolic  
KAYS, Hays, Kans.
- FORSTER, BOB**  
WICA, Ashtabula, O.
- FORSTER, ROGER**  
Forster's Follies  
WEOA, Evansville, Ind.
- FORT, ARNOLD B.**  
WOOK, Silver Spring, Md.
- FORTUNE, BILL**  
KWON, Bartlesville, Okla.
- FOSTER, JOHN**  
Requestfully Yours  
WBAX, Wilkes-Barre, Pa.
- FOSTER, JOSEPH**  
Request Party  
WSSB, Durham, N. C.
- FOSTER, SID**  
Sunrise Musical, Hillbilly Hit  
Parade  
KSTB, Breckenridge, Tex.
- FOWLER, BILL**  
Musical Clock  
WGPC, Albany, Ga.
- FOWLER, JIM**  
Record Shop  
WGPC, Albany, Ga.
- FOX, LES**  
Music Box  
WMMW, Meriden, Conn.
- FRAIM, JOHN**  
Wabash Avenue Serenade  
WTHI, Terre Haute, Ind.
- FRANCIS, JACK**  
Saturday Date  
WGAC, Augusta, Ga.
- FRANCIS, JOE**  
WNHC, New Haven, Conn.
- FRANKLIN, DON**  
Nightcap  
WMAN, Mansfield, O.
- FRANKLIN, JOE**  
B. Mar. 9, 1926, New York,  
N. Y.; Joe Franklin's Record  
Shop, WJZ; Antique Record Shop,  
WMCA; Echoes Of The Big Time,  
WMCA.
- FRANKLIN, ROSS**  
Starlight Parade  
KYNO, Fresno, Calif.

# ART SCANLON

Humorist

## WINS

New York



## • • • Disc Jockeys—Radio-Television • • •

**FRANTZ, WOODY**  
1490 Club, Hillbilly Clock  
Watcher  
WHOC, Philadelphia, Miss.

**FRASER, BILL**  
Request For Rhythm  
WTOM, Bloomington, Ind.

**FRAY, JACQUES**  
Listening With J. Fray  
WQXR, New York, N. Y.

**FRAZIER, HAL**  
Breakfast Club  
WSTP, Salisbury, N. C.

**FRENCH, DICK**  
Tops In Pops  
WELM, Elmira, N. Y.

**FRENCH, JACK**  
KNOX, Grand Forks, N. Dak.

**FRENKEL, MILT**  
Harmony Hall  
KTLW, Texas City, Tex.

**FRIEDMAN, STAN**  
Jazz Carnival  
WJMJ, Philadelphia, Pa.  
Platter Parade

**FRIELING, JIM**  
WKRA, Kenmore, N. Y.

**FROEMMING, ROBERT**  
Requestfully Yours  
WFRW, Eau Claire, Wis.

**FROST, DON**  
The Timekeeper  
WBBB, Macon, Ga.

**FROST, JACK**  
Rhapsody In Wax  
KLEK, Rochester, Minn.

**FUNK, MARK N.**  
Music For Middy  
WGWG, Meadville, Pa.

**FUSCO, DAN**  
Timekeeper  
WKAL, Rome, N. Y.

### — G —

**GABRIEL, DON**  
Dawn's Early Light  
WJW, Cleveland, O.

**GAINES, RUBEN**  
The Zero Hour  
KFAR, Fairbanks, Alaska

**GALLAHER, EDDIE**  
Moonlight, Sundial  
WTOP, Washington, D. C.

**GARCIA, GENE**  
Funk Gene  
WALT, Tampa, Fla.

**GARDNER, JIMMY**  
KEBE, Jacksonville, Tex.

**GARLAND, HOWARD**  
Here's Garland  
WGBA, Columbus, Ga.

**GARR, BILL**  
Bill Garr Show  
KWKW, Pasadena, Calif.

**GARRETT, LEE**  
WROV, Roanoke, Va.

**GARRIS, SID**  
Symphony Sid Show  
WJEL, Springfield, O.

**GARRITY, BOB**  
Relaxing With Garrity  
WGBB, Freeport, N. Y.

**GARROWAY, DAVE**  
11:30 Club, Dave Garroway  
Show  
WMAQ, Chicago, Ill.

**GAY, CONNIE B.**  
Town And Country Time  
WARL, Arlington, Va.

**GAYLE, BOB**  
WROV, Roanoke, Va.

**GEERS, SEMON**  
Morning Frohes  
WXMP, Evanston, Ill.

**GENIAL, GENE**  
WGYI, Charlotte, N. C.

**GENTILE, LARRY**  
Gentile Houseparty  
WJBK, Detroit, Mich.

**GERAGHTY, LARRY**  
KOH Roundup  
KOH, Reno, Nev.

**GERMANN, BILL**  
Record Session  
WHUN, Huntingdon, Pa.

**GIBBONS, JAMES**  
WMAL, Washington, D. C.

**GIBNEY, JOE**  
Old Joe's Klix Klub  
KLIX, Twin Falls, Ida.

**GIBSON, ALEC**  
Burnt Toast And Coffee  
WYCG, Coral Gables, Fla.

**GILFFORD, ALEC**  
Southwest Stampede  
KTBC, Austin, Tex.

**GILBERT, JACK**  
WLEU, Erie, Pa.

**GILDROY, RALPH**  
WFDE, Flint, Mich.

**GILL, PAUL**  
Time To Remember  
WCSH, Portland, Me.

**GIROUX, LEE**  
Dollars Or Donuts  
KGO, San Francisco, Calif.

**GIVEN, JOE**  
Band Parade  
WOV, New York, N. Y.

**GLASS, LOUIS**  
Harddown Harmonies  
WTRC, Elkhart, Ind.

**GLEASON, BOB**  
Requestfully Yours Coffee  
Club  
WMSL, Decatur, Ala.

**GLENN, ART**  
Club 970  
WJMX, Florence, S. C.

**GLOSSEN, LONNIE**  
The Party Line  
KWHN, Fort Smith, Ark.

**GOLDEN, HAL**  
1240 Club  
WJTN, Jamestown, N. Y.

**GOODLETTE, RICHARD H.**  
1240 Club  
WKIC, Hazard, Ky.

**GOODREAU, CECIL**  
Your Dancing Date  
WVIM, Vicksburg, Miss.

**GORDON, BILL**  
WHBQ, Memphis, Tenn.

**GORDON, JIM**  
WNDR, Syracuse, N. Y.

**GORDON, PHIL**  
Afternoon Swing Session  
WWRL, Woodside, N. Y.

**GORDON, ROBERT**  
Make Mine Music  
KXRO, Aberdeen, Wash.

**GORE, DEL**  
Del Gore Show  
KYA, San Francisco, Calif.

**GOSLIN, JOHN**  
KCBC, Des Moines, Ia.

**GOSS, GENE**  
Platter Party  
KLRA, Little Rock, Ark.

**GRADY, JACK**  
Ramblin' Bob  
KXOA, Sacramento, Calif.

**GRADY, JOE**  
950 Club  
WPEN, Philadelphia, Pa.

**GRAHAM, BILL**  
Pop Parade  
KDSH, Boise, Ida.

**GRANT, FELIX**  
Time Inn  
WDDC, Washington, D. C.

**GRANT, HAL**  
Musical Clock  
WDBJ, Roanoke, Va.

**GRANT, JOHNNY**  
Johnny Grant Show  
KGIL, San Fernando, Calif.

**GRAVES, DON**  
Your On With Don  
WHRV, Ann Arbor, Mich.

**GRAY, HUGH**  
WDZ, Decatur, Ill.

**GRAY, JACK**  
WHOS, Decatur, Ala.

**GRAY, JOHN**  
Music For You  
WDOD, Chattanooga, Tenn.

**GREGG, BOB**  
Morning Melodies  
KPST, Preston, Ida.

**GREGORY, GREG**  
Crew-Cut  
KECK, Odessa, Tex.

**GREEN, ART**  
Make Believe Ballroom  
WMTL, Miami, Fla.

**GREENBERG, HAL**  
Reveille Roundup  
WILS, Lansing, Mich.

**GREUEL, RICHARD**  
Telotunes  
KFAR, Fairbanks, Alaska

**GREY, TED**  
Yours And Mine  
KSGM, Ste. Genevieve, Mo.

**GRIFFIN, DAN**  
WGTM, Wilson, N. C.

**GRIFFIN, HOWARD**  
What's Your Pleasure  
KCRC, Enid, Okla.

**GRIFFIN, WAYNE**  
Music From Roselawn  
KSVF, Artesia, N. Mex.

**GRIFFITHS, BILL**  
KOL, Seattle, Wash.

**GRIFFITHS, BILL**  
Request Time  
WKRT, Cortland, N. Y.

**GRIM, CHARLES**  
Dreamtime  
KXO, El Centro, Calif.

**GRISSOM, GAIL**  
Tele-Quest Time  
WTPS, Bloomington, Ind.

**GRISWOLD, JACK**  
Studio A  
WCSN, Amsterdam, N. Y.

**GROFF, WILL**  
WJEJ, Hagerstown, Md.

**GROMAN, JIMMY**  
Sleepy Jim  
WMTD, Atlantic City, N. J.

**GROSS, DON**  
Melody Matinee  
WAYX, Waycross, Ga.

**GUERIN, BILL**  
That Program, Little Folks  
WMPD, Wilmington, N. C.

**GUIDE, HUGH**  
Top Spot  
WTOP, Washington, D. C.

**GUINN, BEN**  
Roll Jordan  
WEAS, Atlanta, Ga.

**GUSS, EDDIE**  
DJPR, Greenville, Miss.

**GUTHRIE, BILL**  
Coffee Club  
WTAW, College Station, Tex.

**GWYNN, Z. V.**  
Easy Listening, Easy Does It  
WIBC, Indianapolis, Ind.

### — H —

**HAASER, CHARLIE**  
To The Ladies  
WMAS, Springfield, Mass.



## Disc Jockeys—Radio-Television

- HAGAN, STAN**  
Sugar And Spice  
KANS, Wichita, Kans.
- HAGEMAN, JIM**  
Musical Clock  
WCHV, Charlottesville, Va.
- HAGER, BILL**  
Hager Jazz Time  
WKAT, Miami Beach, Fla.
- HAGGERTY, FRED**  
Musical Greeter  
WFPG, Atlantic City, N. J.
- HAIT, MAL**  
Off The Record  
WKIP, Poughkeepsie, N. Y.
- HALE, HENRY**  
Million Dollar Parade  
WDAS, Philadelphia, Pa.
- HALE, PHIL**  
Phil Hale Show  
WKNB, New Britain, Conn.
- HALEY, THOMAS C.**  
Off The Record  
WTAM, Cleveland, O.
- HALL, CHARLIE**  
Wax Works, Savoy Junction  
WCSO, Charleston, S. C.
- HALL, FRED**  
Night Flight  
WMIE, Miami, Fla.
- HALL, JIM**  
Your Favorite Hymns  
KTV, Seattle, Wash.
- HALL, JIM**  
Corn In Carolina  
WBBC, Burlington, N. C.
- HALL, JOHN**  
WGBP, Evansville, Ind.
- HALL, NORMAN**  
Strictly Informal  
WOMI, Owensboro, Ky.
- HALL, RUSS**  
Russ Hall Show  
WJR, Detroit, Mich.
- HALLOCK, TED**  
Potluck Party  
KPOJ, Portland, Ore.
- HAMBLEY, BOB**  
Rhythm, Ranch  
WNJR, Newark, N. J.
- HAMILTON, JIM**  
Record Shop  
WIND, Chicago, Ill.
- HAMILTON, WARD**  
WWNY, Watertown, N. Y.
- HAMMONS, ELMER R.**  
Ross Record Shop  
WGT, Bangor, Me.
- HARRICK, TINY**  
Tune Time With Tiny  
WKBW, Buffalo, N. Y.
- HANCOCK, JOHN**  
Timekeeper Time  
WKTY, La Crosse, Wis.
- HANSON, KEN**  
Sunshine Hour  
KXLF, Butte, Mont.
- HARDIN, GENE**  
Hillbilly Rumble  
WABB, Mobile, Ala.
- HARDING, JIM**  
Talk Of The Town  
WDAK, Columbus, Ga.
- HARDY, JAMES**  
Platter Party  
WIBC, Indianapolis, Ind.
- HARMONSON, KEN**  
Your Program  
KTV, Seattle, Wash.
- HARNISH, BOB**  
Melody Matinee  
WLAN, Lancaster, Pa.
- HARPE, RONALD**  
Timeteller  
WALT, Tampa, Fla.
- HARRAL, HANK**  
Western Roundup  
KSEL, Lubbock, Tex.
- HARRILL, NELSON**  
Wake Up Time  
WGWR, Asheboro, N. C.
- HARRIS, BOB**  
WVNI, Musical Matinee  
WVNI, Newark, N. J.
- HARRIS, DAVID**  
Julie Box Review  
KUBA, Yuba City, Calif.
- HARRIS, HERB**  
The Madman  
WQXI, Atlanta, Ga.
- HARRIS, JOHN**  
Record Matinee, Get Up And  
Get Happy  
KSN, Bisbee, Ariz.
- HARRISON, CHARLIE**  
920 Club  
KPLW, Texas City, Tex.
- HARRISON, CHUCK**  
Julie Box Review  
WAML, Laurel, Miss.
- HARRISON, MEL**  
Amobalko-Sasnakra Serenade  
KWHN, Fort Smith, Ark.
- HARROVER, BEN**  
Coffee Time  
KLFI, Dallas, Tex.
- HART, GEORGE**  
New Sounds  
WCAM, Camden, N. J.
- HART, JIM**  
Saturday Night Musical  
KTRK, Tucson, Ariz.
- HART, MAURICE**  
Straight From The Heart  
KFWB, Hollywood, Calif.
- HARTLEY, JIM**  
Hillbilly Hit Parade, 1240  
Club  
WGGG, Gainesville, Ga.
- HARVEY, DICK**  
Dick Harvey Show  
WSAP, Portsmouth - Norfolk,  
Va.
- HARVEY, HENRY**  
Carnival Of Music  
KFBI, Wichita, Kans.
- HARVEY, PAUL**  
Music As You Like It  
KHMO, Hannibal, Mo.
- HARVEY, TOM**  
Rhythm By Request  
WVCH, Chester, Pa.
- HASSING, DOUG**  
WMGY, Montgomery, Ala.
- HATCHER, JACK**  
Julie Box Review  
WLEA, Hornell, N. Y.
- HAYEMAN, TOM**  
Rumpus Room  
KVOS, Bellingham, Wash.
- HAWKE, ROHN**  
1260 Club  
KVSP, Santa Fe, N. Mex.
- HAWTHORNE, BEN**  
Breakfast With Ben  
WTHI, Hartford, Conn.
- HAY, TOM**  
Rockdale Reville  
WMOC, Covington, Ga.
- HAYNES, JERRY**  
Serenade That's New  
KIXL, Dallas, Tex.
- HEADRICK, KENNETH**  
KFGT, Fremont, Neb.
- HEALY, NAUM**  
Fields, Variety Show  
KAFY, Bakersfield, Calif.
- HEAVILAN, BOB**  
WGIG, Brunswick, Ga.
- HECKMAN, FRED**  
WTUX, Wilmington, Del.
- HEDGEPEETH, WILLIAM**  
Uncle Zeb  
WCSO, Charleston, S. C.
- HEGARD, KEN**  
WFOO, Milwaukee, Wis.
- HELGESON, BOB**  
1230 Club  
KISD, Sioux Falls, S. Dak.
- HELLER, BOB**  
KTAE, Taylor, Tex.
- HELLYER, ART**  
Ranch House Roundup  
WMIL, Milwaukee, Wis.
- HENDRICKS, RICK**  
Tie Toe Times  
KAWT, Douglas, Ariz.
- HENNESSY, THOMAS**  
WJBF, Augusta, Ga.
- HENRIKSON, LES**  
The Les Henrikson Show  
WCON, Atlanta, Ga.
- HENRY, GIL**  
Spinning Bandstand  
KMUR, Murray, Utah
- HENRY, OLLIE**  
After Hours  
WJBC, Bloomington, Ill.
- HENRY, PAT**  
Sierra Serenade  
KRRX, San Jose, Calif.
- HENSON, JERRY**  
WKYB, Paducah, Ky.
- HERMAN, DON**  
Music Mart  
WPAG, Ann Arbor, Mich.
- HERNANDEZ, PATSY**  
Highway Of Melody  
WFOY, St. Augustine, Fla.
- HERICK, SHERB**  
850 Club  
WXXW, Albany, N. Y.
- HERRIN, WINDY**  
Musical Clock  
WCCP, Savannah, Ga.
- HERSON, BILL**  
The Timekeeper  
WRC, Washington, D. C.
- HESS, BILL**  
Bill The Bell Boy  
WKRQ, Mobile, Ala.
- HESS, JIM**  
Cowboy Jubilee  
WKGK, Knoxville, Tenn.
- HESTER, JESS**  
WVIM, Housparty  
WVIM, Vicksburg, Miss.
- HEWEY, DOWNEY**  
WSOY, Decatur, Ill.
- HICKMAN, RUSS**  
Melody Lane  
WEPM, Martinsburg, W. Va.
- HICKOK, BILL**  
Alarm Clock Club, Open House  
WXXW, Albany, N. Y.
- HICKS, JOHN**  
Dick's Hayride  
KEPO, El Paso, Tex.
- HIGGINBOTHAM, JERRY**  
Midnight Serenade  
KMJ, Fresno, Calif.
- HIGGINS, CLYDE**  
Nite Club Of The Air  
WSTV, Steubenville, O.
- HILEY, JOE**  
KGY, Olympia, Wash.
- HILL, EDDIE**  
Eddie Hill Show  
WMPG, Memphis, Tenn.
- HILL, F. R., JR.**  
Hit The Deck  
WTSV, Claremont, N. H.
- HIRSCH, WOODY**  
Melody Ranch  
KUTA, Salt Lake City, Utah

## Disc Jockeys—Radio-Television

**HIXSON, GLEN**  
Swingtime  
WJAG, Norfolk, Nebr.

**HOFF, HOLLIS**  
Homespun Harmony  
KVNJ, Fargo, N. Dak.

**HOGAN, ED**  
Hogan's Alley  
KWBC, Ft. Worth, Tex.

**HOGAN, MARTY**  
Merry Go Round, Music Mart,  
Where's Hogan  
WCFL, Chicago, Ill.

**HOGAN, MARTY**  
Stars On Parade  
WJLD, Chicago, Ill.

**HOGGATT, JACK**  
Wake Up Yakima  
KIT, Yakima, Wash.

**HOLLAND, CLIFFORD D.**  
WOOX, Silver Spring, Md.

**HOLLINGSWORTH, DENNIS**  
1450 Club  
WVNR, Beckley, W. Va.

**HOLM, CLAYT**  
Ont West Special  
KOVE, Lander, Wyo.

**HOLMAN, KNOX**  
Holman's Hoedown  
WSPA, Montgomery, Ala.

**HOLMES, B. RICHARD**  
WAMS, Wilmington, Del.

**HOLTZ, THOMSON**  
Pot Luck  
WOW, Omaha, Neb.

**HOOD, JOHN**  
1450 Club  
WGNS, Murfreesboro, Tenn.

**HOOKS, RALPH**  
Alarm Clock Club  
KWSL, Lake Charles, La.

**HOOPER, CHUCK**  
Star Spotlight  
WHK, Akron, O.

**HOPE, WINKIE**  
Midnight Ballroom  
WTAR, Norfolk, Va.

**HOPKINS, BILL**  
Hillbilly Hoedown  
WKNA, Charleston, W. Va.

**HOPKINS, WES**  
920 Club, Lineas Bandstand  
WTTM, Trenton, N. J.

**HORN, BOB**  
1460 Club  
KIMA, Yakima, Wash.

**HOUGLUM, ROBERT**  
Studio Party  
KASH, Eugene, Ore.

**HOWARD, "TOBE"**  
WGRC, Louisville, Ky.

**HOWRIGAN, CAL**  
Coffee Concert  
WTYS, Marianna, Fla.

**HUBBELL, HARRY**  
Yawn Patrol  
WILM, Wilmington, Del.

**HUDIMAC, JOHN**  
WPKY, Frankfort, Ky.

**HUDSON, BOB**  
1240 Club  
KVNI, Coeur D'Alene, Ida.

**HUDSON, GEORGE**  
Downbeat Club  
WCAP, Asbury Park, N. J.

**HUDSON, HARVEY L.**  
1450 Club  
WLEE, Richmond, Va.

**HUGHES, RUSH**  
WCFL, Chicago, Ill.

**HUGHES, TOM**  
Mailbag  
WLSL, Roanoke, Va.

**HULBERT, MAURICE**  
Tan Town Jubilee, Septa

Swing Club  
WDLA, Memphis, Tenn.

**HULL, DICK**  
One-Two-Three Club  
WFRP, Savannah, Ga.

**HULL, HARWOOD, JR.**  
Caribbean Matinee  
WAPA, San Juan, P. R.

**HULL, HOLLIS C.**  
Sleep Walkers' Serenade  
KVOO, Tulsa, Okla.

**HUNTER, BEN**  
KEX, Portland, Ore.

**HUNTER, DAN**  
WDFP, Flint, Mich.

**HERST, ED**  
Ed Hurst Show  
WPEN, Philadelphia, Pa.

**HURST, WILSON**  
Music In The Night  
KTRS, Hot Springs, Ark.

**HUSING, TED**  
Bandstand, WMGM; St. Nick  
Boxing, CBS-TV.

**HUSTEN, HARVEY**  
PM Platter Party  
WABY, Albany, N. Y.

**HUSTUS, CLAUDE**  
WTUX, Wilmington, Del.

**HUTCHINSON, HARDY**  
Melody Quiz  
KHBC, Hilo, T. H.

**HUTCHINSON, JIMMIE**  
Boogie Man  
WHSY, Hattiesburg, Miss.

**HUTCHINSON, JOHN**  
1340 Platter Party  
WGAT, Athens, Ga.

### — I —

**IDE, CARL**  
Carl Ide Calling  
WNJR, Newark, N. J.

**ILLENFELD, WARREN**  
Take It Easy Time  
WISR, Butler, Pa.

**INGRAM, BILL**  
Matinee At Melody Lane  
KSYL, Alexandria, La.

**IRVING, BOB**  
WLAP, Lexington, Ky.

**IRVING, PAUL**  
Midnight Flyers  
WEDC, Chicago, Ill.

**ISON, STEVE**  
Magic Valley Jamboree  
WTPP, Charleston, W. Va.

### — J —

**JACKSON, LEE**  
All Nite Club  
WAPQ, Chattanooga, Tenn.

**JACKSON, SANDY**  
Rhythm Inn  
KBON, Omaha, Neb.

**JACKSON, TOM**  
Time N' Tunes  
WKAB, Mobile, Ala.

**JACOBSEN, DICK**  
1230 Club  
KXO, El Centro, Calif.

**JAMERSON, PETER**  
1230 Club  
WNER, Worcester, Mass.

**JAMES, BOB**  
Hi School Hop  
WMAN, Mansfield, O.

**JAMOND, WALTER**  
Serve Yourself Jamboree  
KROW, Oakland, Calif.

**JARVIS, AL**  
Make Believe Ballroom  
KLAC, Hollywood, Calif.

**JENKINS, BILL**  
WEAM, Arlington, Va.

**JENKINS, WAYNE**  
Variety Hour  
WBBW, Terre Haute, Ind.

**JENNINGS, AL**  
The A. J. Show  
WCP, Savannah, Ga.

**JENSEN, PAUL**  
Paul's Platter Party  
KOLN, Lincoln, Neb.

**JENSEN, RAN**  
RCA Victor Varieties  
WOC, Davenport, Ia.

**JENSEN, SAM**  
The Sam Jensen Show  
KCRG, Cedar Rapids, Ia.

**JEWELL, TONY**  
Variety Capers  
KLUJ, Garden City, Kans.

**JOHNSY, HAPPY**  
WBMD, Baltimore, Md.

**JOHNS, BROOKE**  
Morning In Maryland  
WBCC, Bethesda, Md.

**JOHNSON, CARL**  
Nightcap Revue  
KDIX, Dickinson, N. Dak.

**JOHNSON, DEAN**  
Club 970  
KLER, Rochester, Minn.

**JOHNSON, DOTTIE**  
Dottie's Daily  
KSON, San Diego, Calif.

**JOHNSON, IRWIN**  
Early Worm  
WBNS, Columbus, O.

**JOHNSON, ROBERT**  
Alarm Clock Club, Musten,  
Clock  
KFOR, Lincoln, Neb.

**JOHNSON, TED**  
Pajama Party  
WHRV, Ann Arbor, Mich.

**JOHNSTON, JIMMY**  
Cousin Jim  
WNRD, Daytona Beach, Fla.

**JOHNSTON, WAYNE**  
KAMQ, Amarillo, Tex.

**JONES, ARMAND**  
K-Bar Round Up  
KVET, Austin, Tex.

**JONES, BILL**  
KLZ, Denver, Colo.

**JONES, BOB**  
Time For A Song  
KFAB, Omaha, Neb.

**JONES, BOB**  
Groans By Jones  
WBIG, Greensboro, N. C.

**JONES, ROD**  
1240 Club  
WJNC, Jacksonville, N. C.

**JONES, ROY**  
Request Granted  
WMOG, Covington, Ga.

**JONES, TAD**  
Alarm Clock Club  
KAYR, Hayre, Mont.

**JONES, TOM**  
Dizzy Fingers  
WRES, Alexander City, Ala.

**JOSEPH, EDDY**  
The Eddy Joseph Show  
WHLD, Niagara Falls, N. Y.

### — K —

**KAISER, RON**  
Musical Revue  
KWOC, Poplar Bluff, Mo.

**KALMUS, LEE**  
Starway to the Stars, WMGM

**KALASHAN, PAUL**  
Dance Time  
WGGG, Gainesville, Fla.

**KANE, DAVE**  
WLAU, Laurel, Miss.

## Disc Jockeys—Radio-Television

- KAUFFMAN, ARNOLD C.**  
Bandstand  
WMBM, Miami Beach, Fla.
- KAY, BOB**  
Cheer-Up Party  
WAVE, Louisville, Ky.
- KEITEL, JAMES**  
Western Matinee  
KMUS, Muskogee, Okla.
- KEITH, BOB**  
Bob Keith Show  
WLOF, Orlando, Fla.
- KELLER, NORM**  
As You Like It  
WGNH, Quincy, Fla.
- KELLER, O. J., JR.**  
Juke Box Serenade  
WTAX, Springfield, Ill.
- KELLEY, BUDDY**  
Hillbilly Hoedown  
KSCN, Bisbee, Ariz.
- KELLY, TOM**  
Swing Session  
WARM, Scranton, Pa.
- KENNEDY, BOB**  
WHB, Kansas City, Mo.
- KENNEDY, LOU**  
Studio Party  
WORZ, Orlando, Fla.
- KENNEY, TED**  
WAEW, Allentown, Pa.
- KENT, PATSY**  
Night Flight  
WME, Miami, Fla.
- KEY, JIMMY**  
Jimmy's Program  
KANS, Wichita, Kans.
- KEYSER, WARREN**  
Musical Nightcap  
WILM, Wilmington, Del.
- KILEY, TIM**  
Tim And Ed  
WNMP, Evanston, Ill.
- KILPATRICK, FRANK**  
Club 1500  
KXRX, San Jose, Calif.
- KING, BOB**  
Wax Works  
KSOO, Sioux Falls, S. Dak.
- KING, CHARLES**  
Platter Shop  
WKAL, Rome, N. Y.
- KING, EARL**  
Lem Hawkins Shows  
KFGO, Fargo, N. Dak.
- KING, JIM**  
Needlework, At Your Request  
KDMO, Carthage, Mo.
- KING, JOHN E.**  
Musical Clock  
WROB, West Point, Miss.
- KING, MERCER**  
WYOP, Vidalia, Ga.
- KING, NELSON**  
Daily Hit Parade, Jamboree  
WCKY, Cincinnati, O.
- KING, PEE WEE**  
(See Radio-TV Artists)
- KING, VERN**  
Platter Parade  
WLL, St. Louis, Mo.
- KING, WALLY**  
Fun And Frolics  
WATR, Waterbury, Conn.
- KIRBY, BILL**  
Music In The Afternoon  
WHCC, Ithaca, N. Y.
- KIRBY, JERRY**  
Two-Thirty Session  
WKBB, Dubuque, Ia.
- KIRBY, JIMMY**  
Alabama Hayloft Jamboree  
WAPI, Birmingham, Ala.
- KISER, JIMMY**  
Luncheon With Music  
WSOC, Charlotte, N. C.
- KISTLER, JACK**  
Call And Collect  
WEPB, Middletown, O.
- KITTLESON, CURT**  
Scandinavian Melody Time  
KXLF, Butte, Mont.
- KLAVEN, GENE**  
WBMD, Baltimore, Md.
- KLEIN, ED**  
Cousin Ed Show  
WWXL, Peoria, Ill.
- KLEY, HERBERT**  
Polka Platter Parade  
WLIP, Kenosha, Wis.
- KLINKERMANN, DALE**  
Midnight Frolic  
KMAC, San Antonio, Tex.
- KLYCE, KENNETH M.**  
WPPR, Paris, Tenn.
- KNIGHT, DICK**  
Dick Knight Show  
KYNO, Fresno, Calif.
- KNIGHT, FRED**  
Knight Club  
WIBG, Philadelphia, Pa.
- KNIGHT, KEN**  
Musical Clock  
WTGO, Campbellsville, Ky.
- KNIGHT, LARRY**  
Tempos At Ten, N. C.
- KNIGHT, TED**  
WFNS, Burlington, N. C.
- KNUTSON, HAL**  
Keniters Klub  
KENI, Anchorage, Alaska
- KNUTSON, KEN**  
Afternoon Tune-Time  
KLPN, Minot, N. Dak.
- KOCH, ORV**  
KXNF, Shemandoah, Ia.
- KOHL, JAMES**  
Early Risers Party  
WBOV, Terre Haute, Ind.
- KOLB, HAROLD**  
Musical Showense  
WABC, Rochester, N. Y.
- KOONS, BOB**  
Jazz Show  
KNO, Tacoma, Wash.
- KOYACIC, FRANK**  
Juke Box Jamboree, The Wax  
Museum  
KMVI, Waikuku, Maui, T. H.
- KOYACS, ERNIE**  
Koffee With Kovacs  
WTFM, Trenton, N. J.
- KRAFFT, BOB**  
Disc Derby  
KXXX, Colby, Kans.
- KRIEGEL, GIL**  
Luff With Lunch  
WTH, Baltimore, Md.
- KRUPP, LARRY**  
Anything Goes  
WJW, Cleveland, O.
- KRUSBERG, ROY J.**  
WRLD, West Point, Ga.
- L —
- LABBY, LEN**  
KSJO, San Jose, Calif.
- LACY, JACK**  
Listen To Lucy, Bushels of Fun:  
WINS, New York, N. Y.
- LADD, JIMMIE**  
Humpus Room  
KHON, Honolulu, T. H.
- LAUFERTY, HERB**  
Penthouse Party  
WTOL, Toledo, O.
- LAIRD, JERE**  
Music in the Night  
KHBC, Hilo, T. H.
- LaMAR, JACK**  
Housewives Serenade, Club 18  
WCAM, Camden, N. J.
- LAMB, BILL**  
Jam For Breakfast  
WBBC, Flint, Mich.
- LAMB, JAY H.**  
WRLD, West Point, Ga.
- LaMERRE, ROY**  
Your Bad Roy  
WFHR, Wisconsin Rapids, Wis.
- LANDEFEAR, DEAN**  
Off The Record  
WMT, Cedar Rapids, Ia.
- LANE, ALICE**  
WOOK, Silver Spring, Md.
- LANSON, SNOOKY**  
Snooky's Song Shop  
WSM, Nashville, Tenn.
- LAPAN, DON**  
Don Lapan Show  
KTRB, Modesto, Calif.
- LARKIN, DON**  
Night Time Frolic  
WAAE, Newark, N. J.
- LARSON, PAUL**  
Timekeeper  
WNEB, Worcester, Mass.
- LARSON, RAY**  
Tune Shop  
KXLF, Butte, Mont.
- LASSITER, CHAD**  
Chad Lassiter Show  
WDXI, Jackson, Tenn.
- LATING, BOB**  
Surprise Party  
KOCY, Oklahoma City, Okla.
- LAUX, ED**  
Requestfully Yours  
WINZ, Hollywood, Fla.
- LAWRENCE, JACK**  
Friendly Time  
WRL, Peoria, Ill.
- LAWRENCE, LARRY**  
Request Time  
WAGB, Syracuse, N. Y.
- LAWRENCE, LARRY**  
Larry Lawrence Show  
WKBW, Buffalo, N. Y.
- LAWRENCE, PAUL**  
Needles & Spins  
WVCH, Chester, Pa.
- LAWSON, JACK**  
Melody Ballroom  
KXOA, Sacramento, Calif.
- LEACH, BOB**  
Clockwatcher  
WRUF, Gainesville, Fla.
- LeCLERCQ, GREGORY**  
KFI, Idaho Falls, Ida.
- LEE, BETTY**  
Woman's Magazine  
WJLL, Niagara Falls, N. Y.
- LEE, DAVE**  
Dave Lee Show  
WKJG, Fort Wayne, Ind.
- LEE, DAVE**  
Hi Neighbor  
WLOK, Lima, O.
- LEHMANN, TED**  
The Wax Shop  
WATO, Oak Ridge, Tenn.
- LEHNOFF, BILL**  
Moments With the Masters  
KTFW, Seattle, Wash.
- LEIGHTON, JERRY**  
Morning Madhouse  
WKIC, Hazard, Ky.
- LEIGHTON, JACK**  
At Your Request  
KTOP, Topeka, Kans.

## Disc Jockeys—Radio-Television

- LEMEN, MATT**  
Tempo Rendezvous  
KOPO, Tucson, Ariz.
- LEMER, BILL**  
9 O'Clock Special  
KWYO, Sheridan, Wyo.
- LEONARD, BUD**  
62 Club  
WRBC, Jackson, Miss.
- LEONARD, HOWIE**  
WALE, Fall River, Mass.
- LEBNER, SAUL**  
1300 Radio Row  
WLIZ, Bridgeport, Conn.
- LESTER, JACK**  
WEMR, Chicago, Ill.
- LEVENSON, LESLIE**  
WSYB, Rutland, Vt.
- LEWIS, AL**  
WKRQ, Mobile, Ala.
- LEWIS, DON**  
WEBJ, Brewton, Ala.
- LEWIS, ED**  
920 Club  
KFXJ, Grand Junction, Colo.
- LEWIS, GEORGE**  
Music By Request  
WCBM, Baltimore, Md.
- LEWIS, LEON**  
WOKO, Albany, N. Y.
- LEWIS, MILT**  
You Asked For It  
WXLW, Indianapolis, Ind.
- LEZOTTE, GEORGE**  
Music Box  
WAVZ, New Haven, Conn.
- LIBUTTI, GEORGE**  
Melody Matinee  
WRNY, Rochester, N. Y.
- LIND, CHUCK**  
Chuck Lind Show  
WSRS, Cleveland, O.
- LINDER, VAL**  
KEX, Portland, Ore.
- LINDSEY, JAMES H.**  
Roy's Record Room  
KWSL, Lake Charles, La.
- LINTON, PETE**  
WTPR, Paris, Tenn.
- LINVILLE, BOB**  
Swing Shift  
WCAE, Pittsburgh, Pa.
- LITCH, UNCLE**  
Cornfield Frolics  
WPAL, Charleston, S. C.
- LIVELY, LEE**  
Lively Show  
WLOW, Norfolk, Va.
- LIVEZEY, THOMAS E.**  
Melody Ranch  
WKAP, Allentown, Pa.
- LLOYD, TOM**  
Coffee Club  
WSWN, Belle Glade, Fla.
- LOCKHART, HARRY**  
Hits For Mrs.  
KTHS, Hot Springs, Ark.
- LOHMEIER, BILL**  
930 Club  
WSLI, Jackson, Miss.
- LOKEY, FRANK**  
Spartan Time  
WORD, Spartanburg, S. C.
- LONG, TED**  
Platter Party  
KCBD, Lubbock, Tex.
- LONGCHAMP, BOB**  
Club 1450  
WKXL, Concord, N. H.
- LONGFELLOW, TOMMY**  
Rise And Shine  
KHOZ, Harrison, Ark.
- LONGWORTH, BILL**  
Free And Easy  
WGBI, Scranton, Pa.
- LORENZ, GEORGE**  
Twin Cities Hour  
WJLL, Niagara Falls, N. Y.
- LOTZ, VERN**  
Valley Roundup  
KVNJ, Fargo, N. Dak.
- LOUNSBURY, JIM**  
Night Watch  
WIND, Chicago, Ill.
- LOW, RAMBLIN**  
Rainbow Rider  
WJLL, Niagara Falls, N. Y.
- LOWE, JACK**  
1450 Club  
WWDG, Washington, D. C.
- LOWE, JIM**  
The Lowe Down  
WIRE, Indianapolis, Ind.
- LOWERY, BYRON**  
KWTX, Waco, Tex.
- LOWRY, LEW**  
Melody Merchant  
KOOL, Phoenix, Ariz.
- LUCAS, BEN**  
Talk of the Town  
WRGA, Rome, Ga.
- LUCAS, WILLIAM**  
Time And Tempos  
KOLN, Lincoln, Nebr.
- LUDWIG, JAMES**  
WLEU, Erie, Pa.
- LUKENS, NED**  
Jack The Bell Boy  
WEAS, Atlanta, Ga.
- LUND, GEORGE**  
Musical Clock  
WSSV, Petersburg, Va.
- LUNDQUIST, JACK**  
KDZA, Pueblo, Colo.
- LUPU, JAMES**  
Hayloft Jamboree  
WRDM, Rome, Ga.
- LUPTON, JOHNNY**  
Rhythm By Request  
WLAN, Lancaster, Pa.
- LYLES, JOHNNIE**  
Blues, Bounce And Boogie  
KALB, Alexandria, La.
- LYNN, BOB**  
Bob Lynn Show  
WIOD, Miami, Fla.
- LYNN, FRED**  
Musical Clock  
KGBX, Springfield, Mo.
- LYNN, S. KEN**  
Saturday Party, Ken Lynn  
Calling  
WLW, Cincinnati, O.

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- McADOO, DICK**  
Yawn Patrol  
WGBG, Greensboro, N. C.
- McCALL, JACK**  
McCall Comes Calling  
KSYL, Alexandria, La.
- McCARTHY, BED**  
Platter Chatter  
WHBG, Harrisburg, Pa.
- McGARTNEY, DICK**  
Western Roundup  
KMUS, Muskogee, Okla.
- McCAY, RAY**  
Ray McCay Show  
WQXI, Atlanta, Ga.
- McCOY, BILL**  
McCoy's Mad House  
KWNW, Wenatchee, Wash.
- McCREARY, MACK**  
KEBE, Jacksonville, Tex.
- McCUNE, DON**  
Prevues And Melody  
KPAR, Fairbanks, Alaska
- McDANIELS, ROBERT**  
Record Shop  
KSVP, Artesia, N. Mex.
- McDONALD, FRANK**  
Merry-Go-Round  
WCOP, Boston, Mass.
- McDONALD, JAY**  
Record Club  
WEW, St. Louis, Mo.
- McDONALD, TEX**  
Ripley Request Time, Mason,  
Fleming And Brown County  
Matinees  
WPTM, Maysville, Ky.
- McDONOUGH, JAMES F.**  
Make Your Own Music  
WHUC, Hudson, N. Y.
- McDOWALL, RODDY**  
Roddy McDowall Show  
KMPC, Los Angeles, Calif.
- McELROY, MAC**  
Top Of The Morning  
WKKK, Erie, Pa.
- McENANEY, JOHN**  
Hooper J. Socker  
WIZE, Springfield, O.
- McEWEN, PETE**  
Club AM  
WMLS, Sylacauga, Ala.
- McFADDEN, BOB**  
Requestfully Yours  
KSIM, Sikeston, Mo.
- McGARRY, MAC**  
The Mac McGarry Show  
WBEC, Pittsfield, Mass.
- McGOVERN, TOM E.**  
KROD, El Paso, Tex.
- McGRATH, NED**  
Mailbag Matinee  
WHDL, Olean, N. Y.
- McHUGH, JACK**  
Seven Thirty Club  
WHWL, Nanticoke, Pa.
- McKAY, TED**  
Hit Tune Party  
WKNA, Charleston, W. Va.
- McKEE, BOB**  
KWFC, Hot Springs, Ark.
- McKENNA, JACK**  
Listen And Win  
WBCB, Duluth, Minn.
- McKENZIE, ED**  
Jack The Bellboy  
WJBK, Detroit, Mich.
- McKINNEY, GEORGE**  
KAMQ, Amarillo, Tex.
- McKINNEY, HAMP**  
Mac's Merry Madhouse  
KTIP, Porterville, Calif.
- McKINNEY, WILLIAM C.**  
1490 Club  
KXRJ, Russellville, Ark.
- McKINNON, BOB**  
1050 Club  
WRPS, Alexander City, Ala.
- McKNIGHT, JOHN**  
Music Hall  
WYNJ, Newark, N. J.
- McLAUGHLIN, BOB**  
370 Club  
KLAC, Hollywood, Calif.
- McLAURIN, FRANK**  
Homemakers Harmonies  
KFXM, San Bernardino, Calif.
- McLEAN, DEAN**  
Hillbilly, D. J.  
KWBC, Ft. Worth, Tex.
- McLEAN, JOHN**  
Music 'Til Midnight  
WPDQ, Jacksonville, Fla.
- McMASTER, JOHN**  
Sports Matinee  
WMEX, Boston, Mass.
- McMILLAN, RAY**  
Mailbag  
WJAG, Norfolk, Nebr.
- McNEIL, IDA A.**  
KGFX, Pierre, S. Dak.

## Disc Jockeys—Radio-Television

- McPHERSON, CLYDE**  
Ranch Party Time  
WROB, West Point, Miss.
- McPHERSON, GAYLORD**  
Morning Serenade  
WDOF, Chattanooga, Tenn.
- McRAE, DUANE**  
Breakfast In Bedlam, Album  
Of Musical Memories  
KROY, Sacramento, Calif.
- McROBERTS, EARL**  
WXLT, Ely, Minn.
- M —
- MAAS, DON**  
1450 Club  
KSEM, Moses Lake, Wash.
- MABRY, DICK**  
A Man And His Music  
WIBG, Philadelphia, Pa.
- MACK, BILL**  
Stomp-Time  
WEDC, Chicago, Ill.
- MACK, JACK**  
Country Store  
WULA, Eufaula, Ala.
- MACK, JIMMY**  
Yawnin' In The Morning,  
Matinee At 1060  
WHPB, Benton Harbor, Mich.
- MACK, TY**  
KWOA, Worthington, Minn.
- MACK, WALLY**  
Jive At Five  
WBBB, Burlington, N. C.
- MacKELVIE, ART**  
Art MacKelvie Show  
KHQ, Spokane, Wash.
- MacLEAY, JEAN**  
1240 Club, It's Up To You  
KAVR, Havre, Mont.
- MADISON, BOB**  
Sunrise Serenade  
WMAW, Milwaukee, Wis.
- MADISON, LARRY**  
Larry's Roundtable  
KVRB, Rock Springs, Wyo.
- MAEL, MERRILL**  
Morning Mael  
KENJ, Anchorage, Alaska
- MAGINNIS, BILL**  
Breakfast In Bedlam  
KSYC, Yreka, Calif.
- MAGNUS, JOHN**  
RL Juke Box  
WWRL, Woodside, N. Y.
- MAHONEY, JOHN**  
Harlem Hit Parade  
KFRD, Rosenberg, Tex.
- MALCOLM, HOWARD**  
Morning Watch, Record Rack  
WCOP, Boston, Mass.
- MALLOY, DICK**  
WHNC, Henderson, N. C.
- MALLOY, LES**  
1260 Club, Request-By-Wire  
KYA, San Francisco, Calif.
- MANDRAKE, CHARLES**  
WICA, Ashtabula, O.
- MANNES, HARI**  
Party Line  
KAFY, Bakersfield, Calif.
- MANNING, RAY**  
Ray Manning Show  
WLL, St. Louis, Mo.
- MANSER, LYMAN**  
WWNY, Watertown, N. Y.
- MARCOTTE, PAUL**  
Platter Patter  
KPOJ, Portland, Ore.
- MARIANI, JOHN**  
Italian Melodies  
WAVZ, New Haven, Conn.
- MARSHALL, BOB**  
Party Line  
WGBS, Miami, Fla.
- MARSHALL, JERRY**  
Music Hall  
WNEW, New York, N. Y.
- MARSHALL, JIM**  
WTOB, Winston-Salem, N. C.
- MARTIN, BOB**  
Record Roundup  
WALT, Tampa, Fla.
- MARTIN, BOBBY**  
KWTX, Waco, Tex.
- MARTIN, JOE**  
Music Shop  
WTMV, East St. Louis, Ill.
- MARTIN, JOHNNY**  
Red, Hot And Blue  
WERD, Atlanta, Ga.
- MARTIN, MURPHY**  
Woodchoppers Ball  
KTRE, Lufkin, Tex.
- MARTIN, WINSTON**  
KFRU, Columbia, Mo.
- MARVIN, BILL**  
Off The Record  
KSON, San Diego, Calif.
- MASI, MARIE, E.**  
WHBL, Newark, N. J.
- MASI, WILLIAM A.**  
WHBL, Newark, N. J.
- MASINGILL, LUTHER**  
Loafin' With Luther  
WDEF, Chattanooga, Tenn.
- MASON, DON**  
Club 970  
KLER, Rochester, Minn.
- MASON, JOHNNIE**  
Juke Box Serenade, Rhythm  
At Random  
WKAI, Macomb, Ill.
- MASSEY, BOB**  
Morning Bandwagon  
WINZ, Hollywood, Fla.
- MASTERS, BOB**  
Invitation To Dream  
KXOA, Sacramento, Calif.
- MATEL, CHET**  
Records For Romance  
WOOD, Grand Rapids, Mich.
- MATHESON, MAC**  
Dude Ranch Roundup  
KTHZ, Tucson, Ariz.
- MASTRANGA, JACK**  
Juke Box Revue  
KSYC, Yreka, Calif.
- MATTESON, BOB**  
KT Kapers  
KTKT, Tucson, Ariz.
- MATTESON, DEAN**  
WLAU, Laurel, Miss.
- MATTHEWS, BILL**  
Record Room  
WMIS, Natchez, Miss.
- MATTHEWS, JOHNNY**  
WDCN, Gainesville, Ga.
- MATTISON, HENRY**  
Rhythm Ranch  
KFBI, Wichita, Kans.
- MAXIM, DICK**  
Juke Box Party  
WMID, Atlantic City, N. J.
- MAXWELL, BOB**  
Bob Maxwell Show  
WWJ, Detroit, Mich.
- MAXWELL, CHUCK**  
Variety Matinee, Night Watch-  
man  
WREN, Topeka, Kans.
- MAYER, BILL**  
Mayer Of The Morning  
WGAR, Cleveland, O.
- MAYFIELD, ROBERT**  
KROD, El Paso, Tex.
- MAYNARD, BILL**  
Disc Jockey Jamboree  
KAMD, Camden, Ark.
- MEADOR, V. H.**  
Calling You, Your Music  
WITA, Sautter, P. R.
- MEARIAN, MIKE**  
Mike Mearian Show  
WKBW, Buffalo, N. Y.
- MELLOY, JACK**  
Rainbow Rendezvous  
WHOT, South Bend, Ind.
- MELTON, FRANK**  
Frank Melton Show  
WDXI, Jackson, Tenn.
- MELVILLE, ROLLIE**  
KOAT, Albuquerque, N. Mex.
- MENDELL, ED**  
Dr. Jive  
WDAK, Columbus, Ga.
- MENDENHALL, MENDY**  
Strictly Off The Record  
KASI, Ames, Ia.
- MENTZER, A. E.**  
WJEJ, Hagerston, Md.
- MERCER, TOM**  
1340 Club  
WEMP, Milwaukee, Wis.
- MERCER, CLIFF**  
Hillbilly Jamboree  
WLOU, Louisville, Ky.
- MERCER, JOHNNY**  
Housewives Matinee  
WHAP, Hopewell, Va.
- MERCHANT, BILL**  
850 Club  
WKBZ, Muskegon, Mich.
- MERCIER, RAY**  
Matinee Frolic  
WPOR, Portland, Me.
- MERRIOTT, RAY**  
Yawn Patrol  
KWTO, Springfield, Mo.
- MESSNER, PETER**  
WNAE, Warren, Pa.
- MESSER, FRANK**  
Spinner Sanctum  
WSKY, Asheville, N. C.
- METZLER, ART**  
Tip 'N Atom, Teen Timer's  
Party  
WATO, Oak Ridge, Tenn.
- MEYER, BILL**  
All Request Program  
WLDS, Jacksonville, Ill.
- MEYERS, DON**  
WHBC, Canton, O.
- MEYERS, WILLIAM**  
Breakfast With Bill  
WPTR, Albany, N. Y.
- MICHAEL, BILL**  
Spinning the Tops  
KMAC, San Antonio, Tex.
- MICHAEL, JOHN**  
The Timekeeper  
WERC, Erie, Pa.
- MICHEL, BOB**  
Bob Michel Show  
WKRT, Cortland, N. Y.
- MICHELSEN, BILL**  
1240 Club  
KFBC, Cheyenne, Wyo.
- MIDDLETON, DAVE**  
1460 Club  
KIMA, Yakima, Wash.
- MILBURN, DEAN**  
WKID, Urbana, Ill.
- MILFORD, BOB**  
1240 Club  
WCHV, Charlottesville, Va.
- MILLER, DAVE**  
Home Town Frolic  
WAAT, Newark, N. J.
- MILLER, HAL**  
Picadilly Show  
KOH, Reno, Nev.
- MILLER, JOHNNY**  
Johnny Miller's Jamboree  
WAIR, Winston-Salem, N. C.



## Disc Jockeys—Radio-Television

- MULLER, LeROY**  
Breakfast Club  
WFIL, Philadelphia, Pa.
- MULLER, OTIS**  
KCHS, Hot Springs, N. Mex.
- MILLER, PAUL**  
Kitchen Kapers  
WHOK, Lancaster, O.
- MILLER, ROSS**  
Juke Box Jingles, Your Box  
At The Opera  
WTIC, Hartford, Conn.
- MILLER, TOBY**  
Studio Party  
WNAO, Raleigh, N. C.
- MILLS, JIM**  
Morning Express  
WKGK, Knoxville, Tenn.
- MILNE, JAMES T.**  
WNHC, New Haven, Conn.
- MILNER, ART**  
The Record Shop  
WHIM, Providence, R. I.
- MILYHILL, JOSEPH P.**  
1100 Club  
WTAM, Cleveland, O.
- MIMS, BILL**  
The A Team  
WCON, Atlanta, Ga.
- MITCHELL, BILL**  
Disc Jockey Jump  
WIMW, Athens, Ala.
- MITCHELL, BORIS**  
WORZ, Orlando, Fla.
- MITCHELL, FRED**  
Hub Cap Parade  
WJLB, Detroit, Mich.
- MITCHELL, MARK**  
Early Birds  
WKBY, Richmond, Ind.
- MITCHELL, PAUL**  
WHAT, Philadelphia, Pa.
- MITCHELL, RAY**  
Call A Tune  
KGEK, Boise, Ida.
- MIZNER, CHUCK**  
KAMQ, Amarillo, Tex.
- MOFFATT, RALPH**  
Say It With Music, Music's  
No Mystery  
WTCO, Minneapolis, Minn.
- MOFFETT, JERRY**  
Sunnyside Up  
KTFI, Twin Falls, Ida.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, CAL**  
Record Rendezvous  
WCAD, Ashbury Park, N. J.
- MONROE, HANK**  
Juke Box Serenade  
WOLF, Syracuse, N. Y.
- MONROE, JOE**  
Camptown Radio, Tea And  
Trumpets, Monroe's Ayem  
Mayhem  
KENT, Shreveport, La.
- MONSON, PAUL**  
Melody Express  
WHAS, Springfield, Mass.
- MONTGOMERY, DOUG**  
Delta Disc Derby  
KTBC, Montrose, Colo.
- MONTGOMERY, JOHN R.**  
Melody House  
WICC, Bridgeport, Conn.
- MOONEY, FRANK**  
Request, Please  
WHUM, Reading, Pa.
- MOORE, BERNIE**  
Bernie And Ray Matinee, Re-  
quest Matinee  
WKNB, New Britain, Conn.
- MOORE, BILL**  
1340 Club  
WPIG, Sumter, S. C.
- MOORE, BOB**  
Bob Moore Show  
WLAW, Lawrence, Mass.
- MOORE, JACK**  
Hillbilly Roundup  
KAKC, Tulsa, Okla.
- MOORE, REV. GATEMOUTH**  
Light Of The World  
WDIA, Memphis, Tenn.
- MOORE, ROBERT**  
Ten Top Tunes of the Week  
KBBC, Hilo, T. H.
- MOORE, VIRGIL**  
Time For Jive  
WGWC, Selma, Ala.
- MORAN, JACK**  
Pitelin' Kurys  
KURV, Edinburg, Tex.
- MORGAN, JACK**  
WMON, Montgomery, W. Va.
- MORE, UNCLE TOM**  
Club 99, Jamboree  
WNOX, Knoxville, Tenn.
- MORELAND, HARRY A.**  
Cousin Harry's Hayloft  
WROL, Knoxville, Tenn.
- MORGAN, HAL**  
Musical Inn  
WGAR, Cleveland, O.
- MORGAN, RICK**  
Symphony Out Of The Night  
KFXJ, Grand Junction, Colo.
- MORGAN, ROBERT**  
WMBO, Auburn, N. Y.
- MORRIS, CHARLES**  
Breakfast On The Range  
KMO, Tacoma, Wash.
- MORRIS, JIMMIE**  
Matinee With Morris  
WSAT, Salisbury, N. C.
- MORRIS, JOHNNY**  
Music With Morris  
WTOR, Torrington, Conn.
- MORRIS, LeROY**  
RFD 1490  
WEAR, Pensacola, Fla.
- MORROW, JACK**  
Hickory Shindig  
WIBC, Indianapolis, Ind.
- MORTON, LEW**  
Salty Morton, Morton's Mati-  
nee  
WJNO, West Palm Beach,  
Fla.
- MOSLEY, E. A.**  
KPKM, Spokane, Wash.
- MOUNTEER, JOHN**  
Mood Indigo  
WPTR, Albany, N. Y.
- MOVES, JACK**  
Platter Patter  
KPOJ, Portland, Ore.
- MUNRO, RED**  
Record Rack, Night Owl Club  
WCOG, Greensboro, N. C.
- MUNZELL, ADRIAN**  
Showtime  
WTMA, Charleston, S. C.
- MURPHY, BOB**  
Bob Murphy Show  
WJBK, Detroit, Mich.
- MURPHY, BOB**  
Hi Neighbor  
WJMR, New Orleans, La.
- MURPHY, WILLIAM**  
Musical Clock  
WLIZ, Bridgeport, Conn.
- MURRAY, HAL**  
Murray-Go-Round  
WMIE, Miami, Fla.
- MURRAY, JOHNNY**  
The Murray-Go-Round  
KLIJ, Dallas, Tex.
- MURRAY, PHILIP**  
Musical Clock  
WMTW, Portland, Me.
- MUSE, JAMES**  
Lazy Rhythm Time  
WIGU, Kokomo, Ind.
- MUXFELD, FRED**  
Twin City Tapestry  
WJRC, Bloomington, Ill.

— N —

- NABORS, CHUCK**  
Musical Spree  
WQBC, Vicksburg, Miss.
- NABORS, TED**  
Top O' The Morning, At Your  
Service  
WTHT, Houston, Tex.
- NAPIER, BYRON**  
Ballads And Byron  
KCRK, Enid, Okla.
- NARZ, JIM**  
Yawn Patrol  
WLQU, Louisville, Ky.
- NASH, BOB**  
Birthday Party  
WINK, Fort Myers, Fla.
- NATHAN, NORMAN**  
Platter Chatter  
WMEX, Boston, Mass.
- NATION, HERSCHEL**  
Disko Pation  
WAGC, Chattanooga, Tenn.
- NAUSBAUM, MORT**  
WHAM, Rochester, N. Y.
- NEAL, BILL**  
WGTM, Wilson, N. C.
- NEAL, BOB**  
Bob Neal Show  
WMP5, Memphis, Tenn.
- NEAL, JIM**  
RFD 93  
WSLJ, Jackson, Miss.
- NEAL, TOM**  
Ticker Toons  
WCOM, Parkersburg, W. Va.
- NEDIN, RICHARD**  
Song Shop  
WKNY, Kingston, N. Y.
- NEDVESKY, CHESTER**  
KIYL, Shelby, Mont.
- NEELY, JACK**  
Mailbox Roundup  
WKTM, Mayfield, Ky.
- NEGRON, SERGIO**  
Club 1370  
WPAB, Ponce, P. R.
- NEIDIG, JOE**  
RFD4, Amarillo, Tex.
- NEULAN, RAY**  
Bernie And Ray Matinee, Re-  
quest Matinee  
WKNB, New Britain, Conn.
- NELIN, CECIL**  
KNET, Brady, Tex.
- NELLES, MARVIN**  
1490 Club  
KORN, Mitchell, S. Dak.
- NELSON, BOB**  
Swing Clinic  
WBBQ, Augusta, Ga.
- NELSON, BOB**  
Music For You  
WBBZ, Ponca City, Okla.
- NELSON, BOB**  
Musically Yours  
WSTN, Charleston, S. C.
- NELSON, CARL**  
Masters Of Rhythm  
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**  
Platter Parade  
KOLE, Port Arthur, Tex.
- NELSON, DAVE**  
Dave Nelson Show  
WSAP, Portsmouth, Norfolk,  
Va.
- NELSON, FRANK**  
1340 Club  
WLBY, Ladysmith, Wis.



## Disc Jockeys—Radio-Television

- NELSON, GEORGE**  
1450 Club  
WHIT, New Bern, N. C.
- NELSON, GORDON**  
Alarm Clock Club  
KOVE, Lander, Wyo.
- NELSON, STAN**  
Radio Almanac  
KITE, San Antonio, Tex.
- NELSON, WALT**  
Barnyard Jamboree  
WUSN, Charleston, S. C.
- NERO, JIM**  
980 Club  
KFRD, Roshenberg, Tex.
- NEWBERG, DICK**  
KNGS, Hanford, Calif.
- NEWMAN, JACK**  
KOME, Tulsa, Okla.
- NEWSOME, GIL**  
Bandstand Revue, First Five  
KWK, St. Louis, Mo.
- NICKEL, BETTY**  
Nickelodeon  
WHK, Cleveland, O.
- NICHOLSON, NICK**  
The Farm Roundup  
KROW, Oakland, Calif.
- NICKSON, NICK**  
950 Club, Musical Showcase  
WARC, Rochester, N. Y.
- NILOCIA, HARRY**  
Midday Serenader  
WJBW, New Orleans, La.
- NIXON, JOE**  
Night Watchman  
WKGN, Knoxville, Tenn.
- NOBEL, AL**  
Juke Box  
KQV, Pittsburgh, Pa.
- NOBEL, ROGER**  
Music For Today  
WSLI, Jackson, Miss.
- NOEL, JACK**  
Spin The Platter  
WTTS, Bloomington, Ind.
- NOLAN, GEORGE**  
KFDA, Amarillo, Tex.
- NOILL, RAY**  
Cousin Ray  
KALL, Salt Lake City, Utah
- NORMAN, DON**  
Music Room  
WLOS, Asheville, N. C.
- NORMAN, JAY**  
Your Serenade  
WLGR, Torrington, Conn.
- NORTHINGTON, JIMMY**  
1450 Swing Club  
WHKP, Hendersonville, N. C.
- NORVAL, BUD**  
Rhythm Time  
WFOR, Hattiesburg, Miss.
- 0 —
- O'BRIEN, GERRY**  
Gerry O'Brien  
KTUC, Tucson, Ariz.
- O'BRIEN, PAT**  
KIUP, Durango, Colo.
- O'CONNOR, TOM**  
1400 Club  
WBIZ, Eau Claire, Wis.
- ODOM, RAYMOND**  
KRBC, Abilene, Tex.
- ODUM, JIM**  
Hillbilly Time  
WHKP, Hendersonville, N. C.
- OFFHAUS, RUSSELL**  
WPIT, Pittsburgh, Pa.
- O'HALLORAN, HAL**  
Dawn Patrol  
CKLW, Detroit, Mich.
- OLD, CHUCK**  
Chuckwagon Jamboree  
WMBM, Miami Beach, Fla.
- O'LEARY, JAMES H.**  
Echoes And Encores  
KFXM, San Bernardino, Calif.
- OLIVA, GRAY**  
Toast And Coffee  
WWOOD, Lynchburg, Va.
- OLSEN, HOWARD**  
Club Coeur D'Alene  
KVNI, Coeur D'Alene, Ida.
- OLSON, D. B.**  
Juke Box Serenade  
WGIL, Galesburg, Ill.
- OLSON, DALE**  
Radio Rhythm Ranch, Hill-  
billy Hit Parade  
KDIX, Dickinson, N. Dak.
- OLSON, HERB**  
KXIC, Iowa City, Ia.
- O'NEIL, CHUCK**  
The Chuck O'Neil Show  
WFEA, Manchester, N. H.
- O'NEILL, JIM**  
660 Club  
KOWH, Omaha, Neb.
- O'NEIL, TOM**  
Be Bop Time  
WNAO, Raleigh, N. C.
- OPPEL, JERRY**  
Today's Top Tunes  
KOLE, Port Arthur, Tex.
- ORAVEG, FRANK**  
WGBF, Evansville, Ind.
- ORUM, BILL**  
Platter Time  
KFEQ, St. Joseph, Mo.
- OSBORN, GENE**  
KWWL, Waterloo, Ia.
- OSBORNE, HARRY**  
Haphazard Harry's 1450 Club  
KVMV, Twin Falls, Ida.
- OSBORNE, JIMMIE**  
J. O. Jamboree  
WLEX, Lexington, Ky.
- OSBORNE, OZZIE**  
WISH, Indianapolis, Ind.
- OSBORNE, TIM**  
Tim Time  
KTHT, Houston, Tex.
- OSHINS, MILT**  
Dance Time  
WGGG, Gainesville, Fla.
- OSTROFF, PETER**  
It's Up To Date  
KSUR, Cedar City, Utah
- OTIS, DON**  
Let's Play Records  
KLAC, Hollywood, Calif.
- OWEN, AL**  
Marine Ballroom  
WFTG, Atlantic City, N. J.
- OWENS, DON**  
Melody Roundup  
KADA, Ada, Okla.
- OXFORD, GEORGE**  
Sepia, Serenade  
KWRB, Oakland, Calif.
- OZMENT, HOWARD**  
Record Session  
WTMA, Charleston, S. C.
- P —
- PAGE, DAVE**  
Make Way For Music  
KIRO, Seattle, Wash.
- PAGE, ELIOT**  
Turntable Terrace  
WQAX, Burlington, Vt.
- PAGE, SAM**  
Requestfully Yours, Juke Box  
Revue, Anything Goes  
WNBZ, Binghamton, N. Y.
- PAIGE, ERIC**  
Juke Box  
WLOW, Norfolk, Va.
- PALLAN, ART**  
Record Hits  
WWSW, Pittsburgh, Pa.
- PALMER, CHARLES G.**  
Mention Music  
KFXM, San Bernardino, Calif.
- PALMER, RUGGLES**  
WFAA, Dallas, Tex.
- PARENT, ROBERT**  
Parent's Variety Program  
KCRA, Sacramento, Calif.
- PARRISH, GUY**  
Rhythm Roundup  
WEBQ, Harrisburg, Ill.
- PARKER, GENE**  
T-N-T  
WWCO, Waterbury, Conn.
- PARKER, PAUL**  
Paul Parker Show  
WGNI, Wilmington, N. C.
- PARRISH, HURLEY, JR.**  
Hurley's Early Bird  
WUDK, Durham, N. C.
- PARRISH, JOHN**  
Triple R Program  
WLEX, Lexington, Ky.
- PARNLEY, BILL**  
Record Shop  
KSEL, Lubbock, Tex.
- PARSONS, BEN**  
Midnight Dancing Party  
WIBL, Columbus, Ga.
- PASCOE, KEN**  
Pascoe's Platters  
KDB, Santa Barbara, Calif.
- PATTERSON, C. P.**  
WBCK, Battle Creek, Mich.  
WONS, Hartford, Conn.
- PAULE, VERN**  
Breakfast Brigade  
WJPS, Evansville, Ind.
- PAYNE, "PAINLESS"**  
Hayride  
WDXB, Chattanooga, Tenn.
- PEARSON, JOHNNY**  
Ranch House Party  
KWWL, Waterloo, Ia.
- PECK, ALBERT**  
Juke Box  
KROS, Clinton, Ia.
- PENNY, GAIL**  
Curfew Capers  
WJRD, Tuscaloosa, Ala.
- PENNY, HANK**  
Penny Serenade  
KGIL, San Fernando, Calif.
- PERATA, PETE**  
Jump Time  
KDON, Santa Cruz, Calif.
- PERAZZO, DON**  
Sunrise Serenade  
KBON, Omaha, Nebr.
- PEREA, TINA**  
Latin American Serenade  
KVER, Albuquerque, N. Mex.
- PERKINS, RAY**  
The Ray Perkins Show  
KFEL, Denver, Colo.
- PERRIN, PAT**  
Koffee Kup Kapers  
KRGH, Fayetteville, Ark.
- PERRY, NICK**  
WPIT, Pittsburgh, Pa.
- PERRY, TONY**  
Juke Box Matinee  
WFRL, Freeport, Ill.
- PETERS, JOHN**  
Swing Shanty  
WPDX, Clarksburg, W. Va.
- PETERSON, CARLTON**  
Easy Listening  
KGFV, Kearney, Nebr.
- PETERSON, KENNETH**  
KIFI, Idaho Falls, Ida.
- PETTAY, FRAN**  
Music Hall, Hour of Entertain-  
ment  
WJR, Detroit, Mich.

## Disc Jockeys—Radio-Television

- PHILLIPS, BILL**  
Coffee Club, You Name It-We Play It  
WABY, Albany, N. Y.
- PHILLIPS, C. W.**  
Juke Box Revue  
WBBB, Burlington, N. C.
- PHILLIPS, RALPH**  
Tune Shop  
WBFR, Baltimore, Md.
- PICKEL, CHARLES**  
Insomniacs Record Shop  
WBIR, Knoxville, Tenn.
- PICKERING, TOM**  
1150 Club  
WIMA, Lima, O.
- PICKETT, ROY**  
Southside Matinee  
KTVL, Tulsa, Okla.
- PIERCE, BILL**  
Bill Pierce Show  
WSCR, Scranton, Pa.
- PINKLEY, CARSON**  
Sundialers Club, Party Line  
KSMA, Santa Maria, Calif.
- PIPPERT, PAUL**  
Requestfully Yours  
KSMN, Mason City, Ia.
- PITTS, JIM**  
Saturday Shindig  
WBIR, Knoxville, Tenn.
- PLATIS, GEORGE**  
Platis Platter Party  
KLIX, Twin Falls, Ida.
- PLAYER, JAMES C.**  
Top 'O the Morning  
WFBC, Greenville, S. C.
- PLUMMER, BILL**  
The Washing Well  
KOPR, Butte, Mont.
- POBRISLO, JOSEPH**  
Bar-O-Ranch  
KDAC, Fort Bragg, Calif.
- POINTELL, CHARLES II.**  
Corn Lovers Hour  
WRDW, Augusta, Ga.
- POOLE, ROBERT D.**  
Turn Table Roundup  
WMRC, Greenville, S. C.
- POOLE, ROBERT**  
B. April 10, 1916, Stoneville, N. C.;  
Poole's Paradise, MBS, WWL;  
Poole's Parlor, WOR.
- PORTA, PAT**  
Rural Route 950  
KFSA, Fort Smith, Ark.
- PORTER, DON**  
Swing Soiree  
KUGN, Eugene, Ore.
- PORTER, EVERETT**  
Trax on Wax  
WRGA, Rome, Ga.
- PORWANIECKI, LEO**  
Sunny Side Of The Street  
WLIP, Kenosha, Wis.
- POTLER, BOB**  
Potlers Platter Party  
WEEB, Duluth, Minn.
- POTTER, GEORGE**  
KIYL, Shelby, Mont.
- POTTER, PETER**  
Peter Potter's Platter Parade  
KFWE, Hollywood, Calif.
- POTTER, SAM**  
WPKY, Frankfort, Ky.
- POWELL, CHARLES**  
Week-End Revue, Favorite Recordings  
WKJG, Fort Wayne, Ind.
- POWELL, JACK**  
Club Matinee  
WTOD, Toledo, O.
- POWELL, KENNETH C.**  
1400 Club  
WELM, Elmira, N. Y.
- POWELL, NEVILLE**  
Harlemania  
KRIC, Beaumont, Tex.
- POWERS, JACK**  
Club 1150  
WJBO, Baton Rouge, La.
- PRATER, FRANK**  
No Name Show  
WBNS, Columbus, O.
- PRATER, GEORGE**  
Harlem Express  
KGBC, Galveston, Tex.
- PRATT, BUD**  
1230 Club  
KRES, St. Joseph, Mo.
- PRENTICE, JOE**  
WMRF, Lewiston, Pa.
- PRESCOTT, ALLEN**  
ABC, WJZ, New York, N. Y.
- PRICE, GORDON**  
Parade Of Bands, WNEX, Bandstand  
WNEX, Macon, Ga.
- PRICE, WILEY**  
Rockin' In Rhythm  
WTMV, East St. Louis, Ill.
- PRITCHARD, BOSCH**  
You Asked For It  
WJAS, Philadelphia, Pa.
- PRO, BOB**  
KDLK, Del Rio, Tex.
- PRYOR, CACTUS**  
Hoedown  
KTBC, Austin, Tex.
- PURSER, JIM**  
Wake Up, Tri-State  
WCMJ, Ashland, Ky.
- PVLE, JACK**  
Open House, Club 700  
WLW, Cincinnati, O.
- R —
- QUADE, WARREN**  
Juke Box Review  
KCOY, Santa Maria, Calif.
- QUATTLEBAUM, HOWARD**  
Mail Order Music  
WTFB, Troy, Ala.
- QUEEN, HAL**  
Hayloft Jamboree, Coffee With Queen  
WHKY, Hickory, N. C.
- QUEEN, ROY**  
Roy Queen Hillbilly Hit Parade  
KXLW, St. Louis, Mo.
- QUILLEN, TED**  
Tangle  
KELP, El Paso, Tex.
- R —
- RABER, ALAN**  
Two For Three Show  
WKAP, Allentown, Pa.
- RADECK, JACK**  
Pat Your Foot  
WORD, Spartanburg, S. C.
- RAMOS, HECTOR**  
Su Cancion Favorita  
WIBS, San Juan, P. R.
- RAMPY, C. W.**  
1600 Club  
KMAE, McKinney, Tex.
- RAMSAY, WILLIAM T.**  
Club 630  
WIRC, Hickory, N. C.
- RAMSEY, RAYMOND**  
Spin A Platter  
WHIR, Danville, Ky.
- RAST, MALCOLM**  
Club 1400, Dance Time  
WCOS, Columbia, S. C.
- RATHE, BOB**  
1280 Club  
WMRO, Aurora, Ill.
- RAY, CURT**  
Curt Ray Show  
KMOX, St. Louis, Mo.
- RAY, DEL**  
KVMA, Magnolia, Ark.
- RAYBURN & FINCH**  
Anything Goes  
WNEW, New York, N. Y.
- RAYMOND, OLLIE**  
Request Granted  
KEPO, El Paso, Tex.
- RAYMOND, ART**  
Rhumba Rendezvous  
WVNI, Newark, N. J.  
WWS, Band Stand
- REARDON, RUSS**  
WHER, Portsmouth, N. H.
- REAVLEY, JACK**  
Club 600  
KTBB, Tyler, Tex.
- REBER, DON**  
Show Tune Time  
KVNU, Logan, Utah
- REECE, SANDY**  
Sandman's Serenade  
WSBT, South Bend, Ind.
- REED, LYNNE**  
Gloombusters  
KOLN, Lincoln, Nebr.
- REED, RED**  
Club 1400  
WHRP, Hendersonville, N. C.
- REEVES, CARL**  
KIUN, Pecos, Tex.
- REEVES, GEORGE**  
The G B R Show  
WJNN, Louisville, Ky.
- REID, CLARK**  
The Record Shop  
WHFB, Benton, Harbor, Mich.
- REID, PAUL**  
Club Request  
WKLF, Clanton, Ala.
- REILING, ROBERT**  
WPUV, Pulaski, Va.
- REILLY, ED**  
Request Parade  
WGWJ, Gadsden, Ala.
- REINHART, TED**  
Merry-Go-Round  
WHUN, Huntingdon, Pa.
- REITMAN, BILL**  
Music On The Q.T., Sante Fe Trail  
KVSE, Sante Fe, N. Mex.
- RENCH, KENNY**  
WPTW, Piqua, O.
- REUTER, JERRY**  
Record Shop  
KLRA, Little Rock, Ark.
- REYNOLD, JIMMY**  
Blue 'n' Boogie, 730 Club  
WPAL, Charleston, S. C.
- REYNOLDS, ART**  
Wake Up Mississippi  
WHSY, Hattiesburg, Miss.
- REYNOLDS, BILL**  
WSTC, Stamford, Conn.
- REYNOLDS, FRED**  
Swinging At The Sugar Bowl  
WGN, Chicago, Ill.
- REYNOLDS, JIM**  
1440 Club  
KMLB, Monroe, La.
- REYNOLDS, RALPH**  
Dance Club  
KGBX, Springfield, Mo.
- REZNOR, JOHN**  
Johnny's Matinee  
WPFH, Middletown, O.
- RHODES, BOB**  
Solid Senders Club, Rhodes Record Room  
WHOO, Orlando, Fla.
- RHODES, ROY K.**  
Country Clambake  
KWSL, Lake Charles, La.
- RICH, AL**  
WLOH, Princeton, W. V.

## Disc Jockeys—Radio-Television

- RICH, MIKE**  
WROW, Albany, N. Y.
- RICHARD, MALCOLM**  
Malcolm Richard Show  
WCFO, Cincinnati, O.
- RICHARDS, BILL**  
Dancing Party  
WGKV, Charleston, W. Va.
- RICHARDSON, TED**  
Turntable Turnover  
WMOH, Hamilton, O.
- RICO, JOE**  
Supper Club  
WVOL, Buffalo, N. Y.
- RIDER, MAURY**  
Maury's Turntable  
KIRO, Seattle, Wash.
- RIDGE, JACK**  
Sports Derby  
WEAM, Arlington, Va.
- RIQUEZ, BASH**  
Alegrias  
KTLW, Texas City, Tex.
- RISTOLA, GEORGE**  
Platter Party  
KAST, Astoria, Ore.
- RITCHEY, BUCK**  
Harmony Hoedown, Sagebrush  
Serenade, Chuckwagon Jamboree  
KVI, Seattle, Wash.
- RIVERS, ROBERT**  
Hillbilly Jamboree  
WALD, Walterboro, S. C.
- ROACH, WALLACE**  
WPKY, Frankfort, Ky.
- ROBB, BILL**  
Robb And The Records  
WKIX, Columbia, S. C.
- ROBBINS, FRED**  
1280 Club  
WOV, New York, N. Y.
- ROBERTS, BOB**  
Rug Cutters Special  
WSBC, Chicago, Ill.
- ROBERTS, DONALD**  
WENE, Keene, N. H.
- ROBERTS, HERB**  
Melody Express  
WHAR, Clarksburg, W. Va.
- ROBERTS, III**  
KCHE, El Reno, Okla.
- ROBERTS, HOWDY**  
Musical Clock  
WMT, Cedar Rapids, Ia.
- ROBERTS, JOE**  
Western Jamboree  
KOMA, Oklahoma City, Okla.
- ROBERTS, PAUL**  
Million Dollar Party  
WFBM, Indianapolis, Ind.
- ROBERTS, WARREN**  
Hillbilly Coffee Club, Break  
O' Day  
WEAS, Atlanta, Ga.
- ROBERTSON, LARRY**  
KOME, Tulsa, Okla.
- ROBERTSON, TRAFTON**  
Sunrise Serenade  
WTR, Norfolk, Va.
- ROBINSON, GENE**  
Dancing Party  
WCHS, Charleston, W. Va.
- ROBINSON, GENE**  
WDAN, Danville, Ill.
- ROCHAN, LONNIE**  
Bee-Hive  
KNUZ, Houston, Tex.
- ROCHELIE, TOMMY**  
Harlem at Eight  
KREL, Baytown, Tex.
- ROCK, ALAN**  
WOTW, Nashua, N. H.
- ROCKE, LOUIS**  
Risin' With Roeke  
WCAX, Burlington, Vt.
- ROCKWELL, AL**  
Al Rockwell Show  
KRNT, Des Moines, Ia.
- RODDY, JOE**  
Coffee Time  
KTBC, Austin, Tex.
- RODEO, BILL**  
Rodeo Bill And His Western  
Hayride  
KWKW, Pasadena, Calif.
- RODGERS, CLIFF**  
Melody Roundup  
WHKK, Akron, O.
- RODGERS, TOM**  
KYW, Philadelphia, Pa.
- RODRIGUEZ, PETRA**  
Hoda Del Angelus  
WAEI, Mayaguez, P. R.
- ROGERS, BOB**  
Yawn Patrol  
WDEC, Americus, Ga.
- ROMANO, TOM**  
WNHC, New Haven, Conn.
- ROPER, PRES**  
Wake Up And Live  
WMAN, Mansfield, O.
- ROPOLLO, JOE**  
The 9:30 Express  
KFPW, Fort Smith, Ark.
- ROSE, GEORGE**  
WHOS, Decatur, Ala.
- ROSENFELD, BIG JOE**  
Happiness Exchange  
WOR, New York, N. Y.
- ROSS, AL**  
WBAL, Baltimore, Md.
- ROSS, NORMAN**  
Music That Sings, Here's Norman Ross  
WMAQ, Chicago, Ill.
- ROTHER, PAUL**  
Platter Parade Paul  
WJNC, Jacksonville, N. C.
- ROTHMAN, LEE**  
Jockey's Choice  
WWXL, Peoria, Ill.
- RUCKLE, ROBERT E.**  
Cow Bell Club  
WRDW, Augusta, Ga.
- RUDOLPH, HOWARD**  
Melody Market  
WITH, Baltimore, Md.
- KUMORE, JOE**  
Roundup Time, Afternoon  
Jamboree  
WVOK, Birmingham, Ala.
- RUSH, AL**  
Sunrisers Club  
KXO, El Centro, Calif.
- RUSSELL, RICHARD**  
WASL, Annapolis, Md.
- RUSSELL, ROGER A.**  
KWQA, Worthington, Minn.
- RUSSELL, WEBB**  
WHBC, Canton, O.
- RYAN, BILL**  
Two For Three Show  
WKAP, Allentown, Pa.
- RYAN, JACK**  
Request, Please  
WHUM, Reading, Pa.
- RVE, JACK**  
Rye's Record Room  
KTSM, El Paso, Tex.
- S —
- SABIA, JOE**  
Rise 'N' Smile  
WLNH, Laconia, N. H.
- SADDLER, JACK**  
Jack And Polly Show  
KEPO, El Paso, Tex.
- SADLER, ROY**  
Club 1400  
KSPA, Santa Paula, Calif.
- SAINT, TERRY**  
RFD Jamboree  
WIBB, Macon, Ga.
- ST. JOHN, CHARLIE**  
Sun Dial, Cowboy Charlie  
KCNC, Fort Worth, Tex.
- SALERNO, SAM**  
1230 Club  
KDAC, Fort Bragg, Calif.
- SALVO, PAUL**  
Melody Memos  
KCOK, Tulare, Calif.
- SAMPLE, K. O.**  
The 1400 Club  
KFPW, Fort Smith, Ark.
- SAMPSON, BILL**  
Bill Sampson Show  
KWKW, Pasadena, Calif.
- SANCHEZ, PACO**  
Mexican Hour  
KTLN, Denver, Colo.
- SANDERS, GEORGE**  
Spade Cooley Time  
KPYD, Los Angeles, Calif.
- SANTIAGO, FELIX**  
Pidalo Usted  
WAPA, San Juan, P. R.
- SARGENT, KENNY**  
Platter Chatter  
WHHM, Memphis, Tenn.
- SAUNDERS, ALLEN**  
Alarm Clock Club  
WCHA, Chambersburg, Pa.
- SAUNDERS, BRUCE**  
Record Shop  
WSBT, South Bend, Ind.
- SAUNDERS, CHUCK**  
Telephone Request  
WTVS, Marianna, Fla.
- SAUNDERS, WILLIAM P.**  
Pigfoot Pete's Jamboree  
WOKO, Albany, N. Y.
- SAWAER, TOM**  
WHOO, Orlando, Fla.
- SAXON, JAMES**  
WJPA, Washington, Pa.
- SAXON, JIM**  
Club 990  
KTRM, Beaumont, Tex.
- SCANLON, ART**  
WINS.
- SCANLON, JACK**  
Coffee Time  
WICC, Bridgeport, Conn.
- SCHADER, CONRAD**  
Variety Revue  
KSFT, Trinidad, Colo.
- SCHENCK, BUD**  
1290 Club  
WTRF, Bellaire, O.
- SCHENCK, W. LeROY**  
WNAE, Warren, Pa.
- SCHILLING, FRED**  
1240 Club  
WFOY, St. Augustine, Fla.
- SCHLEIFER, KEN**  
Ken's Varieties  
WBYS, Canton, Ill.
- SCHOLZ, BOB**  
Scholz Business  
WBEL, Beloit, Wis.
- SCHOT, JIM**  
Fan-Fare  
KSGMT, Ste. Genevieve, Mo.
- SCHWAB, BOB**  
North Georgia Jamboree  
WGGA, Gamesville, Ga.
- SCHWARTZ, AL**  
Swing High In The Morning  
KVEC, San Luis Obispo, Calif.
- SCOTT, BILLY**  
Buckeye Frolics  
WRFD, Worthington, O.
- SCOTT, DAVE**  
Quiz  
KQV, Pittsburgh, Pa.

## Disc Jockeys—Radio-Television

- SEARLES, NEIL**  
WFOX, Milwaukee, Wis.
- SEARS, ZENAS**  
920 Special, Diggin' The Discs  
WGST, Atlanta, Ga.
- SEAVEY, CECIL**  
Number Please  
KVOR, Colorado Springs, Colo.
- SEFICK, BOB**  
Yawn Patrol  
WARD, Johnstown, Pa.
- SELAH, BILL**  
Disc Derby  
KFAB, Omaha, Neb.
- SELLARS, BILL**  
KSJO, San Jose, Calif.
- SELTZER, EV**  
WONS, Hartford, Conn.
- SEVCIK, HUGO A.**  
Czech Hour  
KULP, El Campo, Tex.
- SEVERSON, JACK**  
Alarm Clock Club  
WBCK, Battle Creek, Mich.
- SEWALL, BUD**  
Koffee Klotch  
KCBQ, San Diego, Calif.
- SEYMOUR, BOB**  
Bobbin' With Robin  
WKMH, Dearborn, Mich.
- SHALLENBERGER, DAVE**  
Milkman's Matinee  
WARD, Johnstown, Pa.
- SHANAHAN, TOM**  
Club 60  
WEMP, Milwaukee, Wis.
- SHANNON, PAUL**  
Morning Hoedown  
WJOL, Florence, Ala.
- SHARLAND, EARL**  
Record Date  
WGLN, Glens Falls, N. Y.
- SHARPE, BILL**  
Hillbilly Jamboree  
KRES, St. Joseph, Mo.
- SHARPE, ED**  
Sharpes And Flats Review  
Rhythm Clinic  
WNEK, Macon, Ga.
- SHARPE, WILLIAM**  
Hillbilly Matinee  
KWFT, Wichita Falls, Tex.
- SHAW, CHARLES**  
Buckaroos  
WOLF, Syracuse, N. Y.
- SHAW, SYDNEY**  
Musical Clock  
WFLA, Tampa, Fla.
- SHEFLER, MARK**  
WJEL, Hagerstown, Md.
- SHEPHERD, MAC**  
Record Rampage  
WACA, Camden, S. C.
- SHELDON, HERB**  
ABC
- SHELLEY, BOB**  
Midnight Moods  
WTAM, Cleveland, O.
- SHELTON, RAY**  
Clash Of The Crooners  
WLOU, Louisville, Ky.
- SHEPHERD, JEAN**  
WSAT, Cincinnati, O.
- SHERRELL, DAVE**  
WAUD, Auburn, Ala.
- SHIELDS, LARRY**  
Jive From Three To Five  
WFRP, Savannah, Ga.
- SHIREK, JIM**  
550 Club  
KFYR, Bismarck, N. Dak.
- SHIRK, REGGIE**  
Matinee For Mama  
KCOL, Fort Collins, Colo.
- SHIGEL, JOE**  
WLQI, LaPorte, Ind.
- SIEMER, JOHN**  
By Request  
WIZE, Springfield, O.
- SILVER, JULIAN**  
Julian Silver Show  
WDAR, Savannah, Ga.
- SILVER, WARREN**  
Shopper's Special  
KFDX, Wichita Falls, Tex.
- SILVERA, ED**  
Ed Silvera Show  
WISC, Madison, Wis.
- SIMMONS, JIM**  
Musical Clock  
WSVS, Crewe, Va.
- SIMON, ERNIE**  
Simon Speaks, Too  
WJJD, Chicago, Ill.
- SIMONDET, BOB**  
KXGN, Glendive, Mont.
- SIMPKINS, PAUL**  
WAFP, McComb, Miss.
- SIMS, FRANK**  
Motor City Melodies  
WKMH, Dearborn, Mich.
- SIMS, SAM**  
Early Birds  
WPBM, Indianapolis, Ind.
- SISSON, FRANK**  
After Hours  
WOOD, Grand Rapids, Mich.
- SKILTON, DAN**  
Spottie Songs  
WAPQ, Chattanooga, Tenn.
- SMALL, MARSHALL**  
Tossed Solids  
KUTA, Salt Lake City, Utah
- SMALL, STEVE**  
WLRB, Lebanon, Pa.
- SMILEY, BOB**  
Bob Smiley Show  
WGAR, Cleveland, O.
- SMITH, BILLY**  
Bill Smith Show  
WSFA, Montgomery, Ala.
- SMITH, BOB**  
Smitty's Make Believe  
KSTV, Stephenville, Tex.
- SMITH, BOB**  
The Bob Smith Show  
WNBC, New York, N. Y.
- SMITH, BOB**  
WTOB, Winston-Salem, N. C.
- SMITH, C. C.**  
Smith's Sanctum Sanctorum  
WDEC, Americus, Ga.
- SMITH, CHESTER**  
Chester Smith Show  
KTRB, Modesto, Calif.
- SMITH, CRAIG N.**  
Valley Special  
KDAC, Fort Bragg, Calif.
- SMITH, CY**  
KRNO, San Bernardino, Calif.
- SMITH, FLETCHER**  
Fletch's Platter Chatter  
WTNC, Thomasville, N. C.
- SMITH, FRED**  
Mr. Smith  
WKTG, Fort Wayne, Ind.
- SMITH, HAL**  
KDLE, Del Rio, Tex.
- SMITH, HAMP**  
Alarm Clock Club  
WRNO, Orangeburg, S. C.
- SMITH, MERRILL**  
WIDE, Biddeford, Me.
- SMITH, ROBERT E.**  
Theater Of Melody  
WPTC, Hartford, Conn.
- SMITH, ROLLIN**  
WSTC, Stamford, Conn.
- SMITH, VIC**  
1260 Club  
WGWV, Asheboro, N. C.
- SMITH, WARREN**  
WVOP, Vidalia, Ga.
- SMITH, WILLIAM**  
Discopation  
WMFR, High Point, N. C.
- SMITH, WILLIAM L.**  
WAMS, Wilmington, Del.
- SMITHERMAN, GARY**  
KEBE, Jacksonville, Tex.
- SMITHERMAN, ROSS**  
WALA, Mobile, Ala.
- SMITHGALL, CHARLES**  
Sundial  
WGA, Gainesville, Ga.
- SNELGROVE, TOMMY**  
You Asked For It  
WBML, Macon, Ga.
- SNIDER, TED**  
KWTK, Waco, Tex.
- SNADER, BOB**  
WOKO, Albany, N. Y.
- SOBOL, JOHNNY**  
Clockwatchers Club  
WILK, Wilkes-Barre, Pa.
- SOISSEN, PHIL**  
DLEU, Erie, Pa.
- SOMMER, BILL**  
Melody Unlimited  
WKST, New Castle, Pa.
- SORENSEN, HAL**  
On Stage  
KELQ, Sioux Falls, S. Dak.
- SPANN, OWEN**  
Morning Man  
WGIV, Charlotte, N. C.
- SPENCER, JACK**  
Daybreak Serenade  
KMUR, Murray, Utah
- SPENCER, MILTON**  
Dance Time  
WFLA, Tampa, Fla.
- SPIKER, BILL**  
Request Time  
WWSF, Wooster, O.
- STACK, BEVERLY JEAN**  
Sun-KIST Reveille With  
Beverly  
KIST, Santa Barbara, Calif.
- STADLER, RICHARD**  
Club 1490  
WMRN, Marion, O.
- STANLEY, BILL**  
WANI, Annapolis, Md.
- STARKE, CHARLES**  
Charlie Starke Music Shop  
WNS, New York, N. Y.
- STARF, RAY**  
Ray's House Party  
KWVL, Waterloo, Ia.
- STARWYCK, STEVE**  
Platter Party  
KGRH, Fayetteville, Ark.
- STEBBING, ROGER**  
The 1230 Club  
WERC, Erie, Pa.
- STEBBINS, RICHARD**  
WENE, Binghamton-Endicott  
N. Y.
- STEELE, BOB**  
Morning Watch  
WTEC, Hartford, Conn.
- STEELE, JOHN**  
Coffee Time  
KOWB, Laramie, Wyo.
- STEELE, TED**  
WMCA, New York, N. Y.
- STEER, PHIL**  
Feedbag Frolics  
WVCH, Chester, Pa.
- STEVE, REX**  
1180 Hour  
WLDS, Jacksonville, Ill.
- STENGER, PETE**  
Wake Up And Sing  
WEPM, Martinsburg, W. Va.
- STEPHENS, GENE**  
You Name It  
WINR, Binghamton, N. Y.

## Disc Jockeys—Radio-Television

- STEPHENS, HAROLD**  
1250 Club  
WDVA, Danville, Va.
- STEPHENS, JOE**  
Ga Cracker Jubilee  
WDWD, Dawson, Ga.
- STEPHENS, STAN**  
Teeners Hit Parade  
KOJM, Havre, Mont.
- STERLING, EARL**  
The Earl of Klix  
KLIX, Twin Falls, Ida.
- STERLING, LUD**  
Request Club  
WLEE, Richmond, Va.
- STEVENS, ALSTON**  
Wake Up Baltimore  
WITH, Baltimore, Md.
- STEVENS, MARY**  
Musical Clock  
KMO, Hannibal, Mo.
- STEVENSON, PAUL**  
Pardnuh Steve  
KELP, El Paso, Tex.
- STILLE, BERT**  
Sweet & Swing  
WHKC, Columbus, O.
- STILLINGER, CLIFF**  
Needles & Spins  
KTUC, Tucson, Ariz.
- STOKES, DICK**  
WGTC, Greenville, N. C.
- STONE, BOB**  
KRNO, San Bernardino, Calif.
- STRAND, NORMAN**  
Tops Of The Morning  
WSAV, Savannah, Ga.
- STREET, JAY**  
Report From Point  
WFHR, Wisconsin Rapids,  
Wis.
- STRICKLAND, BILL**  
Indian River Ranch  
WIRA, Fort Pierce, Fla.
- STRONG, JERRY**  
The Jerry Strong Show  
WINX, Washington, D. C.
- STRUTHERS, JACK**  
Jack's Juke Box  
WDNE, Elkins, W. Va.
- STUART, S. K.**  
Club Time  
KRAL, Craig, Col.
- STULLER, DON**  
Good Day  
WH'N, Huntingdon, Pa.
- STURM, DEAN**  
Koffee Kappers  
WHTN, Huntington, W. Va.
- STURMER, LES**  
Polka Parade  
WJPG, Green Bay, Wis.
- SUIT, HAL**  
Musical Corral  
WHOO, Orlando, Fla.
- SULLIVAN, CHARLES**  
In the Groove  
WMC, Memphis, Tenn.
- SULLIVAN, DENNIS**  
Request Granted  
WDS, Oneonta, N. Y.
- SULLIVAN, TIM**  
KSWI, Council Bluffs, Ia.
- SWAN, BOB**  
Night Owl  
WMTW, Portland, Me.
- SWANSON, BOB**  
Bob Swanson Show  
WIC, Madison, Wis.
- SWANSON, ROY**  
Open House Party  
KUBA, Yuba City, Calif.
- SWARTZ, BOB**  
Bob Swartz Show, Moneyman  
KHQ, Spokane, Wash.
- SWEENEY, BROOKS**  
Sports Carnival  
WCAW, Charleston, W. Va.
- SWEENEY, BUDD**  
Sweet & Swing  
WHKC, Columbus, O.
- SWENSON, CHARLES H.**  
Melody Inc.  
KWAT, Watertown, S. D.
- SYMPHONY, SYD**  
WJZ, New York, N. Y.
- SZYMD, EMIL**  
820 Club  
WKY, Evansville, Ind.

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- TABER, BOB**  
Uncle Bob  
WKLP, Clanton, Ala.
- TAGGART, BILL**  
Night Watchman  
KDAN, Oroville, Calif.
- TAMBLYN, BOB**  
Friend Bob, Yawn Patrol  
WCSC, Charleston, S. C.
- TANNER, GEORGE**  
Juke Box  
WSWN, Belle Glade, Fla.
- HAPLEY, CHARLES**  
Moonlight Melody Man  
WAGC, Chattanooga, Tenn.
- TAUSCH, DON**  
Hillbilly Heaven  
KTBB, Tyler, Tex.
- TAYLOR, AL**  
Jukebox Favorites  
KOSA, Odessa, Tex.
- TAYLOR, BILL**  
Sunrise Serenade  
WOR, New York, N. Y.
- TAYLOR, BROOKE**  
Brooke Taylor Show  
WJMO, Cleveland, O.
- TAYLOR, CLIFF**  
Shall We Dance  
WCAW, Charleston, W. Va.
- TAYLOR, MORISS**  
Western Hit Parade  
KDAN, Oroville, Calif.
- TAYLOR, SAMMY**  
Sammy Taylor Show  
KWJJ, Portland, Ore.
- TAYLOR, SANDY**  
Record Rendezvous  
WPT, Albany, N. Y.
- TAYLOR, TED**  
WFDF, Flint, Mich.
- TELLER, RICHARD**  
Polk County Express  
WSIR, Winter Haven, Fla.
- TEMPLETON, JOE**  
1320 Club  
KWHN, Fort Smith, Ark.
- TERFLER, DICK**  
Timekeeper  
WHAN, Charleston, S. C.
- TERMIN, JO**  
1490 Club  
WMGW, Meadville, Pa.
- TERRY, CHEM**  
Tex Terry  
WBAP, Fort Worth, Tex.
- TERRY, HUB**  
WDUN, Gainesville, Ga.
- THACKER, JIM**  
Topical Tune Time  
WSN, Henderson, Ky.
- THAIN, JIM**  
Hall Radio Roundup  
KWNW, Wenatchee, Wash.
- THAYER, JACK**  
Swing Club  
WLOL, Minneapolis, Minn.
- THIELE, DUKE**  
Jam, Jive And Gumbo  
WJRM, New Orleans, La.
- THOMAS, E. W.**  
KREM, Spokane, Wash.
- THOMAS, FRANK**  
Early Bird's Review  
WTNC, Thomasville, N. C.
- THOMAS, GORDON**  
Top O' Morning  
WTMJ, Milwaukee, Wis.
- THOMAS, RIC**  
Dream Train  
WARM, Scranton, Pa.
- THOMAS, ROBB**  
RT Show  
WJPG, Green Bay, Wis.
- THOMPSON, BILL**  
Matinee in Rhythm  
WMNB, North Adams, Mass.
- THOMPSON, CHUCK**  
Midnight Express  
WFOR, Hattiesburg, Miss.
- THOMPSON, JERRY**  
Jive 'Til Five  
WLOX, Biloxi-Gulfport, Miss.
- THOMPSON, JOE**  
KHAS, Hastings, Nebr.
- THORNTON, HARVEY**  
Milkman  
WAGC, Chattanooga, Tenn.
- THORNTON, JOHN**  
Off The Record  
WBMS, Boston, Mass.
- TILLER, TOMMY**  
WJER, Greenville, Miss.
- TINNEY, FRANK**  
Let's Dance  
WGWR, Asheboro, N. C.
- TINNEY, LEW**  
Melodic Interlude  
WGIN, Glens Falls, N. Y.
- TOBABELN, EUGENE J.**  
KSMI, Seminole, Okla.
- TOKAR, RUDI**  
WIZE Owl Club  
WIZE, Springfield, O.
- TOLLS, GENE**  
KGY, Olympia, Wash.
- TOMPKINS, BETTY**  
KCLE, Cleburne, Tex.
- TORRIN, SID**  
ABC
- TOWNE, GORDON**  
740 Club  
WORZ, Orlando, Fla.
- TRACKMAN, HERB**  
Trackman Time, Nite Owl  
Special  
KMYR, Denver, Colo.
- TRANTER, CHARLES**  
WNAE, Warren, Pa.
- TRAVIS, JOE**  
1340 Matinee  
WALL, Middletown, N. Y.
- TREMBLAY, LEO**  
WGCD, Chester, S. C.
- TRIBLEY, HANK**  
KGTC, Greenville, N. C.
- TRONER, BOB**  
Spinner Sanctum  
WHTN, Huntington, W. Va.
- TROTTER, JOHNNY**  
Platter Parade  
KFSA, Fort Smith, Ark.
- TRUESDALE, LARRY**  
Record Rack  
WMNB, North Adams, Mass.
- TRUSSELL, CHARLES**  
Top Of The Morning  
WNOW, York, Pa.
- TUCK, GEORGE C.**  
Studio B  
WGUY, Bangor, Me.
- TUCK, RICHARD**  
Rural Roundup, This N' That  
KLLRA, Little Rock, Ark.
- TUCKER, ERNEST**  
Howdy Neighbor  
WEKR, Fayetteville, Tenn.



## Disc Jockeys—Radio-Television

**TUCKER, TOMMY**  
Tommy Tucker Time  
WPDQ, Jacksonville, Fla.

**TUNIS, HAL**  
Hal Tunis Show, WMGM; Hal  
Tunis Variety Show, Home Mak-  
ers, WATV.

**TUNNELL, GEORGE**  
The Bon Bon Show  
WDAS, Philadelphia, Pa.

**TURNER, AL**  
Hillbilly Roundup  
KLIF, Dallas, Tex.

**TURNER, GRANT**  
Meet the Stars  
WSM, Nashville, Tenn.

**TURNER, HOWARD**  
Hillbilly Jamboree  
WGST, Atlanta, Ga.

**TURNER, JIM**  
Platter Parade  
WOPJ, Bristol, Tenn.

**TURNER, RAY**  
Housewives League  
WSAP, Portsmouth - Norfolk,  
Va.

**TYSON, DAVEY**  
Wake Up  
WCAE, Pittsburgh, Pa.

### — U —

**ULBRICH, RAY**  
Musical Jamboree  
WDMJ, Maquette, Mich.

**ULERY, DON**  
Shoppers Special  
WLBK, De Kalb, Ill.

**UMBACH, BOB**  
Atomic Boogie  
WLD, Bessemer, Ala.

**UNGER, JOSEPH**  
860 Club  
KWPC, Muscatine, Ia.

**USLAN, STEVE**  
All Request Record Roundup  
KTNM, Tucuman, N. Mex.

### — V —

**VACCA, JOHN**  
Memory Melodies  
KOSA, Odessa, Tex.

**VALLANDIGHAM, GORDON**  
Dancing Party  
KEEN, San Jose, Calif.

**VALLON, GENE**  
The Little Show  
WLCR, Torrington, Conn.

**VANDERHOOF, BRUCE**  
Alarm Klok Klub  
KNAK, Salt Lake City, Utah

**VAN KLEEK, BOB**  
Sandman Serenade  
WOLF, Syracuse, N. Y.

**VARE, AL**  
ReCordially Yours  
WAOV, Vincennes, Ind.

**VASEN, WARREN**  
Wake Up With Music  
WOC, Davenport, Ia.

**VAUGHN, MARVELLE**  
Chuck Wagon Serenade  
WPAR, Norfolk, Va.

**VENNER, FRANK**  
Midnight Express  
WSPD, Toledo, O.

**VESTRO, AL**  
WATR, Waterbury, Conn.

**VICTOR, ERY**  
Ery Victor Show  
WGN, Chicago, Ill.

**VINCENT, LLOYD**  
Revolving Bandstand  
KOGT, Orange, Tex.

**VINSON, JIMMY**  
Sunrise Serenade  
WBML, Macon, Ga.

**VOGT, KEN**  
Fritz The Plumber  
WMLL, Milwaukee, Wis.

**VOWELL, DAVID**  
WOOB, Anniston, Ala.

### — W —

**WADE, JESS**  
Sunrise Serenade  
KTTS, Springfield, Mo.

**WAGGELAND, BOB**  
1440 Club  
KEIO, Ponatello, Ida.

**WAGNER, JACK**  
Variety Time  
KML, Fresno, Calif.

**WAIN, NORMAN**  
Wake Up With Wain  
WASA, Havre de Grace, Md.

**WALKER, FLETCHER**  
WHMA, Anniston, Ala.

**WALKER, GEORGIE**  
Midnight Matinee  
WEBR, Buffalo, N. Y.

**WALL, WOODSON, JR.**  
The Ole Hep Cat  
WRBC, Jackson, Miss.

**WALLACE, CAL**  
Harlem Echoes  
WZIP, Covington, Ky.

**WALLACE, NEAL**  
Morning Roundup  
KFBC, Cheyenne, Wyo.

**WALLER, ARTHUR B.**  
Hillbilly Hit Parade  
WLOS, Asheville, N. C.

**WALSH, PATSY**  
Patti's Party  
WMAZ, Macon, Ga.

**WALSHAK, DAVID**  
Western Jamboree  
KCTI, Gonzales, Tex.

**WALTERS, CLEM**  
Polka Time  
WHWL, Nanticoke, Pa.

**WALTERS, STAN**  
Sunrise Review  
WAML, Laurel, Miss.

**WALTON, ELDON**  
Old Smoothies  
KNAK, Salt Lake City, Utah

**WALTON, JIM**  
Walton's Wax Works  
WHAS, Louisville, Ky.

**WALZ, RUSSELL A.**  
KCHS, Hot Springs, N. Mex.

**WARD, JIM**  
Breakfast Parade  
WBAX, Wilkes-Barre, Pa.

**WARD, KEITH**  
550 Roundup  
KCRS, Midland, Tex.

**WARE, JACK**  
Platter Party  
KCRG, Cedar Rapids, Ia.

**WARNER, J. R.**  
Pony's Platter Parade  
KSVG, Richfield, Utah

**WARREN, HARRY**  
Wake Up Roundup  
KFTA, Salt Lake City, Utah

**WARREN, MATTHEW**  
Cactus Matt  
WEAM, Arlington, Va.

**WASHBURN, TERRY**  
Terry Washburn Show  
WKMH, Dearborn, Mich.

**WASSELL, TOM**  
Music Before Midnight  
WBRE, Wilkes-Barre, Pa.

**WATSON, CAL**  
Coffee Time  
KSET, Trinidad, Colo.

**WATTS, BARRY**  
Musical Nitcap  
KRES, St. Joseph, Mo.

**WATTS, SAM**  
Musical Showcase  
KWBR, Oakland, Calif.

**WAY, BOB**  
The Early Bird  
WIBB, Macon, Ga.

**WAYNE, ROSEMARY**  
B. Dec. 1; Rosemary Wayne  
Spins, WJJD; Tonight in Chicago,  
WAIT; Charm Cues, WFCL;  
Full House, WJJD; Midnight  
Rambles, WCFL; Down Memory  
Lane, WJJD.

**WAYNE, SHERIFF**  
Early Worm Club  
KRUL, Corvallis, Ore.

**WAYNE, STU**  
KYW, Philadelphia, Pa.

**WEAVER, BOB**  
Weavers Wax Works  
KVC, Ventura, Calif.

**WEAVER, JOE**  
Club Matinee  
WTOB, Toledo, O.

**WEAVER, RICHARD R.**  
KROD, El Paso, Tex.

**WEAVER, ROBYN**  
1030 Club  
WIRL, Peoria, Ill.

**WEBB, BILL**  
Sunrise Serenade  
KAKC, Tulsa, Okla.

**WEBB, CHUCK**  
Music By Request  
KVOA, Tucson, Ariz.

**WEBB, RICK**  
Western Serenade  
WHL, Hammond, La.

**WEBER, C. J.**  
Mid Morning Melodies  
WFER, Sylacauga, Ala.

**WEBSTER, JAMES "DOC"**  
WCUM, Cumberland, Md.

**WEBSTER, KURT**  
Midnight Dancing Party  
WBT, Charlotte, N. C.

**WEGMAN, YERN**  
PolkaLand Party  
WTWT, Stevens Point, Wis.

**WELCH, ED**  
Tell the Truth  
KURV, Edinburg, Tex.

**WELKER, STIRLING**  
Kolache Klub  
KOWH, Omaha, Neb.

**WELLS, BOB**  
970 Show  
WEBR, Buffalo, N. Y.

**WELLS, EARL**  
WHB, Kansas City, Mo.

**WELLS, HERB**  
Breakfast Club  
WLAG, LaGrange, Ga.

**WELSH, CHARLES E.**  
1450 Club, Saturday Night  
Dancing Party  
WLAY, Muscle Shoals, Ala.

**WENDELL, BUD**  
Wendell's Waxworks  
WJMO, Cleveland, O.

**WERNER, HUBERT**  
Album Of Stars  
KGA, Spokane, Wash.

**WEST, FRED**  
1230 Club  
KCMC, Texarkana, Tex.

**WEST, HERB**  
Sleepy Time Serenade  
WLOK, Lima, O.

**WESTERFIELD, JERRY**  
Rhythm Room  
WBYS, Canton, Ill.



**Disc Jockeys—Radio-Television**

**WHALEN, BILL**  
Merry-Go-Round  
WCOP, Boston, Mass.

**WHEELER, BILL**  
The Bill Wheeler Show  
WINR, Binghamton, N. Y.

**WHEELER, CLINTON**  
KFRU, Columbia, Mo.

**WHEELER, TONY**  
Dawn Patrol  
WARC, Rochester, N. Y.

**WHITAKER, JACK**  
WAFB, Allentown, Pa.

**WHITE, BOB**  
Bill Billy Roundup  
WMOC, Covington, Ga.

**WHITE, CLAYBORN**  
Sepia Swing Club  
KTOW, Oklahoma City, Okla.

**WHITE, HAL**  
KWRC, Pendleton, Ore.

**WHITE, JERRY**  
WLOF, Orlando, Fla.

**WHITE, LeROY**  
Hub Cap Parade  
WJLB, Detroit, Mich.

**WHITE, PAT**  
5 O'Clock Roundup  
KTBS, Shreveport, La.

**WHITMAN, RALPH**  
Free And Easy  
WGBI, Scranton, Pa.

**WHITNEY, DON**  
Farn & Home Hour  
KLCN, Blytheville, Ark.

**WHITNEY, SALLIE**  
Symphonies With Sallie  
WRBC, Jackson, Miss.

**WICKHAM, DICK**  
Musical Watch  
WFBL, Syracuse, N. Y.

**WICKIZER, JACK**  
1420 Club  
KTJS, Hobart, Okla.

**WIGREN, JOHN**  
Scandinavian Melodies  
WLWL, Minneapolis, Minn.

**WILDER, JAMES**  
Howdy Neighbor  
WFRP, Savannah, Ga.

**WILFONG, CHARLES**  
WKBC, N. Wilkesboro, N. C.

**WILKINS, PAT**  
Let's Take A Spin  
KELP, El Paso, Tex.

**WILKINSON, PATRICIA**  
Salute To You  
KYJC, Medford, Ore.

**WILLIAMS, BILL**  
1280 Club; WOV; Bill William's  
Welcome Mat, WABD.

**WILLIAMS, BILL**  
Midnite Mosaic  
WMFD, Wilmington, N. C.

**WILLIAMS, CHUG**  
1490 Club  
WDXB, Chattanooga, Tenn.

**WILLIAMS, DICK**  
Platter Parade  
KRJC, Beaumont, Tex.

**WILLIAMS, EARL**  
Doughnuts And Music  
KDWT, Stamford, Tex.

**WILLIAMS, GENE**  
Off the Record  
WSPD, Toledo, O.

**WILLIAMS, JACK**  
Top Five  
WGBS, Miami, Fla.

**WILLIAMS, JERRY**  
Musical Clock  
WAML, Laurel, Miss.

**WILLIAMS, MARC**  
Night Special  
WTOM, Bloomington, Ind.

**WILLIAMS, NAT DEE**  
Tan Town Coffee Club, Tau  
Town Jamboree  
WDIA, Memphis, Tenn.

**WILLIAMS, OMAR**  
Merry-Go-Round  
WBOW, Terre Haute, Ind.

**WILLIS, CLIFF**  
Alarm  
WIMA, Lima, O.

**WILLIS, JOHN**  
Record Room  
KTMS, Santa Barbara, Calif.

**WILSE, BILL**  
Breakfast With BW  
WDEM, Providence, R. I.

**WILSON, AMOS**  
Good Morning Melodies  
KGIW, Alamosa, Col.

**WILSON, DAVE**  
Ladies Day, Open House  
WIRL, Peoria, Ill.

**WILSON, ED**  
The Ed Wilson Show  
KWK, St. Louis, Mo.

**WILSON, FRANK**  
KEEN, Karavan  
KEEN, San Jose, Calif.

**WILSON, HOLMES**  
What Cha' Doin'  
WSAR, Fall River, Mass.

**WILSON, PHIL**  
KFRU, Columbia, Mo.

**WILSON, THOMAS**  
Polka Parade  
KCTI, Gonzales, Tex.

**WILSON, WALTER**  
79 Request Time  
WHOP, Hopkinsville, Ky.

**WINKLER, RAY**  
Ray Winkler Show  
KXLR, Little Rock, Ark.

**WINN, BERT**  
Make-Believe-Ballroom, Blue  
Ribbon Time  
KYA, San Francisco, Calif.

**WINN, BILL**  
Musical Clock  
WJTN, Jamestown, N. Y.

**WINTERS, GREGG**  
Teen Canteen, Waltz Time  
KNAF, Fredericksburg, Tex.

**WINTERS, WARREN**  
At Your Request  
KRAM, Las Vegas, Nev.

**WINE, EDDIE**  
Morning Melodies  
WEBQ, Harrisburg, Ill.

**WITT, AL**  
What's Wat Wit Witt  
KEIO, Pocatello, Ida.

**WOELL, MELVIN**  
Barnyard Frolics  
KROX, Crookston, Minn.

**WOLF, LOU**  
Wolf On Request  
KWNW, Wenatchee, Wash.

**WOLFE, JACK**  
Coffee Time  
WHYS, Canton, Ill.

**WOLSON, MIKE**  
Musical Bazaar  
WSCR, Scranton, Pa.

**WOOD, ARMINE**  
12th St. Music Shop  
WGAI, Elizabeth City, N. C.

**WOOD, BILL**  
Sunrise Serenade  
KODY, North Platte, Neb.

**WOOD, C. F., JR.**  
Music By Request, Musical  
Clock  
WEGO, Concord, N. C.

**WOOD, CLAY**  
Flying "H" Tunes  
KRAI, Craig, Col.

**WOOD, DALE**  
Lucky Song  
KTNM, Tucumcari, N. Mex.

**WOOD, FRED**  
Woodchopper's Ball  
WVBZ, Vineland, N. J.

**WOODS, RICHARD**  
Time To Dance  
KYJC, Medford, Ore.

**WOOLF, CARL**  
Bing Crosby Sings  
WMVG, Milledgeville, Ga.

**WOOTEN, JOHN**  
Western Roundup  
WIRK, West Palm Beach, Fla.

**WORLFE, PETER**  
Chuck Wagon  
WMDN, Midland, Mich.

**WRIGHT, DICK**  
Request Session  
WDFM, Providence, R. I.

**WRIGHT, JOHNNY**  
Rhythmic Matinee  
WFBC, Greenville, S. C.

**WRIGHT, RAY**  
Kbun, KBUN, Bemidji, Minn.

— Y —

**VELLAND, E. STARR**  
Time And Tempos  
KOA, Denver, Colo.

**VENSEN, DICK**  
MCK, McKeesport, Pa.

**YOUNG, AL**  
Swing Session  
WCGA, Corinth, Miss.

**YOUNG, JIM**  
Chuckwagon Jamboree  
WGNH, Gadsden, Ala.

**YOUNG, JIMMY**  
Young Ideas  
WJHM, Memphis, Tenn.

**YOUNG, JOE**  
Destination Midnight  
KIT, Yakima, Wash.

**YOUNG, O. A.**  
Rise And Shine  
WHIS, Bluefield, W. Va.

**YOUNT, CHUCK**  
1490 Club  
WKVB, Richmond, Ind.

**YORK, BILL**  
Request Fully Yours  
KGLC, Miami, Okla.

— Z —

**ZACHARY, HUGH**  
Records At Reveille  
WDUK, Durham, N. C.

**ZACHARY, HUGH**  
Records At Reveille  
WDUK, Durham, N. C.

**ZANE, JOHN**  
Timekeeper  
WMAW, Meriden, Conn.

**ZARNOW, RALPH**  
Ralph Zarnow Show  
KIOA, Des Moines, Ia.

**ZEGARSKIE, ED**  
Club 1400  
WHUB, Cookeville, Tenn.

**ZENT, M. D.**  
Record Shop  
KSWS, Roswell, N. Mex.

**ZIMMERMAN, HARRY**  
Record Rodeo  
KEYD, Minneapolis, Minn.

**ZIPPAY, AL**  
Best By Request  
KVOW, Littlefield, Tex.

**ZUCCARO, BERNARD**  
Record Room  
WIBR, Baton Rouge, La.

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# Orchestra Leaders Musical Conductors

## and Organists

**RADIO AND TELEVISION**  
—their work during 1949

### —A—

**ACKLEY, WAYNE**  
KRNT, Des Moines, Ia.

**ADKINS, JOHN**  
WTCO, Campbellsville, Ky.

**ADLAN, BASIL**  
ABC, ABC-TV

**AGNEW, JOHN K.**  
WHKC, Columbus, O.

**ALAN, PAT**  
KSTT, Davenport, Ia.

**ALEXANDER, JEFF**  
Light Up Time, NBC.

**ALFORD, KITTY**  
WRGA, Rome, Ga.

**ALLEN, JAMES**  
KEYD, Minneapolis, Minn.

**ALLEN, JAMES E.**  
WTJS, Jackson, Tenn.

**ALLEN, JOHN**  
KPLT, Paris, Tex.

**ALLEN, LLOYD**  
KGIW, Alamosa, Col.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**AMOLS, MERVYN**  
WJLS, Beckley, W. Va.

**ANDERSON, CHARLOTTE**  
WTHH, Hartford, Conn.

**ANDERSON, JAMES W.**  
WIRK, W. Palm Beach, Fla.

**ANDREWS, EARL**  
WSPA, Montgomery, Ala.

**ANDREWS, JAMES L.**  
KKRO, Aberdeen, Wash.

**ANTONINI, ALFREDO**  
CBS

**ARENDALL, RONNIE**  
WPTW, Piqua, O.

**ARLO**  
Honeymoon in New York;  
Story Shop; The Playboys;  
Eddie Albert Show, NBC;  
Lights Out, NBC-TV.

**ARMBRUSTER, ROBERT**  
Kraft Music Hall, NBC.

**ARNESON, JAMES**  
KTRF, Thief River Falls,  
Minn.

**ASHLEY, BARBEE**  
WJPR, Greenville, Miss.

**ACGUSTINE, JOHNNY**  
Take It or Leave It, NBC.

**AUMAN, DON**  
WDAY, Fargo, N. Dak.

**AYLEN, CONSTANCE**  
KDZA, Pueblo, Col.

**AYRES, MITCHELL**  
Chesterfield Supper Club  
NBC-TV

**AYRES, NORMAN**  
WCSH, Portland, Me.

### —B—

**BABLER, PEP**  
WOSH, Oshkosh, Wis.

**BACAL, DAVE**  
Confidential Closeups, NBC.

**BAKER, DEAN**  
KGVL, Greenville, Tex.

**BAKER, ELIZABETH**  
KOIL, Omaha, Nebr.

**BALLIS, MERA**  
KDHL, Faribault, Minn.

**BALZER, FRITZ**  
WRC, Washington, D. C.

**BANCROFT, P. F.**  
KTAR, Phoenix, Ariz.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.

**BANTA, FRANK**  
D & H Miners, NBC.

**BARBE, ED**  
WTIZ, Jasper, Ind.

**BARBOUR, DAVE**  
B. May 28, 1913, Flushing, L. I.,  
N. Y.; Summer Electric Program.

**BARBOUR, JUNE**  
KELP, El Paso, Tex.

**BARDO, LYLE**  
KPRC, San Francisco, Calif.

**BARGY, ROY**  
The Jimmy Durante Show;  
Father Knows Best, NBC.

**BARKER, GLADYS**  
WPRL, Freeport, Ill.

**BARILE, LOUIS**  
WKAL, Rome, N. Y.

**BARLOW, HOWARD**  
Voice of Firestone, NBC.

**BARLOW, JERRY**  
KLOU, Lake Charles, La.

**BARNARD, GEORGE**  
WDDO, Chattanooga, Tenn.

**BARLOW, HOWARD**  
Voice of Firestone  
NBC-TV

**BARNES, TEDDY**  
WHAL, Shelbyville, Tenn.

**BARRET, EDWARD**  
WHAS, Louisville, Ky.

**BARRETT, RICHARD E.**  
WAVZ, New Haven, Conn.

**BARRON, MRS. ELSIE**  
WAPP, McComb, Miss.

**BASS, ROY H.**  
WIGN, Knoxville, Tenn.

**BAUGH, GENE**  
WBAP, Fort Worth, Tex.

**BAUMGART, RUTH**  
WTCJ, Tell City, Ind.

**BAXTER, LEO J.**  
WBOW, Terre Haute, Ind.

**BAXTER, RAYMOND**  
KHUZ, Borger, Tex.

**BEAN, GLADYS**  
WMIX, Mt. Vernon, Ill.

**BEAR, CHET**  
WJLS, Lansing, Mich.

**BEASLEY, SMITY**  
Appointment with Music; The  
Mister Smith Show, NBC.

**BEATTY, ROSS H.**  
WELM, Elmira, N. Y.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BEERS, WILLIAM**  
WADC, Akron, O.

**BELL, FRANK**  
WEEI, Boston, Mass.

**BENNICK, RICHARD**  
WGIV, Charlotte, N. C.

**BERCOVITZ, ABE**  
KGW, Portland, Ore.

**BERING, CONRAD**  
KFDM, Beaumont, Tex.

**BERQUIST, WHITEY**  
(BERNARD)  
Bits of Hits; Musicana; String  
Silhouettes; National Farm &  
Home Hour; The Whitey Ber-  
quist Show.

**BETCHER, DAVE**  
WMCK, McKeesport, Pa.

**BETHANCOURT, JOSE**  
Echoes from the Tropics,  
NBC.

**BIBER, PEG**  
KGFV, Kearney, Nebr.

**BIGGS, DOUG**  
WDXI, Jackson, Tenn.

**BIGLEY, DAVID E.**  
WJOI, Florence, Ala.

**BLACK, FRANK**  
Harvest of Stars, NBC.

**BLACKTON, JAY**  
Inside U.S.A.  
WCBS-TV, New York, N. Y.

**BLALOCK, LORY**  
KOSA, Odessa, Tex.

**BLEYER, ARCHIE**  
Arthur Godfrey and His Friends,  
WCBS-TV, New York, N. Y.



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"So You Want To Lead A Band"

— for TV



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**BOELTER, E. W.**  
KJAM, Vernal, Utah

**BOISVERT, LOUIS**  
WBRY, Waterbury, Conn.

**BOLEN, JIM**  
WCIL, Carbondale, Ill.

**BONANO, SHARKEY**  
Sharkey's Dixieland  
WDSU-TV, New Orleans, La.

**BOOKSPAN, RUSSELL**  
WBLK, Clarksburg, W. Va.

**BOOKSPAN, MARTIN**  
WBMS, Boston, Mass.

**BORTEL, CLAUDE**  
WFBL, Syracuse, N. Y.

**BOULEWARE, MARJANE**  
(MISS)  
WAGA, Atlanta, Ga.

**BOVERO, PHIL**  
KGO, San Francisco, Calif.

**BOWMAN, ANN**  
WHBO, Tampa, Fla.

**BOWMAN, BURL**  
KVEN, Couder D'Alene, Ida.

**BOYUM, JERRY**  
KROC, Rochester, Minn.

**BRADLEY, HAROLD**  
WHLI, Niagara Falls, N. Y.

**BRADLEY, OWEN**  
Especially for You: The Owen  
Bradley Show, NBC.

**BRADY, WILLIAM P.**  
WEDC, Chicago, Ill.

**BRAND, BOB**  
WWDC, Washington, D. C.

**BRANDWYNNE, NAT**  
Saturday Dance Date, NBC.

**BRELAND, ED**  
WAML, Laurel, Miss.

**BRESTOFF, PHIL**  
WXYZ, Detroit, Mich.

**BRIDGES, DON**  
WESC, Bennettsville, S. C.

**BRIER, JOE**  
WSCR, Scranton, Pa.

**BROCK, RAY**  
WBHY, Appleton, Wis.

**BROWN, DONALD**  
KVEN, Ventura, Calif.

**BROWN, LES**  
The Bob Hope Show, NBC.

**BROWN, WALBURG**  
Do You Remember? Cleveland-  
aires, NBC.

**BROWNELL, JIM**  
WKDK, Newberry, S. C.

**BROWNING, BILL**  
KXLO, Lewiston, Mont.

**BRUCE, DWIGHT J.**  
WFOC, Savannah, Ga.

**BRYAN, DONALD**  
Cavalcade of America, NBC.

**BRYANT, SLIM**  
Slim Bryant and His Wildents,  
NBC.

**BUFFINGTON, JOEL**  
KYOS, Merced, Calif.

**BULLOCK, I. JANE**  
WDUK, Durham, N. C.

**BURKETT, BILL**  
KDSX, Denison, Tex.

**BURWELL, BILL**  
WGTC, Greenville, N. C.

**BUSH, ROBERT**  
KKIC, Iowa City, Ia.

**BUTLER, GWENYTH**  
KBUN, Bemidji, Minn.

**BUTTON, DAVE**  
KSVP, Artesia, N. Mex.

**BYRD, VIRGINIA**  
WISH, Indianapolis, Ind.

— C —

**CAFFY, CURTIS**  
WGRM, Greenwood, Miss.

**CALABRESE, RAY J.**  
WLTR, Bloomsburg, Pa.

**CALDWELL, JUNE**  
WMT, Cedar Rapids, Ia.

**CALDWELL, LAMAR**  
WHSC, Hartsville, S. C.

**CARLE, FRANKIE**  
NBC, CBS, Columbia Records.

**CARLSON, MAUDE**  
WIBW, Topeka, Kans.

**CARPENTER, ETHEL**  
WKBB, Dubuque, Ia.

**CARPENTER, JAMES**  
KFPB, Wichita, Kans.

**CARSON, M.**  
WOAP, Owosso, Mich.

**CARTER, LOUISE**  
WFTM, Maysville, Ky.

**CARTMELL, BETTY**  
KOCY, Oklahoma City, Okla.

**CASHION, JOHN T.**  
WKBC, North Wilkesboro,  
N. C.

**CHAMPLIN, GLENN**  
WLXC, LaCrosse, Wis.

**CHASE, BRUCE**  
WENK-TV, Chicago, Ill.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.

**CHEESMAN, ADA**  
WGBR, Freeport, N. Y.

**CHESKIN, DAVID**  
WGR, Buffalo, N. Y.

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KITE, San Antonio, Tex.

**CHRISTENSEN, FRED**  
WMPB, Memphis, Tenn.

**CIMINO, LENA**  
KSFT, Trinidad, Colo.

**CLARK, ALLAN**  
WKY, Oklahoma City, Okla.

**CLARK, GORDON**  
KPBX, Beaumont, Tex.

**CLARK, HARPER**  
KALB, Alexandria, La.

**CLAYTON, ROBERT**  
WJIM, Lansing, Mich.

**CLEVELAND, ROBERT**  
WSON, Henderson, Ky.

**CLITES, MINOR**  
KRES, St. Joseph, Mo.

**CLOUTIER, NORMAN**  
Jane Pickens Show; Silver Strings; Mindy Carson Sings, NBC.

**COGGESHALL, A. O.**  
WGY, Schenectady, N. Y.

**COHN, HAROLD**  
WPDQ, Jacksonville, Fla.

**COLE, BUDDY**  
Truth or Consequences; Johnson's Wax Program starring the King's Men, NBC.

**COLLINS, DAVE**  
WHOK, Lancaster, O.

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLLINS, JIM**  
WFBC, Greenville, S. C.

**COLTER, BERTRAM**  
WMUR, Manchester, N. H.

**COLWELL, VIRGINIA**  
WLDS, Jacksonville, Ill.

**COMISKEY, LILLIE MAE**  
KWFT, Wichita Falls, Tex.

**CONCEPCION, CESAR**  
Duffy's Tavern, NBC.

**CONDON, EDDIE**  
Eddie Condon's Floor Show NBC-TV

**CONTI, ANTHONY**  
WLEU, Erie, Pa.

**COOK, JIM**  
KRGV, Westaco, Tex.

**COOPER, LOIS**  
WKYB, Paducah, Ky.

**COOPER, SALLY**  
WJBK, Detroit, Mich.

**CORISTINE, PAT**  
WVET, Rochester, N. Y.

**CORWIN, RAYMOND H.**  
WHCU, Ithaca, N. Y.

**COTE, BERT**  
WLAM, Lewiston, Me.

**CRAVEN, HAROLD**  
WHPE, High Point, N. C.

**CREAMER, ARTHUR**  
WAGE, Dothan, Ala.

**CREEDEN, JAY**  
WHIM, Providence, R. I.

**CROOK, GEORGE**  
George Crook, NBC.

**CROSSON, ARTHUR**  
WBNY, Buffalo, N. Y.

**CROTTY, MRS. NANCY**  
WLOH, Princeton, W. Va.

**CROUCH, EDNALEE**  
WIBB, Kansas City, Mo.

**CROWELL, BETTY**  
WIBB, Macon, Ga.

**CULLEY, FRED**  
The Fred Waring Show, NBC.

**CURTIS, SHIRLEY**  
KGA, Spokane, Wash.

**CUTTING, BOB**  
KFRD, Rosenberg, Tex.

— D —

**DAHLVIG, JOSEPH**  
WLDY, Ladysmith, Wis.

**DALE, TED**  
The Carnation Contented Hour, KNX-CBS.

**DANE, DUDLEY**  
KFAM, St. Cloud, Minn.

**DANIEL, ELIOT**  
Johnson's Wax Program starring Fibber McGee and Molly, NBC.

**DANIELS, JOHN**  
KIBE, Palo Alto, Calif.

**D'ANNA, VICTOR**  
WEBB, Buffalo, N. Y.

**DANT, CHARLES**  
A Day in the Life of Dennis; Judy Canova Show, NBC.

**D'ARMOND, FRANK**  
WPTR, Albany, N. Y.

**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.

**DAVIDSON, JACK**  
KOME, Tulsa, Okla.

**DAVIS, NORVAL**  
WTRF, Bellaire, O.

**DAVIS, OVIDE**  
KCHL, Houma, La.

**DEER, JIMMY**  
WDAE, Savannah, Ga.

**DeCARO, AL**  
WKNB, New Britain, Conn.

**DE MARTINEZ, BLANCA LUNA**  
WORA, Mayaguez, P. R.



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**DEMIS, FRANCES**  
KRHD, Duncan, Okla.  
**DENNIS, GENE**  
WVOM, Brookline, Mass.  
**DENNIS, HERB**  
WCBT, Roanoke Rapids, N. C.  
**DENNY, FRANCES**  
WAIR, Winston-Salem, N. C.

**DeVOL, FRANK**  
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CBS; Musical Director of Capital  
Transcriptions; Pantominc  
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**DICK, MRS. HELEN**  
WMFN, St. Paul, Minn.  
**DICKLER, DID**  
WHOD, Homestead, Pa.  
**DICKOFF, CHARLES**  
WISC, Madison, Wis.  
**DICKSON, LAHOMA**  
KDWT, Stamford, Tex.  
**DIECKMAN, BUD**  
WHAW, Weston, W. Va.  
**DIFFIE, WILLIAM**  
WFNS, Burlington, N. C.  
**DIGES, FRED**  
WJHO, Opelika, Ala.  
**DIXON, ROY**  
KTRM, Beaumont, Tex.  
**DOLLAWAY, F.**  
WKBZ, Muskegon, Mich.  
**DONAHUE, RUTH**  
WLOF, Orlando, Fla.  
**DONALDSON, EARL**  
KALL, Salt Lake City, Utah  
**DONZE, WILLIAM**  
KSGM, Ste. Genevieve, Mo.  
**DORITY, DOROTHY**  
WTOL, Toledo, O.

**DORN, BILL**  
WHAN, Charleston, S. C.  
**DORR, HAROLD**  
WABI, Bangor, Me.  
**DRAGON, CARMEN**  
Fanny Brier—Baby Snooks  
Show; The Railroad Hour,  
NBC.

**DUFFELL, REBECCA**  
WFTF, Salisbury, N. C.  
**DUFFY, JOHN**  
The Lassie Show; Me and  
Janie starring George O. Han-  
lon, NBC.

**DUNCAN, MARY JEAN**  
KGBC, Galveston, Tex.  
**DUNN, BULL**  
WKBN, Youngstown, O.  
**DUNNAGAN, ROBERT (BOB)**  
WSSB, Durham, N. C.  
**DUNNAYANT, ROBERT V.**  
WJMW, Athens, Ala.  
**DUNNING, OWEN (RED)**  
KOIN, Portland, Ore.

**DUPAGE, RICHARD  
P., JR.**  
B. Aug. 10, 1908, Kansas City,  
Mo.; Composer of: The Affairs of  
Peter Salem, Murder By Experts,  
The Adventures of the Falcon,  
WOR-Mutual.

— E —  
**EBERT, ROBERT C.**  
WARD, Johnston, Pa.  
**EDGES, CLARENCE**  
WBAY, Green Bay, Wis.  
**EDINGTON, JOHN**  
KTFF, Twin Falls, Ida.

**EDWARDS, LLEW**  
WPPA, Pottsville, Pa.  
**EGOLF, GRACE CAMPBELL**  
WBCC, Bethesda, Md.  
**EILAND, TED**  
WSAZ, Huntington, W. Va.  
**ELDEBS, FRANK E.**  
WJPF, Herrin, Ill.  
**ELLIOTT, BARON**  
WCAE, Pittsburgh, Pa.  
**ELLISON, HELEN**  
WHIN, Harlan, Ky.  
**ELMAN, ZIGGY**  
Light Up Time, NBC.  
**EMMEL, JOHN**  
KWJ, Portland, Ore.  
**ENOS, CORINNE**  
KPAC, Port Arthur, Tex.  
**EPPEL, RAYMOND V.**  
KORN, Mitchell, S. D.  
**EUCHNER, WAYNE**  
KFH, Wichita, Kans.  
**EVANS, STEVE**  
KRUL, Corvallis, Ore.

— F —  
**FAIRCHILD, EDGAR  
(COOKIE)**  
Take It or Leave It, NBC.  
**FALBER, BEN**  
WTHI, Terre Haute, Ind.  
**FARBER, AGNES**  
KPLC, Lake Charles, La.  
**FARBER, BURT**  
Curtain Time, NBC.  
**FASCINATO, JACK**  
Kukla, Fran & Ollie  
NBC-TV  
**FAULKNER, CHARLES**  
WVWV, Falmont, W. Va.



**LEW WHITE**

Organist  
Composer  
Conductor

**RADIO - TELEVISION**

**CURRENT SHOWS**

Inner Sanctum—CBS  
Grand Central Station—CBS  
Portia Faces Life—NBC

RCA-Victor Recording Artist  
Columbia Picture Shorts

LExington 2-1100



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**DYNAMIC !**

*The Fabulous Fingers of  
Irving Fields*

## TOPS!

as an RCA VICTOR  
recording artist

1. "Miami Beach Rhumba" 26-9012
2. "The Wedding Song" 26-9035
3. "St. Louis Blues" 20-3369
4. "Scalawag" 20-3493
5. "Mexican Hotfoot" 20-3529
6. "Send Ten Pretty Flowers to My Gal in Tennessee"
7. "Puppets Holiday" 20-3577 (45) 47-3075
8. "The Wedding Samba" 20-3628
9. "Kitty"  
Just concluded successful  
appearance at  
ROXY THEATRE  
New York



## TOPS!

as a composer

1. Managua Nicaragua
2. Miami Beach Rhumba
3. Chillicothe, Ohio
4. Walter Thornton Rhumba
5. Morocco
6. Puppets Holiday
7. Kitty

### IRVING FIELDS TRIO

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HOTEL**

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NBC & MUTUAL  
NETWORKS

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concert at  
**CARNEGIE HALL**  
New York

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**FAYE, ALTA**  
WRR, Dallas, Tex.

**FEAREY, JACK**  
KVOS, Bellingham, Wash.

**FEINBERG, RICHARD**  
WBC, Chicago, Ill.

**FERRO, SAMMY**  
The Game Room, TV Sports Special  
WTTG, Washington, D. C.

**FESSLER, JEAN**  
WTAD, Quincy, Ill.

**FICKEN, NEIL**  
WALT, Tampa, Fla.

**FIEDLER, ARTHUR**  
Music America Loves Best—  
Robert Merrill with the Boston Pops Orchestra and Arthur Fiedler, NBC.

**FIELDING, JERRY**  
Life of Riley, NBC.

**FIELDS, IRVING**  
(See Radio-TV Artists)

**FINGER, ART**  
KXYZ, Houston, Tex.

**FLATH, P. HANS**  
KFRM, KMBC, Kansas City, Mo.

**FLEISCHMAN, MARGARET**  
WSPB, Sarasota, Fla.

**FLINT, WALTER H.**  
WGPC, Albany, Ga.

**FOLLOWILL, MURRAY**  
WLBK, De Kalb, Ill.

**FORD, CHARLIE**  
Garroway at Large  
NBC-TV

**FORD, LLOYD**  
KAYS, Hays, Kans.

**FORMAN, BILL**  
Father Knows Best; The Phil Harris-Alice Faye Show, NBC.

**POSTER, ORVILLE**  
WHOT, South Bend, Ind.

**FOX, LES**  
WMMW, Meriden, Conn.

**FRANCIS, JACK**  
WGAC, Augusta, Ga.

**FRANK, HARRY J.**  
WHA1, Greenfield, Mass.

**FRAUL, CLAUDE**  
WINN, Louisville, Ky.

**FREED, ALAN**  
WAKR, Akron, O.

**FREEMAN, HARRY**  
WLYN, Lynn, Mass.

**FREEMAN, TONY**  
KNBC, San Francisco, Calif.

**FRIAR, CHARLIE**  
WWNF, Fayetteville, N. C.

**FRIEND, GEORGE**  
WLAJ, Lakeland, Fla.

**FROST, JACK**  
KLER, Rochester, Minn.

**FRY, BETTY**  
WGPA, Bethlehem, Pa.

**FRYETT, MARY**  
KRUX, Phoenix, Ariz.

**FULLER, ROBERT**  
WBKA, Brockton, Mass.

**FULTON, DAVID K.**  
WALB, Albany, Ga.

ica's Song; Design for Listening, NBC.

**GANZ, GEORGE**  
KDSH, Boise, Idaho.

**GARLINGER, GEORGE**  
WPFB, Middletown, O.

**GARR, BILL**  
KWKW, Pasadena, Calif.

**GART, JOHN**  
B. June 6, 1905, Poland; Gabriel Heatter's A Brighter Tomorrow, WOR; Carrington Playhouse, WOR; A House In The Country, WOR; Big Town, NBC; MGM Columbia, RKO picture spots.

**GATRELLE, DON**  
KFJB, Marshalltown, Iowa

**GEYER, BILLY**  
WFDF, Flint, Mich.

**GIBSON, GERALD**  
WJOY, Burlington, Vt.

**GIBSON, LARRY**  
WRUF, Gainesville, Fla.

**GITZ, JEAN**  
KRDO, Colorado Springs, Colo.

**GIVEN, HELEN**  
WLBJ, Bowling Green, Ky.

**GLADDIN, FRANCES**  
WDAK, Columbus, Ga.

**GLEASON, BOB**  
WMSL, Decatur, Ala.

**GLUSKIN, LUD**  
B. New York, N. Y.; CBS West Coast Music Director; Suspense; My Friend Irma; Hollywood Music Hall; Philip Morris Playhouse; Sam Spade.

**GLYNN, JACK**  
KUBC, Montrose, Colo.

— G —

**GADY, MIKE**  
WOPI, Bristol, Tenn.

**GALLICHO, JOSEPH**  
Dave Garroway Show; Amer-

LUD GLUSKIN

GENERAL MUSICAL DIRECTOR  
CBS WESTERN DIVISION



HARRY SALTER

"STOP THE MUSIC"—ABC

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

**GOBBLE, MARTHA**  
KMYR, Denver, Colo.

**GOLDBERG, LOUIS**  
Boston, Mass.  
WCOP

**GOLLOTTE, GWEN**  
WLOX, Biloxi-Gulfport, Miss.

**GOODMAN, AL**  
Prudential Family Hour, CBS;  
Fred Allen Show; RCA Victor re-  
cording artist.

**GOTCH, ROBERT**  
KXOK, St. Louis, Mo.

**GOVIN, VI**  
WJPG, Green Bay, Wis.

**GOW, ARTHUR**  
KLZ, Denver, Col.

**GRADIN, HARRY**  
WDSM, Superior, Wis.

**GRAHAM, J. E.**  
WWGS, Tifton, Ga.

**GRAHAM, A. W.**  
WKST, New Castle, Pa.

**GRANT, BOBBIE**  
KSTV, Stephenville, Tex.

**GRANT, MARJORIE**  
WWXL, Peoria, Ill.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GREEN, BERNIE**  
Hogan's Daughter, NBC.

**GREENWOOD, TONY**  
WATR, Waterbury, Conn.

**GREGORY, BILLY**  
KWBU, Corpus Christi, Tex.

**GRISSOM, GAIL**  
WTTS, Bloomington, Ind.

**GROSS, AL**  
WKMH, Dearborn, Mich.

**GROW, LOU DEAN**  
KLX, Oakland, Calif.

**GRUND, MRS. LYNN**  
WAUD, Auburn, Ala.

**GRUNEWALD, ART**  
WNVA, Norton, Va.

**GRUTZE, MRS. MARIAN**  
KFYO, Lubbock, Tex.

**GUARNIERI, JOHNNY**  
Morry Amsterdam Show, Du-  
Mont, Gulf Road Show  
NBC-TV

**GUIDE, FAYE**  
WJXX, Jackson, Miss.

— H —

**HABECK, PHYLLIS**  
KWOA, Worthington, Minn.

**HACKETT, RAYMOND**  
KCBS, San Jose, Calif.

**HAENSCHEN, GUS**  
American Album of Familiar  
Music; The Pet Milk Show;  
The Bob Crosby Show, NBC.

**HALE, ETHELYN**  
WCKY, Cincinnati, O.

**HALL, WILLIAM J.**  
WKRT, Cortland, N. Y.

**HALVERSEN, ROY L.**  
KSUB, Cedar City, Utah

**HAMMERS, GENE**  
WHKK, Akron, O.

**HANSON, EARLE BARR**  
WIOD, Miami, Fla.

**HANSON, JOHN**  
KDEC, Decatur, Ga.

**HARDER, JOHN**  
KFXM, San Bernardino, Calif.

**HARDMAN, GLENN**  
KTUL, Tulsa, Okla.

**HARMON, J. BERTRAM**  
WGRC, Louisville, Ky.

**HARRILL, MARY**  
WBBO, Forest City, N. C.

**HARRILL, NELSON J.**  
WGWR, Asheboro, N. C.

**HARRIS, DR. ALBERT**  
NBC University Theatre; NBC  
Theater, NBC.

**HARRIS, BEA**  
WCLO, Janesville, Wis.

**HARRIS, PHIL**  
(See Radio-TV Artists)

**HARRIS, THOMAS W.**  
WHIB, Cookeville, Tenn.

**HARRISON, HERBERT**  
RPHK, Sacramento, Calif.

**HARTIGAN, DICK**  
WROW, Albany, N. Y.

**HARTLEY, JAMES**  
WGGG, Gainesville, Ga.

**HARTLINE, MARY**  
WENR-TV, Chicago, Ill.

**HARVEY, MARY**  
WGEM, Quincy, Ill.

**HARVEY, RICHARD**  
WSAP, Portsmouth, Va.

**HATCH, WILBUR**  
Camel Screen Guild Theatre,  
NBC.

**HAWLEY, SHIRLEY**  
KICP, Durango, Col.

**HAYDEN, ELAINE**  
WMRO, Aurora, Ill.

**HAYS, REX**  
WNAX, Yankton, S. Dak.

**HEADY, WAYNE**  
KTOP, Topeka, Kans.

**HEEB, WALTER**  
WJHL, Johnson City, Tenn.

**DON  
VOORHEES**

1949

"Bell Telephone Hour"

"Cavalcade of America"

**VICTOR  
YOUNG**

... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**HEJL, FRANK**  
WIM, Wilmington, Del.

**HELGESON, ROBERT**  
KISD, Sioux Falls, S. Dak.

**HENDERSON, MAX**  
WTAC, Flint, Mich.

**HENDRICK, HARRIET**  
KTW, Seattle, Wash.

**HENNESSY, THOMAS**  
WJBF, Augusta, Ga.

**HENRY, BUREL**  
WBHT, Harriman, Tenn.

**HENTON, ETHEL**  
WNBF, Binghamton, N. Y.

**HERMANN, RALPH**  
WMAW, Milwaukee, Wis.

**HERN, RUTH E.**  
WHAR, Clarksburg, W. Va.

**HERROLD, JIM**  
KOPR, Butte, Mont.

**HERRON, JOEL**  
WMGM, New York, N. Y.

**HESSLER, ROY**  
WDUZ, Green Bay, Wis.

**HESTERMAN, LENNIE**  
KMUR, Murray, Utah

**HIGGINS, BILL**  
KICD, Spencer, Ia.

**HILLARD, ANN**  
WACB, Kittanning, Pa.

**HILLMAN, ROC**  
KLAG, Hollywood, Calif.

**HIPPS, TOM**  
KAMQ, Amarillo, Tex.

**HOBBIE, CHARLES**  
KWBC, Ft. Worth, Tex.

**HOBBS, WILLIAM**  
KVEC, San Luis Obispo, Calif.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HÖHNER, HAROLD**  
KHMO, Hannibal, Mo.

**HOIT, CONNIE**  
WHSY, Hattiesburg, Miss.

**HOOKS, RALPH**  
KWSL, Lake Charles, La.

**HOFF, CARL**  
Kay Kyser's College of Musical Knowledge  
NBC-TV

**HOPKINS, RAY**  
WIBC, Indianapolis, Ind.

**HORSLEY, ROBERT**  
WMC, WACF, Memphis, Tenn.

**HOTT, IRWIN**  
WFRD, Worthington, O.

**HOUSER, ANN**  
WRUN, Umea, N. Y.

**HOUSTON, DOROTHY**  
KLPB, Minor, N. Dak.

**HOYDE, ANDRIENE**  
KMO, Tacoma, Wash.

**HOVEY, DON**  
WHO, Des Moines, Ia.

**HOWARD, EDDY**  
Saturday Dance Date, NBC.

**HOWARD, ERNEST**  
KVLG, Little Rock, Ark.

**HOWELL, BERNIE**  
KGNL, Amarillo, Tex.

**HOY, WALLY**  
KTES, Texarkana, Tex.

**HUBER, FRANK**  
WSNY, Schenectady, N. Y.

**HUGH, IVOR**  
WCCC, Hartford, Conn.

**HUGHES, JAMES L.**  
KSKY, Dallas, Tex.

**HYDE, WILLIAM JR.**  
WLAG, LaGrange, Ga.

— I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.

**IRKKE, ELMER**  
WEMP, Milwaukee, Wis.

**IMBROGLIO, JOSEPH**  
WFBR, Baltimore, Md.

**IRVING, GEORGE S.**  
WCMA, Corinth, Miss.

— J —

**JAAP, GEORGE**  
WDBC, Escanaba, Mich.

**JACKS, JORDAN**  
KCRG, Cedar Rapids, Ia.

**JACKSON, GUS**  
WEBC, Duluth, Minn.

**JACKSON, STELLA M.**  
WKAB, Mobile, Ala.

**JACOBS, DON**  
WCMB, Lemoyne, Pa.

**JAKLE, KEN**  
WBBH, Mattoon, Ill.

**JARRIS, DON**  
WWOD, Lynchburg, Va.

**JARVIS, MARIE**  
KARK, Little Rock, Ark.

**JELENSNIK, EUGENE**  
KDYL-TV, Salt Lake City, Utah

**JENSEN, ALICE**  
KVNJ, Fargo, N. Dak.

**JENSEN, BYRON**  
KOVO, Provo, Utah

**JEROME, JERRY**  
Bonny Maid Versatile Varieties  
NBC-TV  
Four Star Revue  
WPIX, New York, N. Y.

PAUL LAVALLE

Cities Service "Band of America"



HENRY SYLVERN



HANK SYLVERN

THEY MAKE MUSIC



# LYN MURRAY

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and  
Conducting

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## CHARLES PAUL

*Conductor - Composer*

"Mr. & Mrs. North"

CBS

**Martin Kane Private Eye**

NBT



"Rosa Rio Rhythms"

"Ted Malone"

"My True Story"

SChuyler 4-5700

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Arranger — Conductor

MUZAK

ASSOCIATED TRANSCRIPTIONS

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**JOHNSON, ARLENE**  
WKNA, Charleston, W. Va.

**JOHNSON, BENNY**  
KDLK, Del Rio, Tex.

**JOHNSON, RICHARD H.**  
WSVA, Harrisonburg, Va.

**JOHNSTON, W. R., JR.**  
WBIR, Knoxville, Tenn.

**JONES, DON**  
KWEI, Weiser, Ida.

**JONES, IMO**  
WCOH, Newnan, Ga.

**JONES, R. S.**  
KCMO, Kansas City, Mo.

**JONES, ROSEMARY**  
WQXI, Atlanta, Ga.

**JONES, ROY**  
WNOC, Covington, Ga.

**JONES, RUTH LEE**  
WMIE, Miami, Fla.

**JORDAN, JERRY**  
WNHC-TV, New Haven, Conn.

**JORDAN, MIKE**  
WLAT, Conway, S. C.

**J'NELL, Prunella**  
WBYS, Canton, Ill.

— **K** —

**KALER, RANDALL**  
WFAS, White Plains, N. Y.

**KATIMS, MILTON**  
The Ethel Merman Show; Music for Today; Music for Tonight; NBC Symphony; Henry Morgan Show; Eternal Light, NBC.

**KATZ, BERNARD**  
Anacin Hollywood Star Theatre, NBC.

**KAUFMAN, GEORGE**  
KBMW, Breckenridge, Minn.

**KAWAKAMI, DANIEL**  
KULA, Honolulu, Hawaii

**KAYE, DON**  
KOTV, Tulsa, Okla.

**KAYE, SAMMY**  
B. March 13, 1910, Cleveland, O.; Sunday Serenade, CBS; So You Want To Lead A Band; Disc Jockey Discoveries.

**KELLER, EARLE**  
WAVE, Louisville, Ky.

**KELLY, JACK**  
WCFL, Chicago, Ill.

**KELTON, LEE**  
WJAS, Pittsburgh, Pa.

**KENT, EDITH**  
KFAC, Los Angeles, Calif.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KIMBLE, WALTER**  
WDBO, Orlando, Fla.

**KING, JOHN**  
KAWT, Douglas, Ariz.

**KING, PEE WEE**  
(See Radio-TV Artists)

**KING, REX**  
KFIO, Spokane, Wash.

**KIPEN, MAURICE**  
WTMJ, Milwaukee, Wis.

**KIRBY, GEORGE**  
KLCN, Blytheville, Ark.

**KIRBY, RICHARD**  
WCHA, Chambersburg, Pa.

**KIRWAN, DENNY**  
WINZ, Hollywood, Fla.

**KLINE, ARMAND**  
KOD-TV, Albuquerque, N. Mex.

**KLYCE, KENNETH M.**  
WTPR, Paris, Tenn.

**KNIGHT, LARRY**  
WRCS, Ahsoskie, N. C.

**KNOTT, ALBERT**  
WKRM, Columbia, Tenn.

**KNUTSON, ULAMAE**  
WDLB, Marshfield, Wis.

**KOSLOFF, LOU**  
Life of Riley; Blondie, NBC.

**KOTTLEK, MISCHA**  
WWJ, Detroit, Mich.

**KOURY, REX**  
ABC, ABC-TV

**KOUSSEVITSKY, DR. SERGE**  
Boston Symphony—Dress Rehearsal, NBC.

**KREBS, ELMER**  
WISN, Milwaukee, Wis.

— **L** —

**LAMBERT, NORMAN**  
WLNZ, Bangor, Me.

**LAMBERTON, M. W.**  
KDN, Oroville, Calif.

**LANE, LORNA**  
WROK, Rockford, Ill.

**LANGE, HENRY**  
WHIO, Dayton, O.

**LAPAN, DON**  
KTRB, Modesto, Calif.

**LASH, CLIFF**  
Dixieland Limited  
WLAV-T, Cincinnati, O.

**LASZLOW, ALEXANDER**  
This Is Your Life, NBC.

**LAURIE, BILL**  
KEBE, Jacksonville, Tex.

**LAVALLE, PAUL**  
Cities Service Band of America, NBC, NBC-TV



**PAUL TAUBMAN**

ORGANIST

PIANIST

CONDUCTOR

RCA-Victor Recording Artist

**JIMMY LYTELL**

and his

“Delta Eight” Orchestra

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RCA Recorded Programs

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**LAVERY, DON**  
WJJD, Chicago, Ill.  
**LAVOIE, PAUL**  
WJR, Detroit, Mich.  
**LAWRENCE, NORMAN**  
WMIS, Natchez, Miss.  
**LEAGUE, EDWIN**  
WTMV, East St. Louis, Ill.  
**LEE, BOB**  
KCKOK, Tulare, Calif.  
**LEE, DUSTY**  
WBEL, Beloit, Wis.  
**LEE, HARRY**  
WBIZ, Lock Haven, Pa.  
**LEE, JIMMY**  
WZIP, Covington, Ky.  
**LEE, MEL**  
KTRR, Rolla, Mo.  
**LEHNHOFF, HENRY**  
KWED, Seguin, Tex.  
**LEIBERT, DICK**  
Dick Leibert, NBC.  
**LEMEN, MATT**  
KOPO, Tucson, Ariz.  
**LENZ, PHYLLIS**  
WLJO, East Liverpool, O.  
**LEURIG, HARRISON**  
WLPO, La Salle, Ill.  
**LEVERETT, LULU MAE**  
WVOP, Vidalia, Ga.  
**LEVEY, HAROLD**  
The Theatre Guild on the Air, NBC.  
**LEVIN, SYLVAN**  
WOR, New York, N. Y.  
Opera Concert, Arthur Lesser Show  
WOR-TV, New York, N. Y.  
**LEVINE, HENRY**  
Solitaire Time, NBC.

**LE WINTER, DAVID**  
Ambassador Hotel Orchestra, NBC.  
**LEWY, HENRY**  
KSON, San Diego, Calif.  
**LINDLEY, ROBERT**  
KBST, Big Spring, Tex.  
**LIPMAN, PAUL**  
Lights Out, NBC-TV  
**LITTLEPAGE, EVELYN R.**  
WMFT, Florence, Ala.  
**LIVELY, LEE**  
WLOW, Norfolk, Va.  
**LOCKHART, HARRY**  
KTHS, Hot Springs, Ark.  
**LOCKWOOD, LEE**  
WHBF, Benton Harbor, Mich.  
**LOFTSNESS, RAY**  
KSOO, Sioux Falls, S. Dak.  
**LOKEY, FRANK**  
WORD, Spartanburg, S. C.  
**LOMBARDO, GUY**  
Saturday Dance Date; Roosevelt Hotel Orchestra; The Guy Lombardo Show, NBC.  
**LONGFELLOW, WANNIE**  
KHOZ, Harrison, Ark.  
**LOPEZ, VINCENT**  
Luncheon with Lopez, NBC.  
**LOUISFELL, MARION PAYNE**  
WCOU, Lewiston, Me.  
**LUBIN, HARRY**  
Maxwell House Coffee Time starring George Burns & Gracie Allen, NBC.  
**LUDLOW, BEN**  
B. Ardmore, Pa.; Candlelight Review, NBC-TV; Mr. Feathers, MBS; Call The Police, CBS;


Scattergood Baines, MBS; The-saurus Transcriptions; Ezio Pinzo-Mary Martin Records.  
**LUGAR, JOE**  
Morning Matinee  
WLW-T, Cincinnati, O.

— **Mc** —

**MCARTHUR, RED**  
WHGB, Harrisburg, Pa.  
**McCUTCHAN, KEN**  
WKY, Evansville, Ind.  
**McCUNE, DOM**  
WPAR, Fairbanks, Alaska  
**McDERMOTT, CLARK**  
WRJM, Newport, R. I.  
**McGAUGHEY, WARREN**  
KNEB, Scottsbluff, Neb.  
**McGRATH, MARGARET E.**  
KOWH, Omaha, Neb.  
**McGRATH, NED**  
WBHL, Olean, N. Y.  
**McKINNEY, ALENE**  
KFAB, Omaha, Neb.  
**McLEAN, DON**  
KPYR, Bismarck, N. Dak.  
**McMANUS, JOHNNY**  
The Lamb's Bunch, NBC-TV  
**McNEIL, IDA A.**  
KGFX, Pierre, S. Dak.  
**McPHERSON, HUGH**  
WOAY, Oak Hill, W. Va.

— **M** —

**MAAS, DON**  
KSEM, Moses Lake, Wash.  
**MACKEY, J. WRIGHT**  
WRAK, Williamsport, Pa.  
**MALIN, M. L.**  
WWNH, Rochester, N. H.



**BEN LUDLOW**

MUSIC



**CARMEN MASTREN**

Conducting  
"Songs By Morton Downey"  
NBC

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

**MANN, EARL**  
KFGO, Fargo, N. Dak.  
**MANORSKY, MORRIS**  
A Tree Grows in Brooklyn,  
NBC.  
**MAPES, BILL**  
WROS, Decatur, Ala.  
**MARCEAUX, VERNÉ**  
WNMP, Evanston, Ill.  
**MARCOTTE, DONALD A.**  
WMAQ, Chicago, Ill.  
**MARS, PETER A.**  
WKLA, Ludington, Mich.  
**MARSHALL, JIMMY**  
WTOB, Winston-Salem, N. C.  
**MARTIN, KRIS**  
WACE, Chicopee, Mass.  
**MARTIN, NOEL D.**  
KOB, Albuquerque, N. Mex.  
**MASON, VIVIAN**  
KHUM, Eureka, Calif.

**MASTREN, CARMEN**  
**N.**  
B. Cahoes, N. Y.; Songs By  
Morton Downey, NBC, NBC-TV  
**MATTHEWS, SAM T.**  
KGKB, Tyler, Tex.  
**MAUGANS, WILLIAM**  
KSOK, Arkansas City, Kansas  
**MAUPIN, REX**  
WENR, WENR-TV, Chicago,  
Ill.  
**MAY, BILLY**  
The Adventures of Ozzie &  
Harriet, NBC.  
**MAYO, BILLY**  
WFAA, Dallas, Tex.  
**MAYS, VERLIN**  
WEHG, Bristol, Va.

**MEAKIN, JACK**  
The Great Gildersleeve, NBC.  
**MELNICK, KAY**  
WLOA, Braddock, Pa.  
**MENDELSON, FRED**  
WBXX, New York, N. Y.  
**MENDENHALL, MENDY**  
KASI, Ames, Ia.  
**MERLIN, YING**  
Enchanted Strings  
WPTX, New York, N. Y.  
**MESERVY, NORMAN**  
WOLF, Syracuse, N. Y.  
**METCHNEK, WILLIAM**  
WTCN, WTCN-TV,  
Minneapolis, Minn.  
**MEYER, MARY**  
KPOW, Powell, Wyo.  
**MICHAEL, ROBERT**  
WRTA, Altoona, Pa.  
**MILLER, DOROTHY**  
WEAM, Arlington, Va.  
**MILLER, FRIEDA**  
WTOO, Toledo, O.  
**MILLER, HARRISON A.**  
KIT, Yakima, Wash.  
**MILLER, JACK**  
The Aldrich Family, NBC.  
**MILLER, MAX**  
Club Canadagua  
WBEN-TV, Buffalo, N. Y.  
**MILLS, BILLY**  
Pibber McGee and Molly, NBC.  
**MILLS, JACK**  
KSIB, Creston, Ia.  
**MILSOP, JOSEPH**  
WCPA, Clearfield, Pa.  
**MILWEE, N. C. JR.**  
WHBS, & WHBS-TV, Hunts-  
ville, Ala.

**MINIARD, TOM**  
WCTA, Andalusia, Ala.  
**MISER, IRV**  
WMID, Atlantic City, N. J.  
**MITCHELL, BOB**  
KPL, Los Angeles, Calif.  
**MONROE, CAL**  
WCAI, Asbury Park, N. J.  
**MONROE, VAUGHN**  
B. Oct. 7, 1911, Akron, O.;  
Camel Show, CBS.  
**MONTGOMERY, PAUL**  
WFRC, Reidsville, N. C.  
**MOORE, A. RAYMOND**  
WHUM, Reading, Pa.  
**MOORE, FRED F.**  
WNDB, Daytona Beach, Fla.  
**MORAN, JACK**  
KURV, Edinburg, Tex.  
**MORGAN, JAMES**  
WNHC, TV, New  
Haven, Conn.  
**MORGAN, TOMMY**  
KOD-TV, Albuquerque,  
N. Mex.  
**MORGAN, WAYNE**  
WMFR, High Point, N. C.  
**MORRIS, BILL**  
WROM, Rome, Ga.  
**MORRIS, FRANK**  
WJAX, Jacksonville, Fla.  
**MORRIS, JOHN J.**  
WTOR, Torrington, Conn.  
**MORRISSETTE, RICHARD**  
WCHV, Charlottesville, Va.  
**MOSKAU, PAUL**  
KFEQ, St. Joseph, Mo.  
**MUNCH, CHARLES**  
Boston Symphony—Dress Re-  
hearsal, NBC.



**HENRY**  
("Solitary Time")  
**HOT-LIPS**  
("Chamber Music Society of  
Lower Basin Street")  
**LEVINE**



**PEE  
WEE  
KING**

ORCHESTRA WORLD MAGAZINE'S  
CHOICE AS  
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7:00-7:30 P.M. each Wednesday,  
Television-WAVE-TV

... **Orchestra Leaders-Conductors-Organists—Radio-TV** ...

**MUNN, MILTON**  
WICOU, Erie, Pa.  
**MURFF, FRED**  
WLA-C, Nashville, Tenn.  
**MURRAY, J. BRUCE**  
KWHK, Hutchinson, Kans.  
**MURRAY, JOHNNY**  
KLIF, Dallas, Tex.  
**MURRY, LYN**  
B. Dec. 6, 1909, London, Eng-  
land; Ford Theater, Hallmark  
Playhouse, Joan Davis Show.  
**MYERS, BILL**  
KTMG, McAlester, Okla.  
**MYERS, STANLEY**  
ABC, ABC-TV

— **N** —

**NALLE, BILLY**  
Children's Sketchbook, NBC-  
TV; I Remember Mama, CBS-  
TV; Kraft TV Theatre; NBC-  
TV; Colgate Theatre, NBC-TV;  
Candid Camera, NBC-TV  
**NAPIER, BYRON**  
KCRC, Enid, Okla.  
**NASH, BARNES**  
WHIS, Bluefield, W. Va.  
**NEAL, PAUL**  
WBNS, Columbus, O.  
**NEELY, UBERTO**  
Builders of Destiny  
WLW-T, Cincinnati, O.  
**NEIGHBOR, HOWARD**  
KVGB, Great Bend, Kans.  
**NELMS, WILLIAM**  
WTAX, Springfield, Ill.  
**NELSON, BOB**  
WBBQ, Augusta, Ga.

**NELSON, BOB**  
WUSN, Charleston, S. C.  
**NELSON, GEORGE**  
WHIT, New Bern, N. C.  
**NELSON, RUTH HULSE**  
The Mary Lee Taylor Show  
NBC  
**NEWCOMB, GENEVIEVE**  
WFAX, Falls Church, Va.  
**NEWLAND, MARIE**  
WSAT, Salisbury, N. C.  
**NEWTON, RALPH**  
KFDA, Amarillo, Tex.  
**NICHOLSON, JOHN F.**  
WTMC, Ocala, Fla.  
**NIDES, HARRY**  
WROL, Knoxville, Tenn.  
**NIDEVER, LAURA B.**  
KASH, Eugene, Ore.  
**NIYES, JONI**  
KICA, Clovis, N. Mex.  
**NININGER, EVELYN**  
WDBJ, Roanoke, Va.  
**NOBLE, ROGER**  
WSLI, Jackson, Miss.  
**NOLDER, MURL**  
KGLC, Miami, Okla.  
**NOLEN, BETTY HUGHES**  
KADA, Ada, Okla.  
**NORQUIST, JEANETTE**  
KFEL, Denver, Col.  
**NOVICH, LUCILLE**  
KWTX, Waco, Tex.  
**NUNNALLY, KATHERINE**  
WSSV, Petersburg, Va.

