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THE 1951 RADIO ANNUAL

JACK ALICOATE
Editor-in-Chief

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FOURTEENTH ANNUAL EDITION
Advertising's Foremost Agencies buy America's Foremost Stations through NBC SPOT SALES

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WMAQ, Chicago
WTAM, Cleveland
WGY, Schenectady-Albany-Troy
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KOA, Denver
KNBC, San Francisco

Representing TV Stations
WNBT, New York
WNBK, Cleveland
WNBQ, Chicago
WNBK, Hollywood
WPTZ, Philadelphia
WBZ-TV, Boston
WRBG, Schenectady-Albany-Troy
We enthusiastically salute the legion of men and women of this dynamic industry for so generously contributing to make the more than twelve hundred pages that follow the most comprehensive reference work in the history of Radio and Television.

This fourteenth annual edition is a complete and compelling story of a revitalized Radio as well as explosively expanding Television industry. Again to all who have helped . . . our sincere appreciation.

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

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HARRY WISMER
Sports Director

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...and are still growing...

THE ANDREWS SISTERS

"CLUB 15" CBS
Monday—Wednesday—Friday

...and in 1975...

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**United Press news programs for radio**

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1250 radio stations from coast to coast receive from United Press an average of 40 news programs and news features every day—in addition to scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.
VAUGHN MONROE
AND HIS ORCHESTRA

On the air for CAMEL CIGARETTES
"THE VAUGHN MONROE SHOW"
Saturday 7:30-8:00 PM CBS
Tuesday 9:00-9:30 PM CBS-TV
Direction
MARSHARD MUSIC

RCA-VICTOR RECORDS
EXCLUSIVE MANAGEMENT
Willard Alexander, Inc.

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**BARRY FIRKSER**

**Radio Stations**

- New accounts
- Direct
- Color photos
- Publicity

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

**Myron Firkser**

**Television Stations**

- News photos of the day
- Special service
- For added income

**To Your Station**

- Cash return
- Direct
- Photos

**Write for details**

**Century News Photo Service**
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We Are Justly Proud Over a Period of Years of Our Grocery Products
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JERRY DEVINE

"THIS IS YOUR FBI"

"THIS IS OUR HERITAGE"

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RINGLING BROS. and
BARNUM & BAILEY CIRCUS

BILL ANTES
DIRECTOR OF RADIO AND TELEVISION PUBLICITY

THE GREATEST SHOW ON EARTH
TEMPO OF DEFENSE EMPHASIZED

SUPPORT OF RADIO-TV VITAL IN 1951 PLANS

By WAYNE COY
Chairman
Federal Communications Commission

WITH the tempo of defense preparations being stepped up more and more over the nation, broadcasters are becoming increasingly concerned over the role they may be expected to play in the common effort.

In the background as a constant inspiration is the splendid contribution of broadcasting to the winning of World War II. The radio was always a ready and generous supporter of the scores of informational tasks that had to be done. Many of these services were unglamorous. They were necessary but difficult jobs that had to be done if the energies of the people were to be directed into the most productive channels. Many of the methods devised by broadcasters to present such material with imagination and action-inspiring appeal will forever remain highwater marks of public service by American broadcasting.

Broadcasters fought the war on the homefront by rallying citizens for bond drives, salvage campaigns, rationing, manpower recruitment, blood banks, conservation, victory gardens, civilian defense and many other indispensable measures.

Now when defense preparations are only in their preliminary stages, the patterns of broadcasting's cooperation have not yet been completely spelled out. However, the nation will find the broadcaster ready, able and willing to perform whatever service may be asked of him.

The details of the broadcaster's participation in the defense preparations will, I know, be determined as before in a cooperative manner with the assistance of the industry's leaders. Until formal plans are announced, I suggest that broadcasters generally review the situation in their own communities and determine what might be done immediately without waiting for any SOS from Washington.

How can the broadcaster start today to strengthen his community? How can he without any advice or outside leadership help his listeners to become more responsible and efficient citizens? Is he devoting all the time he should to informing his listeners about the geography, history, and culture of the danger areas of the world? Is he bringing them full, fair and competent discussion of the issues? Is he bringing civic leaders to the microphone to promote understanding between employees and management, between racial groups? Is he keeping his listeners informed about the processes of government so that they can better understand how decisions are arrived at? Is he giving his listeners an opportunity to "sit in" at the televised dramatic sessions of the United Nations?

Are there physical defects in the community that ought to be corrected without further delay so that they will not be a drag in an emergency? Is the manpower potential of the community being built up to maximum through adequate technical training in the local school system?

I am sure that checking over such questions will disclose to many broadcasters considerable opportunity to act now towards promoting the national security. In the days ahead, the nation will look increasingly to its broadcasters for this type of leadership.
GUY LOMBARDO
and his
Royal Canadians

AMERICA'S NUMBER ONE BAND

NUMBER ONE — Record Sales
NUMBER ONE — Personal Appearances
NUMBER ONE — Radio Attraction
NUMBER ONE WITH FANS AND EDITORS

Exclusive Management: MUSIC CORPORATION OF AMERICA

Publicity: DAVID O. ALBER ASSOC., Gene Shefrin
1950—YEAR OF ACHIEVEMENT

PROGRESS OF INDUSTRY EMPHASIZED IN REPORT

By JUSTIN MILLER
Chairman of the Board
National Association of Radio and Television Broadcasters

NINETEEN HUNDRED AND FIFTY was broadcasting's greatest year. Both radio and television exceeded all previous records of performance; and representatives of the entire industry view the future with confidence and optimism.

While we cannot minimize the impact of the pressures and strains of a nation geared to wartime economy, nevertheless the broadcasting industry is ready and willing to meet the challenge with the same ingenuity, resiliency and dedication to service in the public interest which marked its outstanding record during World War II.

The broadcasters of the country are keenly aware of their obligations and responsibilities during these critical days and they do not take this trust lightly. Theirs is not a "business as usual" attitude. The formation of the Broadcast Advisory Council, shortly after the outbreak of the Korean war, is concrete evidence of the industry's genuine desire to develop ways and means of bringing its tremendous and vital resources into effective coordination with the nation's mobilization and defense program. The Council, which is made up of representatives of all segments of the industry, has met with the President of the United States, members of the Cabinet, the FCC and with top military and civil defense leaders. All have expressed a genuine interest in the Council and have assured us of their deep appreciation for the prompt and voluntary steps taken to unite the industry for fullest cooperation with the government.

Broadcasters are also organizing at the state and community levels so they will be prepared to give all-out aid should disaster strike. Civil defense "networks" have been established in several states; ready to go on the air at a moment's notice to transmit orders, supply information to the people and to prevent panic. Such a program is not achieved without cost—both in time and money—but the broadcasters have voluntarily initiated these activities and are assuming the cost.

Recognizing the vast potentialities of the medium, the Government has classified radio-television as a vital industry, and has given assurance that no greater controls upon it are anticipated than those which were in effect during World War II.

1950 was a year of spectacular achievement for broadcasting. Advertising revenues were the highest in the 30-year history of the industry; programming was better; and audience volume was greater. In the fields of production and distribution, more radio and television receivers reached more people than ever before. The 1950 NAB District Meetings were the most successful ever held and surpassed all previous attendance records.

In the present world crisis, radio and television have a vital stake in the preservation of our freedoms. The confidence of the American people in our vast communications system is not misplaced. The men and women in the industry have long demonstrated their resourcefulness and ability to meet crises and to do what needs to be done. They are ready now to make their greatest contribution toward the preservation of the American way of life.
JACK BENNY
RADIO regained its commercial prestige during 1950 and television broadcasting moved along at such a clip that stations were using black ink in their bookkeeping.

The rejuvenation of radio came despite the Association of National Advertisers’ attempts to force nighttime rate cuts because of the inroads of TV. This revival of listening resulted from the Korean war situation and the declaration of a state of emergency by President Truman. It resulted too from determination on the part of the broadcasting industry to get out and sell the advantages of the medium.

On the TV front the business attainments of 1950 came as a result of the growing audience and the interest of many new advertisers in the sight and sound medium. Almost all of the 107 stations showed a profit and in the single market areas the gross billings exceeded all expectations.

Just to give you and idea how well radio shaped up in 1950, it is estimated that radio net time sales reached over $453 million, a 6.6 per cent gain over the previous year.

Television time sales for the past year were even more spectacular than those of radio. Net time sales for the past year totaled nearly $84 million compared with $27.5 million in 1949.

While the business side of radio and TV broadcasting forged ahead the past year industry leaders moved to effect more efficient organization and NAB became the National Association of Radio and Television Broadcasters. In effecting this reorganization the NAB board was able to bring the Television Broadcasters Association into the fold and launch NAB-TV as the organization representative of the TV broadcasters. In effect this action means the complete reorganization of the industry’s association into autonomous radio and television units.

In reorganizing the industry also paved the way for the expansion of the Broadcast Advertising Bureau operations and it is expected that during 1951 this radio and TV service organization will play an important part in increasing the stature of the two mediums.

Based on the radio and TV accomplishments of the past year and the prospects for 1951 both radio and TV are in for a most prosperous year. The radio billings both on a network and local level have taken a sharp upturn and nighttime TV programming periods are at a premium.

Turning to TV receiver production it is estimated that between January, 1949 to this January, set circulation has increased 12 times. It is now estimated that TV receivers can be found in over 10,000,000 homes and they entertain and inform an audience of around 40,000,000 Americans.

Figures released by R-TMA indicate that during 1950 the total output of TV receivers reached 7,463,800 sets while the radio receiver production was 14,589,000. In 1949 only three million TV sets were produced and the figure on radio receivers was 11,400,000.

Restrictions on the use of cobalt, nickel, copper and other metals imposed by the government will curtail the production of TV and radio receivers during ‘51. Just how much this curtailment will be is questionable at this time but manufacturers are forecasting cut backs from 25 to 40 per cent as the year progresses.

Broadcasters both in radio and TV are anticipating manpower shortages due to the manpower mobilization by government. It is anticipated that some of the younger men, particularly in the TV field will be drafted, and others will move on to industries offering seemingly more lucrative employment.

The year 1951 although fraught with problems of production, manpower, and administration will be a profitable one for both radio and TV operations. All signs indicate that the tempo of business will continue to grow.
TEN TOP RADIO-TV NEWS EVENTS OF 1950

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

2. President's Declaration of National Emergency.
4. President's Announcement on H-Bomb.
5. Creation of the North Atlantic Defense Alliance.
7. The Attempt to Assassinate President Truman.
8. Fall Congressional Elections.
9. Trial of Alger Hiss and Spy Cases.
10. Long Island Railroad Thanksgiving Eve Train Wreck.

Outstanding Broadcasts

NBC—“The Quick and the Dead” Documentary.

CBS—“Challenge of the Fifties” News Review.


MBS—“The Joyful Hour.”
JACK and LIL KIRKWOOD

"THE JACK KIRKWOOD SHOW"

Mutual Don Lee Broadcasting System
TV READY TO AID DEFENSE

By BRIG. GENERAL DAVID SARNOFF, Chairman of the Board, RCA

During 1950, television reached proportions in performance and growth that qualify it as one of America's most promising industries, thereby bringing to fruition the years devoted to research, engineering and planning. As a result the signpost on the road of progress is marked TELEVISION — in black and white as well as in color.

There are about 10,000,000 television sets in the United States and 107 television stations. No new industry ever grew so fast in so short a time. While there are still vast areas of the country served only by sound broadcasting, the appeal of television is so powerful that those who remain out of its range eagerly await its arrival.

At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40,000,000 Americans now comprise the television audience. This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

The sale of television sets throughout the year contributed to industrial progress and to the pleasures which American families in ever increasing numbers are enjoying.

The rate of television's growth, however, has been slowed by a nation-wide "freeze" put upon the construction of additional television stations. In the public interest it is hoped that the "freeze" will be thawed in 1951 so that television can reach every city, town, farm and school and satisfy the public demand for this new and important service. Hundreds of new television stations await the signal to go on the air.

Television accounted for approximately 75 per cent of RCA's total gross income in 1950. Vision and planning, plus confidence in the service that television could render, enabled RCA to maintain leadership in television. No other organization has contributed as much to the creation or more to the advancement of the new science and art as a service to the American people and an important tool for industry.

Color television in 1950 was a revelation and a provocation. As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

The Federal Communications Commission closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set November 20 as the date when commercial operations were to begin.

Acting in the public interest, RCA carried the case to Court and on November 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the Court.

[In a decision handed down by the Court on December 22, the temporary restraining order was continued in effect until April 1, 1951, or "until terminated by the Supreme Court." RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC Order was "arbitrary and capricious" and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public.

When the RCA compatible system is used, the present owner of a black-and-white receiver deos not need an adapter, nor any change whatever, in his present set to receive color programs in black-and-white. If it is desired to see the programs in color, a converter can be used. (Continued on Page 73)
The radio and TV set production record of 1950 may well stand unchallenged for some years to come despite the capacity of the radio-televisiopn industry to better it. The reason, of course, is that military requirements for radio and electronics equipment and parts, plus raw material shortages, in all probability will cut heavily into civilian production throughout the national rearmament program.

The year has clearly demonstrated that television has put the industry into the big leagues, industrially, where it is likely to remain. But because of the vital importance of electronics in modern warfare a large share of the industry's productive capacity will be devoted to national defense indefinitely. In the event of an all-out war, all of the industry's resources will be so used.

Bearing out this production record, R-TMA has estimated TV receiver production during 1950 at 7,468,800 sets, while radio receiver output was 14,589,000. This estimate was made in February, 1951, with the figures representing production by both member and non-member companies. In 1949, only three million TV sets were produced and the figure for radio receivers was 11,400,000.

In 1950, a total of 8,174,600 radios went into home use; 4,740,600 were for automobiles, and 1,674,000 were portables. December production alone, representing a five week period, aggregated 858,500 TV sets and 1,505,600 radio receivers.

Sales of the sets manufactured in 1950 amounted to about $1.5 billion—a gain of 67 per cent over dollar returns in 1949. Retail sales, of course, were proportionally higher.

Several new production records were established by the industry in 1950. Television receiver output was the highest yet and 133 per cent above that of 1949. Radio receiving and cathode ray tubes, as well as most other set components, also were produced at the highest rates yet attained by the industry in civilian production.

Television, of course, was the spur that sped the industry on to its new heights. Its rapid growth and the public's insatiable demand for this new form of home entertainment amazed even the manufacturers, particularly in the face of a two-year-old "freeze" on new TV station construction and considerable public discussion of color television.

Only in the late fall did TV set sales start slipping, due largely to tighter credit requirements, an added excise tax, and higher prices. But it was expected that this decline would be offset by reduced production brought on by material shortages.

The year 1950 brought a pronounced public demand for larger television screens, with the result that 16 and 19 inch tubes became the standard and smaller sets were diminishing rapidly. RTMA statistics showed that in October more than 90 per cent of TV picture tube sales to set manufacturers were 16 inches or larger. Rectangular cathode ray tubes and tubes larger than 19 inches also were appearing in increasing numbers.

The proportion of radio-TV-phonograph combinations increased substantially in 1950 as the public indicated a growing preference for complete home entertainment in a single unit.

The sharp comeback in radio receiver sales, which began in the fall of 1949, continued throughout 1950 with the result that, despite the heavy television receiver production, the industry turned out approximately as many radio sets as it did in its greatest pre-war year, 1941, well before the days of commercial television.

Keeping abreast of the industry's progress, RTMA broadened its name to include television, added to its statistics and services, sponsored a series of Town Meetings for television dealers, and otherwise acted to serve the expanding industry.
THE WEST COAST'S NUMBER ONE LIVE TV SHOW FOR TWO AND ONE-HALF YEARS OVER KTLA—PARAMOUNT TELEVISION

THE SPADE COOLEY SHOW
Saturday Evening 8:30-9:30
DECCA RECORDS • SANTA MONICA BALLROOM • EAGLE LION PICTURES • STANDARD TRANSCRIPTIONS
SPADE COOLEY ENTERPRISES • NOW UNDER WALT HEEBNER MANAGEMENT

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TELEVISION zoomed into the "billion dollar class" during 1950 and took its place among the top 10 industries in the United States. Considering this was accomplished after only three years of commercial TV development, and with little more than 100 television stations serving limited sections of the nation, the fact of its achievement is all the more staggering. Here's how the TV "picture" shaped up at the dawn of 1951: There were 107 television stations operating in 65 U.S. cities and 34 states, covering 65 per cent of the nation's population, or some 25 million families, who account for two-thirds of the nation's retail sales.

Forty-eight cities were interconnected for network TV programs via coaxial cable and microwave relay facilities. Forty-one of these cities were serviced through Bell System common carrier operations and seven by private relays. Network programs were fed for the first time southward to Greensboro, Charlotte, Atlanta, Birmingham and Jacksonville, and westward to Davenport, Ames, Kansas City, Omaha and Minneapolis.

More than 7,500,000 television receivers were produced during 1950, with production running as high as 800,000 a month during the latter quarter of the year. Retail value of these receivers was said to exceed $1.5 billion.

Advertisers flocked to the new medium in tremendous numbers. During the final quarter of 1950, 4,500 advertisers were using TV, with network billings for the year estimated at $75,000,000 to $80,000,000, while total billings, including local and spot business, exceeded $100,000,000.

Employment in all facets of television soared to close to 200,000 according to available figures. TV stations and networks accounted for 5,600; receiver manufacturers over 90,000; distributors and retailers 60,000 and service technicians 42,000. Not included in the total are talent firms, program packagers, film makers and independent producers.

Color television became one of the most widely-discussed issues in the television industry when the Federal Communications Commission authorized commercial transmission of the CBS field-sequential system. The authorization was temporarily halted by a court order, following filing of a suit against the F. C. C. by RCA.

Two new systems of program transmission were introduced at the year's end, both of which would provide television with a home "box-office." In Chicago, Zenith Corporation experimented with its "Phonevision" system, transmitting motion pictures supplied by several major film companies to 300 test homes. In New York, Skiatron Television & Electronics Corporation aired tests of its Subscriber-Vision scrambling device via WOR-TV.

The "freeze" on new TV station construction entered its third year in October, with indications it would end during the late summer of 1951. It was feared, however, that world events, having precipitated a national emergency, might delay TV expansion during 1951.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.
PICTURES — TELEVISION — RADIO — RECORDS

AND

JIMMY DURANTE MUSIC PUBLISHING CO., INC.

MANAGEMENT:

WILLIAM MORRIS AGENCY

NEW YORK — CHICAGO — HOLLYWOOD
A YEAR ago this time, broadcasting and the rest of American business were facing a normal buyer's market. Now we face a mobilized economy, with little certain except uncertainty.

We can feel certain, though, that advertising will continue to be used and needed. Some companies may even be able to step up their output and their advertising. Others will have shortages to contend with, and will need advertising to keep their brand names alive and respected and their distribution channels intact. Advertising will also work in the public service, on campaigns such as those of the Advertising Council.

There is growing recognition of the fundamental role of advertising in advancing our economy and helping to keep it healthy. Secretary of Commerce Sawyer, for instance, has consistently maintained that a strong American economy is the last hope of the world, and that advertising people have a vital role to play in keeping that economy strong.

We can be sure, also, that radio will have an important role, as a great mass advertising medium. The current estimates of more than 41,000,000 U. S. radio homes, and the upsurge in national spot sales, make it clear that radio is continuing to score its gains.

And television will continue to move ahead — even though there may be some delays, due to the FCC freeze, to the problems of color television, to shortages of vital materials and to cost adjustments — to become a new and powerful national medium.

In these years of responsibility and uncertainty and adjustment, it should benefit radio and television people to look to the fundamental structures of advertising in this country.

Many of these people have come to broadcasting from other lines of business — the number of radio stations has doubled since World War II, and nearly all of our 107 television stations have been built since then — so that broadcasting may have special indoctrination problems.

Yet all of these people need to understand advertising. For broadcasting has no other source of income but advertising, and all its people are dependent on advertising in the final analysis.

As part of this, they will want also to understand the advertising agency. Over the years, the agency has proved itself as the skilled and productive source for national advertising in the U. S., responsible for a larger and larger part of stations' advertising volume and, in many cases, for most of their net profit.

Let me suggest two things, then, that I think forward-looking broadcasting people will want to know more about:

First is the need for sound principles of advertising agency recognition.

It is in the broadcaster's interest to insure as high quality performance as he can by the agencies with whom he does business. These agencies are responsible for the success or failure of their clients who use the station. When the agency is able, the broadcaster is helped; when it is weak, the broadcaster is almost sure to be hurt. For a successful advertiser is the station's best prospect for tomorrow; an unsuccessful advertiser is no longer a customer and, more than that, influences others against becoming customers.

Second is the customary 2 per cent cash discount, the financial safeguard for national advertising.

The 2 per cent cash discount is the payment stimulus allowed by media, who figure on it when setting the card rate, so that it does not come out of net revenue. It is passed along by the agency to the advertiser, who deducts it from his bill when he earns it by paying promptly. This leads advertisers to clear and pay advertising invoices ahead of other bills and puts agencies in funds to pay media by their due dates. It holds down credit losses, by giving agencies warning if the advertiser passes the discount date.
Max Liebman
Producer-Director

"Your Show Of Shows"—WNBT
C. A. B. MEMBERSHIP HITS PEAK

By MALCOLM NEILL, President, Canadian Association of Broadcasters

THE Canadian Association of Broadcasters entered 1951 with the largest and strongest total membership in its history. The Association now embraces 102 of the 125 privately owned stations in Canada; and has additionally 26 associate members.

During the past year, the Association presented highly detailed submissions on private radio's case to the Royal Commission sitting in Ottawa. This effort was the most complete and detailed analysis of the present broadcasting situation and problems ever to be compiled. Officers and officials of the Association accompanied the Royal Commission on its tour of Canada and assisted individual stations in making their presentation.

Interests of member stations were protected at the NARBA Conference in Washington by Mr. George Chandler, of Vancouver, the Chairman of the Association's Technical Committee, and Mr. W. J. Bain, OBE, formerly of the Department of Transport, who was specifically engaged for this purpose.

Near the end of the year, some concern was caused by the appearance of "splinter" groups in the copyright field. Vigorous and detailed effort was required by the Association to protect the interests of its members in this connection.

A new French Language Division was set up with the full support and cooperation of French language broadcasting stations in Canada. A purpose of this Division will be to supply translation of important material to French language stations, so as to make these easily available for broadcast. The Division will also explain to advertisers the value of the French language market in Canada and assist them to utilize it correctly and with maximum impact.

The Sales and Research Division of the Association developed during the past year a new and important pattern of research and comparison which has materially assisted and will continue to assist the sale of broadcast advertising to agencies and advertisers. These new research tools and techniques have aroused very considerable interest in advertising circles, in both Canada and the United States.

During the course of the year Directors and officials of the Association undertook an unusually large number of speaking engagements, presenting the problems of, and the case for, privately owned broadcasting to a substantial number of associations, clubs, societies and groups in virtually every populated center of Canada. Additionally, information was provided to a large number of official, semi-official and commercial publications.

The Association initiated and sponsored a move during 1950 to promote authenticated, impartial program popularity research. Plans are now under way to have specific techniques and methods laid down for program popularity research by a tripartite organization, similar to the present Bureau of Broadcast Measurement, or by the Canadian Advertising Research Foundation.

The Association's membership was saddened during the year by the loss of Mr. John J. Gillin, Jr., of WOW, Omaha, Nebraska, who, for many years, had regularly attended Canadian Association of Broadcasters conventions and had achieved a position of unusual regard in the eyes of Canadian broadcasters. Mr. Gillin was referred to as the United States unofficial ambassador to Canada. The Association has now set up a Johnny J. Gillin Jr., Memorial Award to be presented annually to the Canadian station which has performed the most outstanding public service. The first of these awards will be made at this year's annual Meeting—scheduled for February 26 to March 1, 1951, at the Chateau Frontenac, Quebec City.

Regional Meetings were held throughout the country to discuss localized problems, and to permit a more detailed discussion of national problems. The pattern of regional meetings will be extended and enlarged during the current year.
SID CAESAR

"It's a small world"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.
IMOGENE COCA

"You can say that again"

YOUR SHOW OF SHOWS

NBC-TV—9-10:30 P. M. Sat.
FRED WARING AND HIS PENNSYLVANIANS

RADIO — TELEVISION — CONCERTS — DECCA RECORDS

ONE OF AMERICA'S GREAT ENTERTAINMENT INSTITUTIONS
FAVORITES OF 1950

The top radio and TV editors in 63 markets served by radio and television stations named the following leaders:

RADIO —— MAN OF THE YEAR —— TV

JACK BENNY
CBS

SID CAESAR
NBC-TV

WOMAN OF THE YEAR

EVE ARDEN
CBS

FAYE EMERSON
NBC-CBS-TV

DRAMATIC SHOW OF YEAR

LUX RADIO THEATER
CBS

STUDIO ONE
CBS-TV

COMEDY SHOW OF YEAR

JACK BENNY
CBS

MILTON BERLE
NBC-TV

MUSICAL SHOW OF YEAR

TELEPHONE HOUR
NBC

FRED WARING
CBS-TV

COMMENTATOR OF THE YEAR

WALTER WINCHELL
ABC

JOHN CAMERON SWAYZE
NBC-TV

DOCUMENTARY OF THE YEAR

"THE QUICK AND THE DEAD"
NBC

"CRUSADE IN EUROPE"
ABC-TV

QUIZ SHOW OF THE YEAR

"YOU BET YOUR LIFE"
NBC

"STOP THE MUSIC"
ABC-TV

SPORTSCASTER OF THE YEAR

MEL ALLEN
MBS

JIMMY POWERS
NBC-TV

CHILDREN'S SHOW OF THE YEAR

"LET'S PRETEND"
CBS

KUKLA, FRAN & OLLIE
NBC-TV

SONG HIT OF THE YEAR

"GOODNIGHT IRENE"
BMI

"GOODNIGHT IRENE"
BMI
Dinah Shore, star of screen, stage and radio, is voted America's favorite female vocalist in a nation-wide survey by the American Institute of Public Opinion.

Besides being singled out as the top favorite of the U.S.A., Miss Shore also enjoys wide popularity in England where she went recently to sing at a command performance before the King and Queen.

From coast to coast a balanced cross section of voters was asked:

Who would you say is your favorite female singer?

All names were volunteered by the persons interviewed; no lists were used.

Choices of Age 21-29
—1. DINAH SHORE . . .

Choices of Age 30-49
—1. DINAH SHORE . . .

—Los Angeles Times.
*A REVIEW OF RESEARCH*

By BILL NOBLE, Associate Editor, Radio Television Daily

RESEARCH in radio and TV audience measurements continued, during 1950, with the familiar words, "coincidental," "recall," "aided recall," "diary" and "automatic"—all useful in the field of measuring the audience, but none emerged as the sole device which would cause the advertising time-buying departments to catch the 5:15 home for an early dinner.

The constant refining of methods, however, which has been going on since the first measurement efforts were made back in the thirties has continued, so that "ratings," "indexes" and whatever other name is used are now established, at least in the time-buyers mind, as indicative that the hour or program has a substantial share of the audience, if noted.

With radio having reached what advertisers consider the saturation point, less stress is laid on the number of radio homes or radio families in a given area. The old rule of calling every home with the 0.5 MV/M a primary home, daytime, is still used extensively, while the most recent BMB county figures continue to have a value to the advertiser or agency.

Results of the 1950 Census of Population, published up to now, show the tremendous relocation of our population which has occurred during the past ten years. Researchers, of course, have been cognizant of the fact but once the Government releases the final population figures they can be taken as the basis for projections in the years to come.

As an instance of the shifting of markets during the past ten years, while the nation gained 14.5 per cent in population, 1940-1950, the Pacific Coast States showed gains of 37 per cent in Washington, 39.6 per cent in Oregon and 53.3 per cent in California. On the other hand, three states, North Dakota, Mississippi and Oklahoma actually lost population—and twenty-five other states had gains less than the national increase of 14.5 per cent.

All this adds up to the need of a re-shuffling of thoughts concerning markets and their potentials—and also of the ways to reach the buying public.

As a mass medium, radio, now at its saturation point, can give the advertiser the greatest market ever available in the history of communications. Home radios, plus car radios and portables, afford the opportunity for mass impressions never before extended to the advertiser.

Meanwhile, 1950 saw TV surge into the picture as an advertising force to be reckoned with. As of the first of the year there were 1,000,000 receivers in the hands of the public with a potential viewing audience of 40,000,000.

As in radio, research firms sought to "rate" programs as to popularity by the various methods previously employed for the audio medium and while programs in the top brackets were more or less uniform, in the findings, those shows of the lower stratum of the "first ten" or "first fifteen" showed surprising jumps in and out of the select circle, whether by national or city rating.

A TV program which has had a consistently high report, week after week, can be considered to be one of the air's popular features. Nevertheless, it is true many shows that never reach the "inner circle" of being reported have substantial audiences. Here, it may be that the attempt to use radio audience reaction techniques has caused a distortion of normal human reporting in "what they saw." It may be that the newer attempts to add up the audience, via the mechanical means now available, will produce satisfactory results.

It must also be remembered that the ownership of a radio set is a fact today—and this goes for individual ownership throughout the family. A TV set, however, is, with only few exceptions, a family ownership partnership, and many programs which can be reported "on" whether by coincidental or through mechanical means do not accurately reflect the wishes of all the persons in the family.

However, both radio and TV seem here to stay. And with the experience of nearly twenty years of research into what people listen to and look at, the simple answer to program popularity still is—GIVE 'EM A GOOD SHOW. They'll listen or look.
FIBBER MCGEE AND MOLLY

for

PET MILK

NBC

Tuesday Evenings
U.N. RADIO—NETWORK FOR PEACE

By PETER AYLEN, Director, Radio Division, United Nations

IN Mr. Trygve Lie’s 1951 New Year’s message to member states of the United Nations, we find this following closing paragraph: “No one can foresee how long the dark and danger-out days through which we are moving will continue. But whatever trials may lie ahead of us, we can be sure that the United Nations goal of a peaceful world will in the end prevail, provided the nations remain loyal to the Charter and to the Organization.”

Mr. Benjamin Cohen, Assistant Secretary General for Public Information, has frequently stated that the United Nations will require the fullest measure of support from an enlightened world public opinion. Radio has demonstrated itself during the past five years as perhaps the most effective medium in disseminating United Nations information. Since it is not beset by newspaper shortages, transmission or transportation bottlenecks, foreign exchange scarcities across borders, it reaches millions of the educated and illiterate alike in all languages and dialects.

The deepening political crisis and the aggression in Korea inevitably added enormously to the demand for informational material of all kinds about the United Nations, and placed heavy strain on the limited resources of the Department of Public Information. Less than one hour after the first meeting of the Security Council on the Korean question, on June 25th the United Nations Radio began daily newscasts in Korea, and from then on, through the General Assembly there has been a constant stepping up of radio service of all kinds.

Both in the United States and overseas, United Nations Radio coverage reached an all-time high during 1950. Daily programs were transmitted regularly in 31 languages including Pashtu (to Afghanistan), Urdu (to Pakistan), Tagalog (to the Philippines), etc. These programs including newscasts and feature programs prepared by the various services of UN Radio as follows: English Language Service, European and Middle Eastern Service, Latin American Service and Trans-Pacific Service. The actual proceedings through simultaneous interpretation were broadcast in English, French, Spanish, Chinese and Russian. This was made possible as an emergency service through the generous cooperation of the Voice of America, Radiodiffusion Francaise, the British Broadcasting Corporation, Radio Leopoldville and Radio Australia. A staff of 90 international civil servants, drawn from broadcasting systems of member states, carries on the administrative and production services; with some staff members on assignment in the field, one stationed in Korea at present.

U. S. COVERAGE. Year Book readers will be interested to learn that UN coverage continued to expand during the past year. It is gratifying to announce that during 1950 about 1,500 stations, representing five networks and many independent stations, have carried UN daily and weekly programs.

The oldest scheduled program is UNITED NATIONS TODAY (a Peabody Award winner in 1948) which is aired regularly over 150 stations from coast to coast five days weekly, frequently by other stations affiliated with the Mutual Broadcasting System.

Memo From Lake Success, now in its third year, released by the Columbia Broadcasting System, is a weekly 15-minute feature with exclusive interviews or strategic news roundup.

During the spring and summer, the National Broadcasting Company and the Mutual Broadcasting System feature two series of significant documentaries, supervised by Mr. Norman Corwin.

With the inauguration of the Liberty Broadcasting System, another daily series was begun in October, called Spotlight on the UN.

In addition to these network programs, 450 American stations carry a weekly transcribed feature entitled UN STORY.
Exclusive Representative:
Ted Ashley

Press Relations:
Gore-Solters Associates
**SONG HITS OF 1950**

(January 1, 1950 to January 1, 1951)

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 1950. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began on the ACI Surveys during the Fall of 1949 are noted by the 1949 date.)

<table>
<thead>
<tr>
<th>SONG TITLE AND PUBLISHER</th>
<th>TOTAL ACI POINTS</th>
<th>NUMBER OF WEEKS IN ACI SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Foolish Heart (Santly-Joy)</td>
<td>29,591</td>
<td>28</td>
</tr>
<tr>
<td>Hoop-Dee-Doo (E. H. Morris)</td>
<td>22,226</td>
<td>24</td>
</tr>
<tr>
<td>'I Don't Care If The Sun Don't Shine (Famous)</td>
<td>22,141</td>
<td>30</td>
</tr>
<tr>
<td>'La Vie En Rose (Harms)</td>
<td>22,057</td>
<td>35</td>
</tr>
<tr>
<td>'All My Love (Mills)</td>
<td>20,931</td>
<td>23</td>
</tr>
<tr>
<td>Bewitched (Chappell)</td>
<td>20,654</td>
<td>25</td>
</tr>
<tr>
<td>If I Knew You Were Coming (Robert)</td>
<td>20,277</td>
<td>21</td>
</tr>
<tr>
<td>It Isn't Fair (Words &amp; Music)</td>
<td>19,035</td>
<td>21</td>
</tr>
<tr>
<td>Third Man Theme (Chappell)</td>
<td>18,038</td>
<td>28</td>
</tr>
<tr>
<td>Mona Lisa (Famous)</td>
<td>18,032</td>
<td>25</td>
</tr>
<tr>
<td>Music Music Music (Cromwell)</td>
<td>16,620</td>
<td>20</td>
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<tr>
<td>Play A Simple Melody (Berlin)</td>
<td>16,570</td>
<td>23</td>
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<tr>
<td>Dearie (Laurel)</td>
<td>15,694</td>
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<tr>
<td>Chattanooga Shoe Shine Boy (Acuff-Rose)</td>
<td>15,590</td>
<td>17</td>
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<tr>
<td>Enjoy Yourself (E. H. Morris)</td>
<td>15,119</td>
<td>26</td>
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<tr>
<td>Sam's Song (Sam Weiss)</td>
<td>15,055</td>
<td>22</td>
</tr>
<tr>
<td>Dear Hearts And Gentle People (1949) (E. H. Morris)</td>
<td>15,013</td>
<td>16</td>
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<tr>
<td>'Nevertheless (Chappell)</td>
<td>14,800</td>
<td>19</td>
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<td>Old Piano Roll Blues (Leeds)</td>
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<td>'Thinking Of You (Remick)</td>
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<td>Sentimental Me (Knickerbocker)</td>
<td>13,834</td>
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<td>'Goodnight Irene (Spencer)</td>
<td>13,761</td>
<td>15</td>
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<td>Daddy's Little Girl (Beacon)</td>
<td>13,487</td>
<td>25</td>
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<tr>
<td>A Dream Is A Wish Your Heart Makes (Walt Disney)</td>
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<td>'Harbor Lights (Chappell)</td>
<td>13,214</td>
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<td>Count Every Star (Paxton)</td>
<td>13,162</td>
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<td>'Sometime (Witmark)</td>
<td>12,887</td>
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<td>'I Love The Guy (I Love The Girl) (Shapiro-Bernstein)</td>
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<td>Candy And Cake (Oxford)</td>
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<td>I Wanna Be Loved (Supreme)</td>
<td>11,607</td>
<td>20</td>
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<tr>
<td>There's No Tomorrow (Paxton)</td>
<td>11,590</td>
<td>16</td>
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<tr>
<td>'A Marshmallow World (Shapiro-Bernstein)</td>
<td>11,346</td>
<td>13</td>
</tr>
<tr>
<td>'A Bushel And A Peck (E. H. Morris)</td>
<td>11,112</td>
<td>12</td>
</tr>
<tr>
<td>Bibbidi Bobbidi Boo (Walt Disney)</td>
<td>10,761</td>
<td>14</td>
</tr>
<tr>
<td>Old Master Painter (Robbins)</td>
<td>10,631</td>
<td>11</td>
</tr>
</tbody>
</table>
Best Wishes

Kate Smith
R.E.C.—AN INDUSTRY FORUM

By ROBERT SAUDEK, President, Radio Executives Club of New York

THE past year has witnessed more controversial issues within the industry than any year since the founding of the Radio Executives Club of New York.

I hope the Club’s record for 1950 will measure somewhere near standards set for the organization by the REC’s founding fathers back in 1939. At the time the Club was formed its specific aims were to bring the members together to promote better understanding of problems facing the industry, and to provide for the proper dissemination of information pertaining to industry developments.

With the invaluable assistance of the Club’s officers and Advisory Council, this year the REC has served up to its members factual reports from the principal interested parties on both sides of such controversies as Red Channels and Color Television. It also provided an industry forum on the important role which radio and television are to play in the New York State Civil Defense picture when Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, opened the 1950-51 REC season with a report on the Empire State’s plans in the event of an A-bomb attack. Questions from the floor, with direct replies from the guest speakers, gave members a thorough briefing on the primary issues before the industry this year.

New departures from old Club traditions were inaugurated in 1950 with the generous assistance and approval of REC members and officers. Attendance at the Club’s luncheons this year is running well ahead of average. This, I believe, is partly due to the hearty endorsement the membership has given to the decision to hold these meetings in the Hotel Waldorf-Astoria.

The club took a quick survey on the question of membership at one of its meetings this year and found that on the average every other person at the luncheon was a non-member. This is an optimistic and altogether healthy sign for the REC because it means that so many of its members find the meetings of such major interest that they are inviting their industry friends to our forum. Eventually, it is hoped that these non-member luncheon guests will themselves become full-fledged REC members.

Another innovation at the REC this year is the five-minute newscast which opens each luncheon. This is rotated among the networks and independent stations in this area and among the editors of the leading radio, television and advertising journals. Under this procedure a newscaster delivers the latest national and international news and a trade paper editor provides the REC with a quick rundown on the day’s developments in radio-television and advertising circles.

Shortly after the Christmas program in 1948, the Radio Executives Club Student Emergency Fund for City College of New York students was established with $1,100. This Fund has been instrumental in rendering financial assistance to worthy students. Since it was set up the Fund has been repaid 100 per cent on all loans it has made. Incidentally, the loan turnover approximates $200 a month. At one point a grateful student repaid his loan together with an additional $20. This has been added to the Fund which now stands at $1,120.

I would like the record to show my appreciation of the many who have been so generous with their time and efforts to help the Club advance. This naturally includes the press who generously opened their news pages to us with full and complete coverage of REC meetings, and specifically to Radio Daily, for providing space in the paper to advertise each of the Club’s meetings. Of those who have cooperated with me to the fullest possible extent, I would single out Claude Barrere, REC’s indefatigable Secretary, Jack Brooke, REC’s Treasurer, ABC’s Jack Pacey, who headed REC’s House Committee and Dave Alber, who handled the Club’s publicity for their efforts.
EDGAR BERGEN
with
CHARLIE McCARthy and MORTIMER SNERD
RADIO AND TELEVISION
FOR COCA-COLA
TELEVISION NEWSCASTING

By JOHN CAMERON SWAYZE, NBC-TV News Commentator

THE other day Mrs. Swayze and I were having dinner with some old friends from Kansas City who had just bought a television set but had not yet had it installed. Said one of them:

“If you don’t mind talking shop for a moment, tell us something about how your program is put on.”

As I sketched the workings of the News Caravan I mentioned in passing a film of an event which had occurred earlier in the day and had been on that evening’s show.

“You mean,” the friend interrupted in genuine amazement, “that you show pictures of an event the same day it happened?”

And suddenly it was brought home to me that to many parts of the United States some of the wonders of television are still startling. The East grew up with television. Most of the rest of the country did not. Growing up with it, a person is apt to lose sight of the strides that have been made in the staging of programs for the eye as well as the ear. I remember only a little more than two years ago when NBC started its TV news programs via mobile unit from the news room in the RCA building. What went out then wasn’t apt to startle anyone, even if they had never seen TV before.

As it moves westward to link up the stations of the nation television more and more is changing the habits of Americans. In the case of the Caravan, for one thing we’re doing much to change the eating habits of the populace.

Cartoonist Milton Caniff tells me he and his family now desert the dining room to gather ‘round the set to see the news with plates on knees.

Quentin Reynolds says it has altered the dinner hour in his home.

H. Allen Smith says he and his family have become “living room” diners and he sounds the complaint:

“It’s changing our diet. You can’t eat steak off your lap. We’re becoming a family of meat ball eaters.”

All this is interesting and I’m happy to have been in on the birth of network television news. But, boys, it’s a much tougher racket than radio. As Henry Cassidy, NBC’s European news director once said:

“We didn’t realize how well we were off with just radio.”

Being seen as well as heard requires more of the newsman on camera as well as from the staff that must handle the other multitudinous details. Slipups can be much more embarrassing than on radio, which in this respect was no slouch itself.

Currently, the News Caravan is being shown in a limited number of motion picture theaters, which break their regular program to conform with the Caravan’s schedule and show it in full on their large screens. It is possible it may eventually be in a great number of theaters. This is a development, an offshoot of straight TV, so new its destiny is still anyone’s guess.

Another sidelight on TV news, especially during the Korean war, concerns requests. In many cases members of the audience suddenly saw a husband, son or brother on the screen before them as they watched our films from the battlefield. Naturally, they wrote for a copy. In each case we’ve been able to furnish a film clip from which any photographer can make an enlarged print.

This is a service which television news departments will probably always be called upon to provide, for even in peace people who see themselves or their relatives on the screen in a parade or wherever are apt to want a copy. Such requests should be filled. Totally aside from the public service, can you think of any better good will builder? And when you lose the good will of your audience the people are no longer your friends. Then look out!
RALPH EDWARDS
“TRUTH OR CONSEQUENCES”
Now On
TELEVISION — CBS — Thursdays
And We Are Still On
RADIO — CBS — Tuesdays
Both For PHILIP MORRIS
FUTURE OF TV IN MEXICO

By DON EMILIO AZCARRAGA, Mexico’s Leader in Radio, Movies and TV

AFTER thirty-five years of paternal dictatorship, old President Porfirio Diaz went into exile. This happened in 1911. At the time, the City of Mexico had a half million inhabitants.

From then on, the ancient Tenochtitlan of the Aztecs has experienced a dizzy growth. Her population has multiplied five fold. Neither the armed struggle of our civil war which lasted many years, nor the political convulsions, nor the radical social reforms, nor the frequent earthquakes have been able to stop its tremendous growth, physically and in spirit. Today, the City of Mexico is a metropolis with a surface area of approximately 400 square miles and a population of two and a half million inhabitants.

To this City of great contrasts, of sumptuous mansions and miserable hovels, but which is capable of offering all the comforts and refinement of modern civilization, comes today the most extraordinary invention of the century: TELEVISION. The immediate question is: What will happen in Mexico?

I shall begin by mentioning Radio and Movies, which are the natural allies of Television.

The City of Mexico has thirty different commercial broadcasting stations. Two of these are part of my organization; Station XEW and Station XEQ. All of the thirty stations have plants of good quality and most of them are well operated. However, for many years past, XEW and XEQ have dominated and amassed 85 per cent of the total radio audience in Mexico and these same stations handle 80 per cent of all the commercial programs allocated to Radio. Live broadcasts fill sixteen hours daily in XEW and twelve hours daily in XEQ. More than 300 musicians go in and out of these two stations, every day. Ninety per cent of all radio talent on our stations are Mexican born, and a large number of artists have been with us many years: singers, comedians, producers, dramatic actors, commentators, etc. Nearly all of the Mexican popular music composed in the last 20 years has been promoted and exploited through our microphones. Curiously enough, on the greater portion of the southern border of the United States, these two stations have a greater listening audience in the bilingual towns than any of the American Stations.

All of the above does not mean to imply that we consider ourselves the “intelligentsia” of Radio, but it does make us realize that we must have some fairly good ideas. In quality, not in quantity, our Radio industry does not suffer much by comparison with that of the United States. American Advertising Agencies in Mexico can testify to our high standards.

In the Mexican movie industry which, little by little has dominated the Latin American markets and has made incredible gains over Hollywood, Argentina, England, France and Spain, production this year will reach more than 120 films and the box office receipts have also shown a steady increase. Our company is a very large stockholder and director of the Churubusco-Azteca Studios, where 60 per cent of all long feature Mexican films are made. This City is the home of hundreds of motion picture actors, directors, writers, adapters and fine cameramen. In this country we seem to have nearly everything, especially when we speak of arts and crafts, an environment which offers a solution for whatever problem that may arise. Our Churubusco-Azteca Studios have been constructed and equipped without curtailing costs. It is our proud feeling that no better studios exist anywhere.

Even if we seem to sound slightly immodest we can say that we have the “know how” in Radio and Motion Pictures. We know and understand the everyday family life, the psychology, ideals and common beliefs of our Latin American brothers.

And now Television is here. It is, of course, the natural continuation of our activities in Radio and the Motion Pictures. I feel that it has become our obligation to the people of my great country. (Continued on Page 73)
JO STAFFORD
CARNATION CONTENTED HOUR
VOICE OF AMERICA
COLUMBIA RECORDS

CLUB 15 FOR CAMPBELL'S SOUP
RADIO LUXEMBOURG

Management:
MICHAEL NIDORF

Direction:
GENERAL ARTISTS CORP.
SPOT RADIO CLIMBING

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

The trend on the part of national, local, and regional advertisers to sponsor transcribed-syndicated shows, continues to grow stronger.

Advertisers in increasing numbers are investing their money in open-end transcriptions because it is by now a proven fact that shows such as "Bold Venture" can accomplish nothing short of miracles for the advertiser who has bought it for his city or region.

In short, "spot" radio is bigger than ever, and growing even bigger.

Why? Because the philosophy of advertisers has become more realistic than ever before. Every dollar spent in radio advertising must have a meaningful purpose. There must be no dissipation of funds.

And, having been equipped with a tool such as transcribed-syndicated programming, the advertiser and his agency can now literally make every dollar count. He can select city-by-city, region-by-region the ones in which he has to do the most concentrating. Then, to help him do the job, he can buy a top-drawer program, featuring the nation's greatest entertainment personalities and top production values, and put it on the air in that city or in that region where it will do him the most good.

In other words, it is no longer necessary for him to buy a program which reaches areas of no interest to him whatsoever. Thus, with none of his money wasted in such areas, he is able to get full dollar-for-dollar value from his invested money.

Another tremendously important factor in the continued growth in importance of the transcribed-syndicated industry, has been that the leaders in the field have cut no corners to bring out the finest possible product.

The production budget per half-hour show for "Bold Venture," a transcribed-syndicated show, is $12,000. In Humphrey Bogart and Lauren Bacall, this show presents two of the finest and most popular actors in the world today.

This, then, is the trend—spare no dollars to produce the highest caliber show in order to insure that the buyers will be provided with a sure-fire audience puller.

It becomes increasingly clear, as the months go by, that television is not the entire reason for the prosperity of the "spot" radio industry.

It is true that many national sponsors who have put heavy money into television have also put money into "spot" radio to help them do a job in those areas where television does not penetrate deeply enough. It is also true, however, that the "spot" radio industry is standing on its own healthy feet. Advertisers in increasing numbers are buying open-end programs, because the programs themselves are of such high quality that they are a match for, or superior to, other types of programming.

Open-end transcribed programs have many advantages, for local and national advertisers alike.

To the local sponsor, such programming affords the opportunity to present big names, such as Guy Lombardo and Humphrey Bogart, or an established character, such as "Boston Blackie" or "Cisco Kid," as his very own in his community. The local sponsor’s own sales message is delivered by his own announcer in the open spots left in the program for that very purpose.

To the national sponsor, such programming insures that his prestige will be maintained in the cities and areas in which he is aware he must concentrate more than in others. He is buying a smooth, high-budgeted production, and he is buying a "name" with which to attract listeners. At the same time, he, too, is able to present his open-end show with that personal touch afforded by the local announcer and local promotions.

Both local and national advertisers are moreover buying a flexible tool. They can select the most advantageous time, day, and station and build a big listenership, and get maximum value per dollar spent.

It is precisely because of the plus values of transcribed-syndicated programming that we, the producers, have found our programs increasingly easier to sell.
"THE JUDY CANOVA SHOW"
For
Colgate-Palmolive-Peet
Saturday Evenings NBC
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PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV

It might appear that the dual operator, who is running both a radio and television station, would be Mr. Bayer's largest customer. It doesn't take a CPA to figure two operations should have double the headaches of the single operation. What most people overlook is the fact that while the quantity of problems is there all right, the dual operator has compensating factors in that he has some control over the cause and effect of these problems.

Let's just briefly look at some examples of this in terms of the special problems that confront the single operator. We will start with radio.

Radio is faced with skidding rates, traceable in many instances to television competition. Whoever thought the day would come when the highest rated programs would be in the daytime? The radio station owner hears plenty from his clients on this theme. The dual operator gets his ears bent plenty, too, but he is in a more fortunate position. He can look at this situation with more composure because he has nice fat ratings on TV to talk about.

In radio, there has been for the last year quite a turmoil over rates. Of course, Excess Profits Tax and war production may quiet this hubbub. Even if it doesn't settle down all together, however, here again is an example of how the dual operator is in a position to look at this situation more calmly for he has had the pleasant experience of seeing his TV rates move forward.

Right here I would like to point out that WBAL is one of those stations which, in the face of uncertain rates and possible loss of audience, has taken a positive approach to this problem. We are developing a merchandising department in order to give our AM clients a helping hand with their products in the grocery, drug and chain stores. This station is developing, and putting on the air, programs which lend themselves to merchandising the sponsors' products. With strong merchandising help, they are getting far more for the money spent with us than they have in the past; more than they would by putting their money on stations which do not offer this service. Sure, our expense is up, but so is our revenue. We have been running ahead of 1949... and this in spite of being in one of TV's most active markets.

From our experience we know when radio goes out and actively helps the clients, through merchandising and promotion, this business has nothing to fear from the future.

Now let's turn to the problems facing the television operator, who in this lush year grabbed his shirt-tail just in time to keep the whole shirt from going out the window, only to turn around and find the hot breath of the Excess Profits Tax melting his hopes for quickly making up earlier losses. This is no less a problem to the dual operator, but he's got his old reliable friend, radio, to bolster his morale. This Excess Profits Tax comes along at a time when television is caught with high costs... while facing drastic set production curtailment. This means no rate increases. While this is a problem to the dual operator, it's another example how he can ride the tide because while TV rates may not move up, the chances are radio rates won't go down. Also, if the advertiser reacts to the current Excess Profits Tax, as he did during the last war, radio revenue should mount.

Having touched upon the single operation, let's now look at those problems which are applicable to the dual operation alone.

It would seem the most pressing problem facing us is to make sure that radio does not get trampled on, and does not get kissed off by the sales staff, the program, technical and all other departments, whether these departments are integrated or separated. It is necessary to keep a sharp watch on the physical setup, or one finds suddenly that his television operation, growing like a brush fire, has

(Continued on Page 107)
WILLIAM BOYD
"Hoppy"
TV: PAST, PRESENT AND FUTURE

By DR. ALLEN B. DU MONT, President Allen B. Du Mont Laboratories, Inc.

TELEVISION'S growth in the years since World War II is best summed up in the single word, "fabulous." Its present status, like that of every industry, is uncertain. It will remain uncertain until the national emergency has been removed. When that happens, television will expand at a rate that will make past accomplishments seem puny. It will quickly become as much a part of our lives as the automobile, the wonder drugs, the airplane and the other miracles of modern science.

The year 1950 saw the production of seven-and-one-half million television sets, a figure no expert would have dared to predict at the start of that year. It also witnessed the number of television stations rise to 107 with 80 stations interconnected and 27 non-interconnected.

This expansion was effected despite new consumer credit restrictions incorporated in Regulation "W" of the Federal Reserve Board, the FCC freeze on the construction of new television stations which seriously cut down the number of new markets for the industry, the confusion resulting from the question of color television and shortages induced by the international situation.

The expenditures of associated industries, such as advertising, expanded on a similar scale. Although television does not yet have coast-to-coast networks, it already commands tremendous audiences. During the past year advertisers became increasingly aware of these audiences and eager to sponsor new programs.

A second factor, the tremendous power which TV exerts as a sales force, also helped account for the increased advertising revenues. Radio long ago proved itself as a potent sales tool. But at the beginning of 1950 some advertisers still had to be convinced that television could justify its higher costs through increased sales. Any lingering doubts were easily wiped out during the past year which saw some companies using TV as an advertising medium increase their sales over 35 per cent in TV areas as compared to sales in non-TV areas.

The large scale entry into TV by big advertisers also brought big name stars to TV in large numbers for the first time. While there had been a few stars in the new medium previous to 1950, program budgets as a rule were not large enough to use the top talent of Hollywood and Broadway regularly.

That picture changed radically during 1950. The increased sponsorship has enabled networks to present a wide variety of first class dramatic, musical and comedy programs with topflight talent as guest stars or regular performers.

For the year of 1951, the big problem will be production. The full impact of the defense effort will not be felt until Spring or early Summer. But restrictions on basic materials and shortages of small parts used in receivers already have made it obvious that production will be cut drastically. There will also be fewer technicians left for civilian production because the industry will be concentrating on government work.

Indications are that production in the later part of 1951 will be between 25 and 50 percent of what it was in 1950.

Shortages and increasing costs of basic materials will mean eventual higher prices. But the picture is changing so fast that it is impossible to tell when price rises will come or what they will be. Shortages should not affect sets already in existence because there are sufficient replacement parts for such sets when they need repairs.

Where color TV is concerned, recent court and FCC decisions plus demonstration of newly improved all-electronic color, has indicated the instability of the color situation. It will be a considerable time before the question can be settled. The color question for 1951 will be mostly an academic one.

The problems we face in 1951 are not of our own making. They are created by those who are trying to destroy free society. They are our big problem.

The television industry will do its part in helping to settle that problem.
ROY ROGERS
"King of the Cowboys"
AND TRIGGER
"Smartest Horse in the Movies"

Radio—Sponsored by Quaker Oats 567 stations Mutual Broadcasting System
Records—RCA VICTOR
Commercial Tie-ups
ROHR COMPANY
Hollywood

Exclusive Management
ART RUSH, Inc.
HOLLYWOOD

Pictures—Republic 13 Years
Publicity Director
AL RACKIN
Hollywood
TV READY TO AID DEFENSE

by
BRIG. GENERAL DAVID SARNOFF

(Continued from Page 41)

With an incompatible color system, present set owners would not see any picture unless they installed adapters. Even if an adapter for color reception is installed, the black-and-white picture is degraded from 200,000 to 80,000 picture elements.

It would cost the public approximately $500,000,000 to adapt the 10 million existing sets to an incompatible system. With the RCA compatible system this unnecessary tax upon the public is avoided.

RCA is a staunch advocate of color television, realizing its great advantages and potentialities, as well as its psychological effect. That is why RCA has so aggressively pursued every possible phase in all-electronic television development. It has spent millions of dollars in research and engineering in backing its faith in an all-electronic system.

Historically significant was RCA’s introduction of the first all-electronic tri-color tube. Upon the face of this tube appear clear television pictures in full color and unlimited in size. It eliminates the mechanical whirling disk. Demonstrated publicly for the first time in March, 1950, this tri-color tube was heralded as an electronic miracle of the age.

Radio and television broadcasters do not enjoy the freedom of other industries. Before they broadcast on the air, they must necessarily obtain licenses from the Federal Communications Commission. Radio, in its advance, has passed through many trials and tribulations, and now television is passing through similar experiences.