— **O** —

**O'BRIEN, GERRY**  
KTUC, Tucson, Ariz.

**OGLETREE, BILLIE**  
KVOP, Plainview, Tex.  
**O'HARA, JANE**  
WQAN, Scranton, Pa.  
**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.  
**O'NEILL, JOE**  
KYOO, Tulsa, Okla.  
**OPPEL, JERRY**  
ROLE, Port Arthur, Tex.  
**OSBORNE, HAROLD**  
WMBD, Peoria, Ill.  
**OSWALT, DOTTIE**  
KTAT, Frederick, Okla.  
**OVERSTREET, MAVIS**  
WSTL, Roanoke, Va.  
**OWEN, ELWYN**  
Meet the Meeks, NBC.  
**OWEN, EMLYN**  
KXEL, Waterloo, Ia.  
**OVLER, HAROLD**  
WEBQ, Harrisburgh, Ill.

— **P** —

**PADGETT, MATTIE I.**  
WIRC, Hickory, N. C.  
**PAGE, DOROTHY E.**  
WPAV, Portsmouth, O.  
**PAIGE, RAYMOND**  
Skyway To Stars  
CBS  
**PALMER, BILL**  
WDXB, Chattanooga, Tenn.  
**PAQUETTE, ARTHUR**  
WFCL, Providence, R. I.  
**PARIS, NORMAN**  
A Girl About Town  
NBC-TV  
**PARKER, MARY**  
KFFA, Helena, Ark.



**RICHARD DU PAGE**

A S C A P

COMPOSER — ARRANGER — CONDUCTOR  
COMPOSER OF—AFFAIRS OF PETER SALEM;  
MURDER BY EXPERTS; ADVENTURES OF THE  
FALCON WOR—Mutual

6 Burns St., Forest Hills, N.Y. 80Ulevard 3-0723



**GEORGE WRIGHT**

**... Orchestra Leaders-Conductors-Organists—Radio-TV ...**

**PARKS, STURLE J.**  
WHOC, Philadelphia, Pa.

**PATTERSON, ANDY**  
KMJ, Fresno, Calif.

**PAUL, CHARLES F.**  
B. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane Private Eye, NBC-TV; The Shadow, WOR; Lora Lawton, NBC; Young Dr. Malone, CBS; Nora Drake, CBS; Road of Life, NBC

**PAUL, NORMAN**  
KSJO, San Jose, Calif.

**PAVOLINO, MARY**  
WICA, Ashtabula, O.

**PEACOCK, MELVIN**  
WSAV, Savannah, Ga.

**PEEPLER, TRUDY**  
WWOL, Buffalo, N. Y.

**PECK, ALBERT**  
KROS, Clinton, Ia.

**PENTLAND, MARY ALICE**  
KYOR, Colorado Springs, Colo.

**PERKINS, JAMES**  
WBFB, Burlington, N. C.

**PETERSON, LAVERNE**  
WSAU, Wausau, Wis.

**PELEGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHILLIPS, A. G.**  
WLTC, Gastonia, N. C.

**PHILLIPS, GREGG**  
WJOL, Joliet, Ill.

**PHILLIPS, OREL**  
KDON, Santa Cruz, Calif.

**PICAZO, RACHEL**  
WMTG, Vanceleve, Ky.

**PICHE, MAURICE**  
KYSM, Mankato, Minn.

**PICKENS, CHAS.**  
WHBC, Canton, O.

**PIETERZ, GLADYS**  
WKAQ, San Juan, P. R.

**PILDNER, HENRY**  
WGAR, Cleveland, O.

**PILAUT, JIM**  
KPAN, Hereford, Tex.

**POINTEL, CHARLES H.**  
WRDW, Augusta, Ga.

**POMEROY, JOHN C.**  
WILS, Lansing, Mich.

**POTT, WILLARD**  
WHK, Cleveland, O.

**POTTER, CLIFFORDEAN**  
WOMI, Owensboro, Ky.

**POTTER, GEORGE**  
KIYI, Shelby, Mont.

**POWER, BARBARA**  
WPIK, Alexandria, Va.

**PRITCHARD, BOBBY**  
WCEC, Rocky Mount, N. C.

**PUDRASKA, JEANNE**  
WTWT, Stevens Point, Wis.

**PUTER, JACK**  
KFXJ, Grand Junction, Col.

**PUTNAM, JIM**  
WOLS, Florence, S. C.

**— R —**

**RAFFERTY, CARL L.**  
KJSK, Columbus, Neb.

**RAHBERS, PAUL**  
KRJF, Miles City, Mont.

**RAINEY, BRUCE**  
KSYL, Alexandria, La.

**RAMIREZ, JOSE RAUL**  
WIAC, San Juan, P. R.

**RAMIREZ, WALLACE**  
WAEI, Rayaguez, P. R.

**RANDALL, GORDIE**  
TV Showcase  
WRGB, Schenectady, N. Y.

**RANDOLPH, ELIZABETH**  
Story to Order, NBC.

**RAST, MALCOLM**  
WCOS, Columbia, S. C.

**RAVILIOUS, HOWARD**  
WDWD, Dawson, Ga.

**RAY, CARMEN**  
Sports Room  
WAAM, Baltimore, Md.

**REARDON, RUSS**  
WHEB, Portsmouth, N. H.

**REBER, DON**  
KVNU, Logan, Utah

**RECKINGER, KEN**  
WXLT, Ely, Minn.

**REED, JAMES**  
WAPX, Montgomery, Ala.

**REEDER, CHARLES**  
WICC, Bridgeport, Conn.

**REGAN, MATT**  
WBTA, Batavia, N. Y.

**REGNERY, MARLENE**  
WICC, Bridgeport, Conn.

**REININGER, JOHNNY**  
New Orleans Showcase  
WDSU-TV, New Orleans, La.

**REITMANN, BILL**  
KVSF, Santa Fe, N. Mex.

**REPINE, BURT T.**  
WRVA, Richmond, Va.

**REYNOLDS, CLARENCE**  
KOMA, Oklahoma City, Okla.

**REYNOLDS, JAMES**  
WPAL, Charleston, S. C.

**RIANHARD, CONRAD**  
WMBG, Richmond, Va.

**RICE, EDWARD**  
Voices Down the Wind, NBC.

**Art Van Damme Quintet**

**NBC-Chicago**

**“Reserved for Garroway”**

**CAPITOL RECORDING  
ARTISTS**

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**Personal Management**

**Jack Russell**





# ... Orchestra Leaders-Conductors-Organists—Radio-TV ...

- RICHARDS, HORACE**  
WPAM, Pottsville, Pa.
- RICHARDS, JOAN**  
WKID, Urbana, Ill.
- RICHARDS, DONALD W.**  
WFMJ, Youngstown, O.
- RICHARDSON, EDNA E.**  
WTMA, Charleston, S. C.
- RICHARDSON, HELEN**  
WAGC, Chattanooga, Tenn.
- RICHARDSON, MARY HESTER**  
WBML, Macon, Ga.
- RILEY, RALPH**  
WHIZ, Zanesville, O.
- RING, MARGARET**  
KXRX, San Jose, Calif.
- RIO, ROSA**  
My True Story, ABC; Ted Malone, ABC; Rose Rio Rhythms, ABC; Front Page Farrell, NBC; Lorenzo Jones, NBC; Cartoon Telletunes, ABC-TV. Also commercial films for RCA.
- RISER, BETTIE**  
WJEJ, Hagerstown, Md.
- ROBB, WILLIAM**  
WKIX, Columbia, S. C.
- ROEDER, DOROTHY**  
WJPS, Evansville, Ind.
- ROEGNER, RUPERT**  
KGCU, Mandan, N. Dak.
- ROHR, JACK**  
WCBM, Baltimore, Md.
- ROMANDY, DION**  
KFWB, Los Angeles, Calif.
- ROMEO, PAUL**  
WOV, New York, N. Y.
- ROONEY, VERNE**  
WLOL, Minneapolis, Minn.
- ROSE, DAVID**  
The Red Skelton Show, NBC.
- ROSS, JOHN**  
WBLJ, Dalton, Ga.
- ROSS, KAL**  
WPWA, Chester, Pa.
- ROSS, MURRAY**  
Colgate Sports Newsreel of the Air, NBC.
- ROSS, ROY**  
WNEW, New York, N. Y.
- ROTH, ALAN**  
Texaco Star Theater, NBC-TV.
- ROUNTREE, RUSS**  
KCOL, Fort Collins, Col.
- ROY, EL**  
WOMT, Manitowoc, Wis.
- RUCKER, STAN**  
WOW-TV, Omaha, Nebr.
- RUDD, WALLY**  
WDGY, Minneapolis, Minn.
- RUDDOLPH, JOSEPH**  
WAIT, Chicago, Ill.
- RUSSELL, HENRY**  
Henry Russell Music; Hollywood Radio City Orchestra; Hollywood Calling; NBC Theatre; Screen Directors Playhouse; The Dorothy Lamour Show, NBC.
- RUTLEDGE, JOHN**  
WJBO, Baton Rouge, La.
- RYAN, JOE**  
WALL, Middletown, N. Y.
- S —
- SAATKAMP, JACK**  
Family Time; Circle Arrow Show, NBC.
- SAGES, J. SULLIVAN**  
WBBS, Uniontown, Pa.
- SALERNO, SAM**  
KDAC, Ft. Bragg, Calif.
- SALSBERG, JOE**  
WARM, Scranton, Pa.
- SALTER, HARRY**  
If Pays To Be Ignorant, CBS; The Phil Silvers Arrow Show, NBC-TV.
- SANDERS, JELLY**  
KTIP, Porterville, Calif.
- SANFORD, CHARLES**  
Fireball-Fun-For-All, NBC-TV.
- SANTELMANN, WILLIAM**  
E. S. Marine Band, NBC.
- SARGENT, MICHAEL**  
WBIV, Bedford, Ind.
- SASLOWSKY, NICHOLAS**  
WEVD, New York, N. Y.
- SAVITT, LOUIS**  
WBRE, Wilkes-Barre, Pa.
- SAWYER, TOM**  
WHDQ, Orlando, Fla.
- SCHARF, WALTER**  
The Phil Harris-Alice Faye Show, NBC.
- SCHMALE, RICH**  
KHUB, Watsonville, Calif.
- SCHUMANN, WALTER**  
Draagnet, NBC.
- SCOTT, ADELLE**  
A Life in Your Hands, NBC.
- SCOTT, DALE**  
KSYC, Yreka, Calif.
- SCOTT, RAYMOND**  
Your Hit Parade; The Raymond Scott Quintet, NBC.
- SCOTT, WAYNE**  
WREL, Lexington, Va.
- SEAMAN, GORDON**  
WOKO, Albany, N. Y.
- SELINSKY, VLADIMIR**  
Big Story, NBC-TV.  
Electric Theatre, CBS.
- SEWALL, GRANT**  
KCBQ, San Diego, Calif.
- SHAEFFER, ISABEL**  
WSSS, Winston-Salem, N. C.
- SHANKLE, HUGH**  
WROB, West Point, Miss.
- SHARPE, H. H. III**  
WTRY, Troy, N. Y.
- SHAUNCE, GOLDA**  
WJPH, Joplin, Mo.
- SHAW, SUE**  
WIGG, Brunswick, Ga.
- SHAWYER, WILLIS**  
WKEY, Covington, Va.
- SHEAN, EARL**  
WJAR, Providence, R. I.
- SHELDON, EARL**  
B. Jan. 1, 1915, New York, N. Y.; Drene Shampoo Show, NBC; Musical Bouquet; Pinaud's Jack Smith Show, CBS; Pet Milk Show, NBC; '48 Gulf Spray; Bendix Transcriptions, Capitol Records, Muzck, Associated, London Records.
- SHELLY, RAYMOND**  
KANS, Wichita, Kans.
- SHOOP, DAVID**  
WHP, Harrisburg, Pa.
- SHREDNICK, MILTON**  
Sketches in Melody, NBC.
- SILFER, CARL**  
WAGE, Syracuse, N. Y.
- SIMEON, HARRY**  
Philco Television Playhouse, NBC-TV.
- SIMPSON, JOHN**  
KOTA, Rapid City, S. Dak.
- SLACK, PETER**  
KGER, Long Beach, Calif.
- SLATER, M. R.**  
WCAX, Burlington, Vt.
- SMITH, BEASLEY**  
WSM, Nashville, Tenn.
- SMITH, FRANCES**  
KOL, Seattle, Wash.
- SMITH, FRED**  
KALI, Pasadena, Calif.
- SMITH, HELEN**  
KECK, Odessa, Tex.
- SMITH HOWARD**  
Robert Q. Lewis Show, CBS.
- SMITH, JOHN**  
KSPA, Santa Paula, Calif.
- SMITH, LYLE**  
WJBC, Bloomington, Ill.
- SMITH, MERRILL**  
WIDE, Biddeford, Me.
- SONTAG, GEORGE**  
WOC, Davenport, Ia.
- SORENSEN, HAL**  
KELO, Sioux Falls, S. Dak.
- SOREY, VINCENT**  
Get-Together With Gambling, WOR-TV, New York, N. Y.
- SONSICK, HARRY**  
Philco Television Playhouse, NBC-TV.
- SPARKMAN, BETTY**  
WTOM, Bloomington, Ind.
- SPARROW, JOHNNY**  
WAAM, Baltimore, Md.
- SPEARS, SAMMY**  
Front Row Center, WABD, New York, N. Y.; Cavalcade of Stars, DuMont.
- SPECTOR, GILBERT A.**  
WLEE, Richmond, Va.
- SPRAGGINS, CLOIS**  
KENT, Shreveport, La.
- SPRINGER, HARRY**  
WENY, Elmira, N. Y.
- STABLE, DICK**  
The Martin and Lewis Show, NBC.
- STADLER, RICHARD**  
WMRN, Marion, O.
- STAHL, DICK**  
KMMJ, Grand Island, Neb.
- STANLEY, JAY**  
WAAT, Newark, N. J.
- STANLEY, LEONARD**  
Songs For Your Supper, Rehearsal Call, WXYZ-TV, Detroit, Mich.
- STARWYCK, STEVE**  
KGRH, Fayetteville, Ark.
- STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.
- STEIN, RALPH**  
WEW, St. Louis, Mo.
- STEPHENS, DAVID**  
WCAU, Philadelphia, Pa.
- STEPHENS, HAROLD**  
WDVA, Danville, Va.
- STERLING, EARL**  
KLIH, Twin Falls, Ida.
- STETLER, ROBERT**  
WLAN, Lancaster, Pa.
- STOKER, ED**  
KUTA, Salt Lake City, Utah
- STONE, ALBERT**  
WJMO, Cleveland, O.
- STONE, C.**  
KXLA, Pasadena, Calif.
- STORDAHL, AXEL**  
Your Hit Parade, NBC.
- STORM, RAY**  
KNOX, Grand Forks, N. Dak.
- STROTHERS, KEN**  
Let's Relax With The Four Quarters, WBEN-TV, Buffalo, N. Y.
- STUART, EARL**  
WVJ-TV, Detroit, Mich.
- SURIS, DOMINGO COLON**  
WPAB, Ponce, P. R.



... Orchestra Leaders-Conductors-Organists—Radio-TV ...

**SVEHLA, WALT**

WQAM, Miami, Fla.  
**SWENSON, MILDRED L.**  
 KWAT, Watertown, S. Dak.  
**SVBLIRUD, JERRY**  
 KMPC, Los Angeles, Calif.

**SYLVERN, HENRY**  
**"HANK"**

Bob Hawk Show, NBC-CBS-TV;  
 Puck Comic Weekly, NBC; This  
 Is Show Business, CBS-TV; Man  
 Against Crime, CBS-TV; Nick  
 Carter, WOR-Mutual.

— T —

**TAMBLYN, BOB**

WCSC, Charleston, S. C.

**TANNER, MARY JANE**

WIZE, Springfield, O.

**TATE, MALCOLM**

WFUN, Huntsville, Ala.

**TAUBMAN, PAUL**

The Adventures of Frank Merri-  
 well, NBC; Rosemary; Perry  
 Mason; True Detective; Mys-  
 terious Traveler; Lights  
 Out, NBC; The Clock, NBC-TV; Beni  
 Moore Paint Show, MBS; RCA  
 Victor Recording Artist.

**TAUSCH, DON**

KTBB, Tyler, Tex.

**TAYLOR, MRS. GARVIS**

KRIC, Beaumont, Tex.

**TEMPLETON, JOE**

KWHN, Ft. Smith, Ark.

**THELAN, MRS. ANN**

KELD, El Dorado, Ark.

**THOMAS, DICK**

WLEA, Hornell, N. Y.

**THOMAS, MRS. JANE**

KTBC, Austin, Tex.

**THOMAS, MILICENT**

WARL, Arlington, Va.

**THOMPSON, JINX**

Gunther TV Sports Special

WVAM, Baltimore, Md.

**THORNHILL, CLAUDE**

Saturday Dance Date, NBC.

**THRONSEN, DOROTHY**

KYA, San Francisco, Calif.

**THURSON, DEAN**

KLO, Ogdent, Utah

**TIBBELS, BILL**

KVMA, Magnolia, Ark.

**TIGHE, JIM**

WPHR, Wisconsin Rapids,  
 Wis.

**TIMM, CHARLES**

WSIV, Pekin, Ill.

**TOSCANINI, ARTURO**

NBC Symphony, NBC.

**TOWNE, GORDON**

WORZ, Orlando, Fla.

**TOWNSEND, WALLY**

OKLW, Detroit, Mich.; Wind-  
 sor, Ont.

**TREPEL, MIMI**

WLIB, New York, N. Y.

**TRIBBLE, MARTHA**

WGNS, Murfreesboro, Tenn.

**TRIMMER, WALTER**

WSRS, Cleveland, O.

**TRUDEAU, NED**

WABY, Albany, N. Y.

**TUCKER, SUE**

WKBY, Richmond, Ind.

**TYNE, JIM**

KDSJ, Deadwood, S. Dak.

— U —

**UNDERWOOD, PIERSON**

WQQW, Washington, D. C.

— V —

**VAGNONI, FRANK**

WJZ, New York, N. Y.

**VAN DRIEL, BOB**

KGGM, Albuquerque, N. Mex.

**VAN SICKLE, ANN**

WPDJ, Clarksburg, W. Va.

**VAN STEEDEN,**

**PETER**

Mr. District Attorney, NBC;

Break The Bank, NBC.

**VAN VELZER, DON KEITH**

KULJ, Walla Walla, Wash.

**VERGER, PRIM**

WIBR, Baton Rouge, La.

**VERNON, MAC**

KVER, Albuquerque, N. Mex.

**VILLAREAL, MANUEL**

DYBU, Cebu, P. I.

**VITZ, Katherine**

KIDD, Dumas, Tex.

**VOGT, GERALD**

WHEC, Rochester, N. Y.

**VOLGER, THELMA**

KWPC, Muscatine, Ia.

**VOORHEES, DON**

Telephone Hour, NBC; Cavalcade  
 Of America, NBC.

**VOSBIRGH, RICHARD**

WENE, Binghamton-Endicott,  
 N. Y.

— W —

**WACKS, LOU**

WMCA, New York, N. Y.

**WALKER, EDWARD C.**

WDAE, Tampa, Fla.

**WALKER, FRANKYE**

WFOY, St. Aug., Fla.

**WALKER, MARILYN**

KTRE, Lufkin, Tex.

**WALLACE, NEAL**

KFBC, Cheyenne, Wyo.

**WALLING, MARGARET**

WOPF, Dothan, Ala.

**WALSH, GORDON**

WVEC, Hampton, Va.

**WARING, FRED**

Fred Waring Show, WCBS-TV,  
 New York, N. Y.

**WATKINS, RICHARD L., JR.**

KSIM, Sikeston, Mo.

**WATTS, SAM**

KWBR, Oakland, Calif.

**WAYNE, ROGER**

WHLI, Hempstead, N. Y.

**WAYNICK, HOWARD**

Showcase  
 WFMY-TV, Greensboro, N. C.

**WEBB, LOU**

Another Song; Lou Webb, Or-  
 ganist; Morning Serenade;  
 "Words and Music," NBC.

**WEBER, HENRY**

U. S. Marine Band, NBC.

**WEILADT, ALLO**

WFBG, Altoona, Pa.

**WEILER, ROBERT J.**

KDIX, Dickinson, N. Dak.

**WEINER, MILTON**

WLW, Cincinnati, O.

**WELLS, MORTON**

WOW, WOW-TV, Omaha,  
 Nebr.

**WESTBROOK, HELEN**

Helen Westbrook, Organist; A  
 Life in Your Hands, NBC.

**WESTBY, HAROLD, JR.**

KAUS, Austin, Minn.

**WESTLEY, OSGOOD**

WLS, Chicago, Ill.

**WESTON, PAUL**

Chesterfield Supper Club, NBC.

**WHIPPLE, DOC**

Howdy Doody  
 NBC-TV

**WHITE, HOYT**

WENK, Union City, Tenn.

**WHITE, KEITH**

WICY, Malone, N. Y.

**WHITE, LEW**

Inner Sanctum, Grand Central  
 Station, Rose of My Dreams,  
 CBS; Portia Faces Life, NBC;  
 RCA-Victor Records, Columbia  
 Movie Shorts.

**WHITE, ORSON**

WRJN, Racine, Wis.

**WHITNEY, GLORIA**

KNAK, Salt Lake City, Utah

**WILBAR, R. D.**

WINS, New York, N. Y.

**WILCOX, ALFRED**

WAEB, Allentown, Pa.

**WILK, MARIE**

WWSW, Pittsburgh, Pa.

**WILLIAMS, GENE**

WSPD, Toledo, O.

**WILLISE, R. WILLIAM**

WDEM, Providence, R. I.

**WILLSON, MEREDITH**

Meredith Willson Show, NBC.

**WILSON, KENNETH**

WHDH, Boston, Mass.

**WILSON, WALTER**

WHOP, Hopkinsville, Ky.

**WOOLF, CARL**

WMVG, Milledgeville, Ga.

**WOOD, ROGER**

WIRA, Ft. Pierce, Fla.

**WOODMAN, BOB**

WWCO, Waterbury, Conn.

**WOODS, RICHARD**

KYJC, Medford, Ore.

**WRIGHT, GEORGE**

B. 1920, Orland, Calif.; Jack  
 Berch Show, ABC; Songs by Mor-  
 ton Downey, MBS; Maytag, NBC;  
 Your United Nations, NBC; The  
 Tex & Jinx Show, NBC; NBC  
 Thesaurus; Organist, Paramount  
 Theatre, N. Y.

**WILLEN, NORMAN**

WKBW, Buffalo, N. Y.

**WYLE, GEORGE**

The Alan Young Show, NBC.

— Y —

**YAEZELL, PAUL**

KTKT, Tucson, Ariz.

**YATES, CHARLIE**

WRRF, Washington, N. C.

**YOHE, CHARLES R.**

WBOC, Salisbury, Md.

**YOUNG, VICTOR**

B. Aug. 8, 1900, Chicago, Ill.;

Wrote Musical score for stage  
 play "A La Carte"; musical dir  
 for Paramount Pictures.

— Z —

**ZACHER, EUGENE**

WHAM, Rochester, N. Y.

**ZIEGENBEIN, FLEDA**

KFOR, Lincoln, Nebr.

**ZIMMERMAN, HARRY**

KHJ, KTSL, Hollywood, Calif.

**ZIMMERMAN, PAUL E.**

WMVA, Martinsville, Va.

**ROSCOE KARNS — INSIDE DETECTIVE**

**THE**



**OF MURDER**

*Created and written by*

**LAWRENCE MENKIN and CHARLES SPEER**

**RADIO and TV WRITERS**

**CARLTON E. MORSE**

**WRITER - PRODUCER**

**"ONE MAN'S FAMILY" . . . NBC and NBC-TV**

**"I LOVE A MYSTERY" . . . MBS**

# Radio-TV Writers

Advertising Agency—Network—Free Lance

— A —

**ARNOLD, PAUL**  
(See Radio-TV Artists)

**AYRES, KIRBY**  
Music You Know  
CBS

— B —

**BEASLEY, IRENE**  
(See Vocal Artists)

**BENOFF, MAC**  
B. Sept. 21, 1915, New York, N. Y.; Life with Luigi, CBS.

**BLAKE, PEGGY**  
David Harum  
NBC

**BLOOM, SI**  
Welcome Aboard, Buzz & Bill, KDKA, Pittsburgh, Pa.

**BORDEN, RUTH**  
Helen Trent  
CBS

**BOYLE, BETTY**  
Loni and Abner  
CBS

**BRAINARD, ED**  
Lombardland, U.S.A.  
MBS

**BURNETT, MURRAY**  
True Detective Mysteries  
MBS

— C —

**CARRINGTON, ELAINE**  
Pepper Young's Family  
NBC

**COHN, BOBBY**  
Henry Morgan Show  
NBC

**COLE, ALONZO D.**  
Casey, Crime Photographer  
CBS

**CONNELL, HOWARD**  
Stop The Music  
ABC

**CRISTY, PATRICIA**  
Pick A Date, ABC

— D —

**DERMAN, LOU**  
Life With Luigi  
CBS

— F —

**FAY, FAITH**  
Jack Berch Show  
NBC

**FIELDS, IRVING**  
(See Radio-TV Artists)

**FINKE, JACK**  
F.B.I. In Peace And War  
CBS

**FRIEDMAN, MORTON**  
B. Nov. 3, 1920, New York, N. Y.; NBC University Theatre, NBC; The Mood Is Murder, Transcribed Series; Bourjois Powderbox Theatre, CBS; Counter-spy, ABC; Abie's Irish Rose, NBC; U. S. Treasury Guest Star, Transcribed over 2,000 stations.

**CARL  
BIXBY**

*Life Can Be Beautiful*

—  
*Studio One*

—  
*Theatre Time*

•  
  
Sturges Highway  
Southport, Conn.

**JERRY MCGILL**

writer

director

producer

Per. Mgt. Bernard L. Schubert

## Radio-Television Writers

**FUNT, JULIAN**  
Young Doctor Malone  
CBS

### — G —

**GINNES, ABRAM S.**  
ABC

**GLAZER, TOM**  
B. Sept. 3, 1914, Philadelphia, Pa.; Tom Glazer's Ballad Box, We Care, Pick-A-Date, ABC; Tom, Tommie & Mac, WNBC.

**GOODWIN, NANCY**  
ABC-TV

**GREEN, JOHNNY**  
Blondie  
ABC

**GUINNES, ABRAM**  
Family Closeup  
ABC

### — H —

**HAUSER, DWIGHT**  
ABC

**HAZAM, LOU**  
Living, 1949  
NBC

**HENLEY, ARTHUR**  
Honeymoon in New York, NBC; We, the People, (Gulf); Kay Kyser Show, (Ford); You and Humor, CBS; 13 by Henley (Syndicated); Welcome Wagon (Transcribed).



Art Henley

**HEYWARD, LOUIS M.**  
Hannibal Cobb, ABC; Sing For Your Supper, MBS; Johnny Desmond Show, CBS-TV.

**HOLLAND, HERALD**  
Mr. Feathers  
MBS

**HOLLOWAY, JEAN**  
Mr. President  
ABC

**HULL, HARWOOD, JR.**  
Caribbean Crossroads  
MBS

**HUMBERT, ANNE**  
Stella Dallas  
NBC

### — I —

**ILO, SHIRLEY**  
Amos 'n' Andy  
CBS

**INGRAM, GAIL**  
Crime Photographer, Basil Rathbone Show, The Big Story, Inner Sanctum, Hi Parade, Highways in Melody

**INGRAM, HARRY**  
Crime Photographer, Inner Sanctum, Two On A Chue

### — J —

**JABLONS, MIKE**  
Pick A Date, ABC; Labor Speaks, MBS

**JAEGGIN, ALBERT H.**  
Melvin Elliott's 7 A.M. News-cast, WOR, New York, N. Y.

**JAMPEL, CARL**  
Arehie Andrews  
NBC

**JOINSON, JAY**  
The Fred Waring Show  
NBC

**JOINSON, WILLIAM**  
ABC

**JURIST, ED**  
The Aldrich Family  
NBC

### — K —

**KAYE, NIKKI**  
Charm Clinic, MBS; Charm, Inc., CBS-TV; Window Shopping, WNBC

**KELLEY, WALBOURN**  
ABC

**KELSY, JACK**  
Just Plain Bill  
NBC

**KENT, MONA**  
Portia Faces Life  
NBC

**KLEE, LAWRENCE**  
Mr. Keen  
CBS

### — L —

**LA FRANDRE, JACK**  
Chicago Theatre of the Air  
MBS

## MORTON FRIEDMAN

*Writer*

OVER 100 TOP RADIO AND MOTION  
PICTURE CREDITS — DRAMA —  
MYSTERY — MUSIC — COMEDY  
Including

"Counterspy" — "Abie's Irish Rose"

"The Mood Is Murder"

"NBC University Theatre"

133 E. 61 St., N.Y.C.      TE. 8-6659

## Radio-Television Writers

**LAKLAN, CARLI**  
Martha Deane Program, WOR

**LESLIE, ALEEN**  
Date With Judy  
ABC

**LEVINE, SAM**  
Treasury Varieties  
MBS

**LEVITT, GENE**  
The Adventures of Philip  
Marlowe  
CBS

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LEWIS, JERRY D.**  
This Is Your F.B.I.  
ABC

**LEWIS, MILTON**  
This Is Nora Drake  
CBS

**LLEWELLYN, JOHN**  
Johnny Desmond Show  
MBS

### — Mc —

**MacLEISH, RODERICK**  
ABC-TV

**McGILL, JERRY**  
Big Town, CBS; Mr. District Attorney, NBC; Appointment With Crime, ABC; One Way Street, ABC.

### — M —

**MACK, NILA**  
Let's Pretend  
CBS

**MANNON, KENNETH**  
ABC

**MARION, IRA**  
Modern Romances, MGM Theater of the Air, Special Report, Crime Does Not Pay, ABC

**MARTINI, ROLAND**  
The Pet Milk Show  
NBC

**MASON, LUCILE**  
ABC-TV

**MENKIN, LAWRENCE**  
Hands of Murder (producer); Inside Detective, Program Playhouse (director); DuMont; Guy Lombardo, ET's; New World A'Coming (director); WMCA; Mollie Mystery Theatre, NBC.

**MILLIGAN, HAROLD**  
Metropolitan Opera  
ABC

**MITCHELL, ROBERT**  
The Adventures of Philip  
Marlowe  
CBS

**MORRIS, FRANK**  
ABC

**MORSE, CARLETON**  
I Love A Mystery  
MBS

**MORWOOD, WILLIAM**  
The Road of Life  
NBC

**MOSS, HERBERT**  
Mother Knows Best  
CBS

**MULCAHY, RICHARD**  
ABC

### — N —

**NISS, STANLEY**  
Gangbusters  
CBS

### — P —

**PELLETIER, LOUIS**  
F.B.I. In Peace And War  
CBS

**PHILLIPS, ERNA**  
The Guiding Light  
CBS

**PUGIL, MADELYN**  
My Favorite Husband  
CBS

### — R —

**RAFAEL, WILLIAM T.**  
Kate Smith Calls, Old Gold Party Time, Let's Go to the Met, Thoughts In Passing, Sammy Kaye's Chrysler Showroom, ABC

**REDFORD, WILLIAM J.**  
ABC

**ROBERTSON, LAWRENCE**  
ABC

**ROBERT, JOHN**  
Inner Sanctum  
CBS

**ROSS, DON**  
Auction-Aire, ABC-TV; What's the Word?, KNBC (TV); What D'You Know?, RGEF; Hollywood Holiday, ABC.

**ROSTEN, NORMAN**  
The Telephone Hour  
NBC

**RUBIN, AARON**  
Henry Morgan Show  
NBC

### — S —

**SANGSTER, MARGARET**  
ABC

**SCHOEN, LILLIAN**  
Modern Romances, Roger Dann Show, ABC

**SHAW, BOB**  
Mr. District Attorney  
NBC

**SLOANE, ROBERT**  
Inner Sanctum  
CBS

**SOMMERS, JAY**  
Lumi and Abner  
CBS

### SPEER, CHARLES C.

B. Aug. 9, 1903, St. Augustine, Fla.; Hands of Murder, Inside Detective, WABD; Bockstoge With Barry, Kobbs Korner, CBS-TV; War Documentary, NBC-TV; Radio Hall of Fame, ABC; Believe It Or Not, NBC.

**STARK, SHELDON**  
Straight Arrow  
MBS

**STEIN, JOE**  
Henry Morgan Show  
NBC

**SYNOR, PAUL**  
Pick A Date, ABC

### — T —

**TARLOFF, FRANK**  
The Aldrich Family  
NBC

**TODD, ELIZABETH**  
Young Widder Brown  
NBC

**TOKAR, NORMAN**  
The Aldrich Family  
NBC

**TOLL, TED**  
ABC

**TOVROV, ORIN**  
Brighter Day  
CBS

### — V —

**VENDIG, IRVING**  
Perry Mason  
CBS

**VITTES, LOU**  
The Affairs of Peter Salem  
MBS

### — W —

**WALPOLE, HELEN**  
B. Birmingham, Ala.; Stella Dallas, Katie's Daughter; Our Gal Sunday (3 years); Lora Lawton (2 years); Second Husband (1 year); Adventure in Reading (3 years); Various Mystery Shows.

**WANG, GENE**  
The Falcon  
MBS

**WEDIN, HARFIELD**  
ABC

**WEIDENBAAR, CLAIR**  
ABC

**WILLIAMS, DREW**  
Mutual Newsreel  
MBS

**WISHENGRAD, MORTON**  
The Eternal Light  
NBC

**WITTY, DONALD L.**  
Modern Romances, ABC

**WOLF, WINERFERD**  
Marriage For Two  
NBC

**WOOLLEN, RICHARD**  
ABC

**WORMSER, JACK**  
ABC

### — Y —

**YOUNG, JOHN M.**  
Right to Happiness,  
The Road of Life  
NBC



## Geoff Davis

SPORTSCASTER-ANNOUNCER

**4**<sup>th</sup> successful year in N. Y.

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My sincere thanks and appreciation  
to those who have made  
this possible

Radio Offer Company  
Paramount Pictures  
American Schools  
N. Y. World-Telegram & The Sun  
Loew's Incorporated  
Thom McAn  
Station WINS  
The Crosley Broadcasting Corporation



# Announcers

(RADIO AND TELEVISION)

*-their work during 1949*

## — A —

**ABBOTT, BOB**  
KAUS, Austin, Minn.

**ABELES, SEYMOUR**  
WBEN-TV, Buffalo, N. Y.

**ABRAMS, SOL**  
WGAU, Athens, Ga.

**ADAMS, BERNIE**  
WMBR, Jacksonville, Fla.

**ADAMS, BILL**  
WHOC, Philadelphia, Miss.

**ADAMS, DANA**  
KFDX, Wichita Falls, Tex.

**ADAMS, DEAN**  
WNAE, Norristown, Pa.

**ADAMS, LARRY**  
WVJS, Owensboro, Ky.

**ADAMS, JIM**  
WDSC, Dillon, S. C.

**ADCOCK, WILLIAM**  
WHNC, Henderson, N. C.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ADKINS, JOHN**  
WTCO, Campbellsville, Ky.

**ADRIAN, VIC**  
WQBC, Vicksburg, Miss.

**AGNEW, JOHN**  
WHKC, Columbus, O.

**AHERN, JOHN**  
KYJC, Medford, Ore.

**ALBERTS, NICKY**  
WAZL, Hazleton, Pa.

**ALBIN, NATHAN E.**  
KYCA, Prescott, Ariz.

**ALBRECHT, KEN**  
KVOB, Alexandria, La.

**ALDRICH, BILL**  
WSRS, Cleveland, O.

**ALDRIDGE, I. JAY**  
WROB, West Point, Miss.

**ALEXANDER, CLARK**  
WHLL, Hempstead, L. I.

**ALEXANDER, JACK**  
KTVL, Tulsa, Okla.

**ALLAN, FRANK**  
KECK, Odessa, Tex.

**ALLBAUGH, BILL**  
KASI, Ames, Ia.

**ALLEN, BOB**  
KWED, Seguin, Tex.

**ALLEN, BOYD**  
KROY, Sacramento, Calif.

**ALLEN, DAVE**  
KXLW, St. Louis, Mo.

**ALLEN, PATRICK**  
Curtain Times, NBC.

**ALLEN, REG**  
WTOP, Washington, D. C.

**ALLEN, WAYNE**  
KSEL, Lubbock, Tex.

**ALLGOOD, BILL**  
WMOC, Covington, Ga.

**ALLIN, HENRY**  
WLAP, Lexington, Ky.

**ALLINGER, RALPH**  
WRUN, Utica, N. Y.

**ALLISON, DAN**  
WICC, Bridgeport, Conn.

**ALSPAUGH, BILL**  
WRAL, Raleigh, N. C.

**ALSUP, JOE**  
WDEF, Chattanooga, Tenn.

**ALTMAN, LEN**  
WSAR, Fall River, Mass.

**AMBROSE, ROY**  
WTUX, Wilmington, Del.

**ANDERSON, BILL**  
WJOC, Jamestown, N. Y.

**ANDERSON, CARL**  
WFOR, Hattiesburg, Miss.

**ANDERSON, MILTON**  
WJAS, Pittsburgh, Pa.

**ANDERSON, ORVAL**  
KGFJ, Hollywood, Calif.

**ANDERSON, PAUL**  
WEW, St. Louis, Mo.

**ANDERSON, SAMMY**  
WAEB, Allentown, Pa.

**ANDRES, JOE**  
WMAW, Milwaukee, Wis.

**ANDREWS, DON**  
WKNX, Saginaw, Mich.

**ANNAND, FRANK**  
WCHS, Charleston, W. Va.

## ANSBRO, GEORGE

Go For The House (ABC); Young  
Widder Brown (NBC); Talk Your  
Way Out Of It (ABC); Pick A  
Date With Buddy Rogers (ABC).

**ANSON, BRUCE**  
KGFJ, Hollywood, Calif.

**ANTHONY, ALLEN C.**  
Dr. I. Q.; Dr. I. Q. Jr., NBC.

**ANTHONY, BOB**  
WIRL, Peoria, Ill.

**ANTHONY, TED**  
WTVJ, Miami, Fla.

**ARDREY, BOB**  
WMID, Atlantic City, N. J.

**ARMISTEAD, JIM**  
WRNO, Orangeburg, S. C.

**ARMSTRONG, TOM**  
WGAR, Cleveland, O.

**ARNOLD, BILL**  
WHSY, Hattiesburg, Miss.

**ARNOLD, GARY**  
WDUN, Gainesville, Ga.

**ARNOLD, WALTER**  
ABC, ABC-TV.

**ARRASMITH, HERBERT**  
KERN, Bakersfield, Calif.

**ARTER, MALCUM**  
WOKK, Sunbury, Pa.

**ARTHUR, JACK**  
Eddie Albert Show, NBC.

**ARTHUR, JERRY**  
WLAD, Danbury, Conn.

**ARTIURS, BILL**  
WRFD, Worthington, O.

**ARTMAN, PAUL**  
WJPR, Greenville, Miss.

**ASHBURN, RON**  
WNOX, Knoxville, Tenn.

**ASHER, JOE**  
WLAP, Lexington, Ky.

**ASHLEY, ART**  
WONS, Hartford, Conn.

**ASHLEY, BARBEE**  
WJPR, Greenville, Miss.

**ASHTON, WARREN**  
WIMS, Michigan City, Ind.

**ATER, TOM**  
WKAB, Mobile, Ala.

**ATKERSON, PAUL**  
KALI, Pasadena, Calif.

**ATKINS, THEARON O.**  
WATO, Oak Ridge, Tenn.

**ATWELL, HOWARD**  
WVPO, Stroudsburg, Pa.

**AUSTIN, FLETCHER**  
WBT, Charlotte, N. C.

**AVERBACH, BERNARD J.**  
WBAB, Atlantic City, N. J.

**AVERBACH, HY**  
B. 1920, Minn.; Bob Hope Show,  
NBC.

**AVERY, CHARLES**  
WFPG, Atlantic City, N. J.

## — B —

**BARCOCK, FRANK**  
KXYZ, Houston, Tex.

**BARCOCK, WILLIAM**  
WJAS, Pittsburgh, Pa.

**BACON, NORMAN**  
WOC, Davenport, Ia.

**BAGDASARIAN, ALBERT**  
WNBZ, Saranac Lake, N. Y.

**BAILEY, BILL**  
KTOK, Oklahoma City, Okla.

**BAILEY, BILL**  
KTHS, Hot Springs, Ark.

**BAILEY, BILL**  
WLS, Chicago, Ill.

**BAILEY, BOB**  
WCAV, Norfolk, Va.

**BAILEY, LEM**  
WCOV, Montgomery, Ala.

**BAKER, ART**  
B. January 7, 1898, New York,  
N. Y.; Art Baker's Notebook,  
ABC; Triple Feature Theatre,  
ABC-TV.

**BAKER, BYRON**  
KALB, Alexandria, La.

**BAKER, DEAN**  
KGVJ, Greenville, Tex.

**BAKER, FRANK**  
WALA, Mobile, Ala.

**BAKER, PAUL**  
WLAD, Danbury, Conn.

**BAKER, ROLAND**  
KXYZ, Houston, Tex.

**BAKER, TOBY**  
WELI, New Haven, Conn.

**BALL, GEORGE**  
WHLL, Hempstead, L. I.

**BALL, JACK**  
KSAN, San Francisco, Calif.

**BALL, NOEL**  
KSWM, Joplin, Mo.

**BALL, ROGER**  
WALT, Tampa, Fla.

**BALLANCE, WILLIS B.**  
KOA, Denver, Colo.

## Announcers—Radio-Television

- BALLINGER, ART**  
This Is Your Life, NBC.
- BANKS, HAL**  
WQQW, Washington, D. C.
- BARATH, RAY**  
WKIX, Columbia, S. C.
- BARBER, DON**  
WGHS, Miami, Fla.
- BARBER, JULIAN**  
WAYS, Charlotte, N. C.
- BARBER, ROBERT**  
WCTM, Cumberland, Md.
- BARBER, DICK**  
KLZ, Denver, Colo.
- BARKER, JIM**  
WJNC, Jacksonville, N. C.
- BARKER, MARK V., JR.**  
WDUK, Durham, N. C.
- BARKLEY, ALAN**  
WAMS, Wilmington, Del.
- BARNETT, GRIFF**  
The Phil Harris-Alice Faye Show, NBC.
- BARRETT, G. ELLIS**  
WPTR, Albany, N. Y.
- BARRON, BILL**  
WOWO, Fort Wayne, Ind.
- BARRY, JACK**  
WJOY, Burlington, Vt.
- BARRY, NORM**  
WNBQ, Chicago, Ill.
- BARRY, NORMAN**  
WMAQ, Chicago, Ill.
- BARTLELL, PAUL**  
WFOX, Milwaukee, Wis.
- BARTHEL, BURK**  
KOL, Seattle, Wash.
- BARTLETTE, RAY**  
KWKH, Shreveport, La.
- BARTON, FRANK**  
KNHH, Hollywood, Calif.
- BARUCH, ANDRE**  
Your Hit Parade: Light Up Time, NBC.
- BARUTH, JACK L.**  
WGVM, Greenville, Miss.
- BATCHELDER, JOHN**  
WRC, Washington, D. C.
- BATCHELER, DICK**  
WDBO, Orlando, Fla.
- BATE, RICHARD**  
WVNB, Daytona Beach, Fla.
- BATSON, GAY**  
WDSU, New Orleans, La.
- BAUER, GEORGE**  
WGN-TV, Chicago, Ill.
- BAUMAN, BILL**  
KVNJ, Fargo, N. Dak.
- BAXTER, ROY**  
WBNS, New York, N. Y.
- BEATTY, ROSS**  
WELM, Elmira, N. Y.
- BEATTY, WILLIAM**  
WFLA, Tampa, Fla.
- BEAUMONT, PERRY**  
WLOK, Lima, O.
- BECKER, SANDY**  
Young Dr. Malone  
CBS.
- BEDAN, BIRD**  
WEAC, Plattsburg, N. Y.
- BEDFORD, PAUL**  
WFMJ, Youngstown, O.
- BEECHAM, WALLY**  
WKRK, Columbia, Tenn.
- BEGHOLD, KENNETH**  
WGBI, Scranton, Pa.
- BEKAS, TONY**  
WHGB, Harrisburg, Pa.
- BELANEY, BILL**  
WCOL, Columbus, O.
- BELL, "GABBY"**  
WBRC-TV, Birmingham, Ala.
- BELLAH, MILTON**  
WDAE, Savannah, Ga.
- BELLAIRS, MAL**  
WCFL, Chicago, Ill.
- BELLER, BOB**  
KIND, Independence, Kans.
- BENGTSON, CHARLES**  
WATR, Waterbury, Conn.
- BENNETT, BERN**  
Sing It Again, This Is Show Business (TV), Abe Burrows (TV)  
CBS.
- BENNETT, BING**  
WSKY, Asheville, N. C.
- BENNETT, RAY**  
KGA, Spokane, Wash.
- BENNVICK, DICK**  
WGIV, Charlotte, N. C.
- BENSON, BOB**  
KYW, Philadelphia, Pa.
- BENSON, IRL**  
WMPS, Memphis, Tenn.
- BENSON, JERRY**  
WGAT, Utica, N. Y.
- BENSON, ROBERT**  
KFAM, St. Cloud, Minn.
- BENWARE, REX**  
WQXR, New York, N. Y.
- BERG, LEE**  
KBON, Omaha, Nebr.
- BERLIN, PAUL**  
WHHM, Memphis, Tenn.
- BERNARD, CHUCK**  
WMJ, Fresno, Calif.



**CY HARRICE**

## Announcers—Radio-Television

- BERNIER, GUS**  
WMUR, Manchester, N. H.
- BURNS, BILL**  
Act II Out, NBC-TV.
- BERRY, BILL**  
WDBO, Orlando, Fla.
- BETTERS, MITCHELL**  
WTHF, Hartford, Conn.
- BETTINSON, WIN**  
WLYN, Lynn, Mass.
- BEUTE, ROBERT L.**  
WKAT, Miami Beach, Fla.
- BEWICK, DOUGLAS**  
WSPR, Springfield, Mass.
- BIYENS, BILL**  
The Fred Waring Show, NBC.
- BIGLER, TOM**  
WILK, Wilkes-Barre, Pa.
- BILL, CHUCK**  
WJJD, Chicago, Ill.
- BILLINGSLEY, BILL**  
WTOB, Winston-Salem, N. C.
- BIRDAS, GEORGE**  
WLNA, Peekskill, N. Y.
- BIRMINGHAM, JOHN**  
WNBZ, Saranac Lake, N. Y.
- BISH, DON**  
KGEM, Boise, Ida.
- BITERMAN, JACK**  
WABB, Mobile, Ala.
- BLACK, ALAN**  
WJIT, Pittsburgh, Pa.
- BLACK, BERNIE**  
WGPA, Bethlehem, Pa.
- BLACK, BUDDY**  
KCKN, Kansas City, Mo.
- BLACK, CHARLES A.**  
WSAT, Cincinnati, O.
- BLACK, HOWARD**  
KOY, Phoenix, Ariz.
- BLACK, JOE**  
WHK, Cleveland, O.
- BLAKELEY, CLINT**  
WAFM-TV, Birmingham, Ala.
- BLAKELY, CLINTON**  
WAPI, Birmingham, Ala.
- BLAND, CECIL**  
KPIBS, Shreveport, La.
- BLANTON, WALLY**  
KFJZ, Fort Worth, Tex.
- BLECKLEY, W. JOHN**  
WJMR, New Orleans, La.
- BIENHEIM, LARRY**  
WMGM, New York, N. Y.
- BLISS, HOMER**  
WHAM-TV, Rochester, N. Y.
- BLOCK, MARTIN**  
Chesterfield Supper Club, NBC.  
NBC-TV.
- BLOUNT, DAVE**  
WGGG, Gainesville, Fla.
- BLUEBAUGH, PAUL V.**  
KTEN, Denver, Colo.
- BOBB, CHARLES J.**  
KYOB, Alexandria, La.
- BODOCK, BUDDY**  
WEAS, Atlanta, Ga.
- BODIE, ARMAND**  
WSOC, Charlotte, N. C.
- BODKIN, LARRY**  
WTAL, Tallahassee, Fla.
- BOGDEN, HILARY**  
WJAS, Pittsburgh, Pa.
- BOHACK, WILLIAM**  
WPAT, Paterson, N. J.
- BOIVIN, JAY**  
WFEA, Manchester, N. H.
- BOLLINGER, GENE**  
WEGO, Concord, N. C.
- BOLLWINKEL, CALVIN**  
WHUC, Hudson, N. Y.
- BOLTON, JOE**  
WPIX, New York, N. Y.
- BOLTON, LESLIE R.**  
KARK, Little Rock, Ark.
- BOND, FORD**  
Cities Service Band of America; Manhattan Merry-Go-Round; American Album of Familiar Music, NBC.
- BONDARIN, AVRAM**  
KFOR, Lincoln, Nebr.
- BOOTH, VIRGIL**  
WKBW, Buffalo, N. Y.
- BOULDEN, ARTHUR**  
CKLW, Detroit, Mich.
- BOULTON, MILO**  
The Phil Silvers Arrow Show, NBC-TV.
- BOYARD, BOB**  
KWBR, Oakland, Calif.
- BOWERS, BILL**  
KOTV, Tulsa, Okla.
- BOWER, BOB**  
WTPP, Charleston, W. Va.
- BOWMAN, GUY**  
WJJB-TV, Detroit, Mich.
- BOYD, HARVEY**  
KWBC, Ft. Worth, Tex.
- BOYETTE, PAT**  
KTSA, San Antonio, Tex.
- BOYLES, CHARLES**  
KOCCY, Oklahoma City, Okla.
- BOYSEN, JAMES**  
WTCN, Minneapolis, Minn.
- BRADFORD, JOHN**  
WINS, New York, N. Y.
- BRADLEY, BILL**  
WJTN, Jamestown, N. Y.



# HUGH JAMES

PL 7-0700

## Announcers—Radio-Television

- BADLEY, ROBERT**  
WMIL, Milwaukee, Wis.
- BRAND, LUTHER**  
WFBM, Indianapolis, Ind.
- BRENNAN, BILL**  
WJOY, Burlington, Vt.
- BRENNAN, DAN**  
WVOK, Birmingham, Ala.
- BRENNER, PAUL**  
Requestfully Yours, WAAT;  
Miss Television of '49, March  
of Talent, WATV.
- BREVIK, ERNIE**  
WDAY, Fargo, N. Dak.
- BREWER, BOB**  
KOTV, Tulsa, Okla.
- BROKAW, JAMES**  
WCOP, Boston, Mass.
- BROOK PHIL**  
WNDB, Daytona Beach, Fla.
- BROOKS, MIKE**  
WBIG, Greensboro, N. C.
- BROPHY, WILLIAM**  
WTHT, Hartford, Conn.
- BROWN, BERNARD**  
WAGA, Atlanta, Ga.
- BROWN, BILL**  
WLW, Cincinnati, O.
- BROWN, BLAIR**  
WWDC, Washington, D. C.
- BROWN, DANIEL W.**  
KTIN, Denver, Colo.
- BROWN, E. FRANK**  
KXLW, St. Louis, Mo.
- BROWN, GERALD**  
WGRC, Louisville, Ky.
- BROWN, HOWARD**  
WFIL, Philadelphia, Pa.
- BROWN, LARRY**  
WGGB, Freeport, N. Y.
- BROWN, LEONARD**  
WMBH, Joplin, Mo.
- BROWN, LEONARD**  
KTW, Seattle, Wash.
- BROWN, MARVIN**  
WMOU, Berlin, N. H.
- BROWN, NELSON**  
WNLC, New London, Conn.
- BROWN, PERRY**  
WHEN, Syracuse, N. Y.
- BROWN, R. FRED, JR.**  
WLOS, Asheville, N. C.
- BROWNE, TOM**  
WKBC, N. Wilkesboro, N. C.
- BROWNING, DOUGLAS  
THOMAS**  
Champion Spark Plug, Harry  
Wisner, ABC
- BROWNING, REED**  
ABC, ABC-TV
- BRICKELL, BOB V.**  
KIXL, Dallas, Tex.
- BRICKHOUSE, JACK**  
(See Sports Commentators).
- BRIGHT, ROBIN**  
WKLO, Louisville, Ky.
- BRINKLY, JACK**  
WLS, Chicago, Ill.
- BRINKLEY, JACK**  
B. Nov. 30, 1906, Oxford, N. C.;  
Judy & Jane, Transcription Net  
of 25 stations; Children's Hour,  
(WLS); WLS Evening Hour (WLS);  
Little Brown Church of the Air,  
(WLS); Reading the Funnies  
(WLS); Musical Turnabout  
(WLS).
- BRISCOE, ROY**  
WSTV, Steubenville, O.
- BRISSENDING, ROBERT**  
WERD, Atlanta, Ga.
- BRUMM, LEO A.**  
WTOC, Savannah, Ga.
- BRUNER, BOB**  
WXLW, Indianapolis, Ind.
- BRUNNER, LARRY**  
WCKY, Cincinnati, O.
- BRYAN, DON**  
WFNC, Fayetteville, N. C.
- BRYAN, GEORGE**  
Talent Scouts, Lucky Pup  
(TV), WCBS News  
CBS
- BRYANT, ED**  
WFBL, Syracuse, N. Y.
- BRYANT, TED**  
KWWB, Walla Walla, Wash.
- BRYSAN, JOHN**  
WENR-TV, Chicago, Ill.
- BRYSON, JOHN**  
WENR, Chicago, Ill.
- BUCHANAN, BRUCE**  
WMFD, Wilmington, N. C.
- BUCHANAN, PAUL**  
WTOM, Bloomington, Ind.
- BUCHANAN, GENE**  
WIL, St. Louis, Mo.
- BUCK, LOUIS**  
Grand Ole Opry, NBC.
- BUDD, MILTON**  
WMBD, Peoria, Ill.
- BUNN, JAMES W.**  
Chandu, Kate Smith, Family  
Closeup, ABC;  
Stop the Music, ABC-TV
- BURGESS, RALPH**  
WGBA, Columbus, Ga.
- BURK, TED**  
WLBC, Muncie, Ind.

# RALPH PAUL

### ✓ ANNOUNCER

"TRUE DETECTIVE MYSTERIES"—MBS  
"GUY LOMBARDO SHOW"—WNBC  
"MOTHER KNOWS BEST"—CBS

### ✓ M. C.

"SECOND HONEYMOON" (Daily)—WOR

### ✓ NEWSCASTER

"NEWSWEEK PERISCOPE"—WOR



**Announcers—Radio-Television**

**BURNETT, JIM**  
WFMJ, Youngstown, O.  
**BURNS, AL**  
WLYN, Lynn, Mass.  
**BURNS, EDWARD J.**  
WGN, Newburgh, N. Y.  
**BURNS, ROG**  
WBEL, Beloit, Wis.  
**BUSH, DON**  
WOWO, Fort Wayne, Ind.  
**BUSSARD, ADALINE**  
KWVB, Walla Walla, ash.  
**BUTLER, HARRY W.**  
WHIO, Dayton, O.  
**BUTLER, JAY**  
KFRM-KMBC, Kansas City, Mo.  
**BYASSEE, ROBERT**  
WEW, St. Louis, Mo.

—C—

**CABLE, LOWELL D.**  
KVOA, Tucson, Ariz.  
**CADWELL, CLYDE**  
KFVD, Los Angeles, Calif.  
**CALVERT, WILLIAM**  
WCCC, Hartford, Conn.  
**CAMPBELL, BUD**  
WIBR, Baton Rouge, La.  
**CAMPBELL, DAVE**  
WAPI, Birmingham, Ala.  
**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.  
**CAMPBELL, DAVE**  
WBT, Charlotte, N. C.  
**CAMPBELL, GEORGE**  
WILD, Niagara Falls, N. Y.  
**CAMPBELL, JACK**  
KANS, Wichita, Kans.

**CAMPBELL, MALCOLM**  
WCUM, Cumberland, Md.  
**CAMPBELL, REX**  
KSL, Salt Lake City, Utah  
**CANFIELD, GIL**  
WEWS, Cleveland, O.  
**CANTER, RUSSELL**  
WBNS, Columbus, O.  
**CAPILLI, SAL**  
WHGB, Harrisburg, Pa.  
**CAPRAL, ED**  
WCNN, Atlanta, Ga.  
**CARDELL, GEORGE**  
WSOY, Decatur, Ill.  
**CARDIN, BILL**  
KOMA, Oklahoma City, Okla.  
**CARIKER, KEN**  
KRBC, Abilene, Tex.  
**CARLEY, JAMES F.**  
WHBO, Tampa, Fla.  
**CARLSON, ADE**  
WEBC, Duluth, Minn.  
**CARLSON, HOWDY**  
WISH, Indianapolis, Ind.  
**CARLSON, RUFUS**  
KVI, Seattle, Wash.  
**CARLTON, JOHN**  
WJLL, Niagara Falls, N. Y.  
**CARLTON, ROBERT**  
WMBD, Peoria, Ill.  
**CARPENTER, KEN**  
Kraft Music Hall, NBC.  
**CARPENTER, ROBERT**  
WKBB, Dubuque, Ia.  
**CARPENTER, UNCLE BEN**  
WMAF, Monroe, N. C.  
**CARROLL, VINCE**  
WBAX, Wilkes-Barre, Pa.  
**CARTER, ALAN**  
WPAT, Paterson, N. J.

**CARTER, JERRY**  
WKIP, Poughkeepsie, N. Y.  
**CARTER, ROBERT**  
KDB, Santa Barbara, Calif.  
**CARVER, WALLY**  
WGPA, Bethlehem, Pa.  
**CARY, TOM**  
KFEQ, St. Joseph, Mo.  
**CASE, KEN**  
KTBS, Shreveport, La.  
**CASHION, JOHN T.**  
WKBC, N. Wilkesboro, N. C.  
**CASPERSON, CARL**  
WDAL, Duluth, Minn.  
**CASSELL, BARRY**  
WAAM, Baltimore, Md.  
**CASSELL, CLARENCE**  
KCBS, San Jose, Calif.  
**CASSIDY, TOM**  
KFAC, Los Angeles, Calif.  
**CASTLE, CHARLES**  
WLBE, Leesburg, Fla.  
**CATON, EARL**  
WHSC, Hartsville, S. C.  
**CAUDLE, ROY**  
WAUD, Auburn, Ala.  
**CAUDILL, CARL B., JR.**  
WFTG, Kinston, N. C.  
**CAUGHMAN, CLARE**  
KYOS, Merced, Calif.  
**CAVANAGH, LEE**  
KWK, St. Louis, Mo.  
**CAY, DON**  
WNNC, Newton, N. C.  
**CECIL, HERMAN**  
KCMC, Texarkana, Tex.  
**CERULA, PAUL**  
WVPO, Stroudsburg, Pa.  
**CHAMBERS, HUGH**  
WNJR, Newark, N. J.



**BEN GRAUER**  
NBC



**FRANK GALLOP**



## Announcers—Radio-Television

**CHAMPION, NED**  
WNAO, Raleigh, N. C.

**CHAMPLIN, GLENN**  
WLCX, LaCrosse, Wis.

**CHAN, CHARLES**  
NBC

**CHANCELLOR, GREG**  
ROME, Tulsa, Okla.

**CHANDLER, JOEL**  
WEAV, Plattsburg, N. Y.

**CHANDLER, THEODORE**  
WCAX, Burlington, Vt.

**CHANDLER, WARREN**  
KOOL, Phoenix, Ariz.

**CHAPMAN, FRED**  
WILK, Wilkes-Barre, Pa.

**CHAPMAN, JERRY**  
WIRE, Indianapolis, Ind.

**CHAPPEL, LLOYD**  
KNGS, Hanford, Calif.

**CHAPPELL, ERNEST**  
The Big Story, NBC

**CHARLES, JAV**  
WUSN, Charleston, S. C.

**CHASE, BRANDON**  
WNLC, New London, Conn.

**CHASE, EDDIE**  
WOOD, Grand Rapids, Mich.

**CHASE, JOHN PERSHING**  
WFFB, Benton Harbor, Mich.

**CHASE, WARD**  
WBAY, Green Bay, Wis.

**CHATTERTON, LARRY**  
KTSL, Hollywood, Calif.

**CHILTON, GERALD**  
WRDW, Augusta, Ga.

**CHESTER, HARVEY**  
WLAW, Lawrence, Mass.

**CHIZEM, CURT**  
KUGN, Eugene, Ore.

**CHURCHES, GLENN E.**  
KCRB, Sacramento, Calif.

**CLANEY, HOWARD**  
American Album of Familiar Music, NBC

**CLARE, BOB**  
KYNO, Fresno, Calif.

**CLARK, CHRIS**  
WRJM, Newport, R. I.

**CLARK, DOUG**  
WIBX, Utica, N. Y.

**CLARK, GORDON**  
KPBX, Beaumont, Tex.

**CLARK, HAROLD**  
WEAN, Providence, R. I.

**CLARK, HARRY**  
News  
CBS

**CLARK, HENRY**  
WENT, Gloversville-  
Johnstown, N. Y.

**CLARK, LARRY**  
WTMJ-TV, Milwaukee, Wis.

**CLARK, PAUL**  
WRAS, Louisville, Ky.

**CLARK, WALLACE**  
WTAX, Springfield, Ill.

**CLARK, WARREN**  
KFEL, Denver, Colo.

**CLARKE, EDDIE**  
KCKN, Kansas City, Mo.

**CLAYTON, TOM**  
WLLH, Lowell-Lawrence,  
Mass.

**CLEAR, WILLIAM S.**  
WRTA, Altoona, Pa.

**CLIFFORD, PAUL**  
WHRV, Ann Arbor, Mich.

**CLINE, KEN**  
WJBK, Detroit, Mich.

**CLOW, KENNETH**  
WGIG, Greensboro, N. C.

**CODDEN, HAL**  
KFMB, San Diego, Calif.

**COHN, HAROLD**  
WPDQ, Jacksonville, Fla.

**COLEMAN, BARRY**  
KMYR, Denver, Colo.

**COLEMAN, BEE**  
WLEX, Lexington, Ky.

**COLEMAN, FRANK**  
WGAC, Augusta, Ga.

**COLEMAN, RICHARD T.**  
KGGM, Albuquerque, N. Mex.

**COLLIER, RALPH**  
WHAM, Rochester, N. Y.

**COLLINS, DAVE**  
WHOK, Lancaster, O.

**COLLINS, SID**  
WIBC, Indianapolis, Ind.

**COLLYER, BUD**  
Quiz of Two Cities; Superman;  
Break the Bank, ABC; Life Can  
Be Beautiful, NBC; Mollie Mys-  
tery Theater, NBC; Winner Take  
All, CBS, CBS-TV.

**COLTON, LAVERN B.**  
WLAM, Lewiston, Me.

**COLVIG, BOB**  
KSFO, San Francisco, Calif.

**COSAN, TOM**  
WTTP, Charleston, W. Va.

**COMANOR, PAULINE**  
WTVJ, Miami, Fla.

**COMO, HUNTER**  
KDAL, Duluth, Minn.

**COMTE, GEORGE**  
WTMJ, WTMJ-TV, Milwaukee,  
Wis.



### DAVID ROSS

Radio — Television — Films



### KEN ROBERTS

Sch. 4-5700



## Announcers—Radio-Television

- CONCIE, BOB**  
KDSH, Boise, Ida.
- CONNELLY, JOHN H.**  
B. Sept. 12, 1917, Mt. Pulaski, Ill.; John J. Anthony Hour, WMGM; Five Clues To The Crime, WMGM.
- CONNOR, TED**  
WFMJ, Youngstown, O.
- CONNOR, CHARLES**  
KWON, Bartlesville, Okla.
- CONOVER, HUGH**  
The Swift Show, NBC-TV.
- CONRAD, GENE**  
WHIO-TV, Dayton, O.
- CONRAD, STEVE**  
WKBZ, Muskegon, Mich.
- CONSTANT, A. H.**  
KRON-TV, San Francisco, Calif.
- COOK, CARLOS**  
KTMS, Santa Barbara, Calif.
- COOK, JAY**  
KRDO, Colorado Springs, Colo.
- COOK, LOU**  
ABC, ABC-TV
- COOK, RICHARD**  
WLWD, Dayton, O.
- COOLEY, FRANK**  
KOIN, Portland, Ore.
- COOPER, DALE**  
KAST, Astoria, Ore.
- COOPER, MEL**  
KCRT, Trinidad, Colo.
- CORBETT, JOHN**  
WBEN-TV, Buffalo, N. Y.
- CORBIN, LOU**  
WFBR, Baltimore, Md.
- CORCORAN, BILL**  
WJBO, Baton Rouge, La.
- CORLEY, BILL**  
WBNS, Columbus, O.
- CORLEY, BOB**  
WQXI, Atlanta, Ga.
- CORLEY, GORDON**  
KFKA, Greeley, Colo.
- CORNEAL, GEORGE**  
KDZA, Pueblo, Colo.
- CORNELL, BOB**  
KFAC, Los Angeles, Calif.
- COSTELLO, JOHN PATRICK (Jack)**  
B. Sauk Center, Minn.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegard Raleigh Room; Story of Music; Vocation With Music; Catholic Hour; First Piano Quartet, NBC; Eleventh Hour News, WNBC.
- COX, BILL**  
WWDC, Washington, D. C.
- CORY, JOHN H.**  
WHIO-TV, Dayton, O.
- COSLETT, FRANKLIN D.**  
WBRE, Wilkes-Barre, Pa.
- COSTLEY, JAN**  
WINR, Binghamton, N. Y.
- COSTON, J. MONROE**  
KCLW, Hamilton, Tex.
- COUCH, EDWARD**  
WSSB, Durham, N. C.
- COWAN, COLEY**  
WSON, Henderson, Ky.
- COWLING, TERRY**  
WCOP, Boston, Mass.
- COX, FORREST**  
WRBC, Jackson, Miss.
- COYLE, BERT**  
KCRT, Trinidad, Colo.
- CRABLE, BILL**  
KRIO, McAllen, Tex.
- CRAFTON, PATRICK**  
KRON-TV, San Francisco, Calif.
- CRAGER, BOB**  
WWCO, Waterbury, Conn.
- CRAGO, DICK**  
WCBI, Columbus, Miss.
- CRAGO, WILLIAM**  
ABC, ABC-TV
- CRAIG, CHARLES**  
WDVA, Danville, Va.
- CRANE, RICHARD**  
WWBZ, Vineland, N. J.
- CRANE, STEVE**  
WZIP, Covington, Ky.
- CRAWFORD, GEORGE**  
WINX, Washington, D. C.
- CRAWFORD, GENE**  
WGFB, Evansville, Ind.
- CRAWFORD, VERNON**  
WJNO, West Palm Beach, Fla.
- CREEDEN, JAV**  
WHIM, Providence, R. I.
- CRESWELL, DICK**  
WHBL, Sheboygan, Wis.
- CROCKER, JERRY**  
WISR, Butler, Pa.
- CROGHAN, JOE**  
WBAL, Baltimore, Md.
- CROXIN, GENE**  
KRIG, Odessa, Tex.
- CROSATTO, DAVE**  
KJBS, San Francisco, Calif.
- CROSBY, BOB**  
WTOD, Toledo, O.



### GLENN RIGGS

free - lance

*Announcer*

*Emcee Narrator*

LEx. 2-1100



### MARVIN MILLER

Announcer

RAILROAD HOUR — ABC  
THE BEULAH SHOW — CBS  
LOUELLA PARSONS SHOW — ABC

**Announcers—Radio-Television**

**CROSBY, LOU**  
Double or Nothing, NBC.

**CROSS, MILTON**  
Piano Playhouse, Metropolitan Opera, Milton Cross' Opera Album, ABC.

**CUDABAC, BILL**  
KWKH, Shreveport, La.

**CULLINGS, BOB**  
WINR, Binghamton, N. Y.

**CUMMINGS, ROBERT**  
ABC, ABC-TV

**CUNNING, GERRY**  
WROX, Clarksdale, Miss.

**CUNNINGHAM, BOB**  
Welcome Travelers, NBC.

**CUNNINGHAM, BILL**  
WPAT, Paterson, N. J.

**CUNNINGHAM, DONALD**  
WLXW, Carlisle, Pa.

**CURETON, DAVE**  
KTKT, Tucson, Ariz.

**CURRIE, BOB**  
WFMY-TV, Greensboro, N. C.

**CURTIN, DAVID**  
WRNY, Rochester, N. Y.

**CUTREK, TOMMY**  
KXYZ, Houston, Tex.

**CUTTER, JOE**  
WKRM, Columbia, Tenn.

**CUTTING, BOB**  
KPRD, Rosenberg, Tex.

**DALE, BOB**  
WEWS, Cleveland, O.

**DALE, JOHN**  
WNEW, New York, N. Y.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANA, LES**  
WSPD, Toledo, O.

**DANE, DUDLEY**  
KFAM, St. Cloud, Minn.

**DANENBRING, RAY**  
KASI, Ames, Ia.

**DANIELS, ED**  
WDIA, Memphis, Tenn.

**DANIELS, PAUL**  
WVNH, Rochester, N. H.

**DANIS, MEL**  
WAGE, Syracuse, N. Y.

**DARGO, ROBERT**  
WCSH, Portland, Me.

**DARIEN, FRANK**  
KSJO, San Jose, Calif.

**DAUGHERTY, LEO**  
KWFT, Wichita Falls, Tex.

**DAUGHERTY, PAUL**  
WGST, Atlanta, Ga.

**DAVIDSON, BOB**  
WFAS, White Plains, N. Y.

**DAVIDSON, TOM**  
WCOA, Pensacola, Fla.

**DAVIDSON, WILLIAM**  
ABC, ABC-TV

**DAVIES, JOHN DAVID**  
CKLW, Detroit, Mich.

**DAVIS, BOB**  
KLZ, Denver, Colo.

**DAVIS, BOB**  
WMNC, Morganton, N. C.

**DAVIS, BOB**  
WTYS, Marianna, Fla.

**DAVIS, BRITT**  
KOWB, Laramie, Wyo.

**DAVIS, ERNIE**  
WCSS, Amsterdam, N. Y.

**DAVIS, FRED**  
KRPL, Moscow, Ida.

**DAVIS, GEORGE**  
WRBL, Columbus, Ga.

**DAVIS, JACK**  
WWXL, Peoria, Ill.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**DAVIS, JOHN LEE**  
WKEY, Covington, Va.

**DAVIS, LARRY**  
KRNT, Des Moines, Ia.

**DAVIS, NORMAN**  
WRUF, Gainesville, Fla.

**DAVIS, RICHARD**  
WCOU, Lewiston, Me.

**DAVIS, RUSS**  
WBKB, Chicago, Ill.

**DAWES, BILL**  
WCPO-TV, Cincinnati, O.

**DAWSON, BOB**  
KCBC, Des Moines, Ia.

**DAWSON, JAMES**  
WHBI, Newark, N. J.

**DAWSON, WILLIAM H.**  
WPAY, Portsmouth, O.

**DAY, JACK**  
WFBR, Baltimore, Md.

**DEAL, JOHN H.**  
WHCU, Ithaca, N. Y.

**DEAL, WILLIAM**  
WCAM, Camden, N. J.

**DEALE, HUBERT**  
WHAN, Charleston, S. C.

**DeGRE, MURIEL**  
WEOK, Poughkeepsie, N. Y.

**— D —**

**DAGGETT, ROBERT**  
WISC, Madison, Wis.

**DAILEY, DON**  
KWTO, Springfield, Mo.



**TONY MARVIN**

C.B.S.



**GENE HAMILTON**

- - - everything from  
"LOWER BASIN STREET"  
to  
"CARNEGIE HALL"

ABC

## Announcers—Radio-Television

**DELANEY, CHUCK**  
WCBI, Columbus, Miss.

**DeLANEY, ROBERT**  
WHDH, Boston, Mass.

**DELFINO, FRANK**  
WSTC, Stamford, Conn.

**DeMARSE, WILLARD**  
WRNY, Rochester, N. Y.

**DEMERS, ROBERT D.**  
WLAM, Lewiston, Me.

**DeMUNN, JAMES**  
WBNY, Buffalo, N. Y.

**DENSON, CHUCK**  
KENT, Shreveport, La.

**DENTLER, WARREN**  
WCPO, Cincinnati, O.

**DENTON, JIMMY**  
WFEL, Denver, Colo.

**DENVER, DEE D., JR.**  
WFEQ, St. Joseph, Mo.

**DeSIMONE, GENE**  
WRYO, Rochester, Pa.

**DeVON, DOVEL**  
KREM, Spokane, Wash.

**DEWART, JAMES**  
WERC, Erie, Pa.

**DeWITT, BILL**  
WFBM-TV, Indianapolis, Ind.

**DeWILDE, FREDERIC**  
Believe It Or Not, NBC-TV.

**DE WITT, BILL**  
WFBM, Indianapolis, Ind.

**DEXTER, HERB**  
WPEN, Philadelphia, Pa.

**DE YOUNG, JOHN**  
WGL, Fort Wayne, Ind.

**DICKSON, JON**  
KMA, Shenandoah, Ia.

**DIFFIE, WILLIAM**  
WFNS, Burlington, N. C.

**DILLINGHAM, FRANK**  
WBLJ, Dalton, Ga.

**DILWORTH, SCOTT**  
WJOL, Joliet, Ill.

**DINGMAN, BOB**  
WCSS, Amsterdam, N. Y.

**DIX, RICHARD**  
WEDC, Chicago, Ill.

**DIXON, PAUL**  
WCPO-TV, Cincinnati, O.

**DIXON, ROBERT**  
(See Radio-TV Artists).

**DIXON, ROY**  
KTRM, Beaumont, Tex.

**DIXON, TOM**  
KFAC, Los Angeles, Calif.

**DOAN, BOB**  
WABB, Mobile, Ala.

**DODD, MIKE**  
WBAC, Cleveland, Tenn.

**DODDS, DAK**  
KDSH, Boise, Ida.

**DONALDSON, FRANK**  
WLCS, Baton Rouge, La.

**DONEGAN, WILLIAM**  
WSAV, Savannah, Ga.

**DONNELL, JACK**  
WGRC, Louisville, Ky.

**DONOVAN, GREGG**  
WNBQ, Chicago, Ill.

**DOOLEY, EDWARD W., JR.**  
WLAM, Lewiston, Me.

**DOOLEY, PETE**  
WVJS, Owensboro, Ky.

**DOREMUS, WARREN**  
WHEC, Rochester, N. Y.

**DORN, BILL**  
WHAN, Charleston, S. C.

**DORRIS, DAVE**  
KSRO, Santa Rosa, Calif.

**DORSEY, EUGENE**  
WDZ, Decatur, Ill.

**DOBSEY, JOE**  
WEMP, Milwaukee, Wis.

**DOSTER, TOM**  
WAGA, Atlanta, Ga.

**DOTY, BILL**  
WKOP, Binghamton, N. Y.

**DOUGLAS, ALAN**  
WNMP, Evanston, Ill.

**DOUGLAS, SCOTT**  
KGL, San Fernando, Calif.

**DOUGLAS, WALLY**  
WSAP, Portsmouth-Norfolk, Va.

**DOW, WILLIAM**  
WCAX, Burlington, Vt.

**DOWELL, JOHN**  
WTAG, Worcester, Mass.

**DOWNEY, JACK**  
WONS, Hartford, Conn.

**DOWNING, DYER**  
KGY, Olympia, Wash.

**DOWSON, GRAHAM R.**  
WELO, Tupelo, Miss.

**DOWTY, BYRON**  
WDSU-TV, New Orleans, La.

**DOX, JAMES**  
WRNY, Rochester, N. Y.

**DOYLE, FRANK**  
WIL, St. Louis, Mo.

**DOYLE, TOM**  
KOB, Albuquerque, N. Mex.

**DRAKE, JIM**  
KFRX, Kirksville, Mo.

**DRAKE, JOHNNY**  
WNHC, New Haven, Conn.

**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.



**RADCLIFFE HALL**  
NBC                      NBT

# WIN ELLIOT

Emcee "County Fair"  
Borden Company—CBS

Emcee "Betty Crocker"  
General Mills—ABC

Emcee "Quick As A Flash"  
Helbros Watches—MBS

Narrator—Announcer  
"Willie Piper"

General Electric—ABC  
Emcee ET's for  
United States Treasury

## Television

N. Y. Ranger Hockey Games  
WPIX-TV

Ford Motors—CBS-TV  
Maxwell House Coffee  
Knox Hats

**Announcers—Radio-Television**

**DRAPER, LARRY**  
WFAU, Augusta, Me.

**DREPPERD, BOB**  
WLOW, Norfolk, Va.

**DREWS, BOB**  
WNLK, Norwalk, Conn.

**DUDLEY, DICK**  
Solitary Time, NBC.

**DUEVAL, NORB**  
WLCX, LaCrosse, Wis.

**DUFFY, GEORGE**  
WAVZ, New Haven, Conn.

**DUKEHART, TOMMY**  
WAAM, Baltimore, Md.

**DUMAS, ROLAND**  
WMAS, Springfield, Mass.

**DUNBAR, ED**  
WBBQ, Augusta, Ga.

**DUNCAN, EDDIE**  
WEOA, Evansville, Ind.

**DUNCAN, NORVIN**  
WFBC, Greenville, S. C.

**DUNCAN, RICHARD**  
WBLK, Clarksburg, W. Va.

**DUNDAS, ROBERT, JR.**  
KTHH, Houston, Tex.

**DUNHAM, JOHN**  
WBRK, Chicago, Ill.

**DUNHAM, RICHARD H.**  
B. Feb. 26, 1916, New York, N. Y.; The Strange Romance of Evelyn Winters, CBS; Katie's Daughter, NBC; Rose of My Dreams, MBS; Mollie Mystery, NBC; Policewoman, ABC.

**DUNING, LOU**  
WKBY, Richmond, Ind.

**DUNLAP, WALLACE**  
WLIZ, Bridgeport, Conn.

**DUNN, BILL**  
WJHL, Johnson City, Tenn.

**DUNN, EDDIE**  
The Jacke Bereh Show, NBC.

**DUNN, TOM**  
WCYB, Bristol, Va.

**DUNNAVANT, BOB**  
WJMW, Athens, Ala.

**DUNNAVANT, HOMER**  
WJMW, Athens, Ala.

**DUNNE, STEPHEN**  
KTSI, Hollywood, Calif.

**DuPUY, MONTY**  
WFBC, Greenville, S. C.

**DURAND, TOM**  
WTPM, Trenton, N. J.

**DUTY, ED, JR.**  
KDON, Santa Cruz, Calif.

— E —

**EAGON, BRUCE**  
KVOO, Tulsa, Okla.

**EAKING, PHIL**  
KEPO, El Paso, Tex.

**EARLE, BILL**  
WASL, Annapolis, Md.

**EARLE, BOB**  
WBR, Baton Rouge, La.

**EARLEY, TOM**  
WKAP, Allentown, Pa.

**EAST, HENRY**  
WGBA, Columbus, Ga.

**EBELING, WADE**  
KBUH, Brigham, Utah

**EBERT, BOB**  
WARD, Johnstown, Pa.

**ECKERT, EDWARD**  
WKNY, Kingston, N. Y.

**EDGAR, RALPH**  
WGAR, Cleveland, O.

**EDINGTON, JOHN**  
KTFL, Twin Falls, Ida.

**EDMAN, PETER**  
WVEC, Hampton, Va.

**EDMONDS, BILL**  
B. April 12, 1914, Middlebrook, Mo.; Food Forum, Yankee Net; Ladies Man, WOR; Ask Ella Mason, WMGM; Baby Days-ET Series, U.S.A.-Canada, WMGM; Kings Court, WATV.

**EDMUNDS, DWIGHT**  
WHFB, Benton Harbor, Mich.

**EDWARD, PHIL**  
KTLW, Texas City, Tex.

**EDWARDS, CURTIS**  
WTUN-TV, Minneapolis, Minn.

**EDWARDS, TOM**  
KECK, Odessa, Tex.

**EDWARDSSEN, BILL**  
WNLK, Norwalk, Conn.

**EGGERT, GEORGE**  
WFBG, Altoona, Pa.

**ELLERBE, CARROLL**  
KRSC, Seattle, Wash.

**ELLIOT, BILL**  
WHEB, Portsmouth, N. H.

**ELLIOT, DON**  
WCON, Atlanta, Ga.

**ELLIOT, HENRY**  
WMEX, Boston, Mass.

**ELLIOT, IAN**  
KLIX, Twin Falls, Ida.

**ELLIOT, WIN**  
County Fair, CBS; N. Y. Rangers Hockey, CBS-TV; Willie Piper, ABS; Sports & Special Events, CBS-TV.

**ELLIOTT, BOB**  
WTOD, Toledo, O.



**JOHN TILLMAN**  
Chief Announcer Night Program Supervisor  
**WPIX**

*Richard Stark*

**Announcers—Radio-Television**

**ELLIOTT, CHUCK**  
 WMGY, Montgomery, Ala.  
**ELLIOTT, JAY**  
 WSPD, Toledo, O.  
**ELLIOTT, OWEN**  
 WSBT, South Bend, Ind.  
**ELLS, BILL**  
 WBMD, Baltimore, Md.  
**ELLS, BLAKE**  
 WPOR, Portland, Me.  
**ELLS, LEWIS LEE**  
 WSPR, Springfield, Mass.  
**ELLS, PHIL**  
 WPTF, Raleigh, N. C.  
**ELLSWORTH, BOB**  
 WKKW, Albany, N. Y.  
**ENGEL, JOHN**  
 WIOD, Miami, Fla.  
**ENGLAND, BOB**  
 KCLO, Leavenworth, Kans.  
**ENO, JACK**  
 WKBW, Buffalo, N. Y.  
**ERAL, GLEN**  
 KPBX, Beaumont, Tex.  
**ERICKSON, CARL**  
 WBEN, Buffalo, N. Y.  
**ERICKSON, ERIC**  
 WIOD, Kokomo, Ind.  
**ERWIN, GEORGE**  
 KFJZ, Fort Worth, Tex.  
**ESSICK, LOU**  
 WGNI, Wilmington, N. C.  
**ESTES, JAMES**  
 WAIM, Anderson, S. C.  
**EVANS, BILL**  
 WGAU, Athens, Ga.  
**EVANS, BOB**  
 WJBC, Bloomington, Ill.  
**EVANS, CLAUDE E.**  
 KSWM, Joplin, Mo.

**EVANS, EDWARD**  
 WHBQ, Memphis, Tenn.  
**EVANS, JACK**  
 WMON, Montgomery, W. Va.  
**EVANS, JOHN**  
 WCOS, Columbia, S. C.  
**EVANS, NORMAN**  
 WAAM, Baltimore, Md.  
**EVANS, ROBERT E.**  
 WSSB, Durham, N. C.  
**EVENSEN, PETE**  
 KVNJ, Fargo, N. Dak.  
**EVERBACH, JACK**  
 WKLO, Louisville, Ky.  
**EWING, BILL**  
 KMPC, Los Angeles, Calif.

— F —

**FABIEN, LOUIS**  
 WARC, Rochester, N. Y.  
**FAIR, JIM**  
 WCPO-TV, Cincinnati, O.  
**FAIRBURN, T. J.**  
 WLDS, Jacksonville, Ill.  
**FAIRMAN, FRANK**  
 WSNY, Schenectady, N. Y.  
**FALLON, FRANK**  
 KITE, San Antonio, Tex.  
**FANT, JULIAN**  
 WFOY, St. Augustine, Fla.  
**FARIS, GEORGE**  
 WVLM, Vicksburg, Miss.  
**FARRAR, JACK**  
 KTFI, Twin Falls, Ida.  
**FARRELL, JOHN**  
 WHEB, Portsmouth, N. H.  
**FARREN, JACK**  
 The Affairs of Peter Salem;

Twin Views of the News;  
 Under Arrest, M.B.C.  
**FARRINGTON, GLEN**  
 WPAX, Springfield, Ill.  
**FARROW, ED**  
 WKLO, Louisville, Ky.  
**FEHLBERG, TED**  
 WRIB, Providence, R. I.  
**FELDER, DAVE**  
 WLYN, Lynn, Mass.  
**FENNEL, DICK**  
 WRIX, Columbia, S. C.  
**FENNO, RALPH**  
 WKXL, Concord, N. H.  
**FERRIS, ROBERT**  
 KITE, San Antonio, Tex.  
**FICKEN, NEIL**  
 WALT, Tampa, Fla.  
**FIELD, THOMAS**  
 WTAM, Cleveland, O.  
**FIELING, JULES**  
 WMBM, Miami Beach, Fla.  
**FIELDS, BOB**  
 WKEL, Lexington, Va.  
**FILE, ALBERT**  
 WJLS, Beckley, W. Va.  
**FILE, AUGUST**  
 WMFT, Florence, Ala.  
**FINCH, RUD**  
 WBLI, New Haven, Conn.  
**FINCH, JOE**  
 KVOD, Denver, Colo.  
**FINLAY, FRED**  
 KAVE, Carlsbad, N. Mex.  
**FINLAYSON, JACK**  
 KPKA, Greeley, Colo.  
**FINN, MICHAEL**  
 WEOA, Evansville, Ind.  
**FISCHER, DON**  
 WQAM, Miami, Fla.

**TOM HUDSON**

*announcer*

*emcee*

*narrator*

PLaza 7-0700



**DON RUSSELL**

DuMONT STAFF

ANNOUNCER — M. C.



**Announcers—Radio-Television**

**FISCHER, RICHARD E.**  
WSAI, Cincinnati, O.  
**FISHER, DALE**  
WCRO, Johnstown, Pa.  
**FISHER, HOWEY**  
WFRL, Freeport, Ill.  
**FISHER, JAMES**  
KGLC, Miami, Okla.  
**FISHER, LOU**  
WINS, New York, N. Y.  
**FITZ, STEVE**  
WSNY, Schenectady, N. Y.

**FITZMAURICE, MICHAEL**  
(See Radio-TV artists).

**FITZPATRICK, LES**  
KHQ, Spokane, Wash.  
**FLEISCHMAN, DEAN**  
WSPB, Sarasota, Fla.  
**FLETCHER, THOMAS**  
WHK, Cleveland, O.  
**FLETCHER, WARREN**  
KUTA, Salt Lake City, Utah  
**FLINT, WALTER**  
WGPC, Albany, Ga.  
**FLOURNOY, BOB**  
WHAS, Louisville, Ky.  
**FLYNN, CHARLES**  
WJSW, Altoona, Pa.  
**FLYNN, HOWARD**  
KMPC, Los Angeles, Calif.  
**FOLEY, JOHN**  
WEWS, Cleveland, O.  
**FOLLOWILL, MURRAY**  
WLBK, De Kalb, Ill.  
**FONTAINE, HERB**  
WCOU, Lewiston, Me.  
**FORD, CHARLES**  
WCCP, Savannah, Ga.

**FORD, MILTON Q.**  
WTTG, Washington, D. C.  
**FORDYCE, GERALD**  
WGRC, Louisville, Ky.  
**FORMAN, WIN**  
WARM, Scranton, Pa.  
**FORREST, LEW**  
WGLS, Decatur, Ga.  
**FORREST, RAY**  
WNBT, New York, N. Y.  
**FORSNELL, GENE**  
KIST, Santa Barbara, Calif.

**FORSTER, ROGER**  
B. June 12, 1915, New York, N. Y., Gang Busters (CBS); Horace Heidt Show (NBC-CBS); Linda's First Love, Transcribed 27 Stations; Crusade in Europe (ABC-TV).  
J,C

**FORSTER, ROGER**  
WEOA, Evansville, Ind.  
**FOSTER, JOHN**  
WBAX, Wilkes-Barre, Pa.  
**FOSTER, TERRY**  
WHBL, Sheboygan, Wis.  
**FOX, ALDEN**  
WHLD, Niagara Falls, N. Y.  
**FOX, MICKEY**  
WBMD, Baltimore, Md.  
**FOX, SYLVAN**  
KSYL, Alexandria, La.  
**FRAM, JOHN**  
WTHI, Terre Haute, Ind.  
**FRANCE, BOB**  
WMMW, Meriden, Conn.  
**FRANCIS, JOE**  
WNHC-TV, New Haven, Conn.

**FRANK, DEL**  
WSAP, Portsmouth-Norfolk, Va.  
**FRANKLIN, BOB**  
KGW, Portland, Ore.  
**FRANKLIN, BOB**  
KSWM, Joplin, Mo.  
**FRANKLIN, DON**  
WMAN, Mansfield, O.  
**FRANKLIN, JOHN**  
KYW, Philadelphia, Pa.  
**FRASER, JOHN G.**  
Nancy Craig, Woman of Tomorrow, United Nations Broadcasts, ABC.  
**FRAZIER, HAL**  
WSTP, Salisbury, N. C.  
**FRAZIER, JIM**  
WAGA, Atlanta, Ga.  
**FREDERICKS, BILL**  
WKRC-TV, Cincinnati, O.  
**FREDERICKS, JACK**  
WKAL, Rome, N. Y.  
**FREEMAN, VERN**  
WALA, Mobile, Ala.  
**FREEMAN, WALTER**  
WDEC, Americus, Ga.  
**FRENCH, DICK**  
WELM, Elmira, N. Y.  
**FRENCH, DON**  
KSWI, Council Bluffs, Ia.  
**FRENCH, JACK**  
KNOX, Grand Forks, N. Dak.  
**FRENCH, JACK**  
WJPS, Evansville, Ind.  
**FRENKEL, MILT**  
KPLW, Texas City, Tex.  
**FREY, WILLIAM**  
KATL, Houston, Tex.



**GEORGE ANSBRO**

**WJZ—ABC**



**COSTELLO is STILL the one with the moustache!**

**jack costello**

**n b c**



**Announcers—Radio-Television**

**FRIBLEY, J. W., JR.**  
WDSU, New Orleans, La.  
**FREILING, JIM**  
WXRA, Kenmore, N. Y.  
**FRISCH, BOB**  
WMAW, Milwaukee, Wis.  
**FRITTON, TOM**  
WJLL, Niagara Falls, N. Y.  
**FROH, DAVE**  
WLS, Lansing, Mich.  
**FROST, DON**  
WIBB, Macon, Ga.  
**FROST, JACK**  
KLER, Rochester, Minn.  
**FRYE, J. ALLEN**  
KBKI, Alice, Tex.  
**FRYERS, DON**  
WTRY, Troy, N. Y.  
**FULLER, ROY**  
WGIN, Glen Falls, N. Y.  
**FULTON, BOB**  
KXLR, Little Rock, Ark.  
**FURNO, PETER**  
KIDO, Boise, Ia.  
**FUSCO, DAN**  
WKAL, Rome, N. Y.

— G —

**GABRIELSON, DOUG**  
WLOX, Biloxi-Gulfport, Miss.  
**GAHR, RAY**  
WRUN, Utica, N. Y.  
**GALVIN, BILL**  
WBMS, Boston, Mass.  
**GALLOP, FRANK**  
Stella Dallas, NBC; Believe-it-or-Not, NBC-TV; Milton Berle, NBC.  
**GAMBLE, ROBERT**  
KFOR, Lincoln, Nebr.

**GAMBLING, JOHN**  
WOR-TV, New York, N. Y.  
**GARDIN, ED**  
KSTB, Breckenridge, Tex.  
**GARDNER, DONALD SAMUEL**  
Monday Morning Headlines, Martin Agronsky, Home Gardener, ABC.  
**GARDNER, JAMES**  
WBNY, Buffalo, N. Y.  
**GARDNER, JIMMY**  
KEBE, Jacksonville, Tex.  
**GARLAND, HOWARD**  
WGBA, Columbus, Ga.  
**GARNER, JIM**  
WDEF, Chattanooga, Tenn.  
**GARR, BILL**  
KWKW, Pasadena, Calif.  
**GARRETT, JAMES**  
WJR, Detroit, Mich.  
**GARY, ARTHUR**  
Kenneth Banghart Newscast, WNBC; Bob Trout; Bill Stern's Sport Newsreel, D & H Miners, NBC; Camel Newsreel, NBC-TV.  
**GARWOOD, JOHN**  
WNBZ, Saranac Lake, N. Y.  
**GATES, JAMES**  
WFBG, Altoona, Pa.  
**GEHLERT, BILL**  
WTEL, Philadelphia, Pa.  
**GENTRY, BILL**  
WCHV, Charlottesville, Va.  
**GENTRY, BOB**  
KFVD, Los Angeles, Calif.  
**GEORGE, DON**  
WXGI, Richmond, Va.  
**GERAGITY, LARRY**  
KOH, Reno, Nev.

**GERALD, WARREN**  
WCAE, Pittsburgh, Pa.  
**GERON, NORMON**  
WJZE, Springfield, O.  
**GERSHON, HERBERT**  
WERD, Atlanta, Ga.  
**GERVAIS, SIDNEY**  
KATL, Houston, Tex.  
**GIBBS, JOHN**  
KQV, Pittsburgh, Pa.  
**GIBBS, RAWLAND**  
KALI, Pasadena, Calif.  
**GIBNEY, HAL**  
Hollywood Calling; NBC Theatre; NBC University Theatre, NBC.  
**GIBSON, ALEC**  
WTVJ, Miami, Fla.  
**GIFFORD, ALEC**  
KTBC, Austin, Tex.  
**GIFFORD, DICK**  
KFRE, Fresno, Calif.  
**GIFFORD, ROBERT**  
WNRD, Syracuse, N. Y.  
**GIFORD, SAM**  
WHAS, Louisville, Ky.  
**GILBERT, AL V.**  
WIBA, Madison, Wis.  
**GILBERT, GEORGE**  
WIBK, Knoxville, Tenn.  
**GILBERT, LIVINGSTON**  
WAVE, Louisville, Ky.  
**GILLIAND, BILL**  
WDIA, Memphis, Tenn.  
**GILLIS, BOB**  
KXLL, Missoula, Mont.  
**GIROUX, LEE**  
KGO, San Francisco, Calif.  
**GLACY, BOB**  
WKBW, Buffalo, N. Y.



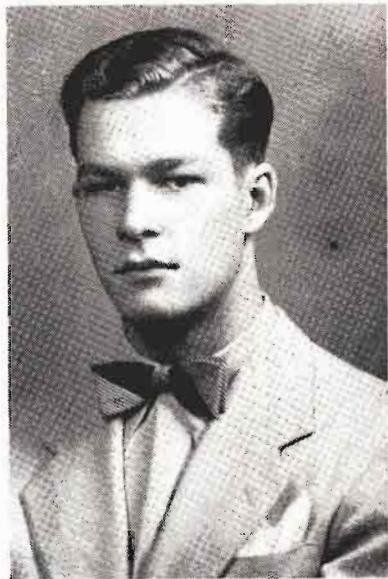
**CARL KING**  
M.C.—ANNOUNCER—NARRATOR  
RADIO: 10 years announcing networks and WNEW. Dramatic experience.  
TELEVISION: 5 years experience.  
FILMS: TV short subjects. Motion Picture commercials for TV.  
REgent 7-8191



**BILL ROGERS**  
"BILL HENRY & THE NEWS"  
Johns-Manville — Mutual  
"THE BRIGHTER DAY"  
Ivory Flakes — CBS  
"JOHN B. KENNEDY SHOW"  
Chamberlain Lotion — Mutual  
ET'S — Television — Film Narration

## Announcers—Radio-Television

- GLADDEN, BILL**  
WAVE, Louisville, Ky.
- GLEASON, BOB**  
KMSL, Decatur, Ala.
- GLENN, WARD**  
WXIA-TV, Indianapolis, Ind.
- GLOVER, JOHN**  
KAVE, Carlsbad, N. Mex.
- GOERNER, ROBERT**  
KCBS, San Jose, Calif.
- GOLDEN, HAL**  
WTFN, Jamestown, N. Y.
- GOMEZ, HAROLD**  
WJRW, New Orleans, La.
- GOODIN, DEL**  
KXOB, Stockton, Calif.
- GOODMAN, JOHNNY**  
KNFZ, Houston, Tex.
- GOODREAU, CECIL**  
WYIM, Vicksburg, Miss.
- GOODWIN, ARTHUR J.**  
WKOP, Binghamton, N. Y.
- GOODWIN, HAL**  
KTBC, Austin, Tex.
- GORDON, BILL**  
WNEW, New York, N. Y.
- GORDON, KEITH**  
WTMA, Charleston, S. C.
- GORDON, RAY**  
KTRM, Beaumont, Tex.
- GORE, DEL**  
KYA, San Francisco, Calif.
- GORMAN, ED**  
WCAE, Asbury Park, N. J.
- GOSS, BAILEY**  
National Sports Parade  
WMAR-TV, Baltimore, Md.
- GOSS, FRANK**  
B. Nov. 20, 1910, Washington;  
Hallmark Ployhouse; Prudential  
Family: Stars Over Hollywood,  
KNX-CBS.
- GOSS, GENE**  
KLRA, Little Rock, Ark.
- GOTTIEB, DICK**  
KLEE-TV, Houston, Tex.
- GOULDING, PHIL**  
WMGM, New York, N. Y.
- GOULDING, RAY**  
WHDH, Boston, Mass.
- GOURLAY, DOUG**  
Confidential (Closeups, NBC).
- GOURLIA, BUD**  
WVOD, Lynchburg, Va.
- GRADY, CHARLES**  
WIMA, Lima, O.
- GRADY, JACK**  
KXOA, Sacramento, Calif.
- GRAHAM, BILL**  
KDSH, Boise, Ida.
- GRAHAM, GEORGE**  
KOY, Phoenix, Ariz.
- GRANT, BRUCE**  
WHB, Kansas City, Mo.
- GRANT, HAL**  
WDBJ, Roanoke, Va.
- GRANT, JOSEPH**  
WMEX, Boston, Mass.
- GRANT, KEN**  
KNFZ, Houston, Tex.
- GRANT, WAYNE**  
KFGO, Fargo, N. Dak.
- GRAUER, BEN**  
B. June 2, 1908, New York,  
N. Y.; Narrator, Toscanini-NBC  
Symphony, NBC; Narrator, Liv-  
ing-1949, NBC; Henry Morgan  
Show, NBC; M. C. Americana  
Quiz, NBC-TV; Kay Kyser's Kol-  
lege, NBC-TV; Special Events,  
Radio and TV, NBC.
- GRAVES, GENE**  
KYW, Philadelphia, Pa.
- GRAY, HUGH**  
WDZ, Decatur, Ill.
- GRAY, JACK**  
WFBL, Syracuse, N. Y.
- GRAY, JACK**  
WHOS, Decatur, Ala.
- GRAY, JACK**  
WKJG, Fort Wayne, Ind.
- GRAY, JIM**  
WAIT, Chicago, Ill.
- GRAY, JOHN**  
WVOD, Chattanooga, Tenn.
- GREEN, FRED**  
WDAS, Philadelphia, Pa.
- GREEN, AL**  
WEBR, Buffalo, N. Y.
- GREENBERG, HAL**  
WLS, Lansing, Mich.
- GREENHOW, TOMMY**  
KGO, San Francisco, Calif.
- GREENWOOD, KENNETH**  
KFOR, Lincoln, Nebr.
- GREGG, TOM**  
KTOP, Topeka, Kans.
- GREGORY, GREG**  
KECK, Odessa, Tex.
- GRIFFIN, BILL**  
WAPO, Chattanooga, Tenn.
- GRIFFITH, LESTER L.**  
This Changing World, ABC
- GRISWOLD, JACK**  
WCSS, Amsterdam, N. Y.
- GROOM, JOHN**  
KSMA, Santa Maria, Calif.
- GROPPER, HAL**  
WRUN, Utica, N. Y.



**Dick Strout**



**LONNY STARR**

ANNOUNCER — EMCEE  
SPORTS COLOR  
NARRATOR

STAFF  
WNEW

PLaza 7-0700

## Announcers—Radio-Television

**GROSS, CLAIR**  
KFNE, Shendoah, Ia.

**GROVER, DAVE**  
KBIX, Muskogee, Okla.

**GRUBBS, J. M.**  
WCRB, Waltham, Mass.

**GRUNEWALD, ART**  
WNVA, Norton, Va.

**GUERIN, BILL**  
WMFD, Wilmington, N. C.

**GUEST, JOHN**  
WGL, Fort Wayne, Ind.

**GUIDICE, VIC**  
WTTG, Washington, D. C.

**GUINAN, JACK**  
WSCR, Scranton, Pa.

**GUNN, GEORGE**  
Thoughts In Passing, ABC

**GUSTAFSON, JAMES**  
WHDL, Ocean, N. Y.

**GUTHRIE, BILL**  
KOLL, Omaha, Nebr.

**GWYNN, BILL**  
KTSL, Hollywood, Calif.

**GWYN, BOB**  
KVET, Austin, Tex.

**GYNAN, EARL**  
WLAW, Lawrence, Mass.

### — H —

**HAASER, CHARLIE**  
WMAS, Springfield, Mass.

**HACK, GEORGE**  
WNOW, York, Pa.

**HAGEMAN, DICK**  
WLEE, Richmond, Va.

**HAGGART, IRVING**  
WFDF, Flint, Mich.

**HAHN, BOB**  
KVOD, Denver, Colo.

**HAHN, JERRY**  
KCNC, Fort Worth, Tex.

**HAIT, MAL**  
WKLP, Poughkeepsie, N. Y.

**HALE, PHIL**  
WKNB, New Britain, Conn.

**HARLEY, HERB**  
WHIO, Dayton, O.

**HALEY, TOM**  
WNBK, Cleveland, O.

**HALEY, THOMAS C.**  
WTAM, Cleveland, O.

**HALL, CHARLIE**  
WCSC, Charleston, S. C.

**HALL, JIM**  
KTW, Seattle, Wash.

**HALL, NELSON**  
KALL, Salt Lake City, Utah

**HALL, RADCLIFFE**  
NBC Television Newsreel, Camel Newsreel; Ivan Sanderson's Natural Treasures; Want Ad Ventures, WNBT, NBC-TV; Public Affairs, NBC; Narrator for Numerous Commercial and Industrial Films, ET series for AGP.

**HALLEY, RICHARD PAUL**  
WLOP, Orlando, Fla.

**HALLGREN, ROBERT**  
KGFT, Fremont, Neb.

**HALLOCK, MEL**  
KMT, Cedar Rapids, Ia.

**HALLORAN, RYAN**  
WAVE, Louisville, Ky.

**HALLPS, GREG**  
WCBM, Baltimore, Md.

**HAM, JAMES**  
KTFM, Temple, Tex.

**HAMILTON, BILL**  
Cavalade of America, NBC.

### HAMILTON, GENE

(See Radio-TV Artists).

**HAMILTON, JIM**  
WIND, Chicago, Ill.

**HAMMOND, CHARLES**  
WMBO, Auburn, N. Y.

**HANCHETT, TOM**  
WGIV, Charlotte, N. C.

**HANCOCK, DON**  
B. Oct. 10, 1910, Linwood, Ind.; Harvest Of Stars, CBS; Life Can Be Beautiful, NBC; Jack Smith Show, CBS; CBS News, CBS-TV; Perry Mason, CBS; Famous Jury Trials, ABC; Vox Pop, CBS; Stop The Music, ABC; Lanny Ross Show, NBC-TV; Ted Mack's Amateur Hour, DuMont, NBC; Big Sister, CBS.

**HANES, BOB**  
KCBQ, San Diego, Calif.

**HANNA, WALTER**  
WPAZ, Charleston, S. C.

**HANES, ART**  
Toast of The Town (TV), Sing It Again, Straight Facts For Veterans CBS.

**HANSEN, DONALD H.**  
KRSC, Seattle, Wash.

**HANSEN, RALPH**  
WAVE-TV, Louisville, Ky.

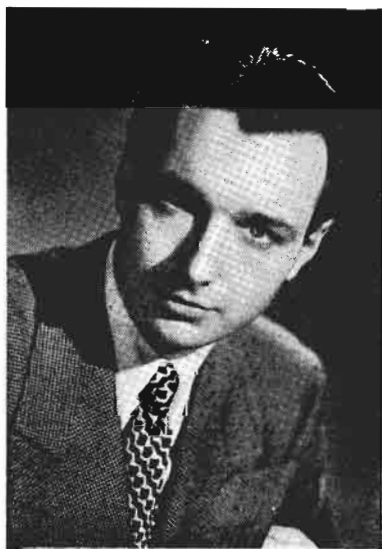
**HANSEN, VERN**  
WTOP, Washington, D. C.

**HANSSON, KEN**  
KXLF, Butte, Mont.

**HANSTROM, ARTHUR**  
WFRL, Freeport, Ill.

**HARBAUGH, EARL**  
WARL, Arlington, Va.

## DICK DUNHAM



Radio Registry: PL. 7-0700



## JACK MANGAN

emcee "SHIP'S REPORTER"—TV  
Announcer — Narrator

**Announcers—Radio-Television**

**HARDEN, CHARLES**  
WCTO, Campbellsville, Ky.

**HARDIN, GENE**  
WABB, Mobile, Ala.

**HARDING, JIM**  
WDAK, Columbus, Ga.

**HARDISON, DON**  
WFMY-TV, Greensboro, N. C.

**HARLES, DANIEL**  
WSAV, Savannah, Ga.

**HARMON, BILL**  
WCFL, Chicago, Ill.

**HARMON, JAY**  
KGLC, Miami, Okla.

**HARMONSON, KENNETH**  
KTW, Seattle, Wash.

**HARNER, LINK**  
WHED, Washington, N. C.

**HARNISH, ROBERT C.**  
WLAN, Lancaster, Pa.

**HARPE, RONALD**  
WALT, Tampa, Fla.

**HARPER, JERRY**  
WISC, Madison, Wis.

**HARPER, JOHN**  
WWRL, Woodside, N. Y.

**HARPER, JOHN**  
Guy Lombardo Show, NBC.

**HARRILL, NELSON J.**  
WGW, Ashboro, N. C.

**HARRICE, CY**  
The Big Story, NBC.

**HARRIS, BOB**  
KFER, Fresno, Calif.

**HARRIS, DAVID**  
WNHC, New Haven, Conn.

**HARRIS, DEAN**  
WAGE, Syracuse, N. Y.

**HARRIS, GERALD**  
WSSB, Durham, N. C.

**HARRIS, HERB**  
WQXI, Atlanta, Ga.

**HARRIS, JOHN**  
KSUN, Bisbee, Ariz.

**HARRIS, WALTER**  
KFRG, San Francisco, Calif.

**HARRISON, CHARLES**  
KTLL, Texas City, Tex.

**HARRISON, CHUCK**  
WAML, Laurel, Miss.

**HARROVER, BEN**  
KLIJ, Dallas, Tex.

**HART, JIM**  
KTCT, Tucson, Ariz.

**HART, JOHN**  
WLLH, Lowell-Lawrence, Mass.

**HART, JOSEPH**  
KPOL, Portland, Ore.

**HARTIG, JOHNNY**  
KREL, Baytown, Tex.

**HARTLEY, JIM**  
WGGG, Gainesville, Ga.

**HARTSFIELD, LARRY**  
WMBR, Jacksonville, Fla.

**HARVEY, PAUL**  
KHMO, Hannibal, Mo.

**HARVEY, TOM**  
WVCH, Chester, Pa.

**HARVILLE, CHARLIE**  
WFMY-TV, Greensboro, N. C.

**HARWOOD, CRIS**  
WJMJ, Philadelphia, Pa.

**HASSING, DOUG**  
WMGY, Montgomery, Ala.

**HATTON, DICK**  
WJW, Cleveland, O.

**HAUTE, JIM**  
KLPB, Minot, N. Dak.

**HAVRILLA, ALOIS**  
WNJR, Newark, N. J.

**HAWKE, ROHN**  
KVSF, Sante Fe, N. Mex.

**HAYES, EARL**  
WJBK, Detroit, Mich.

**HAYES, GEORGE**  
MATTHEW, JR.  
Hour of Faith, Esso News,  
Leigh Weather,  
ABC

**HAYNES, DICK**  
KLAC-TV, Hollywood, Calif.

**HAYWARD, BILL**  
KPIX, San Francisco, Calif.

**HAYWARD, BRUCE**  
KWK, St. Louis, Mo.

**HAYWORTH, HERB**  
WOWO, Fort Wayne, Ind.

**HEAD, BYRON**  
KOLI, Omaha, Nebr.

**HEADY, WAYNE**  
KTOP, Topeka, Kans.

**HEATH, DON**  
WREN, Topeka, Kans.

**HEATHERINGTON, KEITH**  
KTLA, Los Angeles, Calif.

**HEAVILEN, BOB**  
WGIG, Brunswick, Ga.

**HECKMAN, FRED**  
WTIX, Wilmington, Del.

**HEFNER, JOHN**  
WMBO, Auburn, N. Y.

**HEGARD, KEN**  
WFOX, Milwaukee, Wis.

**HEBERT, AL**  
KSON, San Diego, Calif.

**HEISS, BOB**  
WTMJ-TV, Milwaukee, Wis.



**ROGER FORSTER**  
Announcer • Narrator  
PL 7-0700



**BILL EDMONDS**  
announcer—emcee—narrator  
**W M G M**  
"King's Court"—WATV  
WEstwood 5-2837

## Announcers—Radio-Television

**HELL, FRANK**  
WILM, Wilmington, Del.

**HELGESEN, RAY**  
KSUN, Bisbee, Ariz.

**HELLYER, ARTHUR**  
WMIL, Milwaukee, Wis.

**HENDERSON, BOB**  
KOIN, Portland, Ore.

**HENDERSON, HENRY**  
KREL, Baytown, Tex.

**HENDERSON, MAX**  
WTON, Minneapolis, Minn.

**HENNINGTON, DAYLE**  
KTEM, Temple, Tex.

**HENLEY, HAROLD**  
WOPI, Bristol, Tenn.

**HENRI, CHARLES**  
WCAM, Camden, N. J.

**HENRICH, WALT**  
WGAR, Cleveland, O.

**HENRY, BILL**  
WDAK, Columbus, Ga.

**HENRY, DICK**  
WOOD, Grand Rapids, Mich.

**HENRY, OLLIE**  
WJBC, Bloomington, Ill.

**HENSON, DOUG**  
WTEL, Philadelphia, Pa.

**HERBERT, WALTER**  
WNAE, Fredericksburg, Tex.

**HERLIHY, ED**  
B. Aug. 14, 1911, Boston, Mass.;  
Hildegard, NBC; Romberg,  
NBC; Cavallaro, NBC; Kraft  
Music Hall, NBC; Children's  
Hour, NBC, NBC-TV, One  
O'Clock Sunday News with Ed  
Herlihy, NBC; Honeymoon in  
N. Y., NBC; Kraft Television  
Theater, NBC-TV; The Hart-

mans, NBC-TV; Act It Out,  
NBC-TV; Here's Herlihy, WNBT;  
Commentator - Universal News-  
reels.

**HERLIHY, WALTER F.**  
ABC-TV

**HERMAN, CHARLES**  
WLAJ-TV, Grand Rapids,  
Mich.

**HERMAN, DON**  
WPAG, Ann Arbor, Mich.

**HERMAN, HANK**  
KGBX, Springfield, Mo.

**HERRICK, SHERB**  
WKKW, Albany, N. Y.

**HERRING, WARREN**  
WDEF, Chattanooga, Tenn.

**HERRINGTON, HUGH**  
KPBX, Beaumont, Tex.

**HERROLD, JIM**  
KOPR, Butte, Mont.

**HERTSGAARD, ROLF**  
WCCO, Minneapolis, Minn.

**HERTZ, RICHARD M.**  
WBAB, Atlantic City, N. J.

**HESINGTON, CHUCK**  
KWTO, Springfield, Mo.

**HESS, JIM**  
WKGN, Knoxville, Tenn.

**HESTER, JEFF**  
WSLT, Jackson, Miss.

**HESTER, JESS**  
WVIM, Vicksburg, Miss.

**HETRICK, WAYNE**  
WLAN, Lancaster, Pa.

**HEWEY, IRA I.**  
WHAL, Greenfield, Mass.

**HIBBS, NELSON**  
RGON, Oregon City, Ore.

**HICKOK, BILL**  
WXXW, Albany, N. Y.

**HICKS, JOHN**  
KEEO, El Paso, Tex.

**HICKS, ROBERT**  
KANS, Wichita, Kans.

**HIGDON, MAURICE A.**  
WOIC, Washington, D. C.

**HIGHAM, LEO**  
KID, Idaho Falls, Ida.

**HILEY, JOE**  
KGY, Olympia, Wash.

**HILL, ED**  
WBNX, New York, N. Y.

**HILL, ERNIE**  
KVER, Albuquerque, N. Mex.

**HILL, F. RICHARD, JR.**  
WTSV, Clarendon, N. H.

**HILL, FRED, JR.**  
WMAZ, Macon, Ga.

**HILL, HOLLIS**  
KYCA, Prescott, Ariz.

**HILL, JOHN**  
WBLK, Clarksburg, W. Va.

**HINDMAN, BILL**  
WCOL, Columbus, O.

**HITCHCOCK, BOB**  
WTOR, Torrington, Conn.

**HITE, BOB**  
News  
CBS

**HINSON, GLEN**  
WJAG, Norfolk, Nebr.

**HOBBY, WES**  
WSKI, Montpelier, Vt.

**HOFFMAN, HOWARD**  
WXEL, Cleveland, O.

**HOGGATT, JACK**  
KIT, Yakima, Wash.



**BILL GORDON**  
announcer-m.c.-narrator



**DON HANCOCK**  
PL. 7-0700



**Announcers—Radio-Television**

**HOLBROOK, JOHN**

This Is Your Life; Philip Morris Night With Horace Heidt Horace Heidt Presents His Original Youth Opportunity Program, NBC.

**HOLBROOK, JOSEPH R.**

WPAY, Portsmouth, O.

**HOLCZER, BOB**

WBRY, Waterbury, Conn.

**HOLDEN, JACK**

WEAS, Atlanta, Ga.

**HOLDEN, JACK**

WLS, Chicago, Ill.

**HOLDER, HUGH**

WAYS, Charlotte, N. C.

**HOLDERBY, BOB**

KTOK, Oklahoma City, Okla.

**HOLLER, CARL**

WTFZ, Jasper, Ind.

**HOLLINGSWORTH, DENNIS**

WWNK, Beckley, W. Va.

**HOLLOWAY, FRANK**

KOMA, Oklahoma City, Okla.

**HOLM, CLAY**

KOYE, Lander, Wyo.

**HOLMAN, BERT**

WMID, Atlantic City, N. J.

**HOLMAN, KNON**

WSPA, Montgomery, Ala.

**HOLMES, B. RICHARD**

WAMS, Wilmington, Del.

**HOLMES, BILL**

KFGO, Fargo, N. Dak.

**HOLMES, MILT**

WHAT, Philadelphia, Pa.

**HOLT, FRED**

WCKY, Cincinnati, O.

**HOLTMAN, JOHN**

Music from the Heart of America, NBC.

**HOLTZ, THOMSON**

WOW-TV, Omaha, Nebr.

**HONEYMAN, KEN**

WHIO, Dayton, O.

**HOOPER, CHUCK**

WHKK, Akron, O.

**HOPE, WINSTON**

WTAR, Norfolk, Va.

**HOPKINS, BILL**

WKNA, Charleston, W. Va.

**HOPKINS, WELEY**

WPTM, Trenton, N. J.

**HORNBAUGH, JOHN M.**

WPAY, Portsmouth, O.

**HORNBECK, HAL**

WKNY, Kingston, N. Y.

**HORNE, TANCIL**

WEGO, Concord, N. C.

**HOSKINS, TROY**

KTOK, Oklahoma City, Okla.

**HOWARD, BILL**

WWOD, Lynchburg, Va.

**HOWARD, BOB**

WSAZ-TV, Huntington, W. Va.

**HOWARD, IRVING**

ABC, ABC-TV

**HOWARD, ROBERT**

WSAZ, Huntington, W. Va.

**HOWARD, ROY**

KIOA, Des Moines, Ia.

**HOWARD, TONY**

WPIK, Alexandria, Va.

**HOWARD, WED**

KMOX, St. Louis, Mo.

**HOWELL, WAYNE**

The Martin and Lewis Show, NBC.

**HOWER, BOB**

KWFC, Hot Springs, Ark.

**HUBBARD, DAVID**

KFXM, San Bernardino, Calif.

**HUBBARD, HENRY M.**

KVOA, Tucson, Ariz.

**HUBBELL, HARRY**

WILM, Wilmington, Del.

**HUDMAC, JOHN**

WFKY, Frankfort, Ky.

**HUDSON, GEORGE**

WCAP, Asbury Park, N. J.

**HUDSON, TOM A.**

B. Aug. 21, 1915, Houston, Tex.;

Who Said That?, NBC; Show

Business, NBC; Rosemary, CBS.

**HUDSON, WAYNE**

WROL, Knoxville, Tenn.

**HUEBNER, PAUL**

KWG, Stockton, Calif.

**HUFF, OSCAR**

WLAP, Lexington, Ky.

**HUGLI, IVOR**

WCCC, Hartford, Conn.

**HUGHES, PAUL**

KTAR, Phoenix, Ariz.

**HULL, DICK**

WFRP, Savannah, Ga.

**HULL, MARVIN**

KFMB, San Diego, Calif.

**HUMPHREY, GEORGE**

KDB, Santa Barbara, Calif.

**HUNSBERGER, PAUL**

WSNJ, Bridgeton, N. J.

**HUNT, MEL**

ABC, ABC-TV

**HUNT, MEL**

WLAY, Muscle Shoals, Ala.

**HUNTER, GEORGE**

WWJ, Detroit, Mich.



**JOE KING**

Speaking for

**FOX-MOVIE-NEWS**

The Coca-Cola Company

&

The Colgate-Palmolive-Peet Co.

SChuyler 4-5700



**FRED E. SCOTT**

**RADIO — TELEVISION**

**ANNOUNCER — ACTOR**

Hicksville 5-5575



**Announcers—Radio-Television**

**HUNTER, RUBY**  
KPIX, San Francisco, Calif.  
**HUOT, ED**  
KXGI, Fort Madison, Ia.  
**HURLEY, BILL**  
KLF, Dallas, Tex.  
**HURST, MIKE**  
WTBO, Cumberland, Md.  
**HURST, RUSS**  
KXOL, Ft. Worth, Tex.  
**HURST, WILSON**  
KTHS, Hot Springs, Ark.  
**HUSEBO, WENDELL**  
KEYD, Minneapolis, Minn.  
**HUTCHINS, BAILEY**  
WQBC, Vicksburg, Miss.  
**HUTCHINSON, JIMMIE**  
WHSY, Hattiesburg, Miss.  
**HUTCHINSON, JOHN**  
WGAU, Athens, Ga.  
**HUYEN, BILL**  
KOCY, Oklahoma City, Okla.

— I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.  
**INABNET, MITCHELL**  
KCLW, Hamilton, Tex.  
**INGBRIGTSEN, LEN**  
WDGJ, Minneapolis, Minn.  
**INNIS, BEN**  
KSEI, Pocatello, Ida.  
**INGRAM, BILL**  
KPAC, Port Arthur, Tex.  
**INGWERTSEN, RICHARD**  
KOLT, Scottsbluff, Nebr.  
**IRWIN, PHIL**  
KGW, Portland, Ore.  
**IRVING, CHARLES**  
ABC

**IRVING, GEORGE**  
WCMA, Corinth, Miss.  
**IRVING, PAUL**  
WEDC, Chicago, Ill.  
**ISON, STEVE**  
WTIP, Charleston, W. Va.  
**IVES, BOB**  
WFBL, Syracuse, N. Y.

— J —

**"JACKSON"**  
WHHM, Memphis, Tenn.  
**JACKSON, BILL**  
KGBC, Galveston, Tex.  
**JACKSON, JACK**  
WEAS, Atlanta, Ga.  
**JACKSON, JAY**  
Hogan's Daughter; This Is Your Life, NBC.  
**JACKSON, TOM**  
WKAB, Mobile, Ala.  
**JACOBSON, BERNIE**  
WALE, Fall River, Mass.  
**JAFFE, SYD**  
WNHC, New Haven, Conn.  
**JAMES, DENNIS**  
B. Aug. 24, 1917, Jersey City, N. J.; Bob Hawk Show, CBS; Con You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster-Boxing, Wrestling; Okay Mother; Old Gold Amateur Hour, WABD.  
**JAMES, DON**  
WEBR, Buffalo, N. Y.  
**JAMES, HUGH**  
B. Oct. 13, 1915, New York, N. Y.; Voice of Firestone; A House in the Country; When a Girl

Marries; Sunoco 3 Star Extra, NBC; Telenevreeel, WABD; Second Mrs. Burton; Wendy Warren & the News, CBS; True Detective Mysteries, MBS, Special Assignment, Press, Assoc.

**JAMES, OWEN**  
ABC, ABC-TV  
**JAMES, RALPH**  
KROY, Sacramento, Calif.  
**JAMES, STEPHEN**  
WBMS, Boston, Mass.  
**JEFFREYS, BILL**  
WREL, Lexington, Va.  
**JENKINS, BILL**  
WEAM, Arlington, Va.  
**JENKINS, ALUN**  
WHK, Cleveland, O.  
**JENSEN, HARRIS**  
WMUS, Muskegon, Mich.  
**JENSEN, PAUL**  
KOLN, Lincoln, Nebr.  
**JENSEN, RAN**  
WOC, Davenport, Ia.  
**JENSEN, SAM**  
KRG, Cedar Rapids, Ia.  
**JESSE, BLAIR**  
WLAQ, Rome, Ga.  
**JOHN, RICHARD W.**  
KTSA, San Antonio, Tex.  
**JOHNSON, BILL**  
WTAR, Norfolk, Va.  
**JOHNSON, BOB**  
WIBK, Knoxville, Tenn.  
**JOHNSON, DICK**  
WICU, Erie, Pa.  
**JOHNSON, HERBERT**  
WMAZ, Macon, Ga.  
**JOHNSON, JOHN DUANE**  
KXRO, Aberdeen, Wash.

**HY  
AVERBACH**

THE BOB HOPE SHOW



**BERT WAYNE**  
announcer-m.c.-narrator

**Announcers—Radio-Television**

**JOHNSON, KIMBERLEY**  
WLNA, Peekskill, N. Y.

**JOHNSON, TED**  
WRTA, Altoona, Pa.

**JOHNSTON, WAYNE**  
KAMQ, Amarillo, Tex.

**JOHNSTON, W. R., JR.**  
WBIR, Knoxville, Tenn.

**JOHNSTONE, FRANK**  
KFRC, San Francisco, Calif.

**JONES, GORDON**  
WCMB, Lenoyce, Pa.

**JONES, MAL**  
WTBO, Cumberland, Md.

**JONES, PAUL**  
WFLA, Tampa, Fla.

**JONES, PAUL**  
WLW, Cincinnati, O.

**JORGENSEN, TOM**  
KSON, San Diego, Calif.

**JOY, DICK**  
The Adventures of Sam Spade,  
NBC.

**JOYCE, VINCE**  
WWSW, Pittsburgh, Pa.

— **K** —

**KABER, RUSS**  
KVOX, Moorhead, Minn.

**KADILLAC, CARLTON**  
The Scallest Variety Theatre  
Starring Dorothy Lamour,  
NBC.

**KASPER, FRED**  
WENR, Chicago, Ill.

**KAUFFMAN, ARNOLD C.**  
WMBM, Miami Beach, Fla.

**KAY, BOB**  
WAVE-TV, Louisville, Ky.

**KAY, WALTER**  
WJW, Cleveland, O.

**KAYE, DEAN**  
WCQN, Atlanta, Ga.

**KEECH, KELVIN**  
Breakfast on the Plaza, ABC

**KEEP, BARNEY**  
KEX, Portland, Ore.

**KELEHER, PHIL**  
WQAM, Miami, Fla.

**KELLY, ED**  
WBNS-TV, Columbus, O.

**KELLY, TOM**  
WARM, Scranton, Pa.

**KEMPER, LOU**  
WHB, Kansas City, Mo.

**KENNEDY, TERRY**  
WBCK, Battle Creek, Mich.

**KENT, HAROLD P.**  
WENE, Binghamton-Endicott,  
N. Y.

**KERCE, CECIL**  
WRGA, Rome, Ga.

**KERN, BRUCE**  
WTIC, Hartford, Conn.

**KERNS, DICK**  
WMMW, Meriden, Conn.

**KEY, JIMMY**  
KANS, Wichita, Kans.

**KEYSER, WARREN**  
WILM, Wilmington, Del.

**KILMER, BILL**  
WHO, Des Moines, Ia.

**KIMBALL, MERLE**  
KVI, Seattle, Wash.

**KING, A. C.**  
WEEL, Boston, Mass.

**KING, DEL**  
The Mary Lee Taylor Show,  
NBC.

**KING, JOSEPH M.**  
B. Sept. 20, 1915, Birmingham,  
Ala.; Songs by Morton Downey;  
Claudia; The Pause That Re-  
freshes; Mr. & Mrs. North.

**KING, WALLY**  
KSFO, San Francisco, Calif.

**KING, WALLY**  
WATR, Waterbury, Conn.

**KING, WALTER WOLFE**  
KNBH, Hollywood, Calif.

**KIRBY, BILL**  
Coffee Club, WAAT; Dialing  
With Music, Matinee Melody  
Club.

**KIRBY, GENE**  
WJZ, New York, N. Y.

**KIRBY, JIM**  
WAEM-TV, Birmingham, Ala.

**KIRBY, JIMMY**  
WAPI, Birmingham, Ala.

**KLISE, ROD**  
KHQ, Spokane, Wash.

**KNAPP, JOHN**  
KTHH, Houston, Tex.

**KNIGHT, FRED**  
WIBG, Philadelphia, Pa.

**KNIGHT, KIRK**  
WWJ-TV, Detroit, Mich.

**KNOX, BOB**  
WIBG, Philadelphia, Pa.

**KOLMAR, DICK**  
WOR-TV, New York, N. Y.

**KOTHE, DICK**  
WTCN-TV, Minneapolis, Minn.

**KOVACS, ERNEST**  
WTTM, Trenton, N. J.

**KRAMER, HARRY**  
CBS

# 12th YEAR Anniversary

## The Don Martin School of Radio Arts

Over 300 radio stations are now employing our graduates  
as announcers, script writers, newscasters, sports announcers,  
and combination men (1st class technicians).

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School of Radio Arts

1655 No. Cherokee, Hollywood, Cal.

## Announcers—Radio-Television

- KRESTAL, BUD**  
WMIS, Natchez, Miss.
- KRUEGAR, RALPH**  
WLEA, Hornell, N. Y.
- KRUSBERG, ROY J.**  
WRLD, West Point, Ga.
- KRUYER, PAUL**  
WSET, South Bend, Ind.
- KUHLMAN, JOHN R.**  
KCRA, Sacramento, Calif.
- KURTZ, SPYKER**  
WRAK, Williamsport, Pa.
- KUZNETSOF, WILLIAM**  
WLBK, Bowling Green, Ky.
- L —
- LaBRANCHE, ERNEST**  
WCCM, Lawrence, Mass.
- LaHAYE, LOUIS**  
WICC, Bridgeport, Conn.
- LAING, JOHN**  
The Sealtest Variety Theatre  
Starring Dorothy Lamour,  
NBC.
- LAIRD, JERE**  
KHBC, Hilo, T. H.
- LaMAR, JACK**  
WCAM, Camden, N. J.
- LAMB, ART**  
WINX, Washington, D. C.
- LAMB, BILL**  
KULP, El Campo, Tex.
- LAMB, WILLARD**  
WBBC, Flint, Mich.
- LAMBERT, CHUCK**  
WJOC, Jamestown, N. Y.
- LAMBERT, DOW**  
KIMA, Yakima, Wash.
- LAMBERT, KEN**  
WLDL, Jacksonville, Ill.
- LAMPERT, ED**  
WCAV, Norfolk, Va.
- LAMUTIS, ALEX**  
WGV, Geneva, N. Y.
- LaPLANTE, ROY**  
WPN, Philadelphia, Pa.
- LAND, CHARLES**  
WBBJ, Brewton, Ala.
- LAND, ZACK**  
WMA, Springfield, Mass.
- LANE, ALAN**  
WHUM, Reading, Pa.
- LANE, HAROLD**  
WGN, Newburgh, N. Y.
- LANE, LARRY**  
WHBO, Tampa, Fla.
- LANE, RICHARD**  
KTLA, Los Angeles, Calif.
- LANG, WILLIAM**  
WGM, New York, N. Y.
- LANE, BELL**  
KGDM, Stockton, Calif.
- LANGLEY, LAVELLE**  
KAMD, Camden, Ark.
- LANGLEY, RALPH**  
ABC, ABC-TV
- LANSFORD, CHARLES**  
WGKV, Charleston, W. Va.
- LANTZ, RICHARD**  
WCCP, Savannah, Ga.
- LARSEN, BOB**  
WEMP, Milwaukee, Wis.
- LASK, BILL**  
KDDD, Dumas, Tex.
- LATHAM, JACK**  
ABC, ABC-TV
- LAUX, ED**  
WINZ, Hollywood, Fla.
- LaVIGNE, RICHARD**  
WHYN, Holyoke, Mass.
- LAWLEY, LEE**  
KGER, Long Beach, Calif.
- LAWRENCE, DAN**  
KRNT, Des Moines, Ia.
- LAWRENCE, DICK**  
WUSN, Charleston, S. C.
- LAWRENCE, FREDERICK**  
WTHI, Port Huron, Mich.
- LAWSON, JACK**  
KXOA, Sacramento, Calif.
- LAWRENCE, JACK**  
WIRL, Peoria, Ill.
- LAWRENCE, JAMES H.**  
KOVO, Provo, Utah
- LAWSON, JERRY**  
WJOC, Jamestown, N. Y.
- LAWRENCE, KEN**  
WTOL, Toledo, O.
- LAWRENCE, PAUL**  
WVCH, Chester, Pa.
- LAWSON, RALPH**  
WLFX, Lexington, Ky.
- LAWFORD, VIN**  
WNLK, Norwalk, Conn.
- LAZARE, JACK**  
Take A Number, John Steele,  
Adventurer, Nick Carter, Se-  
cret Mission, MBS; Unsolved  
Mysteries. Let's Have A Party,  
WOR.
- LAZICH, BOB**  
KXLF, Butte, Mont.
- LEA, ROD**  
WWOD, Lynchburg, Va.
- LEACH, ROBERT E.**  
WSAB, Atlantic City, N. J.
- LEAFER, WOODROW**  
WDSU-TV, New Orleans, La.
- LEARNARD, A. B.**  
WRBC, Jackson, Miss.
- LeBOW, GUY**  
WPIX, New York, N. Y.
- LeCLERCQ, GREGORY**  
KIFI, Idaho Falls, Ida.
- LEE, AL V.**  
KVMV, Twin Falls, Ida.
- LEE, BARNEY**  
WBBC, Flint, Mich.
- LEE, BOB**  
WWST, Wooster, O.
- LEE, BRUCE**  
WHIT, New Bern, N. C.
- LEE, DAVE**  
WLOK, Lima, O.
- LEE, GARY**  
WKRC-TV, Cincinnati, O.
- LEE, LARRY**  
KPFA, Greeley, Colo.
- LEE, TED**  
WCPO, Cincinnati, O.
- LEE, TOM**  
KGON, Oregon City, Ore.
- LEEFERS, BOB**  
KMT, Cedar Rapids, Ia.
- LeFEVRE, BILL**  
WFBK, Baltimore, Md.
- LEIGHTON, JACK**  
KTOP, Topeka, Kans.
- LEMER, BILL**  
KWYO, Sheridan, Wyo.
- LENDY, JULIAN**  
KRTN, Raton, N. Mex.
- LENE, BILL**  
Circle Arrow Show, NBC.
- LEONARD, JESSE**  
KEX, Portland, Ore.
- LEONARD, VINCE**  
WISH, Indianapolis, Ind.
- LERNER, SAUL**  
WLIZ, Bridgeport, Conn.
- LESCH, GOMER**  
WICU, Erie, Pa.
- LESHER, ROBERT**  
WJEJ, Hagerstown, Md.
- LESIK, EDWARD**  
ABC-TV
- LESIK, EDWARD (MICHAEL)**  
Modern Romances, ABC
- LeTOURNEAU, ART**  
KIDO, Boise, Ida.
- LEVENSON, LESLIE**  
WSYB, Rutland, Vt.
- LEWIS, AL**  
WRRG, Mobile, Ala.
- LEWIS, CHARLES**  
WWJ, Detroit, Mich.
- LEWIS, ED**  
KXKJ, Grand Junction, Colo.
- LEWIS, GERALD**  
WCSH, Portland, Me.
- LEWIS, MILT**  
WXLW, Indianapolis, Ind.
- LEWIS, RALPH**  
WTAD, Quincy, Ill.
- LICK, DON**  
WICU, Erie, Pa.
- LIDDLE, BOB**  
KHQ, Spokane, Wash.
- LIEBMANN, RANDY**  
KERN, San Jose, Calif.
- LILLEY, BOB**  
KCRG, Cedar Rapids, Ia.
- LINDBERG, WALTER**  
KLER, Rochester, Minn.
- LINDSAY, A. W.**  
KXRO, Aberdeen, Wash.
- LINDSEY, JAMES HALL**  
KWSL, Lake Charles, La.
- LINDMAN, STU**  
WMIN, St. Paul, Minn.
- LINKOWS, MELVIN**  
WSLS, Roanoke, Va.
- LINN, CLAIR**  
WHRV, Ann Arbor, Mich.
- LINTHICUM, WALTER**  
WBAL, Baltimore, Md.
- LITTLE, ED**  
WEBB, Buffalo, N. Y.
- LIVELY, LEE**  
WLOW, Norfolk, Va.
- LIVEZEY, THOMAS E.**  
WKAP, Allentown, Pa.
- LLOYD, JACK**  
KSEK, Pittsburg, Kans.
- LLOYD, JACK**  
KXGI, Fort Madison, Ia.
- LOGAN, JIM**  
WWCO, Waterbury, Conn.
- LACCAR, SAM D.**  
WTSJ, Jackson, Tenn.
- LOCKETT, FRED**  
WETB, Johnson City, Tenn.
- LOCKHART, HARRY**  
KTHS, Hot Springs, Ark.
- LOCKREM, DALE A.**  
WATO, Oak Ridge, Tenn.
- LOEB, ROBERT**  
WVNJ, Newark, N. J.
- LOHMANN, PAUL**  
WPAG, Ann Arbor, Mich.
- LOHMEIER, BILL**  
WSLI, Jackson, Miss.
- LONGERAN, STAN**  
WCFB, Chicago, Ill.
- LONGERAN, VINCE**  
WDGY, Minneapolis, Minn.
- LONG, HARRY**  
KVI, Seattle, Wash.
- LONG, JOE**  
WNOX, Knoxville, Tenn.
- LONG, JOE**  
WTVN, Thomasville, N. C.
- LONGFELLOW, TOMMY**  
KHOZ, Harrison, Ark.
- LORIMER, DAVID C.**  
WLE, Cambridge, O.
- LOTS, JOHN**  
WWRL, Woodside, N. Y.
- LOTZ, VERN**  
KVNJ, Fargo, N. Dak.
- LOUDES, VERN**  
KROW, Oakland, Calif.
- LOUNSBURY, JIM**  
WIND, Chicago, Ill.
- LOUTHIER, JOHN**  
WDRB, Syracuse, N. Y.
- LOWE, DONALD HERBERT**  
Betty Clark Sings, ABC

## Announcers—Radio-Television

**LOWE, JIMMIE**  
KXOL, Ft. Worth, Tex.

**LOWERY, BILL**  
WGST, Atlanta, Ga.

**LOWERY, BYRON**  
RWTX, Waco, Tex.

**LOWREY, AL**  
KGA, Spokane, Wash.

**LOWRY, LEW**  
KOOL, Phoenix, Ariz.

**LOY, WILLIAM**  
WTBO, Cumberland, Md.

**LUCAS, HARLEY**  
WGBS, Miami, Fla.

**LUCAS, WILLIAM**  
KOIN, Lincoln, Neb.

**LUDLAM, KENNEDY**  
WRC, Washington, D. C.

**LUDWIG, JAMES**  
WLEU, Erie, Pa.

**LUDWIG, LYELL**  
WFBM, Indianapolis, Ind.

**LUDWIG, LYELL**  
WFBM-TV, Indianapolis, Ind.

**LUKENS, RUSS**  
KXLL, Missoula, Mont.

**LUKINS, HARRY**  
WHBC, Indianapolis, Ind.

**LUND, JIM**  
KXIC, Iowa City, Ia.

**LUND, ROGER K.**  
WXRA, Kenmore, N. Y.

**LUNDBERG, VICTOR E.**  
KOOL, Phoenix, Ariz.

**LUNDQUIST, JACK**  
KDZA, Pueblo, Colo.

**LUNDQUIST, VERNON**  
WROL, Knoxville, Tenn.

**LUPU, JAMES**  
WROM, Rome, Ga.

**LUTHER, JOHN**  
WERF, Erie, Pa.

**LYLES, JOHNNIE**  
KALB, Alexandria, La.

**LYNKER, JOHN**  
WEOK, Poughkeepsie, N. Y.

**LYNOTT, RUD**  
WHLB, Virginia, Minn.

**LYNON, CHARLES**  
The Lassie Show, NBC.

### —Mc—

**MacDONALD, P. L.**  
WEEL, Boston, Mass.

**MacDONNELL, DAN**  
Hilltop House, 54th St. Re-  
cues (TV)

**MacMULLEN, GEORGE**  
WTAL, Tallahassee, Fla.

**McADOO, DICK**  
WGBG, Greensboro, N. C.

**McALLISTER, DON**  
WDBO, Orlando, Fla.

**McBEE, KEITH**  
WBAL-TV, Baltimore, Md.

**McBRIDE, BILL**  
WOW, Omaha, Neb.

**McBRIDE, JACK**  
WAGA-TV, Atlanta, Ga.

**McBRIDE, ROBERT**  
WPIK, Alexandria, Va.

**McCALL, BILL**  
WHAT, Philadelphia, Pa.

**McCALL, JACK**  
KSYL, Alexandria, La.

**McCANN, DICK**  
KBON, Omaha, Neb.

**McCARL, ROBERT**  
KRNR, Roseburg, Ore.

**McCARTHY, JACK**  
WPIX, New York, N. Y.

**McCARTHY, JAMES**  
WBRE, Wilkes-Barre, Pa.

**McCARTNEY, DICK**  
KMUS, Muskogee, Okla.

**McCAY, RAY**  
WQXI, Atlanta, Ga.

**McCONNELL, BYRON**  
WKST, New Castle, Pa.

**McCONNELL, JIM**  
KGBC, Galveston, Tex.

**McCORD, BILL**  
The Circle Arrow Show, NBC

**McCOY, KEN**  
KWIL, Albany, Ore.

**McCOY, ROBERT A.**  
KOB, Albuquerque, N. Mex.

**McCOY, RONALD J.**  
KFEL, Denver, Colo.

**McCREADY, MACK**  
KEBE, Jacksonville, Tex.

**McCULLLEY, JOE**  
WSNJ, Bridgeton, N. J.

**McCULLOUGH, WALTER**  
WBBB, Burlington, N. C.

**McCUTCHAN, KEN**  
WIKY, Evansville, Ind.

**McCUTCHEON, DON**  
KASH, Eugene, Ore.

**McDANIEL, CARL**  
KSMI, Semmole, Okla.

**McDERMOTT, ROBERT**  
WBOW, Terre Haute, Ind.

**McDEVITT, LEO**  
WAAB, Worcester, Mass.

**McDONALD, JAMES**  
WILE, Cambridge, O.

**McEACHERN, LEE**  
WBBQ, Memphis, Tenn.

**McELROY, MAC**  
WIKK, Erie, Pa.

**McELWEE, RUSS**  
WCRS, Greenwood, S. C.

**McENANEY, JAMES**  
WNLG, New London, Conn.

**McGEE, BOB**  
KWFC, Hot Springs, Ark.

**McGILL, MAURY**  
WLIQ, East Liverpool, O.

**McGOVERN, TOM E.**  
KRQD, El Paso, Tex.

**McGOWAN, ED**  
KALJ, Salt Lake City, Utah

**McHAN, BILL**  
WJPR, Greenville, Miss.

**McINTIRE, CHARLES**  
WBBH, Joplin, Mo.

**McINTYRE, JIM**  
WJNN, Louisville, Ky.

**McKASSON, CHUCK**  
WGBF, Evansville, Ind.

**McKEE, ROY**  
KOMA, Oakland City, Okla.

**McKELFRESH, ALBERT L.**  
WVFN, Olney, Ill.

**McKINNEY, CARL**  
WGTC, Greenville, N. C.

**McKINNEY, GENE**  
KAMQ, Amarillo, Tex.

**McKINNEY, JIM**  
WSOY, Decatur, Ill.

**McKINNON, BOB**  
WRFS, Alexander City, Ala.

**McKNIGHT, JOHN M.**  
WBLI, Hempstead, L. I.

**McKINE, GENE (KIRBY)**  
Esso News, ABC

**McLAUGHLIN, BOB**  
KLAZ-TV, Hollywood, Calif.

**McLAUGHLIN, FRANCIS**  
WBRE, Wilkes-Barre, Pa.

**McCLEAN, CLYDE**  
WBT, Charlotte, N. C.

**McLEAN, DEAN**  
KWBC, Ft. Worth, Tex.

**McLEAN, JOHN**  
WPDQ, Jacksonville, Fla.

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McMAHON, GILES**  
CKLW, Detroit, Mich.

**McMANUS, JIM**  
The Sports Parade  
WMAR-TV, Baltimore, Md.

**McNALLEY, PAUL**  
WHOB, Gardner, Mass.

**McNEELEY, MARTY**  
WJMO, Cleveland, O.

**McNEVIN, JOHN**  
WHEN, Syracuse, N. Y.

**McOSKER, DARRELL**  
KODY, North Platte, Neb.

**McPHEE, JIM**  
WGL, Fort Wayne, Ind.

**McPHERSON, HUGH**  
WOAY, Oak Hill, W. Va.

**McRAE, DUANE**  
KROY, Sacramento, Calif.

### —M—

**MABRY, DICK**  
WBIG, Philadelphia, Pa.

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, FLOYD**  
The Telephone Hour, NBC.

**MAGNIN, JOHN**  
WWRJ, Woodside, N. Y.

**MAHAN, JOHN**  
WDAS, Philadelphia, Pa.

**MAHANAY, ROBERT**  
WIBX, Utica, N. Y.

**MALLICOAT, AL**  
KGER, Long Beach, Calif.

**MALLOY, LES**  
KYA, San Francisco, Calif.

**MALOY, HENRY**  
WTRY, Troy, N. Y.

**MANDEL, ART**  
KDON, Santa Cruz, Calif.

**MANN, CARL**  
KBTB, Dallas, Tex.

**MANNING, BILL**  
KIST, Santa Barbara, Calif.

**MANNING, RAY**  
WIL, St. Louis, Mo.

**MANSFIELD, LARRY**  
WSPB, Sarasota, Fla.

**MANSON, LEE**  
WELL, New Haven, Conn.

**MAPEN, BILL**  
WHOS, Decatur, Ala.

**MARBLE, HARRY**  
Margaret Arlen, Hits And  
Misses, People's Platform  
(TV), Erie Seavreid And The  
News  
CBS

**MARICH, BOB**  
KLEE-TV, Houston, Tex.

**MARKER, JAMES**  
KGLO, Mason City, Ia.

**MARKEV, PAUL**  
WING, Dayton, O.

**MARLOW, MICHAEL**  
WWSW, Pittsburgh, Pa.

**MARQUEZ, RAQUEL**  
KVER, Albuquerque, N. Mex.

**MARSHALL, BILL**  
KMCA, San Antonio, Tex.

**MARSHALL, JEAN**  
WFV, St. Louis, Mo.

**MARSHALL, JIMMY**  
WTOB, Winston-Salem, N. C.

**MARSHALL, REX**  
Suspense, CBS-TV; News &  
Special Events, WPIX.

**MARSTON, BERT**  
WFAS, White Plains, N. Y.

**MARTIN, BILL**  
WDR, Syracuse, N. Y.

**MARTIN, DON**  
WHCU, Ithaca, N. Y.

**MARTIN, HARRY**  
KGBC, Galveston, Tex.

**MARTIN, WINSTON**  
KFRU, Columbia, Mo.

## Announcers—Radio-Television

- MARTYN, GIL**  
KTLA, Los Angeles, Calif.
- MARVIN, KEN**  
WOR, New York, N. Y.
- MARVIN, LARRY**  
KRNO, San Bernardino, Calif.
- MARVIN, TONY**  
Arthur Godfrey Time, Godfrey And His Friends (TV)  
CBS
- MASON, JOE**  
WLEE, Richmond, Va.
- MASSEY, JON**  
WWDC, Washington, D. C.
- MATHESON, MAC**  
KTUC, Tucson, Ariz.
- MATTHEWS, JAMES**  
WMAZ, Macon, Ga.
- MAXWELL, CHUCK**  
WREN, Topeka, Kans.
- MAYFIELD, ROBERT**  
KRDD, El Paso, Tex.
- MEATH, ED**  
WHEC, Rochester, N. Y.
- MEEHAN, ROBERT**  
WEAN, Providence, R. I.
- MEIER, DON**  
Reserved For Garroway  
WNBQ, Chicago, Ill.
- MERCER, CLIFF**  
WLOU, Louisville, Ky.
- MERCHANT, BILL**  
WKBZ, Muskegon, Mich.
- MERRITT, BILL**  
KFBK, Sacramento, Calif.
- MERRYMAN, BOB**  
WLWT, Cincinnati, O.
- MICHAEL, BILL**  
KMAC, San Antonio, Tex.
- MICHAEL, GEORGE**  
WRBW, Albany, N. Y.
- MICHAEL, RAY**  
WNBW, Washington, D. C.
- MICHAEL, ROBERT**  
WRTA, Altoona, Pa.
- MICHELESEN, BILL**  
KFBC, Cheyenne, Wyo.
- MILLER, BILL**  
WTAX, Springfield, Ill.
- MILLER, CALVIN**  
WBNX, New York, N. Y.
- MILLER, CARLETON**  
WGBB, Freeport, N. Y.
- MILLER, DON**  
WTOL, Toledo, O.
- MILLER, MARVIN**  
Behind the Story, MBS: Louella Parsons, ABC: Beulah, CBS.
- MILLER, PAUL**  
WHOK, Lancaster, O.
- MILLER, TOBY**  
WNAO, Raleigh, N. C.
- MILLS, BOB**  
WSAZ-TV, Huntington, W. Va.
- MILLS, FRANK**  
WBAP-TV, Fort Worth, Tex.
- MILLS, J. D.**  
WDBJ, Roanoke, Va.
- MILNE, JAMES**  
WNHC-TV, New Haven, Conn.
- MITCHELL, BILL**  
WRBL, Columbus, Ga.
- MITCHELL, BORIS**  
WORZ, Orlando, Fla.
- MITCHELL, CHARLES R.**  
WBIG, Greensboro, N. C.
- MITCHELL, JAMES L.**  
WSLS, Roanoke, Va.
- MITCHELL, MARK**  
WKBV, Richmond, Ind.
- MIZNER, CHUCK**  
KAMQ, Amarillo, Tex.
- MOEGLE, FRED**  
KWK, St. Louis, Mo.
- MOFFETT, JERRY**  
KTFI, Twin Falls, Ida.
- MOFFETT, RAY**  
WCAO, Baltimore, Md.
- MOHER, BILL**  
WDAY, Fargo, N. Dak.
- MONDAY, RAY**  
WGAT, Utica, N. Y.
- MONKMAN, ROBERT**  
WRJN, Racine, Wis.
- MONROE, CAL**  
WCAP, Asbury Park, N. J.
- MONROE, GEORGE**  
KFIM, Beaumont, Tex.
- MONROE, HANK**  
WOLF, Syracuse, N. Y.
- MONROE, JULIAN**  
WJWB, New Orleans, La.
- MONTESANO, ROBERT**  
WGAT, Utica, N. Y.
- MONTGOMERY, DEAN**  
KELO, Sioux Falls, S. Dak.
- MONTGOMERY, ROBERT L.**  
WGBG, Greensboro, N. C.
- MOODY, STAN**  
WCOU, Lewiston, Me.
- MOONEY, FRANK**  
WHUM, Reading, Pa.
- MOORE, BERNARD**  
WKNB, New Britain, Conn.
- MOORE, BOB**  
WWCA, Gary, Ind.
- MOORE, CHARLES F.**  
KPDQ, Portland, Ore.
- MOORE, DALE**  
KPST, Preston, Ida.
- MOORE, DEANE B.**  
KGFJ, Hollywood, Calif.
- MOORE, ED**  
WIOD, Miami, Fla.
- MOORE, JACK**  
KAKC, Tulsa, Okla.
- MOORE, RAY**  
WETB, Johnson City, Tenn.
- MOORE, ROBERT W.**  
KHBC, Hilo, T. H.
- MOOREHOUSE, GENE**  
WVNR, Beckley, W. Va.
- MORAN, JACK**  
WMON, Montgomery, W. Va.
- MOREY, ART**  
KWJJ, Portland, Ore.
- MORGAN, BUD**  
WBK, Knoxville, Tenn.
- MORGAN, HARVEY**  
WIRK, West Palm Beach, Fla.
- MORGAN, RAY**  
Cities Service Band of America, NBC.
- MORGAN, ROBERT**  
WMBO, Auburn, N. Y.
- MORRIS, AL**  
KCNA, Tucson, Ariz.
- MORRIS, DUDLEY**  
KGBX, Springfield, Mo.
- MORRIS, GIL**  
WDAS, Philadelphia, Pa.
- MORRIS, JIMMIE**  
WSAT, Salisbury, N. C.
- MORRIS, JOHNNY**  
WLOL, Minneapolis, Minn.
- MORRISON, GARRETT**  
WTMA, Charleston, S. C.
- MORRISON, PHIL**  
WTOM, Bloomington, Ind.
- MORRISSEY, JACK**  
WAAB, Worcester, Mass.
- MORROW, DON**  
KBTV, Dallas, Tex.
- MORSE, TONY**  
KGO, San Francisco, Calif.
- MORTIMER, AL**  
WRAK, Williamsport, Pa.
- MOSLEY, E. A.**  
KREM, Spokane, Wash.
- MOSS, PHIL**  
WAFM-TV, Birmingham, Ala.
- MOWAT, CHARLES**  
KWRN, Reno, Nev.
- MOYES, JACK**  
KPOJ, Portland, Ore.
- MUELLER, RODG**  
WBAY, Green Bay, Wis.
- MULHERIN, PAT**  
WRDW, Augusta, Ga.
- MULVHILL, JOSEPH P.**  
WTAM, Cleveland, O.
- MONRO, RED**  
WCOG, Greensboro, N. C.
- MUNROE, JOHN**  
KWVB, Walla Walla, Wash.
- MUNT, PAUL**  
KBON, Omaha, Nebr.
- MURPHREE, JACK**  
WOMI, Owensboro, Ky.
- MURPHY, BILL**  
WJPS, Evansville, Ind.
- MURPHY, BOB**  
The Quiz Kids; R.F.D. America, NBC.
- MURPHY, BOB**  
WJMR, New Orleans, La.
- MURPHY, CHARLES**  
KFYR, Bismarck, N. Dak.
- MURPHY, DENNIS**  
WREX, Duluth, Minn.
- MURPHY, MICKEY**  
WBAF, Fort Worth, Tex.
- MURPHY, WALT**  
WOMI, Owensboro, Ky.
- MURPHY, WILLIAM**  
WJLZ, Bridgeport, Conn.
- MURRAY, DAVID**  
WLWD, Dayton, O.
- MURRAY, LEE**  
WACK, McKeesport, Pa.
- MURRAY, PHILIP**  
WMTW, Portland, Me.
- MUSLADIN, WILLIAM**  
KJBS, San Francisco, Calif.
- MYERS, DONALD H.**  
KCMC, Texarkana, Tex.
- MYERS, EDWARD, JR.**  
WMEX, Boston, Mass.

### — N —

- NABORS, BILL**  
KVER, Albuquerque, N. Mex.
- NABORS, CHICK**  
WQBC, Viicksburg, Miss.
- NABORS, PAT**  
WSOC, Charlotte, N. C.
- NAGLE, DAVE**  
WCHV, Charlottesville, Va.
- NAPIER, BYRON**  
KCRG, Enid, Okla.
- NARZ, JIM**  
WLOU, Louisville, Ky.
- NASH, BOB**  
WVNX, Fort Myers, Fla.
- NASH, R. J.**  
KIOA, Des Moines, Ia.
- NASH, ROGER**  
WJMR, New Orleans, La.
- NATHAN, HERSCHEL**  
WAGC, Chattanooga, Tenn.
- NAUGHTON, CLIFF**  
KPX, San Francisco, Calif.
- NAUGLE, DAVE**  
KFJZ, Fort Worth, Tex.
- NEGUHKIN, BOB**  
WMSL, Decatur, Ala.
- NEAL, TOM**  
WCOM, Parkersburg, W. Va.
- NEHR, DeALTON**  
WIBA, Madison, Wis.
- NEHRING, WALLY**  
WIRE, Indianapolis, Ind.
- NEIGHBOR, HOWARD**  
KVGB, Great Bend, Kans.
- NEILAN, RAY**  
WKNB, New Britain, Conn.



## Announcers—Radio-Television

- NEILSON, BILL**  
KING-TV, Seattle, Wash.
- NEIMAN, WALTER**  
WDFM, Providence, R. I.
- NEISTAT, LEW**  
Admiral Broadway Review,  
NBC-TV.
- NELSKOG, WALTER N.**  
KRSC, Seattle, Wash.
- NELSON, ART**  
KLIF, Dallas, Tex.
- NELSON, BOB**  
WBBQ, Augusta, Ga.
- NELSON, CARL**  
WTMJ, Milwaukee, Wis.
- NELSON, CHARLES**  
KOLE, Port Arthur, Tex.
- NELSON, CHARLES**  
WFIG, Altoona, Pa.
- NELSON, DICK**  
WPEN, Philadelphia, Pa.
- NELSON, GEORGE**  
WHIT, New Bern, N. C.
- NELSON, LEE**  
WPOR, Portland, Me.
- NELSON, VERNER**  
KTRJ, Sioux City, Ia.
- NELSON, WAYNE**  
CBS
- NEKO, JIM**  
KFRD, Rosenberg, Tex.
- NEWMAN, BILL**  
WXGI, Richmond, Va.
- NEWMAN, JACK**  
ROME, Tulsa, Okla.
- NEWMAN, JIM**  
WSPD, Toledo, O.
- NEWTON, RALPH**  
KFDA, Amarillo, Tex.
- NICHOLS, ROY**  
KXLR, Little Rock, Ark.
- NIKON, JOE**  
WKGX, Knoxville, Tenn.
- NILES, KEN**  
Take It Or Leave It: Life of  
Itley, NBC.
- NIMMO, BILL**  
WLW-T, Cincinnati, O.
- NOAH, BOB**  
WBRY, Waterbury, Conn.
- NOEL, JACK**  
WTTS, Bloomington, Ind.
- NORMAN, DON**  
KFAB, Omaha, Neb.
- NORMAN, DON**  
WLOS, Asheville, N. C.
- NORMAN, RICHARD**  
WQQW, Washington, D. C.
- NORTHCROSS, WILSON**  
WMC, Memphis, Tenn.
- NORTHCROSS, WILSON**  
WMCT, Memphis, Tenn.
- NORTON, MILTON**  
KVOR, Colorado Springs, Colo.
- NORTON, PAUL**  
WSNY, Schenectady, N. Y.
- NORWIG, GEORGE**  
WCSC, Charleston, S. C.
- NOVENSON, JOE**  
WFIL, Philadelphia, Pa.
- NAZUM, CHUCK**  
WCAE, Pittsburgh, Pa.
- 0 —
- OAKLAND, RON**  
KATE, Albert Lea, Minn.
- O'BANNON, GENE**  
KOLE, Port Arthur, Tex.
- O'BRIEN, BILL**  
WBET, Brockton, Mass.
- O'BRIEN, ELLIS**  
WCSH, Portland, Me.
- O'BRIEN, JACK**  
KVOR, Colorado Springs, Colo.
- O'BRIEN, JIM**  
WKIP, Poughkeepsie, N. Y.
- O'BRIEN, JOE**  
WMCA, New York, N. Y.
- O'BRIEN, JOHN**  
KTEM, Temple, Tex.
- O'BRIEN, MARK**  
WLCS, Baton Rouge, La.
- O'CONNELL, JIM**  
WTAW, College Station, Tex.
- O'CONNOR, LEN**  
WMAQ, Chicago, Ill.
- O'CONNOR, ROD**  
B. Houston, Tex.; Red Skelton  
Show, People Are Funny, Duffy's  
Tavern, NBC.
- O'CONNOR, TOM**  
WBMD, Baltimore, Md.
- O'CONNOR, TOM**  
WBIZ, Eau Claire, Wis.
- ODELL, GEORGE**  
WCYB, Bristol, Va.
- ODOM, HOMER**  
KFDM, Beaumont, Tex.
- ODOM, RAYMOND**  
KRBC, Abilene, Tex.
- ODUM, JIM**  
WHKP, Hendersonville, N. C.
- O'HARA, RICHARD S.**  
WHA1, Greenfield, Mass.
- O'LEARY, JAMES II.**  
KFXM, San Bernardino, Calif.
- OLIVER, BOB**  
WHWL, Nanticoke, Pa.
- OLSON, RAY**  
WOW, Omaha, Neb.
- OLSON, ROBERT**  
WKY-TV, Oklahoma City,  
Okla.
- OMAN, BEN, JR.**  
WJOY, Burlington, Vt.
- O'NEIL, CHARLES**  
WFEA, Manchester, N. H.
- O'NEIL, PAUL**  
WNMP, Evanston, Ill.
- O'NEILL, JIM**  
KOWH, Omaha, Neb.
- OREN, OZZIE**  
WOSH, Oshkosh, Wis.
- ORNEST, STAN**  
WGBS, Miami, Fla.
- ORR, WILLIAM**  
WICY, Malone, N. Y.
- ORTIZ, RAMON**  
WAEI, Mayaguez, P. R.
- ORTON, HAL**  
KRIC, Beaumont, Tex.
- OSBORNE, KARL**  
WADC, Akron, O.
- OSBORNE, OZZIE**  
WISH, Indianapolis, Ind.
- OSBORNE, TIM**  
KTHT, Houston, Tex.
- OSGOOD, DICK**  
WXYZ-TV, Detroit, Mich.
- OSTBERG, BILL**  
WTAG, Worcester, Mass.
- OSTROFF, PETER**  
KSUB, Cedar City, Utah
- OTIS, DON**  
KLAC-TV, Hollywood, Calif.
- OYENDEN, K. R.**  
WEEI, Boston, Mass.
- OWEN, EDWARD**  
WLBZ, Bangor, Me.
- O'WHIL, ROBERT**  
WFOR, Portland, Me.
- OXFORD, GEORGE**  
KWBR, Oakland, Calif.
- OYLER, HAROLD**  
WEBQ, Harrisburg, Ill.
- OZMENT, HOWARD**  
WTMA, Charleston, S. C.
- P —
- PACE, JOHN**  
WEKR, Fayetteville, Tenn.
- PACKARD, HARRY**  
KFNF, Shenandoah, Ia.
- PAEVEY, DON**  
WCKY, Cincinnati, O.
- PAGE, FRANK**  
KWKH, Shreveport, La.
- PAGE, NORM**  
WMIN, St. Paul, Minn.
- PAGE, SAM**  
WNBZ, Binghamton, N. Y.
- PAIGE, ERIC**  
WLOW, Norfolk, Va.
- PALEN, DAN**  
KGLO, Mason City, Ia.
- PALMER, CHARLES G.**  
KFXM, San Bernardino, Calif.
- PALMER, FRANK**  
WAVZ, New Haven, Conn.
- PALMER, JOHNNY**  
WRCS, Ahsoskie, N. C.
- PANNY, FRANK**  
WOKO, Albany, N. Y.
- PANSULLO, JAMES**  
WAVZ, New Haven, Conn.
- PARENT, ROBERT**  
KCRA, Sacramento, Calif.
- PARFITT, SAMUEL**  
WCCC, Hartford, Conn.
- PARISH, GUY**  
WBQ, Harrisburg, Ill.
- PARK, CHARLES**  
WJR, Detroit, Mich.
- PARKER, AL**  
WJFD, Chicago, Ill.
- PARKER, BOB**  
WMOX, Meridian, Miss.
- PARKER, CARL**  
WBMS, Boston, Mass.
- PARKER, ED**  
KGGM, Albuquerque, N. Mex.
- PARKER, GENE**  
WWCO, Waterbury, Conn.
- PARKER, LEE**  
WNAO, Raleigh, N. C.
- PARKER, PAUL**  
WGNI, Wilmington, N. C.
- PARKS, STURLE J.**  
WHOC, Philadelphia, Miss.
- PARRISH, HURLEY, JR.**  
WDUK, Durham, N. C.
- PARRISH, JOHN**  
WLEX, Lexington, Ky.
- PASCOE, KENNETH**  
KDB, Santa Barbara, Calif.
- PASSE, LEO**  
WVOK, Birmingham, Ala.
- PATRICK, LAWRENCE**  
WAIR, Winston-Salem, N. C.
- PATTERSON, C. P.**  
WONS, Hartford, Conn.
- PATTERSON, JIM**  
WBTB, Charlotte, N. C.
- PATTISON, JIM**  
WDAD, Indiana, Pa.
- PAUL, LeROY**  
WJRD, Tuscaloosa, Ala.
- PAUL, NORMAN**  
KSJO, San Jose, Calif.
- PAUL, RALPH**  
B. Oct. 11, 1920, Denver, Colo.;  
True Detective Mysteries, MBS;  
Mother Knows Best, CBS; The  
Guy Lombardo Show, WNBC;  
Newsweek Periscope, WOR;  
Olson And Johnson, NBC-TV.
- PAULIN, ED**  
WCMJ, Ashland, Ky.
- PAULSON, AL**  
WLOL, Minneapolis, Minn.
- PAYMAR, GORDON**  
WREX, Duluth, Minn.
- PAYNE, LLOYD**  
WDXB, Chattanooga, Tenn.
- PAYNTER, LOREN**  
WREX, Duluth, Minn.



## Announcers—Radio-Television

- PEARSON, WALLY**  
WMT, Cedar Rapids, Ia.
- PEART, JOHN**  
KOH, Reno, Nev.
- PECK, ALBERT**  
KROS, Clinton, Ia.
- PEER, LEE**  
WSBR, Superior, Wis.
- PEGG, BOB**  
KOKO, La Junta, Colo.
- PENBERTHY, JOSEPH**  
WJR, Detroit, Mich.
- PENNEY, EDWARD**  
WEIM, Fitchburg, Mass.
- PENNY, GAIL**  
WJRD, Tuscaloosa, Ala.
- PENNYBACKER, ED**  
WLAD, Danbury, Conn.
- PERATA, PETE**  
KDON, Santa Cruz, Calif.
- PERLIN, BERNIE**  
KOPO, Tucson, Ariz.
- PERLMUTER, ALVIN**  
WEOK, Poughkeepsie, N. Y.
- PERRIN, LLOYD**  
KGIL, San Fernando, Calif.
- PERRIN, PAT**  
KGRH, Fayetteville, Ark.
- PERRY, GEORGE**  
WGWR, Asheboro, N. C.
- PERRY, KEN**  
KMYB, Denver, Colo.
- PERRY, TONY**  
WFRL, Freeport, Ill.
- PETERS, BILL**  
WIKK, Erie, Pa.
- PETERS, DANIEL**  
WVNJ, Newark, N. J.
- PETERS, KEN**  
Anacin Hollywood Star Theatre; Duffy's Tavern, NBC.
- PETERSON, ARNOLD**  
WATW, Ashland, Wis.
- PETERSON, ART**  
KQOD, Denver, Colo.
- PETERSON, ART**  
KCPO, Cincinnati, O.
- PETERSON, DON**  
KGGE, Coffeyville, Kans.
- PETERSON, GENE**  
WLA-TV, Grand Rapids, Mich.
- PETERSON, JOHN**  
KWAK, Stuttgart, Ark.
- PETERSON, KENNETH**  
KFIL, Idaho Falls, Ida.
- PETERSON, LEONARD**  
KLTJ, Longview, Tex.
- PETRICK, HENRY**  
WGKY, Charleston, W. Va.
- PETRIE, HOWARD**  
The Jimmy Durante Show; Duffy's Tavern; The Judy Canova Show; Blondie, NBC.
- PEYTON, STANLEY**  
WJW, Cleveland, O.
- PHELAN, JOHN**  
KTSM, El Paso, Tex.
- PHELAN, MICKY**  
WRJM, Newport, R. I.
- PHILIP, RICHARD**  
WNMP, Evanston, Ill.
- PHILLIPS, C. W.**  
WBBB, Burlington, N. C.
- PHILLIPS, DON**  
KTXL, San Angelo, Tex.
- PHILLIPS, GREGG**  
WJOL, Joliet, Ill.
- PIATT, GENE**  
WHBO, Memphis, Tenn.
- PICKETT, LYMAN**  
WRUF, Gainesville, Fla.
- PICKETT, ROY**  
KTVL, Tulsa, Okla.
- PIERCE, JOE**  
KMLB, Monroe, La.
- PINELLI, CLAUDE, JR.**  
KPAC, Port Arthur, Tex.
- PINTAR, FRANK**  
WHKC, Columbus, O.
- PIPER, DICK**  
WLNH, Laconia, N. H.
- PIRNI, DUNCAN**  
WQXR, New York, N. Y.
- PLAYER, JAMES C.**  
WFBC, Greenville, S. C.
- POBBISLO, JOSEPH**  
KDAC, Fort Bragg, Calif.
- POLAND, SAM**  
WCHS, Charleston, W. Va.
- POLLARD, BOB**  
KTAR, Phoenix, Ariz.
- POPE, MARSHALL**  
KMOS, St. Louis, Mo.
- POPPER, JACK**  
WJOB, Hammond, Ind.
- PORTA, PAT**  
KFSK, Fort Smith, Ark.
- PORTER, WILLIAM G.**  
WPTR, Albany, N. Y.
- PORWANIECKI, LEO**  
WLIP, Kenosha, Wis.
- POST, BILL**  
KALL, Salt Lake City, Utah
- POTTE, GEORGE**  
KYYL, Shelby, Mont.
- POTTER, SAM**  
WFKY, Frankfort, Ky.
- POWELL, CHARLES**  
WAOV, Vincennes, Ind.
- POWELL, FRANK**  
KCRC, Enid, Okla.
- POWELL, NEVILLE**  
KRIC, Beaumont, Tex.
- POWELL, THOMAS**  
WGBI, Scranton, Pa.
- POWER, TOM**  
WMUR, Manchester, N. H.
- PRATT, BUD**  
KRES, St. Joseph, Mo.
- PRENTICE, CHARLES D.**  
WHAJ, Greenfield, Mass.
- PRESCOTT, NORMAN**  
WHDH, Boston, Mass.
- PREYATT, DENNY**  
WRUF, Gainesville, Fla.
- PRICE, GORDON**  
WNEX, Macon, Ga.
- PRO, BOB**  
KDLK, Del Rio, Tex.
- PROCTOR, HAL**  
WCAO, Baltimore, Md.
- PROCTOR, ROBERT**  
WLBJ, Bowling Green, Ky.
- PROVENCE, ROBERT**  
WKNA, Charleston, W. Va.
- PROVENSEN, HAROLD**  
WBCC, Bethesda, Md.
- PROVOST, RICHARD**  
WVNY, Watertown, N. Y.
- PRYOR, BILL**  
WNBZ, Binghamton, N. Y.
- PUDNEY, EARL J.**  
WGY, Schenectady, N. Y.
- PUMPHREY, HORACE**  
WBRC-TV, Birmingham, Ala.
- PUMPHREY, NED**  
WCRB, Waltham, Mass.
- PURDY, DON**  
KCBC, Des Moines, Ia.
- PURSE, TODD**  
WXYZ-TV, Detroit, Mich.
- PYLE, JACK**  
WLW, Cincinnati, O.
- Q —
- QUADE, WARREN**  
KCOY, Santa Maria, Calif.
- QUATTLEBAUM, HOWARD**  
WTBF, Troy, Ala.
- QUEEN, HAL**  
WHKY, Hickory, N. C.
- QUILLEN, TED**  
KELP, El Paso, Tex.
- QUINLAN, J. W.**  
WIBV, Belleville, Ill.
- QUINN, DOM**  
WBCK, Battle Creek, Mich.
- R —
- RAEDER, DON**  
WSAZ, Huntington, W. Va.
- RAFFERTY, CARL L.**  
KJSK, Columbus, Nebr.
- RAGLAND, CHARLES**  
WKDK, Newberry, S. C.
- RAINEY, BRUCE**  
KSYL, Alexandria, La.
- RAMPY, C. W.**  
KMAE, McKinney, Tex.
- RAMSAY, WILLIAM T.**  
WIRC, Hickory, N. C.
- RAMSEY, RAYMOND L.**  
WHIR, Danville, Ky.
- RANDALL, RALPH**  
WCYB, Bristol, Va.
- RANDALL, WILLIAM D.**  
WTOC, Savannah, Ga.
- RANDOLPH, BILL**  
KFBC, Cheyenne, Wyo.
- RANDOLPH, LEN**  
KCBC, Des Moines, Ia.
- RAPCHAK, MIKE**  
WIMS, Michigan City, Ind.
- RAPCHAK, MIKE**  
WVCA, Gary, Ind.
- RASCO, LAWRENCE**  
KTSK, San Antonio, Tex.
- RATHBUN, JACK**  
WBSR, Pensacola, Fla.
- RATLIFF, DAVE**  
KDWT, Stamford, Tex.
- RATCLIFFE, HAVAR**  
WLCS, Baton Rouge, La.
- RAVILIOUS, HOWARD**  
WDWD, Dawson, Ga.
- RAWSON, RON**  
Young Dr. Malone, CBS; Road of Life, NBC; Portia Faces Life, NBC.
- RAY, CHARLES**  
WARR, Arlington, Va.
- RAYMENT, DON**  
KJBS, San Francisco, Calif.
- RAZZA, CARLOS**  
KROP, Abbeville, La.
- READ, BROOKS**  
WJBO, Baton Rouge, La.
- REARDON, TOM**  
WHHM, Memphis, Tenn.
- RECTOR, BRUCE**  
WAGE, Syracuse, N. Y.
- RECTOR, ROY**  
WKY-TV, Oklahoma City, Okla.
- REDDY, TOM**  
Chesterfield Supper Club; Dragonet, NBC.
- REDFERN, JACK**  
WGNV, Newburgh, N. Y.
- REED, BOB**  
WNBK, Cleveland, O.
- REED, JIM**  
WAPX, Montgomery, Ala.
- REED, LYNNE**  
KOLN, Lincoln, Nebr.
- REED, TOBE**  
Maxwell House Coffee Time Starring George Burns & Gracie Allen, NBC.
- REES, WALTER**  
KWRN, Reno, Nev.
- REEVES, GRADY**  
WDXI, Jackson, Tenn.
- REEVES, JACK**  
KJSK, Columbus, Nebr.
- REEVES, JIM**  
WPWA, Chester, Pa.

## Announcers—Radio-Television

- REGAN, BOB**  
KCBQ, San Diego, Calif.
- REID, DICK**  
WSPA, Montgomery, Ala.
- REID, JIM**  
WPTF, Raleigh, N. C.
- REIG, HOWARD**  
WGY, Schenectady, N. Y.
- REILLY, EARL**  
KXA, Seattle, Wash.
- REINHART, TED**  
WHUN, Huntington, Pa.
- REITER, FRED**  
WFLA, Tampa, Fla.
- REITMAN, BILL**  
KVSF, Santa Fe, N. Mex.
- REITZ, BOB**  
KMUS, Muskogee, Okla.
- REMINGTON, JAMES**  
WKRC-TV, Cincinnati, O.
- REUTER, JERRY**  
KLRA, Little Rock, Ark.
- REX, JOE**  
WLOK, Lima, O.
- REYNOLDS, BILL**  
WSTC, Stamford, Conn.
- REYNOLDS, CARROLL**  
WIOU, Kokomo, Ind.
- REYNOLDS, CLIFTON E.**  
WGUV, Bangor, Me.
- REYNOLDS, GENE**  
WBAP, Fort Worth, Tex.
- REYNOLDS, MARK**  
WBRC-TV, Birmingham, Ala.
- REZNER, JOHN K.**  
WHIO-TV, Dayton, O.
- RHOADS, HOWARD**  
KIJ, Walla Walla, Wash.
- RHODES, BOB**  
WHOO, Orlando, Fla.
- RHODES, JOHN**  
WBEL, Beloit, Wis.
- RICE, AL**  
WBIG, Greensboro, N. C.
- RICH, AL**  
WLOH, Princeton, W. Va.
- RICHARDS, FLOYD**  
WTIC, Hartford, Conn.
- RICHMOND, DICK**  
WIFW, New Orleans, La.
- RIDDLE, BILL**  
WNEX, Macon, Ga.
- RIDENOUR, DAVE**  
WLEA, Harnell, N. Y.
- RIDER, BILL**  
KONA, Tucson, Ariz.
- RIDGE, JACK**  
WEAM, Arlington, Va.
- RIDGWAY, CHARLES**  
WERU, Erie, Pa.
- RIDGWAY, DICK**  
KIND, Independence, Kans.
- RIGGS, GLENN**  
B. July 12, 1907, McKeesport, Pa.; My True Story; Boston Blackie; Philco Hall of Fame, ABC; Thin Man, CBS; Hop Harrigon; True or False, MBS.
- RILEY, DON**  
KEYD, Minneapolis, Minn.
- RILEY, JOHN**  
WVAM, Altoona, Pa.
- RINKER, GLENN E.**  
KAFY, Bakersfield, Calif.
- RINNINGER, RONALD**  
WCRO, Johnstown, Pa.
- RITCHEA, MORELY**  
KWRN, Reno, Nev.
- RITENOUR, BARRY**  
WIBX, Utica, N. Y.
- ROACH, JACK**  
WMUS, Muskegon, Mich.
- ROACH, WALLACE**  
WFKY, Frankfort, Ky.
- ROARK, JOHNNY**  
KVET, Austin, Tex.
- ROBB, BILL**  
WKIX, Columbia, S. C.
- ROBERTS, BRUCE**  
WBKB, Chicago, Ill.
- ROBERTS, FRAN**  
WCVI, Connellsville, Pa.
- ROBERTS, FRANK**  
KWJJ, Portland, Ore.
- ROBERTS, HI**  
KCHE, El Reno, Okla.
- ROBERTS, JIM**  
WBBC, Canton, O.
- ROBERTS, KEN**  
Big Sister, CBS; Grand Central Station, NBC; Candid Camera, NBC; Chance of A Life Time, ABC; Crime Photographer, CBS; Lih, Shosta; WGMG Disc Jockey.
- ROBERTS, MORGAN**  
KSWO, Lawton, Okla.
- ROBERTS, PAUL**  
WFBN-TV, Indianapolis, Ind.
- ROBERTS, SAM**  
KHBU, Anderson, Ind.
- ROBERTS, WAYNE**  
KGW, Portland, Ore.
- ROBERTSON, JIM**  
WMCK, McKeesport, Pa.
- ROBERTSON, STEVE**  
KMJ, Fresno, Calif.
- ROBEY, THOMAS**  
WPAD, Quincy, Ill.
- ROBINSON, BLUE**  
WHCC, Waynesville, N. C.
- ROBINSON, BOB**  
WHSY, Hattiesburg, Miss.
- ROBINSON, CARL**  
WBCC, Bethesda, Md.
- ROBINSON, CHAPMAN**  
WLNA, Peekskill, N. Y.
- ROBINSON, DON**  
KIXL, Dallas, Tex.
- ROBINSON, GENE**  
WCHS, Charleston, W. Va.
- ROBINSON, MORTON B.**  
KCMJ, Palm Springs, Calif.
- ROCKE, LOUIS**  
WCAX, Burlington, Vt.
- RODDA, WALTER**  
WKAT, Miami Beach, Fla.
- RODGER, PHIL**  
WRAT, Miami Beach, Fla.
- RODDY, JOE**  
KTBC, Austin, Tex.
- RODGERS, CLIFF**  
WHKK, Akron, O.
- ROEBUCK, JOHN**  
WISR, Butler, Pa.
- ROGERS, BILL**  
B. Nov. 17, 1916, Thompsonville, Mich.; Bill Henry & The News, MBS; The Brighter Day, CBS; John B. Kennedy, MBS; Lowell Thomas, CBS.
- ROGERS, DON**  
WRIB, Providence, R. I.
- ROGERS, JAY**  
WDXB, Chattanooga, Tenn.
- ROLLISON, FRED R.**  
WGBF, Evansville, Ind.
- ROMANO, TOM**  
WNHC-TV, New Haven, Conn.
- ROMINES, ART**  
KWHN, Fort Smith, Ark.
- ROODHOF, TED**  
WDOS, Oneonta, N. Y.
- ROPER, DONALD**  
WTTG, Washington, D. C.
- ROPPOLO, MIKE**  
KENT, Shreveport, La.
- ROSE, CARL**  
WDAR, Savannah, Ga.
- ROSE, GEORGE**  
WHOS, Decatur, Ala.
- ROSE, HUGH**  
WILEF, Cambridge, O.
- ROSEHILL, DAVE**  
WDEM, Providence, R. I.
- ROSS, AL**  
WBAL, Baltimore, Md.
- ROSS, BILL**  
KOWB, Laramie, Wyo.
- ROSS, BILL**  
WIOD, Miami, Fla.
- ROSS, DAVID**  
Morton Downey Show, MBS, NBC; The Big Break, Guy Lombardo Show, David Ross Show, NBC, CBS, MBS, ABC, WPIX.
- ROSS, JACK**  
WHAM, Rochester, N. Y.
- ROSS, KAL**  
WPWA, Chester, Pa.
- ROSS, MARTY**  
WOKO, Albany, N. Y.
- ROSS, RONNIE**  
KLO, Ogden, Utah
- ROSS, WALT**  
KSRV, Ontario, Ore.
- ROSSELL, DEAC**  
WROW, Albany, N. Y.
- ROSSET, DICK**  
WADC, Akron, O.
- ROTHGEB, PAUL**  
WJNC, Jacksonville, N. C.
- ROTHMAN, LEE**  
WWXL, Peoria, Ill.
- ROUND, BILL**  
WBSR, Pensacola, Fla.
- ROURKE, JACK**  
Philip Morris Night - With Horace Heidt, NBC.
- ROWE, KEN**  
KRRV, Sherman-Denison, Tex.
- ROWLAND, BOB**  
KELP, El Paso, Tex.
- ROWZIE, JACK**  
WINX, Washington, D. C.
- ROYAL, PAUL**  
KSL, Salt Lake City, Utah
- ROYE, CARL**  
WHBO, Tampa, Fla.
- RUCKLE, ROBERT E.**  
WRDW, Augusta, Ga.
- RUHLE, PAUL**  
WAIT, Chicago, Ill.
- RULE, RONALD**  
KOIN, Portland, Ore.
- RUMORE, JOE**  
WVOK, Birmingham, Ala.
- RUNDE, FRED**  
WJBF, Augusta, Ga.
- RUPPEL, LARRY**  
WJBK-TV, Detroit, Mich.
- RUSH, JIM**  
WBBC, Flint, Mich.
- RUSK, CLAY**  
WHO, Des Moines, Ia.
- RUSSELL, DON**  
B. March 10, 1921, Conn.; Cavalcade of Stars, Cavalcade of Bands, Morey Amsterdam Show, Easy Aces, Johnny Olsen's Rum-pus Room, Okay Mother, Du-Mont.
- RUSSELL, DON**  
WLBC, Muncie, Ind.
- RUSSELL, GORDON**  
KENT, Anchorage, Alaska
- RUSSELL, LAVERNE**  
KUJ, Walla Walla, Wash.
- RUSSELL, RICH**  
WASL, Annapolis, Md.
- RUSSELL, ROGER A.**  
KWOA, Worthington, Minn.
- RUSSO, DOM**  
WPIC, Sharon, Pa.
- RUST, BILL**  
KGVL, Greenville, Tex.

## Announcers—Radio-Television

**RUST, PAUL**  
WMIE, Miami, Fla.  
**RUTLEDGE, BILL**  
KENT, Shreveport, La.  
**RYAN, BERNARD**  
WHAM-TV, Rochester, N. Y.  
**RYAN, BILL**  
WKAP, Allentown, Pa.  
**RYAN, JACK**  
WHUM, Reading, Pa.  
**RYAN, JOE**  
WALL, Middletown, N. Y.  
**RYE, JACK**  
KTSM, El Paso, Tex.  
**RYEL, FLOYD**  
WSRS, Cleveland, O.

### — S —

**SACCO, BOB**  
WAZL, Hazleton, Pa.  
**SAINT, TERRY**  
WIBB, Macon, Ga.  
**ST. GEORGE, DORAIN**  
Esso News, ABC  
**ST. JOHN, CHARLIE**  
KCNK, Fort Worth, Tex.  
**SALERNO, SAM**  
KDAC, Fort Bragg, Calif.  
**SAMM, JOHNNY**  
WPAM, Pottsville, Pa.  
**SAND, LES**  
WTTG, Washington, D. C.  
**SANDERS, GEORGE**  
KFVD, Los Angeles, Calif.  
**SANFORD, CHARLES R.**  
WGUY, Bangor, Me.  
**SANTIAGO, FELIX**  
WAPA, San Juan, P. R.  
**SAUNDERS, ALAN**  
WVNI, Newark, N. J.  
**SAXON, JIM**  
KTRM, Beaumont, Tex.  
**SCARBOROUGH, LARRY**  
WMBR, Jacksonville, Fla.  
**SCHAUGHENCY, EDWIN I.**  
KDKA, Pittsburgh, Pa.  
**SCHILLING, FRED**  
WFOY, St. Augustine, Fla.  
**SCHIRMER, CARLETON**  
KFEQ, St. Joseph, Mo.  
**SCHNEIDER, PHIL**  
WHAR, Clarksburg, W. Va.  
**SCHOOCRAFT, BILL**  
WEAT, Lake Worth, Fla.  
**SCHOREGGE, CHARLES**  
KFYR, Bismarck, N. Dak.  
**SCHWARTZ, IRV**  
KGDH, Stockton, Calif.  
**SCOFIELD, DAVID**  
KFRC, San Francisco, Calif.  
**SCOTT, FRED E.**  
B. June 25, 1920, Dayton, O.;  
The Ted Steele Show, WABD;  
The Hands of Murder, WABD;  
Spin The Picture; Front Row  
Center; Court of Current Issues  
Bowling Headliners, WABD.  
**SCOTT, JOHN**  
WHEB, Portsmouth, N. H.  
**SCOTT, LESYER**  
KIT, Yakima, Wash.  
**SEDLEY, BRUCE**  
KROW, Oakland, Calif.  
**SELAH, BILL**  
KFAB, Omaha, Neb.  
**SELL, CARL**  
WBNS-TV, Columbus, O.  
**SEVERE, HOWARD**  
WHEC, Rochester, N. Y.  
**SEWALL, GRANT**  
KCBQ, San Diego, Calif.  
**SEWELL, DOUG**  
KTOW, Oklahoma City, Okla.

**SEYMOUR, DAN**  
Bob Smith Show; We, the  
People; The Bigelow Show,  
NBC-TV; The Aldrich Family,  
NBC.  
**SHALLENBERGER, DAVE**  
WARD, Johnstown, Pa.  
**SHAND, JOHN**  
WMBC, Richmond, Va.  
**SHANNON, JIM**  
KQV, Pittsburgh, Pa.  
**SHANNON, PAUL V.**  
KDKA, Pittsburgh, Pa.  
**SHAW, CHARLES**  
WOLF, Syracuse, N. Y.  
**SHAW, STANLEY**  
WCOB, Boston, Mass.  
**SHEHEEN, MAC**  
WACA, Camden, S. C.  
**SHELA, BILL**  
KXA, Seattle, Wash.  
**SHELL, JIM**  
WROV, Roanoke, Va.  
**SHELTON, JIM**  
WIBC, Indianapolis, Ind.  
**SHELTON, RAY**  
WLOU, Louisville, Ky.  
**SHERMAN, BILL**  
WCRB, Waltham, Mass.  
**SHERMAN, CLAIRE B., JR.**  
WJTN, Jamestown, N. Y.  
**SHERMAN, DEAN**  
WDGY, Minneapolis, Minn.  
**SHERMAN, PAUL**  
WINS, New York, N. Y.  
**SHIPLEY, BILL**  
CBS  
**SHIRLY, TOM**  
Telephone Hour, NBC.  
**SIMMONS, DAVE**  
KIST, Santa Barbara, Calif.  
**SIMMONS, JIM**  
KWTO, Springfield, Mo.  
**SIMS, JAY**  
Your Hit Parade, NBC.  
**SIMMS, FRANK A.**  
KVOO, Tulsa, Okla.  
**SIMMS, HAL**  
Strike It Rich, You Are There  
CBS  
**SIMPSON, CARY**  
WMRN, Marion, O.  
**SIMPSON, JAMES S.**  
WOIC, Washington, D. C.  
**SINDIK, GEORGE**  
WKRG, Mobile, Ala.  
**SISSON, FRANK**  
WOOD, Grand Rapids, Mich.  
**SKAGGS, SAM**  
WKYB, Paducah, Ky.  
**SKELTON, ROGER**  
KSN, San Francisco, Calif.  
**SLACK, DEAN**  
WCCM, Lawrence, Mass.  
**SLAGLE, JOHN**  
WXYZ-TV, Detroit, Mich.  
**SLATE, CHARLIE**  
WGTM, Wilson, N. C.  
**SLATER, BILL**  
WJBO, Baton Rouge, La.  
**SLATER, BILL**  
WOR-TV, New York, N. Y.  
**SLATER, NORVELL**  
WFAA, Dallas, Tex.  
**SLOOTMAKER, HOWARD**  
WLAV-TV, Grand Rapids,  
Mich.  
**SMITH, BEN**  
KRUX, Phoenix, Ariz.  
**SMITH, BILLY**  
WSFA, Montgomery, Ala.  
**SMITH, BOB**  
WTOB, Winston-Salem, N. C.  
**SMITH, BURELIGH**  
ABC, ABC-TV

**SMITH, CY**  
KRNO, San Bernardino, Calif.  
**SMITH, DON**  
WBNS-TV, Columbus, O.  
**SMITH, HAL**  
KDLK, Del Rio, Tex.  
**SMITH, M. D., III**  
Here & There  
WBRC-TV, Birmingham, Ala.  
**SMITH, SYDNEY**  
Admiral Broadway Revue;  
Lights Out, NBC-TV.  
**SMITH, VERNE**  
Camel Screen Guild Theatre;  
The Adventures of Ozzie &  
Harriet; A Day in the Life  
of Dennis Day, NBC.  
**SMITH, WHEELER**  
KOL, Seattle, Wash.  
**SMITH, WILLIAM J.**  
WAMS, Wilmington, Del.  
**SMITHERMAN, ROSS**  
WALA, Mobile, Ala.  
**SNELLGROVE, TOMMY**  
WBML, Macon, Ga.  
**SOISSEN, PHIL**  
WLEU, Erie, Pa.  
**SORIANO, JOSEPH**  
WHBI, Newark, N. J.  
**SOUTHWICK, ROY**  
KID, Idaho Falls, Ida.  
**SPARGROVE, WILLIAM**  
ABC, ABC-TV  
**SPEVENTO, CARL J.**  
WBNY, Buffalo, N. Y.  
**SPINELLI, MARC**  
KRON-TV, San Francisco,  
Calif.  
**SPIRO, WALTER**  
WCOV, Montgomery, Ala.  
**SQUIRES, ALONZO G.**  
WAYS, Charlotte, N. C.  
**STAHL, PHILIP**  
WQXR, New York, N. Y.  
**STAMPER, GIL**  
WAIR, Winston-Salem, N. C.  
**STAMPS, MACK**  
WHEB, Washington, N. C.  
**STANTON, BOB**  
Philco Television Playhouse;  
McHawk Showroom, NBC-TV.  
**STARK, RICHARD S.**  
B. Nov. 11, 1911, Grand Rapids,  
Mich.; Jean Sablon; Pepper  
Young's Family; Joyce Jordan,  
M.D.; Portia Faces Life; Hour of  
Charm; Frank Sinatra; Mystery  
of The Week; Christopher Wells;  
Hit The Jackpot, CBS.  
**STARR, LONNY**  
B. Apr. 24, 1915, Wilmington,  
Del.; Professor Quiz, NBC;  
Vincent Lopez, Dumont-TV; Dinner  
With Lopez, WNEW; Aldrich  
Family, NBC-TV; Follow The  
Leader, WNEW; What's Your  
Opinion, ABC.  
**STEAD, LORING**  
KSOO, Sioux Falls, S. Dak.  
**STEELE, EARL**  
WCCO, Minneapolis, Minn.  
**STEELE, JOHN**  
KOCY, Oklahoma City, Okla.  
**STENGER, FRANK**  
WOKO, Albany, N. Y.  
**STEPHENS, CLARK**  
KNAK, Salt Lake City, Utah  
**STEPHENSON, BOB**  
Life With Luigi  
CBS  
**STERLING, LUD**  
WLEE, Richmond, Va.  
**STERNICK, MICHAEL**  
WHBI, Newark, N. J.

## Announcers—Radio-Television

### — T —

- STEVENS, ALSTON**  
WPTH, Baltimore, Md.
- STEVENS, DON**  
WMUR, Manchester, N. H.
- STEVENS, GEORGE**  
WFAA, Dallas, Tex.
- STEWART, CHARLES**  
KITK, San Antonio, Tex.
- STEWART, DON**  
KHUH, Brigham, Utah
- STEWART, HAL**  
KIDO, Boise, Ida.
- STEWART, JAY**  
B. 1920, Summitville, Ind.; Surprise Package, ABC; Fun To Be Young, CBS; Carnation Family Party, KNX.
- STEWART, LEE**  
KFRM-KMBC, Kansas City, Mo.
- STEWART, MURRAY**  
KSOO, Sioux Falls, S. Dak.
- STEWART, ROBERT**  
WBRY, Waterbury, Conn.
- STILLINGER, CLIFF**  
KTUC, Tucson, Ariz.
- STITT, WAYNE**  
KCKN, Kansas City, Mo.
- STOKES, DICK**  
WGTC, Greenville, N. C.
- STOKES, DICK**  
KIMA, Yakima, Wash.
- STRINGFELLOW, DOUG**  
KLO, Ozen, Utah
- STROSHINE, ROBERT A.**  
WSPR, Springfield, Mass.
- STUART, ALLEN**  
WICA, New York, N. Y.
- STUART, FRED**  
WNBW, Washington, D. C.
- STUART, MEL**  
WHAT, Philadelphia, Pa.
- STULLER, DONALD M.**  
WHUN, Huntingdon, Pa.
- STURMER, LES**  
WJPG, Green Bay, Wis.
- STUTES, MARION**  
WFDF, Flint, Mich.
- SULLIVAN, CHARLES**  
WMCT, Memphis, Tenn.
- SULLIVAN, DENNIS**  
WIOS, Oneonta, N. Y.
- SULLIVAN, HARRY**  
WBAC, Cleveland, Tenn.
- SUMMERVILLE, RICHARD**  
WPTH, Port Huron, Mich.
- SUNDY, RAY**  
KRBC, Abilene, Tex.
- SUNKEL, CARL E.**  
WDAN, Danville, Ill.
- SURRATT, JOHNNY**  
WGIV, Charlotte, N. C.
- SUTHERLAND, LLOYD**  
KBKO, Portland, Ore.
- SUTTON, S. SCOTT**  
WGGG, Gainesville, Fla.
- SVEHLA, WALT**  
WQAM, Miami, Fla.
- SWAN, BOB**  
WMTW, Portland, Me.
- SWANSON, ROYD**  
KOL, Seattle, Wash.
- SWANSON, DICK**  
WCOG, Greensboro, N. C.
- SWANWICK, BILL**  
WALL, Middletown, N. Y.
- SWEENEY, BROOKS**  
WCAW, Charleston, W. Va.
- SWEENEY, WARREN**  
The Pet Milk Show; The Bob Crosby Show, NBC.
- SWENSON, CHARLES H.**  
KWAT, Watertown, S. D.
- SZYMI, EMIL**  
WKY, Evansville, Ind.
- TACY, ED**  
WGAC, Augusta, Ga.
- TAFOYA, HERMAN**  
KGGM, Albuquerque, N. Mex.
- TAMBLYN, BOB**  
WCSC, Charleston, S. C.
- TANELLI, RO**  
WCAV, Norfolk, Va.
- TARKINSON, CHARLES**  
WLAW, Lawrence, Mass.
- TATE, ART**  
WSRS, Cleveland, O.
- TATE, JIM**  
WGNS, Murfreesboro, Tenn.
- TAUSCH, DON**  
KTBB, Tyler, Tex.
- TAYLOR, JOHN**  
WTOM, Bloomington, Ind.
- TAYLOR, LEE**  
WMIE, Miami, Fla.
- TAYLOR, PAUL**  
KFRM-KMBC, Kansas City, Mo.
- TAYLOR, TED**  
WFDF, Flint, Mich.
- TAYLOR, TOM**  
WMBD, Peoria, Ill.
- TEAGUE, B. F.**  
KWHI, Brenham, Tex.
- TEAS, WALTER, JR.**  
KVOO, Tulsa, Okla.
- TELLER, RICHARD**  
WSIR, Winter Haven, Fla.
- TEMPLETON, JOE**  
KWHN, Fort Smith, Ark.
- TERRELL, JIM**  
KARK, Little Rock, Ark.
- TERRY, CHEM**  
WBAP-TV, Fort Worth, Tex.
- TERRY, HUB**  
WDUN, Gainesville, Ga.
- TERRY, RICK**  
WBEQ, Duluth, Minn.
- TERRY, WILLIAM R.**  
WAGA-TV, Atlanta, Ga.
- TESCH, BUDD**  
WBEN, Buffalo, N. Y.
- TETRAULT, ERNIE**  
WTRY, Troy, N. Y.
- THALL, BILL**  
WLW-T, Cincinnati, O.
- THIBEAULT, JOSEPH**  
WEAN, Providence, R. I.
- THOMAS, AL**  
WAGC, Chattanooga, Tenn.
- THOMAS, E. W.**  
KREM, Spokane, Wash.
- THOMAS, FRANK**  
KTFS, Texarkana, Tex.
- THOMAS, GLEN**  
WJEJ, Hagerstown, Md.
- THOMAS, GORDON**  
WTMJ, Milwaukee, Wis.
- THOMAS, KYLE**  
KWKW, Pasadena, Calif.
- THOMAS, MATT**  
Remember  
WMAR-TV, Baltimore, Md.
- THOMAS, PETER A.**  
WMC, Memphis, Tenn.
- THOMAS, PETER A.**  
WMCT, Memphis, Tenn.
- THOMAS, RAY**  
WHAN, Charleston, S. C.
- THOMAS, RIC**  
WARM, Scranton, Pa.
- THOMAS, ROBB**  
WJPG, Green Bay, Wis.
- THOMPSON, JERRY**  
WLOX, Biloxi-Gulfport, Miss.
- THOMPSON, JIM**  
KQV, Pittsburgh, Pa.
- THOMPSON, JIM**  
WJLL, Niagara Falls, N. Y.
- THOMPSON, RICHARD**  
WMOU, Berlin, N. H.
- THOMPSON, TED**  
WEAR, Pensacola, Fla.
- THOMS, EARL**  
KKA, Seattle, Wash.
- THORNTON, CLARKE**  
WTTG, Washington, D. C.
- THORNTON, HARVEY**  
WAGC, Chattanooga, Tenn.
- THUESON, DEAN**  
KLO, Ozen, Utah
- TICE, OLIN**  
Trinity Choir, Ted Steele (TV)  
CBS
- TIGHE, RONNIE**  
WJAG, Norfolk, Nebr.
- TILLERY, WILLIAM**  
WNN, Louisville, Ky.
- TINNEY, LEW**  
WGLN, Glens Falls, N. Y.
- TOBY, CLIFF**  
WSKI, Montpelier, Vt.
- TODD, HOMER U.**  
WCBM, Baltimore, Md.
- TOMLINSON, GEORGE**  
KFDK, Beaumont, Tex.
- TONG, GENE**  
WFHR, Wisconsin Rapids, Wis.
- TORRISI, TOM**  
WJSW, Altoona, Pa.
- TOURY, JACK**  
WNNH, Rochester, N. H.
- TOWNE, GORDON**  
WORZ, Orlando, Fla.
- TOWNSEND, CHET**  
WCAW, Charleston, W. Va.
- TOWNSEND, DUDLEY**  
WDBJ, Roanoke, Va.
- TRAMMELL, LAMAR**  
WAGF, Dothan, Ala.
- TRANTER, CHARLES**  
WNAE, Warren, Pa.
- TRANUM, CHUCK**  
WABD, New York, N. Y.
- TRAP, ROBERT**  
WGRD, Grand Rapids, Mich.
- TRAVIS, BILL**  
WTUX, Wilmington, Del.
- TRAVIS, JOE**  
WALL, Middletown, N. Y.
- TREXLER, LARRY**  
WMPS, Memphis, Tenn.
- TRIBLEY, HANK**  
WGTC, Greenville, N. C.
- TRIGG, JACK**  
KCMC, Texarkana, Tex.
- TRONER, BOB**  
WHTN, Huntington, W. Va.
- TRONTWINE, JAMES**  
WSPD-TV, Toledo, O.
- TROBNIK, EUGENE**  
WGBB, Freeport, N. Y.
- TROUT, LARRY**  
KBIX, Muskogee, Okla.
- TRUSSELL, CHARLES**  
WNOW, York, Pa.
- TUCK, RICHARD**  
KLRA, Little Rock, Ark.
- TUCKER, DONALD**  
WARL, Arlington, Va.
- TUCKER, DUANE**  
WIBA, Madison, Wis.
- TUCKER, FRANK**  
WCOV, Montgomery, Ala.
- TUCKER, JOE**  
WGLS, Decatur, Ga.
- TUCKER, TED**  
KTTS, Springfield, Mo.
- TUCKER, TOMMY**  
WPDQ, Jacksonville, Fla.
- TUFELD, RICHARD**  
ABC, ABC-TV
- TUMFYS, PETE**  
KTUC, Tucson, Ariz.

## Announcers—Radio-Television

**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.

**TURNBULL, B. MURRAY**  
WMSA, Massena, N. Y.

**TURNER, DEAN**  
KGGF, Coffeyville, Kans.

**TURNER, GRANT**  
Grand Ole Opry, NBC.

**TURNER, JAMES O.**  
WOPI, Bristol, Tenn.

**TURNER, RALPH**  
KMPC, Los Angeles, Calif.

**TURNER, RAY**  
WSAP, Portsmouth-Norfolk, Va.

**TUTT, BOB**  
KSFO, San Francisco, Calif.

**TYROL, BOB**  
WTIC, Hartford, Conn.

### — U —

**ULBRICH, RAY**  
WDMJ, Marquette, Mich.

**ULMER, JAMES**  
WMOA, Marietta, O.

**UMBACH, BOB**  
WLDL, Bessemer, Ala.

**UNDERWOOD, DON**  
WDSR, Lake City, Fla.

**UNDERWOOD, TOMMY**  
WOOF, Dothan, Ala.

**UNGER, JOSEPH**  
KWPC, Muscatine, Ia.

**UPTON, PHILLIP**  
WMOU, Berlin, N. H.

**UPTON, REED**  
WFNC, Fayetteville, N. C.

**URBAN, JOHN**  
WVNY, Watertown, N. Y.

**URBAN, WILLIAM**  
WASA, Havre de Grace, Md.

**UTTEL, FRED**  
Martine Kane, Private Eye.  
NBC-TV.

### — V —

**VACCA, JOHN**  
KOSA, Odessa, Tex.

**VAILLANCOURT, GENE**  
WLLH, Lowell-Lawrence, Mass.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VANCE, JOHN**  
WJBF, Augusta, Ga.

**VAN HAAFTEN, C.**  
KOD-TV, Albuquerque, N. Mex.

**VAN KLEEK, BOB**  
WOLF, Syracuse, N. Y.

**VANN, FRANK**  
WTAR, Norfolk, Va.

**VanVELZER, DON KEITH**  
KIJ, Walla Walla, Wash.

**VARNUM, GEORGE**  
WPIT, Pittsburgh, Pa.

**VASEN, WARREN**  
WOC, Davenport, Ia.

**VENELL, BILL**  
WHO, Des Moines, Ia.

**VESSEL, BOB**  
WMTR, Morristown, N. J.

**VESTRO, AL**  
WATR, Waterbury, Conn.

**VICKERS, LEE**  
WTOP, Washington, D. C.

**VIHMAN, ED**  
WCCO, Minneapolis, Minn.

**VIGDER, FREDIE**  
WBAY, Green Bay, Wis.

**VIKEN, HOWARD**  
WEEC, Duluth, Minn.

**VINCENT, DEE**  
KSWO, Lawton, Okla.

**VINES, LEE**  
Have You Forgotten, Vaughn  
Monroe Show, County Fair  
CBS

**VINSON, AL**  
RLTI, Longview, Tex.

**VINSON, JIMMY**  
WBML, Macon, Ga.

**VOGEL, ART**  
KRNT, Des Moines, Ia.

**VOGT, KEN**  
WMIL, Milwaukee, Wis.

**VON HAGEL, PAUL**  
WOPL, Bristol, Tenn.

**VON LEUWEN, KARL**  
KRIC, Beaumont, Tex.

**VOSBURGH, RICHARD**  
WENE, Binghamton-Endicott,  
N. Y.

### — W —

**WACKER, PHIL**  
KGA, Spokane, Wash.

**WADDELL, JOHN**  
WMBH, Joplin, Mo.

**WADE, JESS**  
KTT'S, Springfield, Mo.

**WAGNER, JACK**  
KMLJ, Fresno, Calif.

**WAGNER, R. W.**  
WIBV, Belleville, Ill.

**WAGNER, ROBERT**  
WBNS, Columbus, O.

**WAITE, DAVE**  
WFOR, Hattiesburg, Miss.

**WALDECKER, FRANK**  
The Admiral Broadway Re-  
view, NBC-TV.

**WALDIE, ALAN**  
WTAW, College Station, Tex.

**WALES, DALLAS**  
KNOW, Monroe, La.

**WALKER, AL**  
WCAW, Charleston, W. Va.

**WALKER, BOBBY**  
WJPF, Herrin, Ill.

**WALKER, HAL**  
WMAW, Milwaukee, Wis.

**WALKER, ROGER**  
WMTW, Portland, Me.

**WALKER, WILLIAM E.**  
WROL, Knoxville, Tenn.

**WALL, WOODSON, JR.**  
WRBC, Jackson, Miss.

**WALLACE, MYRON**  
Curtain Time, NBC.

**WALLACE, NEAL**  
KFBC, Cheyenne, Wyo.

**WALLER, ARTHUR**  
WLOS, Asheville, N. C.

**WALLINGTON, JIMMY**  
Carnation Contented Hour;  
Screen Directors Playhouse;  
Life of Riley, NBC.

**WALRATH, GLEN E.**  
WPTR, Albany, N. Y.

**WALROD, TRUMAN**  
KIOA, Des Moines, Ia.

**WALSH, BILL**  
KOPD, Tucson, Ariz.

**WALSTRUM, HARRY**  
ABC, ABC-TV.

**WALTERS, LEE**  
WENR, Chicago, Ill.

**WALTERS, STAN**  
WAML, Laurel, Miss.

**WALTMAN, LaVELL**  
WAVE-TV, Louisville, Ky.

**WALTON, SIDNEY**  
(See News Commentators)

**WANKE, HUGH**  
WIFH, Baltimore, Md.

**WARD, DON**  
WENR-TV, Chicago, Ill.

**WARD, ERNEST**  
WKNY, Kingston, N. Y.

**WARD, JIM**  
WBAX, Wilkes-Barre, Pa.

**WARE, JACK**  
ICRG, Cedar Rapids, Ia.

**WARNER, CARL**  
WJJD, Chicago, Ill.

**WARNER, NEWELL**  
WCBM, Baltimore, Md.

**WARREN, BACIL B.**  
KVOA, Tucson, Ariz.

**WARREN, HARRY**  
KUTA, Salt Lake City, Utah

**WARREN, JERRY**  
WJMJ, Philadelphia, Pa.

**WARREN, MATTHEW**  
WEAM, Arlington, Va.

**WARREN, PAUL**  
WPWA, Chester, Pa.

**WASHBURN, SHERMAN**  
KEX, Portland, Ore.

**WASHBURN, TERRY**  
WKMJ, Dearborn, Mich.

**WATERS, WILLIAM B.**  
WEAR, Pensacola, Fla.

**WATSON, ROBERT**  
KOB, Albuquerque, N. Mex.

**WATTS, BARRY**  
KRES, St. Joseph, Mo.

**WAY, BOB**  
WIBB, Macon, Ga.

**WEAVER, JOE**  
WTOD, Toledo, O.

**WEAVER, RICHARD R.**  
KRDD, El Paso, Tex.

**WEAVER, TED**  
WFAU, Augusta, Me.

**WEBB, HARRY**  
WBEN, Buffalo, N. Y.

**WEBBER, GLENN**  
WJPS, Evansville, Ind.

**WEBER, FRED**  
WFIL, Philadelphia, Pa.

**WEBSTER, JAMES**  
WUCM, Cumberland, Md.

**WEEKS, JOE**  
CBS

**WEEKS, RICHARD**  
KMO, Tacoma, Wash.

**WEIGEL, JOHN**  
Meet the Meeks, NBC.

**WEIGLE, FRANN**  
WAIT, Chicago, Ill.

**WEIL, AUBREY**  
KENO, Las Vegas, Nev.

**WEISS, JEROME**  
WJMJ, Philadelphia, Pa.

**WEIST, DWIGHT**  
Big Town, NBC.

**WELCH, JACK**  
WJPA, Washington, Pa.

**WELCH, JOE**  
WSAR, Fall River, Mass.

**WELCH, PAT**  
KOME, Tulsa, Okla.

**WELDON, JIMMY**  
KCNC, Fort Worth, Tex.

**WELKER, STIRLING**  
KOWH, Omaha, Neb.

**WELLER, ROSS**  
WHAM, Rochester, N. Y.

**WELLES, JACQUES**  
WIFH, Baltimore, Md.

**WELLINGTON, JOHN**  
WLBZ, Bangor, Me.

**WELLS, GEORGE**  
WKAN, Kankakee, Ill.

**WELLS, JACK**  
KFAB, Omaha, Neb.

**WEST, KELLY**  
KFDA, Amarillo, Tex.

**WESTERGARD, ART**  
KSWI, Council Bluffs, Ia.



## Announcers—Radio-Television

- WHEELER, BILL**  
W1NR, Binghamton, N. Y.
- WHEELER, DAN**  
KXOA, Sacramento, Calif.
- WHEELER, DWIGHT**  
WPAU, Augusta, Me.
- WHEELER, TONY**  
WARC, Rochester, N. Y.
- WHITE, BOB**  
WPAG, Ann Arbor, Mich.
- WHITE, DON**  
KIT, Yakima, Wash.
- WHITE, FRED**  
KYNO, Fresno, Calif.
- WHITE, PAT**  
KTBS, Shreveport, La.
- WHITE, WILLIAM**  
WGHI, Scranton, Pa.
- WHITIS, EDWIN**  
WBAP, Fort Worth, Tex.
- WHITNEY, DENNY**  
KSGN, Sanger, Calif.
- WHITTAKER, ED**  
WNBF, Binghamton, N. Y.
- WHITTEN, BOB**  
KIXL, Dallas, Tex.
- WICKERSHAM, HARRY**  
KSAN, San Francisco, Calif.
- WILCOX, HARLOW**  
Fibber McGee and Molly;  
Truth or Consequences, John-  
son's Wax Program Starring  
the King's Men.
- WILCOX, PAUL**  
WHRV, Ann Arbor, Mich.
- WILKINS, PAT**  
KELP, El Paso, Tex.
- WILLIAMS, ALLEN**  
WMCA, New York, N. Y.
- WILLIAMS, BILL**  
WILK, Wilkes-Barre, Pa.
- WILLIAMS, BILL**  
WMPD, Wilmington, N. C.
- WILLIAMS, CHUG**  
WDXB, Chattanooga, Tenn.
- WILLIAMS, FRED**  
WABZ, Albemarle, N. C.
- WILLIAMS, GENE**  
KXOB, Stockton, Calif.
- WILLIAMS, GUY**  
WLAT, Conway, S. C.
- WILLIAMS, HARRY**  
WMDN, Midland, Mich.
- WILLIAMS, KEN**  
ABC
- WILLIAMS, TOMMY**  
WVOT, Wilson, N. C.
- WILLIAMS, WALIY**  
WCOG, Greensboro, N. C.
- WILLIAMSON, BRUCE**  
WHIM, Providence, R. I.
- WILLIAMSON, GORDON**  
WTPG, Washington, D. C.
- WILLIAMSON, WARREN**  
KSON, San Diego, Calif.
- WILLING, SEYMOUR**  
KENO, Las Vegas, Nev.
- WILLIS, JOHN**  
KTMS, Santa Barbara, Calif.
- WILLS, JOE**  
KXOL, Ft. Worth, Tex.
- WILLSON, COLMAN**  
KPMB, San Diego, Calif.
- WILSON, BERT**  
WIND, Chicago, Ill.
- WILSON, BILL**  
WDOD, Chattanooga, Tenn.
- WILSON, BOB**  
KWRW, Pasadena, Calif.
- WILSON, DAVE**  
WIRL, Peoria, Ill.
- WILSON, DON**  
Date with Judy; Me and Jane  
Starring George O'Hanlon;  
Fanny Brice—Baby Snooks  
Show; Light Up Time, NBC.
- WILSON, EARL**  
WLBH, Mattoon, Ill.
- WILSON, FRANK**  
KEEN, San Jose, Calif.
- WILSON, GLENN**  
WCCM, Lawrence, Mass.
- WILSON, GLENN**  
WIRE, Indianapolis, Ind.
- WILSON, GLENN**  
WPAR, Parkersburg, W. Va.
- WILSON, HOWARD**  
WKAI, Macomb, Ill.
- WILSON, JOHN**  
WPTC, Kingston, N. C.
- WILSON, KEN**  
WGST, Atlanta, Ga.
- WILSON, RAY**  
KSBW, Salinas, Calif.
- WILSON, RAY**  
WQQW, Washington, D. C.
- WILSON, THOMAS W.**  
KCTI, Gonzales, Tex.
- WILSON, WALTER**  
WHOP, Hopkinsville, Ky.
- WINDHAM, JOE**  
WCHI, Columbus, Miss.
- WINN, BERT**  
KYA, San Francisco, Calif.
- WINN, PETER**  
WDSR, Lake City, Fla.
- WINNE, BILL**  
WTAG, Worcester, Mass.
- WINTERS, GREGG**  
KNAF, Fredericksburg, Tex.
- WISE, EDDIE**  
WEBQ, Harrisburg, Ill.
- WISEMAN, HARRY**  
WSLS, Roanoke, Va.
- WITT, AL**  
KEIO, Pocatello, Ida.
- WIZLARDE, FRANK**  
WHB, Kansas City, Mo.
- WOLF, ROGER**  
WDSU, New Orleans, La.
- WOLFARD, BILL**  
WFAA, Dallas, Tex.
- WOLFE, C. W.**  
WNDB, Daytona Beach, Fla.
- WOLFE, JACK**  
WBYS, Canton, Ill.
- WOLFE, ROLAND**  
WCOA, Pensacola, Fla.
- WOLSON, MIKE**  
WSCR, Scranton, Pa.
- WOMACK, GEORGE**  
KLTJ, Longview, Tex.
- WOOD, BILL**  
KODY, North Platte, Neb.
- WOOD, C. F., JR.**  
WEGO, Concord, N. C.
- WOOD, EDGAR**  
WCAE, Pittsburgh, Pa.
- WOOD, TRENT**  
WMC, Memphis, Tenn.
- WOODARD, HOWARD E.**  
WSAL, Cincinnati, O.
- WOODS, CHARLES W.**  
Robert Montgomery, ABC
- WOODS, DALE**  
KNEB, Scottsbluff, Nebr.
- WOODS, JIMMY**  
WJAR, Savannah, Ga.
- WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.
- WORTENDYKE, BOB**  
WROW, Albany, N. Y.
- WORTHY, JOSEPH**  
WMIE, Miami, Fla.
- WREN, EVERETT E.**  
KTLN, Denver, Colo.
- WRIGHT, DICK**  
WDEM, Providence, R. I.
- WRIGHT, DOUG**  
WVJ-TV, Detroit, Mich.
- WRIGHT, HOLLY**  
WRC, Washington, D. C.
- WRIGHT, TOM**  
WRAL, Raleigh, N. C.
- WYBANT, PHIL**  
WBAP-TV, Fort Worth, Tex.
- WYLIIE, PAUL**  
KSBW, Salinas, Calif.
- WYMER, JACK**  
WING, Dayton, O.
- WYNNE, DICK**  
Hollywood Calling, NBC.
- WYNNE, JAMES**  
WAIR, Winston-Salem, N. C.

### — Y —

- YACKEY, CARL**  
KYOS, Merced, Calif.
- YATES, JOHN**  
KXIV, St. Louis, Mo.
- YEAGER, JACK**  
KGFV, Kearney, Nebr.
- YEAGER, RAY**  
KROW, Oakland, Calif.
- YEAROUT, BILL**  
WREN, Topeka, Kans.
- YELLAND, E. STARR**  
KOA, Denver, Colo.
- YESSEN, DICK**  
WMCK, McKeesport, Pa.
- YORK, BILL**  
KGLC, Miami, Okla.
- YORK, JOHN P.**  
KGBK, Tyler, Tex.
- VORKE, JOE**  
WPAM, Pottsville, Pa.
- YOUNG, ALMOS**  
WCMA, Corinth, Miss.
- YOUNG, JOHN**  
WTCJ, Tell City, Ind.
- YOUNG, O. C.**  
WHIS, Bluefield, W. Va.
- YOUNG, PRESTON**  
WHLF, South Boston, Va.
- YOUNG, ROBERT R.**  
KOA, Denver, Colo.
- YOUNGBLOOD, JIMMY**  
WPAD, Paducah, Ky.
- YOUNGMAN, JAMES**  
WESA, Charleroi, Pa.
- YOUNT, CHUCK**  
KKBV, Richmond, Ind.
- YOWELL, JOE**  
KTXL, San Angelo, Tex.
- YUKMAN, FRANK**  
WADC, Akron, O.

### — Z —

- ZACHARY, HUGH**  
WDCK, Durham, N. C.
- ZAK, WILLIAM J., JR.**  
KORA, Bryan, Tex.
- ZEIGIN, JACK**  
WING, Dayton, O.
- ZELL, LUBO**  
WKOP, Binghamton, N. Y.
- ZENT, M. D.**  
KSW, Roswell, N. Mex.
- ZERO, LOU**  
WIKK, Erie, Pa.
- ZIEGLER, RICHARD**  
WEIM, Fitchburg, Mass.
- ZIMMERMAN, AL**  
KWRC, Pendleton, Ore.
- ZIMMERMAN, DAVE**  
WWJ, Detroit, Mich.
- ZIMMERMAN, HARRY**  
KEYD, Minneapolis, Minn.
- ZIMMERMAN, PAUL E.**  
WMVA, Martinsville, Va.
- ZIPPAY, AL**  
KVOW, Littlefield, Tex.
- ZUCCARO, BERNARD**  
WIBR, Baton Rouge, La.
- ZUNDEL, DONOVAN**  
KPQD, Portland, Ore.



# Backstage

people in network radio-TV production—  
1949

## — A —

### ALLEN, GEORGE W.

B. May 10, 1899, Spokane, Wash.; The Whistler, Your Stand-in, Meet the Missus, Free For All, CBS.

### ALLEY, PAUL

B. 1905, Hampton, Va.

## — B —

### BAGSELL, KEN

KLEE-TV, Houston, Tex.

### BAKER, RUSS

WOW-TV, Omaha, Nebr.

### BARKER, JOHN

WNBK, Cleveland, O.

### BEASLEY, IRENE

(See Vocal Artists)

### BEAUMONT, AL

WTMJ-TV, Milwaukee, Wis.

### BERNS, LARRY

CBS

### BERNS, SEYMOUR

ABC-TV

### BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

### BLAIR, JAMES

WOIC, Washington, D. C.

### BLUM, ROBERT

WNBW, Washington, D. C.

### BOWER, ROGER

WOR-TV, New York, N. Y.

### BOYD, MAL

ABC

### BRESLIN, JAMES

WEWS, Cleveland, O.

### BROWN, MENDE

WOR-TV, New York, N. Y.

## — C —

### CAHAN, GEORGE M.

B. May 24, 1919, Philadelphia, Pa.; The Ruggles, Oboler's Comedy Theatre, Hollywood House, The Three Stooges, Man Rosa, Amazing Mr. Malone, ABC-TV.

### CAPSTAFF, ALBERT

Bob Hope, NBC.

### CARNEY, JACK

ABC-TV, CBS

### CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

### CHYKA, GEORGE

KOTV, Tulsa, Okla.

### CLARK, JOHN L.

Famous Jury Trials, DuMont

### CLEMMER, RICHARD W.

NBC-TV

### CONSTANT, A. H.

KRON-TV, San Francisco, Calif.

### COOK, DONALD

WGN-TV, Chicago, Ill.

### COOPER, FRANK

ABC

### COPE, BETTY

WEWS, Cleveland, O.

### CORNELL, SYDNEY D.

WKRC-TV, Cincinnati, O.

### CRAFTON, PATRICK

KRON-TV, San Francisco, Calif.

### CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

### CROSBY, JOHN

WHAM-TV, Rochester, N. Y.

### CURRIE, ROBERT

WFMY-TV, Greensboro, N. C.

## — D —

### DAHLMAN, LOUIS J.

B. April 2, 1917, New York, N. Y.; City at Midnight, WNB-TV, Tropic Holiday, WNB-TV; Telefinds '49, WCBS-TV; Nick Kenny Show, WJZ-TV; Birthday Party, DuMont-TV; Doorway To Fame, DuMont-TV.

### DANIEL, OLIVER

N. Y. Philharmonic Symphony, CBS

### DAVIDOW, MARVIN

WFIL-TV, Philadelphia, Pa.

### DAWES, ASHLEY

WBNS-TV, Columbus, O.

### DEKER, LEO

WBNS-TV, Columbus, O.

### DIETZ, JOHN

CBS

### DORRITY, ED

WDSU-TV, New Orleans, La.

### DOUGLAS, MILTON

Cavalcade Of Stars, DuMont

### DOYLE, ROBERT C.

ABC-TV

## — E —

### ELLIS, ELMO

WSB-TV, Atlanta, Ga.

### ENION, A. B.

WHEN, Syracuse, N. Y.

## — F —

### FAIR, JIM

WCPO-TV, Cincinnati, O.

### GARAGHAN, JAY E.

WGN-TV, Chicago, Ill.

### FARRAR, ANTHONY

WAAM, Baltimore, Md.

### FASSETT, JAMES

CBS

### FELTON, NORMAN

WNBQ, Chicago, Ill.

### FERGUSON, JAMES

WLW-TV, Cincinnati, O.

### FISHER, MAGGY

ABC

### FLOWER, JOHN

WMCT, Memphis, Tenn.

### FORD, THOMAS I.

Uncle Jake's House

WEWS, Cleveland, O.

### FOX, D. L.

WHEN, Syracuse, N. Y.

### FREEBORN, CARLYLE W.

WNBK, Cleveland, O.

### FULLER, SAM

Jack Carson, CBS

## — G —

### GANZ, WILLIAM J.

B. 1894.

### GARRISON, GREG

WENR-TV, Chicago, Ill.

### GOGGIN, RICHARD

ABC-TV

### GOODWIN, SID

ABC

### GORDON, WILLIAM

KTSL, Hollywood, Calif.

### GOSCH, MARTIN

WCBS, New York, N. Y.

### GOTTLIEB, LESTER

GRAFF, E. JONNY

WBKB, Chicago, Ill.

### GRAMMAR, BOB

WBAP-TV, Fort Worth, Tex.

### GREANEY, ED

WMCT, Memphis, Tenn.

## — H —

### HALDI, JOHN

WBNS-TV, Columbus, O.

### HALL, LEE

WNHC-TV, New Haven, Conn.

### HALLACK, VANCE

WNBW, Washington, D. C.

### HANDLEY, ALAN

WNBTV, New York, N. Y.

### HAUSER, DWIGHT

ABC

### HEADLEY, SHERMAN

WTCN-TV, Minneapolis, Minn.

### HENLEY, ARTHUR

(See Writers)

### HILL, JAMES

WLW-TV, Cincinnati, O.

### HINE, DONALD M.

KTSL, Hollywood, Calif.

### HOLOWCHAK, EUGENE

WWJ-TV, Detroit, Mich.

### HORTON, HERB

WFIL-TV, Philadelphia, Pa.

### HOWARD, CY

B. 1916, Wis., My Friend Irma; Life With Luigi, KNX-CBS.

## — J —

### JACKSON, DICK

WAVE-TV, Louisville, Ky.

### JACOBER, WARREN

WBEN-TV, Buffalo, N. Y.

### JENNINGS, ROBERT C.

ABC

### JOHNSON, BILLY

WLWD, Dayton, O.

### JOHNSON, WILLIAM

ABC

## — K —

### KANE, DENNIS

WAAM, Baltimore, Md.

### KELLER, FRED

WBEN-TV, Buffalo, N. Y.

### KENT, RIKEL

WLW-TV, Cincinnati, O.

### KEVER, BONNIE

KRON-TV, San Francisco, Calif.

### KIRBEV, HUGH L.

WFBM-TV, Indianapolis, Ind.

### KOSTE, WILLIAM

WWJ-TV, Detroit, Mich.

**Production—Radio-Television**

—L—

**LANDIS, JOE**  
KLAC-TV, Hollywood, Calif.

**LEHMAN, ROBERT A.**  
B. Dec. 30, 1918, Tacoma, Wash.;  
Command Performance (prod.-  
dir.), AFRS; Make Believe Town  
(W), CBS; Whistler (W), CBS;  
Tell It Again (W), CBS; KTSL  
(Don Lee TV).

**LEVY, RALPH**  
(See Directors)

**LEWIS, COLBY**  
WMTV, Milwaukee, Wis.

**LIGHTMAN, HERB**  
KOTV, Tulsa, Okla.

**LOWE, JOE**  
KLAC-TV, Hollywood, Calif.

**LUKAS, ERNEST**  
WGN-TV, Chicago, Ill.

**LUPPINO, NICHOLAS**  
WICU, Erie, Pa.

**LURIE, AL**  
WBAP-TV, Fort Worth, Tex.

—Mc—

**MacDONNELL, NORMAN**  
Suspense, CBS

**MacLAREN, IVOR**  
WTCN-TV, Minneapolis, Minn.

**McKEE, BURTT, JR.**  
WAFF-TV, Birmingham, Ala.

**McLEOD, VICTOR**  
B. Aug. 2, 1906, Nampa, Ida.;  
Admiral Welcome Aboard, NBC;  
Believe It Or Not, Ripley, NBC;  
Chevrolet Teletheater, NBC-TV;  
Saturday Night Jamboree, NBC-  
TV; NBC Summer Playhouse,  
NBC-TV; Ballet Theater, NBC-  
TV.

**McMURRY, JAMES S.**  
WOIC, Washington, D. C.

—M—

**MACK, NILA**  
Let's Pretend, CBS

**MANSFIELD, IRVING**  
This Is Show Business, CBS

**MANSON, KENNETH**  
ABC

**MARR, GEORGE**  
WPMJ-TV, Milwaukee, Wis.

**MARVIN, EARL Z.**  
KBTB, Dallas, Tex.

**MEEKS, DON**  
WCPO-TV, Cincinnati, O.

**MICHEL, WERNER**  
Documentary Unit, CBS

**MINER, WORTHINGTON**  
WCBS-TV, New York, N. Y.

**MORRIS, FRANK**  
ABC

**MULCAHY, RICHARD**  
ABC

**MUNROE, PAUL C.**  
B. April 24, 1910, Portland, Me.;  
54th St. Revue, Dr. I. Magina-  
tion, Actors Studio, Winner Take  
All, Paul Arnold, Sugar Hill  
Times, CBS-TV.

**MURRAY, KEN A.**  
B. July 14, 1903, New York, N.  
Y.; The Ken Murray Show for  
Anheuser-Busch, CBS.

—N—

**NOTTINGHAM, GUY**  
WBAL-TV, Baltimore, Md.

—O—

**O'HALLAREN, BILL**  
WOW-TV, Omaha, Nebr.

**OXFORD, RONALD C.**  
KATV, Tulsa, Okla.

—P—

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, O.

**PATTON, PHIL**  
WENR-TV, Chicago, Ill.

**PETERSON, ARTHUR**  
NBC-TV

**PETRIE, DAN**  
WOW-TV, Omaha, Nebr.

**PIKE, LANNY**  
WJBK-TV, Detroit, Mich.

**POTTASCH, ALLAN**  
KBTB, Dallas, Tex.

—Q—

**QUINN, MEL**  
WBAL-TV, Baltimore, Md.

—R—

**RANALLO, CHARLES**  
WNBK, Cleveland, O.

**REICH, ED**  
KMTV, Omaha, Nebr.

**REULEAUX, WALTER**  
WFBN-TV, Indianapolis, Ind.

**RICH, RAY**  
WDSU-TV, New Orleans, La.

**RITTER, ROBERT**  
WWJ-TV, Detroit, Mich.

**ROBB, WILLIAM**  
KEYL, San Antonio, Tex.

**ROBERTS, PAUL**  
WFBN-TV, Indianapolis, Ind.

**ROBERTSON, LAWRENCE**  
ABC

**ROBSON, WILLIAM N.**  
Escape, CBS

**ROLAND, WILL**  
Arthur Godfrey Show, CBS

**ROSE, RALPH**  
CBS

**ROSS, BERNARD**  
WBBN-TV, Buffalo, N. Y.

**ROSS, DON**  
ABC, ABC-TV

**ROUNTREE, MARTHA**  
Meet The Press  
NBC-TV

**ROWLAND, FRANK**  
WLW-D, Dayton, O.

**RUICK, MELVILLE H.**  
ABC

**RYAN, BERNARD**  
WHAM-TV, Rochester, N. Y.

**RYDSTROM, JANE**  
WAAM, Baltimore, Md.

—S—

**SCHWARTZ, ARTHUR**  
WCBS, New York, N. Y.

**SCOTT, ED**  
WTCN-TV, Minneapolis, Minn.

**SCOTT, JAY**  
WMCT, Memphis, Tenn.

**SHIMP, BERT**  
WSAZ-TV, Huntington, W. Va.

**SKOTCH, ED**  
WENR-TV, Chicago, Ill.

**SLADE, J. M.**  
WHEN, Syracuse, N. Y.

**SMITH, DOROTHY B.**  
KOD-TV, Albuquerque,  
N. Mex.

**STONE, EZRA**  
NBC-TV

**STONE, MARTIN**  
ABC

**SWOPE, HERBERT**  
B., JR.

Band of America, Broadway Spot-  
light, Black Robe, NBC.

—T—

**THOMPSON, HARLAN**  
B. Sept. 24, 1899, Hanibelle,  
Mo.; The Ed Wynn Show, CBS-  
TV.

**THOMPSON,**  
**JOSEPH A.**

B. Feb. 25, 1909, San Francisco,  
Calif.; TV Commercials, Sears,  
in Los Angeles, Chicago, Detroit,  
Cleveland.

**TOLL, TED**

ABC

**TRAYHERN, JAMES**

WHAM-TV, Rochester, N. Y.

—U—

**ULLRICH, JOHN**

WFIL-TV, Philadelphia, Pa.

—V—

**VANDIVER, JAMES**  
ABC-TV

**VAN HAAFTEN, C.**

KOD-TV, Albuquerque.

**VAN HARTESVELT,**  
**FRANCIS**

B. July 2, 1911, Grand Rapids,  
Mich.; Great Gildersleeve, NBC;  
Junior Miss, CBS; King's Men  
Show, NBC; How Wrong Can  
You See, TV.

**VAUGHN, CHARLES**

WLW-D, Dayton, O.

**VINCENT, CHICK**

(See Directors).

—W—

**WALKER, ELBERT**

KTSN, Hollywood, Calif.

**WALTON, MORT**

WJBK-TV, Detroit, Mich.

**WAYNE, DON**

WHIO-TV, Dayton, O.

**WEEDIN, HARFIELD**

ABC

**WEIDENBAER, CLAIR**

ABC

**WERKENRATH, REINALD**

WNBQ, Chicago, Ill.

**WHITING, JUDSON I.**

WOIC, Washington, D. C.

**WILLIAMS, KEITH**

WAFF-TV, Birmingham, Ala.

**WINKLER,**

**CARLTON E.**

B. Jan. 20, 1908, Jersey City,  
N. J.

**WITHERBEE, WALTER K.**

WAVE-TV, Louisville, Ky.

**WOLFE, ED**

The O'Neils, DuMont

**WOOD, BARRY**

B. Feb. 12, 1910, Conn.; 54th  
St. Revue, Esso Xmas Revue,  
Hotpoint Holiday Hour, Carmen  
(assoc. prod.), Kirby Stone Show,  
Paul Arnold, Ted Steele, Jean  
Barge, CBS-TV.

**WOODS, DICK**

WCPO-TV, Cincinnati, O.

**WOOLLEN, RICHARD**

ABC

**WORMSER, JACK**

ABC

**WYATT, JERRY**

WBAL-TV, Baltimore, Md.

—Z—

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

# Radio-TV Directors

## —and their work during 1949

### —A—

**ADAMS, WENDELL**  
Vaughn Monroe Show  
CBS

**ALLEN, CRAIG**  
Leave It To The Girls  
NBC-TV

**ALLEN, HOYT**  
Portia Faces Life  
NBC

**AMES, LOUIS**  
Song Parade  
WPIX

**ANDREWS, CARL**  
Famous Jury Trials; The Fat Man; Casebook of Gregory Hood, ABC.

**ANDREWS, CLARK**  
Starring Boris Karloff, The Fat Man, ABC

**ANDREWS, MARTIN**  
My True Story, The Casebook of Gregory Hood, ABC

**ARKUS, AL**  
Here's Heidi, MBS

**ASHLEY, IRA**  
Grand Central Station  
CBS

### —B—

**BABB, JOHN**  
Author Meets the Critics, The Herb Sheldon Show, Roger Dann Show, Melody Corner, ABC

**BECKER, DON**  
Life Can Be Beautiful  
NBC

**BENNETT, TOM**  
The Fred Waring Show  
NBC

**BERNS, LARRY**  
Our Miss Brooks, Lum and Abner, CBS

**BERNS, SEYMOUR**  
ABC-TV

**BISHOP, CHARLES**  
Singing Lady, Irene Wicker, Actor's Studio, ABC-TV

**BLAIR, LEONARD**  
Auction-Aire, Celebrity Time, Author Meets The Critics, ABC-TV

**BOYD, MAL**  
Hollywood In Three Dimensions, CBS; Pick A Date, ABC.

**BROEMAN, STUART**  
Breakfast on the Plaza, Southemaires, Piano Playhouse, Betty Crocker (Magazine of The Air), ABC

**BROWN, HIMAN**  
Inner Sanctum  
CBS



Directed by  
**LAURENCE SCHWAB, JR. - WILLIAM CORRIGAN**

## Radio-Television Directors

**BROWN, MENDE**

The Affairs of Peter Salem  
MBS

**BUNETTA, FRANK**

Cavalcade Of Stars; Famous  
Jury Trials, DuMont

**BUSS, FRANCES**

Bob Howard Show  
CBS-TV

**BUTLER, RALPH**

Perry Mason  
MBS

**BYRON, ED**

Mr. District Attorney  
NBC

— C —

**CAHAN, GEORGE M.**

(See Producers).

**CARNEY, JACK**

Talent Scouts, Give And Take,  
CBS

**CARR, FREDERIC**

Actor's Studio, Blind Date,  
Celebrity Time, ABC-TV

**CARTOON, ALAN**

Symphonette  
CBS

**CAVALIER, JOE**

Supper Club  
NBC-TV

**CHAPMAN, BRUCE**

Tell Your Neighbor  
MBS

**CLARKE, PHILIP N.**

(See Radio-TV Artists)

**COLE, JOHN**

The Shadow  
MBS

**COOPER, WYLLIS**

Quiet Please, ABC; Volume  
One, ABC-TV; Escape, CBS,  
CBS-TV.

**COPE, DON**

Light of The World

**CORRIGAN, WILLIAM**

B. Aug. 27, 1913, Grand Forks,  
N. D.; The Clock, NBC-TV.

**COURTNEY, ALEX**

Voice of The People  
WPIX

**COYLE, HARRY**

New York Yankee Baseball  
Games; Boxing From West-  
chester Arena; Boxing From  
Sunnyside Arena; Roblee Fan-  
tasy, DuMont

— D —

**DANIEL, OLIVER**

N. Y. Philharmonic Symphony,  
CBS

**DAVIS, STAN**

Invitation to Learning, Report  
From Overseas  
CBS

**DEL VALLE, JAIME**

Count of Monte Cristo  
MBS

**DEPEW, RICHARD**

Starring Boris Karloff, ABC-  
TV

**DEVINE, JERRY**

This Is Your F.B.I.,  
ABC

**DICK, HENRY**

Kiernan's Korner, Victor Lind-  
laur, The Money Saving Club,  
One Man's Opinion, Gems for  
Thought, ABC

**DIETZ, JOHN**

Crime Photographer, You Are  
There, CBS

**DILLON, SEAN**

Fitzgeralds, Hollywood Screen  
Test, ABC-TV

**DINEHART, ALAN**

54th St. Review  
CBS-TV

**DISKIN, MARSHAL**

Roller Derby, Bowling Head-  
liners, ABC-TV

**DOYLE, ROBERT**

Stop The Music, Professional  
Football, ABC-TV

**DUMONT, PAUL**

D&H Miners  
NBC

— E —

**EAST, ED**

B. Bloomington, Ind.; Pacific  
Coast Network; TV Packages;  
Meet The Champ, Easy Does It  
and Who's Next; Head of Ed  
East Creative Recorded Spots.

"This Is Show Business"

"The Show Goes On"

"Winner Take All"

Directed

by

*Leffwisch*

CBS-TV

**AXEL  
GRUENBERG**

Directing

"THIS IS YOUR LIFE"  
"TODAY'S CHILDREN"

## Radio-Television Directors

**EHRENREICH, DAN**

The Joe DiMaggio Show  
CBS

**EMERY, BOB**

Rainbow House, MBS; DuMont  
TV

**EMERY, KAY**

Small Fry Club  
WARD

**EPSTEIN, ROBERT HARLAN**

The Croupier, At Home With  
Music, Betty Clark Sings, Tune  
Time, ABC

— F —

**FASSETT, JAMES**

N. Y. Philharmonic Sym-  
phony, CBS

**FICKETT, HOMER**

Theatre Guild On The Air  
NBC

**FISHER, CHARLES**

When A Girl Marries  
NBC

**FRIEDMAN, HAROLD**

Celebrity Time, Roller Derby,  
ABC-TV

— G —

**GERSON, HAROLD**

Author Meets The Critics,  
Pippy Hoolihan, ABC-TV

**GIERLACH, CHET**

We Love And Learn  
NBC

**GILLIS, DON**

NBT Symphony  
NBC

**GOGGIN, RICHARD**

ABC-TV

**GOODSON, MARK**

Stop The Music  
ABC

**GOODWIN, SID**

ABC

**GORALL, LESLIE**

Celebrity Time, ABC TV

**GORMAN, WALTER**

The Road of Life  
NBC

**GOSCH, MARTIN**

Tonight On Broadway  
CBS-TV

**GOTTLIEB, LESTER**

Sing It Again, Robert Q.  
Lewis, CBS

**GRAHAM, JOE**

B. Sept. 15, 1916, Ohio; Modern  
Romances, ABC, Mr. President  
(N. Y.), ABC.

**GRAYSON, MITCHELL**

Big Sister  
CBS

**GREEN, IVAN**

This Woman's Secret, NBC;  
It Seems Like Yesterday, KFI-  
TV

**GREINER, ROBERT**

Sunday Morning Concert Hall,  
People and Things, Fantasy  
in Melody, Pauline Fredericks,  
ABC

**GRUENBERG, AXEL**

B. Aug. 17, 1907, Riga, Russia;  
This Is Your Life, NBC; Today's  
Children, NBC.

— H —

**HAFNER, LES**

Motion Pictures Stages, Inc.

**HAMILTON, WILLIAM**

Kate Smith Calls, We Care,  
ABC

**HANCOCK, ORRLE**

News of America  
CBS

**HANNA, ARTHUR**

Our Gal Sunday  
CBS

**HARGIS, TOM**

The Roy Rogers Show  
MBS

**HARRELL, CHARLES**

**T.**

B. Nov. 28, 1913, Lincoln, Nebr.;  
Famous Jury Trials, DuMont-TV;  
Chance of A Lifetime, ABC;  
Think Fast, ABC, ABC-TV.

**HAUPT, JAMES**

Band of America  
NBC

CHARLES T. HARRELL

RADIO—TV

PRODUCER-DIRECTOR



**DICK SANDWICK**

Television Director

## Radio-Television Directors

**HAUSER, DWIGHT**  
ABC

**HAWLEY, MARK**  
The Black Robe  
NBC-TV

**HAYDEN, JEFF**  
Photo-Play-Time, Roller Derby, Stop The Music, ABC-TV

**HAYES, JAMES**  
News of the World  
NBC

**HEDIGER, TED**  
Martin Kane, Private Eye  
NBC

**HEISCH, GLEN**  
Harvest of Stars  
NBC

**HELLER, FRANKLIN**  
The Front Page  
CBS-TV

**HENRY, BABETTE**  
Photo Crime, ABC-TV

**HILLMAN, JOHN**  
Voices That Live, Ted Malouf, Chandu, Fantasy In Music, Betty Crocker (Magazine of the Air), ABC

**HOWARD, CY**  
My Friend Irma, Life With Luigi, CBS

**HOWARD, HENRY**  
Mystery Theatre  
CBS

### — I —

**INGRAM, HARRY**  
Basil Rathbone Show, Big Story, Kate Smith Sings, Louis Sobol Show, Two On A Clue.

**IRVING, CHARLES**  
This Is Nora Drake  
CBS

### — J —

**JOHNSON, WILLIAM**  
ABC

**JONAS, PAUL**  
Sports Parade  
MBS

**JONES, CLARK**  
Mohawk Showroom, Voice of Firestone  
NBC-TV

### — K —

**KEITH, HAL**  
Lights Out, Colgate Theatre, Chevrolet Tele-Theatre, NBC-TV.

**KING, ED**  
David Harum  
NBC

**KNIGHT, PAUL**  
The U.N. Is My Beat  
NBC

**KOGAN, ARTHUR**  
Murder By Experts  
MBS

**KREIGM, RICHARD CHARLES**  
Johnny Thompson Show, Chance of a Lifetime, Thoughts in Passing, Old New — Borrowed & Blue, Concert of American Jazz, ABC

### — L —

**LEONARD, DICK**  
Mr. Chameleon, Mr. Keen  
CBS

**LEFTWICH, ALEXANDER**  
This Is Show Business; Toast of the Town; The Show Goes On; Winner Take All; Morey Amsterdam Show; Adventures in Jazz, CBS-TV.

**LEVY, RALPH**  
Ed Wynn Show, CBS-TV; Alan Young Show, CBS-TV.

**LEWIS, AL**  
Our Miss Brooks  
CBS

**LEWIS, DAVE**  
Morey Amsterdam Show, DuMont

**LEWIS, RICHARD**  
Quick As A Flash  
MBS



**WILLIAM MARCEAU**  
Writer-Director of TV



**JOE GRAHAM**  
WRITER-DIRECTOR





# Radio-Television Directors

**PEYSER, JOHN**  
Suspense  
CBS-TV

**POLA, EDDIE**  
Blondie  
ABC

**POWERS, CHARLES H.**  
Author Meets the Critics; Hollywood Screen Test; On Trial, ABC-TV.

**PRESSMAN, DAVE**  
Actors' Studio  
CBS-TV

## — R —

**RAMSEY, JIM**  
Meet Your Match  
MBS

**RAVEL, JOHN F.**  
The Fishing And Hunting Club Of The Air, DuMont

**REDFORD, KENNETH**  
Ted Steele Show  
CBS-TV

**REDFORD, WILLIAM J.**  
ABC

**RICCA, ERNEST**  
Helen Trent  
CBS

**RICH, DAVID**  
Talent Scouts  
CBS-TV

**RITTER, RICHARD**  
America's Town Meeting, Stop the Music, Counterspy, Henry J. Taylor, ABC

**ROBBIE, SEYMOUR**  
Master Control, ABC-TV

**ROBERTS, CLEDGE**  
Mr. Mazie  
WPIX

**ROBERTSON, LAWRENCE**  
ABC

**ROBERTSON, TED**  
Straight Arrow  
MBS

**ROBSON, WILLIAM N.**  
Escape, CBS

**RODGERS, DOUG**  
Mohawk Showroom  
NBC-TV

**ROLAND, WILL**  
Arthur Godfrey Show, CBS

**ROSE, RALPH**  
Tell It Again, Garry Moore Show, CBS

**RUBIN, JACK**  
Hilltop House  
CBS

**RUDICH, NAT**  
Buddy Rogers Showcase, ABC-TV; Here's Heidi, MBS

## — S —

**SANDWICK, DICK**  
B. Aug. 19, 1922, Chicago, Ill.; Inside Detective, Court of Current Issues, Your Television Shopper, Vincent Lopez, Shoppers Mat, Double Day Show, DuMont-TV.

**SAUNDERS, JAMES**  
Wrestling From Sunnyside Arena, DuMont

**SCANLAN, WALTER**  
Headline Edition, Carnegie Hall, On Trial, Personality Portraits, The Sheriff, ABC

**SCHAFFNER, FRANK**  
Studio One  
CBS-TV

**SCHWAB, LAURENCE, JR.**  
B. March 31, 1922, New York, N. Y.; The Clock, NBC; Television Screen Magazine, NBC.

**SCIBETTA, JOSEPH**  
The Aldrich Family  
NBC

**SEGAL, ALEX**  
Starring Boris Karloff, ABC-TV

**SEILER, HUGO**  
Twin Views of the News  
MBS

**SIMPSON, GARRY C.**  
Chevrolet Tele-Theatre, Philco Television Playhouse, Colgate Theatre, NBC.

**SLATTERY, ED**  
Young Widder Brown  
NBC

**SMITH, PERRY**  
Photo-Play-Time, Paul Whiteman's Goodyear Revue, ABC-TV

**SOMERVILLE, WARREN**  
Woman of Tomorrow, WJZ; Nancy Craig, Talk Your Way Out of It, N. Y. Tonight with Allen Prescott, ABC

**SPOSA, L.**  
Okay, Mother  
WABD

**STEEN, CORTLAND**  
Think Fast, Market Melodies & TV Telephone Games, ABC-TV

**STEEN, ROBERT**  
The Herb Sheldon Show, Counterspy, Think Fast, Galen Drake, ABC

**STEVENS, GARY**  
Twenty Questions  
MBS

## — T —

**TELFORD, FRANK**  
Silver Theatre  
CBS-TV

**THAYER, NESTOR**  
John B. Kennedy, News  
MBS

**TIPPER, GERTRUDE**  
Stop The Music, ABC-TV

**TOLL, TED**  
ABC

**TORMEY, ROBERT**  
Ladies Be Seated, Headline Edition, Greatest Story Ever Told, ABC

## — U —

**UHL, RICHARD**  
Big Town  
NBC

**URQUHART, CHARLES**  
The Guiding Light  
CBS

## — V —

**VALENTA, LYNN**  
Lamp Unto My Feet  
CBS-TV

**VANDIVEER, JAMES**  
ABC-TV

**VIETOR, TOM**  
The Big Story  
NBC

**VINCENT, CHICK**  
Pepper Young's Family, NBC; Adventures of Charlie Chan, ABC; At Home and How, WJZ-TV; Ship's Reporter, WJZ-TV.

**VOUTSAS, GEORGE**  
Playboys  
NBC

## — W —

**WALLISER, BLAIR**  
Singing Lady  
ABC-TV

**WARBURTON, CHARLES**  
My True Story, ABC, WJZ; Great Plays, NBC; Radio Guild, NBC.

**WARWICK, BILL**  
Easy Does It  
NBC-TV

**WEEDIN, HARFIELD**  
ABC

**WEIDENBAER, CLAIR**  
ABC

**WEIHE, FRED**  
Backstage Wife  
NBC

**WHITE, LARRY**  
Captain Video, Rumpus Room, WABD

**WHITE, WALTER, JR.**  
Hopalong Cassidy, Down Our Way, MBS.

**WIEST, GEORGE**  
Someone You Know, American Sports Page, Hour of Faith, ABC

**WOLFF, NAT**  
Hollywood Star Theatre, NBC; Halls of Ivy, NBC.

**WOOLLEN, RICHARD**  
ABC

**WORMSER, JACK**  
ABC

**WRIGHT, WYNN**  
Official Detective  
MBS

## — Y —

**YURDIN, CLAY**  
Truex Family  
WPIX

**YOUNG, CARLTON**  
County Fair  
CBS

## — Z —

**ZACHARY, GEORGE**  
Gang Busters  
CBS

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

**ZOLLER, JOHN**  
Cavalcade of America  
NBC

# Woman Commentators

## HOME ECONOMISTS

### of Radio Stations in the United States

#### Alabama

Badham, Mary.....WBRC-TV, Birmingham  
 Boschung, Opal.....WKUL, Cullman  
 Brown, Camille.....WSFA, Montgomery  
 Colby, Christine.....WBHS, Huntsville  
 Davis, Ann.....WJHO, Opelika  
 Dennis, Marjorie.....WAFM-TV, Birmingham  
 Dannavant, Marjorie.....WJMW, Athens  
 Foster, Jean.....WVOK, Birmingham  
 Harris, Virginia.....WVRG, Mobile  
 Hubbard, Frances.....WAUD, Auburn  
 Hughes, Marjorie.....WJMW, Athens  
 Jackson, Sara.....WOOB, Anniston  
 Leighton, Helen.....WABB, Mobile  
 Littlepage, Evelyn R.....WMFT, Florence  
 Mahoney, Esther.....WSFA, Montgomery  
 Spittler, Margaret.....WAPJ, Birmingham  
 Stack, Imogene R.....WLAY, Muscle Shoals

#### Arizona

Benoit, Virginia.....KOPO, Tucson  
 Bentley, Elaine.....KTAR, Phoenix  
 Bolkin, Freda.....KCNA, Tucson  
 Hall, Lorraine.....KOOB, Phoenix  
 Lee, Patricia.....KTAR, Phoenix  
 Pfister, Roberta M.....KYCA, Prescott  
 Richey, Jan.....KVOA, Tucson  
 Sawyer, Ann.....KTKT, Tucson  
 Wright, Jeanne.....KOY, Phoenix

#### Arkansas

Allen, Anne.....KARK, Little Rock  
 Davis, Ann.....KWFC, Hot Springs  
 Floyd, Florence.....KFPW, Fort Smith  
 Forster, Bobbie H.....KXLR, Little Rock  
 Livingston, Lorene.....KUOA, Siloam Springs  
 Madden, Mina.....KLRA, Little Rock  
 O'Day, Patti.....KGRH, Fayetteville  
 Parker, Mary.....KFFA, Helena  
 Prickett, Maxine.....KCLA, Pine Bluff  
 Sanders, Nell.....KTHS, Hot Springs

#### California

Ashwood, Eve.....KYNO, Fresno  
 Barnes, Harriet.....KSRO, Santa Rosa  
 Barton, Emily.....KFRC, San Francisco  
 Best, Betty.....KVVC, Ventura  
 Bruton, Lydian.....KVOE, Santa Ana  
 Bye, Bess.....KFRC, San Francisco  
 Casey, Mary Ann.....KIST, Santa Barbara  
 Dunbar, Harriette.....KMNS, San Luis Obispo  
 Fleischmann, Betty.....KVEC, San Luis Obispo  
 Plover, Elsie.....KGDM, Stockton  
 Green, Edith.....KRON-TV, San Francisco  
 Gurnee, Leslie.....KMNS, San Luis Obispo  
 Hart, Trula.....KEEN, San Jose  
 Higbee, Hilda.....KTRB, Modesto  
 Hogan, Lee.....KNBH, Hollywood  
 Holden, Ann.....KGO, San Francisco  
 Hughes, Claire.....KWKW, Pasadena  
 Jaden, Audrey.....KWKW, Pasadena  
 Jewell, Izzetta.....KCBQ, San Diego  
 Johnson, Dorothy.....KSON, San Diego  
 Kirby, Joy.....KSGN, Sanger  
 Kitchin, Katherine.....KERN, Bakersfield;  
 KFBK, Sacramento; KMJ, Fresno; KWG, Stockton  
 Lesly, Gail.....KTMS, Santa Barbara  
 Mallery, Joyce.....KXO, El Centro  
 Marble, Margaret.....KVEN, Ventura  
 Mason, Vivian.....KHUM, Eureka  
 Morse, Molly.....KGB, San Diego  
 Oppenheimer, Kitty.....KTIM, San Rafael

Paige, Frances.....KCRA, Sacramento  
 Parsons, Sue.....KSJO, San Jose  
 Ramey, Wanda.....KWBR, Oakland  
 Rice, Roberta.....KXOB, Stockton  
 Scheere, Gail.....KWG, Stockton  
 Schram, Violet.....KFVD, Los Angeles  
 Smith, Jane.....KVVC, Ventura  
 Stephenson, Jean.....KALI, Pasadena  
 Stewart, Faye.....KPJX, KSFO, San Francisco  
 Thompson, Helen Faye.....KOCB, Ontario  
 Thompson, Ruth.....KYA, San Francisco  
 Todd, Jane.....KCBS, San Jose  
 Tracy, Virginia.....KAFY, Bakersfield  
 Trumbull, Marjorie.....KPLX, KSFO, San Francisco  
 Young, Norman.....KTSL, Hollywood

#### Colorado

Carroll, Pat.....KLMR, Lamar  
 Cimino, Lena.....KSFT, Trinidad  
 Collope, Mary.....KCOL, Fort Collins  
 Cooper, Frances Hudson, KVOR, Colorado Springs  
 Elkins, Mildred.....KGHF, Pueblo  
 Elliott, Nancy.....KIUP, Durango  
 Fields, Helen.....KVOD, Denver  
 Hammer, Muriel.....KEXO, Grand Junction  
 Hammersley, Mrs. Evadna.....KOA, Denver  
 Hay, Henrietta.....KFXJ, Grand Junction  
 Hayes, Carma.....KOKO, La Junta  
 Hunter, Barbara.....KFFKA, Greeley  
 Miner, Frances.....KRAI, Craig  
 Moore, Virginia.....KVRH, Salida  
 Morton, Kathy.....KRDO, Colorado Springs  
 Scott, Nikki.....KMYR, Denver

#### Connecticut

Colbert, Jean.....WTIC, Hartford  
 Coleman, Dorothy.....WMMW, Meriden  
 Gibson, Claire.....WONS, Hartford  
 Hall, Lee.....WNHC, WNHC-TV, New Haven  
 Hays, Mary Bradshaw.....WICC, Bridgeport  
 Hurlburt, Mimi.....WATR, Waterbury  
 Johnson, Pat.....WAVZ, New Haven  
 King, Mrs. Una.....WTHT, Hartford  
 McCarthy, Stephanie.....WLIZ, Bridgeport  
 Maloney, Ellen.....WWCO, Waterbury  
 Nauman, Mrs. Hilda.....WNLG, New London  
 O'Brien, Jean.....WNHC-TV, New Haven  
 Osborne, Maybelle Hinton.....WATY, Waterbury  
 Parker, Helen.....WMMW, Meriden  
 Parks, Connie.....WLIZ, Bridgeport  
 Pattee, Betty.....WKNB, New Britain  
 Porter, Jeanne.....WELI, New Haven  
 Rundell, Anne.....WLAD, Danbury

#### Delaware

Crosman, Ellen.....WAMS, Wilmington  
 Price, Marjorie.....WILM, Wilmington

#### District of Columbia

Blair, Anne.....WQQW, Washington  
 Burnham, Mary.....WMAL, Washington  
 Cranc, Ruth.....WMAL, Washington  
 Lee, Elinor.....WOIC, WTOP, Washington  
 Osgood, Nancy.....WRC, Washington  
 Markel, Mrs. Hazel Kenyon  
 WTOP, WTTG, Washington

#### Florida

Barfield, Ona.....WDLF, DeLand  
 Barnes, Betty.....WCNH, Quincy  
 Bartelt, Ruth.....WLOF, Orlando  
 Boyer, Margaret.....WMMB, Melbourne

... Woman Commentators-Home Economists—Radio-TV ...

Butler, Mrs. Jane.....WGBS, Miami  
 Byron, Eva.....WALT, Tampa  
 Carlson, Aino.....WIRK, West Palm Beach  
 Christopher, Marjorie.....WQAM, Miami  
 Daly, Anne.....WPDQ, Jacksonville  
 Davis, Agnes.....WDHL, Bradenton  
 Donahue, Ruth.....WLOF, Orlando  
 Gilmour, Jane.....WNDB, Daytona Beach  
 Johnson, Jean.....WMBM, Miami Beach  
 McCarthy, Josephine.....WMBE, WTVJ, Miami  
 Mead, Dottie.....WSPR, Sarasota  
 Moody, Emily Winton.....WFLA, Tampa  
 O'Day, Billie.....WIOD, Miami  
 Pierce, Jackie, WTVJ, Miami; WVCG, Coral Gables  
 Reynolds, Laura.....WMMB, Melbourne  
 Roen, Marcia.....WORZ, Orlando  
 Smith, Ruth.....WHOO, Orlando  
 Smith, Susie.....WDHL, Bradenton  
 Stanley, Kay.....WMBR, Jacksonville  
 Walker, Frankye.....WFOY, St. Augustine  
 Whitfield, Betty.....WINK, Fort Myers

Georgia

Alford, Kitty.....WRGA, Rome  
 Browning, Mrs. Eileen.....WVOP, Vidalia  
 Clayton, Reba.....WQXI, Atlanta  
 Day, Enid.....WAGA, Atlanta  
 Dushields, Billie.....WEAS, Atlanta  
 Farmer, Helen.....WMAZ, Macon  
 Fields, Geraldine (Miss).....WAYX, Waycross  
 Jarrell, Mrs. W. W.....WKGT, Thomasville  
 Jarrett, Bella.....WIBB, Macon  
 Kent, Scoup.....WGLS, Decatur  
 McKay, Dorothy.....WROM, Rome  
 Martin, Kitty.....WAYX, Waycross  
 Mee, Peggy.....WFOM, Marietta  
 Miller, Ann.....WSAV, Savannah  
 Morris, Louise.....WPAK, Columbus  
 Parker, Anne.....WJBF, Augusta  
 Rogerson, Gloria.....WFOM, Marietta  
 Swam, Jayne.....WQXI, Atlanta  
 Trent, Susan.....WGBA, Columbus  
 Turner, Wilma Olive.....WMOC, Covington  
 Ward, Del.....WNEK, Macon  
 Wasden, Alice C.....WTOC, Savannah  
 Watkins, Mickey.....WBQQ, Augusta  
 Westbrook, Wylene.....WEAS, Atlanta

Idaho

Adamson, Norma.....KEIO, Pocatello  
 Cornell, Barbara.....KIDO, Boise  
 Lange, Lucile.....KVNI, Coeur D'Alene  
 McAllister, Ruth.....KRPL, Moscow  
 Schultz, Florence.....KTFI, Twin Falls  
 Searle, Melva.....KID, Idaho Falls  
 Waite, Shirley.....KSEI, Pocatello  
 Yates, Margaret.....KSEL, Pocatello

Illinois

Banks, Pat.....WBKB, Chicago  
 Blair, Mrs. K. Q.....WIRL, Peoria  
 Carlstrom, Dee.....WJJD, Chicago  
 Clark, Virginia.....WGN, Chicago  
 Colwell, Virginia.....WLDS, Jacksonville  
 Conway, Ellen.....WLPO, La Salle  
 Crane, Martha.....WLS, Chicago  
 Czuwarowa, Nina.....WEDC, Chicago  
 Dolan, Bonnie.....WLBK, De Kalb  
 Hart, Elizabeth.....WMAQ, Chicago  
 Hayden, Elaine.....WMRO, Aurora  
 Jeffery, Sylvia.....WKAN, Kankakee  
 Johannes, Olga.....WROK, Rockford  
 Joyce, Helen.....WLS, Chicago  
 Karney, Beulah.....WENR, WENR-TV, Chicago  
 Knight, Phyllis.....WLBH, Maitton  
 Layne, Jean.....WCNT, Centralia  
 McLoughlin, Miss May.....WMBD, Peoria  
 Meisner, Joan.....WSOY, Decatur  
 Montgomery, Lois.....WLBK, De Kalb  
 Moore, Barbara.....WMBD, Peoria  
 Pfel, E. J.....WNMP, Evanston  
 Prescott, Betty.....WTMV, East St. Louis  
 Roman, Honore E.....WDAN, Danville  
 Rush, Betty.....WKAL, Macomb  
 Sawyer, Elizabeth.....WBYS, Canton

Sexton, Marion.....WTAD, Quincy  
 Sutton, Charlotte.....WWXL, Peoria  
 Ward, Mary.....WHOW, Clinton  
 Wayne, Rosemary.....WJJD, Chicago  
 White, Stella.....WAIT, Chicago  
 Zarley, Lois.....WJOL, Joliet

Indiana

Black, Virginia.....WJPS, Evansville  
 Bleck, Ruth.....WIMS, Michigan City  
 Brewer, Maytha.....WTGJ, Tell City  
 Call, Dorothy.....WTCT, Tell City  
 Crook, Carol.....WAOV, Vincennes  
 Daniels, Catherine.....WISH, Indianapolis  
 Ellenbrand, Jane.....WANE, Fort Wayne  
 Fall, Bill.....WEOA, Evansville  
 Farrell, Mrs. Rose Lee.....WFBM, Indianapolis  
 Jackson, Sally.....WTTS, WTTV, Bloomington  
 Jones, Mary Elizabeth.....WAOV, Vincennes  
 Leahy, Barbara.....WBIV, Bedford  
 Lewis, Phyllis.....WCNB, Connersville  
 McDonald, Mary.....WGL, Fort Wayne  
 Mimick, Mrs. Frances.....WBIV, Bedford  
 Reynolds, Ruth.....WIRE, Indianapolis  
 Riley, Sue.....WHOT, South Bend  
 Ryan, Helen.....WTHI, Terre Haute  
 Sparkman, Betty.....WTOM, Bloomington  
 Trigg, Ethel.....WTRC, Elkhart  
 Tucker, Sue.....WKBV, Richmond  
 Weston, Jane.....WOWO, Fort Wayne

Iowa

Adams, Kay.....WMT, Cedar Rapids  
 Bruce, Kay.....KASI, Ames  
 DuMond, Irene.....KKEL, Waterloo  
 Fitzgerald, Jacqueline.....KDTH, Dubuque  
 Gearhardt, Pamela.....KCRG, Cedar Rapids  
 Gonzales, Genevieve.....KTRI, Sioux City  
 Johnson, Gwen.....KROS, Clinton  
 Kyle, Betty.....KIOA, Des Moines  
 Marshall, Mary Louise.....WOC, Davenport  
 McCormick, Mona.....KXIC, Iowa City  
 Murphy, Doris.....KMA, Shenandoah  
 Peck, Phyllis.....KROS, Clinton  
 Rankin, Mary.....KVFD, Fort Dodge  
 Shoemaker, Adella.....KMA, Shenandoah  
 Shorten, Martha.....KDTH, Dubuque  
 Smith, Raymond A. (Mrs.)  
 Sports Album.....KSWI, Council Bluffs  
 St. Clara, Sister Mary, B. V. M.....WKBB, Dubuque  
 Vaughn, Libbie.....KWWL, Waterloo  
 Volzer, Thelma.....KWPC, Muscatine  
 Walters, Ann.....KASI, Ames  
 Wells, Betty.....KRNT, Des Moines  
 Westre, Norma.....KOKX, Keokuk  
 Young, Jessie.....KPNF, Shenandoah

Kansas

Brooks, Julie.....WREN, Topeka  
 Huff, Joan.....KANS, Wichita  
 King, Mrs. E. J.....KFH, Wichita  
 McKinley, Verona.....KSCB, Liberal  
 MacDonald, Marie.....WFBI, Wichita  
 Newkirk, Grace Lee.....KXXX, Colby  
 Powell, Dorothy.....KCLK, Parsons  
 Snyder, Helen.....KCLO, Leavenworth

Kentucky

Brooks, Sunny.....WNOP, Newport  
 Burke, Agnes.....WGRG, Louisville  
 Daly, Linda.....WLOU, Louisville  
 Dooley, Jane.....WFKY, Frankfort  
 Ellis, Marian.....WHAS, Louisville  
 Haan, Ruth.....WMTC, Vancelev  
 Hubert, Ann.....WAVE, Louisville  
 Martin, Rosemary.....WNOP, Newport  
 Maxwell, Betty.....WLAP, Lexington  
 May, Irene.....WVJS, Owensboro  
 Miller, Mrs. Elwanda.....WTCO, Campbellsville  
 Person, Violet.....WMTC, Vancelev  
 Price, Amy.....WLEX, Lexington  
 Seay, Blanche.....WCMI, Ashland  
 Stahl, Evelyn Carroll.....WPAD, Paducah  
 Weiler, Louise.....WINN, Louisville  
 Word, Elizabeth.....WLBK, Bowling Green

# . . . Woman Commentators-Home Economists—Radio-TV . . .

## Louisiana

Adams, Jane.....KALB, Alexandria  
 Boyd, Daisy Lee.....WLCB, Baton Rouge  
 Fleitrich, Terry.....WDSU-TV, New Orleans  
 Koltun, Ruth.....WJBO, Baton Rouge  
 Leslie, Jean.....WJRM, New Orleans  
 Richard, Lena.....WDSU-TV, New Orleans  
 Rosenfield, Rose.....KSYL, Alexandria  
 Savelle, Farris.....WLCB, Baton Rouge  
 Smith, Joyce.....WDSU, WDSU-TV, New Orleans  
 Stacey, Ettie K.....KSYL, Alexandria  
 Strobble, Mary Ann.....KPLC, Lake Charles  
 Theaux, Mrs. Ray B.....KVOL, Lafayette  
 Wagner, Eleanor Hall.....KALB, Alexandria

## Maine

Butler, Cecilia.....WLAM, Lewiston  
 Colby, Jane.....WIDE, Biddeford  
 Deane, Beth.....WGUW, Bangor  
 Drivas, Chrisoula.....WIDE, Biddeford  
 Gibbs, Agnes F.....WCSH, Portland  
 Gould, Diana.....WCOU, Lewiston  
 Rice, Catherine.....WFEU, Augusta  
 Standish, Martha.....WPOB, Portland

## Maryland

Alwyn, Eve.....WCBM, Baltimore  
 Alwyn, Lauri.....WCBM, Baltimore  
 Blasock, Monel E.....WASL, Annapolis  
 Conboy, Anita.....WBAL, WBAL-TV, Baltimore  
 DeLano, Martha.....WUCM, Cumberland  
 Dierken, Kitty.....WAAM, Baltimore  
 Dorsey, Polly.....WBMD, Baltimore  
 Egoft, Grace Campbell.....WBCC, Bethesda  
 McCall, Bettie.....WCAO, Baltimore  
 Martin, Marie L.....WBOC, Salisbury  
 Martin, Mollie.....WBAL, WBAL-TV, Baltimore  
 Parmenter, Miriam.....WASL, Annapolis  
 Robertson, May C.....WFMJ, Frederick  
 Temple, Martha Ross.....WFBR, Baltimore

## Massachusetts

Auger, Gloria.....WLYN, Lynn  
 Bailey, Mildred.....WCOP, Boston  
 Bolles, Janet.....WBET, Brockton  
 Bradford, Ann.....WLIH, Lowell-Lawrence  
 Broeg, Heloise Parker.....WEEI, Boston  
 Brown, Mae.....WMAS, Springfield  
 Cartwright, Christian.....WCCM, Lawrence  
 Chase, Julie.....WTAG, Worcester  
 Connelly, Jeanne.....WNEB, Worcester  
 Cutler, Anne.....WCRB, Waltham  
 Evans, Christine.....WHDH, Boston  
 Flanders, Lyda.....WTAG, Worcester  
 Fortescue, Priscilla.....WEEI, Boston  
 Giza, Wanda.....WARE, Ware  
 Herlihey, Margaret Kimball.....WLYN, Lynn  
 Higginson, Rebekah.....WMEX, Boston  
 Hope, Helen.....WHYN, Holyoke  
 Huse, Bertha C.....WLAJ, Lawrence  
 King, Dorothea.....WSPR, Springfield  
 Kneeland, Miss Eileen.....WHAJ, Haverhill  
 McKittrick, Dorothy.....WEIM, Fitchburg  
 Matson, Shirley.....WAAB, Worcester  
 Phelan, Bette.....WHOB, Gardner  
 Philbein, Kay.....WCCM, Lawrence  
 Pratt, Sally.....WKOK, Framingham  
 St. George, Anita.....WCRB, Waltham  
 Seymour, Freddie.....WBET, Brockton  
 Sherwood, Peg.....WBKA, Brockton  
 Sweeney, Marion Lane.....WBKA, Brockton  
 Victor, Evelyn.....WBMS, Boston  
 Vincent, Pal.....WHOB, Gardner  
 Whitaker, Isabel.....WAAB, Worcester

## Michigan

Barber, Mary.....WBCK, Battle Creek  
 Bellstrom, Barbara.....WDMJ, Marquette  
 Clark, Agnes.....WJR, Detroit  
 Fontaine, Margaret.....WSOO, Sault Ste. Marie  
 Fuller, Betty.....WKZO, Kalamazoo  
 Gibson, Mrs. Judy.....WHRV, Ann Arbor  
 Harris, Mrs. Frances.....WWJ, WWJ-TV, Detroit  
 Holmgren, Lois.....WJPD, Ishpeming

Isaac, Rose.....WJMS, Ironwood  
 Keller, Connie.....WBCK, Battle Creek  
 Labbitt, Myrtle.....CKLW, Detroit  
 Lewis, June.....WJFF, Grand Rapids  
 Little, Lenore.....WOOD, Grand Rapids  
 McBride, Jean.....WWJ, WWJ-TV, Detroit  
 Martin, Margaret Nickerson.....WHRV, Ann Arbor  
 Melrose, Edythe Fern.....WXYZ-TV, Detroit  
 Miller, Nadine M.....WGRD, Grand Rapids  
 Million, Peggy.....WHFB, Benton Harbor  
 Morgan, Mary.....CKLW, Detroit  
 Sutherland, Alice.....WBKB, Muskegon  
 Tuttle, Lee.....WILS, Lansing  
 Wright, Bess.....WKMH, Dearborn

## Minnesota

Barzen, Katherine.....KTRE, Thief River Falls  
 Bayne, Barbara.....WL0L, Minneapolis  
 Daniels, Elizabeth.....KDAL, Duluth  
 Foss, Ellen.....KATE, Albert Lea  
 Frankberg, Mary.....KGDE, Fergus Falls  
 Given, Marj.....KLER, Rochester  
 Gran, Hulda.....KEYD, Minneapolis  
 Haebler, Arleth.....WTCN, WTCN-TV, Minneapolis  
 Peters, Irene.....KWLM, Willmar  
 Preisser, June (Columbia Movie Star).....WEBC, Duluth  
 Taylor, Tiny.....KW0A, Worthington  
 Wilson, Mrs. Rae.....KFAM, St. Cloud  
 Wright, Gloria.....KBUN, Bemidji

## Mississippi

Cole, Gerry.....WHOC, Philadelphia  
 Diaz, Rosalie.....WAFP, McComb  
 Hall, Jane.....WVFM, Vicksburg  
 Hammonds, Lillian.....WMIS, Natchez  
 Lee, Marjorie.....WRBC, Jackson  
 St. Amant, Joan.....WHSY, Hattiesburg  
 Sugg, Helen.....WROX, Clarksdale

## Missouri

Carson, Alice.....KXEO, Mexico  
 Donze, Aileen.....KSGM, Ste. Genevieve  
 Ellis, Caroline.....KFRM, KMBC, Kansas City  
 Hanks, Nancy.....KIRX, Kirksville  
 Hillyard, Margaret.....KDMO, Carthage  
 Johnson, Bea.....KFRM, KMBC, Kansas City  
 Lea, Sandra.....WHB, Kansas City  
 Logan, Martha.....WHB, Kansas City  
 Munsch, Louise.....WEW, St. Louis  
 Rees, Doris.....WTTR, Rolla  
 Woodward, Joan.....KFEQ, St. Joseph

## Montana

Day, Erin.....KGVO, Missoula  
 Gordon, Lindy.....KOJM, Havre  
 Gray, Mary.....KAJR, Havre  
 Hines, "Kay".....KBMV, Billings  
 Hoyde, Joan.....KGVO, Missoula  
 Parker, Mary Clair.....KXLF, Butte  
 Ryan, Helen M.....KANA, Anaconda  
 Thompson, Margaret.....KTYI, Shelby

## Nebraska

Anderson, Mrs. Florence.....KJSK, Columbus  
 Bohlsen, Martha.....WOW, WOW-TV, Omaha  
 Bruce, Charlotte.....KODY, North Platte  
 Jabonis, Elaine.....WOW, Omaha  
 Jesse, Marie Stewart.....KOWH, Omaha  
 Moore, Mary.....WJAG, Norfolk  
 Nekuda, Lydia.....KFOR, Lincoln  
 Norwood, Helen.....KPGT, Fremont  
 West, Belle.....KOIL, Omaha  
 Wilkins, Kay.....KFAB, Omaha

## Nevada

Jones, Havelyn.....KRAM, Las Vegas  
 Kitchen, Katherine.....KOH, Reno  
 McNulty, Patricia.....KOH, Reno  
 Medive, Madlen.....KWRN, Reno

## New Hampshire

Casseboom, Adeline.....WFEA, Manchester

# . . . Woman Commentators-Home Economists—Radio-TV . . .

Dumont, Phyllis..... WHEB, Portsmouth  
 Hart, Ruth..... WOTW, Nashua  
 Lee, Cynthia..... WOTW, Nashua  
 Metzger, Mrs. Lora..... WMOU, Berlin  
 Mallory, Martha..... WWNH, Rochester  
 Wade, Ruth R..... WKNE, Keene  
 Walker, Lillian..... WINH, Laconia

## New Jersey

Berry, Rose..... WFPG, Atlantic City  
 Carlson, Dorothy H..... WWBZ, Vineland  
 Cooper, Vivian J..... WTTM, Trenton  
 Curtis, Peggy..... WCAP, Asbury Park  
 Freeland, Mildred..... WFPG, Atlantic City  
 Haines, Mary..... WCAM, Camden  
 Mixner, Jane..... WSNJ, Bridgeton  
 Sutton, Helen..... WYNJ, Newark  
 Wilson, Mary C..... WTTM, Trenton

## New Mexico

Abeyata, Vergie..... KGGM, Albuquerque  
 Brown, Vera R..... KRRTN, Raton  
 Chapman, Mary..... KVER, Albuquerque  
 Marquez, Lupe..... KVER, Albuquerque  
 Tremaine, Claire..... KVSP, Santa Fe  
 Williams, Betty..... KGAk, Gallup

## New York

Abeles, Mary Jane..... WBEN-TV, Buffalo  
 Aiello, Mildred..... WOKO, Albany  
 Arlen, Margaret..... WCBS, New York  
 Baldi, Diana..... WOV, New York  
 Barratt, Maxine..... DuMont, WABD, New York  
 Becker, Pat..... WWRL, Woodside  
 Beckwith, Jean..... WRUN, Utica  
 Bell, Doresc..... WRNY, Rochester  
 Bolin, Dorothy..... WGVA, Geneva  
 Brooks, Martha..... WGY, WRGB, Schenectady  
 Brown, Margo..... WDOS, Oneonta  
 Bullard, Marion..... WKNY, Kingston  
 Burbank, Sara..... WNB, Binghamton  
 Cherry, Mary..... WGY, WRGB, Schenectady  
 Crair, Nancy (Alice Maslin) ABC, WJZ, New York  
 Creamer, Jack..... WOR-TV, New York  
 Deane, Martha..... WOR, New York  
 DeGre, Muriel..... WEOK, Poughkeepsie  
 Devlin, Louise..... WGAT, Utica  
 Doan, Dorothy..... WCBS-TV, New York  
 Drooz, Elaine..... WABY, Albany  
 Emerson, Faye..... WCBS-TV, New York  
 Evans, Linda..... WKOP, Binghamton  
 Fredericks, Pauline..... ABC, New York  
 Graham, Florence..... WHDL, Olean  
 Griffin, Betty Cushing..... WIBX, Utica  
 Grover, Gertrude..... WHCU, Ithaca  
 Halpin, Josephine..... WINS, New York  
 Hunter, Carol..... WGLN, Glens Falls  
 Kistinger, Dorothy..... WKIP, Poughkeepsie  
 Lee, Beth..... WPTR, Albany  
 Lee, Betty..... WJLI, Niagara Falls  
 Leslie, Louise..... WCBS-TV, New York  
 Lewis, Joan..... WKAL, Rome  
 Logan, Martha..... NBC-TV, New York  
 Lucas, Dione..... WCBS-TV, New York  
 McBride, Mary Margaret..... WNBC, New York  
 McPherson, John (The Mystery Chef)  
 NBC-TV, New York

MacGregor, Joan..... WCSS, Amsterdam  
 Marshall, Patricia..... WOLF, Syracuse  
 Maslin, Alice (Nancy Craig)..... ABC, New York  
 May, Ruth..... WDOS, Oneonta  
 Morse, Margaret..... WSNY, Schenectady  
 Nelson, Amy..... WAGE, Syracuse  
 Neville, Helen..... WKBW, Buffalo  
 Norris, Kathi..... DuMont, WABD, New York  
 Novis, Dorothy..... WLNA, Peekskill  
 Parker, Alice..... WHUC, Hudson  
 Parr, Mrs. Dorothy..... WWNY, Watertown  
 Parry, Betty..... WXKW, Albany  
 Peoples, Trudy..... WWOL, Buffalo  
 Ranney, Mary Aileen..... WROW, Albany  
 Rogers, Ann..... WHAM-TV, Rochester  
 Schneider, Joan..... WFAS, White Plains  
 Scott, Blanche Stuart..... WARC, Rochester  
 Scully, Frances..... ABC, ABC-TV, New York

Shanks, Dorothy..... WEBR, Buffalo  
 Slade, Jean Marie..... WHEN, Syracuse  
 Stone, Paula..... WMGM, New York  
 Welles, Barbara..... WOR, New York  
 Winchell, Eileen..... WKRT, Cortland  
 Work, Sally..... WBEN, Buffalo

## North Carolina

Baucott, Marie Liza..... WMAP, Monroe  
 Blalock, Betty Jane..... WTOB, Winston-Salem  
 Bost, Mrs. Cecile..... WNNC, Newton  
 Bowers, Floye..... WISE, Asheville  
 Browning, Jean..... WBBS, Burlington  
 Bullock, I. Jane..... WDUK, Durham  
 Case, Marilu..... WNAO, Raleigh  
 Daye, Sunny..... WLOS, Asheville  
 Dieter, Carolyn M..... WDUK, Durham  
 Eawn, Pauline O..... WCKB, Dunn  
 Edens, Naomi..... WLTC, Gastonia  
 Eldon, Polly..... WSTP, Salisbury  
 Gould, Dorothy Anne..... WJNC, Jacksonville  
 Harris, Edith..... WJNC, Jacksonville  
 Hunt, Carol..... WSOC, Charlotte  
 Jarman, Frances..... WDNC, Durham  
 Jones, Louise..... WIRC, Hickory  
 Ladd, Jacqueline..... WSSB, Durham  
 Lavitan, Gladys..... WAYS, Charlotte  
 Martin, Anne..... WKBC, N. Wilkesboro  
 Murphy, Delores..... WFNS, Burlington  
 Nolan, Mrs. Barbara S..... WFMY-TV, Greensboro  
 Parrish, Ann..... WTV, Charlotte  
 Pressly, Harriet..... WPTF, Raleigh  
 Rickard, Doris..... WBBB, Burlington  
 Shore, Priscilla L..... WTNC, Thomasville  
 Simkins, Virginia..... WSTS, Southern Pines  
 Smith, Margaret A..... WIRC, Hickory

## North Dakota

Anderson, Helen..... KDIX, Dickinson  
 Davy, Leita..... KVNJ, Fargo  
 Graham, Peg..... KDIX, Dickinson  
 Kounouovsky, Rosella..... KLPM, Minot  
 Stevens, Darlene..... KBMW, Wapeton

## Ohio

Adams, Carol..... WHBC, Canton  
 Bahman, Alice..... WIZE, Springfield  
 Beath, Lib..... WBEX, Chillicothe  
 Beck, Catherine  
 Tele-Kitchen..... WLW-T, Cincinnati  
 Birbeck, Joyce..... WLIO, East Liverpool  
 Brady, Betty..... WLW, Cincinnati  
 Brown, Gloria..... WTAM, Cleveland  
 Casteel, Ellamae..... WKBN, Youngstown  
 Coon, Dorothy..... WTOL, Toledo  
 Cooper, Madge..... WMRN, Marion  
 Dawson, Pat..... WJFL, Springfield  
 Dennis, Lorell..... WTRF, Bellaire  
 De Vine, Sylvia..... WHIZ, Zanesville  
 Dingenary, Anne..... WICA, Ashtabula  
 Funnell, Mildred..... WTAM, Cleveland  
 Goodwin, Gretchen..... WHKK, Akron  
 Graham, Lucile..... WPAV, Portsmouth  
 Hamilton, Kay..... WSAI, Cincinnati  
 Hanson, Eleanor..... WHK, Cleveland  
 Houston, Jip..... WHKC, Columbus  
 Howard, Peg..... WTOL, Toledo  
 Lees, Patricia  
 Tele-Kitchen..... WLW-T, Cincinnati

Lyon, Ruth..... WLW, Cincinnati  
 Magno, Nina..... WADC, Akron  
 Monroe, Mary..... WCKY, Cincinnati  
 Mullin, Esther..... WGAR, Cleveland  
 Newton, Betty  
 WIZE, Springfield; WLEC, Sandusky  
 Patterson, Virginia Kams..... WLW-D, Dayton  
 Penden, Penny..... WCPO-TV, Cincinnati  
 Renner, Frankie..... WADC, Akron  
 Ryan, Lucille..... WXEL, Cleveland  
 Sands, Paula..... WKRO-TV, Cincinnati  
 Sharp, Fern..... WBNS, WBNS-TV, Columbus  
 Shephard, Jeanne..... WLEC, Sandusky  
 Soule, Mildred..... WMOH, Hamilton  
 Stevens, Jane..... WJW, Cleveland  
 Straker, Easter..... WIMA, Lima



# . . . Woman Commentators-Home Economists—Radio-TV . . .

Wallace, Wilma . . . . . WHKC, Columbus  
 Weston, Alice . . . . . WEWS, Cleveland  
 Wilcox, Marian . . . . . WLOK, Lima  
 Winslow, Louise . . . . . WNBK, Cleveland  
 Wise, Madeline . . . . . WHIO, Dayton  
 Wood, Ginny . . . . . WSPD, Toledo  
 Zanes, Edwina A. . . . . WBNS-TV, Columbus

## Oklahoma

Bannister, Joy . . . . . KOMA, Tulsa  
 Blonar, Estelle . . . . . KVOO, Tulsa  
 Burns, Lucille . . . . . KAKC, Tulsa  
 Causey, Barbara . . . . . KOHE, El Reno  
 Clark, Mildred R. . . . . KOTV, Tulsa  
 Cowden, Ruth . . . . . KTJS, Hobart  
 Croft, Vera . . . . . KTVL, Tulsa  
 Demis, Frances . . . . . KRHD, Duncan  
 Edelen, Iva . . . . . WBBZ, Ponca City  
 Enos, Mrs. Mildred . . . . . KSMI, Seminole  
 Johnson, Sybil . . . . . WKY-TV, Oklahoma City  
 Kouri, Eleanor . . . . . KTOW, Oklahoma City  
 McCartney, Marjorie . . . . . KAKC, Tulsa  
 Nolin, Betty Hughes . . . . . KADA, Ada  
 Quinan, Dorothy . . . . . WKY-TV, Oklahoma City  
 Shaw, Susan . . . . . KSWO, Lawton  
 Stokes, Eva . . . . . KTJS, Hobart  
 Vassaur, Mary . . . . . KMBG, Okmulgee  
 Ward, Elizabeth . . . . . KTMC, McAlester  
 Wheeler, Mary . . . . . KTAT, Frederick  
 Wright, LaRita . . . . . KMUS, Muskogee

## Oregon

Arnold, Gere . . . . . KUGN, Eugene  
 Baer, Grace . . . . . KBKR, Baker  
 Copenhaver, Carley . . . . . KWIL, Albany  
 Forsman, Doris . . . . . KWRC, Pendleton  
 Frederickson, Roxie . . . . . KPOJ, Portland  
 Holiday, Helen . . . . . KBKO, Portland  
 Lanouette, Roberta . . . . . KGW, Port and Lee  
 Vivan, . . . . . KWJL, Portland  
 Marcus, Shirley . . . . . KGON, Oregon City  
 Nidaver, Laura B. . . . . KASH, Eugene  
 West, Kay . . . . . KEX, Portland  
 Wilkinson, Patricia . . . . . KYJC, Medford

## Pennsylvania

Anderson, Blanche . . . . . WHOD, Homestead  
 Anderson, Mary E. . . . . WCVI, Conneville  
 Baker, Sally . . . . . WSAN, Allentown  
 Ball, Jane Ellen . . . . . WJAS, Pittsburgh  
 Barton, Betty

Features For Women . . . WFIL-TV, Philadelphia  
 Baseshore, Jane . . . . . WACB, Kittanning  
 Beardmore, Marion . . . . . WMCK, McKeesport  
 Bilbrew, Mrs. A. C. . . . . WHAT, Philadelphia  
 Blair, Betty . . . . . WILK, Wilkes-Barre  
 Blake, Lynn . . . . . WNAE, Warren  
 Borne, Gladys . . . . . WISR, Butler  
 Carter, Francis . . . . . WAZL, Hazleton  
 Carter, Kay . . . . . WLBR, Lebanon  
 Chilton, Ruth . . . . . WJMJ, Philadelphia  
 Clark, Joan . . . . . WLEU, Erie  
 Cramer, Alma . . . . . WARD, Johnstown  
 Criss, Verna . . . . . WHFM, Reading  
 Culkin, Anna . . . . . WSCR, Scranton  
 Duffy, Mrs. James . . . . . WAEB, Allentown  
 Fairchild, Laura . . . . . WCMB, Lemoyne  
 Forman, Lynn . . . . . WARM, Scranton  
 Foster, Eleanor R. . . . . WHUN, Huntingdon  
 Fry, Betty . . . . . WGPA, Bethlehem  
 Gardiner, Evelyn . . . . . KDKA, Pittsburgh  
 Gibson, Jane . . . . . KQV, Pittsburgh  
 Good, Pam . . . . . WPAM, Pottsville  
 Grantham, Patricia . . . . . WRYO, Rochester  
 Griffith, Margie . . . . . WRTA, Altoona  
 Hale, Violet

Model Speaks, Window Shopping . . . WFIL-TV, Philadelphia  
 Harper, Zella Drake . . . . . WIBG, Philadelphia  
 Heary, Betsy . . . . . WHBG, Harrisburg  
 Hertzog, Helen E. . . . . WKAP, Allentown  
 Hill, Ann . . . . . WACB, Kittanning  
 Huey, Lois . . . . . WJSW, Altoona  
 Jones, Charlotte . . . . . WNAE, Warren  
 Jones, Elsie . . . . . WPWA, Chester

Jones, Mary . . . . . WFLI, Philadelphia  
 Kerr, Shirley . . . . . WKST, New Castle  
 Kirshman, Paula . . . . . WCRO, Johnstown  
 Kohl, Mrs. June . . . . . WBPZ, Lock Haven  
 Lindman, Jeanne N. . . . . WVAM, Altoona  
 Lloyd, Rhona . . . . . WPWA, Chester  
 McCoy, Rita . . . . . WMRP, Lewiston  
 McGuire, Frances

Meet Frances McGuire . . . WFIL-TV, Philadelphia  
 Markley, Peggy . . . . . WRTA, Altoona  
 Micheals, Millie . . . . . WFBG, Altoona  
 Montgomery, Adele . . . . . WAKIN, Kittanning  
 Morgan, Mary . . . . . WLK, Wilkes-Barre  
 Mulrooney, Margaret . . . . . WQAN, Scranton  
 Ray, Ruth . . . . . WRYO, Rochester  
 Rickless, Sybil . . . . . WERC, Erie  
 Ross, Janet . . . . . KDKA, Pittsburgh  
 Rothm, Harriet . . . . . WCMB, Lemoyne  
 Sandro, Florence . . . . . WCAE, Pittsburgh  
 Schilbe, Patricia . . . . . WPAM, Pottsville  
 Scott, Romaine . . . . . WPPA, Pottsville  
 Slotta, Helen . . . . . WPIC, Sharon  
 Vernon, Lolly . . . . . WHUM, Reading  
 Wagner, Eleanor . . . . . WESA, Charleroi  
 Ward, Dorothy . . . . . WISL, Shamokin  
 Welles, Ruth . . . . . KYW, Philadelphia  
 Yaple, Hy . . . . . WICU, Erie

## Rhode Island

Bornstein, Anita . . . . . WKIV, Providence  
 Clement, Cecil . . . . . WRJM, Newport  
 Gunning, Betty . . . . . WFCL, Providence  
 Wallace, Carolyn . . . . . WEAN, Providence

## South Carolina

Baun, Pearl . . . . . WCSC, Charleston  
 Bethley, Betty (Mrs. J. Hedrick) . . . . . WRNO, Orangeburg  
 Burt, Jean . . . . . WLBG, Laurens  
 Craig, Mary Brown . . . . . WGBD, Chester  
 Eaton, Marguerite McC. . . . . WJMX, Florence  
 Glover, Beulah . . . . . WALD, Walterboro  
 Lyon, Sandra . . . . . WPAL, Charleston  
 Rhett, Alicia . . . . . WTMA, Charleston  
 Smith, Veila . . . . . WJMX, Florence  
 Tynes, Frances Bass . . . . . WHSC, Hartsville  
 Welbern, Alicia . . . . . WAIM, Anderson  
 Wentworth, Alice . . . . . WHAN, Charleston  
 Wyman, Alice . . . . . WFBC, Greenville

## South Dakota

Baxter, Bee . . . . . KSOO, Sioux Falls  
 Daye, Doris . . . . . KWAT, Watertown  
 Horten, Marie . . . . . KELO, Sioux Falls  
 Lynn, Bill . . . . . KDSJ, Deadwood  
 Moore, Lois . . . . . KISD, Sioux Falls  
 Speece, Wynn . . . . . WNAX, Yankton  
 Weidman, Olive Ann . . . . . KOTA, Rapid City

## Tennessee

Barnard, George . . . . . WDOD, Chattanooga  
 Browne, Olivia . . . . . WMC, WMCT, Memphis  
 Cooney, Marjorie . . . . . WSM, Nashville  
 Friberg, Alice . . . . . WHL, Johnson City  
 Graves, Lucille . . . . . WGNS, Murfreesboro  
 Gullikson, Flo . . . . . WDXB, Chattanooga  
 Jamieson, Ruth G. . . . . WATO, Oak Ridge  
 Kendall, Nell . . . . . WHUB, Cookeville  
 Lasater, Martha . . . . . WTPR, Paris  
 Ledford, Peggy . . . . . WKGN, Knoxville  
 Level, Evelyn . . . . . WHAL, Shelbyville  
 Love, Nancy . . . . . WDEF, Chattanooga  
 McCullough, Mary . . . . . WKGN, Knoxville  
 Monroe, Willa . . . . . WDLA, Memphis  
 Mulherin, Mary Jo . . . . . WTJS, Jackson  
 Parker, Mrs. H. D. . . . . WAGC, Chattanooga  
 Russell, Ann . . . . . WSM, Nashville  
 Smith, Druce . . . . . WDOD, Chattanooga  
 Smith, Rea . . . . . WMCT, Memphis  
 Smithdeal, Patty . . . . . WETB, Johnson City  
 Thompson, J. Katherine . . . . . WIBK, Knoxville  
 Tribble, Martha . . . . . WGNS, Murfreesboro  
 Van Hoy, Shirley . . . . . WHBQ, Memphis  
 Walker, Mary . . . . . WROL, Knoxville  
 Watson, Judy . . . . . WQPI, Bristol

... Woman Commentators-Home Economists—Radio-TV ...

Texas

Adkins, Denise.....KMAE, McKinney  
 Allen, Martha.....KHBR, Hillsboro  
 Althaus, Arlene.....KXYT, Kerrville  
 Appelman, JoAnne.....KFRE, Lufkin  
 Ballew, Miss Jewel.....KWHI, Brenham  
 Barras, Lee.....KPAC, Port Arthur  
 Barry, Alice.....KEPO, El Paso  
 Benell, Julie.....WFAA, Dallas  
 Bush, Janet.....KGVF, Greenville  
 Carter, Charlotte.....KSEL, Lubbock  
 Chesser, Mrs. Richard.....KOGT, Orange  
 Clark, Helena.....KRBC, Abilene  
 Cox, Dorothy.....KRRV, Sherman-Denison  
 Dickson, Lahoma.....KDWI, Stamford  
 Dees, Mildred Lyon.....KXYZ, Houston  
 Doss, Thelma.....KORC, Mineral Wells  
 Dowd, Nell.....KDSX, Denison  
 Durst, Nellie G.....KNAP, Fredericksburg  
 Ewing, LaVerne.....KIOX, Bay City  
 Farmer, Margaret.....KOSA, Odessa  
 Fisher, Mrs. Peggy.....KFYO, Lubbock  
 Fowler, Aleena.....KFDX, Wichita Falls  
 Garland, Mary Jo.....KSPA, Coleman  
 Grutze, Mrs. Marian.....KFYO, Lubbock  
 Hampton, Helen.....KRUN, Ballinger  
 Hancock, Jin.....KNOL, Ft. Worth  
 Harris, Frances Kay.....KGBL, Galveston  
 Hawkins, Louise.....KTUN, Pecos  
 Healy, Mrs. Tim.....KXII, Dallas  
 Houston, Katie.....KTIT, Houston  
 Leach, Carol.....KTAO, Sherman  
 McDonald, Margaret.....KAMQ, Amarillo  
 Manske, Mrs.....KULP, El Campo  
 Marchbanks, Lois.....WFHM, Beaumont  
 Monson, Margaret.....KEIP, El Paso  
 Moon, Virginia.....KTRM, Beaumont  
 Murdock, Edith.....KBST, Big Spring  
 Newman, Doris.....KNEL, Brady  
 Pratt, Clara.....KSEL, Lubbock  
 Pruitt, Katie.....KOLE, Port Arthur  
 Randal, Sharley.....KROD, El Paso  
 Roberts, Juanita.....KOLE, Port Arthur  
 Rutherford, Wilma.....WBAP-TV, Fort Worth  
 Smart, Anna O.....KRBC, Abilene  
 Tharp, Aeda.....KVIC, Victoria  
 Wade, Virginia.....KRIC, Beaumont  
 Welch, Jean.....KGLI, San Angelo  
 Wilkinson, Lilyan.....KFDX, Beaumont  
 Zollars, Betty.....KXYZ, Houston

Utah

Baker, Betty.....KLO, Ogden  
 Graves, Anne.....KSL, Provo  
 Fish, Marie.....KUTA, Salt Lake City  
 Howe, Louise Hill.....KSL, Salt Lake City  
 Lee, June.....KUTA, Salt Lake City  
 Masters, Margaret.....KSL, Salt Lake City  
 Mower, June.....KOVU, Provo  
 Perry, Phyllis.....KALL, Salt Lake City  
 Scott, Mary Elizabeth.....KBUH, Brigham

Vermont

Cusey, Wynne.....WJOY, Burlington  
 Nowlin, Eleanor.....WCAX, Burlington  
 Wilson, Anne.....WSKI, Montpelier

Virginia

Barton, Ginny.....WFAX, Falls Church  
 Brandt, Gloria.....WEAM, Arlington  
 Cadden, Hazel.....WHAP, Hopewell  
 Grigg, Becky.....WDVA, Danville  
 Harding, Barbara.....WMVA, Martinsville  
 Lane, Jerry.....WMBG, Richmond  
 Lockwood, Della.....WFEC, Hampton  
 Packard, Louise.....WLOW, Norfolk  
 Poudexter, Elba.....WHLE, South Boston  
 Powell, Shirley.....WLOW, Norfolk  
 Roberts, Lu.....WWOD, Lynchburg  
 Sherrin, Jacqueline.....WDVA, Danville  
 Sumner, Miss Grace.....WCAY, Norfolk  
 White, Alice Brewer.....WTVR, Norfolk

Washington

Beaumont, Mrs. Elvema.....KSEM, Moses Lake

Brown, Beverly.....KIT, Yakima  
 Bussard, Adaline.....RWWB, Walla Walla  
 Clark, Gail.....KTBI, Tacoma  
 Donovan, Bea.....KING-TV, Seattle  
 Haugen, Ruth.....KIMA, Yakima  
 Hendrick, Harriet.....KTW, Seattle  
 Johnson, Lois.....KXRO, Aberdeen  
 Kane, Sharon.....KOL, Seattle  
 Kendall, Margorie.....KXLE, Ellensburg  
 Lane, Judith.....KIRO, Seattle  
 Larsen, Jane.....KWNW, Wenatchee  
 Lee, Dorothy.....KPQ, Wenatchee  
 May, Katherine.....KIT, Yakima  
 Smith, Margaret.....KHQ, Spokane  
 Sterling, Ann.....KJR, Seattle  
 Storms, Edna.....KGA, Spokane  
 Wise, Elaine.....KVOS, Bellingham  
 Wise, Katherine.....KOMO, Seattle

West Virginia

Banchman, Jean E.....WBK, Clarksburg  
 Boyd, Betty.....WAJR, Morgantown  
 Croft, Mrs. Nancy.....WLOH, Princeton  
 Dale, Pat.....WCAW, Charleston  
 Dawson, Ann.....WGKV, Charleston  
 Garner, Charlotte.....WSAZ, Huntington  
 Jones, Ginny.....WMON, Montgomery  
 Jones, Lois.....WPAR, Parkersburg  
 Jordan, Mary.....WKNA, Charleston  
 McGeary, Ruth.....WPAK, Parkersburg  
 Porta, Barbara.....WTIP, Charleston  
 Russ, Jane.....WCHS, Charleston  
 Wheeler, Nancy.....WVWV, Fairmont  
 Yoke, Joan.....WCOM, Parkersburg

Wisconsin

Barron, Beverlee.....WLDY, Ladysmith  
 Beck, Edith.....WOSH, Oshkosh  
 Burt, Irene.....WTIP, Kenosha  
 Carlson, Rosamund.....WRFW, Eau Claire  
 Chamberlain, Mary Ann.....WJPG, Green Bay  
 Day, Helen.....WMAW, Milwaukee  
 Dittman, Beverly.....WKTY, LaCrosse  
 Grien, Breta.....WTMJ-TV, Milwaukee  
 Heiden, Marion.....WHBL, Sheboygan  
 Kenny, Helen.....WAUX, Waukesha  
 Knutson, Clarence.....WDLB, Marshfield  
 Kortendick, Phyllis.....WDRZ, Green Bay  
 Landre, Lenore.....WRJN, Racine  
 Leet, Mrs.....WTIP, Kenosha  
 Logan, Mary.....WBAY, Green Bay  
 Mac, Helen.....WRJN, Racine  
 Markward, Joann.....WISC, Madison  
 Mensing, Ruth.....WMAM, Marinette  
 Olin, June.....WLXC, LaCrosse  
 Peterson, Helen.....WLDY, Ladysmith  
 Rudesill, Ruth Ann.....WFHR, Wisconsin Rapids  
 Thomsen, Christie.....WBEL, Beloit

Wyoming

Clamsen, Harriet.....KOVE, Lander  
 Dorr, Mrs. Ruth.....KOVE, Lander  
 Green, Lorraine.....KOWB, Laramie  
 O'Brien, Margaret.....KFBC, Cheyenne  
 Spracklin, Nova.....KWYO, Sheridan

Alaska

Briggs, Mrs. Ruth A.....KENI, Anchorage  
 Matthews, Kay.....KFAR, Fairbanks

Hawaii

Bendley, Phyllis.....KMYI, Waikuku, Maui  
 Kenhi, Winona.....K'POH, Lihue, Kauai  
 Stauffer, Mary.....KULA, Honolulu

Puerto Rico

Clayell, Nellie.....WPAB, Ponce  
 de Cuebas, Laura Honore.....WALE, Mayaguez  
 de Martinez, Blanca Luna.....WORA, Mayaguez  
 Pelletano, Lersi.....WIBS, San Juan  
 Herrero, Queen.....WAPA, San Juan  
 Pales, Ester.....WLAC, San Juan  
 Rodriguez, Sofia.....WKAQ, San Juan

# Managers and Agents

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



## NEW YORK



Alexander, Willard, Inc.  
30 Rockefeller Plaza .....Circle 6-4224  
Appell, James S.  
400 Madison Ave.....PLaza 3-7840  
Ashley, Ted  
545 Fifth Ave.....Murray Hill 7-0576  
Becker, V. S. Advertising Service  
562 Fifth Ave.....Luxembourg 2-1040  
Bestry, Harry  
1776 Broadway .....Circle 6-7094  
Briscoe & Goldsmith, Inc.  
522 Fifth Ave.....Murray Hill 2-6244  
Brooks, Ted  
134 East 57th St.....PLaza 9-1344  
Century Artists, Ltd.  
38 East 57th St.....PLaza 3-1030  
Chase, Cleveland B. Co., Inc.  
424 Madison Ave.....ELdorado 5-1591  
Coe, Roberts Associates  
368 Madison Ave.....Vanderbilt 6-3417  
Collins, Ted  
1819 Broadway .....Circle 7-0094  
Columbia Artists Management, Inc.  
113 West 57th St.....Circle 7-6900  
Consolidated Radio Artists, Inc.  
30 Rockefeller Plaza.....Columbus 5-3580  
Cooper, Frank Associates  
521 Fifth Ave.....Vanderbilt 6-5661  
DeGroot, Roy Consultants, Inc.  
551 Fifth Ave.....Murray Hill 7-9135  
Downey, Wallace, Inc.  
1819 Broadway .....Circle 6-6646  
Ebbins, Milt  
1270 Sixth Ave.....Circle 7-2160  
Evans & Weinhold  
113 West 57th St.....Circle 7-6900  
Fadiman Associates, Ltd.  
1501 Broadway.....LAeckawanna 4-3544  
Famous Artists Corp. of N. Y.  
610 Fifth Ave.....Circle 7-6200  
Fanchon & Marco, Inc.  
1501 Broadway .....CHickering 4-3956  
Fenton, Mildred  
40 East 49th St.....PLaza 9-8266  
Frederick Bros. Agency, Inc.  
67 W. 44th St.....Murray Hill 7-2033  
Gale, Inc.  
48 West 48th St.....PLaza 7-7100  
General Artists Corp.  
1270 Sixth Ave.....Circle 7-7543  
Getts, Clark H.  
430 Park Ave.....PLaza 0-0910  
Gibbs, John E., & Co.  
30 Rockefeller Plaza.....Columbus 5-7504  
Glaser, Joe, Inc.  
745 Fifth Ave.....PLaza 9-4600  
Goodman, Martin  
Warwick Hotel .....Judson 6-1180  
Greshler, Abner J.  
1270 Sixth Ave.....Circle 7-3025  
Grossman, Al  
1270 Sixth Ave.....Circle 5-8422  
Haensel & Jones  
113 West 57th St.....Circle 7-6900  
Hahlo, Sylvia  
711 Fifth Ave.....PLaza 9-6000  
Hanna, Mark  
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Ltd.  
250 W. 57th St.....Judson 6-2580  
Hesse & McCaffrey  
501 Madison Ave.....ELdorado 5-1076  
Hurok Attractions, Inc.  
711 Fifth Ave.....PLaza 9-6000  
International Artists Corp.  
420 Madison Ave.....PLaza 9-7490  
Karn, Estella H.  
49 West 45th St.....Luxembourg 2-2170  
Kerr, Bob  
1270 Sixth Ave.....Columbus 5-8051  
Ledd, Mark J.  
48 West 48th St.....PLaza 7-3700  
Lengel, William C. Literary Associates  
67 West 44th St.....Murray Hill 2-3606  
Lipset, Benjamin B.  
1350 Broadway.....CHickering 4-2466  
Leipzig, Syd  
730 Fifth Ave.....Circle 5-7980  
Lyons, A. & S., Inc.  
515 Madison Ave.....PLaza 3-5181  
Management Corp. of America  
598 Madison Ave.....PLaza 9-7500  
Metro Artist Bureau  
730 Fifth Ave.....Circle 6-8470  
Michaud, Arthur T.  
1619 Broadway .....Circle 7-2900  
Mindling, Louis A.  
113 West 57th St.....Circle 5-5370  
Morris, William Agency, Inc.  
1270 Sixth Ave.....Circle 7-2160  
Moses, John H.  
730 Fifth Ave.....Circle 6-2677  
Music Corp. of America  
598 Madison Ave.....PLaza 9-7500  
National Concert & Artists Corp.  
711 Fifth Ave.....PLaza 9-6000  
National Radio & Theatrical Bureau  
1650 Broadway .....Judson 6-3550  
North, Meyer B.  
1564 Broadway .....PLaza 7-3145  
O'Connor, John  
1697 Broadway .....Circle 5-4920  
Okun, Lillian  
2 West 67th St.....TRafalgar 7-8916  
Pratt, Ben  
322 East 50th St.....PLaza 8-0593  
Richard, Max  
1776 Broadway .....PLaza 7-6414  
Roberts, Bob Levitt  
806 Seventh Ave.....Judson 6-0026  
Roberts, Kay  
420 Madison Ave.....PLaza 9-7490  
Shurr, Louis  
1501 Broadway .....CHickering 4-8240  
Simon, Arthur  
420 Madison Ave.....PLaza 9-7490  
Small, Franklin H.  
149 West 51st St.....Judson 6-0128  
Souvaine, Henry, Inc.  
30 Rockefeller Plaza.....Circle 7-5666  
Special Attractions, Inc.  
48 West 48th St.....PLaza 7-3380  
Stanley, Aileen  
1619 Broadway .....PLaza 7-6779  
Stark, Wilbur  
551 Fifth Ave.....Murray Hill 7-6320  
Storer, Douglas F.  
1270 Sixth Ave.....Circle 7-6325  
Vallou, Mike  
1270 Sixth Ave.....Circle 7-0162  
Waible, Fred  
400-A E. 56th St.....ELdorado 6-2372



# PROGRAMS

Commercially Sponsored

Title

Advertiser and Product

Network

Advertising Agency

NINETEEN FIFTY





# Complete Listing of Major Networks —Commercial Programs of 1949—

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1949. 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. Abbreviations: PC, Pacific Coast.