Because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion.

The Radio Corporation of America has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is “at the ready” with all of its resources, facilities and manpower to do its part in helping the Nation to emerge from the crisis into a new era of peace and prosperity.

FUTURE OF TV IN MEXICO

by
DON EMILIO AZCARRAGA

(Continued from Page 65)

We do not know all the potentials of this great art but can only hold up our dammed finger to the wind. Time and experience will teach us. We hope to clasp hands with the peoples of this continent that speak the same language.

TELEVICENTRO, the group of buildings that will house our Television and Radio activities, and which we expect to have ready for inauguration in March or April 1951, will be a great center for the production and distribution of educational and entertainment programs in Television. The total value of our buildings and equipment will amount to three million dollars, or twenty-six million pesos. When completed, we shall have 120,000 square feet of construction.

One of the permanent obligations of all Latins Americans is to be on watch against the old chronic disease of “dictatorships.” We must defend Television so that it will not fall into their hands.

This cannot happen here. Our Government, after a careful study of British and other proposed governmental monopolies, decided that Television in Mexico should be left in the hands of private enterprise. The actual truth is that 98 per cent of our government officials and politicians have never cared to interfere with the Radio, the Press and the Movies. I am sure the same good judgment will apply to Television.

The manufacturers of Television receiving sets in the United States should aid Television in Latin America, if they are interested in new and extensive markets. The pioneers of Television, the most progressive and far-sighted should begin preparations for their extension on a large scale to foreign markets. In Mexico we welcome the great contribution to television by the United States.

In Mexico we are willing and ready to accept the task of producing professional Television programs. We are unafraid because we have at hand the necessary talent, the experience and the knowledge of Radio and Motion Pictures.

I have been asked by Radio Daily how I feel about Television in Mexico and this is my answer: I do not feel like an inexperienced bride who is being married for the first time, but like a divorcée who is willing to take the plunge for the third time.
Don McNeill's
Breakfast Club
Monday through Friday
8 to 9 A.M., CST
Sponsored by Swift & Co.
Philco, General Mills

Don McNeill's
TV Club
Wednesday
8 to 9 P.M., CST
Sponsored by Philco
GROWTH OF TV REVIEWED

By FRANK M. FOLSOM, President of RCA

Television's popularity in 1950 mounted with such expanding vigor that by year-end this new art and industry had outdistanced the progress of all of its previous years combined. As 1951 bowed in, the New York metropolitan area alone had more than 2,000,000 sets with an estimated viewing audience of 8,000,000 men, women and children.

Within two years—from January, 1949, to this January—television receiver circulation had increased twelve times. This means that across the Nation today, television brings its magic charm into 10,000,000 homes to entertain and inform an audience of approximately 40,000,000 Americans.

During 1950, the public backed its appreciation of this new broadcasting service by spending a billion and a half dollars for sets—an amount exceeding by more than 100 per cent its purchases in 1949, television's third and best postwar year. To meet these demands, television manufacturers expanded facilities wherever possible and stepped up production schedules to such an extent that in a single month more sets were made available to the public than during the entire year of 1948.

Theatre television, with giant projections of special events on screens of motion picture houses, began to spread across the country in 1950. Installations of RCA Victor's new system were made in a number of cities, including New York, Boston, Washington, Chicago and Los Angeles. This was believed to form the pioneering basis for an independent theatre television network which would supplement regular film fare with special offerings to attract the public. By year-end one large theatre chain was planning for installations in 71 theatres from Yuma, Arizona, to San Francisco.

RCA Victor's 1950 line of home television receivers led the market in popularity. Eighteen models were offered, including three with 12½-inch picture tubes, eleven with 16-inch tubes and four with 19-inch tubes. During the year, nearly 70 per cent of the total RCA Victor production was devoted to sets with 16-inch tubes, the overwhelming choice.

The greatly enlarged television audience spurred broadcasters to superlative efforts in extending networks and improving programs. For instance, when the present construction plans of the National Broadcasting Company are completed, NBC's investment in television will be between $35,000,000 and $40,000,000. Plans call for the acquisition of more top talent and the start of morning network programming as the number of sponsors increases.

NBC's commanding lead in all phases of television broadcasting is expected to increase as 1951 progresses. The plan is to provide entertainment of such quality and variety that increasing numbers of set owners will be attracted to the NBC network. At the same time, efforts will be made to provide the finest cultural and informational programs.

Among the mammoth tasks of expansion completed by NBC in 1950 was the building of a line-up of talent for programs that could be produced at the rate of a hundred a week. Other tasks included the leasing and transforming of the world-famous Center and Hudson Theaters, in New York, and conversion of three large radio broadcasting studios into suitable locales for the production of the great new television shows.

Television's success in the United States caused progressive groups in a number of countries to begin in 1950 an active participation in the new art. During the year, two television stations were opened in Havana, Cuba, one each in Mexico City and Sao Paulo, Brazil, and plans for a Canadian station were being studied. A third Cuban transmitter is expected to go on the air early in 1951. All of these stations are or will be RCA-equipped throughout.

Expansion of television outside of our borders is of tremendous significance, for it brings closer the day when there can be an exchange of programs, of ideas and culture, to improve understanding between the nations of this hemisphere.
PATSY LEE

Breakfast Club — ABC

Don McNeill TV Club — ABC-TV
THE radio station that isn’t making money from a library service today should investigate and review the highly developed facilities and advanced sales techniques now available to make a transcription service pay for itself.

For all too long, broadcasters have looked upon their library as a source of good music to build fill-in programs for sustaining and participation periods. Sometimes, when a library supplied opening and closing themes by one of its talent groups, “more showmanship and production” could be used as a sales argument to influence local advertisers to sponsor a complete program. But, as a rule, stations felt that music alone was not enough to interest more than an occasional sponsor in paying for a complete program.

With such limitations on showmanship and sponsor appeal, phonograph records became a competing factor of increasing importance . . . and this competition has resulted in the sensational advance, during the past 18 months, toward the new era of big-name, audience building shows and money-making sales from transcription library-built shows.

What are the highly developed facilities and new sales techniques that make a library pay for itself today?

To appreciate the new era in transcription libraries, one has to understand the basic change in the thinking of the producer who now starts to plan his new talent and programming from the concept: “Will the program build audiences . . . sell sponsors . . . make money for the subscribers?”

This new concept, as created by RCA’s THESAURUS Library, requires the new talent and program to be test-proved in listener popularity and audience-building power, to be well known to sponsors, ad agencies and to other buyers of radio programs, and to be easy-to-sell.

In producing the show, THESAURUS transcribes opening and closing signature themes identified with the artist, special voice tracks by the master of ceremonies or conductor as well as voice tracks that introduce the featured artists and local announcer. To sell the program, THESAURUS has designed new sponsor-sales tools which provide a more effective sales approach to the prospective advertiser.

The application of this new concept by RCA’s THESAURUS is well illustrated by its show, “THE WAYNE KING SERENADE.” The Wayne King brand of entertainment has an established following in every home, and the great success story of its sponsors’ sale of merchandise and services is known throughout radio advertising circles. THESAURUS supplies subscribers with an especially prepared sales brochure which tells the Wayne King success story to sponsors and sells the program. An especially produced sales audition disc is provided to demonstrate the program and tell the sponsor about the commercial periods for his advertising messages. The audition disc is backed with special publicity and audience-building announcements by Wayne King and featured artists to show the prospective sponsor how his program and broadcast schedule can be given a personalized promotion build-up by the stars of his show.

Commercial jingles, which have proved so successful for local sponsors, mark another development in the new era of transcription libraries. Including Time and Weather jingles, commercial jingles for many types of sponsors are now supplied in libraries, earning added income for the subscriber.

Today, broadcasters agree that a station cannot afford to be without a top-notch transcription library. The big-name, easy-to-sell, audience-building shows and money-making jingles, plus diversified all-around program-building resources, make a transcription library the greatest source of low-cost programs ever available to the radio industry.

In view of developments in the broadcasting field to date, the transcription library retains its programming leadership by paying its own way.
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 Don McNeill TV Club"
ABC-TV — Wednesday night
8:00 to 9:00 p.m., CST

"Johnny Desmond Goes to College"
ABC — Monday night
8:30 to 9:00 p.m., CST

M-G-M Recording Artist

Management
MCA
THE FUTURE OF FILM IN TV

By BILL PARKER, Associate Editor, Radio Annual

INDICATING a tremendous growth in the use of film in television, a total of 6,500 hours of television programming were film-recorded by the four major TV networks during 1950. By percentages, over fifty per cent of the network programs of ABC and DuMont and over sixty per cent of those of NBC and CBS were being film recorded at the time of this writing. While the experts continue to debate the quality and cost of film production versus live production, the trend continues toward recording on film virtually all network programming with the possible exception of news and sports coverage.

Major reason for the use of film in television is, of course, time clearance, which will undoubtedly become progressively worse until the FCC freeze is lifted. A few examples of the time clearance problem are illustrated by the following shows which are among the tops of their respective networks: NBC-TV's Garroway at Large, carried live to 29 markets and on film to 22; DuMont's Star-Time carried live to 11 markets and on film to 17; CBS-TV's Morton Downey show, live on 15 stations and on film over 21; and ABC-TV's Don McNeil show carried live on 18 stations and on film by 10 stations.

In addition to the transcribed and kinescoped programs mentioned above, there is also an increasing demand for programs filmed expressly for television. As the quality of filmed packages has become higher while costs have decreased, more and more advertisers the past years have requested that their advertising agencies investigate the feasibility of farming out their "live" shows to TV film producers.

The cost for filmed packages is most often the same as for live shows (as will be shown by the following figures); however, the cost can be varied from considerably less to considerably more. Costs can be made less by the saving in rehearsal time, or they can be made considerably more by the desire of the producers to exploit the versatility of movie production—shooting outdoor scenes and trick shots.

General Mills spent $13,000 per film for the "Betty Crocker Show," $15,000 for "The Irwins," and another $15,000 for "The Lone Ranger" (which was frequently among the top ten in the national Nielsen ratings). "Fireside Theater" was produced at a cost of $14,500 per film for Procter & Gamble. The program was shown over the NBC network in 31 markets and rated "second" place in the national Nielsen ratings several times. "Life With Linkletter" was filmed for Giant Green Peas at a cost of $7,500 per program; "The Gene Autry Show" at $17,500; "Truth or Consequences" at $15,000; "Magnavox Theater" at $22,500; "Stars Over Hollywood" at $10,000; "Smilin' Ed McConnell" at $4,500; "You Bet Your Life" (with Groucho Marx) at $6,000; and "Party Time In Club Roma" at $3,000.

Reducing this cost to sponsors, there are many cases in which the sponsors and producers share revenues from subsequent runs of these films, although it is generally customary for the producers to retain the rights alone.

According to an analysis by the Paramount TV Film Network, comparatively few advertisers want or need national coverage. Many more want regional or local coverage. Limited advertising budgets handicap their desire to use TV because they are bound to be dissatisfied with anything less than big-time entertainment. The solution, they say, lies largely in filmed shows—in shared costs—through local sponsorship of a network show or purchase on a spot basis of a syndicated filmed program. Most stations were found to be eager to sell filmed shows to their local sponsors because they, the stations, then receive all the full rate payment for facilities instead of the percentage (usually one-third) that the networks are able to pay them.

In addition, the problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime material restrictions. Many TV stations will be forced to continue operating on a local basis, thus adding greatly to the role of film in TV.
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
The most significant step forward taken by program service firms during the past year, has been our development of full-scale Sales Planning Campaigns.

No longer does our industry merely supply programs and features to member stations. We now consider it our responsibility to plan long-range sales campaigns for our affiliated stations, and to present these campaigns in such a way that each and every one of our member stations will thereby have a more certain way of increasing its revenue.

Thus, we are constantly working out new ideas designed to be of monetary benefit to our stations. Our thinking lies along the lines that not only is it necessary to furnish our stations with programs, features, and ideas designed to satisfy their regular advertiser-customers, but with material so appealing that they can make sales to advertisers who previously had not invested any of their dollars in the radio medium.

For example, World initiated during 1950 a series of Pre-Christmas, Pre-Easter, Pre-Father's Day, Pre-Mother's Day, and pre-similar gifts occasions campaigns. All of these were designed to make the job of the station easier and more profitable, by providing the station with material for campaigns to last three and four weeks. Such material was designed so that the station could sell an entire campaign to either a single advertiser, or to multiple advertisers.

Thus have program service firms stepped forward. We have exerted every effort to make it to the great advantage of every station in the country to invest in affiliation with a program service firm. We have progressed towards that goal by devising new material enabling easier sales, by maintaining already high standards of quality in our scripts and discs, and, most important, by working out for the stations Sales Planning Campaigns thought out to the very last detail.

The result has quite naturally been that our industry has made many new affiliations and maintained the existing ones during the past year.

Nevertheless, adding dollars to member stations' income has not been the only function of the program service firms. In the case of smaller stations, particularly, we have helped increase the stations' prestige in their own community by affording them the opportunity to present as local originations programs featuring great stars, such as Lanny Ross, Dick Haymes, Mimi Benzell and others of similar stature.

In the case of the "Forward America" program, the industry was even able to come up with a show which has been endorsed by the Commander-In-Chief of the Veterans of Foreign Wars, and which won one of the Freedom Awards of the Freedom Foundation, due to its patriotic accomplishments!

It is hard to evaluate which of our services to stations has been of the greatest benefit to them.

Affiliated stations of program service firms have greatly increased their revenue through long-term sales of fully developed programs, such as "Steamboat Jamboree," "Forward America," and "Homemaker Harmonies."

They have also derived sizeable income from production aids, such as a specially composed baseball song, sung by a large choir, complete with sound effects, designed as the opening or closing signature for a sports broadcast.

They have also significantly increased their revenue through use of planned, long-range campaigns designed to help local advertisers sell merchandise for weeks before traditional gifts occasion, such as Easter or June weddings.

Whichever of such material has proven to be of greatest benefit to an individual station, the fact is that the station manager has come to realize that his affiliation with a program service firm is an association he cannot afford to be without.
TEN YEARS FOR THE SAME SPONSOR

Quiz Kids

MILES LABORATORIES
makers of Alka-Seltzer and
One-A-Day Brand Vitamins
through
WADE ADVERTISING AGENCY
Civic Opera Bldg., 20 N. Wacker Dr.
Chicago

NBC NETWORK

RADIO
Sunday Afternoons
3:30 P.M. (EST)

TELEVISION
Friday Nights
8:00 P.M. (EST)

CREATED AND PRODUCED BY
LOUIS G. COWAN, INC.
485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.
Radio-Television Daily’s Almanac
of
Holiday and Special Events
1951

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 (1778).
3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
8: Anniversary of the Battle of New Orleans (Louisiana).
9: Connecticut Ratified the U. S. Constitution (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: Matthew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
Feast of St. Anthony.
Daniel Webster Born (1782).
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).

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 (1914).
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).
A Show With A Great 25-Year Tradition!

★ "Incepted originally by S. L. (Roxy) Rothafel as 'Roxy's Gang'." —VARIETY

★ Carried to great heights by Major Edward Bowes.

★ Now—better than ever!

THE TED MACK FAMILY HOUR

SUNDAYS AT 6:00 P. M. on ABC-TV
SUNDAYS AT 7:30 P. M. on ABC-AM

Produced by THE MAJOR BOWES STAFF
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
5: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
6: Charles Dickens Born (1812).
7: Boy Scout Day.
8: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
10: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
Georgia Day.
12: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
13: 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.
14: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
15: Ohio Admitted (1803).
Phonograph Patented by Edison (1878).
16: Katharine Cornell Born (1898).
17: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
18: Ohio Admitted (1803).
Phonograph Patented by Edison (1878).
19: U. S. purchased the Danish West Indies (1917).
20: 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.
21: 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).
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).
24: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
25: William F. Cody (Buffalo Bill) Born (1846).
Henry Wadsworth Longfellow Born (1820).
26: 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 Kavel 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.
Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
14: Maine Admitted (1820).
Andrew Jackson Born (1767).
15: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
16: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
17: Fast of Esther.
Grover Cleveland Born (1837).
21: First Day of Spring.
23: Patrick Henry delivered his famous speech (1775).
DON ROSS

writes ...  
“LIVE LIKE A MILLIONAIRE” on NBC  
“LIVE LIKE A MILLIONAIRE” on CBS-TV  
“BRIDE AND GROOM” on CBS-TV  
“YOUR PET PARADE” on ABC-TV  
(...) helps produce ‘em, too.  

Look, Ma ... No sustainers!

JACK McCoy

M. C.  
of  
“LIVE LIKE A MILLIONAIRE”

JERRY BOWNE

Director  
LIVE LIKE A MILLIONAIRE—AM-NBC  
Associate Producer  
LIVE LIKE A MILLIONAIRE—CBS-TV  
YOUR PET PARADE—ABC-TV

IVAN DITMARS

Musical Conductor  
of  
“Live Like A Millionaire”
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).
7: Peary Discovered North Pole (1909).
    Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
    Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
    William Booth Born (1829).
    Joseph Pulitzer Born (1847).
    U. S. Patent System established by Congress (1790).
    National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
    Halifax Independence Resolution (N. C.).
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).
    Anniversary of Battle of San Jacinto (Texas).
22: Arbor Day (Nebraska).
23: James Buchanan Born (1791).
    William Shakespeare Born (1564).
    St. George Day (English).
    Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704).
    U. S.-Mexican War (1846).
    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 Victor 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).
GEORGE PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION COMMENTATOR

Manager:
GERRY GROSS
420 Madison Ave.
PLaza 9-7490
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).
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).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa. flood (1889).
Battle of Jutland (1916).

June

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

King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
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.
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 lighting by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
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: Bolivarian 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).
PIANO PLAYHOUSE

A Maggy Fisher Production

The only network program which brings you weekly all the great names of Piano Music. In the classics, PIANO PLAYHOUSE offers such great artists as Jesús Maria Sanromá, Rosalynd Tureck, Eugene List, Abram Chasins, Constance Keene, Earl Wild, Appleton and Field, Whittemore and Lowe, The Philharmonic Piano Quartet, etc., etc., in addition to such great outstanding jazz stars as Frankie Carle, Vincent Lopez, Art Tatum, George Shearing, Skitch Henderson and Joe Bushkin . . . . .

all this and the one and only

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with Cy Walter and Stan Freeman at the duo keyboards

MGM PIANO PLAYHOUSE ALBUMS

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A fast growing high popularity show, and with sponsorship growing every day, is now available to you at

LOW CO-OP COST

PIANO PLAYHOUSE with all its glamour and prestige is now available at local rates. Ask your ABC representative today for full details, write or wire

American Broadcasting Company

CO-OPERATIVE PROGRAM DEPT. • 7 WEST 66th STREET • NEW YORK

Represented by The William Morris Agency
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: Helen 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.
    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 (1833).
    American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
    John Paul Jones Born (1747).
    Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller Born (1839).
    Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
    James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
    Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
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 (1821).
    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).
    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 Siberia (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.
Again in 1950, as in years past—more Americans chose Bulova than any other fine watch in the world.

Again, we at Bulova continued to depend upon spot radio and, increasingly, upon 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
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 (1942).
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 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).
    Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
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: 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.
    N. Y. Times established (1851) when its first issue appeared.
    Columbia Broadcasting System goes on air.
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 80 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
with basic network of 16 stations. Major J. Andrew White is president (1927).
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).
25: Balboa discovered the Pacific (1513).
Bill or Rights (1789).
26: 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).
9: 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).
Mohandas 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).
7: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
Farmer's Day (2nd Friday) (Florida).
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 sets 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.
United Nations 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 (1856).
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 Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the institute of Radio Engineers, N. Y. (1935).
American Art Week.
7: Marie Skladouska Curie Born (1867).
... photographed by James J. Kriegsmann, photographer to the stars
8: N. Y. Symphony Orchestras gave its first concert under Leopold Damrosch (1858).
9: Great Fire in Boston (1872).
10: Martin Luther Born (1483).
11: Armistice Day, World War I.
12: Robert Louis Stevenson Born (1850).
13: Robert Fulton Born (1765).
14: Oklahoma Admitted (1907).
15: Sixth Congress Met for First Time in Washington (1801).
16: Thanksgiving Day (4th Thursday).
17: Samuel L. Clemens (Mark Twain) Born (1835).
18: Edison Announced Invention of Phonograph (1877).
19: Texas Admitted (1845).
20: Alfred Nobel Born (1833).
21: German-Ireland Celebrate Day of Independence (1872).
23: Building of the Transcontinental Railroad begun (1863).
24: Christmas Day.
26: Convocation of the United States Congress (1789).
27: December 26, 1886.
28: Washington Admitted to the Union (1889).
29: First Olympic Games held (1896).
30: Sam Houston Born (1832).

December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
4: Martin Van Buren Born (1782).
5: Franklin Pierce Born (1804).
6: Zachary Taylor Born (1850).
7: Pearl Harbor Attacked (1941).
8: Eli Whitney Born (1765).
9: German-Ireland Declare War on U. S. (1941).
10: Declaration of Independence adopted (1776).
11: World War I begins (1914).
12: Napoleon Born (1769).
14: Robert Fulton Born (1765).
15: Oklahoma Admitted (1907).
16: Thanksgiving Day (4th Thursday).
17: Samuel L. Clemens (Mark Twain) Born (1835).
18: Edison Announced Invention of Phonograph (1877).
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BMI offers
THESE PROGRAM AIDS TO THE BROADCASTER

**BMI services** are all designed to aid the broadcaster and are available to every BMI-licensed station.

Check with your music librarian or program director for this material.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

When it's BMI it's Yours!

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**CONTINUITY SCRIPTS**

Music programs that sell... ready for immediate use... smooth, well-written continuity for a variety of purposes:

- ACCORDING TO THE RECORD (Five-minutes, daily)
- SPOTLIGHT ON A STAR (Five-mins., five times weekly)
- INSIDE STORY (15-minutes, three times weekly)
- SPECIAL EVENTS (half-hour, on periodic natl. events)

**COPYRIGHT RESEARCH**

Thorough, up-to-the-minute information on music clearance... a complete basic catalogue and regular supplements of newly published music provided at all times.

**BMI PIN UP SHEETS**

Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues winners... issued monthly.

**NEWSLETTER**

Personal monthly message to the BMI family. An exchange of radio and music ideas.

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Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

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The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.
### AM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City &amp; Frequency</th>
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<tbody>
<tr>
<td>WBNX</td>
<td>Mélrose 5-0333</td>
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<tr>
<td>WCBS</td>
<td>Plaza 5-2000</td>
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<tr>
<td>WVDO</td>
<td>White Plains 9-6400</td>
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<tr>
<td>WFSF</td>
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<td>WOGB</td>
<td>Freeport 9-1400</td>
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<td>Olympia 8-1100</td>
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<td>Circle 6-3900</td>
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<td>WINS</td>
<td>Bryant 9-6000</td>
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<td>Oregan 9-2720</td>
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<td>WWRN</td>
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### TV Stations

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<tr>
<td>WQXI</td>
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<td>WPXI</td>
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### National Networks

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<td>Keystone Broadcasting System</td>
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<td>Mutual Broadcasting System</td>
<td>Pennsylvania 6-9600</td>
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<td>Liberty Broadcasting System</td>
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### Station Representatives

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### Advertising Agencies

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<td>Donahue &amp; Co., Inc.</td>
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<td>Robert Holley &amp; Co., Inc</td>
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<td>Pedlar &amp; Ryan, Inc.</td>
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Publications

Advertising Age
Murray Hill 8-0073
Advertising & Selling
Murray Hill 5-9770
Billboard, The
Plaza 7-2800
Broadcasting
Plaza 8-8334
Editor & Publisher
BRYant 9-3052
Film Daily
BRYant 9-7117
Printers Ink
Murray Hill 3-6500

RADIO-TELEVISION DAILY
Wisconsin 7-6336
Radio & Television Weekly
Walker 5-2576
Sales Management
Lexington 2-1920
Sponsor
Murray Hill 8-2772
Standard Rate & Data Service
Lexington 2-6611
Television Magazine
Plaza 3-3671
Tide
Murray Hill 8-9675
Variety
LUXembourg 2-2700

News Associations

Associated Press
Plaza 7-1111
International News Service
Murray Hill 7-3800
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

Affiliated Artists
Circle 3-1862
All American Artists, Inc.
Circle 6-6646
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
Fonchon & Marco, Inc.
Chickering 4-3956
Frederick Bros. Artists Corp.
Murray Hill 7-2033
Gale, Inc.
Plaza 7-7100
William McCaffrey Agency
El Dorado 2-1766
Management Corp. of America
Plaza 9-7500
A.T. Michaud
Circle 7-2900
Metcalf Corp. of America
Plaza 9-7500
William Morris Agency, Inc.
Circle 1-2160
Marjorie Morrow
Chickering 4-0644
National Concert & Artists Corp.
Plaza 9-6000
Robbins Bros.
Murray Hill 7-2033

Organizations, Unions and Government Agencies

Actors' Equity
Plaza 7-7660
Advertising Federation of America
BRYant 9-0430
AAA
Lexington 2-7980
American Communications Assn.
Corland 7-1374
American Federation of Musicians
Plaza 8-0600
AFRA
Vanderbilt 6-1810
ASCAP
Plaza 7-2700
American Television Society
Murray Hill 9-7331
AMPA
LUXembourg 2-1790
Broadcast Music, Inc.
Plaza 7-8000
Federal Communications Comm.
Whitehall 3-8661
Federal Trade Commission
Whitehall 3-8000
Institute of Radio Engineers
Regent 7-9600
Music Publishers' Protective Association
Circle 6-3084
NAPA
Murray Hill 5-4111
NARSR
Murray Hill 9-5111
Professional Music Men, Inc.
COLUMbus 5-7362
Radio Writers' Guild
Murray Hill 6-5231
SESAC, Inc.
Circle 9-1900
Song Writers' Protective Assn.
COLUMbus 5-3758
Television Broadcasters' Assn., Inc.
LACKawanna 4-7288

Radio-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 7-2700
Alton Allen Productions
Circle 6-3572
American Institute of Food Products
Murray Hill 8-4900
Apex Recording Studios, Inc.
PLaza 7-7067
Arts Recording Studios
PLaza 8-0407
Associated Artists
Murray Hill 5-5385
Associated Radio & TV Productions
LONGacres 3-7290
Audio-Video Recording Co.
PLaza 7-0780
Jack Barry Productions, Inc.
OREgon 9-3118
Basch Recording Co.
Murray Hill 9-3595
V. S. Becker Advtg. Service
LUXembourg 2-1040
Ford Bond Radio Productions, Inc.
Circle 7-2236
Ruth & Gilbert Braun
SCHuyler 4-8996
Byron Prince Music, Inc.
Circle 6-7087
The Bruce Chapman Co.
Wisconsin 7-9244
Cineeffects, Inc.
Circle 6-0995
Cinemart, Inc.
Murray Hill 4-1562
Coastal Recording Co.
Circle 9-8930
Columbia Transcriptions
Circle 7-5300
Louis G. Cowan, Inc.
PLaza 9-3700
Frederic Damrau, M.D.
Circle 5-3682
Gordon M. Day Productions
OREgon 9-3595
Decca Records, Inc.
COLUMbus 5-2300
Roy DeGroat, Consultants, Inc.
Murray Hill 7-9135
Empire Broadcasting Co.
Circle 6-9450
Mildred Fenton Productions
PLaza 9-8266
Fisher Productions
Pennsylvania 6-9557
Edward H. Ford
LUXembourg 2-5188
Allen A. Funt Radio Productions
Judson 6-5227
Gale, Inc.
Circle 7-2175
General Artists Corp.
Circle 7-5743
John E. Gibbs & Co.
COLUMbus 5-7504
Harry S. Goodman Radio Productions
Circle 6-6131
Laurence Grobel Productions, Inc.
Circle 6-4093
Arthur Henley Productions
ILLinois 6-7239
Hudes & Lind
PLaza 7-8321
Hummer Radio Features
Murray Hill 9-5900
International Artists Corp.
Circle 7-5288
Roger Kay Enterprises
Murray Hill 8-2164
Keystone Broadcasting System, Inc.
PLaza 7-1460
Lang-Worth Feature Programs, Inc.
Judson 6-5700
Rob Loewi Productions, Inc.
Circle 7-2700
Phillips H. Lord, Inc.
PLaza 7-2211
Charles Michelson, Inc.
PLaza 7-0695
Motion Pictures Stages, Inc.
Circle 3-4840
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Circle 7-2160
Murphy-Lillis Productions, Inc.
Murray Hill 6-2142
Music Corp. of America
PLaza 9-7500
Muzak Corp.
Circle 7-7710
NBC Radio Recording Div.
Circle 7-8390
National Concert & Artists Corp.
Circle 9-6000
Nelson Productions, Inc.
Murray Hill 6-5862
Press Associations, Inc.
PLaza 7-1111
Procter & Gamble, Inc.
Circle 9-1455
Radio Artists Corp.
Murray Hill 8-0940
Radio Events, Inc.
Murray Hill 7-1668
Radio Features of America
BRYant 9-4733
Radio-Video Associates
PLaza 7-5578
Reemack Enterprises, Inc.
Murray Hill 7-7979
Reeves Sound Studios, Inc.
OREgon 9-3550
Roberts Radio, TV Stage & Screen Studios
Judson 6-0025
Rockhill Radio
PLaza 7-9797
Bernard L. Schubert, Inc.
Murray Hill 8-0944
SESAC, Inc.
Circle 9-5365
K.R. Smith Productions
Circle 2-3791
Henry Souvaine, Inc.
Circle 7-5666
Richard Stark & Co.
Circle 6-7337
Irvin Paul Suds, Inc.
Templeton 8-7025
Television Screen Productions, Inc.
Circle 5-0808
Torchlight Productions, Inc.
LONgacre 5-2202
Towers of London, Ltd.
LUXembourg 2-5313
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LUXembourg 2-3530
Transfilm, Inc.
LUXembourg 2-1400
United Press Associations
Murray Hill 2-0400
Thomas J. Valentino, Inc.
Circle 6-6475
Chick Vincent Co.
ELdorado 9-6542
Von Bauhuis Creation, Inc.
MURphy 4-5508
Roger 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 9-7595
Wynn, Musical Associates
Circle 3-4417
Frederick W. Ziv Co., Inc.
Murray Hill 8-4700
# Radio and Television

## TELEPHONE NUMBERS in CHICAGO

### AM Radio Stations

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<td>WCFY</td>
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<td>WCRW</td>
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<td>WOAK</td>
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### Television Stations

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### National Networks

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### Station Representatives

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<td>Burn-Smith Co.</td>
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<td>Copper Publications</td>
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<td>Everett-McKinney</td>
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<td>Forgie &amp; Co.</td>
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<td>Free &amp; Peters, Inc.</td>
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<td>The Katz Agency</td>
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<td>William G. Ramboe Co.</td>
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### Advertising Agencies

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### Radio-TV Program and Transcription Cos.

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<td>Wendell Hall Music Maker Prod.</td>
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Radio and Television

TELEPHONE NUMBERS

CHICAGO  WASHINGTON

Hollywood Recorded Features, Inc. . . . Longbeach 1-6730
William Morris Agency . . . . . . S. Tote 2-3632
Jewell Radio Productions . . . . . . Financial 6-4474
Beulah Karney, Inc. . . . . . . . . S. Tote 2-5060
Herbert S. Lautman . . . . . . . . Webster 9-2302
Les Lear Productions Corp. . . . . S. Tote 3-7233
Art Linkin Enterprises . . . . . . Superior 7-3311
Monogram Radio Programs, Inc. . . . S. Tote 3-7169
Morton Radio Productions, Inc. . . Central 6-4144
Music Corp. of America . . . . . . Delaware 7-1100
NBS Radio Recording Division . . . Superior 7-8300
Radio Features, Inc. . . . . . . . . Franklyn 2-4392
RCA Manufacturing Co. . . . . . . Whitehall 4-4600
Standard Radio Trans. Service, Inc. . . . S. Tote 2-3153
Hall Tate Radio Productions. . . . Sheldrake 3-0880
Tele-Radio Creations, Inc. . . . . . . Mohawk 4-0015
Television Adv. Productions, Inc. . . S. Tote 2-5941
Wright Radio Productions . . . . . Superior 7-1280
Frederic W. Ziv Co. . . . . . . . . Franklyn 2-8917

News Agencies and Ass'ns.
Associated Press . . . . . . . . . S. Tote 2-7700
International News Service . . . . S. Tote 3-1234
Press Association, Inc. . . . . . . S. Tote 2-4581
Transradio Press Service . . . . . . S. Tote 2-7904

RADIO DAILY . . . . . . . . . S. Tote 3-6050
FR 2-3238

United Press . . . . . . . . . Randolph 6-4172

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

Federal Departments and Agencies
American National Red Cross . . . . . . Republic 8300
Archives, National . . . . . . . . . District 0525
Capitol U. S. (Senate, House of Reps.) . National 3120
Census, Bureau of the . . . . . . . Ludlow 4-3000
Commerce, Department of . . . . . . Sterling 9200
Copyright Office—Library of Congress . Sterling 0400
Court of Customs & Patent Appeals . . National 4696
Defense Mobilization, Office of . . . Executive 3300
Executive Mansion . . . . . . . . . National 1414

FEDERAL COMMUNICATIONS COMMISSION . Executive 3620
Federal Trade Commission . . . . . . Sterling 6840
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
Army, Department of The . . . . . Liberty 5-6700
Navy, Department of The . . . . . Liberty 5-6700
National Production Authority . . . Sterling 9200
National Research Council . . . . . Executive 8100
Post Office Department . . . . . . . Sterling 9200
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
National Association of Broadcasters . . District 9300
National Press Club . . . . . . . . . Republic 2500
RADIO DAILY . . . . . . . . . Metropolitan 0823
FRIDAY . . . . . . . . . Metropolitan 0824
Radio-Television Manufacturers’ Association . . National 4901
Radio Corporation of America . . . . . . District 1260
Westinghouse Radio Stations . . . . National 8800

AM Radio Stations
WARL . . . . . . . . . Owens 7800
WBCN . . . . . . . . . Oliver 2800
WEAM . . . . . . . . . Owens 7100
WFAX . . . . . . . . . Falls Church 9090
WGAY . . . . . . . . . Shepherd 1050
WGMBS . . . . . . . Executive 8676
WINX . . . . . . . . . Republic 8000
WMAL . . . . . . . . . National 5400
WOL . . . . . . . . . Metropolitan 0010
WOOK . . . . . . . . . Sterling 7265
WPIK . . . . . . . . . Overlook 3000
WRC . . . . . . . . . Republic 4000
WTOP . . . . . . . . . Metropolitan 3200
WWDC . . . . . . . . . Sterling 3800

FM Radio Stations
WARL-FM . . . . . . . . . Owens 7800
WASH . . . . . . . . . District 1356
WBCC-FM . . . . . . . . . Oliver 2800
WIPZ . . . . . . . . . Victor 3300
WCFM . . . . . . . . . Republic 8688
WGAY-FM . . . . . . . Shepherd 1050
WGMBS-FM . . . . . Executive 8676
WMAL-FM . . . . . . . . . National 5400
WOOK-FM . . . . . . . . . Sterling 7265
WRC-FM . . . . . . . . . Republic 4000
WTOP-FM . . . . . . . . . Metropolitan 3200

Television Stations
WMAL-TV . . . . . . . . . National 5400
WNBC . . . . . . . . . Republic 4000
WTOP-TV . . . . . . . . . Metropolitan 3700
WTGG . . . . . . . . . Sterling 5300

News Services
Associated Press . . . . . . . . District 1500
International News Service . . . . National 1733
Transradio Press . . . . . . . . . National 1178
United Press . . . . . . . . . Executive 3430

Networks
ABC . . . . . . . . . Republic 6013
CBS . . . . . . . . . Metropolitan 3200
WBS . . . . . . . . . Metropolitan 0010
MBS . . . . . . . . . Metropolitan 1551
NBC . . . . . . . . . Republic 4000
Radio and Television

TELEPHONE NUMBERS
in LOS ANGELES

AM Radio Stations

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W. S. Grant Co. | CR 6-3400 |
Irene Griffith Co. | Hudson 2-7391 |
Headley-Reed Co. | Hillside 7738 |
George P. Hollingbery Co. | Madison 6-3633 |
The Katz Agency | Tucker 3219 |
Keanon, McElroy & Co. | Dünirk 8-8588 |
Joseph Hershey McGillvra, Inc. | Dünirk 7-4388 |
Tracy Moore | Hollywood 9-5408 |
NBC-KNBH Spot Sales | Hollywood 9-6161 |
Benton Passchal Co. | Hollywood 9-5237 |
John Pearson Co. | Dünirk 7-4388 |
Edward Petry Co. | Michigan 8779 |
Radio Sales | Hollywood 9-1212 |
Wm. G. Ambrose Co. | Hillside 9-0388 |
Paul H. Raymond | Hollywood 2-2376 |
Walker Co. | Dünirk 2-3200 |
Weed & Company | Hillside 8711 |
Western Radio Sales | Hillside 9-5237 |

Advertising Agencies

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<td>Advertisers Production Agency</td>
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<td>Altman, Bruce, Adv. Agency</td>
<td>Bradshaw 2-5446</td>
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<td>Anderson-Bever-Grant, Inc.</td>
<td>Angelus 3-7177</td>
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<td>Anderson-McCombel Adv. Agency</td>
<td>Webster 8-8105</td>
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<td>Arnold, Rupert, Adv. Agency</td>
<td>Prospect 7872</td>
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<td>Asay, Wm. F., Agency</td>
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<td>Associated Advertising Agency</td>
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<td>Ayer, N. W., &amp; Son, Inc.</td>
<td>Hemstead 4871</td>
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<td>Ball, Ted H., &amp; Co.</td>
<td>Hollywood 9-7127</td>
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<td>Benning Co.</td>
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<td>Hollywood 9-2161</td>
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<td>Barton, Barton, Durstine &amp; Osborn (Hollywood)</td>
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<td>(Los Angeles)</td>
<td>Webster 1-1234</td>
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<td>Beale, H., Hammond Agency</td>
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<td>Bogarts, The</td>
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<td>Richmond 6204</td>
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<td>Caples Co., The</td>
<td>Mutual 4143</td>
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104
Radio-TV Telephone Numbers in Los Angeles

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc.
Bill Bates
B & B Recording Studios
George R. Bentel & Assoc.
Walter Biddick Co.
Copol Record Co.
The Cordant, Inc.
Eddie Cheevie Productions
Leslie Clucas
Columbia Records, Inc.
Commocadop Railway
Bing Crosby Enterprises
Crosby & Fogle
Des Autors & Graham
Jerry Devine Productions
Eccles Recordings, Inc.
Electro-Vox Recording Studio
Bruce Bells & Assoc.
Jere Dean Productions
Finnis Transcriptions, Inc.
Five Star Productions
General Artists Corp.
General Radio Productions
Mitchell, Inc.
Grace Gibson Productions
John Guedel Productions
Andrew C. Hickox Productions
Hollywood Central Recording Studios
Hollywood Music Recording Studios
Inter-Calif. Bscy. System
Robert Kenneth James, Inc.
Robert Joseph Television Productions
Sunset 1-1331
Lawrence & Lee Productions
Lawrence Productions
C. P. MacGregor Sound Studios
MacMurray & Co.
Mayfair Transcription Co.
Fred C. Mertens & Assoc.
Les Mitcheall Productions
Monograph Recording Inc.
Music City
preciation Recording Co.
George Larrabeet
Radio Recorders, Inc.
Radiosion Productions
RCA, Victor Division
RCA Victor Recording
Jack Rourke Productions
James L. Saphier Agency, Inc.
Script Associates
Sentinel Productions
standard Broadcast Transcription Service, Inc.
Stebbins, Barton A., Adv.
Stebbins, Hal
Stoller, Millar & Lester, Inc.
Straus, J. M., Co.
Sullivan Shaufer Colwell & Boyles, Inc.
Swafford & Co.
Taggart & Young
Theatrical Agency
Thompson, J. Walter, Co.
Tullis Co., Inc., The
United Advertising Agency
Universal Advi.sion Agency, Inc.
Wade Advertising Agency
Warwick & Legler, Inc.
Westerg, R. W., Adv.
Weshollander Advertising
Wessells, George M., Co.
Western Adv. Agency, Inc.
Westwood, Tom, Advertising Agency
Wheelock, Ward, Co.
Wilder, Alvin
Williams, H. G., & Assoc.
Wynne-Alexander Adv. Agency
Young & Rubicam, Inc.

Trinity 8821
Prospect 5317
Dunikirk 7-3537
Dunikirk 3-5072
Hillsin 2119
Madison 6-5321
Webster 3-1008
Chicago 7761
Madison 2661
Hempstead 6831
Maspero 5907
Hillsin 8218
Hillsin 7457
Hempstead 8163
Madison 9-2283
Dunkirk 8-3115
Chicago 8076
York 8258
Hempstead 7-7567
Trinity 8496
Hempstead 9221
Hempstead 1116
Chicago 2-3125
Pyramid 1-2319
Hollywood 9-2734

Radio Artists Agencies

Larry Allen
American Federation of Radio Artists
Hempstead 5125
Stanley Bergerman
Century Artists
Hempstead 6-7071
Herman Beville
Hempstead 1-8131
Phil Bloom
Business Administration Co.
Hempstead 4-6040
Century Artists, Ltd
Hempstead 1-8131
Century Artists
Hempstead 6-7071
Columbia Artists, Ltd
Hempstead 1-8131
Jack Croxton
Goldstone Agency
Hempstead 4-5491
Everett N. Crosby
Bruce Gear
Hempstead 4-5491
Ken Dolan & Co.
Hempstead 6-7071
Famous Artists
Hempstead 1-8131
Federal Artists Corp.
Hempstead 6-7071
Fredric B. Borchard
Hempstead 1-8131
General Artists
Hempstead 6-7071
Mitchell Gertz
Hempstead 6-7071
S. Jaffe
Hempstead 4-6041
Paul Kohner
Hempstead 1-8131
Earl Kramer
Levee-Short
Hempstead 6-7071
Reg. Short
Hempstead 4-6041
L. C. Mccarthy
Hempstead 1-8131
McConkey Artists Corp.
Hempstead 4-6041
MCA Artists, Ltd
Hempstead 6-7071
Mercury-Grey
Hempstead 1-8131
William Morris
Hempstead 6-7071
Orsatti Agency
Hempstead 6-7071
George Rosenberg
Hempstead 6-7071
Radio Registry
Hempstead 6-7071
Radio Artists Corp.
Hempstead 6-7071
Art Rush
Hempstead 6-7071
The Salkow Agency
Hempstead 6-7071
James L. Saphier
Hempstead 6-7071
Shaw Agency
Hempstead 6-7071
Louis Shurr
Hempstead 6-7071
Edward Sherman
Hempstead 6-7071
Stempel-Olenick
Hempstead 6-7071
D. M. Winkler
Hempstead 6-7071

Publications

Broadcasting—Teletasking
Hollywood Reporter
Hempstead 8818
Hollywood 7411

Radio Daily
Hollywood 8436
Hollywood Reporter
Hempstead 8818

Radio Life
Hollywood 9275

Radio News
Hollywood 7411

Variety
Hollywood 1141

Radio Artists Directory
Hempstead 8818

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.
Hudson 2-7251
C. E. Hooper, Inc.
Hollywood 9-3553
Moffett Research Co.
Hempstead 5653
(Continued from Page 69)

relegated his AM personnel to air locks or the roof. Television is a greedy baby with its cumbersome props, sets, and need for more workers: seven or eight technicians per show compared to radio’s one or two. It is a great space consumer. One can’t very well kick the infant in the teeth. But the necessity of being on guard every moment cannot be stressed too much, or your radio operation is going to suffer. Some morning you will find it has degenerated into a D. J. operation from the transmitter.

To integrate or separate falls in line as the second big problem. Where should integration take place? And what departments should be separated? Programming seems to fall in the latter category because television program conception and thinking is so different. There may be certain sections within the Program Department that can be run more satisfactorily and economically by integration. On WBAL-TV we have found this holds true for the Public Service and Special Events Departments. Our Public Service Director, operating in both radio and television, and making the many outside calls that are necessary in this field, saves the time of the program people on both stations. It is his responsibility to keep a proper ratio of sustaining to commercial. And by scheduling public service shows and announcements on both stations his “watchdog” position is strengthened.

As in the integration of public service, by handling the News and Special Events Department in the same manner we have saved considerably on employees’ hours and expense. We are technically set up in such a manner that news bulletins, for either station, can originate from our news room. By integration of this Department we save the necessity of double news ticker service. We get bulletins on the air faster, too.

Special Events programming necessitates a great deal of ground work on the outside. It is a full-time operation for one man working both stations; it would be a part time job for two men, with one working radio and the other television. Many Special Events are simulcast, and one man in charge of both stations has a better grasp of what is going on and what to do about it.

Our technical staffs are disintegrated completely with two exceptions. One supervisor is in charge of both the AM and TV transmitters. One man is in charge of audio for both stations.

The really tough problem, in the matter of what should be integrated and what should be separated, is the Sales Department. It would seem that one general rule could not apply. This problem must best be governed by the conditions extant in the different TV localities, and by the setup of the Sales Department in the radio operation before TV came along.

In Baltimore, on WBAL-TV, we have a partially separated staff. But, even so, where a salesman has called on an account over a long period this man continues to handle both AM and TV. When an account comes in that is strictly TV, it goes to one of the television salesmen. In Baltimore, none of the agencies or advertisers have separate TV and radio time buying departments, so it would seem unwise for a dual operation to force on clients the time consumed by seeing a representative from each medium. We try to keep our sales operation as fluid as possible. The ratio of time spent in contacting and servicing a TV account is about three to one, compared with radio. This leads our trail back to what, I think, is a dual operator’s biggest problem, and that is to protect his radio operation. Because it takes longer to serve a TV account, it means more contact men in your Sales Department to be sure that your radio accounts and prospects are properly serviced.

A good open discussion with the employee seeking a change will very frequently pay good dividends. If he has initiative and ideas, you can’t afford to take him out of radio; and the chances are good that he can’t afford to leave radio. When you find a person like that and point out his worth to himself and the Company by staying in radio, but possibly in a different job, you have strengthened your radio operation.

To sign off this article, the dual operator is in a position to see first hand the stimulation through competition which television has brought to the broadcasting industry. This in itself over-shadows any of the problems which we face.

* * *
NO

SLEEPING

GIANT

HERE
This year NBC Radio rounds out 25 years of service to advertisers. During this time NBC's leadership has consistently set the pace for the entire radio industry. And today—

**NBC is first in audience**—the largest in all advertising.

**NBC is first in facilities**—the finest in all radio.

**NBC is first in programming**—geared to today's need for low-priced, effective shows.

**NBC is first in new advertising ideas**—better ways of using network time.

In every respect, NBC Radio is bigger and more economical than any other advertising medium, including the other networks.
YOU DON'T NEED $1,000,000 TO DO RADIO RESEARCH

Pulse issued radio reports for 14 markets in December, 1950, in the series of continuing surveys. For these reports

115,560 families

were visited and interviewed.

In one year, in these 14 markets, Pulse will interview

847,120 families.

Yes, it will not cost a million dollars to visit and interview these families.

THE PULSE, INC.
15 West 46th St.   New York 19, N. Y.
Research Organizations

ADVERTEST RESEARCH
133 Albany St., New Brunswick, N. J.
Phone: Charter 7-1564

AUDIENCE RESEARCH, INC.
110 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 4-5382
Princeton, N. J.
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: Hillside 8103

A. S. BENNETT—CY CHAIKIN, INC.
420 Lexington Ave., New York, N. Y.
Phone: Murray Hill 8-2475

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: Bryant 9-5462
And
Mercer St., Princeton, N. J.

ELLIOTT-HAYNES LTD.
(Radio Research Division)
315 Broadview Ave., Toronto 6, Ont., Canada
Phone: Gerrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: Plateau 6494
411 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

FACTS, INC.
274 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 6-7800

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: Lexington 2-3000
Dry Hill, Norwalk, Conn.
Phone: Norwalk 8-0006
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: Hollywood 9-3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 3-9083
125 N. Michigan Ave., Chicago 11, III.
Phone: Mohawk 4-4600

JOHN B. KNIGHT CO.
6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH
230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

WILLIAM McPHEE
Director
Research Services, Denver, Colo.

A. C. NIelsen COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Holycourt 5-4400
500 Fifth Ave., New York 18, N. Y.
Phone: Pennsylvania 6-2850

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: Audubon 6-7455

ALFRED POLITZ RESEARCH, INC.
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 9-5200

THE PULSE, INC.
15 W. 46th St., New York 7, N. Y.
Phone: Judson 6-3316

RADIO COPY
13-18 163rd Street, Flushing, N. Y.
Phone: Flushing 9-7779

RADIO REPORTS, INC.
220 East 42nd Street, New York 17, N. Y.
Phone: Murray Hill 7-6658

ELMO ROPER
50 Rockefeller Plaza, New York 20, N. Y.
Phone: Plaza 7-4900

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 W. 45th St., New York 19, N. Y.
Phone: Vanderbilt 6-0600

DANIEL STARCH AND STAFF
120 Lexington Ave., New York 17, N. Y.
Phone: Lexington 2-6622
Phone: Delaware 7-8362

TRENDEX, INC.
317 Madison Avenue, New York 17, N. Y.
Phone: MU 3-2653 and MU 3-2668

VIDEODEX
JAY & GRAHAM RESEARCH, INC.
100 E. Ohio St., Chicago 11, Ill.
Phone: Whitemhall 4-0584
342 Madison Ave., New York, N. Y.
Phone: Murray Hill 7-8837
The air is full of customers...
Radio reaches almost everybody. For there is a radio set in 95% of all American homes. Week after week, more people listen to radio than regularly read all the newspapers or all the magazines in print. Nowhere but in network radio can an advertiser command such an audience for his message. And nowhere in network radio can he reach so many at so low a cost as he does through the Columbia Broadcasting System.
A TRIBUTE TO THE
ANGELS OF ABC
RADIO

AMERICAN BAKERIES
 BLOCK DRUG CO.
 BOTANY MILLS
 BURTON-DIXIE CORP.
 CHAMPION SPARK PLUGS
 CHRISTIAN SCIENCE MONITOR
 CLUB ALUMINUM
 EQUITABLE LIFE ASSURANCE
 GENERAL MILLS
 GENERAL MOTORS
 GILLETTE SAFETY RAZOR
 GOODYEAR TIRE AND RUBBER
 GOSPEL BROADCASTING ASS'N.
 DR. BILLY GRAHAM
 H. J. HEINZ
 ANDREW JERGENS CO.
 FRANK H. ILE

P. LORILLARD
 LUTHERAN LAYMEN'S LEAGUE
 MARS, INC.
 MILLER BREWING CO.
 PHILIP MORRIS
 PACIFIC COAST BORAX
 PAN AMERICAN COFFEE BUREAU
 PHILCO CORP.
 R. J. REYNOLDS
 SEEMAN BROTHERS
 SERUTAN
 STERLING DRUG
 SWIFT AND CO.
 THE TEXAS COMPANY
 THE U.S. ARMY AND THE
 U.S. AIR FORCE RECRUITING
 VOICE OF PROPHETY

WILLIAM R. WARNER

American Broadcasting Company
WITH crisis piling on crisis and each nation’s subconscious alerting to the possibility of atomic warfare exploding at any moment, the old year, 1950, came to its expected end, jittery to the last. The new-born who took its place inherited the sins of the father, and was pushed into History’s spotlight with no coaching in the part. The producers and backers of world affairs could only pray that 1951 would survive strengthened by “cry havoc” would be wrong. In a global clash that had its feet in the frozen mud of Korea and its head in the clouds over Lake Success, International Radio continued to record and report quietly, efficiently, and with a minimum of tension, to the troubled world in between. And somehow, the grey futility never completely lost the rosy tinges of hope.

At the Fifth Avenue studios of the French Broadcasting System in North America, France’s U.N. Delegates were frequent visitors to the short-wave microphone, as they reported to their countrymen on the “State of the World Union,” dispelling the fears which grew like toadstools after each day’s verbal stalemates.

Although RDF offices in New York had been sending out programs since 1947, in April of 1949, RadioDiffusion Francaise created a symbolic web of radio stations, called The International Goodwill Network, and offered to North American stations, free of charge, top radio entertainment from the finest of France’s talent. Produced in Paris, the 5 separate weekly transcribed shows were made available for just the opportunity to bring the culture of France closer to her American friends. By last year at this time RdF was proud to announce that 220 stations were carrying one or more programs of the IGN. By the end of 1950 the count had increased to 350, with member stations in Canada, Alaska, Hawaii, The Philippines, Puerto Rico, and Panama broadcasting “Masterworks From France,” “Gai Paris Music Hall,” “Songs of France,” “Bonjour Mesdames,” and “French In The Air.” All this in addition to the numerous weekly shortwave “feeds” from Paris, containing interviews, news, and special features for individual stations on this side of the Atlantic.

The new year is still not very old, but the hopes for a world that is lasting and secure are ageless. Whenever international nerves grow taut, International Radio will be on hand, the small, still voice of reason: calm during fear . . . hopeful during crisis . . . and in conflict, certain that Peace is never too distant to obtain.

During the four years of the Occupation, France had been cut off from the rest of the world. And even more important, the world had written its history with practically no news from France. Through the many hours of short-wave broadcasting, the outside world and the historic events taking place found their way across the English Channel where they were welcomed behind France’s blacked-out windows. But very little of the darkness from within the fallen democracy managed to reach the sunlight of the free nations to the West.

The moment the Liberation was a reality, France set about to reestablish contact with her neighbors around the globe. The total destruction of all transmitters, and other radio equipment, offered the prime challenge—and became the first step in the almost impossible task of reconstruction.

Before waiting for final completion, however, special radio bureaus were organized within French Radio for full scale international broadcasting. Offices were opened in New York City and programs prepared in English, spotlighting French music and culture. But not only Americans were enthusiastic about RDF programs, for at this time overseas broadcasts are beamed to 25 foreign countries around the world—in as many languages. France is now a welcome, constant visitor in every land.
the difference is MUTUAL!

"Mister PLUS"

Compliments of a MUTUAL friend

*The character and phrase, "Mister PLUS", are the property of the Mutual Broadcasting System, Inc. They have been continuously employed since November, 1949, to represent the specific plus-differences which distinguish Mutual from all other networks.

The profitable application of these plus-differences is expressly not restricted—by copyright or otherwise—to present Mutual clients. Mister PLUS is ready and able to work for any advertiser who moves to the Mutual Network in 1951.
## Non-Commercial AM Stations of the U. S.

*As Listed By The Federal Communications Commission, Jan. 1, 1951*

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<td><strong>IOWA</strong></td>
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<td>Ames</td>
<td>WOI</td>
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<td>640</td>
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<tr>
<td>Boone</td>
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<td>Boone Biblical College</td>
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<td>Decorah</td>
<td>KWLC</td>
<td>Luther College</td>
<td>1240</td>
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<td>WSUI</td>
<td>The State U. of Iowa</td>
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<td>KFKU</td>
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<td>Manhattan</td>
<td>KSAC</td>
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<tr>
<td>East Lansing</td>
<td>WAKAR</td>
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<td>Lapeer</td>
<td>WMPC</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>KTIS</td>
<td>Nwstrn. Schools</td>
<td>900</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>KUOM</td>
<td>University of Minn.</td>
<td>770</td>
<td>5000 d</td>
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<td>Northfield</td>
<td>WCAL</td>
<td>St. Olaf College</td>
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<td>5000 d</td>
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<tr>
<td>Clayton-St. Louis</td>
<td>KFUO</td>
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<td>5000</td>
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<tr>
<td>Zaraphath</td>
<td>WAWZ</td>
<td>Pillar of Fire</td>
<td>1380</td>
<td>5000 d; 1000 n</td>
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<td><strong>NEW YORK</strong></td>
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<td>5000</td>
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<td>City of N. Y.</td>
<td>830</td>
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<td>WNAD</td>
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<td>Pullman</td>
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<td>State of Wisc., Dept. of Agric.</td>
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### TELEVISION SHOWS

**BIGELOW-SANFORD CARPET CO., INC.**
- "Bigelow Theatre"
  - CBS-TV—Sun. 6:00-6:30 p.m. and various stations

**GENERAL ELECTRIC COMPANY**
- "The Fred Waring Show"
  - CBS-TV—Sun. 9:00-10:00 p.m.

**GENERAL FOODS CORPORATION**
- "The Goldbergs" *(Sanka Coffee)*
  - CBS-TV—Mon. 9:30-10:00 p.m.
- "Hopalong Cassidy" *(Post Cereals)*
  - NBC-TV—Sun. 6:00-7:00 p.m.
- "The Aldrich Family" *(Jell-O)*
  - NBC-TV—Sun. 7:30-8:00 p.m.
- "The Bert Parks Show" *(Swans Down Mixes, Jell-O, Birdseye, Walter Baker)*
  - NBC-TV—Mon., Wed., Fri., 3:30-4:00 p.m.