## A

| PROGRAM                         | ADVERTISER AND PRODUCT                                                          | NETWORK | ADVERTISING AGENCY                                               |
|---------------------------------|---------------------------------------------------------------------------------|---------|------------------------------------------------------------------|
| A Date With Judy                | Lewis-Howe Co.<br>Turns                                                         | NBC     | Roche, Williams & Cleary, Inc.<br>Dancer-Fitzgerald-Sample, Inc. |
| A Day in the Life of Dennis Day | Colgate-Palmolive Peet Co.<br>Colgate Dental Cream, Palmolive Soap, Lustracream | NBC     | Ted Bates, Inc.                                                  |
| A Life In Your Hands            | Brown & Williamson Tobacco Co.<br>Raleigh Cigarettes                            | NBC     | Russel M. Seeds Co., Inc.                                        |
| Address by Mr. Earl Bunting     | Nat'l. Assn. of Manufacturers<br>Institutional                                  | ABC     | Benton & Bowles, Inc.                                            |
| Adventures of Ozzie & Harriet   | H. J. Heinz Co.<br>57 Varieties                                                 | ABC     | Maxon, Inc.                                                      |
| Adventures of Ozzie & Harriet   | International Silver Co.<br>Silver                                              | CBS     | Young & Rubicam, Inc.                                            |
| Adventures of Ozzie & Harriet   | International Silver Co.<br>Silver                                              | NBC     | Young & Rubicam, Inc.                                            |
| Adventures of Sam Spade         | Wildroot Co., Inc.<br>Wildroot Cream Oil, Hair Tonic                            | NBC     | Batten, Barton, Durstine & Osborn, Inc.                          |
| Adventures of Sam Spade         | Wildroot Co., Inc.<br>Cream Oil, Shampoo                                        | CBS     | Batten, Barton, Durstine & Osborn, Inc.                          |
| Adventures of Sherlock Holmes   | Petri Wine Co.<br>Petri Wine                                                    | ABC     | Young & Rubicam, Inc.                                            |



|                                  |                                                                                    |        |                                             |
|----------------------------------|------------------------------------------------------------------------------------|--------|---------------------------------------------|
| Adventures of the Thin Man       | Kaiser-Frazer Corp.<br>Automobiles                                                 | MBS    | William H. Weintraub Co.<br>New York        |
| Afternoon Final                  | Fisher Flouring Mills Co.<br>Fisher's Cereal and Flour Products                    | ABC-PC | Pacific National Advertising Agency         |
| Against the Storm                | Philip Morris & Co., Ltd.<br>Cigarettes                                            | MBS    | Cecil & Presbrey<br>New York                |
| Aldrich Family                   | General Foods Corp.<br>Jell-O, Jello Products                                      | NBC    | Young & Rubicam, Inc.                       |
| All American Soap Box Derby      | General Motors Corp., Chevrolet Div.<br>Chevrolet Cars                             | CBS    | Campbell-Ewald Co., Inc.                    |
| All Star Baseball Games          | Gillette Safety Razor Corp.<br>Gillette Safety Blades and Razors                   | MBS    | Maxon, Inc.<br>New York                     |
| The Fred Allen Show              | Ford Motor Co.<br>Motor Cars and Service                                           | NBC    | J. Walter Thompson Co.                      |
| American Album of Familiar Music | Sterling Drug Co<br>Bayer Aspirin                                                  | NBC    | Dancer, Fitzgerald, Sample, Inc.            |
| American Radio Warblers          | American Bird Products, Inc.<br>Bird Foods                                         | MBS    | Weston-Barnett                              |
| Amos 'n' Andy                    | Lever Brothers Co.<br>Rinso                                                        | CBS    | Ruthrauff & Ryan, Inc.                      |
| Anacin Hollywood Star Theatre    | Whitehall Pharmaceutical Co.<br>Kolyrios, Anacin                                   | NBC    | Sullivan, Stauffer, Colwell & Bayles, Inc.  |
| Anniversary                      | Hudson Motor Co.<br>Automobiles                                                    | MBS    | Brooke, Smith, French & Dorrance<br>Detroit |
| Armstrong Theater of Today       | Armstrong Cork Co.<br>Armstrong Quaker Rugs, Linoleum Products,<br>Floor Coverings | CBS    | Batten, Barton, Durstine & Osborn, Inc.     |
| Aunt Jenny                       | Lever Bros. Co.<br>Spry                                                            | CBS    | Ruthrauff & Ryan, Inc.                      |
| Aunt Mary                        | Albers Milling Co.<br>Albers Quick Oats                                            | NBC-PC | Erwin, Wasey & Co., Ltd.                    |
| Gene Autry Show                  | Wm. Wrigley Jr., Co.<br>Chewing Gum                                                | CBS    | Ruthrauff & Ryan, Inc.                      |

# B

| PROGRAM                     | ADVERTISER AND PRODUCT                                                                     | NETWORK | ADVERTISING AGENCY                         |
|-----------------------------|--------------------------------------------------------------------------------------------|---------|--------------------------------------------|
| Backstage Wife              | Sterling Drug Co.<br>Dr. Lyon's Tooth Powder and Paste, Double<br>Danderine, Astring-O-Sol | NBC     | Dancer, Fitzgerald, Sample, Inc.           |
| The Baptist Hour            | Southern Baptist Convention<br>Institutional                                               | ABC     | Liller, Neal & Battle                      |
| Red Barber's Club House     | U. S. Army & U. S. Air Force Recruiting Services<br>Recruiting Services                    | CBS     | Gardner Advertising Co.                    |
| Bekins Hollywood Music Hall | Bekins Van & Storage Co.<br>Storage                                                        | CBS-PC  | Brooks Advertising Agency                  |
| Belmont Stakes              | Gillette Safety Razor Co.<br>Shaving Cream, Safety Razors and Blades                       | CBS     | Maxon, Inc.                                |
| Jack Benny Show             | American Tobacco Co.<br>Lucky Strike Cigarettes                                            | CBS     | Batten, Barton, Durstine & Osborn, Inc.    |
| Jack Berch Show             | Prudential Insurance Co.<br>Insurance                                                      | NBC     | Benton & Bowles, Inc.                      |
| Milton Berle Show           | Texas Co.<br>Gasoline, Motor Oil                                                           | ABC     | Kudner Agency, Inc.                        |
| Beulah                      | Procter & Gamble Co.<br>Dreft                                                              | CBS     | Dancer-Fitzgerald-Sample, Inc.             |
| Big 'n' Little Club         | Dr. Posner's Scientific Shoes for Children<br>Shoes                                        | ABC     | Hirshon-Garfield Agency                    |
| Big Sister                  | Procter & Gamble Co.<br>Drene, Ivory Soap, Spic & Span, Tide                               | CBS     | Compton Advertising Inc.                   |
| The Big Story               | American Cigarette & Cigar Co.<br>Pall Mall Cigarettes                                     | NBC     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Big Town                    | Lever Bros. Co.<br>Lifebuoy                                                                | NBC     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Blondie                     | Colgate-Palmolive Peet Co.<br>Colgate Dental Cream, Supersuds                              | NBC     | William Esty Co., Inc.                     |
| Boston Blackie              | Lucern Milk Co. Div. of Safeway Stores, Inc.<br>All Products                               | CBS-PC  | J. Walter Thompson Co.                     |
| Blue Book of Sports         | U. S. 6th Army Command<br>Recruiting                                                       | ABC-PC  | Russell, Harris & Wood, Inc.               |

|                                   |                                                                                                          |               |                                                |
|-----------------------------------|----------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------|
| <b>Break the Bank</b>             | <b>Bristol-Myers</b><br>Ipana, Mum, Vitals                                                               | <b>ABC</b>    | <b>Doherty, Clifford &amp; Shenfield, Inc.</b> |
| <b>Break the Bank</b>             | <b>Bristol-Myers Co.</b><br>Ipana, Vitals                                                                | <b>NBC</b>    | <b>Doherty, Clifford &amp; Shenfield, Inc.</b> |
| <b>Breakfast Club</b>             | <b>Swift &amp; Co</b><br>Meat, Meat Products, Shortening, Cooking Oils                                   | <b>ABC</b>    | <b>J. Walter Thompson Co.</b>                  |
| <b>Breakfast Club</b>             | <b>Philco Corp.</b><br>Refrigerators, Radios, Freezers, Air Conditioning, TV Receivers                   | <b>ABC</b>    | <b>Hutchins Advertising Co., Inc.</b>          |
| <b>Breakfast Club</b>             | <b>General Mills, Inc.</b><br>Kix, Wheaties, Gold Medal Kirchen Tested Flour                             | <b>ABC</b>    | <b>Tatham-Laird, Inc.</b>                      |
| <b>Fanny Brice-Baby Snooks</b>    | <b>Lewis-Howe Co</b><br>Turns                                                                            | <b>NBC</b>    | <b>Dancer-Fitzgerald-Sample, Inc.</b>          |
| <b>Bride and Groom</b>            | <b>Sterling Drug, Inc.</b><br>Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multisified Shampoo | <b>ABC</b>    | <b>Dancer-Fitzgerald-Sample, Inc.</b>          |
| <b>Brighter Day</b>               | <b>Procter &amp; Gamble Co.</b><br>Ivory Flakes                                                          | <b>CBS</b>    | <b>Compton Advertising, Inc.</b>               |
| <b>The Brighter Day</b>           | <b>Procter &amp; Gamble Co.</b><br>Dreft                                                                 | <b>NBC</b>    | <b>Dancer, Fitzgerald, Sample, Inc.</b>        |
| <b>Burns &amp; Allen Show</b>     | <b>Block Drug Co., Inc.</b><br>Amm-i-dent Toothpowder                                                    | <b>CBS</b>    | <b>Cecil &amp; Presbrey, Inc.</b>              |
| <b>Burns &amp; Allen</b>          | <b>General Foods Corp.</b><br>Maxwell House Coffee                                                       | <b>NBC</b>    | <b>Benton &amp; Bowles, Inc.</b>               |
| <b>C</b>                          |                                                                                                          |               |                                                |
| <b>California Caravan</b>         | <b>California Medical Assn.</b><br>Physician's Service                                                   | <b>ABC-PC</b> | <b>Lockwood, Shackelford Advertising</b>       |
| <b>Call The Police</b>            | <b>Lever Bros. Co.</b><br>Rinso                                                                          | <b>CBS</b>    | <b>Ruthrauff &amp; Ryan, Inc.</b>              |
| <b>Camel Screen Guild Theatre</b> | <b>R. J. Reynolds Co.</b><br>Camel Cigarettes                                                            | <b>NBC</b>    | <b>William Esty &amp; Co., Inc.</b>            |
| <b>Erwin D. Canham</b>            | <b>Christian Science Publishing Society</b><br>The Christian Science Monitor                             | <b>ABC</b>    | <b>H. B. Humphrey Co.</b>                      |
| <b>Judy Canova Show</b>           | <b>Colgate-Palmolive Peet Co.</b><br>Palmolive Shave Cream and Soap                                      | <b>NBC</b>    | <b>Ted Bates &amp; Co.</b>                     |

| PROGRAM                                                      | ADVERTISER AND PRODUCT                                                         | NETWORK | ADVERTISING AGENCY                      |
|--------------------------------------------------------------|--------------------------------------------------------------------------------|---------|-----------------------------------------|
| The Eddie Cantor Show                                        | Pabst Sales Co.<br>Pabst Blue Ribbon Beer                                      | NBC     | Warwick & Legler, Inc.                  |
| Captain Midnight                                             | The Wander Co.<br>Ovaltine                                                     | MBS     | Hill Blackett Co.                       |
| Carnation Contended Hour                                     | Carnation Co.<br>Evaporated Milk                                               | NBC     | Erwin, Wasey & Co., Ltd.                |
| Carnation Family Party                                       | Carnation Co.<br>Milk Products                                                 | CBS-PC  | Erwin, Wasey & Co., Ltd.                |
| Carnegie Hall                                                | American Oil Co.<br>Amoco Gas and Oil, Tires                                   | ABC     | Joseph Katz Co.                         |
| Jack Carson Show                                             | General Foods Corp.<br>Sanka, Instant Sanka                                    | CBS     | Young & Rubicam, Inc.                   |
| Cavalcade of America                                         | E. I. duPont de Nemours & Co., Inc.<br>Institutional                           | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Cerdan-LaMotta Fight                                         | P. Ballantine & Sons<br>Beer and Ale                                           | MBS     | J. Walter Thompson<br>New York          |
| Challenge of the Yukon                                       | Quaker Oats Co.<br>Quaker Puffed Wheat, Sparkies                               | ABC     | Sherman & Marquette, Inc.               |
| Champion Roll Call                                           | Champion Spark Plug<br>Spark Plugs                                             | ABC     | MacManus, John & Adams, Inc.            |
| Chance of a Lifetime                                         | Brunner-Ritter, Inc.<br>Breithen Watch Bands, Bracelets                        | ABC     | Raymond Spector Co., Inc.               |
| Chandu, the Magician                                         | White King Products Co.<br>White King Soap Products                            | MBS     | Raymond R. Morgan<br>Hollywood          |
| Ezzard Charles-Gus Lesnevich Heavy-weight Championship Fight | Gillette Safety Razor Co.<br>Protrak, Valet Auto Strip Safety Razor and Blades | ABC     | Maxon, Inc.                             |
| Charlie McCarthy Program                                     | Coca-Cola Co.<br>Coca-Cola                                                     | CBS     | D'Arcy Advertising Co., Inc.            |
| Chesterfield Supper Club                                     | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes                         | NBC     | Newell-Emmett Co.                       |
| Choral Festival                                              | Stanley-Home Products<br>Kitchen Equipment                                     | ABC     | Direct                                  |
| Choralliers with Eugene Lowell                               | Longines-Wittnauer Watch Co., Inc.<br>Wittnauer Watches                        | CBS     | Victor A. Bennett Co., Inc.             |
| Circle Arrow Show                                            | Western Auto Supply Co.<br>Automobile Accessories and Household Appliances     | NBC     | Bruce B. Brewer & Co.                   |

|                                                                               |                                                                                            |     |                                |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----|--------------------------------|
| Cities Service Band of America                                                | Cities Service Co.<br>Gas and Oil                                                          | NBC | Eilington & Co., Inc.          |
| Betty Clark Sings                                                             | P. J. Ritter Co.<br>Ritter's Catsup, Chili Sauce, Relish                                   | ABC | The Clements Co., Inc.         |
| Club 15 with Bob Crosby, Andrew Sisters,<br>Margaret Whiting, The Modernaires | Campbell Soup Co.<br>Franco-American Products                                              | CBS | Ward Wheelock Co.              |
| Club Time                                                                     | Club Aluminum Products<br>Aluminum Household Utensils                                      | ABC | Leo Burnett Co., Inc.          |
| Confidential Closeups                                                         | Animal Foundation, Inc.<br>Hunt Club Dog Food                                              | NBC | Comstock, Duffes & Co.         |
| Contented Hour                                                                | Carnation Co.<br>Evaporated Milk                                                           | CBS | Erwin, Wasey & Co., Inc.       |
| Corliss Archer                                                                | Electric Companies Advertising Program<br>Institutional                                    | CBS | N. W. Ayer & Son, Inc.         |
| Cotton Bowl Football                                                          | R. J. Reynolds Tobacco Co.<br>Camels                                                       | MBS | William Esty & Co., Inc.       |
| Counter Spy                                                                   | Pepsi-Cola Co.<br>Pepsi Cola, Everness                                                     | ABC | The Biow Co., Inc.             |
| County Fair                                                                   | The Borden Co.<br>All Products                                                             | CBS | Kenyon & Eckhardt, Inc.        |
| Crime Photographer                                                            | The Toni Co., Div. of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Creme Shampoo | CBS | Foote, Cone & Belding          |
| Crime Photographer                                                            | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes                                | CBS | The Biow Co., Inc.             |
| Betty Crocker Magazine of the Air                                             | General Mills<br>Gold Medal Flour, Bisquick Cake Flour, Ginger Cake                        | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Bing Crosby Program                                                           | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes                                     | CBS | Newell-Emmett Co.              |
| Bing Crosby Wheaties Baseball                                                 | General Mills, Inc.<br>All Products                                                        | CBS | Knox Reeves Advertising Inc.   |
| The Bob Crosby Show                                                           | Pet Milk Corp.<br>Evaporated Milk                                                          | NBC | Gardner Advertising Co.        |
| Curtain Time                                                                  | Mars, Inc<br>Candy                                                                         | NBC | Grant Advertising Inc.         |

# D

| PROGRAM                          | ADVERTISER AND PRODUCT                                                                           | NETWORK | ADVERTISING AGENCY                                        |
|----------------------------------|--------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------|
| The D & H Miners                 | Hudson Coal Co.<br>Coal                                                                          | NBC     | The Clements Co., Inc.                                    |
| Date With Judy                   | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories                                      | ABC     | Roche, Williams & Cleary, Inc.                            |
| David Harum                      | B. T. Babbitt, Inc.<br>Bab-O, Glim                                                               | CBS     | Duane Jones Co., Inc.                                     |
| Johnny Desmond                   | Ronson Art Metal Works<br>Ronson Lighters                                                        | MBS     | Cecil & Presbrey, New York;<br>Grey Advertising, New York |
| Joe DiMaggio Show                | M & M Limited<br>M & M Candies                                                                   | CBS     | Lynn Baker, Inc.                                          |
| Dorothy Dix at Home              | Sealtest, Inc.<br>Dairy Products                                                                 | NBC     | N. W. Ayer & Son, Inc.                                    |
| Dr. Christian with Jean Hersholt | Chesebrough Mfg. Co., Consolidated<br>Vaseline Hair Tonic, Lip Lira, Petroleum Jelly,<br>Shampoo | CBS     | McCann-Erickson, Inc.                                     |
| Dr. I. Q.                        | Mars, Inc.<br>Candy                                                                              | NBC     | Grant Advertising Inc.                                    |
| Dr. I. Q., Jr.                   | Mars, Inc.<br>Candy                                                                              | NBC     | Grant Advertising Inc.                                    |
| Double or Nothing                | Campbell Soup Co.<br>Soup, Pork & Beans, Franco-American Spaghetti                               | NBC     | Ward Wheelock Co.                                         |
| Dragnet                          | Liggitt & Myers Tobacco Co.<br>Fatima Cigarettes                                                 | NBC     | Newell-Emmett Co.                                         |
| Galen Drake                      | Pillsbury Mills, Inc.<br>Family Flour, Cake Flour, Wheat Bran, Corn Meal                         | ABC     | Leo Burnett Co., Inc.                                     |
| Alex Dreier                      | Skelly Oil<br>Petroleum Products                                                                 | NBC     | Henri, Hurst & McDonald, Inc.                             |
| Duffy's Tavern                   | Bristol-Myers Co.<br>Ipana, Vitals                                                               | NBC     | Young & Rubicam, Inc.                                     |
| Duffy's Tavern                   | Blatz Brewing Co.<br>Beer                                                                        | NBC     | Kaster, Farrell, Chesley & Clifford, Inc.                 |
| Jimmy Durante Show, The          | R. J. Reynolds Co.<br>Camel Cigarettes                                                           | NBC     | William Esty & Co., Inc.                                  |



**F**

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|---------------------------------------|----------------------------------------------------------------------|-----|-------------------------------------------|
| Evans Show Case                       | Evans Case Co.<br>Compacts, Cigarette Lighters, Handbags             | CBS | Don Horter & Co.                          |
| Percy Faith's Orchestra & Jane Froman | Coca-Cola Co.<br>Coca-Cola                                           | CBS | D'Arcy Advertising Co., Inc.              |
| Fat Man                               | Norwich Pharmaceutical Co.<br>Pepto-Bismol, Unguentine               | ABC | Lawrence C. Gumbinner                     |
| Father Knows Best                     | General Foods Corp.<br>Maxwell House Coffee                          | NBC | Benton & Bowles, Inc.                     |
| Faultless Starch Time                 | Faultless Starch Co.<br>Faultless Starch                             | NBC | Bruce B. Brewer & Co.                     |
| F. B. I. in Peace And War             | Procter & Gamble Co.<br>Lava                                         | CBS | Biow Co., Inc.                            |
| Festival of Music                     | Longines-Wittnauer Watch Co., Inc.<br>Longines Watches               | CBS | Victor A. Bennett, Co., Inc.              |
| Festival of Song                      | Longines-Wittnauer Watch Co., Inc.<br>Wittnauer Watches              | CBS | Victor A. Bennett, Co., Inc.              |
| Fibber McGee & Molly                  | S. C. Johnson & Son, Inc.<br>Wax Products                            | NBC | Needham, Lou's & Brorby, Inc.             |
| Jimmy Fidler                          | Carter Products, Inc.<br>Carter's Little Liver Pills, Arrid          | MBS | Sullivan, Stauffer Colwell & Bayles, Inc. |
| Jimmie Fidler                         | Carter Products<br>Arrid, Carter's Little Liver Pills                | ABC | Sullivan, Stauffer Colwell & Bayles, Inc. |
| First Nighter                         | Campana Sales Co.<br>All Products                                    | CBS | Wallace-Ferry Hanly Co.                   |
| Fisher Body Craftsman's Guild         | Fisher Body Div. of General Motors<br>Institutional                  | ABC | Kudner Agency, Inc.                       |
| Fishing & Hunting Club of the Air     | Mail Pouch Tobacco Co.<br>Tobaccos                                   | MBS | Walker & Downing<br>Pittsburgh            |
| Football Games                        | Assoc'd. Oil Co., Div. of Tidewater Associated Oil Co.<br>Lubricants | CBS | Buchanan & Co., Inc.                      |
| Ford Theater                          | Ford Motor Co.<br>Ford Cars                                          | CBS | Kenyon & Eckhardt, Inc.                   |

| PROGRAM                               | ADVERTISER AND PRODUCT                                                              | NETWORK | ADVERTISING AGENCY                                                     |
|---------------------------------------|-------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------|
| Frank and Ernest                      | Dawn Bible Students Ass'n.<br>Institutional                                         | ABC     | W. L. Gleason & Co.                                                    |
| Free For All                          | Lewis Food Co.<br>Dog and Cat Products                                              | CBS-PC  | Rockett-Lauritzen                                                      |
| From Where We Came                    | Textile Workers Union of America<br>Institutional                                   | ABC     | Furman, Feiner & Co., Inc.                                             |
| Front Page Farrell                    | Whitehall Pharmaceutical Co.<br>Kolynos, Arrowax                                    | NBC     | Dancer, Fitzgerald, Sample, Inc.;<br>John F. Murray Advertising Agency |
| Front Page Features with Knox Manning | Manhattan Soap Co., Inc.<br>All Products                                            | CBS     | Duane Jones Co., Inc.                                                  |
| <b>G</b>                              |                                                                                     |         |                                                                        |
| Arthur Gaeth                          | United Electrical Radio & Machine Workers of America<br>Institutional               | ABC     | Weinstein Co.                                                          |
| Game of the Week                      | U. S. Army & U. S. Air Force Recruiting Service<br>Recruiting                       | ABC     | Gardner Advertising Co.                                                |
| Gangbusters                           | General Foods Corp.<br>Grape Nuts                                                   | CBS     | Young & Rubicam, Inc.                                                  |
| Garden Gate with Tom Williams         | Ferry-Morse Seed Co.<br>Seeds                                                       | CBS     | MacManus, John & Adams, Inc.                                           |
| Bob Garred, News                      | Mennen Co.<br>All Products                                                          | CBS-PC  | Duane Jones, Co., Inc.                                                 |
| Bob Garred, News                      | Peter Paul, Inc.<br>Candy Bars                                                      | CBS-PC  | Brisacher, Wheeler & Staff, Inc.                                       |
| Bob Garred, News                      | Dennison Food Co.<br>All Products                                                   | CBS-PC  | Brisacher, Wheeler & Staff, Inc.                                       |
| Bob Garred, News                      | "42" Products, Inc.<br>Hair Oil and Others                                          | CBS-PC  | McNeill & McCleery, Inc.                                               |
| General Electric Houseparty           | General Electric Co. (Appliance & Merchandise Dept.)<br>General Electric Appliances | ABC     | Young & Rubicam, Inc.                                                  |
| Get More Out of Life                  | William Wise & Co.<br>Books                                                         | ABC     | Thwing & Altman, Inc.                                                  |
| Gillette Fights                       | Gillette Safety Razor Co.<br>Probak, Valet Auto Strip, Safety Razors and Blades     | ABC     | Maxon, Inc.                                                            |

|                        |                                                                                       |        |                                                                    |
|------------------------|---------------------------------------------------------------------------------------|--------|--------------------------------------------------------------------|
| Hit The Jackpot        | De Soto-Plymouth Dealers Div. of Chrysler Corp.<br>De Soto-Plymouth Cars              | CBS    | Batten, Barton, Dursstine & Osborn, Inc.                           |
| Hogan's Daughter       | Philip Morris Co., Ltd.<br>Cigarettes                                                 | NBC    | Biow Co., Inc.                                                     |
| Hollywood Calling      | Gruen Watch Co.<br>Watches                                                            | NBC    | Grey Advertising Inc.                                              |
| Hollywood Quiz         | Halicrafters, Inc.<br>Radio Equipment, etc.                                           | MBS    | Sorensen & Co.<br>Chicago                                          |
| Bob Hope               | Lever Bros. Co.<br>Swan Soap                                                          | NBC    | Young & Rubicam, Inc.; Batten, Barton,<br>Dursstine & Osborn, Inc. |
| Hormel Girls Corps     | George A. Hormel & Co.<br>Spam and other Canned Meats                                 | MBS    | Batten, Barton, Dursstine & Osborn, Inc.<br>Minneapolis            |
| Hormel Girls Corps     | George A. Hormel & Co.<br>Meat, Dairy Products                                        | ABC    | Batten, Barton, Dursstine & Osborn, Inc.                           |
| House of Mystery       | General Foods Sales Corp.<br>Post Bran Toasties, Raisin Bran, Gaines Dog Food         | MBS    | Benton & Bowles<br>New York                                        |
| Houseparty             | Pillsbury Mills, Inc.<br>Family Flour, Cake Flour, Wheat Bran, Corn Meal              | ABC    | Leo Burnett Co., Inc.                                              |
| Human Side of the News | Kelvinator Div. of Nash-Kelvinator Corp.<br>Kelvinator Refrigerators, Electric Ranges | ABC    | Geyer, Newell & Ganger, Inc.                                       |
| Chet Huntley, News     | Packard Bell Co.<br>Packard Bell Radios, Television                                   | CBS-PC | Abbott Kimball Co., Inc.                                           |
| Chet Huntley, News     | Sealy Mattress Co.<br>All Products                                                    | CBS-PC | Alvin Wilder                                                       |
| Chet Huntley, News     | Household Finance Co.                                                                 | CBS-PC | LeVally, Inc.                                                      |

## I

|                            |                                    |     |                                          |
|----------------------------|------------------------------------|-----|------------------------------------------|
| Ice Follies of 1950        | Shipstad & Johnson<br>Ice Follies  | MBS | Smith, Bull & McCreery<br>Hollywood      |
| Indianapolis Speedway Race | Perfect Circle Co.<br>Piston Rings | MBS | Henri, Hurst & MacDonald<br>Chicago      |
| Inner Sanctum              | Emerson Drug Co.<br>Bromo-Seltzer  | CBS | Batten, Barton, Dursstine & Osborn, Inc. |

# J

| PROGRAM                      | ADVERTISER AND PRODUCT                                                                                      | NETWORK | ADVERTISING AGENCY                                                      |
|------------------------------|-------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------|
| Jack Armstrong               | General Mills<br>Wheaties, Cheerios, K x                                                                    | ABC     | Knox Reeves Advertising, Inc.                                           |
| Allan Jackson & The News     | Seeman Brothers, Inc.<br>Air Wick                                                                           | CBS     | Wm. H. Weintraub & Co., Inc.                                            |
| Allan Jackson & The News     | Animal Foundation Inc.<br>Hunt Club Dog Food                                                                | CBS     | Comstock, Duffes & Co.                                                  |
| Jersey Stakes Race           | Gillette Safety Razor Co.<br>Probak, Valet Auto Strip, Safety Razors and Blades                             | ABC     | Maxon, Inc.                                                             |
| The Jergens-Woodbury Journal | The Andrew Jergens Co.<br>Jergens Lotion, Toilet Soaps, Perfumes                                            | ABC     | Robert W. Orr & Associates, Inc.                                        |
| Spike Jones Show             | Coca-Cola Co.<br>Coca-Cola                                                                                  | CBS     | D'Arcy Advertising Co., Inc.                                            |
| Junior Miss                  | Lever Bros., Co.<br>Pepsodent Toothpaste, Pepsodent Toothpowder,<br>Raye Creme Shampoo, Raye Home Permutant | CBS     | Needham, Louis & Brorby, Inc.                                           |
| Just Plain Bill              | Whitehall Pharamacal Co.<br>Anacin                                                                          | NBC     | John F. Murray Advertising Agency<br>Dancer, Fitzgerald & Sample, Inc.: |
| Juvenile Jury                | General Foods Sales Corp.<br>Post Bran Toastries, Raisin Bran, Gaines Dog Food                              | MBS     | Benton & Bowles<br>New York                                             |

# K

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|---------------------------|----------------------------------------------------------------------------|-----|----------------------------------------------------|
| Kaltenborn Edits the News | Pure Oil Co.<br>Pure Oil Petroleum Products                                | NBC | Leo Burnett Co., Inc.                              |
| John B. Kennedy           | Murine Co.<br>Murine                                                       | MBS | Batten, Barton, Durstine & Osborn, Inc.<br>Chicago |
| John B. Kennedy           | Doubleday & Co.<br>Book Publishers                                         | MBS | Huber Hoge & Sons<br>New York                      |
| Kentucky Derby            | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Safety Razors, Blades | CBS | Maxon, Inc.                                        |
| The King's Men            | S. C. Johnson & Son, Inc.<br>Wax Products                                  | NBC | Needham, Louis & Brorby, Inc.                      |
| Kraft Music Hall          | Kraft Foods Co.<br>Cheese Spreads, Kraft Dinner, Mayonnaise                | NBC | J. Walter Thompson Co.                             |

# L

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|------------------------|------------------------------------------------------------------------|-----|------------------------------------------|
| Ladies Be Seated       | Toni, Inc.<br>Toni Home Permanent Wave, Toni Shampoo                   | ABC | Foote, Cone & Belding, Inc.              |
| Ladies Be Seated       | Quaker Oats Co. for Aunt Jemima Pancake Flour<br>Muffets, Bakery Goods | ABC | C. J. LaRoche & Co.                      |
| Ladies Be Seated       | Philip Morris & Co., Ltd.<br>Philip Morris Cigarettes                  | ABC | Cecil & Presbrey, Inc.                   |
| William Lang           | Radio Offers Co.<br>Plastic Products                                   | ABC | Huber Hoge & Sons                        |
| Lassie                 | John Morrell & Co.<br>Red Heart Dog Food                               | NBC | Henri, Hurst & McDonald, Inc.            |
| Leave It To Joan       | American Tobacco Co.<br>Roi-Tan Cigars                                 | CBS | Lawrence C. Gumbinner Advertising Agency |
| Ernie Lee's Omega Show | H. C. Cole Milling Co.<br>Omega Flour                                  | MBS | Gardner Advertising<br>Chicago           |
| Let's Pretend          | Cream of Wheat Corp.<br>Cream of Wheat Cereal                          | CBS | Batten, Barton, Durstine & Osborn, Inc.  |
| Robert Q. Lewis Show   | Lee Pharmaceutical Co.<br>Spray-a-Wave                                 | CBS | Dancer-Fitzgerald-Sample, Inc.           |
| Robert Q. Lewis Show   | Liggitt & Myers Tobacco Co., Inc.<br>Chesterfield Cigarettes           | CBS | Newell-Emmett Co.                        |
| Robert Q. Lewis Show   | National Biscuit Co.<br>All Products                                   | CBS | McCann-Erickson, Inc.                    |
| Robert Q. Lewis Show   | Gold Seal Co.<br>Gold Seal Wax Cleaning Products                       | CBS | Campbell-Mithun, Inc.                    |
| Life Can Be Beautiful  | Procter & Gamble Co.<br>Tide                                           | NBC | Biow Co., Inc.                           |
| Life of Riley          | Procter & Gamble Co.<br>Prell                                          | NBC | Benton & Bowles, Inc.                    |
| Life of Riley          | Pabst Sales Co.<br>Pabst Blue Ribbon Beer                              | NBC | Warwick & Legler, Inc.                   |
| Light Crust Dough Boys | Burrus Mill & Elevator Co.<br>Light Crust Flour                        | MBS | Tracy-Locke Co.<br>Dallas                |

| PROGRAM            | ADVERTISER AND PRODUCT                                                                                 | NETWORK | ADVERTISING AGENCY                      |
|--------------------|--------------------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Light of the World | General Mills, Inc.<br>Pyequick, Gold Medal Flour, Soup                                                | NBC     | Knox-Reeves, Inc.                       |
| Light Up Time      | American Tobacco Co.<br>Lucky Strike Cigarettes                                                        | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Victor H. Lindlahr | Serutan Co.<br>Serutan, Nitrox, R-D-X                                                                  | MBS     | Roy S. Durstine Co.<br>New York         |
| Victor H. Lindlahr | Serutan, Inc.<br>Serutan, Nitrex, R-D-X, Lemel and H-V                                                 | ABC     | Roy S. Durstine, Inc.                   |
| Little Herman      | Chesebrough Mfg. Co.<br>Vaseline, Petroleum Jelly                                                      | ABC     | McCann-Erickson, Inc.                   |
| Guy Lombardo Show  | First National Stores, Inc.<br>Food Products and Institutional Advertising                             | ABC     | John C. Dowd, Inc.                      |
| Guy Lombardo Show  | Rexall Drug Co.<br>Rexall Drugs                                                                        | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| Lone Ranger        | General Mills<br>Cheerios, Kix, Pyequick                                                               | ABC     | Dancer-Fitzgerald-Sample, Inc.          |
| Lone Ranger        | American Bakeries Co.<br>Mersta Bread and Cake                                                         | ABC     | Tucker Wayne & Co.                      |
| Lora Lawton        | B. T. Babbitt<br>Bab-o Cleaner, Glim                                                                   | NBC     | Duane Jones Co., Inc.                   |
| Lorenzo Jones      | Sterling Drug Co.<br>Phillips Creams, Engine, Cleaning Fluid, Multifield<br>Coronar Oil, Bayer Aspirin | NBC     | Dancer, Fitzgerald, Sample, Inc.        |
| Lum 'n' Abner      | General Motors Corp., Frigidaire Div.<br>Frigidaires                                                   | CBS     | Foote, Cone & Belding                   |
| Lutheran Hour      | Lutheran Laymen's League<br>Religion                                                                   | MBS     | Gotham Advertising Co.<br>New York      |
| The Lutheran Hour  | Lutheran Laymen's League<br>Institutional                                                              | ABC     | Gotham Advertising                      |
| Lux Radio Theater  | Lever Bros. Co.<br>Lux Toilet Soap, Lux Flakes                                                         | CBS     | J. Walter Thompson Co.                  |

## M

|            |                                             |     |                                                       |
|------------|---------------------------------------------|-----|-------------------------------------------------------|
| Ma Perkins | Procter & Gamble Co.<br>Oxydol, Spic & Span | CBS | Dancer-Fitzgerald-Sample, Inc.;<br>The Biow Co., Inc. |
|------------|---------------------------------------------|-----|-------------------------------------------------------|



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|----------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------|-----------------------------------------|
| Ma Perkins                                         | Procter & Gamble Co.<br>Oxydol                                                                   | NBC              | Dancer, Fitzgerald, Sample, Inc.        |
| Ted Malone                                         | Westinghouse Electric Corp.<br>Ranger Laundermats, Refrigerators, Irons                          | ABC              | McCann-Erickson, Inc.                   |
| The Man Next Door                                  | U. S. Tobacco Co.<br>Tobaccos                                                                    | MBS (South Only) | Kudner Agency<br>New York               |
| Man on the Farm                                    | Quaker Oats Co.<br>Quaker Oats, Full-O-Pop Food                                                  | MBS              | Sherman & Mrquette<br>Chicago           |
| The Man Who Came To Dinner<br>with Jack Benny      | Hot Point, Inc                                                                                   | CBS              | Maxon, Inc.                             |
| Manhattan Merry-Go-Round                           | Sterling Drug Co.<br>Dr. Lyon's Tooth Powder & Tooth Paste                                       | NBC              | Dancer, Fitzgerald, Sample, Inc.        |
| Knox Manning, News                                 | S.O.S. Co.<br>Aluminum: Cleanser                                                                 | CBS-PC           | McCann-Erickson, Inc.                   |
| Marriage for Two                                   | Kraft Foods Co.<br>Miracle Whip Salad Dressing, Dairy Products                                   | NBC              | J. Walter Thompson Co.                  |
| Martin Kane, Private Eye                           | U. S. Tobacco Co.<br>Tobaccos                                                                    | MBS              | Kudner Agency<br>New York               |
| Groucho Marx                                       | Elgin American Div. of the Illinois Watch Case Co.<br>Combs, Cigarette Cases, Dresser Sets, etc. | ABC              | Weiss & Geller, Inc.                    |
| Curt Massey Time with Martha Tilton &<br>Orchestra | Miles Laboratories, Inc.<br>Alka-Seltzer, One-a-Day Vitamin Tablets                              | CBS              | Wade Advertising Agency                 |
| Mayor of the Town                                  | Mutual Benefit Health & Accident Assn. of Omaha<br>Insurance                                     | MBS              | Ruthrauff & Ryan<br>Chicago             |
| Me Anr Janie starring George O'Hanlon              | Lewis-Howe Co.<br>Turns                                                                          | NBC              | Dancer-Fitzgerald-Sample, Inc.          |
| Meet the Boss                                      | Kaiser-Frazer Corp.<br>Automobiles                                                               | MBS              | William H. Weintraub Co.<br>New York    |
| Meet the Meeks                                     | Swift & Co.<br>Allsweet Margarine                                                                | NBC              | J. Walter Thompson Co.                  |
| Meet the Missus                                    | Gold Seal Co.<br>Gold Seal Wax                                                                   | CBS-FC           | Campbell-Mithun, Inc.                   |
| Meet the Missus                                    | Modglin Co., Inc.<br>Perma Brooms                                                                | CBS-PC           | W. Earl Bothwell, Inc.                  |
| Meet the Missus                                    | Vick Chemical Co.<br>All Products                                                                | CBS-PC           | Morse International, Inc.               |
| Meet the Missus                                    | Wildroot Co., Inc.<br>Cream Oil                                                                  | CBS-PC           | Batten, Barton, Durstine & Osborn, Inc. |

| PROGRAM                                 | ADVERTISER AND PRODUCT                                                                      | NETWORK | ADVERTISING AGENCY                                                         |
|-----------------------------------------|---------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------|
| Meet the Missus                         | Alberts Products Co.<br>Soft Drinks                                                         | CBS-PC  | H. C. Morris & Co., Inc.                                                   |
| Meet the Stars                          | Beauty Facteurs, Inc.<br>Insta Curl                                                         | ABC-PC  | Mackenzie Advertising                                                      |
| Metropolitan Opera                      | Texas Co.<br>Gasoline, Motor Oil                                                            | ABC     | Buchanan & Co., Inc.                                                       |
| Metropolitan Opera Auditions of the Air | Farnsworth Television & Radio Corp.<br>Radios, TV Sets, Railway Communications Equip.       | ABC     | Warwick & Legler, Inc.                                                     |
| Mrs. Fix-It                             | Greystone Press<br>Books                                                                    | ABC     | H. B. Humphrey Co.                                                         |
| Mr. & Mrs. North                        | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream, Halo Shampoos,<br>Palmolive Shave Cream | CBS     | Sherman & Marquette                                                        |
| Mr. Chameleon                           | Sterling Drug Inc.<br>Bayer Aspirin, Children's Size Bayer Aspirin                          | CBS     | Dancer-Fitzgerald-Sample, Inc.                                             |
| Mr. District Attorney                   | Bristol-Myers Co.<br>Sal. Hepatica, Vitals                                                  | NBC     | Doherty, Clifford & Shenfield Co.,<br>Young & Rubicam                      |
| Mr. Fix-It                              | Greystone Press<br>Publishers                                                               | MBS     | H. B. Humphrey Co.<br>New York                                             |
| Mr. Fixit                               | Greystone Press<br>Popular Mechanics                                                        | NBC     | H. B. Humphrey Co.                                                         |
| Mr. Information                         | S.O.S. Co.<br>Aluminum Cleanser                                                             | CBS-PC  | McCann-Erickson, Inc.                                                      |
| Mr. Keen, Tracer of Lost Persons        | Whitehall Pharmacal Co., Div of American Home<br>Products Corp.<br>Anarin, Kalyncos         | CBS     | Dancer-Fitzgerald-Sample, Inc.;<br>John F. Murray Advertising Agency, Inc. |
| Tom Mix & His Ralston Straight Shooters | Ralston-Shredded<br>Ralston, Instant Ralston                                                | MBS     | Gardner Advertising Co.<br>St. Louis                                       |
| Monday Morning Headlines                | Seeman Brothers, Inc.<br>Air-Wick                                                           | ABC     | William H. Weintraub & Co., Inc.                                           |
| Vaughn Monroe                           | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                              | CBS     | William Esty & Co., Inc.                                                   |
| Robert Montgomery Speaking              | Frank H. Lee<br>Men's Hats                                                                  | ABC     | Grey Advertising                                                           |
| Henry Morgan Show                       | Bristol-Myers Co.<br>Ipana, Vitals                                                          | NBC     | Young & Rubicam, Inc.                                                      |

|                                 |                                                                                                   |        |                                                      |
|---------------------------------|---------------------------------------------------------------------------------------------------|--------|------------------------------------------------------|
| Mother Knows Best               | Kellogg Co.<br>All Products                                                                       | CBS-PC | Kenyon & Eckhardt, Inc.                              |
| Edward R. Murrow                | Campbell Soup Co.<br>Campbell Soups, Francis-American Products                                    | CBS    | Ward Wheelock Co.;<br>Dancer-Fitzgerald-Sample, Inc. |
| Music America Loves Best        | Radio Corp. of America<br>Institutional                                                           | NBC    | J. Walter Thompson Co.                               |
| Music From the Heart of America | Falstaff Brewing Corp.<br>Beer                                                                    | NBC    | Dancer-Fitzgerald-Sample, Inc.                       |
| Musical Variety                 | Longines-Wittnauer Watch Co., Inc.<br>Watches                                                     | CBS    | Victor A. Bennett Co., Inc.                          |
| My Favorite Husband             | General Foods Corp.<br>Jell-O, Jell-O Puddings                                                    | CBS    | Young & Rubicam, Inc.                                |
| My Friend Irma                  | Lever Bros. Co.<br>Pepsodent Toothpaste                                                           | CBS    | Foote, Cone & Belding                                |
| My True Story                   | Sterling Drug, Inc.<br>Phillips Toothpaste, Milk of Magnesia Tablets,<br>Creams, Multifid Shampoo | ABC    | Dancer-Fitzgerald-Sample, Inc.                       |
| My True Story                   | Libby McNeill & Libby<br>Canned and Frozen Juices, Meats, Fish, Fruit,<br>Baby Foods              | ABC    | J. Walter Thompson Co.                               |
| Mystery Theater                 | Sterling Drug Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia and Tablets                        | CBS    | Dancer-Fitzgerald-Sample, Inc.                       |

## N

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|--------------------------------|--------------------------------------------------------------|-----|-----------------------------------------|
| Name the Movie                 | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories  | ABC | Roche, Williams & Cleary, Inc.          |
| National Barn Dance            | Phillips Petroleum Co.<br>Phillips 66 Gasoline and Motor Oil | ABC | Lambert & Feasley, Inc.                 |
| The NBC Summer Symphony        | U. S. Steel Corp.<br>Institutional                           | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| The National Farm & Home Hour  | Allis-Chalmers Mfg. Co.<br>Farm Equipment                    | NBC | Bert S. Gittins Advertising             |
| New York Philharmonic Symphony | Standard Oil Co. (New Jersey)<br>Institutional               | CBS | Marschalk & Pratt Co.                   |
| News of the World              | Miles Laboratories, Inc.<br>Alka-Seltzer and Vitamins        | NBC | Wade Advertising Agency                 |

| PROGRAM                                  | ADVERTISER AND PRODUCT                                                                   | NETWORK | ADVERTISING AGENCY                                                   |
|------------------------------------------|------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------|
| Newsweek Looks Ahead                     | Butler Packing Co.<br>Dormer's Food Products                                             | ABC-PC  | Brisacher, Wheeler & Staff, Inc.                                     |
| Nick Carter                              | Cudahy Packing Co.<br>Old Duplin Clearer                                                 | MBS     | Grant Advertising<br>Chicago                                         |
| Night Eidor                              | Roman Meal Co.<br>Breakfast Food                                                         | CBS-PC  | Guild, Bascom & Bonfigli                                             |
| Noah Webster Says                        | Southern Cotton Oil Co.<br>Wesson Oil and Snowdrift                                      | NBC-PC  | Fitzgerald Advertising Agency                                        |
| Notre Dame-Southern Calif. Football Game | Pontiac Motor Div. of General Motors Corp.<br>Punjab Cars                                | CBS     | MacManus, John & Adams, Inc.                                         |
| <b>O</b>                                 |                                                                                          |         |                                                                      |
| The Old Fashioned Revival Hour           | Gospel Broadcasting Assn.<br>Instructional                                               | ABC     | R. F. Aber Co.                                                       |
| One Man's Family                         | Standard Brands, Inc.<br>Chase & Sanborn Coffees, Instant Chase & Sanborn Coffee         | NBC     | J. Waite Thompson Co.                                                |
| One Man's Opinion                        | Philip Morris & Co., Ltd.<br>Philip Morris Cigarettes                                    | ABC     | Cecil & Presbrey, Inc.                                               |
| Orange Bowl Game                         | Gillette Safety Razor Co.<br>Gillette Safety Razors, Shaving Cream, Blades               | CBS     | Maxon, Inc.                                                          |
| Original Amateur Hour                    | P. Lorillard Co.<br>Old Gold Cigarettes                                                  | ABC     | Lennen & Mitchell, Inc.                                              |
| Our Gal Sunday                           | Whitehall Pharmacal Co. Div. of American Home Products Corp.<br>Aragin                   | CBS     | Dancer-Fitzgerald-Sample, Inc.;<br>John F. Murray Advertising Agency |
| Our Miss Brooks                          | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream, Lustré Creme Shampoo, Palmolive Soap | CBS     | Sherman & Marquette                                                  |
| Ozzie & Harriet                          | International Silver Co.<br>Sterling Silver and Silver Plate                             | NBC     | Young & Rubicam, Inc.                                                |
| <b>P</b>                                 |                                                                                          |         |                                                                      |
| Party Time                               | P. Lorillard Co.<br>Old Gold Cigarettes                                                  | ABC-PC  | Lennen & Mitchell, Inc.                                              |

|                                       |                                                                           |        |                                                 |
|---------------------------------------|---------------------------------------------------------------------------|--------|-------------------------------------------------|
| Pass the Buck                         | Roman Meal Co.<br>Breakfast Food                                          | CBS-PC | Guild, Basom & Bonfigli                         |
| Drew Pearson                          | Frank H. Lee<br>Men's Hats                                                | ABC    | William H. Weintraub & Co., Inc.                |
| Drew Pearson                          | Adam Hat Stores, Inc.<br>Adam Hats                                        | ABC    | William H. Weintraub & Co., Inc.                |
| People Are Funny                      | Brown & Williamson Tobacco Co.<br>Kings Cigarettes                        | NBC    | Russel M. Seeds Co., Inc.                       |
| Pepper Young's Family                 | Procter & Gamble Co.<br>Camay Soap                                        | NBC    | Pedlar & Ryan, Inc.                             |
| Perry Mason                           | Procter & Gamble<br>Crisco, Ivory Soap, Iodo                              | CBS    | Compton Advertising Inc.; Benton & Bowles, Inc. |
| The Pet Milk Show with Kay Armen      | Pet Milk Sales Corp.<br>Evaporated Milk                                   | NBC    | Gardner Advertising Co.                         |
| The Pet Milk Show with Vic Demone     | Pet Milk Sales Corp.<br>Evaporated Milk                                   | NBC    | Gardner Advertising Co.                         |
| Emer Peterson                         | Albers Milling Co.<br>Frisles Dog Food                                    | NBC-PC | Erwin, Wasey & Co. Ltd.                         |
| Emer Peterson                         | Planters Nuts & Chocolate Co.<br>Planters Peanuts and Peanut Oil          | NBC-PC | Raymond R. Morgan Co.                           |
| Emer Peterson                         | White King Soap Co.<br>Soap Products                                      | NBC-PC | Raymond R. Morgan Co.                           |
| Philip Morris Night with Horace Heidt | Philip Morris & Co., Ltd.<br>Cigarettes and Tobacco                       | NBC    | Blow Co., Inc.                                  |
| Philip Morris Playhouse               | Philip Morris & Co. Ltd., Inc.<br>Philip Morris Cigarettes                | CBS    | The Blow Co., Inc.                              |
| Preakness Stakes                      | Gillette Safety Razor Co.<br>Gillette Safety Cream, Safety Razors, Blades | CBS    | Maxon, Inc.                                     |
| Prudential Family Hour of Stars       | Prudential Insur. Co. of America<br>Insurance Services                    | CBS    | Benton & Bowles, Inc.                           |
| Portia Faces Life                     | General Foods Corp.<br>Post-0, Bran Flakes, Instant Postum                | NBC    | Benton & Bowles, Inc.                           |

## Q

Queen For A Day  
Philip Morris & Co., Ltd.  
Cigarettes

MBS

Cecil & Presbrey  
New York

| PROGRAM                                  | ADVERTISER AND PRODUCT                                                  | NETWORK | ADVERTISING AGENCY                                                  |
|------------------------------------------|-------------------------------------------------------------------------|---------|---------------------------------------------------------------------|
| Queen For A Day                          | Miles Laboratories, Inc.<br>Alka-Seltzer                                | MBS     | Wade Advertising<br>Chicago                                         |
| Queen For A Day                          | Miami Margarine Co.<br>Nu-Maid Margarine                                | MBS     | Ralph H. Jones Co.<br>Cincinnati                                    |
| Quick As A Flash                         | Helbros Watch Co.<br>Helbros Watches                                    | MBS     | William H. Weintraub & Co.<br>New York<br>Dorland, Inc.<br>New York |
| Quick As A Flash                         | The Quaker Oats Co.<br>Aunt Jemima Pancake Flour, Muffets, Bakery Goods | ABC     | C. J. LaRoche & Co.                                                 |
| Quiz Kids                                | Miles Laboratories, Inc.<br>Alka-Seltzer and Vitamins                   | NBC     | Wade Advertising Agency                                             |
| <b>R</b>                                 |                                                                         |         |                                                                     |
| Radio Bible Class                        | Radio Bible Class<br>Religion                                           | MBS     | Stanley G. Boynton Co.<br>Detroit                                   |
| The Railroad Hour                        | Assn. of American Railroads<br>Institutional                            | ABC     | Benton & Bowles, Inc.                                               |
| The Railroad Hour                        | Ass'n. of American Railroads<br>Institutional                           | NBC     | Benton & Bowles, Inc.                                               |
| Regal-Amber Sports Show with Hank Weaver | Regal-Amber Brewing Co.<br>Regal Pale Beer                              | ABC-PC  | Abbott Kimball Co., Inc. of Calif.                                  |
| Renfro Valley Folks                      | Ballard & Ballard Co.<br>Ballard's Oatflsk Flour and other Products     | CBS     | Henri, Hurst & McDonald, Inc.                                       |
| Richfield Reporter                       | Richfield Oil Corp.<br>Petroleum Products                               | ABC-PC  | Hixon-Jorgensen, Inc.                                               |
| Richfield Sports Reporter                | Richfield Oil Co. of N. Y.<br>Richfield Oil and Gas                     | ABC     | Morey, Humm & Johnstone, Inc.,                                      |
| Right to Happiness                       | Procter & Gamble Co.<br>Ivory Soap, Duz                                 | NBC     | Compton Advertising Co.                                             |
| Road of Life                             | Procter & Gamble Co.<br>Crisco                                          | NBC     | Compton Advertising, Inc.                                           |
| Robinson & Belloise Fight                | P. Ballantine & Sons<br>Ballantine Beer and Ale                         | CBS     | J. Walter Thompson Co.                                              |
| Rocky Jordan                             | California Packing Corp.<br>Del Monte Products                          | CBS-PC  | McCann-Erickson, Inc.                                               |



|                         |                                                                                                                                                     |        |                                                                                          |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------|
| Romance of Helen Trent  | Whitehall Pharmaceutical Co., Div. of American Home Products Corp.<br>Aero Wax, Kolydos, Ant Spray<br>Pacific Greyhound Lines<br>Bus Transportation | CBS    | Dancer-Fitzgerald-Sample, Inc., John F. Murray Adv. Agency, Inc.; W. Earl Bothwell, Inc. |
| Romance of the Highways | Budget Finance Plan, Inc.<br>Personal Loans                                                                                                         | ABC-PC | Beaumont & Hobman, Inc.                                                                  |
| James Roosevelt Speaks  | Quaker Oats Co.<br>Quaker Oats, Full-C-Pep Feed                                                                                                     | ABC-PC | Irwin-McHugh Advertising                                                                 |
| Roy Rogers Show         | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Safety Razors, Blades                                                                          | MBS    | Sherman & Marquette<br>Chicago                                                           |
| Rose Bowl Football Game | Procter & Gamble Co.<br>Ivory Snow                                                                                                                  | CBS    | Maxon, Inc.                                                                              |
| Rosemary                |                                                                                                                                                     | CBS    | Benton & Bowles, Inc.                                                                    |

## S

|                                                     |                                                                                                                            |     |                                        |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-----|----------------------------------------|
| Screen Director's Playhouse starring Dorothy Lamour | Pabst Sales Co.<br>Pabst Blue Ribbon Beer                                                                                  | NBC | Warwick & Legler, Inc.                 |
| Screen Guild Players                                | R. J. Reynolds Co.<br>Camel Cigarettes                                                                                     | NBC | William Esty & Co., Inc.               |
| Sealtest Variety Theatre starring Dorothy Lamour    | Sealtest, Inc.<br>Milk and Ice Cream                                                                                       | NBC | N. W. Ayer & Son, Inc.                 |
| Second Mrs. Burton                                  | General Foods Corp.<br>Bakers Coconut, Certo, Instant Swans Down, Jell-O, Jell-O Puddings, Minute Rice, Regular Swans Down | CBS | Young & Rubicam, Inc.                  |
| Eric Sevareid, News                                 | Metropolitan Life Insur. Co.<br>Institutional                                                                              | CBS | Young & Rubicam, Inc.                  |
| The Shadow                                          | Grove Laboratories, Inc.<br>Fitch Shampoo, Fitch Hair Tonic                                                                | MBS | Harry B. Cohen Advertising<br>New York |
| The Shadow                                          | Delaware, Lackawanna & Western Coal Co.<br>Blue Coal                                                                       | MBS | Ruthrauff & Ryan<br>New York           |
| The Sheriff                                         | Pacific Coast Borax Co.<br>Twenty Mule Team Borax, Boraxo                                                                  | ABC | McCann-Erickson, Inc.                  |
| Sherlock Holmes                                     | Trimount Clothing Co.<br>Clipper Craft Clothes                                                                             | MBS | William H. Wenntraub & Co.<br>New York |
| William L. Shirer                                   | Piedmont Shirt Co.<br>Wings Shirts                                                                                         | MBS | William H. Wenntraub & Co.<br>New York |
| Sing It Again                                       | Luden's Inc.<br>All Products                                                                                               | CBS | J. M. Mathes, Inc.                     |

| PROGRAM                        | ADVERTISER AND PRODUCT                                                                       | NETWORK | ADVERTISING AGENCY                         |
|--------------------------------|----------------------------------------------------------------------------------------------|---------|--------------------------------------------|
| Sing It Again                  | Carter Products, Inc.<br>Aard                                                                | CBS     | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Red Skelton Show               | Procter & Gamble Co.<br>Tide                                                                 | CBS     | Benton & Bowles, Inc.                      |
| Red Skelton Show               | Procter & Gamble Co.<br>Tide                                                                 | NBC     | Benton & Bowles, Inc.                      |
| Skippy Hollywood Theater       | Rosefield Packing Co.<br>Skippy Peanut Butter                                                | CBS     | Young & Rubicam, Inc.                      |
| Sky King                       | Derby Foods<br>Peter Pan Peanut Butter, Derby Line of Gammeit<br>Meats and Meats Specialties | ABC     | Needham, Louis & Brorby, Inc.              |
| Smilin' Ed McConnell           | Brown Shoe Co.<br>Children's Shoes                                                           | NBC     | Leo Burnett Co., Inc.                      |
| Jack Smith Show                | Procter & Gamble<br>Oxydol                                                                   | CBS     | Dancer-Fitzgerald-Sample, Inc.             |
| Kate Smith Sings               | Philip Morris & Co., Ltd.<br>Cigarettes                                                      | MBS     | Cecil & Presbrey<br>New York               |
| Solitaire Time                 | Campana Sales Co.<br>Solitaire Make-up                                                       | NBC     | The Clements Co., Inc.                     |
| Songs by Great Singers         | Ace Markets, Inc.<br>Ace Markets                                                             | NBS     | Klinger Advertising<br>New York            |
| Songs by Morton Downey         | Coca-Cola Co.<br>Coke-Cola                                                                   | NBC     | D'Arcy Advertising Co.                     |
| Special Breakfast Club Program | Swift & Co.<br>Meat, Meat Products, Slicing, Cooking Oils                                    | ABC     | J. Walter Thompson Co.                     |
| Sports Magazine Annual Awards  | Brown Shoe Co.<br>Roblee Shoes                                                               | MBS     | Leo Burnett Co., Inc.<br>Chicago           |
| Sports Newsreel of the Air     | Colgate-Palmolive Peet Co.<br>Colgate Shave Cream                                            | NBC     | Sherman Marquette, Inc.                    |
| Sports Thrill of the Week      | Fram Corp.<br>Gas, Oil and Air Filters                                                       | MBS     | Van Sant, Dugdale & Co.<br>Baltimore       |
| Jo Stafford Show               | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories                                  | ABC     | Roche, Williams & Cleary, Inc.             |
| The Standard Hour              | Standard Oil Co. of Calif.<br>Petroleum Products                                             | NBC-PC  | Batten, Barton, Durstine & Osborn          |

|                                  |                                                                                                              |        |                                            |
|----------------------------------|--------------------------------------------------------------------------------------------------------------|--------|--------------------------------------------|
| Standard School Broadcast        | Standard Oil Co. of Calif.<br>Petroleum Products                                                             | NBC-PC | Batten, Barton, Durstine & Osborn, Inc.    |
| Star Time with Dorothy Kilgallen | Drackett Co.<br>Drano, Windox                                                                                | ABC    | Young & Rubicam, Inc.                      |
| Stars Over Hollywood             | Armour & Co.<br>Armour's Canned Meats, Lard, Dial Soap, Dash Dog Food, Wisconsin Cheese, Chiffon Soap Flakes | CBS    | Foote, Cone & Belding                      |
| Stella Dallas                    | Sterling Drug Co.<br>Phillips Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin                    | NBC    | Dancer, Fitzgerald, Sample, Inc.           |
| Stop the Music                   | Smith Bros.<br>Cough Drops, Cough Syrup                                                                      | ABC    | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Stop the Music                   | Speidel Co.<br>Wristwatch Bands, Children's Jewelry                                                          | ABC    | Cecil & Presbrey, Inc.                     |
| Stop the Music                   | P. Lorillard Co.<br>Old Gold Cigarettes                                                                      | ABC    | Lenner & Mitchell, Inc.                    |
| Stop the Music                   | Eversharp, Inc.<br>Razors, Razor Blades, Pens, Pencils                                                       | ABC    | Biow Co., Inc.                             |
| Straight Arrow                   | National Biscuit Co.<br>Shredded Nabisco                                                                     | MBS    | McCann-Erickson<br>New York                |
| Strike It Rich                   | Luden's Inc.<br>Fifth Ave. Candy Bar                                                                         | CBS    | J. M. Mathes, Inc.                         |
| Sugar Bowl Game                  | Gillette Safety Razor Co.<br>Probak, Valet Auto Stop Safety Razors and Blades                                | ABC    | Maxon, Inc.                                |
| Sunoco Three Star Extra          | Sun Oil Co.<br>Gas and Oil, Fuel Oil                                                                         | NBC    | Roche, Williams & Cleary, Inc.             |
| Surprise Package                 | Mode O' Day Corp.<br>Mode O'Day Wash Dresses                                                                 | ABC-PC | Glasser & Gailey, Inc.                     |
| Surprise Package                 | General Foods Corp.<br>Sure-Jell                                                                             | ABC-PC | Benton & Bowles, Inc.                      |
| Surprise Package                 | Globe Mills (Div. of Pillsbury Mills)<br>Flour Products                                                      | ABC-PC | Leo Burnett, Inc.                          |
| Suspense                         | Electric Auto-Lite Co.<br>Spark Plugs, Batteries, Auto Accessories                                           | CBS    | Newell-Emmett Co.                          |
| Warren Sweeney-News              | Curtiss Candy Co.<br>Candy                                                                                   | CBS    | C. L. Miller Co.                           |

| PROGRAM                             | ADVERTISER AND PRODUCT                                                                   | NETWORK | ADVERTISING AGENCY                      |
|-------------------------------------|------------------------------------------------------------------------------------------|---------|-----------------------------------------|
| Take A Number                       | U. S. Tobacco Co.<br>Tobaccos                                                            | MBS     | Kudner Agency<br>New York               |
| Take It or Leave It                 | Eversharp Inc.<br>Pens and Pencils                                                       | NBC     | Biow Co., Inc.                          |
| Tales of Fatima with Basil Rathbone | Liggett & Myers Tobacco Co., Inc.<br>Fatima Cigarettes                                   | CBS     | Newell-Emmett Co.                       |
| Talk Your Way Out Of It             | The Quaker Oats Co.<br>Aunt Jemima Pancake Flour, Mufflets, Bakery Goods                 | ABC     | C. J. LaRoche & Co.                     |
| Henry J. Taylor                     | General Motors Corp.<br>Institutional                                                    | ABC     | Kudner Agency, Inc.                     |
| Mary Lee Taylor                     | Pet Milk Sales Corp.<br>Evaporated Milk                                                  | NBC     | Gardner Advertising Co.                 |
| The Telephone Hour                  | Bell Telephone System<br>Telephone Service                                               | NBC     | N. W. Ayer & Son, Inc.                  |
| Theatre Guild on the Air            | U. S. Steel Corp.<br>Institutional                                                       | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Theatre Guild on the Air            | U. S. Steel Corp.<br>Institutional                                                       | NBC     | Batten, Barton, Durstine & Osborn, Inc. |
| This Changing World                 | Fruehauf Trailer Co.<br>Trailers and Institutional                                       | ABC     | Zimmer-Keller, Inc.                     |
| This Is Nora Drake                  | The Toni Co. Div of Gillette Safety Razor Co.<br>Toni Home Permanent Wave, Cheme Shampoo | CBS     | Foote, Cone & Belding                   |
| This Is Nora Drake                  | The Toni Co.<br>Home Permanent Wave                                                      | NBC     | Foote, Cone & Belding, Inc.             |
| This Is Your FBI                    | Equitable Life Assurance Society of the U. S.<br>Insurance                               | ABC     | Warwick & Legler, Inc.                  |
| This Thing Called Life              | Institute of Religious Science<br>Institutional                                          | ABC-PC  | Raymond R. Morgan Co.                   |
| This Is Your Life                   | Philip Morris & Co., Ltd.<br>Cigarettes                                                  | NBC     | Biow Co., Inc.                          |
| This Woman's Secret                 | General Mills, Inc.<br>Sperry Flour, Cereals, Wheaties                                   | NBC-PC  | Knox-Reeves, Inc.                       |

|                          |                                                  |     |                                                           |
|--------------------------|--------------------------------------------------|-----|-----------------------------------------------------------|
| Lowell Thomas Program    | Procter & Gamble Co.<br>Ivory Soap               | CBS | Compton Advertising Inc.                                  |
| Today's Children         | General Mills, Inc.<br>Bisquick, Crustquick      | NBC | Knox-Reeves, Inc.                                         |
| Tomorrow's Headlines     | Seeman Brothers, Inc.<br>Air-Wick                | ABC | William H. Weintraub & Co., Inc.                          |
| Bob Trout & the News     | Pillsbury Mills, Inc.<br>Pillsbury Pie Crust Mix | NBC | Leo Burnett Co., Inc.                                     |
| True Detective Mysteries | Williamson Candy Co.<br>Oh Henry Candy Bars      | MBS | Aubrey, Moore & Wallace<br>Chicago                        |
| True or False            | Shotwell Mfg. Co.<br>Puritan Marshmallows        | MBS | Wade Advertising<br>Chicago                               |
| Truth or Consequences    | Procter & Gamble Co.<br>Duz                      | NBC | Compton Advertising, Inc.                                 |
| Twenty Questions         | Ronson Art Metal Works<br>Ronson Lighters        | MBS | Cecil & Presbrey, New York;<br>Grey Advertising, New York |

## V

|                    |                                                |        |                                    |
|--------------------|------------------------------------------------|--------|------------------------------------|
| Dave Vaile, News   | Metropolitan Life Insur. Co.<br>Institutional  | CBS-PC | Young & Rubicam, Inc.              |
| Voice of Firestone | Firestone Tire & Rubber Co.<br>Tires and Tubes | NBC    | Sweeney & James Co.                |
| Voice of Prophecy  | Voice of Prophecy, Inc.<br>Religion            | ABC    | Western Advertising<br>Los Angeles |
| Voice of Prophecy  | Voice of Prophecy, Inc.<br>Religion            | MBS    | Western Advertising<br>Los Angeles |

## W

|                                                   |                                                                                |     |                                         |
|---------------------------------------------------|--------------------------------------------------------------------------------|-----|-----------------------------------------|
| Walcott-Charles Heavyweight<br>Championship Fight | Gillette Safety Razor Co.<br>Prebak, Valet Auto Strip Safety Razors and Blades | ABC | Maxon, Inc.                             |
| Fred Waring                                       | General Electric Co.<br>Institutional                                          | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Fred Waring                                       | American Meat Institute<br>Meat and Allied Products                            | NBC | Leo Burnett Co., Inc.                   |

| PROGRAM                   | ADVERTISER AND PRODUCT                                                    | NETWORK | ADVERTISING AGENCY                                     |
|---------------------------|---------------------------------------------------------------------------|---------|--------------------------------------------------------|
| Fred Waring               | Minnesota Valley Canning Co.<br>Canned Vegetables                         | NBC     | Leo Burnett Co., Inc.                                  |
| Wendy Warren and The News | General Foods Corp.<br>Maxwell House Coffee, Instant Maxwell House Coffee | CBS     | Benton & Bowles, Inc.                                  |
| We Love and Learn         | Manhattan Soap Co.<br>Sweetheart Soap                                     | NBC     | Duane Jones Co., Inc.                                  |
| We The People             | Gulf Oil Corp.<br>Gulf Oil Products                                       | CBS     | Young & Rubicam, Inc.                                  |
| We The People             | Gulf Oil Corp.<br>Gas, Oil, Lubricants, Insecticides                      | NBC     | Young & Rubicam, Inc.                                  |
| Welcome Travelers         | Procter & Gamble Co.<br>Crisco, Tide, Soaps and Cleaners                  | ABC     | Compton Advertising; Benton & Bowles                   |
| Welcome Travelers         | Procter & Gamble Co.<br>Dettol, Spic & Span, Drene                        | NBC     | Dancer, Fitzgerald, Sample, Inc.<br>Blow Company, Inc. |
| Lawrence Welk Show        | Miller Brewing Co.<br>Miller High Life Beer                               | ABC     | Klau-Van Pietserson-Dunlap Associates                  |
| What Makes You Tick?      | Procter & Gamble Co.<br>Ivory Flakes                                      | CBS     | Compton Advertising, Inc.                              |
| What's My Name            | Servel, Inc.<br>Servel Gas Refrigerators                                  | ABC     | Batten, Barton, Durstine & Osborn, Inc.                |
| When A Girl Marries       | General Foods Corp.<br>Calumet, Swans Down, Diamond Crystal Salt          | NBC     | Benton & Bowles, Inc.;<br>Young & Rubicam, Inc.        |
| The Whistler              | Signal Oil Co.<br>Gas, Oil                                                | CBS-PC  | Barton A. Stebbins Advertising Agency                  |
| Meredith Willson          | General Foods Corp.<br>Jell-O                                             | ABC     | Young & Rubicam, Inc.                                  |
| Meredith Willson          | General Foods Corp.<br>Jell-O, Jell-O Puddings                            | NBC     | Young & Rubicam, Inc.                                  |
| Walter Winchell           | Kaiser-Frazer Sales Corp.<br>Automobiles, Parts, Servicing                | ABC     | William H. Weintraub & Co., Inc.                       |
| Winner Take All           | Lever Bros. Co.<br>Rayve Home Permanent Wave                              | CBS     | J. Walter Thompson Co.                                 |



Gillette Safety Razor Corp.  
Gillette Safety Blades and Razors

MBS

Maxon, Inc.  
New York

## XYZ

|                                |                                                                                      |        |                                                                  |
|--------------------------------|--------------------------------------------------------------------------------------|--------|------------------------------------------------------------------|
| You Bet Your Life—Groucho Marx | Elgin-American, Div. of Ill. Watch Case Co.<br>Compacts, Watch Cases, Lighters, etc. | CBS    | Weiss & Geller, Inc.                                             |
| Alan Young Show                | Lewis-Howe Co.<br>Tums                                                               | NBC    | Roche, William & Cleary, Inc.;<br>Dancer-Fitzgerald-Sample, Inc. |
| Young Dr. Malone               | Procter & Gamble Co.<br>Crisco, Jey                                                  | CBS    | Compton Advertising Inc.                                         |
| Young Widder Brown             | Sterling Drug Co.<br>Haley's M-O, Phillips Toothpaste, Phillips Milk of<br>Magnesia  | NBC    | Dancer, Fitzgerald-Sample, Inc.                                  |
| Your Hit Parade                | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | NBC    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Hit Parade on Parade      | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | CBS    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Home Beautiful            | Benjamin Moore & Co.<br>Paints and Varnishes                                         | MBS    | St. George & Keyes<br>New York                                   |
| Your Kaiser Traveler           | Kaiser-Frazer Sales Corp.<br>Automobiles, Parts, Servicing                           | ABC    | William H. Weintraub & Co., Inc.                                 |
| Your Lucky Strike              | American Tobacco Co.<br>Lucky Strike Cigarettes                                      | CBS    | Batten, Barton, Durstine & Osborn, Inc.                          |
| Your Stand In                  | Colgate-Palmolive-Peet Co.<br>All Products                                           | CBS-PC | Sherman & Marquette                                              |
| Yours For A Song               | Conti Products Co., Inc.<br>Castile Shampoo                                          | MBS    | Birmingham, Castleman & Pierce<br>New York                       |
| Zeke Manners                   | Whitehall Pharmacal Co.<br>Anacin, Kolynos, Bisodol, Freezone                        | ABC-PC | Dancer-Fitzgerald-Sample, Inc.                                   |
| Zeke Manners                   | Safeway Stores, Inc.<br>Lucerne Milk                                                 | ABC-PC | J. Walter Thompson Co.                                           |
| Zeke Manners                   | Langendorf United Bakeries<br>Bakery Products                                        | ABC-PC | The Biow Co., Inc.                                               |

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*P R E S E N T S*

THE 1950  
TELEVISION  
YEAR BOOK

*Edited by*  
*JACK ALICATE*

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\*As of December, 1949

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Kansas City Power & Light Co.  
Standard & Humpty-Dumpty Super Markets

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WGN-TV  
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WLW-T  
WNBK  
WNEWS  
WXAL-TV  
WBNS-TV  
WLW-C  
KRLD-TV  
KBTW  
WLW-D  
WHIO-TV  
WJBK-TV  
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WICU  
KLEE-TV  
WFBM-TV  
WMBR-TV  
KECA-TV  
KTLA  
KFIT-TV  
KTTV  
KLAC-TV  
WAVE-TV  
WMCT  
WTMJ-TV  
WTCN-TV  
WATV  
WABD-TV  
WDSU-TV  
WCBS-TV  
WJZ-TV  
WNBT  
WPIX-TV  
WKY-TV  
WOW-TV  
KMTV  
WCAU-TV  
WFIL-TV  
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WJAR-TV  
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KING-TV  
KSD-TV  
WHEN-TV  
KOTV  
WMAL-TV  
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WCPO-TV  
WXEL-TV  
WSPD-TV

# TELEVISION

*Television marches forward with quickened step as the pages of the 1950 TELEVISION YEAR BOOK dramatically unfold a progress report of a booming new industry and its promise for the future.*







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JACK ALICANTE,  
Editor

## NINETEEN FIFTY

A doff of the hat  a shake of  
the hand  a pat on the back   
and a deep bow  ...for all the  
fine actors  and actresses  who  
have made the



**PHILCO**



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# TV INDUSTRY ADVANCES IN 1949

by  
**WILL BALTIN**  
Secretary-Treasurer

**Television Broadcasters Association, Inc.**

**H**EREWITH is a factual summation of the amazing progress registered by the television industry during 1949, indicating in unmistakable terms the powerful force which the new media promises to be:

As of March 1, 1950 there were 101 television stations operating in 59 U. S. cities, compared with 51 stations serving 30 cities at the close of 1948. Thirteen additional stations were under construction, seven of which were situated in cities not yet serviced. Furthermore, 351 applications for new stations were "frozen" in the F. C. C.'s pending files.

Total investment in operating stations was estimated at \$38,000,000, with an average estimated operating cost of \$400,000. Employment in station operations was reportedly in excess of 5,400 persons.

At the year's end 26 cities had been interconnected for network operations through facilities of the American Telephone & Telegraph Company. Further extensions as far west of the eastern seaboard as Omaha were in prospect for 1950. An interconnection between Los Angeles and San Francisco is set for early this year.

Television receiver production soared to over 80,000 sets per week as the year drew to a close. In excess of 2,500,000 TV sets were produced during all of 1949—compared with 975,000 in 1948. Value of TV receivers at the factory level was reported to be \$440,000,000.

Television receivers were being purchased almost as quickly as they were being manufactured in the latter months of 1949, with public investment in receiving equipment exceeding a bil-

lion dollars since the start of post-war TV production in late 1946. It was estimated that well over 50,000 persons were engaged in the production, distribution and sale of television sets at the year's end.

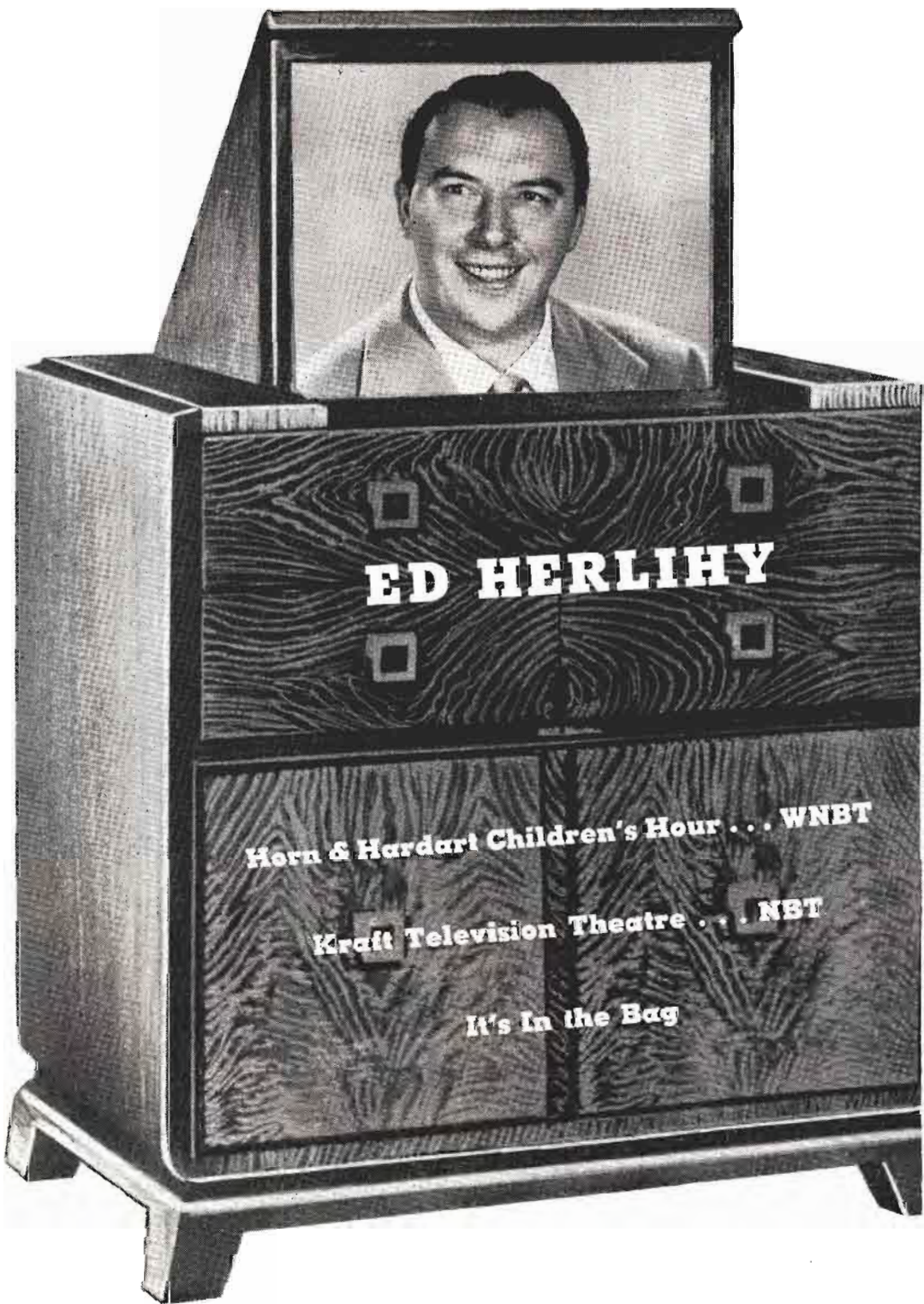
Viewer interest in television programs advanced accordingly. Surveys indicated an average of 3.6 persons per receiver, with the percentage of total U. S. families owning TV receivers exceeding 7.5 per cent. If all families living within a 40-mile radius of presently operating TV stations obtained receivers, 60 per cent of the total population of the U. S. could be reached.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

Advertisers were flocking to television in increasing numbers as the size of the TV audience mounted. At the close of 1949, 1,890 sponsors had availed themselves of the new media, compared with 680 advertisers in 1948.

A breakdown of the channels in which advertisers funneled their dollars revealed 1,415 sponsors at the local-retail level; 400 utilizing spot announcements and 75 offering network shows. Total advertising dollars spent for TV time amounted to \$25,000,000.

Total 1949 expenditures for time, talent and production of network programs was estimated at \$20,000,000—an amazing fact, considering that television has only passed its second year of post-war commercial maturity.





# DON LEE STATION OBSERVES 18TH TV ANNIVERSARY

by

**WILLET H. BROWN**

**President of Don Lee Broadcasting System**

**O**VER 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule what has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting, which contributed so much in the development and support of its newer sister industry.

But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.

Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of television. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying in-

roduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive—and has continued since the inauguration of other stations. But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained and we look forward only. To this end were created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Glett, and as executive producer, (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee.

Soon, with the approval of the Federal Communications Commission we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station, as well as the first, continuing as always second to none and buttressed with our 18 years of operating know-how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.



# COMPARE FACTS!



When you plan to buy television broadcast equipment — Visit Du Mont first, Study Du Mont equipment thoroughly, Compare Du Mont design and efficiency.

*then*

You, too, will follow the increasing trend to —



**DUMONT**

*First with the  
Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION  
1000 MAIN AVE., CLIFTON, N. J.

*Visit the Du Mont New Equipment Display at 1000 Main Ave., Clifton, N. J.*



# PROBLEMS OF TV OPERATIONS VIEWED BY BROADCASTER

by

**J. LEONARD REINSCH**

**Managing Director of Cox Stations**

**W**HEN Frank Burke asked me to write an article on television station management I was hesitant. For today each city presents a different problem—one station, four network cable lines; two stations and three lines; three stations and one line; two stations and no line, etc.

Certain fundamentals, however, are threaded through this confusing pattern.

First there is the American cycle of broadcasting: Better programs make listeners, listeners are circulation, circulation makes for effective advertising, effective advertising means increased revenue, and increased revenue makes possible better programs. One factor is added in television: Better programs and longer schedules sell sets—and sets are vital circulation.

Late starting stations, particularly in cities new to television, must invest heavily in programming to build circulation rapidly. Advertisers are constantly increasing their minimum set requirements. Therefore, new stations must plan longer schedules of good sustaining programs. This means the fullest use of network sustainers even if the programs are on a contract purchase basis. Only then do affiliates have the right to expect complete network program co-operation. Let your network know about local reaction to network shows.

Delay network shows and film programs will provide a more attractive program fare and better ratings if they are handled properly. Shader and audio men may often improve the program sufficiently to justify the added payroll cost.

There is still a lot to learn in television programming so be open minded about new ideas. Disc jockey shows that seem almost unprofessional in their format have turned in surprisingly high ratings. Cooking school participation

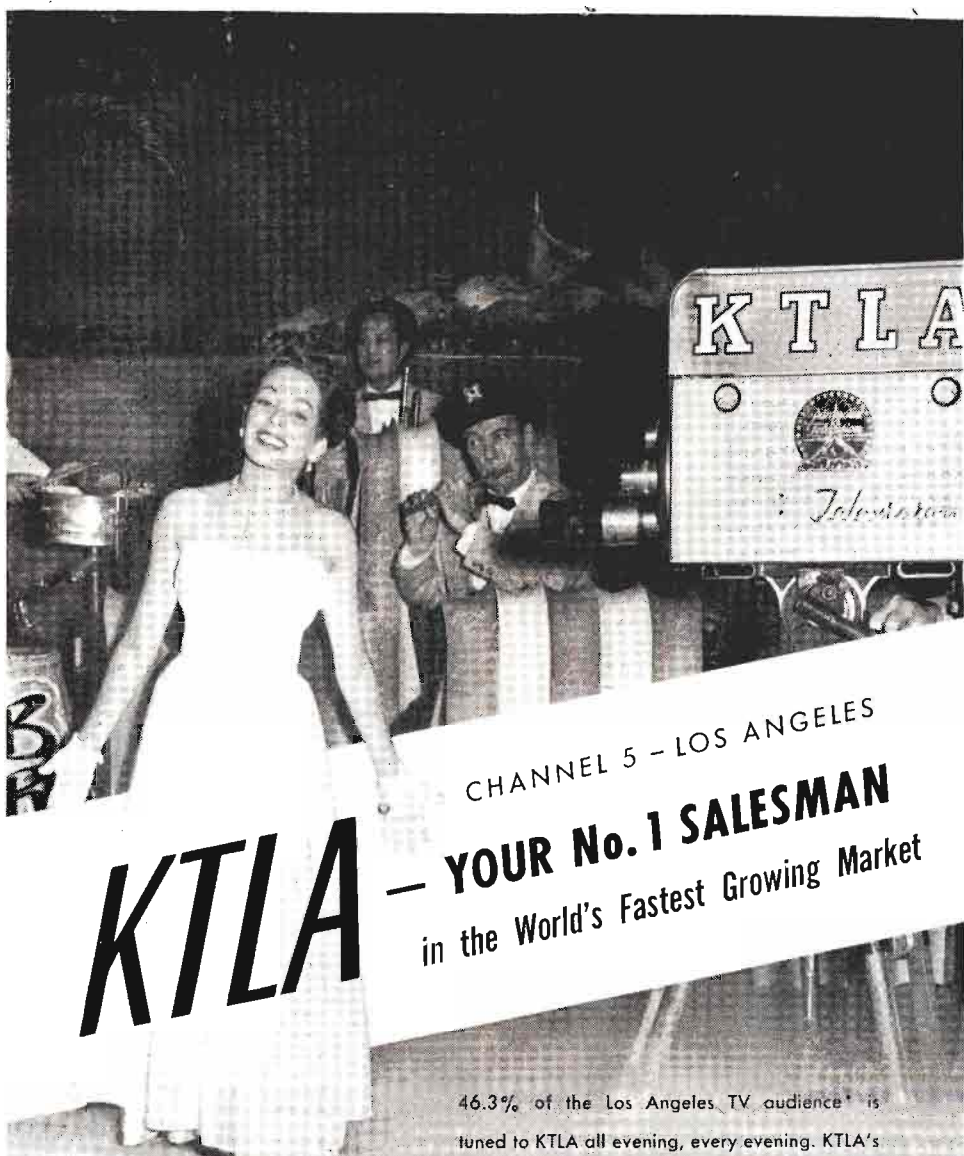
shows and shopper shows that just got by in radio may surprise with their sales return. Even island shows may have sufficient drawing power to justify their expense. All programs, of course, should be presented on a professional basis.

Since the switch, on the part of the viewer, from station to station in television requires more effort than in radio, thorough promotion of all programs is imperative. Borrow movie techniques and add your own touches. Capitalize on big names and cover local events. Include a news program with local flavor. Use not only interviews, but still pictures of local people. If the occasion is particularly newsworthy, shoot some movie film emphasizing good close-up shots. This local movie film does not need to be sound on film to attract favorable local attention.

Your program promotion will cut two ways: Build a viewing audience of present owners and help sell new sets. In this latter connection find out why non-set owners don't buy. If possible, answer their questions with your own promotion. Don't depend on set dealers to develop your circulation. A newspaper owned station will find it worthwhile to run a series of full page ads about what people miss if they don't own a television set. These ads will increase the effectiveness of television set lineage and almost automatically increase set sales.

It is the commercial part of the picture that should be clear to a radio station operator entering television. It should not be necessary to go through years of changing rate cards for a standard television rate card is now available. Use it from the start and make buying as easy as possible.

Obviously coverage maps, both mv/m and mail, should be prepared as quickly as possible. Market information with set circulation should be kept up to date.



# **KTLA** — CHANNEL 5 — LOS ANGELES — YOUR No. 1 SALESMAN in the World's Fastest Growing Market

Lita Baron, featured vocalist in KTLA's "Latin Cruise"

46.3% of the Los Angeles TV audience\* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening-TV-audience nearly equals the total average audience of all six other Los Angeles TV stations combined... is more than three times the following of its nearest competitor!

\*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.



KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLLYWOOD 9-6363  
New York Sales Offices • 1501 Broadway • BRyant 9-8700

**KEY STATION OF THE PARAMOUNT TV NETWORK**





# PROBLEMS OF TV PRODUCTION REPORTED MANY AND VARIED

by

**ALEXANDER STRONACH**  
Eastern Television Program Manager  
American Broadcasting Company

**L**OOKING at a television studio from the control room, the observer sees the cameras ranging along the fringes of the more brightly lit areas. Beyond them, lie the set, the domain of the scenic designers and the physical production managers. Here, whether it be a ten-by-ten square foot area or the whole of a studio many times that size, is one of the most important testing grounds in the development of what will soon be known as "the television technique."

Let's take a look at straight drama as a yardstick of television as an entertainment form. Hollywood designs and builds sets for realism. Space is of no concern and, until the recent economy wave, money only a little more so. The theatre, within the constant limitation of the proscenium arch, builds for the best staging of each play. Optimistically, it counts on the repeated usage made possible by a successful run.

Today, television has neither space as Hollywood knows it, repeated use as the theatre knows it, nor money as either knows it. Each production, complete to the minutest detail, is assembled for a one-time presentation. Yet it must show itself in a way that will bear critical appraisal and comparison with the older entertainment forms.

Much has been written about the limitation of the television camera and the small screen which is the viewers' contact with its product. Little or nothing has been said about the fact that the camera and the screen are in pretty much the right ratio to the studio space available for sets. Movie makers, who think in terms of large screen projection, theatre thinking in equally large terms, have had to drastically change their approach in television. Tight sets, uncrowded scenes, proper perspective and lighting are of the greatest importance if the talent, the cameramen, and

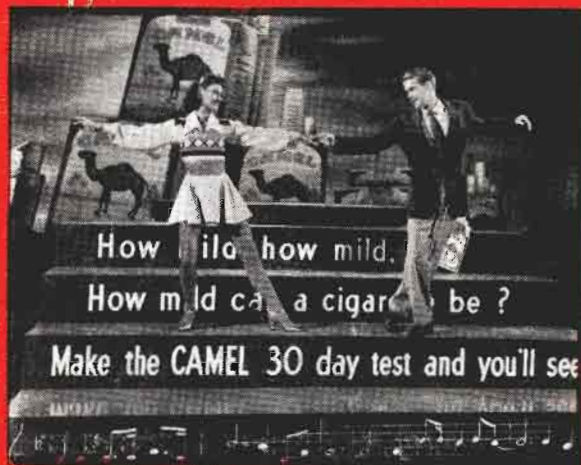
the director are going to put their contributions across.

As to the sets themselves, "the budget" is King. It is not unusual to see the back drop of a minute-and-thirty-second commercial which, with its appropriate props and appurtenances, cost \$500. In the same studio, a sustaining show will have a three-set unit, put together from the stockpile of old scenery at a cost of \$200. This is the playing area of the entire half hour and of correspondingly more importance in its effect on the viewer. Camera masks, trick mirror effects, intricate lighting cues may take hours of rehearsal and hundreds of dollars, then flash across the viewers' screen in terms of seconds. Never in show business has there been more of an opportunity for creative ingenuity than in the production end of television today.

As an art form, television today is still in swaddling clothes. I venture to say there is more to be learned than has been learned. Take the basic element of color for example. Most designers today avoid the use of pastel colors in scenery. To the painter's eye, pastel green and a pastel blue have contrast, but to the camera's eye these both come out in the same shade of very light gray.

As a corollary to the color problem, there is that of the electronic tubes themselves. Up until recently, all television cameras were equipped with tubes which had a high red response. Hot, incandescent light brought out the sharpest degrees of contrast. Shades of red showed up as truest greys to pure black. Today, the newest tubes have a high blue response. Fluorescent lights, fewer candle foot per area, different degrees of color values are the result. Next month a better tube may be produced with a response half way between. Certainly, on no score can we as yet get "sot in our ways."

how long are 60 seconds?



In TV, the one mass selling medium which combines sight with sound, 60 seconds is just as long as it is visually entertaining.

The selling power of a TV commercial is achieved through experienced film making.

TRANSFILM, a pioneer in developing TV techniques, knows how to reach and win audiences.

Proof: — the well-known CAMEL spots and hundreds of other TRANSFILM-produced commercials now stimulating sales for leading advertisers on all channels.

**TRANSFILM**

INCORPORATED  
88 WEST 48th STREET - NEW YORK 19, N.Y.

# AGENCY TV PERSONALITIES

## 1949-1950

*The Year Book of Television* herewith presents a "Who's Who" of top TV Agency Executives and a listing of their 1949 television accounts.



### **EVERARD W. MEADE** **Young & Rubicam, Inc.**



MEADE

Meade began his agency career as a writer with Benton & Bowles. In 1935 he joined Young & Rubicam and served that agency as a writer-producer until 1938. With them he worked on such shows as Jack Benny, Charlie Butterworth, the Packard program with Fred Astaire and Burns & Allen. Departing Young & Rubicam he joined Ruthrauff & Ryan to produce many of their top flight shows. During the war he served as a naval air combat intelligence officer. In 1948 he returned to Y & R where he is now v.p. & dir. of their radio dept. The agency's list of TV shows includes: We The People (Gulf Oil), The Goldbergs (General Foods, Sanka Coffee), Arthur Godfrey's Talent Scouts (Thomas J. Lipton), Fred Waring Show (G. E. Co.), Paul Whiteman Show (Goodyear Tire & Rubber Co.), Aldrich Family (Jell-O), Silver Theatre (International Silver), and Hollywood Screen Test (Duffy-Mott).

### **ROGER PRYOR** **Foote, Cone & Belding**

He enjoys a wide background in the entertainment field. He started in show business at the age of 18, playing in summer stock. From there he moved to leading parts on Broadway and in Hollywood. Finally came radio, first as an orchestra leader, then as M. C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theater Guild, for the United States Steel Theater Guild of the Air, The Hildgarde Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV for the New York office of Foote, Cone & Belding. Among Foote, Cone & Belding clients who have been represented in TV are Union Oil, Sunkist, Pepsodent (Lever Brothers), Kleenex (International Cellulose Products Company), Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency will handle Bob Hope's first television show, sponsored by Frigidaire, scheduled to start sometime in 1950.



PRYOR



**DONALD N. McCLURE**  
*N. W. Ayer & Son, Inc.*



McCLURE

Started in show business as a child actor and liked it so much he decided to make a career of it by matriculating in the Drama Department at Carnegie Tech. Hollywood and the "talkies" offered a chance to be a triple threat man; acting, writing and directing for Universal Pictures. First National and R. K. O. gave him an overall background in movie making. His first radio assignment came when he joined the Bob Ripley "Believe It Or Not" staff as director of the show's remote pick-ups. During the war, McClure served as a civilian test engineer for the U. S. Navy. In Oct., 1911, he joined N. W. Ayer & Son as dir. of TV production. In that capacity, he supervises spots for Lucky Strike, Illinois and Michigan Bell, Personal Products, The Atlantic Refining Co., Sheffield Farms and United Air Lines. Network shows: The Singing Lady for Kellogg Corn Soya and Kukla, Fran & Ollie twice a week for National Dairy, Sealtest.

**HERBERT B. WEST**  
*Batten, Barton, Durstine & Osborn, Inc.*

Head of the TV Department at BBDO. Formerly account executive, radio account executive, and copywriter. With agency 13 years. Author of trade articles on advertising. Lecturer at Columbia University. Agency at present has 33 clients active in TV, probably a record. Presents on TV Brooklyn Dodgers, Chicago White Sox, Chicago Cubs, B. F. Goodrich Celebrity Time on ABC Sunday nights 10-10:30 Eastern Standard Time, Telepix Newsreel twice a night,

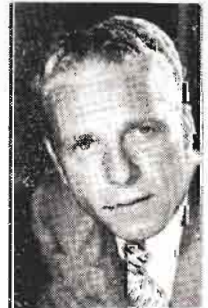


WEST

Tex Antoine Weatherman every night on WNBZ, boxing and wrestling from Chicago and Pittsburgh, plus spot schedules for 26 other accounts. TV production head. Hugh Rogers: TV film section. Thomas A. Wright: Account service section. John Thomas: TV commercials. Robert Foreman: TV programming. Wick Crider: TV time-buying. Tucker Scott: TV research. Mrs. T. Anderson: TV publicity and merchandising. James McGarry.

**WALTER CRAIG**  
*Benton & Bowles, Inc.*

Started life as a vaudeville actor. Later played in musical comedies and entered radio as program director of World Broadcasting System. Left this organization to establish his own independent production firm which he abandoned after eight years on doctor's orders. Then followed a two year stint as radio director of Street & Finney, and a like period as program director of Ed Noble's WMCA, which immediately preceded his joining Benton & Bowles in 1942. He is currently vice president in charge of radio and television. Benton & Bowles currently has the following network commercial TV programs: "Who Said That," sponsored by Crosley; "This Is Show Business," sponsored by Crosley; "Hollywood Screen Test," sponsored by Best Foods, Inc.; "Mama," sponsored by Maxwell House Coffee.



CRAIG

**WINSLOW H. CASE**  
*Campbell-Ewald Co.*



CASE

An acknowledged leader in agency TV operations, V.P. Case entered advertising in 1927. He has worked with Stinson Aircraft, La Driere Art Service, Chesterfield Cigarettes; and was also on the advertising faculty of Columbia Univ. With Campbell-Ewald, Case has supervised overall campaigns for several of the company's major accounts. He is currently in charge of radio and TV for all of the agency's clients, and supervises all Eastern operations. Campbell-Ewald currently handles two major network programs for Chevrolet: the Tele-Theatre drama series via NBC-TV and the musical revue, *Inside U. S. A.*, on CBS-TV. Last fall, the agency also supervised DuMont coverage of the Notre Dame games, sponsored by the Chevrolet Dealers. The local Chevrolet Dealers Ass'n. ranks as the country's top local advertiser in TV. Its five weekly shows and heavy spot schedule are also handled by Campbell-Ewald.

**ADRIAN SAMISH**  
*Dancer-Fitzgerald-Sample, Inc.*

Vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., he has run the gamut of radio broadcasting and show business in his career. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions and director of motion pictures in Hollywood. He has produced, directed and written for radio since 1935, having been with Arthur Kudner, Young & Rubicam and, before assuming



SAMISH

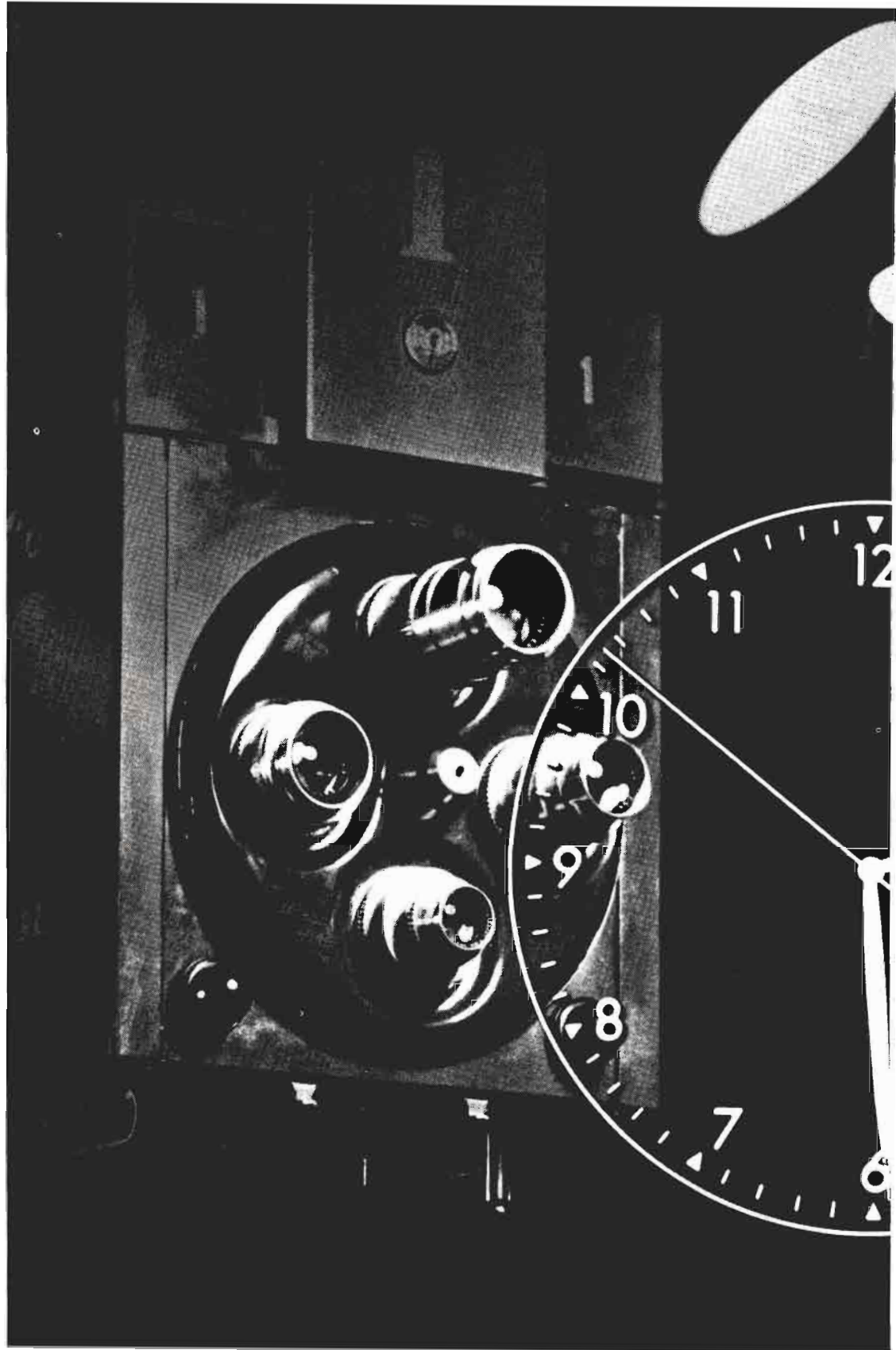
his position at DFS, was v.p. in charge of programs and TV for the American Broadcasting Company. Among those TV shows handled by Dancer-Fitzgerald-Sample are *The Lone Ranger* for General Mills, Inc. and *Okay Mother* for Sterling Drug, Inc. Other TV shows under preparation are the *Beulah Show*, which will be done in Hollywood on film and the *Betty Crocker Magazine of TV*, which will be telecast live from New York.

**TEVIS HUHN**  
*Warwick & Legler, Inc.*

Born in Philadelphia, Pa., he graduated from the Haverford School, Haverford, Pa. Following his discharge from the U. S. Army in 1918, he matriculated at Princeton University, Class of 1922, and subsequently attended University College, Oxford, England. Entering the U. S. Career Foreign Service, he was commissioned Vice Consul and Diplomatic Secretary, serving in Paris, Washington, D. C., Buenos Aires, and Montevideo. Following his resignation from the Foreign Service, Huhn joined the Columbia Broadcasting System, where he remained until his affiliation with Warwick & Legler, Inc. He has been director of radio and TV there since 1939. During the year 1949 Warwick & Legler, Inc. has televised *The Life of Riley* over NBT and the affiliated NBC TV network. This program is sponsored by the Pabst Sales Co., brewers and distributors of Pabst Blue Ribbon Beer. The agency has also placed various participation spots on WOR-TV for The George W. Luft Co.



HUHN





# television-year ten

## **2: 29: 50 PM**

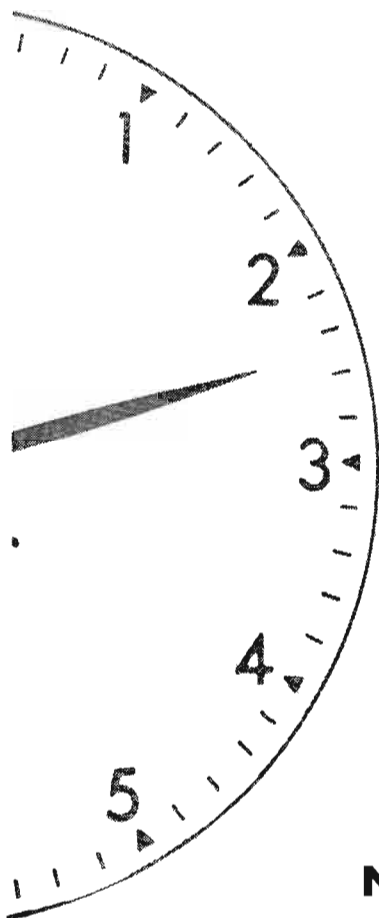
That was nine years ago . . .  
the first television commercial . . .  
a Bulova time signal on NBC.

In those days, television was an advertising luxury, even for its few hardy pioneers . . . its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that *television has changed from an advertising adventure to an advertising necessity.*

*This is the year NBC Television will blanket areas containing 60% of America's families . . . 144 of the nation's 200 leading counties . . . the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.*

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers . . . with more popular programs . . . for more advertisers . . . than any other network.



**NBC** *America's No. 1 Television Network*

**A. CARL RIGROD**  
*Donahue & Co., Inc.*



RIGROD

His activities in the fields of radio, TV and journalism have been varied and intense. In 1913 he wrote and directed the first studio TV program sponsored by a motion picture company (RKO) on WABD, then called W2XWV. He served as publicity agent with Universal Pictures and later handled radio campaigns for many of the leading movie companies. A journalism graduate of the U. of Mo., he has worked for several Eastern newspapers. Prior to joining Donahue and Coe, he was dir. of radio for RKO pictures. At present Rigrod, dir. of the motion picture, radio and TV dept., is producing and directing all radio advertising activities for M-G-M and producing TV programs for Sunset Appliance Stores Inc. on WPIX and Gold Medal Candy Corp. on WNBT. He does TV spots for Scripto Pencils, Lee Pipes, Aborn's Coffee, and various National movie accounts, as well as radio advertising for Loew's theatres.

**MAURICE J. CONDON**  
*Roy S. Durstine, Inc.*

He was born in Fall River, Mass. on Nov. 19, 1912. After matriculating at Western Reserve University in Cleveland, O., he entered the field of radio in 1931 by joining the staff of station WGAR, Cleveland, as a continuity editor. Condon remained with WGAR until World War II broke out. During 1913-41 he was on duty with the Army Air Force. When the fighting ceased he returned to Ohio and there took his first job in the agency field. He became



CONDON

affiliated with the Cincinnati office of Roy S. Durstine, Inc. as radio director. In 1945 Condon was transferred to the New York office of the agency where he took up the mantle as associate radio director. He has remained at that office until the present time. Since 1948 he has held the position of radio-TV director, and is currently producing the DuMont Cavalcade of Bands for Scruton plus general spots for the Super Sci. div. of American Cyanamid Co.

**WILLIAM L. WEDDELL**  
*Leo Burnett Co., Inc.*

Shortly after his graduation from the University of Chicago in 1929 Weddell landed a job with the Western office of NBC. He's been in radio ever since. Weddell served as sales promotion manager of NBC in Chicago; as radio director of Erwin Wasey & Co.; and later, as assistant sales manager of NBC. In 1946 he joined the Leo Burnett Co. as vice-president and radio director. Current network programs sponsored by Burnett clients are: The Fred Waring Show, Grand Central Station, Club Time, Art Linkletter's House Party, Smilin' Ed McConnell, H. V. Kaltenborn and Richard Harkness, Cedric Adams, Fun To Be Young (Jay Stewart) and Arthur Godfrey (starting April 10, 1950). Burnett accounts using local and spot TV are: Minnesota Valley Canning Co., Brown Shoe, Co., Horlicks Malted Milk, Pillsbury Mills, Inc., Santa Fe R. R., The Hoover Co., The Pure Oil Co., Carling's Red Cap Ale and Dean Milk Co.



WEDDELL

**NICHOLAS E. KEESLEY**  
*Lennen & Mitchell, Inc.*



KEESLEY

Born in Philadelphia in 1910, his first radio advertising job was with N. W. Ayer & Sons back in 1928. During 15 successful years with them he held the positions of time buyer, casting director, producer, talent head and radio account executive. In 1943 Keesely became program sales manager of CBS, later holding the same position with MBS. He has many radio "firsts" to his credit including, Can You Top This?, The Sealtest Hour, Give & Take, The Al Pierce Show and Fred Waring Cigarette Time. Keesely was instrumental in the development of many of the name personalities of today. Since Keesely joined Lennen & Mitchell where he is V.P. in charge of radio-TV, early in 1948, the agency has been represented on the air by two TV shows: The Original Amateur Hour and Stop the Music, both sponsored by Old Gold. Accounts represented by TV film spots include: Lustre-Creme Hair Shampoo and Lysol.

**FRANCIS C. BARTON, JR.**  
*Federal Advertising Agency, Inc.*

Twenty-three years in advertising—nineteen of it in radio, a touch of dramatics in college, and a dash of commercial movies along the way, provide the background from which Frank Barton has been learning video these past several years. N. W. Ayer & Son., Inc., The Columbia Broadcasting System, the Biow Co., Benton & Bowles, all contributed to his first 20 years in the agency field. Barton is now director of radio and television at Federal Adv. Agency,



BARTON

Inc. His first television effort was a commercial spot on film in 1947 for A. S. R. Lighter and then a wrestling program with filmed commercials in 1948-49 for Trommer's Beer. He then did filmed spots for McCalls, a participation in Cavalcade of Stars for both Gem Razors and Blades and A. S. R. Lighter and the Jack Eigen show for Doeskin Products. Barton's most recent television presentation is Eloise Salutes the Stars for Doeskin Products, Inc.

**STEVENS P. JACKSON**  
*William Warren, Jackson & Delaney*

A graduate of Duke University, his background includes service with the Benton & Bowles agency. He also was an account exec. for radio stations WHN and WMCA and advertising manager of the 7th Regiment Field Gazette. His army service lasted five years during which time he was a Capt. CAG (India, Burma). Jackson has been account executive and director of TV at William Warren agency since 1947. This agency specializes in radio and TV advertising for large N. Y. C. retailers. Its first TV show was Play the Game, a half hour charade program, sponsored by Alexander's Department Store. Since then the agency has had the following clients on video: Lord & Taylor, Spear Furniture Stores, Cardinal Tie Shops, Flag Dog Food, Strauss Auto Supply Stores, Ritz Thrift Shop, Ivel Fifth Avenue, Lucele Limited, Sachs Quality Stores, Bonded Auto Sales, Warren Connolly Distributors, and Stevens Appliances.



JACKSON

**ROBERT W. KELLY**  
*J. D. Tarcher & Co., Inc.*



KELLY

New England born and bred, Bob Kelly prepped for a career via business administration at Providence College; soon landed with a major oil company. There he stayed for many years, another well organized oil executive. Wearing finally of the comparatively dull routine, Kelly looked about for wider horizons . . . advertising and radio. He joined J. D. Tarcher & Co., Inc., promptly acquired solid agency experiences in accounting, research and ultimately radio and television. Kelly now reigns successfully as director of radio and TV, a superbly trained executive with a sound business background. Adhering to the principle that if you want to swim you've got to get into the water, Tarcher & Co. early had its client, Benrus Watch Co., test the selling power of TV. Since that original trial, other clients, such as Seeman Bros. and McKesson & Robbins have been added. The agency is now concentrating on TV spots.

**EDWARD E. SIMMONS**  
*Cecil & Presbrey, Inc.*

A decade of radio work began for him when he joined WJAK, Marion, Ind. in 1929. He shifted to WAAF Chicago in 1931 remaining there as program director until 1937. He then became a staff producer-director for WGN, Chicago. In 1938 he joined the Wade Advertising Agency as producer-director on such shows as the Alka-Seltzer National Barn Dance, Uncle Ezra, Alec Templeton Time, Quiz Kids and Roy Rogers. After



SIMMONS

his discharge from the army, where he had served for some time with the short-wave section of the Armed Forces Radio Service, he joined Cecil & Presbrey, Inc. as West Coast Representative. He came to the New York office in Feb. 1949 where he is now radio-TV director. Cecil & Presbrey's TV accounts have included, the Ed Wynn Show, sponsored by Speidel Corp. on CBS; TV spots for Lamont-Corliss and video spots for Ronson.

**ALLAN BLACK**  
*Cayton, Inc.*

Graduated with a B.A. from NYU in 1938. During the next few years he served as announcer-writer-producer for several independent New York stations. In 1945, he quit WQXR to free-lance. During this period he was script writer for several network radio shows, including Grand Central Station, Armstrong Theater of Today, Grand Marquee and the Lone Ranger, and was also engaged by the Radio Division of the Office of War Information. In 1947, he joined Cayton, Inc., as head of its TV department. His first assignment was to direct a country-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success. He is the creator and producer of the highly successful Greatest Fights of the Century film series, telecast Friday nights over the entire NBC-TV interconnected network. The show is sponsored by Chesebrough Mfg. Co., for its Vaseline Cream Hair Tonic. He also produces Sports Highlights of the Week, sponsored by Bond Clothes.



BLACK

**WILLIAM ALEXANDER CHALMERS**

*Kenyon & Eckhardt, Inc.*



**CHALMERS**

Canadian born William Chalmers, with consistant circumspection, launched his career at Batten, Barton, Durstine & Osborn after a Quaker school education in N. Y. A year later he shifted to Hollywood as a contract player for Paramount and Universal. Following his return he tried his hand in the book publishing and department store fields. There followed a brief sojourn on the stage, then a jumpback to the agency field. Through the ensuing years he served with Geyer, Cornell & Newell, Erwin Wasey, The Biow Co., and Free & Peters (station Reps.). In August of '47 he joined Kenyon and Eckhardt. Chalmers as v.p. & radio-TV director, supervises the Ford Television Theatre and the United Nations Telecasts for the Ford Motor Co., Toast of the Town for the Lincoln-Mercury Dealers, and various TV activities for the Borden Co., Bristol-Meyers, Ltd., Beech-Nut Packing Co., Lincoln-Mercury Div. of Ford Motor Co., and the Kellogg Co.

**LEWIS H. TITTERTON**  
*Compton Advertising, Inc.*

He received his education at two of the world's more stellar institutions of learning, Cambridge University and Harvard. Titterton became assistant editor of the Atlantic Monthly in 1925. Remaining with that magazine for a year, he next moved over to the Macmillan Company where he assumed the post of assistant to the general sales manager. In 1928 he became an associate editor at Macmillan. He entered the field



**TITTERTON**

of radio in 1932 when the National Broadcasting Company beckoned him as script editor. He was affiliated with NBC for a period of 12 years (1932-44), then joined the Compton Advertising Agency as director of radio. His present title with Compton is vice-president, director of radio & TV. The Compton Agency is currently producing the Procter & Gamble Fire-side Theater, over NBC's Eastern and Midwestern TV network.

**HOWARD G. BARNES**  
*Dorland, Inc.*

He came to Dorland with 15 years experience in all phases of broadcasting, theater and films. As a senior producer for 8 years at CBS, New York, Barnes was a creative force behind the Columbia Workshop, the N. Y. Philharmonic Broadcasts, Duffy's Tavern and other outstanding shows. He served four years in the Navy as a Lieutenant and producer-writer of training and propaganda films. After the war he returned for a year as a CBS producer and later was an independent producer of radio, motion picture features for syndication to TV stations. Prior to CBS, Barnes, as executive producer of the Music Corp. of America, was a guiding force in the development of Kay Kyser's Kollege of Musical Knowledge. As v.p. of radio and TV, he has helped to build Dorland into a small but growing and aggressive contender in both media. Dorland's national TV accounts include A. S. Beck Shoe Corp., Helbros Watch Co., Ameritex Fabrics.



**BARNES**



**LEE COOLEY**  
**McCann-Erickson, Inc.**



COOLEY

Started his radio career in 1931 as an announcer. He later moved on to direction in radio and movies. In 1938 Cooley joined the Don Lee organization, but left a few years later for New York where he wrote and produced shows for B.B.D.&O. and Ruthrauff & Ryan. In 1946 he joined McCann-Erickson, Inc. as director of television and commercial motion pictures. From May 1947 to August 1949, he produced "The Swift Home Service Club" and "The Swift Show" for Swift & Co. In all, the agency serves 18 clients in Television: Altes Brewing Co., Bell & Howell Co., Beverwyck Breweries, Inc., Broadway Department Store, Inc., Chesebrough Mfg. Co., Cons'd. Chrysler Sales Division, Goldstream Products Co., Leisy Brewing Co., National Biscuit Co., Perfection Stove Co., Renuzit Home Products Co., Richman Brothers Co., The S. O. S. Co., Southern Counties Gas Co.'s, Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., and Westinghouse Electric Corp.

**MARLO LEWIS**  
**Blaine-Thompson Co., Inc.**

Music was the main element of his early youth in Chicago. At the age of seven he conducted the Chicago Symphony Orchestra. He later was Concert Master of Senn High School Orchestra and conducted the University of Chicago Symphony orchestra. In addition he played the violin and clarinet. The business world beckoned him in 1932 when he became a reporter for the City News Bureau in Chicago. After that he moved to New



LEWIS

York where he became assistant to the production manager and space department manager at the Biow Co. Lewis also was an account executive with the Hirshon Garfield Agency. During this time in New York he helped create the local sales department and programs for CBS. Presently he is executive vice-president of Blaine-Thompson and package producer of Luncheon at Sardi's and Ed Sullivan's Toast of the Town.

**PRESTON H. PUMPHREY**  
**Maxon, Inc.**

A graduate of Ohio Wesleyan U., he entered the radio field in 1929. He has served on the radio production stalls of NBC and Benton & Bowles and as radio director for two advertising agencies, Fuller, Smith, Ross, Inc. and Warwick & Legler, Inc. The Fred Allen Show, Palmolive Beauty Box, Warden Lawes, Metropolitan Opera Auditions, Minute Mysteries and Maxwell House Show Boat are some of the more important programs that Pumphrey has produced and directed for radio. In 1947 he turned his talents toward the field of television. Today he is director of television for Maxon, Inc. an agency which is handling such sports highspots as the World Series, racing's Triple Crown, and Friday night Boxing for the Gillette Safety Razor Co. Other Maxon video clients include: Griesedieck Western Brewery Company, Magnavox, Inc., and Hotpoint, Inc.



PUMPHREY



**MILTON DOUGLAS**  
**Stanton B. Fisher, Inc.**



DOUGLAS

He started in show business in 1929 as a singer and actor, appearing in Broadway plays and movies. He was under contract to Warner Bros. for a year, but came back East when musicals fell off and sang in various hotels and night clubs. Douglas finally wound up as entertainment director for a chain of hotels. He was with this chain for eight years, then went to DuMont as a director. After producing a new variety show, Front Row Center, for the Stanton B. Fisher Agency, Douglas left DuMont and joined Fisher as head of the TV and radio department. The agency expanded the show into a one-hour program, calling it Cavalcade of Stars and many big drug chains decided to come in, namely: Whelan, Walgreens, Liggett, Dow Cunningham, Gallagher, Gray, Harvey & Carey, Hook, Lane, People's, Read, Snyder, Sun, Sun Ray, Taylor and Thrifty Drug Stores.

**ARTHUR J. DALY**  
**Peck Advertising Agency, Inc.**

Daly entered radio in 1929 as a producer for the National Broadcasting Company in the New York studios. Over an eight-year period, he produced the Firestone Hour, the Goldbergs, Major Bowes Amateur Hour and numerous other programs in all classifications. Later, he produced the Pontiac Varsity Show, the Telephone Hour, the Cresta Blanca Carnival, and in California during a five-year period, such programs as the Rudy Vallee Drene program, the Corliss



DALY

Archer program and others. Currently Daly is the radio-television director for the Peck Advertising Agency, Inc. in New York. At the present moment, Peck's television activities are composed entirely of spot announcements and program considerations for Howard Clothes, Old Dutch Coffee, Charles of the Ritz, Premier Foods (Sauce Arturo). The agency is also currently presenting the Johnny Olsen Rumpus Room on WABD, New York, DuMont's key station.

**MYRON P. KIRK**  
**Kudner Agency, Inc.**

Vice president and executive director of radio and TV of Kudner Agency Inc., Kirk is a native West Virginian whose early business training was in association with his father in banking, brokerage and theaters. From program and sales activities with WFAM, Cleveland, Kirk organized his own advertising agency, Lang, Fisher and Kirk. In 1933 he resigned from the partnership to accept a vice presidency with Ruthruff and Ryan Inc. From 1938 to 1941 he was in Hollywood as a vice president of United Artists. He joined Kudner in 1941 as director of radio. Kudner TV programs under Kirk's supervision are: Texaco Star Theater, NBC-TV, (The Texas Co.); Martin Kane, Private Eye, NBC-TV (United States Tobacco Co.); Lights Out, NBC-TV, (The Admiral Corp.); Stop the Music, (Shared with The Admiral Corp. and Old Gold), ABC-TV; Admiral Broadway Revue (The Admiral Corp.); Fireball Fun for All (Buick Motor Division) and Metropolitan Opera Opening (The Texas Co.).



KIRK

**FREDERICK A. "TED" LONG**  
*Geyer, Newell & Ganger, Inc.*



LONG

Long was appointed director of radio and TV at Geyer, Newell & Ganger, Inc., in August 1949. He joined the agency in 1946 as radio production manager and later became assistant director of the department. He was previously radio account executive and head of the motion picture and TV department at Batten, Barton, Durstine & Osborn. During the war, Long was director of U. S. radio activities and administrative officer for the Coordinator of Inter-American Affairs in New York. Starting in radio in 1927, Long produced and directed programs on all national radio networks, was Washington program manager of CBS, director of broadcasting for the New York World's Fair, and head of radio for Lord & Thomas in Chicago. Current commercial video programs and sponsors are Kelvinator's Homemaker's Exchange, participation, on CBS-TV network of fifteen stations; and Kruger's Boxing with Dennis James.

**H. PIERSON MAPES**  
*Hutchins Advertising Co., Inc.*

He has enjoyed a long career in the advertising and distribution field. He first joined the May Radio and Television Corp., a Philco distributor, in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager. Mapes became connected with the Hutchins Advertising Co. in 1945. He is now in charge of the radio-TV department and commercial motion picture department. During the past five



MAPES

years Mapes has been responsible for many fine radio programs, including the Radio Hall of Fame, the Bing Crosby show, the Burl Ives show and the Breakfast Club (Philco Portion). The Hutchins agency's programs now on the air are: Philco Television Playhouse, NBC network, and the Breakfast Club (Philco Portion), ABC. In addition the agency also handles some important radio and television spot advertising.

**WILSON M. TUTTLE**  
*Ruthrauff & Ryan, Inc.*

His career has run the gamut from actor to writer to director. During the years 1932-35 he acted on stages in California, New York and Chicago. In between he did some writing and directing for stations WIND and WCFL, Chicago. He joined radio station WOR, New York, in 1936 as staff director, announcer and nighttime station manager, and remained there until 1939 when he came to Ruthrauff & Ryan as program director and supervisor. Tuttle is now vice-president, director of radio and television at R&R. Current among the agency's video accounts are: American Kitchens; Chrysler Corp., Dodge Div., Dodge Dealers of Los Angeles; Dodge Dealers of St. Louis; Edwards Coffee; Galveston-Houston Breweries; Griesedieck Bros. Brewery Co.; Gunther Brewing Co.; Lever Bros. (Spry); Morris B. Sachs; Pittsburgh Dodge Dealers Ass'n.; Reddi-Wip; Safeway Stores; Seattle Dodge Dealers; Western Reddi-Wip Co.; Sterling Salt Co.; Allied Florists (Chicago); Heet.



TUTTLE

**MIRIAM TRAEGER**  
*Abbott Kimball Co., Inc.*



**TRAEGER**

She has long been associated with the radio field. Her early training began with WMCA as secretary to the president. From WMCA Miss Traeger moved, in 1911, to WINS. 1944 found her Time Buyer at Abbott Kimball Co., Inc. supervising broadcast campaigns for clients such as, Joe Lowe Corp., Koret of Calif., Mark Cross, Renoir Perfumes, Marvella Pearls, Bonne Bell Cosmetics, Black Starr and Gorham, Colonial Dames Cosmetics, Union Pharmaceutical Co., Peggy Sage, Artra Cosmetics, Inc., Norcross, Inc., Family Laundry Owners Assn., Lipstae, and Northam Warren Corp. She signed the first agreement with a TV station for Norcross, Inc. It was a modest beginning, but as the scope widened with the rapid expansion of TV stations other clients entered the medium on a selective market basis. Some of these accounts are Rogers Pect. Artra Cosmetics, Inc., Lampl Fashions, and Jackson Furniture Co.

**HUGH HOLE**  
*Brooke, Smith, French & Dorrance, Inc.*

Graduated with a B.A. degree in Dramatic Art, University of N. C. in 1942. During four years there he worked in local radio stations and participated in many theatrical productions produced by the N. C. Players Assn. In June, 1942, he entered the radio department of Benton & Bowles, New York City. During four years there he acted as producer, director and administrative assistant. In 1946 he formed his own independent production company, Television-



**HOLE**

Radio Enterprises. Later he joined Dancer-Fitzgerald-Sample as supervisor of all commercial production. He joined Brooke, Smith French & Dorrance, Inc., in Aug. 1948 as director of radio and TV, handling these shows: Detroit Tigers home baseball games and Detroit Lions home football games for the Goebel Brewing Co.; Inside Football, WWJ-TV, Detroit for the Goebel Brewing Co.; 4-Star Final News, WJBK-TV for the Hudson Motor Car Co.

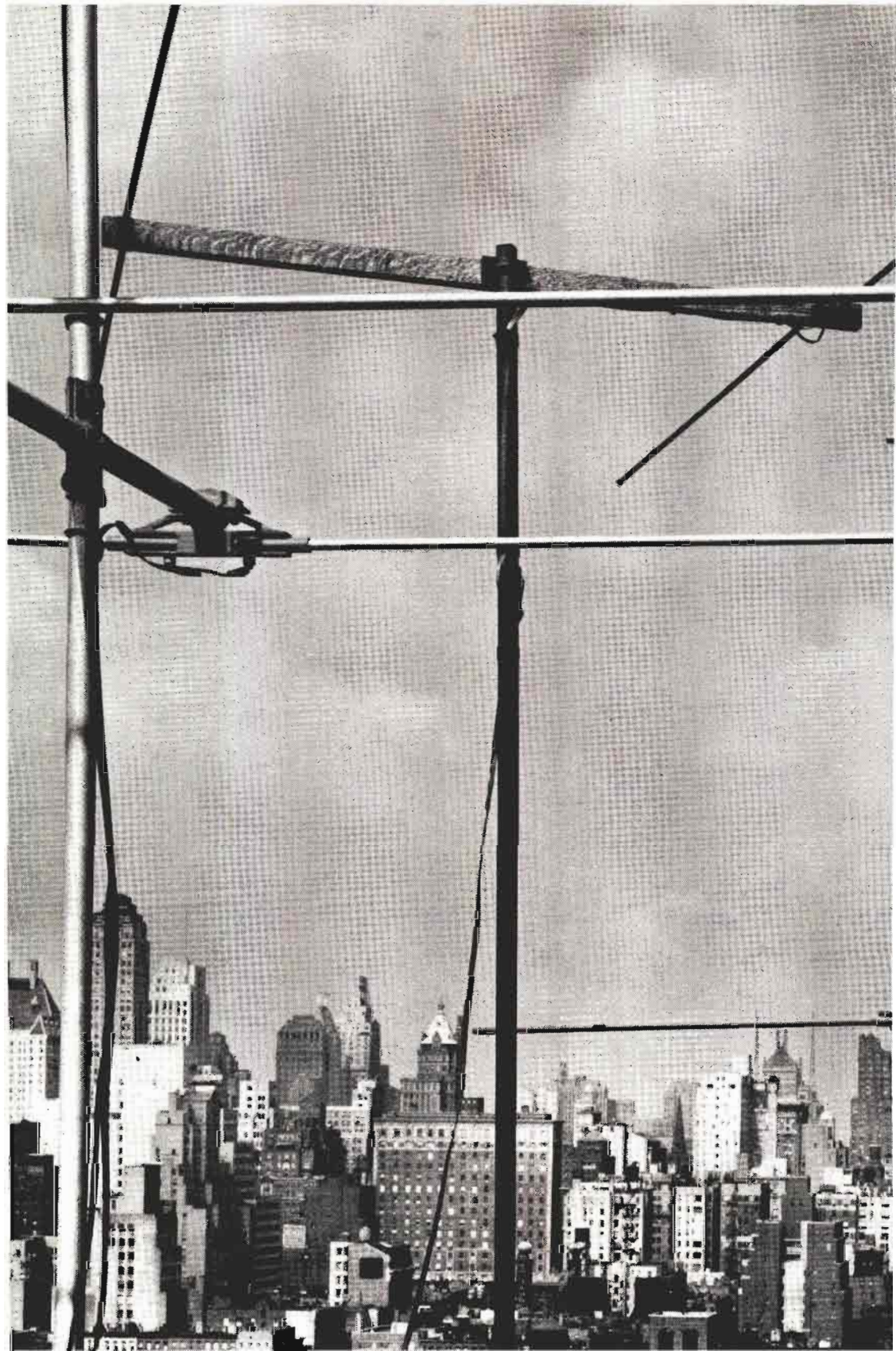
**JOHN S. DAVIDSON**  
*Fletcher D. Richards, Inc.*

Born in New York City, he attended Lawrenceville School and Yale University (Sheffield Scientific Schools). Davidson entered the radio business in sales and programming at NBC in 1927. Formerly he had been with Judge Weekly and the Selznick Moving Picture Co. His years in radio have seen him serve as radio director for Ruthrauff and Ryan, Young and Rubicam, J. M. Mathes, and as radio-television director at Federal Advertising Agency. In 1947 he joined the Fletcher D. Richards agency, where he is now radio and television director. Among Richards' TV programs and accounts are: Special animated film shorts for U. S. Rubber Co. (tire division); "Lucky Pup" for U. S. Rubber Co. (footwear division); Animated film shorts for Durham-Enders Razor Corp.; Boxing Matches for Berghoff Brewing Corp.; "Market Melodies" for Foremost Dairies, Inc. and a news program for Eastern Air Lines.



**DAVIDSON**







*it is now tomorrow...*

Look closely at your new horizon.

These are not the shapes of things to come, but of things already here.

For today, television in its *full* proportions is clearly visible ...creating new patterns in the basic habits of Americans.

It is changing the way they work and play; the way they think and talk, and buy and sell.

In this pattern, the habit of tuning to CBS Television is firmly fixed —held fast by powerful programming like *The Goldbergs*...*Studio One*... *Arthur Godfrey*...*Ed Wynn*...*Mama* ...*Suspense*...*Inside U.S.A.*...

For in television as in radio when you tune to CBS, you know you're tuning in the kind of entertainment that satisfies the largest audiences in the world.

***CBS television***  
*first in audiences*







# A. B. C. TELEVISION NETWORK

## **ROBERT E. KINTNER** *President*



KINTNER

Robert E. Kintner, president of the American Broadcasting Company, is, at 40, the youngest president of a national network. He is also the most recently elected major radio network chief executive, having been named to his new office by the ABC board of directors on December 30, 1949. At the same meeting the ABC board elected Mark Woods, president, to be vice-chairman of the company. Kintner who prior to his election as ABC chief, was executive vice-president, joined the company in 1944 following his discharge from the Army as Lieutenant Colonel. Before his service in the Army, for which he was awarded the Legion of Merit, he had a distinguished career as a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally syndicated Washington newspaper column.

## **CHARLES C. BARRY** *Vice-President in Charge Radio-TV Programming*

One of the radio industry's best liked personalities. Charles C. (Bud) Barry, vice-pres. in charge of radio and television programming, has been one of the top program officers of the ABC network since its organization. During the period from 1942 to 1945 he was the network's national program director and two years later, in 1947, was elected a vice-president and placed in charge of radio and television programming. Barry, a former presidential announcer, has to his



BARRY

credit a large number of radio innovations which are today in wide use in the broadcasting industry. He was instrumental in the development of high fidelity transcription recording and played a prominent role in promoting the sale of time for presentation of opposing viewpoints on controversial questions. He also has been the guiding light in the development of such top radio and TV programs as "Stop The Music" and "The Paul Whiteman TV Revue."

## **ALEXANDER STRONACH, JR.** *Manager of Television Programs*

With a solid advertising agency background behind him, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept. 1948. His agency experience started in 1938 when, from Hollywood, he joined Young & Rubicam, Inc. as a writer on the "We, The People" radio show. Subsequently he produced and directed this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, talent and program manager for Young & Rubicam. In 1947, he joined the William Morris Agency as a radio-television executive. During his year and a half at ABC, the network has realized upon the full potentialities of television with the commercial "Paul Whiteman Revue," and has successfully translated "Stop The Music" from radio to video.



STRONACH



# C. B. S. TELEVISION NETWORK

## **FRANK STANTON** *President*



STANTON

Joining CBS in 1935 as research director, Frank Stanton, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State Universities.

## **HUBBELL ROBINSON, JR.** *Vice President in Charge of Network Programs*

In story book fashion, Hubbell Robinson Jr. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1941 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On



ROBINSON, JR.

January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

## **J. L. VAN VOLKENBURG** *Vice President in Charge of Network Sales*

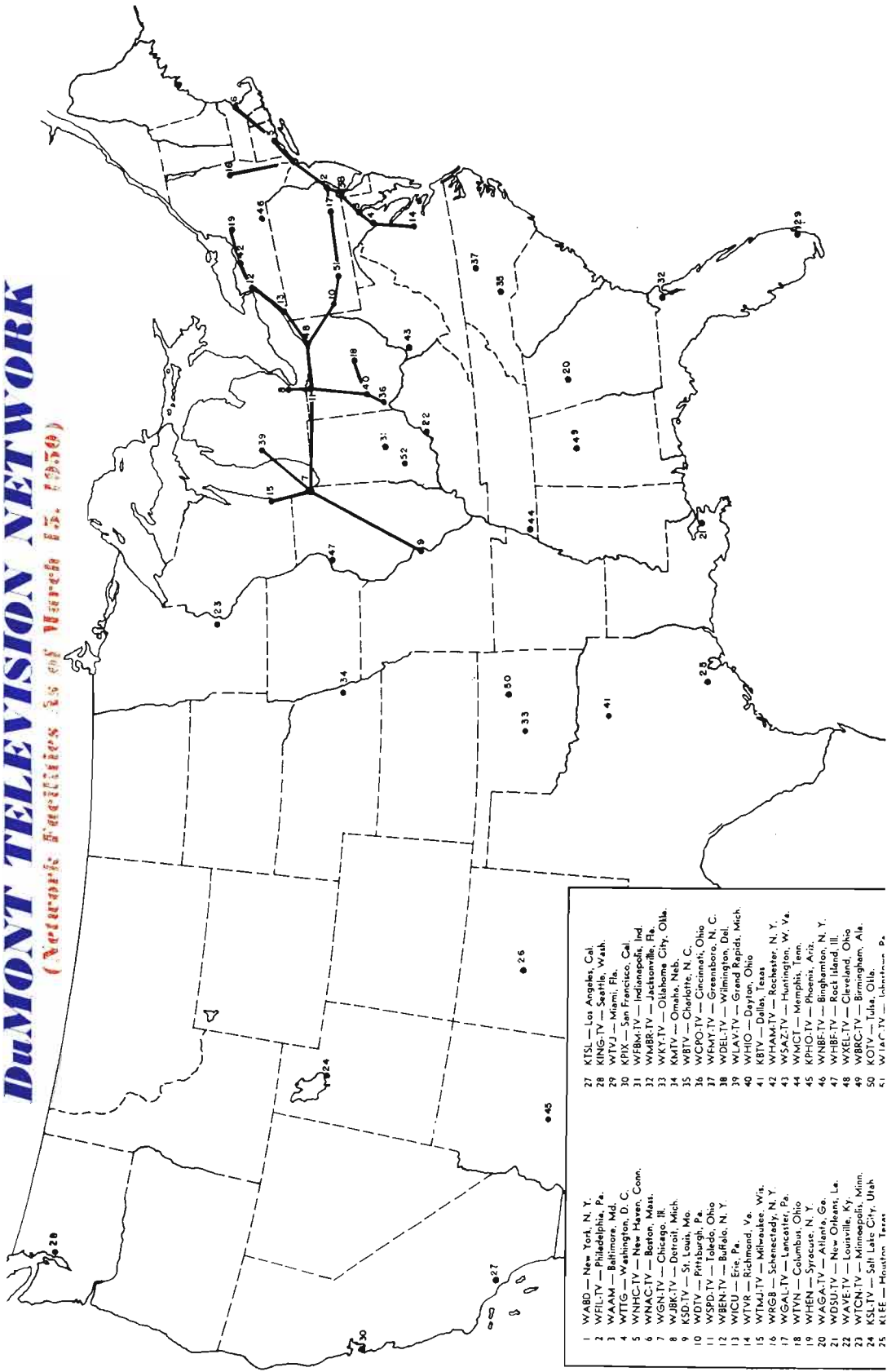
A member of the CBS family for 18 years, J. L. Van Volkenburg, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMON, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and, three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice president and director of Television operation and on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.



VAN VOLKENBURG

# DuMONT TELEVISION NETWORK

(Atlantic Facilities as of March 15, 1950)



- |    |                               |    |                               |
|----|-------------------------------|----|-------------------------------|
| 1  | WARD — New York, N. Y.        | 37 | KTSI — Los Angeles, Cal.      |
| 2  | WFLD-TV — Philadelphia, Pa.   | 38 | KING-TV — Seattle, Wash.      |
| 3  | WAAM — Baltimore, Md.         | 39 | WTX — Memphis, Tenn.          |
| 4  | WTTG — Washington, D. C.      | 40 | KPIX — San Francisco, Cal.    |
| 5  | WNAC-TV — New Haven, Conn.    | 41 | WFBM-TV — Indianapolis, Ind.  |
| 6  | WNAC-TV — Boston, Mass.       | 42 | WMBR-TV — Jacksonville, Fla.  |
| 7  | WGN-TV — Chicago, Ill.        | 43 | WKY-TV — Oklahoma City, Okla. |
| 8  | WJBK-TV — Detroit, Mich.      | 44 | KMTV — Omaha, Neb.            |
| 9  | KSD-TV — St. Louis, Mo.       | 45 | WBTV — Charlotte, N. C.       |
| 10 | WDIV — Pittsburgh, Pa.        | 46 | WCPO-TV — Cincinnati, Ohio    |
| 11 | WSPD-TV — Toledo, Ohio        | 47 | WFMY-TV — Greensboro, N. C.   |
| 12 | WBEN-TV — Toledo, Ohio        | 48 | WDEL-TV — Wilmington, Del.    |
| 13 | WICU — Erie, Pa.              | 49 | WLAV-TV — Grand Rapids, Mich. |
| 14 | WTVR — Richmond, Va.          | 50 | WHIO — Dayton, Ohio           |
| 15 | WTMJ-TV — Milwaukee, Wis.     | 51 | KBTV — Dallas, Texas          |
| 16 | WRGB — Schenectady, N. Y.     |    |                               |
| 17 | WGAL-TV — Lancaster, Pa.      |    |                               |
| 18 | WTNH — Columbus, Ohio         |    |                               |
| 19 | WHEN — Syracuse, N. Y.        |    |                               |
| 20 | WAGA-TV — Atlanta, Ga.        |    |                               |
| 21 | WAVE-TV — New Orleans, La.    |    |                               |
| 22 | WTCN-TV — Knoxville, Tenn.    |    |                               |
| 23 | WTCN-TV — Knoxville, Tenn.    |    |                               |
| 24 | KSL-TV — Salt Lake City, Utah |    |                               |
| 25 | KLEE — Houston, Texas         |    |                               |



# DuMONT TELEVISION NETWORK

## **DR. ALLEN B. DuMONT** *President*



DU MONT

President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Rensselaer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video receiver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

## **MORTIMER W. LOEWI** *Director*

The growth of the Dumont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy



LOEWI

for the last 14 years and is widely known in New York banking and investment circles. Commander Loewi was born in Urbana, Ohio, but while he was still quite young his family moved to Piqua, Ohio, where he graduated grade and high school. His later education centered mainly on art. He studied at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy. Loewi is an art connoisseur as well as an accomplished artist.

## **CHRIS J. WITTING** *General Manager*

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the E.F.O.



WITTING





# M. B. S. TELEVISION NETWORK

## **THEODORE C. STREIBERT** *Chairman of the Board*



STREIBERT

Theodore C. Streibert, chairman of the Board of the Mutual Broadcasting System, formerly held an important position in the field of education as assistant dean of the Harvard Business School. He has been president of WOR since 1945 and prior to that was connected with the motion picture industry as a film company executive. Streibert joined WOR in 1933 as assistant to Alfred J. McCosker, who was then the station's president. He was elected to the station's board of directors in 1935 and a year later was named executive vice-president and general manager. Streibert was an instrumental figure in the founding and development of the Mutual Broadcasting System of which WOR is the N. Y. key station. As WOR president he supervises the station's AM and FM activities and is also in charge of WOR-TV and WOIC, Washington, D. C.

## **A. A. SCHECHTER** *Vice-President*

One of the most energetic executives in the business, A. A. Schechter, Mutual network vice-president in charge of news, special events and press, entered radio in 1931 as head of the copy desk at NBC. In the eleven years that followed, he molded a radio news organization with reporters being heard regularly from the far corners of the world. In 1938, Schechter directed the first combined radio and TV special event, when the King and Queen of England



SCHECHTER

visited New York's World Fair. Today he is probably the best known news and special events man in radio. As a Lieutenant Colonel during World War II, he served as chief of radio at General MacArthur's headquarters in charge of press transmission and broadcasting in the Southwest Pacific. Schechter is active in supervising the TV activities of the Mutual network, working closely with MBS local stations which are in video operation.

## **EARL M. JOHNSON** *Vice-President in Charge of Engineering*

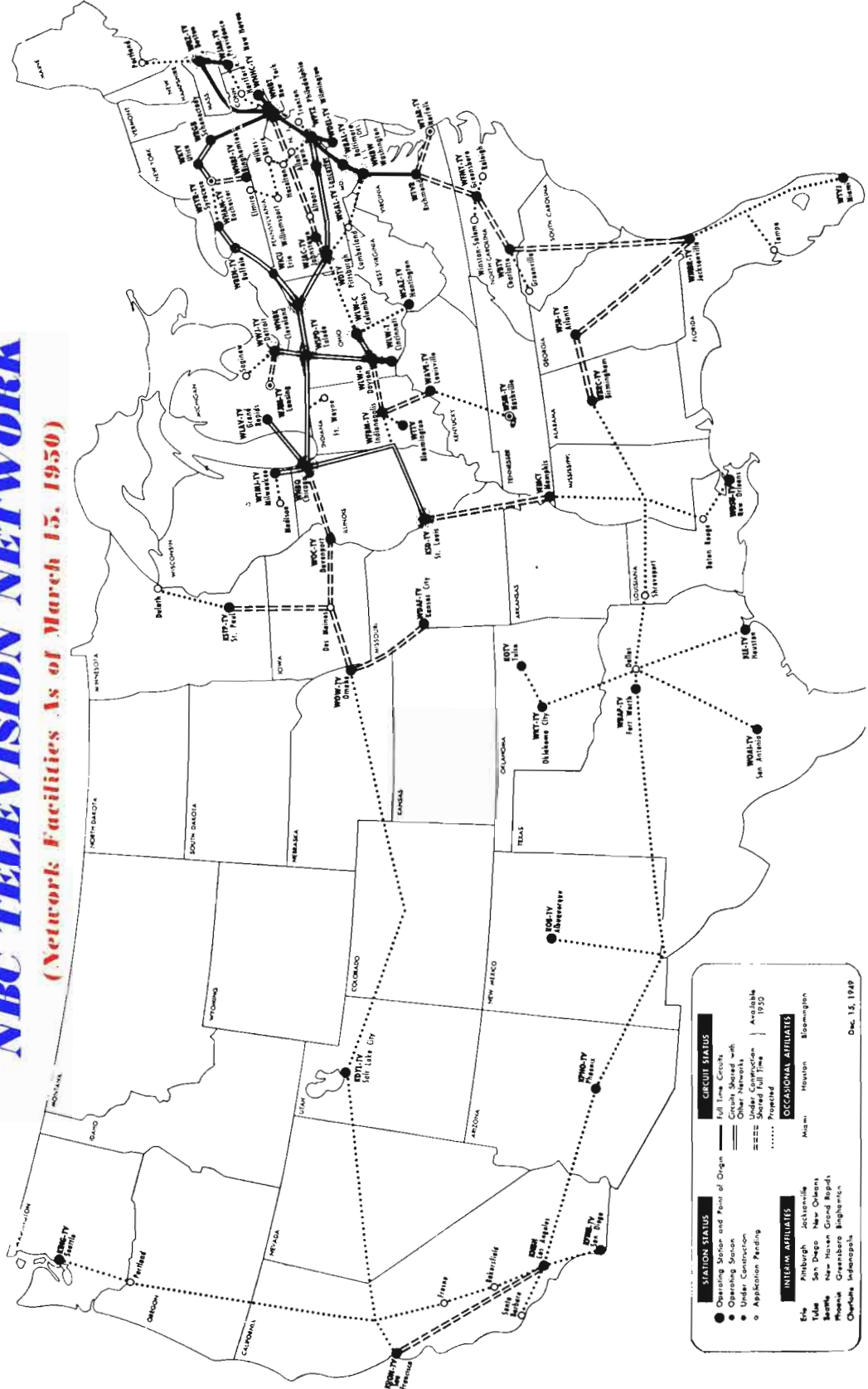
Joining the Mutual Broadcasting System in 1945 as chief plans and allocation engineer, Earl M. "Pete" Johnson was named director of engineering on January 1, 1947. In that capacity, he developed Mutual's "listenability," a new engineering measurement, designed to guide network expansion. Johnson was elected vice-president in charge of engineering and station relations for Mutual in February, 1949. He is in daily contact with Mutual affiliates on AM, FM and TV matters. Johnson has been a member of the executive engineering committee of the NAB for four years. A graduate of the University of Cincinnati, he became an engineer on the staff of WLW, in 1940. He served on the Operation Research Staff of the War Department during the last war. He takes part in the TV activities of MBS and has handled special management assignments.



JOHNSON

# NBC TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



| STATION STATUS                          | CREDIT STATUS                           |
|-----------------------------------------|-----------------------------------------|
| ● Operating Station and Point of Origin | — Full Time Circuits                    |
| ○ Operating Station                     | --- Circuits shared with other stations |
| ● Under Construction                    | ==== Available Under Construction       |
| ○ Shared Full Time 1950                 | ..... Processed                         |
| ○ Application Pending                   |                                         |

| INTERIM AFFILIATES                                                                                                                                                 | OCCASIONAL AFFILIATES                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li> Erie</li> <li> Pittsburgh</li> <li> Tulsa</li> <li> Seattle</li> <li> Phoenix</li> <li> Charlotte, Indianapolis</li> </ul> | <ul style="list-style-type: none"> <li> Miami</li> <li> Houston</li> <li> Birmingham</li> </ul> |

Dec. 15, 1949

# N. B. C. TELEVISION NETWORK

## **NILES TRAMMELL** *Chairman of the Board*



TRAMMELL

One of those career man in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, Niles Trammell, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network. Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

## **JOSEPH H. McCONNELL** *President*

A counsel and executive for RCA since 1941, Joseph Howard McConnell was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under



McCONNELL

Donald Richberg, in Washington, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

## **CHARLES R. DENNY** *Executive Vice-President*

Charles R. Denny, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



DENNY



# The SHOW Window Philadelphia *Shops* By

Whether she's eyeing an item from the dime store\* . . . or a mink coat\*\*  
... WFIL-TV's main talent is catching Mrs. Philadelphia in the act of making  
up her mind. And remember, YOU are in the act, when YOU're on WFIL-TV.

*From the experiences of \*F. W.  
Woolworth Co., and \*\*Corlies Furs, Inc., both of which  
bought WFIL-TV once, and then again, and again.)*

ABC and  
DU MONT

**WFIL-TV**

Represented by  
THE KATZ AGENCY

The Philadelphia Inquirer Station

# TELEVISION STATIONS

Alphabetically Listed  
by States, Cities and Call Letters



Personnel



Facilities



Other Detailed Information

## NINETEEN FIFTY





# Index Of The TELEVISION STATIONS Of The United States

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| WAAM-TV      | Baltimore, Md.              | 1097     | WNBT         | New York, N. Y.      | 1101     |
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| WAVE-TV      | Louisville, Ky.             | 1096     | WOI-TV       | Ames, Ia.            | 1096     |
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| WBKB         | Chicago, Ill.               | 1095     | WPIX         | New York, N. Y.      | 1102     |
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| WBRC-TV      | Birmingham, Ala.            | 1087     | WRGB         | Schenectady, N. Y.   | 1102     |
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| WBZ-TV       | Boston, Mass.               | 1098     | WSB-TV       | Atlanta, Ga.         | 1095     |
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| WDAF-TV      | Kansas City, Mo.            | 1099     | WTMJ-TV      | Milwaukee, Wis.      | 1110     |
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| WEWS         | Cleveland, O.               | 1104     | WTVR         | Richmond, Va.        | 1110     |
| WFBL-TV      | Indianapolis, Ind.          | 1096     | WWJ-TV       | Detroit, Mich.       | 1098     |
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# STATION EXPANSION 1949-1950

*The following list of Television Stations indicates the rapid growth of the medium over the same period last year, when there were 57 stations operating in 30 cities. \*This list contains a total of 101 TV stations in operation in 59 cities where a total of 4,822,400 television sets were installed as of March 1, 1950.*

*\* Figures from NBC-TV Sales Planning & Research.*

## ALABAMA

### WAFM-TV

**BIRMINGHAM—1949—ABC-CBS  
PARAMOUNT**

Channel: 13 . . . . . AP: 13.5 Kw. . . . . VP: 26 Kw.  
Owned-Oper. By . . . . . Voice of Alabama, Inc.  
Business-Studio Address . . . . . Protective Life Bldg.  
Phone Number . . . . . 3-8116  
Transmitter Location . . . . . Radio Park-Red Mt.  
Air Time . . . . . 35 hours weekly  
News Service . . . . . UP  
Representative . . . . . Radio Sales  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Thad Holt  
Sta| Mgr., Pgm. Dir. . . . . Lionel F. Baxter  
Commercial Manager . . . . . C. P. Persons, Jr.  
Production Manager . . . . . Burt McKee, Jr.  
Film Director . . . . . LeRoy Holt  
Chief Engineers . . . . . Jimmy Evans, N. H. Hurley  
Manager of Operations . . . . . E. H. Mitchell

### WBRC-TV

**BIRMINGHAM—1949—NBC-DuM**

Channel: 4 . . . . . AP: 7.25 . . . . . VP: 14.25 Kw.  
Owned-Oper. By . . . . . Birmingham Bcstg. Co.  
Business-Studio Address . . . . . WBRC Bldg.  
Phone Number . . . . . 4-7741  
Transmitter Location . . . . . Red Mountain  
Air Time . . . . . 42 hrs. weekly  
News Service . . . . . AP, INS  
Representative . . . . . Blair  
Membership . . . . . NAB  
President . . . . . Eloise Smith Hanna  
General Manager . . . . . G. P. Hamann  
Commercial Manager . . . . . Don D. Campbell  
Program Director . . . . . M. D. Smith  
Promotion Director . . . . . John Orr  
Dir. of News & Special Events . . . . . Davenport Smith  
Production Manager . . . . . M. D. Smith  
Publicity Director . . . . . John Orr  
Dir. of Remotes . . . . . Millard Almon  
Chief Engineer . . . . . G. P. Hamann

## ARIZONA

### KPHO-TV

**PHOENIX—1949—ABC-CBS-NBC  
DU MONT**

Channel: 5 . . . . . AP: 8.7 Kw. . . . . VP: 175 Kw.  
Owned-Oper. By . . . . . Phoenix Television Inc.  
Studio Address . . . . . KPHO Bldg.  
Phone Number . . . . . 4-7367  
Transmitter Location . . . . . Westward Ho Hotel  
President . . . . . Rex Schepp  
Commercial Manager . . . . . Richard Heath  
Program Manager . . . . . Scott Schepp  
Director Operations . . . . . W. J. Stiles

## CALIFORNIA

### KECA-TV

**HOLLYWOOD—1949—ABC**

Channel: 7 . . . . . AP: 14.7 Kw. . . . . VP: 29.4 Kw.  
Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
Business-Studio Address . . . . . ABC TV Center  
Phone Number . . . . . NOrmandy 3-3311  
Transmitter Location . . . . . Mt. Wilson  
Air Time: . . . . . 28½ hours weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . ABC Spot Sales  
Membership . . . . . NAB  
President . . . . . Mark Woods (ABC)  
VP & Gen. Mgr. of Western Div. . . . . F. Samuels  
Gen. Mgr. & Dir. of TV Opers. for  
Western Div. . . . . Richard Moore  
Station Manager . . . . . Clyde P. Scott  
Commercial Manager . . . . . Robert Laws  
Program Director . . . . . Phillip Booth  
Dir. of News and Special Events . . . . . F. LaTourette  
Production Manager . . . . . Carlton E. Winckler  
Publicity Director . . . . . Ned Hullinger  
Film Editor . . . . . George Boggs  
Director of Remotes . . . . . James T. Vandiver  
Chief Engineer . . . . . P. G. Caldwell

## KLAC-TV

**HOLLYWOOD—1948**

Channel: 13 . . . AP: 16.2 Kw. . . . VP: 30.8 Kw.  
 Owned-Oper. By . . . . . KMTR Radio Corp.  
 Bus.-Studio Address . . . 1000 N. Cahuenga Blvd.  
 Phone Number . . . . . HUDSON 2-7311  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 25 hours weekly  
 News Service . . . . . INS. UP  
 Representative . . . . . Katz Agency Inc.  
 Membership . . . . . NAB  
 President . . . . . Dorothy Schiff  
 Gen. Station Mgr. . . . . Don Fedderson  
 Commercial Manager . . . . . Dave Lundy  
 Program Director . . . . . Fred Henry  
 Promotion Director . . . . . Jack Miller  
 Dir. of News & Special Events . . . J. McNamara  
 Production Manager . . . . . Don Forbes  
 Publicity Director . . . . . Red Doff  
 Director of Remotes . . . . . Fred Henry  
 Chief Engineer . . . . . Carl Olson

Phone Number . . . . . Hollywood 9-6161  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 28 hours weekly  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB  
 VP Chg. West. Div. . . . . Sidney N. Strotz  
 General Manager . . . . . Harold J. Bock  
 Commercial Manager . . . . . Frank A. Berend  
 Program Director . . . . . Robert V. Brown  
 Promotion Director . . . . . Helen M. Hall  
 Dir. of News & Spec. Events . . . Roger Sprague  
 Production Manager . . . . . Edward H. Sobol  
 Publicity Director . . . . . Leslie Raddatz  
 Film Director . . . . . Robert Guggenheim  
 Director of Remotes . . . . . A. V. Cole  
 Chief Engineer . . . . . Robert W. Clark

## KNBH

**HOLLYWOOD—1949**

Channel: 4 . . . . . AP: 8 Kw. . . . . VP: 15 Kw.  
 Owned-Oper. By . . . National Broadcasting Co.  
 Business-Studio Address . . . . 1500 N. Vine St.

## KTSL

**HOLLYWOOD—1931—DuM  
 DON LEE**

Channel: 2 . . . . . AP: 2.5 Kw. . . . . VP: 15 Kw.  
 Owned-Oper. . . Thomas S. Lee Enterprises, Inc.  
 Business-Studio Address . . . . 1313 N. Vine St.  
 Phone Number . . . . . HUDSON 2-2133  
 Transmitter Location . . . . . 3800 Mt. Lee Drive  
 Air Time . . . . . 20 hours weekly  
 News Service . . . . . AP, INS  
 Representative . . . . . Blair-TV, Inc.

# KLAC-TV

## LUCKY CHANNEL 13

Represented by  
 THE KATZ AGENCY

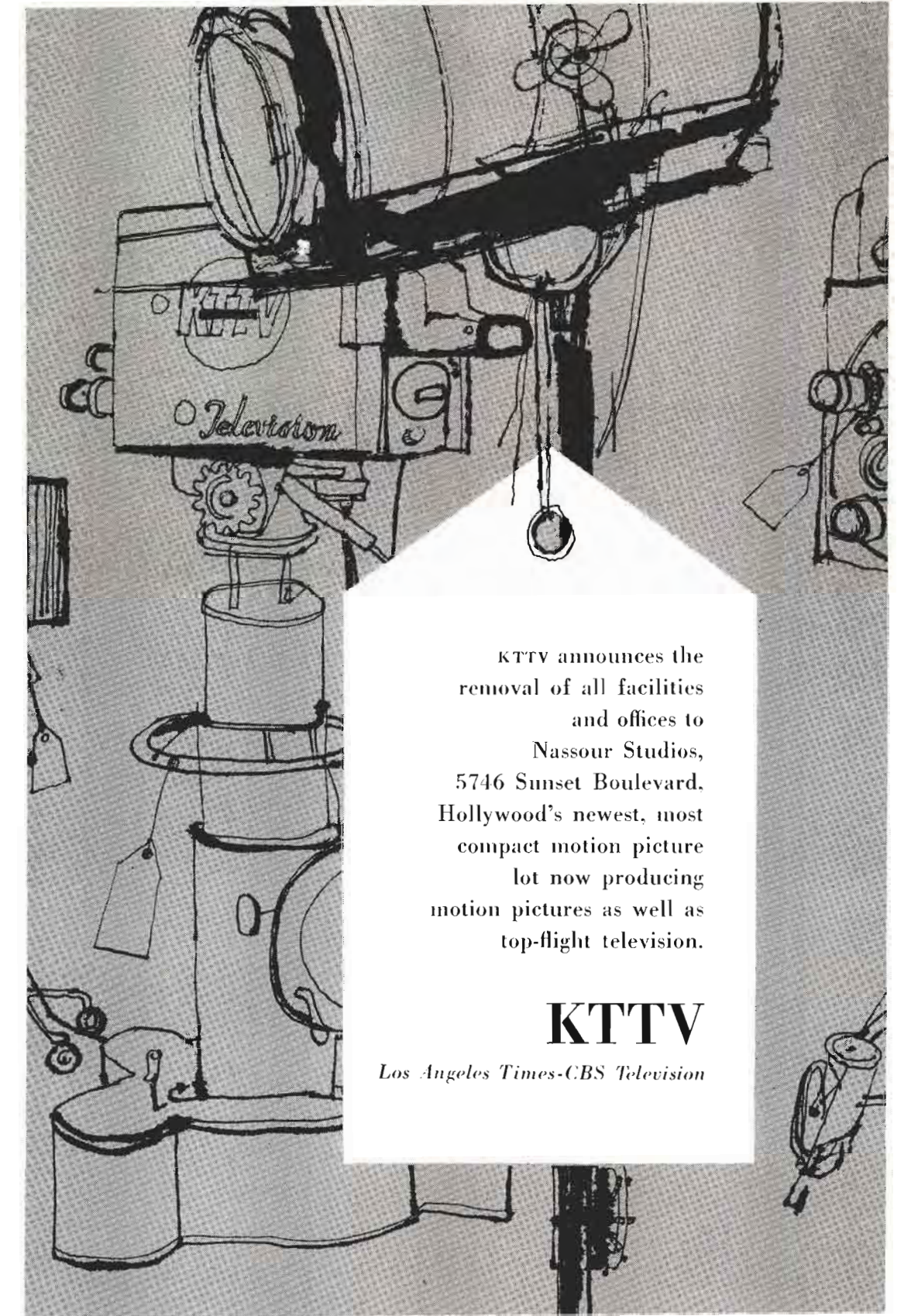


### AL JARVIS'

### Make-Believe Ballroom



HOLLYWOOD, CALIF.



KTTV announces the  
removal of all facilities  
and offices to  
Nassour Studios,  
5746 Sunset Boulevard,  
Hollywood's newest, most  
compact motion picture  
lot now producing  
motion pictures as well as  
top-flight television.

**KTTV**

*Los Angeles Times-CBS Television*



## . . . U. S. TELEVISION STATIONS . . .

Membership . . . . . NAB  
 President . . . . . Willet H. Brown  
 VP Chg. TV . . . . . Charles L. Glett  
 Sales Manager . . . . . Robert B. Hoag  
 Executive Producer . . . . . Cecil Barker  
 Promotion Director . . . . . John Hurley  
 Director of News & Spec. Events . . . . . Bill Symes  
 Production Supervisor . . . . . R. P. Anderson, Jr.  
 Publicity Director . . . . . Mark Finley  
 Film Director . . . . . Donald M. Hine  
 Director of Remotes . . . . . Gilbert Wyland  
 Chief Engineer . . . . . Harold Jury  
 Dir. of TV Research . . . . . Harry R. Lubcke

### KTTV

**HOLLYWOOD—1948—CBS**

Channel: 11 . . . . . AP: 16.6 Kw. . . . . VP: 31.5 Kw.  
 Owned-Oper. By . . . . . KTTV, Inc.  
 Phone Number . . . . . HUDSON 2-1301  
 Transmitter Location . . . . . Mount Wilson  
 Air Time . . . . . 35 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB  
 President . . . . . Norman Chandler  
 Acting Station Mgr. . . . . Harrison M. Dunham  
 Commercial Manager . . . . . Frank G. King  
 Program Director . . . . . Robert M. Purcell  
 Promotion, Publicity Dir. . . . . John R. Vrba  
 Production Manager . . . . . Seymour Klute  
 Film Director . . . . . John D. Rovick  
 Director of Remotes . . . . . Robert Breckner  
 Chief Engineer . . . . . R. A. Monfort

(See Page 1089)

### KFI-TV

**LOS ANGELES—1948**

Channel: 9 . . . . . AP: 18 Kw. . . . . VP: 34 Kw.  
 Owned-Oper. By . . . . . Earle C. Anthony, Inc.  
 Business-Studio Address . . . . . 141 N. Vermont Ave.  
 Phone Number . . . . . DUNKIRK 2-2121  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 15 hours weekly  
 News Service . . . . . AP, UP  
 Membership . . . . . TBA, NAB  
 President . . . . . Earle C. Anthony  
 Gen. Mgr. . . . . W. B. Ryan  
 Station Manager . . . . . H. J. Tyler  
 Program Director . . . . . Kenneth Higgins  
 Sales Prom. Mgr. . . . . K. B. Sweeney  
 Director News & Special Events . . . . . Pat Bishop  
 Film Director . . . . . James Love  
 Technical Director . . . . . Seymour Johnston

### KTLA

**LOS ANGELES—1947**

Channel: 5 . . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
 Owned-Oper. . . . . Paramount TV Productions, Inc.  
 Business Studio Address . . . . . 5451 Marathon St.  
 Phone Number . . . . . HOLLYWOOD 9-6363

Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 50 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Gris Rashbaum  
 Membership . . . . . TBA  
 President . . . . . Paul Raibourn  
 General Manager . . . . . Klaus Landsberg  
 Commercial Manager . . . . . Harry Maynard  
 Program Director . . . . . Gordon Minter  
 Production Supervisor . . . . . J. Gordon Wright  
 Director of News & Special Events . . . . . Jon Rice  
 Manager Studio Operations . . . . . Charles Theodore  
 Film Director . . . . . Leland G. Muller  
 Director of Remotes . . . . . John Silva  
 Chief Engineer . . . . . Raymond Moore

### KFMB-TV

**SAN DIEGO—1949—ABC-CBS-NBC**

Channel: 8 . . . . . AP: 20.2 Kw. . . . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Jack Gross Bcstg. Co.  
 Business Address . . . . . 1375 Pacific Blvd.  
 Phone Number . . . . . MAIN 2114  
 Studio Address . . . . . San Diego Hotel  
 Transmitter Location . . . . . Mount Soledad  
 Air Time . . . . . 49 hours weekly  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President, General Manager . . . . . Jack O. Gross  
 Commercial Manager . . . . . William Edholm  
 Prog. Dir., Dir. of Remotes . . . . . Alvin Flanagan  
 Prom., Pub. Dir. . . . . Neil Morgan  
 Prod. Mgr., Film Dir. . . . . Bill Fox  
 Chief Engineer . . . . . Thornton Chew

### KGO-TV

**SAN FRANCISCO—1949—ABC**

Channel: 7 . . . . . AP: 13.7 Kw. . . . . VP: 25.4 Kw.  
 Owned-Oper. By . . . . . American Bcstg. Co.  
 Business Address . . . . . 155 Montgomery St.  
 Phone Number . . . . . LOMBARD 4-1770  
 Studio-Transmitter Location . . . . . Mt. Sutro  
 Representative . . . . . ABC Spot Sales  
 General Manager . . . . . Gayle V. Grubb  
 Sales Manager . . . . . Vincent Francis  
 Chief Engineer . . . . . A. E. Evans

### KPIX

**SAN FRANCISCO—1948—CBS  
DUMONT-PARAMOUNT**

Channel: 5 . . . . . AP: 15.4 Kw. . . . . VP: 29.9 Kw.  
 Owned-Oper. By . . . . . Associated Bcstrs, Inc.  
 Bus. Studio Address . . . . . Mark Hopkins Hotel  
 Phone Number . . . . . EXBROOK 2-4567  
 Trans. Location . . . . . Roof, Mark Hopkins Hotel  
 Air Time . . . . . 14-28 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Bolling  
 Membership . . . . . TBA, NAB  
 President . . . . . Wesley I. Dumm  
 V.P., Gen. Mgr. . . . . Philip G. Lasky

Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Promotion Dir.....Kay Mulvihill  
 Dir. News & Spec. Events....Forrester Mashbir  
 Film Director.....Arlene Healy  
 Technical Director.....A. E. Towne

**CONNECTICUT**

**WNHC-TV**

NEW HAVEN—1948  
 ABC-CBS-MBS-NBC-DuM

Channel: 6... AP: .957 Kw.... VP: 1.82 Kw.  
 Owned-Oper. By... The Elm City Bcstg. Corp.  
 Business-Studio Address.....1110 Chapel St.  
 Phone Number .....8-0196  
 Transmitter Location.....Gaylord Mt.  
 Air Time.....52 hours weekly  
 News Service .....AP  
 Representative .....Katz  
 Membership .....NAB  
 President.....Patrick J. Goode  
 Sec.-Treas.....Aldo De Dominicis  
 Station Manager.....James T. Milne  
 Commercial Manager....Vincent J. Callanan  
 Acting Program Director.....Jean O'Brien  
 Prom. Dir., Prod. Mgr.....Lee Hall  
 Director of Sports.....Lawrence McNamara  
 Dir of Rem., Chf. Engr....Vincent DeLaurentis

**KRON-TV**

SAN FRANCISCO—1949—NBC

Channel: 4... AP: 7.7 Kw.... VP: 14.5 Kw.  
 Owned-Oper. By... The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 Transmitter Location...TV Peak, San Bruno Mt.  
 Air Time.....23 hours weekly  
 News Service.....AP  
 Representative.....Free and Peters  
 Membership .....NAB  
 Manager.....Charles Thieriot  
 Director of Television.....Harold P. See  
 Sales Director.....Norman Louvau  
 Program Director.....Patric Crafton  
 Promotion Director.....Don Knight  
 Publicity Director.....Jack Wallace  
 Chief Engineer.....R. A. Isberg

**KFMB is all-embracing** in **SAN DIEGO!**

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

**KFMB** ( AM FM TV )

1375 Pacific Blvd., San Diego, Calif.

*Owned and managed by Jack Gross  
 Represented by The Branham Co.*

*Wire or write for availabilities*

*Always More*  
on  
*Channel Four*

W

N

B

W

NBC

**WASHINGTON**

• • U. S. TV STATIONS • •

**DELAWARE**

**WDEL-TV**

WILMINGTON—1949—NBC

Channel: 7.....AP: 5 Kw.....VP: 1 Kw.  
Owned-Oper. By.....WDEL, Inc.  
Business-Studio Address.....10th & King Sts.,  
Phone Number.....7268  
Transmitter Location.....New Castle County  
Air Time.....58 hours weekly  
News Service.....UP  
Representative.....Meeker  
Membership.....NAB  
Station Executive.....Clair R. McCollough  
Station Manager.....J. Gorman Walsh  
General Sales Manager.....J. Robert Gulick  
Program Director.....James Adshhead  
Technical Director.....J. E. Mathiot

**DISTRICT OF  
COLUMBIA**

**WMAL-TV**

WASHINGTON, D. C.—1947—ABC

Channel: 7.....AP: 12 Kw.....VP: 22 Kw.  
Owned-Oper. By.....The Evening Star Bcstg. Co.  
Business Address.....724 14th St., N.W.  
Phone Number.....National 5400  
Studio Address.....Commonwealth Bldg.  
Transmitter.....Campus American Univ.  
Air Time.....54 hours weekly  
Representative.....ABC Spot Sales  
Membership.....NAB  
President.....S. H. Kauffmann  
V.P. & Gen. Mgr.....K. H. Berkeley  
Commercial Manager.....Ben B. Baylor, Jr.  
Program Director.....Charles Kelly  
Promotion Director.....Howard Bell  
Director of News & Spec. Events.....Bryson Rash  
Publicity Director.....Mary Pauline Perry  
Chief Engineer.....Frank Harvey

**WNBW**

WASHINGTON—1947—NBC

Channel: 4.....AP: 10.5 Kw.....VP: 20.5 Kw.  
Owned-Oper. By.....National Bcstg. Co., Inc.  
Business-Studio Address.....724 14th St., N.W.  
Phone Number.....REpublic 4000  
Transmitter Location.....Wardman Park Hotel  
Air Time.....45 hours weekly  
News Service.....AP, INS, UP  
Representative.....NBC Spot Sales



**U. S. TELEVISION STATIONS**

Membership ..... TBA, NAB  
 President ..... Joseph H. McConnell  
 Washington Vice-Pres. .... Frank M. Russell  
 General Manager ..... William R. McAndrew  
 Asst. Gen. Mgr. .... George Y. Wheeler  
 Director of Programs ..... Eugene Juster  
 Commercial Manager ..... Mahlon Glascock  
 Engineer in Charge ..... Donald Cooper  
 Business Manager ..... George Sandefer  
 Program Manager ..... Ralph Burgin  
 Sales Prom. Mgr. .... Tom Geoghegan  
 Publicity Manager ..... Walter Jay Royen

**WOIC**

**WASHINGTON—1949—CBS-MBS**

Channel: 9... AP: 14.4 Kw... VP: 27.3 Kw.  
 Owned-Oper. ... Bamberger Bcstg. Service, Inc.  
 Business Address ..... 433 Barr Bldg.  
 Phone Number ..... ORdway 7600  
 Studio-Transmitter Location... 40th & Brandy-  
 wine Sts., N.W.

Air Time ..... 39½ hours weekly  
 News Service ..... UP  
 Representative ..... WOR Sales  
 Membership ..... TBA, NAB  
 President ..... Theodore C. Streibert  
 General Manager ..... Eugene S. Thomas  
 Commercial Manager ..... William D. Murdock  
 Program Director ..... James S. McMurry  
 Prom. Dir., Dir. of Spec. Events ..... John F.  
 Hardesty  
 Production Manager ..... James Blair  
 Film Director ..... Montrey Ashburn  
 Director of Remotes... Lawrence A. Wilkinson  
 Chief Engineer ..... Robin D. Compton

**WTTG**

**WASHINGTON—1945—DuM**

Channel: 5... AP: 10.5 Kw... VP: 17.5 Kw.  
 Owned-Oper By... Allen B. DuMont Labs., Inc.  
 Business-Studio Address... 12th & E Sts., N.W.  
 Phone Number ..... STerling 5300  
 Transmitter ..... 5217 19th Rd., N.; Arlington  
 Air Time ..... 40-45 hours weekly  
 News Service ..... Transradio  
 Representative ..... DuMont Spot Sales  
 Membership ..... TBA  
 President ..... Dr. Allen B. DuMont  
 General Manager ..... Walter Compton  
 Commercial Manager ..... Harold E. Sheffers  
 Program Director ..... Roger Coelos  
 Prom., Pub. Dir. .... Clarke Thornton  
 Dir of Spec. Events & Remotes. Donald G. Roper  
 Film Director ..... Jules Huber  
 Chief Engineer ..... Malcolm M. Bureson

**FLORIDA**

**WMBR-TV**

**JACKSONVILLE—1949  
 ABC-CBS-NBC-DuM**

Channel: 4... AP: 7.4 Kw... VP: 14.8 Kw.  
 Owned-Operated By ..... Florida Bcstg. Co.  
 Business Address ..... 625 So. Main St.  
 Phone Number ..... 98-1525, 9-4477  
 Studio-Trans. Location... Southhampton & Vine  
 Air Time ..... 42 hrs. wkly.  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 President ..... Frank King  
 Gen., Sta. Mgr. .... Glenn Marshall, Jr.  
 Program Director ..... Paul Acosta  
 Prod. Mgr., Film Dir. .... Bernie Adams  
 Chief Engineer ..... Ernest Vordermark

**WTVJ**

**MIAMI—1948—ABC-CBS-NBC-DuM**

Channel: 4... AP: 1.1 Kw... VP: 2.2 Kw.  
 Owned-Oper. By... Southern Radio & TV Equip.  
 Co.  
 Business-Studio Address ..... 17 N. 3rd St.  
 Phone Number ..... 82-6671  
 Transmitter Location ..... Everglades Hotel  
 Air Time ..... 30 hrs. wkly.  
 Representative ..... Free & Peters  
 President ..... Mitchell Wolson  
 Gen., Sta. Mgr. .... Lee Ruwitch  
 Commercial Manager... Harold W. Batchelder  
 Pgm. Dir., Dir. of News & Spec. Events  
 Clyde H. Lucas  
 Promotion Director ..... Sonny Shepherd  
 Production Manager ..... Lyn Lucas  
 Publicity Director ..... Bert M. Toppan  
 Film Director ..... Labe B. Mell  
 Director of Remotes ..... John A. Shay  
 Chief Engineer ..... Earl W. Lewis

**GEORGIA**

**WAGA-TV**

**ATLANTA—1947—CBS-DuM**

Channel: 5... AP: 9.5 Kw... VP: 18 Kw.  
 Owned-Operated By ..... Fort Industry Co.  
 Bus.-Studio Address... 1032 W. Peachtree, N.W.  
 Phone Number ..... Emerson 2541  
 Trans. Location ..... 1018 W. Peachtree, N.W.  
 Air Time ..... 33 hours weekly  
 News Service ..... AP  
 Representative ..... Katz

1953

# WGN-TV IS TOPS IN CHICAGO

## ... IN TECHNICAL EQUIPMENT

WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

## ... IN LOCAL PROGRAMMING

WGN-TV originates more local programming than any other Chicago station . . . has more local time sold . . . and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

## ... IN SPORTS COVERAGE

Channel 9 in Chicago is the station to turn to for sports—no need to hunt . . . because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

**FOR THE TOP VALUE** for your Chicago television dollar, contact Chicago's **TOP** television station.

TOPS

TOPS

TOPS

TOPS

TOPS



**U. S. TELEVISION STATIONS**

Membership ..... NAB  
 President..... George B. Storer  
 General Manager..... James E. Bailey  
 Sta. Mgr., Dir. of Remotes... Geo. B. Storer, Jr.  
 Commercial Manager..... Claude H. Frazin  
 Promotion Director..... Lidie Lee  
 Production Manager..... Joyce Miller  
 Chief Engineer..... Paul B. Cram

## W S B - T V

**ATLANTA—1948—ABC-NBC**

Channel: 8..... AP: 12:5 Kw..... VP: 23.8 Kw.  
 Owned-Operated By... The Atlanta Journal Co.  
 Address ..... W. Peachtree  
 Phone Number..... Atwood 3827  
 Air Time..... 60 hours weekly  
 News Service ..... UP  
 Representative ..... Pety  
 Membership ..... NAB  
 Managing Director..... J. Leonard Reinsch  
 General Manager..... John M. Outler, Jr.  
 Commercial Manager..... Frank Gaither  
 Program Director..... Marcus Bartlett  
 Promotion Director..... Vincent Piano  
 Dir. of News & Spec. Events... James Bridges  
 Production Manager..... Mark Toalson  
 Publicity Director..... Wayne Anderson  
 Film Director..... Jean Hendrix  
 Chief Engineer..... C. F. Daugherty

## ILLINOIS

## W B K B

**CHICAGO—1941—CBS**

Channel: 4..... AP: 7.5 Kw..... VP: 11 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address..... 190 North State St.  
 Phone Number..... RAndolph 6-8210  
 Transmitter Location... 33 North LaSalle St.  
 Air Time..... 70 hours weekly  
 News Service ..... UP  
 Representative ..... Weed  
 Membership ..... TBA  
 General Manager..... John H. Mitchell  
 Program Director..... E. Jonny Graff  
 Prom., Pub. Dir..... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Production Manager..... William Ryan  
 Dir. of Remotes..... William Balaban  
 Chief Engineer..... William P. Kusack  
 Comptroller..... M. E. Vieracker  
 Office Manager..... Milton D. Friedland

## W E N R - T V

**CHICAGO—1948—ABC**

Channel: 7..... AP: 15 Kw..... VP: 25 Kw.  
 Owned-Operated By... American Bcstg. Co.

Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number..... ANdover 3-7800  
 Transmitter Location..... Atop Opera Bldg.  
 Air Time..... 42 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... ABC Spot Sales  
 Membership ..... NAB  
 President..... Mark Woods (ABC)  
 V.P. in Chg..... John H. Norton, Jr.  
 General Manager..... James Stirton  
 Sta., Comm. Mgr..... Roy McLaughlin  
 Dir. of TV Programming..... Fred Killian  
 Promotion Director..... Karl Sutphin  
 Dir. of News & Spec. Events... Cornelius O'Dea  
 Production Supervisor..... Monte Fassnacht  
 Publicity Director..... Elliott Henry  
 Film Director..... John Berg  
 Director of Remotes..... Joseph Byrne  
 Chief Engineer..... Edward C. Horstman  
 Executive Producer..... G. Phillip Patton

## W G N - T V

**CHICAGO—1948—DuM**

Channel: 9..... AP: 7.3 Kw..... VP: 11.2 Kw.  
 Owned-Operated By... WGN, Inc.  
 Business Address..... 441 N. Michigan Ave.  
 Phone Number..... SUperior 7-0100  
 Studio Address..... 400 W. Madison St.  
 Transmitter Location..... Tribune Tower  
 Air Time..... 50 hours weekly  
 News Service ..... UP  
 President..... Col. Robert R. McCormick  
 General Manager..... Frank P. Schreiber  
 Director of Operations... Vernon R. Brooks  
 Commercial Manager... William A. McGuineas  
 TV Sales Manager..... George S. Harvey  
 Program Director..... Jay E. Faraghan  
 Director of Newsreel..... Spencer Allen  
 Facilities Manager..... George F. Petterson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

## W N B Q

**CHICAGO—1949—NBC**

Channel: 5..... AP: 11.8 Kw..... CP: 21.8 Kw.  
 Owned-Operated By... National Bcstg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number..... SUperior 7-8300  
 Transmitter Location..... Civic Opera Bldg.  
 Air Time..... 52 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales  
 Membership ..... TBA, NAB  
 President of NBC..... Joseph McConnell  
 V.P. & Gen. Mgr..... I. E. Showerman  
 Station Manager..... Jules Herbubeaux  
 Commercial Manager..... Oliver Morton  
 Program Director..... Edwin S. Mills  
 Promotion Director..... Harold A. Smith

# U. S. TELEVISION STATIONS

Dir. of News & Spec. Events.... William B. Ray  
Production Manager..... Norman Felton  
Publicity Director..... Jack Ryan  
Film Director..... Isabel Cooney  
Director of Remotes..... Reinald Werrenrath  
Chief Engineer..... Howard C. Luttgens

## INDIANA

### WTTV

BLOOMINGTON—1949

Channel: 10.... AP: 5 Kw.... VP: 1 Kw.  
Owned-Oper. By.... Sarkes and Mary Tarzian  
Address..... 535 S. Walnut St.  
Phone Number..... 2-3366  
Air Time..... 12 hours weekly  
News Service..... AP  
Representative..... L. L. Barnard  
General Manager..... Glenn Van Horn  
Sales & Prom. Mgr..... Robert Lemon  
Program Assistant..... Robert Petranoff  
Promotion Assistant..... Lyle Warrick  
Dir. of & Spec. Events Pub. Dir..... Lyle Warrick  
Chief Engineer..... Morton L. Weigel

### WFBM-TV

INDIANAPOLIS—1949

ABC-CBS-NBC-DuM

Channel: 6.... AP: 18.1 Kw.... VP: 28.2 Kw.  
Owned-Operated By..... WFBM, Inc.  
Business-Studio Address. 48 Monument Circle  
Phone Number..... Lincoln 8506  
Transmitter Location... Merchants Bank Bldg.  
Air Time..... 24 hours weekly  
News Service..... AP, INS  
Representative..... Katz  
Membership..... TBA, NAB  
Pres., Gen. Mgr..... Harry M. Bitner, Jr.  
Comm. Mgr., Pub. Dir..... William F. Kiley  
Program Director..... Frank O. Sharp  
Promotion Director..... Norman Travis  
Dir. of News & Spec. Events.... Gilbert Forbes  
Prod. Mgr., Film Dir..... Hugh I. Kibbey  
Director of Remotes..... Walter Reuleaux  
Chief Engineer..... Harold S. Holland

## IOWA

### WOI-TV

AMES—1950

Channel: 4.... AP: 10.4 Kw.... VP: 13 Kw.  
Owned-Operated By..... Iowa State A & M  
Bus.-Studio Address. Service Bldg., Iowa State  
College

Phone Number..... 2500 Extension 281  
Transmitter Location..... Ames  
Membership..... NAB  
President..... Charles E. Friley  
General Manager..... Richard B. Hull  
Station Manager..... Robert Mulhall  
Program Director..... Chris Donaldson  
Production Manager..... Edward Wegener  
Film Director..... Maurice Brunsvold  
Chief Engineer..... L. L. Lewis

### WOC-TV

DAVENPORT—1949—NBC

Channel: 5.... AP: 12.5 Kw.... VP: 22.9 Kw.  
Owned-Operated By..... Central Bcstg. Co.  
Business Address..... 1002 Brady St.  
Phone Number..... 3-3661  
Studio Address..... 805 Brady St.  
Transmitter Location... Pleasant Valley  
Representative..... Free & Peters  
President..... Col. B. J. Palmer  
V.P., Treas..... D. D. Palmer  
Resident Manager..... Ernest Sanders  
Chief Engineer..... Paul Arvidson

## KENTUCKY

### WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5.... AP: 4 Kw.... VP: 7 Kw.  
Owned-Operated By..... WAVE, Inc.  
Address..... 334 East Broadway  
Phone Number..... Wabash 2201  
Air Time..... 28 hours weekly  
News Service..... AP, INS  
Representative..... Free & Peters  
President..... George W. Norton, Jr.  
General Manager..... Nathan Lord  
Director of Television..... John Boyle  
Commercial Manager..... Ralph Jackson  
Program Director..... George Patterson  
Prom., Pub. Dir..... Robert Elverman  
Dir. of Spec. Events..... Richard Jackson  
Production Manager..... Burt Blackwell  
Film Director..... Mildred Lesniak  
Dir. of Remotes..... Walter K. Witherbee  
Chief Engineer..... Wilbur Hudson  
News Director..... James Caldwell  
Continuity Editor..... William Hodapp

• • U. S. TV STATIONS • •

**LOUISIANA**

**W D S U - T V**

**NEW ORLEANS—1948**  
**ABC—CBS—NEC—DuM**

Channel: 6... AP: 15.4 Kw... VP: 30.8 Kw.  
Owned-Operated By... WDSU Ecstg. Services  
Business-Studio Address... 520 Royal St.  
Phone Number... Tulane 4371  
Transmitter Location... Hibernia Bank Bldg.  
Air Time... 56 hours weekly  
News Service... AP, UP  
Representative... Blair  
Membership... TBA, NAB  
Partners... Edgar B. Stern, Edgar B. Stern, J.  
Gen., Sta. Mgr... Robert D. Swezey  
Commercial Manager... A. Louis Reed  
Program Director... Stanley Holiday  
Prom., Pub. Dir... Ray Liuzza  
Dir. of News & Spec. Events... Mel Leavitt  
Prod. Mgr., Dir. of Remotes... Ray Rich  
Film Director... John Muller  
Chief Engineer... Lindsey Riddle

**MARYLAND**

**W A A M - T V**

**BALTIMORE—1948—ABC—DuM**

Channel: 13... AP: 14 Kw... VP: 26 Kw.  
Owned-Oper. By... Radio Television of Baltimore, Inc.  
Address... 3725 Malden Ave.  
Phone Number... Mohawk 7600  
Air Time... 60 hours weekly  
News Service... Transradio, UP  
Representative... Harrington, Righter & Parsons  
President... Ben Cohen  
General Manager... Norman C. Kohl  
Executive Vice-Pres... Samuel Carlisle  
Administrative Director... Helen Powers  
Commercial Manager... Armand Grant  
Director of Events... Paul Kane  
Production Manager... Anthony Farrar  
Publicity Director... Harriett George  
Pgm. Mgr., Film Dir... Herbert Cahar  
Chief Engineer... Glenn Lahman

**W B A L - T V**

**BALTIMORE—1948—NBC**

Channel: 11... VP: 36.2 Kw... AP: 47.2 Kw.  
Owned-Operated By... Hearst Radio, Inc.  
Business-Studio Address... 2610 N. Charles  
Phone Number... Hopkins 3000

**IN NEW ORLEANS**

**WDSU-TV**

First and Only  
Television Station  
in the South's  
Largest City!