**GODYEAR TIRE & RUBBER CO., INC.**
- "Paul Whiteman Show"
  - ABC-TV—Sun. 7:00-7:30 p.m.

**GULF OIL CORPORATION**
- "We, The People"
  - NBC-TV—Fri. 8:30-9:00 p.m.

**HUNT FOODS INC.**
- "Kate Smith Show"
  - NBC-TV—Mon.-Fri., 4:45-5:00 p.m.

**INTERNATIONAL SILVER CO.—**
1847 Rogers Bros.
- "Success Story"
  - WJZ-TV—Tues. 2:15-2:30 p.m.

**LIFE MAGAZINE**
- "Kukla Fran & Ollie"
  - NBC-TV—Thurs. 7:00-7:30 p.m.

**THOMAS J. LIPTON, INC.**
- "Arthur Godfrey's Talent Scouts"
  - CBS-TV—Mon. 8:30-9:00 p.m.

**PACKARD MOTOR CAR CO.**
- "Holiday Hotel"
  - ABC-TV—Thurs. 9:00-9:30 p.m.

**JOS. SCHLITZ BREWING CO.**
- "Pulitzer Prize Playhouse"
  - ABC-TV—Fri. 9:00-10:00 p.m.

**SIMMONS COMPANY**
- "Kate Smith Show"
  - NBC-TV—Tues. 4:15-4:30 p.m.

### RADIO SHOWS

**GENERAL FOODS CORPORATION**
- "The Aldrich Family" *(Jell-O)*
  - NBC—Thurs. 8:00-8:30 p.m.
- "Gangubusters" *(Grape-Nuts)*
  - CBS—Sat. 9:00-9:30 p.m.
- "Hopalong Cassidy" *(Grape-Nuts Flakes)*
  - CBS—Sat. 8:30-9:00 p.m.
- "My Favorite Husband" *(Jell-O)*
  - CBS—Sat. 9:30-10:00 p.m.
- "Second Mrs. Burton" *(Swans Down Mixes, Postum)*
  - CBS—Mon.-Fri. 2:00-2:15 p.m.
- "Portia Faces Life" *(Jell-O)*
  - NBC—Mon.-Fri. 5:15-5:30 p.m.

**BRISTOL MYERS COMPANY**
- "Mr. D. A." *(Sal Hepatica & Ipana)*
  - NBC—Wed. 9:30-10:00 p.m.

**GULF OIL CORPORATION**
- "Counterspy"
  - NBC—Thurs. 9:30-10:00 p.m.

**THOMAS J. LIPTON, INC.**
- "Arthur Godfrey's Talent Scouts"
  - CBS—Mon. 8:30-9:00 p.m.

**METROPOLITAN LIFE INS. CO.**
- "Dave Vail—News"
  - CBS—Mon.-Fri. 8:15-8:30 p.m. Pacific Coast
- "Alan Jackson and the News"
  - CBS—Mon.-Fri. 6:00-6:15 p.m.

**JOS. SCHLITZ BREWING CO.**
- "Halls of Ivy"
  - NBC—Wed. 8:00-8:30 p.m.

### 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

News Services

NINETEEN FIFTY-ONE
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
American Broadcasting Co. 1950 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc. $ 5,381,218
J. Walter Thompson Company. 2,663,632
Cecil & Presbyre, Inc. 2,632,439
Maxon, Inc. 1,667,108
Lennen & Mitchell, Inc. 1,648,289
Hutchins Advertising Company, Inc. 1,618,906
Wm. H. Weintraub & Co., Inc. 1,311,295
Kudner Agency, Inc. 1,179,091
Tatham, Laird, Inc. 1,075,950
Kay S. Durstine, Inc. 1,075,382
The How Company, Inc. 949,337
Warwick & Legler, Inc. 921,938
Benton & Bowles, Inc. 861,632
R. H. Alber Company 805,229
Knox Reeves Advertising, Inc. 766,880
Foote, Cone & Belding 735,716
Kenyon & Eckhardt, Inc. 718,425
Robert W. Orr & Assoc., Inc. 685,319
McCann, Erickson, Inc. 599,099
Batten, Barton, Durbin & Osborn, Inc. 541,755
C. J. LaRoche & Company, Inc. 475,375
Sherman & Marquette 475,635
Grey Advertising Agency, Inc. 460,310
Gotham Advertising Co., Inc. 436,652
Needham, Lewis & Brorby, Inc. 379,206
Raymond Spector Company, Inc. 316,931
Wade Advertising Agency 305,700
Federal Advertising Agency 310,412
Leo Burnett Company, Inc. 305,282
Geyer, Newell & Gunger, Inc. 295,773
McManus, Hahn, & Adams, Inc. 261,177
Matheson Associates 256,469
Western Advertising Agency, Inc. 256,329
Sullivan, Stauffer, & Bayles, Inc. 245,544
Victor A. Bennett Company, Inc. 225,338
William Esty Company. 225,651
The Joseph Katz Agency 210,457
W. L. Gleason & Company 181,713
Young & Rubicam, Inc. 155,963
H. B. Humphrey Company 156,516
Hixson & Jorgensen, Inc. 140,697
Tucker Wayne & Company 149,074
Politicals 108,143
Philip J. Meany Company 103,015
Lilker, Neil, & Hall Agency 96,151
Victor van der Linde Company 85,092
Albert J. Silberstein-Bert Goldsmith, Inc. 72,910
Walter F. Bennett & Co., Inc. 65,016
Tingling & Altman, Inc. 61,497
Brascher Wheeler & Staff 61,217
Huber Roge & Sons 61,677
Roche, Williams & Cleary, Inc. 50,150
Lambert & Feasley, Inc. 45,781
Brooks Advertising Agency 37,847
Turner Advertising Agency 37,000
Charles W. Hoyt Company 36,066
Raymond R. Morgan Co. 26,907
Zimmer-Keller, Inc. 21,490
Hal Stelling, Inc. 15,930
Grant Advertising, Inc. 15,510
Davis & Company 15,116
Weinstein & Company 13,650
Furman, Felner Company, Inc. 13,645
Campagnias, Inc. 9,366

Hirshon-Garfield, Inc. 8,875
Leon Loeb & Company 7,155
Ewell & Thurler Associates 6,815
Beaumont & Holman, Inc. 6,528
Buchanan & Company, Inc. 5,615
Abbot, Kimball Co., Inc. of California 4,135
The Clements Company, Inc. 2,858
Erwin Wasey Company of Canada 1,500

TOTAL *$35,121,825

American Broadcasting Co. 1950 Industrial Classifications

Month 1950 1949

January $ 235,865 $ 6,733
February 189,968 18,671
March 341,602 26,535
April 350,110 21,512
May 357,508 132,116
June 388,286 119,835
July 213,522 119,671
August 219,846 115,662
September 176,996 155,148
October 1,181,199 217,199
November 1,308,088 211,060
December $1,216,151 $190,537

TOTAL *$6,470,916 $1,391,991

* Estimated

American Broadcasting Co. 1950 Sponsor Expenditures (AM Radio Network)

General Mills, Inc. $ 1,910,766
Swift & Company 2,696,534
Stevenson Drug Co. 2,312,119
Phillip Morris & Co., Ltd., Inc. 2,153,557
P. Lorillard Company 1,942,056
Philo Corporation 1,618,996
Gillette Safety Razor Co. 1,412,661
Sutton Company 1,073,382
The Quaker Oats Company 955,010
H. J. Heinz Company 943,678
Pepsi Cola Company 925,610
Equitable Life Assurance Society of the U. S. 921,581
The Norwich Pharmacal Co. 843,782
Gospel Broadcasting Assn. 802,239
The Andrew Jergens Co. 680,330
General Motors Corp. 613,884
William R. Warner & Co., Inc. 607,566
George A. Horner & Co. 541,755
Seaman Brothers, Inc. 536,339
Pacific Coast Borax Co. 508,643
Adam Hat Stores, Inc. 439,443
Lutheran Laymen's League 436,652
The Frank H. Lee Company 387,796
Burgermeister, Inc. 345,231
Speidel Company 316,321
Miles Laboratories, Inc. 310,090
Pan American Coffee Bureau 310,572
The Texas Company 263,950
Libby, McNeil & Libby 282,275

Since 1898

WILLIAM MORRIS AGENCY, INC.
NEW YORK · CHICAGO · BEVERLY HILLS · LONDON · PARIS
Agency—Network—Sponsor Billings

Food and Food Products 1,135,053
Beverages 841,537
Radio & Recording Equipment, graphs, & Electrical Appliance 818,171
Cigars, Cigarettes & Tobacco 195,185
Religion 274,489
Laundry Soaps and Cleaners 251,382
Clothing & Dry Goods 234,831
Confections 220,381
Jewelry & Accessories 220,518
Lubricants, Petroleum Products & Fuel 195,499
Drugs & Toilet Goods 161,577
Hardware 131,583
Household Furnishings & Accessories 83,820
Miscellaneous 71,347
Publications 12,812
Steel 7,359
Pulp 4,720
Photographic Equipment 2,996

TOTAL $6,170,510

American Broadcasting Co.
TV Gross Web Time Sales 1950

General Mills, Inc. 474,374
P. Lorillard Company 457,675
Admiral Corporation 359,429
The Goodyear Tire & Rubber Company, Inc. 350,608
Canada Dry Ginger Ale, Inc. 315,216
Chrysler Corporation 305,010
Packard Motors, Inc. 279,992
Self-Rising Baking Co. 257,733
Philco Corporation 222,977
Blaetz Brewing Company 197,727
Young Peoples Church of the Air 189,302
Sun Oil Company 180,519
Bendix Home Appliances, Inc. 171,131
Hudson Motor Car Co. 149,670
Pontiac Division of General Motors Corporation 139,080
Kellogg Company 127,901
Grinnell Watch Company 115,170
Best Lines, Inc. 111,070
Peter Paul, Inc. 107,950
Ronson Art Metal Works, Inc. 105,378
Peters Shoe Co. 105,145
Campbell Soup Co. 100,650
American Safety Razor Co. 98,175
Kno Mark Mfg. Co., Inc. 96,282
Wine Corporation of America 95,800
M. & M. Ltd. 95,150
Wander Company 91,769
Green Giant Company 83,320
General Shoe Corporation 81,506
Seaman Bros 81,510
Procter & Gamble Co. 80,925
American Dairy Association 75,420
Griffin Manufacturing Co., Inc. 74,175
Gospel Broadcasting Assoc. 70,748
Libby, McNell & Libby 68,847
Chesebrough Manufg. Co. 63,972
Ironite Ironers Corporation 63,150
The B. F. Goodrich Rubber Co. 62,663
Arthur Murray, Inc. 53,366
Arnold Bakers, Inc. 51,151
American Bakers Co. 41,912
American Tobacco Co. 37,084
Gillette Safety Razor Co. 33,110
Mason & Magenheimer Co. 25,260
Fleischmann Shoe Company 22,460
Exquisite Form Brassiere, Inc. 19,920
Lutheran Laymen's League 15,600
The Texas Company 15,560
George N. May Company 15,390

TV Gross Network Time Sales 1950 Classifications

Automobiles, Trucks and Accessories $1,385,328

TOTAL $35,124,625
American Broadcasting Co.
1949-50
Gross Monthly Billings
(AM Radio Network)

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<th>Month</th>
<th>1949</th>
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<td>January</td>
<td>$3,454,221</td>
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<td>February</td>
<td>3,147,298</td>
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<td>March</td>
<td>3,451,236</td>
<td>4,258,750</td>
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<td>April</td>
<td>3,115,897</td>
<td>3,893,736</td>
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<td>May</td>
<td>3,242,060</td>
<td>4,039,015</td>
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<td>June</td>
<td>2,800,220</td>
<td>3,387,939</td>
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<td>July</td>
<td>2,253,647</td>
<td>2,788,103</td>
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<td>August</td>
<td>2,249,885</td>
<td>2,544,141</td>
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<td>September</td>
<td>2,416,631</td>
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<td>October</td>
<td>3,069,265</td>
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<td>November</td>
<td>2,973,103</td>
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<td>December</td>
<td>2,956,270</td>
<td>3,656,492</td>
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TOTAL $35,124,825 $42,342,225
* Estimated

American Broadcasting Co.
1949-50 TV Gross Time Sales

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<td>Food &amp; Food Products</td>
<td>$10,933,839</td>
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<td>Drugs &amp; Toilet Goods</td>
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<td>Cigars, Cigarettes &amp; Tobacco</td>
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<td>Religion</td>
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<td>Radios, Refrigerators, Phonographs &amp; Elec. Appliances</td>
<td>1,816,124</td>
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<td>Beverages</td>
<td>1,152,359</td>
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<td>Automobiles, Trucks &amp; Access.</td>
<td>1,217,667</td>
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<td>Clothing &amp; Dry Goods</td>
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<td>Jewelry &amp; Accessories</td>
<td>955,833</td>
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<td>Insurance &amp; Personal Loans</td>
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<td>Household Furnishings &amp; Acc.</td>
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<td>Lubricants, Petroleum, Propane &amp; Fuel</td>
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<td>Hardware</td>
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<td>Laundry Soaps and Cleaners</td>
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TOTAL $35,124,825

Mutual Broadcasting System
1950 Gross Billings

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<td>March</td>
<td>1,410,682</td>
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<td>April</td>
<td>1,411,454</td>
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<tr>
<td>May</td>
<td>1,350,588</td>
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<tr>
<td>June</td>
<td>1,391,638</td>
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<tr>
<td>July</td>
<td>1,069,992</td>
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<tr>
<td>August</td>
<td>1,246,463</td>
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<tr>
<td>September</td>
<td>1,534,526</td>
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<tr>
<td>October</td>
<td>1,537,529</td>
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<tr>
<td>November</td>
<td>1,320,406</td>
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<tr>
<td>December</td>
<td>1,246,463</td>
</tr>
</tbody>
</table>

TOTAL $16,102,797
Note: December billings estimated.
MARJORIE MORROW
casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW
Co-ordinated Casting Consultants

CHickering 4-0644
New York 18, N. Y.

Paramount Bldg.
1501 Broadway
### Mutual Broadcasting System 1950 Sponsor Billings

<table>
<thead>
<tr>
<th>Agency</th>
<th>Network</th>
<th>Sponsor Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laundry &amp; Household Supplies</td>
<td>$1,021,192</td>
<td></td>
</tr>
<tr>
<td>Cigars, Cigarettes &amp; Tobaccos</td>
<td>855,935</td>
<td></td>
</tr>
<tr>
<td>Jewelry &amp; Silverware</td>
<td>847,503</td>
<td></td>
</tr>
<tr>
<td>Confectionery and Soft Drinks</td>
<td>550,484</td>
<td></td>
</tr>
<tr>
<td>Paints and Hardware</td>
<td>347,549</td>
<td></td>
</tr>
<tr>
<td>Automobiles &amp; Accessories</td>
<td>332,553</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>214,829</td>
<td></td>
</tr>
<tr>
<td>Stationery and Publications</td>
<td>120,955</td>
<td></td>
</tr>
<tr>
<td>Radio and Phonographs</td>
<td>45,610</td>
<td></td>
</tr>
<tr>
<td>Lubricants, Petroleum &amp; Fuel</td>
<td>44,192</td>
<td></td>
</tr>
<tr>
<td>Special Foods &amp; Other</td>
<td>29,614</td>
<td></td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>14,040</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL** | **$16,102,797**

### Mutual Broadcasting System 1950 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$1,550,361</td>
</tr>
<tr>
<td>Sherman &amp; Marquette</td>
<td>1,350,937</td>
</tr>
<tr>
<td>Furman, Feiner &amp; Co., Inc.</td>
<td>1,350,482</td>
</tr>
<tr>
<td>Wade Advertising Agency</td>
<td>1,350,394</td>
</tr>
<tr>
<td>Grey Advertising Agency, Inc.</td>
<td>847,563</td>
</tr>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>783,368</td>
</tr>
<tr>
<td>Kidner Agency, Inc.</td>
<td>643,032</td>
</tr>
<tr>
<td>Grady Advertising, Inc.</td>
<td>618,488</td>
</tr>
<tr>
<td>O'Neil, Larson &amp; McMahon, Inc.</td>
<td>588,136</td>
</tr>
<tr>
<td>McCann-Erickson, Inc.</td>
<td>550,481</td>
</tr>
<tr>
<td>Aubrey, Moore &amp; Wallace, Inc.</td>
<td>533,359</td>
</tr>
<tr>
<td>Gardner Advertising Co.</td>
<td>512,442</td>
</tr>
<tr>
<td>Harry B. Cohen Adv., Co., Inc.</td>
<td>443,700</td>
</tr>
<tr>
<td>Gotham Advertising Co., Inc.</td>
<td>440,398</td>
</tr>
<tr>
<td>Kenny &amp; Eckhardt, Inc.</td>
<td>428,339</td>
</tr>
<tr>
<td>Stanley G. Boyton Radio Adv.</td>
<td>343,312</td>
</tr>
<tr>
<td>Western Advertising Agency</td>
<td>318,804</td>
</tr>
<tr>
<td>Hatten, Barton, Durstine &amp; Osborn, Inc.</td>
<td>296,432</td>
</tr>
<tr>
<td>Brown Radio Producers, Inc.</td>
<td>276,293</td>
</tr>
<tr>
<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
<td>271,516</td>
</tr>
<tr>
<td>Glenn-Jordan-Stoetzel, Inc.</td>
<td>266,136</td>
</tr>
<tr>
<td>Maxon, Inc.</td>
<td>238,716</td>
</tr>
<tr>
<td>Needham, Louis &amp; Brophy, Inc.</td>
<td>221,921</td>
</tr>
<tr>
<td>Benton &amp; Bowles, Inc.</td>
<td>216,427</td>
</tr>
<tr>
<td>Foote, Cone &amp; Belding, Inc.</td>
<td>212,787</td>
</tr>
<tr>
<td>Erwin, Wasey &amp; Co., Inc.</td>
<td>197,704</td>
</tr>
<tr>
<td>Huber, Bogue &amp; Co., Inc.</td>
<td>130,000</td>
</tr>
<tr>
<td>Cavanagh, Boyd &amp; Co., Inc.</td>
<td>125,181</td>
</tr>
<tr>
<td>Tracy-Leece Co., Inc.</td>
<td>118,875</td>
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<tr>
<td>William Esty Co., Inc.</td>
<td>88,702</td>
</tr>
<tr>
<td>Ollan Advertising Co.</td>
<td>86,932</td>
</tr>
<tr>
<td>St. Georges &amp; Keyes, Inc.</td>
<td>68,243</td>
</tr>
<tr>
<td>Sorensen &amp; Co.</td>
<td>59,171</td>
</tr>
<tr>
<td>William Gleeson &amp; Co.</td>
<td>57,388</td>
</tr>
<tr>
<td>direct</td>
<td>55,248</td>
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<tr>
<td>H. B. Humphrey Co.</td>
<td>48,912</td>
</tr>
<tr>
<td>Knox-Reeves, Inc.</td>
<td>48,124</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td>44,192</td>
</tr>
<tr>
<td>Ben Sackheim, Inc.</td>
<td>42,887</td>
</tr>
<tr>
<td>Al Paul Luften Co.</td>
<td>40,500</td>
</tr>
<tr>
<td>Thwing &amp; Altman, Inc.</td>
<td>36,170</td>
</tr>
<tr>
<td>Ewell &amp; Thurber Associates</td>
<td>29,614</td>
</tr>
<tr>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
<td>25,931</td>
</tr>
<tr>
<td>Michael Shore Advertising Co.</td>
<td>25,856</td>
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<tr>
<td>Weston-Barrett, Inc.</td>
<td>25,418</td>
</tr>
<tr>
<td>Rozell &amp; Jacobs, Inc.</td>
<td>14,940</td>
</tr>
<tr>
<td>Reynolds, Inc.</td>
<td>7,302</td>
</tr>
<tr>
<td>The Mail Order Network</td>
<td>6,079</td>
</tr>
<tr>
<td>Walter McCreery, Inc.</td>
<td>5,619</td>
</tr>
<tr>
<td>Van River &amp; Grove, Inc.</td>
<td>2,053</td>
</tr>
<tr>
<td>Friend &amp; Kreiger, Inc.</td>
<td>1,404</td>
</tr>
<tr>
<td>Van Wood Advertising</td>
<td>250</td>
</tr>
</tbody>
</table>

**TOTAL** | **$16,102,797**

Note: December billings estimated.

### Mutual Broadcasting System 1950 Industrial Classifications

<table>
<thead>
<tr>
<th>Industry</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Food Beverages</td>
<td>$1,194,196</td>
</tr>
<tr>
<td>Drugs and Toilet Goods</td>
<td>3,328,349</td>
</tr>
<tr>
<td>Religious</td>
<td>1,465,680</td>
</tr>
<tr>
<td>Labor and Politics</td>
<td>1,442,827</td>
</tr>
<tr>
<td>Building Materials</td>
<td>1,240,739</td>
</tr>
</tbody>
</table>

**TOTAL** | **$16,102,797**

Note: December billings estimated.
Check Nielsen Reports  
Check Sales Reports  

KUDNER AGENCY, INC.  
for Tops in Television  

NEW YORK  SAN FRANCISCO  DETROIT  WASHINGTON
National Network Programs

RADIO

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
“The Jack Benny Program”
“Your Hit Parade”

ARMSTRONG CORK COMPANY
Quaker Rugs
“Theatre of Today”

DE SOTO-PLYMOUTH DEALERS
OF AMERICA
Groucho Marx in
“You Bet Your Life”

CREAM OF WHEAT CORPORATION
Cream of Wheat
“Let’s Pretend”

E. I. DU PONT
DE NEMOURS & CO. (INC.)
“Cavalcade of America”

EMERSON DRUG COMPANY
Bromo-Seltzer
“Hollywood Star Playhouse”

GEO. A. HORMEL & COMPANY
Canned Meat Products
“Music With the Girls”

REXALL DRUG COMPANY
Drug Products
“Amos ‘n’ Andy”

U. S. STEEL CORPORATION
“Theatre Guild on the Air”

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo
“Charlie Wild, Private Detective”

TELEVISION

AMERICAN TOBACCO CO., INC.
Lucky Strike Cigarettes
“Robert Montgomery Presents—Your Lucky Strike Theatre”
“The Jack Benny Television Show”
“This Is Show Business”
“Your Hit Parade”

ARMSTRONG CORK COMPANY
Floor Coverings, Building Materials
“Armstrong’s Circle Theatre”

DE SOTO-PLYMOUTH DEALERS
OF AMERICA
Groucho Marx in
“You Bet Your Life”

GENERAL MILLS, INC.
“BettyCrocker Program”

THE B. F. GOODRICH COMPANY
Silvertown Tires
“B. F. Goodrich Celebrity Time”

MINNESOTA MINING & MFG. CO.
“Scotch” Brand Cellophane Tape
“Your Show of Shows” (participating)

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo
“Charlie Wild, Private Detective”
“The Jack Carter Show” (participating)

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT
A. W. ADV., INC.
17 E. 53rd St., New York 22, N. Y.
Phone: EL 5-5158
ANPA—APA

President ..................Bliss Woodward
Radio Director..............Selwyn Ransch
Account Executive.........G. F. Mettee


AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: HGate 4-6380
CNPA

Owner-Radio-TV Prod. Dir.......Ad Fried
Radio & TV Producers........William Muir,
Diana Springer, Faye Gillespie
Radio & TV Time Buyer........Faye Gillespie
Program Manager..............Diana Springer
Music Director................Elaine Trigger
Production Manager...........William Muir
Radio & TV Library............Diana Springer
Dir. TV Productions...........Ad Fried

Radio Accounts: Bigelow Films (Motion Picture Films), Berkeley, Calif.; Bell Smoked Fish Co. (Tara Bell Brand Products), San Francisco, Calif.; Dr. J. J. Citron Dental Offices, Cochrane & Celli Chevrolet Dealers, Commercial Sales Truck Co. (Trucks), Oakland, Calif.; Buy-Rite Truck & Equipment Co. (Heavy Duty Equipment), Port of Oakland & Houston, Texas; Coy

Hair Curler, Oakland, Calif.; Crescent Jewelry Co. (Jewelry), Hayward-Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo (Shampoos), F. H. Daily Motor Co. (Automotive), Henry de Lugach Real Estate, Morwear Paint Co. (Paints), Holly Meat Co. (Holly Products), Morse-Starrett Products (Wire Rope Cutters), Oakland Frame & Axle Co., Pelex Beauty Products (USA) (Cosmetics), Berkeley, Calif.; Pelex Beauty Products (Canada), (Cosmetics), Penetang, Ontario, Can.; Rorsil Shoe Co. (Vitality Shoes), Oakland; Rhodes — Jamieson, Ltd. (Building Materials), San Leandro, Calif.; Quality Laundries (Laundry Services to Cleaning Firms), Swan’s Markets, Oakland, Calif.; Troiel Companies (Ply Hole Covers), Berkeley, Calif.; The Quiet Hour, Royal Art Galleries, Minit-Man Auto Laundries, Foster & Louis Insurance, Lou Winston Co., Lo Fare Cab Co., Oakland, Calif.; Smith Bros. “MAC” Compound (Stomach Remedy), Walnut Creek, Calif.; Fidelity Roof Co., Oakland, Calif.

TV Accounts: Bell Smoked Fish Co. (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Cochrane & Celli Chevrolet Dealers, Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo, F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; El Nido Restaurant, Lafayette, Calif.; G & W Refrigeration Co. (Ice Makers), Lake Merritt Hotel (Dining &

Agency Recognition Symbols

AAAA . . . American Association of Advertising Agencies
ABC . . . Audit Bureau of Circulation
ABP . . . Associated Business Papers
ANPA . . . American Newspaper Publishers’ Association
APA . . . Agricultural Publishers’ Association
BMB . . . Broadcast Measurement Bureau
CAN . . . Continental Agency Network
FAAG . . . First Advertising Agency Group
NAAN . . . National Advertising Agency Network
NOAB . . . National Outdoor Advertising Bureau
PPA . . . Periodical Publishers’ Association
SNPA . . . Southern Newspaper Publishers’ Association
TAAN . . . Transamerica Advertising Agency Network
An International "NETWORK"!

ERWIN, WASEY & COMPANY
Complete Advertising Facilities including Radio & Television in

CHICAGO
MINNEAPOLIS
LOS ANGELES
OKLAHOMA CITY
RIO DE JANEIRO
TORONTO
MONTREAL
STOCKHOLM
LONDON
PARIS
NEW YORK
Advertising Agencies

Dancing), Quality Laundries (Laundry Service for Cleaning Firms), Lo Fare Cab Co., The Quiet Hour (Religious), Dick's Home Furnishings (Furniture), West Coast Soap Co. (White Navy Soap & Powder), Oakland, Calif.

WILLIAM HART ADLER, INC.
720 N. Michigan Ave., Chicago 11, Ill.
Phone: W'Hitchell 4-5210

ABP
Pres.-Treas. .......... William Hart Adler
V-P. Sécy., Art Dir. ....... Warren Shuster
Personnel Director .......... James W. Taylor
Production Manager .......... Al Stove
Media & Research Dir .......... George Bromberg
Asst. to Pres. .......... Kenneth C. Ring
Acct. Execs. .......... W. H. Adler
Warren Shuster, Kenneth Ring, George Bromberg, H. F. Willson

ADMASTERS ADVERTISING, INC.
514 Tenth St., N.W., Washington D. C.
Phone: District 6551

ABP—PPA
President .......... John E. Waterfield
Secretary .......... E. H. Bell
Production Manager .......... V. E. Vander Schaaf
Copy Chief .......... J. DuVall

ADVERTISERS’ B’CASTING CO.
117 West 46th St., New York 19, N.Y.
Phone: P’Laza 7-3560

Executive Director .......... M. Keilson
Radio Director .......... Sholom Rubinstein
Producer .......... Jacob F. Keilson
Program Planning .......... David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); I. Rokeach & Sons, Inc. Food Products; Horowitz-Margareten (Food Products); Breckstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Ajax); B. T. Babbit, Inc. (Bab-O Glim); Whitehall Pharmaceutical Co. (Anaecin); American Home Foods (Duff’s Mixes, G. Washington Instant Coffee, Clapp’s Baby Foods); The Best Foods, Inc. (Heckers’ Cream Farina, H-O Oats, Hellman’s Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott’s Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden’s Cream Cheese, Borden’s Instant Coffee); Fels. Inc. (Felso); Dugan Bros. (Dugan’s Breads); Carter Products, Inc. (Arrid); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolff’s Buckwheat Products); Campbell Soup Co. (Campbell’s Soups); Cream of Wheat Co. (Cream of Wheat); The Boyle-Midway Co. (Accowax, Wizard Wick, Auto-Brite, Black Flag); Mrs. Grass’ Noodle Soup; Seek & Kade, Inc. (Futussin); The S.O.S. Co. (S.O.S. Cleaning Pads); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Malteelex Co. (Malteelex Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS
Spreekels Bldg., San Diego 1, Calif.
Phone: Franklin 0545

ABP—ANPA—PPA
Owner .......... Buckleigh Oxford
Chief Acct. Exec. ....... Mary Alice Haggard
Production .......... Esta Burton


ADVERTISING, INC.
1523-31 Central National Bank Bldg., Richmond 19, Va.
Phones: 3-2800, 3-2809

ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA
President & Treasurer .......... J. Lynn Miller
Vice-President .......... M. T. Miller
Secretary .......... A. G. Timewell
Production Manager .......... F. T. Cook
Art Director .......... Robert Bowers
Radio-TV Dept.
TV Director .......... Aubrey F. Watson
Properties .......... Harry Coronet
Copy .......... N. M. Miller

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

Manager .......... A. F. Watson


TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Tidewater Ajax Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).
Ford Theater
on
TELEVISION

GARTH MONTGOMERY — producer

FRANKLIN SCHAFFNER — director

AL OSTRANDER — settings

BEN LUDLOW — music

ART HANNES — announcer

production — KENYON & ECKHARDT INC.

PRESENTED BY

FORD MOTOR COMPANY
AGENCY SERVICE CORP.
66 E. S. Water, Chicago 1, III.
Phone: Central 6-3255
ABP—ANPA—APA—NOAB—PPA
Vice-Pres. & Gen. Mgr...Alfred C. Houser
Publicity Director........Walter J. Fay
Space & Time Buyer........F. J. Kurtzweil
TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.
1400 South Penn Square, Philadelphia 2, Pa.
Phone: Rittenhouse 6-3810
AAAA—APA—NOAB—ABP—ANPA
PPA—ABC—MBM
Senior Partner................H. H. Kynett
Partners......................A. K. Aitkin, M. E. Goldman, H. A. Medholdt
Art Director..................F. Wade Laue
Production Manager.............W. B. Turner
Space & Radio Time Buyer....E. M. Gretz

R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: Hollywood 9-8273
ANPA
Exec. Vice-Pres..............Pauline Hagen
Secretary......................Evelyn R. Jones
Dir. of Radio & TV...........Pauline Hagen
Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.
TV Account: Gospel Broadcasting Assn.

ALLEN & REYNOLDS
1300 Woodmen of the World Bldg., Omaha 2, Neb.
Phone: Atlantic 4445
AAAA—ABP—ANPA—APA
Account Executives:
Partners..................Earl H. Allen, Milton H. Reynolds and Karl M. Joens
Account Executives........Robert H. Reynolds, Claude F. Anderson, Floyd Mellen, Jack Hultgren, John Enis
Dir. of Radio & TV..........Milt Stephen
Asst. Director of Radio & Television........Don B. Ausden, Jr.
Continuity and Scenario Writer........Clare Murphy
Continuity Writer...........Alice Helker
Steno. & Librarian...........Dona Rech
Orders.......................Maxine Edgerton

Radio Accounts: Omaha Public Power District (Public Utility), Nebraska-Iowa Electrical Council (Electrical Dealers’ Organization), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Mueller-Selby, Inc. (Motorola Distributor), Paramount Radio Shop (Appliances), T. H. Maenner Company (Gunnison Hones, U. S. Steel), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted’s Pen Shop (Pens, Cards, Stationery, etc.), Fairmount Foods Co. (Poultry and Livestock Feed), Evans Laundry, Tek-seed Hybrid Co. (Hybrid Corn), Einoit Home Permanent (Home Permanent Wave), Graybar-_HOTPOINT (Appliances), Pioneer Glass & Paint Co. (Paint, Wallpaper, Glass), Hill Hotel, Omaha Body & Equipment Co. (Truck Bodies), Omaha Stationery Co. (Office Supplies, etc.), Boyles College, Micklin Lumber Co. (Builders’ Supplies), Behlen Manufacturing Co. (Corn Crib, etc.), Boyer Lumber & Coal Co. (Lumber and Coal), First National Bank of Beatrice, Crosby (Appliances), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Midwest Clean-It Co. (All Purpose Cleaner), Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery) Electric Fixture & Supply Corp. (Crosley Distributors), Omaha, Neb.

TV Accounts: T. H. Maenner Co. (Gunnison Hones, U. S. Steel), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted’s Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), Graybar-Ratheon, Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Evans Laundry, Graybar-Hotpoint (Appliances), Young-town Kitchens (Kitchen Fixtures), Micklin Lumber Co. (Builders’ Supplies), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Crosley (Appliances), Electric Fixture & Supply Corp. (Crosley Distributors), Sol Lewis (Appliances), Nebraska-Iowa Electrical Council (Electrical Dealers’ Organization), General Electric Supply Corp. (Electrical Appliances), Byron Reed Co. (Real Estate, Farm Management), Mueller-Selby, Inc. (Motorola Distributor), Hill Hotel (Hotel and Restaurant), Omaha, Neb.
PHILCO TELEVISION PLAYHOUSE

The Play's the Thing

WITH PHILCO BALANCED BEAM TELEVISION

Other Philco Sponsored Shows
BREAKFAST CLUB with DON McNEILL
ABC Network — Daily
Monday to Friday, 9:45 to 10 A.M., E.S.T.
DON McNEILL'S TV CLUB
ABC-TV Network
Wednesday, 9 to 10 P.M., E.S.T.

PHILCO TELEVISION PLAYHOUSE
Sundays
9 to 10 P.M., E.S.T.
NBC-TV Network

Famous for Quality the World Over
ALLEY & RICHARDS, INC.
370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
AAAA—ABC—ABP—ANPA—NOAB
APA—PPA
President: H. L. Whittemore
Vice-Pres. & Secy: C. A. Holcomb
V.P.-Treas. and Media Dir.: H. M. Billerbeck
VP. and Creative Dir.: D. H. Uptegrove
Art Director: Harry Rocker
Production: George Little
Account Executive: Milton Towne
Production Manager: John B. Snyder
Branch Office
Stalter Office Bldg., Boston 16, Mass.
Phone: HUbbard 2-8850

Vice-President: J. T. Coenen
Vice-President: Paul B. Cavanagh
Radio-TV Director: Barbara Keane

Radio Accounts: Allen V. Smith, Inc.,
Packaged Peas, Beans, etc., Marcellus Falls,
N. Y.; R. C. Williams & Co., Foods, New
York, N. Y.; Glenwood Range Co., ranges,
Taunton, Mass.; Edgar Lewis & Sons, Inc.,
Candies, Malden, Mass.; Haffenreffer & Co.,
TV Accounts: Haffenreffer & Co., Pickwick
Ales, Jamaica Plains, Mass.

ALLIED ADVERTISING AGENCIES, INC.
167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUnkirk 7-7331
ANPA—APA—NOAB—PPA
Pres. & Gen. Mgr.: W. Fehr Gardner
Vice-President: A. Howard Esary
Space Buyer: Pat Nielson
Treasurer: Maxine D. Blankenship
Art Director: Jack Robbins
Prod. Mgr. & Radio Dir.: Stuart Heinemann
Account Execes: Dick Bartlett,
Lou Sterling, Milton Hoffman, Bart Ross
Branch Office
Pacific Bldg., San Francisco, Calif.
Phone: DOUGLAS 2-7018

Manager: Jack Gregory

Radio Accounts: Dr. F. E. Campbell (Dentistry), Star Piano Co. (Pianos), Gold Furniture Co. (Furniture), Los Angeles; Pridham Davis Optometrist (Optometrist), Los Angeles; Dundee Smart Clothes (Clothes), Progressive Optical Co. (Optical Co.), San Francisco; Pacific Finance Co. (Loans), West Pico Furniture Co. (Furniture), Thrift-
tee Outlet (Clothing), United Radio & App.
Co. (Sporting Goods), Los Angeles, Calif.
TV Accounts: Star Piano Co. (Pianos),
Los Angeles; Auction Park (Auction), Culver City, Calif.

ANDERSON & CAIRNS
488 Madison Ave., New York, N. Y.
Phone: Plaza 3-5200
AAAA—ANPA—APA—PPA
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Radio Accounts: Aldeney Dairy Co.
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TV Accounts: C. H. Masland & Sons
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President & Prod. Mgr.: Claude B. Aniol

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Director Radio-TV: Stephen Freiberg

Radio Accounts: Hotel Gibson, Ford
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Secretary: T. R. Johns
Space Buyer, Media Dir.: F. Humphreys
Branch Office
350 Fifth Ave., New York 1, N. Y.
Phone: LO 3-7260
Manager: Lausing Moore

Radio Accounts: Detroit Times, Locks
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TV Accounts: Pacific Citrus Products Co. 
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Film Production: G. D. Guledrood  
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Radio Accounts: American Chicle Co.
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TV Accounts: American Chicle Co.
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Radio Director: Jack F. Horler
Radio & Time Buyer: Lenore Dighton

1557 MacKay St., Montreal, Que.

Manager: Gabriel Langlais
Phone: Harbour 9247

Radio Accounts: Adams Brands Sales Ltd.,
Canada Packers, Ltd., Carnation Co., General Foods, Ltd., Murine, Inc., The Tea
Bureau, Eversharp Inc.

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Phone WAlchester 6854

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Traffic: Helen L. Goodwin

Radio Accounts: Buffalo Optical Co. (Optical Service), Sears Roebuck Co. (Retail
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Television Accounts: Adam Meldrum & Anderson Co. (Department Store), Dodds Aldenrney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Hambleton Terminal Corp. (Gasoline & Oil), Martin Jacobi, Inc. (Haberdashery), Kari's Dairy (Milk & Milk Products), Kenmore Motor Co., Inc. (Auto Sales & Service), Merman Chevrolet, Inc. (Auto Sales & Service), Milk Dealers & Producers Comm. (Milk), Nuway Markets (Grocery Chain), Sears Roebuck & Co. (Buffalo). (Retail Merchandise), Seven Up Bottling Co. of Buffalo (Beverage), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers), The Sample Shop (Retail Merchandise) Van Dyke Taxi & Transfer, Inc. (Taxi Service), Buffalo, N. Y.

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Radio Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; Beverly Hills Wine Co. (Wine), Lincoln Bank (Commercial Bank), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Procino-Rossi (Macaroni Products), Auburn, N. Y.

TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Beverly Hills Wine Co. (Wine), Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Humpt-Dumpty Toys, Inc. ( Circus Toys), Seneca Falls, N. Y.

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Phone: Franklin 7771

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Account Executive......George L. Hawkins
Account Executive........Norman Foster
Radio Director............Jack Peterson
Branch Office
1638 Wilshire Blvd., Los Angeles 17, Calif.
Manager....................Charles J. Hawkins
Radio Accounts: Westgate-Sun Harbor Co. (Breast O' Chicken Tuna), Qualitee Dairy Products (Dairy Products), Security Bank (Banking), San Diego Federal (Savings and Loans), So. Calif. Baking Co. (Betsy Ross Bread), San Diego, Calif.

TV Accounts: Same as above.

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630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-9700
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Director Press Dept..........Benson Inge
Branch Office
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1680 North Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-2161
Partner in Charge of Radio Prod.
Austin Peterson

Producers..........................Harry Saz, Frank O'Connor, William Harding

Radio Accounts: Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Creams, Palmolive Soap, Octagon Products), Continental Baking Co. (Wonder Bread, Hostess Cup Cakes), Grocery Store Products (Kitchen Bouquets), Carter Products, Inc. (Carter's Little Liver Pills), American Home Food Products (G. Washington Instant Coffee), Standard Brands, Inc. (Blue Bonnet, Royal Puddings), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Duff's Mixes), American Sugar Refining Co. (Domino Sugar), Minute Maid Corp. (Minute Maid Frozen Orange Juice), Standard Brands (Royal Custard Style Dessert).

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Vice-President
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Radio Accounts:

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Phone: 7447

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143
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**Radio Accounts:** Allen Laundries, Allen-town; Automotive Service, Bowers Battery (Batteries & Spark Plugs), Reading; Fuhrmann & Schmidt Brewing Co. (Beer & Ale), Shamokin; Maier's Bakery, Reading Laundries, St. Lawrence Dairy Co., Reading, Pa.

**TV Accounts:** Bowers Battery, Crystal Rock Beverage Co. (Soft Drinks), Reading, Pa.

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Vice-President................Richard F. Forrest
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Art Director................Joseph Tranchina

**Radio Accounts:** Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catasauqua, Pa.; British Herring Board (Frozen Kippers), England.

**TV Accounts:** Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches), Bovril of America, Inc. (Bovril), New York, N. Y.; Parmet (One-Wipe), Catasauqua, Pa.;

British Herring Board (Frozen Kippers), England.

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Hollywood Office Mgr. ... Mary Edith Stahl

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Radio Director ................. Alfred Paul Berger

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TV Director ............. John McNeil

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TV Accounts: Beneficial Management Co. (Finance), Newark, N. J.; Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

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Phone: MURray Hill 5-7370

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Sylvester J. Bernstein

Art Director .................. Morris Brodis

Publicity Director ........... Ted Kaufmann

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Phone: Plaza 9-1717
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GArfield 1-4854
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Branch Office
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Phone: Circle 6-1000
Account Executive Philip Solomon
TV Accounts: “Popsicle”—Joe Lowe Corp. (Ice Cream Products), New York, N. Y.

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Production Manager Clark Glenn
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600 Grand St., Pittsburgh, Pa.
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TV Accounts: E. H. Bendiksen Co. (East Point Oysters), South Bend, Wash.

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President .................. Stanley G. Boynton
Vice-President .......... Stanley G. Boynton, Jr.
Secretary ................... Amelia E. Silvestri
Treasurer ................ Ruth A. Speelman
Prod., Radio Traffic ...... Marjorie Smith

THE J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Phone: 900
Pres.-Radio Dir........ J. Carson Brantley
Sec.-Treas. ................ A. R. Monroe
Production ............... Betty Hogge

Radio Accounts: Carolina Beverage Corp. 
(Cherwine, Caravan), Ishenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C.

BRESNICK & SOLOMON INC.
216 Tremont St., Boston 16, Mass.
Phone: Liberty 2-7751
ABP—ANPA—PPA—APA
President .................. Chester L. Solomont
Treasurer ................. Oscar 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-President .......... Don Woodruff


BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600
AAAA—ABC—ABP—ANPA—NOAB—PPA
APA

President ................. Emil Brisacher
Exec. Vice-President..... F. C. Wheeler
Vice-Presidents ........ A. McKie Donnan, R. T. Van Norden, Walton Purdom
Sect.-Treas. ............... Robert Brisacher
Art Director ............... Ettore S. Firenze
Controller ................ William Wingate
Production Manager ...... Jules Daniel
Radio & TV Director....... Garrett Hollihan
Space Buyer ................ Eva Ross
Media Dir., N. Y....... Darrell McCain

Branch Offices
1133 Crenshaw Blvd., Los Angeles 6, Calif.
Phone: Webster 3143
V.P. & Mgr.................. Don Breyer
140 E. 39th St., New York 16, N. Y.
V.P. & Mgr.................. Charles H. Gabriel

Radio Accounts: Dennison’s Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Mondavi, C. & Sons
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; Radio Kid’s Bible Club, Santa Monica; Church of the Open Door, Accent on Youth, Los Angeles; Morning Chapel Hour, Huntington Park, Calif.; World’s Greatest Book Quiz, Portland, Wash.; Floyd B. Johnson, Los Angeles, Calif.; Calvary Church of Placentia (Religious Broadcasts), Placentia, Calif.

BROOKE, SMITH, FRENCH & DORRANCE, INC.
8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: Valley 2-9700
AAA—ABP—NOAB—ANPA—APA—PPA—OAAA
Chairman of Board..................Sturgess Dorrance
President..........................William S. French
Secretary-Treasurer.................Guy C. Smith
Exec. Vice-President...............Walter C. Ayers
Vice-Presidents....................Clark C. Wilnout, J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr.
Business Manager..................Robert G. McKown
Director of Radio—TV...............Hugh Hole
Assistant..........................Jay Berry

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MUrRAY Hill 6-1800
Chairman of Board..................Sturgess Dorrance
Exec. Vice-President...............Thayer Ridgway
Vice-President........................H. E. Pengel
Vice-President.....................Wm. A. Adrionce, Jr.
TV Accounts: Riggio Tobacco Corp. (Rgent and Cort Cigarettes), Mullins Mfg. Corp. The Ironite Ironer Co., Hudson Motor Car Co.

BROOKS ADVERTISING AGENCY
461 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 0538
ANPA—ABP—APA
Time Buyer......................A. R. Brooks
Production Manager..............Sterling Blakeman
Art Director..................James Gavyn
Secretary........................Barbara Vosburgh
Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-8250
APA—AAAA—ANPA—ABP
NOAB—PPA—ABC
Pres. & Treas..................D. P. Brother
Exec. Vice-Pres..............Clarence Hatch, Jr.
Vice-Presidents...............J. S. Howell, T. E. Campbell, Carl George, Jr.
Secy-Treas..................C. J. Rudesill
Account Supervisor............Clarence Hatch, Jr.
Account Executive............Guy Warren, Jr.
Radio & TV Director...........Ken Manuel
Radio-TV Time Buyer & Media Dir.
Carl George, Jr.
Radio Accounts: Oldsmobile Division, Lansing; AC Spark Plug Division, Flint, Mich.
TV Account: Oldsmobile Division.

FRANKLIN BRUCK ADVERTISING CORP.
RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: Circle 7-7600
President.........................Franklin Bruck
Secretary and Radio Dir..........M. J. Kleinfeld
Vice-President..................Mort Heineman
Radio Time Buyer................R. Cronin
Radio Traffic.....................Milton Jurin
TV Production.....................Stan Lee
Mdsr. Director...................Herbert Gold
Branch Office
Taft Bldg., Hollywood & Vine, Los Angeles, Calif.
Phone: Hillside 7237
Manager..........................Howard Blake
CHARLES BRUNELLE ADV. AGENCY
13 Lewis St., Hartford 3, Conn.
Phone: 7-0726
ABP—PPA—APA
President & Treasurer...Charles Brunelle
Vice-President ..............Robinson Smith

BUCHANAN & CO., INC.
1501 Broadway, New York, N. Y.
Phone: BRYANT 9-7900
BMB
Director of Radio & TV...........Bill Smith
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; Helena 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.
410-412 S. 19th St., Omaha 2, Nebr.
Phone: ATLANTIC 2125
ABP—ANPA—APA—NOAB—PPA
Partner .....................C. Coe Buchanan
Partner .....................Lyman H. Thomas
Director .....................Adam Reinemund
Radio-TV Director ...........Bob Thomas

G. NORMAN BURK, INC.
223 Fourth Ave., Pittsburgh 22, Pa.
Phone: GRANT 1-6316
President .....................G. Norman Burk
Vice-President ..............Edgar E. Eaton
Media Dir. & Sec. ............Dolores E. McCarthy
Production Manager ......Robert B. McKenna
Time Buyer ....................Dolores E. McCarthy
Radio & TV Director ........Richard C. Woodruff
Assistant .....................Helen L. Burik
Radio Accounts: Allied Electric Supply
Co. (Air King TV-Distributor), Central Lincoln-Mercurey, Inc. (Lincoln-Mercurey Auto),
Dealer), John Dewar Company (Interior Decorators), Hutchison Company (Cleaners & Dyers),
D. J. Kennedy Company (Kitchen Equip., Storm Sash, etc.), Liberty Baking Company (Baked Goods),
Lincoln-Mercurey Dealers of Allegheny County (Lincoln-Merc., Autos), Meadow Gold Dairies, Inc., Meadow
Gold Foods Co. (Frozen & Packaged Foods), Midtown Motors, Inc. (Ford Dealers), Pittsburgh, Pa.; S. E. Mighty Company (Food Products), Bedroom, Ohio; Natl. Coffee Distrib., Inc., Palley Manufacturing Co. (Kitchens), Standard Floor Company, United
Electronics, Inc. (Air King TV Dealer), Drug Packaging, Inc. (Vitamins), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

TV Accounts: Conte Equipment Company
(Excavation Equipment), Hutchinson Company
(Cleaners & Dyers), Lincoln-Mercurey Dealers of Allegheny County (Lincoln-Merc., Autos), Meadow Gold Dairies, Inc., Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; United Electronics, Inc. (Air King TV Dealer), Jerome Wolk & Brother (Furs), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.
201 N. Wells St., Chicago 6, Ill.
Phone: Financial 6-4616
PPA
Owner .....................S. W. Grossman
General Manager ...........S. S. Kain
Art Director ..................Al Jacobs
Production Manager .........S. Adler
Media Manager ..............Fred Walder
Account Executives ........M. A. Harvis, S. Brichta
Radio Accounts: Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.

TV Accounts: Bell Electric Co. (‘No-Shok” Safety Elect’l Prods.), Chicago, Ill.

BURNET-KUHN ADV. CO.
520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERIOR 7-3800
ANPA—APA—PPA—ABP
President .....................Francis J. Woods
Vice-Presidents ............Phillip D. Simons,
Ellis T. Gash
Secretary ....................James H. Kristof

LEO BURNETT COMPANY, INC.
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CENTRAL 6-5959
AAAA
President .....................Leo Burnett
Exec. Vice-Prese.........Richard N. Heath
Vice-Prese-Media Dir. .......E. Ross Gamble
Vice-Prese. Bestg. Dept. ....W. L. Weddell
Vice-Presidents ..........John M. Willem,
James E. Weber, Wm. T. Young, John E.
Olson
Radio & TV Prod. Mgr. ......Clair Callihan
Manager, Time Buying
Division, Media Dept. E. G. Eisenmenger
Time Buyer (Spots) .........Leonard Matthews
Exec. Asst. to V.P., in Chg.
of Radio and TV .............Marian Rice
Traffic Manager .............Betty Good

Branch Offices
743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-7552
Manager ....................Donough Prince
Mgr. Broadcasting Dept. ....Wm. McHvain
Howard George Foods
George Herbert Louis Hr. old Bill C. Jam's

111.; Milk Style The Inc. Biscuit Mars Brand (Uncle Partners


Cahn-Miller, Inc.
413 N. Charles St., Baltimore 1, Md.
Phone: Saratoga 4466
PPA

President ................ Louis F. Cahn
Vice-Pres. & Treas. .......... C. LeRoy Miller
Secretary ...................... George Gettman


TV Accounts: K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated Homes), Baltimore, Md.

Calkins & Holden, Carlock, McClinton & Smith, Inc.
247 Park Ave., New York 17, N. Y.
Phone: Plaza 5-6900

AAA—ABP—ANPA—APA—NOAB—PPA

Chairman of Board........ J. Sherwood Smith
Vice-Chairman of Bd............ James A. Clark
President: James A. Clark
Sec-Treas: R. P. Clayberger
Chairman of Exec. Comm: Jess Barnes
Vice-Preses: M. E. Carlock, Paul Smith
Radio-TV Prod. Mgr: Lindsay MacHarrie
Art Director: Wilfred L. Chausse
Copy Director: George S. Thomson
Production Manager: Fred Oughton
Manager Outdoor Dept: F. J. Fitzgerald
Media Director: Thomas H. Young
Research Director: Roger A. Brown

Branch Offices
333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Mgr: R. A. Washburn
712 So. Carsonus at Wilshire Blvd., Los Angeles, Calif.
Phone: York 5145
Manager: Harry W. Witt
Radio Accounts: Oakite Products, Inc.
O-Sn-Grape, Modern Food, Prudential Insurance Co. of America.
TV Accounts: Oakite Products, Inc., Western Biscuit, Van Camp.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone: TRinity 2-6200
AAA—ANPA—ANOAB—PPA—PIB
APA—ABC—ABP
Pres. & Ch. of Bd: Henry T. Ewald
Executive Vice-Pres: Henry G. Little
Senior V.P. & Gen. Mgr: Edward E. Rothman
Sr. V.P., Sec, & Treas: Lawrence R. Nelson
Senior V.P. & Eastern Mgr: Winslow H. Case
Senior Vice-Pres: R. F. Field
Senior Vice-Pres & Dir. of Media: J. J. Hartigan
Asst. Treas. & Comp: H. P. Cook
Sr. V.P. Radio & TV: Winslow H. Case

Branch Offices
1 E. 5th St., New York 22, N. Y.
Phone: MItchell Hill 8-3190
Ch. V.P. & Eastern Mgr: Winslow H. Case
Vice-Presidents: Lynn R. Dudley, J. H. Neebe
230 N. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1946
V.P. & Manager: Earl W. Clements
714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmam 6204
Vice-Pres. & Manager: R. C. Francis
235 Montgomery St., San Francisco 4, Calif.
Sutter 1-3736
Vice-Pres. & Manager: T. Millburn Johnston
45 Edgewood Ave., Atlanta 3, Ga.
Phone: Lamar 3838
Manager: G. G. Thorn

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Grocery Store Products Company—Foulds Division, Local Metropolitan Chevrolet Dealer Groups.


CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: Lincoln 8824
ABC—ABP—ANPA—APA—NOAB—PPA
President: Ray O. Mithun
Exec. Vice-Pres: Albert R. Whitman
Vice-Presidents: John W. Forney, A. C. Ragnow, Lester J. Will
Treasurer: Beatrice N. Sandquist
Secretary: Evelyn Brugette
Radio Director: Arthur H. Lund
Time Buyer: John Cole
Production: Ralph B. Campbell, Jr.
Time Buyer: Minnie Kaplan
Prod., Creative Dir: John W. Forney
Copywriters: Myrna McCauley, Bill Wheeler, Jerry Crawford

Branch Office
1024 Palmolive Bldg., Chicago 11, Ill.
Phone: DElaware 7-5553
Vice-President: August C. Ragnow
Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Whole- sale Hdw. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Check Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Russell Miller Milling Co. (Flour & Cake Mix), Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

Radio Director...............M. Eaton
Production Manager........C. F. Lucchese
TV Director................Allan Black
TV Time Buyers.............M. Eaton, Allan Black
Copy........................Stuart Hoover
Publicity...................Fred Laderman


Cecil & Presbrey, Inc.
247 Park Ave., New York 17, N. Y.
Phone: MUrrey Hill 8-1234
AAAA—ANPA—APA—NOAB—PPA
President..................James M. Cecil
Vice-Presidents...........Edward B. Noakes, E. J. K. Bannwart, Guild Copeland, Samuel Dalsimer, Cecil H. Hackett, S. M. Kenyon, Harvey L. Kneeland, David G. Lyon, T. F. MacGrath, Thomas J. Maloney
Sec. & Treas................David C. Thomas
Media Director.............Harry Parnas
Radio Director.............Edward B. Simmons
Asst. Radio Director.......David McNeny
TV Director................J. Frank Gilday
Exec. Producer TV..........Leo Langlois
TV Prod. Super.............W. C. Patterson
Time Buyer................Herbert Gruber

Branch Office
Phone: Hempstead 2324
Manager....................Riley Jackson


TV Accounts: Block Drug Co., Inc. (Amni-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Lamont, Corliss & Co. (“Ever-Ready” Cocoa, Chocolate Bars), Sylvania Electric Co. (All Major Products), The Nestle Co., Inc. (Nescafe), Philip Morris & Co. (Bond Street Tobacco), New York, N. Y.; Topps Chewing Gum, Inc., Brooklyn, N. Y.
NELSON CHESMAN COMPANY
Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone: 6-9492
ABP—APA—SNPA
Pres., Media Dir., Radio Time & Talent
Buyer. Personnel Dir.—Sara M. Kelly
Art & Prod. Mgr., Copy Chief, Radio-TV
Dir., Talent Buyer.—James R. Fox

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
Radio Director................Simon Levin

JAMES THOMAS CHURG CO.
414 Park Square Bldg., Boston 16, Mass.
Phone: Hancock 6-3100
ANPA—ABC—ABP—ANPA—APA
NOAB—PPA—CCA—SNPA
President & Treas.—James Thomas Churug
Vice-President................Leo J. Hardiman
V.P. in Chg. of Mds., Joseph A. Proctor
V.P. in Chg. of Research—Richard L. Edall
Dir. of Radio & TV.............Edmund J. Shea
Film Director....................J. Nelson Clifford

Branch Office
48 E. 43rd St., New York 17, N. Y.
Phone: MUrrey Hill 7-5040
Vice-President................George A. Frye
Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bensdorf Company (Cocoa and Instant Chocolate), Boston, Mass.; Bates Shoe Company (Men’s Shoes), Webster, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; The Rumford Company (Baking Powders), Rumford, R. I.; Chase-Shawmut Company (Fuses), Newburyport, Mass.