**IN NEW ORLEANS**

**WDSU-TV**

Your Best Buy  
to reach the  
Ever-Increasing  
TV Audience  
in this Rich Market!

**IN NEW ORLEANS**

**WDSU-TV**

Transmitter Location... Violet and Cottage Ave.  
 Air Time..... 80 hours weekly  
 News Service..... INS, UP  
 Representative..... Edward Petry  
 Membership..... TBA  
 President..... Charles B. McCabe  
 Manager..... Harold C. Burke  
 Business Manager..... D. L. Provost  
 Commercial Manager..... Leslie Peard  
 Program Director..... Willie K. Friert  
 Production Director..... Victor Campbell  
 Prom., Pub. Dir..... Tom White  
 Dir. of News & Spec. Events... Galen Fromme  
 Film Director..... Mel Quinn  
 Chief Engineer..... John Wilner

## **WMAR-TV**

**BALTIMORE—1947—CBS**

Channel: 2... AP: 10 Kw.... VP: 17.1 Kw.  
 Owned-Operated By..... The A. S. Abell Co.  
 Business-Studio Address..... Sun Bldg.  
 Phone Number..... Lexington 7700  
 Transmitter Location..... Mathieson Bldg.  
 Air Time..... 85 hours weekly  
 News Service..... AP, Transradio  
 Representative..... Katz  
 Membership..... TBA, NAB  
 President..... Paul Patterson  
 V.P., Dir. of Radio..... Ewell K. Jett  
 Commercial Manager..... Ernest A. Lang  
 Program Director..... Robert B. Cochrane  
 Production Manager..... Edwin B. Mick  
 Publicity Director..... Suzanne Gebhart  
 Film Director..... David V. R. Stickle  
 Chief Engineer..... Carlton G. Nopper

## **MASSACHUSETTS**

## **WBZ-TV**

**BOSTON—1949—NBC**

Channel: 4... AP: 7.13 Kw.... VP: 14.3 Kw.  
 Owned-Oper. By... Westinghouse Radio Stations, Inc.  
 Address..... 1170 Soldiers Field Rd.  
 Phone Number..... ALgonquin 4-5670  
 Air Time..... 40-45 hours weekly  
 News Service..... AP, UP  
 Representative..... NBC Spot Sales  
 President..... Walter Evans  
 Vice-President..... Walter E. Benoit  
 General Manager..... J. B. Conley  
 Station Manager..... W. C. Swartley  
 Sales Manager..... C. Herbert Masse  
 Program Manager..... W. Gordon Swan  
 Publicity Manager..... W. A. Davis  
 Promotion Manager..... John Stilli  
 Chief Engineer..... W. H. Hauser

## **WNAC-TV**

**BOSTON—1948—ABC-CBS-DuM  
 YANKEE**

Channel: 7... AP: 13.3 Kw.... VP: 26.6 Kw.  
 Owned-Operated By... General Tire & Rub. Co.  
 Business-Studio Address... 21 Brookline Ave.  
 Phone Number..... Commonwealth 6-0800  
 Transmitter Location..... Medford  
 Air Time..... Varies  
 News Service..... UP  
 Representative..... Edward Petry  
 Membership..... NAB  
 President..... William O'Neil  
 Exec. V.P. & Gen. Mgr..... Linus Travers  
 V.P. in chg. TV..... George Steffy  
 Vice President..... Thomas O'Neil  
 Promotion Director..... Charles Curtin  
 Dir. of News & Spec. Events... Leland Bickford  
 Publicity Director..... Phyllis Doherty  
 Film Director..... James Pike  
 Director of Remotes..... Clarence Stone  
 Chief Engineer..... Harry Whittemore  
 Technical Director..... Irving Robinson

## **MICHIGAN**

## **WJBK-TV**

**DETROIT—1948—CBS-DUMONT**

Channel: 2... AP: 7.51 Kw.... VP: 14.26 Kw.  
 Owned-Operated By..... Fort Industry Co.  
 Business-Studio Address..... 500 Temple  
 Phone Number..... Temple 3-7900  
 Transmitter Location..... 8009 Lyndon  
 Air Time..... 63 hours weekly  
 News Service..... INS  
 Representative..... Katz  
 President..... George B. Storer  
 Gen., Comm. Mgr..... Richard E. Jones  
 Supvr., Prod. Mgr..... Lanny Pike  
 Prom. Mgr., Pub. Dir..... Joyce M. Chapman  
 Film Director..... Howard Shippen  
 Director of Remotes..... Mort Walton  
 Chief Engineer..... Paul Frincke

## **WWJ-TV**

**DETROIT—1947—NBC**

Channel: 4... AP: 8.75 Kw.... VP: 17.5 Kw.  
 Owned-Operated By... Evening News Assoc.  
 Business-Studio Address... 622 W. Lafayette  
 Phone Number..... Woodward 2-2000  
 Transmitter Location..... Penobscot Bldg.  
 News Service..... UP  
 Representative..... Hollingbery  
 Membership..... TBA  
 President..... W. E. Scripps



**U. S. TELEVISION STATIONS**

Gen., Sta. Mgr. .... Harry Bannister  
 Gen. Sales Mgr. .... Willard E. Walbridge  
 Program Director. .... Melvin C. Wissman  
 Program Supervisor. .... James Eberle  
 Promotion Director. .... Jake Albert  
 Dir. of News & Spec. Events. .... Tom McMahon  
 Production Manager. .... Walter Koste  
 Publicity Director. .... William E. Lane  
 Film Director. .... Alger Sheldon  
 Chief Engineer. .... E. J. Love

**WXYZ-TV**

**DETROIT—1948—ABC**

Channel: 7... AP: 16.7 Kw... VP: 32.1 Kw.  
 Owned-Operated By .... WXYZ Inc.  
 Business Address. .... 1700 Stroh Bldg.  
 Phone Number. .... WOODWARD 3-8321  
 Studio-Transmitter Location. .... Maccabees Bldg.  
 Air Time. .... 46 hours weekly  
 News Service. .... AP, INS, UP  
 Representative. .... ABC Spot Sales  
 Membership. .... NAB  
 President (ABC). .... Mark Woods  
 Gen., Sta. Mgr. .... James G. Riddell  
 Commercial Manager. .... Len Kamins  
 Program Director. .... John Pival  
 Prom., Pub. Dir. .... Dean Linger  
 Production Manager. .... Ed Sanchez  
 Dir. of Spec. Events & Remotes. .... Don Hallman  
 Film Director. .... Aune Batson  
 Chief Engineer. .... Charles Kocher

**WLAV-TV**

**GRAND RAPIDS—1949**

**ABC-CBS-NBC-DuM**

Channel: 7... AP: 10 Kw... VP: 20 Kw.  
 Owned-Operated By .... Leonard A. Versluis  
 Business Address. .... 6 Fountain St. N.E.  
 Phone Number. .... Glendale 6-5461  
 Transmitter Location. .... E. 92nd St.  
 Air Time. .... 47 hours weekly  
 News Service. .... UP  
 Representative. .... John E. Pearson  
 Membership. .... BMB  
 Owner. .... Leonard A. Versluis  
 Gen., Comm. Mgr. .... Hy M. Steed  
 Program Director. .... Hal Kaufman  
 Director News & Spec. Events. .... Charles Herman  
 Chief Engineer. .... Lee G. Stevens

**MINNESOTA**

**KSTP-TV**

**ST. PAUL-MINNEAPOLIS—1948**

**NBC**

Channel: 5... AP: 17.3 Kw... VP: 24.7 Kw.  
 Owned-Operated By .... KSTP, Inc.

Address. .... 3415 University Ave., St. Paul  
 Phone Number. .... Prior 2717, St. Paul  
 Air Time. .... 56 hours weekly  
 News Service. .... AP  
 Representative. .... Edward Petry  
 Membership. .... NAB  
 Pres., Gen. Mgr. .... Stanley E. Hubbard  
 Vice-Pres., Treas. .... K. M. Hance  
 V.P. in Chg. Sales. .... Miller C. Robertson  
 Program Director. .... Del Franklin  
 Prom., Pub. Dir. .... Joseph C. Cook  
 News Director. .... Walter Raschick  
 TV Film Director. .... Richard Kepler  
 Technical Supervisor. .... John McMahon

**WTCN-TV**

**MINNEAPOLIS—1949**

**ABC-CBS-DuM**

Channel: 4... AP: 9.2 Kw... VP: 17.9 Kw.  
 Bus. Studio Address. .... Radio City—50 S. 9th St.  
 Phone Number. .... Lincoln 0552; NEStor 8661  
 Owned-Oper. By .... Minnesota Bcstg. Corp.  
 Transmitter Location. .... Foshay Tower  
 Air Time. .... 40 hours weekly  
 News Service. .... AP, UP  
 Representative. .... Free & Peters  
 Membership. .... NAB  
 President. .... W. J. McNally  
 Gen., Sta. Mgr. .... F. Van Konynenburg  
 Commercial Manager. .... Robert N. Ekstrum  
 Program Director. .... Judy Bryson  
 Prom., Pub. Dir. .... Clifford J. Rian  
 Dir. of News & Spec. Events, Prod. Mgr. .... Max Karl

Film Director. .... Harry C. Jones  
 Director of Remotes. .... Sherman Headley  
 Chief Engineer. .... John M. Sherman

**MISSOURI**

**WDAF-TV**

**KANSAS CITY—1949**

Channel: 4... AP: 11 Kw... VP: 22 Kw.  
 Owned-Oper. By .... Kansas City Star Co.  
 Business Address. .... 1729 Grand Ave.  
 Phone Number. .... Harrison 1200  
 Studio-Trans. Location. .... 31st & Summit Sts.  
 Representative. .... Petry  
 President. .... Roy A. Roberts  
 General Manager. .... Dean Fitzer  
 Commercial Manager. .... E. M. Russo  
 Program Director. .... Bill Bates  
 Chief Engineer. .... Joseph Flaherty

## KSD-TV

ST. LOUIS—1947  
ABC-CBS-MBS-NBC-DuM

Channel: 5... AP: 8.4 Kw... VP: 16.1 Kw.  
Owned-Oper. By... The Pulitzer Publishing Co.  
Address... 1111 Olive St.  
Phone Number... MAin 1111  
Air Time... 44 hours weekly  
News Service... AP, INS  
Representative... Free & Peters  
Membership... TBA, NAB  
President... Joseph Pulitzer  
Gen., Sta. Mgr... George M. Burbach  
Program Director... Harold Grams  
Chief Engineer... J. R. Risk  
Sales Manager... Guy E. Yeldell

## NEBRASKA

## KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.  
Owned-Operated By... May Bcstg. Co.  
Address... 2615 Farnam St.  
Phone Number... HARney 9233  
Air Time... 30 hours weekly  
News Service... UP  
Representative... Avery-Knodel  
President... Edward W. May  
Gen., Sta. Mgr... Owen Saddler  
Commercial Manager... Howard O. Peterson  
Pgm., Promotion Dir... Glenn Cray  
Dir. of News & Spec. Events... Ralph Childs  
Production Manager... Ed Reich  
Film Director... Al McGill  
Dir. of Remotes, Chief Engr... R. J. Schroeder

## WOW-TV

OMAHA—1949—NBC

Channel: 6... AP: 8.5 Kw... VP: 16.2 Kw.  
Owned-Oper. By... Radio Station WOW, Inc.  
Business Address... 280 Insurance Bldg.  
Phone Number... WEBster 3400  
Studio-Transmitter Location... 3509 Farnham St.  
Air Time... 46 hours weekly  
News Service... AP, INS, UP  
Representative... Blair TV  
Membership... NAB  
President, General Manager... John J. Gillin Jr.  
Station Manager... Joseph Herold  
Program Director... Lyle DeMoss  
Promotion, Publicity Director... Bill Wiseman  
Dir. of News & Spec. Events & Remotes... Soren Munkhof  
Production Manager... Russ Baker  
Film Director... Harold Storm  
Technical Supervisor... Joseph Herold  
Chief Engineer... Wm. J. Kotera

## NEW JERSEY

## WATV

NEWARK—1948

Channel: 13... AP: 25 Kw... VP: 50 Kw.  
Owned-Oper. By... Bremer Bcstg. Corp.  
Business-Studio Address... Television Center  
Phone Number... N. Y., BARclay 7-8216;  
N. J., MITchell 2-6400  
Transmitter Location... First Mt., West Orange  
Air Time... 50 hours weekly  
News Service... AP  
Representative... Weed  
Pres., Gen. Mgr... Irving R. Rosenhaus  
Vice-President... Edmund S. Lennon  
Program Director... George Green  
Promotion Director... James Sondheim  
Pub. Relations Director... Roland Trenchard  
Film Director... Robert Paskow  
Director of Remotes... Herbert Green  
Vice-Pres., Engineering... Frank V. Bremer

## NEW MEXICO

## KOB-TV

ALBUQUERQUE—1948  
ABC-CBS-MBS-NBC-DuM

Channel 4... AP: 5 Kw... VP: 2.5 Kw.  
Owned-Oper. By... Albuquerque Bcstg. Co.  
Bus.-Studio Address... Box 1319 or 234 So. 5th  
Phone Number... 4411  
Transmitter... 905 So. Buena Vista Blvd.  
Air Time... 14 hours weekly  
News Service... AP  
Pres., Gen. Mgr... T. M. Pepperday  
Sta. Mgr., Chief Engineer... George S. Johnson  
Program Director... Dorothy B. Smith

## NEW YORK

## WNBFTV

BINGHAMTON—1949  
ABC-CBS-NBC-DuM

Channel: 12... AP: 12 Kw... VP: 11.7 Kw.  
Owned-Oper. By... Clark Associates, Inc.  
Business Address... P. O. Box No. 48  
Phone Number... 2-3461  
Studio Address... Arlington Hotel  
Transmitter Location... Ingraham Hill

# U. S. TELEVISION STATIONS

Air Time..... 24 hours weekly  
News Service..... UP  
Representative..... Bolling  
Membership..... NAB  
President..... John C Clark  
General Manager..... C. D. Mastin  
Station Manager..... L. L. Rogers  
Program Director..... E. M. Scala  
Promotion Director..... E. R. McCloskey  
Chief Engineer..... L. H. Stantz

## WBEN-TV

BUFFALO—1948

ABC-CBS-NBC-DuM

Channel: 4..... AP: 10.2 Kw..... VP: 16.2 Kw.  
Owned-Oper. By..... WBEN, Inc.  
Address..... Hotel Statler, Buffalo, N. Y.  
Phone Number..... Cleveland 6400  
Air Time..... 50 hours weekly  
News Service..... AP, INS, UP  
Representative..... Harrington, Righter & Parsons  
President..... Edward H. Butler  
Vice-Pres., Gen. Mgr..... A. H. Kirchofer  
Station Manager..... C. Robert Thompson  
Sales Manager..... Nicholas J. Malter  
Program Manager..... George R. Torge  
Promotion Manager..... Joseph A. Haefner  
Asst. Program Manager..... Edward J. Wegman  
Executive Producer..... Fred Keller  
Film Director..... Quintin P. Renner  
Director of Remotes..... John L. Hutchinson  
Technical Director..... Ralph J. Kingsley

## WABD

NEW YORK—1941—DuM

Channel: 5..... AP: 9.45 Kw..... VP: 14.25 Kw.  
Owned-Oper. By..... Allen B. DuMont Labs., Inc.  
Business Address..... 515 Madison Ave.  
Phone Number..... MU 8-2600  
Studio Address..... 515 Madison Ave.,—Wana-  
maker Dept. Store.—Adelphi Playhouse  
Transmitter Location..... 515 Madison Ave.  
Air Time..... 64 hours weekly  
News Service..... INS  
Director..... Comdr. Mortimer W. Loewi  
Gen. Mgr. (DuM TV Net)..... Chris J. Witting  
Sales Director..... Tom Gallery  
Director of Network Planning and Develop-  
ment..... Julian Armstrong  
Dir. of Prog. and Prod..... James L. Caddigan  
Dir. of Sports & Spec. Events..... Leslie Arries  
Dir. of Engineering..... Rodney D. Chipp  
Publicity Director..... Gerald Lyons  
Film Director..... Andrew P. Jaeger  
Director of Remotes..... Harry Coyle  
New York Operations Mgr..... Roy Passman  
Station Relations Mgr..... Joseph Merkle

## WCBS-TV

NEW YORK—1941—CBS

Channel: 2..... AP: 10 Kw..... VP: 13.7 Kw.  
Owned-Oper. By..... Columbia Bcstg. System  
Business Address..... 485 Madison Ave.  
Phone Number..... PLaza 5-2000  
Studio Address..... Grand Central Terminal  
Building  
Transmitter Location..... Chrysler Tower  
Air Time..... 60 hours weekly  
News Service..... AP, INS, UP  
Station Representative..... CBS Radio Sales  
Membership..... TBA  
President (CBS)..... Frank Stanton  
V.-P., Dir. of TV Operations..... J. L. Van  
Volkenburg  
Sales Director..... David Sutton  
Program Director..... Charles Underhill  
Promotion Director..... Arthur Duram  
Director of News..... Edmund Chester  
Dir. of Special Events..... Robert Bendick  
Production Manager..... Stanton Osgood  
Publicity Director..... George Crandall  
Film Director..... Grant Theis  
Chief Engineer..... Paul Wittlig

## WJZ-TV

NEW YORK—1948—ABC

Channel: 7..... AP: 15 Kw..... VP: 30 Kw.  
Owned-Oper. By..... American Broadcasting Co.  
Business Address..... 30 Rockefeller Plaza  
Phone Number..... CI 7-5700  
Studio Address..... 7 W. 66th St.  
Transmitter Location..... Hotel Pierre  
Air Time..... 48 hours weekly  
News Service..... AP, INS, UP  
Representative..... ABC  
Membership..... TBA  
President (ABC)..... Mark Woods  
Gen., Station Mgr..... Murray Grabhorn  
Commercial Manager..... Slocum Chapin  
Program Director..... Alexander Stronach  
Promotion Director..... Ted Oberfelder  
Dir. of News & Spec. Events & Remotes... Tom  
Velotta  
Production Manager..... Burke Crotty  
Publicity Director..... Earl Mullin  
Film Director..... Nat Fowler  
Chief Engineer..... Frank Marx

## WNBT

NEW YORK—1939—NBC

Channel: 4..... AP: 7 Kw..... VP: 7 Kw.  
Owner-Oper. By..... National Broadcasting Co.  
Business Address..... 30 Rockefeller Plaza  
Phone Number..... Circle 7-8300  
Studio Addresses..... 30 Rockefeller Plaza,  
106th St., & Park Ave.  
Transmitter Location..... Empire State Bldg.

**U. S. TELEVISION STATIONS**

Air Time: 40 hrs. wkly. without special events  
News Service..... AP, INS, UP  
Station Representative..... NBC Spot Sales  
Membership..... TBA  
President (NBC)..... Joseph H. McConnell  
Station Manager..... Thomas B. McFadden  
Assistant Manager..... Donald A. Norman  
Sales Manager..... John C. Warren  
Program Director..... John H. Reber  
Advertising & Promotion Dir..... Murry Harris  
Dir. of News & Spec. Events..... Fred S. Heywood  
Publicity Director..... Schuyler G. Chapin  
Film Director..... Stanley Parlan  
Chief Engineer..... O. B. Hanson

**WOR-TV**

**NEW YORK—1945—MBS**

Channel: 9..... AP: 2.5 Kw..... VP: 5 Kw.  
Owned-Oper. By..... General Teleradio, Inc.  
Business Address..... 1440 Broadway  
Phone Number..... Longacre 4-8000  
Studio Addresses..... New Amsterdam Roof  
Theater, WOR-TV Studios  
Transmitter Location..... Bergenline Ave. &  
72nd St.; N. Bergen, N. J.  
Air Time..... 43 hours weekly  
News Service..... UP  
Station Representative..... Carter-Kettell,  
Keenan & Eickelberg  
Membership..... TBA, NAB  
Pres., Gen. Station Mgr..... Theodore C. Streibert  
V.-P. Chg. of Sales..... R. C. Maddux  
Program Director..... Julius F. Seebach, Jr.  
Promotion Director..... Joseph Creamer  
Dir. of News & Special Events..... Dave Driscoll  
Production Manager..... Jeff Smith  
Publicity Director..... Robert Blake  
Chief Engineer..... J. R. Poppele

**WPIX**

**NEW YORK—1948**

Channel: 11..... AP: 9.25 Kw..... VP: 18.5 Kw.  
Owned-Oper. By..... WPIX, Inc.  
Address..... 220 E. 42nd St.  
Phone Number..... MU 2-1234  
Air Time..... 50 hours weekly  
News Service..... AP  
Station Representative..... Free & Peters  
Membership..... TBA  
President..... F. M. Flynn  
V.-P., Gen. Mgr..... G. Bennett Larson  
Sales Manager..... Walter Duncan  
Program Manager..... Warren Wade  
Public Relations Manager..... Frank Young  
Chief Engineer..... Tom Howard

**WHAM-TV**

**ROCHESTER—1949**  
**ABC-CBS-NBC-DuM**

Channel: 6..... AP: 8.6 Kw..... VP: 16.7 Kw.  
Owned-Oper. By..... Stromberg Carlson Co.  
Business-Studio Address..... Rochester Radio City  
Phone Number..... Culver 7240  
Transmitter Location..... Pinnacle Hill, Brighton  
News Service..... UP  
Representative..... Hollingbery  
Membership..... NAB  
Vice-Pres., Gen. Mgr..... William Fay  
Commercial Manager..... John W. Kennedy, Jr.  
Program Director..... Charles W. Siverson  
Promotion Pub. Director..... Armin N. Bender  
Director of News..... David E. Kessler  
Production Manager..... John Crosby  
Film Director..... David Manning  
Chief Engineer..... Kenneth Gardner

**WRGB**

**SCHENECTADY—1939**  
**ABC-CBS-NBC-DuM**

Channel: 4..... AP: 8.16 Kw..... VP: 16.32 Kw.  
Owned-Oper. By..... General Electric Co.  
Business-Studio Address..... 60 Washington Ave.  
Phone Number..... Schenectady 4-2211, Ext. 4926  
Transmitter Location..... New Scotland  
Air Time..... 51 hours weekly  
News Service..... AP, UP  
Representative..... NBC Spot Sales  
Membership..... TBA, NAB  
V.-P., Mgr. of Bcstg..... R. S. Peare  
Asst. Mgr. of Bcstg..... B. J. Rowan  
Studio Manager..... R. B. Hanna, Jr.  
Supervisor of Sales..... Eugene P. Weil  
Program Director..... Albert G. Zink  
Asst. Stations Manager..... R. W. Welpott  
Dir. of News & Spec. Events..... William T.  
Meenam  
Production Managers..... Duff Browne, Ted Beebe  
Supervisor of Music..... A. O. Coggeshall  
Chief Engineer..... Willard J. Purcell

**WHEN**

**SYRACUSE—1948—ABC-CBS-DuM**

Channel: 8..... AP: 7.5 Kw..... VP: 15 Kw.  
Owned-Oper. By..... Meredith Syracuse TV Corp.  
Address..... 101 Court St.  
Phone Number..... 3-1126  
Air Time..... 72 hours weekly  
News Service..... UP  
Representative..... Katz  
Membership..... TBA  
President..... E. T. Meredith, Jr.  
Gen., Sta. Mgr..... Paul Adanti  
Comm. Mgr., Prom. Dir..... W. H. Bell

**U. S. TELEVISION STATIONS**

Dir. of News & Spec. Events., Pub. Dir. . . . E. F. Ryan  
Pgm., Prod. Mgr. . . . . E. P. Roden  
Film Director . . . . . J. I. Gregg  
Director of Remotes . . . . . D. L. Conway  
Chief Engineer . . . . . H. E. Crow

**WSYR-TV**

**SYRACUSE—1950—NBC**

Channel: 5 . . . . AP: 12.5 Kw. . . . . VP: 23.5 Kw.  
Owned-Operated By . . . . . Central N. Y. Ccstg.  
Business-Studio Address . . . . . 224 Harrison St.  
Phone Number . . . . . 3-7111  
Transmitter Location . . . . . Sentinel Heights  
Air Time . . . . . 50 hours weekly  
News Service . . . . . UP  
Representative . . . . . Headley-Reed  
Membership . . . . . NAB  
President . . . . . Col. H. C. Wilder  
Commercial Manager . . . . . W. R. Alford, Jr.  
Program Director . . . . . W. D. Rothrum  
Promotion, Publicity Dir. . . . . John Hurlbut  
Production Manager . . . . . Bert Gold  
Film Director . . . . . Rod Swilt  
Chief Engineer . . . . . A. G. Belle Isle

**WKTV**

**UTICA—1949**

Channel: 13 . . . . AP: 11.3 Kw. . . . . VP: 13 Kw.  
Owned-Oper. By . . . . . Copper City Bcstg. Co.  
Business Address. Capitol Theater Bldg., Rome  
Phone Number . . . . . Utica 2-5221  
Studio-Transmitter Location . . . . . Smith Hill Rd.  
Representative . . . . . Cooke  
President . . . . . M. J. Kallet  
General Manager . . . . . M. C. Fusco  
Chief Engineer . . . . . D. T. Layton, Jr.

**NORTH CAROLINA**

**WBTW**

**CHARLOTTE—1949**

**ABC-CBS-NBC-DuM**

Channel: 3 . . . . AP: 8.2 Kw. . . . . VP: 16.3 Kw.  
Owned-Oper. By . . . . . Jefferson Standard Bcstg. Co.  
Business-Studio Address . . . . . Wilder Bldg.  
Phone Number . . . . . 3-8833  
Transmitter Location . . . . . Spencer Mt., Gastonia  
Air Time . . . . . 49 hours weekly  
News Service . . . . . INS, UP  
Representative . . . . . Radio Sales  
Membership . . . . . TBA, NAB  
President . . . . . Joseph M. Bryan  
General Manager . . . . . Charles H. Crutchfield  
Sta. Mgr., Pgm. Dir. . . . . Larry Walker  
Commercial Manager . . . . . Keith S. Byerly

Promotion Director . . . . . J. R. Covington  
Dir. of News & Spec. Events. . . . . Jack Knell  
Production Manager . . . . . Charles E. Bell  
Publicity Director . . . . . Jean Carson Brown  
Film Director . . . . . Miss Jerry Patterson  
Business Manager . . . . . C. K. Spicer  
Traffic Manager . . . . . Betty Jean Mulligan  
Chief Engineer . . . . . M. J. Minor

**WFMY-TV**

**GREENSBORO—1949**

**ABC-CBS-NBC-DuM**

Channel: 2 . . . . AP: .84 Kw. . . . . VP: 1.97 Kw.  
Owned-Operated By . . . . . Greensboro News Co.  
Address . . . . . 212 N. Davie St.  
Phone Number . . . . . 3-8611  
News Service . . . . . UP  
Representative . . . . . Harrington, Righter & Parsons  
Membership . . . . . TBA, NAB  
Station Manager . . . . . Gaines Kelley  
Program Director . . . . . T. W. Austin  
Promotion Director . . . . . Norman Gittleston  
Production Manager . . . . . Robert C. Currie, Jr.  
Film Director . . . . . Emil W. Young, Jr.  
Chief Engineer . . . . . James F. Winecoff

**OHIO**

**WCPO-TV**

**CINCINNATI—1949—ABC-DuM**

Channel: 7 . . . . AP: 10 Kw. . . . . VP: 21 Kw.  
Owned-Oper. By . . . . . Scripps-Howard Radio, Inc.  
Business Address . . . . . 3903-5 Carew Tower  
Phone Number . . . . . CApitol 0777  
Studio-Transmitter Location . . . . . 2345 Symmes St.  
Air Time . . . . . 89 hours weekly  
News Service . . . . . UP  
Representative . . . . . The Branham Co.  
President . . . . . Jack R. Howard  
V.P., Gen. Mgr. . . . . W. C. Watters  
TV Director . . . . . Harry LeBrun  
Comm., Asst. Gen. Mgr. . . . . J. P. Smith  
Pgm., Prod. Dir. . . . . Ed Weston  
Prom., Pub. Dir. . . . . Fred Giesel  
Dir. of News & Spec. Events. . . . . Bob Otto  
Film Director . . . . . Elizabeth Conaty  
Director of Remotes . . . . . M. Bowden  
Chief Engineer . . . . . Grant Makinson

**WKRC-TV**

**CINCINNATI—1949—CBS**

Channel: 11 . . . . AP: 12.5 Kw. . . . . VP: 24.5 Kw.  
Owned-Operated By . . . . . Radio Cincinnati, Inc.  
Business-Studio Address . . . . . Times-Star Bldg.  
Phone Number . . . . . Garfield 1331  
Transmitter . . . . . Highland & Dorchester Aves.

# . . . U. S. TELEVISION STATIONS . . .

Air Time..... 80 hours weekly  
 News Service ..... UP  
 Representative ..... Katz  
 Membership ..... NAB  
 Gen., Sta. Mgr..... Hulbert Taft, Jr.  
 Commercial Manager..... U. A. Latham  
 Program Director..... L. J. Bolles  
 Promotion Director..... Joel W. Stovall  
 Dir. of News & Spec. Events... Tom McCarthy  
 Film Director..... Richard Ostrander  
 Director of Remotes..... Sydney D. Cornell  
 Chief Engineer..... George A. Wilson

## W L W - T

**CINCINNATI—1948—NBC**

Channel: 4... AP: 19.5 Kw.... VP: 23.5 Kw.  
 Owned-Operated By... Crosley Bcstg. Corp.  
 Address..... 2222 Chickasaw St.  
 Phone Number..... DUNbar 1380  
 Air Time..... 87 hours weekly  
 News Service ..... INS, UP  
 Membership ..... TBA, NAB  
 President..... James D. Shouse  
 V.P. & Gen. Mgr..... R. E. Dunville  
 Dir. of TV Oper. & Gen. Mgr... John T. Murphy  
 Commercial Manager... William J. McCluskey  
 Program Director..... Ruth Lyons  
 Program Coordinator..... Bernie Barth  
 Dir. Sales Prom..... David E. Partridge  
 News Editor..... Gene Martin  
 Mgr. Sales Service..... James Hill  
 Dir. Pub. Rela. & Pub..... James I. Cassidy  
 Dir. of Film Procurement... Russell Landers  
 Chief Engineer..... Calvin Bopp

## W E W S

**CLEVELAND—1947—ABC-CBS-DuM**

Channel: 5... AP: 8.15 Kw.... VP: 16.3 Kw.  
 Owned-Oper. By... Scripps-Howard Radio, Inc.  
 Business-Studio Address..... 1816 E. 13th St.  
 Phone Number..... Tower 1-5454  
 Transmitter..... 7080 State Rd., Parma, O.  
 Air Time..... 80 hours weekly  
 News Service ..... UP  
 Representative ..... Branham  
 President..... Jack R. Howard  
 Vice-Pres., Gen. Mgr..... James C. Hanrahan  
 Station Director..... J. Harrison Hartley  
 Program Director..... Donald E. Pierce  
 Promotion Director..... F. E. Weidman  
 Dir. of News & Spec. Events, Pub. Dir.... F. E. Weidman  
 Dir. of Remotes..... Ernest Sindelar  
 Technical Director..... Joseph B. Epperson

## W N B K

**CLEVELAND—1948—NBC**

Channel: 4... AP: 20.26 Kw.... VP: 39.22 Kw.  
 Owned-Oper By..... National Bcstg. Co.  
 Business-Studio Address..... 815 Superior Ave.

Phone Number..... CHerry 0942  
 Transmitter Location..... Brecksville, O.  
 Air Time..... 41 hours weekly  
 News Service..... AP, UP  
 Representative..... NBC Spot Sales  
 Membership ..... NAB  
 President (NBC)..... Joseph H. McConnell  
 General Manager..... John McCormick  
 Station Manager..... Joseph A. Jenkins  
 Commercial Manager... Harold L. Gallagher  
 Production Manager..... Philip L. Worcester  
 Promotion Director..... Howard A. Barton  
 Dir. of News & Spec. Events..... Edward R. Wallace  
 Publicity Director..... Albert M. Henderson  
 Film Director..... Albert L. Odeal  
 Director of Remotes..... Charles A. Ranallo  
 Engineer-in-Charge..... S. E. Leonard  
 Operations Supervisor..... Andrew L. Hammerschmidt

## W X E L

**CLEVELAND—1949—ABC-DuM**

Channel 9... AP: 13.5 Kw.... VP: 21 Kw.  
 Owned-Oper. By... Empire Coil Co., Inc., New Rochelle, N. Y.  
 Address... Pleasant Valley & State Rds., Parma  
 Phone Number..... Victory 3-8400  
 Air Time..... 70 hours weekly  
 News Service ..... UP  
 Representative ..... Katz  
 President, Gen. Mgr..... Herbert Mayer  
 Station, Comm. Mgr..... Franklin C. Snyder  
 Program Director..... Russell Speirs  
 Promotion Director..... Barbara Snyder  
 Asst. to Comm. Mgr..... R. C. Wright  
 Co-ordinator..... William Barth  
 Film Director..... Edwin Abbott  
 Chief Engineer..... Thomas Friedman

## W B N S - T V

**COLUMBUS—1949—CBS**

Channel: 10... AP: 14 Kw.... VP: 24 Kw.  
 Owned-Oper. By... The Columbus Dispatch Printing Co.  
 Business Address..... 33 N. High St.  
 Phone Number..... ADams 9265  
 Studio-Transmitter Location... 495 Olentangy Blvd.  
 Air Time..... 48 hours weekly  
 News Service ..... AP  
 Representative ..... Blair-TV  
 General Manager..... Richard A. Borel  
 Commercial Manager... Robert D. Thomas  
 Program Director..... Edward Bronson  
 Promotion Director..... Jerome R. Reeves  
 Production Manager..... Ashley Dawes  
 Film Director..... Randall E. Larson  
 Chief Engineer..... Lester H. Nafzger



**U. S. TELEVISION STATIONS**

**WLW - C**

**COLUMBUS—1949**

Channel: 3... AP: 12.8 Kw... VP: 15.2 Kw.  
 Owned-Operated By... Crosley Bcstg. Co.  
 Address... 3165 Olentangy River Rd.  
 Phone Number... Jefferson 5441  
 Representative... WLW Sales  
 General Manager... James Leonard  
 Program Director... Tom Gleba  
 Production Manager... Walter Jacobs  
 Promotion Director... Juanita Wilcox  
 Sales Manager... George Henderson  
 Chief Engineer... Charles Sloan

**WTVN**

**COLUMBUS—1949—ABC-DuM**

Channel: 6... AP: 14.2 Kw... CP: 16.8 Kw.  
 Owned-Oper. By... Picture Waves, Inc.  
 Address... 3720 LeVeque, Lincoln Tower  
 Phone Number... Fletcher 1529  
 Air Time... 60 hours weekly  
 News Service... AP  
 Representative... Headley-Reed  
 President... Edward Lamb  
 Gen., Station Manager... John Rossiter  
 Ass't Comm. Mgr... Herbert Stewart  
 Program Director... Colin Male  
 Promotion Director... Roger J. LaReau  
 Production Manager... Nick Luppino  
 Publicity Director... Barbara Slocum  
 Film Director... John Cook  
 Chief Engineer... James M. Burke

**WHIO - TV**

**DAYTON—1949—ABC-CBS-DuM**

Channel: 13... AP: 12.6 Kw... VP: 24 Kw.  
 Owned-Oper. By... Miami Valley Bcstg. Corp.  
 Business Address... 45 S. Ludlow St.  
 Phone Number... Adams 2261  
 Studio-Transmitter Location... 1414 Wilmington Ave.  
 Air Time... 12 hours weekly  
 News Service... UP  
 Representative... Katz  
 Membership... NAB  
 President... James M. Cox, Jr.  
 General Manager... Robert H. Moody  
 Commercial Manager... Harvey R. Young, Jr.  
 Program Director... Lester G. Spencer  
 Dir. of News & Spec. Events... J. Fred Brophy  
 Production Manager... Don R. Lyons  
 Chief Engineer... Ernest L. Adams

**WLW - D**

**DAYTON—1949—NBC**

Channel: 5... AP: 8 Kw... VP: 16 Kw.  
 Owned-Oper. By... Crosley Bcstg. Corp.  
 Business-Studio Address... Television Square,  
 4595 S. Dixie Highway

Phone Number... Walnut 2101  
 Transmitter... W. Carrollton & Frytown Rd.  
 Air Time... 80 hours weekly  
 News Service... UP  
 Representative... WLW Offices, New York,  
 Chicago, Hollywood  
 Membership... NAB  
 Dir. (Crosley TV)... John T. Murphy  
 Gen. Comm. Mgr... H. Peter Lasker  
 Asst. Mgr., Pgm. Mgr... A. Donovan Faust  
 Prom. Pub. Dir... Jane O. Flaherty  
 Dir. of News & Special Events... Neal VanEllis  
 Prod. Mgr., Film Dir... Charles Vaughan  
 Chief Engineer... Howard Leppe

**WSPD - TV**

**TOLEDO—1948**

**ABC-CBS-MBS-NBC-DuM**

Channel: 13... AP: 14.4 Kw... VP: 27.4 Kw.  
 Owned-Oper. By... The Fort Industry Co.  
 Business-Studio Address... 136 Huron St.  
 Phone Number... Adams 3175  
 Transmitter Location... 26 Superior St.  
 Air Time... 40 hours weekly  
 News Service... INS, UP  
 Representative... Katz  
 President... George B. Storer  
 (New Centre Bldg., Detroit, Mich.)  
 General Manager... Ely Flanigan  
 Program Director... Steu Jackson  
 Promotion-Publicity Dir... Dick Gowrley  
 Dir. of Special Events... Bob Evans  
 Film Director... Elaine Phillips  
 Director of Remotes... Cliff Montrose  
 Chief Engineer... William Stringfellow

**OKLAHOMA**

**WKY - TV**

**OKLAHOMA CITY—1949**

**ABC-CBS-NBC-DuM**

Channel: 4... AP: 6.2 Kw... VP: 12.1 Kw.  
 Owned-Oper. By... WKY Radiophone Co.  
 Business Address... Skirwin Tower  
 Phone Number... 3-4306  
 Studio Address... Little Theater, Municipal Auditorium  
 Transmitter Location... 6 mi. north of city,  
 E. of Britton  
 News Service... AP, UP  
 Representative... Katz  
 Pres., Gen. Mgr... E. K. Gaylord  
 Station Manager... P. A. Sugg  
 Commercial Manager... Robert Chapman  
 Administrative Assistant... Hoyt Andres  
 Promotion Director... Eugene B. Dodson  
 Film Director... Kieth Mathers  
 Chief Engineer... H. J. Lovell



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**PHILCO**

TELEVISION BROADCASTING  
CORPORATION



1800 Architects Building  
Philadelphia 3, Pennsylvania



## WFIL-TV

**PHILADELPHIA—1947—ABC-DuM**

Channel: 6 . . . . . AP: 13.5 Kw. . . . . VP: 27 Kw.  
Owned-Oper. By . . . Philadelphia Inquirer Div.  
of Triangle Publications, Inc.

Business-Studio Address . . . 46th & Market Sts.  
Phone Number . . . . . Evergreen 6-8090  
Transmitter Location . . . . . Roxborough, Pa.

Air Time . . . . . 45 hours weekly  
News Service . . . . . AP  
Representative . . . . . Katz

Membership . . . . . NAB  
General Manager . . . . . Roger W. Clipp  
Administrative Assistant to Mgr. . . . . Donald S.

Kellett  
Manager of Operations . . . . . Felix Meyer  
Commercial Manager . . . . . John E. Surrick

TV Sales Manager . . . . . Kenneth W. Stowman  
Promotion Director . . . . . George A. Koehler  
Director of News . . . . . William Driscoll

Mgr. of Prog. & Prod. . . . . Jack Steck  
Publicity Director . . . . . Joseph E. Dooley  
Film Director . . . . . Walter Tillman

Tech. Dir. of Remotes . . . . . John Wright  
Chief Engineer . . . . . Louis E. Littlejohn  
(See Page 1084)

## WDTV

**PITTSBURGH—1949**

**ABC-CBS-NBC-DuM**

Channel: 3 . . . . . AP: 2.5 Kw. . . . . VP: 5 Kw.  
Owned-Oper. By . . . . . Dr. Allen B. Du Mont  
Laboratories, Inc.

Business Address . . . . . 1104 Clark Bldg.  
Phone Number . . . . . Express 1-1071-2-3-4  
Transmitter Location . . . . . Perrysville, at Montana  
& Grizella Sts.

Air Time . . . . . 108 hours weekly  
News Service . . . . . INS  
Membership . . . . . TBA

President . . . . . Dr. Allen B. Du Mont  
Gen., Sta. Mgr. . . . . Donald A. Stewart  
Sales Director . . . . . Larry Israel

Prog., Prod. Dir. . . . . Leslie Arries, Jr.  
Prom. Pub. Dir. . . . . Theodore A. Okon  
Sales Service Manager . . . . . John Cole

Film Director . . . . . Harry G. Munson  
Chief Engineer . . . . . Raymond Rodgers

## RHODE ISLAND

## WJAR-TV

**PROVIDENCE—1949**

**ABC-CBS-NBC**

Channel: 11 . . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
Owned-Oper. By . . . . . The Outlet Co.  
Business-Studio Address . . . . . 176 Weybosset St.

Phone Number . . . . . Gaspee 1-1071

Transmitter Location . . . . . Rehoboth, Mass.

Air Time . . . . . 42 hours weekly

News Service . . . . . UP

Representative . . . . . Weed, Bertha Bannan

President . . . . . Mortimer L. Burbank

Gen., Sta., Comm. Mgr. . . . . John J. Boyle

Production Manager . . . . . James Orchard

Chief Engineer . . . . . Thomas C. J. Prior

## TENNESSEE

## WMCT

**MEMPHIS—1948**

**ABC-CBS-NBC-DuM**

Channel: 4 . . . . . AP: 7.12 Kw. . . . . VP: 13.6 Kw.

Owned-Oper. . . . . Memphis Publishing Co.

Business-Studio Address . . . . . Goodwyn Institute  
Bldg., P. O. Box 311

Phone Number . . . . . 8-7464

Transmitter Location . . . . . Thomas Rd.

Air Time . . . . . 24 hours weekly

News Service . . . . . INS, UP

Representative . . . . . Branham

Membership . . . . . NAB

President . . . . . Enoch Brown

Gen. Station Mgr. . . . . H. W. Slavick

Commercial Manager . . . . . J. C. Eggleston

Program Director . . . . . Wilson Mount

Prom., Pub. Dir. . . . . Walter E. Frase

Dir. of News & Spec. Events . . . . . Ralph Haskins

Production Manager . . . . . Bill Brazzil

Film Director . . . . . Charles Caldwell, Jr.

Director of Remotes . . . . . Wilson Mount

Chief Engineer . . . . . E. C. Frase, Jr.

## TEXAS

## KBTW

**DALLAS—1949**

**DuM-PARAMOUNT**

Channel: 8 . . . . . AP: 27 Kw. . . . . VP: 13.5 Kw.

Owned-Oper. By . . . . . Tom Potter

Business Address . . . . . 1032 M & W Tower Bldg.

Phone Number . . . . . C-8896

Studio-Transmitter Location . . . . . 3000 Hines Blvd.

Air Time . . . . . 20 hours weekly

News Service . . . . . UP

Representative . . . . . Adam Young Television

President . . . . . Jack I. Potter

General Manager . . . . . J. Curtis Sanford

Station Manager . . . . . Mortimer S. Dank

Commercial Manager . . . . . Del Ramey

Program Director . . . . . Lawrence DuPont

Publicity Director . . . . . Zack Bettis

Film Director . . . . . Don Morrow

**U. S. TELEVISION STATIONS**

Director of Remotes..... Earl Z. Marvin  
Chief Engineer..... Morris Barton, Jr.

**KRLD-TV**

**DALLAS—1949**

Channel: 4..... AP: 7.5 Kw..... VP: 15.1 Kw.  
Owned-Operated By..... KRLD Radio Corp.  
Business-Studio Address..... Herald Square  
Phone Number..... Central 6811  
Transmitter Location..... Camp Griffin Sts.  
Representative..... Branham  
President..... J. W. Runyon  
Managing Director..... C. W. Rembert  
Commercial Manager..... W. A. Roberts  
Program Director..... Roy George  
Technical Supervisor..... R. M. Flynn

**WBAP-TV**

**FORT WORTH—1948—ABC-NBC**

Channel: 5..... AP: 16.4 Kw..... VP: 8.2 Kw.  
Owned-Operated By..... Carter Publications, Inc.  
Address..... 3900 Barnett St., Ft. Worth 3, Tex.  
Phone Number..... Fort Worth: L0ckwood 1981.  
Dallas: Tremont 7-9757  
Air Time..... 50 hours weekly  
News Service..... AP  
Representative..... Free & Peters  
Membership..... NAB  
President..... Amon Carter  
Director..... Harold Hough  
Station Manager..... George Cranston  
Commercial Manager..... Roy Bacus  
Program Director..... Bob Gould  
Publicity Director..... Jack Rogers  
Dir. of News & Spec. Events..... James A. Byron  
Production Manager..... Tommy Thompson  
Film Director..... Lynn Trammell  
Director of Remotes..... Sid Smith  
Chief Engineer..... R. C. Stinson

**KLEE-TV**

**HOUSTON—1949  
ABC-CBS-DuM**

Channel: 2..... AP: 8.5 Kw..... VP: 16 Kw.  
Owned-Oper. By..... W. Albert Lee  
Business Address..... Milby Hotel  
Phone Number..... PR 1161, MA 9279  
Studio-Transmitter Location..... Post Oak Rd.  
Air Time..... 35-40 hours weekly  
News Service..... UP  
Representative..... Adam J. Young Television  
Membership..... NAB  
President..... W. Albert Lee  
Gen., Sta., Comm. Mgr..... Sid Balkin  
Program Director..... Ken Bagwell  
Prom. Dir., Dir. of News & Spec. Events..... Gene Lewis  
Film Director..... Bud Johnson  
Director of Remotes..... Gene Osborne  
Chief Engineer..... Paul Huhndorff

**KEYL**

**SAN ANTONIO—1950  
DuM-PARAMOUNT**

Channel: 5..... AP: 9 Kw..... VP: 17.9 Kw.  
Owned-Oper. By..... San Antonio Television Co.  
Address..... Transit Tower Bldg.  
Phone Number..... Garfield 8151  
Air Time..... 64 hours weekly  
News Service..... UP  
Representative..... Adam Young Television  
General Manager..... W. B. Miller  
Commercial Manager..... Sherrill E. Edwards  
Program Director..... Mort Dank  
Dir. of News & Spec. Events..... Charles Hale  
Production Manager..... William Robb  
Chief Engineer..... W. R. Sloat

**WOAI-TV**

**SAN ANTONIO—1949**

Channel: 4..... AP: 10.8 Kw..... VP: 21.6 Kw.  
Owned-Oper. By..... Southland Industries, Inc.  
Address..... 1031 Navarro St.  
Phone Number..... Garfield 4221  
News Service..... AP, INS  
Representative..... Petry  
Pres., Gen. Mgr..... Hugh A. L. Half  
Asst. Gen. Mgr., Sales..... Jack Keasler  
Sales Exec..... Fred Vance  
Sales Prom. Mgr..... Dallas Wyant  
Program Director..... J. R. Duncan  
Production Manager..... Dick Perry  
Film Manager..... Hull Youngblood  
Director of Engineering..... C. L. Jeffers



**KDYL-TV**

**SALT LAKE CITY—1948—NBC**

Channel: 4..... AP: 4 Kw..... VP: 2 Kw.  
Owned-Oper. By..... Intermountain Bcstg. & TV Corp.  
Business Address..... 143 S. Main  
Phone Number..... 5-2991  
Studio Address..... TV Playhouse, 68 Regent St.  
Transmitter Location..... Walker Bank Bldg.  
Air Time..... 30 hours weekly  
Station Representative..... Blair-TV  
Membership..... NAB  
President, General Manager..... S. S. Fox  
Director of TV..... John Baldwin  
Commercial Manager..... George A. Provol  
Program Director..... Dan Rainger  
Promotion Director..... Del Leeson  
Dir. of News & Spec. Events..... Emerson Smith  
Film Director..... Lee Auslander  
Director of Remotes..... Wal Lambourne  
Chief Engineer..... Allan Gunderson

## KSL-TV

**SALT LAKE CITY—1949—CBS**

Channel: 5 . . . AP: 9.2 Kw. . . VP: 18.4 Kw.  
 Owned-Oper. By . . . Radio Service Corp. of Utah  
 Address . . . . . 10 S. Main St.  
 Phone Number . . . . . 5-4641  
 News Service . . . . . AP, UP  
 Representative . . . . . CBS Radio Sales  
 Executive Vice-President . . . . . Ivor Sharp  
 General Manager . . . . . C. R. Evans  
 Director of Operations . . . . . Lennox Murdoch  
 Sales Manager . . . . . F. B. Latchy  
 Program Director . . . . . Wayne Richards  
 Director of Film Service . . . . . Scott Clawson  
 Publicity, Promotion Director . . . . . Sherrill Taylor  
 Chief Engineer . . . . . Vincent Clayton

## VIRGINIA

## WTVR

**RICHMOND—1947—NBC**

Channel: 6 . . . AP: 6.4 Kw. . . VP: 12.16 Kw.  
 Owned-Oper. By . . . . . Havens & Martin, Inc.  
 Business-Studio Address . . . 3301 W. Broad St.,  
 P. O. Box 5229  
 Phone Number . . . . . 5-8611  
 Transmitter Location . . . . Staples Mill Rd., off  
 Broad St.  
 Air Time . . . . . 50 hours weekly  
 News Service . . . . . Transradio  
 Station Representative . . . . Blair TV  
 Membership . . . . . TBA  
 Pres., Gen. Sta. Mgr. . . . . Wilbur M. Havens  
 Comm. Mgr. Prom. Dir. . . . . Walter A. Bowry, Jr.  
 Program Director . . . . . Conrad Rianhard, Jr.  
 Dir. of News & Spec. Events . . . Allan J. Phaup  
 Production Manager . . . . . J. V. Shand  
 Film Director . . . . . J. V. Shand  
 Dir. of Remotes, Chief Engineer . . . J. Kyle

## WASHINGTON

## KING-TV

**SEATTLE—1948  
 ABC-CBS-NBC-DuM**

Channel: 5 . . . AP: 10 Kw. . . VP: 19 Kw.  
 Owned-Oper. By . . . . . King Bcstg. Co.  
 Business Address . . . . . Smith Tower  
 Phone Number . . . . . MUtual 1090  
 Studio-Transmitter Location . . . 301 Galer  
 Air Time . . . . . 25 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Blair-TV  
 President . . . . . Henry B. Owen  
 General Manager . . . . . Hugh Feltis

Station Manager . . . . . Robert E. Priebe  
 Commercial Manager . . . . . Al Hunter  
 Program, Publicity Director . . . Lee Schulman  
 Director of Remotes . . . . . Clare Hanawalt  
 Chief Engineer . . . . . George A. Freeman

## WEST VIRGINIA

## WSAZ-TV

**HUNTINGTON—1949  
 ABC-CBS-NBC-DuM**

Channel: 5 . . . AP: 8 Kw. . . VP: 12 Kw.  
 Owned-Oper. By . . . . . WSAZ, Inc.  
 Business Address . . . . . P. O. Box 2115  
 Phone Number . . . . . 38-401  
 Studio Address . . . . . W. Va. Bldg.  
 Transmitter Location . . . . Eighth Street Rd.  
 Air Time . . . . . 36 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 President . . . . . Col. J. H. Long  
 General Manager . . . . . Marshall Rosene  
 Station Manager . . . . . L. H. Rogers, II  
 Commercial Manager . . . . . L. H. Rogers  
 Prog. Dir., Dir. of News & Spec. Events . . William Packard  
 Prom., Pub. Dir. . . . . William Tracey  
 Film Director . . . . . N. Tweel  
 Director of Remotes . . . . . J. Jiruska  
 Chief Engineer . . . . . Leroy Kilpatrick

## WISCONSIN

## WTMJ-TV

**MILWAUKEE—1947  
 ABC-CBS-NBC-DuM**

Channel: 3 . . . AP: 10.2 Kw. . . VP: 16.1 Kw.  
 Owned-Oper. By . . . . . The Journal Co.  
 Business Address . . . . . 333 W. State St.  
 Phone Number . . . . . MARquette 8-6000  
 Studio-Transmitter Address . Radio City, 720 E.  
 Capitol Dr.  
 Air Time . . . . . 55 hours weekly  
 News Service . . . . . AP  
 Representative . Harrington, Righter & Parsons  
 Membership . . . . . TBA  
 Gen. Mgr. Radio & V.-P., The Journal  
 Co. . . . . Walter J. Damm  
 Asst. General Manager . . . . L. W. Herzog  
 Sta., Comm. Mgr. . . . . R. G. Winnie  
 Local Sales Manager . . . . . Neile V. Bakke  
 Program Director . . . . . Jim Robertson  
 Prom., Pub. Dir. . . . . Bruce Wallace  
 Director of News . . . . . Jack Krueger  
 Production Manager . . . . . Charles Zoeckler  
 Director of Remotes . . . . . George Marr  
 Chief Engineer . . . . . Phil Laeser





# THE FUTURE OF TV RESEARCH —NEED OF AUDIENCE CENSUS

by

**BARRY T. RUMPLE**

**Manager, Research Department  
National Broadcasting Company, Inc.**

**T**HOSE who engage in television research in the future or use its findings may be everlastingly grateful for the heritage of nearly twenty years of radio research. For despite the shortcomings of present day radio research—and there are many—much has been learned and accomplished which has provided a head start to research in the field of television. No such fortunate situation marked the early days in radio when methods had to be contrived and developed with no precedents and few resources. Fortunately for television its research can, if it will, profit by the experience of radio research in its quest for a more useful product.

Networks were four years old when the first regular rating service was established; eight years old when coincidental ratings were available. Network radio had reached the ripe age of sixteen years when the mechanical recorder was first put to commercial use. Qualitative research in radio was virtually unknown in those early days; indeed, it is still a relative youngster in the research family but it is making friends and influencing decisions in a very healthy manner.

Radio has unquestionably been subjected to more measurement and, in fact, knows more about itself than any other medium. There is every reason to believe that we can profit by that experience by improving present methods and developing even better techniques to meet the special problems imposed by television. For television is surely destined to become even more heavily researched than radio and happily that research has dated from the very infancy of the new medium.

Television research should be planned to provide four major types of information which will be usable for advertisers, agencies and sales, program and management personnel of video stations and networks.

First, we need a TV "census" on a regular basis. NBC's estimates current-

ly available to the industry by areas provide general barometers of television's growth but they have limited value to market research. Lacking a count of the very units which we seek to measure, including control data for sampling the set-owning population, is a serious handicap to market research in the new medium. There is currently some indication that an industry group may be successful in formulating a continuing procedure for the assembly of TV home data on a county and city basis. Certainly for this type of information we cannot depend only on the U. S. Census whose April 1950 TV count will not be available until sometime in 1951. Some provision must therefore be made by a recognized industry group to provide such data—preferably at this stage of development on a monthly basis but certainly no less frequently than once each quarter. This is fundamental to all other future TV research.

Secondly, we must devise a means of determining the performance areas of TV stations. There is a tendency to consider that all television stations serve the same area equally well but this is not necessarily so from the advertiser's viewpoint and research must develop methods in this field just as in radio. The mail ballot type of survey and diary technique, where properly used, can provide evidence that stations are actually delivering satisfactory service to TV families in each area. This data, like the "census," is basic to other forms of research.

Third, and like death and taxes, we will have program ratings. Here we might be well advised to avoid much of the needless and confusing duplication in services which developed in radio. As we have found in radio, no single service is able to supply all the answers, but through judicious use of several techniques the researcher can now obtain some measurement of all

*(Continued on Page 1152)*



# IMPORTANCE OF TV FILMS STRESSED IN SERVICING ADVERTISERS

by

**JOHN L. SINN**

**President, Ziv Television Programs, Inc.**

**L**ONG after all contemporary pioneers in television have gone, their successors in every branch of the industry will continue to discover and develop new and better ways to do the job. That's the spirit of progress that has marked the growth of all our great industries; the same mark of distinction which also characterizes the greatness of our country.

In retrospect, as we glance back through the years of 1948 and 1949, we see a handful of stations, producers and sponsors, groping through a seemingly endless maze of hazards and pitfalls, toiling patiently, diligently and at great cost, to reduce mistakes, to improve techniques, to make this new miraculous form of home entertainment grow steadily in stature toward its maturing and eventual gigantic role in the realm of advertising media.

Each month's newest television progress report is scanned avidly and with great care. Every new shred of information is studied. Programs and their costs, commercial techniques and their results, pyramiding set installations, ratings, new stations on the air, trends of TV stocks, RMA reports, trade gossip, etc., etc., all come in for their share of observations and analysis.

In the midst of all this, a clearer appraisal of some important factors has become possible while they were being framed in increasingly true perspective. There is first, the greatest importance of the local advertiser which is asserting itself day by day with its usual quota of attendant problems. And also, the more and more prominent position which programs on film are carving permanently for themselves in air time schedules among national as well as regional and local advertisers. And of equal significance and noteworthiness is the gradual improvement in commercial applications of the medium to an ever increasing list of businesses. Let's look over each subject briefly.

If the so-called main street merchant; namely the department store, the shoe man, the specialty shop, the butcher, the grocer and the baker ever should master the technique of making television produce maximum store traffic and create for themselves the powerful buying impact of which the medium is proving itself capable, there could be, indeed, some startling future changes in many of the practices and conditions surrounding television in these early days. Probably few, if any national advertisers could match budgets, dollar for dollar, with department stores alone, at the local level, in each television area. Up until now, those local advertisers who have gotten into television are not, generally speaking, the big advertising dollar spenders of their respective cities and communities. And yet, the increase in local advertisers is outweighing markedly each month that of regional or national TV spenders.

There are many, many advantages in the use of programs on film, produced expressly for television. Most of them are obvious, but at least a few are deserving of constant consideration. Program-wise, near perfection is possible. The flaws and fluffs that are inherent in live camera television or kinescope recordings can be eliminated through re-takes when a program is on permanent film. And, visually, the motion picture technique employed to produce film tricks such as flipovers and wipes, and other optical illusions can be combined to produce better transitional, more pleasing and faster moving programs, carrying either filmed or integrated live commercials. And perhaps of greatest importance, the professional television program producer on film, provides the advertiser and his agency a maximum opportunity to develop suitable commercial techniques and overall merchandising application, to make each advertising dollar produce its expected return.

# TELEVISION FILM PRODUCERS

Personnel

□

Phone Numbers

□

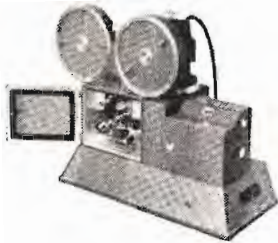
Addresses

□

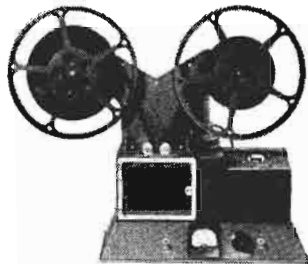
Contacts of 35 & 16 mm. Film Producers

NINETEEN FIFTY





The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss-essential for quality reproduction.

## THE NEW MAURER 16 MM CAMERA



The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

*For additional information, please write us.*



The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

16mm  
maurer

# J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER

# TELEVISION FILM PRODUCERS

## **Adventure Films, Inc.**

165 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-2320

President .....William Alexander  
Secy.-Treasurer .....Hall Shelton  
*Services Offered* — Devil's Island - Martinique, Java-Bali Report, Kukan, Pledge To Bataan, Here Is Ireland—all these subjects are in all natural color, on 16mm. Kodachrome. Fighting Sea Monsters, The Silent Enemy—on black & white.

## **A. F. Films, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 7-2850

President .....Nicolas Bongard  
*Services Offered* — Distribution of short educational films internationally produced including U. S. productions for TV.

## **All-Scope Pictures, Inc.**

407 Yucca Vine Bldg., Hollywood 28, Calif.  
Phone: HOLlywood 9-6386

President.....Gordon S. Mitchell  
Vice-Pres. & Treas.....E. Z. Walters  
Secretary.....E. Maples  
Chairman of Bd.....G. L. Carrington  
*Services Offered*—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second sport commercials for TV. Have very fine animation department.

## **Allen & Allen Productions**

3947 W. 59 Place, Los Angeles 43, Calif.  
Phone: AX 3-3314

Directing Mgr.....George E. Allen  
Dir. of Production.....William H. Allen  
Chief, Editorial Div.....Benjamin L. Haab  
Asst. Prod.-Mgr.....H. A. Bold  
*Services Offered*—Producers of adventure, educational, novelty and documentary films, of one, two, and three reels—featurettes, for TV, educational, theaters, and other distribution outlets. Are releasing a series of Wild Life films, at present, to the video market, also to sponsors, theaters, & schools. The above Wild Life Series, are of documentary & entertainment values.

## **American Film Co.**

1329 Vine St., Philadelphia 7, Pa.  
Phone: WALnut 2-1800

Mgr. ....Ben Harris  
Gen. Sales Mgr.....Jack H. Harris  
*Services Offered*—We serve 35 and 16mm. film to TV stations. We also handle any form

of advertising through the American advertising agency headed by Jack H. Harris at the above address.

## **Animated Video Films Inc.**

1001 N. Vermont Ave., Los Angeles 27, Calif.  
Phone: NORmandy 33884

Production .....Ace Gamer  
Direction & Story.....Dick Huemer  
Chg. of Animation.....Pete Burness  
Chg. of Layouts & Backgrnds..Bob Gribboek  
Chp. of Camera dept.....Jack Buehre  
Chg. of Ink & Paint dept.....Betty Brenon  
*Services Offered* — Animated and live action TV films, industrial films, educational films.

## **Animation House, Inc.**

535 Main St., New Rochelle, N. Y.  
Phone: New Rochelle 2-8184

Pres., Producer, Dir.....Edwin Rehberg  
V.-P., Personnel .....William Fox  
*Services Offered*—TV commercials, 20 sec. to 1 min. spots, live, stop-motion and animation or in combination; industrial and visual educational films, color and b. and w.; 35 and 16mm.; write script, make up story board. Equipped to make a complete job to order.

## **Eran J. Anton Productions, Ltd.**

20 E. 42 St., New York 17, N. Y.  
Phone: MURray Hill 7-6315

President.....Evan J. Anton  
Vice-Pres. ....Vera Kay  
Secy.-Treas. ....Florence Anton  
Asst. to Pres.....Don Radler  
*Services Offered*—Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

## **Archer Productions, Inc.**

35 W. 53rd St., New York 19, N. Y.  
Phone: JUDson 6-2690

President .....Lars E. Calonius  
Chg. of Production.....Thomas Craven  
Associate Producer .....David Ahlers  
Office Manager .....Carl Ritchie  
Animation Director .....Carl Fallberg  
Art Director .....John Ployardt  
Sales Manager .....Hampton W. Howard  
*Services Offered*—TV commercial films and entertainment films to order. Animated TV

# EASTMAN FILMS

## For Television Use

FOR every television requirement — feature, short subject, support for “live” action, commercials, program records — there’s an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

### Eastman Motion Picture Films

*Distributed by*

### J. E. BRULATOUR, INC.

Fort Lee, N. J.  
LONGacre 5-7270

Chicago 16, Ill.  
HARRISON 7-5738

Hollywood 38, Calif.  
Hillside 6131



## TV Film Producers

commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

### Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.  
Phone: MOument 6-2271

Producer-Dir. .... Stephen L. Sharff  
Editor ..... Lucille Pelham  
*Services Offered*—TV films and live programs, TV commercials, puppets and stop motion animation.

### Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.  
Phone: ELclid 6-3100

President ..... K. W. Lineberry  
Vice-Pres. & Prod. Mgr. .... Tom R. Curtis  
Secy.-Controller ..... L. P. Momince  
Advertising Mgr. .... H. C. Maloney  
*Services Offered* — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

### Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.  
Phone: COlumbus 5-6771

President ..... Frank K. Speidell  
Sales Mgr. .... Phillips Brooks Nichols  
Gen. Mgr. .... Herman Roessle  
Production Mgr. .... P. J. Mooney  
*Services Offered*—Producers of TV commercials and business and educational films—black-and-white and color.

### Bailey Films, Inc.

2044 N. Berendo, Hollywood 27, Calif.  
Phone: OLympia 7209

President ..... Albert R. Bailey  
Vice-President ..... Delmar F. Hancock  
Secretary-Treasurer ..... Virginia B. Ryder  
*Services Offered*—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

### Basch Radio & Television Productions

(See Program Producers.)

### Bell International Pictures, Inc.

633 No. La Cienega, Hollywood 46, Calif.  
Phone: CR 1-6181

Pres. & Exec. Pro. .... Jack Gilson  
*Services Offered*—Television film productions.

### Bell Pictures Corp.

630 Ninth Avenue, New York 19, N. Y.  
Phone: CIrcle 6-1383

President ..... Bert Kulick  
Vice-Pres. .... Lawrence Kulick  
Secy.-Treas. .... Frances Frank  
*Services Offered*—Distributors of TV films.

### Bengal Pictures

15108 Plummer, San Fernando, Calif.  
Phone: EMpire 2-1984

Dir. of Photogr'y. Phil. E. Cantonwine, S.S.C.  
Research ..... Cheri Le Blanc  
Director ..... Robert Delano  
Narration and Story ..... Larry Chandler  
Narrators ..... Perry King, William Udel  
*Services Offered*—TV pictures made to order, TV subjects for sponsors, rent and outright sale.

### The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.  
Phones: CIrcle 5-4582-3

President ..... J. R. Bray  
Vice-Pres. & Secy. .... Paul A. Bray  
Vice-Pres. & Sales Mgr. .... E. F. Stevenson  
Treasurer ..... M. Bray  
Director ..... L. G. Lambert  
Asst. Production Mgr. .... R. N. Chindblom  
*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

### British Information Services

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 6-5100

Dir., Film & Pub. Div. .... Thomas Hodge  
Asst. Pub. Div. .... Dorothy Danish  
*Services Offered*—Rental of educational and documentary sound films.

### Irving Browning Productions

70 W. 45 St., New York 19, N. Y.  
Phone: MUrray Hill 2-7490

Producer-Dir. .... Irving Browning  
Exec. Secy. .... Hester V. Browning  
Film Council-Story Ed. .... Marie McCall  
Asst. Producer. .... Jerry Meistrich  
Business Council. .... Paul Meistrich  
*Services Offered*—Production of TV film specials, spot news events, human appeal film shorts, dramatic specials. Contract productions. Formally producer for Paramount, Columbia, Universal Pictures, Castle Films, and others.

### Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.  
Phone: GLadstone 0876

Sales & Mgr. .... Albert B. Buffington  
Production Mgr. .... James Wilmas

*For the Very Finest in*

*Motion Picture Programming*

*Use*  
**COMMONWEALTH**

**MAJOR COMPANY FEATURES**

**WESTERNS**

**CARTOONS**

**SERIALS**

**COMEDIES**



**COMMONWEALTH**

*Film and Television, Inc.*

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456

## TV Film Producers

Gen. Mgr. Eastern Office... Maurice F. S. Penn  
*Services Offered*—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

### C & G Film Effects Co.

723 Seventh Ave., New York 19, N. Y.  
Phone: PLaza 7-4558

Partners.....Hugo A. Casolaro,  
Milton M. Gottlieb  
*Services Offered*—Titling, spot commercials, animation, optical & trick effects, slide films, black & white or color, 35mm or 16mm.

### Campus Film Productions

161 Remsen St., Brooklyn 2, N. Y.  
Phone: TR 5-6296-7-8

Exec. Pro.....N. Campus  
Administrative Assts.....William King,  
Lee Bobker  
*Services Offered*—Producers of quality motion pictures specializing in sound color films tailored to meet every need and budget. Fully equipped to do synchronized "off-the-air" recordings onto film or disk.

### Capitol Records, Inc. Broadcast Division

Sunset and Vine, Hollywood 28, Calif.  
Phone: Hollywood 9-8171

Sales Manager.....Cliff Ogden  
TV Program Director.....Elmo Williams  
Transcription Program Dir.....Ken Nelson  
Production Manager.....L. A. Robbins  
New York Representative.....Gene Milner  
Chicago Representative.....Robert Howell  
Dallas Representative...William Stubblefield  
*Services Offered*—Producers and Distributors TV Film Programs, Distributors Kinoscope TV Programs, Producers and Distributors Transcribed Music Library for TV.

### Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.  
Phone: Circle 7-6111

President.....David I. Pincus  
*Services Offered*—Industrial and TV films to order.

### Catholic Movies

1409-79th St., North Bergen, N. J.  
Phone: Un 5-7998

*Services Offered*—A 16mm film library serving Catholic schools, churches, clubs, etc. Religious, educational and entertainment films, also French and Polish films.

### Chicago Film Laboratory, Inc.

18 W. Walton Pl., Chicago 10, Ill.  
Phone: WH 4-6971

President.....A. G. Dunlap  
Vice-Pres.....Inez Ridgway  
*Services Offered*—Complete production facilities—both 16mm and 35mm—color and black & white. Excellent script, art, animation and our own processing laboratory—Large sound stages—RCA film recording—Music library.

### China Film Enterprises of America, Inc.

132 W. 43 St., New York 18, N. Y.  
Phone: WISconsin 7-6872

President.....Hsing-Ching Weng  
Vice-Pres.....W. M. Choue Seto  
*Services Offered*—Rent and produce 16mm short films for TV purposes.

### Choreographers' Workshop

471 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-6239

Director.....Trudy Goth  
Co-Director.....Patricia Newman  
Publicity.....Ruth Kaufman  
*Services Offered*—Live dance programs (all styles) built to order. Children's programs—Educational, etc.

### Christian Films

625 No. Mansfield Ave., Hollywood 36, Calif.  
Phone: YOrk 1783

Prod. Dir.... Rev. H. K. Rasbach, B.D., A.B.  
Dir. of Photography.....Grant H. Stone  
Musical Dir.....Eddison Von Ottenfeld  
Script Advisor.....Frank Tashlin  
*Services Offered*—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm, 35mm and transcribed recordings of St. Olaf, Hollywood Cathedral Choir, Wartburg Choir, and the Chapel Choir of Capital University.

### Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.  
Phone: Circle 6-0951

President.....Nathan Sobel  
Secretary-Treasurer.....Isaac Hecht  
*Services Offered*—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

### Cinema Service Corp.

106 West End Ave., New York 23, N. Y.  
Phone: TR 3-1411

Director.....Joseph Sciden  
Sound Eng. (Chief).....M. Dichter

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Prod. Supervisor.....H. Bloom  
Electrical Dept.....James Pratt  
Construction Dept.....Lloyd Ritter  
Editing Dept.....Ruth Gordon  
Script Dept.....Matilda Blumberg  
Sales.....M. Gordon  
*Services Offered*—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

### **Cinecraft Productions, Inc.**

215 Franklin Ave., Cleveland 13, Ohio  
*Phone:* Superior 2300

President.....Ray Culley  
*Services Offered*—16mm motion pictures produced in any length for TV use.

### **Cineffects, Inc.**

115 W. 45th St., New York 19, N. Y.  
*Phone:* Circle 6-0951

Manager.....Nathan Sobel  
*Services Offered*—TV films.

### **Cinema Studios, Inc.**

106 West End Ave., New York 23, N. Y.  
*Phone:* TRafalgar 3-1411

President.....Joseph Seiden  
*Services Offered*—TV film production.

### **Cinemart, Inc.**

(See Program Producers.)

### **Cinetel Corp.**

119 W. 57th St., New York 19, N. Y.  
*Phone:* JUdson 2-4813

President.....Ed Woodruff  
*Services Offered*—TV films.

### **Cine-Tele Productions**

1161 N. Highland Ave., Hollywood 28, Calif.  
*Phone:* HILLside 7475

Producer.....Harry J. Lehman  
Secretary.....Jacues Lehman  
Cameraman.....Danny Rouzer  
*Services Offered*—Commercial TV educational and sport productions. One minute semi-animation spots. Production supervision and sound services.

### **Cneque Laboratories, Inc.**

424 E. 89th St., New York 28, N. Y.  
*Phone:* SAcramento 2-4894

Contacts.....Sam Marcus, Oscar Fagin  
*Services Offered*—24 hr. processing 16 and 35 mm. b. & w. color film; special 2 to 4 hr. service.

### **Cinescope Films**

42-45 160th St., Flushing, N. Y.  
*Phone:* FLushing 8-1935

President.....George L. George  
*Services Offered*—Industrial, documentary, theatrical and TV films to order.

### **Geo. W. Colburn Laboratory Inc.**

164 No. Wacker Dr., Chicago 6, Ill.  
*Phone:* STate 2-7316

President.....George W. Colburn  
Secretary-Treas.....John E. Colburn  
*Services Offered*—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

### **Colonial Films**

2118 Massachusetts Ave., N.W.,  
Washington, D. C.

*Phone:* Adams 8101  
Exec. Director.....Harold L. Lassiter  
*Services Offered*—TV films, newsreels.

### **Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 18, N. Y.  
*Phone:* Circle 5-6456

President.....Samuel Goldstein  
Treasurer.....M. D. Sackett  
Sales Manager.....Jerome Hyams  
*Services Offered*—Film—Packages of features, Westerns, serials and short subjects.

### **Courneya Productions**

1566 No. Gordon St., Hollywood 28, Calif.  
*Phone:* Granite 5920

Owner-producer.....Jerry Courneya  
Manager.....Harry C. Hedger  
Scripts—narrations.....Daws Butler  
Publicity.....Bud Testa  
*Services Offered*—Novelty shorts, commercials. We are in contract with the "World Jungle Compound" and specialize in wild animal films of all kinds. Several program series are under way. We make "sponsor tailored" pictures.

### **Crafton Brothers, Inc.**

3303 W. Lawrence Ave., Chicago, Ill.  
*Phone:* Juniper 8-0396

President.....David M. Crafton  
*Services Offered*—TV stills, shorts and commercials.

### **Crystal Pictures, Inc.**

1564 Broadway, New York 18, N. Y.  
*Phone:* PLaza 7-1530

*Services Offered*—TV films, rentals.

# There Is No Substitute For Know-How

**W**ith the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

**H**aving carefully watched all television programming for the past four years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

**T**elevision is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

**I**f you have a programming problem, we invite you to take advantage of our years of know-how.

**EARLE W. HAMMONS**  
*President*

**NEIL F. AGNEW**  
*Vice-President*

**CHARLES L. CASANAVE**  
*Treasurer*

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*Secretary*

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## TV Film Producers

### **D. P. M. Productions, Inc.**

55 W. 45 St., New York 19, N. Y.

Phone: LUXemburg 2-4354

President.....Dorothy P. Maulsby  
 Secretary-Treas. ....Helen Rosenfeld  
 Production Mgr.....Maurice T. Groen  
 Cameraman.....Earl B. Brink  
 Narrator .....Peter Allen  
*Services Offered*—Producers of 16mm. sound films, black and white or color, chiefly for foreign governments showing their countries, people, etc. Originators and producers of "SCENICALS" (trade mark), 3 and 4 minutes short fillers for TV use.

### **De Frenes Co.**

1909 Buttonwood St., Philadelphia 30, Pa.

Phone: RLttenhouse 6-1686

President.....Joseph De Frenes  
*Services Offered*—Production of 16mm. & 35mm. films, black & white, color. Full studio facilities & sound stage. RCA Licensees cartoons, animation.

### **Delbridge & Gorrell**

301 Fox Theatre Bldg., Detroit 26, Mich.

Phone: Woodward 3-6990

Manager .....Bill O'Halloran  
*Services Offered*—TV films.

### **Joseph Dephoure Studios**

1018 Commonwealth Ave., Boston 15, Mass.

Phone: LO 6-1499

Owner .....Joseph Dephoure  
*Services Offered*—Producers of TV Films, Spot Commercials, Animation, Printing (16 mm) and Processing.

### **Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7621

President .....John Hans  
 Vice-President .....Ladson Butler  
 Associate Producer .....Murray Knowlton  
 Asst. to Pres., Chg of Prod.....Jack Lane  
*Services Offered*—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

### **Sherman H. Dryer Productions**

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

Phone: PLaza 5-5998

Owner .....Sherman H. Dryer  
*Services Offered*—TV films.

### **Jean Du Bois Motion Pictures**

927 21st St., Denver 2, Col.

Phone: East 8122

Owner .....Jean M. F. DuBois  
*Services Offered*—TV film production.

### **Dudley Pictures Corp.**

9908 Santa Monica, Beverly Hills, Calif.,

Phone: CR 1-7258

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

Phone: EL 5-1076

President .....Carl Dudley  
 Secy.-Treas. ....Gene Barnes  
 Prod. Dept.....Leo Pepin  
 Writer-Producer .....Herman Boxer  
 Camera Dept.....Edward Hutton,  
 Edwin Olsen, Keith Covey, Ed Drews  
 Editing Dept.....Wm. Faris,  
 Norman Suffern, Ernest Flook  
 Printing Dept.....Joe Rave,  
 Manuel Chaidez

*Services Offered* — Producers of commercial, theatrical and TV films — Releasing "This Land of Ours" and "This World of Ours" series through NBC-TV.

### **Eastern Studios**

3460 32nd St., Astoria, N. Y.

Phone: RAvenswood 6-4787

Manager .....R. V. Pollock  
*Services Offered*—TV film productions.

### **Emerson Film Corp.**

c/o Republic Studios

4024 Radford Ave. No. Hollywood, Calif.

Phone: Sunset 2-1121

Producer-Director .....Walter Colmes  
 Assoc-Producer, Film Editor....Jason Bernie  
 General Sales Manager.....William Norins  
 Writer .....Louis Alan  
 Cameraman .....Walter Strengé  
*Services Offered*—Complete production for TV, Educational, and Feature Films. Primarily concerned with more elaborate type of production in each category. Currently producing films for Encyclopaedia Britannica Films.

### **Endorsements, TV**

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

Phone: MU 2-1431-2-3

President .....Hazel F. McCabe  
 Vice-President .....Jules Alberti  
 Secretary-Treasurer ....Dr. Harold S. Wadro  
*Services Offered*—Endorsements and testimonials lie and film for TV.

### **Excelsior Pictures Corp.**

723 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-6157

President .....Walter Bibo  
*Services Offered*—Rent various features and shorts.

### **Fair Deal Motion Picture Ser.**

2040 Chatterton Ave., New York 61, N. Y.

Phone: TAlmadge 9-6728

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*Services Offered*—We offer package film shows—short subjects & specialize in religious films for TV use.

**Jerry Fairbanks, Inc.**

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: Hudson 21101

Pres. & Exec. Prod.....Jerry Fairbanks  
Chm., Bd. of Dir.....Frank E. Mullen  
V.-P. Chg. Sales & Dis.....Russ Johnston  
Midwestern Sales Dir.....B. N. Darling  
Pacific Coast Sales Dir.....Nat Winecoff  
U. Y. Office Mgr.....Robert Lawrence  
Production Mgr.....Glenn Miller  
Dir., Scenario Dept.....Lou Lilly  
Dir., Music Dept.....Edward Paul  
Dir., Casting Dept.....Ken Dyson  
Dir., Publicity Dept.....Reavis Winckler  
Dir., Animation Dept.....Manny Gould

*Services Offered*—Producers and distributors of film made especially for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; NBC tele film programs; package programs for networks, agencies, and for stations for local sponsors.

**Federated Television Productions, Inc.**

41 E. 41 St., New York 17, N. Y.  
Phone: MUrray Hill 2-7125

President.....Hubert V. Chain  
Vice-Presidents.....Box Dixon,  
William Haussler  
Secretary.....Robert Bell  
Treasurer.....John Nickerson III

*Services Offered*—Custom built video film programs and commercials—filmed in our own studios with our own equipment—sound and cameras. Syndicated film series.

**Paul J. Fennell Co.**

1159 N. Highland Ave., Hollywood 38, Calif.  
Phone: Gladstone 1657  
40 E. 40 St., New York 16, N. Y.  
Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell  
Technical Dir.....John E. Burks  
Eastern Rep.....Milton R. (Mickey) Dubin

*Services Offered*—Specialty—Films for TV with emphasis on Animation.

**Filmeffects of Hollywood**

1153 No. Highland Ave., Hollywood 38, Cal.  
Phone: HO 9-5808

General Manager.....Gilbert R. Scott  
*Services Offered*—16 and 35mm. color and b. & w. optical printing services, lap dissolves, fades, montages, wipes and other special photographic effects; blow-ups, reductions, TV film production services.

**Film Equities Corp.**

1501 Broadway, New York 8, N. Y.  
Phone: LOngacre 4-8234

President.....Irvin Shapiro  
Secretary.....A. Exelberth  
Treasurer.....Martin Mermelstein  
TV Director.....C. Lazar

*Services Offered*—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

**Film Makers, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: REgent 7-7549

President.....J. H. Lenauer  
*Services Offered*—TV film production.

**Films For Industry, Inc.**

135 W. 52 St., New York 19, N. Y.  
Phone: PLaza 3-2800

Vice-Pres. in Chg. Prod....Brewster Righter  
*Services Offered*—TV packaging, commercials, sound studios, animation, stop motion.

**Films of the Nations, Inc.**

55 W. 45 St., New York 19, N. Y.  
Phone: LUxemburg 2-4355

Pres. & Exec. Dir.....Maurice T. Groen  
Vice-Presidents.....Henry M. Moolman,  
Birger Noddrholm

Treasurer.....Joseph P. Bourdrez  
Secretary.....William Rosenfeld

*Services Offered*—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

**Larry Finley Productions Inc.**

8983 Sunset Blvd., Hollywood 46, Calif.  
Phone: BR 2-5841

President.....Larry Finley  
Producers.....Larry I. Kolpack,  
David Sievers, Mary Secher

Musical Director.....Nat Brusiloff  
*Services Offered*—Filmed TV programs, also commercial TV films.

**Five Star Productions**

6526 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllivood 9-5280

Exc. Producer....Harry Wayne McMahan  
Production Dir.....Chet Glassley  
Technical Dir.....Taylor Byars  
Animation Dir.....Howard Swift

Casting.....Judy McMahan  
Props.....Frank Tompkins  
Secretary-Treas.....Bernice C. McQuown  
*Services Offered*—In business ten years, Five Star Productions work in the five audio-

**TV Film Producers**

visual fields; Radio Productions ("Sons of the Pioneers," "Barnyard Jamboree" transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

**Flory Films, Inc.**

303 E. 71 St., New York 21, N. Y.  
Phone: REgent 4-0862

President & Secy.....John Flory  
Vice-Pres. & Treas.....Elizabeth H. Flory  
Film Editor.....Matilda P. McComas  
Distribution Mgr.....Janet Thorpe  
Production Mgr.....Morris Cooper  
Camera Dept.....Jack Holmes  
Set Designer.....Mordi Gassner  
Scenario Dept.....Katherine Coldwell

*Services Offered*—Producer & distributor of motion pictures, slidefilms, and slides for use in advertising, education, training, public relations, and television. Recording, package programs, TV live and film programs. Studio rental facilities.

**Hardie Frieberg Television Enterprises, Inc.**

270 Park Ave., New York 17, N. Y.  
Phone: MUrray Hill 8-0230

President .....Hardie Frieberg  
*Services Offered*—Program production, talent, live and film TV programs.

**F. W. Gabourie & Associates**

RCA Bldg., Suite 309, 1558 N. Vine St.,  
Hollywood 28, Calif.  
Phones HUDson 2-7321

President.....F. W. Gabourie, Jr.  
Vice-President.....Tom Meier  
General Manager.....John Ward  
Bus. Rep.....Vance Van Dine  
*Services Offered*—Producers and consultants for TV film and live productions. Special effects engineers.

**Gainsborough Associates**

(See Program Producers)

**Gallagher Films**

113 S. Washington St., Green Bay, Wis.  
Phone: AdAms 2554

President .....J. C. Gallagher  
*Services Offered*—TV film production, recording.

**William J. Ganz Co.**

40 E. 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1443

President .....William J. Ganz  
TV Consultant & Producer.....Paul Alley  
Chg. of Production.....E. J. Spiro

Chg. of Distribution.....Herbert Dietz  
Office Manager.....Jean Pomerance  
*Services Offered*—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

**General Business Films, Inc.**

565 Fifth Ave., New York 17, N. Y.  
Phone: PLaza 5-4346

President .....William Van Praag  
Vice-President .....Otto H. Sutter  
Secretary .....Philip De Mum  
Head of Story Dept.....Bert Lawrence  
Sales Mgr. ....Arthur Otto  
Package Dept. ....W. Robert Woodburn  
*Services Offered*—Industrial films, slide films, TV commercials.

**General Film Production Corp.**

25 W. 45th St., New York 19, N. Y.  
Phone: LUxemburg 2-1700

Manager .....Elbert S. Kapit  
*Services Offered*—TV films, rentals.

**General Television Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: LOngaere 4-8234

V.-P. & Treasurer....Robert H. Wormhault  
*Services Offered*—Educational shorts, nature study shorts.

**Gibraltar Pictures, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: Granite 5111

Manager .....Albert Rogell  
*Services Offered*—TV films.

**Ogden Goelet**

9421 Wilshire Blvd., Beverly Hills, Calif.  
Phone: HOLlywood 9-5111

Owner .....Ogden Goelet  
*Services Offered*—TV films.

**Jack Goetz**

1790 Broadway, New York, N. Y.  
Phone: CO 5-1776

Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements. Produce program shorts and trailers.

**Grant-Realm Productions**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: TEXas 0-2761

Manager .....Norman Elzer  
*Services Offered*—TV film production.

## TV Film Producers

### **Guerin Enterprises, Inc.**

427 N. Euclid Ave., St. Louis 8, Mo.

Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.  
Secy.-Treas.....W. M. Morris  
Vice-President.....Thomas J. Shands

*Services Offered*—16mm. motion pictures, sound and silent, slide and strip films, transcriptions recordings.

### **Hack Productions**

535 N. Laurel Ave., Los Angeles 48, Calif.

Phone: WALnut 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.

### **Les Hafner & Co.**

3 E. 57th St., New York 22, N. Y.

Phone: PLaza 3-4840

Partners...Les Hafner, Charles F. Vetter, Jr.

*Services Offered*—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

### **The Jam Handy Organization**

2821 E. Grand Blvd., Detroit, Mich.

Phone: Madison 2450

Contact.....William Murray

*Services Offered*—Producers of commercial films and spots; industrial films, slide films, sales training programs.

### **Hannum Television Productions**

567 Seventh Ave., New York 18, N. Y.

Phones: CH 4-3447, LA 4-4652

President.....Bob Hannum  
Script Editor.....Georgette Carneal  
Production Mgr.....Ralph Porter  
Casting Dir.....Shaque Hampar  
Fashion Coordinator.....Lillian Ross

*Services Offered* — TV program production, film production, film and animated commercials, TV Art Service for commercials, titles, sets, and production design.

### **Hathen Productions**

246 S. Van Pelt St., Philadelphia, Pa.

Phone: Locust 7-0126

Manager.....Stanley P. Hathen

*Services Offered*—TV films production, rentals.

### **Hawley-Lord, Inc.**

61 W. 56 St., New York 19, N. Y.

Phone: Circle 7-2444

President.....Andre Lord  
Secretary-Treas.....Gordon Shadwick

*Services Offered* — One reel sports and nature study short subjects available for TV rental.

### **Hayes-Parnell Productions, Inc.**

60000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-4584

Pres. & Gen. Mgr.....Sam Hayes

Vice-President.....Parnell S. Billings

Secretary-Treas.....Hazel Thornton

*Services Offered*—Producers of 15-minute short subjects for television on 16mm. film. Currently marketing "A Family Quiz."

### **Leslie Helhena**

932 N. La Brea Ave., Hollywood 38, Calif.

Phone: GRAnite 3174

Owner-Producer.....Leslie Helhena

*Services Offered* — Complete production facilities for filming spot announcements, open end commercial and entertainment films.

### **Hile-Damroth, Inc.**

320 Broadway, New York 7, N. Y.

Phone: WO 4-2478

Executive.....Nancy Hyatt

*Services Offered*—One-minute video commercials utilizing "Black Magic Board" or semi-animation.

### **Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 2181

President.....Thomas H. Emmett

Vice-President.....Mitchel Haber

General Manager.....Mickey Kaplan

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Film Printing Problems.....T. H. Emmett

*Services Offered*—Dependable, efficient laboratory service for over 40 years. Sparkling quality developing and printing. Speedy service large or small orders, 100 feet or 1,000,000 feet. Hundreds of ready made subjects that will entertain any TV audience.

### **Hollywood 35 mm Film Co.**

1626 No. Wilcox Ave., Hollywood 28, Calif.

Phone: Hillside 7191

Partners: Ben Teitelbaum, Harry Teitelbaum

*Services Offered*—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

### **Paul Hoefler Productions**

612½ So. Ridgeley Dr., Los Angeles 36, Calif.

Phone: WHitney 9045

Producer.....Paul L. Hoefler

Business Manager.....E. M. Bennett

Secretary.....H. Sterling

**TV Film Producers**

*Services Offered*—Furnish one and two reel films of adventure, travel and special interest topics through our New York agent.

**West Hooker Telefeatures, Inc.**

2 W. 46 St., New York 19, N. Y.

Phone: JUDson 2-3026

President ..... West Hooker  
 Executive Vice-Pres. .... E. T. Kenner, Jr.  
 Administrative Vice-Pres. &

Sales Mgr. .... Wayne T. Wirth  
 Vice-Pres. & Account Exec. James H. Elkins  
 Production & Casting Dir. .... Viola Rubber  
 Prod. Mgr. .... Keith Thomas  
 Account Executive .... Richard Brill

*Services Offered* — Complete Package Shows. Live and Film Kinescope. Also open-end films.

**Harry O. Hoyt Productions**

2543 Kelton Ave., Los Angeles 64, Calif.

Phone: Brighton 0-4757

President ..... Harry O. Hoyt

*Services Offered*—TV film production, package programs, script, program production.

**Ted Hudes Radio & Video Productions**

(See Program Producers)

**Lucille Hudiburg Productions**

131 E. 51 St., New York 22, N. Y.

Phone: EL 5-3508

Producer ..... Lucille Hudiburg  
 General Manager ..... Walter Keane

Free-Lance Comm. Artist .... George Keegan

*Services Offered*—Complete packages including: "Variety," "Drama," "Participation," "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:05 P.M.

**Imagineering Assoc., Inc.**

1030 N. McCadden Pl., Hollywood 38, Calif.

Phone: Hollywood 9-8777

Manager ..... Ronald F. Kennard

*Services Offered*—TV commercial films.

**Impact TV Films**

1153 N. Highland Ave., Hollywood 38, Calif.

Phone: Hollywood 9-5808

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**TV Film Producers**

Manager .....Albert W. Hellenthal  
*Services Offered*—TV film production.

**Impro Inc.**

Hal Roach Studios, Culver City, Calif.  
*Phone:* Te 0-4525

President.....Herbert L. Strock  
 Vice-President .....Kenneth Herts  
 Secretary-Treas. ....Stanley Nass  
*Services Offered*—Packagers of both live and film TV programs from one minute commercials to one hour shows. Producers of "The Eddie Drake" half-hour TV shows for CBS.

**IMPS, Inc. International  
 Movie Producers' Service**

515 Madison Ave., New York 22, N. Y.  
*Phone:* ELdorado 5-6620

President, Producer, Dir.....Ben Gradius  
 Supervising Editor.....Jean Oser  
 Production Supervisor.....Walter Sachs  
*Services Offered*—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

**International Film  
 Foundation, Inc.**

1600 Broadway, New York 19, N. Y.  
*Phone:* CI 6-9438

Executive Dir.....Julien H. Bryan  
 Associate Dir.....R. E. Blackwell  
*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.  
 Executive-Pres.....J. Allen Julier  
*Services Offered*—Producers of educational motion pictures.

**International News Service**

235 E. 45 St., New York, N. Y.  
*Phone:* MU 7-8800

Mgr. INS-IMP TV Dept.....Robert H. Reid  
*Services Offered*—Daily and weekly newsreels.

**International 16mm. Corp.**

(See Program Producers)



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 112 W. 48th Street New York 19, N. Y.  
 JUdson 6-5480

• • • **TV Film Producers** • • •

**International Tele-Film Productions, Inc.**

331 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-7306

President ..... Paul F. Moss  
*Services Offered*—TV live and film package shows, recordings, talent.

**Jason Comic Art**

1860 Broadway, New York 23, N. Y.  
Phone: JUdson 6-4280

Director ..... Leon Jason  
*Services Offered*—TV film, production, talent.

**Junior Programs, Inc.**

22 Lawrence St., Newark 5, N. J.  
Phone: Market 3-0770

Pres. & Exec. Dir. .... Dorothy L. McFadden  
Asst. Director ..... Cecile Sherman  
*Services Offered*—Package shows for family and children's audiences, also scripts, and consultant service for TV.

**Bernard E. Karlen Productions**

475 Fifth Ave., New York 17, N. Y.  
Phone: MU 4-6303

Producer ..... Bernard E. Karlen

*Services Offered*—Package program, both film and live. Production consultant, supply film clips for intergrated shows, commercials and scripts.

**Victor Kayfetz Productions**

130 E. 56 St., New York 22, N. Y.  
Phone: MUrray Hill 8-1707

Executive Prod. .... Victor F. Kayfetz  
Staff Director ..... Col. Ilia Tolstoy  
Sales Manager ..... John D. Ffanagan  
Prod. Consultant ..... Rudy Vallee  
Story Dept. Dir. .... Elliott Curtiss  
*Services Offered*—Victor Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel.

**Herbert Kerkow, Inc.**

480 Lexington Ave., New York 17, N. Y.  
Phone: ELdorado 5-5635

President ..... Herbert Kerkow  
*Services Offered*—TV films.

**Killingsworth TV Productions, Inc.**

(See Program Producers)

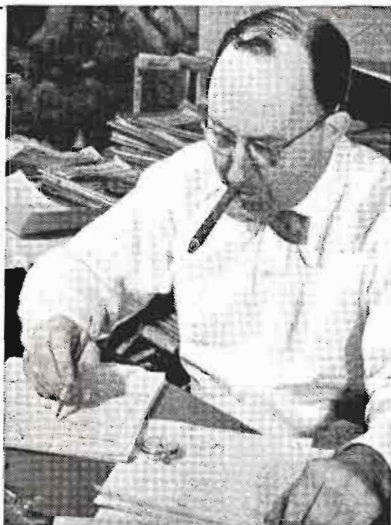
**Paul Alley**

Writer, Editor, Commentator

[ 20 years with Paramount; MGM-  
News of the Day; NBC Television ]

**MOTION  
PICTURES**

**TELEVISION  
COMMERCIALS**



*William J. Ganz Co.* 40 EAST 49TH ST.  
NEW YORK, N. Y.

**TV Film Producers**

**Walter E. Kline & Associates**

8445 Melrose Ave., Hollywood 46, Calif.

Phone: Webster 6156

Head of Firm.....Walter E. Kline  
 Executives.....Gordon C. Maclean,

Fred W. Kline

Services Offered — Advertising, publicity public-relations.

**Kling Studios, Inc.**

601 N. Fairbanks Court, Chicago 11, Ill.

Phone: Delaware 7-0400

President .....Robert Eirinberg  
 Vice-President .....Lee Blevins  
 Executive Producer.....Jack H. Lieb  
 TV Director .....Fred Niles

Services Offered—Complete production of TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation. Also, complete production of industrial and educational motion pictures, including creative writing.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: Circle 6-9850

President.....Howard A. Lesser

Vice-President.....Mary Morrissey  
 Secy.-Treas.....Harold M. Manser  
 Services Offered—Producers of all types of motion pictures for screen and TV.

**Albert Lang Productions Inc.**

6652 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7610

President & Gen. Mgr.....Albert E. Lang  
 Secretary & Treasurer.....Olga Haney  
 Production-Director .....R. Garde Ballou  
 Production-Research .....John Frank

Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packaged and exploited "live" or filmed. Radio-TV programs transcribed and packaged. National distribution service.

**Larsen Television Picture Corp.**

Studios: 3177 N. Broadway, Chicago 14, Ill.

Phone: GRaceLand 7-2673

Pres., in Chg. of Prod....Wm. Burton Larsen  
 Secretary .....L. Z. Larsen  
 Treasurer .....F. Wallace  
 West Coast Producer.....Seth B. Larsen

Services Offered—We create and produced

☆ Foremost Television Spot Commercials ☆

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535 MAIN STREET

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New Rochelle 2-8184

Live Action

Story-boards

Black & White

Animation

Scripts

Color

Stop-motion

Layouts

35mm. or 16mm.

Industrial ☆

Educational ☆

Theatrical ☆

Motion Pictures

Eddie Rehberg, Executive Director

**TV Film Producers**

20 second and one minute TV commercials, 15 minute Interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

**Julian Lesser Programs**

9336 W. Washington Blvd., Culver City, Calif.  
*Phone:* Texas 0-2931  
 Manager .....Julian Lesser  
*Services Offered*—TV films.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
*Phone:* Hillside 7287  
 Producer-Director .....Gene Lester  
 Chg. of Tech. Personnel.....John S. Nash  
 Comptroller Office Mgr.....Charles O. Cross  
*Services Offered*—Production of all types of commercials. Program packaging. Also offer technical services to other producers.

**Libra Film Distributors & Producers**

6525 Sunset Blvd., Hollywood 28, Calif.  
*Phones:* Gl 7960, HE 1161  
 Vice-Pres. In Chg. Prod....Charles M. McCoy  
 Secretary-Treas.....Miss Loy Lester  
 President.....Donald A. Peters

Exec. Director.....William Martin  
 Exec. Producers.....William G. Troiano,  
 Charles P. Mandell, Ben Weizler  
*Services Offered*—Extensive TV film distribution, complete professional production facilities including all phases of technical, advertising education, public relations technique. We have available several live show series also.

**Lieb-Brotman Studio**

14 W. 58th St., New York 19, N. Y.  
*Phone:* PLaza 3-9355  
 Manager .....Leo Lieb  
*Services Offered*—TV films.

**Lion Television Pictures Corp.**

1501 Broadway, New York 18, N. Y.  
*Phone:* PEennsylvania 6-1780  
 President.....E. W. Hammons  
 Vice-Presidents.....Neil F. Agnew,  
 Robert M. Savini  
 Treasurer.....Charles L. Casanave  
 Secretary.....T. Newman Lawler  
*Services Offered*—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.



*... at Video Varieties—from script to finished print—  
 responsibility is never divided*

Many elements are required to make films good enough for growing television audiences. Each of them requires responsibility of the producer.

Video Varieties emphasizes responsibility with adequate experience, enough trained manpower, sufficient capital, and modern facilities.

That's why we have directors, script writers, set designers and constructors,

cameramen, sound and studio technicians, and editors on our own payroll.

WE own and operate 18-year-old **WEST COAST SOUND STUDIOS** with its experienced manpower and complete facilities.

We solicit your inquiry on the production of any film. Phone, write, wire, or call in person.

**VIDEO VARIETIES CORPORATION**

41 EAST 50th STREET, NEW YORK 22, N. Y. • MUrray Hill 8-1162  
 Studio—510 West 57th St., New York



TELEVISION PROGRAM FILMS • • TELEVISION COMMERCIALS  
 BUSINESS MOVIES • • SLIDE FILMS

## TV Film Producers

**Bob Loewi Productions, Inc.**  
(See Program Producers)

**Loucks-Norling Studios**

245 W. 55 St., New York 19, N. Y.  
Phone: CO 5-6974

Partners.....A. H. Loucks,  
J. A. Norling  
*Services Offered* — Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

**Mannon Sound Stages**

112 W. 89 St., New York, N. Y.  
Phone: TR 3-1800

General Studio Mgr.....George Orth  
Chief Elec.....Joe McGuire  
Sound Eng.....Bories Sarratoris  
*Services Offered*—Sound studios for rental for TV pictures.

**Master Motion Pictures Co.**

50 Piedmont St., Boston, Mass.  
Phone: HA 6-3592

President .....Maurice Master  
Studio Mgr.....Wilbert Hanson  
Production Mgr.....Irving Ross  
*Services Offered*—Industrial film producer,

TV film commercials, film processing 16mm and 35mm. film.

**McCullum Picture Productions**

4557 Produce Plaza, Los Angeles 11, Calif.  
Phone: Jefferson 8255

Producer .....J. L. McCullum  
*Services Offered*—TV film production, talent, scripts, recording.

**Mercury International Pictures, Inc.**

1415 Coast Blvd., Corona del Mar, Calif.  
Phones: Harbor 1212; Zenith 6009, L.A.  
President .....V. E. Ellsworth  
Vice-President .....David L. Monahan  
Secretary .....G. C. Cable  
Treasurer .....Beatrice A. T. Medes

*Services Offered*—Complete production of films for television from script to final print including mediums of animation, puppet animation, live action, live sound in 16mm and 35mm.

**Michael-Alan Productions**

3724 Muirfield Rd., Los Angeles 16, Calif.  
Phone: AXminster 16154

# Most Modern, Up-to-Date Studios, Completely Equipped

## LIP-SYNC SHOOTING

1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.

Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.

COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT  
ALL SHOOTING ACCESSORIES

*Serving: Colgate-Palmolive-Peet, Viceroy Cigarettes, Barbasol*

# MANNON SOUND STAGES

GEORGE ORTH  
Gen. Mgr.

112 WEST 89th STREET, NEW YORK, N. Y. TRafalgar 3-1800

## TV Film Producers

President .....Michael A. Stensvold  
Prod. Mgr.....Alan Stensvold  
*Services Offered*—Production and distribution of 16mm entertainment, educational, industrial and commercial films for TV, schools and industry.

### Michigan Film Library

19144 W. McNichols Rd., Detroit 19, Mich.  
*Phone:* KE 2-5554

Owner.....Alban J. Norris Sr.  
*Services Offered*—Rental of religious subjects suitable for TV particularly a complete feature length version in complete sound and music of the life and crucifixion of Christ. TITLE—GOLGOTHA. Complete international copyright owned by Albany J. Norris Sr., and all rights for reproduction or use prohibited. Some subject also available under title ECCE HOMO (Behold the Man). Same also held under exclusive copyright and all TV and others rights reserved under international copyright.

### Victoria Mix, Inc.

356 S. Roxbury Dr., Beverly Hills, Calif.  
*Phone:* Crestview 6-1276

Manager .....Victoria Mix  
*Services Offered*—TV films.

### Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.  
*Phone:* Hollywood 9-6161

Manager .....Carlton E. Morse  
*Services Offered*—TV film programs, production.

### Motion Picture Productions Inc.

(See Program Producers)

### Motion Picture Stages, Inc.

3 E. 57th St., New York 22, N. Y.  
*Phone:* PLaza 3-4840

President .....Les Hafner  
V.-P., Treas. ....Charles F. Vetter, Jr.  
Secretary .....Gerald Margolis  
Sales Dir.....Martin L. Scott  
Asst. Sales Dir.....Rosalind Stevens  
Tech. Supervisor.....Victor H. Komow  
*Services Offered*—Studio subsidiary of Hafner-Vetter.

### Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.  
*Phone:* MUrray Hill 6-3717

Manager .....J. F. Barry  
*Services Offered*—TV films.

### THE PRODUCERS' AID

# Cineffects

INCORPORATED

115 WEST 45th STREET

NEW YORK (19), N. Y.

PHONE: Circle 6-0951-2-3-4

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TECHNICAL AND CARTOON ANIMATION

BLACK and WHITE or COLOR — 16 or 35 mm  
FOR

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SPECIAL EFFECTS

MAPS . . . INSERTS . . . ART TITLES

SLIDE FILMS . . . 35 mm KODACHROME DUPLICATIONS



**TV Film Producers**

**Murphy-Lillis Productions, Inc.**

59 Park Ave., New York 16, N. Y.  
Phone: MUrray Hill 6-2142

President .....Owen Murphy  
Vice-Pres. & Treas.....James M. Lillis  
Production Chief.....Joseph V. Nobel  
Sales Director.....Morton McConnachie  
Film Editor.....Joseph Josephson

*Services Offered*—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities; Special package entertainment shows, live and film.

**Nassour Studios**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 9-7381

Vice-President .....Edward Nassour  
*Services Offered*—TV film programs.

**Nation Wide Television Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: LOngaere 4-8234

President .....Irvin Shapiro  
Secretary .....A. Exelberth  
Treasurer .....M. Mermelstein  
TV Director.....Robert H. Wormhauadt

*Services Offered*—Feature films, streamliners.

**Nelson Productions, Inc.**

(See Program Producers)

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.  
Phone: Circle 5-5147

Director .....Ted Nemeth  
*Services Offered*—TV films.

**Nestor Productions Inc.**

7904 Santa Monica Blvd., Los Angeles 46, Cal.  
Phone: HE 0582


President .....Hal Chasnoff  
Secty.-Treas. ....Milton Katz

*Services Offered*—TV commercials, live or animated. Industrial and educational films to order. Complete service, script to finished print.

**Olio Video Television Productions**

131 W. 52nd St., New York 19, N. Y.  
Phone: JUdson 6-0874

Director .....Harvey Cort  
*Services Offered*—TV live and film production, film library.



**BOB EMERY**  
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16MM FILM  
Technical and Laboratory  
SERVICES**

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- EDGE-NUMBERED WORK PRINTS
- EDITING AND CONFORMING
- SOUND RECORDING
- RERECORDING
- TITLING
- ANIMATION
- PRINTING

**COLOR and BLACK & WHITE**

GEO. W. COLBURN LABORATORY  
INC.  
164 N. WACKER DRIVE, Chicago 6, Ill.  
**Phone: STate 2-7316**

**Oulman Television Productions, Inc.**

19 Rector St., New York, N. Y.

Phone: WlIttehall 4-1327

Manager ..... R. J. Oulman  
*Services Offered*—TV entertainment films.

**Parmelee—Patin Studio**

4201 Sunset Blvd., Hollywood 27, Calif.

Phone: NOrmandie 29931

Art Director.....Ted Parmelee  
 Story & Animation Dir.....Ray Patin  
*Services Offered*—Producers of animated films for TV. Specializing in commercial spots. A complete service: preparation of scripts to order. Available to TV stations: camera, cutting.

**Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

Producer-Dir.....Paul Parry  
 Associate Producer...Marshall Schellhardt  
 Writer .....Ed Martin  
 Cameraman-Editor .....Sam Martin  
 Sound .....F. Gallagher  
*Services Offered*—Production of Commercials any specified length, production of

scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

**Pictorial Productions, Inc.**

1357 N. Gordon St., Hollywood 28, Calif.

Phone: HI 3108

President.....G. J. Altflisch  
 Vice-President.....Max Fink  
 Secretary-Treas. ....Thelma Woody  
*Services Offered*—Production of special-purpose and TV films. Rental of complete motion picture production facilities including sound stage 50' x 100' with 30' ceiling.

**Pioneer Telefilms, Inc.**

(Telespots, Inc.)

18 E. 48th St., New York 17, N. Y.

Phone: MUrray Hill 8-0780

President .....Ralph Cohn  
*Services Offered*—Producers and distributors of TV live and film programs.

**Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.

Phones: YOrk 8058; WEstber 3-4608

President .....Juan C. Hutchison  
 Vice-President .....Perry King



654 MADISON AVE.      TEMPLETON 8-7025  
 NEW YORK 21, N. Y.

**MURPHY-LILLIS  
 PRODUCTIONS, INC.**

59 PARK AVENUE  
 NEW YORK 16, NEW YORK

Specialists In The Production Of  
 Television Film Commercials

Serving

Chesterfield  
 Fatima  
 Philco  
 Firestone

and Other National Accounts

MUrray Hill 6-2142

**TV Film Producers**

*Services Offered*—Complete production of films for advertising, TV, public relations, education and employee training.

**Post Pictures Corp.**

115 W. 45 St., New York 19, N. Y.  
Phone: LU 2-4870

President.....Harry A. Post  
Treasurer.....Eli W. Post  
General Manager.....David B. Dash  
Advertising & Sales Promotion Mgr.  
Alan I. Post

*Services Offered*—Distributors of 16mm. sound films; features, shorts. Catalogue available upon request.

**Princeton Film Center**

Princeton, N. J.  
Phone: Princeton 3550

Exec. Director.....Gordon Knox  
*Services Offered*—TV film production.

**Producers Representatives, Inc.**

1270 Ave. of the Americas, N. Y. 20, N. Y.  
Phones: PLaza 7-6990-1-2  
President .....Irving M. Lesser

Secy.-Treas. ....Seymour Poe  
TV Manager .....Camilla Nelson

*Services Offered*—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

**Progressive Pictures**

6351 Thornhill Dr., Oakland, Calif.  
Phone: Olympic 2-0560

Manager .....Ray Bainbridge  
*Services Offered*—TV films.

**Radio Features of America**

(See Program Producers)

**Radiovision Corp.**

1125 S. Elm Drive, Los Angeles 35, Calif.  
Phone: Crestview 5-1723

President.....Walter J. Nelson  
*Services Offered*—Sport pictures and cartoons for rental to TV. Also for sale to camera shops and individuals: *Class In Archery*, starring Howard Hill; *It's Done With Arrows*, starring Howard Hill; *Silver Springs*, Travelogue of Silver Springs Florida; *Rough But Hopeful*, Golf featuring movie stars as players; *Hugh Harman Cartoons*.

**BRAY STUDIOS, INC.**

Inventors of Animated Cartoons  
& Technical Animation Processes

Originators & First to introduce  
Film Slide Type Projector & Film

Pioneer in Educational and  
Industrial Film Production  
35 years' experience

Expert technicians and full  
facilities available for all  
*Educational, Industrial, Television*  
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**COMPLETE SERVICE**

On TV Film Shorts, Transcriptions  
and Records  
At 232 E. Erie St., Chicago, Ill.

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**For Motion Pictures  
AVEC PRODUCTIONS**

TV and Commercial Movies  
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Art Work, Titles, Scripts.  
"From Idea to Screen"

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**For Sound  
BRINKLEY RECORDING CO.**

Records, Transcriptions, Tape,  
Filmtrack.  
"Big Studio Quality at Small  
Studio Prices"  
Since 1942

**TV Film Producers**

**Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.  
 Phone: Emerson 1393  
 President .....Reid H. Ray  
 Services Offered: TV film production.

**RD-DR Corp.  
 (Reader's Digest—  
 deRochemont)**

35 W. 45 St., New York 19, N. Y.  
 Phones LU 2-1440

Chairman of Board...Louis de Rochemont  
 President .....Borden Mace  
 Vice-President.....Louis de Rochemont  
 Secretary.....Marie I. Kenney  
 Treasurer.....Martin J. Maloney

Services Offered—Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

**Roland Reed Productions, Inc.**

275 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: Crestview 6-1101  
 President .....Roland Reed  
 Services Offered—TV film programs.

**Regal Television Pictures Corp.**

151 W. 46 St., New York 19, N. Y.  
 Phone: LU 2-1877  
 Treasurer .....Leo Seligman  
 President .....Moe Kerman  
 Vice-Pres. ....Joe Felder  
 Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Regency Productions, Inc.**

11 E. 49 St., New York 17, N. Y.  
 Phone: PLaza 9-3680  
 President .....Joseph Schaeffer  
 Producer.....William P. Riethof  
 Director of Sales.....Edward A. Bendell  
 Cameraman .....Dwight Godwin  
 Services Offered—Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Com-

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 AMERICA'S  
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**FILM SERVICES**  
 FOR EVERY TELEVISION NEED!



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**PROCESSING SERVICES**  
 Individualized service—customized to your most exacting requirements. "Masters" and duplications from your original artwork. Completely automatic processing equipment.

**QUANTITY  
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 No order too large—none too small. We specialize in quantities.

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 HOUR  
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 Write for Service List B-200—or phone SAcramento 2-4894

**CINEQUE Colorfilm Inc. LABORATORIES**  
 424-426 EAST 89th STREET NEW YORK CITY, N. Y.

**TV Film Producers**

pany; House Beautiful Curtains, etc.). Film package shows for TV ("The Happy Hills," with Juanita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance). Any film assignment.

**John Reinhardt Productions, Inc.**

2070 No. Vine St., Hollywood 28, Calif.  
Phone: HU 21806

President ..... John Reinhardt  
Vice-President ..... Mischa Terr  
Cameraman ..... William Clothier  
Film Editor ..... Victor Lewis  
Secty. .... Marjorie Alford

*Services Offered*—Production of dramatic and commercial shorts on 16 and 35mm film. Just completed: Six 15 min. dramatic shorts for General Television Enterprises, Inc. sponsored by Procter & Gamble and Hal Roach Studios.

**Religious Television, Inc.**

1067 N. Fairfac, Hollywood 46, Calif.  
Phone: Hillside 0381

President.....Rev. Dorland P. Dryer  
*Services Offered*—Produce and distribute religious and character education materials

for TV. Musical program under the direction of Arthur Leslie Jacobs associated with the Los Angeles Federation of Churches.

**RKO Pathe, Inc.**

625 Madison Ave., New York 22, N Y.  
Phone: PL 9-3600

Vice-Chairman of Bd.....Ned E. Depinet  
President .....Harry Michalson  
Vice-Pres. & Gen. Mgr.....Jay Bonafield  
Treasurer.....James H. Herries  
Secretary.....J. Miller Walker  
Comptroller .....Garrett VanWagner  
Production Mgr.....J. Douglas Travers  
Mgr. Commercial Film & TV Dept.

M. Clay Adams  
Editorial Supervisor.....Phil Reisman, Jr.  
*Services Offered*—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

**Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: VErmont 82185

President.....Hal E. Roach  
Vice-President.....Hal Roach, Jr.  
Vice-Pres. & Prod. Mgr....S. S. Van Keuren  
Vice-Pres. & Treas.....Hugh Huber  
Vice-Pres. & Sales Mgr....Alfred Schindler

*Where the Best  
are in  
Production*



MOTION PICTURE STAGES INC.  
LES HAFNER & CO.



the  
HAFNER-VETTER  
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EVERY TELEVISION FILM SERVICE

**SEABOARD STUDIOS**

||| THREE LARGE SHOOTING STAGES  
ACADEMY AWARD PERSONNEL  
COMPLETE EQUIPMENT  
||| EVERY SERVICE UNDER ONE ROOF

*Means*

||| NO SUB-CONTRACTING  
HIGH QUALITY  
REASONABLE COST

• Centrally Located •

157 E. 69th ST., N.Y.C. - REgent 7-9200

*Services Offered* -- Complete motion picture production facilities for the production of TV commercials and programs.

**Roberts Radio, Television, Stage and Screen Studios**

806 Seventh Ave., New York 19, N. Y.  
Phone: JU 6-0026

President.....Bob Levitt Roberts  
*Services Offered*—Radio and TV live or film Package Productions. Personal Management. Jack Lacy, top M.C. and Disk Jockey, WINS, N. Y. For TV—Thelma Carpenter, plus other top name talent. Direct line broadcasting equipment. Theatrical and radio training. Rehearsal studios.

**Rockett Pictures, Inc.**

6063 Sunset Blvd., Hollywood 28, Calif.  
Phone: GR 7131

Gen. Mgr.-Vice-Pres.....J. Richard Westen  
Vice-Pres. Chg. Sales.....J. Harry Ebbert  
Secy.-Treas. ....Harlow Wilcox  
Exec. Secretary.....Kay Shaffer  
*Services Offered*—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

**Rollow-Clark & Co.**

108 Oak St., Denton, Tex.  
Phone: 1523

Co-owner .....Bill Rollow  
*Services Offered*—TV film production.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 38, Calif.  
Phone: Yo 2494

President .....Danny Rouzer  
*Services Offered*—Complete 16mm. production service, including cinematography, editing, titles, inserts, sound recording, special effects, projection, sound stage, lights, cameras silent and sound-single and/or double system, with experienced operating personnel.

**Ruby Film Company**

729 Seventh Ave., New York 19, N. Y.  
Phone: CIrcle 5-5640

Production Mgr.....Edward Ruby  
Asst. Production Mgr.....Sidney Nannes  
Office Manager.....Marie A. Kraemer  
*Services Offered*—Producers of every type of motion picture production from commercials to serials. Own and operate all facilities, in business since 1910, owns Ruby Editorial Service.

**Ryder 16 mm Services, Inc.**

6526 Sunset Blvd., Hollywood 28, Calif.  
Phone: GRanite 3651

President .....Loren L. Ryder  
Vice-President .....H. R. O'Neil, Jr.  
General Manager .....Barry Eddy  
*Services Offered*—Western Electric sound recording services for producers of 16mm films, industrial, entertainment and TV. The original production is all on magnetic film, then transferred to optical film for release. In addition to the above Ryder Services has stage facilities for production, scoring and dubbing.

**Sack Television Enterprises**

Film Exchange Bldg., 308 S. Harwood,  
Dallas 1, Tex.  
Phone: RIverside 6474

General Manager.....Alfred N. Sack  
Sales Manager.....Julius M. Sack  
Program Advisor.....Beverly Littlejohn  
*Services Offered* — Rental of open end films, amusement shorts, educational shorts, mesical shorts, features, westerns and serials, and group of twenty-nine three-minute "soundies."

**Bernard L. Sackett Television Productions**

(See Program Producers)

An  
Invitation

Radio-Television Institute extends the facilities of its Placement Bureau to employers who are seeking well-trained technicians for Television. This service is FREE to employer and employee.

Radio-Television Institute trains technicians of calibre to serve the Television Industry. Our graduates are equipped with a thorough Theoretical and Practical knowledge of all technical phases of Television (Broadcasting, Installation, Maintenance, Servicing).

For well-qualified Television Technicians and Engineering aids, we invite you to visit, write, or telephone

Placement Bureau

**RADIO-TELEVISION  
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*Pioneers in Television Training since 1938*  
480 LEXINGTON AVE., NEW YORK 17, N. Y.  
PLAZA 9-5665



## TV Film Producers

### **Sanft-Costa Television Features**

17 E. 42 St., New York 17, N. Y.  
Phone: MUrray Hill 2-6770-6771

Co-Producers .....Sidney Sanft,  
Don Costa

*Services Offered* — Producers of complete live TV packages. Video shows (live or film) created on assignment. Spot commercials created and produced on assignment. Producers of TV film programs.

### **Sarra, Inc.**

200 E. 56th St., New York 22, N. Y.  
Phone: MUrray Hill 8-0083

Manager .....Jack Henderson  
*Services Offered*—TV film production.

### **Kermit Schafer Radio & Television Productions**

112 E. 37 St., New York 16, N. Y.  
Phone: MUrray Hill 9-4628

President .....Kermit Schafer  
Executive Asst.....Michael Louis  
Office Manager.....Mary Roop  
*Services Offered*—Radio and TV live and film package productions. Promotion services offered to agency clients and networks. Also prize-securing services.

### **The Script Library**

535 Fifth Ave., New York 17, N. Y.  
Phone: MU 7-1668

Pres., Gen. Mgr.....Julienne Dupuy  
*Services Offered* — Script library giving script services to radio stations. A division of Radio Events, Inc.

### **Seaboard Studios, Inc.**

157 E. 69th St., New York 21, N. Y.  
Phone: REgent 7-9200

President .....Sanford R. Johnson  
V.P. & Exec. Producer..Edward J. Pope, Jr.  
*Services Offered*—TV film commercials.

### **Seidel Films**

853 Seventh Ave., New York 19, N. Y.  
Phone: Circle 7-0575

Manager .....Tom Seidel  
*Services Offered*—TV film production.

### **Sentinel Productions (div. of Sentinel Enterprises, Inc.)**

(See Program Producers)

### **Skibo Productions, Inc.**

165 W. 46 St., New York 19, N. Y.  
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan  
Secretary .....George Blake

Bd. of Directors.....Patrick E. Shanahan,  
George Blake, F. R. Normandin  
*Services Offered*—16mm. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

### **Sonochrome Productions**

112 W. 89 St., New York 24, N. Y.  
Phone: SChuyler 4-3654

Partner .....Nathan Zucker  
*Services Offered*—Producers and distributors of programs on film.

### **Special Purpose Films, Inc.**

44 W. 56th St., New York 19, N. Y.  
Phone: JUdson 6-0020

President .....John Fox  
Vice-President .....William F. Crouch  
Secretary .....Douglas H. Miller  
Sales Mgr.....John S. K. Hammann  
*Services Offered*—Producers of complete motion pictures for advertisers and agencies. Industrial films, public relations films, documentaries, sales films. Films for TV and TV commercials on film. Script consultation service. Complete cutting room service at one of New York's foremost film laboratories. Expert editor and cutter in constant attendance.

### **Standard Television Corp.**

1501 Broadway, New York 18, N. Y.  
Phone: LOngacre 4-8234

President .....Irvin Shapiro  
Secretary .....A. Exelberth  
Treasurer .....Martin Mermelstein  
Vice-President .....Robert H. Wormhaud  
*Services Offered*—Major feature films and shorts.

### **Sterling Films, Inc.**

316 W. 57 St., New York 19, N. Y.  
Phone: JUdson 6-3750

President .....Saul J. Turell  
Secy.-Treasurer.....Robert E. Rhoades  
Director of TV.....Carl King  
Manager of TV Dept.....Bernice S. Coe  
*Services Offered* — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

### **Steven Televised Presentations, Inc.**

153 Fifth Ave., New York, N. Y.  
Phone: GR 3-5228

President .....Jewel Steven  
*Services Offered*—Live shows, packages, commercial TV films.

## TV Film Producers

### Strickland Film Co.

220 Pharr Road, Atlanta, Ga.  
Phone: LA 7991

Owner.....Robert B. Strickland  
General Mgr.....C. L. Strickland  
Sales Mgr.....Joe McGrath  
Production Mgr.....A. M. Malphurs  
Laboratory Mgr.....J. O. Barber  
*Services Offered* — Complete 16mm. and 35mm. production and processing facilities including studio.

### Irvin Paul Sudds, Inc.

654 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-7025

President.....Irvin Paul Sudds  
Associate Producers.....Alice Pentlarge,  
Milan J. Greer, Mary MacMullen  
*Services Offered*—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

### Swank Films, Inc.

19 W. Fourth St., Dayton 2, O.  
Phone: HEmlock 2379

President.....Jerrold A. Swank  
Vice-President.....Susan K. Burton  
*Services Offered* — Color or black and white; Slides, 3¼ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

### The TeeVee Film Company

170 S. Beverly Drive, Beverly Hills, Calif.  
Phone: CRestview 5-1076

Sales Office  
211 S. Beverly Drive  
N. Y. Office  
150 E. 52nd St.

Phone: PLaza 3-1030  
President.....Gifford Phillips  
General Manager.....Ludlow Flower, Jr.  
Coordinator of Sales and Promotion  
J. Wesley Beeman  
Dir. of Film Production.....Merrill Pye  
Dir. of Live Productions.....Bob Koenig  
Eastern Sales Manager.....Alfred Levy  
*Services Offered*—Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

### Tel-Air Associates

366 Madison Ave., New York 17, N. Y.  
Phone: VA 6-3417

Partners.....Seymour Kaplan,  
Mort H. Singer, Jr.  
*Services Offered*—Film programs, spot commercials, animation.

### Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CR 5-1270

President.....Thorn L. Brooks  
Vice-President.....Howard Taylor  
Sec. Treasurer.....W. Bosco  
Prod. Manager.....Felber Masdam  
*Services Offered*—Producers of live and film TV productions. Also all kinds of commercials.

### Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.  
Phone: JUDson 6-5480

President.....W. K. Hedwig  
Secy.-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.

### Telecomics, Inc.

247 Park Ave., New York 17, N. Y.  
Phone: ELdorado 5-2544

President.....Stephen Slesinger  
Vice-President.....John F. Howell  
*Services Offered*—TV films based on the following properties: King of the Royal Mounted, Winnie-the-Pooh, Red Ryder, Little Beaver, Ozark Ike.

### Telemated Cartoons

70 E. 45th St., New York 17, N. Y.  
Phone: MURray Hill 6-8933

Owner.....Saul Taffet  
*Services Offered*—TV film production.

### Telepak Inc.

201 N. Carmelina Ave., Los Angeles 24, Calif.  
Phone: AR 3-6076

250 Park Ave., Suite 325, New York City  
Phone: PL 8-0628

President.....C. Robert Longenecker  
*Services Offered*—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

### Television Arts Productions, Inc.

2733 Stuart St., Berkeley, Calif.  
Phone: Berkeley 75301

Business Manager.....J. T. Ward  
Art Director.....Alexander Anderson  
Dir. of Adv. & Pub. Rel. Robert J. Powers  
Film Editor.....Thomas G. Stanford  
*Services Offered*—Producers of animated cartoons and commercials for TV.

## TV Film Producers

### **Television Cartoons, Inc.**

361 W. Broadway, New York 13, N. Y.

Phone: BE 3-7176

Pres. chg. of Prod. . . . . Robert N. Brotherton  
Vice-Pres. chg. of Prod. . . . . Arthur L. Goldman  
Sales & Adv. Mgr. . . . . J. Arthur West  
Story & Planning . . . . . Tony Delmar  
Sales Rep. . . . . Frank Rogers  
Sales Rep. . . . . Donald Davis

*Services Offered*—Producers of commercial films for TV—10 seconds to one minute or longer. Services include live photography, animation, stop-motion or special effects to order.

### **Television Features, Inc.**

(A Division of Larry Gordon Studios)

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

Phones: PLaza 5-5714; 5-4852

President . . . . . Larry Gordon  
V.-P. Chg. Prod. . . . . William Van Praag  
V.-P. Chg. Sales . . . . . Otto H. Sutter  
Head of Story Dept. . . . . Robert Scott  
Head of Pkg. Dept. . . . . Eleanor Kendrick

*Services Offered*—Production unit for films, commercial, industrial and TV; Package live shows.

### **Television Motion Pictures Co.**

1650 Broadway, New York 19, N. Y.

Phone: CI 6-0691

President & Producer . . . . . Jack Goldberg  
Assoc. Producer & Scripter . . . . . Ted Wilde  
Director & Editor . . . . . Jack Kemp  
Animation Dept. . . . . Harold Walker  
Publicity & Exploitation . . . . . Ed Hurley  
Vice-Pres. Chg. Sales . . . . . Bert Goldberg

*Services Offered*—Contract producer of 35mm. and 16mm subjects; complete 16mm. live and animation equipment and facilities; originator of 35mm and 16mm subjects; TV film consultant; distributor of variegated shorts.

### **Television Screen Productions**

(See Program Producers)

### **Marshal Templeton, Inc.**

214 Ford Bldg., Detroit 26, Mich.

Phone: WO 1-6868

612 N. Michigan Ave., Chicago 11, Ill.

Phone: SU 7-3782

President . . . . . Marshal E. Templeton  
Chicago Branch Mgr. . . . . Fred W. Grady  
*Services Offered*—Writing and production of film presentations.

### **Mischa Terr, Inc.**

1276 No. Crescent Heights Blvd.,

Hollywood 46, Calif.

Phone: HU 27038

President . . . . . Mischa Terr  
V.-P. Chg. of Prod. . . . . John Reinhardt  
Film Editor . . . . . Victor Lewis  
Secty. . . . . Constance Webb

*Services Offered*—Production of dramatic TV shorts on 35mm film; production of commercial short on 16 and 35mm film.

### **Trans-Continental Television, Inc.**

(See Program Producers)

### **Transfilm Inc.**

35 W. 45 St., New York 19, N. Y.

Phone: LU 2-1400

President . . . . . William Miesegaes  
Vice-President . . . . . Walter Lowendahl  
Vice-President . . . . . Pud Lane  
Secretary-Treasurer . . . . . Peter A. Schlenker

*Services Offered*—Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

### **Transvideo Corp. of America**

2 W. 46 St., New York 29, N. Y.

Phone: LU 2-1281

President . . . . . Theodore A. Parisi  
Secretary . . . . . George Luttinger  
Treasurer . . . . . Marie R. Passannante

*Services Offered*—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

### **Tri-Video Productions, Inc.**

15 Central Park West, New York 23, N. Y.

Phone: Columbus 5-0060

President . . . . . Jack Goldstein  
General Manager . . . . . J. Jay Gould

*Services Offered*—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV.

### **Triangle Films**

1697 Broadway, New York 19, N. Y.

Phone: Columbus 5-1403

Partners . . . . . Wilbur J. Streech,  
Gordon T. L. McEvoy

*Services Offered*—Production of all types of motion pictures including animation, live action, stop motion, and special effects. Specialists in commercials and package shows for TV.

## TV Film Producers

### TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 8-1232

President.....Doria Balli  
*Services Offered* Production of one minute sound films for TV.

### TV/films, Inc.

Phone: PL 9-7888  
11 E. 48 St., New York, N. Y.

President.....R. V. Pollock  
Chief Cameraman.....M. Evdokimoff  
*Services Offered*—TV/films produces commercial TV films and commercial industrial films. It is a complete production unit with its own storyboard, sound and music departments, camera crew, shooting studio, cutting, editing and viewing room.

### TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.  
Phone: CHickering 4-1374

President.....Edward Roberts, Jr.  
Treasurer.....William Mills, III  
Dir. of Sales.....Donald Ross  
Dir. of Adv. & Prom.....John Newman  
*Services Offered*—Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

### United Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.  
Phone: HArrison 5840

President & General Mgr. W. Hardy Hendren  
Vice-Presidents.....C. J. Mabry,  
E. S. Washburn

Treasurer.....A. F. Bradley  
Secretary.....Wm. B. Cozad  
Sales Manager.....W. Dwight Zieger  
Adv. Sales Prom. Mgr. TV...L. P. Hillyer  
Prod. & Service Mgr.....W. J. Scrogin  
*Services Offered*—We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

### United Press Associations

(See Program Producers)

### United Productions of America

4440 West Olive Ave., Burbank, Calif.  
Phone: CHarleston 0-7171  
New York Division—208 E. 72 St.,  
New York 21, N. Y.  
Phone: RHineland 4-7570

Pres. & Exec. Producer....Stephen Bosustow

Vice-Pres in chg. N. Y. Office

Edward L. Gershman  
Vice-Pres. & Supr. Dir.....John Hubley  
Vice. Pres. & Prod. Mgr....A. D. Woolery  
Secretary.....Leo L. Rosen  
Asst. Sec. & Treas.....Maxine Davis  
*Services Offered*—Producers of TV film programs and commercials—specializing in animation, also animation production services.

### Video Drama Productions

505 Fifth Ave., New York 17, N. Y.  
Phone: MU 2-0326

Exec. Officer & Prod.....Henri E. Marcuse  
Director & Partner.....Harvey Janovic  
Script Supervisor.....Charles Cimmamon  
Art Supervisor.....Bill Persichetti  
Sales Manager.....Fred Brunswick  
*Services Offered*—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.

### Video Varieties Corp.

41 E. 50 St., New York, N. Y.  
Phone: MU 8-1162

President.....George W. Goman  
Vice-Pres. chg. of Prod.....Martin Henry  
Treasurer.....A. W. Manchee  
Vice-Pres. & Film Editor...Leonard Anderson  
Sales Manager.....Otis P. Williams  
*Services Offered*—Motion picture producers, TV program films and commercials.

### Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.  
Phone: LU 24047-8

President.....Max Rosenbaum  
Vice-President.....Sid Rosenbaum  
*Services Offered*—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

### Vitaphone Film Productions

5331 Via San Delarro, Los Angeles 22, Cal.  
Phone: AN 1-3877

President.....Jack Helstowski  
Vice-President.....Chester Maye  
Secty.-Treas.....Ruth Helstowski  
General Sales Mgr.....Ned Costa  
Director.....Ben Norman  
Cameramen...John Pearson, Chet Brickett  
Film Editor.....A. G. Case

## TV Film Producers

*Services Offered*—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound.

### **Wade-Farnham Productions**

15 E. 46 St., New York 19, N. Y.

Phone: Circle 7-6797

Partners.....Moulton H. Farnham,  
Roger W. Wade

*Services Offered*—Facilities and services include motion pictures, TV commercials, animation, slide films, color slides. We are equipped to write, direct, and produce any film from TV short to full-length feature.

### **Louis Weiss & Co.**

4336 Sunset Blvd., Los Angeles 27, Calif.

Phone: NO 1-6883

Distribution Director.....Adrian Weiss  
Production Director.....Louis Weiss

*Services Offered*—Production and distribution of TV films including Westerns, Serials, Cartoons, Sport Subjects and Silent Slapstick Comedies.

### **West Coast Sound Studios**

510 W. 57th St., New York 19, N. Y.

Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry

*Services Offered*—Full 35 mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

### **Wild Life Films**

6063 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-3974

President.....William R. Eberhart

Sales Mgr.....J. G. Green

*Services Offered*—Shooting, and editing animal subjects, hunting, fishing, and outdoor films of all kinds. Also Conservation pictures for game commissions.

### **Wilding Picture Productions, Inc.**

1345 Argyle St., Chicago 40, Ill.

Phone: LONgbeach 1-8410

President.....C. H. Bradfield, Jr.

Exec. Vice-Pres.....H. W. Fish

Secretary-Treas.....V. A. Burg

V.P. chge of Prod.....J. A. Kellock

*Services Offered*—Producer of industrial, commercial, and TV films; slide films; film laboratory.

### **Willard Pictures, Inc.**

45 W. 45 St., New York 19, N. Y.

Phone: LU 2-0430

President.....T. W. Willard

Vice-Pres. & Gen. Mgr.....J. M. Squiers, Jr.

Comptroller.....S. H. Childs

*Services Offered*—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

### **Wolff-Feldman Enterprises, Inc.**

21 W. 42 St., New York 18, N. Y.

Phone: LA 4-3450

President.....Max Wolff

Secretary-Treas.....Robert Feldman

Exec. Producer.....Les Wintz

Talent.....Al Roth

*Services Offered*—Talent representatives, casting, production, and packaging of films.

### **Raphael G. Wolff Studios**

1714 N. Wilton Place, Hollywood 28, Calif.

Phone: GRanite 6126

Owner.....Raphael G. Wolff

Mgr.-TV Department.....Raymond Ring

Head of Editing Dept.....David Lurie

Head of Animation Dept.....Richard Lundy

In Chg. of Writing-Direction

MacDonald MacPherson

Controller.....E. Clifford

Detroit Rep.....Richard Bonds,

Fisher Bldg., Detroit 3, Mich.

Chicago Rep.....John W. Carnrick,

230 North Michigan Ave., Chicago, Ill.

*Services Offered*—Producers of 16mm sound and color motion pictures, TV films and spot commercials.

### **World Video, Inc.**

(See Program Producers)

### **Young America Films, Inc.**

18 E. 41 St., New York 17, N. Y.

Phone: LE 2-4111

President.....Stuart Scheftel

Exec. Vice-Pres.....Godfrey Elliott

Sales Manager.....T. C. Morehouse, Jr.

In Chg. of TV Activities.....James R. Brewster

*Services Offered*—Producers and distributors of 16mm sound educational films.

### **Harold Young Productions, Inc.**

119 W. 57 St., New York 19, N. Y.

Phone: Circle 5-8459

President.....Harold Young

Vice-President.....Peter Ordway

Secretary-Treas.....John Ordway

Chairman of Bd.....Anthony Duke

*Services Offered*—Producers of motion pictures both theatrical and non-theatrical on 16mm or 35mm, black and white or in color. TV shows on film or live.



# AN ANSWER TO HIGH TV COSTS FILM NETWORK EXPANSION PLAN

by  
**GEORGE T. SHUPERT**  
Director, Commercial Operations, Paramount  
Television Productions, Inc.

**A**LTHOUGH of comparatively recent existence, the Paramount TV Network was planned more than a decade ago when Paramount's exploring of television's potentialities led to the staffing of a TV engineering laboratory in New York for the development of an off-the-tube film-recording system. It was foreseen at the time that low-cost programming must necessarily play a key role in television's expansion . . . that low programming costs would be possible only through prolonging the fleeting life of televised events and shows for subsequent use, thereby amortizing their costs over the largest possible circulation of looker-listeners.

The Paramount TV network is transcontinental in scope, numbering its affiliates from Philadelphia to San Diego, from Chicago to Houston. This transcontinental web is possible—without benefit of coaxial cable or relay towers—because the Paramount TV Network is a film network. Its affiliates are supplied regularly with film-recordings (Paramount Video Transcriptions) of high-Hooperated Hollywood-produced TV shows, and supplied them at a fraction of their initial cost on Paramount's Station KTLA.

Arrangements in progress are adding the transcribed product of other TV production centers and of package show producers to the offerings of the Paramount TV Network. In addition, most Paramount affiliates utilize the service of Paramount's TV-film-booking office, a special department set up in New York more than two years ago to supply Paramount's own TV stations in Los Angeles and Chicago with the best feature films, shorts, cartoons and travel films available to the new medium.

*Radio vs TV Economics:* From a station viewpoint, the chief benefit of a network affiliation is a constant source of top-quality shows. But against this

must be weighed the distressing fact that an affiliate's share of the network sales revenue, after all deductions, usually is 30 per cent or less of the rate card rate.

A station may have a break-even point of, say, \$300 per hour. To realize this amount from network programs, the station must boost its network rate to \$1000 per hour; higher if it is to turn a profit. The affiliate, in most instances, must pay for a sustaining show which cannot be sold locally. While this is a programming aid, it adds nothing to income.

Network operations demands that an affiliate set aside certain daytime and evening hours, known as network option time. As practically *all* good time falls in this category, virtually no "good buys" remain for local sale save station breaks and announcements preceding and following network shows. Few local sponsors, naturally, can be interested in time segments over which a threat of recapture hangs, most likely to be exercised just when a show has begun to catch on.

*Transcriptions Stretch Advertising Dollar:* From the advertisers' viewpoint, use of video transcriptions means that the advertising dollar can be stretched much further. Transcriptions make it possible to buy time in the markets needed and no more; to buy the best time available in each market; to coordinate sales pressure with the sales needs of individual markets; to forget time zone differentials and lack of cable or relay interconnections.

The Paramount answer to runaway programming costs is not offered as an industry panacea. But for the average station and the average advertiser seeking good TV shows at bargain prices, the Paramount TV Network is likely to prove exactly what Dr. Economics has been prescribing.



# **Television Organizations**

## **. . . personnel—functions**

### **Television Broadcasters Assn., Inc.**

500 FIFTH AVE., NEW YORK 18, N. Y.  
Lackawanna 4-4788

#### **OFFICERS**

|                                        |                                           |
|----------------------------------------|-------------------------------------------|
| President . . . . . Jack R. Poppele    | Secretary-Treasurer . . . . . Will Baltin |
| Vice-President . . . Ernest B. Loveman | Asst. Sec.-Treasurer . . . Paul Raibourn  |

#### **DIRECTORS**

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; F. M. Russell, NBC; Joseph A. McDonald, ABC; George Storer, Fort Industry Co.; R. A. Borel, WBNS-TV; Jack R. Poppele, WOR; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS.

#### **FUNCTIONS**

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

### **Academy of Television Arts and Sciences**

5746 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
Hempstead 8942

#### **OFFICERS**

|                                           |                                           |
|-------------------------------------------|-------------------------------------------|
| President . . . . . Harry R. Lubcke       | Corres. Sec. . . . Robert E. Packham, Jr. |
| 1st Vice-President . . . Don McNamara     | Secretary . . . . . James Vandiveer       |
| 2nd Vice-President . . . Russell L. Furse | Recording Secretary . . . . Betty Mears   |
| Treasurer . . . . . Lenore Kingston       | Secretary to Treas. . . Catharine Sibley  |

#### **DIRECTORS**

Edward Nassour, Jack Strauss, R. A. Monfort.

#### **FUNCTIONS**

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To make Hollywood the television capital of the world.



# "CAN TV RESEARCH PROFIT FROM AM MISTAKES?"

by

JOHN K. CHURCHILL

Radio-TV Research Consultant

THE orderly growth of television as both an entertainment and as an advertising medium demands better and more pertinent data than we ever had for radio. From some of the earlier radio records it is almost impossible to determine facilities used, hours of operation, network hook-ups and affiliations, client lists, rates, expenditures, program offerings, station coverages, audience ratings, set usage or dozens of similar facts which are so helpful in showing trends in the development of the medium.

The same charges may well be true of television for these first few years unless we profit from the lesson of our early radio research and record keeping deficiencies. The industry should decide on a set of simple and well defined standards for this industry accounting job and then see to it that they are adhered to faithfully.

Radio's lack of uniform standards is most frequently and most dramatically illustrated by Ratings. Dozens of researchers have come out with all sorts of figures on all sorts of programs. They range from measurement of a local time spot to world-wide estimates of the cumulative effects of a series of broadcasts in dozens of languages. These ratings may be instantaneous totals flashed while the program is still in progress or ponderous academic treatises long after the programs have become history. They may be in percents, numbers, scores or grades. It is even possible that they are all correct but their universal application and their interchangeability is certainly subject to challenge. We have willfully or otherwise failed to disclose the conditions under which these measurements are made.

The technical difficulties of measuring a television audience are more com-

plex while the audience is still so scattered and costly to locate. The glamor of television to the performer, producer and viewer tends to perpetuate ratingitis and to cloud the fact that too frequently we aren't sure what we want to measure, much less how to measure and report it accurately.

Because ratings are the result of studying a sample of the total audience we have become too accustomed to talking in terms of percents with too little attention to what constitutes our 100 percent base. If we want numbers we too frequently multiply by some convenient figure which will impress the reader and not be challenged too successfully. If ratings were always projectible this would be a service instead of the crime it now is.

If there is criticism for today's confused rating picture the agencies performing the services should bear only a small part of the blame. It is the buyer of the service that is really responsible, for without him the services would soon go out of business. The buyer gets what he demands.

We do not have to wait for the day of the one perfect service because that day will never come. Everyone responsible for the development and presentation of television audience data can sit down together and create standards and terminology and performance criteria which will eliminate almost all of the present confusion.

And while they are at this task standards can be set for all those other troublesome practices inherited from immature radio research. Some of the work may have to be industry wide, others may be available cheaper and better from local commercial sources but until we specify what we need, what we want and what we mean we have only ourselves to blame for continued confusion. Television can profit from radio's mistakes.

## ***American Television Society, Inc.***

17 EAST 45th STREET, NEW YORK 17, N. Y.

MURray Hill 7-9250

### **OFFICERS**

President . . . . . David Hale Halpern      Secretary . . . . . Reynold R. Kraft  
Vice-Pres. . . . . Donald E. Hyndman      Treasurer . . . . Archibald U. Braunfeld

### **DIRECTORS**

Charles J. Durban, Maurice E. Strieby, Jerry Danzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

### **FUNCTIONS**

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

•

## ***National Society of Television Producers***

234 WEST 44th STREET, NEW YORK 18, N. Y.

CHickering 4-0626

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President . . . . . Martin A. Gosch      Secretary . . . . . Nathan M. Rudich  
Vice-President . . . . . Henry White      Treasurer . . . . . Irvin P. Sulds

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### **COUNSEL**

James L. Fly

### **FUNCTIONS**

The National Society of Television Producers (NSTP) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in NSTP is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.



# TV BRINGS SHOWROOM TO PROSPECT —POTENT FORCE IN VISUAL SALES

by

**KENNETH W. STOWMAN**

**TV Sales Manager, WFIL-TV, Philadelphia**

**T**ELEVISION is the greatest advertising medium yet developed and its early shadow forecasts a tremendous effect upon American marketing and distribution, even within the coming decade. In the past year alone, TV's versatility and effectiveness have been profitably demonstrated. The measure of the medium's national impact awaits only the construction and operation of stations throughout the country.

The surveyed, estimated and reported state of television in 1949 is an optimistic and exciting record. There were, at year's end, 98 operating stations, with an additional 20 holding construction permits. The sales of TV-Radio-Phonograph combinations topped all other merchandise in sales gains during October, according to the survey of the Federal Reserve Bank of New York. There were estimated to be some 3,900,000 TV sets in use and the estimate for the end of 1950 was placed conservatively at 9,000,000.

Television's growing market in 1949 was exceeded in interest only by the commercial activity within the market. In one year, from October '48 to '49, the number of advertisers utilizing television was increased 282 per cent. And a breakdown in sponsor category revealed the clients to be, in numbers, 76 national network (programs), 399 national and regional spot and 1416 local retail.

As a sales medium, TV knows no restrictions but the limits of good taste and, for this reason, virtually all products may be acceptably presented. In fact, the diversity of the products which have been sold successfully via television to date is the medium's strongest bid to power. The roster of sponsors on WFIL-TV in 1949, for example, ranged from F. W. Woolworth Co. to Corlies Furs, Inc. For the latter client, the sale of a \$3200 mink coat was directly traceable to one specific participating spot. And, so impressed with its

Philadelphia video debut was Woolworth, that television is said to be written into the company's plans in other cities.

Television provides for the advertiser a family-group audience matched by no other medium. And a sales message on TV does more than describe the product: it permits immediate demonstration. The effect of this technique is no where more dramatic than on higher priced merchandise. Sales, which in the past, were completed only after individual and sometimes repeat demonstrations, can now be made practically on sight. The new design, construction and added features of the late model automobile are familiar to the TV viewer-prospect long before his first visit to the showroom. The same situation applies to the major home appliance field, and even touches the limitless lines of household effects and decorating aids.

Television's unique powers of demonstration can be applied to almost any product marketable. From hints on how to prepare the family dinner—with brand name canned goods—to repairing the homestead roof—with store bought shingles—television *shows* the buyer how to use the merchandise and thereby stimulates the buying.

We have seen so far only partial evidence of television's selling potency but we can predict with fair accuracy its potentialities when FCC restrictions are lifted and there is a TV station operating in every market. We could multiply today's black and white results by any given factor and see a clear picture of future accomplishment. The advent of color television, however, lifts the future out of the bounds of imagination and makes pioneering and experimenting a lively project for years to come. Percentagewise, color-TV might well dwarf what now seems, and is, the towering effectiveness of sight and sound selling as we know it now.

## ***Television Producers Association***

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.  
Granite 6930

### **OFFICERS**

President . . . . . Mal Boyd  
Vice-President . . . . . Michael Stokey      Secretary . . . . . Gladys Rubens  
Exec. Vice-President . . . . . Bernie Ebert      Treasurer . . . . . Maleese Black

### **BOARD OF DIRECTORS**

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd  
Cassyd, Jon Slott, Mort Singer, Robert Coleson, Bernie Ebert.  
Legal Counsel . . . . . Max Gilford

### **FUNCTIONS**

A non-profit organization to cultivate harmony and unity among its members  
and between them and firms, corporations or individuals within or without the  
telecast industry; to improve the working conditions of its members and their  
protection against unjust practices or impositions upon their fair rights, by those  
with whom they have business relations.



## ***Television Film Producers Association***

8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.  
Texas 0-4525

### **OFFICERS**

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### **BOARD MEMBERS**

Herbert Strock, Wallace Worsley, Al Herman, Perry King, Bernard J. Carr.

### **FUNCTIONS**

Non-profit organization for furtherance of television film, standards, practices,  
etc.

# THE FUTURE OF TV RESEARCH—NEED OF AUDIENCE CENSUS

by  
**BARRY T. RUMPLE**

*(Continued from Page 1111)*

the dimensions of sound radio. This will continue to be true in television.

•

As television develops in the next five years there will surely be a need to provide local station managers and program producers with fast ratings based on one week each month in major markets as a guide to program popularity and the effects of competition. For this purpose the telephone and instantaneous recorder techniques seem well adapted. Research at the local level can be supplemented profitably by the use of diaries to cover the outlying areas and provide data on the habits of all socio-economic groups, non-telephone homes, etc. Preferably, this type of research should reflect television viewing during weeks not regularly measured by telephone or recorder techniques. From the standpoint of expense and flexibility the diary method, at this stage of development, appears to have great potentialities as a rating tool.

For network purposes the fast ratings obtained in major markets may be combined to yield useful indices of program trends on a national basis. More detailed data cutting across socio-economic lines is less frequently required and can undoubtedly be provided by recorder devices particularly for such items as cumulative audience, flow, minute by minute data, etc.

By recognizing and utilizing the special attributes of each of the numerous techniques now available the researcher may be assured of adequate and usable program measurements in television.

•

Fourth, and of supreme importance, there should be a real impetus given to qualitative forms of research—measurements of the depth and breadth of television. Alert advertisers in radio have

already discovered that ratings alone are not enough—that it is more important to know whether he is reaching the right kind of audience for his product and what effect his program has in moving people to purchase the product. With investments in TV programming so much higher than in radio it is going to be incumbent on research to demonstrate that the added dimensions of sight and motion really pay off at the cash register. Studies conducted thus far, although not numerous, clearly indicate that television exerts a tremendous influence on consumer purchases. Evidence of this kind, including intensive attitude data concerning program and commercial viewing habits must come as a result of personal interviewing among carefully controlled samples. Closely linked to this type of research are methods now in use to uncover ways of improving various elements in programs and determining the degree of audience acceptance before a program goes on the air. This is an unbeatable combination which is destined to play a leading role in television research of the future. Television's impact is not disputed but it must be adequately utilized by program producers and advertisers. Qualitative research is a prime tool to assist in making TV pay off in terms of audience appeal and sales results.

•

There is every reason to expect that research in television will progress with the expansion and development of the new medium. It can draw upon the knowledge and experience learned in radio and it has the qualified technicians to direct its efforts. To its credit are the higher standards of research practice and the greater acceptance of research findings at management levels. With imaginative planning, capable execution, and effective interpretations television research in the future can make a truly worthwhile contribution to the development of this powerful new medium.



# TELEVISION TALK

## A Modern Glossary

(Courtesy "Tele Tech" & Radio Corp. of America)

*The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:*

### A

**AMPLITUDE**—The magnitude of any quantity, particularly voltage or current.

**AMPLITUDE MODULATION**—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture transmission.

**ANTENNA**—An electrical circuit for radiating or receiving electromagnetic waves (radio).

**ASPECT RATIO**—The ratio of picture width to picture height. Now 4:3.

**AUDIO**—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles per second.

### B

**BAND-PASS FILTER**—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

**BANDWIDTH**—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

**BLACKER-THAN-BLACK**—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

**BLANKING**—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

**BLOCKING OSCILLATOR**—A type of oscillator which generates pulses which can be shaped to saw-tooth signals used for scanning in a cathode ray tube.

**BLOOM**—The condition of overall bright illumination of the picture tube obscuring any picture detail.

**BOOSTER ANODE**—An auxiliary conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

**BRIGHTNESS CONTROL**—A control on the receiver for regulating the overall brightness of the picture.

### C

**CAMERA TUBE**—The electron tube used to translate a scene into electrical impulses.

**CARRIER**—The term applied to the transmitted high frequency radio wave which is modulated by the audio and video signals.

**CATHODE**—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

**CATHODE RAY TUBE**—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

**CHARACTERISTIC IMPEDANCE**—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

**CLIPPER**—A circuit or device which transfers only that part of a signal that exceeds a critical amplitude. In television these circuits are used to separate the synchronizing pulses from the video signal.

**COAXIAL CABLE**—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

**CONTRAST**—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

**CONTRAST CONTROL**—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

**CONTROL ROOM**—Studio facilities room in which television cameras, lighting, shading and mixing control is performed.

**CYCLE**—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

## D

**DAMPING CIRCUITS**—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

**DC RESTORER**—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

**DC TRANSMISSION**—This term applies to circuits which will pass zero frequency—that is, direct current.

**DEFINITION**—Refers to the degree of picture detail accomplished by the receiver circuits.

**DEFLECTION**—The movement of the cathode ray beam by electric or magnetic fields.

**DEFLECTION YOKE**—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

**DELAY SCREEN**—A fluorescent screen used in some cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

**DIFFERENTIATING CIRCUITS**—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

**DIODE**—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

**DIPOLE ANTENNA**—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

**DIRECTOR**—A section of an antenna used to increase the pick-up from the side on which the director is placed.

**DISSECTOR TUBE**—The special type of television camera tube developed by Philo T. Farnsworth.

**DISTORTION**—Any nonlinear change in the original frequency, amplitude or phase of a radio signal caused by equipment incapacities.

**DIVERGENCE**—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

**DOLLY**—The movable stand upon which the television camera is mounted.

**DOUBLE SIDE BAND**—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency. Double side band systems utilize both of these bands.

## E

**ELECTRODE**—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

**ELECTROMAGNETIC FOCUSING**—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

**ELECTRON**—The smallest electric charge having a negative polarity.

**ELECTRON GUN**—That part of a cathode ray tube in which the electrons are emitted, and formed into a beam.

**ELECTRON LENS**—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

**ELECTRON MULTIPLIER**—An evacuated amplifier tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

**ELECTRON TUBE**—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and/or direction of flow of electrons which constitute electric current.

**ELECTROSTATIC FOCUSING**—A system in which electric fields are employed to confine the electrons into a thin stream.

**EMISSION**—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

**EQUALIZING PULSES**—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

**F**

**FACSIMILE TRANSMISSION**—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

**FADE-OUT**—A camera technique in which a scene is gradually dimmed from view.

**FIDELITY**—The faithfulness with which a system reproduces audio or video signals.

**FIELD**—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

**FLICKER**—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

**FLUORESCENT SCREEN**—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

**FLYBACK**—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

**FOCUS**—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

**FRAME**—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

**FRAME FREQUENCY**—The rate at which frames are sent each second in the various moving picture and television applications.

**FRAMING CONTROL**—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

**FREQUENCY**—A term applied to the rate of repetition of voltage or current or other periodic functions.

**FREQUENCY MODULATION**—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound transmission.

**FUNDAMENTAL**—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

**G**

**GAS-FILLED TRIODE**—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

**GHOST**—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

**H**

**HALATION**—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen caused by reflections of glass surfaces.

**HARMONICS**—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

**HEAVISIDE LAYER**—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or

"mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

**HETERODYNING**—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

**HORIZONTAL CENTERING**—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

**HORIZONTAL HOLD CONTROL**—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

**I**

**ICONOSCOPE**—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

**IMAGE DISSECTOR**—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

**IMPEDANCE**—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

**INTEGRATING CIRCUITS**—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for vertical synchronization.

**INTERFERENCE**—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

**INTERLACING**—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

**ION**—An electrified particle formed when an atom of gas loses or gains electrons.

**ION SPOT**—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

**K**

**KERR CELL**—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

**KEYSTONE EFFECT**—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

**KILOCYCLE**—One thousand cycles.

**KINESCOPE**—A name applied to the cathode ray tubes used in television receivers built by RCA.

**L**

**LENS**—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

**LINE**—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

**LINEARITY**—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

**LINE FREQUENCY**—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

**LINE OF SIGHT**—A straight, unobstructed path between two points.

**LIVE TALENT**—"On-the-spot" televising of events and people in contrast to transmission of film material.

**M**

**MEGACYCLE**—A total of one million cycles.

**MICROPHONE BOOM**—The arm which carries the microphone above the area being televised.

**MICROWAVE**—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

**MODULATION**—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

**MODULATION GRID**—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.



**MONITORING**—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

**MONOSCOPE**—A television camera tube which contains a simple picture or pattern used for test purposes.

**MOSAIC**—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

**MULTIPATH TRANSMISSION**—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

**N**

**NEGATIVE GHOST**—Image in which black areas are white and white areas black.

**NEGATIVE TRANSMISSION**—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

**O**

**ORTHICON**—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

**P**

**PANNING**—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

**PEAKING**—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

**PEDESTAL**—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

**PERSISTENCE OF VISION**—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

**PHASE**—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

**PHASE SHIFT**—Any change in the phase relations of current or voltage.

**PHOTOELECTRIC EMISSION**—The phenomena of electrons being emitted from certain materials when they are exposed to light.

**PHOTOELECTRIC TUBE**—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

**PICTURE ELEMENT**—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

**PICTURE NOISE**—Interference signals causing spots of light and other irregular patterns on the received picture.

**POLARIZATION**—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

**POSITIVE TRANSMISSION**—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

**R**

**RASTER**—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

**REACTANCE**—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

**RECTIFIER**—A device which changes alternating current to direct current.

**REFLECTOR**—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

**RELAXATION OSCILLATOR**—An oscillator whose frequency is readily controlled by the application of a synchronizing signal. Used to generate scanning voltages.

**RETURN TRACE**—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

**S**

**SAW-TOOTH**—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

**SCANNING**—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

**SCANNING LINE**—One line from left to right of a picture being transmitted.

**SCHMIDT OPTICAL SYSTEM**—An optical train utilizing a high intensity kine-scope, a spherical mirror and correcting lens to project an enlarged television image onto a viewing screen.

**SENSITIVITY**—A measure of the ability of a receiver or other device to produce a given output for a given input.

**SERVICE AREA**—The extent of terrain over which the signals from a television transmitter can be successfully received.

**SHADING**—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

**SIDE BANDS**—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

**SIGNAL**—The electrical impulses which represent the sound or picture elements being transmitted.

**SIGNAL-TO-NOISE RATIO**—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

**SPECTRUM**—A band or range of frequencies.

**SPOT**—The light produced by the slender beam of electrons on the fluorescent screen.

**SWEEP**—The uniform motion of the electron beam across the face of the cathode ray tube.

**SYNCHRONIZATION**—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

### T

**TELEVISION**—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

**TELEVISION CAMERA TUBE**—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

**TELEVISION PICTURE TUBE**—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

**TEST PATTERN**—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

**TRAP**—A circuit used to reject unwanted signals.

**TRIMMER**—A device which permits a resonant circuit to be tuned over a limited frequency range.

### V

**VESTIGIAL SIDE BAND TRANSMISSION**—A method of suppressing part of one side band to limit bandwith requirements.

**VERTICAL CENTERING**—The control which regulates the position of the picture vertically on the screen.

**VERTICAL HOLD**—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

**VIDEO**—(I see.) The portion of the television signal which contains the picture information.

**VIEWING MIRROR**—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

### W

**WAVEGUIDE**—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

### Y

**YOKE**—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.



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# PROMOTION NEEDS OF SPONSOR GETS CONSIDERATION AT WLW

by

**JAMES CASSIDY**

**Director of Public Relations, Crosley Broadcasting Corp.**

**T**HE train from New York would arrive in Cincinnati's Union Terminal in 30 minutes. The agency account executive, idling over his coffee, flipped to the radio page of the Columbus paper which happened to be lying on the table. He noted the WLW ad next to the program log and reflected, "They go a long way from the home lot with their promotion."

Then he remembered that Columbus is no further than shortstop on WLW's particular lot.

At the Cincinnati terminal he got another sample. Marching past a long line of cabs to snag a vacant one, he saw the colorful tire—cover ads with which WLW embellishes Cincinnati's largest taxi chain and the consciousness of several million people every week.

"Not bad," he reflected. That was at 8:30 a.m.

"But by 5:30 that afternoon," he later told Bob Dunville, Crosley Broadcasting president, "I had found out something I never suspected about your organization. I knew you did a good job at drumming up an audience through these ads and so on, to make people want to tune in. What I didn't fully realize is what your organization does to make people *buy* what they've heard about—after they tune in."

What the account executive might have added to his remarks about WLW merchandising is that the whole benevolent iceberg is there to smash sales resistance. Which brings up a point of first importance in the WLW philosophy—if the men behind the counter aren't behind your advertising campaign, your advertising dollar can't do its best work.

For 11 years now (and initially to the accompaniment of raised eyebrows in the trade) WLW's Merchandising Department has been making hundreds of thousands of dealer, jobber and wholesaler contacts, wearing out an uncom-

puted tonnage of shoe leather in the process, to guarantee that the almost \$5,000,000 currently spent by advertisers on the station each year are dollars that way their way. The process is now being extended to Crosley Broadcasting Corporation's three television stations, WLW-T, Cincinnati; WLW-D, Dayton, and WLW-C, Columbus.

WLW's merchandising efforts are handled in three divisions: grocery, drug, and special. Within a normal six-month period, in excess of 150,000 merchandising contacts are usually made.

For testing products in relation to advertising claims, and for determining consumer attitudes toward products, packages, prices and so on, WLW maintains a Consumer's Foundation, a panel of 1,000 housewives, selected on a strict basis of stratification. The Foundation has been useful in such diverse tasks as helping a coffee manufacture decide which of two new blends of coffee would sell better, discovering for an Eastern fish canner who wanted to enter the midwest territory that there wasn't enough market to justify the move, and finding the reaction to a new type of adhesive for false teeth.

To this is added the People's Advisory Council, a panel of 2,930 representative homes to get opinions on WLW, its competitors, sponsors, contests and associated matters; and finally, the WLW Test Stores, numbering 50 in the drug and 75 in the grocery field, which have been responsible for such interesting WLW-area discoveries as the fact that one soup manufacturer ought to change his label (dirt adhered to it), and that a wax manufacturer in Chicago would make more money if he revised his selling plan.

Thus constituted, the WLW merchandising plan is helping move scores of millions of dollars of goods off shelves every year—a robustly satisfactory state of affairs for all concerned.

# TELEVISION PROGRAMS

Commercially Sponsored



Network



Local

NINETEEN FIFTY



# COMMERCIAL TELEVISION PROGRAMS — 1949

## (Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1949. The programs listed are for the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

### A

| TITLE                                   | SPONSOR-PRODUCT                                                     | STATION | ADVERTISING AGENCY            |
|-----------------------------------------|---------------------------------------------------------------------|---------|-------------------------------|
| Acme Weather Forecast                   | Alliance Tenna-Rotor                                                | WEWS    | Foster & Davies               |
| Action Autographs                       | Bell & Howell<br>Motion Picture Cameras, Projectors and Equipment   | ABC     | Henri, Hurst & McDonald, Inc. |
| Admiral Broadway Review                 | Admiral Corp.                                                       | NBC-TV  | Kudner Agency, Inc.           |
| Admiral Girls Baseball                  | Peter Fox Brewing Co.<br>Beer                                       | WBKB    | Carroll Dean Murphy           |
| Admiral Girls Baseball                  | Admiral Corp.<br>TV Sets, etc.                                      | WBKB    |                               |
| Adventure Album                         | No-Trishus Foods                                                    | KTLA    | Scholts                       |
| Adventure Time                          | Wometco Theatres<br>Theatre Chain                                   | WTVJ    | Direct                        |
| Adventures of Cyclone Malone            | Good Humor Co.<br>Curdies, Ice Cream, Cakes, Candies                | KNBH    | J. G. Stevens, Inc.           |
| The Aldrich Family                      | General Foods Corp.<br>Jello Products                               | NBC-TV  | Young & Rubicam, Inc.         |
| All American Golf Tournament            | Geo. S. May Co.                                                     | Du Mont | M. M. Fisher Assoc.           |
| All Star Baseball Game at Ebbetts Field | Gillette Safety Razor Co.<br>Gillette Shaving Cream, Razors, Blades | CBS-TV  | Maxon, Inc.                   |
| All Star Bowling Matches                | Brunswick, Balke, Collender<br>Pabst Brewing Co.                    | Du Mont | Al Paul Lefton Co.            |

|                                   |                                                              |         |                              |
|-----------------------------------|--------------------------------------------------------------|---------|------------------------------|
| All Star Laker's Basketball       | Minneapolis Brewing Co.                                      | WTCN-TV | BBD&O                        |
| All Star Laker's Basketball       | General Mills                                                | WTCN-TV | Knox Reeves                  |
| Amanda                            | Illinois Meat Co.                                            | WABD    | Arthur Meyerhoff & Co.       |
| Amazing Doctor Polgar             | Broadcast Brand Corned Beef Hash                             | CBS-TV  | Wm. H. Weintraub Co., Inc.   |
| American Minstrels 1949           | Trimont Clothing Co.                                         | WJZ-TV  | Weiss & Geller               |
| American Minstrels 1949           | Clipper Craft Clothes                                        | WJZ-TV  | Weiss & Geller               |
| Americana                         | Food Products                                                | NBC-TV  | Sweeney & James Co.          |
| America's Town Meeting            | Nedick's Products                                            | WJZ-TV  | Metropolitan Advertising Co. |
| Morey Amsterdam Show              | Firestone Tire & Rubber Co.                                  | DuMont  | Buchanan & Co.               |
| Andy's Barn                       | Tires and Tubes                                              | WHEN    |                              |
| Announcements                     | Modern Industrial Bank                                       | WJZ-TV  | Leonard Advertising          |
| Annual Report—                    | DuMont Receiver Sales                                        | CBS-TV  | Foote, Cone & Belding        |
| Armchair Detective                | DuMont TV Sets                                               | CBS-TV  | Benton & Bowles, Inc.        |
| Around The Town                   | Chappell's Department Store                                  | NBC-TV  | James P. Sawyer, Inc.        |
| The Arrow Show                    | G. E. Products                                               | NBC-TV  | Young & Rubicam, Inc.        |
| At Home With Mildred Carlson, The | Encyclopedia                                                 | WBZ-TV  | Chambers & Wiswell           |
| At The Mat                        | Union Oil Co. of Calif.                                      | KTLA    | Paul Jones                   |
| At The Mat                        | Lubricants                                                   | KTLA    | Cayton                       |
| Auction-Aire                      | Whitehall Pharmacal Co. Div. of American Home Products Corp. | ABC     | J. Walter Thompson           |
| Auction Night                     | Anacin, Kolyinos                                             | WXYZ-TV |                              |
| Author Meets the Critics          | Bates Fabrics Inc.                                           | NBC-TV  | Young & Rubicam, Inc.        |
|                                   | Fabrics and Sheets                                           |         |                              |
|                                   | Cluette Peabody & Co., Inc.                                  |         |                              |
|                                   | Neckwear, Sportswear, Men's Shirts, Collars                  |         |                              |
|                                   | Boston Post                                                  |         |                              |
|                                   | Newspaper                                                    |         |                              |
|                                   | Troup Engineering                                            |         |                              |
|                                   | Polaroid Filter                                              |         |                              |
|                                   | Libby McNeill & Libby                                        |         |                              |
|                                   | Libby Products                                               |         |                              |
|                                   | General Electric Supply Corp.                                |         |                              |
|                                   | General Foods Corp.                                          |         |                              |
|                                   | Jello Products                                               |         |                              |

# B

| TITLE                   | SPONSOR-PRODUCT                                      | STATION | ADVERTISING AGENCY                |
|-------------------------|------------------------------------------------------|---------|-----------------------------------|
| Background for Living   | Barker Bros.<br>Furniture                            | KTLA    | Mays & Co.                        |
| Backstage With Barry    | Household Finance Corp.<br>Finance Loans             | CBS-TV  | LeVally, Inc.                     |
| Baltimore Orioles       | Gunther Brewing Co.<br>Beer                          | WMAR-TV | Ruthrauff & Ryan                  |
| Band of America         | Cities Service<br>Gasoline, Oil                      | NBC-TV  | Ellington & Co., Inc.             |
| Bandstand Review        | Central Chev.                                        | KTLA    | Hunter                            |
| Red Barber's Club House | U. S. Army & U. S. Air Forces<br>Recruiting Services | CBS-TV  | Gardner Advertising Co.           |
| Barbershop Quartet      | Frankenmuth Brewing Co.                              | WXYZ-TV | Wm. B. Randall Co.                |
| Barn Dance              | Troup Engineering                                    | KTLA    | Paul Jones                        |
| Baseball                | R. J. Reynolds<br>Cigarettes                         | WGN-TV  | William Esty                      |
| Baseball                | Peter B. Hand<br>Beer                                | WGN-TV  | BBD&O                             |
| Baseball                | P. Ballantine<br>Beer                                | WABD    | J. Walter Thompson                |
| Baseball                | Holiday Motors                                       | WATV    | Dale Advertising Agency           |
| Baseball                | Philco Distributors                                  | WBKB    |                                   |
| Baseball—Brooklyn       | Schaeffer Beer                                       | WATV    | Batten, Barton, Durstine & Osborn |
| Baseball Fanfare        | Brown Shoe Co.                                       | WABD    | Leo Burnett Co., Inc.             |
| Baseball Games          | West Texas Appliance Co.<br>Philco Distributors      | WBAP-TV | McBride Advertising               |
| Baseball Games          | Pabst Blue Ribbon Beer                               | KLAC-TV |                                   |
| Baseball Games          | Nicolson-Jones Motor Co.<br>Lincoln-Mercury Dealer   | WBAP-TV | McBride Advertising               |
| Baseball Games          | Southwestern Co.<br>Philco Distributors              | WBAP-TV | McBride Advertising               |
| Baseball Games          | Chevrolet Dealers Ass'n.<br>Chevrolet Cars           | WBZ-TV  | Chambers & Wiswell                |



|                                       |                                                         |         |                                            |
|---------------------------------------|---------------------------------------------------------|---------|--------------------------------------------|
| Baseball Games                        | Narragansett Brewing Co.<br>Beer & Ale                  | WBZ-TV  | Standish, Inc.                             |
| Baseball Games                        | Various                                                 | WPTZ    | Various                                    |
| Baseball Giants                       | Liggett & Meyers<br>Chesterfield Cigarettes             | WPIX    | Newell-Emmett                              |
| Baseball Interviews                   | Nicolson-Jones Motor Co.<br>Lincoln-Mercury Dealer      | WBAP-TV | McBride Advertising                        |
| Baseball Scoreboard                   | Ford Dealers<br>Ford Cars                               | WXYZ-TV | J. Walter Thompson Co.                     |
| Baseball Scoreboard                   | Kupper's Tavern                                         | WICU    | Local                                      |
| Basketball Games                      | Nash-Kelvinator                                         | KLAC-TV | Local                                      |
| Basketball—High School and College    | Athletic Supply & Motorola<br>Sporting Goods, Radio-TV  | WSPD-TV | Wendt                                      |
| Basketball Roundup                    | Theatre Equipment                                       | WSPD-TV | Flint Advertising                          |
| Basketball—St. Francis and Seton Hall | Little Ferry Auto Assoc.<br>Used Cars                   | WPIX    | Flint Advertising                          |
| Beat The Band                         | Egan & Bisbing<br>Philco Appliances                     | WHEN    | WHEN                                       |
| The Big Story                         | American Cigarette & Cigar Co.<br>Pall Mall Cigarettes  | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Big 10 Highlights                     | Ford Dealers<br>Ford Cars                               | WXYZ-TV | J. Walter Thompson                         |
| The Bigelow Show                      | Bigelow-Sanford Carpet Co.<br>Carpets                   | NBC-TV  | Young & Rubicam, Inc.                      |
| Birthday Party                        | Tot's 'N' Teens, Trasks Dept. Store<br>Children's Shoes | WICU    | Local                                      |
| Bonny Maid Versatile Varieties        | Bonafide Mills, Inc.<br>Linoleum                        | NBC-TV  | S. R. Leon & Co., Inc.                     |
| Boston Bruins Hockey Games            | Chevrolet Dealers Assn.<br>Chevrolet Cars               | WBZ-TV  | Chambers & Wiswell                         |
| Boxing                                | Croton Watch Co.<br>Watches                             | WABD    | Franklin Bruck Advertising Agency          |
| Boxing                                | Century Distributing                                    | KTLA    | Weinberg                                   |
| Boxing                                | Pittsburgh Brewing Co.                                  | WDTV    | Smith, Taylor & Jenkins                    |
| Boxing                                | Peter B. Hand<br>Beer                                   | WGN-TV  | BBDGO                                      |
| Boxing                                | Czerwiec Lumber Co.                                     | WGN-TV  | Direct                                     |

| TITLE                                 | SPONSOR-PRODUCT                                                    | STATION | ADVERTISING AGENCY                  |
|---------------------------------------|--------------------------------------------------------------------|---------|-------------------------------------|
| Boxing                                | The Odell Co.<br>Trol Hair Tonic                                   | WABD    | L. C. Gumbinner Agency              |
| Boxing                                | Krueger Beer                                                       | WABD    | Geyer, Newell & Ganger              |
| Boston & Maine Show, Featuring "Dahl" | Boston & Maine R.R.<br>Transportation                              | WBZ-TV  | Harold Cabot Agency                 |
| Boxing Bouts                          | Gillette Safety Razor Co.<br>Safety Razor Blades and Shaving Cream | NBC-TV  | Maxon, Inc.                         |
| Boxing From Broadway Arena            | Bedford Appliances<br>Electric Appliances                          | WOR-TV  | N. C. Greenfield                    |
| Boxing From Eastern Parkway           | R & H Brewing Co.<br>Beer                                          | WPIX    | Paris & Peart                       |
| Boxing From Ridgewood Grove           | Krueger Brewing Co.<br>Beer                                        | WPIX    | Geyer, Newell & Ganger              |
| Boxing From Turner's Arena            | Globe Brewing Co.<br>Arrow Beer                                    | WAAM-TV | Joseph Katz Co.                     |
| Boxing From Westchester               | Piel's Beer                                                        | WOR-TV  | William Esty Co.                    |
| Boxing—Golden Gloves                  | Chevrolet Dealers Assoc.<br>Autos                                  | WPIX    | Campbell-Ewald                      |
| Break the Bank                        | Bristol-Myers Co.<br>Mum, Vitals                                   | ABC     | Doherty, Clifford & Shenfield, Inc. |
| Break the Bank                        | Bristol Myers Co.<br>Ipana, Vitals, Sal Hippocrite                 | NBC-TV  | Doherty, Clifford & Shenfield, Inc. |
| Broadway Revue                        | Admiral Corp.                                                      | Du Mont | Kudner Agency                       |
| Art Brown's Talent Parade             | Phillip's Radio & Appliance Co.<br>Electrical Appliances           | WOIC    | Kal, Ehrlich & Merrick              |
| Brown's Football Games                | Leisy Brewing Co.                                                  | WNBK    | McCann-Erickson                     |
| Bill Brundige—Sports                  | Sports Center<br>Sports Equipment                                  | WOIC    | Kal, Ehrlich & Merrick              |

C

Camel Caravan of Sports R. J. Reynolds  
Caramel Cigarettes DuMont William Esty

|                                       |                                                        |         |                                            |
|---------------------------------------|--------------------------------------------------------|---------|--------------------------------------------|
| Baseball Games                        | Narragansett Brewing Co.<br>Beer & Ale                 | WBZ-TV  | Standish, Inc.                             |
| Baseball Games                        | Various                                                | WPTZ    | Various                                    |
| Baseball Giants                       | Liggett & Meyers<br>Chesterfield Cigarettes            | WPIX    | Newell-Emmett                              |
| Baseball Interviews                   | Nicolson-Jones Motor Co.                               | WBAP-TV | McBride Advertising                        |
| Baseball Scoreboard                   | Lincoln-Mercury Dealer                                 | WXYZ-TV | J. Walter Thompson Co.                     |
| Baseball Scoreboard                   | Ford Dealers                                           | WICU    | Local                                      |
| Basketball Games                      | Kupper's Tavern                                        | KLAC-TV | Local                                      |
| Basketball—High School and College    | Nash-Kelvinator                                        | WSPD-TV | Wendt                                      |
| Basketball Roundup                    | Athletic Supply & Motorola<br>Sporting Goods, Radio-TV | WSPD-TV | Wendt                                      |
| Basketball—St. Francis and Seton Hall | Theatre Equipment                                      | WPIX    | Flint Advertising                          |
| Beat The Band                         | Little Ferry Auto Assoc.<br>Used Cars                  | WHEN    | Flint Advertising                          |
| The Big Story                         | Egan & Bisbing<br>Philco Appliances                    | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Big 10 Highlights                     | American Cigarette & Cigar Co.<br>Pall Mall Cigarettes | WXYZ-TV | J. Walter Thompson                         |
| The Bigelow Show                      | Ford Dealers                                           | NBC-TV  | Young & Rubicam, Inc.                      |
| Birthday Party                        | Bigelow-Sanford Carpet Co.<br>Carpets                  | WICU    | Local                                      |
| Bonny Maid Versatile Varieties        | Tot's 'N Teens, Trasks Dept. Store<br>Children's Shoes | NBC-TV  | S. R. Leon & Co., Inc.                     |
| Boston Bruins Hockey Games            | Bonafide Mills, Inc.<br>Linoleum                       | WBZ-TV  | Chambers & Wiswell                         |
| Boxing                                | Chevrolet Dealers Assn.<br>Chevrolet Cars              | WABD    | Franklin Bruck Advertising Agency          |
| Boxing                                | Croton Watch Co.<br>Watches                            | KTLA    | Weinberg                                   |
| Boxing                                | Century Distributing                                   | WDTV    | Smith, Taylor & Jenkins                    |
| Boxing                                | Pittsburgh Brewing Co.                                 | WGN-TV  | BBD&O                                      |
| Boxing                                | Peter B. Hand<br>Beer                                  | WGN-TV  | Direct                                     |
| Boxing                                | Czerwiec Lumber Co.                                    |         |                                            |

| TITLE                                 | SPONSOR-PRODUCT                                                    | STATION | ADVERTISING AGENCY                  |
|---------------------------------------|--------------------------------------------------------------------|---------|-------------------------------------|
| Boxing                                | The Odell Co.<br>Troll Hair Tonic                                  | WABD    | L. C. Gumbinner Agency              |
| Boxing                                | Krueger Beer                                                       | WABD    | Geyer, Newell & Ganger              |
| Boston & Maine Show, Featuring "Dahl" | Boston & Maine R.R.<br>Transportation                              | WBZ-TV  | Harold Cabot Agency                 |
| Boxing Bouts                          | Gillette Safety Razor Co.<br>Safety Razor Blades and Shaving Cream | NBC-TV  | Maxon, Inc.                         |
| Boxing From Broadway Arena            | Bedford Appliances<br>Electric Appliances                          | WOR-TV  | N. C. Greenfield                    |
| Boxing From Eastern Parkway           | R & H Brewing Co.<br>Beer                                          | WPIX    | Paris & Peart                       |
| Boxing From Ridgewood Grove           | Krueger Brewing Co.<br>Beer                                        | WPIX    | Geyer, Newell & Ganger              |
| Boxing From Turner's Arena            | Globe Brewing Co.<br>Arrow Beer                                    | WAAM-TV | Joseph Katz Co.                     |
| Boxing From Westchester               | Piel's Beer<br>Beer                                                | WOR-TV  | William Esty Co.                    |
| Boxing—Golden Gloves                  | Chevrolet Dealers Assoc.<br>Autos                                  | WPIX    | Campbell-Ewald                      |
| Break the Bank                        | Bristol-Myers Co.<br>Mum, Viralis                                  | ABC     | Doherty, Clifford & Shenfield, Inc. |
| Break the Bank                        | Bristol Myers Co.<br>Ipana, Viralis, Sal Hepatica                  | NBC-TV  | Doherty, Clifford & Shenfield, Inc. |
| Broadway Revue                        | Admiral Corp.                                                      | Du Mont | Kudner Agency                       |
| Art Brown's Talent Parade             | Phillip's Radio & Appliance Co.<br>Electrical Appliances           | WOIC    | Kal, Ehrlich & Merrick              |
| Browns' Football Games                | Leisy Brewing Co.                                                  | WNBK    | McCann-Erickson                     |
| Bill Brundige—Sports                  | Sports Center<br>Sports Equipment                                  | WOIC    | Kal, Ehrlich & Merrick              |
| Camel Caravan of Sports               | R. J. Reynolds<br>Camel Cigarettes                                 | DuMont  | William Esty                        |

|                                     |                                                                   |         |                                         |
|-------------------------------------|-------------------------------------------------------------------|---------|-----------------------------------------|
| Camel News Caravan                  | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                    | NBC-TV  | William Esty Co., Inc.                  |
| Candid Camera                       | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes       | CBS-TV  | The Biow Co., Inc.                      |
| Candlelight Revue                   | A. S. Beck Co.<br>Shoes                                           | WNBT    | Dorland, Inc.                           |
| Cardinal Football Quarter Back Club | Peter Fox Brewing Co.<br>Beer                                     | WBKB    | Carroll Dean Murphy                     |
| Card's Newsteel                     | Stephens Buick<br>Buick Dealers                                   | WTCN-TV |                                         |
| Cartoon Parade                      | Lee Motors<br>Automotive                                          | WSPD-TV | Wendt                                   |
| Cartoon Parade                      | Kuehmann's Co.<br>Potato Chips                                    | WSPD-TV | Wendt                                   |
| Cartoon Theater                     | 12th St. Market<br>Food                                           | WICU    | Local                                   |
| Cavalcade of Stars                  | Drug Store TV Prod.                                               | Du Mont | Stanton B. Fisher, Inc.                 |
| CBS News with Douglas Edwards       | Oldsmobile Motors Div. of General Motors Corp.<br>Oldsmobile Cars | CBS-TV  | D. P. Brother, Inc.                     |
| Celebrity Time                      | The B. F. Goodrich Co.<br>Tires, Tubes, Rubber Products           | ABC     | Batten, Barton, Durstine & Osborn, Inc. |
| Charm Kitchen                       | Participation                                                     | WXYZ-TV | Various                                 |
| Charm Time                          | Participation                                                     | WXYZ-TV | Various                                 |
| Chesterfield Supper Club            | Liggitt & Myers<br>Chesterfield Cigarettes                        | NBC-TV  |                                         |
| Chevrolet Telenews Weekly           | Bressee Chevrolet<br>New Cars                                     | WHEN    |                                         |
| Chevrolet Tele-Theatre              | Chevrolet Dealers<br>Chevrolet Cars                               | NBC-TV  | Campbell-Ewald Co., Inc.                |
| Chicago Cooks with Barbara Barkley  | Participation                                                     | WGN-TV  | Various                                 |
| Chicagoland Mystery Players         | Chicago Tribune                                                   | WGN-TV  | Direct                                  |
| Child Care                          | Sanitary Diaper Service<br>Diaper Service                         | WPIX    | Miller Advertising Agency               |
| Children's Hour                     | Horn & Hardart Co.<br>Food                                        | WNBT    | Clements Co.                            |
| Circle The Globe                    | Lowrys Products                                                   | KTLA    | California Advertising                  |
| City Hall                           | Uniform Fireman's Assoc.<br>Club Group                            | WPIX    |                                         |

| TITLE                           | SPONSOR-PRODUCT                                        | STATION | ADVERTISING AGENCY                    |
|---------------------------------|--------------------------------------------------------|---------|---------------------------------------|
| Clock, The                      | Lever Bros.<br>Lux, Rinso<br>Banking                   | NBC-TV  | J. Walter Thompson Co.                |
| Closeups                        | First Nat'l Bank of Boston                             | WBZ-TV  | Batten, Barton, Durstine & Osborn     |
| Club Ha-Ha                      | Hamtramck Auto Dealers Assoc.                          | WXYZ-TV | Rex Advertising Agency                |
| Club Time                       | Shopping Bag Food Stores                               | KLAC-TV | William Esty Co.                      |
| The Colgate Theater             | Colgate-Palmolive-Peet Co.<br>Vel, Lustré Creme        | NBC-TV  | N. W. Ayer & Sons, Inc.               |
| College Football Games          | American Tobacco Co.<br>Lucky Strike Cigarettes        | NBC-TV  |                                       |
| Collegiate Talent Tussle        | Baltimore News Post & Sunday American<br>Newspaper     | WAAM-TV |                                       |
| Collier's All-American Football | Local Chevrolet Dealers Assoc.                         | WABD    | Campbell-Ewald Co. Inc.               |
| Columbia Football Games         | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes | CBS-TV  | Newell-Emmett Co.                     |
| Comic Capers                    | Sun-Times Newspaper<br>Newspaper                       | WBKB    | American National Video Product, Inc. |
| Command Performance             | Clark Music Co.<br>Musical Instruments                 | WHEN    |                                       |
| Connie Comes Calling            | D'Arrigo Bros. Co.                                     | WBZ-T   | Ingalls-Minister                      |
| Country Store                   | Budget Pack<br>Food Packages                           | KNBH    | Brisacher, Wheeler Staff              |
| Cowboy Thrills                  | Various<br>Various                                     | KTLA    | Various                               |
| Crusade In Europe               | Time, Inc.<br>Time Magazine                            | ABC     | Young & Rubicam, Inc.                 |
| Curbstone Cut Up                | RCA Victor Distributors<br>RCA Victor Products         | WBKB    | Al Paul Lefton Co.                    |

## D

|                   |                                 |         |  |
|-------------------|---------------------------------|---------|--|
| Enid Day Presents | Davison-Paxon Department Store  | WAGA-TV |  |
| The Day's News    | Bieber-Isaacs<br>Men's Clothing | WHEN    |  |



|                                   |                                                                     |         |                                   |
|-----------------------------------|---------------------------------------------------------------------|---------|-----------------------------------|
| Democratization of Germany        | American Jewish Congress<br>Institutional                           | ABC     | Direct                            |
| Kitty Dierken Shops For You       | Participating                                                       | WAAM-TV | Various                           |
| Digest of Sports                  | Gaugh                                                               | KTLA    | Noble Advertising                 |
| Dinner Date With Dottie           | Fort Worth Battery Co., Porter Burgess Co.<br>Motorola Distributors | WBAP-TV | Glenn Advertising                 |
| Dinner Platter                    | Various                                                             | WEWS    | Various                           |
| Distaff                           | Various                                                             | WEWS    | Various                           |
| Do You Know Baltimore             | Cons. Gas. Electric & Power Co.<br>Public Utility                   | WMAR-TV |                                   |
| Dog Show at Madison Square Garden | National Biscuit Co.<br>Milk Bone Dog Biscuits                      | CBS-TV  | McCann-Erickson, Inc.             |
| Dogs On Parade                    | Heeman Mfg 1/2 Co.<br>Wooster Dog Ration                            | WICU    | Local                             |
| Don Winslow of The Coast Guard    | Prince Macaroni<br>Macaroni Products                                | WBZ-TV  | H. C. Rossi Agency                |
| Doodle With Galligan              | Chevrolet Dealers Assn.<br>Chevrolet Cars                           | W3Z-TV  | Chambers & Wiswell                |
| Dream Kitchen Time                | Graybar Electric Co.<br>Hotpoint Distributors                       | WBAP-TV |                                   |
| Dress And Guess                   | Van Heusen Shirts<br>Shirts                                         | WEWS    | Grey Advertising                  |
| Dude Ranch Party                  | W. T. Grant Co<br>Department Store                                  | WICU    | Local                             |
| Dugout Dope                       | Dayton Bread Co.<br>Miami Maid Bread                                | WLW-D   | Hutzler Advertising Agency        |
| Dugout Interviews                 | General Electric Supply Co.                                         | WEWS    | Batten, Barton, Durstine & Osborn |
| Ralph Dumke                       | Teldisco, Inc.<br>TV Sets, Radios and Appliances                    | WABD    | Green-Brodie                      |
| Dunninger & Winchell              | Bigelow Sanford Co.<br>Rugs and Carpets                             | CBS-TV  | Young & Rubicam, Inc.             |
| Duquesne Scoreboard               | Duquesne Brewing Company                                            | WDTV    | Walker & Downing                  |

**F**

| TITLE                    | SPONSOR-PRODUCT                            | STATION | ADVERTISING AGENCY       |
|--------------------------|--------------------------------------------|---------|--------------------------|
| Easy Aces                | Phillips Packing Co.                       | Du Mont | Aitkin-Kynett Co. Inc.   |
| Easy Aces                | Hudson Dealers of the Metropolitan Area    | WABD    | Klores & Carter, Inc.    |
| Jack Eigen               | Doeskin Products<br><i>Doeskin Tissues</i> | WABD    | Federal Advertising      |
| Electric Kitchen         | Philadelphia Electric Co.                  | WPTZ    | Al Paul Lefton Co., Inc. |
| Florence Bourke Ellis    | Participation                              | WGN-TV  | Various                  |
| Eloise Salutes the Stars | Doeskin Products                           | WABD    | Federal Advertising      |
| Exercise For Health      | Exercise                                   | WXYZ-TV |                          |
| Extra Inning             | Walgreen Drug                              | WGN-TV  | Schwimmer & Scott        |

**F**

|                                       |                                                             |         |                          |
|---------------------------------------|-------------------------------------------------------------|---------|--------------------------|
| Fair Fashion Show                     | The Fair<br><i>Retail Department Store</i>                  | WBAP-TV |                          |
| Fashion On Parade                     | Lord & Taylor<br><i>Store Products</i>                      | WJZ-TV  | William Warren Agency    |
| Fashion Reflections                   | Koslow's of Fort Worth<br><i>Retail Furnier</i>             | WBAP-TV |                          |
| Fashions                              | Virginia Driskill                                           | WMAR-TV |                          |
| Fashions In Rhythm                    | Nat Greene Clothing Store                                   | WXYZ-TV |                          |
| Fast Ball                             | Altes Lager Brewing Co.                                     | WXYZ-TV | Rex Advertising Agency   |
| Feature Film                          | Various                                                     | KLTA    | McCann-Erickson, Inc.    |
| Fireball Fun-For-All                  | Buick Motor Division of General Motors<br><i>Buick Cars</i> | NBC-TV  | Kudner Agency, Inc.      |
| Fireside Theatre                      | Procter & Gamble Co.<br><i>Ivory Soap, Crisco and Duet</i>  | NBC-TV  | Compton Advertising Inc. |
| Fish, Fur 'n Feathers                 | Buff's Trading Post<br><i>Sports Equipment</i>              | WHEN    |                          |
| Jack Fisher Show                      | V.F.W. & Thomas Built Homes                                 | WXYZ-TV | Castle-Werner Agency     |
| The Fishing & Hunting Club of the Air | Mail Pouch Tobacco Co.<br><i>Kentucky Club Tobacco</i>      | DuMont  | Walker & Downing         |

|                     |                                                  |         |                                        |
|---------------------|--------------------------------------------------|---------|----------------------------------------|
| Five-Minute Film    | Hamilton Watch Co.<br>Watches                    | WJZ-TV  | Batten, Barton, Dursline & Osborn      |
| Five-Minute Film    | Ironrite Ironer Co.<br>Ironers                   | WABD    | Brooke, Smith, French & Dorrance, Inc. |
| Five-Minute Film    | Doubleday & Co.<br>Books                         | WABD    | Huber Hoge & Sons                      |
| Five-Minute Film    | T. H. Clack & Bemporad Co.<br>Rugs               | WABD    | Wilson, Haight & Walsh, Inc.           |
| Five-Minute Film    | Funk & Wagnall Co.<br>Encyclopedia               | WABD    | Victor A. Bennett Co. Inc.             |
| Five-Minute Film    | Jacob Ruppert<br>Brewery Beer                    | WABD    | The Biow Co., Inc.                     |
| Five-Minute Film    | Liebmann Breweries Inc.<br>Beer                  | WABD    | Foote, Cone & Belding                  |
| Flying X Ranchboys  | West Texas Appliance Co.<br>Philco Distributor   | WBAP-TV | McBride Advertising                    |
| Football Extra      | B. R. Baker<br>Men's Clothing                    | WSPD-TV | Wendt                                  |
| Football Extras     | Washer Bros.<br>Retail Department Store          | WBAP-TV | Glenn Advertising                      |
| Football Forecast   | Shea's Auto Supply<br>Auto Parts, TV, Toys, etc. | WICU    | Local                                  |
| Football Greats     | Dads Root Beer<br>Root Beer                      | KTLA    | Murray, Dymock & Carson                |
| Football Highlights | Ford Dealers<br>Automotive                       | WSPD-TV | Katz<br>New York                       |
| Football Preview    | A. Duchini<br>Building Materials                 | WICU    | Local                                  |
| Football Scoreboard | Kupper's Tavern                                  | WICU    | Local                                  |
| Football Scoreboard | Hamburg Brothers                                 | WDTV    | Ketchum, MacLeod & Grove               |
| Football Scoreboard | Plymouth Dealers<br>Plymouth Cars                | WXYZ-TV | Powell-Grant Agency                    |
| Football Time       | Plymouth Dealers<br>Plymouth Cars                | WXYZ-TV | Powell-Grant Agency                    |
| For Your Home       | Rawlson & Co.<br>Interior Decorator              | WTVJ    | Direct                                 |
| Art Ford Show       | Various<br>Various                               | WPIX    | Various                                |

| TITLE                                 | SPONSOR-PRODUCT                                                          | STATION        | ADVERTISING AGENCY                                     |
|---------------------------------------|--------------------------------------------------------------------------|----------------|--------------------------------------------------------|
| Ford News And Weather<br>Ford Theater | Ford Dealers Assn' of So. California<br>Ford Motor Co.<br>Ford Cars      | KNBH<br>CBS-TV | J. Walter Thompson Co.<br>Kenyon & Eckhardt, Inc.      |
| Fort Pitt News<br>Front Row Center    | Fort Pitt Beer<br>Whelan Drug Stores<br>Drug Products                    | WICU<br>DuMont | Batten, Barton, Durstine & Osborn<br>Stanton B. Fisher |
| Fun for the Money                     | International Cellucotton Products Co.<br>Kleenex                        | ABC            | Foote, Cone & Belding                                  |
| <b>G</b>                              |                                                                          |                |                                                        |
| Girl About Town                       | Bates Fabrics Inc.<br>Fabrics, Sheets                                    | NBC-TV         | James P. Sawyer, Inc.                                  |
| Arthur Godfrey and His Friends        | Liggett & Myers Tobacco Co.<br>Chesterfield Cigarettes                   | CBS-TV         | Newell-Emmett, Co.                                     |
| Arthur Godfrey's Talent Scouts        | Thomas J. Lipton Co. Div. of Lever Bros. Co.<br>Lipton's Tea, Soup Mixes | CBS-TV         | Young & Rubicam, Inc.                                  |
| Going Places                          | Heinkel Motors<br>Autos                                                  | WPTZ           | Solis S. Cantor                                        |
| The Goldbergs                         | General Foods Corp.<br>Sanka                                             | CBS-TV         | Young & Rubicam, Inc.                                  |
| Golden Gloves Boxing Event            | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                           | CBS-TV         | Wm. Esty & Co., Inc.                                   |
| Golf Tips                             | Goodall                                                                  | KLAC-TV        |                                                        |
| Grab Your Phone                       | American Floor Covering Co.                                              | KLAC-TV        |                                                        |
| Grace Church Christmas Eve Services   | U. S. Rubber Co.                                                         | WABD           | Fletcher D Richards                                    |
| Grandstand Give Away                  | Martin's Restaurants<br>Meals                                            | WBKB           | Guenther-Bradford & Co.                                |
| Great Fights of The Century           | Walco Lens                                                               | KTLA           | Cayton, Inc.                                           |
| Greatest Fights of the Century        | E. L. Courmand Co.<br>Walco-Teile-Vue-Lens                               | NBC-TV         | Cayton, Inc.                                           |
| Greatest Fights of the Century        | Chesebrough Mfg. Co.<br>Vaseline Cream Hair Tonic                        | NBC-TV         | Cayton, Inc.                                           |
| Guess Who?                            | Foreman & Clark<br>Clothing                                              | KNBH           | Dan B. Miner Co.                                       |

Gulf Road Show with Bob Smith  
 Andy Gustafson Sportscastr

Gulf Oil Corp.  
 Gasoline, Oil and Lubricants  
 Olin's, Inc.  
 Used Cars

NBC-TV Young & Rubicam, Inc.  
 WTVJ Direct

## H

Hail The Champ

Bishop & Co.  
 Candy

KLAV-TV

Handy Hints

Various  
 Various

Various

Handy Man

Gimbel Bros.

WPTZ

Bump Hadley Pitching

Phillips-Jones Corp.  
 Van Heusen Shirts

WBZ-TV

Bump Hadley Pitching

Warmuth's Restaurant  
 Restaurant

WBZ-TV Jerome O'Leary Advertising

Bump Hadley's Country Store

Sonneborn L. Sons, Inc.  
 Amalie Oils and Lubricants

WBZ-TV Hicks & Creist, Inc.

Haynes At The Auction

Auction City

KLAC-TV

Hello Again

Knudsen Creamery Co.  
 Dairy Products

Heintz & Co.

High School Football

Brown Distributing Co.  
 (Philco Distributor-Area)

WAGA-TV

High School Football

West Texas Appliance Co.  
 Philco Distributor

WBAP-TV

High School Football

The Frito Co.  
 Food Product

McBride Advertising

Highlights of News and Sports

Duquesne Brewing Company

Walker & Downing

Highlights of Pro Football

Fort Pitt Brewing Company

WDTV

History of American Television

American Telephone & Telegraph Co.

WABD

Hobby Hob Nob

Chevrolet Dealers Ass'n.  
 Chevrolet Cars

Chambers & Wiswell

Hobby Show

Baltimore Contractors Inc.

WMAR-TV Joseph Katz Co.

Hockey

Metropolitan, Potter, Enoch

Arc Agency

Hockey

Athletic Supply  
 Sporting Goods

Wendt

WSPD-TV

| TITLE                                             | SPONSOR-PRODUCT                                   | STATION | ADVERTISING AGENCY                      |
|---------------------------------------------------|---------------------------------------------------|---------|-----------------------------------------|
| Hockey                                            | Pilsener Brewing Co. of Cleveland<br>P.O.C. Beef  | WEWS    | Gregory & House                         |
| Hockey—Rangers                                    | F. M. Schaefer Brewing Co.<br>Beer                | WPIX    | Batten, Barton, Durstine & Osborn       |
| Hockey—Rovers                                     | Sunset Appliance Stores<br>TV and Home Appliances | WPIX    |                                         |
| Hockey Games                                      | Falstaff—Beer                                     | WOW-TV  | Dancer-Fitzgerald-Sample                |
| Hockey Games                                      | Nash Dealers<br>Nash Autos                        | WBKB    |                                         |
| Hoffman Hayloft                                   | Hoffman Television Co.<br>Hoffman TV Sets         | WBAP-TV | Free & Peters                           |
| Hoffman Hayride                                   | Hoffman TV<br>Participation                       | KTLA    | Smith, Bull McCreery                    |
| Holiday House                                     | Marous                                            | WTVJ    | Direct                                  |
| Holiday For Strings                               | Gerlinger Equipment<br>Home Furnishings           | WSPD-TV |                                         |
| Hollywood in New York                             | Melway Reducing Plan, Inc.                        | WPIX    | Walter L. Rubens & Co.                  |
| Hollywood Opportunity                             | Olympic TV                                        | KTLA    | Hunter                                  |
| Home Games of The Dayton Indians<br>Baseball Club | Wooden Shoe Brewing Co.<br>Wooden Shoe Beer       | WLW-D   | Don Kemper Co.                          |
| Home is Happiness                                 | Packages Programs, Inc.                           | WDTV    | Ortale Company                          |
| Homemakers Exchange                               | Nash Kelvinator Corp.<br>Nash Cars                | CBS-TV  | Geyer, Newell & Ganger, Inc.            |
| Homemakers Roundup                                | Cons. Gas, Electric & Power Co.<br>Public Utility | WMAR-TV |                                         |
| Hopalong Cassidy                                  | Frost TV Center<br>Radio TV Sets                  | WTVJ    | Direct                                  |
| Hopalong Cassidy                                  | Chestnut Farms Dairy<br>Ice Cream, Milk           | WNBW    | Harry J. Kaufman                        |
| Hopalong Cassidy                                  | Beatrice Foods Co.<br>Dairy Products              | WNBQ    | Foote, Cone & Belding, Inc.             |
| Hopalong Cassidy                                  | Interstate Bakeries<br>Schulze Butterroll Bakery  | WOW-TV  | R. J. Potts-Calkins & Holden            |
| Hopalong Cassidy                                  | Barbara Ann                                       | KTLA    | Schlots                                 |
| Horne's News                                      | Joseph Horne Company                              | WDTV    | Public Relations Research Service, Inc. |



|                          |                                                                                 |         |                                    |
|--------------------------|---------------------------------------------------------------------------------|---------|------------------------------------|
| Horse Racing             | Automobile Dealers Assoc.                                                       | WXYZ-TV | Loveless Agency                    |
| Horse Racing             | DeSoto-Plymouth Dealers<br>DeSoto, Plymouth Cars                                | WXYZ-TV | Denman & Betteridge                |
| Hotel Broadway           | United Cigars-Whelan                                                            | Du Mont | Stanton B. Fisher, Inc.            |
| Hotpoint Holiday         | Hotpoint, Inc.<br>Electrical Appliances                                         | CBS-TV  | Maxon, Inc.                        |
| House of Champions       | Joe Charles Sports Shop<br>Sporting Goods                                       | WHEN    | Osborn-Propst                      |
| How To Improve Your Golf | Goodall Co.<br>Palm Beach Suits                                                 | WJZ-TV  | Ruthrauff & Ryan                   |
| How To Improve Your Golf | Goodall Co.<br>Sportswear                                                       | WNBW    | Ruthrauff & Ryan, Inc.             |
| How To Improve Your Golf | Goodall Co.<br>Fabrics                                                          | WPTZ    | Ruthrauff & Ryan                   |
| Howdy Doody              | Mars, Inc.<br>Candy                                                             | NBC-TV  | Grant Advertising, Inc.            |
| Howdy Doody              | Mason, Au & Magenheimer Confectionery Mfg. Co.<br>Candy, Coconut Bars           | NBC-TV  | Moore & Hamm, Inc.                 |
| Howdy Doody              | International Shoe Co.<br>Shoes                                                 | NBC-TV  | Henri, Hurst & McDonald, Inc.      |
| Howdy Doody              | Colgate-Palmolive-Peet Co.<br>Colgate Dental Cream                              | NBC-TV  | Ted Bates & Co.                    |
| Waite Hoyt Baseball Show | Metropolitan Clothing<br>Men's Furnishings                                      | WLW-D   |                                    |
| Hum & Strum              | Admiral Dealers of Greater Boston<br>Electric Ranges, Refrigerators and TV Sets | WBZ-TV  | John C. Dowd, Inc.                 |
| Hum & Strum              | C & L Tire Co.<br>Saberling Tires                                               | WBZ-TV  | Harold F. Lewis Advertising Agency |
| Hum & Strum              | Carpenter Morton Co.<br>Paints and Varnishes                                    | WBZ-TV  | John C. Dowd, Inc.                 |

## I

|                 |                                                      |         |                                      |
|-----------------|------------------------------------------------------|---------|--------------------------------------|
| I Saw It Happen | McCormick & Co.<br>Spice and Extract                 | WAAM-TV | Sullivan, Stauffer, Colwell & Bayles |
| I'd Like To See | Procter & Gamble Co.<br>Ivory Soap, Crisco and Dixie | NBC-TV  | Compton Advertising Inc.             |

| TITLE                                     | SPONSOR-PRODUCT                                                                   | STATION | ADVERTISING AGENCY       |
|-------------------------------------------|-----------------------------------------------------------------------------------|---------|--------------------------|
| Identity                                  | A. Stein & Co.<br>Paris Garters, Belts, Suspenders                                | ABC     | Louis A. Smith           |
| Individually Yours                        | Blair Corset Co.                                                                  | WGN-TV  | Jones-Frankel            |
| Inside Interviews In Baseball             | B. R. Baker<br>Men's Clothing                                                     | WSPD-TV |                          |
| Inside U. S. A.                           | Chevrolet Dealers Div. of General Motors Corp.<br>Chevrolet Cars                  | CBS-TV  | Campbell-Ewald Co.       |
| Inter-High School Football Games          | Norge Dealers (Washington Wholesalers)<br>Norge Products                          | WOIC    | Campbell-Ewald Agency    |
| International Boxing Club                 | P. Ballantine & Sons<br>Beer                                                      | CBS-TV  | J. Walter Thompson Co.   |
| International Finals of the Golden Gloves | R. J. Reynolds Tobacco Co.<br>Came! Cigarettes                                    | ABC     | William Esty Co.         |
| Interview At Stears                       | Stears Cafe                                                                       | KTLA    | California Advertising   |
| Iron City Sports Album                    | Pittsburgh Brewing Company                                                        | WDTV    | Smith, Taylor & Jenkins  |
| It Happened Today                         | Central National Bank                                                             | WNBK    | Fuller & Smith & Ross    |
| It's The Style                            | Alpert's Yardstick Stores<br>Yard Goods                                           | KNBH    | Hunter Advertising       |
| Jack of All Sports                        | Associated Stores<br>Westinghouse TV                                              | WTVJ    | Direct                   |
| Brano James Luncheon                      | Brano James Foundation, nc.<br>Brano James Pub.                                   | WABD    | Direct                   |
| Dennis James' Okay Mother                 | Sterling Products<br>Bayer Aspirin, Phillips' Magnesia, Lyons' Tooth Powder, etc. | WABD    | Dancer-Fitzgerald-Sample |
| Jersey Stakes                             | Gillette Safety Razor Co.<br>Razor Blades, Shaving Cream                          | ABC     | Maxon, Inc.              |
| Junior Capers                             | Coop. Inst.                                                                       | KTLA    |                          |
| Junior Frolics                            | Nedicks                                                                           | WATV    | Weiss & Geller           |
| Just Watch And See                        | Crane-Ferry<br>Hardware                                                           | KNBH    | Angeles Agency           |

## J

# K

|                                          |                               |         |                                |
|------------------------------------------|-------------------------------|---------|--------------------------------|
| Kaufmann's                               | Kaufmann's                    | WDTV    | Sykes Agency                   |
| Kiernan's Kaleidoscope                   | Camden Trust Co.              | WPTZ    | Albert Frank-Guenther Law Inc. |
| John Reed King Show                      | Flagstaff Foods               | WOR-TV  | Weiss & Geller                 |
|                                          | Canned Foods                  |         |                                |
| Wayne King Program                       | Standard Oil Co.              | NBC-TV  | McCann-Erickson, Inc.          |
|                                          | Oil, Gasoline                 |         |                                |
| Kings Court                              | Kings Super Markets           | WATV    |                                |
| Kirby Derby                              | Scott & Fetzer Co.            | WEWS    | General Publicity Service      |
|                                          | Kirby Home Sanitation Systems |         |                                |
| Gene Kiavan Show                         | Participating                 | WAAM-TV | Various                        |
| Knickerbocker Basketball Games           | Brown-Williamson Tobacco Co.  | WJZ-TV  | Ted Bates Co.                  |
|                                          | Kool Cigarettes               |         |                                |
| Knickerbocker Basketball Games           | Skin Tested Drug Products     | WJZ-TV  | Jasper, Lynch & Field          |
|                                          | Dental Cream                  |         |                                |
| Kraft Television Theatre                 | Kraft Foods Co.               | NBC-TV  | J. Walter Thompson Co.         |
|                                          | Mayonnaise                    |         |                                |
| Kukla, Fran & Ollie                      | National Dairy Products Corp. | NBC-TV  | N. W. Ayer & Son, Inc.         |
|                                          | Sealtest Ice Cream            |         |                                |
| Kukla, Fran & Ollie                      | RCA Victor Distributors       | NBC-TV  | J. Walter Thompson Co.         |
|                                          | RCA Victor Products           |         |                                |
| Kay Kyser's College of Musical Knowledge | Ford Dealers of America       | NBC-TV  | J. Walter Thompson Co.         |
|                                          | Automobiles, Trucks           |         |                                |

# L

|                          |                                 |         |                       |
|--------------------------|---------------------------------|---------|-----------------------|
| Lady of Charm            | Participation                   | WXYZ-TV | Various               |
| Lambs Gambol             | General Foods Corp.             | NBC-TV  | Benton & Bowles, Inc. |
|                          | Maxwell House Coffee            |         |                       |
| La Primadora Sports Show | La Primadora                    | WOR-TV  | Pedlar & Ryan         |
|                          | Cigars                          |         |                       |
| Leave It to the Girls    | General Foods Corp.             | NBC-TV  | Benton & Bowles, Inc. |
|                          | Maxwell House Coffee            |         |                       |
| Let's Play Pyramid       | Baystrate Paint & Wallpaper Co. | WTVJ    | Direct                |
|                          | Wallpaper, Paint                |         |                       |

| TITLE                   | SPONSOR-PRODUCT                                        | STATION | ADVERTISING AGENCY                   |
|-------------------------|--------------------------------------------------------|---------|--------------------------------------|
| Let's Pop The Question  | Participating                                          | WAAM-TV | Various                              |
| Robert Q. Lewis Show    | Liggitt & Myers Tobacco Co.<br>Chesterfield Cigarettes | CBS-TV  | Newell-Emmett Co.                    |
| Life of Riley           | Pabst Sales Co.<br>Beer, Ale and Hoffman Beverages     | NBC-TV  | Warwick & Legler, Inc.               |
| Life Of The Party       | Phila. Dairy Products                                  | WPTZ    | Adrian Bauer                         |
| Lights, Camera, Action  | Victory Packing Co.<br>Toro Fed Dog Food               | KNBH    | McNeill & McCleery                   |
| Lights Out              | Admiral Corp.<br>Television, Radio Sets, Refrigerators | NBC-TV  | Kudner Agency, Inc.                  |
| Little Old New York     | Various<br>Various                                     | WPIX    | Various                              |
| Living Wonders          | First Nat'l Bank of Boston<br>Banking                  | WBZ-TV  | Batten, Barton, Durstine & Osborn    |
| Lone Ranger             | General Mills<br>Wheaties                              | WBZ-TV  | Dancer-Fitzgerald-Sample, Inc.       |
| Lone Ranger             | General Mills<br>Cereals                               | ABC     | Dancer-Fitzgerald-Sample, Inc.       |
| Looking at Football     | Hamburg Brothers                                       | WDTV    | Ketchum, MacLeod & Grove             |
| Vincent Lopez           | Teldisco, Inc.<br>TV Sets, Radio and Appliances        | WABD    | Green-Brodie                         |
| Loyola Basketball Games | Globe Brewing Co.<br>Arrow Beer                        | WAAM-TV | Joseph Katz Co.                      |
| Lucky Pup               | Bristol-Myers Co.<br>Ipana Toothpaste                  | CBS-TV  | Doherty, Clifford & Schenfield, Inc. |
| Lucky Pup               | Joe Lowe Corp.<br>Popsicles                            | CBS-TV  | Blaine-Thompson Co., Inc.            |
| Lucky Pup               | Phillips Packing Co.<br>Phillips Soups                 | CBS-TV  | Aitkin-Kynett Co.                    |
| Lucky Pup               | U. S. Rubber Co.<br>Keds                               | CBS-TV  | Fletcher D. Richards, Inc.           |
| Dione Lucas             | Wine Advisory Board<br>Wine                            | CBS-TV  | J. Walter Thompson Co.               |
| Dione Lucas             | Scott Towel Co.<br>Paper Towels                        | CBS-TV  | J. Walter Thompson Co.               |

# M

|                          |                                                                                         |         |                                |
|--------------------------|-----------------------------------------------------------------------------------------|---------|--------------------------------|
| Mag. of The Week         | Lowell Bradfield                                                                        | KTLA    | Ross, Gardiner & White         |
| Magic Clown              | Gold Medal Candy Corp.<br>Bonomo's Turkish Taffy                                        | WNBT    | Donohue & Co.                  |
| Make It And Take It      | Floyd Rice—Ford Dealers                                                                 | WXYZ-TV | Powell-Grant Agency            |
| Make Mine Movies         | Wometco Theatres<br>Theatre Chain                                                       | WTVJ    | Direct                         |
| Mama                     | General Foods Corp.<br>Maxwell House Coffee                                             | CBS-TV  | Benton & Bowles, Inc.          |
| Man Against Crime        | R. J. Reynolds Tobacco Co.<br>Camel Cigarettes                                          | CBS-TV  | Wm. Esty & Co., Inc.           |
| Man From Scotland Yard   | See's Candy<br>Candy                                                                    | KTLA    | Ross, Gardiner & White         |
| Man's Best Friend        | Dr. Ross Dog Food                                                                       | KTLA    | Rockett-Lauritzen              |
| Man's World              | J. L. Hudson Dept. Store                                                                | WXYZ-TV | Wolf-Jickling-Conkey           |
| Martha's Kitchen         | Various<br>Various                                                                      | WOW-TV  |                                |
| Martin Kane, Private Eye | United States Tobacco Co.<br>Model, Old Briar, Dill's Best, Tweed                       | NBC-TV  | Kudner Agency, Inc.            |
| Mary, Kay & Johnnie      | Whitehall Pharmaceutical Co. Div. of American Home<br>Products Corp.<br>Kolynos, Anacin | CBS-TV  | Dancer-Fitzgerald-Sample, Inc. |
| Masland at Home Party    | C. H. Masland & Sons<br>Rugs                                                            | CBS-TV  | Anderson, Davis & Platte, Inc. |
| Melody Menu              | Various<br>Various                                                                      | KTLA    | Various                        |
| Men At Work              | Baltimore Construction Institute<br>Trade School                                        | WMAR-TV |                                |
| Meet Me In Hollywood     | Kaye-Halbert Corp.                                                                      | KTLA    | Macauley                       |
| Meet the Press           | General Foods Corp.<br>Maxwell House Coffee                                             | NBC-TV  | Benton & Bowles                |
| Midget Boxing            | Reed Candy Co.<br>Reed's Paloops                                                        | WBKB    | Hill Blackett Agency           |

| TITLE                          | SPONSOR-PRODUCT                                     | STATION | ADVERTISING AGENCY                      |
|--------------------------------|-----------------------------------------------------|---------|-----------------------------------------|
| Midget Auto Racing             | Amalie Div. of L. Sonneborn Sons, Inc.<br>Motor Oil | WPIX    | Hicks & Greist                          |
| Midget Racing                  | Herb & Chuck & Lyle Coleman                         | KTLA    | Roche                                   |
| Midget Racing                  | Murphy Motors                                       | KTLA    | Stahl                                   |
| Midwestern Hayride             | Bavarian Brewing Co.<br>Bavarian Beer               | WLW-D   | Ralph H. Jones                          |
| Miss Rheingold Contest         | Liebman Breweries<br>Beer                           | WJZ-TV  | Foote, Cone & Belding                   |
| Mr. Magic                      | Mason, Au & Magenheimer<br>Mason Candles            | WPIX    | Moore & Hamm, Inc.                      |
| Mohawk Showroom                | Mohawk Carpet Mills, Inc.<br>Rugs and Carpets       | NBC-TV  | George R. Nelson, Inc.                  |
| Al Morgan Show                 | Drake Baking Company                                | WDTV    | Public Relations Research Service, Inc. |
| The Motor Mart                 | Paul T. Henson<br>Lincoln-Mercury, Used Cars        | WHEN    |                                         |
| Music Album                    | Sherman Clay Co.<br>Musical Appliance Store         | KPIX    | Goldthwaite-Smith Advertising           |
| Musical Adventure              | Phaestron TV                                        | KTLA    | Geisinger                               |
| Musical Scrapbook              | Real-Tang                                           | KTLA    | Russell Seeds                           |
| <b>N</b>                       |                                                     |         |                                         |
| Name The Star                  | Van de Kamp's<br>Baked Goods                        | KNBH    | California Advertising                  |
| Name The Star                  | Van de Kamps                                        | KTLA    | California Advertising                  |
| National Amateur Parade        | National Brewing Co.<br>Beer                        | WMAR-TV | Owen & Chappell                         |
| National League Football Games | Sun Oil Co.<br>Oil, Gas Accessories                 | ABC     | Hewitt, Ogilvy, Benson & Mather, Inc.   |
| National Pro Football Hillites | Christian Heurich Brewing Co.<br>Beer               | WNBW    | Harry J. Kaufman                        |
| National Sports Parade         | National Brewing Co.<br>Beer                        | WMAR-TV | Owen & Chappell                         |
| Nature of Things               | Motorola, Inc.<br>Television and Radio Sets         | NBC-TV  | Gourfain-Cobt Advertising Agency        |



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| Nature Trails                 | Home Packing Co.<br>Food Packing<br>Hats                                 | WSPD-TV |                               |
| NBC News Review of the Week   | Disney, Inc.                                                             | NBC-TV  | Grey Advertising Agency, Inc. |
| NBC Newsreel                  | Oldsmobile Div. General Motors Corp.<br>Cars                             | NBC-TV  | D. P. Brother & Co., Inc.     |
| NBC Newsreel                  | MacMillan Petroleum Corp.                                                | KNBH    | Marketers, Inc.               |
| NBC Newsreel                  | Freeman & Freeman<br>Hudson Dealers                                      | KNBH    | Irwin-McHugh                  |
| Needle Shop                   | Rival Mfg. Co.<br>Steamomatic Iron                                       | WABD    | R. J. Votts-Calkins & Holden  |
| Needle Shop                   | Martin Fabrics Co.<br>Velvet Cloth                                       | WABD    | Alley & Richards, Inc.        |
| Needle Shop                   | American-Mitchell Fashion Publishers<br>Mode-Royal Patterns              | WABD    | Ehrlich & Newirth, Inc.       |
| News                          | Andrea Radio Corp.<br>Radio and Television Equipment                     | WABD    | Royal & De Guzman             |
| News Final                    | Linz Jewelists<br>Retail Jewelry                                         | WBAP-TV |                               |
| News In Review                | The Barbasol Co.<br>Shaving Cream                                        | CBS-TV  | Erwin, Wasey & Co., Inc.      |
| Newsreel                      | Rancho Soups                                                             | KTLA    | Lang                          |
| Newsreel                      | Chrysler Sales                                                           | KTLA    | McCann-Erickson               |
| Newsreel Review               | Dr. Beauchamp                                                            | KTLA    | Stahl Agency                  |
| Night of Champions            | Gross Distributing, Inc.<br>Stromberg-Carlson Radio and TV Sets          | WABD    | Federal Advertising Agency    |
| Nipper Song Shop              | RCA Victor<br>Radios, Records, etc.                                      | KPIX    |                               |
| Northcool Pimlico Races       | A. Sagner's & Son Inc.<br>Northcool Suits and Englishtown Men's Clothing | ABC     | J. A. Goodman & Co.           |
| The Notre Dame Football Games | Chevrolet Dealers<br>Chevrolet Automobiles                               | DuMont  | Campbell-Ewald                |
| Notre Dame-Navy Football Game | American Oil Co.<br>Lubricants                                           | CBS-TV  | Joseph Katz Co.               |
| Now I'll Tell One             | Turner Bros.<br>Men's Clothes                                            | WBKB    | Guenther-Bradford & Co.       |

O

| TITLE                             | SPONSOR-PRODUCT                                                                             | STATION | ADVERTISING AGENCY        |
|-----------------------------------|---------------------------------------------------------------------------------------------|---------|---------------------------|
| Okay Mother                       | Sterling Drug Co., Inc.<br>Bayer Aspirin, Phillips Milk of Magnesia<br>Dr. Lyons Toothpaste | Du Mont | Dancer-Fitzgerald-Sample  |
| Ole Rasmussen                     | Auciton City                                                                                | KLAC-TV |                           |
| Johnny Olsen's Rumpus Room        | Teldisco, Inc.<br>TV Sets, Rabics and Appliances                                            | WABD    | Elliott Nonan Advertising |
| On The Plaza                      | Robert Wuensch                                                                              | WATV    | G. G. Felt & Co.          |
| On The Sports Page                | Rupperts Brewery<br>Beer                                                                    | WJZ-TV  | The Biow Co.              |
| The O'Neills                      | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets                                      | Du Mont | Direct                    |
| Open House                        | Conway & Culligan<br>Home Contractors and Builders                                          | KPIX    |                           |
| Open House                        | Corn Exchange Nat'l Bank                                                                    | WPTZ    | John Falkner Arndt        |
| Opening of New York-Chicago Cable | American Telephone & Telegraph Co.                                                          | WJZ-TV  | N. W. Ayers               |
| The Original Amateur Hour         | P. Lorillard Co.<br>Old Gold Cigarettes                                                     | NBC-TV  | Lennen & Mitchell, Inc.   |
| The Original Amateur Hour         | P. Lorillard Co.<br>Old Gold Cigarettes                                                     | DuMont  | Lennen & Mitchell         |
| Don Otis Show                     | Boyd Gibbons<br>Ford Dealer                                                                 | KLAC-TV |                           |
| The Outdoorsmen                   | Neiderriter Co.<br>Appliances                                                               | WICU    | Local                     |

P

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|-----------------|---------------------------------------------------------------------------|--------|---------------------|
| Pal Headliners  | Pal Blade Co., Inc.<br>Pal Razor Blades                                   | ABC    | Al Paul Leffton Co. |
| Paradise Island | General Electric Dealers Ass'n.<br>General Electric Electrical Appliances | WBZ-TV | Harry M. Frost Co.  |
| Paradise Island | United Wallpaper                                                          | WPTZ   | MacFarland-Aveyard  |

|                                  |                                              |         |                                         |
|----------------------------------|----------------------------------------------|---------|-----------------------------------------|
| Paradise Island                  | United Wallpaper Co.                         | WNBT    | MacFarland Aveyard & Co.                |
| Paradise Island                  | United Wallpaper, Inc.                       | WNBK    | MacFarland Aveyard & Co.                |
| Pet Shop                         | Evanger Kennel Foods<br>Dog Foods            | WNBQ    | Direct                                  |
| People's Platform                | Household Finance Corp.<br>Finance Loans     | CBS-TV  | LeVally, Inc.                           |
| Petticoat Parade                 | Brighton Appliances<br>Ironrite Ironers      | WHEN    |                                         |
| Petticoat Parade                 | Ironrite Ironer Co.<br>Ironrite Ironer       | WJZ-TV  | French & Dorrance                       |
| Petticoat Parade                 | David Wilkins                                | KTLA    | Coleman Jones                           |
| Petticoat Parade                 | Ironrite Ironer<br>Ironers                   | WOIC    | Brooke, Smith, French & Dorrance        |
| Petticoat Parade                 | Iron Rite Ironer                             | WDTV    | Brooke, Smith, French & Dorrance, Inc.  |
| Petticoat Parade                 | Ironrite Ironer Co.                          | KNBH    | Brooke, Smith, French & Dorrance, Inc.  |
| Philadelphia's Outstanding Women | Wm. Weisberg<br>Furs                         | WPTZ    | Philip Klein                            |
| Philco Television Playhouse      | Philco Corp.<br>Radio and Television Sets    | NBC-TV  | Hutchins Advertising, Inc.              |
| Molly Picon's                    | Horowitz-Margaret<br>Grocery                 | WJZ-TV  | Advertisers Broadcasting                |
| Molly Picon's                    | I. Bokeach & Sons<br>Grocery                 | WJZ-TV  | Advertisers Broadcasting                |
| Picture Album                    | General Electric                             | KLAC-TV |                                         |
| Pioneer Polaroid Magic Show      | Pioneer Scientific Corp.<br>Polaroid Filters | CBS-TV  | Cayton, Inc.                            |
| Pitt Parade                      | Austin Givens                                | WDTV    | F. A. Ensign Advertising Agency         |
| Pitt Parade                      | Donahoe's                                    | WDTV    | F. A. Ensign Advertising Agency         |
| Pitt Parade                      | Packaged Programs, Inc.                      | WDTV    | Ortale Company                          |
| Pitt Parade                      | Drake Baking Company                         | WDTV    | Public Relations Research Service, Inc. |
| Pittsburgh Steelers Football     | Mail Pouch Tobacco Company                   | WDTV    | Walker & Downing                        |
| Players Entrance                 | Vic Hendler<br>Electric Appliances           | WPTZ    | Weightman Agency                        |

| TITLE                    | SPONSOR-PRODUCT                                            | STATION | ADVERTISING AGENCY              |
|--------------------------|------------------------------------------------------------|---------|---------------------------------|
| Players Entrance         | Lummis Co.<br>Peanut Products                              | WPTZ    | Weightman Agency                |
| Playtime                 | Graham-Brown Show Co.<br>Children's Shoes                  | WBAP-TV | McMain's Advertising            |
| Pontiac Star Time        | Pontiac Dealers of Greater Boston<br>Pontiac Cars          | WBZ-TV  | Wm. J. Small Advertising Agency |
| Power Tool Demonstration | Skarie, Inc.<br>Power Tools                                | WMAR-TV | Francis D. Cronin               |
| Preview                  | Philip Morris & Co., Ltd. Inc.<br>Philip Morris Cigarettes | CBS-TV  | The Blow Co., Inc.              |

## Q

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|-------------------|----------------------------------------------------|--------|-------------------------|
| Quality Playhouse | Pledged Quality Laundries                          | WOIC   | Henry J. Kaufman Agency |
| Quick On The Draw | Household Appliances<br>Philco Appliances          | WTVJ   | Direct                  |
| Quick On The Draw | Thornton-Fuller<br>Autos                           | WPTZ   | Aldrich Associates      |
| Quiz Kids         | Miles Laboratories, Inc.<br>Vitamins, Alka-Seltzer | NBC-TV | Wade Advertising Agency |
| Quizdom Class     | Alexander's Department Store                       | WJZ-TV | William Warren Agency   |

## R

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|-----------------------|---------------------------------------------|---------|------------------------------|
| Race Results          | Blatz Brewing Co.<br>Blatz Beer             | WTVJ    | Charles Anthony Gross Agency |
| Racing News           | Carrell Speedway                            | KLAC-TV | Local                        |
| Read's Fashions       | Read Dress Studio<br>Women's Clothes        | WICU    | Local                        |
| Rehearsal Time        | Sealy Mattress Co.                          | KNBH    | Alvin Wilder                 |
| Remember              | Wills Dairy, Hauswals Bakery Mangels Herald | WMAR-TV | H. W. Buddemeier Co.         |
| Reserved for Garroway | Duffy-Mott Co.<br>Apple Sauce, Apple Juice  | WNBQ    | Young & Rubicam, Inc.        |

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|---------------------------------|-------------------------------------------------------------|---------|-------------------------------------------|
| Rhythm And Romance              | Sleep-Ezy Mattress Co.<br>Sleep Ezy Mattresses              | WBAP-TV | McBride Advertising                       |
| Riddle Me This                  | General Electric Co.<br>Lamp Division                       | CBS-TV  | Batten, Barton, Durstine & Osborn, Inc.   |
| Rising Stars                    | Marshall Drug Co.                                           | WEWS    | Gregory & House                           |
| Roar Of The Rails               | A. C. Gilbert Co.<br>Electric Trains, Toys, etc.            | CBS-TV  | Chas. W. Hoyt Co., Inc.                   |
| Roblee Fanfare                  | The Brown Shoe Co.<br>Roblee Brown Shoes                    | WABD    | Leo Brunett Co., Inc.                     |
| Rodeo Ranch                     | Weber's Bread                                               | KLAC-TV |                                           |
| Roller Derby                    | Chevrolet Dealers<br>Motor Cars, Trucks                     | ABC     | Campbell-Ewald Co.                        |
| Roller Derby                    | Chevrolet Dealers Assoc.<br>Autos                           | WJZ-TV  | Campbell-Ewald Co.                        |
| Roller Derby                    | Chesebrough Mfg. Co.<br>Vaseline Products                   | ABC     | McCann-Erickson, Inc.                     |
| Roller Derby                    | Blatz Brewing Co.<br>Blatz Beer                             | ABC     | Kastor, Farrell, Chesley & Clifford, Inc. |
| Rosella                         | J. P. Byrne<br>Jewelry                                      | WOW-TV  |                                           |
| Round The Town                  | Syracuse Trust Co.<br>Banking                               | WHEN    |                                           |
| Roving Camera                   | Riteway Burner Co.<br>Heating Units                         | WSPD-TV |                                           |
| Roving Camera                   | MacMillan Petroleum Corp.                                   | WNBT    | Marketers, Inc.                           |
| Roving Camera                   | McMillan                                                    | KTLA    | Marketers, Inc.                           |
| Benny Rubin's Theatrical Agency | Bonafide Mills, Inc.<br>Linoleum                            | NBC-TV  | S. R. Leon & Co., Inc.                    |
| Ruthie On The Telephone         | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes | CBS-TV  | The Biow Co., Inc.                        |
| Sagenkahn Furniture Galleries   | Sagenkahn Furniture Galleries<br>Furniture                  | WHEN    |                                           |
| Sandy Dreams                    | Pennik & Ford                                               | KTLA    | Batten, Barton, Durstine & Osborn         |

## S

| TITLE                      | SPONSOR-PRODUCT                                                              | STATION | ADVERTISING AGENCY    |
|----------------------------|------------------------------------------------------------------------------|---------|-----------------------|
| Say It With Acting         | J. B. Williams Co.<br>Shaving Products                                       | WNBT    | J. Walter Thompson    |
| School House               | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets                       | Du Mont | Direct                |
| Senate Get Together        | Christian Heurich Brewing Co.<br>Beer                                        | WNBW    | Harry J. Kaufman      |
| Sewing & Styling           | Various<br>Various                                                           | WEWS    | Gregory & House       |
| Sewing Club                | Singer Sewing Machine Co.                                                    | WBAP-TV |                       |
| Shadow Stumpers            | Motor Sales Co.<br>DeSoto Dealers                                            | WAAM-TV | Joseph Katz Co.       |
| Share-a-Charade            | Don Gilmore Chev. Co.<br>Automobiles                                         | KPIX    |                       |
| Stan Shaw                  | Teldisco, Inc.<br>TV Sets, Radios and Appliances                             | WABD    | Green-Brodie          |
| Shawmut Nightly Newsteller | Shawmut Bank of Boston<br>Banking                                            | WBZ-TV  | Doremus & Co.         |
| Linn Sheldon Show          | Shaw Rogers Jewelry Co.                                                      | WEWS    | Clifford & Thomas     |
| Shop, Look & Listen        | Bonne Music Co., Kamera Kraft<br>Musical Instruments, Photographic Equipment | WHEN    | Osborn-Propst         |
| Shoppers' Guide            | Participation<br>Various                                                     | WTVJ    | Direct                |
| Shoppers' Guide            | Various<br>Various                                                           | WEWS    | Various               |
| Show Off Club              | Northside Motors                                                             | WTCN-TV |                       |
| Herb Shriner Show          | Philip Morris & Co., Ltd., Inc.<br>Philip Morris Cigarettes                  | CBS-TV  | The Biow Co., Inc.    |
| Sidewalk Parade            | Plymouth Dealers<br>Plymouth Cars                                            | WXYZ-TV | Powell-Grant Agency   |
| Silver Theater             | International Silver Co.<br>Sterling, 1847 Rogers Bros.                      | CBS-TV  | Young & Rubicam, Inc. |
| Silvers Playhouse          | Silver Motors<br>Oldsmobile                                                  | KLAC-TV |                       |
| Hildy Simmonds Show        | Buckley & Scott<br>Oil Burner Service                                        | WBZ-TV  | John C. Dowd, Inc.    |
| Sing My Name               | Phila. Distributors<br>Electric Appliances                                   | WPTZ    | Cox & Tanz            |



|                                            |                                                                |                |                                                 |
|--------------------------------------------|----------------------------------------------------------------|----------------|-------------------------------------------------|
| Six Gun Playhouse                          | Various                                                        | WPIX           | Various                                         |
| Small Fry Club                             | Various<br>Whitehall Pharmacal Co.<br>Kolynos Tooth Paste      | Dumont         | Sullivan, Stauffer, Colwell & Bayles            |
| Small Fry Club                             | General Foods<br>Post Toasties                                 | Dumont         | Benton & Bowles                                 |
| Small Fry Club                             | General Foods<br>Post Cereals                                  | WABD           | Benton & Bowles                                 |
| Small Fry Club                             | Whitehall Pharmacal Co.<br>Kolynos                             | WABD           | Sullivan, Stauffer, Colwell & Bayles, Inc.      |
| So This Is Hollywood<br>Soapine Starmakers | Admiral Radio & TV<br>Kendall Manufacturing Co.                | KTLA<br>WBZ-TV | Atkins & Gilbert<br>Bennett, Walther & Menadier |
| Southwest Conference Football              | Soapine<br>Humble Oil Co.<br>Oil Products                      | WBAP-TV        | Frank-Wilkinson-Schwitz-Tips                    |
| Spare Room                                 | Tifford Furniture & Appliances<br>Furniture and Appliances     | WABD           | H. C. Morris & Co. Inc.                         |
| Spare Room                                 | Bedford Radio & Appliances Co.<br>TV Sets, Radio and Household | WABD           | Green-Brodie                                    |
| Sparkling Time                             | Pepsi-Cola<br>Pepsi-Cola                                       | WGN-TV         | Presba, Fellers & Presba                        |
| Spell With Isbell                          | Participation                                                  | WGN-TV         | Various                                         |
| Spiegel's Quiz                             | Spiegel's Mail Order Co.                                       | WGN-TV         | Schwimmer & Scott                               |
| Sports of Call Sports Roundup              | Sunset Appliance Stores<br>TV and Home Appliances              | WPIX           |                                                 |
| Sport Program                              | General Mills, Inc.                                            | WJZ-TV         | Knox, Reeves Advertising Inc.                   |
| Sports Album                               | Nebraska Clothing<br>Men's Clothing                            | WOW-TV         | Bozell & Jacobs                                 |
| Sports Album                               | Madera Wines<br>Wine                                           | WAAM-TV        | Joseph Katz Co.                                 |
| Sports Album                               | Wolverine Potato Chip Co.                                      | WXYZ-TV        | Luckoff-Wayburn-Frankel                         |
| Sports Events From Madison Square          | Garden R. J. Reynolds Tobacco Co.<br>Camel Cigarettes          | CBS-TV         | Wm. Esty & Co., Inc.                            |
| Sports Highlights of the Week              | Bond Clothes, Inc.<br>Clothes                                  | NBC-TV         | Cayton, Inc.                                    |
| Sports Parade                              | J. L. Hudson Dept. Store                                       | WXYZ-TV        | Wold-Jickling-Conkey                            |

FRANK C. LEPORE  
25 OAK TERRACE  
AVON DA VINE SEA, N. J.

| TITLE                             | SPONSOR-PRODUCT                                                   | STATION | ADVERTISING AGENCY             |
|-----------------------------------|-------------------------------------------------------------------|---------|--------------------------------|
| Sports Previews                   | Skillern's Drug Stores<br>Retail Drugs                            | WBAP-TV | Grant Advertising              |
| Sports Quiz                       | Cripps Clothing Store                                             | WXYZ-TV | Bill Silbert Agency            |
| Sports Roundup                    | Jacob Ruppert<br>Beer                                             | WPIX    | The Brow Co.                   |
| Sports Scrapbook                  | Wm. Gretz Brewing Co.                                             | WPTZ    | Seberhagen, Inc.               |
| Sports Telequiz                   | International Radio Sales                                         | WXYZ-TV |                                |
| Sports Views                      | Athletic Supply<br>Sporting Goods                                 | WSPD-TV | Wendt                          |
| Sportman's Corner                 | Ford Motor Co.                                                    | WGN-TV  | J. Walter Thompson             |
| Sportsman's Quiz                  | Larus Bros. Co., Inc.<br>Edgeworth Tobacco                        | CBS-TV  | Warwick & Legler, Inc.         |
| Sportsman's Quiz                  | PDQ Gasoline                                                      | KLAC-TV |                                |
| Sportsman's Show                  | Barby's Inc.<br>Sunshine Beer                                     | WPTZ    | Gray & Rogers                  |
| Sportsmanship                     | P. J. Nee Co.<br>Furniture                                        | WNBW    | Harwood Martin, Advertising    |
| Spotlight On Roper                | Roper Gas Ranges                                                  | KLAC-TV |                                |
| Starlets                          | W. Wilderrotter & Sons                                            | WATV    | Wm. Sheer                      |
| Starlit Stairway                  | Stark Hickey Auto Dealers                                         | WXYZ-TV | Rex Advertising Agency         |
| Ted Steele                        | General Mills<br>Wheaties, Betty Crocker Soups, Ginger Mix        | WABD    | Knox, Reeves Advertising, Inc. |
| Ted Steele                        | A. B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets               | Du Mont | Direct                         |
| Ted Steele                        | Concourse Music Co.<br>TV Sets, Radios and Household Appliances   | WABD    | Green-Brodie                   |
| Ted Steele                        | Ideal Home Appliances<br>TV Sets, Radios and Household Appliances | WABD    | Green-Brodie                   |
| Cliffie Stone's Hometown Jamboree | Gold Furniture And Appliances                                     | KLAC-TV |                                |
| Stop, Look & Learn                | Participation                                                     | WGN-TV  | Various                        |
| Stop Me If You've Heard This One  | Bonafide Mills, Inc.<br>Linoleum                                  | NBC-TV  | S. R. Leon & Co., Inc.         |
| Stop the Music                    | Admiral Corp<br>Radios, TV Sets, Refrigerators, Ranges            | ABC     | Kudner Agency                  |
| Stop the Music                    | P. Lorillard Co.<br>Old Gold Cigarettes                           | ABC     | Lennen & Mitchell, Inc.        |

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| Strange As It Seems   | Chevrolet Dealers Ass'n.<br>Chevrolet Cars                                   | WBZ-TV  | Chambers & Wiswell            |
| Strange Scenes        | Gallant Lumber Supply<br>Building Supplies                                   | WSPD-TV | Wendt                         |
| Stranger Than Fiction | Riteway Burner Co.<br>Heating Units                                          | WSPD-TV |                               |
| The Striders          | Kendall Manufacturing Co.<br>Soapine                                         | WBZ-TV  | Bennett, Walther & Menadier   |
| Studio One            | Westinghouse Electric Corp.<br>Washing Machines, Dryers, Water Heaters, etc. | CBS-TV  | McCann-Erickson, Inc.         |
| Super Circus          | Canada Dry Ginger Ale<br>Ginger Ale, Sparkling Water                         | ABC     | J. M. Mathes, Inc.            |
| Super Circus          | Derby Foods, Inc.<br>Peter Pan Peanut Butter                                 | ABC     | Needham, Louis & Brorby, Inc. |
| Suspense              | Electric Auto-Lite Co.<br>Spark Plugs, Batteries, Auto Accessories           | CBS-TV  | Newell-Emmett Co.             |
| Swift Show            | Swift and Co.<br>Swift Products                                              | NBC-TV  | McCann-Erickson, Inc.         |

## T

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|---------------------|--------------------------------------------------------|---------|-------------------------------|
| Talent Jackpot      | Allen B. Du Mont Laboratories, Inc.<br>Du Mont TV Sets | Du Mont | Direct                        |
| Lou Tarr's Workshop | Reeve Paint, Ebelings<br>Paint, Garden Supplies        | WHEN    |                               |
| Tele Newstreet      | Chevrolet Motor Division                               | KTLA    | Campbell-Ewald                |
| Telecharades        | Erie Clothing Co.<br>Men's Clothes                     | WBKB    | Gourfain-Cobb Co.             |
| Telefashions        | Retail Clothing Stores                                 | WBKB    |                               |
| Telekids            | Weatherguard Corp.<br>Storm Windows                    | WPTZ    | Fien & Schwerin               |
| Telenews            | Regal Brewing Co.<br>Regal Beer                        | WTVJ    | Direct                        |
| Telenews            | Lewis Food Co.<br>Dr. Ross Dog And Cat Food            | KPIX    | Rockett-Lauritzen Advertising |
| Telenews Digest     | Weissenberger Co.<br>Automotive                        | WSPD-TV |                               |

| TITLE                                     | SPONSOR-PRODUCT                                                                                    | STATION      | ADVERTISING AGENCY                                                    |
|-------------------------------------------|----------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|
| Telenews Digest                           | Kipf Motors<br>Automotive                                                                          | WSPD-TV      |                                                                       |
| Telenews Digest                           | Lownsbury Chevrolet Co.<br>Automotive                                                              | WSPD-TV      |                                                                       |
| Telenews Newsreel<br>Telepix              | Stroh Brewing Co.; Meehan Motors Co.<br>Consolidated Edison<br>Utility                             | WEWS<br>WPIX | Zimmer-Keller; Leech Advertising<br>Batten, Barton, Durstine & Osborn |
| Telescout Club                            | Pacific Citrus Products                                                                            | KTLA         | Atherton                                                              |
| Tele-Sports Newsreel                      | Radio And Appliance Center<br>Home Appliances                                                      | WBAP-TV      |                                                                       |
| Teletape News                             | Beverwyck Breweries, Inc.<br>Ale and Beer                                                          | WBZ-TV       | McCann & Erickson                                                     |
| Televespers                               |                                                                                                    | KTLA         |                                                                       |
| Television Closeups                       | Omaha Council Bluffs Street Railway<br>Transportation                                              | WOW-TV       | Bozell & Jacobs                                                       |
| Tell The Admiral                          | The McCormack Co.<br>Admiral Radio and TV Products                                                 | KPIX         |                                                                       |
| Temptones                                 | Participation                                                                                      | WGN-TV       | Various                                                               |
| Texaco Star Theatre Starring Milton Berle | The Texas Co.<br>Gasoline, Oil, Grease                                                             | NBC-TV       | Kudner Agency, Inc.                                                   |
| Texas News                                | Texas Electric Service Co.<br>Public Utility                                                       | WBAP-TV      |                                                                       |
| Texas News                                | Southwest Chevrolet Co.                                                                            | WBAP-TV      | Glenn Advertising                                                     |
| Tigers In Training                        | Michigan Mutual Liability Ins.                                                                     | WXYZ-TV      | Denman & Betteridge                                                   |
| Time For Beany                            | Budget Pack                                                                                        | KTLA         | Ted Factor                                                            |
| Thanksgiving Day Program                  | Longines-Wittnauer Watch Co., Inc.<br>Watches                                                      | CBS-TV       | Victor & Bennett Co., Inc.                                            |
| That's O'Toole                            | Delta Mfg. Div. of Rockwell Mfg. Co.<br>Power Tools                                                | ABC          | Hoffman & York, Inc.                                                  |
| This Is Showbusiness                      | Crosley Div. of AVCO Mfg. Corp.<br>Radios, Television, Refrigerators, Freezers,<br>Electric Ranges | CBS-TV       | Benton & Bowles, Inc.                                                 |
| This Week In Sports                       | W. A. Sheaffer Pen Co.<br>Pens, Pencils                                                            | CBS-TV       | Russel M. Seeds Co., Inc.                                             |

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|-------------------------------------------------------|------------------------------------------------------|---------|-----------------------------------|
| This Week In Sports                                   | Meehan Motors Co.                                    | WEWS    | Leech Advertising                 |
| This Week In Sports                                   | Buckeye Brewing                                      | WSPD-TV | Livingston, Porter, Hicks         |
| Thrills On Wheels                                     | Rollfast Bicycles                                    | WNBK    | Kiesewetter, Wetteran & Baker     |
| Through The Crystal Ball                              | Ford Dealers Assn<br>Ford Cars                       | CBS-TV  | J. Walther Thompson Co.           |
| Through The Kitchen Window                            | Various                                              | WNBK    | Griswold Eshleman Co.             |
| Toast of The Town                                     | Emerson Radio & Phonograph Corp.<br>Emerson Products | CBS-TV  | Blaine-Thompson, Inc.             |
| Toast of The Town                                     | Lincoln-Mercury Dealers<br>Lincoln, Mercury Cars     | CBS-TV  | Kenyon & Eckhardt, Inc.           |
| Today's Ball Game                                     | Ford Motor Co.                                       | WGN-TV  | J. Walter Thompson                |
| Toledo News Report With Jim Jebelhart<br>and J. White | Chevrolet Co.                                        | WSPD-TV |                                   |
| Tomorrow's Champions                                  | Fort Pitt Brewing Company                            | WDTV    | Batten, Barton, Durstine & Osborn |
| Tomorrow's Champions                                  | Miller Brewing Co.<br>Beer                           | WJZ-TV  | Klau-Van Pieterston-Dunlap        |
| Tonight On Broadway                                   | Esso Standard Oil Co.<br>Lubricants                  | CBS-TV  | Marschalk & Pratt, Inc.           |
| Tonight's Attractions                                 | Lutz Bakery<br>Baked Goods                           | WSPD-TV |                                   |
| Top Views In Sports                                   | Phillip's Radio & Appliances<br>Radios, TV Sets      | WNBW    | I. T. Cohen                       |
| Top Views In Sports                                   | Hudson Dealers of Pittsburgh                         | WDTV    | F. A. Engsin Advertising Agency   |
| Top Views In Sports                                   | Pontiac Dealers Ass'n.                               | KNBH    | Taggart & Young                   |
| Top Views In Sports                                   | Alliance Manufacturing Co.<br>Tenna-Rotor            | WNBK    | Foster & Davies                   |
| Top Views In Sports                                   | Morrison and McCluan                                 | WDTV    | Pete Masser                       |
| Top Views In Sports                                   | Haberle<br>Beer                                      | WHEN    | Coe Agency                        |
| Touchdown                                             | Chrysler Dealers<br>Chrysler Cars                    | WXYZ-TV | McCann-Erickson, Inc.             |
| Touchdown                                             | Pilot Life Insurance Co.<br>Life Insurance           | WBTV    |                                   |
| Touchdown                                             | Ford Dealers                                         | WDTV    | J. Walter Thompson                |

| TITLE                    | SPONSOR-PRODUCT                           | STATION | ADVERTISING AGENCY       |
|--------------------------|-------------------------------------------|---------|--------------------------|
| Touchdown Tide           | Stewart Office Supply Co.                 | WBAP-TV | Grant Advertising        |
| Tournament of Champions  | P. Ballantine & Sons<br>Beer              | CBS-TV  | J. Walter Thompson Co.   |
| Trailblazer Theater      | Participation                             | WGN-TV  | Various                  |
| Transportation Unlimited | General Motors Corp.<br>Institutional     | CBS-TV  | Campbell-Ewald Co., Inc. |
| Treasure Hunt            | Continental Clothiers                     | WGN-TV  | Jones-Frankel            |
| Tricks & Treats          | Various<br>Various                        | KTLA    | Various                  |
| Tropic Holiday           | Winston Television Stores                 | WNBT    | Sternfield-Godley        |
| The Truex Family         | Stromberg-Carlson TV Sets                 | WPIX    |                          |
| Turf Spotlights          | Gimbels<br>Department Store               | WNBQ    | Ruthrauff & Ryan, Inc.   |
| Turf Spotlights          | Chicago Dodge Dealers<br>Autos            | WNBQ    | Schwimmer & Scott        |
| TV Matinee               | Keeley Brewing Co.<br>Keeley Half & Half  | WGN-TV  | Various                  |
| TV Ranch                 | Participation                             | WSPD-TV |                          |
| TV Sports Special        | Jersey Bread<br>Baked Goods               | WAAM-TV | Ruthrauff & Ryan         |
| Twenty Questions         | Gunter Brewing Co.<br>Beer, Ale           | WOR-TV  | Grey Advertising         |
|                          | Ronson Art Metal Works<br>Ronson Lighters |         |                          |

## U

|                                  |                                         |        |                         |
|----------------------------------|-----------------------------------------|--------|-------------------------|
| U. of M. Workshop                | Taylor Construction Co.<br>Construction | WTVJ   | Direct                  |
| Uncle Jake's House               | Various<br>Various                      | WEWS   | Various                 |
| United Nations From Lake Success | Ford Motor Co.<br>Ford Cars             | CGS-TV | Kenyon & Eckhardt, Inc. |
| Up And Down The Avenue           | Various<br>Various                      | WEWS   | Various                 |



|                                |                                                                         |         |                                |
|--------------------------------|-------------------------------------------------------------------------|---------|--------------------------------|
| Vanity Fair                    | Seeman Bros., Inc.<br>Air-Wick                                          | CBS-TV  | Wm. H. Weintraub & Co., Inc.   |
| Vanity Fair                    | Maiden Form Brassiere Co.<br>Brassieres                                 | CBS-TV  | Wm. H. Weintraub & Co., Inc.   |
| Variety Show                   | General Motors Corp.<br>Pontiac Cars                                    | CBS-TV  | MacManus, John & Adams, Inc.   |
| Bill Veck's Report To The Fans | General Electric Supply Co.                                             | WEWS    | Lang, Fisher & Stashower, Inc. |
| Velo-Solax                     | R. S. Evans Co.<br>Motor Bike                                           | WTVJ    | Direct                         |
| Viewpoint                      | Uhleman Optical Co.                                                     | WGN-TV  | George H. Hartman              |
| Views Of The News              | Worman's<br>Automotive                                                  | WSPD-TV |                                |
| Views Of The News              | World Radio & Appliance<br>Radios and Appliances                        | WSPD-TV |                                |
| Views Of The News              | Toledo Tire Corp. and Imperial Furniture Co.<br>Automotive, Furnishings | WSPD-TV |                                |
| Views Of The News              | Various<br>Various                                                      | WEWS    | Various                        |
| Viz Quiz                       | Morrison and McCluan                                                    | WDTV    | Pete Wasser                    |
| Voice of Firestone             | Firestone Tire & Rubber Co.<br>Tires and Tubes                          | NBC-TV  | Sweeney & James Co.            |
| Voice Of The People            | The New York News                                                       | WPIX    |                                |
| WAAM Sportsroom                | Participating                                                           | WAAM-TV | Various                        |
| Walt's Workshop                | Edward Hines Lumber Co.<br>Lumber                                       | WNBQ    | George H. Hartman Co.          |
| Fred Waring Show               | General Electric Co.<br>All Products                                    | CBS-TV  | Young & Rubicam, Inc.          |
| Wax Wackies                    | Phillips Packing Co.<br>Soups                                           | WXYZ-TV | Aitken-Kynett                  |
| We, The People                 | Gulf Oil Corp.<br>Gulf Products                                         | CBS-TV  | Young & Rubicam, Inc.          |

| TITLE                         | SPONSOR-PRODUCT                                                         | STATION | ADVERTISING AGENCY                 |
|-------------------------------|-------------------------------------------------------------------------|---------|------------------------------------|
| We, The People                | Gulf Oil Corp.<br>Gasoline, Oil and Lubricants                          | NBC-TV  | Young & Rubicam, Inc.              |
| Weather Bird                  | Alliance Mfg. Co.<br>Alliance Tenna Rotor                               | WLW-D   | Foster & Davies, Inc.              |
| Weather Or Not                | First Nat'l Bank of Boston<br>Banking                                   | WBZ-TV  | Batten, Barton, Durstine & Osborn  |
| Weekly Sports Roundup         | Duquesne Brewing Company                                                | WDTV    | Walker & Downing                   |
| Western Film                  | National Shoes                                                          | WATV    | Emil Mogul                         |
| Western Film                  | Fischer Baking                                                          | WATV    | Scheck                             |
| Western Film                  | Prince Range Co.                                                        | WATV    | Wm. Sheer                          |
| Western Roundup               | Blue Mirror                                                             | WATV    |                                    |
| What D'Ya Wanta Be            | Chevrolet Dealers of Phila.                                             | WPTZ    | Gray & Rogers                      |
| What's New, Ladies            | City Sewing Machine Co.<br>Sewing Machines                              | WBAP-TV | Grant Advertising                  |
| What's New, Ladies            | Norge Appliance Co.                                                     | WBAP-TV | Rutledge Advertising               |
| What's News, Ladies           | Ireland Chili Co.<br>Food Product                                       | WBAP-TV | Grant Advertising                  |
| Who Said That?                | Crosley Div. AVCO Mfg. Corp.<br>Radio, Television Sets, Home Appliances | NBC-TV  | Benton & Bowles, Inc.              |
| Irene Wicker—The Singing Lady | Kellogg Co.<br>Shredded Wheat, Corn Soya                                | ABC     | N. W. Ayer & Son, Inc.             |
| Tex William's Western Caravan | A. E. Nugent Chevrolet Co.<br>Chevrolet Dealers                         | KNBH    | Charles N. Stahl Agency            |
| William Winter & The News     | Pauson & Co.<br>Men's Clothiers                                         | KPIX    | Smith, Bull & McCreery Advertising |
| Window on the World           | Allen B. Du Mont Laboratories, Inc.                                     | Du Mont | Direct                             |
| WNBT Weatherman               | Forstner Chain Corp.<br>Jewelry                                         | WNBT    | A. W. Lewin Co.                    |
| Woman's Magazine of the Air   | Hyland Electric                                                         | WGN-TV  | H. S. Laufman                      |
| Woods And Waters              | Harvey Mack Pontiac Dealers                                             | WXYZ-TV | Sales Counsellors                  |
| Woods And Waters              | Wetlaufer Mfg. Co.<br>Auto Design                                       | WXYZ-TV | Marvin Hahn Agency                 |

|                               |                                                             |         |                                   |
|-------------------------------|-------------------------------------------------------------|---------|-----------------------------------|
| Word of Life                  | Word Of Fellowship, Inc.                                    | WATV    |                                   |
| World Is Yours                | Chicago Motor Club                                          | WGN-TV  | Direct                            |
| World Of Art                  | Chrysler Corporation                                        | WXYZ-TV | Charles Adams Agency              |
| Wrestling                     | Nat Paterson Motors, Jackson Motors, New York Tech.         | WABD    | Moss Associates                   |
| Wrestling                     | R. C. A. Mainline Distributors<br>Radio and TV Distributors | WSPD-TV |                                   |
| Wrestling                     | Duquesne Brewing Company                                    | WDTV    | Walker & Downing                  |
| Wrestling                     | Tele-King                                                   | WATV    | Wm. Sheer                         |
| Wrestling                     | E. & B. Brewing Co.                                         | WXYZ-TV | W. B. Doner Agency                |
| Wrestling                     | Trad Television<br>Television                               | WJZ-TV  | Cayton, Inc.                      |
| Wrestling                     | Falstaff Beer                                               | WOW-TV  | Dancer-Sample-Fitzgerald          |
| Wrestling                     | Stevens Radio & Television<br>Appliances                    | WJZ-TV  | Wm. Warren Agency                 |
| Wrestling                     | American Shop, Inc.<br>Men's Clothing                       | WJZ-TV  | Wm. N. Sheer Advertising          |
| Wrestling                     | Walker Motor Co.                                            | WXYZ-TV | Clark Rickerd                     |
| Wrestling                     | Fohrman Motors Inc.<br>Hudson Autos                         | WBKB    | Malcolm-Howard Advertising        |
| Wrestling                     | Hudson Dealers of Chicago<br>Hudson Autos                   | WBKB    | Malcolm-Howard Advertising        |
| Wrestling                     | Fort Pitt Brewing Company                                   | WDTV    | Batten, Barton, Durstine & Osborn |
| Wrestling                     | Dr. Ross Dog Food                                           | KTLA    | Rockett-Lauritzen                 |
| Wrestling                     | Lincoln-Mercury<br>Autos                                    | KTLA    | Heasley & Heasley                 |
| Wrestling                     | Fohrman Motor                                               | WGN-TV  | Malcolm-Howard                    |
| Wrestling                     | National Brewing Co.<br>Beer                                | WMAR-TV | Owen & Chappell                   |
| Wrestling                     | Moore & Quinn<br>Beer and Ale                               | WHEN    | Fellows Agency                    |
| Wrestling Bouts               | Duquesne Brewing Co.                                        | WNBK    | Walker & Downing                  |
| Wrestling From Broadway Arena | Seidenberg<br>Cigars                                        | WPIX    | I. Lewis                          |

ADVERTISING AGENCY

STATION

SPONSOR-PRODUCT

TITLE

|                                |                                                             |         |                           |
|--------------------------------|-------------------------------------------------------------|---------|---------------------------|
| Wrestling From Chicago         | R. C. A. Mainline Distributors<br>Radio and TV Distributors | WSPD-TV |                           |
| Wrestling From Eastern Parkway | Sunset Appliance Stores<br>TV and Home Appliances           | WOR-TV  |                           |
| Wrestling From Jamaica Arena   | Frost Stores<br>Electric Appliances                         | WOR-TV  | Getschal & Richard        |
| Wrestling From Ridgewood Grove | Ripley Clothes<br>Menswear                                  | WPIX    | The Bobley Co.            |
| Wrestling Matches              | Grand Prize Beer                                            | WBAP-TV | Wilhelm, Laughlin, Wilson |
| Ed Wynn Show                   | Speidel Corp.<br>Watchbands                                 | CBS-TV  | Cecil & Presbrey, Inc.    |

**XYZ**

|                         |                                                      |         |                                    |
|-------------------------|------------------------------------------------------|---------|------------------------------------|
| Yesterday's News        | Omaha Public Power<br>Institutional and Appliances   | WOW-TV  | Allen & Reynolds                   |
| Yesterday's Newsreel    | John M. Roberts and Sons                             | WDTV    | W. Earl Bothwell, Inc.             |
| You Are An Artist       | Doubleday & Co.<br>Books                             | WABD    | Huber Hoge & Sons                  |
| Young America           | Dancing Studio                                       | KTLA    |                                    |
| Young American's Club   | Foremost Dairies<br>Dairy Products                   | WABP-TV | Albert Evans Advertising           |
| Your Football Analysis  | Young Men's Shop<br>Clothes                          | WOIC    | Harwood Martin Agency              |
| Your Junior Revue       | RCA Victor and (Georges)<br>Electrical Appliances    | WOIC    | Robert J. Enders Agency            |
| Your Show Time          | American Tobacco Co.<br>Lucky Strike Cigarettes      | NBC-TV  | N. W. Ayer & Sons, Inc.            |
| Your Television Shopper | W. T. Grant<br>Department Store                      | WHEN    |                                    |
| Your TV Shopper         | Saks 34th St.<br>Department Store Mdse.              | WABD    | H. B. Humphrey Co.                 |
| Your Weatherman         | General Electric Supply Co.<br>Electrical Appliances | WNBW    | M. Belmont Ver Standig Advertising |

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# TELEVISION HIGHLIGHTS — 1949

(From the Files of **RADIO DAILY**)

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## **JANUARY**

- 6—Westinghouse reports technical problems in use of Stratovision for relaying TV and FM signals have been solved, and the system is ready for commercial development.
- 7—FCC said construction permit holders must proceed with their construction plans or risk losing their permits, in replying to WSAZ, W. Va., who asked for a declaratory ruling on whether an application for extension of time will be granted if the delay is occasioned by the present TV freeze.
- 10—William S. Hedges, NBC vice-president, predicted today that by the end of 1952, 17,000,000 families or 50 per cent of the U. S. total will have tele receivers in their homes.
- 11—Network TV reaches approximately 1/3 of the U. S. as AT&T's coaxial cable link between Philadelphia and Cleveland officially opened tonight.
- 17—NAB reports the average operating expense per year for a metropolitan TV station is \$356,000.
- 21—Record radio and television audiences were reported yesterday as the nation heard and viewed the Inaugural Day ceremonies of President Truman in Washington.
- 23—The CBS-TV Clinics got underway at the Waldorf-Astoria with FCC Chairman Wayne Coy speaking before 250 executives about the TV freeze.

## **FEBRUARY**

- 2—DuMont, TBA, Western Union and Philco protested AT&T Television cable rule, and urged FCC for revision.
- 3—Program of expanded activity has been launched by the TBA to keep pace with the rapid growth of the industry during the past year.
- 7—TV-survey reports held inadequate; more definite information is sought by the agencies and web researchers.
- 8—Mortimer W. Loewi, executive assistant to Dr. Allen B. DuMont, took over directorship of the DuMont network following the resignation of Lawrence G. Phillips as general manager.
- 9—Volume of over a billion dollars for the television industry in 1949 was predicted yesterday by Joseph B. Elliot, vice-president in charge of RCA consumer products in an article written for the TV section of the 1949 Radio Annual.

- 23—The running jurisdictional battle between International Alliance of Theatrical Stage Employees, and the National Association of Broadcast Engineers and Technicians over various categories of TV production staffers broke out today when NABET president John R. McDonnell accused IA of holding up labor peace in the industry.

## **MARCH**

- 4—Top executives representing all branches of the industry gathered in Chicago today for the opening of the First National TV Conference being held at the Palmer House today through Wednesday.
- 11—CBS-TV film department sent letters to all web affiliates offering them first run rights in their areas to four film packages totalling 82 features and shorts.
- 17—Paramount Pictures told FCC that the Commission has no right to jeopardize its television licenses, present and future, on the basis of Paramount's past anti-trust law violations.
- 22—Two manufacturing companies served Zenith with a bill of complaint alleging combined damages resulting from Zenith's advertisements which stated that the FCC was about to change TV wave lengths which change would render all present receivers and component parts thereof obsolete and junk.
- 23—NBC production of kinescope recording film now exceeds output of major movie studios, according to Carleton D. Smith, director of the web's TV operations.

## **APRIL**

- 7—DuMont completes ten years of telecasting.
- 14—Television held the spotlight during the closing session of the NAB convention and the panel of experts seemed to agree that television will exceed, not replace AM.
- 19—Video becomes school teacher as WBAL-TV and the Baltimore Public School System inaugurate TV on a regular basis for classroom instruction.
- 25—CBS installs a new transmitter in New York to be used for color experiments, using the new transmitter atop the Chrysler Tower and improved color cameras and receivers.
- 28—In a speech at ANPA Convention, Niles Trammell, NBC president, forecast the total television sales for 1949 will amount to \$25,000,000.

## • • • *Television Highlights* • • •

- 29—Permanent facilities for TV coverage of the United Nations activities at Lake Success and Flushing Meadows, New York, were installed by NBC, CBS and UN officials, with equipment supplied by RCA Victor.

### **MAY**

- 9—Hooper announces first TV web ratings which will cover viewing during this month in 29 of the 33 TV cities throughout the country.
- 10—Approximately 140,000 persons viewed the first telecast of the Kentucky Derby aired by WAVE-TV, Louisville.
- 16—Five major networks have accepted an Ascap offer to negotiate a TV contract apart from the NAB and the first meetings are scheduled to begin this week.
- 18—TBA and NAB are battling for supremacy as the No. 1 industry organization in the television field, and both are planning a drive to strengthen their positions.
- 25—NBC completes installation atop RCA Building of two radomes, large plastic dome-shaped structures to provide an all-weather microwave radio relay receiving point for picking up remote broadcasts from a radius of approximately 30 miles.
- 27—Predicting the lifting of the TV freeze in the late fall, the FCC plans to open up the lower portion of UHF band at the same time, and to permit narrow-band color TV reception on present-type home receivers with relatively minor adjustments.

### **JUNE**

- 2—Information reveals television production on a large scale in Western Europe is a project of the far distant future, mainly because of the considerable economic problems involved.
- 3—International Silver Co. has notified all silverware dealers throughout the country that it sees television as being the greatest of all media for advertising its product and that major campaigns will be launched in the fall in every city where a TV station exists.
- 9—Television Authority organization formed composed of all 13 of the four "A" unions to end jurisdictional squabbles between the unions for control of television talent.
- 17—DuMont television network to air all Notre Dame home games which will be the first full home schedule of football games ever televised on a national network.
- 21—At least \$7,350,000 for equipment and construction of studios, offices and transmitting plants will be spent by the '49 holders of outstanding TV construction permits whose stations are expected to go on the air dur-

ing the remainder of this year and the early part of '50.

- 22—"Theater Television" scored heavily as 4,500 people jammed Fabian's Brooklyn Fox Theater, and almost a full house at the Times Square Paramount Theater to witness the heavyweight championship boxing bout between Jersey Joe Walcott and Ezzard Charles.

### **JULY**

- 1—FCC is issuing a revised nation-wide table of TV frequency allocations; Commission defers action on plea of TBA for lifting of freeze.
- 5—One out of every nine families in the average community near New York own a television set today, as against one out of 50 families a year ago, according to a study made public by Newell-Emmett Co., a N. Y. agency.
- 6—Lower priced television sets, numerous improvements, and lower costs feature the opening of the 25th anniversary of the American Furniture Mart show in Chicago with 20,000 buyers present from all parts of the country.
- 21—FCC asked all experimental television station operators to report on the results of their research and experimental programs prior to the August 29th hearings on UHF and color proposals.
- 26—The Columbia Broadcasting System today will begin experimental color television transmission using the standard RCA transmitter of WCBS-TV operating on Channel 2, the station's regularly assigned VHF band.
- 27—RCA sold its first theater tele installation to Fabian's Brooklyn Fox Theater, which marks the first permanent TV installation by an independent theater group.

### **AUGUST**

- 2—RCA has developed an improved system of electronic color and plans to hold a demonstration coincident with the FCC hearings next month, but the firm will reiterate its position that commercial color still is several years away.
- 3—Board of directors of the Motion Picture Association of America (the Johnston Office) instructed membership to petition for an FCC hearing for the purpose of reserving and allocating high frequency channels for theater tele service.
- 4—Zenith asked the FCC to okay a three-month trial run of Phoneyvision in the Chicago area using the company's outlet W9XZV.
- 9—Receiver sales by major manufacturers during the second half of this year are expected



to exceed all previous records, according to initial dealer and consumer reactions to the new fall lines introduced during the past month.

- 26—DuMont offered the FCC an allocation plan to permit an assignment on all four VHF channels to all major population areas, thus ending the freeze.
- 30—NBC today announced a new video programming concept whereby the three top Saturday night program hours will be offered as a block for participation sponsorship by 12 non-competitive advertisers.

### **SEPTEMBER**

- 6—CBS, at the request of the FCC, will begin a series of color TV test over WOIC, its Washington, D. C. video affiliate, on or about September 26th.
- 8—The Future of television in Mexico rests with the government and decision will probably be reached this month as to whether or not TV will be operated by the government or will be privately owned.
- 15—TV coverage of the 1949 World Series will be made available to every station, affiliated or independent, connected to the AT&T network or capable of receiving a feed from the web.
- 30—RCA yesterday asked immediate action by the FCC to lift the TV freeze and open the UHF, authorize color on both VHF and UHF bands with the requirement that compatibility be maintained and to set up a time schedule for the industry to recommend standards for colorcasting.

### **OCTOBER**

- 6—More than 3,500 cheering baseball fans comfortably seated in Brooklyn Fabian Fox Theater saw the first game of the World Series on the silver screen of the 4,060-seat movie via television.
- 7—CBS demonstrated a sample color video network to the FCC yesterday, sending color pictures over a 750-mile circuit with little or no loss in quality.
- 11—RCA has a new color tube in the works, Dr. Elmer W. Engstrom, Vice-President in charge of research for RCA Labs., disclosed to the FCC members and television experts attending an RCA color video demonstration in Washington.
- 18—After more than a year of negotiation, ABC, CBS, NBC and ASCAP signed a five year contract covering TV use of ASCAP members' music on a blanket basis with rates per cent higher than those for AM.

26—FCC Commissioner Robert F. Jones was accused of "pitching" for the CBS color-TV system by Philco's veepee, David Smith, whose actions enlivened the color hearings in Washington.

31—The FCC virtually killed all hope for an early lifting of the freeze when it announced that it will hold additional color hearings and tests in February, postponing all action of allocations until completion of the color question.

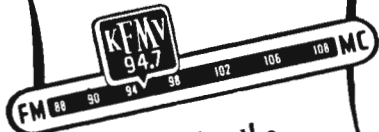
### **NOVEMBER**

- 1—A. D. Dunton, CBC board chairman, said TV in Canada is "wide open" for private broadcasters but there has been little interest shown.
- 4—Dr. Allan B. DuMont told the FCC that stories about color TV being just around the corner are "just fooling the public," he added that color video is probably 15 years away.
- 15—Plans are being formulated for the construction atop the Empire State Building of a master transmitter antenna mast which could accommodate all stations in the New York area.
- 17—International board of the 4-A's voted into existence Television Authority, an overall group to represent talent in the TV field, with the express understanding that TVA would mediate all matters that may be in dispute with the western unions.

### **DECEMBER**

- 6—John W. Craig, Avco vice-president and general manager of its Crosley Division, urged an exchange of TV programs between Canada and the United States, and he predicted that television will become an element of prime importance in Canada's economy as it is doing in the U. S.
- 14—CBC announced firsts television plans for construction of two stations in Montreal and one in Toronto.
- 20—Commercial development of television has been approved by the government of Mexico, and before the end of 1950 at least two privately owned TV stations will be in operation in the Mexico City area.
- 21—In its first official act, the board of the newly-organized TVA has invited SAG to join with it in a TV partnership, and asked SAG to hold up negotiations with film companies until the two groups can meet.
- 27—RCA Chairman David Sarnoff in his year-end statement, said that the year 1949 has been a good one for the radio-television industry and 1950 promises to be another good year.

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and **SELL**  
Southern California's  
**TOP  
QUARTER  
MILLION**  
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58,000 Watts 94.7 mc.



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listeners who can  
afford your product



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**BURBANK**

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THE RICH SAN FERNANDO VALLEY  
**CALIFORNIA**

**NEW Sales**  
with the **NEW**

**WXRT**

*Audience in  
Chicago*

Good music loving homes—  
with higher income families—  
are served exclusively by  
WXRT. Preference for WXRT  
programs is 438%\* greater  
than all other competitive sta-  
tions combined and 70%\* of  
good music loving families lis-  
ten to WXRT more than to  
all others combined. Most im-  
portant—these families buy  
WXRT advertised goods and  
services.\* Join the many ad-  
vertisers now profiting from  
this NEW Chicago Area Mar-  
ket.

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CHICAGO 11, ILLINOIS  
Whitehall 4-1711

\* Send for the facts and figures and the adver-  
tisers' success stories in the WXRT SUR-  
VEY of this NEW Chicago Area Audience.

# FREQUENCY MODULATION

FM Stations In Operation



Stations Listed by  
States — Cities



Chief Executive

NINETEEN FIFTY



# FM Broadcast Stations In Operation As of Jan. 1, 1950

## ALABAMA

| City           | Call Letters | Licensee                       | Frequency (mc) | Chief Executive              |
|----------------|--------------|--------------------------------|----------------|------------------------------|
| Albertville    | WAVU-FM      | Sond Mountain Bcstg. Svc.      | 105.1          | Pat M. Courington, Pres.     |
| Alexander City | WRFS-FM      | Piedmont Service Corp.         | 106.1          | James L. Coley, Pres.        |
| Anniston       | WHMA-FM      | Harry M. Ayers                 | 100.5          | Harry M. Ayers, Pres.        |
| Bessemer       | WJLN         | Johnston Bcstg. Co.            | 104.7          | George Johnston, Jr., Pres.  |
| Birmingham     | WAFM         | Voice of Ala., Inc.            | 99.5           | Thad Holt, Pres.             |
| Birmingham     | WSGN-FM      | The Birmingham News Co.        | 93.7           | Henry P. Johnston, Gen. Mgr. |
| Cullman        | WFMH         | The Voice of Cullman           | 100.9          |                              |
| Gadsden        | WJBY-FM      | Gadsden Bcstg. Co.             | 103.7          | B. H. Hopson, Pres.          |
| Huntsville     | WHBS-FM      | The Huntsville Times Co.       | 95.1           | Henry P. Johnston, Pres.     |
| Mobile         | WABB-FM      | Mobile Press Register, Inc.    | 102.1          | R. B. Chandler, Pres.        |
| Mobile         | WKRK-FM      | Giddens & Rester               | 99.9           | F. F. Busby, Gen. Mgr.       |
| Montgomery     | WCOV-FM      | Estate of G. W. Covington, Jr. | 94.5           | J. W. Kirkpatrick, Gen. Mgr. |

## ARKANSAS

|                |         |                         |       |                           |
|----------------|---------|-------------------------|-------|---------------------------|
| Blytheville    | KLCN-FM | Harold L. Sudbury       | 96.1  | Harold L. Sudbury, Pres.  |
| Fort Smith     | KFPW-FM | Southwestern Hotel Co.  | 94.9  | J. A. England, Pres.      |
| Fort Smith     | KFSA-FM | Southwestern Pub. Co.   | 107.7 | Donald W. Reynolds, Pres. |
| Jonesboro      | KBTM-FM | Regional Bcstg. Co.     | 101.9 | Jay P. Beard, Pres.       |
| Little Rock    | KVLC-FM | Southwestern Bcstg. Co. | 94.1  | Leonard Coe, Gen. Mgr.    |
| Siloam Springs | KUOA-FM | KUOA, Inc.              | 105.7 | John E. Brown, Pres.      |

## CALIFORNIA

|                                     |         |                                                                                                                   |       |                                                                                                                                                                                                                    |
|-------------------------------------|---------|-------------------------------------------------------------------------------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bakersfield                         | KERN-FM | McClatchy Bcstg. Co.                                                                                              | 94.1  | Eleanor McClatchy, Pres.                                                                                                                                                                                           |
| Bakersfield                         | KMAR    | Marmat Radio Co.                                                                                                  | 92.5  |                                                                                                                                                                                                                    |
| Chico                               | KVCI    | Golden Empire Bcstg. Co., Inc.                                                                                    | 101.1 | Hugh McClung, Sr., Pres.                                                                                                                                                                                           |
| Eureka                              | KRED    | Redwood Bcstg. Co.                                                                                                | 96.3  | William B. Smulling, Pres.                                                                                                                                                                                         |
| Fresno                              | KARM-FM | The George Harm Station                                                                                           | 101.9 | Hattie Harm, Pres.                                                                                                                                                                                                 |
| Fresno                              | KMJ-FM  | McClatchy Bcstg. Co.                                                                                              | 97.9  | Eleanor McClatchy, Pres.                                                                                                                                                                                           |
| Fresno                              | KRFM    | Calif. Inland Bcstg. Co.                                                                                          | 93.7  | Paul R. Bartlett, Pres.                                                                                                                                                                                            |
| Hollywood                           | KECA-FM | American Bcstg. Co.                                                                                               | 95.5  | Clyde Scott, Gen. Mgr.                                                                                                                                                                                             |
| Hollywood (28)<br>6540 Sunset Blvd. | KFMV    | Union Bcstg. Corp. of Calif.<br>Phone: Hillside 7406<br>Transmitter: Atop Mt. Wilson<br>58,000 Watts; Channel 234 | 94.7  | Cliff T. Mayer, Pres.<br>Frederick Umhey, Secty.<br>John Matyas, Treas.<br>Cliff Gill, Gen. Mgr.<br>Ben Russell, Pgm. Dir.<br>Samuel I. Margolin, Chief Engr.<br>William Kenneally, Dir. of News<br>and Sp. Events |

|                |         |                               |       |                              |
|----------------|---------|-------------------------------|-------|------------------------------|
| Hollywood      | KHJ-FM  | Don Lee Bcstg. System         | 101.1 | Willet H. Brown, Pres.       |
| Hollywood      | KMPC-FM | Station of Stars              | 100.3 | G. A. Richards, Owner        |
| Long Beach     | KNOB    | Corritos Bcstg. Co.           | 103.1 | Jay E. Tapp, Gen. Mgr.       |
| Los Angeles    | KFAC-FM | Los Angeles Bcstg. Co., Inc.  | 104.3 | Calvin J. Smith, Pres.       |
| Los Angeles    | KFI-FM  | Earle C. Anthony, Inc.        | 105.9 | Earle C. Anthony, Pres.      |
| Los Angeles    | KKLA    | Echo Pk. Evangelistic Assoc.  | 97.1  | Earl K. McPherson, Pres.     |
| Los Angeles    | KMGM    | MGM Studios, Inc.             | 98.7  | Bertram Labhar, Jr., Dir.    |
| Los Angeles    | KNX-FM  | Columbia Bcstg. System        | 93.1  | Frank Stanton, Pres.         |
| Los Angeles    | KRDK-FM | Radio Bcstrs., Inc.           | 96.3  | Ned Connor, Gen. Mgr.        |
| Los Angeles    | KMYC-FM | Marysville-Yuba Bcstrs., Inc. | 99.9  | H. E. Thomas, Pres.          |
| Merced         | KVME    | Merced Bcstg. Co.             | 97.5  | Hugh McClung, Pres.          |
| Modesto        | KBEE    | McClatchy Bcstg. Co.          | 103.3 | Eleanor McClatchy, Pres.     |
| Modesto        | KTRB-FM | KTRB Bcstg. Co.               | 104.1 | William H. Bates, Jr., Pres. |
| Oakland        | KLX-FM  | Tribune Bldg. Co.             | 101.3 | J. R. Knowland, Jr., Pres.   |
| Ontario        | KEDO    | The Daily Reporter            | 93.5  | Jerene A. Harnish, Pres.     |
| Pasadena       | KARS    | KAGH, Inc.                    | 98.3  | Andrew G. Haley, Pres.       |
| Redding        | KVRE    | Golden Empire Bcstg. Co.      | 103.9 | Hugh McClung, Pres.          |
| Riverside      | KPOR    | Bcstg. Corp of America        | 97.5  | W. L. Gleason, Pres.         |
| Sacramento     | KCRA-FM | KCRA, Inc.                    | 96.1  | Ewing C. Kelly, Pres.        |
| Sacramento     | KFBK-FM | McClatchy Bcstg. Co.          | 96.9  | Eleanor McClatchy, Pres.     |
| Sacramento     | KXOA-FM | Sacramento Bcstrs., Inc.      | 107.9 | Lincoln Dellar, Pres.        |
| Salinas        | KSN1    | Monterey Peninsula Bcstg. Co. | 94.5  | Merritt C. Speidel, Pres.    |
| San Bernardino | KBMT    | Sun Co. of San Bernardino     | 99.9  | James A. Guthrie, Pres.      |
| San Bruno      | KSBR    | Radio Diablo, Inc.            | 101.5 | Orrin H. Brown, Pres.        |
| San Diego      | KFMB-FM | Jack Gross Bcstg. Co.         | 101.5 | Jack O. Gross, Pres.         |
| San Diego      | KFSD-FM | Airfan Radio Corp., Ltd.      | 94.1  | Thomas E. Sharp, Pres.       |
| San Diego      | KSDO    | San Diego Bcstg. Co.          | 96.5  | C. A. Smith, Pres.           |

## FM Stations in Operation

| City            | Call Letters | Licensee                   | Frequency (mc) | Chief Executive              |
|-----------------|--------------|----------------------------|----------------|------------------------------|
| San Diego       | KWFM         | Studebaker Bcstg. Co.      | 104.7          | Fred Rabell, Gen. Mgr.       |
| San Francisco   | KCBS-FM      | Columbia Bcstg. Co., Inc.  | 103.7          | Frank Stanton, Pres.         |
| San Francisco   | KGO-FM       | American Bcstg. Co.        | 106.1          | Gayle V. Grubb, Gen. Mgr.    |
| San Francisco   | KGSF         | Warners Bros. (KWBR)       | 97.3           | S. W. Warner, Gen. Mgr.      |
| San Francisco   | KJBS-FM      | KJBS Bcstrs.               | 98.9           | E. P. Franklin, Gen. Mgr.    |
| San Francisco   | KNBC-FM      | National Bcstg. Co.        | 99.7           | John W. Elwood, Gen. Mgr.    |
| San Francisco   | KRON-FM      | Chronicle Pub. Co.         | 96.5           | Charles Thieriot, Gen. Mgr.  |
| San Francisco   | KSFH         | Pacific Bcstg. Co.         | 94.9           | Charles A. Gibson, Pres.     |
| San Jose        | KRPO         | FM Radio & Tele Corp.      | 92.3           | W. L. Gleeson, Pres.         |
| San Jose        | KSJO-FM      | Santa Clara Bcstg. Co.     | 95.3           | Patrick H. Peabody, Pres.    |
| San Luis Obispo | KVEE-FM      | The Valley Electric Co.    | 99.9           | Christine M. Jacobson, Pres. |
| Santa Ana       | KVOE-FM      | Voice of the Orange Empire | 96.7           | Ernest L. Spencer, Pres.     |
| Santa Maria     | KSMB         | John H. Poole              | 103.1          | John H. Poole, Pres.         |
| Sausalito       | KDFC         | Sundial Bcstg. Corp.       | 102.1          | William R. Crocker, Pres.    |
| Stockton        | KGDM-FM      | E. F. Peffer               | 92.9           | E. F. Peffer, Pres.          |

## COLORADO

|        |         |                          |      |                            |
|--------|---------|--------------------------|------|----------------------------|
| Denver | KFEL-FM | Eugene P. O'Fallon, Inc. | 97.3 | Gene O'Fallon, Gen. Mgr.   |
| Denver | KLZ-FM  | Aladdin Radio & TV Co.   | 94.1 | Hugh B. Terry, Mgr.        |
| Denver | KOA-FM  | National Bcstg. Co.      | 95.7 | Joseph H. McConnell, Pres. |

## CONNECTICUT

|             |         |                                |       |                              |
|-------------|---------|--------------------------------|-------|------------------------------|
| Greenwich   | WGCH    | Greenwich Bcstg. Corp.         | 95.9  | Walter S. Lemmon, Pres.      |
| Hartford    | WDRC-FM | The Conn. Bcstg. Co.           | 93.7  | Franklin M. Doolittle, Pres. |
| Hartford    | WTHT-FM | Hartford Times, Inc.           | 106.1 | C. Glover DeLaney, Gen. Mgr. |
| Hartford    | WTIC-FM | Travelers Bcstg. Service Corp. | 96.5  | Jesse W. Randell, Pres.      |
| Meriden     | WMMW-FM | Silver City Crystal Co.        | 95.7  | Carl A. Schultz, Pres.       |
| New Britain | WFHA    | New Britain Bcstg. Co.         | 103.7 | Julian Gross, Pres.          |
| New Haven   | WAVZ-FM | WAVZ Bcstg. Corp.              | 95.1  | Victor W. Knauth, Pres.      |
| New Haven   | WBIB    | The Colony Bcstg. Corp.        | 100.7 | Samuel Botwinik, Pres.       |
| New Haven   | WELI-FM | Conn. Radio Foundation         | 107.9 | Harry C. Wilder, Pres.       |
| New Haven   | WNHC-FM | Elm City Bcstg. Corp.          | 99.1  | Patrick J. Good, Pres.       |
| New London  | WNLC-FM | The Thames Bcstg. Corp.        | 99.5  | Gerald J. Morey, Gen. Mgr.   |
| Stamford    | WSTC-FM | The Western Conn. Bcstg. Co.   | 96.7  | Kingsley Gillespie, Pres.    |

## DELAWARE

|            |         |                                 |      |                        |
|------------|---------|---------------------------------|------|------------------------|
| Wilmington | WAMS-FM | Wilmington Tri-State Bcstg. Co. | 96.1 | Frank S. Carrow, Pres. |
|------------|---------|---------------------------------|------|------------------------|

## DISTRICT OF COLUMBIA

|            |         |                             |       |                                |
|------------|---------|-----------------------------|-------|--------------------------------|
| Washington | WASH    | Commercial Radio Equip. Co. | 97.0  | Everett L. Dillard, Pres.      |
| Washington | WCFM    | Cooperative Bcstg. Assn.    | 99.5  | George A. Bernstein, Gen. Mgr. |
| Washington | WMAL-FM | Evening Star Bcstg. Co.     | 107.3 | S. H. Kauffmann, Pres.         |
| Washington | WOL-FM  | Cowles Bcstg. Co.           | 98.7  | Gardner Cowles, Pres.          |
| Washington | WQQW-FM | Radio Station WQQW, Inc.    | 103.5 | Morris Rodman, Pres.           |
| Washington | WRC-FM  | National Bcstg. Co.         | 93.9  | Joseph H. McConnell, Pres.     |
| Washington | WTOP-FM | WTOP, Inc.                  | 96.3  | Philip L. Graham, Pres.        |
| Washington | WWDC-FM | Capital Bcstg. Co.          | 101.1 | Joseph Katz, Pres.             |

## FLORIDA

|                |         |                             |       |                                 |
|----------------|---------|-----------------------------|-------|---------------------------------|
| Daytona Beach  | WNDB-FM | News-Journal Corp.          | 94.5  | Jerry Stone, Gen. Mgr.          |
| Fr. Lauderdale | WGOR    | Gore Pub. Co.               | 106.5 | J. W. Dickey, Exec. V. P.       |
| Gainesville    | WRUF-FM | U. of Florida               | 104.1 | Garland Powell, Dir.            |
| Jacksonville   | WJAX-FM | City of Jacksonville        | 95.1  | John T. Hopkins, III, Gen. Mgr. |
| Jacksonville   | WJHP-FM | The Metropolis Co.          | 96.9  | John H. Perry, Pres.            |
| Jacksonville   | WMBR-FM | Florida Bcstg. Co.          | 96.1  | Frank King, Pres.               |
| Miami          | WGBS-FM | Fort Industry Co.           | 96.3  | George B. Storer, Pres.         |
| Miami          | WIOD-FM | Isle of Dreams Bcstg. Corp. | 97.3  | Daniel J. Mahoney, Pres.        |
| Miami          | WQAM-FM | Miami Bcstg. Co.            | 94.9  | John S. Knight, Pres.           |
| Miami          | WWPB-FM | Paul Brake                  | 101.5 | Paul Brake, Owner               |
| Miami Beach    | WKAT-FM | WKAT, Inc.                  | 93.1  | Frank Katzentine, Pres.         |
| Miami Beach    | WLRD    | Mercantile Bcstg. Co.       | 93.9  | Alan H. Rosenson, Pres.         |
| Orlando        | WBDO-FM | Orlando Bcstg. Co., Inc.    | 92.3  | George C. Johnston, Pres.       |
| Orlando        | WHOO-FM | Radio Station WHOO          | 96.5  | Martin Anderson, Pres.          |
| Palm Beach     | WWPG-FM | Palm Beach Bcstg. Corp.     | 97.9  | Charles E. Davis, Pres.         |
| Pensacola      | WCOA-FM | Pensacola Bcstg. Co.        | 98.9  | John H. Perry, Pres.            |
| St. Petersburg | WTSP-FM | Pinellas Bcstg. Co.         | 102.5 | N. B. Poynter, Pres.            |
| Tallahassee    | WTAL-FM | John H. Phipps              | 103.9 | John H. Phipps, Pres.           |
| Tampa          | WDAE-FM | Tampa Times Co.             | 105.7 | David E. Smiley, Pres.          |
| Tampa          | WFLA-FM | Tribune Co.                 | 93.3  | C. G. Baskerville, Gen. Mgr.    |

## GEORGIA

|         |         |                     |       |                            |
|---------|---------|---------------------|-------|----------------------------|
| Athens  | WGAU-FM | J. K. Patrick & Co. | 99.5  | J. K. Patrick, Pres.       |
| Atlanta | WAGA-FM | Fort Industry Co.   | 103.3 | George B. Storer, Pres.    |
| Atlanta | WATL-FM | Atlanta Bcstg. Co.  | 97.5  | J. W. Woodruff, Sr., Pres. |

| City        | Call Letters | Licensee                     | Frequency (mc) | Chief Executive                 |
|-------------|--------------|------------------------------|----------------|---------------------------------|
| Atlanta     | WBGE-FM      | General Bcstg. Co.           | 95.5           | Mike Benton, Pres.              |
| Atlanta     | WCON-FM      | Constitution Pub. Co.        | 98.5           | Clark Howell, Pres.             |
| Atlanta     | WGST-FM      | Univ. System of Ga.          | 94.1           | F. M. Sparatlin, Pres.          |
| Atlanta     | WSB-FM       | Atlanta Journal Co.          | 104.5          | J. Leonard Reinsch, Mngng. Dir. |
| Cedartown   | WGAA-FM      | Northwest Ga. Bcstg. Co.     | 96.1           | O. C. Lam, Pres.                |
| Columbus    | WDAK-FM      | Radio Columbus               | 107.9          | Allen M. Woodall, Pres.         |
| Columbus    | WGBA-FM      | Ga.-Ala. Bcstg. Corp.        | 95.1           | Walter M. Windsor, Gen. Mgr.    |
| Columbus    | WRBL-FM      | Columbus Bcstg. Co.          | 93.3           | J. W. Woodruff, Sr., Pres.      |
| Gainesville | WDUN-FM      | Northeast Georgia Bcstg. Co. | 103.9          | Paul C. Plaginos, Pres.         |
| LaGrange    | WLAG-FM      | LaGrange Bcstg. Co.          | 104.1          | Roy C. Swank, Pres.             |
| Macon       | WBML-FM      | Middle Ga. Bcstg. Co.        | 100.7          | E. D. Black, Pres.              |
| Macon       | WMAZ-FM      | Southeastern Bcstg. Co.      | 99.1           | George P. Rankin, Pres.         |
| Macon       | WNEX-FM      | Macon Bcstg. Co.             | 96.9           | E. M. Lowe, Pres.               |
| Newnan      | WCOH-FM      | Newnan Bcstg. Co.            | 92.3           | James Thomasson, Gen. Mgr.      |
| Rome        | WRGA-FM      | Rome Bcstg. Corp.            | 106.5          | John W. Quarles, Pres.          |
| Savannah    | WDBA-FM      | WDBA, Inc.                   | 96.5           | A. C. Neff, Pres.               |
| Savannah    | WSAV-FM      | WSAV, Inc.                   | 100.3          | Harben Daniel, Pres.            |
| Savannah    | WTOC-FM      | Savannah Bcstg. Co.          | 97.3           | William T. Knight, Jr., Pres.   |
| Toccoa      | WLET-FM      | R. G. LeTourneau             | 106.1          | R. G. LeTourneau, Pres.         |
| Valdosta    | WGOV-FM      | E. D. Rivers                 | 92.5           | E. D. Rivers, Owner             |
| West Point  | WRLD-FM      | Valley Bcstg. Co.            | 102.9          | J. C. Henderson, Pres.          |

## IDAHO

|            |         |                     |       |                           |
|------------|---------|---------------------|-------|---------------------------|
| Boise      | KIDO-FM | KIDO, Inc.          | 106.1 | George M. Davidson, Pres. |
| Nampa      | KFXD-FM | Frank E. Hurt & Son | 101.9 | Frank E. Hurt, Pres.      |
| Pocatello  | KSEI-FM | Radio Service Corp. | 96.5  | O. P. Soule, Pres.        |
| Twin Falls | KTFI-FM | Radia Bcstg. Corp.  | 99.7  | O. P. Soule, Pres.        |

## ILLINOIS

|                                         |         |                                                                             |       |                                                                            |
|-----------------------------------------|---------|-----------------------------------------------------------------------------|-------|----------------------------------------------------------------------------|
| Alton                                   | WOKZ-FM | WOKZ, Inc.                                                                  | 99.9  | R. C. Goshorn, Pres.                                                       |
| Aurora                                  | WBNU    | Copley Press, Inc.                                                          | 103.9 | Bob Diller, Gen. Mgr.                                                      |
| Bloomington                             | WJBC-FM | Bloomington Bcstg. Corp.                                                    | 101.5 | Loring Merwin, Pres.                                                       |
| Brookfield                              | WRGK    | WRGK, Inc.                                                                  | 103.1 | George M. Ives, Pres.                                                      |
| Canton                                  | WBYS-FM | Fulton County Bcstg. Co.                                                    | 100.9 | Harold R. Winsor, Pres.                                                    |
| Carbondale                              | WCIL-FM | Southern Ill. Bcstg.                                                        | 100.7 | Paul F. McRoy, Pres.                                                       |
| Centralia                               | WCNT-FM | WCNT, Inc.                                                                  | 96.5  | George F. Isaac, Pres.                                                     |
| Champaign                               | WDWS-FM | Champaign-News Gazette, Inc.                                                | 97.5  | Marc Howard, Comm. Mgr.                                                    |
| Chicago                                 | WAAF-FM | Corn Belf Pub., Inc.                                                        | 93.9  | Ward A. Neff, Pres.                                                        |
| Chicago                                 | WBBM-FM | Columbia Bcstg. System                                                      | 97.1  | H. Leslie Atlass, V. P.                                                    |
| Chicago                                 | WBIK    | Balaban & Katz Corp.                                                        | 96.3  | John H. Mitchell, Gen. Mgr.                                                |
| Chicago                                 | WEFM    | Zenith Radio Corp.                                                          | 99.5  | E. F. McDonald, Jr., Pres.                                                 |
| Chicago                                 | WENR-FM | American Bcstg. Co.                                                         | 94.7  | Robert Kintner                                                             |
| Chicago                                 | WFJL    | Lewis College of Science & Tech.                                            | 93.1  | Rev. Bernard J. Sheil, Pres.                                               |
| Chicago                                 | WFMT    | WJJD, Inc.                                                                  | 100.3 | Marshall Field, Pres.                                                      |
| Chicago                                 | WGNB    | WGN, Inc.                                                                   | 98.7  | Frank P. Schreiber, Gen. Mgr.                                              |
| Chicago                                 | WMAQ-FM | National Bcstg. Co.                                                         | 101.1 | Joseph H. McConnell, Pres.                                                 |
| Chicago                                 | WMOR    | Met. Radio Corp.                                                            | 102.7 | Ralph J. Wood, Jr., Pres.                                                  |
| Chicago                                 | WQAK    | Gale Bcstg. Co.                                                             | 105.9 | Bernard Jacobs, Pres.                                                      |
| Chicago (11)<br>505 N. Michigan<br>Ave. | WXRT    | Radio Station WSBC.<br>Phone: WHitehall 4-1711<br>25,000 Watts; Channel 270 | 101.9 | Robert O. Miller, Gen. Mgr. &<br>Program Dir.<br>Julius Miller, Comm. Mgr. |

|                 |         |                                    |       |                             |
|-----------------|---------|------------------------------------|-------|-----------------------------|
| Chicago Heights | WCHI    | Chicago Heights Bcstg. Co.         | 95.9  | Anthony Santucci, Pres.     |
| Cicero          | WEHS    | WHFC, Inc.                         | 97.9  | R. W. Hoffman, Gen. Mgr.    |
| Decatur         | WDSO-FM | Illinois Bcstg. Co.                | 102.1 | F. W. Schaub, Pres.         |
| East St. Louis  | WTMV-FM | WTMV On the Air Inc.               | 102.5 | Alvin O. Eades, Pres.       |
| Elmwood Park    | WLEY    | Elmwood Pk. Bcstg. Corp.           | 107.1 | Zeb Zarnecki, Pres.         |
| Evanston        | WEAW    | North Shore Bcstg. Co., Inc.       | 105.1 | Edward A. Wheeler, Pres.    |
| Evanston        | WTQS    | Lake Shore Bcstg. Co.              | 107.9 |                             |
| Freeport        | WFJS    | Freeport Journal-Standard Pub. Co. | 102.5 | Donald L. Breed, Pres.      |
| Harrisburg      | WEBQ-FM | Harrisburg Bcstg. Co.              | 99.9  | Inglis M. Taylor, Gen. Mgr. |
| Herrin          | WJPF-FM | Orville W. Lyerla                  | 98.5  | Orville W. Lyerla, Pres.    |
| Jacksonville    | WLDS-FM | Edge & Korsmeyer                   | 100.5 | E. J. Korsmeyer, Gen. Mgr.  |
| Kankakee        | WKIL    | Kankakee Daily Journal Co.         | 100.7 | Leslie C. Small, Pres.      |
| LaSalle         | WFMX    | Radio Bcstg. Co.                   | 106.9 |                             |
| Mattoon         | WLBH-FM | Mattoon Bcstg. Co.                 | 96.9  | J. R. Livesay, Pres.        |
| Mt. Vernon      | WMIX-FM | Mt. Vernon Radio & TV Corp.        | 94.1  | John R. Mitchell, Pres.     |
| Oak Park        | WNOI    | c/o Wm. L. Klein                   | 102.9 |                             |
| Oak Park        | WQAK    | Gale Bcstg. Co.                    | 105.9 | Bernard Jacobs, Pres.       |
| Peoria          | WMBD-FM | Peoria Bcstg. Co.                  | 92.5  | Edgar L. Bill, Pres.        |
| Quincy          | WQDI    | Quincy Bcstg. Co.                  | 105.1 | T. C. Oakley, Pres.         |
| Quincy          | WTAD-FM | Lee Bcstg. Co.                     | 99.5  | Lee P. Loomis, Pres.        |
| Rockford        | WROK-FM | Rockford Bcstrs., Inc.             | 97.5  | Albert G. Simms, Pres.      |
| Rock Island     | WHBF-FM | Rock Island Bcstg. Co.             | 98.9  | Ben H. Potter, Pres.        |
| St. Charles     | WEXI    | Greater Ill. Bcstg.                | 106.3 | John A. Schroeder, Pres.    |
| Springfield     | WCVS-FM | WCBS, Inc.                         | 102.9 | H. L. Dewing, Pres.         |
| Springfield     | WTAX-FM | WTAX, Inc.                         | 103.7 | Oliver J. Keller, Pres.     |
| Urbana          | WKID    | University City Bcstg. Co.         | 103.3 | Elwood Fabert, Pres.        |
| Waukegan        | WKRS-FM | Keystone Prtg. Service, Inc.       | 106.7 | Frank H. Just, Pres.        |
| Woodstock       | WILA    | Northern Ill. Bcstg. Co.           | 92.1  | H. Z. Benton, Gen. Mgr.     |

## INDIANA

|             |         |                          |       |                           |
|-------------|---------|--------------------------|-------|---------------------------|
| Anderson    | WCBC-FM | Civic Bcstg. Corp.       | 106.3 | Lloyd B. Gallimore, Pres. |
| Bloomington | WSUA-FM | Radio Station WSUA, Inc. | 103.7 | L. C. J. Yeager, Pres.    |



# FM Stations in Operation

| City           | Call Letters | Licensee                           | Frequency (mc) | Chief Executive                |
|----------------|--------------|------------------------------------|----------------|--------------------------------|
| Columbus       | WCSI         | Syndicate Theatros, Inc.           | 93.7           | Joseph P. Finneran, Pres.      |
| Connersville   | WCNB-FM      | News-Examiner Co.                  | 100.3          | Emmett M. Jackson, Gen. Mgr.   |
| Crawfordsville | WFUM         | Journal Review                     | 102.9          | Foster Fudge, Owner            |
| Elkhart        | WTRC-FM      | Truth Pub. Co.                     | 100.7          | Richard W. Holloway, Gen. Mgr. |
| Evansville     | WKY-FM       | South Central Bcstg. Corp.         | 104.1          | John A. Engelbrecht, Pres.     |
| Evansville     | WMLL         | On the Air, Inc.                   | 94.5           | Clarence Leich, Gen. Mgr.      |
| Fort Wayne     | WKJG-FM      | Northeastern Ind. Bcstg. Co., Inc. | 106.1          | C. L. Schust, Pres.            |
| Fort Wayne     | WOWO-FM      | Westinghouse Radio Stations, Inc.  | 96.1           | Walter Evans, Pres.            |
| Hammond        | WLIZ         | South Shore Bcstg. Corp.           | 92.3           | Robert C. Adair, Gen. Mgr.     |
| Indianapolis   | WXLW-FM      | Radio Indianapolis, Inc.           | 94.7           | John C. Appel, Pres.           |
| Lafayette      | WFAM         | WFAM, Inc.                         | 95.1           | O. E. Richardson, Pres.        |
| Marion         | WMRI         | Chronicle Pub. Co., Inc.           | 106.9          | Gardner J. Thomas, Pres.       |
| Michigan City  | WIMS-FM      | Northern Indiana Bcstrs., Inc.     | 93.5           | O. E. Richardson, Pres.        |
| Muncie         | WMUN         | Tri-City Radio Corp.               | 104.1          | D. A. Burton, Pres.            |
| New Castle     | WCTW         | Courier-Times, Inc.                | 102.5          | Walter S. Chambers, Sr., Pres  |
| Shelbyville    | WSRK         | Shelbyville Radio, Inc.            | 101.3          | John C. DePrez, Pres.          |
| South Bend     | WSBT-FM      | South Bend Tribune                 | 101.3          | F. A. Miller, Pres.            |
| Terre Haute    | WBOW-FM      | Banks of the Wabash, Inc.          | 101.1          | Alvin Eodes, Pres.             |
| Terre Haute    | WTHI-FM      | Wabash Valley Bcstg. Corp.         | 99.9           | Anton Hulman, Jr., Pres.       |
| Wabosh         | WWNI         | Syndicate Theatros, Inc.           | 97.5           | Trueman T. Rembusch, Pres.     |
| Warsaw         | WRBW         | Raub Williams & Sons               | 107.3          | R. B. Williams, Pres.          |
| Washington     | WFML         | Washington Radio, Inc.             | 106.5          | Paul R. Bausman, Pres.         |

## IOWA

|                |         |                         |       |                            |
|----------------|---------|-------------------------|-------|----------------------------|
| Ames           | KASI-FM | Ames Bcstg. Co.         | 95.5  | W. S. Rupe, Pres.          |
| Boone          | KFGQ-FM | Boone Biblical College  | 95.5  | G. B. McDermott, Pres.     |
| Burlington     | KBUR-FM | Burlington Bcstg. Co.   | 92.9  | J. F. Hladky, Vice-Pres.   |
| Cedar Rapids   | KCRK    | The Gazette Co.         | 96.9  | William S. Jacobsen, Pres. |
| Clinton        | KROS-FM | Clinton Bcstg. Corp.    | 96.1  | Robert R. O'Brien, Pres.   |
| Council Bluffs | KFMX    | Nonpareil Bcstg. Co.    | 96.1  | Col. B. J. Palmer, Pres.   |
| Davenport      | WOC-FM  | Tri-City Bcstg. Co.     | 103.7 | Claire Grant, Mgr.         |
| Des Moines     | KCBC-FM | Majestic Bcstg. Co.     | 94.1  | Gardner Cowles, Pres.      |
| Des Moines     | KRNT-FM | Krows Bcstg. Co.        | 104.5 | Kingsley H. Murphy, Pres.  |
| Des Moines     | KSO-FM  | Murphy Bcstg. Co.       | 97.3  | Col. B. J. Palmer, Pres.   |
| Des Moines     | WHO-FM  | Central Bcstg. Co.      | 100.3 | F. W. Woodward, Pres.      |
| Dubuque        | KDTH-FM | Telegraph-Herald        | 100.5 | James D. Carpenter, Pres.  |
| Dubuque        | WBQ     | Dubuque Bcstg. Co.      | 103.3 | Edward Breen, Pres.        |
| Fort Dodge     | KPMY    | Northwest Bcstg. Co.    | 102.7 | H. W. Stadler, Pres.       |
| Keokuk         | KOKX-FM | Keokuk Bcstg. Co.       | 102.7 | Lee P. Loomis, Pres.       |
| Mason City     | KGLD-FM | Lee Radio, Inc.         | 101.1 | W. R. Perkins, Pres.       |
| Sioux City     | KSCJ-FM | Perkins Bros. Co.       | 94.9  | Oscar J. Grau, Pres.       |
| Storm Lake     | KAYL-FM | Cornbelt Bcstg. Co.     | 101.5 | Joe DuMond, Pres.          |
| Waterloo       | KXEL-FM | Josh Higgins Bcstg. Co. | 105.7 |                            |

## KANSAS

|             |         |                              |       |                         |
|-------------|---------|------------------------------|-------|-------------------------|
| Garden City | KGAR-FM | Ark. Valley Bcstg. Co., Inc. | 93.3  | Daie E. Kern, Gen. Mgr. |
| Hutchinson  | KIMV    | Hutchinson Pub. Co.          | 94.5  | John P. Harris, Pres.   |
| Hutchinson  | KBWB    | Nation's Center Bcstg. Co.   | 93.1  | William Wyse, Pres.     |
| McPherson   | KNEX-FM | McPherson Bcstg. Co.         | 103.1 | Evart Mills, Pres.      |
| Topeka      | WBW-FM  | Topeka Bcstg. Assn., Inc.    | 102.5 | H. S. Blake, Pres.      |
| Wichita     | KFH-FM  | Radio Station KFH Co.        | 100.3 | John Rigby, Pres.       |

## KENTUCKY

|               |         |                               |       |                              |
|---------------|---------|-------------------------------|-------|------------------------------|
| Ashland       | WCMI-FM | Ashland Bcstg. Co.            | 93.7  | Gilmore N. Nunn, Pres.       |
| Bowling Green | WBON    | Bowling Green Bcstg. Corp.    | 101.1 | Ken D. Given, Pres.          |
| Henderson     | WSON-FM | Henderson Bcstg. Co., Inc.    | 99.5  | Hecht S. Lackey, Pres.       |
| Hopkinsville  | WHOP-FM | Hopkinsville Bcstg. Co., Inc. | 98.7  | F. E. Lackey, Pres.          |
| Louisville    | WBOX    | Northside Bcstg. Corp.        | 100.7 | J. Porter Smith, Pres.       |
| Louisville    | WHAS-FM | WHAS, Inc.                    | 99.7  | Barry Bingham, Pres.         |
| Louisville    | WRXW    | WAVE, Inc.                    | 95.1  | George W. Norton, Jr., Pres. |
| Madisonville  | WCIF-FM | Madisonville Bcstg. Co., Inc. | 104.9 | Pierce E. Lackey, Pres.      |
| Madisonville  | WPMW    | Messenger Bcstg. Co., Inc.    | 103.1 | Edgar Arnold, Sr., Pres.     |
| Owensboro     | WOMI-FM | Owensboro Bcstg. Co.          | 92.5  | L. W. Hager, Pres.           |
| Owensboro     | WYJS-FM | Owensboro On the Air, Inc.    | 96.1  | Vincent J. Steele, Pres.     |
| Paducah       | WKYC    | Paducah Newspapers, Inc.      | 93.3  | Edward J. Paxton, Jr., Pres. |
| Paducah       | WPAD-FM | Paducah Bcstg. Co., Inc.      | 96.9  | Pierce E. Lackey, Pres.      |

## LOUISIANA

|             |         |                              |       |                           |
|-------------|---------|------------------------------|-------|---------------------------|
| Alexandria  | KALB-FM | Alexandria Bcstg. Co., Inc.  | 96.9  | Walter H. Allen, Pres.    |
| Alexandria  | KVOB-FM | Central La. Bcstg. Corp.     | 99.7  | Roy O. Martin, Pres.      |
| Baton Rouge | WAFB-FM | Modern Bcstg. Co.            | 104.3 | Louis S. Prejean, Pres.   |
| Baton Rouge | WBRL    | Baton Rouge Bcstg. Co., Inc. | 98.1  | Douglas L. Manship, Pres. |
| Baton Rouge | WLCS-FM | Airwaves, Inc.               | 101.1 | Harry B. Nelson, Pres.    |
| Lafayette   | KVOL-FM | Evangeline Bcstg. Co., Inc.  | 96.1  | Morgan Murphy, Pres.      |
| Monroe      | KMFM    | Liner's Bcstg. Station, Inc. | 104.1 | J. C. Liner, Pres.        |
| New Orleans | WDSU-FM | WDSU Bcstg. Service          | 105.3 | Edgar B. Stern, Pres.     |
| New Orleans | WRCM    | Supreme Bcstg. Co., Inc.     | 97.1  | William Cortada, Pres.    |

| City        | Call Letters | Licensee                   | Frequency (mc) | Chief Executive           |
|-------------|--------------|----------------------------|----------------|---------------------------|
| New Orleans | WSMB-FM      | WSMB, Inc.                 | 102.7          | E. V. Richards, Pres.     |
| New Orleans | WTPS-FM      | Times Picayune Pub. Co.    | 95.7           | L. K. Nicholson, Pres.    |
| New Orleans | WWLH         | Loyola University          | 100.3          | Rev. T. J. Shields, Pres. |
| Shreveport  | KRMD-FM      | Radio Station KRMD         | 101.1          | Glenn V. Wilson, Mgr.     |
| Shreveport  | KWKH-FM      | International Bcstg. Corp. | 94.5           | John D. Ewing, Pres.      |

## MAINE

|          |         |                            |      |                       |
|----------|---------|----------------------------|------|-----------------------|
| Bangor   | WGUY-FM | Guy Gannett Bcstg. Service | 93.1 | Guy P. Gannett, Pres. |
| Lewiston | WCOU-FM | Twin City Bcstg. Co., Inc. | 93.9 | Faust Couture, Pres.  |

## MARYLAND

|                  |         |                             |       |                               |
|------------------|---------|-----------------------------|-------|-------------------------------|
| Annapolis        | WNAV-FM | Capital Bcstg. Co.          | 99.1  | Albert H. MacCarthy, Pres.    |
| Baltimore        | WCAO-FM | Monumental Radio Co.        | 102.7 | Lewis M. Milbourne, Pres.     |
| Baltimore        | WCBM-FM | Baltimore Bcstg. Corp.      | 93.1  | John Elmer, Pres.             |
| Baltimore        | WFBR-FM | Baltimore Radio Show, Inc.  | 101.9 | Robert S. Masiin, Pres.       |
| Baltimore        | WTFH-FM | Maryland Bcstg. Co.         | 104.3 | Thomas G. Tinsley, Jr., Pres. |
| Baltimore        | WMAR-FM | A. S. Abell Co.             | 97.9  | Paul Patterson, Pres.         |
| Baltimore        | WMCP    | Belvedere Bcstg. Corp.      | 94.7  | Thomas F. McNulty, Pres.      |
| Bradbury Heights | WBCC-FM | Chesapeake Bcstg. Co.       | 103.1 | Willard D. Egolf, Pres.       |
| Bradbury Heights | WBUZ    | Chesapeake Bcstg. Co., Inc. | 96.7  | Leslie L. Altmann, Pres.      |
| Cumberland       | WCUM-FM | Karl F. Steinmann           | 102.9 | Karl F. Steinmann, Owner      |
| Cumberland       | WTBO-FM | Cumberland Bcstg. Co.       | 106.9 | Mrs. Aurelia S. Becker, Owner |
| Frederick        | WFMD-FM | Monocacy Bcstg. Co.         | 101.5 | Laurence Leonard, Pres.       |
| Hagerstown       | WJEJ-FM | Hagerstown Bcstg. Co., Inc. | 104.7 | Grover C. Crilley, Pres.      |
| Salisbury        | WBCC-FM | Peninsula Bcstg. Co.        | 97.5  | John W. Downing, Pres.        |
| Silver Spring    | WGAY-FM | Tri-Suburban Bcstg. Corp.   | 102.3 | John W. Kluge, Pres.          |

## MASSACHUSETTS

|               |         |                                   |       |                               |
|---------------|---------|-----------------------------------|-------|-------------------------------|
| Boston        | WBMS-FM | WBMS, Inc.                        | 104.1 | Jack N. Berkman, Pres.        |
| Boston        | WBZ-FM  | Westinghouse Radio Stations, Inc. | 92.9  | Walter Evans, Pres.           |
| Boston        | WCOP-FM | Mass. Bcstg. Corp.                | 100.7 | John Cowles, Pres.            |
| Boston        | WEEL-FM | Columbia Bcstg. System            | 103.3 | Frank Stanton, Pres.          |
| Boston        | WHDH-FM | Matheson Radio Co., Inc.          | 94.5  | Robert B. Chaote, Pres.       |
| Boston        | WNAC-FM | The Yankee Network, Inc.          | 98.5  | William O'Neil, Pres.         |
| Brockton      | WBET-FM | Enterprise Pub. Co.               | 97.7  | Charles A. Fuller, Gen. Mgr.  |
| Brockton      | WBKA    | Cur-Nan Co.                       | 107.1 | Joseph F. Curran, Pres.       |
| Cambridge     | WXHR    | Middlesex Bcstg. Corp.            | 96.9  | Frank Lyman, Jr., Pres.       |
| Chicopee      | WACE-FM | Regional Bcstg. Co.               | 100.3 | David Hayes, Pres.            |
| Fitchburg     | WEIM-FM | WEIM Fitchburg, Inc.              | 104.7 | Henry G. Molina, Jr., Pres.   |
| Greenfield    | WHAI-FM | John Haigis                       | 98.3  | John W. Haigis, Pres.         |
| Haverhill     | WHAV-FM | Haverhill Gazette Co.             | 92.5  | John T. Russ, Pres.           |
| Holyoke       | WHYN-FM | Hampden-Hampshire Corp.           | 93.1  | Charles N. DeRose, Gen. Mgr.  |
| Lawrence      | WLAW-FM | Hildreth & Rogers Co.             | 93.7  | Irving E. Rogers, Pres.       |
| Lowell        | WLLH-FM | Merrimac Bcstg. Co., Inc.         | 99.5  | Gerald Harrison, Pres.        |
| Lynn          | WLYN-FM | Puritan Bcstg. Service, Inc.      | 105.5 | A. M. Morgan, Pres.           |
| New Bedford   | WBMS-FM | Bay State Bcstg. Co.              | 97.3  | Joseph P. Duchaine, Pres.     |
| New Bedford   | WFMR    | Bristol Bcstg. Co., Inc.          | 98.1  | Basil Brewer, Pres.           |
| North Adams   | WFMM    | Northern Berkshire Bcstg. Co.     | 97.5  | J. Gordon Keyworth, Gen. Mgr. |
| Pittsfield    | WBCE-FM | Western Mass. Bcstg. Co.          | 94.3  | Donald B. Miller, Pres.       |
| Springfield   | WBZA-FM | Westinghouse Radio Stations, Inc. | 97.1  | Walter Evans, Pres.           |
| Springfield   | WMAS-FM | WMAS, Inc.                        | 94.7  | Gerald Harrison, Pres.        |
| Springfield   | WFSL-FM | Springfield Bcstg. Co.            | 101.9 | G. A. Askinas, Pres.          |
| Springfield   | WSPR-FM | WSPR, Inc.                        | 97.9  | Quincy A. Brackett, Pres.     |
| West Yarmouth | WOCB-FM | E. Anthony & Sons, Inc.           | 94.3  | Basil Brewer, Pres.           |
| Worcester     | WGTR    | Eastern Bcstg. Corp.              | 99.1  | Robert Manby, Gen. Mgr.       |
| Worcester     | WTAG-FM | WTAG, Inc.                        | 96.1  | E. E. Hill, Exec. Vice-Pres.  |

## MICHIGAN

|               |         |                                  |       |                              |
|---------------|---------|----------------------------------|-------|------------------------------|
| Ann Arbor     | WPAG-FM | Washtenow Bcstg. Co.             | 98.7  | Arthur E. Greene, Pres.      |
| Battle Creek  | WELL-FM | Federated Publications, Inc.     | 96.1  | D. E. Jayne, Gen. Mgr.       |
| Bay City      | WBCM-FM | Bay Bcstg. Co., Inc.             | 96.1  | Harley D. Peet, Pres.        |
| Benton Harbor | WHFB-FM | Palladium Pub. Co.               | 99.9  | S. R. Banvon, Pres.          |
| Dearborn      | WKMH-FM | WKMH, Inc.                       | 100.3 | Fred A. Knoop, Pres.         |
| Detroit       | WDET    | UAW-CIO Bcstrs. Corp.            | 101.9 | Ben Hoberman, Gen. Mgr.      |
| Detroit       | WJBK-FM | Fort Industry Co.                | 93.1  | George B. Storer, Pres.      |
| Detroit       | WJLB-FM | Booth Radio & TV Station Inc.    | 97.9  | John L. Booth, Pres.         |
| Detroit       | WJR-FM  | WJR, The Goodwill Stations, Inc. | 96.3  | Harry Wismer, Gen. Mgr.      |
| Detroit       | WLDM    | Lincoln Bcstg. Co.               | 95.5  | Ellis C. Thompson, Gen. Mgr. |
| Detroit       | WVJ-FM  | Evening News Assn.               | 97.1  | Harry Bannister, Gen. Mgr.   |
| Detroit       | WXYZ-FM | WXYZ, Inc.                       | 101.1 | James G. Riddell, Gen. Mgr.  |
| Flint         | WAJL    | Advertisers Press, Inc.          | 107.1 | Myron Weingarden, Pres.      |
| Grand Rapids  | WFRS    | Grand Rapids Bcstg. Corp.        | 92.5  | Gerald R. Loop, Gen. Mgr.    |
| Grand Rapids  | WLAV-FM | Leonard A. Versluis              | 96.9  | Leonard A. Versluis, Owner   |
| Jackson       | WIBM-FM | WIBM, Inc.                       | 92.3  | Herman Radner, Pres.         |
| Mt. Clemens   | WFMLN   | Macomb Pub. Co.                  | 106.3 | Paul W. McKee, Pres.         |
| Muskegon      | WKBZ-FM | Ashbacker Radio Corp.            | 106.5 | Grant F. Ashbacker, Pres.    |
| Muskegon      | WMUS-FM | Greater Muskegon Bcstrs., Inc.   | 100.5 | F. M. Van Campen, Pres.      |
| Owaso         | WQAP-FM | Argus Press Co.                  | 103.1 | M. H. Wirth, Gen. Mgr.       |
| Pontiac       | WCAR-FM | WCAR, Inc.                       | 99.5  | H. Y. Levinson, Pres.        |
| Port Huron    | WTHH-FM | Times-Herald Co.                 | 99.1  | Louis A. Weil, Pres.         |

## FM Stations in Operation

| City      | Call Letters | Licensee               | Frequency (mc) | Chief Executive           |
|-----------|--------------|------------------------|----------------|---------------------------|
| Royal Oak | WEXL-FM      | Royal Oak Bcstg. Co.   | 104.3          | George B. Hartrick, Pres. |
| Saginaw   | WSAM-FM      | Saginaw Bcstg. Co.     | 98.1           | M. L. Greenebaum, Pres.   |
| Wyandotte | WJWJ         | The Wyandotte News Co. | 103.1          | Strauss Gantz, Pres.      |

### MINNESOTA

|                          |          |                              |       |                                 |
|--------------------------|----------|------------------------------|-------|---------------------------------|
| Duluth                   | WBEBC-FM | Head of the Lakes Bcstg. Co. | 92.3  | Morgan Murphy, Pres.            |
| Mankato                  | KYSM-FM  | F. B. Clements & Co.         | 103.5 | John F. Meagher, Gen. Mgr.      |
| Minneapolis-<br>St. Paul | KTIS-FM  | Northwestern Schools         | 105.9 | Dr. William Graham, Pres.       |
| Minneapolis              | WTCN-FM  | Minn. Bcstg. Corp.           | 97.1  | W. J. McNally, Pres.            |
| Northfield               | WCAL-FM  | St. Olaf College             | 95.7  | Milford Jensen, Oprs. Dir.      |
| Rochester                | KROC-FM  | Southern Minn. Bcstg. Co.    | 94.7  | Mrs. Gregory P. Gentling, Pres. |
| St. Cloud                | KFAM-FM  | Times Pub. Co.               | 104.7 | Fred Schlipflin, Pres.          |
| St. Paul                 | KSTP-FM  | KSTP, Inc.                   | 102.1 | Stanley E. Hubbard, Pres.       |
| St. Paul                 | WMIN-FM  | WINA Bcstg. Co.              | 99.5  | Frank M. Devaney, Gen. Mgr.     |
| Winona                   | KWNO-FM  | Winona Radio Service         | 97.5  | M. H. White, Pres.              |

### MISSISSIPPI

|             |         |                          |       |                                   |
|-------------|---------|--------------------------|-------|-----------------------------------|
| Greenville  | WJPR-FM | Radio Services Co.       | 101.9 | Emmett H. McMurry, Jr., Gen. Mgr. |
| Gulfport    | WGCM-FM | WGCM Bcstg. Co.          | 101.5 | Hugh O. Jones, Pres.              |
| Hattiesburg | WFOR-FM | Forrest Bcstg. Co., Inc. | 97.9  | C. J. Wright, Sr., Pres.          |
| Jackson     | Lamar   | Lamar Life Insur. Co.    | 102.9 | Wiley P. Harris, Gen. Mgr.        |
| Meridian    | WMOX-FM | Birney Imes, Jr.         | 98.5  | Birney Imes, Jr., Pres.           |

### MISSOURI

|                |          |                                   |       |                                  |
|----------------|----------|-----------------------------------|-------|----------------------------------|
| Cape Girardeau | KFVS-FM  | Hirsch Bcstg. Co.                 | 95.7  | Oscar C. Hirsch, Pres.           |
| Farmington     | KREI-FM  | Cecil W. Roberts                  | 100.1 | Cecil W. Roberts, Owner          |
| Jefferson City | KWOS-FM  | Capital Bcstg. Co.                | 98.5  | R. C. Goshorn, Pres.             |
| Joplin         | WMBH-FM  | Joplin Bcstg. Co.                 | 96.1  | D. J. Poynor, Pres.              |
| Kansas City    | KCMO-FM  | KCMO Bcstg. Co.                   | 94.9  | T. L. Evans, Pres.               |
| Kansas City    | KCKN-FM  | KCKN Bcstg. Co., Inc.             | 106.7 | W. A. Bailey, Pres.              |
| Kansas City    | KOZY     | Commercial Radio Equip. Co.       | 98.1  | Everett L. Dillard, Pres.        |
| Kansas City    | WHB-FM   | WHB Bcstg. Co.                    | 102.1 | Donald Dwight Davis, Pres.       |
| Kennett        | KBOA-FM  | Kennett Bcstg. Corp.              | 98.9  | Paul C. Jones, Pres.             |
| Poplar Bluff   | KWOC-FM  | Radio Station KWOC                | 94.5  | A. L. McCarthy, Pres.            |
| Ste. Genevieve | KSGM-FM  | Donze Enterprises, Inc.           | 105.7 | Elmer L. Donze, Pres.            |
| St. Joseph     | KFEQ-FM  | KFEQ, Inc.                        | 92.3  | Barton Pitts, Gen. Mgr.          |
| St. Louis      | KFUO-FM  | The Lutheran Church Synod. of Mo. | 104.1 | Rev. H. H. Hohenstein, Gen. Mgr. |
| St. Louis      | KWK-FM   | Thomas Patrick, Inc.              | 98.1  | Robert T. Convey, Pres.          |
| St. Louis      | KX LW-FM | St. Louis County Bcstg. Co.       | 101.1 | Lee J. Sloan, Pres.              |
| St. Louis      | KXOK-FM  | Star Times Pub. Co.               | 93.7  | Elzey Roberts, Pres.             |
| St. Louis      | WEW-FM   | The St. Louis University          | 95.1  | Nicholas Pagliara, Gen. Mgr.     |
| Sedalia        | KDRO-FM  | Milton J. Hinlein                 | 99.7  | Milton J. Hinlein, Pres.         |
| Springfield    | KTTS-FM  | Independent Bcstg. Co.            | 94.7  | J. H. G. Cooper, Pres.           |

### NEBRASKA

|         |         |                          |       |                         |
|---------|---------|--------------------------|-------|-------------------------|
| Lincoln | KFOR-FM | Cornbelt Bcstg. Corp.    | 102.9 | James Stuart, Pres.     |
| Omaha   | KBON-FM | Inland Bcstg. Co.        | 98.7  | Paul R. Fry, Vice-Pres. |
| Omaha   | KOAD    | Mid-Continent Bcstg. Co. | 92.9  | Robert H. Storz, Pres.  |

### NEVADA

|           |         |                       |       |                           |
|-----------|---------|-----------------------|-------|---------------------------|
| Las Vegas | KENO-FM | Nev. Bcstg. Co.       | 103.9 | Maxwell Kelch, Owner      |
| Reno      | KWRN-FM | Reno Newspapers, Inc. | 95.5  | Merritt C. Speidel, Pres. |

### NEW HAMPSHIRE

|            |         |                                |       |                               |
|------------|---------|--------------------------------|-------|-------------------------------|
| Claremont  | WTSV-FM | Granite State Bcstg. Co., Inc. | 106.1 | William J. Barkley, Pres.     |
| Manchester | WKBR-FM | Granite State Bcstg. Co., Inc. | 100.1 | William J. Barkley, Pres.     |
| Manchester | WMUR-FM | The Radio Voice of N. H., Inc. | 95.7  | Hon. Francis P. Murphy, Pres. |
| Nashua     | WOTW-FM | Nashua Bcstg. Corp.            | 106.3 | Arthur A. Newcomb, Pres.      |

### NEW JERSEY

|               |         |                             |       |                               |
|---------------|---------|-----------------------------|-------|-------------------------------|
| Alpine        | WFMN    | Edwin H. Armstrong          | 93.1  | Dr. Edwin H. Armstrong, Owner |
| Asbury Park   | WCAP-FM | Radio Industries Bcstg. Co. | 107.1 | Ralph W. Froese, Pres.        |
| Asbury Park   | WJLK    | Asbury Park Press, Inc.     | 94.3  | Wayne D. McMurray, Pres.      |
| Atlantic City | WBAB-FM | Press-Union Pub. Co.        | 100.7 | Albert J. Feyl, Pres.         |
| Atlantic City | WFPG-FM | Neptune Bcstg. Co.          | 98.5  | John H. Laux, Pres.           |
| Bridgeton     | WSNJ-FM | Eastern States Bcstg. Corp. | 98.9  | Hon. Elmer W. Wene, Pres.     |
| Elizabeth     | WPOE    | Radio Elizabeth, Inc.       | 96.7  | Robert C. Crane, Pres.        |
| Newark        | WAAT-FM | Bremer Bcstg. Corp.         | 94.7  | Irving R. Rosenhaus, Pres.    |
| Newark        | WNFR-FM | North Jersey Radio, Inc.    | 102.7 | Edward J. Scudder, Jr., Pres. |
| New Brunswick | WCTC-FM | Chanticleer Bcstg. Co.      | 98.3  | James L. Howe, Pres.          |
| New Brunswick | WDHN    | Home News Pub. Co.          | 93.5  | Hugh N. Bond, Gen. Mgr.       |

| City       | Call Letters | Licensee                | Frequency (mc) | Chief Executive               |
|------------|--------------|-------------------------|----------------|-------------------------------|
| Paterson   | WPAT-FM      | North Jersey Bcstg. Co. | 103.5          | Dow H. Drukker, Jr., Pres.    |
| Plainfield | WXNJ         | WXNJ, Inc.              | 103.9          | Harold O. Bishop, Pres.       |
| Trenton    | WTOA         | Mercer Bcstg. Co.       | 97.5           | Jerome P. McCarthy, Gen. Mgr. |