C. P. CLARK, INC.
James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179
ANPA—ABP—NOAB—PPA—SNPA—ANPA
Pres. Radio Dir. & Aect. Exec.—C. P. Clark
Vice-Pres. & Treas.—D. C. Goodwin
Secretary.......................J. D. Clark

ROBT. E. CLARKE & ASSOC., INC.
Ingraham Bldg., Miami 2, Fla.
Phone: 2-3282
ANPA—PPA—SNPA—NOAB
Pres. & Space Buyer............Robt. E. Clarke
V.P., Secy. & Treas.............C. B. Clark
Art Dir. & Prod. Mgr...........J. H. Freeman
Radio & Pub. Dir..............E. S. Hamburger
Media Dir. & Radio Time Buyer—C. Bonnell
Aect. Execs.....................Robt. E. Clarke,
Geo. I. Clarke
Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.
Phone: RTittenhouse 6-0236
ANPA—PPA
President........................Alice V. Clements
V.P. & Copy Chief..............Elizabeth M. Zindel
V.P. & Direc. of Radio TV........Robert H. Smith

HARRY B. COHEN ADV. CO., INC.
1 E. 57th St., New York 22, N. Y.
Phone: MUrrey Hill 8-3030
President........................Harry B. Cohen
Vice-Pres.-Treas.................Edith S. Cohen
V.P., Copy Chief, Radio TV Dir.,
and Talent Buyer.............Edward Aleshires
Vice-President.................Edward Rosenwald
Secretary.........................Harry B. Cohen, Jr.
Art Director.....................Robert E. Wilson
Production Manager............Oscar Filepp
Space Buyer.....................Jeanette LeBrecht
Time Buyer......................Mary Dunlaye
Radio Accounts: The Grove Laboratories (Grove’s Chill Tonic, Pfunder’s Tablets, Dr. Porter’s Antiseptic Oil) St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic); Pearson Pharmaca Co. (Dew Deodorant, “Enns” Chlorophyll Deodorant Tablets), New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Black Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.


THE ARNOLD COHAN CORP.
101 W. 55th Street, New York, N. Y.
Phone: PLaza 7-7370
Pres. Radio & TV, Treas........Arnold Cohan
Radio & TV Copy Chief........Jeff Selden
Art Director.....................Herbert Dougherty
Prod. Dir.........................John Mulligan
Aect. Execs.....................Arnold Cohan

RUSSELL C. COMER CO.
Land Bank Bldg., Kansas City 6, Mo.
Phone: HArrison 3964
ANPA—ANPA—PPA—ABC
Advising Agencies

Russell Comer, Ruth E. Comer
Prod. Mgr., Art Dir. Tom Korchak
Act. Executive Gardner Reams
Radio Director Bill Godden

COMPTON ADVERTISING, INC.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2800
ANPA—PPA—NOAB—ABC—APA
ABP—AAAA
President: Robert D. Holbrook
Vice-Pres. & Sec. Leonard T. Bush
Executive Vice-Pres. Thurman L. Barrand
Vice-Presidents: Frank Griffin,
Barton Cummings, Allen Flouton, Willard
J. Heggen, Alfred J. Seaman, Jr., Loren B.
Stone, Seaward M. Woodard
V.P. & Dir. of Radio & TV Prod.
Mgr. of TV Programming: Brewster Morgan
Mgr. of TV Comm. Prod.: Lloyd Durham
Dir. of Publicity: Joseph Field
V.P. & Dir. of Media: Guy Richards
Mgr. of Media Dept.: Frank B. Kemp
Head Time Buyer: Henry Clochessy
Time Buyers: Julia Brown,
Martin Hansen, Richard Hurley, Oliver
Blackwell, Sherwood Heath, Alfred Ritter,
Frederick Benedix, Robert Tatum

Branch Offices
Socony-Vacuum Bldg., Chicago, Ill.
Manager: L. O. Holmberg
Gwynne Bldg., Cincinnati, O.
Manager: Robert P. Marsh
744 N. 4th St., Milwaukee, Wis.
Manager: Richard Davis
Manager: Floyd Holm

Radio and TV Accounts: Pruetz & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco,
Duz, Fluffo, Bonns, Drene, Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase &
Sanborn Coffee, Instant Chase & Sanborn,
Tender Leaf Tea, Instant Tender Leaf Tea),
tield Tires, Simmons Knife, YES Tissues,
M. K. Goetz Brewing Co., (Country Club
Beer), Quick Elastic Starch, Personal Products
Co.; The Hubinger Co.

CONNER, JACKSON, WALKER, McCLURE
461 Market St., San Francisco 5, Calif.
Phone: YUkon 6-0916
ABP—ANPA—APA—NOAB—PPA—FAAG
President: E. W. Conner
Vice-Presidents: Shirley Walker,
J. H. Jackson
Sec-Treas.: B. H. McClure
Copy Chief: Audrey Janisen
Art Director: Fernando Penalosa
Production Managers: Virginia George,
Barney McClure, Audrey Janisen
Radio Accounts: Golden Nugget Sweets,
Ltd. (Big Hunk Candy Bar), San Francisco,
Calif.; Dinah's Shack (Restaurant), Palo
Alto, Calif.; The Fox Shoppe (Restaurant),
Redwood City, Calif.; Shaw Candies (Confections), San Francisco, Calif.
TV Accounts: D. E. Sanford Company
(Waring Blender), Goorin Bros. (Raindri
Repellent), San Francisco, Calif.; Dinah's
Shack (Restaurant), Palo Alto, Calif.

COWAN & DENGLER, INC.
527 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-4940
ANPA—PPA—NOAB—APA
President: Stuart D. Cowan
Vice-Pres. & Treas.: H. W. Dengler
Vice-Presidents: Porter F. Leach,
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),
Bordens, Frank G. Shattuck Co.,
(Schratts Stores & Restaurants), New York.
TV Account: Pears Soap.

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 & Smudley
(Lumber-Millwork-Coal), Wilmington, Del.;
H. P. Cannon & Son, Inc. (Canned Foods),
Bridgeville; Delaware Coach Co., Delaware
Power & Light Co., Wilmington, Del.;
Diamond Ice & Coal Co. (Fuels, Home Prod-
ucts), Equitable Trust Co., Greenhill Dairies,
Inc., Wilmington, Del.; Steinman Stations,
Lancaster, Pa.; Wilson Line Inc. (River Trans-
portation), Wilmington, Del.
TV Accounts: Diamond Ice & Coal Co.
(Fuels, Home Products), Equitable Trust Co.,
Wilmington, Del.; Delaware Power & Light
Co. (Gas & Electric Service), Wilmington,
Del., Riverview Beach Park (Amusement
Park), Wilmington, N. J.

THE CRAMER-KRASSELT CO.
733 North Van Buren St., Milwaukee 2, Wis.
Phone: DAlly 8-3500
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—BMB
President: A. W. Seiler
Exec. Vice-President: H. N. Pasteur
Vice-Pres-Treas.: C. W. Faube
Secretary: F. Aumuller
Vice-Presidents: H. Dyson, C. H. Brehm,
Vice-Pres.-Dir. of Media.................L. H. Ness
Radio-TV Time Buyer.................Loretta Mahar
Radio-TV Acct. Supers..................R. LeGrand,
K. Hegard, J. Pritchard
Chief Continuity Writer..............Patricia Noble
Continuity Writers....................Gloria Brooks,
Barbara Alfeld
Radio-TV Scheduling...................Doris Klemme

Radio Accounts: Plankinton Packing Co.
(Meat Products), Ed. Schuster & Co., Inc.
(Department Store), First Federal Savings &
Loan Association of Wisconsin (Savings &
Loan Assoc.), Milwaukee, Wis.; Hoberg
Paper Mills (Charmin Paper Products),
Green Bay, Wis.; Fox Wisconsin Amusement
Corp. (Theater Change), Milwaukee,
Wis.; St. Charles Mfg. Co. (Custom Kitchens),
St. Charles, Ill.; Kinkert Candy Co.
(Candy), Milwaukee, Wis.; The Golden Rule
(Department Store), St. Paul, Minn.; Morehouse-Martens
(Department Store), Columbus, O.; Henri's Food Products (Salad Dressings),
Upper 3rd Street Advancement Association,
American Linen Supply (Linen Suppliers),
Chevrolet Dealers of Milwaukee
(Car Dealers), A. O. Smith Corp. (Heating Division)
(Heating Equipment), Milwaukee,
Wis.

TV Accounts: Ed. Schuster & Co., Inc.
(Department Store), Broadway House of
Music (Musical Department Store), Plankinton
Packing Co. (Meat Products), First Federal
Savings & Loan Association of Wisconsin
(Savings & Loan Assoc.), Marine Natl.
Exchange Bank (Bank), The Milwaukee
Company (Investments & Securities), Milwau-
kee Gas Light Company (Gas Utility),
Milwaukee, Wis.; The Golden Rule
(Department Store), St. Paul, Minn.; Donaldson's
(Department Store), Minneapolis, Minn.;
Morehouse-Martens (Department Store), Colum-
bus, O.; Henri's Food Products (Salad Dressings),
Upper 3rd Street Advancement Association,
Chevrolet Dealers of Milwaukee
(Car Dealers), Pluigradt Co. (Heating Equipment),
Wis. Plumbing & Heating Supply Co.,
Milwaukee, Wis.; Moeller Mfg. Co.
(Snap-Tite Bottle Stoppers), Racine, Wis.;
A. O. Smith Corp.-Heating Division (Heating Equipment), A. H. Weinbrenner Co.
(Shoe Manufacturer), Milwaukee, Wis.;
Rolfs (Personal Leather Goods), West Bend,
Wis.

CRITCHFIELD & COMPANY, INC.
720 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3061
ANPA—APA—PPA—NOAB
President..................E. P. Nesbitt
Media Director..............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 J. Eger,
Harley B. Hobbs
Associates..............Leon H. Lewis, George M. Stern
Media Director...............Harry C. Pick
Art Director................Harry J. Beier
Production Manager.........R. H. Wilson

CUNNINGHAM & WALSH, INC.
(formerly Newell-Emmett Co.)
40 E. 34th St., New York 16, N. Y.
Phone: Murray Hill 3-4900
AAAA—ANPA—PPA—ABP—NOAB
ABC—APA
President..................F. H. Walsh
Exec. Vice-President.........J. P. Cunningham
Secretary..................R. L. Strobridge
Radio-TV Dept.
Vice-Pres. in Charge........William Reydel
Radio-TV Director...........John Sheehan
V.P. in Chg. of Media........N. F. McEvoy

Branch Office
8420 Sunset Blvd., Hollywood 46, Calif.
Phone: GR 6131

Radio Accounts: Chesterfield Cigarettes,
Fatima Cigarettes, Kirkman Soap, Northwest
Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes,
Fatima Cigarettes, Sunshine Biscuits, Permutit
(Water Softener), Northwest Airlines, Silolax
Cleanser, Airex, Holmes & Edwards Silver,
Walter Kidde & Co. (Fire Extinguishers),
E. R. Squibb & Son (Pharmaceuticals).

DANCER-FITZGERALD-SAMPLE,
INC.
247 Park Ave., New York 17, N. Y.
Phone: OR 9-0600
AAAA—ANPA—APA—PPA
President..................H. M. Dancer
Vice-President.............C. L. Fitzgerald
Vice-Pres. Treas............F. Paul Keenan
Vice-Pres. Secy............F. T. Leighty
V.P. & Radio-TV Dir........Adrian Samish
V.P. & Acct. Execs........Lyndon O. Brown,
Joseph H. Holmes, Jr., Charles Hotchkiss,
Gordon Johnson, Donald Manchester,
J. James Neale, Richard Porter, Frank Riggio,
Adrian Samish, A. W. Spence, Jr.,
Samuel Sutter, George Tormey, Basil
Mathews, Al Kabaker

Branch Offices
221 N. La Salle St., Chicago 1, Ill.
Exec. Vice-Pres. ............F. Sewall Gardner
V.Ps. & Acct. Execs........E. R. Detchon,
J. Fitzmorris
1680 N. Vine St., Hollywood 28, Calif.
Manager..................Alvin Kabaker
6 King St., E., Toronto, Ontario, Can.
Manager..................Gilbert Nunns


D’ARCY ADVERTISING CO.
Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA

BMB—NOAB—PPA
Chairman of the Board.................A. L. Lee
President..........................J. F. Oberwinder
Secretary-Treasurer.................E. D. Cronk
Exec. Vice-President..............P. J. Orthwein
Radio-TV Director................P. A. Louis
(New York Office)

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone: PLaiza 8-2600
Vice-President..................John Toigo
Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 1-0158
Vice-President..................Stanley P. Seward
90 Broadview Ave., Toronto, Ontario, Can.
Phone: GL 7591
Vice-President..................G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-President..................J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-6327

Manager ..................Edmund Anderson

JIMM DAUGHTERY, INC.
706 Chestnut St., St. Louis 1, Mo.
Phone: MAIn 0790-1
PPA—NOAB—APA
Pres., Space Buyer..........James M. Daughtery
Secretary-Treasurer..........Pauline Otto Daughtery
Radio Accounts: Pepsi-Cola, St. Louis
Dairy Co., Blanke-Bar.
TV Account: Pepsi-Cola

DAVIS & COMPANY
912 Pacific Mutual Bldg., Los Angeles Calif.
Phone: Michigan 3908

ANPA—PPA

Owner-TV Time Buyer........Robert J. Davis
Radio Time Buyer............Susan P. Tous
Account Executive........Frank F. B. Houston
Radio Accounts: Blue Bird Potato Chips, Inc., scudder Food Products, popcorn Processors, Inc.

TV Accounts: scudder Food Products, Wilson & Co. (Pacific Coast); popcorn Processors, Andersens Split Pea Soup.

IRVING DAVIS COMPANY
151 West 51st St., (Hotel Abbey)
Phone: PLaiza 7-3790-1
ABP

BEN DEAN ADVERTISING AGENCY
207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666

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

DICKLOW ADV. AGENCY
1324 National City Bldg., Dallas 1, Tex.
Phone: RAndolph 8295

APA—SNPA
Owner-Radio Buyer............Irene Scott Dicklow
Radio Accounts: Magnolia Seed Co., Chigger Chaser, Destressed
TV Accounts: Marm-Mundy-Quill.

DINION & DuBROWIN, INC.
624 Madison Ave., New York 22, N. Y.
Phone: PLaiza 9-5128

ABP
Pres.-Treas. ..................Erwin Dinion
Secretary........................Blanche Dinion
Radio-TV Directors............Henry Burbig, Lou Auerbach

DOE-ANDERSON ADV. AGENCY
Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193

ANPA—APA—PPA—SNPA
Partners........Elmer H. Doe, Warwick Anderson
Media Buyer........Miss G. P. Wagner
Production Manager........J. B. Peterkin

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

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

President................Lawrence L. Shenfield
Vice-Presidents............Donald K. Clifford, Francis J. Doherty, Joel F. Jacobs, William E. Holden, Harry M. Ireland, Aldis P. Butler
V.P. & Secretary........William E. Steers
Asst. Treasurer........Nelson O. Argueso
Asst. Secretary..........Marie L. Brennan
V.P. & Copy Chief..........James F. Egan
V.P. & Research Dir........E. W. Raymonds
V.P. Radio & Tel. Dir........Chester MacCracken
V.P. & Art Director.......... Robert E. Shaw
V.P. & Dir. of Media.......... S. L. Frey
V.P. & Dir. Professional Div.

Dr. Philip Reichert

Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistah, Ammen Vitalis, Munn, Vitalis Hair Cream, Benex), New York, N. Y.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistah, Sal Hepatica, Trushay, Bufferin, Munn), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
Phone: Richmond 3-1113
ABP—APA—SNPA

Pres-Treas. Space Buyer (News)
Ralph L. Dombrower, Sr.

V.P.—Sec. & Radio Time Buyer
Malcolm B. Dombrower

V.P.-Counsel............ Morton L. Wallerstein
Art Director............. Hohart Britton
Production Manager .... LeBaron Coakley
Radio Director .......... T. Michaux Moody
Assistant ............... Wilson Angel
Media & Space Buyer (Mag.) Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.
Phone: REPublic 1420

Manager .................. Philip Rosenfeld


DONAHUE & CO., 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 Assistant .... Walter Collins
Writer-Act. Exec........ Latham Owens


TV Accounts: Gold Medal Candy Corp. (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.

W. B. DONER & COMPANY

Phone: WOodward 5-7400
ANPA—PPA

President ............... W. B. Doner
Exec. Vice-Pres.......... Charles F. Rosen
Treasurer ................ Julian A. Grace
Vice-President .......... Felix Hower
Secretary & Art Dir ....... Ben Goldstein
Asst. Dir. Radio-TV ...... Cherie Lee
Staff ..................... Howard Fisher, Robert King, Nan Braman

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676

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

Radio Accounts: Big Bear Markets (Supermarkets), Detroit, Mich.; DeRoy Jewelers (Jewelers), Dearborn, Mich.; Dixie Shops (Men & Women's Shops), Ypsilanti, Ann Arbor, Adrian, Mich.; Famous Furniture & Upholstering Co., Faygo Beverage Co. (Soft Drinks and Mixers), Grand River Chevrolet Co. (Chevrolet Dealer), Hub Appliance Stores (Appliances), Greater Detroit Movie Prize Contest (Theatres), Richard's Drive-Ins (Drive-Ins), Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Steinberg's Clothing, Inc. (Men & Women's Wear), Cincinnati, O.; United Shirt Distributors (Men's Wear), Weil & Co. (Dept. Store), Detroit, Mich.

TV Accounts: Annis Furs (Furs), Big Bear Markets (Supermarkets), Famous Cleaners (Cleaners), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Provision Co. (Meat Packers), Kay Bee Sales (Appliances), Greater Detroit Movie Prize Contest (Theatres), Detroit, Mich. and Suburban; R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chain), Speedway Petroleum Corp. (Gasoline), Video Sales Corp. (Mail Order Items), Packard Dealers of Greater Detroit, Studebaker Dealers of Greater Detroit, Everkrisp Food Products Co. (Potato Chips), Detroit, Mich.

DORLAND, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680

ABP—ANPA—APA—NOAB—PPA

President ............... Atherton Pettingell
Treas., Exec. V.P........ Walter S. Maas
Secy., Adm. Asst. to Pres. Mary L. Shauntz
V.P.-Dir. of Package Goods
Div. .................... Herschel Deutsch
V.P.-Assoc. Dir. of Package Goods
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 Kirkbridge


DORRANCE-WADDELL, INC.

160 East 56th St., New York 22, N. Y.
Phone: PLaza 9-5120

ABP

President ..................Dick Dorrance
Exec. Vice-Pres. ............Eugene Waddell
Vice-Pres-Treas. ............John A. Cashman
Media Director ............William L. Morrison
Art Director ...............Jack Wolfgang Beck
Production Manager ........Lincoln Allan
Director of Marketing ......William Bonyun

Radio Accounts: Glamour Products Co. (Vitrex), Los Angeles, Calif.; Austin Greene, Inc. (Remayne Lipstick), Joan Nyoia, Inc. (NailFilm), New York City; Reed Products, Inc. (Corbex), St. Louis, Mo.; Nyo-lene Labs, Inc. (Filmasque), New York City; Celect Mfg. Co. (Moth Preventives), Toledo, O.

TV Accounts: (Same as above.)

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: Hubbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir. . . . . .Theodore B. Pitman, Jr.
Asst. Radio & TV Dir. . . .Helen Garabedian

Branch Offices

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

Exec. in Charge ............John C. Dowd
Dowd, Redfield & Johnstone, Inc.
832 Washington Bldg., Washington, D. C.
Phone: National 7397

Exec. in Charge ............A. D. O'Connor

*Affiliated office.


DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1275

ABP—ANPA—NOAB—PPA

Chairman ..................L. L. Redfield
President ..................John C. Dowd
Exec. Vice-Pres. ............Edmund F. Johnstone
Treasurer ..................Edward D. Parent
Secretary ..................Harold Tuers
Radio-TV Director ..........William H. Eynon
Time Buyers ...............Mary Ripple, Jean Zipser

Branch Office

832 Washington Bldg., Washington, D. C.
Phone: National 7397

Exec. in Chg. ............A. D. O'Connor

Radio Accounts: Stern Bros. (Department Store), New York, N. Y.; Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; Stahl-Meyer, Inc. (Meats), Ryan Candy (Candy Bar), New York, N. Y.

TV Accounts: Block Drug Co. (Omega Oil), Jersey City, N. J.; So-Lo Mark Co. (“Tots” Rubber Footwear), Cincinnati, O.; Janes Art Studios, Inc. (Greeting Cards), ISip, N. Y.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Ryan Candy (Candy Bar), New York, N. Y.

L. J. DuMAHAUT ADV. AGENCY

Phone: WO 2-6246

APA

Owner ..................L. Jerome DuMahaut
Production Manager ........Georgiana E. Park
Radio Time Buyer ..........Hazel R. Belman
Copy Chief ...............David G. Parkes
ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.

Phone: Sterling 2222

President..........................Robert J. Enders
Exec. Vice-President...............Howard A. Enders
Vice-President....................Bert M. Sarazan
Secretary-Treasurer...................Melvin Alan Bank
Account Executives.................Sylvia Devey, Robert L. Black, Robert Fischer, Robert Keeffe, Al Fingerman, Robert L. Friend
Planning Director..................Leonard C. Rennie
Research Director..................Dan Haseltine
Office Manager.....................Lucille Williams
Radio-TV Director..................Margot Phillips
Radio-TV Production Mgr...........Mary Griffin, Jr.
Traffic Manager....................Dorothy Wasserman
TV Art Director....................Fred Waller

Branch Offices
Statler Building, Boston, Mass.
Phone: Hancock 65796

Manager .........................Roberta Barrett
1420 Walnut St., Philadelphia, Pa.
Phone: Kingsley 6-1838

Manager .........................Herb Davis
2601 North Charles St., Baltimore, Md.
Phone Hopkins 6972

Manager .........................William F. Fitzgerald
Nashville, Tenn.

Manager .........................Donald Blass
Oliver Building, Pittsburgh, Pa.

Manager .........................Nelson Schrader


ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.

Phone: State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer............Frank L. Engel
Vice-Pres. & Sec. ..................M. L. Engel

Art Dir. & Copy Dir. .............A. A. Lausmann

Radio Accounts: Superior Match Pants Co.
ENNIS-ANDERSON ADV. AGENCY
218 Anglo Bank Bldg., Fresno, Calif.
Phone: 3-2613
CNPA
President..........................E. E. Anderson
Vice-President....................Frank Ennis
Art Director........................Milton M. Young
Radio Director....................Lon McAdams
Radio Accounts: National Dollar Stores,
Roth Furniture Co., Fresno Macaroni Co.,
Perfection Macaroni Sauce, Airport Speed-
way.

ERWIN, WASEY & CO., INC.
420 Lexington Ave, New York 17, N. Y.
Phone: Lexington 2-4700
AAAA—ANPA—APA—NOAB—PPA
Chairman of the Board......Louis R. Wasey
President.........................Howard D. Williams
Vice-Presidents............George E. Wasey,
David B. Williams
Sec.-Treas.....................James F. O'Connor
Vice-Pros. Radio............C. H. Cottington
Radio Director..............Keith B. Shaffer
TV Director....................Richard L. Eastland
Time Buyer.....................Ray Simms
Radio Dir. (L. A.).........Robert L. Redd
TV Dir. (L. A.)......Charles F. Lowe
Time Buyer (L. A.)..........Jack Schluter
Time Buyer (Chicago)......John Gwynn
Branch Offices
230 N. Michigan Ave, Chicago 1, III.
Vice-President..............L. R. Northrup
5045 Wilshire Blvd, Los Angeles 36, Calif.
Exec. Vice-Pres..............Fred M. Jordan
523 Marquette Ave, Minneapolis 2, Minn.
Manager......................Mac Martin
1st National Bank Bldg, Oklahoma City, Ok.
Manager......................Warren Humphrey
1170 Bay St, Toronto, Ont, Can.
Manager......................Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que.,
Canada
Manager......................Brian Devlin
Radio Accounts: Barbasol Co. (Barbasol),
Indianapolis, Ind.; Mustrole Co. (Mustrole),
Cleveland, O.; Lydia E. Pinkham No-

...
HARRY FEIGENBAUM
ADVERTISING AGENCY
Phone: LOCust 4-1536
ANPA—NOAB—PPA
Partners..................Harry Feigenbaum,
David Werman
Radio & TV Director........Franklin Roberts
Radio Accounts: Grabosky Brothers (Royal-
alist Cigars), Federal Savings & Loan Asso-
ciations of Phila., Hardwick & Magee Co.
(Hugs & Furniture), Philadelphia, Pa.; Cum-
berland Brewing Co. (Old Export Beer),
Cumberland, Md.; Liberty Bell Card Co.
(Greeting Cards), Golden Brand Food Co.
(Salad Dressings), The Arrow Store, (Men’s
Furnishings), The Laundry Board of Trade
(Phila. Laundry Associations), Fox Weis
(Furriers), Philadelphia, Pa.
TV Accounts: B. S. Picens & Co. (Yankee
Main Meat Products), Booth’s Bottling Co.
(Carbonated Beverages), The Arrow Store
(Men’s Furnishings), Crescent Nut & Choco-
late Co. (Nuts & Mints), Hygrade Baking
Co. (Pretzels, Potato Chips, etc.), Phila-
delphia, Pa.; Sports-wear Hosier-y Co. (Hopalong
Cassidy Socks), New York, N. Y.

ROBERT FELDMAN, INC.
878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642
Pres., & Radio Time Buyer,
Account Executive............Robert Feldman
Sec. & Treas........................B. Michaels
Radio Director....................C. Rhodes
Copy Chief.........................L. Barton
TV Director.......................R. Feldman
Radio Accounts: Nevelea Country Club,
Elliott Murphy’s Aqua-show, Maurella
Products (Perfumes), Wivel Restaurant,
Village Barn, Jack Dempsey’s Restaurant,
Palisades Amusement Park, Cheri’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, 2-2198
ABP—APA
Pres., Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President.............Donald G. Nowak
Secretary-Treasurer .........Marjorie Hughes
Copy Writer.....................Jane Logan
Radio Accounts: B W B Foods Inc.
(Brown’s Baked Beans & Bean Soup), Mex-
ico, N. Y.; Cortland Baking Company (Co-
bakeo Bread), Cortland, N. Y.; The Virden
Company (Sea Queen Tuna Fish), Syra-
cuse, N. Y.; Norwich Knitting Company
(Character Sweatshirts), Norwich, N. Y.
TV Accounts: B W B Foods, Inc. (Brown’s
**Advertising Agencies**

Baked Beans & Bean Soup, Mexico, N. Y.;
Carland Baking Co. (Cobakeo Bread),
Carland, N. Y.; Norwich Knitting Co.
(Character Sweatshirts), Norwich, N. Y.

**COURTLAND D. FERGUSON, INC.**

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

President .......... Courtland D. Ferguson
V.P. & Treas. ....... Lucille Pierce Ferguson
Exec. Ass't. ........ Dudley H. Wade
Auditor ........... Bertram J. Cleaves
Radio Director .... Wm. R. Groome
TV Director ........ Walter J. Kerwin
Chief Copy Writer ... Patricia M. Rita
Account Executives ... George D. McGuinness,
Philip N. Jackson
Art Director .......... Lee Perri
Production Manager .... Eugene M. Kresan
Time Buyer .......... Beatrice T. Rice

**Branch Offices**

525 N. Charles St., Baltimore, Md.
Manager ............ John Waddell
Life Ins. Co. of Va, Bldg., Richmond, Va.
Manager ............ Frank G. Christian


**LAWRENCE FERTIG & CO., INC.**

149 Madison Ave., New York 16, N. Y.
Phone: Murray Hill 9-7100

ABP—ANPA—APA—NOAB—PPA

President-Treasurer ............ Lawrence Fertig
Exec. Vice-Pres. & Sec. ........ Alexander Slavin
Vice-President ............ Philip Lukin
Account Executives ............ J. B. Morse,
Joseph Mintzer, Henry Bretzfield
Space Buyer .......... Miss Selina Grosswirth
Art Director ............ Stanley Dusek
Production Manager .......... Kenneth Miller
Radio-TV Time Buyer, Dir. Henry Bretzfield

**ROBERT G. FIELDS & CO.**

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

ABP—APA—PPA—SNPA

President ............ Robert G. Fields

Account Executive .......... W. R. Culbertson
Secretary ............ A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee),
Cherokee Mills (Flour), St. Bernard Coal Co. (Coal), Nashville Pure Milk Co. (Milk),
Nashville Ice Co. (Ice), Coal Heating Service (Coal), Milk for Health, Inc. (Milk),
Nashville, Tenn.

**JOHN A. FINNERAN, INC.**

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

Pres., & Secy............. John A. Finneran
V.P. & Treas. .......... Honoria Finneran
Asst. Treas.-Gen. Mgr. ... H. B. Pettengill
Art Director .......... K. Elmore
Chief Copywriter ........ D. Anscoumbe

Space & Time Buyer .......... E. Pryde

Account Executives ........ Curtis I. Brown,
G. White, B. Silon, F. Quinn, Dayton M. Jones

Radio Accounts: DeSoto Beach Hotel &
Cabana Club, Heaton Hall, Hollywood Academy, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

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

445 Loeb Arcade, Minneapolis 2, Minn.
Phone: Main 4393

ANPA—APA

Pres., Radio Dir. & Copy Chief

Allan L. Firestone

Treas. & Art Director .......... Archie Goodman

Secretary ............ R. S. Firestone

Space Buyer .......... L. Koehler

**M. M. FISHER ASSOCIATES**

134 N. LaSalle St., Chicago 2, Ill.
Phone: CCentral 6-1610-1611

Owner .......... Jack L. Fisher
Time Buyer .......... Helene Heinz
Radio & TV Dir .......... Bud Fisher

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), Jensen Movers—Moving (Spots), Loraine Products (Plastics), Chicog; National Foundation for Infantile Paralysis (Midwest Reps.), New York & Chicago; Tam O’Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities); Triangle Laboratories (Rid-X), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Parker-Allen Industries, Chicago (TV spots); Jensen Movers (Movers), Tam O’Shanter Country Club (Golf Tournaments), Chicago.
FITZGERALD ADVERTISING AGENCY
Southern Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—APN—ANPA—APA—NOAB—PPA
Director, Radio Dept.: Aubrey Williams
TV Director: Tom Newman
TV Production: A. David Cloud
Asst., Radio Dept.: J. L. Killeen, Jr.
Radio Accounts: Alabama-Georgia Syrup Co. (Alabama Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Scoclo Shortening), New Orleans, La.; La. State Rice Milling Co. (Watermaid and Mahatma Rice), Abbeville, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salad Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.
TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), Pan-Am. Southern Corporation (Petroleum Products), Maison Blanche Company (Department Store), H. G. Hill Store (Grocery Store Chain), Standard Fruit & Steamship Co. (Caribbean Cruises), New Orleans, La.

FLACK ADV. AGENCY, INC.
1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129
AAAA—ABP—ANPA—APA—NAAN—PPA
President: John B. Flack
Secretary: Florence O. Miller
Treasurer: J. K. Bowman
Account Executives: Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY
N. B. C. Bldg., Cleveland 14, 0.
Phone: Cherry 1-1490
Pres., Art & Radio Dir. Robert B. Foley
Sec. & Treas., Space Buyer Helen M. Little
Radio Accounts: J. J. Fox, Inc. (Retail Furrier), Morton S. Fine Co. (Day's Pine Cleaner), Cleveland, O.

THE RICHARD A. FOLEY ADV.
AGENCY, INC.
1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-1560
AAAA—ABC—NOAB
President: Charles H. Eyles
Exec. V.P. & Sec-Treas.: Lee E. Hood
V.P. & Gen. Mgr.: Edward Morgan
V.P. Dir. of Mech.: Jerome B. Taft
Vice-President: Russell Gray, Jr.
V.P.-Media Director: Wesley Winning
Research Director: David F. Johnstone
Copy Director: Raymond Barr
Art Director: Earle Steiert
Office Manager: Catherine E. Gibbons
Radio-TV Director: James L. Tabor


FOOTE, CONE & BELDING
247 Park Ave., New York 17, N. Y.
Phone: Murray Hill 8-5000
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President: Don Belding
Exec. V.P.: William E. Berchtold
V.P. & Gen. Mgr.: M. P. Franceschi
Vice-President: A. E. Rood
Exec. V.P.: Elwood Whitney
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V.P. in Chg. Media & Research: Sherwood Dodge
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Picture Div.: Cyrus H. Nathan
Radio Director: Thomas McDonnell
TV Director: Roger Pryor
Research Director: Barrett F. Welch
Media Director: Joseph S. Spiegle
Prod. Dept. Mgr.: J. A. Koehler
Radio Bus. Mgr.: Lillian Selb
Publicity Director: George Wolf

Branches Offices
155 E. Superior St., Chicago 11, Ill.
Phone: Superior 7-4800
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Vice-Pres. & Treas.: Wm. R. Sackse
Radio, TV Bus. Mgr.: Harry Dieter
Radio, TV Prod. Mgr.: Richard L. Davis
Radio, TV Time Buyer: Genevieve Lemper
601 W. Fifth St., Los Angeles 17, Calif.
Phone: Michigan 7651
President: Don Belding
Exec. V.P. & Mgr.: William J. Pringle
Asst. Treasurer: Eugene Duckwall
Radio Time Buyer: Claire Koren
235 Montgomery St., San Francisco 4, Calif.
Phone: Utter 1-2335
Vice-Pres. & Mgr.: Ford Sibley
Media Director: Llew A. Jones
Phone: Hollywood 9-6265
Vice-Presidents ..........Robert Ballin, Ellenston Vinson
Esperson Bldg., Houston 2, Texas
Phone: ATwood 8361

Co-Managers.........C. Burt Oliver, Stephen R. Wilhelm
Radio Time Buyer..Grace Spanihel
Pacific Bldg., Portland 4, Oregon
Phone: ATwater 8181
Leith F. Abbott


MARTIAL FORD ADV. AGENCY
918 11th St., Sacramento 14, Calif.
Phone: Gillett 23645 APA

President................M. J. Ford
Publicity Director........William Queale
Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Purex Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolfli-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

ALBERT FRANK-GEUENTHNER LAW, INC.
131 Cedar St., New York 6, N. Y.
Phone: Cortlandt 7-5060
ABP—ANPA—APA—NOAB—PPA

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Vice-Pres. & Controller.....S. A. Speake
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Dir. of Radio & TV ..........Robert W. Day

Branch Offices
110 E, 42nd St., New York 17, N. Y.
Phone: MUrrey Hill 6-3513

President................J. M. Hickerson
One La Salle St., Chicago 2, III.
Phone: DEarborn 2-6424

Vice-President........R. W. Dawson
333 No. Michigan Ave., Chicago, Ill.
Phone: ANOder 3-6611

Vice-President..........Robert E. Potter, Sr.
10 Post Office Square, Boston 9, Mass.
Phone: HAncock 6-5900

Vice-President........Joseph R. Hamlen
Phone: Rittemhouse 6-3915

Vice-President........Milton T. Kyle
235 Montgomery St., San Francisco, Calif.
Phone: YUKon 6-4641

Manager...............Lucretia H. Kemper
Fisher Bldg., Detroit 2, Mich.
Manager................F. W. Marschner
1510 19th St., Washington 6, D. C.
Phone: Columbia 8449

Manager ..................Day Thorpe

MAY B. HICKSON CO.
180 N. Wabash Ave., Chicago 1, III.
Phone: DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President..............Jones B. Frankel
Account Executives........Jones B. Frankel, A. G. Gaines, Lew Sanders

Space Buyer................Helen Eich
Radio-TV Director.........Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr

THE FREDERICK-CLINTON CO., INC.
545 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-7433
ABP—ANPA—APA—NOAB

President...............F. C. Berger
Exec. V.P. & Treas.........H. S. Rieff
Secretary................R. S. Buckbinder
Art Director...............E. Gamble

Production Manager........Phil Berman
V.P.-Radio & TV Dir........Sydney Rubin

Radio Accounts: Adler Shoes, New York; Coward Shoes, N. Y., Phila., Boston

TV Accounts: Adler Shoes for Men, Milrose Products (RAD Cleaner), Happy Toy Co. (Toys) New York, N. Y.
CURT FREIBERGER & CO.
314 Cooper Bldg., Denver 2, Colo.
Phone: ALpine 2048
ANPA—AAAA—PPA—NAAN
President....................C. J. Freiberger
Vice-President...............Kent Thomas
Secretary....................Charles A. Haskell
Treasurer....................Esther Piper


FREITAG ADV. AGENCY
988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEmlock 1345-6
ANPA—APA—NOAB—PPA—AAAN
Owner.......................J. V. Freitag
Prod. Mgr. & Art Dir........H. J. Torgesen
Space Buyer..................M. K. McGowan
Secretay....................R. W. Wallace
Copy Chief, Radio Dir......Frances Pledger


OAKLEIGH R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEwstead 0037
AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—NAAN
Partners....................Oakleigh R. French, Mazie G. French
Dir. Consumer Mde........G. Gordon Hertslet
Art Director................F. H. Turpin
Dir. Client Service.........Richard C. Lynch
Media Director.............C. Sewell Pangman
Radio Time Buyer, Aet. Exec.
Al Maescher, Jr.


AD FRIED ADVERTISING AGENCY
318 15th St., Oakland 12, Calif.
Phone: Hlgate 4-6580

(See Complete Listing Under "A")

HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-6140
ANPA—APA—PPA
President....................Karl M. Frost
Vice-President...............Harold E. Bessom
Treasurer....................Harry M. Frost

Asst. Treasure............Florence A. Dondero
Secretary...................Harvey P. Newcomb
Newspaper Space Buyer....Anna V. Turner
Magazine Space Buyer & Prod. Mgr....

Frost
Harold E. Bessom
Radio & TV Dir., Time Buyer
Harvey P. Newcomb


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

FULLER & SMITH & ROSS, INC.
1501 Euclid Ave., Cleveland 15, O.
Phone: CHeery 1-6700

AAAA—APB—ANPA—APA—NOAB—PPA
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Exec. Vice-Pres..............E. L. Andrew
V.P. & Mgr. (Cleveland Office) W. A. Wright
Secretary-Treasurer.........C. C. Reidenbaugh
Asst. to Pres. (Cleveland) J. C. Maddox
Media Dept. Mgr. (Cleveland) W. J. Staab
Media Dept. Mgr. (New York) G. R. Lyon
Media Dept. Mgr. (Chicago) L. J. Boyce
Radio, Film, TV Dept. Mgr.

(Cleveland Office) Richard F. Reynolds
Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MRUrray Hill 6-5600
Vice-Pres. & Mgr............R. E. Allen
105 W. Adams St., Chicago 3, Ill.
Phone: ANDover 3-5041
Vice-Pres. & Mgr............E. J. Lausesen

Radio Accounts: Oney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Her-
FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: Plaza 7-7393

ABP

Pres., Radio Time Buyer........Norman Furman
Vice-President.................Irving J. Gottlieb
Secretary......................Nathan Rothenberg
Art Director....................Edwin R. Swaback
Acct. Executives..............H. Edward Simon
Lon Shaw

Radio Accounts:.................Alice Wiener

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Garfield 2915

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

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President......................E. G. Marshutz
Exec. Vice-Presidets........Beatrice Adams,
S. M. Ballard
Sec. & Treas...................J. V. Kirchhoff
V. P., Dir., Radio-TV........Roland Martini

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

Exec. Vice-Pres................S. M. Ballard

Radio Accounts:.................Barton Mfg. Co. (Shoe Polish), St. Louis; Cook Chemical Co. (Insecticides), Kansas City, Mo.; Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; H. D. Lee Company, Kansas City, Mo.; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; The Beardon Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokes-Van Camp, Inc., Indianapolis, Ind.; Union Electric Company of Missouri, St. Louis.


GARFIELD & GUILD ADV. AGENCY

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

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Creative Director................Harold Walker
V.P., Radio-TV Dir............William A. Morrison

Account Executives............Sidney Garfield,
W. A. Morrison, Harold Waller, C. J. Schuepbach

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

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, III.
Phone: Superior 7-8388

APA—ANPA—PPA—NOAB

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V. P., Radio-Time Buyer........G. P. Schill
V. P. & Acct. Exec................Earl Lines
Art Director.....................O'Cal Hanson
Account Executives.............J. C. McDonough

Radio Accounts:.................Florida Citrus Exchange,
Gibson Refrigerator Co.

GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.
Phone: LOCust 4-0530

AAAA—ABC—ABP—ANPA—APA—BMB
NOAB—PPA

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V. P.—Media Director............Frank C. Murphy
Secretary......................William G. Huckel
Treasurer......................Elizabeth A. Heath
Account Executives............Bates Compton,
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Ross Pilling, Jr., Wm. E. Surgner, John
F. Coverly-Smith, Joseph F. Feeney,
Edward B. Scull
Public Relations Director........Wm. C. Faust
Radio-TV Dir..................Edward B. Harvey

Branch Office
420 Lexington Ave., New York 17, N. Y.
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 (Iey
Point Salmon), Seattle, Wash.; Henry Dis-
Mfg. Co. (Chemicals), Philadelphia, Pa.; Dorset Food, Ltd. (Canned Foods), National Selected Products Inc. (Food), New York, N. Y.; Patricia Stevens Model School Agency (Charm School), A. H. Genting Co. (Shoes, Retail), Philadelphia, Pa.

TV Accounts: Western Saving Fund So- ciety (Savings Bank), Strawbridge & Cloth- ier (Dept. Store), A. H. Genting Co. (Retail Shoes), Philadelphia, Pa.; Natl. Selected Products, Inc. (Foods), New York, N. Y.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1, Ore.
Phone: Broadway 0515

AAAA—ABP—NOAB—ANPA
PPA—APA

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Media Director ............... Geo. E. Clinton
Production .................... Jack Lockie
Art Director .................. John Blew
Copy Chief .................... Dean Pollock
Account Executives ............ Chas. H. Devlin, Vernor M. Schenek, II, William MacGib- bon

GERTH-PACIFIC ADV. AGENCY
604 Mission St., San Francisco 4, Calif.
Phone: Garfield 1-1081

AAAA—APA—ABP—ANPA—NOAB
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Account Executives ............. J. W. Clark
J. McCracken
Media Director ............... Pat Crowell
Production Manager ............. M. F. Musil

Branch Office
Manager ...................... Orson Hauter

Radio Accounts: David D. Bohannon
Orns., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GETSCHAL & RICHARD, INC.
49 E. 51st St., New York 22, N. Y.
Phone: Plaza 9-1332

ABC—ABP—ANPA—APA—PPA
President .................. Budd Getschal
Vice-Presidents ............... Richard Ash, Budd Getschal, Arthur Schwartz, Enid Palmer

Radio Accounts: Frost Refrigeration, Inc. (Appliances), Sales Affiliates (Zotos, Mar- nello Cosmetics), Frederick Fell (Publishers), New York, N. Y.

TV Accounts: Frost Refrigeration Inc. (Appliances), Frederick Fell (Publishers), New York, N. Y.

GEGER, NEWELL & GANGER, INC.
745 Fifth Ave., New York 1, N. Y.
Phone: Plaza 5-3400

AAAA—ABP—ANPA—APA—BMB
NOAB—PPA

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Treasurer .................... J. R. Kunz
Publicity Director ............. E. F. Thomas
Radio-TV Director ............. Frederick A. Long
Associate Director ................ George J. Zachary
Traffic ..................... Richard M. Bradshaw
Time Buyer .................. Betty Powell

Branch Offices
Phone: Hogarth 5520

Vice-President ................ John L. McQuigg
Executive Contacts ............ W. Graham, H. Wilson, Ralph Wolfe

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), Poneca City, Okla.; P. Lorillard Co. (Embassy).


J. J. GIBBONS LIMITED
200 Bay St., Toronto, Ont., Canada
Phone: Elgin 2111

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Managing Director ............. H. M. Tedman
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Secy-Treas. ................. E. T. Saunders
Vice-President ................ W. Kiehn
Radio Director ................ Don Bassett

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Scott Block, Winnipeg, Manitoba
V.P. & Manager ............... A. B. Johnston

204 Leader Bldg., Regina, Saskatchewan
Manager ...................... R. P. Wilson
Renfrew Bldg., Calgary, Alberta
Vice-Pres. & Mgr. .............. R. G. Smith

Manager ...................... E. Maloney

609 Province Bldg., Vancouver, B. C.
Vice-President ................ Dave Crawford
GIHBLATAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: Murray Hill 7-7896

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Vice-President
Leo Berman

Treasurer
Clarence Schmidt

Secretary
Lynn Taggart

Radio & TV Dir.
Frances Scott

Radio & TV Time Buyer
Lynn Taggart

Publicity Director
Buddy Basch

TV Account: Bonalide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa-Tile).

New York, N. Y.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City 1, Utah
Phone: 4-6316

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Vice-President
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Secretary
Marjorie Farrell

V.P., Radio-TV
Victor V. Bell

Radio Director
Eric A. Ajello

Time Buyer
Enid N. Ogaard

Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Salt Lake City; Cloverleaf Dairy (Milk, Cream, Other Products), Salt Lake City, Provo, Price; Fisher Brewing Co. (Beer), Salt Lake City; Ford Dealers, Intermountain Area; Freed Motor (DeSoto-Plymouth Cars), General Electric Supply Corp. (TV Sets, Radios, Appliances), Purity Biscuit Co. (Town House Cookies, Town House Crackers), Royal Baking Co. (Table Queen Bread), Sego Milk Products Co. (Sego Evaporated Milk), Union Pacific Railroad, Utah Power & Light Co. (Electric Service), Salt Lake City, Utah.

GLASSER-GAILEY, INC.

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

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President
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Vice-President
P. E. Gailey

Secretary-Treasurer
Howard W. Gambrill

Art Director
Eric S. Heizer

Branch Office
79 Post St., San Francisco, Calif.
Phone: EBrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids, Mich.
Phone: 8-1846

ABP—ANPA

Owner-Operator
Francis K. Glew


GOLDMAN, WALTER & KANNA

ADV. AGENCY, INC.

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

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Vice-President
Ralph D. Kanna

Treasurer
Harry L. Goldman

Secretary
Hyman Rosenblum

Radio & TV Dir., Space Time Buyer
Account Executive
Ralph D. Kanna

Account Exec, Sales Mgr.
Space Time Buyer
Jack Goldman

Account Executive
Norman D. Tilmann

Copy Chief
Betty Tierney

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), Wulftex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Spector 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. Freihofer 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
AAAA—ANPA—PPA—ABP—AA
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Exec. Vice-President:...Harlow P. Roberts
Vice-President:...Charles O. Puffer
Treas. & Copy Chief:...Garrick M. Taylor
Sey. & Media Dir.: Florence A. Neighbors
Research & Msdse:...George B. Frank
Asst. Media Director: J. Alden Joice
Production Manager:...Doris Monnette
Account Executive:...Henry Nathan


**TV Accounts:** Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; Burlington Brewing Co. (Van Merritt Beer), Burlington, Wis.

**GOTHAM ADVERTISING CO.**
2 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-2880
APA—ABP—ANPA—PPA—ABC
Radio & TV Dir., Exec.V.P.: Arthur A. Kron
Time Buyer:...Kathleen K. Barton

**Radio Accounts:** Lutheran Layman’s League, LaRegionie Siciliana.

**TV Account:** Lutheran Layman’s League.

**GRAY & ROGERS**
12 South 12th St., Philadelphia 7, Pa.
Phone: PAlnut 2-3636
ANPA—APA—PPA—NOAB
Partner:...Jerome B. Gray
Partner & Radio Dir.: Edmund H. Rogers
Partner & Copy Dir.: Robert W. Graham
Partners:...Sherman G. Landers, Russell K. Carter
Partner & Art Dir.:...Guy E. Fry
Production Manager:...Ralph Hays
Media Director:...Frank K. Escherick
Research Director:...John Wolcott
Publicity Director:...Franklin P. Jones
Public Relations Dir.:...Thelma Beresin

**GREEN-BRODIE**
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-9533
ANPA—PPA
Partners:...Julian P. Brodie, Alan Green
Space & Time Buyer:...Norma Neuhau
Art Director:...Cecil Baumgarten
Production Director:...Melford Brodie
Copy Chief:...George H. Wright

**Radio Accounts:** Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

**TV Accounts:** Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

**GREY ADVERTISING AGENCY, INC.**
166 W. 32nd St., New York 1, N. Y.
Phone: Chickering 4-3900
AAAA—ABP—ANPA—APA—NOAB—PPA
President:...Lawrence Valenstein
Executive Vice-President:...Arthur C. Watt
Media & Research Dir.:...Herbert A. Vitirol
Radio-TV Director:...John Wyatt
Program Manager:...Herbert Horton
TV Supervisor:...Barbara Jones
Time-Video Buyer:...Philip Leshem

**Radio Accounts:** Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.

**TV Accounts:** Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Eliz. Arden Sales Corp. (Cosmetics), R. H. Macy & Co., Bond Stores, Inc., Hollanderizing Corp. of America, New York, N. Y.; Bernard Ulmann & Co., Inc., Long Island City, N. Y.

**THE GRISWOLD-ESHELMAN CO.**
Terminal Tower, Cleveland 13, O.
Phone: Tower 1-3232
AAAA—ANPA—PPA—APA—ABP
NOAB—ABC—SNPA
President:...Kenneth W. Akers
Vice-President:...Earl R. Pibble
Charles Farran, Samuel A. Lewis
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
Pres., Treas., Pub. Dir.:...Julian Gross
Vice-President:...Beulah Gross
Art Director:...Robert Honer
Sec., Media Dir., Radio Time Buyer:...Erwin B. Needles
Copy Chief:...Lani Janes

**Radio Accounts:** (21 Local and Regional.)

**ART GRUBER ASSOCIATES, ADVERTISING**
5316 S. Girard Ave., Minneapolis 19, Minn.
Phone: REGent 1307; 0737
APA—PPA
Pres., Treas.: Arthur R. Gruber
Vice-Presidents:...Sam L. Levitan, Mel D. Jerdee
Secretary:...E. M. Gruber
Ralph A. Hart Adv.
1700 Walnut St., Philadelphia 3, Pa.
ABP

Partners .................... Leon Greenfield, Ralph A. Hart

Art Director .................. Leon Greenfield
Prod. Mgr. & Acct. Exec. ...... Alvin Schultzberg
Publicity Director ............ Vivian Sandler

Radio & TV Director .......... Murray Firestone


TV Accounts: Same as above.

Hart-Conway Co., Inc.
45 Exchange St., Rochester 4, N. Y.
Phone: LOcust 3520

ANPA—APA—PPA—ABP

President & Treasurer .......... H. Lyman Hart
Exec. Vice-President .......... Harold E. Kennedy
Vice-President .................. Joseph Brown
Secretary ......................... John P. Street

Account Executives ............. H. Lyman Hart,
Harold E. Kennedy, Joseph P. Brown,
John P. Street, E. Ward Phillips, John M.
Nixon, Lawrence F. Luescher


George H. Hartman Co.
307 N. Michigan Ave., Chicago 1, Ill.
Phone: S5ate 2-0055

AAAA—ABP—ANPA—APA—NOAB—PPA

President ..................... George H. Hartman
Vice-President ................. Edwin Cahn
Secretary-Treasurer ............ Frank R. Hartman
Radio Director .................. Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), Goldberg's Fashion Forum (Clothing), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Robert L. Berner Co. (Hopcorn), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers &

GUILFORD ADVERTISING AGENCY
350 Fifth Ave., New York 1, N. Y.
Phone: Pennsylvania 6-8518

ANPA

Account Executive ............. Frances G. Guilford

JOHN L. HALPIN ADVERTISING
208 State St., Schenectady 5, N. Y.
Phone: 2-0492

Partners ....................... John L. Halpin,
Marion G. Halpin

Copy Chief ...................... L. A. Maney
Production Chief ............... E. L. Mincher
Art ................................ A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wall-
ace Co., Mynderse Beverage Co., Cobleskill
Agricultural Society.

HANLY, HICKS & MONTGOMERY, INC.
500 Fifth Ave., New York 18, N. Y.
Phone: LOngeve 5-5000

AAAA—ABP—ANPA—PPA—ABA

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President ....................... H. M. Montgomery
Sec. Treas. & Media Dir. .......... E. H. Lehman
Vice- Presidents ................ Wells Spence,
H. O. Nadler

Branch Office
Wallace-Ferry-Hanly Co.
400 W. Madison St., Chicago, Ill.
Phone: FRanklin 2-6440

President ...................... L. T. Wallace

172
Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

TV Accounts: Edward Hines Lumber Co. (Lumber), Robert L. Berner Co. (Hopecorn), Nelson Bros. (Furniture), Mystic Tape (Adhesive Tapes), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Mall Tool Co. (Tools), Chicago.

HENRI, HURST & McDONALD, INC.
121 W. Wacker Drive, Chicago 1, Ill.
Phone: F Ranklin 2-9180

ABP—ANPA—APA—NOAB—PPA

Chairman of Bd. of Dir. ................. W. D. McDonald
President ................................ W. B. Henri
Secretary ................................. A. M. Senones
Treasurer ............................... R. H. Eaton

Radio TV Director ..................... Charles Pumpian

Radio-TV Time Buyer ............... John Scott Keck

Radio Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Cooper's, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapetto Company (Grapette Beverage), Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Krockel Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladiators; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

TV Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Cooper's, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapetto Company (Grapette Beverage), Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Krockel Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladiators; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

HICKS & GREIST, INC.
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-9135

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V.P. & Treasurer ....................... E. H. Greist
Account Executives .................... J. A. Drake,
S. R. Huntley, K. A. Hamilton, H. L. Hicks,
Jr., E. H. Greist

Space Buyer ...................... Mrs. E. M. Sheldon
Radio & TV Director .............. Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.
745 Fifth Ave., New York 22, N. Y.
Phone: MU 2-8900

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Treasurer ............................ Arthur Hirshon
Exec. Vice-Pres .............. Lewis Nemerson
Vice-President ....................... Erwin Spitzer
Asst. Treasurer .......... Julian Braun
Radio & TV Director ............ Robert F. Lewis
Radio & TV Asst. Dir. .......... William Sheppard

Branch Offices
Park Square Bldg., Boston, Mass.
Phone: Liberty 2-0485

Executive-in-Charge ............ Gabriel Stern

12 Orange St., Haymarket, W.C. 2, London, England

Radio Accounts: Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men's & Women's Clothing), McKettrick-Williams (Ladies' Dresses), New York, N. Y.

TV Account: Prentis Clothes (Men's & Women's Clothing), New York, N. Y.

W. F. HOLLAND AGENCY
2330 Aurburn Ave., Cincinnati 19, Ohio

Phone: Capital 1252-34

Owner ......................... William F. Holland
Office Manager ...................... D. E. Holland
Radio-TV Director ............... Earl Holland
Production ......................... Robert Temmen
Publicity ......................... Frank Hilgemeyer
Copy Chief ....................... Rosen Bader
Art Director ....................... Robert Schmitt
Statistician ...................... Mack Favrrier
HOUCK & COMPANY, INC.—ADVERTISING
625 First St., S.W., Roanoke 10, Va.
Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President ...................... C. B. Houck
Vice-President ................ William B. Houck
Secretary ....................... Kathryn H. Ferguson
Art Director .................... Edwin R. Deady
Copy Chief ..................... Otto Whittaker, Jr.
Production Manager........... Paul H. Long
Asst. Production Mgr. ........ W. Leon Mitchell
Radio-TV Dir. & Time Buyer ...... Ray Bentley

Branch Office
Houck & Co. of Florida, Inc.
(Separate Corporation)
Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

President ...................... Karl Bishopric
Time Buyer ..................... Nora Sonstey
Radio-TV Director ............. Wm. B. Houck
Art Director .................... Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, III. & Miami, Fla.; Crowegy Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop’s Men’s Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Resort Airlines (Package Air Tours), Miami, Fla.; Aerovias “Q.” S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valledale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, III. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop’s Men’s Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquor), Sarasota, Fla.; Cole’s Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.
511 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-8402

ABP—APA

Pres. & Treas. .................. Robert Holley
Vice-Pres. & Art Dir ............. Milton Rogin
Secy. & Media Dir. ............. Leo Litwin

CHARLES W. HOYT CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-2000
Radio-TV Director ......... Wm. Philip Smith
Assistant ..................... Marcia Dickey

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


TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; B. C. Remedy Co. (Headache Tablets), Durham, N. C.; The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil), The Tupman Thurlow Co., Inc. (Anglo Corned Beef), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS
Stalter Bldg., Boston 16, Mass.
Phone: Liberty 2-4714
370 Lexington Ave., New York 16, N. Y.
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HUTCHINS ADVERTISING CO., INC.
42 East Ave., Rochester 4, N. Y.
Phone: HAMilton 1160

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Vice-Presidents.........H. Pierson Mape,
Maitland Jones
1244 Dufferin St., Toronto, Que., Canada
Resident Manager.........Walter Engwer
Radio Accounts: Philco Corp., Schulers
Potato Chip Co., Lincoln Rochester Trust
Co., McCurdy & Co., Scantomin's; Beaulaire,
TV Accounts: Philco Corp., Schulers Po-
tato Chip Co., Beaulaire, Inc., Lincoln
Rochester Trust Co.

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V.P. & Gen'l Mgr........Lewis N. Steenwyk
Treasurer...............Jean Foster
Space & Radio Time Buyer, Abbie Searstrom
Radio Accounts: Brunker & John Hard-
ware, Harold Brink, Folger's Bottling Co.,
Colonial Custom Upholstering Co., Alpine
Auto Parts, Leonard Auto Parts, Adjustable
Table Co., John K. Burch Co., Continental
Decal Co., Forsythe Products Co., Goller
Upholstery Fabrics & Supply, Grand Rapid-
Bottling Co., Grand Rapids Clocks, Grand
Rapids Industrial Electric, Nehi Beverage
Co., Radio Station WFUR, Wolverine
Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES
32 W. Randolph St., Chicago 1, III.
Phone: Randolph 6-2324-25
Acct. Exec. & Radio-TV Dir., Irving Rocklin
Continuity Director.........M. Lavinger
Production.................D. Engel
Copywriter................Werner Haas
Radio Accounts: Libby Furniture Co.
(Furniture & Appliances), Sandra Motors,
Inc. (DeSoto-Plymouth Dealer), Walton Mo-
tors, Inc. (Chrysler-Plymouth Dealer), Union
Life Ins. Co. (Insurance), Linoleum City
(Floor Coverings), Balaban Floor Covering
(Floor Coverings), Chicago Furniture Mart
(Furniture), Illinois Sewing Machine Dist.
(Sewing Machines), Munzt TV (Television
Sets); Don't the Town (Pass Books), Na-
tional Clothing Co. (Wearing Apparel),
Richard's Drive-Ins (Restaurants), Martin
Jewelry (Jewelry), Atlas Piano Co. (Pianos),
Town House Town Pump (Restaurants).
Intermission Restaurant (Restaurants), 3 Star
Laundry (Laundry & Cleaners), Chicago
Downs, Sportsman's Park (Horse Racing
Harness Races), M. B. Auto Sales, Inc. (Hud-
son Dealer), Radio TV Publicity Corp.
(Advertising Clocks), Roxy Rug & Linoleum
Co. (Floor Coverings), Nortown Currency
Exchange (Currency Exchange), Television
Appliance Mart (Television Sets), Chicago,
Ill.
TV Accounts: Libby Furniture Co. (Furni-
ture & Appliances), Balaban Floor Cover-
ing (Rugs & Linoleum), Illinois Sewing
Machine Distributors (Sewing Machines),
Richard's Drive-Ins (Restaurants), National
Clothing Co. (Wearing Apparel), Cole-
Finder, Inc. (Mercury Auto. Dealer), Eaton
Products Co. (Novelties), Modern Mer-
chandisers (Cleaners), Wolack & Bauer
(Women's Shoes). United Slip Cover (Slip
Covers, Draperies), Chicago, Ill.

JACKSON & COMPANY
40 Worth St., New York 13, N. Y.
Phone: Worth 4-7005
PPA
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General Manager..........John Yearygan
Acct. Execs................Paul E. Jackson,
John Yearygan, M. P. Moses
Production Manager........Gerald Duggan
Radio & TV Director.....Wallace H. Laneton
Branch Offices
30 N. LaSalle St., Chicago, Ill.
Manager...............Dorothy E. Blaylock
1709 W. 8th St., Los Angeles 14, Calif.
Phone: Fairfax 5572
Manager................Jesse Campbell
Radio Accounts: Pequot Mills (Sheets &
Pillowcases), Richard E. Thibaut, Inc. (Wall-
paper), J. W. Valentine Co., Inc. (Institu-
tional), New York, N. Y.; New England
Airlines, Inc. (Domestic & Foreign), New
York & Boston.
TV Accounts: Pequot Mills, Berkshire Fine
Spinning Associates (Curtains), Richard E.
Thibaut, Inc., New York, N. Y.; Warner
Wallpaper Co., Chicago, Ill.

JESSOP ADVERTISING CO., INC.
1st National Tower Bldg., Akron 8, Ohio
Phone: F'ranklin 2169
President & Trs.............M. K. Jessop
Vice-President...........Charles A. Jessop
Radio Director...............R. Gilbert
Secretary.....................R. D. Moss
Radio Time Buyer...........R. J. Cobak

DUANE JONES COMPANY, INC.
570 Lexington Ave., New York 22, N. Y.
Phone: Plaza 3-4838
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President.....................Robert Hayes
Exec. V.P. & Gen. Mgr...Ralph Smith
Secretary....................Eugene Hulshizer
Treasurer.............Lawrence Leaman
Vice-Presidents.........C. Frederic Bell,
Paul Werner, Joseph Scheidel
Copy Chief..................Robert Hughes
Space Buyer..............David Hogmer
THE JOSEPH KATZ COMPANY
488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-1223
AAA—ANPA—PPA—ABP—APA—NOAB
President..........................Joseph Katz
V. P. & Mgr......................Nat C. Wildman
Time & Space Buyer...........Alice Ross
Branch Office
10 W. Chase St., Baltimore 2, Md.
Phone: Lexington 1500
Radio Director...............Robert G. Swan
Media Director...............J. T. MclHugh

Radio Accounts: American Oil Co., Globe
Brewing Co., Baltimore Transit Co., Chunk-
Madera Bonded Wine & Liquor Co.,
Maryland Pharmaceutical Co., Pompeian Co.,
Inc., Voneiff-Drayer Co., Humphreys
Medicine Co.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.

HENRY J. KAUFMAN &
ASSOCIATES
1419 H St., N.W., Washington 5, D. C.
Phone: District 7400
ABC—ABP—ANPA—APA—NOAB—PPA
NAAN—PUAA
Senior Partner...............Henry J. Kaufman
Partners............................Jeffrey A. Abel,
Wm. F. Sigmund
Account Executives........H. J. Kaufman,
J. A. Abel, G. C. Brant, A. H. Edelson,
A. A. Sarra, R. C. O'Donnell, B. K.
Silverman, K. White Sonner
Production Manager........Betty Darling Gwyer
Space Buyer....................Mary M. McDougall
Media & Research Director.....Faith Feltus
Radio-TV Dir. & Time Buyer  Jeffrey A. Abel
Radio-TV Program &
Continuity Director........Robert S. Maurer
Continuity Writer.............Louise Packard
Continuity Writer.............Eunice Rein

Radio Accounts: The S.S.S. Company
(S.S.S. Tonie), Atlanta, Ga.; Potomac Elec.
Power Co., (Power Company), Trew Motor
Company (Automotive), Tom's Auto Service,
Inc. (Automotive), Chestnut Farms-Chev
 Chase Dairy (Sealtest Dairy Products),
Columbia Federal Savings & Loan Assn.
(Savings & Loan Assn.), Lacy's Inc. (Electric
Appliances), Saks Furs (Furs), First Fed-
eral Savings & Loan Assn. (Savings & Loan
Assn.), Gude's Bros. (Florists), Chr. Heurich
Brewing Co. (Brewery), Liberal Clothing
Co. (Credit Clothing), Manhattan Auto &
Radio Co. (Auto Radios & Accessories),
Ml. & Va. Milk Producers' Association
(Milk Producers Assn.), Nub Nap Process Co.
(Nu Nap Process—Cleaning), Northeast Motor
Washington, D. C. (Pepsi-Cola), Mason's
Root Beer Bottling Co. of Washington, D. C.,
Regal Clothing Co. (Credit Clothing),
Shannon & Luchs Co. (Real Estate), Wash-
ington, D. C.

TV Accounts: Giant Food Stores (Gro-
cery), Arthur Murray Dance Studios (Dance-
ing Lessons), Washington, D. C. & Balti-
more, Md.; Chestnut Farms-Chevy Chase
Dairy (Sealtest Dairy Products), Southern
Dairies, Inc. (Sealtest Ice Cream), Lacy's
Inc. (Electrical Appliances), Trew Motor
Company (Automotive), Wash. Metr. Hud-
son Dealers (Automotive), Chr. Heurich
Brewing Co. (Brewery), S. Kann Sons Co.
(Dept. Store), Peake Motor Co. (Automotive),
Pepsi-Cola Bottling Co. of Washing-
ton, D. C. (Pepsi-Cola), Ritzy Camera Center
(Photographs), Rice's Fashion Corner (Dept.
Store), Seven-Up (Seven-Up), Simon Dist.
Corp. (Wholesaler—Hotpoint, Motorola),
Trew Motor Co. (Automotive), Electric In-
stitute, Kassan Stein (Custom Tailors), D. J.
Kaufman (Men's Clothing), Frank Snall,
Jr., Inc. (Automotive), Washington, D. C.

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., Radio Time Buyer
Ethel N. Keane

Radio Director...............Wes Battersea

Branch Office
1411 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: Ri 1476
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Exec. Vice-Pres. & Secy. . Wm. M. Hutchison
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Victor G. Varro
Asst. Secretary..............Lenore R. Martin
Radio-TV Dept.
Media Dept. Mgr...............Mary C. Dill
Vice-President...............Lowell H. Stormont

Radio Accounts: Casite Corporation (Cas-
ite), Hastings, Mich.; Wilson Milk Co. (Evap-
orated Milk), Union Federal Sav. &
Loan Co., Indianapolis, Ind.

TV Accounts: Casite Corporation (Casite),
Hastings, Mich.; Wilson Milk Co. (Evapo-
rated Milk), Union Federal Sav. & Loan
Assn., Indianapolis, Ind.
THE KEILSON CO.
117 W. 40th St., New York 19, N. Y.
Phone: Plaza 7-3560
Executive Director............. M. Keilson
Radio Director................. Sholom Rubinstein
Producer....................... Jacob F. Keilson
Scripts & Commercials........ Morris Rivlin
Program Planning.............. David M. Hausdorff

KELLY, ZAHNRDT & KELLY, INC.
2529 Franklin Ave., St. Louis 6, Mo.
Phone: Jefferson 8337
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Vice-Pres. & Space Buyer..... W. W. Zahndt
Secretary..................... E. M. Kelly
Radio Director................ David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAA
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St. Vice-President............ Edwin Cox
Treasurer..................... Charles H. Vasol
Sec. & Gen. Mgr.............. David C. Stewart
V.P. in Chg. Media........... Joseph Braun
V.P. in Chg. Research........ G. Maxwell Ule
V.P. and Copy Dir............ Gerald H. Carson
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V.P. & Radio-TV Dir.......... William A. Chalmers
TV Director.................. Garth Montgomery
Radio Director................. Leonard Carlton
Bus. Mgr., Radio & TV.......... Edward E. Seovill
Dir. Radio-TV Research....... Richard Dunne
Radio-TV Publicity Dir........ Herb Landon
Talent Buyer.................. Sylvan Taplinger
Commercial Continuity......... Thomas K. Carpe
Time Buyer Director........... Philip C. Kenney
Time Buyers................... Mary Dwyer, Lucy Kerwin, William Himman, Eugene Litt, Helen Hartwig

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Vice-Pres. in Charge.......... Robert D. Wolfe
Penobscot Bldg., Detroit, Mich.
Vice-Pres. in Charge........... Don C. Miller
133 La Salle St., Chicago, Ill.
304 Bay St., Toronto, Canada
Vice-Pres. in Charge.......... William J. Frost
805 Peachtree St., N.E., Atlanta, Ga.
Other Offices: San Francisco
Radio Accounts: The Borden Company (Instant Coffee), Ford Motor Company (Institutional—All Prods.), Wesson Oil and Snowdrift Sales Co. (All Products), American Maize Products (All Products), White Rock Corp. (All Products), John B. Stetson (All Products), The Gorham Company (All Products), Manhattan Shirt Co. (All Products), Pepperidge Farms, Inc. (All Products), Richard Hudnut Sales Co., Inc. (All Products), Beech Nut Packing Co. ("Gum" and Baby Food), Bristol Meyers Co. (Resistab), Piel Beer (Piel Beer), Allied Chemical Co. (Swell), Kellogg Company (Cereals), Lincoln-Mercury Dealers (All Products), Sylvan Electric Products (Television Receivers), Eastern Railroads Transportation Comm. General Electric Company, (Air Conditioning Units and Home Heating), Industrial Tape Corp.

TV Accounts: The Borden Co. (Instant Coffee), The Kellogg Co. (Cereal), Ford Motor Co. (All Products—Inst.), Lincoln-Mercury Div. (All Products), Magnavox Co. (TV Sets), Beech Nut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Piel's Brewing Compy, Piel's Beer.

KISEWETTER, WETTERAU & BAKER, INC.
9 E. 40th St., New York 16, N. Y.
Phone: LExington 2-0025
ABP—ANPA—APA—PPA
Chairman & Pres.............. H. M. Kieseewetter
Vice-Pres. & Copy Chief..... Sam S. Baker
Account Executives.......... Edward G. Chase, J. Fred Cross, Arthur J. Davidson
Space & Time Buyer.......... E. Thompson
Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathsweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtyard, Ltd. (Men's Toiletries), 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.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 3-9600
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Vice-President............... Harry Miller
Comptroller................... Monica Riley
Time Buyer.................... Miriam Traeger
Branch Offices
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Van Ness at Wilshire, Los Angeles, Calif.
Phone: DUnkirk 7-7305
Manager .......................... Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2445
President .......................... Alfred Dueato
Radio Accounts: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.; Intermedico Corp. (Barulin); C. & A. Brennanmeyer (Women's Apparel Store), New York, N. Y.; Northam Warren (Cutex), Stanford, Conn.; Norcross, Inc. (Greeting Cards), New York, N. Y.

KIRCHER, HELTON & COLLETT, INC.
19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FULton 5161

President .......................... Ralf Kircher
Vice-President ...................... James M. Hadley
General Manager .................. Carter B. Helton
Treasurer ......................... Robert M. Collett
Art Director ....................... Floyd Johnson
Production Manager .............. Hap Moon
Business Manager ................. R. C. Mills
Radio & TV Dir. .................... Chuck Gay
Assistants ......................... Gary Malcolm, Ralph Kaufman

Radio Accounts: Gem City Building & Loan, Assn. (Savings, Home Loans), Gem City Ice Cream Co. (Ice Cream Products), Frederics-Helton Travel Service (Travel Service), Fan Tan Gum—Inactive (Chewing Gum), Happy Dry Cleaners (Dry Cleaning), Crystal Laundry (Laundry Service), Dayton 2, O.

KIRKLAND-WHITE & SCHELL
324 Western Union Bldg., Atlanta 3, Ga.
Phone: LAMar 3682-3

APA—SNPA

Partners ......................... J. A. Kirkland, Frank A. White, James B. Schell
Acct. Executive ............... Fred A. George, Jr.
TV Accounts: Gem City Building & Loan Assn. (Savings & Home Loans), Crystal Laundry (Laundry), Happy Day Cleaners (Dry Cleaning), Zephyr Awning Co. (Metal Awnings), Liberal Markets (9 Supermarkets), Jack Werst Co. (Diamond & Jewelry), Metropolitan Clothing Co. (Men's Clothing), Dayton, O.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco 4, Calif.
Phone: SUTter 1-6110

AAA—APA—ABP—NOAB

President ......................... James C. Knollin
Art Director ..................... Sigurd Mortenson
Space Buyer ..................... Marian Dunn
Account Executive .............. Richard L. Tevis

KOEHL, LANDIS & LANDAN, INC.
22 E. 47th St., New York 17, N. Y.
Phone: MUrray Hill 8-6267

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Vice-Pres. & Sec. ................ A. A. Landis
Space Buyer .......................... A. Lasity
Branch Office
National City Bank Bldg., Cleveland 14, O.
Vice-Pres-in-Chg ............... Russell Rowan

MERRILL KREBER, INC.
1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343

APA—ANPA—APA—NAA—NOAB

President ......................... Ernest Lee
Vice-President ................. Marshall J. Smith
Secretary .......................... Homer Gentry

KUDNER AGENCY, INC.
575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

President ......................... J. H. S. Ellis
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Prod. Supervision TV & Radio ... Edmund Cashman

Business Manager ................ Al Reibing
Time Buyer ....................... John Marsich
Production Manager ............. Wm. Templeton
Casting .......................... Mickey Alpert
Directors .......................... Eddie Sutherland, A. A. Coughlin, Frank Burns, Hugh Brown, J. P. Ellis
Copy Chief (Radio & TV) ......... Norman Nash

Branch Offices
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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., Buick Motor Division, United States Tobacco Co., Benson & Hedges

179
KUFF & FELDSTEIN
5 West Preston, Baltimore 1, Md.
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Vice-President.................. Harry Feldstein
Art Director.................... Albert Klevan
Production Manager......... Hilda Sakolsky
Media Director.............. Patricia Coan

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Phone: Murray Hill 3-9143
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Vice-President.................. Saul Kaufp
Radio & Space Buyer............. Jule Bouton
Space & TV Buyer............... Beth Bandy

KUTTNER & KUTTNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-7940
AAAA—ANPA
President......................... H. E. Kuttner
Vice-President.................. F. S. Kuttner
Sec. & Treas...................... C. D. Kuttner
Account Executives.............. Mary Brown,
Mae McCain
Res. & Prom. Dir............... S. S. Korshak
Copy Chief......................... Martin Maller
New York, N. Y.
130 W. 57th St., New York, N. Y.
Phone: JUson 6-2358
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. (Hollwood 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 Head (Cleaners),
Ruttenberg Galleries, Fabric Center,
Jo Bell Products (Kurl Klasp), Essaness
Theaters (Chain of Theaters), Chas. Doppelt
and Co. (Leather Goods), Washington Shirt
Co. (Men's Clothing), Chicago, Ill.
TV Accounts: Bercraft Corp. (Appliance
Distr.), Finders Mfg. Co. (Hollwood Broiler),
Chicago, Ill.; Community Builders
(Builders), Skokie, Ill.

LAKE-SPIRO-SHRUMAN, INC.
Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571
ABP—ANPA—APA—PPA—SNPA
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Secy-Treas....................... M. M. Shurman
Asst. Radio Time Buyer..... Mrs. L. Simmons
Production Manager.......... Mrs. M. Parker
Publicity Director.......... 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.; Child's Distributing Co.,
Jonesboro, Ark.; Wm. A. Webster Co., Mem-
phis, Tenn.

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Vice-President.................. E. D. Garth
V.P. & Copy Chief............... John O. Ellington, Jr.
TV Director.................... Thomas G. Brennen, Jr.
TV Program Director......... James Blair
President....................... Roy T. Lochen
Production Manager.......... Walter Mazurek
Art Director.................... Harold Kehl
Acct. Executives.............. James G. Lamb, Sr.,
K. G. Keen, Jr., E. D. Garth, John O.
Ellington, Jr., Thomas G. Brennen, Jr.,
Norman S. S. MacAfee
TV Accounts: John Wamamaker, Ranger
Joe Cereal, Linton's Friendly Restaurants,
P. J. Ritter Company, Keystone Macaroni
Mfg. Co. (San Giorgio).

LAMBERT & FEASLEY, INC.
60 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-8980
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V.P., Gen. Mgr.................. Frank W. Mace
Radio Director............... Ray H. Kremer
(Gasoline, Motor Oil), Bartlesville, Okla.

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810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone: MO 9500
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Vice-President............... Henry L. Barber
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Art Director................... Harold F. Feltz
Acct. Executives.............. A. William Landsheft,
Henry L. Barbe, William H. Sells
Radio Accounts: Kendall Refining Co.,
Liberty Bank of Buffalo, P. J. Garvey.

LANE ADV. AGENCY, INC.
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Secretary......................... N. E. Lane
Account Executive............... Michael G. Perlman
Radio Accounts: Diane Beauty Salon, Nu-
Kurl Home Permanent.
Television Accounts: Ansonia DeLuxe
Shops Inc. Retail Shoe Chain; International
Dresses; Sheer Bros. (Fabrics); Lawson
Shoe Corp.
LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15, O.
Phone: MA 6579
AAA—APB—APN—APA—NOAB—PPA
Radio Dir. & Time Buyer—Alvin B. Fisher
Radio Copy Writer—Robert F. Gibbons
Asst. Radio Copywriter—Mary Haring

Radio Accounts: The Burrows Bros. Co., Inc. (Office Supplies & Equipment), Brewing Corp. of America (Beer & Ale), Dowd-Feder, Inc. (Automobile, Parts & Service), Cleveland, O.; Lane Drug Co. (Drugs), Toledo, O.; The Miller-Becker Co. (Beverages), Mt. Sinai Hospital, Sears, Roe buck & Co. The World Publishing Co. (Books), Yellow Cab Co., General Electric Supply Corp. (Electrical Appliances), Cleveland, O.

TV Accounts: Brewing Corp. of America, Lane Drug Co., Toledo, O.; Sears, Roebuck & Co., Shelby Gum Co., Shelby, O.; The Blossom Peanut Co., The Ohio Mattress Co., G. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Cleveland, O.

LAUSEN & SALOMON
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Account Executives—Wendell Walker, M. H. Selhorn
Production Manager—D. L. Cuttie
Radio Account—Foley & Co., Imperial Credit Co.

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Branch Offices
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Phone: Vanderbilt 6-4340
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Vice-Pres. & Mgr.—R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-9511
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Time Buyer .................. Ted Levy
Radio Dept. Dir. ............ Barbara Aiton

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Production Manager .... Louis Leon
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Branch Office
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Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MItchell 3-3200
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Radio Accounts: Harris, Upham & Co. (Brokerage Company), Cook and Dunn Paint Corp. (Paint), The Doughten Seed Co. (Seeds), Colonial House Candy Stores (Candy), Sophie Mae Candy Corp. (Candy), The G. N. Coughlan Co., The Costa Ice Cream Co. (Ice Cream), New York, N. Y.

TV Accounts: Chambers Distributing Co. (Chambers Kitchen Range), Costa Ice Cream Company (Ice Cream), Sophie Mae Candy Corp. (Candy), Jacoby-Bender, Inc. (Watch Bands), I. Smallman & Sons (Men's & Ladies Wallets).

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Phone: AT 6235

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Comptroller ................ M. Sauderson

Radio Accounts: Minnesota Amusement Co. (Theaters), Lavoris Co. (Mouthwash), Minneapolis, Minn.

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Phone: Cypress 6521

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Partner, Acct. Exec. ...... William W. Neal
Media Director ............ Sarah Williams

Branch Office
301 Palmetto Bldg., Columbia, S. C.
Manager .................. Caldwell Withers


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Copy Dept. ................J. R. Shullaw
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W C U Building, Quincy, Ill.
Phone: 232

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Comptroller ................W. D. MacMahon
Director ....................W. G. Abel
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Radio-TV Prod. Supervisor H. Horler
Traffic Managers...........Kay Dale, V. D. L. Dyer, Dorothy Robb, Frank Peppiatt

Branch Offices
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Radio ..................Mary Moran
911 Electric Rlye, Chambers, Winnipeg, Manitoba
Manager ....................E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager ....................W. D. M. Patterson
Radio ..................John Hoyland
111 Sparks St., Ottawa, Ontario
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Fisher Bldg., Detroit 2, Mich.
Phone: TRinity 2-3300
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Exec. Vice-Pres ..............Harvey G. Luce
V.P., Media & Research Dir. Elmer W. Forelich
Radio Time Buyer .............Martha Ude
TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD
203 N. Wabash, Chicago 1, Ill.
Phone: Ran 6-7942
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TV Writers-Producers .............George Janda, William Bent, Norine Freeman, Michael Brown, Stanford Kaatz
Executive-Producers .............Arthur Holland, Hal Barkun, Max Holland
TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Fohrman Motors (Autos), Hudson Dealers Asso. (Autos), Hollands Jewelers, Dad’s Root Beer Co. (Dad’s Root Beer), Belmont Typewriter Co. (Typewriters), Ambrosia Brewing Co. (Nectar Beer), Demonstration Service Co. (Mail Order Products), Cupco Corp. (All Weather Windows), Teletronics-Sentinel (TV Sets), Chicago, Ill.; Roller Derby (Sports Event), New York, N. Y.; Rubin’s (Women’s Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

DAVID Malkiel ADV. AGENCY
172 Newberry St., Boston 16, Mass.
Phone: LI 2-1421
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Production Manager...........Julian Malkiel
Secretary .....................Martha Brest
Radio Accounts: Royal Crown of New England (Soft Drinks), Canadian Ace Ale (Beer & Ale), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.
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1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GEneva 9619
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Branch Office
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Phone: WHItchell 4-7679
Vice-President..........Alvin Eicoff
Radio Accounts: House of Goddard (Quilt Lady), Galzono Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Rig-A-Jig (Toys), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.; De-Con, Bankers Life Insurance.
TV Account: R & F Enterprises.

MARSCHALK & PRATT CO.
535 Fifth Ave., New York 17, N. Y.
Phone: VAnderbilt 6-2022
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TV-Radio Director....Curt A. Peterson
Media Director........H. Gesregan
Asst. TV Producer....H. Corderay
Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.
TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

MASON-RELINCO.
20 E. 35th St., New York 16, N. Y.
Phone: Murray Hill 9-3891
APA—ANPA—APA—PPA
President, Radio-TV......Roger B. Relin

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Vice-Pres. &Dirs........Wilfred S. King, W. T. Okie
Vice-Presidents........David C. Gibson, Dr. O. L. Tinklepaugh, Jan H. Meyer
Director of Radio & TV....Read H. Wight
Radio Time Buyer.......Edna S. Catheart
TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

MATHISSON & ASSOCIATES, INC.
411 E. Mason St., Milwaukee 2, Wis.
Phone: Daly 8-4090
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Research Dir. ...........C. A. Mathisson
Vice-Pres. & Treas. ......I. M. Henkel
Copy Chief, Sec., Media Dir.
Space Buyer...........Edward G. Ball

JOSEPH MAXFIELD CO.
37 Weybosset St., Providence, R. I.
Phone: GAspee 4456-4457
ABP—ANPA—APA
Pres., Space-Radio Time Buyer
Joseph M. Finkle
Vice-Pres., Treas. ......Aaron M. Finkle
Copy Chief............Mary M. Healy
Radio Director.........Dorothy M. Taipe

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Phone: LOrain 7-5710
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Vice-President..........Searle Hendee
Treasurer...............W. I. O’Neil
Secretary..............G. Reginald McKiel
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Vice-Pres., Gen. Mgr.....M. F. Mahoney
Radio & TV Director....S. James Andrews
664 N. Rush, Chicago 11, III.
Manager.................L. J. Sholty
Radio Account: Gillette Safety Razor Co.

THE MAYER’S CO., INC.
2301 W. Third St., Los Angeles 5, Calif.
Phone: DUnkirk 82111
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Vice-President..........Forrest Dolan
Secy-Treas..............James P. Shelley
Art Director............Geo. Labadie
Production...............Edith Hemphill
Media Director..........Madelyn Miles
Radio Accounts: Gordon Bread Co., Hoffman Candy Co., National Schools (Correspondence Courses), Adolphs Food Products (Meat Tenderizer), Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.
**TV Accounts:** Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer).

**JAMES McBRIE ADV. AGENCY**

514 Neil P. Anderson Bldg., Fort Worth, Tex.  
Phone: 2-4447  
SNPA—ABF—APA

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 22, N. Y.  
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Manager .......... Harry Burton  
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**McCORMICK COMPANY**

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Account Executives .......... John R. Foraker, R. W. Siempekamp  
Art Director .......... Alfred M. Gibbons  
Radio Accounts: Shamrock Oil & Gas Corp., Consolidated Appliances, Inc.

**McCREERY, QUICK & McELROY, INC.**

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Secretary Agnes R. Volk
time Space Buyer. Catherine Wohlaprt
Branch Offices
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President Walter McCreery
522 Powell St., San Francisco, Calif.
Vice-Pres. & Mgr. Robert Selby
TV Account: Hoffman TV Corp. (Sets)

L. E. McGivena & Co., Inc.
44 Madison Ave., New York 22, NY
Phone: Plaza 3-7422
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Vice-President Howard W. Roper
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Production Manager O. Paul Fuerstenberg
Space Buyer Mrs. Marguerite Andrews
Acct. Executives Frank J. Byrne, Mortimer Bryans

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1400 South Penn Square, Philadelphia 2, Pa.
Phone: Locust 7-4737
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Vice-Pres. & Treas. David R. Albright
Vice-President James A. McFadden
Time Buyer Evelyn Wamsley
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Dominion Square Bldg., Montreal, Que., Can.
Phone: Lancaster 5912
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Manager E. W. Brodie
Paris Bldg., Winnipeg, Man., Canada
Manager A. A. Brown
Province Bldg., Vancouver, B. C., Canada
Manager W. J. Sandstrom
Acting Manager H. Suffell

Melamed-Hobbs, Inc.
609 Second Ave. So., Minneapolis 2, Minn.
Phone: Bridgeport 1225
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Vice-President S. E. Melamed
Secretary M. O. Gooder
Media Director J. Frank Johns
Branch Offices
E. 906 First National Bank Bldg., St. Paul 1, Minn.
Manager E. T. Holmserg
Melamed-Hobbs, Baskin & Livingston
333 Michigan Ave., Chicago 1, Ill.
Manager E. R. Livingston

Arthur Meyerhoff & Co.
410 N. Michigan Ave., Chicago 11, Ill.
Phone: Delware 7-8680
ANPA—PPA—AAAA—NOAB—APA
President Arthur E. Meyerhoff
General Manager J. H. Black
Financial Manager J. A. Johnston
Director of Radio & TV., Benjamin J. Green
Assoc. Radio & TV Dir. George Rich III
Radio Time Buyer Carol Perel
Manager Mary Hauser
Copy Chief M. E. Chon

Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Manager George Grabin

C. L. Miller Company, Inc.
521 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-1010
AAAA—ABC—APB—ANPA—APA
NOAB—PPA
President C. L. Miller
V.P. & Sec., Radio & TV Dept., G. V. Carhart
Radio & TV Dept. L. H. Hoffman
Secretaries Miss R. Driscoll, H. Renter, F. Delaney
Branch Office
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-1640
Manager I. M. Tuteur
Radio Accounts: Corn Products Sales Co. (Karo, Mazola, Limit, Niagara Starch), Curtiss-Candy Co. (Baby Ruth, Butterfingers, Old Sol Bar), Doughnut Corp. of America,
Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

TF Accounts: Corn Products Sales Co. (Niagara Starch), Blue Channel Corp. (Harris American Crabmeat, Harris American Deviled Crabmeat).

DAN B. MINER CO.
304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301
AAA—ABC—ABP—ANPA—APA—CAN NOAB—PPA
President.......................... Dan B. Miner
Exec. Vice-Pres..................... J. C. Morse
Vice-Presidents.................... Ely Greer,
Richard Glover
Hildred Sanders
Secretary-Treasurer............. M. R. Sweeney
Account Executives............... J. C. Morse,
I. M. Greer, Hassel Smith, Andrew Carpenter
Production Manager............. Richard Glover
Art Director......................... Fred Kaplan
Media Director..................... Edith Grooms
Radio & TV Dir.................... Hildred Sanders
Asst. Radio & TV Dir............. Robert Black
Time Buyer................................ Terri Brady
Radio Accounts: American Beauty Macaroni (West Coast Div.), (Macaroni), Los Angeles; Forest Lawn Co. (Mortuary & Cemetery), Glendale; Lakewood Park, Inc. (Houses), Lakewood Park; 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.

EMIL MOGUL CO., INC.
250 W. 57th St., New York 19, N. Y.
Phone: CO 5-2482
ABP—ANPA—PPA
President.......................... Emil Mogul
Secretary-Treasurer............. Helene Mogul
Exec. Vice-Pres................. Charles L. Rothschild
Vice-Presidents............. Seth D. Tobias,
Myron A. Mahler, Rino Negri
General Manager............... Milton Guttenplan
TV & Radio Dir................ Ely Landau
Radio & TV Time Buyer........ Helen Munroe
TV Producer........................................ Lee Reynolds
Production Manager............... Al Mauro
Art Director................... Herman Davis
Media & Research Dir........... Joel Martin
Copy Chief.......................... Maxwell Sapan
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Berio Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Napa Valley Grape Prod. (Colombo Wine), New York, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co. (Macaroni & Spaghetti Prod.), Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Santarpia Wine & Liquor Store, New York, N. Y.
TV Accounts: Gem Oil (Oils), Brooklyn, N. Y.; Canadian (Women's Furs), New York & New Jersey; Kromark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

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. & Time Buyer.................. Carl H. Press

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. Vice-Pres.................. 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 G. Sutton
Secy. & Treas....................... William G. Carmody
Media Director.................. Frank E. McElmoyl
TV Director......................... W. L. Wernicke
Exec. Exec. V.P. & Radio Dir.
Llewellyn B. Van Doren
Time Buyer.......................... Kathryn Shanahan
Branch Office
9 Rockerfeller Plaza, New York 20, N. Y.
Phone: PL 7-8060
V.P. Chg., Midtown Office... Muriel Johnstone
Ms., Councillor..................... 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.
Phone: HEmpstead 4194
ANPA—APA—NOAB
President....................... Raymond R. Morgan
Exec. Vice-Pres................ Robert C. Temple
Account Executives............... Jack Kerr,
L. W. Hobson
Radio Director.................. James C. Morgan


**Advertising Agencies**

**Production**
John Burton

**Time Buyer**
Mary Ellen Ryan

**Copy Chief**
Audrey Sharpe

**Branch Office**
260 California St., San Francisco 11, Calif.

**Phone:** DOuglas 2-6073

**Affiliate**
Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.

**President**
Clyde M. Joice

**Chief Executive**
Raymond R. Morgan, Jr.

**Radio Accounts:**

**TV Account:**
Los Angeles Soap Co. (White King Granulated Soap, White King Water Softener), Los Angeles 54, Calif.

**MORSE INTERNATIONAL, INC.**
122 E. 42nd St., New York 17, N. Y.

**Phone:** ORegon 9-4600

**APA—PPA—NOAB**
Chairman of the Board............A. T. Preyer

**President**
J. Patterson

**Exec. Vice-President**
M. F. House

**Treasurer**
O. L. Lancaster

**Space Buyer**
F. D. Davies

**Mgr. Radio & TV Dept.**
C. C. Slaybaugh

**Export Media Mgr.**
Aurora Blando

**Director of Prod.**
M. K. Burket

**Group Prod. Mgrs.**
W. W. Williams, D. R. Quist, W. J. Berey

**Sr. Art Director**
L. Szalay

**Group Art Directors**
E. Ellis, S. Nagle

**Art Studio Mgr.**
C. Scimecca

**Account Executives**
Constance Boland, Emory Ward, E. R. North

**Radio Accounts:**
Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

**MOSELE & EISEN ADV. AGENCY**
522 Fifth Ave., New York 18, N. Y.

**Phone:** MUrray Hill 2-4939

**PPA—ANPA**

**Partners**
Henry Eisen, Rose Moselle

**Copy Chief, Publicity Dir.**
Mildred Barsky

**Art Dir.**
Frederick H. Cassens

**Production Manager**
M. Baumstein

**Media Dir., Space & Time Buyer**
Ruth Macdonald

**Publicity Dir.**
Richard E. Richman

**MOSER & COTINS, INC.**
10 Hopper St. Utica 3, N. Y.

**Phone:** 4-6141

**ABP—ANPA—APA—NOAB—PPA—SNPA**

**Pres. & Treas.**
Arthur S. Cotin

**Asst. to President**
Robert MacFarland

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

**Secretary**
Mrs. Mildred S. Benson

**V.P. & Art Dir.**
A. Montgomery Huntington

**Asst. Sp. Buyer**
Miss Christine H. Van Dyke

**Sp. Buyer & Research Dir.**
Miss L. B. Mang

**Asst. Research Dir.**
Mrs. Pearl A. Curtis

**Production Manager**
Fred Michel

**Merchandising Director**
R. Del Dunning

**Field Merchandising Dir.**
T. Robert Garry

**Account Executives**

**Radio Accounts:**
West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.

**TV Accounts:**

**MOSS ASSOCIATES**
415 Lexington Ave., New York 17, N. Y.

**Phone:** MUrray Hill 7-7377

**ABC—ABP—ANPA—APA—NOAB—PPA**

**President**
Joseph H. Moss

**Vice-President**
Martin W. Jacobson

**Copy Chief**
Chas. D. Beckman

**Time & Space Buyer**
Vera Norse

**Media Director**
Hal Golden

**Radio & TV Director**
Arnold O. Leeds

**TV Assistant**
Adele Stulman

**Radio Account:**
Freemantel Voice Inst. (Voice Course—records), New York, N. Y.

**TV Accounts:**
N. Y. Red Cross Shoe Dealers (Ladies’ Shoes), Hats by LEEDS (Millinery), New York, N. Y.; Nat Paterson Motors, Inc. (Auto Dealer & Service), Ozone Park, N. Y.; Jackson Motor Co. (Auto Dealer & Service), Jackson Heights, N. Y.; Dean Ross Piano Course (Piano Course), New York, N. Y.; Kay Novelties (Notions), Ziploc Co. (Watch Bands), Jersey City, N. J.; Peerless Camera Stores (Cameras & Supplies), New York Tech. Institute (Technical School), New York, N. Y.

**C. WENDEL MUECH & COMPANY**
75 E. Wacker Drive, Chicago 1, Ill.

**Phone:** Financial 6-3481

**ABP—ANPA—PPA**

**President**
C. W. Muench

**Account Executives**
W. O. Yocum, L. M. Bell, P. M. Fiske, C. T. Kerrigan

**Mgr. Client Service**
Robert Gingrich

**Media Director**
Victor Fabian

**Production Manager**
Wm. G. Fisher

**Radio Director**
Glenn E. Martin

**Time Buyer**
Victor Fabian

TV Accounts: 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. Kruining
Vice-President ........ Thomas W. Hughes
Secretary .................. Joseph W. Madden
Copy Chief ................. John L. Albright
Art Director ................ Walter Kelly
Account Executives ....... Paul R. Kruining, Joseph W. Madden, John Sweeney, Philip Gurvich
Radio & TV Directors ...... James G. Zea, Alex O. de Cardenas, Sena Starr
Time Buyer .................. M. K. Loo

Branch Offices

Associates offices throughout the world.


NEEDHAM, LOUIS & BRORBY, INC.
135 S. LaSalle St., Chicago 3, Ill.
Phone: State 2-5151
AAA—ANPA—PPA—NOAB—APA
ABC—ABP

President .................. Maurice H. Needham
Vice-Presidets ............. John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaid
Vice-Pres. & Media Dir. ... Otto R. Stadelman
Vice-Pres. & Radio-TV Dir. ... Allan Wallace
Public Relations Dir. ....... John Willoughby
Sec-Treas .................. Max D. Anwyll

Branch Office
1680 North Vine St., Hollywood 28, Calif.
Vice-Pres. & Mgr ........... Frank Pittman


NEFF-ROGOW, INC.
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-4230

Pres., Radio Time Buyer... William Rogow
Account Executive..... Stewart Pierce Brown, 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.
318 St. Louis St., Springfield 3, Mo.
Phone: 4-2555

President .................. Ralph A. Nelms
Secretary .................. Irene A. Cutright
Art Director .............. J. H. Richards
Account Executives ...... Ralph A. Nelms, James A. Nelms, Jr., J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Co. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.
208 State St., Schenectady 5, N. Y.
Phone: 4-4135

Pres. & Treas .............. George R. Nelson
Vice-President ............ Helen C. Nelson
Secretary .................. Alice Pach
Art Director .............. Arnold Hitchins
Radio, Copy, Pub. Dir. ... Robert S. Cragin
TV Director .............. Edward F. Flynn
Radio Time Buyer ......... Anne F. Pratt
TV Time Buyer ............ Sybil Van Patten
Space Buyer ............... Eleanor P. Alex
Library & Research ....... Alice Pach
Copy Assistant ........... Pearl Veeder
Assoc. TV Prod ........... Jack Landt

Branch Office
150 W. 49th St., New York 18, N. Y.
Phone: Circle 5-5431

Assoc. TV Producer ....... Jack Landt

Radio Transcription Production Accounts:
General Electric Company, Electronics Divi-
TED NELSON ASSOCIATES
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470
Owner & Producer............Ted Nelson
Script Director.............Richard Diamond
TV Directors.............

Perry Bruskin, Charles Durand
Writer & Asst. Dir........Ralph Tollins
Composers.............Mischa & Wesley Portnoff

Radio Accounts: Edicie Electronics Corp.,
Delta Supply Co., Saul Birns, New York,
N. Y.; Delta Photo Supply Co., Gothams
Professional Basketball Team.

NEWELL-EMMETT CO.
(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY
529 N. Charles St., Baltimore 1, Md.
Phone: Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA
Partner....................Theodore A. Newhoff
Comptroller............R. M. Newhoff
Space Buyer...........Alvera Bolland

NEWMAN, LYNDE & ASSOCIATES,
INC.
Florida National Bank Bldg., Jacksonville 2,
Fla.
Phone: 3-4435, 3-6285

ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

Ch. of Bd. & Treas............M. T. Newman
President..................Hunter Lynde
Exec. Vice-Pres...........Kenneth F. Small
Vice-President............David E. Robeson
Sey. & Pub. Dir...........Ronald G. Sercoube

Radio-TV Dept.
Exec. Vice-Pres...........Hunter Lynde
Vice-Presidents............Allan C. Gottschaldt

Branch Office
Chamber of Commerce Bldg., Miami, Fla.
Phone: 82-9975

Vice-President...............Allan C. Gottschaldt

Radio Accounts: JAX Brewing Co. (Beer),
Bond-Howell Lumber Co. (Bldg. Supplies),
Southern Co. (Wine), Nickle Tackle Co.
(Fishing Lure), Jacksonville, Fla.

TV Account: Jax Brewing Co. (Beer),
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

Radio Accounts: Rhodius Perfumes, Alas-
ka Life.
OLIAN ADVERTISING CO.
Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380
ABP—APPA—PPA—APA—NOAB
President......................Irwin A. Olian
Vice-Presidents.............Harold A. Thomas,
J. W. Goldstein
Radio Director...............Margaret H. Nelson
Account Executives........Irwin A. Olian,
H. A. Thomas, J. W. Goldstein, James
Spencer, M. H. Nelson, R. Mahon

Branch Office
35 E. Wacker Drive, Chicago, Ill.
Vice-Pres,. Radio-TV.........I. J. Wagner
Radio Accounts: General Grocer Co.
(Topmost Foods, Manhattan Coffee), Sayman
Products Co. (Sayman Soap), Pevely
Dairy (Jitterbug Dairy Products & Reddi-Wip),
Dining Car Coffee Co. (Dining Car
Coffee), ARA Dist. Co. (Capehart TV), Merc
antile Commerce Bank, Ritepoint Co.
(Litters), Knapp-Monarch (Magik-Rid), G. S.
Suppiger Co. (Brook’s Catsup), Feld
Chevrolet (Chevrolet Agency), St. Louis,
Mo.
TV Accounts: Pevely-Dairy Co. (Reddi-
Wip), Feld Chevrolet, Ritepoint Co., G. S.
Suppiger Co., Mercantile Commerce Bank,
Knapp-Monarch, ARA Distributing Co., St.
Louis, Mo.

ROBERT D. ORR & ASSOCIATES,
INC.
4 W. 58th St., New York 19, N. Y.
Phone: Plaza 9-8050
ABP—ANPA—NOAB—PPA
President.................Robert W. Orr
Vice-Pres. & Asst. to Pres...John H. Baxter
Vice-President.............Arthur Livingston
Sec.-Treas. ..................Robert P. Clark
Radio-TV Director........Stephen G. Bowen

Branch Offices
9130 Sunset Blvd., Los Angeles, Calif.
Exec-In-Chg................Richard Diggs
123 New Bond St., London, England
Exec-In-Chg................F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec-In-Chg................M. Renault
Radio Accounts: Andrew Jergens Co.
(Woodbury & Jergens), Cincinnati, O.;
Bosco Co., Inc., New York, N. Y.; National
Guard of the U. S., Washington, D. C.
TV Account: Bosco, New York, N. Y.

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-Presidens.............Marc Seixas,
William J. Jost, John J. Schneider
Director of Media.............Harry Torp
Radio-TV Dept.
V.P.-Radio-TV Dir........David Hale Halpern
Radio Accounts: National Bohemian
(beer), National Premium (Beer), Balti-
more, 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......................Merritt Owens
Vice-President...............R. Grant Neds
Production Manager.........Glenn A. Scott
Copywriter....................Virginia Bishop
Art Director............Bernard L. Wardlow
Radio Accounts: Feld Chevrolet Company,
Inter-State Moving & Store. Co., Sulfa-Dent,
Kansas City, Mo.; Davidson Brothers Motor
Co., Kansas City, Kan.
TV Accounts: Zephyr Ventilated Awning
Co., Joe M. O’fill Motor Co., Kansas City,
Kan.

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
Production....................Robert Johnson
Radio Accounts: First Savings & Loan
Assn., Prudential Realty & Finance Co.,
Albert Brown Mortuary, Oakland, Calif.

PACIFIC NATIONAL ADVERTISING
AGENCY
605 Union St., Seattle 1, Wash.
Phone: ELiot 1401
AAAA—ANPA—NOAB—CAN
Radio Director...............Trevor Evans
Time Buyer..................G. M. Nyman
Asst. Radio Director.......Mary Peacock
PECK ADV. AGENCY, INC.
400 Madison Ave., New York 17, N. Y.
Phone: PLaiza 3-0900
ABP—ANPA—APA—NOAB—PPA
Chairman of the Board...........Harry Peck
President..................Harry Krawit
Vice-Presidents..............Norman Mack,
Sidney Alexander, Roy Gordon, Herbert
Stiefel, Alfred Moss, Herman Stolley, John
Schuman
Radio-TV Director...........Arthur J. Daly
Asst. Radio-TV Director.....Donald Blauhut
Radio Accounts: I. J. Fox (Furs), Howard
Clothes (Men's & Boys' Furnishings),
Old Dutch Coffee & Caffe Espresso (Coffee),
Charles of the Ritz (Cosmetics),
Premier Foods (Food Products), Street
& Smith Magazines (Charm, Mademoiselle,
Living), Hearst Publications (Cosmopoli-
tan, Good Housekeeping), Excelsior
Frozen Meat Products (Frozen Meat Prod-
ucts), Julian Freirich Company (Tongue
& Pork Products), New York, N. Y.; Har-
ford Provision Company (Meat Products),
Hartford, Conn.; Teddy's Quick Frozen
Seafood (Frozen Seafood), New York, N. Y.
TV Accounts: Howard Clothes (Men's &
Boys' Furnishings), Old Dutch Coffee &
Caffe Espresso (Coffee), Charles of the Ritz
(Cosmetics), Premier Foods (Food Prod-
ucts), New York, N. Y.

THE PHILLIPS COMPANY
604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
PAAN
President....................William L. Phillips,
Charles C. Ramsey
Vice-President...............Fred J. Volz
Vice-President...............Robert F. Lewis
Radio-TV Director...........Bill Mesmer
Radio Accounts: Arden Farms Co. (Dairy
Products), Cox & Gregg (Roofers), General
Electric Appliances (Appliance Distributor),
Silver Gate Bldg. & Loan (Savings & Loan
Assn.), Associated Travel Agency (Airline
Travel Agency), Walker's (Dept. Store),
Dennstedt Electro Mart (Electrical Appliance),
Dr. G. W. Raichert (Dentist), San
Diego, Calif.
TV Accounts: Arden Farms Co., Dens-
dett Electro Mart, General Electric Appliance,
Walker's, San Diego, Calif.

PITLUK ADVERTISING
Alamo National Bank Bldg.,
San Antonio 5, Texas
Phone: GArfield 7268
ABP—ANPA—APA—SNPA—NOAB
APA—TAAN SAAA
President....................Jack N. Pitluk
Radio Director...............L. Gerry Spangler
Sales Manager...............Jack N. Pitluk, Jr.
Radio Time Buyer............Sam Riklin
TV Director..................Tom Reynolds
PORTER & ASSOCIATES
8109½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972
Partner-Owner, Time Buyer & Adv. Sales
Manager .............. Irwin T. Porter
Partner-Owner, Radio Dir. & Time
Buyer ................. Gertrude T. Porter
Copy Chief ............ Jean Norab

R. J. Potts—Calkins & Holden
Inc.
215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Gr 5775
ANPA—APA—NOAB—PPA
President .................. J. B. Woodbury
Chief Radio Director (General Manager) ......... E. L. Robinson
Secretary-Treasurer .......... C. C. McMillan
Publicity Director ........... James McQueeney

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 Manager ........ D. E. Dexter
Secretary-Treasurer ........ C. J. Effe
V.P. & Radio Director ........ N. P. Rowe

705 Chestnut St., St. Louis 1, Mo.
Phone: Garfield 6490
Radio & TV Director .......... Graham Black

Progressive Radio
Advertising Co.
260 E. 161st St., New York 51, N. Y.
Phone: MErose 5-5522
Director ................... Lido Bello
Radio Director .......... Catherine Termini
Radio Accounts: Bendix Washing Machine,
Florsheim Shoes, Chrysler Corporation,
Carter's Little Liver Pills, Conti Products,
De Nobili Cigar Co., Ford Motors, Flotill Products,
Gambarelli & Davitto, Inc., General
Electric, General Motors, Kelvinator
Refrigerators, Philco Refrigerators and Radio,
Plambeau Edible Oil Co., Procter & Gamble,
RCA Victor, S. A. Shonbrunn (Medaglia
d'Oro Coffee), Warner Norge Co., Super
Film Distributing Corp., Atlantic Macaroni
Co., Inc., Florence Gas Range, Maytag Washing
Machine, Ossola J. Co., Pandora Cigar
Co., Inc., KRO Theatre, Paradise Wines,
Muntz TV, International Harvester Refrigerator,
Harlicraft TV, Etna Recording Co.,
Home Lines, Inc.

Quality Park Adv. Agency
450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873-4
ANPA—ABP
President .................. C. A. Ward
Vice-President ............ R. J. Henderson
Prod. Mgr., Space Buyer ........ D. J. Holstad
General Manager ........... E. J. Petersen
Copy Chief ............... J. B. Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF
AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Phone: BErogen 4-2332
Vice-Pres. & Treas. ............ B. V. Fiore
Secretary .................. Sol Chasnoff
Prod. Mgr. & Acct. Exec. ........ Paul Apello
Radio-TV Director ............ Albert A. Fiore
Account Executive ............ B. Wilman
Radio Accounts: China Clipper, Evangelistic
Prophetic Testimony of Phila., Watchung
Lake, D. Wolff & Co.
TV Accounts: Watchung Lake, Swimming
& Bathing Resort.

The L. W. Ramsey Adv. Agency
230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155
President & Secretary .......... E. G. Naeckel
Vice-Pres. & Treas. ............ L. H. Copeland
Vice-President ................ N. B. Langworthy
Art Director ................ J. J. McCabe
Radio Time Buyer ............ Dorothy L. Parsons
Branch Office
Hollywood 28, Calif.
Exec. Vice-Pres. ............ E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager ............ E. G. Naeckel
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., Michigan Mushroom
Co.

The Randall Company
75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP
President .................. Wilbur W. Randall
Production Manager .......... Muriel M. O'Connor
Art Director ................ Bernard S. Vinick
Radio & TV Director .......... Florence F. Grady
Radio Accounts: Bacon Bottling Company
(Beverages), Hartford; Brown Thomson
(Sir Allo Shoe Clinic), Hartford & New
Haven; Crown Petroleum Corp. (Petroleum
Products), Connecticut & Massachusetts;
Geo. E. Dewey & Co. (Moving Storage),

194
General Electric Supply Corp. (Television, Radio), Hartford County Laundry Owners' Association, Hartford Gas Company (Public Utility), New England Laundry (Laundry), Reichlin Furriers (Furrier), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

**TV Accounts:** Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Hatnv & Young (Electronics), Hartford; United Radio Supply (Radio & Television Parts), New Britain, Conn.

**THE FRED M. RANDALL CO.**
Phone: Cadillac 1-4662
ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treas. .......... H. Ross Mack
Vice-President .......... Hal. G. Trump
Sec. & Copy Chief .......... George B. Dow
Radio Director .......... R. D. Hughes
Space & Radio Time Buyer
Charles E. Foerster
Art Director .......... T. E. Eklund
Production Manager .......... George L. Husted
Account Executives .......... H. Ross Mack,
Hal G. Trump, R. D. Hughes, Charles
Foerster, Lee E. Crooks, P. F. Drooge
Radio Account: Booth Newspapers.

**RAYMOND ADV. AGENCY**
11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811
ANPA—PPA—ABP—APA
Owner .......... Milton C. Tauder
Art Director .......... Gorman Loss
Production Manager .......... Margaret McDade
Publicity Director .......... Lillian Timoney
Research Director .......... Eleanor Lambeek
Monroe Savings & Loan Assn., Telisco, Inc.,
Union National Bank.