## NEW YORK

|                |         |                                     |       |                                 |
|----------------|---------|-------------------------------------|-------|---------------------------------|
| Albany         | WROW-FM | Hudson Valley Bcstg. Co., Inc.      | 93.9  | Dr. John J. Quinlan, Pres.      |
| Albany         | WXXW-FM | Champlain Valley Bcstg. Corp.       | 95.5  | Stephen R. Rintoul, Pres.       |
| Auburn         | WMBO-FM | WMBO, Inc.                          | 96.1  | William O. Dapping, Pres.       |
| Binghamton     | WINR-FM | Southern Tier Radio Service Inc.    | 107.7 | Danald Kramer, Pres.            |
| Binghamton     | WNBF-FM | Clark Assoc., Inc.                  | 100.5 | John C. Clark, Sr., Pres.       |
| Bristol Center | WVBT    | Rural Radio Network, Inc.           | 101.9 | Harold L. Creal, Pres.          |
| Buffalo        | WBEN-FM | WBEN, Inc.                          | 106.5 | Edward H. Butler, Pres.         |
| Buffalo        | WBNY-FM | Koy L. Albertson                    | 92.9  | Roy L. Albertson, Pres.         |
| Buffalo        | WEBR-FM | WEBR, Inc.                          | 96.9  | Cy King, Gen. Mgr.              |
| Buffalo        | WWOL-FM | Greater Erie Bcstg. Co.             | 104.1 | Leon Wyszatycki, Pres.          |
| Cherry Valley  | WVCV    | Rural Radio Network, Inc.           | 101.9 | Harold L. Creal, Pres.          |
| Corning        | WKNP    | Corning Leader, Inc.                | 106.1 | W. A. Underhill, Pres.          |
| Cortland       | WKRT-FM | Cortland Bcstg. Co., Inc.           | 99.9  | J. Gerald Mayer, Pres.          |
| De Ruyter      | WVCN    | Rural Radio Network, Inc.           | 105.1 | Harold L. Creal, Pres.          |
| Elmira         | WENY-FM | Elmira Star-Gazette, Inc.           | 106.9 | Dale Taylor, Gen. Mgr.          |
| Hempstead      | WHLI-FM | FM Bcstg. Corp.                     | 98.3  | Elias I. Godofsky, Sta. Mgr.    |
| Hornell        | WWHG    | The W. H. Greenhow Co.              | 105.3 |                                 |
| Ithaca         | WHCU-FM | Cornell University                  | 97.3  | Michael R. Hanna, Gen. Mgr.     |
| Kenmore        | WXRC    | Western N. Y. Bcstg. Co.            | 103.3 | Thaddeus Podbielniak, Gen. Mgr. |
| Jamestown      | WJTN-FM | James Bcstg. Co.                    | 93.3  | Jay E. Mason, Pres.             |
| Lockport       | WUSJ    | Lockport Union-Sun & Journal, Inc.  | 99.3  | Egbert D. Corson, Pres.         |
| Massena        | WMSA-FM | The Brockway Co.                    | 105.3 | John Johnson, Pres.             |
| New Rochelle   | WGNR    | New Rochelle Bcstg. Svc., Inc.      | 93.5  | Julian H. Gins, Pres.           |
| New York       | WABF-FM | Metropolitan Bcstg. & TV, Inc.      | 99.5  | Ira A. Hirschmann, Pres.        |
| New York       | WCBS-FM | Columbia Bcstg. System              | 101.1 | Frank Stanton, Pres.            |
| New York       | WFRD    | WFRD Bcstg. Corp.                   | 104.3 | Frederick F. Umhey, Pres.       |
| New York       | WGHF    | WGHF, Inc.                          | 101.9 | William G. H. Finch, Pres.      |
| New York       | WGYN    | WGYN, Inc.                          | 97.9  | Palmer K. Leberman, Pres.       |
| New York       | WJZ-FM  | American Bcstg. Co., Inc.           | 95.5  | Robert Kintner                  |
| New York       | WMGM-FM | Marcus Loew Booking Agcy.           | 100.3 | Bertrum Lebarh, Jr., Exec. Dir. |
| New York       | WNBC-FM | National Bcstg. Co., Inc.           | 97.1  | Joseph H. McConnell, Pres.      |
| New York       | WNYC-FM | City of N. Y. Municipal Bcstg. Sys. | 93.9  | Seymour N. Siegel, Gen. Mgr.    |
| New York       | WOR-FM  | General Tele Radio, Inc.            | 98.7  | Theodore C. Streibert, Pres.    |
| New York       | WQXR-FM | Interstate Bcstg. Co., Inc.         | 96.3  | Arthur H. Sulzberger, Pres.     |
| Niagara Falls  | WHLD-FM | The Niagara Falls Gazette Pub. Co.  | 98.5  | Earl C. Hull, Vice-Pres.        |
| Ogdensburg     | WSLB-FM | St. Lawrence Bcstg. Corp.           | 106.1 | Joseph R. Brandy, Pres.         |
| Oran           | WHDL-FM | WHDL, Inc.                          | 95.7  | E. B. Fitzpatrick, Pres.        |
| Oswego         | WOPT    | Palladium-Times, Inc.               | 104.7 | Edwin M. Waterbury, Gen. Mgr.   |
| Poughkeepsie   | WHVA    | Poughkeepsie Newspapers, Inc.       | 104.7 | M. C. Speidel, Pres.            |
| Rochester      | WHEC-FM | WHEC, Inc.                          | 96.5  | Frank E. Gannett, Pres.         |
| Rochester      | WHFM    | Stromberg-Carlson Co.               | 98.9  | William Fay, Vice-Pres.         |
| Rochester      | WRNY-FM | Monroe Bcstg. Co., Inc.             | 97.9  | George B. Kelly, Pres.          |
| Schenectady    | WBCA    | Capitol Bcstg. Co., Inc.            | 101.1 | Leonard L. Asch, Pres.          |
| Schenectady    | WGFM    | General Electric Co.                | 99.5  | R. S. Peare, Vice-Pres.         |
| Syracuse       | WAGE-FM | WAGE, Inc.                          | 98.5  | William T. Lane, Gen. Mgr.      |
| Syracuse       | WFBL-FM | Onondaga Radio Bcstg. Corp.         | 93.1  | O. F. Soule, Pres.              |
| Syracuse       | WNDR-FM | Syracuse Bcstg. Corp.               | 102.5 | T. Frank Dolan, Pres.           |
| Syracuse       | WSYR-FM | Central N. Y. Bcstg. Corp.          | 94.5  | H. C. Wilder, Pres.             |
| Troy           | WFLY    | The Troy Record Co.                 | 92.3  | Frank L. York, Gen. Mgr.        |
| Troy           | WTRI    | Troy Bcstg. Co., Inc.               | 102.7 | H. C. Wilder, Pres.             |
| Turin          | WVBN    | Rural Radio Network, Inc.           | 107.7 | Harold L. Creal, Pres.          |
| Utica          | WIBX-FM | WIBX, Inc.                          | 96.9  | Margaret Brown Stevens, Pres.   |
| Utica-Rome     | WRUN-FM | Rome Sentinel Co.                   | 105.7 | Bradley C. Barnard, Pres.       |
| Watertown      | WVNY-FM | The Brockway Co.                    | 100.5 | John Johnson, Pres.             |
| Wethersfield   | WFNF    | Rural Radio Network, Inc.           | 107.7 | Harold L. Creal, Pres.          |
| White Plains   | WFAS-FM | Westchester Bcstg. Corp.            | 103.9 | V. E. Macy, Jr., Pres.          |

## NORTH CAROLINA

|              |         |                                   |       |                              |
|--------------|---------|-----------------------------------|-------|------------------------------|
| Asheville    | WLOS-FM | Skyway Bcstg. Corp.               | 104.3 | Charles B. Britt, Vice-Pres. |
| Asheboro     | WGWR-FM | Asheboro Bcstg. Co.               | 92.3  | Roy Cox, Pres.               |
| Burlington   | WBBS-FM | Alamance Bcstg. Co., Inc.         | 101.1 | E. Z. Jones, Gen. Mgr.       |
| Burlington   | WFNS-FM | Burlington-Graham Bcstg. Co.      | 93.9  | John C. Hanner, Gen. Mgr.    |
| Charlotte    | WAYS-FM | Intercity Adv. Co.                | 107.7 | G. W. Dowdy, Pres.           |
| Charlotte    | WBT-FM  | Jefferson Standard Bcstg. Co.     | 99.9  | J. M. Bryan, Pres.           |
| Charlotte    | WIST    | Surety Bcstg. Co.                 | 104.7 | Francis Hipp, Pres.          |
| Charlotte    | WMIT    | Radio WMIT                        | 106.9 | Gordon Gray, Owner           |
| Charlotte    | WSOC-FM | Radio Station WSOC, Inc.          | 103.5 | E. J. Gluck, Pres.           |
| Durham       | WDNC-FM | Durham Radio Corp.                | 105.1 | C. C. Council, Pres.         |
| Elkin        | WIFM    | John A. Hinshaw                   | 100.9 | John A. Hinshaw, Owner       |
| Fayetteville | WFNC-FM | Cape Fear Bcstg. Co.              | 98.1  | Victor W. Dawson, Gen. Mgr.  |
| Forest City  | WBBO-FM | Rutherford County Radio Co., Inc. | 93.3  | Ed M. Anderson, Pres.        |
| Gastonia     | WGNC-FM | F. C. Todd                        | 101.9 | F. C. Todd, Pres.            |
| Goldensboro  | WGBF-FM | Eastern Carolina Bcstg. Co., Inc. | 93.3  | A. T. Hawkins, Pres.         |
| Greensboro   | WFMY    | Greensboro News Co.               | 97.3  | Gaines Kelley, Gen. Mgr.     |
| Greensboro   | WGBG-FM | Greensboro Bcstg. Co., Inc.       | 100.3 | Ralph M. Lambeth, Pres.      |
| Henderson    | WHNC-FM | Henderson Radio Corp.             | 92.5  | S. S. Stevenson, Pres.       |
| Hickory      | WHKY-FM | Catawba Valley Bcstg. Co., Inc.   | 102.9 | Carl V. Cline, Pres.         |
| High Point   | WHPE-FM | High Point Enterprise, Inc.       | 95.5  | R. B. Terry, Pres.           |
| High Point   | WMFR-FM | Radio Station WMFR                | 99.5  | Frank S. Lambeth, Pres.      |
| Lexington    | WBUY-FM | Davidson County Bcstg. Co.        | 94.3  | C. Robert Ray, Sta. Mgr.     |

## FM Stations in Operation

| City            | Call Letters | Licensee                     | Frequency (mc) | Chief Executive              |
|-----------------|--------------|------------------------------|----------------|------------------------------|
| Madison-Mayodon | WFMB         | Mayo Bcstg. Corp.            | 93.5           | J. B. Shelton, Pres.         |
| Raleigh         | WNAO-FM      | News & Observer Pub. Co.     | 96.1           | George T. Case, Gen. Mgr.    |
| Raleigh         | WPTF-FM      | WPTF Radio Co.               | 94.7           | J. R. Weatherspoon, Pres.    |
| Raleigh         | WRAL-FM      | Capitol Bcstg. Co., Inc.     | 101.5          | A. J. Fletcher, Pres.        |
| Reidsville      | WREV         | Reidsville Bcstg. Co.        | 102.1          | A. W. Nelson, Gen. Mgr.      |
| Roanoke Rapids  | WCBT-FM      | Radio Station WCBT, Inc.     | 98.5           | S. E. Crew, Pres.            |
| Rocky Mount     | WFMA         | Josh L. Horne, Jr.           | 100.7          | Josh L. Horne, Pres.         |
| Rocky Mount     | WEED-FM      | W. A. Wynne                  | 92.1           | W. A. Wynne, Pres.           |
| Salisbury       | WSTP-FM      | Piedmont Bcstg. Corp.        | 106.5          | Bryce P. Beard, Pres.        |
| Shelby          | WOHS-FM      | Western Carolina Radio Corp. | 96.1           | Lee B. Weathers, Pres.       |
| Statesville     | WSIC-FM      | Statesville Bcstg. Co., Inc. | 105.7          | Dr. James W. Davis, Pres.    |
| Tarboro         | WCPS-FM      | Coastal Plains Bcstg. Co.    | 104.3          | V. E. Fountain, Pres.        |
| Thomasville     | WTNC-FM      | Thomasville Bcstg. Co.       | 98.3           | G. W. Lyles, Pres.           |
| Wilmington      | WMFD-FM      | Richard Austin Dunlea        | 96.3           | Richard Austin Dunlea, Pres. |
| Winston-Salem   | WAIR-FM      | WAIR Bcstg. Co.              | 93.1           | George D. Walker, Gen. Mgr.  |
| Winston-Salem   | WSJS-FM      | Piedmont Pub. Co.            | 104.1          | Gordon Gray, Pres.           |

## NORTH DAKOTA

|       |         |                            |      |                    |
|-------|---------|----------------------------|------|--------------------|
| Fargo | KVNJ-FM | Northwest Bcstg. Co., Inc. | 92.3 | John Nystul, Pres. |
|-------|---------|----------------------------|------|--------------------|

## OHIO

|              |         |                                |       |                                  |
|--------------|---------|--------------------------------|-------|----------------------------------|
| Akron        | WAKR-FM | Summit Radio Corp.             | 97.5  | S. Bernard Berk, Pres.           |
| Alliance     | WFAH    | Review Pub. Co.                | 101.7 | Mrs. Alice C. Hoiles, Pres.      |
| Ashland      | WATG    | Beer & Koehl                   | 101.3 | Robert M. Beer, Gen. Mgr.        |
| Ashtabula    | WICA-FM | WICA, Inc.                     | 103.7 | R. B. Rowley, Pres.              |
| Bellaire     | WTRF-FM | Tri-City Bcstg. Co.            | 100.5 | Robert W. Ferguson, Gen. Mgr.    |
| Canton       | WAND-FM | P. C. Wilson                   | 92.5  | P. C. Wilson, Pres.              |
| Canton       | WCMW-FM | Stark Bcstg. Corp.             | 94.9  | Merlin R. Schneider, Pres.       |
| Canton       | WHBC-FM | The Ohio Bcstg. Co.            | 94.1  | Eugene Carr, Radio Dir.          |
| Cincinnati   | WCPO-FM | Scripps-Howard Radio, Inc.     | 105.1 | Jack R. Howard, Pres.            |
| Cincinnati   | WCTS    | Radio Cincinnati               | 101.9 | Hubert Tait, Jr., Pres.          |
| Cincinnati   | WLWA    | Crosley Bcstg. Corp.           | 101.1 | James D. Shouse, Chmn. of Bd.    |
| Cincinnati   | WSAI-FM | Buckeye Bcstg. Co.             | 102.7 | Marshall Field III, Pres.        |
| Cleveland    | WCUO    | UAW-CIO Bcstg. Corp.           | 103.3 | Ralph M. Wallace, Gen. Mgr.      |
| Cleveland    | WERE-FM | Cleveland Bcstg. Corp.         | 98.5  | Ray T. Miller, Pres.             |
| Cleveland    | WEWS-FM | Scripps-Howard Radio, Inc.     | 102.1 | Jack Howard, Pres.               |
| Cleveland    | WHK-FM  | United Bcstg. Co.              | 100.7 | Kenneth K. Hackathorn, Gen. Mgr. |
| Cleveland    | WJW-FM  | WJW, Inc.                      | 104.1 | William M. O'Neil, Pres.         |
| Cleveland    | WSRS-FM | WSRS, Inc.                     | 95.3  | S. R. Sague, Pres.               |
| Cleveland    | WTAM-FM | National Bcstg. Co. (Not NBC)  | 105.7 | John McCormick, Gen. Mgr.        |
| Columbus     | WCOL-FM | The Pixley's                   | 92.3  | L. A. Pixley, Pres.              |
| Columbus     | WELD    | Radio Ohio, Inc.               | 97.1  | Richard A. Borel, Gen. Mgr.      |
| Columbus     | WHKC-FM | United Bcstg. Co.              | 98.7  | Sterling Graham, Pres.           |
| Columbus     | WLWF    | Crosley Bcstg. Corp.           | 96.3  | R. E. Dunville, Pres.            |
| Columbus     | WYKO    | Sky Way Bcstg. Corp.           | 94.7  | Gustav Hirsch, Pres.             |
| Dayton       | WHIO-FM | Miami Valley Bcstg. Corp.      | 99.1  | James M. Cox, Jr., Pres.         |
| Dayton       | WLWB    | Crosley Bcstg. Corp.           | 97.5  | John T. Murphy, Gen. Mgr.        |
| Dayton       | WTWO    | Skyland Bcstg. Corp.           | 104.7 | Ronald B. Woodyard, Pres.        |
| Elyria       | WEOL-FM | Elyria-Lorain Bcstg. Co.       | 107.3 | R. W. Ammel, Pres.               |
| Findlay      | WFIN-FM | Findlay Pub. Co.               | 100.5 | R. L. Heminger, Pres.            |
| Fostoria     | WFOB    | Seneca Radio Corp.             | 105.5 | Andrew Emerine, Pres.            |
| Fremont      | WFRO-FM | Robert F. Wolfe Co.            | 99.3  | Robert F. Wolfe, Pres.           |
| Hamilton     | WMOH-FM | Fort Hamilton Bcstg. Co.       | 103.5 | Robert J. Briede, Pres.          |
| Lakewood     | WLAL    | United Garage & Svc. Corp.     | 104.9 |                                  |
| Lima         | WIMA-FM | Northwestern Ohio Bcstg. Corp. | 102.1 | G. E. Hamilton, Pres.            |
| Lima         | WLOK-FM | The Fort Industry Co.          | 103.3 | George B. Storer, Pres.          |
| Newark       | WCLT    | Advocate Prtg. Co.             | 100.3 | Frank W. Spencer, Pres.          |
| Portsmouth   | WPAY-FM | The Scioto Bcstg. Co.          | 104.1 | Roy D. Moore, Pres.              |
| Springfield  | WJEM    | Champion City Bcstg. Co.       | 103.9 | D. J. Parsons, Pres.             |
| Stuebenville | WSTV-FM | The Valley Bcstg. Co.          | 103.5 | Jack N. Berkman, Pres.           |
| Tiffin       | WTFM    | Tiffin Bcstg. Co.              | 98.3  | Jay R. David, Pres.              |
| Toledo       | WSPD-FM | The Fort Industry Co.          | 101.5 | George P. Storer, Pres.          |
| Toledo       | WTOL-FM | Community Bcstg. Co.           | 104.7 | Frazier Reams, Pres.             |
| Toledo       | WTRT    | Unity Corp.                    | 99.9  | Edward Lamb, Pres.               |
| Wooster      | WOST-FM | Wooster Republican Prtg. Co.   | 104.5 | E. B. Evans, Gen. Mgr.           |
| Worthington  | WRFD-FM | Peoples Bcstg. Corp.           | 91.9  | James R. Moore, Pres.            |
| Youngstown   | WFMJ-FM | WFMJ Bcstg. Co.                | 105.1 | William F. Maag, Pres.           |
| Youngstown   | WKBN-FM | WKBN Bcstg. Corp.              | 98.9  | W. P. Williamson, Jr., Pres.     |

## OKLAHOMA

|               |         |                        |       |                           |
|---------------|---------|------------------------|-------|---------------------------|
| Ardmore       | KVSO-FM | John F. Easley         | 93.7  | John F. Easley, Pres.     |
| Durant        | KSEO-FM | Democrat Prtg. Co.     | 107.3 | Leroy Moses, Gen. Mgr.    |
| Enid          | KCRC-FM | Enid Radiophone Co.    | 102.7 | Milton B. Garber, Pres.   |
| Muskogee      | KBIX-FM | Okl. Press Pub. Co.    | 98.5  | Tams Bixby, Jr., Pres.    |
| Muskogee      | KMUS-FM | Muskogee Bcstg. Co.    | 101.5 | W. J. Rea, Sr., Pres.     |
| Oklahoma City | KOCY-FM | Plaza Court Bcstg. Co. | 94.7  | John D. Thomas, Pres.     |
| Oklahoma City | KOMA-FM | KOMA, Inc.             | 105.9 | John Toole Griffin, Pres. |
| Oklahoma City | KTOK-FM | KTOK, Inc.             | 104.3 | O. L. Taylor, Pres.       |



| City          | Call Letters | Licensee            | Frequency (mc) | Chief Executive           |
|---------------|--------------|---------------------|----------------|---------------------------|
| Oklahoma City | WKY-FM       | WKY Radiophone Co.  | 98.9           | E. K. Gaylord, Pres.      |
| Stillwater    | KSPI-FM      | Stillwater Pub. Co. | 93.9           | C. R. Bellatti, Pres.     |
| Tulsa         | KAKC-FM      | Public Radio Corp.  | 95.5           | Sam E. Avey, Pres.        |
| Tulsa         | KTUL-FM      | Tulsa Bcstg. Co.    | 97.1           | John Toole Griffin, Pres. |

## OREGON

|             |         |                                   |       |                         |
|-------------|---------|-----------------------------------|-------|-------------------------|
| Albany      | KWIL-FM | Central Willamette Bcstg. Co.     | 101.7 | R. R. Cronise, Pres.    |
| Eugene      | KUGN-FM | KUGN, Inc.                        | 99.1  | C. H. Fisher, Pres.     |
| Grants Pass | KGPO    | Southern Ore. Bcstg. Co.          | 96.9  | A. E. Voorhies, Pres.   |
| Portland    | KEX-FM  | Westinghouse Radio Stations, Inc. | 92.3  | Walter Evans, Pres.     |
| Portland    | KGW-FM  | The Oregonian Pub. Co.            | 100.3 | M. J. Frey, Pres.       |
| Portland    | KOIN-FM | KOIN, Inc.                        | 101.1 | Marshall Field, Pres.   |
| Portland    | KPFM    | Bcstrs. Ore., Ltd.                | 97.1  | Stanley M. Gaord, Pres. |
| Portland    | KPOJ-FM | KPOJ, Inc.                        | 98.7  | P. L. Jackson, Pres.    |
| Portland    | KWJJ-FM | KWJJ Bcstg. Co.                   | 95.5  | W. J. Jerman, Pres.     |

## PENNSYLVANIA

|              |         |                                                 |       |                                                    |
|--------------|---------|-------------------------------------------------|-------|----------------------------------------------------|
| Allentown    | WFMZ    | Penn-Allen Bcstg. Co.                           | 100.7 | Raymond F. Kohn, Pres.                             |
| Allentown    | WKAP-FM | Rahall Bcstg. Co.                               | 106.3 | N. J. Rahall, Pres.                                |
| Allentown    | WSAN-FM | Lehigh Valley Bcstg. Co.                        | 99.9  | J. Calvin Shumberger, Pres.                        |
| Altoona      | WFBG-FM | Gable Bcstg. Co.                                | 103.7 | George P. Gable, Pres.                             |
| Altoona      | WJSW-FM | Altoona Bcstg. Co.                              | 96.5  | Herbert T. Wolf, Pres.                             |
| Bethlehem    | WGPA-FM | The Bethlehem Globe Pub. Co.                    | 95.1  | Relland L. Adams, Vice-Pres.                       |
| Bradford     | WESB-FM | Bradford Pub., Inc.                             | 97.5  | Joseph M. Cleary, Gen. Mgr.                        |
| Butler       | WBUT-FM | Eagle Printing Co.                              | 103.9 | J. Leonard Taylor, Gen. Mgr.                       |
| Butler       | WISR-FM | Butler Bcstg. Co.                               | 97.7  | David Rosenblum, Pres.                             |
| Chambersburg | WCHA-FM | Chambersburg Bcstg. Co., Inc.                   | 95.9  | John S. Booth, Gen. Mgr.                           |
| DuBois       | WCED-FM | Tri-County Bcstg. Co., Inc.                     | 102.1 | H. T. Gray, Pres.                                  |
| Easton       | WEEX    | Easton Pub. Co.                                 | 98.3  | J. L. Stackhouse, Pres.                            |
| Easton       | WEST-FM | Associated Bcstrs., Inc.                        | 107.9 | Clair R. McCollough, Sta. Exec.                    |
| Erie         | WERC-FM | Presque Isle Bcstg. Co.                         | 99.9  | Jacob A. Young, Pres.                              |
| Erie         | WLEU-FM | WLEU Bcstg. Corp.                               | 97.9  | Lea J. Omelian, Pres.                              |
| Harrisburg   | WABX    | WABX, Inc.                                      | 100.9 | Harold O. Bishop, Pres.                            |
| Harrisburg   | WHP-FM  | WHP, Inc.                                       | 97.3  | A. K. Redmond, Gen. Mgr.                           |
| Hazleton     | WAZL-FM | Hazleton Bcstg. Co.                             | 97.9  | Victor C. Diehm, Pres.                             |
| Johnstown    | WARD-FM | Central Bcstg. Co., Inc.                        | 105.3 | Paul Shart, Pres.                                  |
| Johnstown    | WJAC-FM | WJAC, Inc.                                      | 95.5  | W. W. Krebs, Pres.                                 |
| Lancaster    | WGAL-FM | WGAL, Inc.                                      | 101.3 | Clair R. McCallaugh, Pres.                         |
| Lancaster    | WLAN-FM | Peoples Bcstg. Co.                              | 96.9  | F. H. Altdaerffer, Pres.                           |
| Lebanon      | WLAB    | Radio Lebanon FM & TV, Inc.                     | 104.1 | T. C. Halston, Pres.                               |
| Lebanon      | WLBR-FM | Lebanon Bcstg. Co.                              | 100.1 | Lester P. Etter, Mng. Dir.                         |
| Lewiston     | WLTN    | Lewiston Bcstg. Co.                             | 97.9  | J. S. Woods, Vice-Pres.                            |
| McKeesport   | WMCK-FM | Mon-Yough Bcstg. Co.                            | 104.9 | George R. Raikes, Pres.                            |
| Meadville    | WMGW-FM | Meadville Bcstg. Svc., Inc.                     | 100.3 | H. C. Winslow, Pres.                               |
| New Castle   | WKST-FM | WKST, Inc.                                      | 101.1 | S. W. Townsend, Pres.                              |
| Philadelphia | KYW-FM  | Westinghouse Radio Stations, Inc.               | 92.5  | Walter Evans, Pres.                                |
| Philadelphia | WCAU-FM | WCAU, Inc.                                      | 98.1  | Donald W. Thornburgh, Pres.                        |
| Philadelphia | WFIL-FM | Triangle Pub., Inc.                             | 102.1 | Walter H. Annenberg, Pres.                         |
| Philadelphia | WFLN    | Franklin Bcstg. Corp.                           | 95.7  | L. M. C. Smith, Pres.                              |
| Philadelphia | WHAT-FM | Independence Bcstg. Co.                         | 105.3 | William A. Banks, Pres.                            |
| Philadelphia | WIBG-FM | Seaboard Radio Bcstg. Corp.                     | 94.1  | Paul F. Harron, Pres.                              |
| Philadelphia | WIP-FM  | Penn. Bcstg. Co.                                | 93.3  | Benedict Gimbel, Jr., Pres.                        |
| Philadelphia | WIPN-FM | William Penn Bcstg. Co.                         | 102.9 | Albert J. Sytk, Pres.                              |
| Pittsburgh   | KDKA-FM | Westinghouse Radio Stations, Inc.               | 92.9  | Walter Evans, Pres.                                |
| Pittsburgh   | KQV-FM  | Allegheny Bcstg. Corp.                          | 98.1  | Charles T. Campbell, Pres.                         |
| Pittsburgh   | WCAE-FM | WCAE, Inc.                                      | 96.1  | Leonard Kapner, Pres.                              |
| Pittsburgh   | WJAS-FM | Pgh. Radio Supply House, Inc.                   | 99.7  | H. K. Brennen, Pres.                               |
| Pittsburgh   | WKJF    | W. Va. Radio Corp.                              | 93.7  | Mrs. H. C. Greer, Pres.                            |
| Pittsburgh   | WLFM    | Matta Bcstg. Co.                                | 96.9  | William G. Matta, Pres.                            |
| Pittsburgh   | WPGH-FM | Pittsburgh Bcstg. Co.                           | 102.5 | Harry A. Bergstrom, Pres.                          |
| Pittsburgh   | WPIT-FM | WPIT, Inc.                                      | 101.5 | John Laux, Pres.                                   |
| Pittsburgh   | WWSW-FM | WWSW, Inc.                                      | 94.5  | O. M. Schloss, Jr., Pres.                          |
| Pottsville   | WPAM-FM | Miners Bcstg. Svs.                              | 95.5  | J. L. Maguire, Pres.                               |
| Pottsville   | WPPA-FM | Pottsville Bcstg. Co.                           | 101.9 | A. V. Tidmore, Owner                               |
| Reading      | WEEU-FM | Hawley Bcstg. Co.                               | 92.9  | Hawley Quier, Pres.                                |
| Scranton     | WGBI-FM | Scranton Bcstrs. Inc.                           | 101.3 | M. E. Megargue, Pres.                              |
| Scranton     | WARM-FM | Union Bcstg. Co.                                | 105.7 | Martin F. Memolo, Pres.                            |
| Scranton     | WQAN-FM | The Scranton Times                              | 92.3  | Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners |
| Sharon       | WPIC-FM | Sharon Herald Bcstg. Co.                        | 102.9 | John Fahline, Jr., Pres.                           |
| Sunbury      | WKOK-FM | Sunbury Bcstg. Corp.                            | 94.1  | Harry H. Haddon, Pres.                             |
| Uniontown    | WMBB-FM | Fayette Bcstg. Corp.                            | 105.7 | Joseph C. Burwell, Pres.                           |
| Uniontown    | WNIO    | Uniontown Newspapers, Inc.                      | 106.5 | Stanley W. Calkins, Pres.                          |
| Warren       | WNAE-FM | Northern Allegheny Bcstg. Co.                   | 92.1  | David Potter, Jr., Pres.                           |
| Washington   | WJPA-FM | Wosh. Bcstg. Co.                                | 104.3 | William S. Yard, Pres.                             |
| Wilkes-Barre | WBRE-FM | Louis G. Baltimore                              | 98.5  | Louis G. Baltimore, Owner                          |
| Wilkes-Barre | WILK-FM | Wyoming Valley Bcstg. Co.                       | 96.1  | Dr. I. C. Morgan, Pres.                            |
| Wilkes-Barre | WIZZ    | Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc. | 103.3 | Richard G. Evans, Pres.                            |
| Williamsport | WLYC    | Lycoming Bcstg. Co.                             | 105.1 | George Lewis, Pres.                                |
| Williamsport | WRAK-FM | WRAK, Inc.                                      | 100.3 | E. M. Case, Pres.                                  |
| York         | WNOW-FM | Bcstg. Div., Helm Coal Co.                      | 105.7 | Lowell W. Williams, Gen. Mgr.                      |
| York         | WRZE    | White Rose Bcstg. Co.                           | 98.5  | Charles M. Gitt, Pres.                             |
| York         | WSBA-FM | The Susquehanna Bcstg. Co.                      | 103.3 | Louis J. Appell, Pres.                             |



# FM Stations in Operation

## RHODE ISLAND

| City       | Call Letters | Licensee                 | Frequency (mc) | Chief Executive               |
|------------|--------------|--------------------------|----------------|-------------------------------|
| Providence | WJAR-FM      | The Outlet Co.           | 95.5           | Mortimer L. Burbank, Pres.    |
| Providence | WLIV         | Colonial Bcstg. Co.      | 107.7          | Augustus M. Wilson, Pres.     |
| Providence | WPJB         | Providence Journal Co.   | 105.1          | George Pierce Metcalf, Pres.  |
| Providence | WPRO-FM      | Cherry & Webb Bcstg. Co. | 92.3           | William S. Cherry, Jr., Pres. |

## SOUTH CAROLINA

|             |         |                           |       |                                |
|-------------|---------|---------------------------|-------|--------------------------------|
| Anderson    | WCAC    | Wilton E. Hall            | 101.1 | Wilton E. Hall, Owner          |
| Charleston  | WCSC-FM | WCSC, Inc.                | 96.9  | John M. Rivers, Pres.          |
| Charleston  | WTMA-FM | Atlantic Coast Bcstg. Co. | 95.1  | Edward Manigault, Pres.        |
| Columbia    | WIS-FM  | Surety Life Insur. Co.    | 94.5  | Herman N. Hipp, Pres.          |
| Florence    | WJMX-FM | Atlantic Bcstg. Co.       | 102.7 | Eugene E. Stone, Pres.         |
| Greenville  | WESC-FM | Greenville Bcstg. Co.     | 92.5  | Scott Russell, Pres.           |
| Greenville  | WFBC-FM | News-Piedmont Co.         | 93.7  | B. H. Peace, Pres.             |
| Greenville  | WMRC-FM | Textile Bcstg. Co.        | 94.9  | R. A. Jolley, Sr., Pres.       |
| Greenwood   | WCRS-FM | Greco, Inc.               | 95.7  | Douglas Featherstone, Pres.    |
| Rock Hill   | WRHI-FM | York County Bcstg. Co.    | 97.5  | James S. Beaty, Jr., Gen. Mgr. |
| Spartanburg | WDXY    | Spartan Radiocasting Co.  | 100.5 | Walter J. Brown, Pres.         |
| Spartanburg | WSPA-FM | Surety Bcstg. Co.         | 98.9  | Francis Hipp, Pres.            |

## SOUTH DAKOTA

|            |         |                                |      |                       |
|------------|---------|--------------------------------|------|-----------------------|
| Rapid City | KOTA-FM | B. H. Bcstg. Co. of Rapid City | 94.7 | Robert J. Dean, Pres. |
|------------|---------|--------------------------------|------|-----------------------|

## TENNESSEE

|               |         |                                   |       |                              |
|---------------|---------|-----------------------------------|-------|------------------------------|
| Chattanooga   | WOPI-FM | Radiophone Bcstg. Sta. WOPI, Inc. | 96.9  | W. A. Wilson, Sr., Pres.     |
| Chattanooga   | WAPO-FM | WAPO Bcstg. Svc.                  | 94.7  | R. G. Patterson, Gen. Mgr.   |
| Chattanooga   | WDOB-FM | WDOB Bcstg. Corp.                 | 96.5  | Norman A. Thomas, Vice-Pres. |
| Jackson       | WVUN    | Unity Bcstg. Corp. of Tenn.       | 98.1  | John S. Martin, Pres.        |
| Jackson       | WTJS-FM | Sun Pub. Co.                      | 100.7 | A. A. Stone, Pres.           |
| Johnston City | WJHL-FM | WJHL, Inc.                        | 100.7 | W. H. Lancaster, Pres.       |
| Kingsport     | WKPT-FM | Kingsport Bcstg. Co., Inc.        | 98.5  | C. P. Edwards, Jr., Pres.    |
| Knoxville     | WBIR-FM | Radio Station WBIR, Inc.          | 93.3  | Gilmore N. Nunn, Pres.       |
| Knoxville     | WROL-FM | Stuart Bcstg. Co.                 | 97.3  | S. E. Adcock, Owner          |
| Memphis       | WHHM-FM | Mid-South Bcstg. Corp.            | 106.9 | P. E. Furlow, Pres.          |
| Memphis       | WMCF    | Memphis Pub. Co.                  | 99.7  | H. W. Slavick, Gen. Mgr.     |
| Nashville     | WSIX-FM | WSIX Bcstg. Station               | 97.5  | Jack M. Draughon, Gen. Mgr.  |
| Nashville     | WSM-FM  | WSM, Inc.                         | 103.3 | John H. DeWitt, Jr., Pres.   |

## TEXAS

|               |         |                                  |       |                                    |
|---------------|---------|----------------------------------|-------|------------------------------------|
| Abilene       | KRBC-FM | Reporter Bcstg. Co.              | 96.9  | Mrs. Eva M. Hanks, Pres.           |
| Amarillo      | KFDA-FM | Amarillo Bcstg. Corp.            | 100.3 | Howard Roberson, Gen. Mgr.         |
| Amarillo      | KGNC-FM | Plains Radio Bcstg. Co.          | 104.3 | Gene A. Howe, Pres.                |
| Beaumont      | KRIC-FM | The Enterprise Co.               | 99.5  | E. C. Davis, Vice-Pres.            |
| Belton        | KMHB    | Mary Hardin-Baylor Coll.         | 97.1  | Dr. Gordon G. Singleton, Gen. Mgr. |
| Cleburne      | KCLE-FM | Marti, Inc.                      | 94.3  | George W. Marti, Owner             |
| Dallas        | KIXL-FM | Variety Bcstg. Co., Inc.         | 104.5 | Lee Segall, Pres.                  |
| Dallas        | KRLD-FM | KRLD Radio Corp.                 | 92.5  | John W. Runyon, Pres.              |
| Dallas        | KYBS    | Baptist Gen. Convention of Texas | 107.9 | Dr. R. Alton Reed, Gen. Mgr.       |
| Dallas        | WFAA-FM | A. H. Belo Corp.                 | 97.9  | E. M. Dealey, Pres.                |
| Dallas        | WRR-FM  | City of Dallas                   | 101.1 | Dale Drake, Gen. Mgr.              |
| Denton        | KDNT-FM | Harwell V. Shepard               | 106.1 | Harwell V. Shepard, Gen. Mgr.      |
| Edinburg      | KURV-FM | J. C. Looney                     | 104.9 | J. C. Looney, Owner                |
| Fort Worth    | WBAP-FM | Carter Publications, Inc.        | 100.5 | Amon Carter, Pres.                 |
| Galveston     | KLUF-FM | The KLUF Bcstg. Co., Inc.        | 98.7  | George Roy Clough, Pres.           |
| Harlingen     | KGBS-FM | Harbenito Bcstg. Co.             | 94.7  | McHenry Tichenor, Pres.            |
| Houston       | KPRC-FM | Houston Post Co.                 | 102.9 | W. P. Hobby, Pres.                 |
| Houston       | KTRH-FM | KTRH Bcstg. Co.                  | 101.1 | B. F. Orr, Pres.                   |
| Houston       | KXYZ-FM | Shamrock Bcstg. Co.              | 96.5  | Glenn H. McCarthy, Pres.           |
| Longview      | KLTI-FM | R. G. LeTourneau, Inc.           | 105.9 | R. G. LeTourneau, Pres.            |
| Lubbock       | KFYO-FM | Plains Radio Bcstg. Co.          | 99.5  | Gene A. Howe, Pres.                |
| Lufkin        | KRBA-FM | Darrell E. Yates                 | 95.5  | Darrell E. Yates, Pres.            |
| San Antonio   | KISS    | The Walmac Co.                   | 99.5  | Howard W. Davis, Owner             |
| San Antonio   | KONO-FM | Mission Bcstg. Co.               | 92.9  | Eugene J. Roth, Pres.              |
| San Antonio   | KTSA-FM | Sunshine Bcstg. Co.              | 101.5 | Frank G. Huntruss, Jr., Pres.      |
| Temple        | KTEM-FM | Bell Bcstg. Co., Inc.            | 107.5 | Frank W. Mayborn, Pres.            |
| Texarkana     | KCMC-FM | KCMC, Inc.                       | 98.1  | Frank O. Myers, Gen. Mgr.          |
| Tyler         | KGKB-FM | East Tex. Bcstg. Co.             | 101.5 | James G. Ulmer, Pres.              |
| Vernon        | KVWC-FM | Northwestern Bcstg. Co.          | 98.7  | John Crabtree, Comm. Mgr.          |
| Wichita Falls | KWFT-FM | KWFT, Inc.                       | 99.9  | Kenyon Brown, Pres.                |

## UTAH

|                |         |                                 |       |                            |
|----------------|---------|---------------------------------|-------|----------------------------|
| Ogden          | KOPP-FM | James B. Littlejohn             | 103.9 | James B. Littlejohn, Owner |
| Salt Lake City | KDYL-FM | Intermountain Bcstg. & TV Corp. | 98.7  | S. S. Fox, Pres.           |
| Salt Lake City | KSL-FM  | Radio Svc. Corp. of Utah        | 100.3 | Ivor Sharp, Exec. V.-P.    |

## FM Stations in Operation

### VIRGINIA

| City         | Call Letters | Licensee                       | Frequency (mc) | Chief Executive                 |
|--------------|--------------|--------------------------------|----------------|---------------------------------|
| Arlington    | WARL-FM      | Northern Va. Bcstrs., Inc.     | 105.5          | R. Kilbourne Castell, Pres.     |
| Crewe        | WSVS-FM      | Southern Va. Bcstg. Corp.      | 104.7          | C. S. Willis, Pres.             |
| Danville     | WBTM-FM      | Piedmont Bcstg. Corp.          | 97.9           | L. N. Dibrell, Pres.            |
| Harrisonburg | WSVA-FM      | Shenandoah Valley Bcstg. Corp. | 100.7          | Frederick L. Allman, Pres.      |
| Lynchburg    | WLVA-FM      | Lynchburg Bcstg. Corp.         | 97.5           | Edward A. Allen, Pres.          |
| Lynchburg    | WWOD-FM      | Old Dominion Bcstg. Corp.      | 107.9          | David Hugh Dillard, Pres.       |
| Martinsville | WMVA-FM      | Martinsville Bcstg. Co.        | 96.3           | William C. Barnes, Pres.        |
| Newport News | WGH-FM       | Hampton Roads Bcstg. Corp.     | 96.5           | Raymond B. Bottom, Pres.        |
| Norfolk      | WRVC         | Larus & Bros. Co., Inc.        | 102.5          | C. T. Lucy, Gen. Mgr.           |
| Norfolk      | WTAR-FM      | WTAR Radio Corp.               | 97.3           | Campbell Arnoux, Pres.          |
| Portsmouth   | WSAP-FM      | Portsmouth Radio Corp.         | 99.7           | T. E. Gilman, Pres.             |
| Richmond     | WCOD         | Haven & Martin, Inc.           | 98.1           | Wilbur M. Havens, Pres.         |
| Richmond     | WLEE-FM      | Lee Bcstg. Corp.               | 102.9          | Thomas G. Tinsley, Jr., Pres.   |
| Richmond     | WRNL-FM      | Richmond Radio Corp.           | 102.1          | D. Tennant Bryan, Pres.         |
| Richmond     | WRVB         | Larus & Bros. Co., Inc.        | 94.5           | C. T. Lucy, Gen. Mgr.           |
| Roanoke      | WDBJ-FM      | Times World Corp.              | 94.9           | J. P. Fishburn, Pres.           |
| Roanoke      | WLSL-FM      | Roanoke Bcstg. Corp.           | 99.1           | Paul C. Buford, Pres.           |
| Suffolk      | WLPF-FM      | Suffolk Bcstg. Corp.           | 107.7          | Fred L. Hart, Pres.             |
| Winchester   | WRFL         | Richard Field Lewis, Jr.       | 92.5           | Richard Field Lewis, Jr., Pres. |

### WASHINGTON

|          |         |                              |       |                          |
|----------|---------|------------------------------|-------|--------------------------|
| Longview | KWLK-FM | Twin City Bcstg. Corp.       | 103.9 | C. O. Chatterton, Pres.  |
| Seattle  | KING-FM | King Bcstg. Co.              | 98.1  | Henry B. Owens, Pres.    |
| Seattle  | KIRO-FM | Queen City Bcstg. Co.        | 100.7 | Saul Haas, Pres.         |
| Seattle  | KISW    | Eljwood W. Lippincott        | 99.9  |                          |
| Seattle  | KOMO-FM | Fishers' Blend Station, Inc. | 98.9  | O. W. Fisher, Pres.      |
| Tacoma   | KTNT    | Tacoma News Tribune          | 97.3  | Leonard H. Higgins, Mgr. |

### WEST VIRGINIA

|             |         |                                     |       |                                   |
|-------------|---------|-------------------------------------|-------|-----------------------------------|
| Beckley     | WCFC    | Beckley Newspapers Corp.            | 101.3 | E. J. Hodel, Gen. Mgr.            |
| Beckley     | WJLS-FM | Joe L. Smith, Jr.                   | 99.5  | Joe L. Smith, Jr., Pres.          |
| Bluefield   | WHIS-FM | Daily Telegraph Prtg. Co.           | 104.5 | Pat Flanagan, Gen. Mgr.           |
| Charleston  | WGKY-FM | Kanawha Valley Bcstg. Co.           | 98.5  | R. M. Venable, Pres.              |
| Charleston  | WKNA-FM | Chemical City Bcstg.                | 97.5  | Gus Zaharis, Pres.                |
| Clarksburg  | WPDX-FM | Clarksburg Bcstg. Corp.             | 95.1  | O. L. Billingsley, Pres.          |
| Fairmont    | WVWV-FM | Fairmont Bcstg. Co.                 | 92.3  | J. Patrick Beacom, Pres.          |
| Huntington  | WHTR-FM | Greater Huntington Radio Corp.      | 105.5 | A. B. Hyman, Pres.                |
| Huntington  | WPLH-FM | Huntington Bcstg. Corp.             | 102.5 | Flem J. Evans, Pres.              |
| Logan       | WLOG-FM | Clarence H. Frey, Robert O. Greever | 103.3 | C. H. Frey, R. O. Greever, Owners |
| Martinsburg | WEPM-FM | Martinsburg Bcstg. Co.              | 94.3  | C. Leslie Golliday, Gen. Mgr.     |
| Morgantown  | WAJR-FM | W. Va. Radio Corp.                  | 99.3  | Mrs. A. J. R. Greer, Chief Owner  |
| Oak Hill    | WOAY-FM | Robert R. Thomas, Jr.               | 94.1  | Robert R. Thomas, Jr., Owner      |
| Parkersburg | WPAR-FM | Ohio Valley Bcstg. Corp.            | 106.5 | George H. Clinton, Vice-Pres.     |
| Wheeling    | WKWK-FM | Community Bcstg., Co.               | 97.3  | Joe L. Smith, Jr., Pres.          |
| Wheeling    | WVVA-FM | The Fort Industry Co.               | 98.7  | George B. Storer, Pres.           |

### WISCONSIN

|                  |         |                                |       |                                    |
|------------------|---------|--------------------------------|-------|------------------------------------|
| Beloit           | WBNB-FM | Beloit Bcstrs., Inc.           | 107.3 | Lloyd Burlingham, Pres.            |
| Sau Claire       | WEAU-FM | Central Bcstg. Co.             | 94.1  | Morgan Murphy, Pres.               |
| Green Bay        | WBAY-FM | WHBY, Inc.                     | 102.5 | Haydn R. Evans, Gen. Mgr.          |
| Green Bay        | WJPG-FM | Green Bay Newspaper Co.        | 101.1 | A. B. Turnbull, Pres.              |
| Janesville       | WCLO-FM | Southern Wisc. Radio, Inc.     | 99.9  | Sidney H. Bliss, Pres.             |
| Madison          | WFOV    | Earl W. Fessler                | 104.9 | Earl W. Fessler, Pres.             |
| Madison          | WIBA-FM | Badger Bcstg. Co.              | 101.5 | William T. Evjue, Pres.            |
| Madison          | WISC-FM | Radio Wisc., Inc.              | 103.9 | Morgan Murphy, Pres.               |
| Marshfield       | WDLB-FM | Dairyland's Bcstg. Svc., Inc.  | 98.9  | Lloyd L. Felker, Pres.             |
| Merrill          | WLIN-FM | Alvin E. O'Konski              | 100.7 | Alvin E. O'Konski, Pres.           |
| Milwaukee        | WEMP-FM | Milwaukee Bcstg. Co.           | 94.1  | Robert M. LaFollette, Jr., Pres.   |
| Milwaukee        | WISN-FM | Hearst Radio, Inc.             | 102.9 | G. W. Grignon, Gen. Mgr.           |
| Milwaukee        | WMTJ-FM | The Journal Co.                | 95.2  | Walter J. Damm, Vice-Pres.         |
| Neenah           | WNAM-FM | Neenah Menasha Bcstg. Co.      | 98.5  | Don C. Wirth, Vice-Pres.           |
| Oshkosh          | WOSH-FM | Oshkosh Bcstg. Co.             | 92.9  | William F. Johns, Jr., Chief Owner |
| Poynette         | WWCF    | William C. Forrest             | 94.9  | William C. Forrest, Pres.          |
| Racine           | WRJN-FM | Racine Bcstg. Corp.            | 100.7 | Frank R. Starbuck, Pres.           |
| Rice Lake        | WJMC-FM | WJMC, Inc.                     | 96.3  | Walter C. Bridges, Pres.           |
| Sheboygan        | WHBL-FM | WHBL, Inc.                     | 100.3 | Matt Werner, Pres.                 |
| Waukesha         | WAUX-FM | Waukesha Bcstg. Co.            | 95.3  | Carl Taylor, Pres.                 |
| Wausau           | WSAU-FM | The Journal Co.                | 95.5  | Ben F. Havel, Mgr.                 |
| Wisconsin Rapids | WFHR-FM | William F. Huffman Radio, Inc. | 103.3 | Mrs. Louise Huffman, Pres.         |



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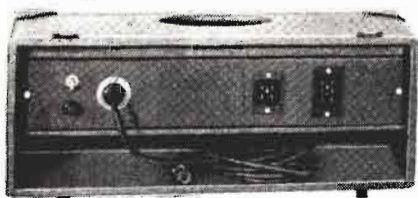
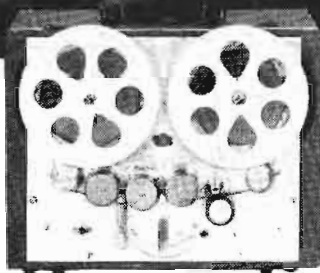
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# EQUIPMENT

How to Apply for a FCC License

AM-FM-TV



Manufacturers In Wonderland Through The Viewing Tube



Recipients of

IRE Awards



RMA Personnel—Committees



Consulting Engineers



Chief Engineers of Stations

In The United States



Radio-TV Equipment Manufacturers

# NINETEEN FIFTY



# HOW TO APPLY FOR A FCC LICENSE

*Official FCC Procedure for AM, FM and TV Licenses*

**A**NY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

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

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

## Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

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

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

## Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

## Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted



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## • • •      **How To Apply For a FCC License**      • • •

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interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

### **Hearings**

However, where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

### **Request for Argument**

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements,

the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

### **Construction Permit**

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### **License**

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.



# MANUFACTURERS IN WONDERLAND THROUGH THE VIEWING TUBE

by  
**ERNEST E. STERN**  
Associate Editor, Radio Annual

**S**OMEDAY in the future, when the whole history of the vast television industry has been told, the year 1949 must certainly be set down as the beginning of the mass production of the cathode ray tube—the year in which manufacturers built more television tube plants than in any previous year and possibly—than in any future year, and the year in which assembly lines in these new plants rolled off some 2,900,000 TV viewing tubes, accounting for \$175,000,000 in business. These 2,900,000 tubes, combined with the backlog that existed at the beginning of 1949, accounted for the sale of 3,029,000 TV receivers last year, with a total of 3,764,000 sets in use at year's end.

Some 30 odd manufacturers were responsible for this turnout of tubes. The big four of these 30 odd manufacturers being RCA, Sylvania, G.E. and DuMont, in that order, but individual production figures of tube manufacturers remained a closely guarded secret and were not made available to the trade.

1949 saw many technical advances in the production of TV tubes, but perhaps what shaped the greatest change, was the sudden demand on the part of the buying public for a larger picture. There evolved the rectangular tubes, 16 and 19 inches in size, replacing the early 7 and 10-inch round-faced tubes and even the 12½-inch tube, which in reality took the place of the 10-inch tube and became the "small" set. The 10-inch tubes practically disappeared from all production lines, except as a replacement item and the race was on for larger picture tubes on a mass production basis.

As this article is being written, 70 per cent of all of RCA's TV tube production is devoted to the manufacture of 16-inch, round-faced tubes (RCA makes no rectangulars) and 60 per cent of Sylvania's production is devoted to

turning out 16-inch tubes, with every likelihood that by the end of 1950, 70 to 80 per cent of their production will be devoted to 16-inch tubes. The same pattern prevails at DuMont and G.E., as well as other manufacturers of video tubes and it appears now that the public is favoring the 16-inch tube in preference to all other sizes, since this seems most compatible to the average size room in which TV sets are installed.

Briefly breaking down production figures, the industry indicates at the present time that 18 to 20 per cent of all new tubes are being used as replacements in sets already installed (average cathode ray tube life being five years, based on a daily operation of 3½ hours). The balance of all production going into new sets.

A quick glance at 1950 indicates a production figure of 4½ million tubes—a conservative estimate by all standards, with a possibility that some 6 to 6½ million tubes may be produced by the end of 1950, although it seems unlikely that such an astronomical figure will be maintained. However, this figure has maintained for the first 3 months of 1950!

Thus far it has been established that (1) the 16-inch tube is the best current seller. (2) Rectangulars are in greater demand than round-faced tubes, and (3) the possibility of color is now nearer than ever before through RCA's latest tube development in this field, but best estimates are that it will be at least another 18 to 24 months before color television begins to become a reality.

There is no doubt that the industry can more than adequately fill the greatest expectant demand for TV tubes by all video manufacturers—and come color—they can and will meet this challenge. In the meantime, TV tube plants throughout the country will continue the mass production of monochrome video tubes in a quantity and quality that cannot be matched anywhere else in the world.

# RECIPIENTS OF IRE AWARDS



## Medal of Honor—1950

Frederick E. Terman, for his many contributions to the radio and electronics industry as teacher, author, scientist and administrator.

## Morris Liebmann Memorial Prize—1950

Otto H. Schade, for his outstanding contributions to the analysis, measurement technique and system development in the field of television and related optics.

## Browder J. Thompson Memorial Award—1950

Joseph F. Hull and Arthur W. Randals, for their paper in the November, 1948, Proceedings of the I.R.E., entitled "High-Power Interdigital Magnetrans."

## Harry Diamond Memorial Award—1950

Andrew V. Haeff, for his general work in the field of high-frequency radio analysis and his work on the traveling wave tube and memory storage devices.

## Editor's Award—1950

E. J. Barlow, for unusually clear presentation in his paper "Doppler Radar" published in the April 1, 1949 Proceeding of the I.R.E.

## Fellow Awards 1950

Arthur L. Albert, Professor of Communication Engineering, Oregon State College, Cowallis, Ore., "for his contribution to electronics as a teacher and writer."

Ralph R. Batcher, electronics consultant, Douglaston, L. I., N. Y., "for his pioneer work with cathode-ray instruments and more recently for his development of precision variable frequency standards and meters."

Alda V. Bedford, research engineer, RCA Laboratories Division, Princeton, N. J., "for his many contributions to sound recording and the development of many circuits of basic importance to present-day television."

Rawson Bennett, Director, U. S. Navy Electronics Laboratory, San Diego, Calif., "for his contributions in programming, guiding, and developing sonar systems for military use and his contribution to the administration of military electronics laboratories."

Frank J. Bingley, Chief Television Engineer, Philco Corp., Philadelphia, Pa. "in recognition of his contributions in the field of television broadcast engineering."

K. H. Blomberg, Telefonactiebolaget L. M., Ericsson, Stockholm, Sweden, "in recognition of his many contributions to development and engineering in the field of communications in Sweden."

John F. Byrne, Vice President of Engineering, Airborne Instruments Laboratory, Inc., Mineola, L. I., N. Y., "for his development of a system of polyphase broadcasting and for effective engineering administration in connection with radar countermeasure during the war."

Garrard Mountjoy, Chief Radio Engineer, Stromberg-Carlson Co., Rochester, N. Y., "for his contribution to the design of radio and television broadcast receivers."

Emanuel R. Piore, Director, Physical Science Division, Office of Naval Research, Washington, D. C., "for his many contributions in the field of engineering and physical sciences, and for outstanding service in enhancing the national effort in basic research."

Jack R. Poppele, Vice President, Secretary, and Chief Engineer, Bamberger Broadcasting Service, Inc., New York, N. Y., "for his long and continued leadership in the broadcasting field and in particular for his recent contributions to television broadcasting."

Simo Ramo, Director of Guided Missile Research and Development, Hughes Aircraft Co., Culver City, Calif., "for his many contributions to the analysis of electromagnetic phenomena and for his leadership in research."

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## Recipients of IRE Awards

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**Claude E. Shannon**, member of the technical staff, Bell Telephone Laboratories, Inc., Murray Hill, N. J., "for his contributions to the philosophy of new pulse methods and to the basic theory of communications."

•

**W. Arthur Steel**, Chief Engineer, Federal Electric Manufacturing Co., Ltd., Montreal, Que., Canada, "for his contributions in Canada in advancing development of military radio broadcasting, and international communication."

•

**Jerome R. Steen**, Director of Quality Control, Sylvania Electric Products Inc., Flushing, L. I., N. Y., "for his work in the introduction and development of statistical quality control technique in electron tube manufacturing."

•

**George R. Town**, Professor of Electrical Engineering and Assistant Director of the Engineering Experimental Station, Iowa State College, Ames, Iowa "for his contributions in radio receiver engineering and research."

•

**Dayton Ulrey**, Manager, Lancaster Engineering Sections, RCA Victor Division, Lancaster, Pa., "for pioneering research and for administrative and technical contributions to the development of special purpose and power tubes."

•

**Robert R. Warnecke**, Technical Director, Electronics Dept., Generale de Telegraphie Sans Fil, Paris, France, "for his engineering and research contributions to vacuum tube theory and design in France."

•

**Harold A. Zahl**, Chief of Research, Signal Corps Engineering Laboratories, Fort Monmouth, N. J., "for his guidance of the Army Signal Corps research program in the transition from war to peace and for his contribution to radar in its early development stages."

•

**William G. Dow**, Professor, Electrical Engineering Dept., University of Michigan, Ann Arbor, Mich., "for outstanding contributions to the teaching and understanding of electronics through the organization of educational material."

•

**Dudley E. Foster**, Engineer-in-Charge, Hazeltine Research, Inc., Los Angeles, Calif., "for his contributions and technical direction of work leading to better radio receiver design."

•

**George W. Gilman**, Director of Trans-

mission Engineering, Bell Telephone Laboratories, Inc., New York, N. Y., "for his contributions to the communication art and for his direction of important developments in the field of radio transmission systems."

•

**George L. Haller**, Dean, School of Chemistry and Physics, Pennsylvania State College, State College, Pa., "for his work on aircraft antennas and for his diversified radio effort during the war."

•

**Albert G. Hill**, Professor, Massachusetts Institute of Technology, Cambridge, Mass., "for his work in the utilization of electronics to research in physics and his contribution in the conversion of wartime development laboratories."

•

**Frederick S. Howes**, Electrical Engineering Dept., McGill University, Montreal, Que., Canada, "for his contributions as a teacher in the field of communication engineering."

•

**Harley A. James**, North American Aviation, Inc., Downey, Calif., "for the development of electronic apparatus for converting images formed by electromagnetic waves to electrical signals, first in the television field."

•

**Willis Jackson**, Electrical Engineering Dept., Imperial College, London, England, "for his service as an educator and his many contributions to the literature in both the radio and electrical fields."

•

**Rudolph Kompfner**, Principal Scientific Officer, Royal Naval Scientific Service, Clarendon Laboratory, Oxford, England, "for his research in electron tube theory and particularly for his original contributions to the concepts of the traveling-wave amplifier."

•

**Harry B. Marvin**, Project Engineer, General Electric Co., Schenectady, N. Y., "for his outstanding contributions to the measurements art and pioneering work in FM, television, and allied fields."

•

**Piere Mertz**, Engineer, Bell Telephone Laboratories, Inc., New York, N. Y., "in recognition of his important contributions to the fundamental concepts of television transmission and reception."

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**John H. Miller**, Vice President and Chief Engineer, Weston Electrical Instrument Corp., Newark, N. J., "for his long activity and many contributions in the field of electrical metering and measuring technique."

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McKinney, Maurice.....WJLD, Bessemer  
McLellan, Charles G.....WVWR, Russellville  
McMoran, Lynn.....WLA Y, Muscle Shoals  
Miller, Edwin R.....WFMA, Florence  
Miller, Eugene.....WKAB, Mobile  
Murphree, W. H.....WABB, Mobile  
Norris, Frank.....WHOS, Decatur  
Pebworth, Howell E.....WFEB, Sylacauga  
Roberts, Ray.....WHBS & WHBS-FM, Huntsville  
Roser, J. V.....WMSL, Decatur  
Shelkofsky, Cliff.....WSPA, Montgomery  
Stowers, James S., Jr.....WMLS, Sylacauga  
Todd, T. H.....WTBC, Tuscaloosa  
Townshend, John.....WGWC, Selma  
Watkins, Charles E.....WWE, Fayette  
Weatherly, W. D.....WCOV, Montgomery  
Welch, William E.....WJHO, Opelika  
Whitley, James W.....WRFS, Alexander City

## Arizona

Anderson, A. C.....KTAR, Phoenix  
Cimmiotti, Vern.....KOFO, Tucson  
Edwards, Marvin.....KRUX, Phoenix  
Ferryhaugh, Wayne.....KCKY, Coolidge  
Greenhaw, Benny.....KNQG, Nogales  
Hanes, Herb J.....KWJB, Globe  
Hendricks, Rick.....KAWT, Douglas  
Holsclaw, Raymond H.....KVOA, Tucson  
Hurlbut, Phillip R.....KTKT, Tucson  
Karpisek, William J.....KCNB, Tucson  
Livingston, Cliff.....KTUC, Tucson  
Miller, Clifford R.....KOY, Phoenix  
Magley, John E.....KYCA, Prescott  
Shepherd, Miles L.....KOOL, Phoenix  
Strotman, Ben.....KSUN, Bisbee

## Arkansas

Butler, Earl.....KKLR, Little Rock  
Causey, Don.....KHOO, Harrison  
Doeber, A. P.....KFFA, Helena  
Dillaplain, V. L.....KWEM, West Memphis  
Dotson, George.....KGRH, Fayetteville  
Hunter, Dorris C.....KAMD, Camden

Jackson, Jesse.....KDRS, Paragould  
Kunkel, Willard E.....KFPW, Fort Smith  
Long, John.....KELD, El Dorado  
Miller, William.....KVLK, Little Rock  
Penix, Charles.....KCLA, Pine Bluff  
Platt, Robert W.....WFSA, Ft. Smith  
Skinner, Marion.....KCLN, Blytheville  
Smith, Cecil E.....KUOA, Siloam Springs  
Sneed, William.....KXRI, Russellville  
Sutt, Cecil L.....KTSH, Hot Springs  
Summers, E. H.....KVRB, Arkadelphia  
Tate, Frank.....Ft. Smith  
Tracy, Kermit.....KLPB, Little Rock  
Warden, Jack.....KWAQ, Stuttgart  
Wells, Ray H.....KVMA, Magnolia  
Wilson, Tom.....KWFQ, Hot Springs  
Winn, Dan L.....KARK, Little Rock

## California

Bates, William H., Jr.....KTRB, Modesto  
Beavers, M. R.....KYOS, Merced  
Berger, Ewald.....KXOA, Sacramento  
Berger, Walt.....KXOB, Stockton  
Black, H. Neil.....KSMO, San Mateo  
Blatterman, H. L.....KFI, Los Angeles  
Brock, George W.....KRNO, San Bernardino  
Buckley, Farrel.....KHUB, Watsonville  
Bulkecey, Thad.....KERO, Bakersfield  
Caldwell, P. G.....KECA, KECA-TV, Hollywood  
Carruthers, Walter.....KHJ, Los Angeles  
Chew, Thornton.....KFMD, WFMD-TV, San Diego  
Choate, Forrest, T.....KDB, Santa Barbara  
Clark, Robert W.....KNBH, Hollywood  
Collins, William G.....KGB, San Diego  
Cormack, Alan.....KCBS, San Jose  
Crumbaugh, Luther.....KGER, Long Beach  
Dean, Elbert.....KARM, Fresno  
Downey, C. E.....KROW, Oakland  
Evans, A. E.....KGO, San Francisco  
Ewing, George.....KFXM, San Bernardino  
Fields, Dave.....KRE, Berkeley  
Freitag, Willis O.....KRKD, Los Angeles  
Frisk, Cal.....KGIL, San Fernando  
Fritch, Harvey.....KALI, Pasadena  
Froming, Ted.....KAPL, Bakersfield  
Fullwood, Fred.....KWTC, Barstow  
Glass, Frank.....KXRX, San Jose  
Gregg, Paul.....KWBR, Oakland  
Greene, Bey.....KGMN, Stockton  
Guenther, Stanley G.....KVOE, Santa Ana  
Hall, Floyd.....KOCB, Ontario  
Hall, J. M.....KSBW, Salinas  
Hargan, Bill.....KQVN, Napa  
Hassett, Vern.....KNRO, Santa Rosa  
Houston, Hal.....KSUE, Susanville  
Isberg, R. A.....KRON-TV, San Francisco  
Jacobsen, Dick.....KXO, El Centro  
Johnston, Lee.....KEEN, San Jose  
Johnston, Seymour.....KFI-TV, Los Angeles  
Jury, Harold.....KTSL, Hollywood  
King, Lane.....KBLF, Red Bluff  
Leake, Paul E.....KCRB, Sacramento  
McBain, Donald C.....KCMJ, Palm Springs  
McKinney, Hampton.....KTIP, Porterville  
McQueary.....KMYC, Marysville  
Maginnis, Wm.....KSYC, Yreka  
Mason, Curtis.....KFI, Los Angeles  
Martineau, Howard.....KROY, Sacramento  
Mealey, Keith L.....WFRE, Fresno  
Meyers, Rodney.....WMNS, San Luis Obispo  
Milton, Vern.....KSDO, San Diego  
Monfort, R. A.....KTTV, Hollywood  
Moore, Raymond.....KTLA, Los Angeles  
Morcroft, John.....KOWL, Los Angeles



## Chief Engineers

Morrison, James.....KCOK, Tulare  
 Murphy, Melvin.....KTIM, San Rafael  
 Myers, Harry.....KFWB, Los Angeles  
 Nesmith, Frank.....KWG, Stockton  
 Nicolay, Albert.....KTMS, Santa Barbara  
 Nielsen, Julian J.....KSGN, Sanger  
 Oakley, Ron.....KFAC, Los Angeles  
 Obuchon, Homer M.....KGFJ, Hollywood  
 O'Laughlin, LeRoy.....KGOY, Santa Maria  
 Olson, Carl.....KLAC, KLAC-TV, Hollywood  
 Parker, Homer.....KSPA, Santa Paula  
 Partridge, Ray.....KDNJ, Oroville  
 Patterson, Norwood.....KSN, San Francisco  
 Peck, Curtis.....KNBC, San Francisco  
 Planting, Merwyn F.....KVSM, San Mateo  
 Reader, Jack.....KXLA, Pasadena  
 Reeves, Don C.....KNGS, Hanford  
 Reeves, Leonard.....KFVD, Los Angeles  
 Roberts, William.....KGYW, Vallejo  
 Sayeressig, Stan E.....KIST, Santa Barbara  
 Schulz, Paul C.....KYA, San Francisco  
 Shatto, La Verne.....KERN, Bakersfield  
 Shellhammer, Wesley I.....KSJO, San Jose  
 Sherburne, Charles J.....KCBQ, San Diego  
 Sigmon, Loyd C.....KMPC, Los Angeles  
 Smith, Craig.....KDAC, Ft. Bradd  
 Smith, Roswell S.....KIX, Oakland  
 Spargo, Paul W.....KWKW, Pasadena  
 Sronce, Stem.....KFBK, Sacramento  
 Stanton, Dick.....KVEN, Ventura  
 Stroppe, Edw. P.....KHUM, Eureka  
 Swanson, Roy.....KUBA, Yuba City  
 Tomberlin, Bill.....KSON, San Diego  
 Towne, A. E.....KPIX, KSFO, San Francisco  
 Underwood, E. G.....KFRC, San Francisco  
 Wallace, Bill.....KNJ, Fresno  
 Williamson, Bert.....KYNO, Fresno  
 Wortman, Dave.....KIBE, Palo Alto  
 Wright, Omer.....KDON, Santa Cruz

### Colorado

Anderson, Don.....KUBC, Montrose  
 Austin, Harold.....KCOL, Fort Collins  
 Birdsong, O. J.....KRLN, Cannon City  
 Brewer, Harry.....KPKA, Greeley  
 Cooper, Mel.....KCRT, Trinidad  
 Crouch, Dee B.....KDZA, Pueblo  
 Dobbins, Blair.....KBOL, Boulder  
 Ekrem, T. C.....KVOD, Denver  
 Emrich, Paul.....KYOU, Greeley  
 Fugal, John.....KPHC, Walsenburg  
 Fitzmorris, Robert.....KRDO, Colorado Springs  
 Hay, Chas.....KFKJ, Grand Junction  
 Hoffman, Harold.....KIUP, Durango  
 James, Glen L.....KMYR, Denver  
 Kelley, O. E.....WTLN, Denver  
 Kidd, T. L.....KVRH, Salida  
 Morrissey, T. G.....KPEL, Denver  
 Owen, Robert H.....KOA, Denver  
 Paige, Bob.....KGIW, Alamosa  
 Pyle, S. W. D.....KVOD, Denver  
 Shanks, Willis C.....KGHF, Pueblo  
 Stephens, Donald F.....KLMR, Lamar  
 Strang, Cozine.....KVOR, Colorado Springs  
 Stuart, S. K.....KRAI, Craig  
 Towne, D. E.....KEXO, Grand Junction  
 Wehrman, Harvey.....KLZ, Denver  
 Wilson, Lloyd.....KOKO, La Junta  
 Wilson, Lloyd L.....KSFT, Trinidad

### Connecticut

Crawford, Winthrop.....WICC, Bridgeport  
 DeLaurentis, V.....WNHC, WNHC-TV, New Haven  
 Dubenetsky, Alexander.....WICH, Norwich  
 Fleischer, Gene.....WWCO, Waterbury  
 Gellman, Ernest S.....WAYZ, New Haven  
 Hales, Frank B.....WBRY, Waterbury  
 Holt, Rogers.....WONS, Hartford  
 House, Lewis.....WKNB, New Britain  
 Jensen, Russell.....WATR, Waterbury  
 King, Fred.....WELI, New Haven  
 Langfelder, Gabriel.....WMMW, Meriden  
 Markman, Edward.....WSTC, Stamford  
 Martino, Italo M.....WDRS, Hartford

Morey, Gerald J.....WNLC, New London  
 Masini, Charles S.....WTHT, Hartford  
 Pallokat, Alfred F.....WLCS, Torrington  
 Rameika, John.....WCCC, Hartford  
 Taylor, Herman.....WTIC, Hartford  
 Winquist, Ralph.....WLIZ, Bridgeport  
 Winter, Charles W. Jr.....WNLK, Norwalk

### Delaware

Eckstein, H. H.....WAMS, WAMS-FM, Wilmington  
 Kennedy, H. Edwin.....WILM, Wilmington  
 Mathiot, J. E.....WDEL, WDEL-TV, Wilmington  
 Neuhaus, Wayne.....WTUX, Wilmington

### District of Columbia

Beville, Ross H.....WWDC, Washington  
 Burleson, Malcolm M.....WTTG, Washington  
 Cannon, Ralph E. Jr.....WINX, Washington  
 Compton, Robin D.....WOIC, Washington  
 Cooper, Donald.....WNBW, WRC, Washington  
 Harvey, Frank.....WMAL, WMAL-TV, Washington  
 Hunt, Clyde.....WTOP, Washington  
 Martin, Robert B.....WQQW, Washington

### Florida

Bassett, John W.....WORZ, Orlando  
 Bennett, Russell.....WMIE, Miami  
 Browne, Emerson.....WTRR, Sanford  
 Callahan, W. P.....WTMC, Ocala  
 Castle, Charles.....WLBE, Leesburg-Eustis  
 Chamberlin, R. M.....WGGG, Gainesville  
 Clemons, C. S.....WSWN, Belle Glade  
 Clifton, Charles.....WTNT, Tallahassee  
 Craig, L. Orden.....WSIR, Winter Haven  
 Daniel, Dodd.....WLOF, Orlando  
 Dashiell, Gene.....WHOO, Orlando  
 Donovan, James R.....WPDQ, Jacksonville  
 Gano, Ovid.....WRUF, Gainesville  
 Grant, James E., Jr.....WSPB, Sarasota  
 Grove, Howard.....WEAR, Pensacola  
 Hay, Beecher.....WTMC, Ocala  
 Heath, Harold.....WCOA, Pensacola  
 Heitzman, William P.....WIRK, W. Palm Beach  
 Hill, Ed.....WDHL, Bradenton  
 Hopkins, John T., III.....WJAX, Jacksonville  
 Hovrigan, Cal.....WFYS, Marianna  
 Keicher, Andrew.....WEAT, Lake Worth  
 Kindell, Tom.....WJVB, Jacksonville Beach  
 Lacy, James.....WINK, Ft. Myers  
 Lee, William P.....WLAJ, Lakeland  
 Letson, A. B.....WCNH, Quincy  
 Lewis, Earl W.....WTVJ, Miami  
 McCall, L. C.....WWPF, Palatka  
 Mangold, W. D.....WTSF, St. Petersburg  
 Mead, G. E. (Bert).....WBRS, Pensacola  
 Mennitt, Lawrence.....WVCG, Coral Gables  
 Mickle, Lauren.....WDLF, Deland  
 Miller, Jack D.....WMBM, Miami Beach  
 Mitchell, Joseph.....WFLA, Tampa  
 Montgomery, Maribel.....WNDB, Daytona Beach  
 Moore, William Pharr.....WDAE, Tampa  
 Raistrick, Ernest.....WFOY, St. Aug.  
 Rider, Gene.....WQAM, Miami  
 Scott, Elmer.....WDLF, Panama City  
 Scott, M. C.....WIOD, Miami  
 Scott, Maurice.....WHBO, Tampa  
 Sheets, Howard.....WFTL, Ft. Lauderdale  
 Shropshire, A. W.....WGBS, Miami  
 Singleton, Bruce.....WDSR, Lake City  
 Smith, Arthur P.....WKAT, Miami Beach  
 Snowden, William A., Jr.....WTAL, Tallahassee  
 Sowinski, James.....WIRA, Ft. Pierce  
 Tanner, Ralph G.....WINZ, Hollywood, Fla.  
 Tison, J. B.....WALT, Tampa  
 Vordermark, E. B. WMBR, WMBR-TV, Jacksonville  
 Walkden, Clyde E.....WWPG, Palm Beach  
 Waltz, Kenneth R.....WMMB, Melbourne  
 Wright, Otis C.....WJNO, West Palm Beach, Fla.  
 Yarbrough, J. E.....WDBO, Orlando

### Georgia

Aderhold, Harvey.....WCON, Atlanta  
 Akerman, Ben.....WGST, Atlanta

Andrews, J. S. . . . . WBLI, Dalton  
 Atkinson, William R. . . . . WGGA, Columbus  
 Beatty, Lamar . . . . . WMGA, Moultrie  
 Bobo, Rabun F. . . . . WRDW, Augusta  
 Brown, Hudie . . . . . WDAR, Columbus  
 Brown, Keith . . . . . WGGA, Gainesville  
 Callicott, C. M. . . . . WJBF, Augusta  
 Carlton, Redus A. . . . . WGPC, Albany  
 Church, Ernest . . . . . WKLY, Hartwell  
 Cram, Paul . . . . . WAGA, WAGA-TV, Atlanta  
 Daugherty, C. F. . . . . WSB, WSB-TV, Atlanta  
 Dennis, Ralph M. . . . . WGOV, Valdosta  
 Dodd, Jackson A. . . . . WDFN, Gainesville  
 Doherty, John H. . . . . WBHF, Cartersville  
 Dorrough, Loren . . . . . WVOP, Vidalia  
 Drewry, L. D. . . . . WRFC, Athens  
 Evans, Bill . . . . . WGAU, Athens  
 Gamble, J. A. . . . . WRIB, Columbus  
 Goodrich, H. S. . . . . WBML, Macon  
 Hargreaves, Sidney . . . . . WMOG, Brunswick  
 Hattaway, Robbie O. . . . . WMVQ, Milledgeville  
 Jewett, Howard . . . . . WDAR, Savannah  
 Jopling, John . . . . . WGAC, Augusta  
 Keller, William Hall . . . . . WEAS, Atlanta-Decatur  
 Kennedy, William F. . . . . WERD, Atlanta  
 Lange, Herman . . . . . WGIG, Brunswick, Ga.  
 Legare, John E. . . . . WAXX, Waycross  
 Lewis, Clinton J. . . . . WWSN, Statesboro  
 McKay, James . . . . . WLAG, LaGrange  
 McKinney, Lloyd E. . . . . WDEC, Americus  
 Mazill, R. R. . . . . WRLD, West Point  
 Mallory, K. T. . . . . WKTG, Thomasville  
 Maxwell, Tom . . . . . WIBB, Macon  
 Meeks, J. Carl . . . . . WLET, Toccoa  
 Minton, Bob . . . . . WGLS, Decatur  
 Moats, William E. . . . . WCCP, Savannah  
 Moore, William M., Jr. . . . . WNEX, Macon  
 Murray, Van . . . . . WROM, Rome  
 Owen, Reeve . . . . . WTOG, Savannah  
 Poole, James W. . . . . WPAX, Thomasville  
 Price, Harold . . . . . WQXI, Atlanta  
 Rankin, George P. . . . . WMZA, Macon  
 Roberts, Wendell C. . . . . WWSG, Tifton  
 Ruckle, Ernest . . . . . WALB, Albany  
 Scott, Dan . . . . . WLAQ, Rome  
 Starr, R. A. . . . . WRGA, Rome  
 Stephens, Joe . . . . . WDWB, Dawson  
 Strans, Chuck . . . . . WPMO, Marietta  
 Tarpley, Marvin . . . . . WBBQ, Augusta  
 Thompson, Meredith E. . . . . WSAV, Savannah  
 Welch, Walter O. . . . . WCOH, Newnan  
 White, Robert L., Jr. . . . . WMOC, Covington  
 Whitley, G. H., Jr. . . . . WKEU, Griffin  
 Wilder, James M. . . . . WRIP, Savannah  
 Williams, Edward . . . . . WTWA, Thomson  
 Woodson, Al . . . . . WDMG, Douglas

## Idaho

Burgess, Jerry . . . . . KCID, Caldwell  
 Call, Ellis W. . . . . KSET, Pocatello  
 Carlson, James . . . . . KWEL, Weiser  
 Dreher, G. Turner . . . . . KWAL, Wallace  
 Egleston, Richard E. . . . . KGEM, Boise  
 Elliot, Ian . . . . . KLIJ, Twin Falls  
 Hartley, Marvin . . . . . KTFI, Twin Falls  
 Johnz, Jimmy . . . . . KDSH, Boise  
 Musulin, Denizil . . . . . KEIO, Pocatello  
 Nelson, Blaire G. . . . . KIFI, Idaho Falls  
 Olsen, Howard . . . . . KVIS, Coeur D'Alene  
 Olsen, Newell . . . . . KID, Idaho Falls  
 Pinney, Donald R. . . . . KBBO, Burley  
 Smith, Kenneth F. . . . . KPST, Preston  
 Sole, J. H. . . . . KVMV, Twin Falls, Ida.  
 Toedemeier, Harold . . . . . KIDO, Boise  
 Wilson, Gene . . . . . KRLE, Lewiston  
 Young, H. D. . . . . KRPI, Moscow

## Illinois

Bailey, Fred . . . . . WJBC, Bloomington  
 Barker, Vincent S. . . . . WFRJ, Freeport  
 Cassens, G. J. . . . . WLDS, Jacksonville  
 DeCosta, Lester . . . . . WJOL, Joliet  
 DeWitt, Clayton . . . . . WLKB, De Kalb  
 Ebel, A. James . . . . . WDZ, Decatur, WMBD, Peoria  
 Ely, Dan . . . . . WEDC, Chicago  
 Gladson, Elmer . . . . . WEBQ, Harrisburgh  
 Haerle, John . . . . . WGEN, Quincy  
 Harrell, Robert . . . . . WKAN, Kankakee  
 Horne, Carl . . . . . WWXL, Peoria

Horstman, Ed . . . . . WENR, WENR-TV, Chicago  
 Jaeger, E. W. . . . . WAFF, Chicago  
 Kimbrel, G. M. . . . . WKID, Urbana  
 Kitner, John . . . . . WMRO, Aurora  
 Kusack, William P. . . . . WBBB, Chicago  
 Livesay, Ray . . . . . WLBI, Mattson  
 Lovely, Wayne . . . . . WFEK, Peoria  
 Lutgens, H. C. . . . . WMAQ, WNBQ, Chicago  
 Luukinen, Rudolph . . . . . WRIJ, Peoria  
 McCann, Lawrence . . . . . WLPO, La Salle  
 Magin, T. G. . . . . WDBN, Danville  
 Meyers, Carl J. . . . . WGN, WGN-TV, Chicago  
 Miller, Adron . . . . . WMIX, Mt. Vernon  
 Mollring, Marvin M. . . . . WLBV, Belleville  
 Myers, Walter F. . . . . WJJD, Chicago  
 North Dwight . . . . . WCNT, Centralia  
 Prandoni, Emil L. . . . . WSVI, Pekin  
 Reynolds, Harold E. . . . . WCRB, Effingham  
 Riggins, Maurer . . . . . WKAI, Macomb  
 Rowe, Thomas L. . . . . WLS, Chicago  
 Sawyer, Marion . . . . . WCHI, Carbondale  
 Scandrett, E. D. . . . . WGII, Galesburg  
 Schenke, Robert . . . . . WDWS, Champaign  
 Schneider, L. S. . . . . WNMP, Evanston  
 Shirk, Ken . . . . . WIND, Chicago  
 Simmet, Robert J. . . . . WBBF, WBBF-TV, Rock Island  
 Smith, Wilfred A. . . . . WROK, Rockford  
 Stockberger, John M. . . . . WBY5, Canton  
 Stuckwisch, Milburn H. . . . . WSDY, Decatur  
 Swaringen, E. C. . . . . WTAX, Springfield  
 White, Clinton R. . . . . WCW, Chicago  
 White, Erle E. . . . . WTMV, East St. Louis  
 Whitman, Urlin . . . . . WTAD, Quincy  
 Willett, Charles . . . . . WCFI, Chicago  
 Wilson, William . . . . . WHOW, Clinton  
 Yandell, Ryburn . . . . . WJPF, Herrin

## Indiana

Adams, Harry E. . . . . WIBC, Indianapolis  
 Alden, Eugene E. . . . . WIRE, Indianapolis  
 Baldwin, Ralph . . . . . WAOV, Vincennes  
 Brewer, James R. . . . . WTCJ, Tell City  
 Cole, Herbert G. . . . . WSTP, South Bend  
 Copeland, Thomas . . . . . WKJG, Fort Wayne  
 Crain, Maury . . . . . WLBC, Muncie  
 Duning, L. J. . . . . WKBV, Richmond  
 Felts, T. R. . . . . WTHI, Terre Haute  
 Finger, Carl . . . . . WBIW, Bedford  
 Gresham, Stokes, Jr. . . . . WISH, Indianapolis  
 Hoffman, Gilbert . . . . . WJPS, Evansville  
 Holland, Harold . . . . . WFBI, WFBI-TV, Indianapolis  
 Holzappel, Don . . . . . WGL, Fort Wayne  
 Lockwood, Edward C. . . . . WXLW, Indianapolis  
 Malby, David . . . . . WHOT, South Bend  
 Manis, Leona . . . . . WJOB, Hammond  
 May, Ted . . . . . WTON, Bloomington  
 Mould, Raymond . . . . . WLOI, La Porte  
 Peters, Jess . . . . . WJOB, Hammond  
 Ratts, Bruce . . . . . WOWO, Ft. Wayne  
 Rector, Chester . . . . . WIOU, Kokomo  
 Richardson, Bill . . . . . WITZ, Jasper  
 Rolfe, James . . . . . WSUA, Bloomington  
 Schilling, Robert J. . . . . WIMS, Michigan City  
 Schoony, Erwin . . . . . WGBF, Evansville  
 Shroyer, L. M. . . . . WBBU, Anderson  
 Stewart, Howard . . . . . WJOW, Terre Haute  
 Stoltz, George F. . . . . WKIK, Evansville  
 Voss, Victor H. . . . . WWCA, Gary  
 Warren, William Wallace . . . . . WANE, Fort Wayne  
 Weisel, Morton . . . . . WTTS, WTTV, Bloomington  
 Wilson, Robert . . . . . WFOA, Evansville  
 Wulliman, James C. . . . . WCNB, Connersville  
 Zellmer, Lester . . . . . WTRC, Elkhart

## Iowa

Amoo, Lloyd R. . . . . R10A, Des Moines  
 Anderson, Herb . . . . . KFJB, Marshalltown  
 Andrew, Gilbert . . . . . KBOS, Clinton  
 Arvidson, Paul . . . . . WOC, Davenport  
 Blackwell, John . . . . . KICD, Spencer  
 Bullock, Mark W. . . . . KPNE, Shenandoah  
 Burgess, Howard F. . . . . KWWL, Waterloo  
 Brown, Bob . . . . . KCBC, Des Moines  
 Caldwell, Kenneth M. . . . . KCRG, Cedar Rapids  
 Carlson, Howard L. . . . . KAYL, Storm Lake  
 Dier, S. C. . . . . KSCJ, Sioux City  
 Duncan, Jack H. . . . . KSMN, Mason City  
 Easterly, Willard . . . . . KTRI, Sioux City  
 Edenson, Edward . . . . . KWTC, Muscatine

## Chief Engineers

Eittrheim, Curtis.....KDEC, Decorah  
 Full, Elliott.....KXIC, Iowa City  
 Hall, Robert W.....KSWI, Council Bluffs  
 Hancock, Robert.....KOTH, Oubuque  
 Henderson, George W.....KOKX, Keokuk  
 Hixenbaugh, George P.....WMT, Cedar Rapids  
 Kassner, Don.....KXEL, Waterloo  
 Kelso, Doyle D.....KASL, Ames  
 Marshall, Hubert.....KXGI, Pt. Madison  
 Poole, Jean.....KSB, Creston  
 Quentin, Charles.....KRNT, Des Moines  
 Sawyer, Roger.....KGLO, Mason City  
 Schroeder, R. J.....KMA, Shenandoah  
 Shaffer, C. R.....KAYK, Waterloo  
 Sinclair, David.....KVPD, Fort Dodge  
 Snyder, Reel E.....WHO, Des Moines  
 Todd, Stan.....KIOA, Des Moines  
 Uyeoka, John.....WKBB, Dubuque

### Kansas

Barnett, Glen.....KAYS, Hays, Kans  
 Blesner, Carl.....WREN, Topeka  
 Bresseau, W. D.....KSEK, Pittsburg  
 Bryant, Robert.....KIUL, Garden City  
 Casey, F. D.....KGAR, Garden City  
 Clary, M. H.....KWHK, Hutchinson  
 Dadisman, Amos.....KPH, Wichita  
 Diekensheets, Lewis.....WIBW, Topeka  
 Heithecker, Ted.....KANS, Wichita  
 Howe, Edward.....KSOK, Arkansas  
 Jaminet, J. S.....KGGF, Coffeyville  
 Lynch, U. L.....Colby  
 Pash, Wayne.....KSCB, Liberal  
 Peterson, Willard.....Ktop, Topeka  
 Pyle, K. W.....KFBL, Wichita  
 Reed, David L.....KCLO, Leavenworth  
 Stafford, Leo.....KOAM, Pittsburg  
 Teats, James L.....KLKC, Parsons  
 Vance, N. A.....KSAL, Salina  
 Wallack, Chester A.....KVG, Great Bend  
 Williams, Max.....KCKN, Kansas City, Kans.

### Kentucky

Augustine, John.....WSFC, Somerset  
 Crawley, J. B.....WTGO, Campbellsville  
 Cross, Harvey L.....WFTM, Maysville  
 Dawson, Steve.....WLou, Louisville  
 DAKE, ELMER C.....WNOP, Newport  
 Dunbar, Paul.....WVLC, Lexington-Versailles  
 Esten, Perry W.....WGR, Louisville  
 French, James C.....WKIC, Hazard  
 Goodaker, Leslie.....WOMI, Owensboro  
 Greenwood, John.....WHLN, Harlan  
 Hargrove, Joseph M.....WKTM, Mayfield  
 Henson, Russell.....WCTT, Corbin  
 Hudima, John.....WFKY, Frankfort  
 Hudson, Wilbur.....WAVE, WAVE-TV, Louisville  
 Hulse, C. H.....WKAY, Glasgow  
 Jagoe, Robert Earl.....WVJS, Owensboro  
 Koenig, Julian.....WZIP, Covington  
 Lockler, Henry C.....WLP, Lexington  
 Lovell, Henry C.....WHRI, Danville  
 Miller, Rondal L.....WLB, Bowling Green  
 Morris, U. C.....WPA, Paducah  
 Nunn, Vernon R.....WSON, Henderson  
 Picazo, M. E.....WMTC, Vanelevo  
 Searsdale, Melvin.....Winn, Louisville  
 Sims, C. G.....WKYB, Paducah  
 Steele, Carlos.....WNBS, Murray  
 Summerford, D. C.....WKLO, Louisville  
 Townner, Orrin W.....WHAS, Louisville  
 Warner, Atho.....WLEX, Lexington  
 Weaver, Clarence C.....WCM, Ashland  
 Wilson, Leo Y.....WHOP, Hopkinsville

### Louisiana

Antony, W. E.....KWKH, Shreveport  
 Bailey, Clovis L.....KSG, Crowley  
 Blackburn, L. M.....KANE, New Iberia  
 Bloom, J. D. Jr.....WWL, New Orleans  
 Bourgeois, Albert.....WNOE, New Orleans  
 Carlson, L. J.....KENT, Shreveport  
 Carson, LaVance.....KWSL, Lake Charles

Case, Ed.....WIBR, Baton Rouge  
 Craft, A. B.....KPLC, Lake Charles  
 Crawford, John W.....KVOB, Alexandria  
 Curnutt, F. E.....WIHL, Hammond  
 Deblieux, G. W.....WTPS, New Orleans  
 Dudley, Vernon E.....WJBO, Baton Rouge  
 Eggers, Earl M.....KSYL, Alexandria  
 Hebert, Freddie.....KSLO, Opelousas  
 Hook, C. T.....KROF, Abbeville  
 Ilyatt, William.....KNOE, Monroe  
 Jones, Donald L.....KCIL, Houma  
 Maddox, C. H.....KTB, Shreveport  
 Mayoral, George A.....WIMR, New Orleans  
 Morgan, O. L.....KMLB, Monroe  
 Pilcher, Louis.....KVOL, Lafayette  
 Riddle, Lindsey.....WDSU, WDSU-TV, New Orleans  
 Sexton, Jesse R.....KALB, Alexandria  
 Van Valkenberg, E.....WLCS, Baton Rouge  
 Vargo, Andrew.....KLOU, Lake Charles  
 Whitney, Charles.....WJBW, New Orleans

### Maine

Crandon, G. Fred.....WCSH, Portland  
 Deters, Arthur.....WIDE, Biddeford  
 Dickson, Walter.....WABL, Bangor  
 Hall, Leslie R.....WLAM, Lewiston  
 Hodgins, Roger W.....WGAN, Portland  
 Hughes, Lester E.....WAGM, Presque, Isle  
 MacGown, Lauris P.....WGUY, Bangor  
 Mason, Donald.....WCOU, Lewiston  
 Parker, Robert H.....WFAU, Augusta  
 Perry, Roger L.....WPOR, Portland  
 Ruiz, Horace.....WMTW, Portland  
 Wibby, John.....WLBZ, Bangor

### Maryland

Brewer, G. Harold.....WARK, Hagerstown  
 Clendenning, William P.....WCUM, Cumberland  
 Herr, Donald.....WBCC, Bethesda  
 Houston, G. Porter.....WCBM, Baltimore  
 Kuntz, William O.....WASA, Havre de Grace  
 Lehman, Glenn.....WAAM-TV, Baltimore  
 Leek, Stanley C.....WASL, Annapolis  
 McIntire, George.....WJEJ, Hagerstown  
 Nopper, Carlton G.....WMAR-TV, Baltimore  
 Rauf, William Q.....WFBR, Baltimore  
 Robertson, James W.....WFMD, Frederick  
 Selleck, William R.....WTBO, Cumberland  
 Story, Vernon V.....WOOK, Silver Spring  
 Ward, Jack W.....WBOC, Salisbury  
 Wilner, John.....WJAL, WBAL-TV, Baltimore

### Massachusetts

Ayer, Walter.....WBEC, Pittsfield  
 Baldwin, Philip K.....WHDH, Boston  
 Bartol, Francis W.....WKOX, Framingham  
 Bonney, J. H.....WCRB, Waltham  
 Brownig, E. A.....WTAG, Worcester  
 Bailey, William B.....WMNB, North Adams  
 Dorschur, Harold A.....WEEL, Boston  
 Emery, Stanley S.....WOCB, West Yarmouth  
 Glinka, Richard.....WACE, Chicopee  
 Grobowski, Z. V.....WNBH, New Bedford  
 Guimond, Norman P.....WALE, Fall River  
 Hale, Roland C.....WCOP, Boston  
 Hauser, W. H.....WBZ, WBZ-TV, Boston  
 Hineley, George A.....WLAW, Lawrence  
 Hurd, Paul A.....WHAV, Haverhill  
 James, Philip.....WBKA, Brockton  
 Joslin, Fred.....WARE, Ware  
 Kalin, Theodore.....WEIM, Fitchburg  
 MacAdam, Mark L.....WBET, Brockton  
 Memishian, John.....WMEX, Boston  
 Michaels, A. G.....WLLH, Lowell-Lawrence  
 Michnovetz, John.....WMAS, Springfield  
 Ogg, Norman.....WAAB, Worcester  
 Paley, A. J.....WHYN, Holyoke  
 Parker, John W.....WLYN, Lynn  
 Pavao, John.....WSAR, Fall River  
 Randall, Harold.....WBZA, Springfield  
 Rattigan, J. Herbert.....WBMS, Boston  
 Robinson, Irving.....WNAO, Boston  
 Townsend, George.....WSPR, Springfield  
 Vincent, Parker.....WHOB, Gardner

Wheeler, Leland F. .... WHAI, Greenfield  
Whittmore, Harry ..... WNAC-TV, Boston  
Wilson, Vernon P. .... WNEB, Worcester

## Michigan

Allen, James ..... WHRV, Ann Arbor  
Aniek, Paul F. .... WMIQ, Iron Mountain  
Brown, Elwood ..... WABJ, Adrian  
Burgan, George ..... WHDF, Houghton  
Carpenter, Ralph H. .... WBGM, Bay City  
Carson, M. .... WOAP, Owosso  
Carter, W. J. .... CRLW, Detroit; Windsor, Ont.  
Clark, E. H. .... WJLB, Detroit  
Dahlbacka, Arne ..... WJMS, Ironwood  
DeRemer, Lionel H. .... WBGM, Bay City  
Fallain, Frank D. .... WDFP, Flint  
Foster, Jack ..... WDBC, Escanaba  
Frincke, Paul ..... WJBK, WJBK-TV, Detroit  
Geranis, Aris J. .... WBCK, Battle Creek  
Harrison, John Q. .... WEXL, Royal Oak  
Jones, Darrell ..... WTAC, Flint  
Kaari, Eugene ..... WIKB, Iron River  
Kiker, William ..... WATZ, Alpena  
Koehler, Charles ..... WZYX-TV, Detroit  
Koerner, Meredith L. .... WSAM, Saginaw  
Kotcher, Charles ..... WXYZ, Detroit  
Krivitzky, George ..... WMUS, Muskegon  
Lee, Carl E.

WJEF, Grand Rapids; WKZO, Kalamazoo  
Leydorf, G. F. .... WJR, Detroit  
Love, E. J. .... WWJ, WWJ-TV, Detroit  
Maloney, Bernard R. .... WJPD, Ishpeming  
Martin, Jerrold ..... WKMH, Dearborn  
Morris, William F. .... WSOO, Sault Ste. Marie  
Pendleton, K. B. .... WKBZ, Muskegon  
Pettors, John F. .... WKLA, Ludington  
Robinson, Munson U. .... WHFB, Benton Harbor  
Russell, Fred W. .... WOOD, Grand Rapids  
Ryan, G. Elwood ..... WBBC, Flint  
Sparks, Garnet G. .... WEXL, Royal Oak  
Stearns, George D. .... WPAG, Ann Arbor  
Stephens, Carl E. .... WGFJ, Kalamazoo  
Stevens, Lee G. .... WLAV-TV, Grand Rapids  
Stone, Earl J. .... WELL, Battle Creek  
Stoner, Marion ..... WTTT, Port Huron  
Thomas, Max ..... WKNX, Saginaw  
Timmer, Jack ..... WFUR, Grand Rapids  
Westrate, Millard ..... WHTC, Holland  
Wirtanen, C. W. .... WIBM, Jackson  
Wolfe, Peter A. .... WMDN, Midland

## Minnesota

Allen, Harold E. .... KGDE, Fergus Falls  
Beloungy, J. J. .... WCCO, Minneapolis  
Bjork, Merle ..... WLOI, Minneapolis  
Bothman, Henry J. .... KTRF, Thief River Falls  
Bower, Kline E. .... KBMW, Breckenridge  
Brautigam, Gene ..... WLOL, Minneapolis  
Cross, Bob ..... KROC, Rochester  
Dettman, R. A. .... KDAL, Duluth  
Doggott, Ralph T. .... KWAD, Wadena  
Fessenmeyer, Ross A. .... KGZY, Grand Rapids  
Fritz, Warren B. .... WMIN, St. Paul  
Gander, Darrel ..... WXLTV, Ely  
Geiken, Don. .... KVQX, Moorhead  
Gill, Norman ..... WEBC, Duluth; WHLB, Virginia  
Groenevelt, Richard ..... WGRD, Grand Rapids  
Hagaman, Boynton ..... KLER, Rochester  
Headen, Harvey V. .... KEYD, Minneapolis  
Holt, Robert ..... KATE, Albert Lea  
Houts, James ..... KYSM, Mankato  
Hyde, John E. .... KDHL, Faribault  
Jacobs, Merrill ..... KBUN, Bemidji  
Johnson, Stanley ..... KWNO, Winona  
Kiewel, William J. .... KROX, Crookston  
Klein, Glen ..... KAUS, Austin  
Knapp, Clinton ..... KWQA, Worthington  
Linder H. Willard ..... KMHL, Marshall  
Lounsbury, William H. .... WREX, Duluth  
McMahon, John

KSTP, KSTP-TV, St. Paul-Minneapolis  
Sherman, John M. .... WTCN, WTCN-TV, Minneapolis  
Winkler, Charles W. .... WDBG, Minneapolis  
Witschen, Robert ..... KRAM, St. Cloud

## Mississippi

Henson, G. G. .... WRBC, Jackson  
Hutmank, Al ..... WMOX, Meridan  
Brady, Phil ..... WAPF, McComb

Connell, Dennis ..... WHSY, Hattiesburg  
Drake, C. E. .... WQBC, Vicksburg  
Essary, William M. .... WCMA, Corinth  
Flinspach, D. A. .... WAZF, Yazoo City  
Frantz, F. H. .... WHOC, Philadelphia  
Graves, C. D. .... WROX, Clarksdale  
Graves, Clyde ..... WAML, Laurel  
Green, LeRoy ..... WELQ, Tupel  
Jetton, Walton H. .... WGVN, Greenville  
King, John E., Jr. .... WROB, West Point  
Kuhn, Percy ..... WJPR, Greenville  
McFerrin, Tom ..... WCBT, Columbus  
McLemore, B. B. .... WFOR, Hattiesburg  
Majure, T. B. .... WLOX, Biloxi-Gulfport  
Murphy, Donovan ..... WGMG, Gulfport  
Patterson, Thomas ..... WJXN, Jackson  
Perkins, C. A. .... WSLI, Jackson  
Pierce, Edward S. .... WLAU, Laurel  
Pierce, Louis ..... WGRM, Greenwood  
Ray, George C. .... WKOZ, Koclusk  
Root, Percy G. .... WJDX, Jackson  
Sanders, Robert Louis ..... WSKB, McComb  
Saxon, Joe ..... WTOK, Meridian  
Tolar, Ray ..... WCJU, Columbia  
Wilson, George ..... WMIS, Natchez  
Wilson, Thomas ..... WVIM, Vicksburg

## Missouri

Barkel, Kermit ..... KREI, Farmington  
Bauer, Fritz ..... KWTO, Springfield  
Conner, Robert ..... KBOA, Kennett  
Curry, William F. .... KTTS, Springfield  
Dodge, Everett L. .... WMBH, Joplin  
Flaherty, Joseph A. .... WDAF, Kansas City  
Goldenberg, Henry ..... WHB, Kansas City  
Goodberlet, Edward ..... WIL, St. Louis  
Hackmann, Leroy S. .... KWOS, Jefferson City  
Haigh, Robert ..... KFRU, Columbia  
Harrison, Austin A. .... KSWM, Joplin  
Harvey, Harry ..... KMOX, St. Louis  
Hirsch, Ralph L. .... KSIM, Sikeston  
Kettner, Ernest L. .... KIND, Independence  
Korabek, Al ..... KXEO, Mexico  
Langford, J. L. .... KDMO, Carthage  
Lidenton, Donald ..... KWOC, Poplar Bluff  
Meador, Ralph ..... KFSB, Joplin  
Mitchum, Martin M. .... KTRR, Rolla  
Moler, Ray ..... KFRM, KMBS, Kansas City  
Parrish, Ben ..... KHMO, Hannibal  
Rekart, Arthur F. .... KKOK, St. Louis  
Risk, J. E. .... KSD-TV, St. Louis  
Rose, Murel L. .... KSGM, Ste. Genevieve  
St. Vrain, Wallace E. .... KXLW, St. Louis  
Sheehan, John ..... KIRK, Kirksville  
Sojka, Frank ..... KXEO, Mexico  
Troeglen, Karl ..... KCMO, Kansas City  
Volk, Joseph A. .... WEW, St. Louis  
Weismann, Charles ..... KRES, St. Joseph  
Wesley, Koek J. .... KFEQ, St. Joseph  
White, E. Dennis ..... KGBX, Springfield  
Zehr, Nick ..... KWK, St. Louis

## Montana

Bauer, George H. .... KOJM, Havre  
Bunker, Eugene B. .... KMON, Great Falls  
Goodreau, Ed ..... KXLI, Helena  
Green, Dave ..... KXLL, Missoula  
Halvorson, Oscar H. .... KGCC, Sidney  
Hildebrand, Ted ..... KBMY, Billings  
Jones, Ted ..... KAVR, Havre  
Patterson, William H. .... KGEZ, Kalispell  
Poole, Henry B. .... KMON, Great Falls  
Potter, George ..... KIYI, Shelby  
Powers, Don ..... KXGN, Glendive  
Provis, Jack ..... KXLQ, Bozeman  
Provis, W. J. .... KXLF, Butte  
Rush, Ben K. .... KXLO, Lewiston  
Scoffield, Charles ..... KRJE, Miles City  
Skidmore, Jim ..... KOPR, Butte  
Touw, Clarence ..... KGVO, Missoula

## Nebraska

Allison, Duane ..... KHAS, Hastings  
Blakesley, Jay ..... KODY, North Platte  
Case, Bill ..... KNEB, Scottsbluff  
Ifardy, Harold W. .... KJSK, Columbus  
Herold, Joseph ..... WOW-TV, Omaha  
Korinek, Marvin ..... KOIN, Lincoln  
Kotera, William J. .... WOW, WOW-TV, Omaha

# Chief Engineers

Lenwell, LeRoy W. . . . . KBRL, McCook  
 Lewis, Jack . . . . . KGFV, Kearney  
 Morrison, Harland . . . . . KOLT, Scottsbluff  
 Nelson, N. P. . . . . KOWH, Omaha  
 Schroeder, R. J. . . . . KMTV, Omaha  
 Seier, Eugene . . . . . KMMJ, Grand Island  
 Weimer, Orville . . . . . KOWH, Omaha  
 Welna, Richard E. . . . . KRON, Omaha  
 Wiedenbach, Frank . . . . . WJAG, Norfolk  
 Winkler, Charles . . . . . KOIL, Omaha  
 Winkler, Charles W. . . . . KFOR, Lincoln

## Nevada

Berry, W. E. . . . . KENO, Las Vegas  
 Comer, Wilbur C. . . . . KWRN, Reno  
 Craig, Wesley . . . . . KOH, Reno  
 Jones, Havelyn . . . . . KRAM, Las Vegas  
 Peterson, Merle . . . . . KOH, Reno  
 Young, Fred . . . . . KRAM, Las Vegas

## New Hampshire

Avery, Walter . . . . . WLNH, Laconia  
 Babkes, E. J. . . . . WWNH, Rochester  
 Batchelder, Ernest P., Jr. . . . . WKNE, Keene  
 Bingham, Robert C. . . . . WOTW, Nashua  
 Chandler, Vincent H. . . . . WMUR, Manchester  
 Davis, Albert J. . . . . WTSV, Claremont  
 Davis, George . . . . . WKXL, Concord  
 Hennessey, James F. . . . . WMOU, Berlin  
 Phillips, Royston . . . . . WKBR, Manchester  
 Schow, Reginald A. B. . . . . WPEA, Manchester  
 Vaccaro, Anthony . . . . . WHEB, Portsmouth

## New Jersey

Bremer, Frank V. . . . . WAAZ, WATU, Newark  
 Fekel, Francis . . . . . WSNJ, Bridgeton  
 Foster, Herman L. . . . . WHBI, Newark  
 Godfrey, Earle . . . . . WBAB, Atlantic City  
 Kellom, Bernard . . . . . WVNJ, Newark  
 Kilmer, Theodore P. . . . . WTTM, Trenton  
 Lucas, Earl F. . . . . WPAT, Paterson  
 Mullen, C. V. . . . . WWBZ, Vineland  
 Onens, Clarence E. . . . . WCAM, Camden  
 Porter, Matthew . . . . . WCAP, Asbury Park  
 Prow, Rudolph . . . . . WMTR, Morristown  
 Singer, Bernard . . . . . WMID, Atlantic City  
 Steen, E. Phillip . . . . . WKDN, Camden  
 Testan, Peter . . . . . WVNJ, Newark  
 Thron, Blair K. . . . . WFPG, Atlantic City  
 Williams, Robert L. . . . . WCTC, New Brunswick

## New Mexico

Carmen, William . . . . . KOAT, Albuquerque  
 Dean, K. M. . . . . KOBE, Las Cruces  
 Dodds, Leonard . . . . . KGGM, Albuquerque  
 Hughes, Vernon . . . . . KICA, Clovis  
 Johnson, George S. . . . . KOB, KOB-TV, Albuquerque  
 Meeker, Robert . . . . . KSVF, Artesia  
 Nickelson, Odel . . . . . KTRC, Santa Fe  
 Rader, Eugene . . . . . KGFL, Roswell  
 Schultz, A. F. . . . . KPUN, Las Vegas; KRTN, Raton  
 Senc, William . . . . . KAVE, Carlsbad  
 Summersgill, R. R. . . . . KWSV, Roswell  
 Suptic, James P. . . . . KGAU, Gallup  
 Timm, Fred . . . . . KVER, Albuquerque  
 Vanderwood, Elvin J. . . . . KVSP, Santa Fe  
 Walz, Russell A. . . . . KCHS, Hot Springs  
 White, David Fred, Jr. . . . . KTNM, Tucumcari

## New York

Atherton, Otis . . . . . WDHL, Olean  
 Barron, William A. . . . . WKRT, Cortland  
 Bartlett, Benton R. . . . . WWRL, Woodside  
 Bates, Wiley . . . . . WDOS, Oneonta  
 Beck, Irving P. . . . . WSNY, Schenectady  
 Bell, Allen . . . . . WEI-M, Elmira  
 Bonvouloir, Felix . . . . . WKNY, Rochester  
 Brown, Charles . . . . . WEVD, New York  
 Burke, John P. . . . . WEOK, Poughkeepsie  
 Callendar, Fred . . . . . Batavia, N. Y.  
 Chipp, Rodney D. . . . . WABD, New York  
 Chismark, A. H. . . . . WTRY, Troy

Corey, James H. . . . . WABY, Albany  
 Crow, H. E. . . . . WHEN, Syracuse  
 Czaplak, Gustav . . . . . WJLL, Niagara Falls  
 Darlington, Edgar T. . . . . WLIB, New York  
 Davis, Maynard B. . . . . WNNY, Watertown  
 Dowdell, John T. . . . . WIBX, Utica  
 Dye, Robert . . . . . WNDR, Syracuse  
 Enich, Robert . . . . . WARC, Rochester  
 Fiedler, Leroy . . . . . WKBW, Buffalo  
 Fuelling, Paul . . . . . WJMG, New York  
 Gardner, Kenneth J. WHAM, WHAM-TV, Rochester  
 Ghiloni, Peter W. . . . . WGAT, Utica  
 Greene, R. Carleton . . . . . WGVA, Geneva  
 Greene, Thurlow A. . . . . WENY, Elmira  
 Hallinan, Charles . . . . . WKOP, Binghamton  
 Hanson, O. B. . . . . WNBC, New York  
 Heisler, Charles . . . . . WRWV, Albany  
 Henry, C. F. . . . . WRUN, Utica  
 Hill, Emile . . . . . WOV, New York  
 Hillman, Murray . . . . . WLEA, Hornell  
 Hoag, Dwelle S. . . . . WPTR, Albany  
 Hoffman, K. B. . . . . WGR, Buffalo  
 Hoffman, Norman R. . . . . WVCU, Ithaca  
 House, Herbert . . . . . WMBO, Auburn  
 Houskeeper, Peter C. . . . . WJNA, Peekskill  
 Howard, Tom . . . . . WPIX, New York  
 Kelley, A. A. . . . . WJNR, Binghamton  
 Kelley, James . . . . . WFBL, Syracuse  
 Kingsley, Ralph J. . . . . WBEN, WBEN-TV, Buffalo  
 Knaack, Frank E. . . . . WHLI, Hempstead  
 Kratzert, Harold J. . . . . WJTN, Jamestown  
 Lingham, Donald F. . . . . WAGE, Syracuse  
 Layman, Harry W. . . . . WJOC, Jamestown  
 Layton, DeForest T., Jr. . . . . WKAL, Rome  
 Lissner, Charles B. . . . . WALL, Middletown  
 Lyke, Ervin P. . . . . WJET, Rochester  
 McCafferty, James . . . . . WJMG, New York  
 McNelis, Joseph . . . . . WKNY, Kingston  
 Marx, Frank . . . . . WJZ-TV, New York  
 Merchant, J. Harold . . . . . WENE, Binghamton-Endicott  
 Milne, George . . . . . WJZ, New York  
 Milos, Bob . . . . . WGBB, Freeport  
 Muir, Donald . . . . . WOLF, Syracuse  
 Nazak, Jack . . . . . WEAV, Plattsburg  
 O'Brien, Bern C. . . . . WHEC, Rochester  
 Poppele, J. R. . . . . WOR, WOR-TV, New York  
 Purcell, Williard J. . . . . WGY, WRGB, Schenectady  
 Rauer, Guy . . . . . WCSS, Amsterdam  
 Ridgeway, Frank . . . . . WEBR, Buffalo  
 Saj, Frank . . . . . WWOL, Buffalo  
 Sanders, Edwin R. . . . . KXRA, Kenmore (Buffalo)  
 Sardi, Al . . . . . WOKO, Albany  
 Schryver, Donald . . . . . WATN, Watertown  
 Seines, Marvin S. . . . .

WGNV, Newburgh; WKIP, Poughkeepsie  
 Seitz, Frank A. . . . . WFAS, White Plains  
 Stantz, L. H. . . . . WNEF, WNEF-TV, Binghamton  
 Stewart, Richard . . . . . WENT, Gloversville-Johnstown  
 Stromer, Adol F. . . . . WICY, Malone  
 Taekach, Michael . . . . . WHUC, Hudson  
 Turkulich, Michael . . . . . WMSA, Massena  
 Thompson, R. G. . . . . WCBS, New York  
 Valentine, Russell D. . . . . WQXR, New York  
 Vines, Thomas L. . . . . WBNY, Buffalo  
 Von Kunitz, Paul . . . . . WINS, New York  
 Weber, James H. . . . . WVIN, Olney  
 Weiner, Max . . . . . WNEW, New York  
 Wetmore, George . . . . . WXXW, Albany  
 Williams, H. B. . . . . WNBZ, Saranac Lake  
 Wilson, Robert . . . . . WHLD, Niagara Falls  
 Wittlig, Paul . . . . . WCBS-TV, New York  
 Worthing, Henry O. . . . . WGLN, Glens Falls

## North Carolina

Alexander, L. H. . . . . WFRG, Reidsville  
 Alford, Bill . . . . . WGTC, Greenville  
 Alford, William . . . . . WFNC, Fayetteville  
 Allison, Earl F. . . . . WBIG, Greensboro  
 Aycock, Harold . . . . . WCCE, Rocky Mount  
 Ballew, Frank . . . . . WMNC, Morganton  
 Brandon, Thomas C. . . . . WGVF, Charlotte  
 Cudde, L. I., Jr. . . . . WSOO, Charlotte  
 Cecil, Yancey . . . . . WHPE, High Point  
 Chambers, William M. . . . . WLOS, Asheville  
 Chandler, C. D. . . . . WCPS, Tarboro



Chaney, A. L., Jr. . . . . WAYS, Charlotte  
 Clements, Bill . . . . . WSKY, Asheville  
 Cockington, Robert . . . . . WHIT, New Bern  
 Cooney, James J. . . . . WJNC, Jacksonville  
 Duncanson, Virgil . . . . . WRAL, Raleigh  
 Epperson, Ralph D. . . . . WPAQ, Mt. Airy  
 Fletcher, Hillard . . . . . WMAP, Monroe  
 Fuller, Roy E. . . . . WDKK, Durham  
 Gilliam, Ray . . . . . WRDK, Newberry  
 Groves, W. C., Jr. . . . . WGNB, Gastonia  
 Hamrick, William H. . . . . WWNC, Asheville  
 Hardison, David E. . . . . WFTC, Kinston  
 Harvey, Robert M. . . . . WKRC, North Wilkesboro  
 Hedrick, Phil . . . . . WSJS, Winston-Salem  
 Herrine, E. I. . . . . WJFD, Wilmington  
 Hiland, Lewis . . . . . WHNC, WHNC-FM, Henderson  
 Hinson, Foy . . . . . WGTI, Kannapolis  
 Hutick, Henry Jr. . . . . WPTF, Raleigh, N. C.  
 Iuman, Clifford . . . . . WHKP, Hendersonville  
 Iwerks, Merton . . . . . WBBO, Forest City  
 Katlas, Joseph . . . . . WCKB, Dunn  
 King, Lee . . . . . WAJR, Winston-Salem  
 Kopriver, Edward O. . . . . WSTS, Southern Pines  
 Kushner, Melvin . . . . . WEEB, Southern Pines  
 Long, Dennis . . . . . WNNC, Newton  
 Lous, Edmund S. . . . . WHKY, Hickory  
 McIntosh, T. H. . . . . WPSN, Burlington  
 Madeley, Art . . . . . WGNJ, Wilmington  
 Malone, W. H. . . . . WGTM, Wilson  
 Meneses, Claude . . . . . WCBT, Roanoke Rapids  
 Melone, Phil . . . . . WGAI, Elizabeth City  
 Minor, M. J. . . . . WBA, WFTV, Charlotte  
 Moore, Robert . . . . . WMFR, High Point  
 Munn, Matt . . . . . WISE, Asheville  
 Murphy, I. G. . . . . WRRP, Washington  
 Norman, Edward . . . . . WSSB, Durham  
 Olive, Carey H. . . . . WWGP, Sanford  
 Pate, Ernest, Jr. . . . . WCOG, Greensboro  
 Penny, Clyde C. . . . . WGWV, Asheboro  
 Pickett, Carl . . . . . WHIT, Durham  
 Pieler, N. V. . . . . WVOT, Wilson  
 Porter, Bassom . . . . . WNAO, Raleigh  
 Rogers, W. F. . . . . WTSB, Lumberton  
 Sherman, Edwert . . . . . WSAT, Salisbury  
 Sherwood, John M. . . . . WRCS, Ahoskie  
 Sills, Cecil . . . . . WADE, Wadesboro  
 Spikula, Russell . . . . . WTOB, Winston-Salem  
 Stanton, E. M., Jr. . . . . WYWF, Fayetteville  
 Stewart, James M. . . . . WGBG, Greensboro  
 Sugg, L. M. . . . . WTNC, Thomasville  
 Taylor, K. A. . . . . WDNC, Durham  
 Troutman, Elmer H. . . . . WIRC, Hickory  
 Tyson, Berry . . . . . WBBB, Burlington  
 Voigt, Don C. . . . . WLTC, Gastonia  
 Wallace, Robert M. . . . . WAHS, Shelby  
 Watson, Carl B. . . . . WSTP, Salisbury  
 White, Arlis A. . . . . WTIK, Durham  
 Wilbur, Frank . . . . . WHCC, Waynesville  
 Wilcox, John . . . . . WHED, Washington  
 Winehoff, James F. . . . . WFMV-TV, Greensboro  
 Winn, Eldred . . . . . WLOY, Leaksville  
 Wise, James . . . . . WAJZ, Albemarle  
 Wood, C. F., Jr. . . . . WEGO, Concord  
 Wynne, W. A. . . . . WEED, Rocky Mount

### North Dakota

Baker, C. W. . . . . KLPM, Minot  
 Barnett, Ray . . . . . KGCU, Mandan  
 Gabrielson, Olaf . . . . . KFGO, Fargo  
 Moritz, Richard . . . . . KDLR, Devils Lake  
 Nelson, Ivar . . . . . KFYR, Bismarck  
 Prochaska, Quintin V. . . . . KDIX, Dickinson  
 Ridgway, Robert N. . . . . KSNB, Jamestown  
 Savold, Juline . . . . . WDAY, Fargo  
 Schaefer, Bob . . . . . KVNJ, Fargo  
 Spornstrom, Charles . . . . . KOVC, Valley City  
 Thomford, Clifford . . . . . RNOX, Grand Forks

### Ohio

Adams, Ernest L. . . . . WHIO, WHIO-TV, Dayton  
 Albers, Ralph H. . . . . WREX, Chillicothe  
 Beckwith, Larry . . . . . WPPR, Middletown  
 Bernato, F. N. . . . . WICA, Ashtabula  
 Bondy, Huzo A. . . . . WHHH, Warren  
 Bopp, Calvin . . . . . WLW-TV, Cincinnati  
 Burke, James M. . . . . WTVN, Columbus  
 Bushong, Victor . . . . . WIZE, Springfield  
 Clark, Charles E. . . . . WMGA, Marietta  
 Cowen, George . . . . . WTRF, Bellaire

DeConick, Leo . . . . . WCOL, Columbus  
 DeLany, R. H. . . . . WHK, Cleveland  
 Bieringer, Frank A. . . . . WFMJ, Youngstown  
 Epperson, Joseph B. . . . . WEWS, Cleveland  
 Friedman, Thomas . . . . . WXEL, Cleveland  
 Grunder, C. R. . . . . WWST, Wooster  
 Hill, James . . . . . WHRK, Akron  
 Holmes, Harold . . . . . WOTL, Toledo  
 House, Lloyd . . . . . WING, Dayton  
 Houston, Charles R. . . . . WHOK, Lancaster  
 Hunt, William A. . . . . WHIZ, Zanesville  
 Hunter, Darrel . . . . . WLOK, Lima  
 Knopp, Irwin L. . . . . WAKR, Akron  
 Leibach, Jay . . . . . WLEC, Sandusky  
 Leonard, S. E. . . . . WNBK, WTAM, Cleveland  
 Lepple, Howard . . . . . WLW-D, Dayton  
 London, Byron . . . . . WPTW, Piqua  
 MacCastland, G. A. . . . . WJEL, Springfield  
 Makinson, Grant . . . . . WCPO-WCPO-TV, Cincinnati  
 Minor, William C. . . . . WHKC, Columbus  
 Morrison, W. E. . . . . WMAN, Mansfield  
 Murawsky, Walter . . . . . WEOL, Elyria  
 Myers, Maurice L. . . . . WPAY, Portsmouth  
 Nafziger, Lester H. . . . . WBNS-TV, Columbus  
 Peters, Francis J. . . . . WMRN, Marion  
 Pierce, R. Morris . . . . . WGAR, Cleveland  
 Randles, Wesley C. . . . . WILE, Cambridge  
 Roberts, Gerald G. . . . . WJW, Cleveland  
 Rockwell, R. J. . . . . WLW, Cincinnati  
 Schaefer, Frank W. . . . . WLIO, East Liverpool  
 Sheperd, Charles S. . . . . WSTV, Steubenville  
 Shipley, Lawrence . . . . . WJMO, Cleveland  
 Sliker, Kenneth L. . . . . WHBC, Canton  
 Smith, A. J. F. . . . . WIMA, Lima  
 Smith, Edgar C. . . . . WPIN, Findlay  
 Sowers, Robert . . . . . WTOB, Toledo  
 Stringfellow, William . . . . . WSPD, WSPD-TV, Toledo  
 Symons, William E. . . . . WSAI, Cincinnati  
 Topmiller, C. H. . . . . WCKY, Cincinnati  
 Volkman, Don F. . . . . WMOH, Hamilton  
 Whittaker, Ben . . . . . WSRB, Cleveland  
 Wildermuth, John L. . . . . WADC, Akron  
 Wilkens, B. T. . . . . WKRN, Youngstown  
 Wilson, George A. . . . . WKRC, WKRC-TV, Cincinnati  
 Woodward, Royce O. . . . . WFRD, Worthington

### Oklahoma

Abbott, Warren W. . . . . KSMI, Seminole  
 Alexander, Paul . . . . . KMUS, Muskogee  
 Allen, Neal M. . . . . KWCO, Chickasha  
 Baucum, Ernest . . . . . KWHW, Altus  
 Black, Elmo . . . . . KTOW, Oklahoma City  
 Buford, Bill . . . . . KRHD, Duncan; KSWO, Lawton  
 Coleman, Murray D. . . . . KCRK, Enid  
 Donley, M. M. . . . . KAKC, Tulsa  
 Eastum, Clifford . . . . . KTOK, Oklahoma City  
 Edwards, Eugene . . . . . KBIX, Muskogee  
 Foss, Darrel . . . . . KTJS, Hobart  
 Freeland, Royden . . . . . KOCY, Oklahoma City  
 Jacobs, George . . . . . KOTV, Tulsa  
 Jones, Dan . . . . . KTAT, Frederick  
 Kolb, William . . . . . KVSO, Ardmore  
 Lovell, H. J. . . . . WKY, WKY-TV, Oklahoma City  
 McCollum, Paul . . . . . KSPI, Stillwater  
 Nelson, John M. . . . . KSIW, Woodward  
 Richmond, Jack . . . . . KLPR, Oklahoma City  
 Rountree, George . . . . . KVLH, Pauls Valley  
 Ruppe, Kenneth . . . . . WBBZ, Ponca City  
 Schlib, Robert . . . . . KTMC, McAlester  
 Smith, James H. . . . . KHBG, Okmulgee  
 Snider, Robert . . . . . KTUL, Tulsa  
 Stanford, C. H. . . . . KCHE, El Reno  
 Stinson, Wall . . . . . KVOO, Tulsa, Okla.  
 Stone, Louis . . . . . WGLC, Miami  
 Thomas, M. W. . . . . KOMA, Oklahoma City  
 Walker, Harold . . . . . KADA, Ada  
 Wilcox, Nathan E. . . . . KFMJ, Tulsa  
 Wireman, Jim . . . . . KWON, Bartlesville  
 Wooster, Alden F. . . . . KRMG, Tulsa

### Oregon

Binger, Hal . . . . . KNPT, Newport  
 Babstad, Wally . . . . . KBKR, Baker  
 Bookwalter, L. S. . . . . KOIN, Portland  
 Bower, Robert . . . . . KRON, Oregon City  
 Brines, Larry . . . . . KTL, Tillamook  
 Davidson, Herbert . . . . . KWIL, Albany  
 Dickinson, Robert . . . . . KBND, Bend  
 Durham, Murray . . . . . KLBM, La Grande



# Chief Engineers

Elliott, Art. . . . . KODL, The Dalles  
 Ely, Thomas. . . . . KEX, Portland  
 Evans, J. E. . . . . KRUL, Corvallis  
 Fillingier, Russ. . . . . KWRC, Pendleton  
 Harland, Charles E. . . . . KSRV, Ontario  
 Johnson, Rodney. . . . . KPDQ, Portland  
 Kieger, Harold. . . . . KBKO, Portland  
 Linn, Phillip. . . . . KWRO, Coquille  
 Loomis, Dwight. . . . . KWJJ, Portland  
 McElroy, Edward C. Jr. . . . . KOCO, Salem  
 Milfin, Ralf. . . . . KXL, Portland  
 Richards, Rodney. . . . . KYJC, Medford  
 Rife, William R. . . . . KASH, Eugene  
 Singleton, Harold C. . . . . KGW, Portland  
 Smith, Ralph. . . . . KRNR, Roseburg  
 Spaugh, Roger. . . . . KQOS, Coos Bay  
 Sturtevant, Henry. . . . . KPOJ, Portland  
 Vikes, Floyd. . . . . KORE, Eugene  
 Walter, Gilbert. . . . . KFLW, Klamath Falls  
 Whitwell, Bruce. . . . . KAST, Astoria  
 Williams, N. L. . . . . KUIN, Grants Pass

## Pennsylvania

Ackley, Rexford. . . . . WCRO, Johnstown  
 Allen, Lyle. . . . . WHJB, Greensburg  
 Altdoerfer, Frank H. . . . . WLAN, Lancaster  
 Aroletti, Leo. . . . . WKRR, Oil City  
 Bair, H. Howard. . . . . WCMB, Lemoyne  
 Baker, Clarence. . . . . WIKK, Erie  
 Berninger, John. . . . . WPIT, Pittsburgh  
 Bisbing, Franklin H. . . . . WNAR, Norristown  
 Bopp, Bernard H. . . . . WMRP, Lewistown  
 Bowley, Raymond J. . . . . WPTZ, Philadelphia  
 Brewer, W. A. . . . . WBUD, Morrisville  
 Burzoon, George. . . . . WFBG, WRTA, Altoona  
 Burke, James. . . . . WICU, Erie  
 Burtis, Charles W. . . . . WPEN, Philadelphia  
 Cassidy, Park H. . . . . WLTR, Bloomsburg  
 Caum, Kenneth B. . . . . WBPZ, Lock Haven  
 Coleman, Millard J. . . . . WARD, Johnstown  
 Cooke, Kenneth R. . . . . WGBL, Scranton  
 Cooper, Horace. . . . . WJPA, Washington  
 Cordaro, C. Frank. . . . . WKAP, Allentown  
 Craig, Ernest A. . . . . WHUN, Huntingdon  
 Duck, L. E. . . . . WCPA, Clearfield  
 Emech, Robert. . . . . WKST, New Castle  
 Eney, I. N. . . . . KWYV, Philadelphia  
 Fasulkey, Robert. . . . . WCVI, Conneville  
 Field, John. . . . . WTFL, Philadelphia  
 Fireman, Paul. . . . . WBUX, Doylestown  
 Franklin, Benjamin A. . . . . WKIN, Kittanning  
 French, Theodore. . . . . WLK, Wilkes-Barre  
 Goldman, Arnold. . . . . WHAT, Philadelphia  
 Greenwood, James. . . . . WCAE, Pittsburgh  
 Haines, Homer M. . . . . WNAE, Warren  
 Handwerk, Gene. . . . . WPAM, Pottsville  
 Heck, A. C. . . . . WPIC, Sharon  
 Henninger, John H. . . . . WBIG, Philadelphia  
 Henzly, William J. . . . . WMBS, Uniontown  
 Herbert, James. . . . . WHOD, Homestead  
 Hestor, Kenneth. . . . . WERC, Erie  
 Hines, John Wm. . . . . WBYP, Beaver Falls  
 Hunt, R. F. . . . . KQV, Pittsburgh  
 Iles, Alec Felton. . . . . WJMJ, Philadelphia  
 Jefferies, David W. . . . . WESH, Bradford  
 Keller, John W. . . . . WKOK, Sunbury  
 Kenney, Theodore C. . . . . KDKA, Pittsburgh  
 Kinney, Clair. . . . . WGNR, Bloomsburg  
 Leibensperger, E. Daniel. . . . . WHI, Harrisburg  
 Leitch, John G. . . . . WCAU-TV, Philadelphia  
 Lewis, George. . . . . WCAU, Philadelphia  
 Littlejohn, Louis E. . . . . WFIL, WFIL-TV, Philadelphia  
 McCormack, J. E. . . . . WHUM, Reading  
 McCoy, W. W. . . . . WJAS, Pittsburgh  
 McCurdy, James. . . . . WCHA, Chambersburg  
 McGoldrick, John P. . . . . WQAN, Scranton  
 Macotoe, Andrew. . . . . WROY, Rochester  
 Marshall, Barney. . . . . WISL, Shamokin  
 Mathiot, J. E. . . . . WEST, Easton; WORK, York;  
 WKBO, Harrisburg; WRAW, Reading; WGAL,  
 WGAL-TV, Lancaster, Pa.  
 Metzger, C. Irvin. . . . . WJSW, Altoona  
 Milhalick, Rudy F. . . . . WDDA, Indiana  
 Morgan, Edward. . . . . WPPA, Pottsville  
 Musselman, Reuel H. . . . . WSAN, Allentown

Neely, W. W. . . . . WKPA, New Kensington  
 Neiderkoffer, Henry. . . . . WESA, Charlerot  
 Noufflet, Richard G. . . . . WLOA, Braddock  
 Oebbecke, Martin N. . . . . WAER, Allentown  
 Oeschmann, A. W. . . . . WARM, Scranton  
 Palmer, Henry. . . . . WLXW, Carlisle  
 Ralston, J. J. . . . . WVAM, Altoona  
 Rex, Paul. . . . . WISR, Butler  
 Rodgers, Raymond. . . . . WDTV, Pittsburgh  
 Roland, George. . . . . WLEU, Erie  
 Rybak, Edwin L. . . . . WGPA, Bethlehem  
 Sakoskie, Charles. . . . . WBRE, Wilkes-Barre  
 Savage, M. Leonard. . . . . WLBR, Lebanon  
 Schearer, Harold. . . . . WFEU, Reading  
 Schlegel, H. Glenwood. . . . . WHBG, Harrisburg  
 Sherman, Glen. . . . . WRAK, Williamsport  
 Shimski, Willard. . . . . WSCR, Scranton  
 Shoemaker, Jim. . . . . WACB, Kittanning  
 Simmington, Harry. . . . . WPWA, Chester  
 Stahl, Vernon. . . . . WCED, DuBois  
 Stenger, John H., Jr. . . . . WBAX, Wilkes-Barre  
 Stout, Hoyt. . . . . WMGW, Meadville  
 Straub, N. L. . . . . WJAC, WJAC-TV, Johnstown  
 Tisdale, James M. . . . . WVCB, Chester  
 Tito, Elwood. . . . . WAZL, Hazleton  
 Transue, Ernest. . . . . WVPO, Stroudsburg  
 Unterberger, Frank W. . . . . WDAS, Philadelphia  
 Weaver, Willis. . . . . WNOW, York  
 White, Charles. . . . . WMCK, McKeesport

## Rhode Island

Britto, Joseph. . . . . WRJM, Newport  
 Buckley, Richard. . . . . WRIB, Providence  
 Ferri, John V. . . . . WPRO, Providence  
 Johnson, Gilbert. . . . . WFCL, Providence  
 Philbrook, Carroll. . . . . WHIM, Providence  
 Prior, Thomas C. J. . . . . WJAR, WJAR-TV, Providence  
 Sheehan, P. E. A. . . . . WDEM, Providence  
 Tilley, Henry. . . . . WEAN, Providence

## South Carolina

Albee, Wilbur. . . . . WSCC, Charleston  
 Beaty, James S., Jr. . . . . WRHL, Rock Hill  
 Birchfield, Wm. P. . . . . WHAN, Charleston  
 Bradham, Douglass M. . . . . WTMA, Charleston  
 Britton, Donald. . . . . WHSC, Hartsville  
 Browning, Gus. . . . . WRNO, Orangeburg  
 Burdette, Clyde. . . . . WORD, Spartanburg  
 Byrd, Tom L. . . . . WTYC, Rock Hill  
 Elias, Lewis W., Jr. . . . . WESC, Greenville  
 Garrison, William. . . . . WFBC, Greenville  
 Green, Morton E. . . . . WGD, Chester  
 Greene, H. B. . . . . WAIM, Anderson  
 Gronert, John. . . . . WBSC, Bennettsville  
 Hampton, Gene. . . . . WKIX, Columbia  
 Hanks, H. L. . . . . WLAT, Conway  
 Herring, M. J. . . . . WDSC, Dillon  
 Jenne, Frank A. . . . . WJMX, Florence  
 Lambert, Robert D., Jr. . . . . WCOS, Columbia  
 McClure, Clyde J. . . . . WLHG, Laurens  
 Martin, Larry. . . . . WMRA, Myrtle Beach  
 Modlin, Carlton J. . . . . WPAL, Charleston  
 Morris, M. E. . . . . WACA, Camden  
 Neale, Louis M., Jr. . . . . WFGN, Gaffney  
 Nelson, Walter M. . . . . WUSN, Charleston  
 Pritchett, W. A. . . . . WOLS, Florence  
 Rivers, Robert. . . . . WALD, Walterboro  
 Sparks, Charlie. . . . . WCRS, Greenwood  
 Styles, Larry W. . . . . WFTD, Orangeburg  
 Tate, George D. . . . . WMRC, Greenville  
 Williams, James L. . . . . WFIG, Sumter

## South Dakota

Alwin, Francis. . . . . KWAT, Watertown  
 Brodie, Bruce. . . . . KISD, Sioux Falls  
 Froke, Lester. . . . . KELO, Sioux Falls  
 Griffiths, A. E. . . . . KOFA, Rapid City  
 Hicks, Roy. . . . . KDSJ, Deadwood  
 Hobbs, Charles W. . . . . KGFY, Pierre  
 Pierce, Max. . . . . KSOO, Sioux Falls  
 Taylor, Robert G. . . . . KORN, Mitchell  
 Todd, Cliff. . . . . WNAX, Yankton

## Tennessee

Andrews, Fred M. . . . . WROL, Knoxville  
 Baker, B. C. . . . . WDEF, Chattanooga  
 Barnes, B. B. . . . . WAPO, Chattanooga  
 Binns, F. D. . . . . WLAC, Nashville  
 Bowers, Martin Gordon, Jr. . . . . WBEL, Elizabethton  
 Daugherty, George W. . . . . WHUB, Cookeville  
 Denderick, J. G. . . . . WMPS, Memphis  
 Evans, Ray. . . . . WNOX, Knoxville  
 Fincher, Byron. . . . . WDXB, Chattanooga  
 Fraese, E. C., Jr. . . . . WMC, Memphis  
 Freeman, Charlie. . . . . KGNS, Murfreesboro  
 Garland, O. K. . . . . WJHL, Johnson City  
 Gordon, Robert M. . . . . WTJS, Jackson  
 Griffin, Oscar C., Jr. . . . . WKDA, Nashville  
 Hargis, Kenneth. . . . . WHBT, Harriman  
 Hobbs, Revis. . . . . WKRM, Columbia  
 Hooper, T. E. . . . . WIBK, Knoxville  
 Horton, J. Rex. . . . . WBIR, Knoxville  
 Jones, E. B. . . . . WETB, Johnson City  
 Jones, Charles W. . . . . WTPR, Paris  
 Jones, Milton L. . . . . WKNV, Knoxville  
 Lamarr, Curtis. . . . . WGAP, Maryville  
 Marsh, Timothy. . . . . WHAL, Shelbyville  
 Marsh, William. . . . . WHHM, Memphis  
 Morrow, C. W. . . . . WDSG, Dyersburg  
 Owens, W. Roy. . . . . WDDO, Chattanooga  
 Paul, Marvin L. . . . . WSM, Nashville  
 Reynolds, George. . . . . WSM, Nashville  
 Robinson, Russ. . . . . WOPI, Bristol  
 Roy, Welton. . . . . WHBQ, Memphis  
 Sasmann, Bob. . . . . WDLA, Memphis  
 Spragins, Carl. . . . . WJIG, Tullahoma  
 Spruill, Richard. . . . . WKSR, Pulaski  
 Stokely, Charles. . . . . WAGC, Chattanooga  
 Stuart, William D. . . . . WBAC, Cleveland  
 Thomas, James. . . . . WDXI, Jackson  
 Thomas, James. . . . . WENK, Union City  
 Tucker, Ernest. . . . . WEKR, Fayetteville  
 Turner, J. W. . . . . WLAR, Athens

## Texas

Adams, John. . . . . KFDX, Wichita Falls  
 Allen, J. T. . . . . KXOX, Sweetwater  
 Atkins, T. D. . . . . KDDO, Dumas  
 Baleh, H. B. . . . . KWHI, Brenham  
 Ball, John. . . . . KPAN, Bedford  
 Barton, Morris, Jr. . . . . KBTV, Dallas  
 Beck, Al. . . . . KGBS, Harlingen  
 Benson, Robert. . . . . KTXL, San Angelo  
 Benson, Stan. . . . . KDLK, Del Rio  
 Biedose, W. S. . . . . KFYO, Lubbock  
 Bloeker, Raymond. . . . . KORC, Mineral Wells  
 Boatright, Morris Glenn. . . . . KPAC, Port Arthur  
 Bochnemann, Harry W. . . . . KIUN, Pecos  
 Bradford, Bill. . . . . KSST, Sulphur Springs  
 Brady, Charles L. . . . . KMAC, San Antonio  
 Braffett, Brooks. . . . . KCTF, Childress  
 Callison, Glenn. . . . . KLIF, Dallas  
 Casey, Curtis. . . . . KTEM, Temple  
 Casey, John B. . . . . KRBC, Abilene  
 Chase, Warren. . . . . KURV, Edinburg  
 Chinski, Jerry. . . . . KXYZ, Houston  
 Clay, R. L. . . . . KMHT, Marshall  
 Clyde, Tom. . . . . KGVV, Greenville  
 Cockrell, Milton. . . . . KELP, El Paso  
 Collins, Hudson C. . . . . KGKB, Tyler  
 Collins, Raymond. . . . . WFAA, Dallas  
 Cornelius, E. R. . . . . KPET, Lamesa  
 Crossland, O. C. . . . . KNUZ, Houston  
 Crouse, John R. . . . . KXOL, Fort Worth  
 Cuesta, Nestor, Jr. . . . . KWBU, Corpus Christi  
 Daniels, Paul H. . . . . KPLT, Paris  
 Daugherty, Marvin. . . . . KREL, Bayton  
 Davis, O. P. . . . . KDWT, Stamford  
 Dickson, Donnell D., Jr. . . . . KAND, Corsicana  
 Dorminy, Perry. . . . . KOLE, Port Arthur  
 Dove, Jesse. . . . . WACO, Waco  
 Easterwood, Marvin J. . . . . KRIC, Beaumont  
 Eckerton, W. G. . . . . K TSA, San Antonio  
 Ellis, Glenn. . . . . KIOX, Bay City  
 Fones, Henry N. . . . . KIMP, Mt. Pleasant  
 Fritz, Norbert. . . . . KNAF, Fredericksburg  
 Gemoets, E. L. . . . . KEPO, El Paso, Tex.  
 Griffith, Harold. . . . . KEYS, Corpus Christi  
 Grubbs, L. R. . . . . KWTX, Waco  
 Hartwig, Lewis. . . . . KRGV, Weslaco  
 Hearn, A. B. . . . . KTBC, Austin  
 Hicks, Bob. . . . . KVOU, Uvalde

Hill, Fred. . . . . KTRE, Lufkin  
 Hively, Roger. . . . . KSEL, Lubbock  
 Topkins, Jack. . . . . KCNC, Ft. Worth  
 Horvath, Steve. . . . . KVLV, Alpine  
 Hughes, Ben F. . . . . KTRM, Beaumont  
 Huhndorff, Paul. . . . . KELL-TV, Houston  
 Ing, George. . . . . KONO, San Antonio  
 John, Tom. . . . . KRRV, Sherman-Denison  
 Johnson, O. B. . . . . KTHH, Houston  
 Jones, Andrew M. . . . . KBST, Big Spring  
 Jones, S. Harold. . . . . KFDM, Beaumont  
 Kelly, W. C. . . . . KCLW, Ballinger  
 Knelia, Carl. . . . . KCLW, Hamilton  
 Kreiger, Hermann. . . . . KHUZ, Borger  
 Lacy, Walter C. . . . . KSTV, Stephenville  
 Lee, R. P. . . . . KCBQ, Lubbock  
 Lewis, James E. . . . . KNOW, Austin  
 Luddy, E. Noel. . . . . KFDA, Amarillo  
 McCown, Bob. . . . . KVIC, Victoria  
 McCreary, William M., Jr. . . . . KEBE, Jacksonville  
 Martin, Cordell. . . . . KGAF, Gainesville  
 Martin, Ed. . . . . KATL, Houston  
 Mason, Al. . . . . KEVT, Kerrville  
 Maxwell, Ken. . . . . KLTJ, Longview  
 Meiners, William. . . . . KRIO, McAllen  
 Middlebrook, George. . . . . KSFA, Nacogdoches  
 Miller, Joe. . . . . KULP, El Campo  
 Ming, Morris M. . . . . KSKY, Dallas  
 Murray, Frank P. . . . . KOSF, Nacogdoches  
 Nelin, Cecil. . . . . KNEL, Brady  
 Niesen, Norman A. . . . . KHBR, Hillsboro  
 Norris, Clark. . . . . KVOP, Plainview  
 Parsons, Melvin. . . . . KWBC, Ft. Worth  
 Parsons, Stewart. . . . . KAMQ, Amarillo  
 Paterson, James T. . . . . WFJZ, Fort Worth  
 Peak, Don. . . . . KHIT, Lampasas  
 Phillips, W. P. . . . . K TAN, Sherman  
 Potect, William. . . . . KGKL, San Angelo  
 Rainey, Gordon W. . . . . KTAE, Taylor  
 Richardson, Jimmie. . . . . KNET, Palestine  
 Robertson, Harvey. . . . . KOMC, Texarkana, Tex.-Ark.  
 Rodgers, Loyd E. . . . . KCLE, Cleburne  
 Rowlets, John. . . . . KECK, Odessa  
 Sanders, Lawrence. . . . . KPBX, Beaumont  
 Saxon, Merl. . . . . KKNY, San Marcos  
 Scharath, Alfred W. . . . . KVET, Austin  
 Seals, Browning. . . . . KSTA, Coleman  
 Stereovich, John. . . . . KITE, San Antonio  
 Simms, Jesse. . . . . KGBC, Galveston  
 Simpson, James. . . . . KOSA, Odessa  
 Sloat, W. R. . . . . KEYL, San Antonio  
 Smith, George W., Jr. . . . . KMAE, McKinney  
 Smith, James R. . . . . KORA, Bryan  
 Smith, Leon. . . . . KBKI, Alice, Tex.  
 Smith, R. E. . . . . KSTB, Breckenridge  
 Soule, David. . . . . KRIG, Odessa  
 Stewart, A. W. . . . . KBWD, Brownwood  
 Stinson, R. C. . . . . WBAP, WBAP-TV, Fort Worth  
 Suggs, Richard. . . . . KOGT, Orange  
 Talbott, Edward P. . . . . KR0D, El Paso  
 Thompson, Coy. . . . . KEYE, Perryton  
 Torrey, W. H. . . . . KGNC, Amarillo  
 Tripp, Bob E. . . . . KIXL, Dallas  
 Tucker, D. J. . . . . WRR, Dallas  
 Wagner, M. D. . . . . KTLW, Texas City  
 Walton, K. J. . . . . KTSM, El Paso  
 Weaver, Fred. . . . . KDSX, Denison  
 Webb, Richard L. . . . . WTAW, College Station  
 Wheeler, Harvey. . . . . KPRC, Houston  
 Wileman, R. A. . . . . KTBB, Tyler, Tex.  
 Wiley, Herbert T. . . . . KWFT, Wichita Falls  
 Wilson, Frank, Jr. . . . . KCTI, Gonzales  
 Wommack, David. . . . . KTFB, Texarkana  
 Wood, Frank. . . . . KRFD, Rosenberg  
 Yates, Tom. . . . . KCRS, Midland  
 Zackery, James. . . . . KVOW, Littlefield  
 Zuehl, Richard. . . . . KWED, Seguin

## Utah

Bell, C. Wendell. . . . . KUTA, Salt Lake City  
 Boelter, E. W. . . . . KJAM, Vernal  
 Boothe, Wayne. . . . . KLO, Ogden  
 Clayton, Vincent. . . . . KSL, Salt Lake City  
 Cozzens, W. D'Or. . . . . KALL, Salt Lake City  
 Gunderson, Allan. . . . . KDYL-TV, Salt Lake City  
 Hansen, David I. . . . . KSVQ, Richfield  
 Keyes, Henry. . . . . KOVO, Provo  
 May, Michael. . . . . KNAK, Salt Lake City  
 North, Merlin. . . . . KCSU, Provo  
 Olesen, Del Monte. . . . . KVNU, Logan

# Chief Engineers

Reid, Leo E. . . . . KOAL, Price  
 Stephens, Samuel L., Jr. . . . . KBUH, Brigham  
 Urie, Hurschell. . . . . KSUB, Cedar City  
 Weibell, Fred. . . . . KMUR, Murray

## Vermont

Boisvert, Theodore. . . . . WWSR, St. Albans  
 Davis, L. C. . . . . WSKI, Montpelier  
 Groul, Harold M. . . . . WDEV, Waterbury  
 Quill, John C. . . . . WJOY, Burlington  
 Ramson, Norval K., Jr. . . . . WSYB, Rutland  
 Tierney, J. W. . . . . WCAX, Burlington

## Virginia

Aed, Sam. . . . . WEAM, Arlington  
 Braun, Warren L. . . . . WSVA, Harrisonburg  
 Briggs, J. P. . . . . WSLS, Roanoke  
 Burwell, Edward L. . . . . WHAP, Hopewell  
 Candler, William S. . . . . WFVA, Fredericksburg  
 Daugherty, Bob. . . . . WCYB, Bristol  
 Duckett, Carl E. . . . . WBOB, Galax  
 Gray, Walter W. . . . . WSHV, Charlottesville  
 Guthrie, David O. . . . . WHLF, South Boston  
 Hall, Frank A. . . . . WROV, Roanoke  
 Houser, Rex C. . . . . WTON, Staunton  
 Hughlett, John. . . . . WFHG, Bristol  
 Kyle, J. . . . . WTVR, Richmond  
 Kyle, James. . . . . WMBG, Richmond  
 Leggett, Lindley H. . . . . WREL, Lexington  
 Lindberg, Carl L. . . . . WPIK, Alexandria  
 McDaniel, Fitzgerald. . . . . WPUV, Pulaski  
 McGuigan, George W., Jr. . . . . WLEE, Richmond  
 Manroy, William M. . . . . WCAV, Norfolk  
 Murphy, Emmett. . . . . WFAZ, Falls Church  
 Muse, Dewey W. . . . . WMVA, Martinsville  
 Newman, J. Edward. . . . . WDBJ, Roanoke  
 Peffer, John C. . . . . WTRN, Norfolk  
 Pinkerton, Forest J. . . . . WWOD, Lynchburg  
 Redd, Kay. . . . . WXGI, Richmond  
 Runyan, C. A. . . . . WGH, Newport News  
 Rupp, Veryl W. . . . . WLPN, Suffolk  
 Sawyers, Rush. . . . . WDVN, Danville  
 Schwarz, Edward F. . . . . WSSV, Petersburg  
 Sledge, Charles R. . . . . WSAP, Portsmouth  
 Spears, Preston. . . . . WLOW, Norfolk  
 Strong, John. . . . . WARL, Arlington  
 Swafford, James E. . . . . WVEC, Hampton  
 Tommerdahl, Gene. . . . . WNVN, Norton  
 Whitney, Philip B. . . . . WINC, Winchester  
 Wilson, C. E. . . . . WSVS, Crewe  
 Wilson, John H. . . . . WKEY, Covington  
 Wolstenholme, Vincent. . . . . WRNL, Richmond  
 Woods, David C. . . . . WRVA, Richmond

## Washington

Bookwalter, L. S. . . . . KJR, Seattle  
 Boor, John L. . . . . KMO, Tacoma  
 Brott, F. J. . . . . KOL, Seattle  
 Brown, Ralph. . . . . KWLK, Longview  
 Dorris, Dave. . . . . KALE, Richland  
 Dubuque, John. . . . . KXA, Seattle  
 Foley, Dave. . . . . KRKO, Everett  
 Freeman, George A. . . . . KING-TV, Seattle  
 Frese, George. . . . . KPQ, Wenatchee  
 Harper, Ernest. . . . . KVOS, Bellingham  
 Hatfield, James B. . . . . KIRO, Seattle  
 Hemingway, Jack. . . . . KXLE, Ellensburg  
 Kelley, John L. . . . . KELA, Centralia-Chehalis  
 Kissler, Roland. . . . . KSEM, Moses Lake  
 Lind, Perry. . . . . KOL, Seattle  
 McCoy, William. . . . . KWNW, Wenatchee  
 McDonough, D. M. . . . . KVI, Seattle  
 MacFadden, Tyrus T. . . . . KWWB, Walla Walla  
 MacLafferty, Milton. . . . . KIJ, Walla Walla  
 Means, Edgar. . . . . KVAN, Vancouver  
 Morris, Paul S. . . . . KRSC, Seattle  
 Murphy, H. B. . . . . KIT, Yakima  
 Roark, C. A. . . . . KGY, Olympia  
 Ross, James S. . . . . KTW, Seattle  
 Schultz, Arthur A. . . . . KING, Seattle  
 Sparling, A. G. . . . . KGA, Spokane  
 Springer, Kirk. . . . . KOMW, Omak  
 True, Philip. . . . . KXRO, Aberdeen

Vanerstrom, Orris. . . . . KBRC, Mount Vernon  
 Velo, Dick. . . . . KTBI, Tacoma  
 Walker, John. . . . . KHQ, Spokane  
 Watkinson, J. Barry. . . . . KIMA, Yakima

## West Virginia

Baily, Roscoe. . . . . WHAW, Weston  
 Barickman, Buford. . . . . WCOM, Parkersburg  
 Brooks, Vilah G. . . . . WPAR, Parkersburg  
 Brown, Harry S. . . . . WBLK, Clarksburg  
 Bullio, Robert W. . . . . WBTH, Williamson  
 Craver, Campbell J. . . . . WMON, Montgomery  
 Dixon, William. . . . . WCHS, Charleston  
 Flanagan, P. T. . . . . WHJS, Bluefield  
 Ginkel, Al J. . . . . WJLS, Beckley  
 Graham, Earl H. . . . . WLOH, Princeton  
 Haddane, William R. . . . . WLPH, Huntington  
 Heil, Sterling. . . . . WEPM, Martinsburg  
 Hinkle, Charles. . . . . WVVV, Fairmont  
 Hough, R. D. . . . . WPDZ, Clarksburg  
 Kirkpatrick, Leroy. . . . . WSAZ, WSAZ-TV, Huntington  
 Kovlan, Andrew H. . . . . WHAR, Clarksburg  
 Marcerum, Taylor. . . . . WKNA, Charleston  
 Rulong, Clarence. . . . . WAJR, Morgantown  
 Sepe, Edmund. . . . . WBNB, Elkins  
 Stone, William. . . . . WCAW, Charleston  
 Sturm, Harold F. . . . . WHTN, Huntington  
 Sullivan, Paul. . . . . WTIPI, Charleston  
 Thomas, Robert R., Jr. . . . . WOAY, Oak Hill  
 Whiteman, George C. . . . . WGVK, Charleston  
 Wills, Estil. . . . . WWNR, Beckley

## Wisconsin

Boos, Gerald. . . . . WDLB, Marshfield  
 Bresette, Charles. . . . . WOBT, Rhinelander  
 Clay, Wayne. . . . . WCLO, Janesville  
 Dechant, F. Lee. . . . . WRJN, Racine  
 Dodge, George. . . . . WFOX, Milwaukee  
 Duben, W. C. . . . . WOMET, Manitowoc  
 Fliegel, E. W. . . . . WNAM, Neenah  
 Grayden, Edward B. . . . . WSDR, Superior  
 Greely, W. M. . . . . WISC, Madison  
 Hahn, Norman. . . . . WIBA, Madison  
 Hebal, William. . . . . WTMJ, Milwaukee  
 Holbrook, Darrel. . . . . WLDY, Ladysmith  
 Host, Raymond H. . . . . WMAW, Milwaukee  
 Jorgenson, T. O. . . . . WEAU, Eau Claire  
 Kolsky, Bob. . . . . WJMC, Rice Lake  
 Laeser, Phil. . . . . WTMJ-TV, Milwaukee  
 Laskey, J. Melvin. . . . . WDSM, Superior  
 Leeman, Al. . . . . WKBH, La Crosse  
 Link, Otto. . . . . WATW, Ashland  
 Lubinski, Casimir. . . . . WLIP, Kenosha  
 Mayer, Herbert J. . . . . WHBL, Sheboygan  
 Merkl, George. . . . . WHBY, Appleton  
 Meyers, Wendell S. . . . . KFIZ, Fond Du Lac  
 Manaco, Gino. . . . . WMIL, Milwaukee  
 Morton, W. M. . . . . WOSH, Oshkosh  
 Paske, Rolland. . . . . WEMP, Milwaukee  
 Randall, Adin E. . . . . WAUX, Waukesha  
 Reed, Elmo. . . . . WJPG, Green Bay  
 Richardt, R. W. . . . . WSAU, Wausau  
 Rinn, Elphin G. . . . . WLCX, LaCrosse  
 Sadler, L. Stanley. . . . . WBU, Poynette  
 Sielaff, Oscar. . . . . WRFW, Eau Claire  
 Stoniker, Justin. . . . . WTWP, Stevens Point  
 Stangel, Wallace. . . . . WBAV, Green Bay  
 Stewart, Leo. . . . . WMAM, Marinette  
 Thomas, Claude V. . . . . WBIZ, Eau Claire  
 Tyrrell, Paul. . . . . WDFZ, Green Bay  
 Welter, Donald A. . . . . WISN, Milwaukee  
 White, J. Harold. . . . . WKTY, LaCrosse  
 Wilson, Leo. . . . . WBEL, Beloit  
 Winklenwerder, Harold. . . . . WGEZ, Beloit  
 Zieslesch, Bert. . . . . WFHR, Wisconsin Rapids

## Wyoming

Bates, William. . . . . Casper  
 Buchanan, Archie W. . . . . KVRB, Rock Springs  
 Crostwaite, Bob. . . . . KYWO, Sheridan  
 Nelson, Gordon. . . . . KOVE, Lander  
 Roberts, Harold. . . . . KFBC, Cheyenne  
 Simons, Duane W. . . . . KSPR, Casper  
 Sneddon, Jack. . . . . KOWB, Laramie

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Vice-Pres. Chg. Sales. .... W. C. Johnson  
Treasurer ..... L. C. Parks  
Dir. of Engineering. .... Ken Turner  
Dir. of Adv. .... Seymour Mintz  
Dir. of Public Relations. .... R. J. Bamberg  
Asst. Adv. Mgr. .... Jhon Wm. Walt  
TV Promotional Mgr. .... E. J. Sherwood  
Secretary ..... Ken Turner  
Asst. Sec. & Asst. Treas. .... R. F. Dooley  
Purchasing Agent. .... Frank Kazda  
Service Manager ..... M. J. Schinke

PRODUCTS: Receiving sets, radio-phono combinations, FM receiving sets, record players, portables, table, console and console TV receivers, Dual-Temp refrigerators, electric ranges.

## **Allen-Bradley Company**

136 W. Greenfield Ave., Milwaukee 4, Wis.  
Phone: Mitchell 5-5151

Pres.-Sales Manager ..... F. F. Look  
Radio Sales Mgr. .... D. S. W. Kelly  
Chief Engineer ..... J. J. Mellon  
Credit Manager ..... E. M. Kroening  
Purchasing Agent ..... Theron C. Child  
Advertising Mgr. .... A. H. Fensholt  
Industrial Relations Mgr. .... George Megow  
Export Mgrs. .... Rockne Intern'l Corp.  
Service Mgr. .... G. W. Vater

PRODUCTS: Fixed Composition Resistors, Variable Composition Resistors, Electrically operated Solenoid Contactors, AC and DC Electric Motor Control Apparatus, Power Type Relays, Push Buttons, Pressure and Temperature Controls, Limit Switches, Timing Relays, etc.

## **Allied Radio Corp.**

833 W. Jackson Blvd., Chicago, Ill.  
Phone: HAYmarket 1-6800

President ..... A. D. Davis  
Treasurer ..... A. E. Davis  
Purchasing Agent. .... A. Brodsky  
Advertising Manager. .... J. W. Rubin  
Sales Manager ..... S. H. Levey

PRODUCTS: Knight wire recorder, Knight tape recorder, Knight Hi-Fi amplifier, Knight TV console, Knight TV chassis.

## **American Structural Products Co.**

*subsidiary of*

## **Owens-Illinois Glass Co.**

Box 1035, Toledo 1, O.  
Phone: MAin 7131

President ..... S. J. McGiveran  
Gen. Sales Mgr. .... E. B. Dennis, Jr.  
Industrial & Electronics  
Sales Mgr. .... J. P. Kearney  
Sales Promotion Mgr. .... Harlan Hobbs

PRODUCTS: Cathode ray bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, electronic glass, tube and rod specialties.

## **Amperex Electronic Corp.**

25 Washington St., Brooklyn 1, N. Y.  
Phone: MAin 5-2050

Acting Pres. .... Sam Norris  
Sales Manager ..... Sam Norris  
Chief Engineer ..... S. Weston  
Purchasing Agent. .... L. R. Calmel  
Export Managers. .... Roche International

PRODUCTS: Electronic tubes for communication, industrial, TV, electro-medical and special purposes.

## **American Television & Radio Co.**

300 East Fourth St., St. Paul 1, Minn.  
Phone: Cedar 3791

Pres. & Sales Mgr. .... Albert A. Goffstein  
Chief Engineer ..... Albert A. Goffstein  
Credit Manager ..... Henry Blebert  
Purchasing Agent. .... Albert A. Goffstein  
Export Managers. .... Lincoln Export Co.  
Service Manager. .... Allan Degnan

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

## **American Transformer Co.**

178 Emmet St., Newark 5, N. J.  
Phone: Bigelow 3-4444

Vice-President ..... Walter Garlick, Jr.  
Sales Mgr. Industry Sales. .... T. W. Stauber  
Mgr. Electronic Sales. .... F. K. Hankinson  
Mgr. Electronic Apparatus. .... John F. Harris  
Comptroller ..... John M. Wollmer  
Ind. Rel. Mgr. .... Fred H. Canfield  
Purchasing Agent. .... E. H. Bard

PRODUCTS: Dry Type Transformers: Light and Power, Specialty, Airborne, Transformers and Reactors, Instrument, Electronic,



## Equipment Manufacturers

Regulator (Transtate), Rotary. Oil or Abes-  
tol Immersed Transformers: Distribution,  
Power, Specialty, Network, Instrument, Elec-  
tronic (Plate, Filament and Audio-Filter and  
Audio Reactors), Regulators (Transtats).  
Apparatus: Rectifiers, Regulators (automatic  
and motor operated), Wave Filters, Ampli-  
fiers, Test Sets, Weldings and Soldering Sets,  
Receiver Transformers and Reactors.

### Amy, Aceves & King, Inc.

11 W. 42 St., New York 18, N. Y.

Phone: LOngacre 5-6622

President ..... Ernest V. Amy  
Pur. Agt. & Credit Mgr. .... Frank King  
Chief Engineer ..... Julius G. Aceves  
Sales Manager ..... F. A. Klingenschmitt

PRODUCTS: Master antenna systems, TV  
and FM antennas. Electronic developments.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.I., N.Y.

Phone: STillwell 4-5411

President ..... Frank A. D. Andrea  
Sales Manager ..... Lynn Eaton  
Chief Engineer ..... Harold J. Heindel  
Credit Manager ..... Victor J. Buck  
Purchasing Agent ..... Bruce B. Donald  
Industrial Relations Mgr. .... John Andrea  
Export Manager ..... Ranion Masvidal

PRODUCTS: Radio and TV receivers and  
phono. combinations.

### Andrew Corporation

363 E. 75 St., Chicago 19, Ill.

Phone: TRiangle 4-4400

Chairman, Bd. of Dir. .... Dr. V. J. Andrew  
President ..... Mrs. A. S. Andrew  
Director of Sales Eng. .... C. R. Cox  
Production Mgr. .... D. M. Smith  
Chief Engineer ..... J. S. Brown  
Controller ..... W. J. Mather

PRODUCTS: Coaxial transmission line  
FM-AM-TV, antennas FM broadcast, antenna  
phasing equipment and accessories, RF in-  
ductors (miscellaneous types), tower lighting  
equipment, indicating devices (misc.), moni-  
toring equipment, relays, transformers, UHF  
equipment and accessories.

### Ansley Radio & Television, Inc.

41 St. Joe's Ave., Trenton 9, N. J.

Phone: TRenton 4-1175

President ..... Bernard Fein  
Sales Manager ..... Al Jacobs  
Purchasing Agent ..... Wilbur F. Kearney  
Advertising Mgr. .... A. T. Robinson  
Traffic Manager ..... T. Kiger

PRODUCTS: AM-FM console with phono-  
graph; TV, table, console; FM table, FM  
console, AM-FM console; FM console with  
phonograph, AM-FM console with phono-  
graph.

### The Astatic Corporation

Harbor & Jackson Sts., Conneaut, O.

Phone: 12-656

Pres.-Gen. Mgr. .... F. H. Woodworth  
V.P.-Chief Research Engr. .... C. M. Chorpene  
Treasurer-Asst. Gen. Mgr. .... G. B. Fraser  
Gen. Sales Manager ..... W. J. Doyle  
Chief Engineer ..... G. A. Morrell, Jr.  
Purchasing Agent ..... H. J. Green  
Secretary ..... F. H. Kuhlman  
Factory Superintendent ..... W. M. Semple  
Personnel Director ..... F. H. Kuhlman

PRODUCTS: Ceramic, crystal and dynamic  
microphones; Ceramic, crystal and magnetic  
phonograph pickups and cartridges; Crystal  
and magnetic recording heads; Microphone  
stands and accessories; All channel TV  
booster.

### Audak Company

500 Fifth Ave., New York 18, N. Y.

Phone: LA 4-3723

President ..... Maximilian Weil  
Vice-President ..... Geo. V. Sullivan  
Advertising ..... Hart Lehman  
Secretary ..... J. C. Parvey

PRODUCTS: Electronic reproducer and  
recording heads.

### Audio Devices, Inc.

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

Phone: PLaza 3-0973

President ..... Wm. C. Speed  
Vice-President-Sec. .... Bryce Haynes  
BRANCH OFFICE: Allan H. Bodge, West  
Coast Mgr., 844 Seward St., Hollywood, Calif.  
PRODUCTS: Recording discs (audio-  
discs), recording and playback points (audio-  
points), audio tape.

### Audio Masters Co.

23 W. 45th St., New York 19, N. Y.

Phone: PLaza 7-3224

President ..... Herbert Rosen  
PRODUCTS: Play-back machines, tape re-  
corders.

### Audio & Video Products Corporation

1650 Broadway, New York 19, N. Y.

Phone: PLaza 7-0780

Pres. & Gen. Mgr. .... Charles E. Rynd  
V. P. & Treas. .... Thomas P. Robinson  
Vice-President ..... Fred M. Thrower  
Vice-Pres. (Engrg.) .... W. Oliver Summerlin  
Vice-President (Sales) .... Russell O. Hudson  
PRODUCTS: Ampex magnetic tape re-  
corders, Altec Lansing equipment, recording  
tape and accessories.