**CHAS. DALLAS REACH CO., INC.**
69 Washington St., Newark, N. J.
Phone: Market 3-1000
ANPA—PPA—ABP—ANA—APA
Pres. & Treas. .......... Chas. Dallas Reach
Vice-Presidents .......... Bennett Bates,
Howard Sands, Francis R. Ridley
Sec. & Art Director .......... Everett Sahrbeck
Asst. Sec. & Treas. .......... Wm. F. Renz
Branch Office
46 W. 55th St., New York 19, N. Y.
Phone: Circle 5-4176
Vice-President .......... Howard E. Sands
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
ANPA—ABP—ANPA—APA
NOAB—PPA—APA
President .......... E. E. Sylvestre
Executive Vice-President .......... Wayne Hunt
Vice-Presidents .......... J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown,
R. W. Stafford, E. K. Pottle, Dr. A. R. Root,
Russell E. Neff, K. P. Morgens
Secretary-Treasurer .......... C. L. Greenwood
Media Director .......... K. P. Morgens
Time Buyer .......... Philip Archer

Branch Office
625 Market St., San Francisco 5, Calif.
Exec-In-Charge .......... H. R. Ohlleyer
Phone: SUter 1-6744

**REINCKE, MEYER & FINN, INC.**
520 N. Michigan Ave., Chicago 11, Ill.
Phone: WIfitchell 4-7440
ANPA—APAPA—NOAB—PPA—CCA
President .......... Wallace Meyer
Vice-Pres. & Treas. .......... C. A. Reincke
Vice-Pres. & Sec. .......... A. L. Reincke
Vice-Presidents .......... Gordon Taylor,
C. C. Stevens, J. J. Finn
Radio-TV Director .......... Frank M. Baker
Space Buyer .......... J. F. Brown
(Powder-ene), Racine, Wis.

**THE REINGOLD CO., INC.**
10 State St., Boston 9, Mass.
Phone: CAlpital 7-7611
ANPA—PPA—ABP—AAAA—APA
President & Treas. .......... Harry I. Reingold
Art Director .......... Harry Goodman
Production Manager .......... Robert Curley
Copy Chief .......... Harry Dodsworth
Media Dir. & Radio Time Buyer
Thomas J. Rowen
Radio Account: Hampden Brewing Co.

**EMIL REINHARDT ADV. AGENCY**
1736 Franklin St., Oakland 12, Calif.
Phone: TeMplebar 2-2408
ABP—ANPA—APA
President .......... Emil Reinhardt
Writer ..................................... Dave Lane
Space Buyer .................................. Eleanor Shea Moreira
Account Executives: Joseph Connor,
                   Roland Irving
Merchandising ................. James Prindiville
Production Manager: Edward O'Mara
Radio Accounts: Kilpatrick's Bakeries,
              Walter N. Boysen Co., Central Bank, San
                  Francisco Brewing Co., Tuttle Cheese Co.

REISS ADVERTISING
221 W. 5th St., New York 19, N. Y.
Phone: Plaza 7-8030
ABP—ANPA—APA—CAN—PPA—SNPA
President .................................. Joseph Reiss
Vice-President .......................... Harold Reiss
Sec.-Treas. .............................. B. M. Reiss
V.P. in Chg. of Plans ............. Jules Freedman
Radio Accounts: Decorative Cabinet Corp.
(E-Z-Do Closets and accessories), S. Klein
(Retail Apparel), Princess House Closets
(Closets & Accessories), Arthur Brown &
Bro. (Art Supplies), Aristocrat Leather
Products Co. (Inner Sanction Billfolds),
New York, N. Y.; Slater Electric & Mfg. Co.,
Woodside, L. I.
TV Accounts: Decorative Cabinet Corp.
(E-Z-Do Closets & Accessories), Princess
House Closets (Closets & Accessories), Aristo-
crat Leather Products Co. (Inner Sanction
Billfolds), New York, N. Y.

E. W. REYNOLDS LIMITED
145 Yonge St., Toronto 1, Ont., Canada
Phone: Waverly 6157
ABC
President .............................. Edward W. Reynolds
Vice-President .................... C. W. Reynolds
Sec. & Treas. ..................... Fred Banks
Art Dept. ........................... Garth Harber
Production Manager ............. John L. R. Russell
Copy Chief ......................... N. Stuart Walton
Radio Director ..................... G. E. Howard
Radio Time Buyer .............. Shirley Oakes
Space Buyer ..................... Helen Anderson
Account Executives: C. Warren Reynolds,
                   H. D. R. Newby, H. A. Davis, J. H. Mitchell
Branch Office
Room 409, 1405 Pearl St., Montreal, Quebec
Phone: Lancaster 3745
Exec.-in-Charge: .................. Allan S. Morrison

FLETCHER D. RICHARDS, INC.
10 Rockefeller Plaza, New York 20, N. Y.
Phone: JU 6-5400
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA
President ......................... Fletcher D. Richards
Vice-Pres. .................... Eugene I. Harrington,
                   Bradley A. Walker, M. J. Casey, J. S.
                   Davidson, Radcliffe Romaine, Trell Yocum
Sec.-Treas. ...................... Duane W. Beurmann
Vice-Pres. & Media Dir. ........ E. A. Elliot
Art Director ..................... John Sidebotham
Research-Mdg. Direc. ............. William J. Shine
Copy Chief ....................... John Williams
Motion Picture Dir. .............. Kenneth Young
V.P., Radio & TV Dir. ........... John S. Davidson
Time Buyer ..................... George Pamental
Radio & TV Copy .................. S. J. Frolick
Radio Writer ..................... Frank Taubes

Branch Offices
Lincoln Tower, 75 E. Wacker Drive
Chicago 1, III.
Manager ......................... French L. Eason
HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.
256 Sutter St., San Francisco, Calif.
Exec.-in-Charge .................. Eugene Harrington
Phone: 5816 Wilshire Blvd., Los Angeles, Calif.
Exec.-in-Charge ................. Eugene Harrington

Radio Accounts: Natl. Sugar Refining
(Quaker Sugar), Mishawaka Rubber &
Woolen Mfg. Co., Argus Cameras,
U. S. Rubber Co. (U. S. Royal Tires, Fisk Tires,
U. S. Keds, U. S. Gaytees, Koylon
Mattresses), Eastern Air Lines, Dixon Crucible
Co. (Ticonderoga Pencils), Durham-Enders
Razor Corp. (Enders Razor), Foremost Dairy
Products.

TV Accounts: U. S. Rubber Co. (U. S.
Royal Tires, U. S. Keds, U. S. Gaytees),
Eastern Air Lines, Atlanta-New York;
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 5-2334
ABP
Pres. & Radio Time Buyer ................. M. Evans Richmond
Art Director ........................... R. Bowers
Production Mgr. ...................... D. Blaine
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 ............... Mory K. Reiss

R. C. RIEBEL ADV. AGENCY
151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30
Owner .............................. R. C. Riebel
Production Mgr. .................... Walter W. Werle
Radio-TV Director .............. Sally V. Woleven

Radio Accounts: Bank of Louisville, Burdorff
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.
LEE RINGER ADVERTISING
3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 7-8131
AAAA—ABP—ANPA—APA—PPA
NAAN—SCAAA
Production Manager............George Plagens
Art Director....................Richard Couron
Account Executive.............C. Wickstrom
Copy..........................P. T. Lustig
Head Radio-TV Dept..........Lee Ringer

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14, Calif.
Phone: MADison 6-2291
Owner......................John H. Riordan
Art Director............Elise Beck
Space & Time Buyer......Shirley A. Smith
Account Executives.......B. P. Lowry, F. C. MclElligot, A. F. Banks

PHILIP RITTER CO., INC.
511 Fifth Ave, New York 17, N. Y.
Phone: MUrray Hill 7-6574
ANPA—PPA—AAAA—NOAB—ABP
Pres. & Copy Chief........Philip Ritter III
Radio Account: Bel Paese Sales Co.

RITT'S ADVERTISING AGENCY
123 E. 6th St, Cincinnati 2, O.
Phone: DUNbar 5032
Owner........................Charles Rittenhouse
Radio and TV Account: The Schoenling Brewing, Cincinnati 14, Ohio.

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

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUtual 6293
ABP—ANPA—APA—PPA
President..................Elwood J. Robinson
Vice-President........Melvin A. Jensen
Secretary..................Eola E. Gass
Copy Chief..................Larry Kraft
Production Manager........T. H. Tomlin
Art Director...............Don Dubois
Media Dir.—Time Buyer.....R. C. Neuman
Branch Office
801 Kohl Bldg., San Francisco, Calif.


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
Vice-Presidents.............J. M. Cleary, S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, H. M. Collier, M. F. Williamson, W. H. Savin, George Lyman
Radio Director..............Phil Stewart
Time Buyer...................N. J. Cavanaugh

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-Copy..................Allan Rock
Art Director..................Ken Saco
Space Buyer..................Sally Winston
Radio Manager..............Irwin Winehouse
Account Executive........George M. Weinstein

ROGERS & SMITH ADV. AGENCY
20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020
ABP—ANPA—APA—PPA—SNPA—NOAB
Chairman...................Howard N. Smith, Sr.
President....................Walter E. Smith
Exec. Vice-President.......Ray H. Reynolds
Vice-President...............Howard N. Smith
Treasurer..................George C. Huppertz
Advertising Agencies

Secretary....................Olive A. Kinloch
Vice-Pres. & Copy Chief..Robert L. Headen
TV Director...............Charles A. Prince
Account Executives......W. E. Smith,
R. H. Reynolds, G. C. Huppertz, J. M. Wentsel

Branch Offices
Reserve Loan Life Bldg., Dallas 1, Tex.
Chairman.............Howard N. Smith, Sr.
President ............Walter E. Smith
Asst. Treas., TV Direc........Charles A. Prince
Art Dir. (Dallas) ....Marvin Krieger
Vice-Pres. & Radio Dir. ....Marie Callahan
Copy Chief. ............M. Stewart
1094 Baltimore Ave., Kansas City 6, Mo.
Chairman.............Howard N. Smith, Sr.
President ............Walter E. Smith
Vice-Pres. Manager.....J. W. Coy
TV Director.................Charles A. Prince

ROIZEN ADV. AGENCY, INC.
291 Delaware Ave., Buffalo 2, N. Y.
Phone: Cleveland 5975
AAAA—ABP—PPA
Pres., Treas., Space & Time Buyer...Manus Roizen
Vice-President ..........Samuel Sapowitch
Secretary ............Edith Roizen
Art Dir. & Production Mgr. .John Ginther
Asst. Production Mgr....Frank Landau
Personnel Dir. & Librarian .M. Loreen Flynn
Radio Dir. , TV Time & Space Buyer ..David I. Levy, Robert F. Frank

Radio Accounts: Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Satter's (Department Store), Studebaker Dealers Assn. (Cars and Trucks), Buffalo, N. Y.

TT Accounts: Satter's, Pfeiffer's Food Products, Studebaker Dealers Assn., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.
1140 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803
AAAA—ABC—ANPA—BMB—CAN NAAN—PPA
President..............Russell C. Ronalds
Vice-President.........F. de B. Walker
Vice-President (Toronto) ....R. J. Avery
Treasurer ............Angus Ahern
Radio Director ........Frank Starr
Asst. to Radio Director ....S. B. Hayward
137 Wellington St. W., Toronto, Can.
Vice-President & Radio Dir. ....R. J. Avery
Asst. to Radio Director ....J. A. Reynolds

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., Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks); Necchi Sewing Machines (Canada) Ltd., Montreal; Boswell Brewery (Beer), Quebec, Can.

CHARLES EDSON ROSE CO.
100 East Chicago Ave., Chicago Ill, Ill.
Phone: Superior 7-3486
ANPA—PPA—ABP—FA
Owner....................Charles E. Rose
Art Dir. ..................Norman Helford
Space & Radio Time Buyers. William Perry, M. B. Cooper


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


ROSE-MARTIN, INC.
21 W. 46 St., New York 19, N. Y.
Phone: Luxemburg 2-3550
ABP—ANPA—APA
President..................Irl W. Rose
Secretary-Treasurer .......John B. Martin
Vice-President ..........Vaughn G. Hannington
Media Director...........G. M. Rundbaken
Production Manager .......John A. Boule
Art Director ...............Andrew K. Nelsen
Account Executive ..........Irl W. Rose 2nd,
Vaughn C. Hannington, John A. Boule


IRVING ROSEN ADVERTISING
230 Fifth Ave., New York 1, N. Y.
Phone: Oregon 9-1926

Buyer .....................Irving Rosen
Production Mgr. ..........E. Wayne

Radio Accounts: Fur Dressers & Fur Dyers

Arn., The Wenley Co., New York, N. Y.

ARTHUR ROSENBERG CO., INC.
570 7th Ave., New York 18, N. Y.
Phone: Chickering 4-4420
ABP—ANPA—NOAB—PPA—APA

President ..................Win. H. Saul
Vice-Pres. ...............Samuel Rubenstein
Secretary .................A. A. Rosenberg
Treasurer ..................Harold Chartow
Copy Chief....................Ruth Sloan
Radio & TV Div...........Benjamin A. Rosenberg
TV Director................Robert Kirchbaum

Radio Accounts: Myer 1890 Beverages, Miner's Inc.

TV Accounts: Monarch-Saphin (Retail Store), New York.

A. JAMES ROUSE CO.
521 N. LaCienega Blvd., Los Angeles 48, Calif.
Phone: BBradshaw 2-5608

ABP—APA

Owner—Act. Exec................A. James Rouse
Art Director....................John F. H. Busch
Radio-TV Time Buyer.........Richard Freed
Space Buyer.....................Dorothy Bogert
Bookkeeper.....................Eleanor Dorfman

Radio Accounts: B.F.P. Enterprises (Toys); House of Fabrics (Fabrics), Los Angeles, Cal.

RUDER & FINN
152 E. 62nd St., New York 18, N. Y.
Phone: TEmpleton 8-8650

Partners........David Finn, William Ruder
Copy Chief......................Jeanne M. Cornell

CHARLES L. RUMRILL & CO., INC.
339 East Ave., Rochester 4, N. Y.
Phone: Baker 4340

AAA—ABP—APA—PPA—ANPA

President.....................C. L. Rumrill
Vice-Presidents..............G. M. Prince, H. R. Hanson, G. G. Wallington
Sey-Treasurer..................G. G. Wallington
Prod. Mgr......................H. H. Thompson, Jr.


LOWE RUNKLE CO.
1365 First Natl. Bldg., Okla. City 2, Okla.
AAA—ABP—APA—PPA—SNPA

President.....................Lowe Runkle
Vice-Pres........................Roger Pishny
Secretary-Treas..............Irene Gammel
Production Mgr................Lois Rea


Roger Pishny, Howard Neumann.

Dir. of Radio..................George L. Linn
Dir. of TV......................Howard Neumann

Radio Accounts — Arkansas City Flour Mills (Flour), Arkansas City, Kansas; Cain's Coffee Co. (Coffee, Tea, Spices), Dryer, Clark & Dryer Oil (Motor oil, Gasoline), Dulaney's (Appliance Distributors), The Evans Co. (Furniture), Oklahoma City, Oklahoma City, Johnson Dairy Co. (Milk, Butter, Ice Cream); Norman, Oklahoma; Kerr's, Inc. (Dept. Store), Liberty Natl. Bank (Banking Needs), Merit Mills, Inc. (Feeds), Oklahoma Operating Co. (Laundries), Oklahoma City, Oklahoma City, Oklahoma City, Oklahoma City.

Ridd Laboratories (Medicated Powders), Seattle, Wash.; Simpson Auto Co. (Fords & Service), Southwest Machinery Co. (Caterpillar Tractors), Oklahoma City, Oklahoma City, Oklahoma City.

TV Accounts—Bell Clothing (Men's Clothing), Oklahoma City, Oklahoma City; Dulaney's (Appliance Distributors), Oklahoma City & Tulsa, Oklahoma City; Johnson Dairy Co. (Milk Products), Norman, Oklahoma; Kerr's, Inc. (Dept. Store, Shoes, Appliance), Kimbrell's, Inc. (Grocery & Market), Oklahoma City, Operating Co. (Laundries), Plaza Court Music Co. (TV Sets & Pianos), Oklahoma City; Ridd Laboratories (Medicated Powders), Seattle, Wash.; Southwestern Bell Telephone (Public Relations), Hyde Drug Co. (Drugs etc.), Oklahoma City.

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 6-6400

AAAA—ARC—ABP—ANPA—APA
NOAB—PPA

Chairman of the Board........Frederick B. Ryan
President......................Frederick B. Ryan, Jr.
Exec. V.P. & Treas..........Cal J. McCarthy
V.P. & Ch. Advisory Com.........S. Schwinn
V.P. & Asst. Treas..............J. B. Ball
V.P., Dir. of Radio & Telev........Willson M. Tuttle
V.P., Network Rel. & Program &

Talent Dev....................Thomas G. Slater

Mgr. of Television Dept........Grant Y. Flynn

Prod. Mgr........................John G. Cole

Script Editor..................Sidney Slon

Network Time Buyer............Bernard Rasmussen

Dir. of Publicity..............Bernard Zwirn

Exec. Prod. of Telev. Films, Marshall Grant

Producer......................Winston O'Keefe, David Nyren

Senior Director...............Robert S. Steel

Producer-Director...............Stanley B. Wood

Canadian Coordinator & Asst.

Television Director...............Louis de Milhau

 Casting Director.............Katherine McMahon

 Director......................Tony Wilson

Television Art Director........Pud Lane

Asst. Prod. of Telev. Films

Norman Matthews

Asst. Supervisor...............Rolly Howe

Dir. of Radio & Television Continuity

Bill Russell

Dir. of Radio & TV Cont........Frank Dennis

Branch Offices

360 North Michigan Ave., Chicago 1, Ill.
Phone: FInancial 1833

Western Manager...............Paul E. Watson

Chicago Manager...............William P. Littell
Sr. Vice-President..............P. E. Watson
Sr. Vice-President...............W. P. Littell

Director......................R. W. Metzger

Charge of Production..............N. E. Heyne

Time Buyer and Bus, Mgr.............Holly Shively

Asst. Time Buyer...............Victor Lund

Commercial Director...............Irene Small

Producer (TV)..................Lee Randon

Producer (AM)...................Warren Johnson

Producer (TV-AM)................Frank Blotter

Producer (TV)....................James Taylor

Producer (AM-TV)...............Walter Daspit
SALESVERTISING ASSOCIATES, INC.
1202 Dickens Ave., Chicago 4, Ill.
President .................. Douglass Doolittle
Seey. ....................... G. S. Doolittle

RICHARD SALINGER, ADV.
99 Chauncy St., Boston 11, Mass.
Phone: Li. 2-5332
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Stacey-Moore (Furs), Touraine Stores (Women's Specialty), Kay Jewelry, Co., Boston, Mass.
TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & ASSOCIATES
82 Lexington Ave., Passaic, N. J.
Phone: GRegory 3-1144
ABP—ANPA
Acct. Execs: H. H. Salow, Frank Lindsay, Paul Josephson.
Art Director .................. Donald Canter
Copy Chief .................. Margaret Tepper
Production Dir. .................. William Hiapachak
TV & Radio .................. Paterson, N. J.; Charles Berman (Floor Coverings), Paterson, N. J., Arrow Elec. Corp. (TV & Major Appliance), Passaic, N. J.

WALKER SAUSSY ADVERTISING
318 Carondelet St., New Orleans 12, La.
Phone: Magnolia 3218
ABP—ANPA—NOAB—PPA—SNPA
Owner ........................ Walker Saussy
General Manager ................. W. S. Pleasants
Account Executives ............... Moise Bloch
Art Director ..................... J. J. Wolf, Jr.
Copy Chief & Acct. Exec. ........ Dorothea Schlesinger

SCHENKER COMPANY
2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600
Pres., Media Dir., Space Buyer .......... Sydney R. Raike
Vice-Pres. ..................... J. E. Schenker
Art Dir. ....................... M. Rickabaugh
Radio Time Buyer & Prod. Mgr. . Space Buyer ............... C. D. Domin
Account Executives .......... S. R. Rake, J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE
1201 W. 4th St., Los Angeles 13, Calif.
Phone: Michigan 2396

President .......... Wm. G. Scholts
Radio Director .......... T. D. Scholts
Art Director .......... L. G. Mynor

GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-45

ABP—ANPA—APA—NOAB—PPA—AAAN
Pres. & Treas. .......... Gordon Schonfarber
Vice-President .......... Russell C. Edwards
Secretary .......... Amanda C. J. Olson
Radio & TV Director .......... Claire R. Grenier
Account Executive .......... Gordon Schonfarber

Radio Accounts: Colonial Laundries (Laundry-Cleaning-Storage), Gladding’s, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Providence; Tilden-Thurber, Inc. (Jewelers & Silversmiths), Providence, R. I., United Electric Railways (Public Transit), Providence, R. I.; Washington Trust Co. (Commercial Bank), Westerly, R. I.

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago 1, III.
Phone: DEEarborn 2-3815

AAA—ABP—ANAPA—PPA—APA
Pres. & Treas. .......... R. J. Scott
Vice-Pres. .......... W. Schwimmer
Copy Chief .......... L. Krakover
Media Dir. .......... E. Vanderploeg
Art Dir. .......... A. Thaler
Secretary .......... H. Heilig
Radio Dir. .......... Earl Bronson


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. Stengel
Secretary .......... Edith M. Ripley

J. B. SEBRELL ADV. AGENCY
300 S. Los Angeles St., Los Angeles 13, Calif.
Phone: Madison 9397

ABP—APA
Owner & Director .......... J. B. Sebrell
Media .......... P. W. Thomas
Radio Director .......... J. B. Sebrell
Television & Time Buyer .......... P. W. Thomas
Radio Accounts: D. P. Bushnell Importers (Binoculars), Pasadena; Eject Donut Sales (Donut Makers), Children’s Mart (Toys), Budro (Hardware), Los Angeles, Calif.

TV Accounts—Same as above.

RUSSEL M. SEEDS CO., INC.
919 No. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-1045

ANPA—APA—PPA
President .......... Freeman Keyes
Exec. Vice President .......... George Bayard
Vice-Presidents .......... A. D. Keyes, Paul Richey, Harry M. Maus, H. B. Goldsmith, Jr., Hub Jackson, Fred W. Swanson, John H. Miller
Treasurer .......... Jack Harding
Secretary .......... E. V. Owen
Director of Res. .......... James Witherell
Art Director .......... Jerry Bryant
Time Buyer .......... Merle Myers
Space Buyer .......... A. H. Bergsten
Media Dir. .......... Hub Jackson
Media Res. .......... Katherine Messick
Radio-TV Director .......... Jack Simpson

Branch Offices
Lemke 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

**TV Accounts:** Princeton Farms (Popcorn), Princeton, Ind.; W. A. Sheaffer Pen Co. (“Touchdown Pens”), Fort Madison, Iowa.

**ROSCEO W. SEGAR ADV.**
2125 N. E. 48th Ave., Portland 13, Ore.
Phone: Trinity 3445
Owner, Space Byr. Radio Div...R. W. Segar
Owner. Acc. Exec. . . . D. D. Segar

**FREDERICK SEID ADV.**
127 Montgomery St., San Francisco 4, Calif.
Phone: Garfield 1-0360
ABP—ANPA
Owner-Acc. Exec. —Frederick Seid

**SEWELL, THOMPSON & CAIRE**
852 Carondelet St., New Orleans, La.
Phone: Tu 2521
SNPA—ABP—AAAN
President —Granville Sewell
Vice-Pres...R. V. Caire, Kenneth Thompson
Production Mgr.— Ken Franz
Account Executives.—Lamie Chatelaine
TV Accounts: Dixie Beer.

**SHAEFFER, BRENNAN, MARGULIS ADV. CO.**
4 No. Eighth St., St. Louis 1, Mo.
Phone: Main 2579
ANPA—APA—PPA
Partner-Space Buyer.— S. I. Rosenfeld
Partner-Space Buyer-Radio Dir.
Sam B. Margulis
Account Execs. & Space Bys.— S. B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

**ED SHAPIRO ADVERTISING**
703 Fox Bldg., 1612 Market St.,
Philadelphia 3, Pa.
Phone: LO 4-2877
ANPA—ABP
President —Edward Shapiro
Vice-Presidents —H. H. Shapiro,
Leonard Goldsmith
Account Executives.—George Mallis,
Edward Shapiro, H. H. Shapiro, L. Goldsmith,
L. N. Cohen
Secretary —Martin Sacks
Media Dir. —R. Goddes

**JOHN W. SHAW ADVERTISING, INC.**
222 N. LaSalle St., Chicago 1, Ill.
Phone: DEarborn 2-5082
ANPA—APA—PPA—NOAB
President & Treas.—John W. Shaw
Secretary.—Augusta Young
Copy Chief.— Frank Walsh
Radio Accounts: Jacob E. Decker & Sons
(Div. of Armour & Co.) (Meat), Mason City, Iowa; Drummond Packing Co. (Div. of Armour & Co.) (Meat), Eau Claire, Wis.; Chicago Laundry Owners Assn. (Laundry Service), Chicago, Ill.

**TV Accounts:** Standard Milling Co. (Family Flour), Chicago, Ill.

**J. WILLIAM SHEETS**
Central Bldg., Seattle 4, Wash.
Phone: Main 2442
ANPA—PPA—APA—NOAB
Owner.—J. Wm. Sheets
Radio Accounts: Skinner & Eddy Corp.

**K. E. SHEPARD ADV. AGENCY**
75 East Wacker Dr., Chicago 1, Ill.
Phone: ANdover 3-5966
ABP—APA
President.—Kenneth E. Shepard
Vice-President.—B. F. Homan
Art Dir.—Richard L. Felden
Secy-Treas.—Frank E. McBride
Prod. Mgr.—B. Shepard

**SHERMAN & MARQUETTE**
919 North Michigan Ave., Chicago 11, Ill.
Phone: Delaware 7-8000
AAAA—ABC—ANAPA—APA—NOAB—PPA—ABP
Partners.—Stuart Sherman, Arthur Marquette
Radio & TV Director.—Louis T. Tilden
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaiza 7-6400
Radio & TV Div.—Stuart Ludlum
Radio Accounts: The Quaker Oats Co.,

**TV Accounts:** The Quaker Oats Co.,
Quaker Oats & Mother's Oats, Chicago, Ill.;
Colgate-Palmolive-Peet Co. (Ajax), Jersey City, N. J.

**THE SHERWOOD CO.**
147 West 42d St., N. Y. C.
Phone: LO 3-0326
Partner.—Leo Greenland
Partner.—Oscar S. Lerman
Art Direc.—Irvin Solomon
Account Execs.—Max Lerman, Phil Green

**SHOWALTER LYNCH ADV. AGENCY**
Oregonian Bldg., Portland 1, Oregon
Phone: BROADway 0525
Owner.—Showalter Lynch
Production Manager.—Fritz Timmen
Art Director.—Mo Martindale
Copy Chief .................. Dick Laird
Media Buyer ................ (Mrs.) Cathy Cove
Radio Accounts: Hickey Canning Co.
(Pharmaceuticals), Hillsboro, Ore.
Lipman Wolfe & Co. (Department Stores),
Spellman's Shoes, Inc. (Adults & Children's
Shoes), Jantzen Beach Park (Amusement
Park), Portland, Ore.; Multnomah County
Fair, Gresham, Ore.; Oregon State Fair,
Salem, Ore.

SIMMONDS & SIMMONDS, INC.
201 N. Wells St., Chicago 6, Ill.
Phone: ANDover 3-6645
ABP—ANPA—APA—NOAB
President ................... Phil W. Tobias, Sr.
Exec. Vice-President ........ F. M. Simmonds, Jr.
Vice-Presidents ........... Albert M. Wolf,
James A. Grieg, Phil W. Tobias, Jr., L.
Dale Wilson.
Art Dir................. Edward Zubbrick
Prod. Mgr............ Sheldon Wasserman
Space Buyer .......... George Xenos
Radio Account Executive .... Sherwin Tobias
Account Executives ...... Phil W. Tobias, Jr.,
F. M. Simmonds, Jr., Russell Mullins, Al-
bert 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. Leqear Medicine Co.,
Security Mills, Inc., Haynes Milling Co.,
James H. Gray Milling Co.

SIMON & GWYN
Commerce Title Bldg., Memphis 3, Tenn.
Phone: 5-2404
SNPA—ANPA—APA—NOAB
ABP—FAAG
Partners .................. Milton Simon, H. N. Gwynn
Copy Chief ................ W. B. Campbell
Radio Accounts: American Snuff Co.,
Donald Furniture Co., The Humko Co., Ro-
bilo & Cuneo (Roney Foods).

SIMONS-MICHELSON CO.
1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—APA—PPA
President-Treasurer ...... Leonard N. Simons
VP & Secy ................ Lawrence J. M. Michelson
Prod. Mgr. .............. Arthur H. Copeland
Space Buyer ........... C. Allison Belcher
Art Director ............ Al Sielaff
Radio & TV Director, Time Buyer
Helen Anderson
Radio Accounts: Campus Record Shop
(Music), Cunningham's Drug Stores (Drug,
etc.), House of Chairs (Furniture), Koepp-
linger Bakery (Baked Goods), Krun-Chee
Potato Chips (Potato Chips, Pretzels), Ma-
rine Foods, Inc. (Pepe Herring), Detroit,
Michigan; Marshall Drug Company (Drugs),
Cleveland, Ohio; Benjamin Rich (Real Es-
state), Sealy Mattress Co. (Mattresses), Tay-
lor's Inc. (Dodge-Plymouth), Detroit, Michi-
gan; Velvet Peanut Products (Peanut But-
ter), Worth Clothes (Clothing), Colonial
Dept. Store (Clothing, etc.), Frazer Paint
Co. (Paint), The Schmidt Brewing Co. (Schmidt's Beer), Detroit, Mich., Mansfield,
Ohio.; Scotland Woolen Co. (Yard Goods),
Detroit Free Press (Newspaper), Detroit,
Mass.

TV Accounts: Cheerio Toys (Yo Yos),
Buffalo, N. Y.; Cunningham's Drug Stores
(Pharmacy, Drugs, etc.), Dossin's Food Products (Peppi Cola), Gerson's Jewelers (Jewelry),
Koepplinger Bakery (Baked Goods), Krun-Chee
(Potato Chips), People's Outfitting Co.
(Dept. Store), Sealy Mattress Co. (Mattress
Mfg.), Serlin's Jewelers (Jewelry), Detroit,
Michigan; Taylor's Inc. (Automotive), Vel-
et Peanut Products (Peanut Butter, Worth
Clothes, Inc. (Clothier), Detroit, Mich.

R. C. SMITH & SON, LTD.
80 King St., W., Toronto, Ont.
Phone: EL 9396
CACA—CDNA—ABC
President .................. Adam F. Smith
Secretary .................. M. A. Stoakley
Treasurer .................. M. M. Marugg
Space Buyer ................ M. E. Craven
Managing Director ......... G. A. Phare
Account Execs .......... E. C. Bradley, S. K. Arnott

W. J. SMITH CO.
Martin Brown Bldg., Louisville 2, Ky.
Phone: Jackson 2163
APA—SNPA—ANPA
Pres. & Treas. .............. W. J. Smith
Vice-Pres. & Secy. ........ G. B. Smith
Art Dir..................... F. J. Thomas
Prod. Mgr. ................ I. M. Fallon
Media Dir. & Copy Chief .. H. D. Peltier
Radio Dir. ................ I. M. Diebold
Space Buyer .............. H. D. Peltier
Account Executives .. Julian L. James,
P. M. Shaughnessy, H. D. Peltier, W. J.
Smith.
Radio Accounts: Peerless Mfg. Co., Strat-
ton & Terstegge Co.

SMITH & BULL ADV. AGENCY
6642 Sunset Blvd., Hollywood 28, Calif.
Phone: HEmstead 5671
ABP—ANPA—NOAB—CNPA
Partner ................. V. R. Dick Smith
Partner .................. Frank Bull
Dir. of Publicity ......... Henn R. Konisky
Acct. Exec. ............. Mel Roach
Acct. Exec. ............. Elliott Wolf
Time Buyer .............. Georgina Small
Asst. Time Buyer ...... Marion Vilmure
Space Buyer .......... Virginia Cotthardt
### Advertising Agencies

**Branch Office**
333 N. Michigan Ave., Chicago, Ill.  
Manager .................. Georgina Small  
*Radio Accounts*: Seaboard Finance Co. (Finance), Triangle Publications (Western Division) (Racing), Marshall & Clamptt (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.; J. E. Coberly (Autos), Milton J. Wershow Co. (Auctions), Western Harness Racing Association (Racing), Los Angeles, Calif.  
*TV Accounts*: Western Harness Racing Association (Racing), Seaboard Finance Co. (Finance), Marshall & Clamptt (Autos), Los Angeles, Calif.; C and B Company-Western Town (Toy), Chicago, Ill. & Los Angeles, Calif.  

**SMITH, TAYLOR & JENKINS, INC.**  
223 Fourth Ave., Pittsburgh 22, Pa.  
Phone: ATLantic 1-9312  
*ABP—ANPA—APA—FAAG—PPA*  
President .................. Ronald P. Taylor  
Chairman of the Board, Robert M. Jenkins  
*Radio & TV Dir.* Thomas J. MacWilliams  
Script & Production ........... Les Sterne  
Art Director .................. Philip Deumee  
Copy & Prod. Asst. ............. Morris Tandy  
Films .................. Cook Thompson  
Musical Director .............. Al Marsico  
Account Executives .......... Vaughn R. King, Jules Petrecs, Robert, Quaid, W. C. Sutherland, Ed Hudson, Floyd H. Nickerson  

**SON DE REGGER ADV. AGENCY**  
1020 Locust St., Des Moines, Ia.  
Phone: 3-3185  
A NPA—APA—ABP—FAAG  
President, Space Buyer, Radio Time & Acc. Execs. .......... Les Son De Regger  
Vice-President .......... O. D. McKasson, Jr.  
Secretary .................. G. Hupp  
Treasurer .................. N. H. Son De Regger  
Art Dir. .................. D. D. Neal  
Prod. Mgr. .................. Joseph Daniels  
*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. Sorenson  
Art Dir. .................. W. D. MacCourt  
Space Buyer .................. D. Samer  

**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  
Act. Exec. .................. Seth Martin  

**SPITZ & WEBB ADV.**  
206 E. Genesee St., Syracuse 2, N. Y.  
Phone: 2-7228  
*ABP—ANPA—APA*  
Production Manager .......... Eleanor Bellinger  
Space Buyer .................. Theresa Connelly  
*Radio Accounts*: Grange Silo Co., Inc. (Grange Silos), Red Creek; Greenway's, Inc. (Panda Beer), Renee Packco Co., Inc. (Meat Products), Syracuse Glass Co. (Store Fronts, Mirrors, etc.), Syracuse, N. Y.  

**SPITZER & MILLS LIMITED**  
50 King St., W., Toronto 1, Ont., Canada  
Phone: PLaza 2811  
President .................. G. F. Mills  
Exec. Vice-Press .......... J. W. Spitzer  
General Manager .......... W. H. Reid  
Radio Director (Montreal) .......... E. P. Corbeil  
*Branch Offices*  
Dominion Sq. Bldg., Montreal, Que.  
Phone: HArbour 9147  
Vice-Press .................. V. L. Hanna  
701 Royal Bank Bldg., Vancouver, B. C.  
Acct. Execs. ............. J. H. Randle, H. M. Power  

**BARTON A. STEBBINS ADVTG.**  
1250 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: Trinity 8821  
Owner .................. Barton A. Stebbins  
Act. Execs. ............. Walter Jensen, A. W. Gudelman, Nat Jeffras  
Time Buyer .................. A. W. Gudelman  
Program Director ............. E. C. Bloodworth  
*Radio Accounts*: Signal Oil Co., Golden Creme Farms (Dairy Products), Los Angeles, Calif.  
*TV Accounts*: Fortner & Perrin (Topper Pants-Skirt Hanger), Mrs. Lees' Pies (Simple Simon Frozen Pies), B. Slim Laboratories
(B. Slim), Ready to Bake Foods (Puffin Biscuits), Los Angeles, Calif.

STERLING ADV. AGENCY, INC.
70 West 40th St., New York 18, N. Y.
Phone: Longacre 5-4614
PPA
Chairman of Board............ S. M. Broun
President.................... Joseph S. Edelman
Vice-President................ Ray Hanna
Secretary, Space Buyer....... William Forray
Treasurer..................... Herbert Goldsmith
Radio-TV Director........... Myron L. Broun

FRED D. STEVENS CO.
14 Deveraux St., Utica 2, N. Y.
Phone: 4-9339

Partners.................. Fred D. Stevens, Gerald S. Stevens


STOCKTON, WEST, BURKHART, INC.
First National Bank, Cincinnati 2, O.
Phone: Dunbar 5660, 01, 02

AAA—ABP—ANPA—NOAB—APA—PPA
Chairman of Board............ Eric W. Stockton
Pres. & Treas................. William Z. Burkart
V.P., Sec. & Copy Dir....... Ronald S. West
V.P. & Art Dir................ C. Thomas Martin
Research Dir.................. R. A. McDowell
Radio & TV Dir., Time Byr... Richard Dunn

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 Accounts: 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

Chairman Exec. Comm........ Charles M. Storm
President, Secretary......... Allston E. Storm
Executive Vice-Pres., Treas...... Edward Klein
V.Pres. & Research Dir...... Harry Chapperon
Time Buyer.................. Arthur J. Klein
Art Director.................. Frederick Widlicka

Radio Accounts: The Tintex Company, New York City (Tints an d Dyes); Park & Tilford, New York City (Perfumes and Cosmetics).

C. R. STOUT ADVERTISING
1316 Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 2-7074

Owner..................... C. R. Stout
Office Manager............... Gene Macaulay
Art Director............... John O. Meyers

STRAUCHEN & McKIM
6 E. Fourth St., Cincinnati 2, O.

AAA—ABC—APA—BMB—NOAB

Account Executives........... E. R. Strauchen, Gordon F. McKim
Radio & TV Director........ Howard M. Paul
Radio, TV Time Buyer........ Betty Jo Hogan

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. O.

DANIEL F. SULLIVAN CO.
216 Tremont Ct., Boston 16, Mass.
Phone: HAncock 6-7644

AAA—ABP—ANPA—APA—NOAB—PPA
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; Plasticl clear 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 Cl am Chowder, Snow’s Fish Chowder, Snow’s Lobster Newburg), Pine Point, Me.; Wilbur and Williams (Paint Products), Boston, Mass.


SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.
437 Fifth Ave., New York 16, N. Y.
Phone: ORegen 9-2500

ANPA—APA—NOAB—PPA

President.................. Raymond F. Sullivan
Vice-Pres............... Donald D. Stauffer
Vice-Pres................ Robert T. Colwell
Vice-Pres............... S. Heagan Bayles
Vice-Pres............... Lloyd W. Baillie
Vice-Pres............... W. Donald Roberts
Vice-Pres............... John P. Coane
Vice-Pres. & Treas...... T. Newton Weatherby
V.P. & Copy Chf........... J. Clifford Dillon
V.P. & Media Dir......... Francis Minehan
V.P. & Merch. Dir........... Daniel O'Meara
Vice-Pres.................. A. K. Spencer
Vice-Pres.................. William M. Spire
V.P. & Research Dir........ Luther H. Wood
Head Art Dir................ Robert West
Prod. Mgr................... George Andrew
Controller................... M. Herbert King
V.P. & TV Dir................ Philip H. Cohen
Prod., Radio & TV........... Thomas F. Victor
Prod., Radio & TV........... Richard R. Uhl

Branch Office
Phone: Gladstone 5048

Vice-Pres.................. Jack Van Nostrand
Radio Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), Baltimore, Md.; Grove Laboratories, Inc. (Antamine), St. Louis, Mo.; Lever Brothers Co. (Lifebuoy Health Soap & Silverdust), New York, N. Y.; McCormick & Co. Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Noxzema Chemical Co. (Noxzema Skin Cream), Baltimore, Md. & Toronto, Ont.; The Simoniz Co. (Simoniz Products), Chicago, Ill.; Smith Bros. (Smith Bros. Cough Drops & Cough Syrup), Poughkeepsie, N. Y.; Whitehall Pharmaceutical Co. (Bisodol Powder, Bisodol Mints), New York, N. Y.

TV Accounts: American Cigarette & Cigar Co. (Pall Mall Cigarettes), Carter Products Inc. (Arrid & Rise), New York, N. Y.; J. H. Filbert, Inc. (Mrs. Filbert's Margarine & Mayonnaise), McCormick & Company, Inc. (McCormick Teas, Spices, Flavoring Extracts, Insecticides), Baltimore, Md.; Speidel Corp. (Watch Bands & Other Jewelry Items), Providence, R. I.

Sweeney & James Co.
1501 Euclid Ave., Cleveland 15, O.
Phone: Main 7142

ANPA—PPA—NOAB—ABP—APA
Partners: John F. Sweeney, Frank G. James
Space Buyer.................. T. M. Gregory
Copy.................. J. C. Burton
Sales Promotion.............. Wm. A. Jensen

J. D. Tarcher & Co., Inc.
630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2626

AAAA—ABP—ANPA—APA
NOAB—PPA

Pres.................. Jack Tarcher
Vice-Pres.................. E. C. Ridley
Space Buyer................ W. W. Kirchert
Prod. Mgr.................. Jay R. Wieder
Art Dir.................. Harry Prickett
Copy Chief................ Ben S. Laitin
Research Dir.............. Leonard Tarcher
Mgr. Radio-TV................ Bob Kelly
Acct. Exeas................. Jack Tarcher
Bruno Randolph, E. C. Ridley, Len. Tarcher
TV Accounts: Benrus Watch Co., Mckesson & Robbins.

Samuel Taubman & Co.
1541 Sanson St., Philadelphia 2, Pa.
Phone: L0ceust 4-0792

ANPA—AAAA—ABP—APA
Space Buyer.............. S. Taubman
Radio-TV Directors........ M. C. Taylor, Raymond H. Love

J. Walter Thompson Co.
420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-2000

AAAA—ANPA—ABP—PPA—NOAB—ABC
President.................. Stanley Resor
Vice-Pres. in Charge of Radio & Tele
John U. Rebers
Radio Tele Time Buyer...... Linnea Nelson
Radio Tele Talent Buyer... Virginia Spragle

Branch Offices
1549 North Vine St., Hollywood 28, Calif.
V-P. Manager.............. Cornwell Jackson
410 N. Michigan Ave., Chicago 11, Ill.
Vice-Pres. & Gen. Mgr........ Henry T. Stanton
Radio Director............... Harold R. Rorke
Radio Tele Time Buyer..... E. R. Fitzgerald
326 Calif. St., San Francisco, Calif.
Manager.................. Fred Fidler
Radio Time Buyer........... Frances Austin
645 South Flower St., Los Angeles 36, Calif.
General Manager............ James L. Thompson
Radio Time Buyer............. Jane Hubert


Timely Associates, Inc.
70 E. 45th St., New York 17, N. Y.
Phone: MU 4-0286

ABP—APA—ANPA
Pres., Dir. TV & Radio........ Daniel R. Prosni
Seyr.-Treas................ Shirley F. Prosni
Radio Accounts: Vogue School of Model-
A. Morris
Jules M.
C. E.
R.
Frank
Geo.
Borderland
William
Arthur
Victor
P.
inakinfc.
ics
Partner
Trea.>
Vice-Pre*.  
Rulio
Pres
ark,
Production
As^il.
icides),
Radio
Milk
vise-Preg.,
President
(abilene;
Radio
Products,
1307
(Bread),
Secy.
(Bread),
Radio
Inc.,
Radio
L.
(Chocolates),
Radio
School),
Accounts:
Mrs.
Baird's
Bakeries,
Inc. (Bread),
Dall-
ston,
Ft.
worth,
Bailleçen;
Borden
Co. (Southern
Division)
(Milk
and
Ice
Cream),
Burrus
Mill
&
Elev.
Co. (Flour),
Dallas
(home
office); Imperial
Sugar
Co. (Sugar),
Sugarland;
Newhoff
Bros.,
Packers
(Meat),
Republic
National
Bank
(Commercial
Banking),
Dallas;
Resi-
tol
Hats,
Inc. (Men's
Hats),
Garland;
Tex
Tan
of
Yoakum
(Leather
belts
and
billfolds),
Yoakum,
Texas.
TV
Accounts:
Mrs.
Baird's
Bakeries,
Inc. (Bread),
Texas; Tex
Tan
of
Yoakum,
(Belts
and
Billfolds),
Yoakum,
Texas.

THE TULLIS CO., INC.
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HE 6831
President ................ Howard L. Tullis
Vice-Pres. .... Earl Willhite, Ross McCollum
TV Director ................ Ben Lang
Time Buyer .................... Willy Brasile
Radio Accounts: Kelmar Ke Co. (Used
Cars), Los Angeles; Ballian Ice Cream Co.
(Vanilla Ice Cream), South Gate; Vacuum
Cleaner Co. of America (Vacuum Cleaners),
Rogers Upholstering Co. (Reupholstering,
Furniture Service), Los Angeles, Calif.

VALLEY ADVERTISING CO.
113 W. 4th St., Weslaco, Tex.
Phone: WEslaco 175
Pres., Trea., Radio Dir., Radio Time
Buyer & Space Buyer .... J. D. Grafton
Vice-President ............... E. S. Grafton
Secretary ......................... R. B. Blanctett
Art Director ..................... L. Blanctett
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
General Manager ............... Agnes Kingsley
Copy Chief ...................... William T. Malone
Radio Accounts: Dolcin Corp., Dolcin,
Ltd., Jamane, Inc., C. F. Mattlagle Sales Co.

VAN DINE ADV. AGENCY
30 Ferry St., New York, N. Y.
Phone: WORTH 4-1350-1
ABP
Pres., Copy Chief .......... Arthur B. Swartz
Art Dir., Space Buyer .... Felice Gronvenetti
Acct. Executives .......... Jules Grosby,
Joseph H. Swartz, A. B. Swartz
Production ................ David Blotter

JOHN B. VAN DOMELSEN, AGENCY
327 Federal Square Bldg.
Grand Rapids 2, Mich.
Phone: 934534
PPA
Owner & Space & Time Buyer
J. B. Van Domelen
Acct. Exec .................. Robert Rickse
Publ. Dir. ...................... E. J. Logie

VAN HECKER, INC.
664 No. Michigan Ave., Chicago 11, Ill.
Phone: DEswap 7-3122-3-4
NOAB—PPA—APA
President & Trea. .............. C. E. Van Hecker
Account Execs .............. F. J. Gunz, W. F. Barkow
Radio Account: Pyroil Co.
President ........................................ Hugo Wagenseil
Secy.-Treas. ...................................... G. Wagenseil
Art Director ...................................... Ed Hageman
Industrial Div. .................................... T. A. Polley
Consumer Div. ..................................... W. L. Gisewite
Acut. Executive .................................... W. H. Ford
Radio Director ..................................... F. R. Harwood
TV Director ........................................ Lincoln Scheurle

Radio Accounts: Bonded Oil Company (Service Stations), Springfield, Ohio; First National Bank (General Banking Services), Middletown, Ohio; The Gallaher Drug Company (Drug Store Chain), Lowe Brothers Paint Store (Retail Paints, Wallpaper), Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Ohio Yellow Cab Company (Taxi Cab Service), Dayton, Ohio; The Savings Society (Mutual Savings Bank), Springfield, Ohio; Phil T. Williams Oil Co. (Service Stations), Indianapolis, Ind.

TV Accounts: Anderson Piano Co. (Dealer Musical Instruments), Dairy Council (Distributors—Milk, Milk Prod.), Dayton Power and Light Co. (Public Utilities), Himes Brothers Dairy (Meadow Gold Ice Cream), Dayton, Ohio; House of Lowell, Inc. (Hand Cream & Deodorant), Piqua, Ohio; Miami Valley Milk Prod. Ass'n (Dairy Maid Butter), Portable Beauty Service Mfg. (No-Rinse Shampoo), Sears, Roebuck & Co. (Retail Department Store), Third National Bank & Trust Co. (General Banking Services), Dayton, Ohio.

WALKER & DOWNING GENERAL ADVERTISING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone: GRant 1-1900

ABP—ANPA—APA—PPA

President ....................... William S. Walker
Vice-Presidents .................. C. P. Richardson,
F. L. Newmeyer, Jr., V. I. Maitland

Account Executives ............. C. P. Richardson,

Radio & TV Directors .......... R. B. Stevens,
C. C. Urguhart

Radio Accounts: Duquesne Brewing Co. (Beer), Colonial Biscuit Co. (Crackers), Pittsburgh, Pa.; Hagan Milk & Ice Cream (Milk, Ice Cream), Uniontown, Pa.; Sterling Oil Div., Quaker State Oil Refining Corp., Pittsburgh Consolidation Coal Co. (Solid Fuels), Wilkins Jewelry (Jewelry), Galen Laboratories (Skin Medications), Coal Heating Service (Coal Dealers), Samson Buick Co. (Cars), Champion Coal Co. (Solid Fuels), Pittsburgh, Pa.


WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 19, N. Y.
Phone: JUdson 6-0350

ABP—APA—PANY

Partners ......................... Harry Solow, Jr.,
William W. Solow, S. P. Jackson, S. T. Delaney

TV Director .............................. S. P. Jackson
Ass't to Director ................. William W. Solow
Mgr. TV Commercials .......... Conrad Mikorenda
Radio Director ..................... S. T. Delaney
Copy Chief ......................... Beatrice Kaye

Account Executives .............. William Solow,

Radio Accounts: Sacks Quality Stores (Dept. Store), Flag Pet Food Corp. (Dog & Cat Food), Strauss Stores (Auto Appliances), Herberts Jewelry (Jewelry), Sofia Bros. (Movers), Snow White Products (Cosmetics), Pier Congress (School), Warren Connolly (Distributors), Restaurants of the Month (Restaurant), Federal Life & Casualty (Insurance), Rikers Restaurants, Book Find Club, Birdland Restaurant, Hap (Hair Medication), Roberts Technical & Trade School, Atlas Import & Export, Teitelbaum & Co., Alexanders Dept. Stores, Westchester Aquarium, Ritzy Thrift Shop, Bonded Auto Sales, 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

President ......................... H. Paul Warwick
Vice-Presidents ............. Henry Legler,
S. O. Youngheart, J. R. Warwick, Lester M.
Malitz, Arthur Deerson, C. E. Staudeinger

V.P. & Radio Director ......... Tevis Huhn
Radio & TV Director ............ William P. Warwick

Branch Office

Phone: Hemstead 8163

Radio Director .................. Cecil Underwood


WATTS, PAYNE—ADV., INC.
205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone: 3-8108
ABP—SNPA—AAAA—AAAA
President .................. Don Watts
Vice-President ............. Leslie S. Hauger
Secretary-Treasurer .......... Oscar E. Payne
Account Executives ........ Ril C. Keeffe,
                           Benton Ferguson, Dick White
Production Manager........ S. B. Snyder
Art Director ............... Harold Carlsson
Director ................... Don S. Mitchell
Continuity................ Jackson Jones
Radio-TV Director .......... Don S. Mitchell

Branch Offices
316 Fidelity Bldg., Dallas, Tex.
Manager .................... Burke Gilliam
Acc. Exec. (Dallas) ........ Marie Callahan
Phone: Sterling 1647

TUCKER WAYNE & CO.
1175 Peachtree St., N.E., Atlanta 5, Ga.
Phone: Atwood 3836-57-58-59
AAAA—ABP—ANPA—APA—NOAB
PAA—SNPA
President .................. Tucker Wayne
V.P., Radio & TV Dir. ........ D. D. Connah
Vice-Pre., Chg. Media ........ C. C. Fuller
Vice-Pre., & Art Dir. ......... Frank T. Johnson
Copy Director ............ Ernest Camp, Jr.
Public Relations Dir. ...... Dudley F. Brewer
Production Managers ...... D. J. Brundage,
                         Edward A. Provost
Research Director .......... Joseph C. Seibert
Account Executives .......... Douglas D. Connah,
                            Tucker Wayne, J. D. Muse, David Mather,
                            Leigh Kelley, Mrs. Carolyn H. Harris,
                            Matthew Connor
Radio & TV Director ........ D. D. Connah
Media Director ............. C. C. Fuller

Radio Accounts: American Bakeries (Bread & Cake), U. S. Third Army, Southern Bell Tel. & Tel. Co. (Utility), Atlanta, Ga., J. Allen Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

TV Accounts: American Bakeries (Bread & Cake), Southern Spring Bed Co. (Beds, Springs, Mattresses), Norris Candy Co. (Candy), Atlanta, Ga.; Allen Smith & Company (Flour), Knoxville, Tenn.; Southern Dairies (Ice Cream & Dairy Prod.), Washington, D. C.

LUTHER WEAVER & ASSOCIATES
200 Globe Bldg., Saint Paul 1, Minn.
Phone: Cedar 3777
AAAA—ABP—Twin City Media Asso.—APA
Owner .......................... Luther Weaver
Account Executive .......... Donald Gardner
Executive Assistant ........ Ella F. Manley
Auditor ...................... A. J. Bergevin
Secretary .................... Blanche G. Anderson
Radio & TV Director ........ 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.


R. W. WEBSTER ADVERTISING
816 W. 5th St., Los Angeles 17, Calif.
Phone: MADison 9-2283
APA—SCAAA (Southern California Advertising Agencies Association)
President .................. R. W. Webster
Treasurer ................... Irene Boyle
Space Buyer & Prod. Mgr. .. Richard T. Guppy
Art Directors .............. James N. Hastings,
                         Robert Magee, Maurice Scanlon
Account Executives .......... 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. (Un-mask), Pasadena, Calif.

WILLIAM H. WEINTRAUB & CO., INC.
488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-4110
ANPA—NOAB—PPA
President .................. William H. Weintraub
Exec. Vice-Pre ............... Elkin Kaufman
V.P., Treas. & Gen. Mgr. .... John Davenport Scheuer
Vice-Pre., & Sec., Chg. Radio-TV Dept.
Harry Trenner

Vice-President .............. John F. Reeder
V.P., Chg. Public Relations .. David Karr
Vice-President .............. Norman B. Norman
Art Director .................. Paul Rand
Vice-Pre., Dir. of Copy ...... Roger Purdon
Media Director .............. Lee M. Rich
Director Marketing .......... John B. Morris
Production Manager .......... William Zerweck
Research Director .......... Dr. Leon Arons
Dir. of Radio, Prod. .......... Theo Gannon
Ann Ward
Gene
Gladys
John
Arthur
Lester
Verne
Carl
Kern
Max
Office
Busims?
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White
Vice-President
Wick
Art
Kaiser-Frazer.
President
Concentrate
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Kaiser-Frazer.
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Higgins
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Manager
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Kohn,
(Tips,
TIPS,
INC.

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. (Kai-
ser and Frazer Cars), Detroit, Mich.

TV Accounts: Seeman Brothers (Air-
Wick), Maidan Form Brassieres, Inc., New
York, N. Y., Anchor-Hocking Glass Corp., Blatz Beer,
Television Dept. Stores, Inc., B. T. Babbitt,
Kaiser-Frazer.

WEISS & GELLER NEW YORK, INC.
400 Madison Ave., New York 17, N. Y.
Phone: Plaza 3-4070
ANPA—APA—NOAB—PPA
President.............Max A. Geller
Vice-President...........Joseph H. Curtis
Gen. Mgr., Radio & TV Dir., Lester J. Mallets
Copy Chief..............M. Peter Artzt
Media Dir. & Office Mgr. Max Tendrich
Art Director...............Arthur Gordon
Production Manager........Sally Green
Radio & TV Dir........Lester J. Mallets
Time Buyer & Asst. Radio TV Dir.
Max Tendrich

Radio Accounts: Nedick’s Inc. (Stores &
Concentrate for Orange Drink), New York,
N. Y.; Albert Ehlers, Inc. (Coffee), Brook-
lyn, N. Y.

TV Accounts: Nedick’s, Inc. (Concentrate
for Orange Drink), New York, N. Y.; Flag-
staff Foods (Wholesale Foods), Perth Am-
boy, N. J.; Albert Ehlers, Inc. (Ehlers
Coffee), Brooklyn, N. Y.

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1, Mo.
Phone: Garfield 4080
AAAA—ABP—ANPA—APA—NOAB
Partners, Adct. Execs.: Louis E. Westheimer,
Frank Block
Account Executives........Wm. H. Mullgardt,
Wm. M. Wider, Wm T. Cangale
Production Manager..........Vernon Koby
Time & Space Buyer.................John Martin

Radio Accounts: Schutter Candy Com-
pany (Old Nick & Bit-O-Honey Candy Bars),
St. Louis, Mo.; Centlivre Brewing Corp.
(Old Crown Beer and Ale), Peter Eckrich
and Sons (Packaging Company), Fort Wayne,
Ind.; Freund Jewelry Company, Disco Dis-
tributing Co. (Motorola Distributors), E.
B. Jones Motor Co. (Plymouth-Dodge dis-
tributors), Sears, Roebuck and Co. (Department
Store), Staten Island Cleaners (Clean-
ing and Dyeing), St. Louis, Mo.; Ripon
Foods, Inc. (Kiddie Kookies), Ripon, Wis.;
Valley Farm Dairy (Dairy Products), Mu-
tual Bank and Trust Co., St. Louis, Co.,
Seymour Wallas Co. (Novelties), Dodge
Dealers of Greater St. Louis, Inc., Walter
Freund Bread Co.

TOM WESTWOOD ADV. AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone: TRinity 8496-7
SCBA
Account Executive...........Tom Westwood
Time Buyer..................Agnes M. Larson

Radio Accounts: Hebrew Christian Hour,
Voice of China, So. Calif., Lutheran Synod,
Fundamental Evangelistic Assn., Evangelist
Temple, Los Angeles, Calif.

WARD WHEELOCK CO.
Phone: RFtenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC
President.....................Ward Wheelock
Vice-President...............Arthur A. Bailey
Vice-Pres., Dir. of Copy........Robert Y. Brown
V.P. & Dir. Radio-TV............Russ Johnston
V.P. & Dir. Research...........Wm. R. Farrell
Secretary-Treasurer...........William A. Dunn

Branch Offices
444 Madison Ave., New York 22, N. Y.
Vice-President...............R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Vice-President............Carroll Carroll
Radio Account: Campbell Soup Co.
TV Account: Stephen F. Whitman & Son, Inc.

WILKINSON-SCHIWETZ & TIPS, INC.
455 Caroline St., Houston 2, Tex.
AAAA—ABP—ANPA—NOAB
APA—ABC
President......................J. B. Wilkinson
Vice-President...............Gene Heard
Radio Time Buyer............Ted Schiwetz
Secretory-Treasurer.........Kern Tips

Radio Accounts: Geo. H. Dentler & Sons
(Potato Chips, Salad Drs.), Fidelity Chemi-
ical Co. (Fertilizer), Foley’s (Department
Store), Humble Oil and Ref. Co. (Petroleum
Products), Houston Natural Gas Corp. (Nat-
ural Gas Service), Kuhn Paint Co. (Paints),
Raymond Pearson (Lincoln-Mercury-Ford
Dealer), Retail Merchants Assn., (“Shop
Earlier for Xmas”), The Shamrock (Hotel),
The Texas Gulf Sulphur Co. (Producers of
Sulphur), Houston, Texas; Western Cotton-
oil Co. (Feeds and Seeds), Abilene, Texas.
TV Accounts: Humble Oil and Ref. Co.
(Petroleum Products), Foley’s (Department
Store), The Shamrock (Hotel), Houston,
Texas.
WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3, Mo.
Phone: Chestnut 6380
AAAA—ABP—ANPA—BMB—CAN—PPA
President..................Enno D. Winius
Vice-Presidents.............W. L. Sanborn,
                             W. J. Fuchs, C. A. Brandon, V. L. Morelock
Radio-TV Director......Vernon L. Morelock
Asst. Radio-TV Dir........Rosalie A. Babich
Radio Accounts: American Packing Co.—Meats (Sunrise); Boatman’s Nation Bank,
                             St. Louis, Mo.; Endrott Johnson Corp.
                             (Shoes); Emerson Electric Mfg. Co. (Fan,
                             Heaters; Motors); Endicott, N. Y.; Deep
                             Rock Oil Corp. (Petroleum Products),
                             Chicago, Ill.; Missouri-Kansas-Texas RR, Senoret
                             Chemical Co. (Terro Ant Killer) H. C. Cole
                             Milling Co. (Omega-White Ring Flour),
                             Chester, Ill.; 18th St. Garage, St. Louis, Mo.

WOLFE-JICKLING-CONKEY, INC.
76 W. Adams, Detroit 26, Mich.
Phone: WOODward 1-1865
AAAA—ABP—ANPA—APA
NOAB—PPA
Account Executives......John T. Chandler,
                             Richard Allman
Radio TV Dir..............James F. Land
Supervisor-Continuity.....Ruth Rice
Radio Accounts: Employers Assn., Rollie
TV Account: Morley Bros. (Whirlpool
                             Washer Coolerator, Air King TV), Detroit,
                             Mich.

WORTMAN, WILcox & CO., INC.
(Formerly Wortman, Barton & Goold, Inc.)
345 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
Media Director................H. Essler
TV Accounts: Esquire Novelty Co. (Pony
                             Boy Gun & Holster Set), Jersey City, N. J.;
                             Balcony Downs Plantation (Oil Paintings),
                             Glasgow, Va., Bush & Fewer (Liquidizer).

ROBERT B. YOUNG, ADV.
AGENCY
625 Market St., San Francisco 5, Calif.
Phone: SU 1-3411
APA—ABP—AAAN
President & Space Buyer......R. B. Young
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
President..................Sigurd S. Larmon
Executive Vice-Pres........Louis N. Brockway
V.P.-Chrm. Plans Bd.......Charles L. Whittier
V.P., Dir. of Media & Gen. Production...A. V. B. Geoghegan
Vice-Presidents............Frank Fagan,
                             Milford Baker, Edward Barnes, Harry Carpenter,
                             George Dippy, J. Brooks Emory,
                             John E. Grimm, Jr., Harry Harding,
                             William H. Howard, Garrit A. Lydecker,
                             Donald Payne, Curtis G. Pratt, J. B. Rosebrook,
                             Frederick Sergien, Albert Tilt, Jr., Walter
                             B. C. Washburn, James D. Webb
V.P.-Merchandising Dir......Samuel Cherr
V.P.-Copy Director..........H. S. Ward
V.P.-Dir. of Research........Dr. P. Langhoff
V.P.-Art Director..........Walter K. Nield
V.P.-Dir. of International Div.
                             Lorimer B. Slocum
V.P.-Dir. of Pub. & Pub. Relations...Ken Dyke
                             Treasurer..........................J. H. Geise
Sec.-Asst. Treas..............H. H. Enders
V.P.-Dir. of Radio-TV....Everard W. Meade
V.P. in Chg. of Talent & New
                             Programming..................David Levy
                             Manager of Radio-TV Operations
                             Rodney Erickson
Mgr.-Radio-TV Commercial Copy
                             John L. Swayze
Radio-TV Business Mgr.....Frederick A. Zaghi
Radio-TV Publicity Dir......Harry Rauch
Mgr.-Radio Station Relations
                             Frank Coulter, Jr.
Branch Offices
V.P. Radio & TV............Walter Bunker
V.P. Adv. Service..........Eldon E. Smith
                             333 N. Michigan Ave., Chicago 1, Ill.
V.P.-Manager.................John F. Whedon
V.P.-Merchandising Dir......D. G. Schneider
Vice-President................Robert K. Edmonds
V.P.-Art Director..........W. M. Johnston
V.P.-Copy Director..........Drapier Daniels
                              1866 Penobscot Bldg., Detroit 2, Mich.
Vice-Pres.-Manager.........Elliott E. Potter
                             235 Montgomery St., San Francisco 4, Calif.
                             Manager.................Edward A. Merrill, Jr.
                             Radio Accounts: K. Arakelian, Inc., The
                             Borden Co., Bristol-Myers Co., Sanforized
                             Division of Cluett, Peabody & Co., Inc., The
                             Drackett Co., Duffy-Mott Co., Inc., General
                             Foods Corp., Gulf Oil Corp., Life Savers
                             Corp., Thomas J. Lipton, Inc., Metropolitan
                             Life Insurance Co., The National Sugar Re-
                             fining Co., Petri Wine Co., Purity Bakeries,
                             Rath Packing Co., Rosefield Packing Co.,
                             Jos. Schlitz Brewing Co., Singer Sewing Ma-
                             chine Co.
                             TV Accounts: Bigelow-Sanford Carpet Co.,
                             Inc., The Borden Co., Duffy-Mott Co., Inc.,
                             General Electric Co., General Foods Corp.,
                             The Goodyear Tire & Rubber Co., Inc., Gulf
                             Oil Corporation, International Silver Co.,
                             Johnson & Johnson, Thomas J. Lipton, Inc.,
                             O-Cedar Corp’n, Petri Wine Co., Rosefield
                             Packing Co., Simmons Co.
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TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

TOP RESEARCH & PROMOTION
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FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

It means Headley - Reed increased the national spot business for its stations 37.2 percent for 1950 when the national average was only 10 %.

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RADIO-TV STATION REPRESENTATIVES

ABC SPOT SALES
(American Broadcasting Company)
7 West 66th St., New York 23, N. Y.
Phone: TRafalgar 3-7000
Manager (AM Spot Sales) ... Earl Salmon
Manager (TV Spot Sales) ... Ralph E. Dennis
Branch Offices
20 N. Wacker Dr., Chicago, Ill.
Manager ......... Roy McLaughlin
Phone: AN 3-7800
17 Stroh Bldg., Detroit, Mich.
Manager ............ Joseph Molin
Phone: WO 3-8321
155 Montgomery St., San Francisco, Calif.
Phone: EX 2-6544
ABC, Hollywood 27, Calif.
Manager (TV) ....... Robert Laws
Manager (AM) ...... Amos Barron
Phone: HU 2-3141


TV Stations Represented — KECA-TV, Los Angeles; KGO-TV, San Francisco, Calif.; WENR-TV, Chicago, Ill.; WXYZ-TV, Detroit, Mich.; WJZ-TV, New York, N. Y.; WMAL-TV, Washington, D. C.

ALASKA RADIO SALES
17 East 42nd St., New York City, N. Y.
Phone: MUr ray Hill 2-0813
Network Sales Mgr .... Charles E. Soden
Spot Sales Mgr .... Roy V. Smith
Stations Represented — KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIFW, Sitka, Alaska.

AMERICAN SALES AND SERVICING AGENCY
175 Fifth Ave., New York, 10, N. Y.
Owner ................. Guy Bolam
Branch Offices
Informations & Publicite, 3 Place Valois, Paris IX, France

President ................... Le Merlin
Manager .................... Frank Lee

STATIONS REPRESENTED — Radio Luxembourg

AVERY-KNODEL INC.
565 Fifth Ave., New York 17, N. Y.
President .............. Lewis H. Averv
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

Branch Offices
75 East Wacker Dr., Chicago 1, Ill.
Phone: Andover 3-1700
Vice President .......... J. W. Knodel
Manager (Engineering) .. Paul Von Steurer

STATIONS REPRESENTED — Radio Luxembourg

President .............. C. P. Timothy
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

EXECUTIVE: C. P. Timothy

STATIONS REPRESENTED — WMBR-TV

President .............. C. P. Timothy
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

EXECUTIVE: C. P. Timothy

STATIONS REPRESENTED — WMBR-TV

President .............. C. P. Timothy
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

EXECUTIVE: C. P. Timothy

STATIONS REPRESENTED — WMBR-TV

President .............. C. P. Timothy
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

EXECUTIVE: C. P. Timothy

STATIONS REPRESENTED — WMBR-TV

President .............. C. P. Timothy
Vice President .......... J. W. Knodel
Manager ................ C. P. Timothy
Treasurer .............. Arthur H. McCoy
Director .................. David H. Sandberg

EXECUTIVE: C. P. Timothy

STATIONS REPRESENTED — WMBR-TV
REPRESENTED BY RAMBEAU is a Radio Station's mark of distinction throughout the entire field of radio advertising.

REPRESENTED BY RAMBEAU means honest and aggressive sales representation for a few selective stations that have pride in their accomplishments and integrity in their dealings with their audience, their clients and the agencies placing business on these stations.

REPRESENTED BY RAMBEAU means twenty years of clean, successful operation by radio's first exclusive national representative.

WILLIAM G. RAMBEAU COMPANY, INC.
NEW YORK
CHICAGO
LOS ANGELES
BERTHA BANNAN
80 Boylston St., Boston 16, Mass.
Phone: Hubbard 2-4419, 2-4370
Owner .........................Bertha Bannan
TV Stations Represented—WJAR-TV, Providence, R. I.

WALTER BIDICK COMPANY
1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184
Manager .........................Guy Bidick
Ast. Mgr. .........................Mildred Bidick
Office Mgr. ......................Josephine Corbet
Traveling Rep. ..................Burt Zoul


JOHN BLAIR & COMPANY
520 North Michigan Ave., Chicago II, Ill.
Phone: Superior 7-8659
President ......................John Blair
Vice-President ..................Gale Blocki, Jr.
Sec.-Treas. .....................Blake Blair

Branch Offices
22 East 40th St., New York 16, N. Y.
Phone: MU 9-6084
Executive-in-charge ....Richard D. Buckley
100 Park Ave., New York 16, N. Y.
Phone: MU 6-6263
Mgr., Sales Dev.—Wells H. Barnett, Jr.

1148 Paul Brown Bldg., St. Louis 1, Mo.
Phone: CH 5688
Exec.-in-charge ..........J. Chris Hetherington
Phone: WO 5-3230
Manager ......................Paul Ray
608 Russ Bldg., San Francisco 4, Calif.
Phone: DO 2-3188
Vice President ........Lindsey H. Spight
James Alspaugh
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: GR 7-7363
Vice President ........Carleton E. Coveney
Frank G. Moreland
Rio Grande Nat'l Bldg., Dallas, Tex.
Phone: CE 7955
Clarke R. Brown.

Radio-TV Station Representatives

BLAIR-TV, INC.
22 E. 40 St., New York 16, N. Y.
Phone: Murray Hill 9-6084
President ....................William H. Weldon
Sales Development Mgr.—Wells H. Barnett
Branch Offices
520 No. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-8659
Phone: Granite 6103
608 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-3188
1115 Book Bldg., Detroit 26, Mich.
Phone: Woodward 5-3230
1148 Paul Brown Bldg., St. Louis 1, Mo.
Phone: Chestnut 5688
Rio Grande Nat'l Bldg., Field & Elm Sts., Dallas, Texas.
Phone: Randolph 7955
TV Stations Represented—WBNS-TV, Columbus, O.; KTSL, Los Angeles, Calif.; WDSU-TV, New Orleans, La.; WOW-TV, Omaha, Neb.; KEXL, San Antonio, Texas.; WTVR, Richmond, Va.; KDYL-TV, Salt Lake City, Utah; KING-TV, Seattle, Wash.

THE BOLLING COMPANY, INC.
430 Lexington Ave., New York 17, N. Y.
Phone: PLaza 9-8150
President........................George W. Bolling
Vice-President....................E. Schuyler Ensell
Secretary.........................Robert H. Bolling

Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone: Dearborn 2-5277
Executive-in-Charge.............John B. Stebbins
Phone: Granite 2248
Executive-in-Charge.............Norman E. Noyes
Nob Hill Circle, San Francisco, Calif.
Phone: Yukon 6-2187
Executive-in-Charge.............B. Newlin

AM & FM Stations Represented—WROW, Albany; WELL, Battle Creek; WNBF, Binghamton; WCFL, Chicago; KFGO, Fargo; WANE, Fort Wayne; WHF, Harrisburg; WBIR, Knoxville; WMAW, Milwaukee; WVET, Rochester; KQAN, Scranton; WHOT, South Bend; WTHI, Terre Haute; WILM, Wilmington; WNEB, Worcester.

TV Stations Represented — WNBF-TV, Binghamton.
Network Represented—Granite State Network.

THE BRANHAM COMPANY
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President.........................M. H. Long
Vice President....................Joseph F. Timlin

Branch Offices
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V. P..............................C. B. Peterson
7236 General Motors Bldg., Detroit 2, Mich.
Phone: Trinity 1,0440
Executive-in-Charge.............Harry Anderson
First National Bank Bldg., Dallas 1, Tex.
Phone: Riverside 4884
Executive-in-Charge.............J. S. McCauley
Rhodes Haverty Bldg., Atlanta 3, Ga.
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Phone: LE 2-1250
Executive-in-charge..........William L. McKee
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Central 6-5977
Executive-in-charge..........Terry Hughes
300 Waltower Bldg., Kansas City 6, Mo.
Phone: Victor 3864
1207 Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 6184
Executive-in-charge..........Frederick Jameson
(Walter Biddick Company)
1151 South Broadway, Los Angeles 15, Calif.
Executive-in-charge..........Guy Biddick

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205 E. 42nd St., New York 17, N. Y.
Phone: MU 4-6317

Sec. & Mgr........................Mary Dempsey
Branch Office
35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663

Manager.........................Paul Elsberry

CLARK-WANDLESS-MANN, INC.
205 E. 42 St., New York 17, N. Y.
Phone: 3Region 9-1575

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Vice-President..................S. A. Mann
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LIONEL COLTON
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Phone: MUrray Hill 7-5341

Owner..........................Lionel Colton
Secretary.........................Elizabeth Kirby

STATIONS REPRESENTED—WFKY, Frankfort; WSFC, Somerset, Ky.; WBET, Brockton; WCCM, Lawrence, Mass.; WIBX, Utica, N. Y.; WERI, Westerly, R. I.

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Manager.........................R. Butche

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Phone: Murray Hill 2-7270
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Tele. Manager .................Donald Cooke

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Executive-in-Charge.........Charles J. Sheppard
228 N. La Salle St., Chicago 1, Ill.
Phone: State 2-5096
Executive-in-Charge...........Fred R. Jones
402 Swetland Bldg., Cleveland 15, O.
Phone: PR 6100
Executive-in-Charge...........Howard McClennan
528 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Executive-in-Charge...........Lee F. O'Connell
544 Russ Bldg., San Francisco 4, Cal.
Phone: Douglas 2-4586
Executive-in-Charge...........William A. Avers
AM & FM Stations Represented—KRUX.
Phoenix, Ariz.; KPAS, Banning, KVCE, Santa

TV Stations Represented—KWTV, Utica.

HARRY E. CUMMINGS
1306 Barnett National Bank Bldg.,
Jacksonville 2, Fla.
Phone: 6-5710
Owner.....................Harry E. Cummings

AM & FM Stations Represented—WDIG, Dothan, Ala.; WQAM, Miami; WFLA, Tampa; WJAX, Jacksonville; WDHO, Orlando; WTAL, Tallahassee, Fla.; WHIO, Dayton, Ohio; WSPA, Spartanburg, S. C.; WROL, Knoxville, Tenn.

EVERETT-MCKINNEY, INC.
40 E. 49 St., New York 17, N. Y.
Phone: Plaza 9-3747
President .....................Max M. Everett
V-Pres. & Treas. ............R. H. McKinney
Secretary ....................George Allan
Sales Mgr. ...................Powell H. Ensign

Branch Offices
400 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-9866
Executive-in-Charge...........Carl Jewett
521 La Cienega Blvd., Los Angeles 48, Cal.
Phone: Crestview 5-2022
Exec-in-Charge..............Lee F. O'Donnell
544 Russ Building, San Francisco 4, Cal.
Phone: Douglas 2-4586
Exec-in-Charge..............William A. Ayres
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Sales Mgr. ...................Bernard Howard
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Co-Manager .................William Wyatt
Co-Manager ..................Robert Balfour
1127 Wilshire Blvd., Los Angeles, Calif.
Phone: Muhison 22-8829
Manager .....................Lawrence Kranser
607 Market Street, San Francisco 5, Calif.
Phone: Sutter 1-7569
Manager .....................Zonabelle Samson
414 Mortgage Guarantee Bldg., Atlanta, Ga.
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Executive Assistant ....... Leta Ford
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Executive-in-charge .... Irene Griffith
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MELCHOR GUZMAN COMPANY,
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45 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-0624
Vice-President ........ A. M. Martinez
Am & FM Stations Represented in—Bolivia, Brazil,
Chile, Colombia, Costa Rica, Cuba, Dominican
Republic, Ecuador, Guatemala, Honduras,
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Puerto Rico, El Salvador, Uruguay and
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TV Station Represented—CMQ-TV, Ha-
vana, Cuba.

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Branch Offices
35 East Wacker Drive, Chicago 1, Ill.
Phone: Randolph 6-0113
110 Sutter Street, San Francisco, Calif.
Phone: Exbrook 24-3307
AM & FM Stations Represented—KMP, Los Angeles, Calif.; WONS, Hartford, Conn.;
WROK, Rockford, Ill.; WMY, Springfield,
III.; KXXX, Colby, Kan.; WFGC, Kalama-
zo, WJIM, Lansing, Mich.; WJW, Cleveland,
WCOL, Columbus, Ohio; WMBG, Altoona,
Pa. (We also represent Transit Radio Sta-
tions.)
TV Station Represented—WJIM-TV, Lan-
sing, Mich.

FREE & PETERS, INC.
444 Madison Ave., New York 22, N. Y.
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TV Department—John W. Brooke, Robert
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Christi, WBAP, Ft. Worth-Dallas, KXYZ,
Houston, KTS, San Antonio, Texas; KOB,
Albuquerque, N. M.; KSDK, Boise, Idaho;
KVOD, Denver, Colo.; KGMB-KHBC, Hon-
olulu-Hilo, Hawaii; KEX, Portland, Ore.;
KIRO, Seattle, Wash.
TV Stations Represented—WOC-TV, Daven-
port, Iowa; WBAP-TV, Ft. Worth-Dallas,
WAVE-TV, Louisville, Texas; WTVJ, Miami,
Florida; WTCN-TV, Minneapolis, Minn.;
WPIX, New York, N. Y.; KSD-TV, St. Louis,
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Branch Office
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Phone: Whitehall 4-074
Executive-in-charge......Carroll R. Layman
TV Stations Represented—WAAM, Baltimore, Md.; WDAF-TV, Kansas City, Mo.; WBEN-TV, Buffalo, N. Y.; WFMY-TV, Greensboro, N. C.; WTMJ-TV, Milwaukee, Wis.; WTTG, Washington, D. C.

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Vice-President..........John W. Wrath  
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Executive-in-charge........Eli W. Sweatman  
300 Montgomery St., San Francisco 4, Cal.  
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Phone: Madison 6-3633
Executive-in-charge......Harry H. Wise, Jr.  
400 Montgomery St. San Francisco 4, Calif.  
Phone: Douglas 2-7192
Executive-in-charge......Knox LaRue  
233 Peachtree St., Atlanta 3, Ga.  
Phone: Cypress 1489
Executive-in-charge......Richard N. Hunter

IV Stations Represented—WHIO-TV, Dayton, Ohio; WWJ-TV, Detroit, Mich.; WHAM-TV, Rochester, N. Y.

HAL HOLMAN COMPANY
360 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-0016
Owner ................Hal Holman
Branch Offices
55 W. 42nd St., New York 18, N. Y.  
Phone: LO 3-6741
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: Hywd 5408
Manager ..............Tracy Moore  
79 Post St., San Francisco 4, Calif.  
Phone: Exbrk 8033
Manager ..............Tracy Moore
Radio-TV Station Representatives


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Phone: 1Longacre 3-6741

Owner...........................Jack Koste

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Phone: Fanklin 2-0016

5225 Wilshire Blvd., Los Angeles 36, Calif.

Phone: Yankton 8812

681 Market St., San Francisco 5, Calif.

Phone: 1Yukon 6-9621


THE KATZ AGENCY, INC.

488 Madison Ave., New York 18, N. Y.

Phone: Plaza 9-4640

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Exec. V.P. & Gen. Mgr.................Eugene Katz

V.P. & Sales Mgr....................George W. Brett

Treasurer...........................Morris J. Beck

Secretary...........................Theodore E. Kruglak

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Phone: Central 6-4006

Mgr.................................G. H. Gunst

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Phone: Trinity 2-7685

Mgr....................................R. Bateman

Bryant Bldg., Kansas City 6, Kans.

Phone: Victor 7095

Mgr....................................T. J. Flanagan, Jr.


Phone: Alpine 1637

Mgr....................................F. M. Bell

Republic Bank Bldg., Dallas 1, Tex.

Phone: Central 7936

Mgr....................................F. Brimm

Russ Bldg., San Francisco 5, Calif.

Phone: Sutter 1-7434

Mgr....................................D. C. Staley

530 W. Sixth St., Los Angeles 14, Calif.

Phone: Tucker 3219

Mgr....................................S. J. Reulman


TV Stations Represented—KLCA-TV, Los Angeles, Calif.; WNHC-TV, New Haven Conn.; WAGA-TV, Atlanta, Ga.; WFBM-TV, Indianapolis, Ind.; WMAR-TV, Baltimore, Md.; WBKB-TV, Detroit, Mich.; WHEN, Syracuse, N. Y.; WKRC-TV, Cincinnati, WXEL, Cleveland, WSPD-TV, Toledo, O.; WKY-TV, Okla. City, Okla.; WFLF-TV, Phila., Pa.; WSAZ-TV, Huntington, W. Va.; KPIX, San Francisco, Calif.; KMTV, Omaha, Nebr.

JOHN KEATING

414 Alderway Bldg., Portland 5, Ore.

Phone: Beacon 4107

Manager............................Don P. Motter

Branch Office

408 Second & Pine Bldg., Seattle 1, Wasa.

Executive-in-charge...James A. McLoughlin

Stations Represented—OREGON: KVAS, Astoria; KBKR, Baker; KBND, Bend; KFJ1, Klamath Falls; KLBM, La Grande; KMED, Medford; KNPT, Newport; KODI, The Dalles; KOOS, Coos Bay; KORE, Eugene; KRNK, Roseburg; KRUL, Corvallis; KSLM, Salem; KSRV, Ontario; KTL, Tillamook; KUIN, Grants Pass; KWIL, Albany;
Radio-TV Station Representatives

KETTELL-CARTER

John Hancock Bldg., Boston 16, Mass.
Phone: Liberty 2-5799

Partner ...................... Elmer Kettell
Partner ...................... Marjorie Carter

AM & FM Stations Represented—WABI,
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WTVL, Waterville, Me.; WFEA, Manchester,
WKNE, Keene, WLNH. Laconia, WMOU,
Berlin, N. H.; WACE, Chicopee, WALE,
Fall River, WBEC, Pittfield, WBSM, New
Bedford, WEIM, Fitchburg, WHAV, Haver-
hill, WXQ, Framingham, WNEB, Worces-
ter, Mass.; WSKI, Montpelier, Vt.; WHIM,
Providence, R. I.; WBRY, Waterbury
Conn.; WOR, New York, WHCU, Ithaca,
WSYR, Syracuse, N. Y.; NORTHEASTERN
BROADCASTING SYSTEM; PINE TREE
GROUP OF MAINE; NEW HAMPSHIRE
GROUP; BAY STATE GROUP OF MASS.

TV Stations Represented—WOR-TV, New
York, WSYR-TV, Syracuse, N. Y.

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366 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 2-8755

President .................... Joseph H. McGillvra
Vice-President ................ Helen Gill

Branch Offices

185 N. Wash Ave., Chicago 1, Ill.
Phone: State 2-5282

Manager ...................... Howard M. Keefe
684 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone: Dunkirk 7-4388

Manager ...................... Robert W. Walker
68 Post St. San Francisco, Calif.
Phone: Sutter 1-5568

Manager ...................... Rogers Parratt
Rhodes-Haverty Bldg., Atlanta, Ga.
Phone: WAlnut 6390

Manager ...................... Laurence A. Weaver, Jr.
(Declined to list stations represented)

ROBERT MEEKER ASSOCIATES INC.

521 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-2170

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Eastern Manager ................ Louis J. F. Moore
Salesman ....................... Edgar B. Filron

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-1742

Midwest Manager ................ Don Pontius
8 West King St., Lancaster, Pa.
Phone: Lan. 5251

Manager ...................... Robert L. Dreher
6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HO 9-5408

West Coast Manager ............... Tracy Moore
79 Post St., San Francisco, Calif.
Phone: Yukon 6-4112

Manager ...................... Jack Q. Hall

AM & FM Stations Represented —
WMGY, Montgomery, Ala.; KCRA, Sacra-
Radio-TV Station Representatives

NATIONAL BROADCAST SALES
25 King St. W., Toronto, Ontario
Phone: ADele 8895

President .................. R. A. Leslie
Vice-President .............. E. F. Kavanagh

Branch Office
106 Medical Arts Bldg.,
Guy & Sherbrooke Sts., Montreal, Quebec
Phone: FI 2439

Manager .................. E. F. Kavanagh


*Represented by Montreal office only.

NATIONAL BROADCASTING COMPANY
National Spot and Local Sales Division
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-8300

Director .................. James V. McConnell
East. Radio Sales Mgr. .... Richard H. Close
Eastern TV Sales Mgr. ....... Charles Philips
Advertising & Prom. Mgr. ... Jacob A. Evans
Sales Service Mgr. .......... Caroline Herbert

Branch Offices
Merchandise Mart, Chicago 54, Ill.
Phone: Superior 7-8300
Manager .................. Oliver Morton
NBC Bldg., Cleveland 4, Ohio
Phone: Cherry 0942

Sales Representative ........ John C. Tracey
Phone: Hollywood 9-6161

Manager .................. Robert Howard
NBC Bldg., San Francisco 2, Calif.
Phone: Greystone 4-8700

Sales Representative .......... Carl A. Nielsen


NATIONAL TIME SALES
17 E. 42nd St., New York 17, N. Y.
Phone: Murray Hill 2-0810
Sales Manager ................. Arthur Gordon
Asst. Sales Mgr. ................ Robert J. Kizer

Branch Office
1151 So. Broadway, Los Angeles 15, Calif.
Phone: Richmond 6184

Executive-in-charge .......... Guy Biddick

AM & FM Stations Represented—WGAY, Silver Spring, Md.; KNOX, Grand Forks, N. D.; WPWA, Chester, Pa.; KOHO, Houston, Tex.; WMVI, Biloxi, Miss.; WLPO, LaSalle, Ill.

PAN AMERICAN BROADCASTING CO.
17 East 42nd St., New York 17, N. Y.
Phone: MU 2-0810
Vice-President ................. Eugene Bernald
Manager .................. Arthur Gordon
Asst. Mgr. .......................... Robt. J. Kizer

Branch Offices
228 N. LaSalle St., Chicago 1, Ill.
Phone: State 2-5096

Executive-in-charge .......... Fred Jones
2978 Wilshire Blvd., Los Angeles 18, Calif.
Phone: Mich 6203

Executive-in-charge .......... A. O. Dillenbeck
Mills Bldg., San Francisco, Calif.
Phone: Gar 1-7950

Executive-in-charge .......... Duncan Scott

AM & FM Stations Represented—Africa: South Africa, Tangier, Morocco, Mozambique, Angola; Asia: India, China, Philippines; Europe: France, Belgium, Portugal, England; South America: Bolivia, Chile, Colombia, Ecuador, Dutch Guiana, Paraguay, Venezuela, Peru; Central America: Barbados, Costa Rica, Dominican Republic, El Salvador, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Puerto Rico, Trinidad; Misc. Areas: Fiji Islands.

JOHN E. PEARSON CO.
250 Park Ave., New York 17, N. Y.
Phone: Plaza 8-2255
Owner .................. John E. Pearson
Account Executive .......... John S. Stewart
Radio-TV Station Representatives

**Branch Offices**
333 No. Michigan Ave., Chicago 1, Ill.
Phone: Fr 2-2359

Executive-in-charge ............George Clark
Account Executive .............Kay Fisher
Account Executive ...........John P. Rohrs

Phone: Dunkirk 7-4388

Executive-in-charge ..........R. W. Walker
68 Post St., San Francisco 4, Calif.

Phone: Sutter 1-5568

Executive-in-charge ..........Rogers Parratt
(Declined To Reveal Stations Represented)

**JOHN H. PERRY ASSOCIATES**
310 E. 45 St., New York 17, N. Y.
Phone: MU 4-1647

General Manager ..............Wm. K. Dorman
Salesman .......................R. S. Mandeville
Salesman .....................W. T. Kelly

Branch Offices
122 S. Michigan Ave., Chicago 3, Ill.

Phone: Harrison 7-8085

Executive-in-Charge ..........F. W. Thurman
12 S. 12th St., Philadelphia 7, Pa.

Phone: Walnut 2-3555

Executive-in-Charge ..........Robert Hitchings
Room 8-150, General Motors Bldg., Detroit 2, Mich.

Phone: Trinity 5-1803

Executive-in-Charge ...........John F. Cole
72 Eleventh St., N.E., Atlanta, Ga.

Phone: Emerson 2956

Executive-in-Charge ..........Mrs. Alice Grant
2978 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-1585

Exec-in-Charge ...............H. James Thacker, Jr.
5 3d St., San Francisco 3, Calif.

Phone: Garfield 16-740

Exec-in-Charge ................Myron A. Elges

AM & FM Stations Represented—WDLP,
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Jacksonville, WCOA. Pensacola, WALT,
Tampa, WINZ, Miami Beach, WNDB,
Daytona Beach, WTMC, Ocala, WKWF,
Key West, Fla.

**EDWARD PETRY & CO., INC.**
488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-0200

Radio Department

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Exec. Vice-President ..........Edward E. Voinow
V.P. & Eastern Sales Mgr ..........H. E. Ringgold
Secr.-Treas. ..................Henry I. Christal
Sales Prom. Mgr. .............Seth Dennie
Asst. Sales Prom. Mgr. .......Thos. B. Ellsworth
Research Mgr. ................William H. Steese

TV Department

Mgr. TV Sales ..................Tom Dawson
Sales Prom. Mgr...............Robert L. Hutton, Jr.
Asst. Sales Prom. Mgr. .......LeGrand S. Redfield
Research Mgr. ...............Howard L. Selger

**Branch Offices**
400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-0011

Exec. V-P. ......................Edward E. Voinow
Sales Mgr. ....................John Ashenhurst

Phone: Trinity 5-1035

Executives: William Cartwright (AM),
Franklin M. Walker (TV)
Russ Bldg., San Francisco 4, Cal.

Exec.-in-Charge .............Earle H. Smith
Phone: Garfield 1-4082

601 W. Fifth St., Los Angeles 13, Cal.

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

Officers

President-Gen. Mgr.—Harold E. Fellows
Richard P. Doherty
Director
Employee-Employer Rela.
John F. Hardesty
Director
Station Relations
Ralph W. Hardy
Director
Government Relations

Neil McNaughten
Director of Engineering
Robert K. Richards
Director of Public Affairs
Edward L. Sellers
Director of FM
Vincent Wasilewski
Attorney

BOARD OF DIRECTORS 1951-1952

In accordance with Article IV of the By-Laws, the Board of Directors has designated, effective June 23, 1950, the following composition of each of the 17 NAB Districts.

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCOP, Boston, Mass.</td>
<td>1</td>
<td>Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.</td>
</tr>
<tr>
<td>William A. Fay</td>
<td>2</td>
<td>District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.</td>
</tr>
<tr>
<td>WHAM, Rochester, N. Y.</td>
<td>3</td>
<td>Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.</td>
</tr>
<tr>
<td>Leonard Kapner</td>
<td>3</td>
<td>Arkansas, Louisiana, Mississippi and Tennessee.</td>
</tr>
<tr>
<td>WCAE, Pittsburgh, Pa.</td>
<td>4</td>
<td>Kentucky and Ohio.</td>
</tr>
<tr>
<td>Harold Essex</td>
<td>4</td>
<td>Indiana and Michigan.</td>
</tr>
<tr>
<td>Thad Holt</td>
<td>5</td>
<td>Iowa, Missouri and Nebraska.</td>
</tr>
<tr>
<td>WAPI, Birmingham, Ala.</td>
<td>5</td>
<td>Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.</td>
</tr>
<tr>
<td>Harold Wheelahan</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
Natl. Assn. of Radio-TV Broadcasters

Director
Jack Todd ............................ 12
KAKE, Wichita, Kansas.
Kenyon Brown .......................... 13
KWFT, Wichita Falls, Tex.
William C. Grove ...................... 14
KFBC, Cheyenne, Wyo.

District 7
James D. Shouse
WLW, Cincinnati, Ohio

District 5
A. D. Willard, Jr.
WGAC, Augusta, Ga.

District 6
Patt McDonald
WHHM, Memphis, Tenn.

Director 4
Frank U. Fletcher

District
States Comprising District
12 Kansas and Oklahoma.
13 Texas.
15 California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
16 Alaska, Oregon and Washington.

DIRECTORS-AT-LARGE
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District 7
James D. Shouse
WLW, Cincinnati, Ohio

Medium Stations

District 6
John H. DeWitt, Jr.
WSM, Nashville, Tenn.

Small Stations

District 12
Hugh B. Terry
KLZ, Denver, Colo.

FM Stations

District 5
Edgar Kobak
WTWA, Thomson, Ga.

District 4
Ben Strouse
WWDC-FM, Washington, D. C.

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NAB-TV

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Eugene S. Thomas, WOR-TV, New York, N. Y.

Vice-Chairmen:
Robert D. Swezy, WDSU-TV, New Orleans, Louisiana
Campbell Arnoux, WTAR-TV, Norfolk, Virginia
Harry Bannister, WWJ-TV, Detroit, Michigan
Harold Hough, WBAP-TV, Fort Worth, Texas
Clair R. McCollough, WGAL-TV, Lancaster, Pennsylvania
Paul Raibourn *, KTLA, Los Angeles, California
W. D. Rogers, Jr., KEYL, San Antonio, Texas
George B. Storer, Fort Industry Company, Toledo, Ohio
C. J. Witting, WABD, Allen B. DuMont Labs., Inc., New York, N. Y.
Frank M. Russell, NBC, Trans-Lux Bldg., Washington, D. C.
U. S. Radio-TV Editors

The nation's radio and TV broadcasters in response to questionnaires sent out by Radio-Television Daily contributed the accompanying list of editors.

ALABAMA
Alexander City Outlook: Carl Wolsoncraft.
Birmingham Post: Lillie Mae Curdwell.
Gadsden Times: Carl Hopperfield.
Mobile Register: Tony Walker.
Montgomery Advertiser: Mel 0. Davis.

Arizona Republic: Ralph Mahoney.
Phoenix Gazette: Julian Devries.
Mesa Daily Tribune: Barney Mergen.
Tucson Daily Citizen: Norman Harrington.

ARKANSAS
Fort Smith Times Record: Bill Barksdale.
Southwest American (Fort Smith): Ralph Lee.
Arkansas Democrat (Little Rock): Geraldine Stroud.
Arkansas Gazette (Little Rock): Jerry Campbell.

CALIFORNIA
Fresno Bee: Ed Clow.
San Diego Tribune-Sun: Dorothy Mahoney.
San Diego Union: Marlan Mitchell.
The Chronicle (San Francisco): Terrence O'Flaherty.
San Francisco Examiner: Lillie Dwight Newton.
Shopping News (San Francisco): Tom Tyrell.
San Francisco News: Dorothy Beck.
San Francisco Call-Bulletin: Les Malloy.
Tribune (Oakland): Barbara Howell.
Pasadena Independent: Bill Bird.
Star News (Pasadena): Charles Purlee.
San Bernardino Daily Sun: James A. Guthrie.
Santa Ana Register: Pat Cooney.
Los Angeles Examiner: Pat Hogan.
Los Angeles Mirror: Hal Humphrey.
Los Angeles Times: Walt Ames.
Los Angeles Examiner: Pat Hogan.
Herald-Express (Los Angeles): Owen Callin.

COLORADO
Denver Post: Ken White.
Rocky Mountain News (Denver): Glenda Randow.
Denver Times: John W. Flashback.
Durango News: Leo Burtinon.
Herald-Democrat (Durango): Tim O'Connor.

CONNECTICUT
Bridgeport Herald: Leo Miller.
Bridgeport Post: Rocky Clark.
Hartford Courant: M. Oakley Stafford.
Stamford Advocate: Lee Massell.
Torrington Register: Walter Gelbrecht.
Waterbury American: E. Christy Erk.

DELAWARE
Morning News (Wilmington): Lew Gerlack.

DISTRICT OF COLUMBIA
Washington Post: Sonja Stein.

FLORIDA
Miami Herald: Marion Altchison.
Miami News: Louis Leydon.
St. Petersburg Times: Jack Fawcikner.
Tampa Morning Tribune: Phil Barney.
St. Augustine Record: Harvey Lopez.

GEORGIA
Atlanta Constitution: Rita Van Pelt.
Atlanta Journal: Curtis Norvell.

ILLINOIS
Chicago Tribune: Larry Wolters.
Chicago Daily News: Sam Lesner.
Chicago Sun-Times: Bill Irvin.
Chicago Herald-American: Bill McHugh.
Rock Island Argus: Frank Harrington.

INDIANA
Anderson Herald: Maurice Hackett.
P. Wayne News-Sentinel: Bud Muth.
Indianapolis News: Martha McIlhannon.
Indianapolis Star: George Dyslin.
Indianapolis Times: Robert Schull.
Kokomo Tribune: Charlene Marguiss.

IOWA
Cedar Rapids Gazette: Nadine Subotnik.
Ams Tribune: Arthur H. Hoxz.
Davenport Democrat: Ina Wiekham.
Daily Times (Davenport): Jennie Swelezek.
Waterloo Daily Courier: Joye Maselk.
Journal-Tribune (Sioux City): Willis Forbes.

KANSAS
Topeka State Journal: Tom Kline.
Topeka Daily Capital: Jim Reed.
The Wichita Beacon: Sidney Coleman.
The Wichita Eagle: Russ Johnson.

KENTUCKY
Louisville Times: Angela Ples.

LOUISIANA
Morning Advocate (Baton Rouge): Bob Wilson.
New Orleans Item: Ted Lizzza.
New Orleans States: Bob Cuhlette.

MAINE

MARYLAND
The Morning Sun (Baltimore): Robert Snyder.
The Sunday Sun (Baltimore): M. Holland.
Baltimore American: Jennie Lea Bird.
Cumberland Sunday Times: Willilm Hunt.
Cumberland News: H. H. Robinson.
Cumberland Evening Times: Gene Gunning.
Morning Herald (Hagerstown): Joseph Harp.
Daily Mail (Hagerstown): Garving Hager.
Hagerstown Globe Independent: Stewart Douglas.

MASSACHUSETTS
Boston Post: Howard Fitzpatrick.
Boston Herald & Traveler: Rudolph Elle.
Boston Globe: Elizabeth Sullivan.
Christian Science Monitor (Boston): Al Hughes.
Boston Record-American: Joseph Anderson.
The Fall River Herald News: Pete Due.
Eagle-Tribune (Lawrence): Stanley Greenhalch.
Lynn Daily Item: Doris Latimer.
Newton Villager: Philip Ahlin.
Belmont Citizen: G. B. Seavey.
Waltham News-Tribune: Thomas Murphy.
Berkshire Eagle (Pittsfield): Ed Parcell.
Springfield Union News: Harvey Grey.
Watertown Sun: Fred Green.
Worcester Telegram: Frederick L. Rushton.
Sunday Telegram (Worcester): Don Williams.
MICHIGAN
The Detroit News: Herschell Hart.
The Detroit Times: Vera Brown.
The Detroit Free Press: Mark Baltaire.
Flint Journal: Dorothy Acheson.
Flint News-Advertiser: Tom Carstens.

MINNESOTA
Minneapolis Star & Tribune: Will Jones.
Evening Telegram (Superior): Seegar Swanson.
St. Paul Dispatch: Ernestine Kohl.

MISSISSIPPI
Grenada Daily Star: Nell Caughman.

MISSOURI
Kansan: C. H. Noe.
Kansas City Star: Robert Hoyland.
St. Louis Globe Democrat: Harry La Marthe.
St. Louis Post Dispatch: James Spencer.
St. Louis Star-Times: Ralph Gentile.

NEBRASKA
Lincoln Star: Jim Lawrence.
Omaha World-Herald: Jake Rachman.

NEVADA
Reno Evening Gazette: Shirley Flatt.

NEW HAMPSHIRE
Monitor-Patriot (Concord): James M. Langley.

NEW JERSEY
Press-Union Newspapers (Atlantic City): Dorothy Shremro.
Newark News: Robert Taylor.
Trentonian: Ernie Kovacs.

NEW MEXICO

NEW YORK
Albany Times Union: John F. Archer.
Binghamton Sun: Doris Lyon.
Buffalo Evening News: Dick Wesp.
Courier-Express (Buffalo): Don Trantor.
Associated Press (N. Y.): Wayne Oliver.
N. Y. Daily Compass: Fred Rayfield.
N. Y. Daily Mirror: Nick Kenny.
N. Y. Post: Al Cusick.
N. Y. Herald Tribune: John Crosby.
N. Y. World Telegram & Sun: Harrill Van Horne.
N. Y. Journal American: Jack O'Brian.
 Rochester Times Union: Don Yergier.
 Rochester Sun: Beverly Crowe.
Syracuse Post Standard: Peg Simpson.
Schenectady Gazette: Arthur F. Casey.

NORTH CAROLINA
Charlotte Observer: Dick Pitta.
Charlotte News: Emery Wister.
The Democrat (Greensboro): Paige C. Holder.
Concord Tribune: Ray Hull.
Durham Herald & Sun: Wyatt Dixon.
Raleigh Times: Lyn Niel.
Raleigh News & Observer: Jane Hall.
Salisbury Post: Tenus Cheney.
Journal-Sentinel (Winston-Salem): Pat Kelly.

NORTH DAKOTA
Farro Forum: Roy Johnson.
Bismarck Capital: Gaylord Conrad.
Bismarck Tribune: William Moeller.

OHIO
Akron Beacon Journal: Beo Offnere.
Canton Repository: Rose Kosel.
Cincinnati Post: Mary Woods.
Cincinnati Times Star: Chariton Wallace.
Cincinnati Enquirer: Maze Adams.
Plain Dealer: (Cleveland): George Condon.
Cleveland News: Almore Horen.
Cleveland Press: Stanley Anderson.
Columbus Dispatch: Dean Myers.
Columbus Star: Dick Corum.
Columbus Citizen: Joe Brayey Reed.
Dayton News: Bill Barton.
Portsmouth Times: Charles D. Mowry.
Toledo Blade: Ruth Driftmeyer.
Toledo Times: Betty Gilmore.

OKLAHOMA
Oklahoma City Advertiser: Leon Hatfield.
This Week (Okla. City): Colonel Nelson.
Tulsa Tribune: John Book.
Tulsa World: Russell Gideon.

OREGON
Oregonian (Portland): William Moyes.
Medford Mail Tribune: E. C. Ferguson.

PENNSYLVANIA
Call-Chronicle (Allentown): Sam Miller.
Altoona Mirror: Richard Beeler.
Erie Dispatch: Wesley First.
Erie Times: Peg Parsons.
Johnstown Observer: Lou Pettigue.
Pittsburgh Post Gazette: Harold Cohen.
Pittsburgh Press: S1 Steinhauer.
Pittsburgh Sun-Telegraph: Wilbur D. Clark.
Philadelphia Inquirer: Frank Brookhauer.
Reading Eagle: Owen Thompson.
Reading Times: Louis Schlossberg.

RHODE ISLAND
Westerly Sun: Abe Solovetzek.

SOUTH CAROLINA
News & Courier (Charleston): Pearl Baum.
Charleston Evening Post: Belyin House.

TENNESSEE
Jackson Sun: Harris Brown.
Knoxville News-Sentinel: Hugh Allen.
Knoxville Journal: Juanita Glenn.
Memphis Press Scimitar: Louise Nolan.
Memphis Commercial Appeal: Mike McGee.

TEXAS
Abilene Reporter News: Katherine Duff.
Austin American-Statesman: Dudley Early.
Daily Texan: Ronnie Duger.
Beaumont Enterprise: Merita Mills.
Dallas Morning News: Fairbank Nesbitt.
Dallas Daily Times Herald: Douglas Hawley.
Sun Tribune (El Paso): D. Reevering.
Ft. Worth Star Telegram: Jo White.
Houston Chronicle: Mildred Stockard.
Houston Press: Bill Roberts.
Houston Post: L. Rowney.
Port Arthur News: Grace Foot.

VERMONT
Burlington Daily News: Charles Weaver.

VIRGINIA
Virginian Pilot (Norfolk): Warner Twyford.
Richmond Times-Dispatch: Norman Rowe.
Richmond News-Leader: John Stratton.

WASHINGTON
Seattle Times: Nat Lund.
Seattle Post-Intelligencer: Dick Mything.

WISCONSIN
Milwaukee Journal: Bea Pepan.
Milwaukee Sentinel: Buck Herzog.
Wisconsin State Journal (Madison): Wm. L. Doudna.

WYOMING
Wyoming State Tribune: Lewis E. Bates.
# NEWS SERVICES

## Associated Press
New York—50 Rockefeller Plaza

<table>
<thead>
<tr>
<th>Executives</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Director</td>
<td>Kent Cooper</td>
</tr>
<tr>
<td>General Manager</td>
<td>Frank J. Starzel</td>
</tr>
<tr>
<td>Asst. General Manager for Radio</td>
<td>Oliver Gramling</td>
</tr>
<tr>
<td>Secretary</td>
<td>Lloyd Stratton</td>
</tr>
<tr>
<td>Assistant Secretary</td>
<td>Charles Honce</td>
</tr>
<tr>
<td>Radio News Editor</td>
<td>Tom O'Neil</td>
</tr>
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</table>

## International News Service
New York—235 East 45th Street

<table>
<thead>
<tr>
<th>Executives</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Manager</td>
<td>Seymour Berken</td>
</tr>
<tr>
<td>Editor-In-Chief</td>
<td>Barry Faris</td>
</tr>
<tr>
<td>General Sales Manager</td>
<td>Frank J. Nicht</td>
</tr>
<tr>
<td>Business Manager</td>
<td>William B. Goode</td>
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## Press Association, Inc. (Associated Press)
New York—50 Rockefeller Plaza

<table>
<thead>
<tr>
<th>Executives</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>President</td>
<td>Kent Cooper</td>
</tr>
<tr>
<td>V.P. and Assistant General Manager</td>
<td>Oliver Gramling</td>
</tr>
<tr>
<td>Radio News Editor</td>
<td>Tom O'Neil</td>
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## Reuters
New York—Times Bldg., 229 West 43rd Street

<table>
<thead>
<tr>
<th>Executives</th>
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</thead>
<tbody>
<tr>
<td>Manager</td>
<td>D. Kimpton Rogers</td>
</tr>
<tr>
<td>News Editor</td>
<td>A. W. V. King</td>
</tr>
<tr>
<td>Accountant</td>
<td>M. Hathaway</td>
</tr>
<tr>
<td>Chief Washington Corr.</td>
<td>Paul Scott Rankine</td>
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## Transradio Press Service, Inc.
New York—14 West 45th Street

<table>
<thead>
<tr>
<th>Executives</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman of the Board</td>
<td>Herbert Moore</td>
</tr>
<tr>
<td>President</td>
<td>Robert E. Lee Moore</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Rex R. Goad</td>
</tr>
<tr>
<td>General News Manager</td>
<td>Dixon Stewart</td>
</tr>
</tbody>
</table>

## United Press Associations
New York—220 East 42nd Street

<table>
<thead>
<tr>
<th>Executives</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Hugh Baillie</td>
</tr>
<tr>
<td>Vice-President &amp; General Business Manager</td>
<td>Jack Bisco</td>
</tr>
<tr>
<td>V.P. and General News Manager</td>
<td>Earl J. Johnson</td>
</tr>
<tr>
<td>Radio News Manager</td>
<td>Phil Newsom</td>
</tr>
<tr>
<td>General Sales Manager</td>
<td>Leroy Keller</td>
</tr>
</tbody>
</table>
THE ADVERTISER
11 W. 42 St., New York 18, N. Y.
Phone: LOngacre 5-2125
Publisher & Editor ........ Manuel Rosenberg
Managing Editor .......... Col. Don R. Jasott
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
Associate Editors: Milton Rich, A. Maxwell Hage, Tom Patterson, Arthur Coles

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Executive-in-Charge—Simon Rosenberg
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

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Editor ........................ S. R. Bernstein
Exec. Editor (N. Y.) ....... John Crichton
Managing Editor .......... Robert Murray, Jr.

Branch Offices
11 E. 47 St., New York 17, N. Y.
Phone: Murray Hill 8-0073
Exec. Editor ................ John Crichton
National Press Bldg., Washington 4, D. C.
Phone: Re 7659
Washington Editor .......... Stanley E. Cohen

THE BILLBOARD
1564 Broadway, New York, N. Y.
Phone: PLaza 7-2800
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Co-Publisher ............. R. S. Littleford, Jr.
Editor-in-Chief ....... Joseph G. Csida
Radio-TV Editor .......... Jerry Franken

Branch Offices
188 W. Randolph St., Chicago, Ill.
Phone: CEntral 6-8761
Manager ................ Maynard L. Reuter
6000 Sunset Blvd., Hollywood, Calif.
Phones HOLlywood 5831
Manager .................. Sam Abbott
2160 Patterson St., Cincinnati, O.
Phone: DUnbar 6450
Pres. & Treas. ............. E. W. Evans
Arcade Bldg., 8th & Olive Sts., St. Louis, Mo.
Manager .................. Frank Joerling

BROADCASTING-TELECASTING
National Press Bldg., Washington 4, D. C.
Phone: METropolitan 1022
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Sey. to Publisher .......... Gladys L. Hall
Managing Editor ........... Art King
News Editor ............... Fred Fitzgerald
Business Manager .......... Maury Long
Ass't Advt. Mgr. ........... Winfield R. Levi
Mgr. Cir. & Readers Serv... John P. Cosgrove

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488 Madison Ave., New York 22, N. Y.
Phone: PLaaza 5-8355
New York Editor .......... Edwin H. James
Senior Assoc. Editor ........ Bruce Robertson
Advertising Dir. ........... S. J. Paul
360 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 4115
Manager ................... Bill Thompson
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to reach and influence
advertisers and agencies

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Chicago 11 New York 17
Radio-TV Publications


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West Coast Mgr..........David Glickman
Hollywood News Editor, William C. Tuchman
417 Harbour Commerce Bldg., Toronto, Canada

Phone: ELgin 0775
Executive-in-Charge James Montagues

DAILY VARIETY

6311 Yuca St., Hollywood 28, Calif.

Phone: HOLlywood 9-1141
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Managing Editor..........Charles Gerlach, Jr.
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Unusually low cost for high quality representation. For full information, inquire at once. The ADVERTISER Magazine, 11 West 42nd Street, New York 18, N. Y. Manuel Rosenberg, Publisher.
Ask your national representative

You're on the verge of a decision, and a problem.

What business papers to pick for your station promotion?

It's no problem to kiss off, for your choice can have a telling effect on your national spot income.

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The answer is simple. Ask your national representative.

He knows. His salesmen get around. They learn which business papers are appreciated, read and discussed by buyers of broadcast time.

His is an expert opinion.
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SPONSOR
The shortest distance between buyer and seller
NINETEEN HUNDRED AND FIFTY-ONE looms as one of the brightest in history for broadcasters in Puerto Rico—the 350 million dollar U. S. market in the Caribbean.

National as well as local advertisers are increasingly aware of the importance of radio as a means of reaching this mass market of over two million people and a quarter million U. S. citizens and have during the past few years relied more and more on radio for their sales message.

Radio facilities in Puerto Rico following the end of World War II increased markedly and at present there are twenty-four AM stations in operation throughout the island's principal cities, each striving towards better programming and improved service to listeners.

With a decided increase in purchasing power in Puerto Rico, plus the increase in outlets, the number of radio receivers in the island has also shot up amazingly and it is now conservatively estimated that there are at least 350,000 sets in use. These figures prove that the island is first in the number of radio homes per thousand in the entire Caribbean area. Add to this the fact that the listener per set figure in Puerto Rico is among the highest in the world and it becomes evident that broadcasting is today playing a more important role in education, entertainment, and sales than ever before.

Puerto Rican purchases from the U. S. mainland increased sharply in the last half of 1950, especially in the two months following the outbreak in Korea. Compared to the same months of 1949, shipments to the island during July and August rose $22,000,000, or 48 per cent. Every major item, except pork products, participated in the increase, which was equivalent to almost an extra month's purchases. Flour purchases rose 4 per cent in quantity and gasoline shipments were 7 per cent higher. Fertilizer increased 132 per cent and lard was 101 per cent higher. Rice, the territory's leading food staple, gained 78 per cent for the two months.