### Automatic Manufacturing Corp.

65 Bouverneur St., Newark 4, N. J.

Phone: Humboldt 5-2100

President ..... Martin H. Benedek



## Equipment Manufacturers

Vice-Pres., Charge of Sales....Bert E. Smith  
 Chief Engineer.....Joseph R. Mazzola  
 Credit Mgr.....M. E. Silver  
 Purchasing Agent.....J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency coils, radio frequency coils, K-trans.

### John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.  
 Phone: 4762

President .....John F. Beasley  
 Vice-President .....Sidney N. Beasley  
 Secretary-Treas. ....James H. Beasley  
 Sales and Engineering Offices in Dallas, Texas and Chicago, Illinois.

PRODUCTS: Steel erectors (radio towers and antennas.)

### Bendix Radio Broadcast & Television Division (Bendix Aviation Corporation)

East Joppa Rd., Towson 4, Md.  
 Phone: Towson 2200

General Manager.....W. A. Mara  
 General Sales Mgr.....E. C. Bonia  
 TV Sales Manager.....J. O'Connor  
 Credit Manager.....H. F. B. Kerr  
 Chief Engineer.....F. R. Norton  
 Adv. & Sales Promotion Mgr...W. C. Lederer

### Bendix Radio Communications Division

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 General Factory Manager.....E. F. Kolar  
 General Sales Manager.....J. W. Hammond  
 Dir. of Eng. & Research.....W. L. Webb  
 Chief Eng. Com. Products.....A. E. Abel  
 Chief Research Eng.....A. C. Omberg  
 Dir. of Ind. Relations.....M. M. Hughes  
 Traffic Manager.....George Peters

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, TV receivers, headphones, microphones.

### William Brand & Co.

276 Fourth Ave., New York 10, N. Y.  
 Phone: ORchard 4-6960  
 Partners.

William Brand, William Naumburg, Jr.  
 Sales Manager.....R. H. Robinson

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Sleeving; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnished Cambrie, Paper, Tapes; Electrical Insulation Composites; Wire Markers; Wire, Polyvinyl Insulated; Specializing in fine gauges of solid

and stranded conductor construction. Wire, Polyethylene Insulated for High Voltage and Transmission Use—both Jacketed and Un-jacketed Types.

### Brook Electronics, Inc.

34 DeHart Pl., (Box 491), Elizabeth 2, N. J.  
 Phone: ELizabeth 2-7600

President .....N. Dinion  
 Vice-Pres. & Chief Eng.....Lincoln Nash  
 Purchasing Agent.....Helen Anthony

PRODUCTS: High quality audio amplifiers.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.  
 Phone: WInchester 6-2121

President .....G. H. Browning  
 Vice-President .....R. L. Purrington  
 Chief Engineer.....F. A. Spindell  
 Production Manager.....J. C. Sullivan  
 Head Test Dept.....H. L. Smith  
 Credit Manager.....C. W. Craven

PRODUCTS: FM tuners, FM-AM tuners; Frequency meters, cathode ray oscilloscopes, 60-cycle calibrators, regulated power supplies and square wave generators, super high frequency signal generators, frequency calibrators, capacitance relays, electronic capacitance alarm systems.

### William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.  
 Phone: Talbot 4943

Owner-Chief Eng....William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a completed frequency measuring service, from 10 kc to 500 mc covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

### Chicago Telephone Supply Corp.

1142 W. Beardsley Ave., Elkhart, Ind.  
 Phone: 3-0310

President .....J. G. Best  
 V. P. & Gen. Sales Mgr.....W. A. Nicely  
 V. P. & Gen. Mgr.....B. S. Turner  
 Chief Engineer.....W. H. Budd  
 Credit Manager .....M. F. Schneck  
 Purchasing Agent .....F. A. Bundy  
 General Superintendent.....C. M. Cooper  
 Industrial Relations Mgr.....A. M. Daily  
 Export Manager .....W. A. Nicely  
 Traffic Manager .....R. I. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

## Equipment Manufacturers

### Clarostat Mfg. Co., Inc.

Dover, N. H.

President .....Victor Mucher  
Sales Mgr. Distributors

Div. ....Fran Chamberlain  
Secretary .....Charles H. Burnell  
V. P.-Chief Engineer.....George Mucher  
V. P. Chg. Sales.....I. J. Youngblood

PRODUCTS: Fixed and variable power resistors, power rheostats, power resistor decade boxes, wire wound potentiometers, "T" "L" cism pads, 25 and 10 watt attenuators, special resistor products, and composition potentiometers.

### Capelhart-Farnsworth Corp.

3702 E. Pontiac St., Fort Wayne 1, Ind.  
Phone: ANthony 5301

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Exec. V. P.....David R. Hull  
Asst. to Pres.....Edwin A. Nicholas  
V. P. (Research).....Philo T. Farnsworth  
V. P. (Mfg.).....William Clausen  
V. P.....Henry C. Roemer  
Comptroller .....W. F. Hoepfner  
Treasurer .....Paul H. Hartman  
Secv. & Asst. Treas.....Chester H. Wiggin  
Asst. Comptroller.....Roy H. Workman  
Asst. Treasurer.....John J. Brosnan  
Asst. Treasurer.....Edmond H. Dufau  
Asst. Secretary.....C. Douglas Webb  
Asst. Secretary.....Dudley M. Day  
Chief Engineer, Electronics

Apparatus Div.....J. C. Ferguson  
Chief Engineer, Radio-

Television Dept.....Maurice Alexander  
Sales Manager.....C. R. Ward  
Sales Promotion Mgr.....Jack L. Hobby  
Advertising Manager.....Stanley Morrow  
Merchandise Mgr.....I. C. Hunter  
Mgr. Mobile Communications

Division .....John A. Curtis  
Dir. of Purchases.....E. S. Needler  
Credit Manager.....Arthur E. Sibley

PRODUCTS: Capelhart TV receivers, AM-FM radiophonographs, cathode ray tubes, record changers, industrial TV systems (Utiliscope), TV transmitting equipment, TV studio equipment, TV telemetering equipment, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

### Collins Radio Co.

855—35th St., N. E., Cedar Rapids, Ia.  
Phone: 3-0281

President .....Arthur A. Collins  
Executive V. P. (New York).....W. J. Barkley  
Vice-Pres.-Gen. Mgr.....R. S. Gates  
V. P. Chg. Engr. & Mfg.....L. M. Craft  
Secretary-Treasurer .....S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and re-

ceivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

### Colonial Radio Corp.

*A Wholly-Owned Subsidiary of*  
**Sylvania Electric Products, Inc.**

254 Rano St., Buffalo 7, N. Y.  
Phone: VI. 2450

President .....E. E. Lewis  
Executive V. P.....J. H. Quick  
V. P. & Treasurer.....H. E. Riordon  
V. P. of Operations.....G. A. Godwin  
V. P. of Engineering.....R. MacLatchie  
V. P. Planning &

Procurement .....H. J. Kenworthy  
Controller .....M. B. Chesney  
Comptroller .....M. B. Chesney  
Director of Sales.....J. K. McDonough  
Service Manager.....R. K. Pew  
Director of Industrial

Relations .....H. S. Hagen  
PRODUCTS: 1. Sylvania TV receivers including table models, console models, and radio-phono combination models. 2. Automobile receivers for automotive manufacturers and contract accounts. 3. Radio receivers for contract accounts.

### Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.  
Phone: Bridgeport 6-0181

President .....Edward Wallerstein  
V. P. in Chg. of Sales.....Paul E. Southard  
V. P. in Chg. of Mfg. and Engineering

J. H. Hunter  
Dir. of Research.....William Bachman  
Treasurer.....William Wilkins  
Dir. of Purchases.....Robert P. Robinson, Jr.  
Advertising Mgr.....Albert Earl  
Export Mgr.....Ralph Alarcon  
Ind. Rel. Mgr.....K. Raine  
Service Mgr.....William Madeburg  
Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions, Long Playing Microgroove Records.

### Continental Electric Co.

715 Hamilton St., Geneva, Ill.  
Phone: GENEva 4140

President & Treasurer....Milton Ritzenberg  
Vice-Pres.-Production.....V. A. Carpenter  
Secretary & Asst. Treas....J. E. DeVleshower  
Chief Engineer.....J. H. Cone  
Sales Engineer.....J. S. Kirk  
Sales Manager.....E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thyatrons and special electronic tubes.

### Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas  
Phone: RIVERSide 3611

President .....James O. Weldon

## Equipment Manufacturers

Vice-President ..... Lester H. Carr  
 Secretary ..... Dorothy F. Weldon

PRODUCTS: Antenna phasing equipment, radio frequency components for standard broadcast stations, custom building of radio transmitting equipment.

### Corning Glass Works

Corning, New York  
 Phone: Corning 372

President ..... W. C. Decker  
 Mgr. Electrical Prod. Div. .... John L. Ward  
 Mgr. Technical

Prod. Div. .... Russell Brittingham  
 PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, pyrex brand radio, insulators and bushings, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

### Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.  
 Phone: BArlay 7-5140

President ..... John Cook  
 Vice-Pres. & Gen.

Sales Mgr. .... W. F. Osler, Jr.  
 Treasurer ..... J. C. Stagg  
 Secretary ..... J. E. Hoffman  
 Sales Mgr. (Electric Wire Products Div.) ..... J. B. Baxter

PRODUCTS: Radio and TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords and cord sets.

### Crosley Division-AVCO Mfg. Corp.

1329 Arlington St., Cincinnati 25, O.  
 Phone: KIrby 6600

Vice-Pres. & Gen. Mgr. .... John W. Craig  
 Vice. Pres. & Gen. Sales Mgr. .... Wm. A. Bles  
 Gen. Works Mgr. .... Clarence Felix  
 Controller ..... Harold B. Newell  
 Director of Engineering &

Research ..... Lewis M. Clement  
 Director of Purchases .... Frank W. Warner  
 Director of Industrial

Relations ..... Paul W. Deubery  
 Asst. Gen. Sales Mgr.-In

Charge of Adv. .... V. C. Havens  
 Mgr. Radio & TV Section .... L. E. Septer  
 Credit Manager ..... John J. Hope, Jr.  
 Director of Exports .... Douglas C. Lynch  
 Service Dept. Mgr. .... Harold A. Newell  
 Traffic Dept. Mgr. .... Frank C. Partlan  
 President, Crosley Broadcasting

(Subsidiary) ..... Robert E. Dunville

PRODUCTS: Receivers: battery, table, portable AC-DC; radio, AM midget, AM table with phonograph, AM-FM console with phonograph, AM-FM table, AM console with phonograph, TV, table, console, FM table,

FM console, AM-FM console with phonograph record players, TV tuning units.

### Doolittle Radio Inc.

7421 S. Loomis Blvd., Chicago 36, Ill.  
 Phone: RAcliffe 3-4100

President ..... E. M. Doolittle  
 Gen. Manager ..... M. E. Montgomery

PRODUCTS: Complete line of equipment for two way FM communications service including central stations up to and including 250 watts, and mobile equipment of 30 and 60 watts in 30-40 mc range, and 30 watts in 150-160 mc range. Doolittle FD-12 frequency & modulation monitor, four channels any frequencies between 25 and 170 mc. Doolittle PJZ-1A and PJZ-11 "littlefone" equipment, nine pounds of power providing complete two way communication between 25 and 50 mc, and 150 to 160 mc, with squelch, wet battery re-chargable operation.

### Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.  
 Phone: DAvenport 4-7000

President ..... James L. Hawley  
 Gen. Mgr. .... George H. Ritter  
 Engineer ..... E. Richer  
 Credit Mgr. .... Wm. T. Ludwig  
 Secretary ..... T. J. Mullaney  
 Sales Mgr. .... W. J. Sharp  
 Purchasing ..... Robert E. Weber

PRODUCTS: Adaptors, jacks, knobs, plugs, male and female connectors, binding posts, octal sockets, miniature sockets (seven and nine pin), terminal strips, terminal boards, special assemblies (both mechanical and electrical), true shields, metal stampings.

### Allen B. Du Mont Laboratories, Inc.

Bloomfield Ave. & Shafto St., Clifton, N. J.  
 Phone: SHERwood 2-7400

President ..... Allen B. Du Mont  
 Vice-President ..... Leonard F. Cramer  
 Director of Research ..... Thomas T. Goldsmith  
 Asst. to Pres. .... Stanley F. Patten  
 Mgr., Mfg. Divisions except

TV Receiver ..... C. Edwin Williams  
 Controller ..... B. L. Graham

Credit Manager ..... M. Morgan  
 Director of Personnel ..... Harry Houston  
 General Supt. .... Bruce T. Du Mont

TV Receiver Manufacturing Div.  
 Market St., East Paterson, N. J.

Manager ..... Ricardo Muniz  
 Manufacturing Mgr. .... Morris Spector  
 Chief Engineer ..... Irving E. Lempert  
 Purchasing Agent ..... William Paton

TV Receiver Sales Div.  
 Market St., East Paterson, N. J.

Manager ..... Ernest A. Marx  
 Sales Manager ..... Walter L. Stickel  
 Adv. & Sales

Promotion ..... Henry R. Geyelin, Jr.  
 Service Manager ..... E. W. Merriam

## Equipment Manufacturers

### *Electronic Parts Div.*

Market St., East Paterson, N. J.  
 Manager ..... Paul Ware  
 Sales Manager ..... Harry Van Reussalac  
 Chief Engineer ..... Harvey Mensch  
 Manufacturing Mgr. .... Charles Seelig

### *TV Transmitter Div.*

1000 Main Ave., Clifton, N. J.  
 Manager ..... Herbert E. Taylor  
 Sales Manager ..... James Tharp  
 Chief Engineer ..... Gordon Gregory  
 Manufacturing Mgr. .... Chester E. Greenwood  
 Purchasing Agent ..... Lawrence A. Fuller

### *Electronic Instrument Div.*

1000 Main Ave., Clifton, N. J.  
 Manager ..... Rudolf Feldt  
 Sales Manager ..... G. Robert Mezger  
 Chief Engineer ..... P. Samuel Christaldi  
 Manufacturing Mgr. .... Robert Svozil  
 Purchasing Agent ..... William Phillips

### *Cathode-Ray Div.*

Blomfield Ave. & Shafto St., Clifton, N. J.  
 Manager ..... Irving G. Rosenberg  
 Sales Manager ..... Fred Timmons  
 Chief Engineer ..... A. Y. Bentley  
 Manufacturing Mgr. .... Frank Beldowski

### *TV Broadcasting Div.*

515 Madison Ave., New York, N. Y.  
 Phone: MUrray Hill 8-2600  
 Director ..... Mortimer W. Loewi  
 Manager, Sales and  
 Research ..... Julian Armstrong  
 Mgr. Network Operations ..... C. J. Witting  
 Sales Manager ..... Thomas Gallery  
 Chief Eng., Network ..... R. Chipp  
 Mgr., WTTG, Wash., D.C. .... Walter Compton  
 Mgr., WDTV, Pittsburgh ..... Donald Stewart  
 Public Relations & Publicity ..... G. Lyons  
 Adv. & Sales Promotion ..... Arthur Schofield

### **Electronic Specialty Co.**

3456 Glendale Blvd., Los Angeles 39, Calif.  
 Phone: NO. 2-2168

President ..... Wm. H. Burgess  
 Asst. to the Pres. .... Wm. F. Edwards

PRODUCTS: Ranger aircraft radio equipment; transmitters, receivers, and interphone, the transmitter, the electronic inverter which changes AC to DC for electric shavers. TV service division, install and service television receivers.

### **Electronic Tube Corp.**

1200 E. Mermaid Lane, Phila. 18, Pa.  
 Phone: Chestnut Hill 7-6800

Pres. .... Edward D. Gray  
 V.P.-Chief Engineer ..... Henry S. Bamford  
 Credit Mgr. .... C. John Seez  
 Purchasing Agent ..... M. N. Robins

PRODUCTS: Cathode Ray Receiving, Multi-Gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Gen-

erators; Electronic Engineering and Development.

### **Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York 11, N. Y.  
 Phone: CHelsea 2-1800

President ..... Benjamin Abrams  
 Exec. Vice-Pres. .... Dorman D. Israel  
 Treas. .... Max Abrams  
 Vice-Pres. Sales ..... Charles Robbins  
 Vice-Pres. Purchasing ..... Harvey Tullo  
 Vice-Pres., Works Mgr. .... E. J. Kelly  
 Controller ..... A. Rosen  
 Dir. of Engineering ..... D. D. Israel  
 Sales Mgr. TV Dept. .... Stanley M. Abrams  
 Export Mgr. .... Joseph Kattan  
 Sales Promotion Mgr. .... H. R. F. Dietz  
 Personnel Mgr. .... P. R. Certo  
 Service & Brts. Mgr. .... George Cohen

PRODUCTS: Radio Receivers: Battery—Console, Table, Portable, Portable AC-DC; Electric — AM Compact, AM Table, AM Portable, AM Console, FM Console; FM Table; Television—Table models and Consoles; Combinations — Radio-phonograph; Record Players.

### **Espey Manufacturing Co., Inc.**

528 E. 72 St., New York 21, N. Y.  
 Phone: TRafalgar 9-7000

President ..... Nathan Pinsley  
 V. P. & Sales Mgr. .... W. Walter Jablon  
 V. P. & Gen. Mgr. .... Sol Pinsley  
 V. P. & Industrial Sales ..... John Benedikt  
 V. P. & Chief Eng. .... Sam L. Sack  
 Credit Mgr. .... Max Goldberg  
 Export Mgr. .... J. E. Chorlian

PRODUCTS: AM-FM chassis, AM-FM tuners, high fidelity amplifiers, power supplies, AM-FM front end tuners, 3" TV kits.

### **Fairchild Recording Equipment Corp.**

154 St. & 7 Ave., Whitestone, N. Y.  
 Phone: INdependence 3-2100

President ..... Fred R. Driessen  
 Vice-Pres. & Gen. Mgr. .... Wentworth D. Fling  
 Secretary-Treasurer ..... John B. Wolff, Jr.  
 Adv. & Sales Mgr. .... Jay H. Quinn

PRODUCTS: Sound recorders (disk), magnetic tape recorders, transcription tables, magnetic cutterheads, dynamic pickups, recording equalizers, pickup equalizers, unitized amplifier systems and audio systems.

### **Federal Telephone and Radio Corp.**

100 Kingsland Rd., Clifton, N. J.  
 Phone: NUtley 2-3600

Gen. Sales Mgr. .... Raymond S. Perry  
 PRODUCTS: For AM—Complete broadcast systems: transmitters, transmitting and rectifying tubes, pulse-time-modulation relay systems, cables, field intensity meters, con-

soles, microphones and associated speech input and transmitter control equipment. For FM—Complete broadcast systems: transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, square loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. For TV—Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas.

**Finch Telecommunications, Inc.**

4th & Virginia St., Passaic, N. J.  
Phone: Passaic 2-3440

President ..... W. G. H. Finch  
Asst. to Pres. .... J. G. Crost  
Chief Engineer..... W. G. H. Finch  
Purchasing Agent..... Frank R. Brick, Jr.

PRODUCTS: Facsimile Receivers, Transmitters and Duplicators; Radio Broadcast Facsimile Transmitter Consoles and Radio Sound and Facsimile Receivers; FM Transmitter Antennas.

**A. W. Franklin Mfgr. Corp.**

43-20 34th St., Long Island City 1, N. Y.  
Phone: STillwell 4-1160

President ..... Albert W. Franklin  
Vice-President—Sales..... N. H. Lawton  
Plant Manager..... Henry Randall  
Credit Manager..... Fred Weller  
Purchasing Agent..... S. Yurman

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

**Freed Radio Corp.**

200 Hudson St., New York 13, N. Y.  
Phone: WAlker 5-8765

President ..... Arthur Freed  
Dir. of Res. & Devel..... Joshua Sieger  
Dir. of Physics..... Adolph H. Rosenthal  
Purchasing Agent..... Sam Abramson  
Manufacturing Supt. .... Howard Boden

PRODUCTS: TV consoles, radio-TV consoles, radio-TV-phonographs, AM-FM radio phonographs, AM-FM radios.

**Garod Electronics Corp.**

70 Washington St., Brooklyn 1, N. Y.  
Phone: MAin 4-6044

President ..... Leonard Ashbach  
V.P. & Gen. Mgr..... Louis Silver  
Vice-President ..... Maurice Raphael  
Secretary ..... Barnett S. Trott  
Advertising Mgr..... Joseph G. DeVico  
Export Manager..... Ernest Nigaglioni  
Purchasing Agent..... Sol Predeger  
Chief Engineer..... Frank Dieli

PRODUCTS: TV receivers; TV-radio re-

ceivers; TV-radio-phonograph combinations; radio receivers; radio-phonograph combinations.

**Gates Radio Co.**

123 Hampshire St., Quincy, Ill.  
Phone: 522-523

President ..... P. S. Gates  
Executive V-Pres..... L. I. McEwen  
Vice-Pres. Research and  
Sales Coordination..... F. O. Grimwood  
Executive Secretary ..... A. S. Petzoldt  
Chief Engineer..... F. W. Wentura  
Production Manager..... A. D. Myers  
Credit Manager..... L. H. Sieleman  
Purchasing Agent..... J. P. Bowers

PRODUCTS: Transmitters: AM broadcast, FM broadcast, communications, short wave. Speech Input: Consoles, remote amplifiers, program amplifiers, monitoring amplifiers, preamplifiers, recording equipment, custom built studio systems, AM frequency and modulation monitors.

**General Electronics Inc.**

101 Hazel St., Paterson, N. J.  
Phone: SH. 2-5271

Treasurer ..... D. E. Replogle  
Vice-President ..... A. C. Moeller  
Sales Mgr. .... C. G. Hampson  
Chief. Eng. .... D. E. Replogle  
Dev. Eng. .... R. Shima

PRODUCTS: Cathode ray tubes, 10" 12½" 16" glass.

**General Electric  
Electronics Department**

Electronics Park, Syracuse 1, N. Y.  
Phone: 6-4411

Vice-Pres. & Gen. Mgr... Dr. W. R. G. Baker  
Comptroller ..... E. L. Hulse  
Mgr. of Engineering..... I. J. Kaar  
Mgr. of Marketing..... E. H. Vogel  
Gen. Sales Mgr..... A. A. Brandt  
Adv. Manager..... L. E. Pettit  
Mgr., Receiver Div..... Willard H. Sahlhoff  
Mgr. Com'l. Equipment Div... G. F. Metcalf  
Mgr., Tube Div..... J. M. Lang  
Mgr., Government Div..... V. M. Lucas

PRODUCTS: Radio and TV receivers, radio and TV transmitters, receiving, transmitting and industrial tubes, components, two-way communications equipment, electronic specialty items.

**The General Industries Co.**

Olive & Taylor Sts., Elyria, Ohio  
Phone: 2235

President ..... A. W. Fritzsche  
Treas. & Credit Mgr..... C. F. Russert  
V.P., Sales Mgr. of Motor Div... H. E. Moon  
Sales Mgr. of Plastics Div... Steve Hiltbraut  
Chief Engr. Motor Div.... Howard Shumaker

## Equipment Manufacturers

Chief Engr. Plastics Div. . . . . Russell Smith  
 Purchasing Agent . . . . . Clete Heindrich  
**PRODUCTS:** Electric Phonograph Motors, Disc Recording Assemblies, Combination Record Changer, Recorders, Tape Disc Recorders, Custom Molders of all products in Injection and Compression Materials.

### General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.  
 Phone: Elizabeth 3-4400

Chairman of Board . . . . . C. Russell Feldmann  
 Pres. & Treas. . . . . R. E. Laux  
 V. P. in Chg. of Sales . . . . . Don J. Phelps  
 Sales Manager . . . . . G. P. Marron  
 Chief Engineer . . . . . B. N. Fisher  
 Credit Manager . . . . . W. J. Kane  
 Dir. of Purchases . . . . . C. B. L. Townley  
 Export Mgrs. . . . . Ad. Auriema, Inc.

**PRODUCTS:** Variable condensers, push button devices, record changers, loud speakers, TV front end tuners.

### General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.  
 Phone: Victory 2-0707

President . . . . . Morris Perlman  
 Chief Engineer . . . . . Albert Krivo  
 Purchasing Agent . . . . . Ernest Neustadter  
 Sales Mgr. . . . . L. Tenenberg

**PRODUCTS:** Sockets, Terminal Board Assemblies, Laminated Phenolic Parts, Battery Connectors, Coil Forms, Resistor Board Assemblies, multiple and single Male and Female Pin Plug Assemblies.

### General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.  
 Phone: TRowbridge 6-4400

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  
 Export Mgr. . . . . C. E. Hills, Jr.  
 Chief Engineer . . . . . M. Eastham  
 Publicity Mgr. . . . . C. E. Worthen  
 Service Mgr. . . . . H. H. Dawes

**PRODUCTS:** Precision radio and electronic laboratory and testing instruments, FCC approved standard broadcast AM frequency and modulation monitors; FM and TV monitoring equipment; Variacs, Stroboscopes.

### The Hallicrafters Co.

4401 W. Fifth Ave., Chicago 24, Ill.  
 Phone: Van Buren 6-6300

President . . . . . Wm. J. Halligan  
 Exec. Vice-Pres. . . . . R. W. Durst  
 Genl. Sales Mgr. . . . . R. J. Sherwood  
 Chief TV Engineer . . . . . C. E. Honeywell  
 Asst. Sales Mgr. . . . . M. D. Kelly

Distribution Mgr. . . . . O. H. Helmer  
 Advertising Mgr. . . . . Chas. J. Nesbitt  
 General Svc. Mgr. . . . . E. L. Croxen  
 Credit Manager . . . . . Cal A. Shera  
 Production Manager . . . . . H. Hartley  
**PRODUCTS:** TV Receivers, Short-Wave "Ham" Xmitters, and Receivers, Portable Radios, FM/AM Radios.

### The Hammarlund Mfg. Co., Inc.

460 W. 34 St., New York 1, N. Y.  
 Phone: LOngacre 5-1300

President . . . . . Lloyd A. Hammarlund  
 Treasurer . . . . . Joseph Lush  
 Secretary & Comptroller . . . . . E. A. Wittmer  
 Chief Engineer . . . . . Walter Keith

**PRODUCTS:** Communications, receivers, variable condensers, chokes, wave-guide plumbing, sockets.

### Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.  
 Phone: BA 7-8390-1

Gen. Mgr. & Sec. . . . . Chas. J. Hartenstine  
 Asst. Sec. . . . . M. A. Hartenstine

**PRODUCTS:** Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting and all types of antennae and accessories for FM & TV stations; maintenance of radio towers, obstruction lighting equipment and FM & TV antennae.

### Harvey Radio Laboratories, Inc.

447 Concord Ave., Cambridge 38, Mass.  
 Phone: TRowbridge 6-2800

President . . . . . Frank Lyman, Jr.  
 Dir. Contract Adm. . . . . Norman W. Bertelsen  
 Sales Engineer . . . . . E. J. Vogel  
 Clerk of Corp. . . . . R. W. Martin  
 Chief Engineer . . . . . B. J. Cosman  
 Purchasing Agent . . . . . Frank C. Waterhouse  
 Comptroller . . . . . Gordon C. Genthner  
 Production Mgr. . . . . E. Douglas Papkee  
 Personnel Director . . . . . Mary Rizzitano

**PRODUCTS:** High fidelity FM broadcast transmitting and studio equipment, short wave telephone and telegraph transmitters, high fidelity FM broadcast receivers, regulated power supplies, I-F strips, visual alignment signal generators, galvanoscopes and associated radio and electronic equipment, two-way emergency communications equipment.

### Haydu Brothers

P. O. Box 1226, Plainfield, N. J.  
 Phone: PLainfield 6-0876

President . . . . . George K. Haydu  
 Chief Engineer . . . . . Zoltan Haydu  
 Sales Manager . . . . . Alexander Fleischnan

**PRODUCTS:** Electron guns for TV tubes, TV tubes, components for all types of vacuum tubes including receiving, sending,



## Equipment Manufacturers

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.

### Hazeltime Electronics Corp.

58-25 Little Neck Pkway, Little Neck, L. I. N. Y.

Phone: FLushing 7-8700

President ..... W. A. MacDonald  
 Executive Vice-Pres. .... J. B. Dow  
 Vice-Pres. in Charge  
 of Sales ..... F. Robinson  
 Vice-Pres. in Charge  
 of Research ..... A. V. Loughren  
 Vice-Pres. in Charge  
 of Engineering ..... O. M. Dunning  
 Vice-Pres. in Charge  
 of Manufacture ..... J. Willenbecher  
 Dir. of Procurement ..... M. E. Bahr

PRODUCTS: Military types of radio and radar equipment. Air and marine electronic navigational equipment. Radio, radar and TV test equipment for laboratory and production testing.

### Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.  
 Phone: Salem 2260

President ..... Bruce A. Coffin  
 Vice-Pres. .... Edgar M. Batchelder  
 Chairman of Board-Treas. .... Lloyd H. Coffin  
 Vice-Pres. & Sales Mgr. .... John Q. Adams  
 V. P. Chg. of Engineering .. C. F. Stromejer  
 Credit Manager ..... M. S. Jones  
 Purchasing Agent ..... Edward R. Carroll  
 Industrial Relations Mgr. .... A. S. Nelson  
 Export Mgr. .... W. L. Urquhart  
 Advertising Manager ..... Harry G. Burnett

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

### The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.

Phone: FRAnklin 2-1114

President ..... A. D. Plamondon, Jr.  
 V. P. & Gen. Mgr. .... R. F. Smith  
 V. P. & Sales Mgr. .... F. A. Hayden  
 Adv. Mgr. .... I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferrites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

### Insuline Corp. of America

3602-35th Ave., Long Island City 1, N. Y.  
 Phone: AStoria 8-3738

President ..... S. J. Spector  
 Secretary-Treasurer ..... A. S. Spector  
 General Sales Mgr. .... B. L. Cahn  
 Advertising Mgr. .... A. S. Chambers

Supt. .... F. Henneke  
 Industrial Sales Mgr. .... I. Romm  
 Chief Engineer ..... F. Lester  
 Purchasing Agent ..... H. Weston  
 Production Chief ..... H. White

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; Head-phones; 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; Spaghet-ti, 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 1, O.

Phone: HEMlock 4076

President ..... Paul F. Jackson  
 Vice-President ..... Robert C. Apple  
 Sales Manager ..... Myron Fulkerson  
 Production Mgr. .... William Hagstrum

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

## Equipment Manufacturers

### Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.  
Phone: MAusfield 6-7161

President ..... J. M. Brennan  
V. P. & Sales Mgr. .... J. R. Ford  
V. P., Engineer ..... L. Mauerey  
Executive Engineer ..... J. Caldwell, Jr.  
Credit Manager ..... Victor E. Lee  
Export Manager ..... M. J. Schmitt  
Director of Purchases ..... Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

### Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: POrtsmouth 7-7600

President ..... Thomas A. White  
Purchasing Agent ..... George H. Turner  
Advertising Manager ..... Bayard H. Clark  
Comptroller ..... John W. Henderson  
Export Manager ..... J. G. Corrigan

PRODUCTS: Loudspeakers, reproducers, projectors, cabinets, transformers.

### JFD Manufacturing Co., Inc.

6101-6123 16th Ave., Brooklyn 4, N. Y.  
Phone: BENsonhurst 6-9200

President ..... Julius Finkel  
Vice-President ..... Albert Finkel  
Secretary-Treas. .... Edward Finkel

PRODUCTS: TV antennas, FM antennas, TV antenna brackets and accessories, insulators, TV booster, wire, masts, glare filters, wire strippers, key hex wrenches, plugs, male, female, AC-DC continental and domestic test leads, test prods., phono needles, grille cloth, dial pointers, steel rule and wire gauge, line cords, resistance cords, AC service cords, "Sockette" radio tube adapters, exact duplicate ballast tubes, phosphor bronze dial cable, battery adapter harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers, speaker cement, antenna loops, auto antenna, battery plugs, tube shields, radio wire, suppressors, dial belts, dial cord.

### Johns-Manville

22 E. 40th St., New York 16, N. Y.  
Phone: LEXington 2-7600

Commodity Mgr. .... P. J. Washburn  
(Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

### Kerrigan-Lewis Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.  
Phone: SPaulding 2-7208

President ..... Vincent M. Kerrigan  
Vice-Pres.-Treasurer ..... Charles F. Lewis  
PRODUCTS: Magnet and Litzendraht Wire, Mechanical Engraving.

### King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.  
Phone: 2-5209

President ..... Aden J. King  
Vice-President ..... F. M. Michaelian  
Treas. & Gen. Mgr. .... W. R. MacLeod  
Secretary ..... Barbara H. Sisson  
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barax getters.

### Langevin Manufacturing Corp.

37 W. 65 St., New York 23, N. Y.  
Phone: ENdicott 2-7200

Chairman of Board ..... Carl C. Langevin  
President ..... Donald S. Morgan  
Vice-President ..... J. Martinez  
Chief Engineer ..... Clyde E. Hallmark  
Asst. Treasurer ..... Andrew J. Prins

PRODUCTS: Audio amplifiers, power supplier, audio and power transformers, accessories for public address and broadcast systems.

### Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.  
Phone: WHitehall 4-1424

Sales Mgr., Radio Div. .... J. F. Neary  
PRODUCTS: Towers for TV-AM-FM Vertical Radiators Relay Towers.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: STamford 4-5781

President ..... R. R. Machlett  
Vice-Pres. of Sales ..... W. E. Stevenson  
Treasurer ..... J. A. Lambert  
Vice-President ..... H. J. Hoffman  
Mgr. Engineer ..... T. H. Rogers  
Adv. Mgr. .... R. N. Kellogg, Jr.  
Industrial Rel. Mgr. .... R. Gordon Hamblen  
Export Mgr. .... A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

### The Magnavox Co.

2131 Bueter Rd., Fort Wayne 4, Ind.  
Phone: ANthony 5471

President ..... Richard A. O'Connor  
Ex. Vice-Pres. .... Frank M. Freimann  
Comptroller ..... John S. Sturgeon  
Radio-Phonograph & TV  
Factory Mgr. .... Harold M. Detrick  
Factory Mgr. Speaker  
Div. .... L. E. Quinnell  
Chief Eng., Radio-Phono-  
graph & TV Div. .... Anthony Wright

## Equipment Manufacturers

Asst. Sales Mgr. & Merchandise Mgr. .... Stewart Roberts  
 Advertising Mgr. .... Lauren K. Hagaman  
 Sales Mgr., Illustravox Div. .... David S. Carto  
 Sales Mgr., Components Div. .... Stanley S. Sondles

**PRODUCTS:** Receivers, combinations, radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, TV console, speakers, capacitors, solenoids, sound slide film equipment.

### Measurements Corp.

116 Monroe St., Boonton, N. J.  
 Phone: BOonton 8-2131

President-Gen. Mgr. .... H. W. Houck  
 Chief Engineer .... Jerry B. Minter  
 Sales Mgr. .... Nelson C. Doland, Jr.  
 Credit Mgr. .... Robert Meyer  
 Advertising Mgr. .... Edgar M. Weed

**PRODUCTS:** Standard signal generators, pulse generators, square wave generators, UHF radio noise & field strength meters, vacuum tube voltmeters, peak voltmeters, megohm meters, megacycle meters, R.F. attenuators, inductance bridges, capacitance bridges, phase sequence indicators, moisture meters, TV transmission and receiving test equipment, special test equipment, fixed capacitors and resistors, variable condensers.

### John Meek Industries, Inc.

Liberty at Pennsylvania, Plymouth, Ind.  
 Phone: 33

Controller .... Russell G. Eggo  
 Chief Engineer .... J. L. Jones  
 Purchasing Agent .... W. W. Frebel  
 Merchandising Mgr. .... H. R. McKee  
 Plant Manager .... Chas. E. Palmer

**PRODUCTS:** Battery, table, personal, portable, portable AC-DC; electric AM midjet, AM table, AM console, AM portable, AC-DC AM table with phonograph, AM console with phonograph, AM-FM table, AM-FM console, AM-FM table with phonograph, AM-FM console with phonograph; TV, table, console, AM table, FM table, AM-FM table, AM console, AM-FM console, AM console with phonograph, AM-FM console with phonograph.

### Meissner Manufacturing Division Maguire Industries Inc.

Belmont & Seventh St., Mt. Carmel, Ill.  
 Phone: 733

President .... Russell Maguire  
 Sales Manager .... G. E. Phelps  
 Adv. Agency .... Bartz Adv. Agency  
 General Manager .... Fred Lester  
 Chief Engineer .... W. J. Harrison  
 Division Accountant .... H. V. Wallar  
 Purchasing Agent .... C. Schrader

**PRODUCTS:** AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement,

radio coils for equipment, radio servicemen's test equipment, TV chassis, TV components and complete TV receivers.

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
 Phone: SPring 7-7670-1

President .... Dr. S. R. Birne  
 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  
 Dir. of Pub. Rel. .... George Ruskin

**PRODUCTS:** Filigraph sound-on-film recorders and reproducers, continuous recorders and reproducers, tape recorders and reproducers, automatic recorders and reproducers, permanent recorders and reproducers, reference recorders, conference recorders, telephone recorders, interview recorders, telemike, induction units for listening to or recording two-way telephone conversations, battery operated recorders, portfolio type recorders.

### James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Mass.  
 Phone: Malden 4-4108-9

President .... James Millen  
 Sales Mgr. .... E. E. Williams  
 Credit Manager .... Frances Bearse  
 Purchasing Agent .... George E. Pike  
 Export Manager .... Carl Lohman Janik  
 Chief Engineer .... Wade Caywood

**PRODUCTS:** Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Phone: AStoria 8-3738

### Mirror Record Corp.

40-25 206 St., Bayside, L. I., N. Y.  
 Phone: BAyside 4-4999

Pres. & Treas. .... P. K. Trautwein  
 Chief Engineer .... R. V. Hough

**PRODUCTS:** Recording accessories (discs, cutting needles, playback needles).

### Motorola, Inc.

4545 August Blvd., Chicago 51, Ill.  
 Phone: Spaulding 2-6500

President .... Paul V. Galvin  
 Exec. Vice-Pres. .... Robert W. Galvin  
 Vice-Pres. Cons. Prod. Div.

Elmer H. Wavering

Vice-Pres. Ch. Mchdse. .... Walter H. Stellner  
 Vice-Pres. in Charge of Communications & Electronics Division .... D. E. Noble  
 Sales Cons. Goods Div. .... Wm. H. Kelley

## Equipment Manufacturers

Prod. Mgr. Home & Auto Radio Div.

Jack Davis

Dir. Aduty-Sales Prom. . . . . Ellis L. Redden  
Sales Mgr. Comm. & Electronic Div.

Eugene S. Goebel

Treasurer . . . . . George R. MacDonald  
Vice-Pres. in Charge of Procurement

Frank J. O'Brien

Credit Manager . . . . . Henry Kleinbans  
Export Manager . . . . . Carl M. Wynne

Service Manager . . . . . A. T. Alexander

PRODUCTS: Receivers: Battery—Auto-  
motive, Table, Personal; Portable, Portable  
AC-DC; Radio—AM Table, AM Portable  
AC-DC, AM Table with Phonograph, AM-  
FM Table, AM-FM Console, AM-FM Console  
with Phonograph; Television—Table, Con-  
sole, AM-FM Console, AM-FM Console with  
Phonograph. Record Players. Communica-  
tions Equipment: Marine, Police, Railroad,  
Trucks and Busses, Taxicab, Walkie-Talkie,  
Radar Systems. Transmitters: Marine, Police,  
Fixed Station, Supervisory Control, Tele-  
metering, Carrier Communication and Micro-  
wave Multiplex Systems.

### The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.  
Phone: WAbash 2-8800

President . . . . . Leslie F. Muter  
Vice-Pres. & Sales Mgr. . . . . K. E. Rollefson  
Chief Engineer . . . . . K. E. Rollefson  
Vice-Pres. & Credit Mgr. . . . . A. A. Dailey  
Purchasing Agent . . . . . A. R. Campbell  
Indu. Rel. Mgr. . . . . Miss Wilma Palm

PRODUCTS: Resistors, switches, ceramic  
condensers, Spirashields, coils, antenna loops,  
I.F. and R.F. transformers.

### National Carbon Div.,

#### Union Carbide & Carbon Corp.

30 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 7-8000

President . . . . . A. V. Wilker  
Vice-Pres. & Gen. Mgr. . . . . J. M. Spangler  
Vice-President . . . . . C. O. Kleinsmith  
Gen. Sales Mgr. Cons. Prods. . . . . A. C. Bryan  
Mgr. Battery Eng. Dept. . . . . W. H. Fritz  
V.-P., Adv. Sales Mgr. . . . . H. M. Waren

PRODUCTS: "Eveready" "Mini-Max" "B"  
batteries for portable and farm type re-  
ceivers, "Eveready" dry cells, "Eveready"  
flashlight batteries for miniature receivers,  
"Eveready" "Ail Cell" batteries for 2-volt  
and 1.4 volt receivers.

### National Union Radio Corp.

350 Scotland Rd., Orange, N. J.  
Phone: ORange 2-6600

President . . . . . K. C. Meinken  
Sales Mgr. . . . . E. J. Maginot  
Director Research . . . . . A. M. Skellett

Treasurer . . . . . W. H. Carey  
Secretary . . . . . J. V. Deevey  
Credit Mgr. . . . . H. A. Pope  
Asst. Adv. Mgr. . . . . G. K. Konz

PRODUCTS: Electron tubes, receiving,  
TV, transmitting, cathode ray, special pur-  
pose, tube research & development, panel  
lamps, radio dry batteries, auto vibrators.

### New York Transformer Co., Inc.

Third Ave., Alpha, N. J.  
Phone: PHillipsburg 5-1188

President . . . . . Joseph B. Schaefer  
Sales Manager . . . . . Thomas B. Armstrong  
Chief Design Eng. . . . . Ernest D. Belanger  
Chief Engineer . . . . . George Pappas  
Purchasing Agent . . . . . Carl Sefer  
Plant Superintendent . . . . . A. H. Coover  
Controller . . . . . Kenneth Llewelyn

PRODUCTS: Transformers and reactors  
for TV, radios, transmitters, and receivers;  
audio frequency coils, electronic control de-  
vices, etc.

### Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.  
Phone: STillwell 4-6961

President . . . . . A. A. Juviler  
Exec. Vice-President . . . . . P. L. Shoenen  
Vice-Pres.-Treasurer . . . . . M. Sobin  
Director of Sales . . . . . Al Friedman  
Purchasing Engineer . . . . . W. Hegyi  
Chief Engineer . . . . . J. Raudin

PRODUCTS: Complete line of home re-  
ceivers. AM and FM television receivers.

### Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.  
Phone: ATLantic 5-6161

President . . . . . J. D. Ceader  
Asst. to President . . . . . Ilugo Sunberg  
Credit Manager . . . . . David E. Davis  
General Sales Mgr. . . . . John A. Proctor, Jr.  
Asst. Sales Mgr. . . . . Wm. B. Barnes  
Chief Engineer . . . . . K. H. Wessel  
Plant Manager . . . . . A. Sorice

PRODUCTS: Radio speakers, output and  
line transformers, cathode ray tubes.

### Packard-Bell Company

3443 Wilshire Blvd., Los Angeles 16, Calif.  
Phone: DUNkirk 2-2141

President . . . . . Herbert A. Bell  
Vice-President . . . . . Robert S. Bell  
Vice-President . . . . . Joe M. Spain  
Sec.-Treas. . . . . Lowell R. Day  
Ass't. Sec.-Treas. . . . . Jack Speis  
Chief Engineer . . . . . Charles Nichols  
Plant Manager . . . . . Jean Gleis  
General Sales Mgr. . . . . Kenneth R. Johnson  
Ass't. Sales Mgr. . . . . William Frost  
Advertising Mgr. . . . . Walter Addison Watson

## Equipment Manufacturers

Service Mgr.....Thomas L. Stevens  
Personnel Dir.....Charles Askin  
PRODUCTS: Radios, Phonocords, Radio-Phonograph-Recorder Combinations, Television. A complete line of each of the three above types of products.

### Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

President .....William Balderston  
V.-P. & Gen. Sales Mgr.....John M. Otter  
V.-P. Radio and TV Div.....Larry F. Hardy  
V.-P., Dir. Eng. & Res.....Leslie J. Woods  
V.-P., Eng. & Research.....D. B. Smith  
Chief Engineer.....Palmer M. Craig  
Credit Manager.....E. W. Mayhew  
Dir. of Purchases.....W. MacMurtic  
Advertising Mgr.....John F. Gilligan  
Industrial Relations Mgr.....Harold W. Butler  
Export Manager.....D. W. McIntosh  
V.-P. in Cbg. of Parts and Service

James M. Skinner, Jr.

Traffic Manager.....J. Swan

PRODUCTS: Receivers: Battery—Automobile, Table, Portable, Portable AC-DC; Radio—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Portable Wet Cell, AM Table with Phonograph, AM Console with Phonograph and Recorder, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table FM Table, AM-FM Table, AM Console, FM Console, AM-FM Console, AM Console with Phonograph, FM Console with Phonograph, AM-FM Console with Phonograph. Record Players. Communications Equipment: Aviation, Citizens Radio, Emergency Service, Marine, Police, Railroad, Trucks and Busses, Taxicab, Walkie-Talkie, Radar Systems. Transmitters: Short Wave, VHF, UHF, Relay. Tubes: Receiving, Cathode Ray Receiving.

### Philmore Manufacturing Co., Inc.

113 University Place, New York 3, N. Y.  
Phone: ALgonquin 4-3363

President .....Philip Schwartz  
Secy., Treas. & Mgr.....M. L. Granat  
Chief Engineer.....Reginald Burke  
Credit Manager .....C. Mildred  
Export Manager.....M. Greenker  
Purchasing Agent.....Murray Granat

PRODUCT: TV receivers, table model, TV receivers, console model, 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.

### Pilot Radio Corp.

3706 36 St., Long Island City 1, N. Y.  
Phone: STillwell 4-5455

President .....Isador Goldberg  
Executive Vice-Pres.....E. L. Hall  
Secretary-Treasurer.....I. W. Wyckoff  
General Works Mgr.....J. I. Benjamin  
Sales Manager.....E. M. Gilmore  
Purchasing Agent.....B. A. Jablow  
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers, and TV receivers.

### Presto Recording Corp.

P. O. Box 500, Hackensack, N. J.  
Phone: HAcKensack 3-5700

President .....George J. Saliba  
Secretary .....Morris M. Gruher  
Treasurer .....A. Benjamin  
Comptroller .....Ruth B. Sholes  
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, gear driven turntables and recorders, studio tape recorders, portable tape recorders.

### Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.  
Phone: FieLdstone 7-2330

President .....T. Mitchell Hastings, Jr.  
Treasurer .....Chester T. Cook  
Chief Engineer .....Earl E. Eldridge  
Purchasing Agent.....Clyde B. Rush  
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, frequency shift keyer for transmission, frequency shift monitors for transmission, frequency shift converters—Teletype transmission and reception, anti-fade, exalted carrier in diversity receiving equipment, ink tape recorders and pullers, diversity receivers, line amplifiers, power supplies, compression amplifiers.

### Polarad Electronics Corp.

9 Ferry St., New York 7, N. Y.  
Phone: DIgby 9-2080

President .....Dr. D. L. Jaffe  
Chief Engineer.....P. H. Odyssey  
Sales Engineer.....Leo Gross

PRODUCTS: TV studio & test equipment, synchronized generator, TV monoscope signal source, picture & wave form monitor, portable picture monitor dual, TV camera chain, distribution amplifier, camera channel amplifier, dual & single regulated power unit, radio cue system, wide band video amplifier.

## Equipment Manufacturers

### Radio Condenser Co.

Davis & Copewood Sts.; Camden 4, N. J.  
Phone: EMerson 5-5500

President.....Stanley S. Cramer  
Vice-President.....Russell E. Cramer  
V.-P., Charge of Sales...Russell E. Cramer, Jr.  
Treasurer.....William W. Paul  
Chief Engineer.....J. S. Robb  
Dir. Labor Relations.....J. B. Thompson

PRODUCTS: TV Tuning Devices; Variable Air Condensers; Variable Air Capacitors for special radio apparatus of all description; Automotive Push-Button Permeability Tuning Units.

### RCA Victor Division, Radio Corp of America

Front & Cooper Sts., Camden, N. J.  
WOODLAWN 3-8000

Exc. Vice-Pres.....J. G. Wilson  
Vice-Pres. in Charge of Serv.....C. M. Odorizzi  
Vice-Pres. in Charge of Tech.

Products.....L. W. Teegarden  
Operating Vice-Pres.....W. A. Buck  
Vice-Pres. in Charge of

Consumer Products.....J. B. Elliott  
Vice-Pres. in Charge of

Distribution.....R. A. Seidel  
Pres., RCA Service Co., Inc.....E. C. Cahill  
Gen. Mgr., RCA Tube Dept.....R. T. Orth  
Vice-Pres. in Charge RCA

Engineering Products.....W. W. Watts  
Gen. Mgr., RCA Victor Home

Instrument Dept.....H. G. Baker  
Gen. Mgr., RCA Victor Record

Dept.....P. A. Barkmeier  
Pres., RCA Victor Dist. Co.....W. M. Norton  
Vice-Pres. in Charge of Public

Relations Dept.....John K. West  
Vice-Pres. in Charge of Engineering

Dept.....D. F. Schmit  
Vice-Pres. in Charge of

Materials Dept.....V. deP. Goubeau  
Dir. of Accounting Dept.....D. L. Trouant

Dir. of Distribution Dept.....H. M. Winters  
Dir. of Finance Department.....J. S. Carter

General Attorney, Law Dept.....E. E. Ewing, Jr.  
Dir., Personnel Dept.....E. M. Tuft

Dir. of Plant Engineering.....F. Sleeter  
Chief Engineer, Home Instrument

Dept.....D. D. Colc  
Gen. Sales Mgr., Home Instrument

Dept.....A. B. Mills  
Commercial Sales and Mdse. Mgr.,

Record Dept.....L. W. Kanaga  
Chief Engineer, Tube Dept.....Dr. C. R. Shaw

Gen. Sales Mgr., Engineering Products  
Dept.....T. A. Smith

Chief Engr., Engineering Products  
Dept.....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Mon-

ticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.; Marion, Ind.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenkert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16 mm. Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government TV Receivers, Transmitters and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-phonographs.

### Radio Engineering Laboratories, Inc.

35-54 36 St., Long Island City 1, N. Y.  
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.  
Vice-President.....Frank A. Gunther  
Secretary.....Joseph Behr  
Chief Engineer.....Malbon H. Jennings  
Dir. of Research.....James R. Day  
Director of Purchases.....Joseph Behr  
Manager of Sales.....C. R. Runyon, III  
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitter, FM and AM, 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadrilene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point communications equipment, FM radio relay links, special FM communications systems, FM store receivers, and FM bus receivers.



## Equipment Manufacturers

### **Rangertone, Inc.**

73 Winthrop St., Newark 4, N. J.  
Phone: Humboldt 5-2550

President.....R. H. Ranger  
Vice-Pres. Chief Engineer...P. M. Brubaker  
Secretary Sales Manager....S. L. Ackerman  
Asst. Treas.-Purchasing Agent..A. V. Colabella  
Mechanical Engineer.....Ted Weber, Jr.

PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled 60 cycle Power.

### **Raytheon Manufacturing Co.**

Waltham 54, Mass.

Vice-Pres. in Charge of Sales....Ray C. Ellis  
Gen. Sales Mgr.....James J. Tynan  
Mgr. of Broadcast Sales..Leonard A. Rooney

PRODUCTS: AM, FM and TV transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment, TV and communication microwave.

### **Rek-O-Kut Company**

38-01 Queens Blvd., Long Island City 1, N. Y.  
Phone: Stillwell 4-7062-3-4

President, Sales Manager.....George Silber  
Plant Supt.....S. Simonson  
Credit Manager.....A. Friedman  
Exports Agents....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

### **Sentinel Radio Corp.**

2100 Dempster St., Evanston, Ill.  
Phone: University 4-2400

President.....E. Alschuler  
Vice-President.....M. D. Block  
Production Manager.....I. J. Jacobsen  
Chief Engineer.....W. J. Schnell  
Purchasing Agent.....P. O. Krumm  
Credit Manager.....C. S. Willard  
Sales Manager.....E. G. May  
Export Manager.....H. A. Silleox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

### **Sherron Electronics Co.**

(Div. of Sherron Metallic Corp.)  
1201 Flushing Ave., Brooklyn 6, N. Y.  
Phone: HYacinth 7-2820

President.....P. H. Sherron  
Vice-President.....J. W. Hunter

Senior Vice-Pres.....R. M. Stock  
Dir. of Electronic Res.....John Vergechik  
Sales Manager.....M. V. Barasch  
Dir. of TV.....P. J. Gollhofer  
Dir. of Purchases.....M. C. Turner

PRODUCTS: Amplitude modulated transmitters, frequency modulated transmitters, TV transmitters, modulators at all power levels for above transmitters, control consoles for radio stations, pulse generators, oscilloscopes, regulated power supplies, custom built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations.

### **Sound, Inc.**

221 East Cullerton St., Chicago 16, Ill.  
Phone: Victory 2-7234

President-Sales Dir.....Allen Shoup  
Vice-Pres-Chief Engineer

Rudolph A. Bierwirth  
Secy.-Treas.-Supervisor.....I. Ben Berger  
Purchasing Agent.....Hyman Solomon  
Superintendent.....Harry Alfredson

PRODUCTS: Manufacturers of Radar, Electronic and Sound Equipments, Tape recorders and reproducers.

### **Standard Radio Transcription Services, Inc.**

140 North LaBrea, Hollywood 36, Calif.  
Phone: Webster 9181

President.....Gerald King  
Vice-Pres.....Milton M. Blink  
V.-P. in Chg. of Sales—Eastern Office  
Alex Sherwood  
Sales Mgr.—Central States Office

Gus Hagenah  
Business Mgr. & Counsel...Lewis TeeGarden  
Production Mgr.....Harry Bluestone  
Chief Engineer.....Ernest Baumeister

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

### **Stewart-Warner Electric Div. of Stewart-Warner Corp.**

1826 W. Diversey Pkwy., Chicago 14, Ill.  
Phone: LAkeview 5-6000

President.....J. S. Knowlson  
Sr. Vice-President.....F. A. Hiter  
General Manager.....E. Fossum  
Gen. Sales Mgr.....E. L. Taylor  
Advertising Mgr.....C. R. Lunney  
Service Mgr.....N. J. Cooper  
Chief Engineer.....S. C. Kolanowski  
Credit Manager.....A. W. Grossklags  
Publicity Mgr.....C. W. Grange  
Export Mgr.....J. E. Burke  
Purchasing Agent.....J. S. Burreas

## Equipment Manufacturers

Industrial Relations Mgr. .... W. W. Miller  
Traffic Manager. .... E. F. Stecher  
PRODUCTS: RADIOS: AM, Short-Wave,  
AM-FM, Console, Table, Console Combina-  
tions, Table Combinations, Portables; Civil  
and Military Electronic Devices; Miniaturized  
Electronic Equipment; Citizens Radio Trans-  
ceivers. TV: Table, Console, Console Com-  
binations, Projection and Direct View.

### Stromberg-Carlson Co.

100 Carlson Rd., Rochester 3, N. Y.  
Phone: CULver 0260

President. .... Robert C. Tait  
Vice-Pres. .... Lee McCann  
Vice-Pres. .... Sidney R. Curtis  
Sales Mgr. .... Clifford J. Hunt  
Sound Equipmt. Mgr. .... Anthony G. Schifino  
Credit Mgr. .... Charles W. Pritchard  
Mgr. Adv. & Pub. Rel. .... Stanley H. Manson  
PRODUCTS: TV Table Models, TV Con-  
soles, TV Combinations with AM, FM, and  
3-speed record changer, Table Model Radios,  
Combination Radios with AM, FM, and 3-  
speed changer, Electronic Carillon Equip-  
ment, Intercommunicating Systems, Tele-  
phones, and Switchboard Equipment.

### Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.  
Phone: WISconsin 7-9500

Ch. of Bd. .... W. E. Poor  
President. .... D. C. Mitchell  
Vice-President. .... M. F. Balcom  
Vice-President. .... R. H. Bishop  
Vice-President. .... H. Ward Zimmer  
Secretary. .... J. S. Learoyd  
General Sales Mgr., Radio Div. .... C. W. Shaw  
Dir. of Advertising. .... T. P. Cunningham  
PRODUCTS: Cathode ray tubes, amateur  
transmitting tubes, radio receiving tubes,  
geranium crystals, panel lamps, counter  
tube tester, portable tube tester, modulation  
meter, polyster, audio oscillator, 3" os-  
cilloscope, 7" oscilloscope, pocket ohmmeter.

### Tele-Tone Radio Corporation

540 West 58th St., New York 19, N. Y.  
Phone: JUDson 6-5900

President. .... Sol W. Gross  
Gen. Sales Mgr. .... Morton M. Schwartz  
Asst. to President. .... Irving Brudner  
Asst. Gen. Sales Mgr. .... James Ryan  
Chief Engineer, TV. .... Robert S. Mautner  
Comptroller. .... Louis Grodsky  
Dir. of Purchases. .... John G. Commins  
Adv. & Sales Prom. Mgr. .... Bernard Kerner  
Industrial Relations Mgr. .... Irving Brudner  
Export Mgrs. .... Robert Schasseur, Inc.  
Service Mgr., TV. .... Harold Dittenhoefer  
PRODUCTS: Receivers: Battery—Port-  
able AC-DC; Electric—AM Midget, AM  
Table, AM Portable Radios—AC-DC, AM-  
FM Table; Television—Table, Console.

### Television Associates, Inc.

E. Michigan St., Michigan City, Ind.  
Phone: 3655

President. .... W. C. Eddy, Capt. USN (Ret.)  
Chief Engineer. .... A. H. Brolly  
Plant Superintendent. .... J. L. Lahey  
Secretary. .... Margaret Durnal

PRODUCTS: Studio lighting equipment:  
Ceiling mounted incandescents, and fluores-  
cents; dolly mounted fluorescents; control  
fixtures for mounting spotlights; light panel  
control equipment and switch panels. Micro-  
wave relay equipment: Reflectors and mount-  
ing supports; parapet clamps; metal tripods.  
Studio equipment: Camera Dollies, tripods,  
hi-hats and lo-hats for camera mounting,  
cable clamps. Projection Room accessories:  
Continuous reel magazines, rewind mandrels,  
and storage racks for continuous reel film  
loops; kaleidoscope projectors; specialized  
film loops for continuous reel use.

### Television Equipment Corp.

238 William St., New York 7, N. Y.  
Phone: COrtlandt 7-5160

President. .... Leonard Mautner  
Vice-President. .... William Brown  
Secretary. .... William Brown  
Treasurer. .... Harold B. Schneider

PRODUCTS: TV cameras, studio equip-  
ment, transmitters, test equipment, oscillos-  
copes, telecoupler—TV master antenna sys-  
tems, TV booster amplifiers.

### Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.  
Phone: WATkins 4-1550

President. .... Morton B. Kahn  
Treasurer. .... Morton B. Kahn  
Secretary. .... E. J. Nagler

PRODUCTS: Broadcast Station Equip-  
ment, AM and FM, Studio Amplifying Con-  
soles, Radio Communication Transmitters,  
both AM and FM, Air, Ground Communi-  
cation Equipment, AM and FM, Electronic  
Computers, Radar Equipment, Guided Mis-  
sile Controls, etc.

### U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.  
Phone: Sterling 3626

General Manager. .... Joseph Tait  
Sales Manager. .... Robert L. Kaufman  
Chief Engineer. .... Henry P. Meisinger  
Plant Manager. .... Irving Linkow  
PLANT: 1347 South Capitol St.

Phone: Sterling 3626

PRODUCTS: Manufacturers and distribu-  
tors of audio and sound equipment—Pan-  
acoustic, Presto, Magnecord, Stromberg-Car-  
lson, Liberty Carillon, and many others.  
Specializing in engineering, manufacturing,

## Equipment Manufacturers

assembling custom equipment for radio Broadcast stations. Complete Studio and Technical Plant for Sound Recording—both disc and tape.

### United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.

Phone: Circle 6-4255

President ..... Hamilton Hoge  
 Vice-Pres. .... Francis H. Hoge, Jr.  
 Purchasing Mgr. .... Jack Gordon  
 Chief Engineer ..... N. Marardino  
 Chief Mechanical Engr. .... Henry Strahlman  
 Credit Manager ..... Herbert Slose

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Console Direct View, 12" & 15" Console Direct View, 15" Console Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

### Utah, Inc.

1123 E. Franklin St., Huntington, Ind.

Phone: 275

President ..... William J. Knife  
 Gen. Sales Mgr. .... Marshall E. Neil  
 Secretary ..... O. C. Will  
 Chief Engineer ..... Charles Hubbard

PRODUCTS: Loudspeakers, Transformers, Headsets, Acoustic and Electronic Devices.

### Western Electric Co., Inc.

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-2100

President ..... S. Bracken  
 Vice-President ..... F. R. Lack  
 Mgr., Radio Telephone Sales .... S. P. Taylor  
 Mgr., Broadcast Sales .... J. H. Ganzenhuber  
 Mgr., Sound Systems & Comm. .... E. M. Hall  
 Mgr. Electronic Prod. Sales .... R. H. Souder

PRODUCTS: Communications Equipment—Receivers (marine, police, emergency service, taxicab, trucks and busses); Transmitters (broadcast AM-FM), fixed station, marine, police and emergency service); Tubes (receiving, power and transmitting, etc.); audio and radio frequency coils, radio switches, quartz crystals, amplifiers, microphones, headsets, etc.

### Westinghouse Electric Corp.

#### Home Radio Div.

1354 Susquehanna St., Sunbury, Pa.

Phone: 2520

President ..... Gwilym A. Price  
 Vice-Pres. (Consumer Products)

J. M. McKibbin  
 Asst. to Vice-Pres. (Consumer Products)  
 Roger Bolin  
 Manager ..... F. M. Sloan  
 Assistant Manager ..... H. W. Schaefer  
 Chief Engineer ..... G. C. Larson

Mgr. of Manufacturing ..... F. H. Barnett  
 Purchasing Agent ..... W. M. Anderson  
 Sales Manager ..... J. F. Walsh  
 Asst. Sales Manager ..... J. W. Hitchcock  
 Advertising & Sales Promotion Mgr.

Earl L. Hadley  
 Service Manager ..... W. H. McKNew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and TV receivers, radio-phonograph combinations, TV radio-phonograph combinations for home use.

### Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Bigelow 3-4700

President ..... Earl R. Mellen  
 Vice-Pres. in Charge of Sales

H. L. Gerstenberger  
 Vice-Pres. & Chief Engr. .... John H. Miller  
 Credit Manager ..... B. E. Arthur  
 Purchasing Agent ..... George T. Deaney  
 Advertising Manager ..... Phil Barnes  
 Industrial Relations Mgr. .... James J. Hagan  
 Export Manager ..... John H. Purcell  
 Service Manager ..... Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

### Wheeler Laboratories, Inc.

122 Cutter Mill Rd., Great Neck, N. Y.

Phone: Great Neck 2-7806

President ..... Harold A. Wheeler

PRODUCTS: Inductance measuring equipment, capacitance measuring equipment, microwave components, special electronic on order, consulting services.

### Zenith Radio Corp.

6001 W. Dickens Ave., Chicago 39, Ill.

Phone: Berk. 7-7500

President ..... E. F. McDonald, Jr.  
 Exec. V.-P. & Treas. .... Hugh Robertson  
 V.-P. & Dir. of Sales ..... H. C. Bonfig  
 Vice-Pres., Engineering ..... G. E. Gustafson  
 Vice-Pres., Production ... Donald MacGregor  
 Vice-Pres., Purchasing ..... J. E. Anderson  
 Vice-Pres., Spaker Prod. .... W. Dumke  
 Vice-President ..... S. Kaplan  
 Secretary ..... Karl E. Hassel  
 Vice-Pres., Research ..... Dr. A. Elliott  
 Sales Manager ..... L. C. Truesdell  
 Advertising Mgr. .... D. H. Grigsby

PRODUCTS: Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table TV receivers, console TV receivers, console TV-radio-phonograph combinations.



## The Market with a *FUTURE!!!*

**MEXICO** has stepped towards a new and extensive industrial program; its remarkable development in the manufacturing activities has created a new growth below the Rio Grande.

Millions of dollars are being spent in the United States in machinery, up-to-date equipment and raw material, destined to busy centers of production down in the Mexican territory.

American manufacturing concerns whose products enjoy ample demand South of the border, are making big investments, opening large new plants.

This industrial "bonanza" in a prosperous land of 25 million people, together with a fast-growing consumer's market, means the opportunity for a real new business.

The U. S. advertisers will find out that for selling in this promising market, nothing is better than radio for a nation-wide campaign . . . and the network of Radio Programas de Mexico . . . if looking for immediate results.

RPM broadcasting system, through its 88 stations, assures the advertiser a national coverage, carrying the message to every corner of the land.

### **RADIO PROGRAMAS DE MEXICO**

*Largest Latin American Broadcasting System*

EMILIO AZCARRAGA, *Chairman of the Board* • CLEMENTE SERNA MARTINEZ, *President and General Manager*

P. O. BOX 1324

BUCARELI 109

MEXICO, D.F.



# INTERNATIONAL

International Broadcast Stations  
In The United States



Mexico



Cuba

NINETEEN FIFTY



# INTERNATIONAL STATIONS IN THE UNITED STATES

| <i>Licensee and Location</i>                                        | <i>Call Letters</i> | <i>Frequency (Kc)</i>                                        | <i>Power (Kw)</i> |
|---------------------------------------------------------------------|---------------------|--------------------------------------------------------------|-------------------|
| The Associated Broadcasters, Inc.<br>San Francisco, California..... | KWID                | 6060, 7230, 9570, 11870<br>15290, 17760, 21610               | 100 kw            |
| The Associated Broadcasters, Inc.<br>San Francisco, California..... | KWIX                | 6060, 7230, 9570, 11870<br>15290, 17760, 21610               | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WABC                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WCBN                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WCBX                | 6060, 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570 | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Brentwood, Long Island.....   | WCDA                | 6060, 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570 | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Wayne, New Jersey.....        | WOOC                | 6120, 6170, 9650, 11830<br>15270, 17830, 21520, 21570        | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Wayne, New Jersey.....        | WOOW                | 6120, 6170, 9650, 11830,<br>15270, 17830, 21520, 21570       | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California.....       | KCBA                | 6120                                                         | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California.....       | KCBF                | 9650, 11810,                                                 | 50 kw             |
| Columbia Broadcasting System, Inc.<br>Delano, California.....       | KCBR                | 6180                                                         | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio.....                         | WLWL                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio.....                         | WLWR                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio.....                         | WLWS                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 200 kw            |
| The Crosley Corporation<br>Mason, Ohio.....                         | WLWK                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 50 kw             |
| The Crosley Corporation<br>Mason, Ohio.....                         | WLWO                | 6080, 9590, 11710, 15250,<br>17800, 21650                    | 75 kw             |
| General Electric Company<br>South Schenectady, New York.....        | WGEA                | 6190, 7000, 9550, 11840,<br>15330, 21500, 21590              | 50 kw             |
| General Electric Company<br>South Schenectady, New York.....        | WGEO                | 6190, 7000, 9530, 11840,<br>15330                            | 100 kw            |



**International Stations in the U. S.**

| <i>Licensee and Location</i>                                    | <i>Call Letters</i> | <i>Frequency (Kc)</i>                             | <i>Power (Kw)</i> |
|-----------------------------------------------------------------|---------------------|---------------------------------------------------|-------------------|
| General Electric Company<br>South Schenectady, New York.....    | WGEX                | 6190, 7000, 9530, 11840,<br>15330                 | 25 kw             |
| General Electric Company<br>Belmont, California .....           | KGEI                | 6190, 7250, 9530, 9550<br>11730, 15210, 15330     | 50 kw             |
| General Electric Company<br>Belmont, California .....           | KGEX                | 6190, 7250,, 9530, 9550,<br>11730, 15210, 15330   | 100 kw            |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNBI                | 6100, *9670, 11893, 15150,<br>15190, 17780, 21630 | 50 kw<br>* 100 kw |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRA                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRE                | 6100, 9670, 11890, 15150,<br>15190, 17780, 20630  | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRI                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WNRX                | 6100, 9670, 11890, 15150,<br>15190, 21630         | 50 kw             |
| National Broadcasting Co., Inc.<br>Bound Brook, New Jersey..... | WRCA                | 6100, *9670, 11893, 15150,<br>15190, 17780, 21630 | 50 kw<br>* 100 kw |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBA                | 6060, 15250, 21460                                | 50 kw             |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBI                | 9650, 9750, 11770, 17800                          | 50 kw             |
| National Broadcasting Co., Inc.<br>Dixon, California .....      | KNBX                | 11790, 15250                                      | 200 kw            |
| Westinghouse Radio Stations, Inc.<br>Hull, Mass. ....           | WBOS                | 6140, 9570, 11870, 15210,<br>17780, 21540         | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUA                | 6040, 9700, 11730, 15350,<br>17750, 21460         | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUL                | 6040, 11730, 11790, 15130<br>15350, 17750, 21460  | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUS                | 6040, 9700, 11730 15350<br>11750, 21460           | 50 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUW                | 9700, 11730, 11790, 15130,<br>15350, 17750, 25600 | 20 kw             |
| World Wide Broadcasting Corp.<br>Scituate, Mass. ....           | WRUX                | 9700, 11730, 11790, 15130<br>15350, 17750, 25600  | 7 kw              |

# **Radio Programas de Mexico, S. A.**

*Head Office:* Bucareli 109

*General Offices:* Bucareli 109

*Phones:*

*Head Office:* 35-13-73—12-72-34

*General Offices:* 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

## **— PERSONNEL —**

|                                   |                            |
|-----------------------------------|----------------------------|
| President & General Manager.....  | Clemente Serna Martínez    |
| Assistant Manager—Commercial..... | Antonio Eufracio Ontiveros |
| Assistant Manager—Accounting..... | Horacio Niño Medina        |
| Assistant to President.....       | Joaquin de la Garza        |
| Advertising Department.....       | Homero Rios D.             |

## **AFFILIATED STATIONS IN MEXICO**

| <i>Call Letters</i> | <i>City</i>          | <i>Call Letters</i> | <i>City</i>             |
|---------------------|----------------------|---------------------|-------------------------|
| XEBI                | Aguascalientes, Ags. | XEAV                | Guadalajara, Jal.       |
| XEA                 | Campeche, Camp.      | XELW                | Guadalajara, Jal.       |
| XEFQ                | Cananea, Son.        | XEMR                | Monterrey, N. L.        |
| XENC                | Celaya Gto.          | XEI                 | Morelia, Mich.          |
| XEJK                | C. Delicias, Chih.   | XELQ                | Morelia, Mich.          |
| XEP                 | C. Juarez, Chih.     | XETM                | Naco, Son.              |
| XEOX                | C. Obregon, Son.     | XEGL                | Navajoa, Son.           |
| XETR                | C. Valles, S. L. P.  | XEHF                | Nogales, Son.           |
| XEBJ                | C. Victoria, Tamps.  | XETX                | N. Casas Grandes, Chih. |
| XERL                | Colima, Col.         | XEFE                | Nuevo Laredo, Tamps.    |
| XEAG                | Cordoba, Ver.        | XEAX                | Oaxaca, Oax.            |
| XEJC                | Cuernavaca, Mor.     | XETQ                | Orizaba, Ver.           |
| XESA                | Culiacan, Sin.       | XEPP                | Orizaba, Ver.           |
| XEBL                | Culiacan, Sin.       | XEPK                | Pachuca, Hgo.           |
| XEFI                | Chihuahua, Chih.     | XEAT                | Parral, Chih.           |
| XEBU                | Chihuahua, Chih.     | XEMU                | Piedras Negras, Coah.   |
| XEE                 | Durango, Dgo.        | XEHR                | Puebla, Pue.            |
| XEBQ                | Empalme, Son.        | XENA                | Queretaro, Qro.         |
| XEPF                | Ensenada, B. C.      | XEJX                | Queretaro, Qro.         |
| XEMA                | Fresnillo, Zac.      | XERT                | Reynosa Tamps.          |

| <i>Call Letters</i> | <i>City</i>       | <i>Call Letters</i> | <i>City</i>               |
|---------------------|-------------------|---------------------|---------------------------|
| XEBX                | Sabinas, Coah.    | XEMF                | Monclova, Coah.           |
| XEWZ                | Guanajuato, Gto.  | XEFB                | Monterrey, N. L.          |
| XEGS                | Guasave, Sin.     | XEGC                | Sahuayo, Mich.            |
| XEDR                | Guaymas, Son.     | XEDE                | Saltillo, Coah.           |
| XEHQ                | Hermosillo, Son.  | XESJ                | Saltillo, Coah.           |
| XEBH                | Hermosillo, Son.  | XECZ                | San Luis Potosi, S. L. P. |
| XEHT                | Huamantla, Tlax.  | XEBM                | San Luis Potosi, S. L. P. |
| XKEF                | Iguaia, Gto.      | XES                 | Tampico, Tamps.           |
| XEBO                | Irapuato, Gto.    | XESB                | Santa Barbara, Chih.      |
| XEWE                | Irapuato, Gto.    | XETU                | Tampico, Tamps.           |
| XEKL                | Jalapa, Ver.      | XETS                | Tapachula, Chias.         |
| XEJA                | Jalapa, Ver.      | XEWJ                | Tehuacan, Pue.            |
| XELC                | La Piedad, Mich.  | XERK                | Tepic, Nay.               |
| XELG                | Leon, Gto.        | XEC                 | Tijuana, B. C.            |
| XERW                | Leon, Gto.        | XECH                | Toluca, Mex.              |
| XER                 | Linares, N. L.    | XEBP                | Torreón, Coah.            |
| XECF                | Los Mochis, Sin.  | XEDN                | Torreón, Coah.            |
| XEAM                | Matamoros, Tamps. | XETL                | Tuxpan, Ver.              |
| XERJ                | Mazatlan, Sin.    | XEON                | Tuxtla Gutierrez, Chis.   |
| XETK                | Mazatlan, Sin.    | XEUF                | Uruapan, Mich.            |
| XEQW                | Merida, Yuc.      | XEHV                | Veracruz, Ver.            |
| XEFC                | Merida, Yuc.      | XEU                 | Veracruz, Ver.            |
| XECL                | Mexicali, B. C.   | XEDH                | Villa Acuna, Coah.        |
| XEDW                | Minatitlan, Ver.  | XELK                | Zacatecas, Zac.           |

## **AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA**

| <i>Call Letters</i> | <i>City</i>           | <i>Call Letters</i> | <i>City</i>               |
|---------------------|-----------------------|---------------------|---------------------------|
| YSR                 | San Salvador, El Sal. | OAX4F               | Lima, Peru                |
| HRN                 | Tegucigalpa, Hond.    | HJCH                | Bogota, Colombia          |
| YNOW                | Managua, Nicaragua    | HJCS                | Bogota, Colombia          |
| TIGPH               | San Jose, Costa Rica  | HJDA                | Medellin, Colombia        |
| HOC                 | Panama, Panama        | HJDQ                | Medellin, Colombia        |
| HOK                 | Colon, Panama         | HJAH                | Barranquilla, Col.        |
| YV5RA               | Caracas, Venezuela    | HJAN                | Barranquilla, Col.        |
| YV5RG               | Caracas, Venezuela    | HJEB                | Cali, Colombia            |
| YV1RF               | Maracaibo, Venezuela  | HJER                | Cali, Colombia            |
| YV1RK               | Maracaibo, Venezuela  | CX14                | Montevideo, Uruguay       |
| HCQR                | Quito, Ecuador        | HIN                 | Montevideo, Uruguay       |
| HC2AJ               | Guayaquil, Ecuador    | CX18                | Trujillo, Rep. Dominicana |

# STATIONS OF MEXICO

| Call Letters | Frequency (Kcs.) | Power  | Location                       | Owner, Mgr. or Operating Agency    |
|--------------|------------------|--------|--------------------------------|------------------------------------|
| XEA          | 1370             | 1000   | Campeche, Cam.                 | A. Casandya Brito                  |
| XEB          | 1220             | 100000 | Mexico, D. F.                  | El Buen Tono, S. A.                |
| XEC          | 1310             | 250    | Tijuana, B. C.                 | Luis E. Enciso                     |
| XED          | 1050             | 5000   | Mexicali, B. C.                | Fernando Sanchez Mayans            |
| XEE          | 1280             | 250    | Durango, Dgo.                  | R. O. Stvenson                     |
| XEF          | 1420             | 100    | Ciudad Juarez, Chih.           | Jose Carlos Amaya                  |
| XEG          | 1050             | 100000 | Monterrey, N. L.               | La Voz de Norteamerica, S. A.      |
| XEH          | 1420             | 1000   | Monterrey, N. L.               | Radio Tarnava, S. de R. L.         |
| XEI          | 1400             | 250    | Morelia, Mich.                 | Tiburcio Ponce                     |
| XEJ          | 970              | 5000   | Ciudad Juarez, Chih.           | Pedro Meneses, Jr.                 |
| XEK          | 970              | 500    | Mexico, D. F.                  | Arturo Martinez                    |
| XEL          | 1260             | 1000   | Mexico, D. F.                  | Fidel Hernandez Calderon           |
| XEM          | 1390             | 500    | Chihuahua, Chih.               | Pedro Meneses, Jr.                 |
| XEN          | 690              | 5000   | Mexico, D. F.                  | Guillermina P. del Conde           |
| XEO          | 970              | 750    | Matamoros, Tams.               | Jose Maria Gonzalez                |
| XEP          | 1300             | 500    | Ciudad Juarez, Chih.           | Esteban Parra                      |
| XEQ          | 940              | 50000  | Mexico, D. F.                  | Radio Panamericana, S. A.          |
| XER          | 1260             | 250    | Linares, N. L.                 | Enrique Garcia T.                  |
| XES          | 1240             | 250    | Tampico, Tams.                 | Radiotelevisora de Tampico, S. A.  |
| XET          | 990              | 5000   | Monterrey, N. L.               | El Pregonero del Norte, S. A.      |
| XEU          | 960              | 500    | Veracruz, Ver.                 | Fernando Pazos Nosa.               |
| XEW          | 900              | 250000 | Mexico, D. F.                  | Cadena Radiodifusora Mexicana S.A. |
| XEX          | 730              | 250000 | Mexico, D. F.                  | La Voz de Mexico                   |
| XEY          | 980              | 150    | Cuernavaca, Mor.               | Juan Gutierrez Torno               |
| XEZ          | 600              | 2000   | Merida, Yuc.                   | Jorge L. Palomeque                 |
| XEAA         | 1340             | 250    | Mexicali, B. C.                | Consuelo Tonella de Eguia          |
| XEAC         | 690              | 5000   | Tijuana, B. C.                 | Jorge I. Rivera                    |
| XEAD         | 1150             | 125    | Guadalajara, Jal.              | Alejandro Diaz                     |
| XEAG         | 1280             | 500    | Cordoba, Ver.                  | Sucrs. Diodoro Zuniga              |
| XEAI         | 1320             | 500    | Mexico, D. F.                  | Carmen Gutierrez                   |
| XEAM         | 1400             | 250    | Matamoros, Tams.               | Manuel L. Salinas                  |
| XEAO         | 910              | 250    | Mexicali, B. C.                | Juan C. Chavez                     |
| XEAP         | 1290             | 100    | Ciudad Obregon, Son.           | Emilio Manzanilla                  |
| XEAQ         | 1490             | 250    | Agua Prieta, Son.              | Manuel Rodriguez V.                |
| XEAR         | 1450             | 250    | Monterrey, N. L.               | Radio Tiempo, S. de R. L.          |
| XEAT         | 1250             | 250    | Hidalgo del Par-<br>ral, Chih. | Alfonso Perez P.                   |
| XEAU         | 1470             | 5000   | Tijuana, B. C.                 | Manuel Acuna Varela                |
| XEAV         | 580              | 1000   | Guadalajara, Jal.              | Manuel Lopez Diaz                  |
| XEAW         | 1280             | 500    | Monterrey, N. Y.               | Jesus D. Gonzalez                  |
| XEAX         | 1270             | 500    | Oxacaca, Oax.                  | Alberto Marquez G.                 |
| XEBA         | 840              | 250-D  | Guadalajara, Jal.              | Jesus D. Gonzalez Garcia           |
| XEBG         | 1500             | 1000   | Tijuana, B. C.                 | Roberto Salazar                    |
| XEBH         | 920              | 1000   | Hermosillo, Son.               | J. Remigio Agraz                   |
| XEBI         | 1360             | 250    | Aguascalientes, Ags.           | Pedro C. Rivas                     |
| XEBJ         | 1450             | 250    | Ciudad Victoria, Tams.         | Fernando Elizalde                  |
| XEBK         | 1340             | 100    | Nuevo Laredo, Tams.            | J Manuel Cortes                    |
| XEBL         | 1260             | 500    | Culiacan, Sin.                 | Max Gomez Blanco                   |
| XEBM         | 920              | 1000   | San Luis Potosi, S. L. P.      | Benjamin Briones                   |
| XEBO         | 1330             | 500    | Irapuato, Gto.                 | Alfonso Martinez                   |
| XEBP         | 1260             | 250-N  | Torreon, Coah.                 | Alejandro O. Stevenson             |
| XEBS         | 1410             | 250-N  | Mexico, D. F.                  | Hispano Mexicano, S. A.            |

| Call Letters | Frequency (Kcs.) | Power  | Location                  | Owner, Mgr. or Operating Agency     |
|--------------|------------------|--------|---------------------------|-------------------------------------|
| XEBU         | 1240             | 250    | Chihuahua, Chih.          | Enriqueta G. de Uranga              |
| XEBW         | 1280             | 250    | Chihuahua, Chih.          | Radioemisora del Norte S. de R. L.  |
| XEBX         | 610              | 500    | Sabinas, Coah.            | Eugenio Rodriguez T.                |
| XEBZ         | 660              | 500    | Mexico, D. F.             | Vocero Mexicano, S. A.              |
| XECD         | 1170             | 350    | Puebla, Pue.              | Roberto Canedo                      |
| XECF         | 1410             | 500-N  | Los Mochis, Sin.          | Francisco Perez H.                  |
| XECH         | 1490             | 250    | Toluca, Mex.              | Rodolfo Llamas                      |
| XECL         | 990              | 5000   | Mexicali, B. C.           | Alfonso A. Lacarra                  |
| XECQ         | 1450             | 250    | Culiacan, Sin.            | Radio Culiacan, S. de R. L.         |
| XECZ         | 1430             | 1000   | San Luis Potosi, S. L. P. | Leopoldo Trevino J.                 |
| XEDA         | 1290             | 1000   | Mexico, D. F.             | Publicidad Comercial de Mexico, S.A |
| XEDE         | 1400             | 150    | Saltillo, Coah.           | E. Martinez Y Martinez              |
| XEDF         | 790              | 1000   | Nuevo Laredo, Tams.       | Ruperto Villarreal                  |
| XEDH         | 1340             | 250    | Villa Acuna, Coah.        | Humberto Garcia Ruiz                |
| XEDJ         | 1450             | 100    | Magdalena, Son.           | Jesus L. Rochin                     |
| XEDK         | 1250             | 500    | Guadalajara, Jal.         | Manuel Lopez Diaz                   |
| XEDL         | 1250             | 500    | Hermosillo, S. Co.        | Eufemia Esque de Vidal              |
| XEDN         | 600              | 1000   | Torreon, Coah.            | Difusora del Norte, S. A.           |
| XEDR         | 1490             | 500    | Guaymas, Son.             | Refugio Ortega                      |
| XEDS         | 1420             | 500    | Mazatlan, Sin.            | Alejandro A. Schober                |
| XEDU         | 1400             | 150    | Durango, Dgr.             | Carlos C. Armas                     |
| XEDW         | 1260             | 250    | Minatitlan, Ver.          | Daniel Schacht Perez                |
| XEFA         | 1340             | 250    | Jalapa, Ver.              | Adolfo Alvarez                      |
| XEFB         | 630              | 500-N  | Monterrey, N. L.          | Emisoras Incorporadas de Monterrey  |
| XEFC         | 1330             | 500    | Merida, Yuc.              | Rafael Rivas Franco                 |
| XEFE         | 960              | 1000   | Nuevo Laredo, Tams.       | Rafael T. Carranza                  |
| XEFI         | 1440             | 1000   | Chihuahua, Chih.          | Pregonero del Edo. de Chihuahua     |
| XEFM         | 1270             | 100    | Leon Gto.                 | Sucrs. R. Ortiz Gonzalez            |
| XEFO         | 1110             | 5000   | Mexico, D. F.             | Cadena Radio Nacional               |
| XEFQ         | 980              | 500    | Cananea, Son.             | Pedro L. Diaz                       |
| XEFV         | 1240             | 250    | Ciudad Juarez, Chih.      | Dario Cordoba                       |
| XEFW         | 810              | 5000   | Tampico, Tams.            | Flores y Martinez                   |
| XEGL         | 1270             | 500    | Navojua, Son.             | Fausto M. Gomez                     |
| XEGM         | 950              | 1000-N | Tijuana, B. C.            | Gustavo Faist Farnandez             |
| XEGW         | 250              | 250    | Acambaro, Gto.            | Jose Martinez Ramirez               |
| XEGT         | 1490             | 250    | Zamora Mich.              | Radio Zamora S. de R. L.            |
| XEHF         | 1370             | 1000   | Nogales, Son.             | Gaston Mascarenas                   |
| XEHK         | 960              | 250    | Guadalajara, Jal.         | Francisco E. Fregoso                |
| XEHL         | 1010             | 500    | Guadalajara, Jal.         | Radiodifusoras de Occidente, S. A.  |
| XEHQ         | 590              | 500    | Hermosillo Son.           | Radio Hermosillo, S. de R. L.       |
| XEHR         | 1090             | 250    | Puebla, Pue.              | Roberto Canedo                      |
| XEHV         | 1310             | 1000   | Veracruz, Ver.            | Juan A. Palavicini                  |
| XEJA         | 1400             | 100    | Jalapa, Ver.              | Adolfo Alvarez                      |
| XEJC         | 1420             | 150    | Cuernavaca, Mor.          | Miguel A. Jenorio                   |
| XEJE         | 1310             | 250    | Guadalajara, Jal.         | Guillermo Johnston                  |
| XEJP         | 1150             | 600-N  | Mexico, D. F.             | Delia Cubillas de Fernandez         |
| XEJW         | 1270             | 100    | Jalapa, Ver.              | Marino Caraza                       |
| XEJX         | 1450             | 250    | Queretaro, Qro.           | Radio Emisora Queretana S. de R. L. |
| XEKJ         | 1400             | 250    | Acapulco, Gro.            | Ramon Ortega Escobedo               |
| XEKL         | 500              | 250    | Jalapa, Ver.              | Carlos Ferraez Matos                |
| XEKS         | 1300             | 100    | Saltillo, Coah.           | Efrain Lopez                        |
| XELA         | 830              | 1000   | Mexico, D. F.             | Radio Metropolitana, S. A.          |
| XELC         | 1600             | 1000   | La Piedad, Mich.          | Heriberto Guizar Castro             |
| XELG         | 680              | 5000   | Leon, Geato.              | Radio Impulsora del Centro, S. A.   |
| XELK         | 1280             | 250    | Zacatecas, Zac.           | Jose M. Acevedo                     |
| XELL         | 1430             | 250    | Veracruz, Ver.            | Dolores G. Estrada de Ferreiro      |
| XELO         | 800              | 100000 | Ciudad Juarez, Chih.      | Cia. Radiodifusora de P. Negras     |
| XELQ         | 570              | 250    | Morelia, Mich.            | Jose Laris Iturbide                 |
| XELT         | 920              | 250    | Guadalajara, Jal.         | Jose Tostado Lomeli                 |
| XELW         | 1340             | 250    | Guadalajara, Jal.         | Salvador Galindo de la Torre        |
| XELZ         | 1440             | 1000   | Mexico, D. F.             | Maria Cardena de Zetina             |
| XEMA         | 1340             | 100    | Fresnille, Zac.           | Jose Miguel Acevedo Moya            |
| XEMC         | 1590             | 5000   | Mexico, D. F.             | Dolores G. Estrada de Ferreiro      |

**Stations of Mexico**

| Call Letters | Frequency (Kcs.) | Power  | Location                  | Owner, Mgr. or Operating Agency      |
|--------------|------------------|--------|---------------------------|--------------------------------------|
| XEMH         | 1400             | 250    | Merida, Yuc.              | Alvaro Barquet Y,                    |
| XEMJ         | 290              | 250-N  | Piedras Negras, Coah.     | Jesus F. Elizondo                    |
| XEML         | 1500             | 1000   | Mexico, D. F.             | Roberto Valezzi Esparaza             |
| XEMO         | 860              | 5000   | Tijuana, B. C.            | Fernando Federico Ferreira           |
| XEMQ         | 1240             | 250    | Merida, Yuc.              | Lazaro Achurra Suarez                |
| XEMR         | 1370             | 500    | Monterrey, N. L.          | Enrique Serna Martinez               |
| XEMU         | 580              | 250-N  | Piedras Negras, Coah.     | Alfonso L. Bres                      |
| XEMX         | 1380             | 500    | Mexico, D. F.             | Publicada Comercial de Mexico S. A.  |
| XENC         | 1540             | 250    | Celaya, Gto.              | El Herald del Bajio                  |
| XENK         | 620              | 5000   | Mexico, D. F.             | Gral. Brig. Fernando Proal Pardo     |
| XEON         | 770              | 1000   | Tuxtla Gutierrez, Chis.   | Enrique Valero Arambula              |
| XEOX         | 1340             | 250    | Ciudad Obregon, Son       | Felipe G. de Leon                    |
| XEOY         | 1000             | 10000  | Mexico, D. F.             | Fomento de Radio, S. A.              |
| XEPF         | 1400             | 200    | Ensenada, B. C.           | Luis Enrique Enciso                  |
| XEPH         | 590              | 5000   | Mexico, D. F.             | Pedro Riestra Biaz                   |
| XEPK         | 1180             | 1000   | Pachuca, Hgo.             | Radio Publicidad Pachuca, Mgd.       |
| XEPP         | 1450             | 250    | Orizaba, Ver.             | Radio Impulsora de Orizaba           |
| XEQK         | 1350             | 1000   | Mexico, D. F.             | Guillermo Morales B.                 |
| XEQR         | 1030             | 1000   | Mexico, D. F.             | Cadena Radio Continental, S. A.      |
| XEQW         | 1270             | 1000   | Merida, Yuc.              | Radio Mexicana de Merida, S. A.      |
| XERA         | 1490             | 250    | Chihuahua, Chih.          | Red. Nat. Radioemisora               |
| XERB         | 1090             | 50000  | Tijuana, B. C.            | Interamericana de Radio, S. A.       |
| XERC         | 790              | 1000   | Mexico, D. F.             | Radio Popular de Mexico, D. F.       |
| XERF         | 1570             | 50000  | Villa Acuna, Coah         | Cia. Radiodifusora de Coahuila, S.A. |
| XERH         | 1500             | 200-N  | Mexico, D. F.             | "ARSE", S. A.                        |
| XERJ         | 1320             | 500    | Mazatlan, Sin.            | Oscar Perez E.                       |
| XERK         | 1450             | 100    | Tepic, Nay.               | Tomas Mondragon                      |
| XERO         | 1490             | 250    | Aguascalientes, Ags.      | Radio Hidrotermopolitana S. de R.L.  |
| XERL         | 1280             | 250    | Colima, Col.              | J. Roberto Levy                      |
| XERT         | 590              | 250    | Reynosa, Tams             | Ignacio Magallon                     |
| XERW         | 1390             | 250    | Leon, Gto.                | Salvador Guerra                      |
| XERZ         | 1240             | 250    | Leon, Gto.                | Jose Perez V.                        |
| XESA         | 1360             | 500    | Culiacan, Sin.            | Modesto R. Perez                     |
| XESB         | 1400             | 100    | Santa Barbara, Chih.      | Domingo Salayandia Najera            |
| XESF         | 1300             | 250    | Morelia, Mich.            | Jose Martinez Ramierez               |
| XESJ         | 1250             | 500    | Saltillo, Coah.           | Froylan Mier Narro                   |
| XESL         | 1340             | 100    | San Luis Potosi, S. L. P. | Josefina Delgado Sucs.               |
| XESM         | 1470             | 1000-N | Mexico, D. F.             | Salvador San Martin                  |
| XETB         | 1350             | 500    | Torreon, Coah.            | Leonor B. Vda. de Zaragoza           |
| XETF         | 1250             | 500    | Veracruz, Ver.            | Sucs. Jose Rodriguez Lopez           |
| XETK         | 1490             | 250    | Mazatlan, Sin.            | Luis Pantoja Parra                   |
| XETL         | 1390             | 250    | Tuxpan, Ver.              | Calixto Almazan                      |
| XETM         | 1350             | 1000   | Naco, Son.                | Jesus Manuel Franco                  |
| XEAO         | 1400             | 250    | Tampico, Tams.            | Radio Tiempo S. de R. L. C. C.       |
| XETQ         | 1370             | 250    | Orizaba, Ver.             | Carlos Mora J.                       |
| XETR         | 1490             | 125    | Ciudad Valles, S. L. P.   | Tomas Oliva Banuelos                 |
| XETS         | 630              | 100    | Tapachula, Chis.          | Waldelay Dominguez Correa            |
| XETU         | 460              | 1000   | Tampico, Tams.            | Impulsora Moderna del Radio, S. A    |
| XETZ         | 1190             | 500    | Teziutlan, Pue.           | Ricardo Vazquez                      |
| XEUF         | 550              | 300    | Uruapan, Mich.            | Ignacio Navarro                      |
| XEVV         | 970              | 500    | Villahermosa, Tab.        | Sucs. Ernesto Trujille Gurria        |
| XEWE         | 1420             | 100    | Irapuato, Gto.            | Francisco Campos C.                  |
| XEWG         | 1490             | 250    | Ciudad Juarez, Chih.      | Carlos Mendez                        |
| XEWJ         | 1420             | 100    | Tehuacan, Pue.            | Carlos Retif.                        |
| XEXT         | 980              | 1000   | Tepic, Nay.               | Gobierno del Estado de Nayarit       |
| XEXX         | 1420             | 2000   | Tijuana, B. C.            | Jose J. Clark, Fernando Federico     |



# STATIONS OF CUBA

| <i>Location</i>         | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw)</i> |
|-------------------------|---------------------|-------------------------|-------------------|
| Arroyo Apolo            | CMBL                | 860                     | 5-D               |
| Artemisa                | CMAR                | 1170                    | .25               |
| Bayamo                  | CMKX                | 1390                    | .25               |
| Caibarien               | CMHD                | 1560                    | 0.25              |
| Cabaiguan               | CMHP                | 1250                    | 0.25              |
| Camaguey                | CMJN                | 960                     | 1.                |
| Camaguey (Cincuito CMQ) | CMJL                | 920                     | 10.0              |
| Camaguey                | CMJK                | 1150                    | 0.5               |
| Camaguey                | CMJA                | 1060                    | 0.25              |
| Camaguey                | CMJE                | 1230                    | 0.25              |
| Camaguey                | CMJF                | 1340                    | 0.25              |
| Camaguey                | CMJW                | 1440                    | 0.25              |
| Camaguey                | CMJC                | 1270                    | 1.0               |
| Camajuani               | CM                  | 1040                    | 0.25-D            |
| Cardenas                | CMGE                | 1470                    | 0.25              |
| Cienfuegos              | CMHM                | 1450                    | 0.25              |
| Cienfuegos              | CMHJ                | 1350                    | 0.25              |
| Ciego de Avila          | CMJK                | 1370                    | 0.25              |
| Ciego de Avila          | CMJM                | 1300                    | 0.5               |
| Ciego de Avila          | CMJO                | 1470                    | 0.25              |
| Colombia                | CMZ                 | 690                     | 5.                |
| Cruces, L. V.           | CMHK                | 1380                    | 0.25              |
| Encrucijada             | CM                  | 1090                    | 0.1-N             |
| Florida                 | CMJI                | 1400                    | 0.25              |
| Guanabacoa              | CMBH                | 1560                    | 5.0               |
| Guanabacoa              | CMOF                | 910                     | 5.0               |
| Guanabacoa              | CMX                 | 1010                    | 10.-D             |
| Guantanamo, Orte        | CMKS                | 900                     | 0.25              |
| Guantanamo              | CMKH                | 1130                    | 0.25              |
| Havana (Circuito CMQ)   | CMQ                 | 630                     | .25.              |
| Havana                  | COCQ                | 8825                    | 5.                |
| Havana                  | CMBF                | 950                     | 10.               |
| Havana (Radio Reloj)    | CMCB                | 1330                    | 1.                |
| Havana                  | CMCQ                | 1460                    | .25               |
| Havana                  | CMBX                | 1390                    | 0.25              |
| Havana                  | CMCX-<br>CMCH       | 1360                    | .25               |
| Havana                  | CMCO                | 1230                    | .25               |
| Havana                  | CMBD                | 1460                    | 0.25              |
| Havana                  | CMCU                | 1190                    | .25               |
| Havana                  | CMCW                | 1290                    | 0.25              |
| Havana                  | CMBY                | 1120                    | .25               |
| Havana                  | CMK                 | 1420                    | .25               |
| Havana                  | CMCY                | 590                     | 15.               |
| Havana                  | CMW                 | 550                     | 2.5               |

## Stations of Cuba

| <i>Location</i>                 | <i>Call Letters</i> | <i>Frequency (Kcs.)</i> | <i>Power (Kw)</i> |
|---------------------------------|---------------------|-------------------------|-------------------|
| Holguin                         | CMKV                | 600                     | 1                 |
| Holguin                         | CMKF                | 1050                    | 0.25              |
| Holguin (Circuito CMQ)          | CMKJ                | 730                     | 10                |
| Holguin                         | CMKO                | 1220                    | .25               |
| Holguin                         | CMKD                | 970                     | 1                 |
| Jovellanos                      | CMGN                | 960                     | 0.5               |
| Luyano                          | CMCH                | 790                     | 2                 |
| Luyano                          | CMCM                | 1060                    | 0.25              |
| Matanzas                        | CMGW                | 1440                    | 0.5               |
| Matanzas                        | CMGF                | 1240                    | 0.25              |
| Manzanillo                      | CMKM                | 560                     | 0.25              |
| Nuevitas                        | CMJQ                | 1580                    | .25               |
| Palma Soriano, Orte             | CMKZ                | 1430                    | .25               |
| Pinar del Rio                   | CMAB                | 1450                    | .25               |
| Pinar del Rio                   | CMAQ                | 920                     | 1.0               |
| Pinar del Rio                   | CMAN                | 1300                    | 1.0               |
| Pinar del Rio                   | CMAW                | 810                     | 0.25              |
| Puentes Grandes                 | CMCK                | 980                     | 5                 |
| Puentes Grandes                 | CMBF                | 950                     | 1.-N              |
| Puerto Padre                    | CMKY                | 1350                    | 0.1               |
| Rancho Boyeros                  | CMBZ                | 830                     | 1.-D              |
| Rancho Boyeros                  | CMCY                | 590                     | 15-D 25-D         |
| Rancho Boyeros                  | CMBQ                | 1150                    | 1.-N              |
| Rancho Boyeros                  | CMBC                | 740                     | 5.0               |
| Regla                           | CMCD                | 1260                    | 5.0               |
| Regla                           | CMW                 | 550                     | 2.5               |
| Reparto Aldecoa                 | CMQ                 | 640                     | 25.0              |
| Sagua La Grande                 | CMHA                | 1280                    | .25               |
| San Cristobal                   | CMAC                | 1030                    | 0.25              |
| Sancti Spiritus                 | CMHB                | 1410                    | .25               |
| Sancti Spiritus                 | CMKT-<br>CMHT       | 990                     | 0.25              |
| Santa Clara                     | CMHI                | 570                     | 10.-D             |
| Santa Clara                     | COHI                | 1450                    | 5.0               |
| Santa Clara (Circuito CMQ)      | CMHQ                | 640                     | 15.0              |
| Santa Clara                     | CMHW                | 800                     | 1                 |
| Santa Clara                     | CMHN                | 960                     | 1                 |
| Santa Clara                     | CMHO                | 1310                    | 1                 |
| Santa Clara                     | CMHO                | 1310                    | 1                 |
| Santa Clara                     | CMHX                | 1480                    | .25               |
| Santa Clara                     | CM                  | 680                     | 0.5               |
| Santiago de Cuba                | CMKN                | 930                     | 1                 |
| Santiago de Cuba (Circuito CMQ) | CMKU                | 850                     | 2.0               |
| Santiago de Cuba                | CMKW                | 1000                    | 1.0               |
| Santiago de Cuba                | CMKL                | 800                     | 0.25              |
| Santiago de Cuba                | CMKR                | 1090                    | .25               |
| Santiago de Cuba                | CMKW                | 1000                    | 1.0               |
| Santiago de Cuba                | CMKC                | 1290                    | 1.0               |
| San Luis, Oriente               | CMKQ                | 1460                    | 0.5               |
| Vedado                          | CMOX                | 1490                    | .25               |
| Vedado                          | CMBS                | 1090                    | 0.25              |
| Vedado                          | CMBG                | 1390                    | 0.25              |
| Victoria de las Tunas           | CMKG                | 1490                    | .25               |

# ORGANIZATIONS

## RADIO AND TELEVISION

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# ORGANIZATIONS

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LEXington 2-7980

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Chairman of Bd. . . . . Clarence B. Goshorn  
Vice-Chairman . . . . . Fairfax M. Cone  
Secy.-Treas. . . . . Warren E. Kraft  
President . . . . . Frederic R. Gamble  
Vice-Pres. . . . . Richard L. Scheidker  
Vice-Pres. . . . . Richard Turnbull

### FUNCTIONS

(1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises. The Advertising Council, Inc. the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

## AMERICAN COMMUNICATIONS ASSOCIATION (C. I. O.)

5 Beekman St., New York 7, N. Y.  
Cortlandt 7-1374

### OFFICERS

International President . . . . . Joseph P. Selly  
International Secy.-Treas. . . . . Joseph F. Kehoe  
Vice-President Broadcast Dept. . . . . William Bender  
Local One Secy.-Treas. . . . . Frederick Kost  
Chairman, Atlantic Branch . . . . . William Bender  
International Representative . . . . . Jules Paris

### FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

## AMERICAN COUNCIL ON EDUCATION

744 Jackson Place, Washington 6, D. C.  
NAtional 5691

### EXECUTIVE OFFICERS

Chairman . . . . . James B. Conant  
President . . . . . George F. Zook  
Secretary . . . . . Eugene B. Elliott  
Vice-President . . . . . A. J. Brumbaugh

### FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

## 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

J. W. Parks, Oscar F. Hild, Herman D. Kenin,  
George V. Clancy, Walter M. Murdoch.

### BRANCH OFFICES

570 Lexington Ave., New York 22, N. Y. Phone:  
Plaza 8-0600. James C. Petrillo, Pres.  
39 Division St., Newark 2, N. J. Phone: Humboldt  
2-3400. Leo Cluesmann, Sec.  
Box B, Astor Station, Boston 23, Mass. Phone:  
Copley 7-4604. Harry J. Steeper.

## AMERICAN FEDERATION OF RADIO ARTISTS (AFRA)

2 W. 45 St., New York 19, N. Y.  
Vanderbilt 6-1810

### NATIONAL OFFICERS

President . . . . . Clayton Collyer  
Vice-President . . . . . Virginia Payne  
Vice-President . . . . . Knox Manning  
Vice-President . . . . . William S. Gavin  
Vice-President . . . . . Evelyn Freyman  
Vice-President . . . . . Nelson Case  
Recording Secretary . . . . . Nellie Booth  
Treasurer . . . . . Harry von Zell  
National Executive Sec'y . . . . . George Heller  
National Asst. Executive Sec. . . . . A. Frank Reel

### BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.;  
Raymond A. Jones, Executive Secretary.  
Hollywood Local—6331 Hollywood Blvd., Hollywood  
28, California; Claude L. McCue, Executive Secretary.  
San Francisco Local—26 O'Farrell St., San Francisco,  
Calif.; Geary Dalan, Secretary.

## AMERICAN GUILD OF MUSICAL ARTISTS, INC.

276 W. 43 St., New York 18, N. Y.  
LONgacre 5-7508

### OFFICERS

President . . . . . Lawrence Tibbett  
1st Vice-Pres. . . . . Conrad Thibault  
2nd Vice-President . . . . . James Pease  
3rd Vice-President . . . . . Joscha Heifetz  
4th Vice-President . . . . . Astrid Varnay  
5th Vice-President . . . . . Thelma Votipka  
Treasurer . . . . . Frederick Jagel  
Recording Sec. . . . . Elisabeth Hoepfel  
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### BRANCH OFFICES

6331 Hollywood Boulevard, Los Angeles, Calif.  
Phone: Hillside 5121. I. B. Kornblum, Rep.  
216 Pine Street, San Francisco, Cal. Phone: SUTter  
1-0855. Theodore Hale, Rep.  
188 West Randolph Street, Chicago, Ill. Phone:  
STate 2-0585. Ben Meyers, Rep.  
1428 S. Penn Sq., Suite 1301, Phila., Pa. Phone:  
RIttenhouse 6-3100. Paul M. Chalfin, Rep.

### FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes 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 MARKETING ASSOCIATION

1525 E. 53 St., Chicago 37, Illinois.  
MU. 4-5267

### OFFICERS

President . . . . . Everett R. Smith  
Vice-Pres. . . . . Wilford L. White  
Vice-Pres. . . . . Robert F. Elrick  
Secretary . . . . . George H. Brown  
Treasurer . . . . . Donald E. West

### BRANCH OFFICES

30 Chapters in 30 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 . . . . . Edwin S. Friendly  
Vice-Pres. . . . . Charles F. McCall  
Secretary . . . . . J. L. Stackhouse  
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

### FUNCTIONS

To foster and protect the business and industry interests of daily newspapers.

## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

30 Rockefeller Plaza, New York 20, N. Y.  
PLaza 7-2700

### OFFICERS

President ..... Fred E. Ahlert  
Vice-Pres. .... Saul H. Bourne  
Vice-Pres. .... Otto A. Harbach  
Secretary ..... George W. Meyer  
Treasurer ..... Louis Bernstein  
Asst. Sec. .... Donald Gray  
Asst. Treas. .... Frank H. Connor

### BOARD OF DIRECTORS

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### BRANCH OFFICES

In all principal cities through the United States.

### FUNCTIONS

Organized in 1914, as a voluntary, unincorporated, non-profit association to represent the performing rights of its members in negotiations with commercial users of music. Current membership is some 2,050 writer (composer and author) members; 360 publisher members.

## AMERICAN TELEVISION SOCIETY, INC.

17 E. 45 St., New York 17, N. Y.  
Murray Hill 7-9250

### OFFICERS

President ..... David Hale Ho'pern  
Vice-Pres. .... Donald E. Hyndman  
Secretary ..... Reynold R. Kraft  
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### DIRECTORS

Charles J. Durbon, Maurice E. Strieby, Jerry A. Donzig, E. P. H. James, Halsey Barrett, George T. Shupert, Ralph B. Austrian.

### FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## ARTISTS' REPRESENTATIVES ASS'N., INC.

1270 Sixth Ave., New York 20, N. Y.  
Circle 7-1379-80

### OFFICERS

President ..... William Kent  
Vice-Presidents ..... Nathan Lefkowitz, Art Weems, Pal Paul Marr.  
Secretary ..... Harry A. Romm  
Treasurer ..... Nat Kalcheim  
Ass't Secretary ..... Ruth L. Simonson  
Counsel ..... Jack J. Katz

### BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Phone: CE-nat 6-1775, Paul Marr, President.

### FUNCTIONS

Trade association of Theatrical agents.

## ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

25 W. 45 Street, New York 19, N. Y.  
LUXemburg 2-1790  
Cable Address: MUSICPUB—NEW YORK

### OFFICERS

Chairman of the Board ..... Sydney M. Kaye  
President & Secretary ..... M. E. Tompkins

Vice President ..... Karl Bauer  
Vice President ..... Earl B. Hall  
Treasurer ..... Charles A. Wall

### BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, resident, AMP.

## ASSOC. OF CANADIAN ADVERTISERS, INC.

701 Federal Building, 85 Richmond St., West,  
Toronto 1, Ontario.  
ADelaida 8046-7-8

### OFFICERS

President—Lee Trenholm, Provincial Paper Limited, 388 University Ave., Toronto, Ontario.  
Executive Vice-Pres., J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada, Limited, Kitchener, Ontario.

Vice-Pres. & Treas.—J. W. Lawrence, The Borden Co., Limited, Spadina Crescent, Toronto, Ontario.

Vice-Presidents—H. T. Venning, Sherriff's Limited, 79 Don Roadway, Toronto, Ontario; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., Limited, 372 Bay Street, Toronto, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

### DIRECTORS

T. M. Atkinson, Canadian Industries Limited, Box 10, Montreal, Que.; George S. Bertram (Immediate Past-Pres.), Swift Canadian Co., Limited, Union Stock Yards, Toronto, Ontario; G. Walter Brown, Bristol-Myers Co. of Canada, Ltd., 3035 St. Antoine St., Montreal, Que.; D. O. Durkin, John Inglis Co. Limited, 14 Strachan Ave., Toronto, Ontario; E. T. Gater, Sterling Products Limited, Windsor, Ontario; R. R. McIntosh, General Foods Limited, 330 University Ave., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria Square, Montreal, Que.; John M. Meldrum, Canadian National Carbon Co. Ltd., 805 Davenport Road, Toronto, Ontario; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal, Que.; R. C. Scriver, The Bell Telephone Co. of Canada, Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Cola Limited, 90 Broadview Ave., Toronto, Ontario.

### FUNCTIONS

This association was incorporated in March 1917. For 35 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 ELECTRONIC PARTS AND EQUIPMENT MFRS.

33 N. La Salle St., Chicago 2, Ill.  
ANdover 3-4520

### OFFICERS

Chairman ..... Mr. James Blackledge  
Vice Chairman ..... Mr. A. L. Tuttle  
Treasurer ..... Miss Helen A. Staniland  
Executive Secretary ..... Mr. Kenneth C. Prince  
Public Relations Counsel ..... Mr. S. I. Neiman

### FUNCTIONS

To afford a means of discussion and fraternization between manufacturers of radio parts and electronic equipment who sell their products through distributors.

## ASSN. OF NATIONAL ADVERTISERS, INC.

285 Madison Ave., New York 17, N. Y.  
ORegon 9-4940

### OFFICERS

President ..... Paul B. West  
V. & Secretary ..... Edward T. Batchelder  
Vice-President ..... J. F. Kurie  
Vice-President ..... Cy Norton



# Organizations

Chairman of the Board ..... W. B. Potter  
(Eastman Kodak Co.)

Vice-Chairman ..... Albert Brown  
(The Best Foods, Inc.)

### 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.

## THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... Helen Hull  
Vice-Pres. .... John T. Winterich  
Secretary ..... Merle Miller  
Exec. Sec. .... Peter Heggie  
Sec. to the Council ..... Luise M. Silcox

### COUNCIL

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### 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 ..... Oscar Hammerstein, 2nd  
Vice-Pres. .... John Hersey  
Secretary ..... Erik Barnouw  
Treasurer ..... Kurt Weill  
Exec. Sec. .... Luise M. Silcox  
Asst. Exec. Sec. .... Evelyn F. Burkey

### FUNCTIONS

The national business organization of authors and dramatists.

## THE BRITISH BROADCASTING CORPORATION

630 Fifth Ave., New York 16, N. Y.  
Circle 7-0656

### OFFICERS

North American Rep. .... Norman K. Luker  
Program Director ..... Sam J. S'ate  
Program Assistant ..... Lillian Lang  
Program Assistant ..... Marian Moss  
Chief Engineer ..... Arthur S. Toby

### BRANCH OFFICES

United Nations, Lake Success, N. Y., Phone: Field-stone, 7-1100, Bernard Moore, U. N. Correspondent.  
1150 Connecticut Ave., N. W., Washington, D. C.  
Phone: Executive 1465.

### FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two inter-related 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.

## BMI CANADA LIMITED

229 Yonge St., Toronto 1, Ont., Can.  
Elgin 0040

### OFFICERS

President ..... Carl Haverlin  
Vice-President ..... Donald Manson  
Vice President ..... Harry Sedgwick  
General Manager ..... Robert J. Burton  
Asst. General Manager ..... William Harold Moon  
Treasurer ..... Charles A. Wall  
Secretary ..... T. Arthur Evans

### BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal, Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Reps. Ltd., Toronto.

### CANADIAN ADMINISTRATIVE STAFF

Publicity ..... Jean L. Howson  
Research & Accounting ..... M. E. Hewitt  
Distribution ..... M. L. Ingram

### QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q. Fitzroy 2552. T. Clyde Moon, Branch Manager; Dr. Claude Champagne, Editor-in-Chief; Marcel Fortier, Liaison; Mireille Fortier, Secretary.

### FUNCTIONS

BMI Canada Limited was organized to encourage and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing rights societies and to provide equal opportunity of recognition for all writers and composers.

## BROADCAST MUSIC, INC. (BMI)

580 Fifth Ave., New York 19, N. Y.  
PLaza 7-1800

### 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 Relations ..... Robert J. Burton

Vice-Pres. in charge Station Relations ..... Roy Harlow  
Vice-Pres. in charge Foreign Relations ..... Jean Geiringer  
Secretary ..... M. E. Tompkins  
Assistant Treasurer ..... Charles E. Lawrence

### BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kopner, WCAE, Pittsburgh; Joseph A. McDonald American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Wallen, Mutual Broadcasting System, N. Y.

### STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dalberg, James L. Cox, Al Marlin, Linn Pottee, Ken Spornon, Burt Squire, Dorsey Owings.

### NON-RADIO LICENSING DEPT.

Harry P. Somerville ..... Director  
Chicago Office, 360 N. Michigan Ave.: Andover 3-5394. Stan Myers, Mid-West Representative.  
Los Angeles, 4040 Wilshire Blvd., Fairfax 8979.  
R. I. Kirk, Far-Western Representative.

### PROFESSIONAL DEPT.

Julian Stearns, General Professional Mgr.; Professional Staff, Harold Wald, George Furness.  
Chicago Office, 360 N. Michigan Ave. Andover 3-5394. Jimmie Cairns, Professional Representative.  
Hollywood, Calif. Office: Sid Lorraine, Professional Mgr., 1549 N. Vine St., Hillside 7-7447. SYNCHRONIZATION Mgr. Eddie Janis.

### FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own

imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## THE BUREAU OF BROADCAST MEASUREMENT

701 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada  
Adelaide 8046-7-8  
President: L. E. Phenner, Canadian Cellucotton Products Co., Limited, Toronto.  
Vice-President: H. N. Stovin, Horoce N. Stovin & Company, Toronto, Ont.  
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

### DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

### 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 Street, Ottawa, Can.  
Phone: 3-4036

### OFFICERS

Chairman of the Bd. .... William M. Guild  
(CJOC, Lethbridge, Alberta)  
Hon. Pres. & Vice-Pres. of the Bd. .... Ralph Snelgrove  
CKBB, Barrie, Ontario)

Manager ..... T. J. Allard  
Secretary-Treas. .... T. A. Evans  
Dir. of Adv. & Sta. Service ..... Patrick Freeman

### DIRECTORS

E. Finlay MacDonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Phil Lalonde, Montreal, P. Q.; Dr. Charles Hiude, New Carlisle, P. Q.; Harry Sedgwick, Toronto, Ont.; D. K. Soble, Hamilton, Ont.; J. O. Blick, Winnipeg, Man.; E. A. Rawlinson, Prince Albert, Sask.; George Chandler, Vancouver, B. C.

### BRANCH OFFICE

37 Bloor Street W., Toronto, Ont. Patrick Freeman, Dir. of Advertisers and Station Service.

### FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 95 privately owned (independent) broadcasting stations in Canada.

## CATHOLIC ACTORS GUILD OF AMERICA, INC.

Hotel Astor, New York 19, N. Y.  
Circle 6-5566

### OFFICERS

President ..... Gene Buck  
1st Vice-Pres. .... Pat O'Brien  
2nd Vice-Pres. .... Jay Jostyn

Recording Secretary ..... Ed Begley  
Historian ..... Kathryn Givney  
Executive Secretary ..... George Buck  
Chairman of Executive Board ..... Frank McNellis  
Chaplain-Treasurer ..... Rev. Gustav de Leon

### FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of mem-

bers of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

## 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 ..... Charles N. Heckelmann  
Vice-Pres. .... Richard Reid  
Vice-Pres. .... Charles S. Strang  
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.

## COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.

132 St. George St., Toronto 5, Ont., Canada  
Phone: M. 8457

### OFFICERS

President ..... Sir Ernest MacMillan, B.A.,  
Mus. D. (Oxon.), Hon. R.A.M., F.R.C.M.,  
F.R.C.O.

General Manager ..... William S. Low  
Manager, Licensing Dept. .... C. R. Matheson  
Manager, Distribution Dept. .... Ruth Passey  
Comptroller ..... J. K. Bailey

### DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devcreux, John Murray Gibbon, John Clarke, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

### FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

## THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.

6 E. 39 St., New York 16, N. Y.  
MURray Hill 9-4950

President ..... Moss Hart  
Vice-Pres. .... George S. Kaufman  
Secretary ..... Dorothy Fields  
Exec. Sec. .... Mills Ten Eyck, Jr.

### FUNCTIONS

The national business organization of dramatists.

## FEDERAL COMMUNICATIONS BAR ASSOCIATION

810 Colorado Bldg., Washington, D. C.  
NA 2006

President ..... Guilford Jameson  
1st Vice-Pres. .... Neville Miller  
2nd Vice-Pres. .... William A. Porter  
Secretary ..... Corwin R. Lockwood, Jr.  
Treasurer ..... Joseph F. Zias

### EXECUTIVE COMMITTEE

Fred W. Albertson, Omar L. Crook, John F. Gibbons, Arthur W. Scharfeld, George S. Smith, Halph L. Walker.

### 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.

# Organizations

## FEDERAL RADIO EDUCATION COMMITTEE (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.  
Executive 6300, Extension 2897.

### OFFICERS

Chairman ..... Earl J. McGrath  
Secretary-Editor ..... Gertrude C. Broderick

### EXECUTIVE COMMITTEE MEMBERS

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Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University  
Lymon Bryson, Counsellor on Public Affairs, Columbia Broadcasting System

Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio

William C. Eddy, Director of Television, Station WBKB, Chicago

John Elmer, President, Baltimore Broadcasting Corporation

Stierling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company  
Willard E. Givens, Executive Secretary, National Education Association

Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers

Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference

Dorothy A. Kemble, Director of Education, Mutual Broadcasting System

Robert B. Hudson, Director of Education, Columbia Broadcasting System

Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters

Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association

Justin Miller, resident, National Association of Broadcasters

Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company

Mrs. Nathan Straus, Director of Educational Programs, Station, WMCA, New York City.

Levering Tyson, President, Muhlenberg College

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

## FEDERAL TRADE COMMISSION

Pennsylvania Ave., at 6th St., N. W., Washington 25, D. C.  
Executive 6800

### PERSONNEL

Commissioner ..... John Carson  
Commissioner ..... James M. Mead  
Commissioner ..... William A. Ayres  
Commissioner ..... Lowell B. Mason  
Commissioner ..... (vacancy)  
Secretary ..... D. C. Daniel

General Counsel ..... Wm. T. Kelley  
Director, Bureau of Litigation ..... Richard P. Whiteley  
Director, Bu. of Legal Investigation ..... James A. Horton  
Director, Bureau of Industrial Economics ..... Dr. Corwin D. Edwards  
Director, Bu. of Trade Practice Conferences and Wool Act Administration ..... Henry Miller  
Director, Bu. of Stipulations ..... Egad B. Morehouse  
Director, Bu. of Trial Examiners ..... F. C. Baggarly  
Director, Bu. of Medical Opinions ..... Dr. James J. Durrett

### BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.  
Atty. in charge ..... Rolf H. Kielland  
1118 New Post Office Bldg., Chicago 7, Ill.  
Atty. in charge ..... John H. Bass  
133 Federal Office Bldg., San Francisco 2, Calif.  
Atty. in charge ..... Clarence T. Sadler  
447 Federal Office Bldg., Seattle 4, Wash.  
Atty. in charge ..... Walter W. Harris  
1081 Federal Office Bldg., New Orleans 12, La.  
Atty. in charge ..... William B. Lott

### FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

## THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA

934 Fifth Av., New York 21, N. Y.  
Regent 4-1501

Director ..... Pierre Crenesse  
Ass't. Dir. .... Alice Lewitn  
Manager ..... Michel Duhart  
Public Relations ..... Shelley Dobbins  
Ass't. Prog. Dir. .... Jacqueline Landry

### 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.

## RICHARD W. HUBBELL & ASSOCIATES

315 E. 56 St., New York 22, N. Y.  
PLaza 8-2675

### OFFICERS

Chairman ..... Richard W. Hubbell  
Associate ..... Alfred N. Goldsmith  
Associate ..... Robert Jerome Smith

### FUNCTIONS—TELEVISION

Motion picture, and radio consultation service. Planning, constructing, and operating of TV and radio stations. Production and distribution of telefilm. Efficiency and engineering studies. 1948-49 clients included 21 TV stations, as well as film producers and investment syndicates here and abroad, law firms, newspapers, and manufacturers.

## INSTITUTE FOR EDUCATION BY RADIO

Ohio State Univ., Columbus 10, O.  
UN. 3148 Ext. 280

### OFFICERS

Honorary Dir. . . . . W. W. Charters  
Director . . . . . I. Keith Tyler  
Asst. to the Dir. . . . . Paul L. Bogen  
Secretary . . . . . Joan E. Zuber

### FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State Univ. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the Conference is published annually under the title, EDUCATION ON THE AIR.

## THE INSTITUTE OF RADIO ENGINEERS, INC.

1 E. 79 St., New York 21, N. Y.

### OFFICERS

President . . . . . Raymond F. Guy  
Vice-President . . . . . Sir Robert Watson-Watt  
Treasurer . . . . . Donald B. Sinclair  
Secretary . . . . . Haroden Pratt  
Editor . . . . . Alfred N. Goldsmith

### DIRECTORS

Ben Akerman, Stuart L. Bailey, W. R. C. Baker, Trevor H. Clark, A. V. Eastman, W. L. Everitt, Donald C. Fink, Ferdinand Hamburger, Jr., W. R. Hewlett, J. V. L. Hogan, T. A. Hunter, H. E. Kranz, J. W. McRae, F. H. R. Pounsett, H. J. Reich, J. D. Reid, B. E. Shackelford, J. E. Shepherd, J. A. Stratton.

## INTER-AMERICAN ASSOCIATION OF BROADCASTERS (AIR)

Montevideo, Uruguay

### OFFICERS

President . . . . . Goar Mestre  
Vice-Pres. . . . . Emilio Azcarraga  
Secretary . . . . . Eneas Machado de Assis  
Directors . . . . . Lorenzo Balerio Sicco and Gilmore N. Nunn  
Director of Permanent Office: Justino Jimenez de Aréchaga.

### FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

The postal address of the Permanent Office is "Asociacion" Interamericana de Radiodifusion, Cal' Uruguay, 1218 Montevideo—URUGUAY.

## INTERCOLLEGIATE BROADCASTING SYSTEM

706 Sanders Avenue, Schenectady 2, N. Y.

### DIRECTORS & NATIONAL OFFICERS

Roger Clipp, Gen. Mgr., WFIL, Philadelphia, Pa.; John C. Crabbe, Dir. of Radio, College of the Pacific Stockton, Calif.; Guy Della Cioppa, Asst. of Chmn. of the Bd., CBS, Hollywood, Calif.; Dr. Franklin Dunham, Chief, Educational Uses of Radio, Federal Security Agency, Washington, D. C.; Robert B. Hudson, Dir. of Univ. Broadcasting, Univ. of Illinois, Urbana, Ill.; Leo Martin, Head of Radio Dept., Univ. of Alabama, University, Ala.; Morris Novik, Public Service Radio Consultant, Exec. Secty. NAB, N. Y.; Judith Walker, Dir., Public Service Dept., NBC, Chicago, Ill.; Harold Weiss, Dir. Radio, Southern Methodist University, Dallas, Tex.

### EXECUTIVE OFFICERS

\*Chairman . . . . . George Abraham  
(2808 Erie St., S. E., Washington 20, D. C.)  
Executive Dir. . . . . David W. Borst  
(706 Sanders Ave., Schenectady 2, N. Y.)  
Engr. Dir. . . . . Herbert B. Barlow  
(1725 New Hampshire Ave., N. W., Wash. 9, D. C.)  
Station Relations Mgr. . . . . James P. Wylie  
(WESU, Middletown, Conn.)

\*Program Mgr. . . . . Howard C. Hansen

(MacMurray College, Jacksonville, Ill.)

\*Business Mgr. . . . . George I. McKelvey, III  
(Todd Union, Univ. of Rochester, Rochester 3, N. Y.)  
\* Also serve on the Board of Directors.

### STAFF MEMBERS

General . . . . . Robert Fuhrman  
Actg. Sales Mgr. . . . . David W. Borst

### REPRESENTATIVES

Region No. 1 . . . . . James R. Wylie  
(WESU, Middletown, Conn.)  
Region No. 2 . . . . . Eugene Warner  
(125 Eighth St., Troy, N. Y.)  
Region No. 3 . . . . . Edward Kelty  
(603 Hartley Hall, Col. Univ., New York 27, N. Y.)  
Regions Nos. 4 and 5 . . . . . Peter Swanson  
(Box 4527, University, Ala.)  
Region No. 6 . . . . . Robert Mallory  
(Box 279, Carnegie Inst. of Tech., Pittsburgh 13, Pa.)  
Region No. 7 . . . . . Muriel Knudsen  
(MacMurray College, Jacksonville, Ill.)  
Region No. 8 . . . . . John C. Renshaw  
(6623 Lake Circle, Dallas 14, Tex.)  
Region No. 9 . . . . . Dean Lierle  
(3100 S. Hoover Blvd., Los Angeles 7, Calif.)

### FUNCTIONS

The Intercollegiate Broadcasting System is an association of college campus radio stations established to pool the resources of these stations and further the development of college radio in this country.

## INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS (AFL)

1200 Fifteenth St., N. W., Washington 5, D. C.  
District 3764

### OFFICERS

International President . . . . . D. W. Tracy  
International Secretary . . . . . J. Scott Milne  
Asst. to President . . . . . Lawson Wimberly

### FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

## ROBERT S. KELLER, INC.

72 Barrow St. New York 14, N. Y.  
WATKINS 4-6599

### OFFICERS

President . . . . . Bob Keller  
Vice-Pres. . . . . R. J. Anderson  
Secretary . . . . . Amy Atkinson  
Treasurer . . . . . E. Benjamin Wright

### FUNCTIONS

Radio sales promotion with emphasis on personal contact; supplements network and spot salesmen by preparing and delivering station and market data direct to agency buyers; handles press and public relations; makes weekly report to stations on national advtg. activity.

## THE LAMBS

130 W. 44 St., New York 18, N. Y.  
LUXEMBURG 2-1515

### OFFICERS

Shepherd . . . . . Bert Lytell  
Boy . . . . . Walter N. Greazzi  
Corresponding Secretary . . . . . Bobby Clark  
Recording Secretary . . . . . Jack Whiting  
Treasurer . . . . . James E. Meighan  
Librarian . . . . . Harold C. Hoffman

### DIRECTORS

Elliott Nugent, Bruce Evans, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, William P. Adams, John Alexander, Em'l Friedlander, Averell Harris, Arthur Vinton, Lep Solomon, Edward H. Ford, William David, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

### 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 col-

# Organizations

lection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

## LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

28 Newbury St., Boston 16, Mass.  
KENmore 6-6522

### OFFICERS

|                             |                    |
|-----------------------------|--------------------|
| Trustee                     | Ralph Lowell       |
| Director                    | Parker Wheatley    |
| Senior Producer             | Richard Erstein    |
| Adm. Ass't.                 | Lawrence Creshkoff |
| Planning & Evaluation Asst. | Timothy G. Dyas    |
| Producer-Writer             | R. Jarrett Tangney |
| Producer-Writer             | S. Robert Rowe     |
| Research & Inf. Ass't.      | Maureen M. Mosher  |

### COORDINATORS

Boston Col. Rev. Thomas F. Fleming, S. J.; Boston Univ., Prof. S. B. Gould; Harvard Univ., Mr. David W. Bailey; Mass. Inst. of Tech., Dean John E. Burchard; Northeastern Univ., Prof. Milton J. Schlagenhaut; Tufts College, Dean John P. Tilton.

### FUNCTIONS

The Lowell Institute, in cooperation with Boston Col., Boston Univ., Harvard, M. I. T., Northeastern and Tufts presents a year-round nighttime schedule of educational broadcasts for adults over Boston's commercial stations, AM, FM, and TV.

## MARKET RESEARCH COUNCIL

The LLOYD H. HALL CO., 570 Lexington Ave., N. Y. 18, N. Y.  
PLaza 8-2467

### OFFICERS

|               |                  |
|---------------|------------------|
| President     | Vergil D. Reed   |
| Vice-Pres.    | Franklin R. Cawl |
| Sec'y.-Treas. | Lloyd H. Hall    |

### EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Philip Salisbury.

### FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take on active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

## THE MUSIC PUBLISHERS CONTACT EMPLOYEES (A. F. of L.)

1270 Sixth Ave., New York 20, N. Y.  
Columbus 5-7362

### OFFICERS

|                   |                                                                                   |
|-------------------|-----------------------------------------------------------------------------------|
| President         | Robert Miller                                                                     |
| Vice-President    | Joseph Santly                                                                     |
| Treasurer         | Charles Lang                                                                      |
| Members Exec. Bd. | Leo Diston, Ralph Smitman,<br>Harry Santly, Sam Smith, Mack Clark, Mickey Garlock |
| Exec. Sec'y.      | Robert Miller                                                                     |

### BRANCH OFFICES

|                                        |                 |
|----------------------------------------|-----------------|
| 54 W. Randolph St., Chicago, Ill.      |                 |
| Regional Director                      | Morton Schaefer |
| 8360 W. First St., Los Angeles, Calif. |                 |
| Regional Director                      | Al Comparte     |
| 36 East Fifth Street, Cincinnati, Ohio |                 |
| Regional Director                      | Danny Engel     |

### 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 |
| resident              | Lester Santly     |
| Vice-resident         | Jack Mills        |
| Secretary             | J. J. Bregman     |
| Treasurer             | Abe Olman         |
| Agent and Trustee     | Harry Fox         |

## NATIONAL ASSOCIATION OF BROADCASTERS

(For Complete Listing See NAB Section—Page 237.)

## NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46 St., New York 19, N. Y.  
LUxemburg 2-5130

### OFFICERS

|                   |                  |
|-------------------|------------------|
| National Chairman | Oliver W. Nicoll |
|-------------------|------------------|

### COUNCILS

37 W. 46 St., New York 19. Phone: LUxemburg 2-5130. Oliver W. Nicoll, Chairman. New York Council: 102 E Hubbard St., Chicago 11, Ill. Phone: DElaware 7-7017. Raymond A. Jones, Chairman. Chicago Council, George Maher, Sec.-Treas.; 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: HIltside 5125. C'aude McCue, Chairman. Hollywood Council, James H. Brown, Sec.-Treas.; 375 O'Farrell St., San Francisco 2, Calif. ORdway 3-8484. John R. McDonnell, Chairman. San Francisco Council, William S. Gavin, Sec.-Treas.

### CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Denver, Colo.; Detroit, Mich.; Fort Wayne, Ind.; Indianapolis, Ind.; Kansas City, Mo.; Louisville, Ky.; Miami, Fla.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Racine, Wis.; Raleigh-Durham, N. C.; Rochester, N. Y.; Salt Lake City, Utah; Schenectady, N. Y.; Seattle, Wash.; St. Louis, Mo.

### 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 ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

### OFFICERS

|                 |               |
|-----------------|---------------|
| President       | Fred Waring   |
| Vice-President  | Bing Crosby   |
| Vice-President  | Meyer Davis   |
| Vice-President  | Paul Whiteman |
| Vice-President  | Al Jolson     |
| Secretary       | Eddie Duchin  |
| Treasurer       | Don Voorhees  |
| General Counsel | Alfred Rice   |

### BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, uy Lombardo, Ray Noble, Walter O'Keefe, Ira Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Dan Voorhees, Paul Whiteman, Victor Young, Efreim Zimbalist.

### FUNCTIONS

To protect the interpretive artistry from exploitation of his recordings and transcriptions.

## NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES

101 Park Ave., New York 17, N. Y.  
Murray Hill 5-4141

### OFFICERS

President ..... Frank M. Headley  
Vice-Pres. .... Robert D. C. Meeker  
Treasurer ..... Lewis H. Avery  
Secretary ..... F. Edward Spencer, Jr.  
Managing Director ..... Thomas F. Flanagan

### MEMBERS

Avery-Knodel Inc., John Blair & Company, Blair TV, Inc., The Bolling Company Inc., The Branham Company, Everett-McKinney Inc., Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Company, George P. Hollingsbery Company, The Katz Agency Inc., Robert Meeker Associates, Inc., John E. Pearson Company, Edward Petry Co. Inc., Ra-Tel, Paul H. Raymer Company, Inc., Walker Company, Inc., Weed & Company, Adam J. Young, Jr. Inc.

### FUNCTIONS

To develop the use and increase the sale of national spot radio.

## NATIONAL BETTER BUSINESS BUREAU, INC.

405 Lexington Ave., New York 17, N. Y.  
Murray Hill 6-3535

### OFFICERS

President ..... R. P. Clayberger  
Vice-Pres. .... Warren Agry  
Secretary ..... Harry Dwight Smith  
Treasurer ..... John L. Anderson  
General Manager ..... Edward L. Greene

### FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

## NATIONAL SOCIETY OF TELEVISION PRODUCERS

234 W. 44 St., New York 18, N. Y.  
Chickering 4-0626

### OFFICERS

President ..... Martin A. Gosch  
Vice-Pres. .... Henry White  
Secretary ..... Nathan M. Rudich  
Treasurer ..... Irvin Paul Sulds  
Director ..... Charles Basch  
Director ..... Judy Dupuy  
Director ..... Arthur Erlich  
Director ..... Walter Armitage  
Counsel ..... Oliver Nicoll  
James L. Fly

### BRANCH OFFICE

7063 Sunset Blvd., Hollywood 28, Cal., Phone:  
CRanite 6930. Mal Bayd, Pres.

### 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.

## NATIONAL TELEVISION FILM COUNCIL

300 W. 23 St., New York 11, N. Y.  
WAtkins 4-0460

President ..... Melvin L. Gold  
(National Screen Service Corp., N. Y.)  
Vice-Pres. .... William S. Roach  
(Weisman, Grant & Jaffe, N. Y.)  
Secretary ..... Miss Sally Perle  
(Mesal Organization, N. Y.)  
Treasurer ..... Ed Evans  
(Station WPIX, N. Y.)

### BOARD OF DIRECTORS

Andrew Joeger (Chairman), WABD—Dumont Television; Jerry Albert, United World Films, Inc.; Helen Buck, WCAU—Philadelphia; Jack Glenn, March of

Time; William Holland, Hyperion Productions; J. A. Mauer, J. A. Mauer, Inc.; John Mitchell, United Artists; Henry Morley, Dynamic Films; Robert Paskow, WATV—New Jersey; Elaine Phillips, WSPD—O.; Irwin Shane, Televiser Magazine.

### ADVISORY BOARD

Seymour M. Peyser, Phillips, Nizer, Benjamin & Krim, (Counsel); Ralph Cohn, Screen Gems, Inc.; W. W. Black, Official Television; Jerry Albert, United World Films, Inc. (Chairman Membership Com.); J. A. Maurer, J. A. Maurer, Inc. (Chairman, Film Production Clinic); John H. Mitchell, United Artists Corp. (Chairman, Distribution Committee); Henry Marley, Dynamic Films, Inc. (Chairman, Production Committee); Robert Paskow, WATV, (Chairman, Television Station Committee); Irwin Shane, Televiser, (Chairman, Program Committee); Paul White, International Trans-Video, (Chairman, Television Film Clearance Bureau).

### PRESS REPRESENTATIVE

Sally Perle ..... The Mesal Organization

### FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

## NATIONAL VARIETY ARTISTS, INC.

223-5 W. 46 St., New York 19, N. Y.  
Columbus 5-0956-7

### OFFICERS

President ..... Louis Handin  
First Vice-Pres. .... Jack O'Brien  
Second Vice-Pres. .... Harry Jackson  
Treasurer ..... Al Friedman  
Secretary ..... Rosa Crouch

### FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## OHIO ASSOCIATION OF BROADCASTERS

40 E. Mill St., Akron 8, O.

### OFFICERS

President ..... Carl George  
Vice-Pres. .... Al Albinger  
Sec'y-Treas. .... Fred Back

### FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to radio in Ohio.

## PENNSYLVANIA ASSOCIATION OF BROADCASTERS

31 N. 2 St., Harrisburg, Pa.  
Phone: 4-0191

President ..... Frank R. Smith, Jr., WBPV  
Vice-Pres. .... C. G. Moss, WLRT  
Secretary ..... David J. Bennett, Jr., WKBO  
Treasurer ..... George E. Joy, WRAC

### DIRECTORS

Leonard Kapner, WCAE; Gordon Gray, WIP; Clair R. McCullough, WGAL; J. S. Booth, WCHA; Vic Diehm, WAZL; W. K. Ulerich, WCPA; David M. Baltimore, WBRE.

### FUNCTIONS

An association of the broadcasting stations of Pennsylvania formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

## PITTSBURGH RADIO AND TELEVISION CLUB

Hotel Sheraton, Pittsburgh, Pa.

### OFFICERS

President ..... George L. Young  
1st Vice-Pres. .... Frank A. Tooke  
2nd Vice-Pres. .... Bill Sutherland



# Organizations

3rd Vice-Pres. .... Ronnie P. Taylor  
 Secretary ..... Marjorie Thoma  
 Treasurer ..... Marie Wilk

### DIRECTORS

George Baren Bregge, Lloyd Chapman, T. J. Mac-Williams, Joseph McLaughlin, John L. Meridan, Leslie B. Sterne, G. Taylor Urquhart.

### FUNCTIONS

An organization of radio and television personnel from stations, agencies, advertisers, allied organizations and suppliers; fosters goodwill and fellowship and brings to its members vital knowledge and information about their business and profession.

## PROFESSIONAL MUSIC MEN, INC.

1270 Sixth Ave., New York 20, N. Y.  
 Columbia 5-7362

### OFFICERS

President ..... Rocco Vocco  
 First Vice-President ..... Joseph Santly  
 Second Vice-President ..... Charles Warren  
 Third Vice-President ..... Phil Kornheiser  
 Treasurer ..... Irving Tanz  
 Financial Secretary ..... Michael L. Schloss  
 Recording Secretary ..... Louis E. Schwartz  
 Sergeant-at-Arms ..... David Kent  
 Executive Director ..... Bob Miller

### BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.  
 Regional Director ..... Morton Schaefer  
 8360 W. First St., Los Angeles, Calif.  
 Regional Director ..... Al Comparte  
 36 East Fifth Street, Cincinnati, Ohio  
 Regional Director ..... Danny Engle

### FUNCTIONS

Charitable and Benevolent Organization.

## PROTESTANT RADIO COMMISSION

297 Fourth Ave., New York 10, N. Y.  
 GRamercy 5-3475

### OFFICERS

Chairman ..... Paul C. Payne  
 Vice-Chairman ..... Truman B. Douglass  
 Director ..... Everett C. Parker  
 Dir. of Prod. .... Albert Crews  
 Special Programs ..... Wesley B. Goodman  
 Special Events ..... Harold J. Quigley

### FUNCTIONS

The Protestant Radio Commission is a cooperative, interdenominational organization that functions to improve the quality of Protestant radio and tele. broadcasting.

## RADIO EXECUTIVES CLUB OF BOSTON, INC.

485 Boylston St., Boston 16, Mass.  
 COpley 7-0123

### OFFICERS

President ..... Mr. Craig Lawrence  
 WCOB, Boston  
 1st Vice-Pres. .... Miss Nano Kirby  
 WLAW, Boston  
 2nd Vice-Pres. .... Mr. Edmund J. Shea  
 James Thomas Chirurg Co., Boston  
 Treasurer ..... Miss Janet Gilbert  
 Harold Cabat & Co., Inc., Boston  
 Secretary ..... Mr. Elmer Kettell  
 Kettell-Carter, Boston

### FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and tele.

## RADIO EXECUTIVES CLUB OF NEW YORK

President's Office, 485 Madison Ave., N. Y. 22, N. Y.  
 PLaza 5-2000

### OFFICERS

President ..... John J. Karol  
 (Columbia Broadcasting System, Inc.)

Vice-Pres. .... Gordon Mills  
 (National Broadcasting Company)

Secretary ..... Claude Barrere,  
 Foreign Language Quality Network  
 Treasurer ..... Lewis H. Avery,  
 Avery-Knodel, Inc.

### FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

## RADIO GUILD, LOCAL No. 50, UOPWA—C.I.O.

30 E. 29 St., New York 16, N. Y.  
 MUrray Hill 6-2977

### OFFICERS

President ..... Arnold Latt  
 1st Vice-Pres. .... Deborah Ishlon  
 2nd Vice-Pres. .... Nathaniel Scott  
 Treasurer ..... Nelda Scudder  
 Secretary ..... Diana Howard  
 Guild Rep. .... Sylvia Sheridan

### OFFICERS

A trade union representing office workers and professionals in the radio industry.

## RADIO MANUFACTURERS ASSOCIATION

1317 F. St., N. W., Washington 4, D. C.  
 National 4901

### OFFICERS

President ..... R. C. Cosgrove  
 (Avco Mfg. Corp.)  
 Exec. Vice-Pres., Gen. Mgr. .... Bond Geddes  
 Treasurer ..... Leslie F. Muter  
 (The Muter Co.)

General Counsel ..... John W. Von Allen  
 Vice-Presidents ..... G. M. Gardner, (Wells-Gardner & Co.), R. E. Carlson (Tung-Sol Lamp Works, Inc.), W. J. Barkley (Collins Radio Co.), A. D. Plamondon, Jr. (Ind. Steel Prod. Co.), A. Liberman (Talk-A-Phone Co.)

### HEADQUARTERS STAFF

Secretary ..... Bond Geddes  
 Dir. Publ. Rel. .... James D. Secrest  
 Ass't. Transmitter Div. .... Ralph M. Haorlander  
 Editorial Ass't. .... Peter H. Cousins  
 Office Manager ..... Anna M. Chase

### DIRECTORS

E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & TV Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; W. R. G. Baker, Gen. Electric Co.; A. Liberman, Talk-A-Phone Co.; Ray H. Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, Inter. Resistance Co.; Roy F. Sparrow, P. R. Mallory & Co. Inc.; R. C. Sprague, Sprague Electric Co.; Leslie F. Muter, The Muter Co.; Benjamin Abrams, Emerson Radio & Pro-nograph Corp.; Max F. Balcom, Sylvania Electric Products, Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Herbert W. Clough, Bel-den Mfg. Co.; R. C. Cosgrove, Axco Mfg. Corp.; G. Richard Fryling, Erie Resistor Corp.; S. Insull, Jr., Stewart-Warner Electric Div.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, West. Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., Ind. Steel Prod. Co.; Glenn W.

Thompson, Nablitt-Sparks, Industries Inc.; Lloyd H. Coffin, Hytran Radio & Electronics Corp.; Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; J. B. Elliott, RCA, Victor Div.; Walter Evans, Westinghouse Electric Corp.; Paul V. Galvin, Motorola Inc.; George R. Hoase, Operadio Mfg. Co.; W. J. Halligan, The Hallcrafters Co.; Larry F. Hardy, Philco, Corp.; R. E. Laux, General Instrument Corp.; E. A. Nicholas, Capehart-Farnsworth Corp.; Richard A. O'Connor, The Magnavox Co.; J. Hall Stackpole, Stackpole Carbon Co.; R. L. Triplett, Triplett Electrical Instrument Co.

#### FUNCTIONS

Non-profit co-operative trade ass'n for the promotion of all radio interests and special services to radio and electronic manufacturers.

### RADIO MANUFACTURERS ASSOCIATION OF CANADA

Room 301, 159 Bay St., Toronto 1, Ont.  
Adeelaide 1531

#### OFFICERS

President ..... F. R. Deakins  
RCA Victor Co. Ltd., Montreal, P. Q.  
Vice-Pres. .... R. A. Hackbusch  
Stromberg-Carlson Co. Ltd., Toronto, Ont.  
Chairman, Transmitter Division ..... H. R. Varcoe  
Northern Electric Co. Ltd., Belleville, Ont.  
Vice-Chairman, Transmitter Div. .... S. G. Paterson  
Rogers Majestic Ltd., Leaside, Ont.  
Chairman, Parts & Accessory Div. .... H. A. Frankel  
National Fibre Co. Ltd., Toronto, Ont.  
Vice-Chairman, Parts & Accessory Div. .... L. M. Price  
Radio Valve Co. Ltd., Toronto  
Executive Sec. .... S. D. Brownlee  
Radio Mfrs. Assoc. of Canada, Toronto, Ont.  
Chairman, Transmitter Eng. Com. .... J. H. Pratt  
RCA Victor Co. Ltd., Montreal  
Vice-Chairman, Transmitter Eng. Com. .... C. H. Breerton  
Rogers Majestic Ltd., Toronto  
Chairman, Receiver Eng. Com. .... A. B. Oxley  
RCA Victor Co. Ltd., Montreal, P. Q.  
Vice-Chairman, Receiver Eng. Com. .... F. H. R. Pounsett  
Stromberg-Carlson Co., Toronto  
Chairman, Service Committee ..... F. Tewsley  
Stromberg-Carlson Co. Ltd., Toronto  
Vice-Chairman, Service Committee ..... M. E. Nylin  
Rogers Majestic Ltd., Leaside, Ont.

#### FUNCTIONS

This Association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

### RADIO PARTS & ELECTRONIC EQUIPMENT SHOWS, INC.

33 North La Salle Street, Chicago 2, Ill.  
OFFICERS

President ..... Jerome J. Kahn  
Vice-President ..... W. W. Jablon  
Secretary ..... Wm. O. Schoning  
Treasurer ..... Les A. Thayer

#### BOARD OF DIRECTORS

Robert C. Sprague, Charles A. Hansen, Chas. Golen-paul, Lew W. Howard, Aaron Lippman.  
Gen. Mgr. & Legal Counsel ..... Kenneth C. Prince  
Public Relations Counsel ..... S. I. Neiman

#### FUNCTIONS

To organize, sponsor, promote and conduct national displays and exhibitions of radio and television parts, accessories and equipment for the benefit of its exhibitors and the radio trade in general.

### THE RADIO PIONEERS CLUB

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 7-8300

#### OFFICERS

Founder ..... H. V. Koltenborn  
Honorary Presidents ..... David Sarnoff, Lee de Forest  
President ..... Frank E. Mullen  
First Vice-Pres. .... Ortis H. Caldwell  
Second Vice-Pres. .... Arthur B. Church  
V.-P. & Secty. .... Paul W. Morency  
V.-P. & Treas. .... Carl Haverlin  
Vice-Presidents ..... Martin Campbell, Jack R. Poppele

#### 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 SCRIPT & TRANSCRIPTION EXCHANGE

U. S. Office of Education, Washington 25, D. C.  
Executive 6300, Ext. 2897

#### STAFF

Chief ..... Franklin Dunham  
Radio Education Specialist ..... Gertrude C. Broderick

#### FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

### RADIO AND TELEVISION DIRECTORS GUILD

(affiliated with A. F. of L.—International)  
114 E. 52 St., New York 22, N. Y.  
Plaza 3-4300, Ext. 214

#### OFFICERS

National Pres. .... Lester O'Keefe (New York)  
First Vice-Pres. .... Mel Williamson (Hollywood)  
Second Vice-Pres. .... Lyle D. Barnhart (Chicago)  
Third Vice-Pres. .... Ernest Ricca (New York)  
National Sec. .... Oliver W. Nicoll (New York)

#### NATIONAL BOARD

Lyle D. Barnhart, Chicago; Tom Bennett, New York; Murray Bolen, Hollywood; Ted Corday, New York; Thomas Freebairn-Smith, Hollywood; Arthur Hanna, New York; Jack Johnstone, Hollywood; Hal Miller, Chicago; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Polacheck, New York; Ernest Ricca, New York; William M. Sweets, New York; Charles Vanda, Hollywood; Mel Williamson, Hollywood; and George Zachary, New York.  
National Executive Sec. .... Newman H. Burnett  
General Counsel ..... Ben Meyers  
Certified Public Accountant ..... Michael M. Enzer

#### LOCALS

114 East 52 St., New York City 22, Plaza 9-0875.  
Officers: President, Ernest Ricca; Vice President, Ralph Warren; Secretary, Betty Todd; Treasurer, Paul Harrison. Council: Joseph Bell, Leonard Blair, Don Gillis, Charles Polacheck, Frank Schoffner, William M. Sweets.

6305 Yucca St., Hollywood 28, Cal., Granite 5866.  
Officers: President, Murray Bolen; Vice President, Helen Mack McAvity; Secretary-Treasurer, Sterling Tracy. Council: Ted Bliss, Thomas Freebairn-Smith, Gordon Hughes, Dick Mack, Carlton E. Morse; Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn; 203 N. Wabash St., Chicago 1, Ill.; ANdover 3-5458. Officers: President, Ben Park; Vice President, Herbert Lateau; Secretary-Treasurer, Hal Miller. Council: Thomas P. Bashaw, Philip Bowman, Alan M. Fishburn, Homer R. Heck; Counsel, Ben Meyers.

#### FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

# Organizations

## THE RADIO WRITERS' GUILD OF THE AUTHORS' LEAGUE OF AMERICA, INC.

6 E. 39th Street, New York 16, N. Y.  
MUrray Hill 6-5251-2-3

### OFFICERS

National President ..... Paul Franklin  
Vice-President: Eastern Region ..... Sheldon Stark  
Midwestern Region ..... Lester Weinrott  
Vice-President: Western Region ..... Milton Merlin  
Western Regional Exec. Sec. .... Michael Davidson  
Nat'l. & Eastern Regional Exec. Sec. .... James A. Stabile

### BRANCH OFFICES

Chicago: 410 N. Michigan Ave., Phone SUperior  
7-6092. Room 360. HollyWood 1655 N. Cherokee Ave.,  
Phone, HollyWood 3601.

### FUNCTIONS

For the improvement of general conditions affecting  
men and women engaged in writing for radio broad-  
casting.  
Director ..... Mr. F. H. Elphicke

## "THE REPRESENTATIVES" OF RADIO PARTS MFRS., INC.

One N. La Salle St., Chicago 2, Ill.  
DE 2-0192

### OFFICERS

National President ..... William E. McFadden  
Not'l 1st Vice-Pres. .... J. Y. Schoonmaker  
Not'l 2nd Vice-Pres. .... Wilmer S. Trinkle  
Not'l 3rd Vice-Pres. .... Norman B. Neely  
Not'l Sec.-Treas. .... Russ Diethert

### PUBLIC RELATIONS COUNSEL

Jone Drucker, One N. Lo Salle, Chicago 2, Ill.  
Notional headquarters).

### BOARD OF GOVERNORS

Irvin Aaron, S. K. Macdonald, Les DeVoe (chair-  
man), Robert Breuer, David Marshonk, R. W. Forris,  
and Fred Ellinger.

### INDUSTRY RELATIONS COMMITTEE

Poul Sturgeon, Alec Gionoras (chairman), Joseph  
Sprung, Deon Lewis, and James Millar.

### BRANCH OFFICE

(Sixteen regional chapters, only).

### FUNCTIONS

"The Representatives" is composed of independent  
sales representatives who sell radio, electronic, and  
tele. parts for recognized manufacturers to dis-  
tributors, jobbers, industrial accounts, government  
agencies, laboratories, etc. on a commission basis.

## SESAC INC.

475 Fifth Ave., New York 17, N. Y.  
MUrray Hill 5-5365

### OFFICERS

President ..... Paul Heinecke  
Secretary-Treas. .... R. C. Heinecke  
General Manager ..... K. A. Jadasohn

### FUNCTIONS

Services Offered: Licensing the use of copyrighted  
music, transcribed library service, syndicated trans-  
cribed tailor-made programs for advertisers.

## SOCIETY OF MOTION PICTURE ENGINEERS

342 Madison Ave., New York 17, N. Y.  
MU 2-2185

### OFFICERS

President ..... E. I. Sponable  
Past President ..... L. L. Ryder  
Executive Vice-Pres. .... Peter Mole  
Engineering Vice-Pres. .... F. T. Bowditch  
Editorial Vice-Pres. .... C. R. Keith  
Financial Vice-Pres. .... R. B. Austrian  
Convention Vice-Pres. .... W. C. Kunzmann  
Secretary ..... R. M. Corbin  
Treasurer ..... F. E. Cahill  
Executive-Sec. .... Boyce Nemeck

### FUNCTIONS

The advancement of motion picture engineering  
and the allied arts and sciences; the standardization  
of the mechanisms and practices employed in the  
motion picture industry, and the dissemination of  
scientific knowledge by publication. Television-develop-  
ing and documenting the technical history of tele-  
vision and all forms of pictorial rendition of action.

## SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

1250 Sixth Ave., New York 20, N. Y.  
Columbus 5-3758

### OFFICERS

President ..... Sigmund Romberg  
Vice-Pres. .... Charles Tobias  
Second Vice-Pres. .... Jesse Greer  
Secretary ..... Peter De Rose  
Treasurer ..... Abel Baer  
Counsel ..... John Schulman  
Executive Secretary ..... Miriam Stern

### MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer,  
Paul Cunningham, Iro Gershwin, Ferde Grofe, Oscar  
Hammerstein II, Sam Lewis, Joseph Meyer, Richard  
Rodgers, Som H. Stept, Fred E. Ahlert, J. Fred Coats,  
Milton Drake, Jesse Greer, Otto Harboch, Ray Hender-  
son, George W. Meyer, Geoffrey O'Hara, Sigmund  
Romberg, Charles Tobias.

### 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 Ass-  
ociation, 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 ASSN.

6253 Hollywood Blvd., Hollywood 28, Calif.  
HOLlywood 9-7254.

### OFFICERS

Mgr. KWKW Posadeno, President ..... William J. Beaton  
Mgr. KVOE Santo Ano, Vice-Pres. .... Ernest Spencer  
Dir. Oper. CBS Hollywood, Sec.-Treas. A. E. Joscelyn  
Managing Director ..... Robert J. McAndrews  
Asst. Managing Director ..... Arlette Bartley  
Mgr. KMPC Hollywood, Board Member Robert Reynolds  
Dir. Pub. Serv. & Station Relations NBC Hollywood  
Board Member ..... Jennings Pierce  
Mgr. KFAC Los Angeles, Board Member Calvin J. Smith  
Tele. Development Dir. CBS Hollywood,  
Board Member ..... Harry Witt

### FUNCTIONS

Represents 47 member stations and networks, lo-  
cated in Southern California from San Luis Obispo  
to El Centro, in all matters concerning broadcast  
industry as a whole in that area. Acts as central  
source of research, public service contact, promotion  
of use of media, etc. Regular meetings second Thurs-  
day noon, Hollywood Roosevelt Hotel.

## SPORTS BROADCASTERS ASSOCIATION

c/o WMGM, 711 Fifth Ave., New York 22, N. Y.  
MUrray Hill 8-1000

### OFFICERS

President ..... Mel Allen  
First Vice-President ..... Jimmy Dolan  
Second Vice-President ..... Russ Hodges  
Treasurer ..... Andy Lang  
Secretary ..... Harold Holtz  
Executive Secretary ..... Al Frazin

### FUNCTIONS

Regular luncheon organization meeting weekly dur-  
ing fall, bi-monthly throughout remainder of the

# Organizations

year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

## TELEVISION BROADCASTERS ASSN., INC.

500 Fifth Ave., New York 18, N. Y.  
L.Ackowanna 4-4788

President ..... Jack R. Poppel  
Vice-President ..... Ernest B. Loveman  
Secretary-Treasurer ..... Will Baltin  
Assistant Secretary-Treasurer ..... Paul Raibourn

### DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Jack R. Poppel, WOR, New York; Paul Raibourn, Television Productions, Inc.; F. M. Russell, NBC; Joseph A. McDonald, ABC; George Storer, Fort Industry Co.; R. A. Borel, WBNS-TV; Lawrence W. Lowman, CBS.

### FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

## TELEVISION PRODUCERS ASSOCIATION, INC.

7063 Sunset Blvd., Hollywood 28, Calif.  
GRanite 6930

### OFFICERS

President ..... Mal Boyd  
Vice-Pres. .... Michael Stokey  
Executive Vice-Pres. .... Bernie Ebert  
Secretary ..... Gladys Rubens  
Treasurer ..... Maleese Black  
Legal Counsel ..... Max Gilford

### BOARD OF DIRECTORS

Mal Boyd, Michael Stokey, George Fogle, Gladys Rubens, Maleese Black, Syd Cassyd, Jan Slatt, Mort Singer, Robert Coleson, Bernie Ebert.

### FUNCTIONS

A non-profit organization to cultivate harmony and unity among its members and between them and firms, corporations or individuals within or without the telecast industry; to improve the working conditions of its members and their protection against unjust practices or impositions upon their fair rights, by those with whom they have business relations.

## TELEVISION FILM PRODUCERS ASSOCIATION

8822 W. Washington Blvd., Culver City, Calif.  
Texas 0-4525

### OFFICERS

President ..... Hal Roach, Jr.  
Vice-Pres. .... Carl Dudley  
Secretary ..... Glenn Miller  
Treasurer ..... Roland Reed

### BOARD MEMBERS

Herbert L. Strock, Al Herman, Perry King, Wallace Worsley, Bernard J. Corr.

### FUNCTIONS

Non-profit organization for furtherance of tele. film, standards, practices, etc.

## UNITED NATIONS—RADIO DIVISION

### OFFICERS

Asst. Sec'y. Gen., Dept. of Info. .... Benjamin Cohen  
Dir., Dept. of Pub. Info. .... Tor Gjesdal

Dir., Radio Div. .... Peter Ayleen  
Deputy Dir., Radio Div. .... Carlos Garcia Palacios  
Chief of Production ..... W. Gibson Parker  
Sup. of Special Projects ..... Norman Corwin  
Sr. Broadcast Engineer ..... Arthur E. Barrett

### REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services;  
Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations; Caesar Ortiz, Supvr., Radio Reports Desk.

### FUNCTIONS

The United Nations Department of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

## U. S. MARINE CORPS, DIVISION OF PUBLIC INFORMATION

Headquarters, U. S. Marine Corps, Washington, D. C.  
Republic 7400

### OFFICERS

Director, Division of Public Information, Brig Gen. Clayton C. Jerome, USMC.

### BRANCH OFFICE

Division of Public Information, 90 Church St., New York 7, N. Y.; Phone: Rector 2-9100; Tech. Sgt. George W. Courtney, Charge of Radio and Tele.

### FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network tele. Services offered are: Radio-Tele. production, transcribed programs, scripts, spot announcements, guests.

## WASHINGTON STATE ASSOCIATION OF BROADCASTERS

c/o Station KHQ, Spokane, Wash.  
Main 5131

### OFFICERS

President ..... R. O. Dunning  
Vice-Pres. .... James W. Wallace  
Secretary-Treas. .... Tom Olsen  
Director ..... O. W. Fisher  
..... H. J. Quilliam

### BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash.; Phone: 7433; Carl Dawning Managing Dir.

### FUNCTIONS

A non-profit Association made up of broadcasters of Washington state to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau at the state capitol, Olympia. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

## WESTERN ASSOCIATION OF BROADCASTERS

1015 Third Ave., So., Lethbridge, Alberta.  
Phone: 3161

### OFFICERS

President ..... Mr. William Guild  
Director ..... Mr. E. A. Rawlinson  
Director ..... Mr. F. H. Elphicke  
Director ..... Mr. W. Rea

### FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

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We are programming "Cavalcade of Music" and "Through the Listening Glass" against top network shows and, according to the latest surveys, they are holding up well against their competition.

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We especially enjoy your Holiday Script Shows. They are truly good—just what we want.

**SPRINGFIELD, OHIO (WIZE)**  
Thanks again for your "superior" service all down the line—excellent quality of discs and excellent recording of them.

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The quality is very good. The lack of distortion is amazing.

**AUGUSTA, GA. (WRDW)**  
Lang-Worth is tops in the field—choice of music and production aids makes for easy handling and ready sales.

**GRAND RAPIDS, MICH. (WOOD)**  
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**LOS ANGELES, CALIF. (KECA)**  
The new Lang-Worth 8-inch recording has proved entirely favorable in all respects. Thanks, too, for solving our space problem.

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All of us here are of the opinion that Lang-Worth has outdone them all with the new library. The quality is perfect.

**ROCHESTER, N. Y. (WRNY)**  
Lang-Worth is the best musical investment we have ever made.

**MISSOULA, MONT. (KGVO)**  
Technically speaking, the Lang-Worth Program Service is very good. Extremely low surface noise...in fact, none at all; it is a great improvement over the older types of transcriptions and records.

**OCALA, FLA. (WTMC)**  
Your production shows are excellent! The writing is good and the shows easy to produce. The music is well selected and it SELLS itself.

**MEMPHIS, TENN. (WJHM)**  
Your new 8-inch transcription library service is very much to our liking, not only because of the size but because of the excellent reproduction.

**MIDDLESBORO, KY. (WCPM)**  
Accurate timing makes your scripts a pleasure to use. When they say 15 minutes—they mean it! That in itself is worth its weight in gold.

**PHILADELPHIA, PA. (WCAU)**  
Your new library service is sensational! Congratulations!

**TEMPLE, TEX. (KTEM)**  
"Music of Yesterday and Today" by Blue Barron has been sponsored, continuously—6 programs per week—for the past 2 years. It holds listeners and is easy to sell and keep sold.

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You have done one of the finest jobs of recording that I have ever had the pleasure of listening to.

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I feel your scripts top anything in the similar field that I have ever seen.

**MANCHESTER, N. H. (WFEA)**  
Your "Emile Cote Glee Club" Show (7 P.M., Monday through Friday) has a Hooper rating of 12.8. Tops all competition.

**BELLINGHAM, WASH. (KVOS)**  
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