The value of textiles sent to the island for the needlework industry rose 96 per cent, and buildings material shipments, which had been on a decline for some months, went up 26 per cent in value.

As a result of the post-Korean buying, the island's purchases for the first eight months of the calendar year showed an increase of 15 per cent over the same period a year ago, totaling $234,000,000.

Island broadcasters themselves are well aware of the encouraging prospects for 1951 and are investing in station improvement in both the technical and programming fields. With the aid of the Puerto Rican Association of Broadcasters, to which all island stations belong, wide improvements in techniques, practices and policies have been instituted. This will continue to reap results in the year ahead. Rate structures have been stabilized and improved methods of operation have also been instituted as a result of the Broadcasters Association.

Theodor Saba, President of the Advertising Agency Association of Puerto Rico, states: "Radio in Puerto Rico has taken giant strides in the right direction during 1950. All agencies have seen better programming, more accurate scheduling, and most important, definite sales results for clients in this top medium. The time-buyer can be assured that no other media in Puerto Rico offers such a wide, universal appeal as does radio and that no major advertising program can afford to be without radio for complete coverage at the lowest cost per impression."

A consensus of opinion from the broadcasters themselves indicates that from contracts already placed by leading national as well as local clients, 1951 appears likely to be a banner year in Puerto Rican radio. The island broadcasters agree, however, that the turn of events in the world situation will be a decisive factor in the economy of the nation which will reflect itself on insular trade and advertising dollars. Economically, Puerto Rico faces 1951 as one of the most encouraging on record.
TIDE Leads in Radio-TV Promotion
year after year...

1947 — TIDE 9% OVER second publication
1948 — TIDE 25% OVER second publication
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(*10 months of 1950)

... leading stations and networks concentrate their national promotion in TIDE — because they know they reach the important advertising executives with “decision-power.”
The TIDE market — the pre-conditioned, receptive buying people of the advertising business.

... are you getting the full benefit of this direct, effective and economical way to promote yourself nationally?

It will pay to investigate —

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The Newsmagazine for Advertising Executives
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NETWORKS
OF THE
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NATIONAL
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LEADER... in nearly 1/10th of America

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MORE of its people
MORE often, to sell
MORE products for
MORE advertisers at a
LOWER cost per impression than any other single medium.

CROSLEY BROADCASTING CORPORATION

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RADIO and television in America are geared to meet the demands of the public and the government in the national emergency. We know that the audience in both radio and television is staying close to their receivers in order to keep abreast of current developments on the home front as well as overseas. They are turning to radio and television in ever increasing numbers for this information. In addition the audience for variety, public interest, entertainment and other programming fare constantly is increasing.

To see this picture as it stands at the close of 1950 it is necessary to look at the economic position of radio and television. Here, we find that radio, still way out front in circulation and billings over its younger brother—Television—is getting its second wind.

Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

Looking first at radio we find that it is today the most effective medium for delivering the biggest audience for the advertiser’s dollar. Ninety-five percent of the nation’s 42,643,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from $374,086,686 in 1947 to $428,990,000 at the end of 1949.

During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 7,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

There is, of course, no gainsaying that television has been the “glamour boy” of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at the American Broadcasting Company are quite cognizant of this.

At the beginning of this year we had eight television advertisers. We now have forty-three commercial television accounts—a five hundred percent increase. Our television network comprises sixty-four stations. ABC’s gross television billings are running at the rate of $21,500,000 a year.

With some 9,845,300 sets installed television now reaches nearly 24 percent of the nation’s families. Estimates are that four million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year.

With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole. However, this much is certain.

The close of 1950 finds the American Broadcasting Company looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company’s radio and television networks geared to shoulder their full responsibilities and, by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis.
NETWORK FACILITIES
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R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
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WENR .......................................... Chicago
KECA .......................................... Los Angeles
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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......

TRENDELLE-CAMPBELL ENTERPRISES, INC.

Because Trendle-Campbell originates four live programs on two national networks. These are the nationally famous LONE RANGER, Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m., on ABC. Also, the LONE RANGER on television every Thursday from 7:30 to 8:00 p.m. on ABC network.

CHALLENGE of the YUKON 5:30 to 6:00 p.m. Sunday
p.m. Saturday and 3:00 to 3:30 on the Mutual Network.

AMERICAN AGENT, 8:00 to 8:30 p.m. every Wednesday on ABC.

THE GREEN HORNET about to go on television in the very near future.

TRENDELLE-CAMPBELL ENTERPRISES, INC.
This year, the broadcasting industry faces perhaps the greatest challenge of its quarter-century history. Now perhaps more than ever broadcasting will be called upon to exert itself to the utmost in order to serve our country in time of crisis, and to protect and defend the present and future of America.

The recent critical months have once again served to demonstrate the continuing vitality and importance of radio.

Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost.

And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

During the past 12 months, CBS has extended the scope of its listening to the highest point in history. In addition to the national favorites familiar to all radio listeners, CBS introduced many new programs and personalities, in every field of programming, and in both radio and television.

Notables names added to the list of exclusive CBS contracts included Frank Sinatra, Harold Peary, Alan Young and Sam Levenson. Additions to CBS schedules included Horace Heidt and Morton Downey in both radio and television; and Perry Como, Gene Autry and Vaughn Monroe in television. Important and successful television debuts were made during the year by Jack Benny, Edgar Bergen and Charlie McCarthy, Burns and Allen, Ken Murray, and Garry Moore.

The outbreak of hostilities in Korea brought about an acceleration and heightening of CBS news programming. Top news teams were sent at once to the battlefields, and through tape recordings and motion picture films were able to provide important news coverage for both radio and television audiences.


Two New Year's broadcasts, one in 1950, one in 1951, brought to the radio and television audiences the voices and faces of top CBS newsmen from all over the world, who had flown to New York for these significant broadcasts, and brought listeners and viewers alike a clear sense of the complex, tense and dramatic world picture. And late in the year a new concept of news programming was introduced with the debut of the program, "Hear It Now," produced by Edward R. Murrow and Fred Friendly, bringing the week's important events in the actual voices of the people who made the news.

During this same year, CBS has extended the services of both its radio and television networks. And it has won substantial recognition from industry, which has expressed confidence in CBS by sponsoring more program time than ever before in the network's history.

With this abundant testimony to the strength of the network in both radio and television, we at CBS face the present year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead — and to perform the services radio and television are uniquely designed to accomplish.
COLUMBIA BROAD

NETWORK FACILITIES
AS OF FEB. 1, 1951
COLUMBIA
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
Adrian Murphy
Vice President and General Executive
Howard S. Meighan
Vice President and General Executive
Lawrence W. Lowman
Vice President and General Executive
Daniel O'Shea,
Vice President and General Executive
Frank Falknor
Vice President in Charge of Program Operations
H. V. Akerberg
Vice President in Charge of Station Relations
H. Leslie Atlass
Vice President in Charge of Central Division
Earl H. Gammons
Vice President in Charge of Washington Office
William C. Gittinger
Vice President & Asst. to the President

Peter C. Goldmark ....... Vice President in Charge of Engineering Research and Development
Louis Hausman ............ Vice President in Charge of Sales Promotion and Advertising
Arthur Hull Hayes
V. P. in Charge of San Francisco Office
William B. Lodge
Vice President in Charge of General Engineering
Hubbell Robinson, Jr.
Vice President in Charge of Network Programs
James M. Seward ......... Vice President in Charge of Business Affairs, Network Programs
J. Kelly Smith
V. P. in Charge of Station Administration
J. L. Van Volkenburg
Vice President in Charge of Network Sales
Julius F. Brauner, Secretary and General Attorney
S. R. Dean ....................... Treasurer
William J. Flynn ........... Assistant Treasurer
Arthur S. Padgett .......... General Auditor
Edward Saxe ................. Controller
Kenneth Yourd .............. Assistant Secretary

DEPARTMENTS AND DIVISIONS

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

Accounting Department

S. R. Dean ............. Treasurer and Comptroller
William J. Flynn .......... Assistant Treasurer
Norman C. Hadley ........ Chief Accountant

Business Affairs, Network Programs

James M. Seward ........ Vice President in Charge
I. S. Becker .................. Director
Henry White .................. Business Manager
Merritt Coleman ............ Assistant to Director
Janice O'Connell ........... Supervisor, Literary Clearance and New Program Ideas
Kenneth L. Yourd ........... Director of Business Affairs, Network Programs, Hollywood
Martin Leeds .............. Associate Director

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Program Operations

Frank Falknor............Vice-President in Charge
Gilson Gray..............Director of AM Program Operations
Henry Grossman.............Dir. of Plant and Construction
Richard Redmond.............Dir. General TV Operations
R. L. Hopkins.............Director, Set Construction
James Connors.............TV Business Manager
R. G. Thompson.............Manager, Technical Operations, and Chief Engineer of WCBS
Paul Wittlig.............Manager, TV Technical Opera.
Harold Meier.............Manager of Program Operations
Horace Guillotte.............Manager, Network Operations
Hugh Cowham.............Traffic Manager
John E. Forsander.............Purchasing Agent
Albert H. Bryant.............Manager, Transportation, Mail, File, Mimeograph
Julius Mattfeld.............Director, Music Library
Lucile Singleton.............Director, Vocal Auditions and Manager, Record and Script Library
Laurette Banks.............Manager, Ticket Division
W. C. Harrington.............Manager, Copyright Div.
Harriet Hess.............Supervisor, Program Typing
Emily Scheiner.............Supervisor of Ediphone
Walter Pierson.............Manager, TV Studio and Playhouse Operations
James Swenson.............Manager, Building Operations

Engineering Research and Development Department

Peter C. Goldmark............Vice President in Charge
John W. Christensen.............Chief Engineer
John Martin.............Executive Assistant
Richard Mahler.............Industrial Consultant

Public Affairs

Sig Mickelson.............Director of Public Affairs
Edward R. Murrow.............Counselor on 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.
Walter L. Barber.............Director of Sports Division
John Derr.............Associate Director of Sports

Personal Relations Department

Robert Kalaidjian.............Director of Personnel Relations
Charles Burt.............Personnel Administrator
Dr. Jack Nelson.............Director Medical Office

Network Sales Department

J. L. Van Volkenburg.............Vice-Pres. in Charge
John J. Karol.............AM Sales Manager
David Sutton.............TV Sales Manager
William J. Fagan.............Administrative Mgr. AM
Allyn Jay Marsh.............Dir. of Program Sales AM
Eldon Hazard.............Assistant Sales Manager
Thomas Connolly.............Dir. of TV Program Sales
Edward Shurick.............Market Research Counsel (A.M.)
Arthur Duram.............Market Research Counsel (TV)
T. P. Maguire.............Sales Service Manager
Ben Margolis.............Sales Service Manager (TV)
  Chicago Office Network Sales,
  410 North Michigan Avenue
Wendell Campbell.............Western Manager
  Detroit Office Network Sales
  Fisher Building
Joseph Spadea.............Manager

Legal Department

Julius F. Brauner.............Secretary and Gen. Attorney
Henry Howard, Jr..............Senior Attorney

Budget Department

Paul Nagel.............Director

Auditing and Tax Department

Arthur S. Padgett.............General Auditor
Norman DuFrane.............Chief Auditor

Program Department

Hubbell Robinson, Jr.,............Vice-Pres. in Charge of Network Programs (AM & TV)
Harry S. Ackerman.............Exec. Head of Production
Lester Gottlieb.............N. P. Dir. of Programs (AM)
Harry Ommerle.............Director, TV Programs
Guy della Cioppa.............Associate Director of Network Programs, Hollywood (AM & TV)
Gerald Maulsby.............Manager of Broadcasts (AM)
Charles Underhill.............General Manager, NY
Jerome Danzig.............Associate Dir., TV Programs
Allan Parr.............TV Program Manager
James Fassett.............Director, Serious Music
Charles Monroe.............Associate Script Editor
Hal Hudson.............Manager, TV Network Programs, Hollywood

News

Edmund A. Chester.............Director, CBS News
Wells Church.............Editor-in-Chief
Robert Bendick.............Director, Special Events
Theodore Koop.............Director of News, Washington

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Press Information
George Crandall... Director of Press Information
Michael J. Foster.... Assistant Director
Michael Bosica...... Executive Assistant
Harry Feeney.. Trade News Editor
Harry Warner... Manager of Operations
Walter Seigal... Mgr. of Photographic Division
Anne Harding... Manager of Service Division
Dorothy Leffler... Manager of Magazine Division

Reference Department
William C. Ackerman
Director of Reference Department
Agnes Law........... Librarian

Research Department
Oscar Katz............. Director of Research
Harper Carrano........ Asst. Dir. Research
Edward Reeve...... Research Projects Manager

Housewives' Protective
League Productions
Edward W. Wood...... General Sales Manager

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 Burkl... General Sales Manager
H. A. Carlberg... Manager Sales Development
George Dunham... Eastern Television Sales Manager
William Shaw... Eastern Sales Manager
Gordon F. Hayes.. AM Sales Manager, Chicago
Sam Digges.... TV Sales Manager, Chicago
H. H. Holtshouser
Southern Sales Manager (AM), Memphis
Hugh Stump... AM Sales Manager, San Francisco
Lamont Thompson
TV Sales Manager, San Francisco
Richard Eilers
AM-TV Sales Manager, Los Angeles
Ralph Patt..... AM-TV Sales Manager, Detroit

Sales Promotion and
Advertising Department
Louis Hausman
Vice President, Dir. Sales Prom. & Adv.
William Golden........ Associate Director
John P. Cowden........ General Manager
Charles Oppenheim
Manager of Program Promotion
Henry Brenner..... Manager of Trade Promotion

Station Administration
Department
J. Kelly Smith
V.P. in Charge of Station Administration
Edward DeGray... Executive Asst. to the President

COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York

FM Stations:
WCCO, Minneapolis
WEEI, Boston
KCBS, San Francisco

FM Stations:
KNX-FM, Los Angeles

WBBM-FM, Chicago
WCBS-FM, Chicago
WEEI-FM, Boston

TV Station:
CBS-TV, New York
IT seems to me that one of the purposes served by the Annual Statement tradition lies in the fact that the writing of a president's yearly review requires a time-out look at things from a better perspective than can be had during day-to-day operations. So, let's take time out and see how things look at the beginning of 1951.

One sound effect still being heard throughout the advertising business is the tinkle of the crystal balls belonging to those seers who only a few months back could still see nothing but the prompt obsolescence of all AM radio at the hands of TV. The figures now available reveal that television had a most handsome year in 1950—but so did that segment of network radio with which I am most familiar. So, it is especially gratifying to hear these sages now repudiating their premature AM obituaries.

In this same connection it is also a pleasure for me to report that throughout a large part of 1950 more people were listening to Mutual stations than in 1949. The first December ratings are the latest available from Nielsen as I write this, and they show that nearly 10 per cent more homes were tuned to the average commercial program on Mutual than a year ago. An amiable year-end chat like this is hardly the place to labor the fact that Mutual does seem to be peculiarly resistant to TV—since it is the only network to show any audience gain during the year.

Why this special improvement against the general trend? Twelve months ago we felt that 1950 was a year for sensible, ear-to-ground, eye-to-horizon planning...a time for consolidating assets and accurately weighing this potential value. As to the working out of these plans, the daily pages of this journal have offered a better chronicle of our progress, month by month, than I could attempt to detail here. But the precise measurement of certain plusses, which helped the progress along, does merit mention in this review.

In the spring of last year, we got Crossley to blaze some trails into little-known areas of the U.S., well off the highways of regular research. His methods were regular enough (coincidental-telephone technique) but his field was that unexplored territory where only one network has a station inside each market. Half a million interviews made this the biggest such study ever made—and advertiser-interest in the findings has fully justified the effort they took.

Home-town audiences listen most to home-town stations...in retrospect, that conclusion seems obvious. But since we have far and away the most home-town stations, and since our home-town America adds up to a full fourth of the U.S., it was clearly up to us to prove that conclusion, down to decimal points. So we did—and came up with corollary evidence that TV, significantly, gets into that whole aggregate market to the extent of less than one-tenth of 1 per cent.

No report on Mutual is complete without a nod to Mister Plus—largely because this trade character is charged with the job of keeping people posted on all the specific advantages that work here. Mister Plus hit his first regular stride in 1950, and he has made it our job to keep him supplied with practical, proven advantages to report. Between us, we plan to keep each other busy through all of the foreseeable future.

What else can I say about the future? Strictly on its performance in 1950, network radio has earned itself the soundest prospects in its history. The only thing original about my own optimism regarding the future of AM lies in the methods of Mutual and its 500-plus AM stations in helping the medium fulfill those prospects.
NETWORK FACILITIES
AS OF FEB. 1, 1951
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, New York, Chmn.
Thomas O'Neil
Yankee Network, Boston, Vice-Chmn.
E. M. Antrim..................WGN, Chicago
Willet H. Brown...Don Lee Network, Hollywood
Benedict Gimbel, Jr........WIP, Philadelphia

J. R. Poppele.............WOR, New York
Frank Schreiber...........WGN, Chicago
Linus Travers..............Yankee Network, Boston
H. K. Carpenter...........WHK, Cleveland
Frank White................MBS, New York

Officers

Frank White....................President
William H. Fineshriber
V.P. in Chg of Programs
Adolf N. Hult.............V.P. in Chg. of Sales
E. M. Johnson
V.P. in Chg. of Station Rel. and Engineering
Robert A. Schmid.........V.P. in Chg of Adv.,
Publicity, Planning and Research
E. M. Antrim................Secretary
James E. Wallen............Treasurer

Office Management

James E. Wallen................Treasurer
Beatrice M. Marschner......Personnel Director
Ruth Hendler................Purchasing Agent
Gaile Dody................Supervisor, Central Steno
Sigrid Ramberg...........Supervisor, File & Reception

Legal Counsel

Louis C. Caldwell, Keith Masters
Andrew C. Hamilton...of Kirkland, Fleming,
Green, Martin & Ellis, Washington, D. C.
and Chicago.
McGoldrick & Dannett........New York
Elisha Goldfarb..........MBS Counsel

Program Department

William H. Fineshriber, Jr.........Vice-President
Adoph Opfnger........Assistant Program Director
Milton Burgh................Director of News
Arthur Feldman............Director of Special Events
Paul Jonas..................Director of Sports
Herbert Rice.............Director of Production
B. J. Hauser............Director of Co-op Programs
Sally Raynor.....Asst. Director of Co-op Programs
Harold M. Wagner.....Mgr. of Program Operations
John Newhouse, Asst. Mgr. of Program Operations
Edwin Otis..........Commercial Program Supervisor
Dorothy Kemble.........Director of Continuity Acceptance, Religious & Educational Programs
Marion Lennox
Asst. Director of Continuity Acceptance
Isabel S. Biasini
Asst. Director of Religious Programs
Dolores Goudsward.Supervisor of Program Traffic
Hugo Seiler, Frank Miller
Night Program Supervisors
Idella Grindlay.........Day Program Supervisor

**Station Relations and Engineering**

E. M. Johnson..............Vice-President
Charles Godwin..........Southern Mgr.-Sta. Rel.
Roy Danish................Western Mgr.-Sta. 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.Supv. of Wire Communications
Lewis Tower...............Chief Facilities Engineer
Margaret Kelly............Telephone Supervisor

**Advertising, Publicity, Planning and Research**

Robert A. Schmid.............Vice-President
Harold Coulter.............Director of Promotion
James Tyler..........Manager of Adv. and Promotion
James E. O'Bryon.........Director of Publicity
Francis X. Zuzulo.........Asst. Director of Publicity
Richard Puff........Director of Research and Planning
Paul Benson...........Assistant Director of Research
F. Carleton McVarish.....Mgr. of Audience Prom.
Arnold Roston..............Art Director
Winifred Hall...........Production Supervisor

**Sales Department**

Adolf N. Hult...............Vice-President
Sidney P. Allen
Administrative Manager Network Sales
John R. Overall..........Eastern Sales Mgr.
Carroll Marts...........Midwestern Sales Mgr.
Alma Graef...........Manager of Sales Service
Torrence Danley..........Manager of Sales Traffic
Eda Purcell............Manager of Contracts

**Accounting Department**

George Ruppel...........Assistant Controller
Richard Groome............Auditor
George Westby..........Budget Director
Madeline Pellinger........Supervisor of Affidavit

**Chicago Staff**

Carroll Marts...........Midwestern Sales Manager
Dorothy Reynolds......Midwest Sales Service Mgr.
Myrtle Goulet.........Office Mgr. & Program Traffic
George Herro........Director of Prom. & Publicity

**Washington Staff**

Hollis Seavey........Washington Program Coordinator
William Hillman........Presidential Correspondent

**Hollywood Staff**

Ned Tollinger........Program Manager
Harriet Crouse........Publicity Director
If KSTP wore service bars for renewals...

Average Spot Contract Life on KSTP since 1928... 11\(\frac{1}{4}\) years. Proof of KSTP's remarkable Consumer Influence.

KSTP-TV is the Television Service of...

50,000 Watts - Clear Channel Key Station for the Northwest Network Exclusive NBC Affiliate for the Twin Cities Represented Nationally by Edward Petry & Co.
In a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change, of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

Television, in a few swift months in 1950 expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

At the end of this year, television covered areas in which live 90,000,000 people! Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

Besides finding ways to meet Television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

Public response to NBC's Sunday night "Big Show" brought the entertainment value of Radio to a fresh summit. And, "Operation Tandem" proved that new techniques can sell radio on a basis which is healthy for both the Network and the advertiser, and yet bring the cost of radio advertising to a new low.

Radio is the basic advertising medium of the country and will remain a vital and effective force in our economy and society as far ahead as anyone can see. It will undergo changes in the years ahead. No institution can remain static and survive. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

Today, radio is being affected by the new force of television, but the elder broadcasting medium, which has lived and grown throughout the social and economic upheavals of the 30's and 40's, will adapt itself successfully to the new environment of the 50's and 60's.

The prime potency of television lies in the extension of the individual's ability to experience—in his own home—things the average viewer never dreamed of before.

Through the newest broadcasting medium, people can effortlessly visit other cities and learn more of their institutions and personalities. They can drop in on Broadway shows, see famed conductors lead symphony orchestras, sit with Congressional committees, watch world events being shaped at the United Nations, or even go under the sea in a submarine, sail out on maneuvers on a Navy carrier, or fly with the Air Force. By thus broadening public experience and bringing the people closer together, television will reduce sectionalism and bring greater unity to the nation.
BOARD OF DIRECTORS
Niles Trammell Chairman of the Board

Executive
Niles Trammell .... Chairman of the Board
Joseph H. McConnell .... President
Charles R. Denny .... Executive Vice President
John F. Royal .... Vice President

Victor T. Norton .... V.P. for Administration

Finance Departments
John H. MacDonald .... V.P. in Chg. of Finance & Treasurer

BUDGET DEPARTMENT
John Tiedeman .... Budget Officer
Stephen Riddleberger .... Asst. to Budget Officer

CONTROLLERS DEPARTMENT
Harry F. McKeon .... Controller
Harold M. Kelly .... Assistant Controller
Hugh McGeachie .... Assistant Controller
Raymond Porrier .... Accounting Supervisor
Arthur Nelson .... Payroll Supervisor
Joseph A. Kent .... Tax Accountant

TREASURERS DEPARTMENT
William A. Williams .... Asst. to Treasurer
Herbert Schumm .... Collection & Credit Supr.
Giovanna Boccone .... Cashier
Ernestine Thomas .... Cashier

Purchasing
William D. Bloxham .... Purchasing Agent
Edwin W. Deming .... Assistant Purchasing Agent
Henry Martin .... Asst. Purchasing Agent
Victoria Galvin .... Buyer

Traffic Department
Harry A. Woodman .... Manager
Steere Mathew .... Assistant Manager
John Boylan .... Supr. of Station Notification Divn.
John Hilton .... Supr. of Traffic Operations
Angela Caramore .... Supr. of Sustaining Program Section
Margaret Riebhoff .... Supr. of Station Reports

Legal Department
Gustav B. Margraf .... V.P. & Gen. Atty.
George H. Halbert .... Senior Atty.
John V. Shute .... Senior Atty.
Paul B. Lynch .... Attorney
Charles Moos .... Attorney
Arthur B. Cuddihy, Jr .... Attorney
Doris M. Crooker .... Office Manager

Press Department
Sydney Eiges .... Vice President in Charge of Press & Information

Josef Dine .... Director
Allan Kalmus .... Television Manager
Donald Bishop .... Magazine Editor
William Lauten .... Trade News Editor
Sidney Desfor .... Photo Editor
Ursula Halloran .... Column Editor
Leo Hershderfer .... Feature & Copy Editor
Samuel Kaufman .... Superv. of Radio Publicity
Leonard Meyers .... Music Editor
Anita Barnard .... Manager of Information

Engineering Department
O. B. Hanson .... V.P. & Ch. Engineer
William A. Clarke .... Administrative Asst.
Edward R. Cullen .... Liaison Engineer
Joseph D'Agostino .... Liaison Engineer
Raymond Guy .... Manager of Radio & Alto. Engineering

George M. Nixon .... Mgr. of Engr. Dev.
Chester A. Rackey .... Mgr. of Audio-Video Engr.
James Wood .... Mgr. of Technical Services
Integrated Services Department
William S. Hedges ............... V.P., Chg. of Integrated Services
Willard Frec'h ....................... Cost Acct.
Albert Walker, Exec. Asst., Chg. of Spec. Services
Wm. Burke Miller ...................... Night Exec. Officer.
Arch Robb .......................... Mgr. of Program Serv. Dept.
Isabel Finnie ....................... Supervisor, Business Office
Thomas H. Belviso ..................... Supervisor of Music Rights & Music Library
Thomas Adams ..................... Supvr. Lit. Rts. & Script Readers
Patrick J. Kelly ...................... Supvr. of Announcing Division
Frederick C. Knopfke ............... Supvr. of Sound Effects Division
Patrick Cahill ...................... Supervisor of Set-up Division
Audrey Hanse ....................... Supvr. of Studio Scheduling Divn.
Marilyn Hollyword ..................... Supvr. of Script Routing Divn.
John Curran ......................... Supvr. of Night Operations Divn.
Miriam Hoffmehr ..................... Supvr. of Program Analysis Divn.
Mary Cooper ......................... Supvr. of Central Booking Divn.

ORCHESTRA DIVISION
Joan Gordon ....................... Supvr. of Schedules & Payroll

Personnel Department
Ernest de la Ossa ............... Director of Personnel
Theodore M. Thompson ............ Manager
Edmund Souhami ..................... Labor Relations Asst. to the Dir. of Personnel
Doris Ann ......................... Executive Placement Supr.
Elizabeth Haglund ................. Administrative Supr. of Placement Divn.
Seth Faison ......................... Placement Interviewer
John Steeves ....................... Interviewer
John Michel ......................... Supervisor of Employee Serv. Divn.
Edward Starr ....................... Admin. Asst., Chg. Training & Services
Eleanor Nadeje ..................... Job Analyst
Jean Collins ....................... Pers. Records Supr.
Dr. Bernard J. Handler ............ Physician

RADIO NETWORK
Henry T. Sjogren .................... Controller for Radio Network
Curtis Lewis ....................... Assistant Controller

Sales Departments
John K. Herbert .................... V.P. & Gen. Sales Mgr. for Radio Network
Walter D. Scott .................... Eastern Sales Manager
Sackett Miles ....................... Sales Service Manager

Sales Planning & Research Department
George MacGovern .................... Manager
Howard Gardner ..................... Sales Planning Supervisor
Kenneth E. Greene .................... Research Supervisor
Calvin Morris ....................... Program Research Supr.
Dwayne L. Moore ..................... Ratings Research Supervisor

Public Affairs & Education Department
Edward Stanley ..................... Manager
Margaret Cuthbert .................... Supvr. of Public Affairs
Doris Corwith ....................... Supvr. of Religious B'casts & Talks
Hilda Watson ....................... Office Supervisor

Building & General Services Department
Edward M. Lowell .................... Manager
Eleanor Gardella ..................... Budget Clerk

BUILDING MAINTENANCE DIVISION
Albert Humbert ..................... Supervisor
Frank Mocarski ..................... Communication Supr.
Louis Anderson ..................... Bldg. Services Supr.
Maude Archer ....................... PBX Supr.
Patrick Curley ....................... Night Supr.
Robert Keowen ..................... Supr. of Air Conditioning Divn.

Office Services Division
Helen Davis ....................... Supvr. of Central Files Section
Martin Devine ....................... Supvr. of Duplicating &Bindery Section

Guest Relations Department
Peter M. Tintle ...................... Manager
Joseph Phillips ..................... Suprv. of Reception Division

General Library
Frances Sprague ..................... Chief Librarian

Radio Recording
Charles C. Hicks .................... Manager

Transportation
Marie Dolan ....................... Manager

Plans & Research Department
Hugh M. Beville ..................... Director
George Trimble ..................... Rate Specialist
Barry T. Rumple ..................... Plans Specialist
Harold Bell ......................... Survey Specialist

Program Departments
Charles Barry ..................... Vice President in Charge
Leslie Harris ....................... Eastern Program Mgr.
Robert Wamboldt .................... Eastern Prod. Mgr. & Supvr. of Script Directors

PACKAGE PROGRAM & TALENT CONTRACTS DEPARTMENT
Mitchell Benson .................... Manager

SCRIPT DIVISION
Van Woodward ..................... Supr. of Script Preparations

CONTINUITY ACCEPTANCE DIVISION
Stockton Helffrich .................. Supr. of Continuity Accept.
Carl Watson ......................... Assistant Mgr.

Operations Department
Grant Tinker ......................... Supvr. of Pgm. Operations
Leonard Goldstein .................. Supvr. of Talent Auditions
Claire Trainer ....................... Supvr. of Talent Casting

Music Department
Samuel Chotzinoff ................... General Music Director
Ernest La Prade ..................... Supvr. of Music Research
Advertising & Promotion Department
George Wallace .................. Manager of Advertising & Promotion
Allen Hurlbut .................. Art Director
Edward Antoniotti .................. Supvr. of Program Service
Pat Steel .................. Supvr. of Audience Promotion
Clyde Clemens .................. Supvr. of Station Promotion Sec.
Norman Glenn .................. Senior Presentation Writer & Sales Promotion Mgr.

Station Relations Department
Norman Cash .................. Director
Paul Hancock .................. Contract Repr.
Paul Rittenhouse .................. Contract Repr.
William M. Kelly ................. Supr. of Affiliation Contracts

Executive
Sylvester L. Weaver .................. Vice Pres. for Television
Edward Madden .................. V-G chg. of TV Net Oper. and Sales

Operations Departments
Edward L. Muson .................. Dir. of Television Operations
Stanton Osgood .................. Asst. to Dir. of TV Oper. & Mgr. of Theatre TV
J. Robert Myers .................. Admin. Asst. to Dir. of TV Oper.

Finance Department
Charles Creswell .................. Controller for TV Network
Joseph Berhalter .................. Supvr. of Budget Div.
Leslie Vaughan .................. TV Cost & Billing Supvr.

Sales Planning & Research Department
Robert McFadyen .................. Mgr. of TV Sales Planning & Research
Lewis M. Marcy .................. Supr. of Sales Planning Div.
Thomas Coffin .................. Supr. of Program Research Div.
Richard Paige .................. Supr. of Ratings Div.

Production Services Department
Fred Shawn .................. Dir. of TV Prod. Services
Benjamin L. Webster .................. Asst. to Dir. of TV Prod. Services
Ernest Theiss .................. Supvr. of B'cast Oper.
James Kovach .................. Operations Coordinator

Staging Services
Robert Wade .................. Mgr. of Staging Services
Robert Brunton .................. Supr. of Staging Oper. Section Film Dept.

Film Department

Technical Operations
Robert E. Shelby .................. Dir. of Tech. Oper.
Reid R. Davis .................. Supvr. of N. Y. TV Oper.

Program Department
Ernest Walling .................. TV Prog. Mgr.
Fred Coe .................. Mgr. of New Prog. Develop.
Merritt Barnum .................. TV Commercial Prog. Planning Mgr.

News, Special Events & Sports Department
Henry Cassidy .................. Director of News, Special Events & Public Affairs
Joseph O. Meyers .................. Mgr. of Operations
Francis Littlejohn .................. News Desk Supervisor
Bill Stern .................. Director of Sports
Jeannette Kriendler .................. Office Supervisor

Technical Operations
George McElrath .................. Director of Radio Network Technical Operations
Paul Gallant .................. Supr. of Radio B'cast. Oper.
John Flynn .................. WNBC Station Engineer
Charles Phelan .................. Supr. of Radio Equipment Maint.

NETWORK

Talent & Program Procurement Department
Carl Stanton .................. Manager
Jack Rayel .................. Program Procurement Supvr.
Martin Begley .................. Talent Procurement Supvr.

PUBLIC AFFAIRS —

News, Special Events & Sports Department
Davidson Taylor .................. Director of TV Public Affairs, News, Special Events & Sports
Francis C. McCall .................. Dir. of TV News & Special Events
Adolph Schneider .................. Mgr. of TV News & Special Events
James Dolan .................. Asst. Dir. of Sports
Clarence Thomas .................. TV Newsreel Supvr.

Sales Departments
George Frey .................. V.P. & Dir. of TV Network Sales
Hamilton Robinson .................. Asst. to V.P.
Ruddick Lawrence .................. Dir. of TV Sales Develop.

EASTERN DIVISION
Edward R. Hitz .................. TV Eastern Sales Mgr.

SALES SERVICE DIVISION
Frank Reed .................. Mgr. of TV Sales Service

PROGRAM SALES
Robert Sarnoff .................. Mgr. of TV Program Sales
Michael Dann .................. Coordinator of TV Prog Package Sales

Advertising & Promotion Department
James Nelson .................. Mgr. of TV Advertising & Prom.
John Hurlbut .................. Supr. of Audience Prom.
Fred Viet .................. Art Dir.
John Fuller .................. Sales Presentation Writer

Station Relations Department
Sheldon B. Hickox .................. Director
Elmore B. Lyford .................. TV Contact Repr.
Thomas Knodlu .................. TV Contact Repr.
Stephen Flynn .................. TV Contact Repr.
Raymond O'Connell .................. TV Contact Repr.
Robert Guthrie .................. Supvr. of Affiliation Contracts

Production Operations
Frederic W. Wile .................. V.P. & Dir. of TV Prod.
Owned & Operated Stations
James M. Gaines...VP for Owned & Operated Stations
Hamilton Shea...........................................Controller
H. Norman Neubert............................Merchandising Manager

National Spot Sales Department
James V. McConnell.......................Director
Richard Close.....................................Manager
Jacob Evans. Mgr. of Sales Dev., Advtg. & Promotion
Charles Phillips.......................Eastern TV Sales Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC, WNBC-FM</td>
<td>New York</td>
</tr>
<tr>
<td>WMAQ, WMAQ-FM</td>
<td>Chicago</td>
</tr>
<tr>
<td>WRC, WRC-FM</td>
<td>Washington</td>
</tr>
<tr>
<td>WTAM, WTAM-FM</td>
<td>Cleveland</td>
</tr>
<tr>
<td>KNBC, KNBC-FM</td>
<td>San Francisco</td>
</tr>
<tr>
<td>KOA, KOA-FM</td>
<td>Denver</td>
</tr>
<tr>
<td>WNBW</td>
<td>New York (Television)</td>
</tr>
<tr>
<td>WNBK</td>
<td>Cleveland (Television)</td>
</tr>
<tr>
<td>WNBQ</td>
<td>Chicago (Television)</td>
</tr>
<tr>
<td>KNBH</td>
<td>Hollywood (Television)</td>
</tr>
</tbody>
</table>

Owned and operated by NBC

AFFILIATED STATIONS—Interconnected Network

WBAL-TV, WBZ-TV, WBEN-TV, WNBQ, WNBK, WWJ-TV, WICU, WLAV-TV, WRLA-TV, WTMJ-TV, WHNC-TV, WNTB, WPTZ, WNBO, WDTV, WJAR-TV, WHAM-TV, WRGB, KSD-TV, WSDP-TV, WNBW, WDEL-TV, WOIT-TV, WSBT-TV, WJBC-TV, WTTV, WVTW, WMBL, WLC-C, WOC-TV, WLS-F, WFMY-TV, WSAZ-TV, WFBM-TV, WMBR-TV, WJAC-TV, WZKO-TV, WFDA-TV, WJMJ-TV, WAVE-TV, WMCT, KSTP-TV, WSM-TV, WTAR-TV, WOW-TV, WTVR, WSYR-TV, WKTU

Central Division

Merchandise Mart, Chicago 54, Illinois
Superior 7-8300

Harry C. Kopf..................................VP & General Mgr.
John Whalley.......................................Controller
Homer Heck.........................................Mgr. of Radio Program Dept.
Edward Cunningham...Mgr. of Radio Sales Dept.
Leonard Anderson. Mgr. of Integrated Services Dept.
John McPartlin................................Mgr. of TV Sales Dept.
Jules Herbuveaux...............................Dir. of TV Operations
Frederick Jacobson..............................TV Program Manager
Howard Luttgens..................................Engineer in Charge

Western Division

Sunset Blvd. & Vine St., Hollywood 28, Calif.
Hollywood 9-6161

John K. West..................................VP in charge of Western Division
Louis Frost........................................Asst. to the VP & Dir. of Integrated Services Dept.
Frank Dellett....................................Controller
Donald Honrath.................................Mgr. of Continuity & Special Events
Roger Sprague.................................Mgr. of News, Special Events & Sports
Henry Maas........................................Supr. of Sales & Program Traffic
Thomas McCray................................Dir. of Radio Network Operations
Frank Berend.................................Mgr. of Radio Network Sales Dept.
Homer Canfield.................................Mgr. of Radio Programs & Public Affairs Dept.
Harry Bubeck..................................Production Manager
Leslie Raddatz..................................Mgr. of Radio Press Dept.
Alfred Saxton..................................Mgr. of Radio Technical Operations

WNBC, WNBC-FM, WNB

Ted Cott......................................Mgr. of WNBC, WNBC-FM, WNB
Theodore Zer...................................Controller
Berry Long......................................Mgr. of Radio Sales
Leonard Safir..................................Supr. of Radio & TV Advertising
Winifred Schaefer.........................Supr. of Publicity
George Wallach................................News & Special Events Supr.
Harvey Gannon.................................Radio Program Manager
John Reber......................................Sales Manager, WNB
Ivan Reiner....................................Pgm. Mgr., WNB

KENNH

Thomas McAadden..................................General Manager
C. P. Ewing.......................................Controller
Robert Clark..................................Mgr. of TV Technical Operations
Robert Brown..................................Mgr. of TV Program Dept.
Robert Thompson.................................Supr. of TV Operations
Donald Norman................................Mgr. of TV Sales Dept.
Robert Pelgrum—.................................Mgr. of TV Press Dept.

NBC Stations Planning & Advisory Committee

Howard Pill ..................................WSEA, Montgomery, Ala.
John Murphy.Dir. of TV for Crosley Broadcasting Corp.
C. Robert Thompson............................Gen. Mgr., WBEN, Buffalo, N. Y.
Ralph Evans...........Exec. V. P., Central Broadcasting Co.
(Who, Des Moines, Iowa; WOC, Davenport, Iowa)

Jack Harris..................................Gen. Mgr., KPRC, Houston, Texas
S. S. Fox...............................Pres., KDYL, Salt Lake City, Utah
artin Campbell..................Gen. Mgr., WFAA, Dallas, Texas
E. R. Vadeboncoeur...........VP & Gen. Mgr., WSYR-TV, Syracuse, N. Y.
Dean Fletcher.....................Gen. Mgr., WDAF-TV, Kansas City, Mo.
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 400 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.
LIBERTY
Broadcasting System

2100 Jackson Street, Dallas, Texas
Phone: Randolph 2424

Officers & Directors
Chairman of the Board ........................................... Barton R. McLendon
President .......................................................... Gordon B. McLendon
Executive Vice-President ....................................... James H. Foster

Departments
National Sales ..................................................... Cal Perley, V.P.
Programming & Production ..................................... H. W. Bumpas, V.P.
Advertising .............................................................. Harry Gage, Dir.
Sports ................................................................. Jerry Doggett, Dir.
Engineering ............................................................ Glenn Callison, V.P.

New York
509 Madison Avenue, Phone: MU 8-5580
Vice-President, National Sales ............................. Cal Perley
Regional Vice-President ................................ Edmund Burke

Los Angeles
KMPC Building, 5939 Sunset Blvd.
Vice-President, West Coast Operations ................ Benton Paschal

Chicago
75 North Wacker Drive
Regional Vice-President ...................................... John M. Dunnagan

Atlanta
101 Marietta Street
Regional Vice-President ..................................... Tom Carr

Washington
1000 Connecticut Avenue
Regional Vice-President ...................................... Fred Palmer

SERVICES OFFERED: The Liberty Broadcasting System is a national network, stations are joined together through the facilities of the American Telephone & Telegraph Co. At the time of going to press, there are 268 affiliate stations.
Leading brands using KEYSTONE BROADCASTING SYSTEM know that the KBS local level 400 reaches the rich, high income, small town and rural markets! As the ONLY established and growing Transcription Network, every local KBS affiliate is a home town station . . . and, according to BMB studies, native stations produce more impact with their higher listener-loyalty.

The Keystone Network consists of more than 400 stations located in towns with populations of 10,000 to 50,000 . . . PLUS the RURAL BUYING POWER of that area! These areas are largely beyond the dependable service of major wired networks . . . and effective TV! AND . . . these same markets contain more than HALF OF THE NATION'S RETAIL STORES which do nearly HALF OF THE NATION'S RETAIL BUSINESS!

Investigate this rich and loyal KBS small town and rural market NOW!
KBS stations reach the small town and rural markets—free from effective TV!

One order only buys an attractive package rate!
Think of it! The Keystone Network operates in the same manner as wired networks... WITH THE SAME ADVANTAGES! Instead of a large number of clerical, time consuming hours of transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice... for all 400 KBS stations... or as few stations as needed to meet your needs.

SEARCHING FOR AN ANSWER TO TV-itis?
KBS is the only National radio network without a single station located in a TV City. As a result, many advertisers are using KBS to supplement their TV schedule which doesn’t reach the KBS small town and rural market!

580 FIFTH AVE., NEW YORK  •  134 N. LaSALLE ST., CHICAGO.
EVERY DAY THIS BELL RINGS
IN MORE AND MORE AMERICAN HOMES

1948

1949

1950

1951

It's the Liberty Network bell you're hearing and it's ringing ever more widely with each passing year! In fact, in less than four years the Liberty Network has grown from a tiny group of 5 stations to a vigorous, well-integrated broadcasting system of 275 stations from Massachusetts to California.

Its phenomenal growth is the talk of the radio broadcasting industry. But every bit of it has been earned by the delivery of tremendous listening audiences . . . and unremitting service to advertisers large and small!

THE LIBERTY BROADCASTING SYSTEM
New York, N. Y.
509 Madison Ave.

Dallas, Texas
2100 Jackson St.
Alaska Broadcasting System  
CBS, NBC  
830 Securities Building, Seattle 1, Wash.  
Phone: SEneca 6333  
PERSONNEL  
General Manager .............. Wm. J. Wagner  
Commercial Manager .......... Kenneth Laughlin  
Chief Engineer ............... W. R. Nichols  
Traffic Manager ............. A. L. Christensen  
Auditor ..................... F. Daniel McLean  
Recording Engineer............. Harold H. Kaden  

BRANCH OFFICES  
Station KFQD, Box 1040, Anchorage, Wm. Warner, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Jim Kemp, Station Mgr.; Station KINY, Box 1091, Juneau, John Ashbaugh, Station Mgr.; Station KFRB, Box 850, Fairbanks, Jack McCahill, Station Mgr.; Station KIBH, Box 250, Seward, Jay Stauter, Station Mgr.; Station KIFW, Box 693, Sitka, R. E. von Pastel, Jr., Station Mgr.  

The Aloha Network  
P. O. Box 1380, Honolulu, T. H.  
Phone: 93295  
PERSONNEL  
General Manager .............. R. M. Fitkin  
Vice-Presidents ............... A. H. Green  
C. J. Fern, E. J. Crane  

STATIONS  
KHON, Honolulu; KIPA, Hilo; KMVI, Wallulu; 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............. Fred Gerletti  

STATIONS  
KTR, Phoenix; KVOS, Tucson; KYUM, Yuma; KGLU, Safford; KWB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.  

The Arizona Network  
Radio Station KOY  
Phone: 44144  
PERSONNEL  
Manager ................... Albert D. Johnson  
Program Manager ............ John R. Williams  
Commercial Manager .......... John L. Hoqg  
KTUC Manager ................ Lee Little  
KSUN Mgr., Owner .......... Carlton W. Morris  
KYMA Manager ............... William L. Lindsey  

BRANCH OFFICES  
Station KTUC, Broadway & Tyndall, Tucson, Ariz.; Phone: 2-3344; Station KSUN, Lowell, Ariz.; Phone 3; Station KYMA, 8th St. and "B" Ave., Yuma.  

STATIONS  
KOY, Phoenix, KTUC, Tucson; KSUN, Lowell; KYMA, Yuma.  

NATIONAL REPRESENTATIVE  
John Blair & Company  

Arrowhead Network  
WECB Building, Duluth 2, Minn.  
Phone: Melrose 2-2873  
PERSONNEL  
President ................. Morgan Murphy  
V.-P. & Gen. Mgr. .......... Walter C. Bridges  
Dir. of Engineering ......... Charles P. Persons  
News Editor ............... Earl Henton  
Mgr. WECB ............... Greg Rouleau  
Mgr. WMFG .................. Oscar Peterson  
Mgr. WHLB .................. Chet Thurston  
Mgr. WJMC .................. Russell Brown  
Mgr. WEAU .................. Harry Hyett  
Mgr. WISC ................. Ralph O'Connor  

BRANCH OFFICES  
WECB Building (WECB), Duluth, Minn., Phone Melrose 2-2873, Mgr. Greg Rouleau; Androy Hotel (WMFG), Hibbing Minn., Phone Hibbing 1130, Mgr. Oscar Peterson; Sixth Ave. & 2nd Street (WHLE), Virginia, Minn., Phone Virginia 2000, Mgr. Chet Thurston; 1815 So. Main Street (WJMC), Rice Lake, Wis., Phone R. L. 550, Mgr. Russ Brown; 203 So. Barstow Street (WEAU), Eau Claire, Wis., Phone E. C. 6149, Mgr. Harry Hyett; 114 No. Carroll Street (WISC), Madison, Wis., Phone Madison 7-2588, Mgr. Ralph O'Connor.  

STATIONS  
WECB, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLE, Virginia, Minn.; WJMC, Rice Lake, Wis.; WEAU Eau Claire, Wis.; WISC, Madison, Wis.  

Broadcasting Corp. of America  
(Western Network)  
P. O. Box 987, Riverside, Calif.  
Phone: Riverside 6293  
PERSONNEL  
President & Gen. Mgr. .... W. L. Gleeson  

REGIONAL NETWORKS
Columbia Pacific Network
Columbia Square, Los Angeles, Calif.
PERSONNEL
Manager
Wayne R. Stetner
STATIONS
KNX, Los Angeles; KCBS, San Francisco; KCBQ, San Diego; KFRE, Fresno; KGDM, Stockton; KROY, Sacramento; KCMJ, Palm Springs; KOIN, Portland; KIRO, Seattle; KXLY, Spokane.

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, Waterbury, Conn.

Don Lee Broadcasting System
1313 North Vine St., Hollywood 28, Calif.
Phone: Hudson 2-2133
PERSONNEL
President
Willet H. Brown
Secretary-Treasurer
A. M. Quinn
V.P. in Charge of Sales
Ward D. Ingrin
V.P. and General Counsel
Donn B. Tatum
V.P. in Charge of Engraving
Walter Carruthers
Director of Operations
Anthony J. LaFranco
National Advertising Mgr.
Henry Gerstken
KHJ Sales Manager
Leon Wray
Dir. of Station Relations
Norman Ostby
Dir. of Public Relations
James Parsons, Jr.
Program Director
J. Carlton Adair
News and Special Events Dir.
Les Mawhinney
Sales Promotion Mgr.
Herbert Sonnenburg
Program Promotion Dir.
Robert Harinett
STATIONS
KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bake-shop; KHSL, Chico; KKO, El Centro; 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; KOVE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare, Calif.; KPOJ, Portland; KWIL, Albany; KAST, Astoria; KBBN, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJL, Klamath Falls; KRRN, Roseburg; KSLM, Salem, Ore.; KVI, Seattle; KNEW, Spokane; KKRO, Aberdeen; KPUG, Bellingham; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KXNW, Wenatchee; KYAK, Yakima, Wash.; KVNI, Coeur d'Alene; KRLC, Lewiston; KXAL, Wallace, Idaho; KATO, Reno, Nev.; KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee, Ariz.; KPOA, Honolulu; KILA, Hilo, T. H.; KENI, Anchorage; KFAR, Fairbanks, Alaska.

Georgia Associations of Local Stations
Atlanta Hotel, Atlanta, Ga.
Phone: Alpine 5132
PERSONNEL
Sales Director
Tom Carr
STATIONS
WDEC, Americus; WGHA, Athens; WBQQ, Augusta; WGG, Brunswick; WBLL, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLL, Dalton; WWD, Dawson; WMT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WBB, Macon; WFOM, Marietta; WBB, Macon; WMVG, Milledgeville; WMGA, Moultrie; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WVOP, Vidalia; WAYX, Waycross; WRLD, West Point.

Georgia Major Market Trio
(Address any station or The Katz Agency)
STATIONS
WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah, Ga.

Great Northern Broadcasting System
107 First Ave., N.W., Mandan, N. D.
Phone: 561
PERSONNEL
Secy. & Treas.
M. J. Reichert
STATIONS
KMHL, Marshall; KEGE, Fergus Falls; KVOX, Moorhead; KWLM, Willmar, Minn.; KGCK, Sidney, Montana; KOCV, Valley City; KNOX, Grand Forks; KDLR, Devils Lake; KLPK, 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
V.P. Chg. of Sales
Lynn L. Meyer
V.P. Chg. of Programs
Jack Paige
V.P. Chg. of Engineering
W. D. 'Orr Cozzens
Regional Account Exec.
Ross B. Strong
Office Manager
Ernest W. Campbell
BRANCH OFFICES
Regional Networks

**STATIONS**
KALL, Salt Lake City; KLO, Ogden; KOAL, Price; KOVO, Provo; KSUB, Cedar City; KSVC, Richfield; KVNU, Logan, Utah; KEYY, Pocatello; KFXD-FM, Boise-Nampa; KID, Idaho Falls; KVWW, Twin Falls, Idaho; KAVR, Havre; KBMY... Billings; KFDW, Helena; KIYI, Shelby; KMON, Great Falls; KOPR, Butte; KPRK, Livingston; KRIF, Miles City; KXLO, Lewistown, Montana; KOVE, Lander; KOWB, Laramie; KSPR, Casper; KWYO, Sheridan; KPOW, Powell; KVRS, Rock Springs, Wyoming; KRAM, Las Vegas, Nevada.

**Iowa Tall Corn Network**
407 5 St., Des Moines, Ia.
Phone: 2-0225

STATIONS
KWCR, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KISB, Creston; KSST, Davenport; KDEC, Decorah; KWDW, Des Moines; KFJB, Marshalltown; KICM, Mason City; KCOM, Sioux City; KICD, Spencer; KDTH, Dubuque; KVFU, Fort Dodge; KOKX, Koozuk; KAYX, Waterloo; KRIB, Mason City; KWPO, Muscatine, Iowa.

**Lone Star Chain, Inc.**
3012 Douglas St., Dallas 19, Tex.
Phone: LAkeside 1041

PERSONNEL
President: Harold V. Hough
Vice-President: Fred Nakas
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; KTSU, San Antonio; KTXL, San Angelo; KWWC, Abilene; KXYZ, Houston; WBAP-820, Fort Worth; WBAP-570, Fort Worth, Texas.

**Maine Broadcasting System**
157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL
Manager: William H. Rines
Technical Director: Daniel H. Smith

BRANCH OFFICES
100 Main St., Bangor, Me., Phone: 6023. Edward E. Guernsey; 175 Water St., Phone: 2285.

**STATIONS**
WCSH, Portland; WLBY, Bangor; WRDO, Bangor, Me.

**McClatchy Beeline**
911 Seventh St., Sacramento, Calif.

PERSONNEL
President: Eleanor McClatchy
Sales Director: Leo O. Ricketts

STATIONS
KFBK (AM, FM), Sacramento; KMJ (AM, FM), Fresno; KGW, Stockton; KERN (AM, FM), Bakersfield; KOH, Reno; KBBE, Modesto.

**Michigan Radio Network**
1700 Stroh Bldg., Detroit 26, Mich.
Phone: Woodward 3-8321

PERSONNEL
President: James G. Riddell
Sales Manager: H. S. Christian
Dir. Adv. & Sales Prom: H. L. Neal, Jr.

STATIONS
WBCM, Bay City; WDFD, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAG, Grand Rapids; WFG, Kalamazoo; WBKZ, Muskegon; WSEO, Sault Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

**New England Major Markets Group**

Chairman: E. E. Hill

STATIONS
WLAW, Lawrence, Mass.; WPRO, Providence; WRDC, Hartford; WTAG, Worcester, Mass.; WGAN, Portland, Me.; WGUW, Bangor, Me.

**New England Regional Network**
29 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

DIRECTORS
Chairman: Paul W. Morency

STATIONS
WBZ, Boston, Mass.; WCSR, Portland, Me.; WJAR, Providence, R.I.; WLBY, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

**North Eastern Broadcasting System**

John Hancock Bldg., Boston 16, Mass.

PERSONNEL
Sales Director: Elmer Kettell

STATIONS
WABI, Bangor; WLAM, Lewiston-Auburn; WPOR, Portland; WTVL, Waterville, Maine; WFEA, Manchester; WKNE, Keene; XNHL, Laconia; WMOR, Berlin, New Hampshire;
Regional Networks

WJOY, Burlington; WSKY, Montpelier-Barre, Vermont; WACE, Chicopee-Springfield; WALE, Fall River; WBEC, Pittsfield; WBGM, New Bedford; WEIM, Fitchburg; WHAV, Haverhill; WKOX, Framingham; WNEB, Worcester, Mass.; WHIM, Providence, R. I.; WTHT, Hartford; WBRY, Waterbury, Conn.

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); WHEC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFIR, 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 .......... Edgar T. Bell

STATIONS
KOKI, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KVSS, Ardmore; KTMC, McAlester; KSWO, Lawton.
NATIONAL REPRESENTATIVE
Taylor-Borloff & 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

BRANCH OFFICE

STATIONS
KSDO, San Diego; KVOE, Santa Ana; KPOM, Pomona; KFOX, Long Beach; KWIK, Burbank; KFWB, Los Angeles; KFMV, Los Angeles; KVBM, Ventura; KSPA, Santa Paula; KIST, Santa Barbara; KSMA, Santa Maria; KVEC, San Luis Obispo; KPRL, Paso Robles; KITO, San Bernardino; KPRO, Riverside; KREO, Indio; KIOR, Blythe; KBUC, Corona; KROP, Brawley; KICO, Calexico; KAFY, Bakersfield; KTKR, Taft; KQCS, Ontario; KTP, Porterville; KCOK, Tulare-Visalia; KNGS, Hanford; KSGN, Sanger; KYNO, Fresno; KTUR, Turlock; KMOD, Modesto; KSTN, Stockton; KROG, Sonora; KCVR, Lodi; KXOA, Sacramento; Yuba, Yuba City; KQAM, Oroville; KXOC, Chico; KBLF, Red Bluff; KSUE, Susanville; KWSD, Mt. Shasta; KSYC, Yreka; KHUM, Eureka; KDAC, Fort Bragg; KSR, Santa Rosa; KVON, Napa; KGYW, Vallejo; KYA, San Francisco; KROW, Oakland; KEEN, San Jose; KDON, Santa Cruz, California.

Palmetto Broadcasting System
#1 Martin St., Anderson, S. C.
Phone: 3802
PERSONNEL
President .................. Wilton E. Hall
General Manager .......... Glenn P. Warnock
Production Manager .......... Ray Barath
Chief Engineer .......... H. B. Greene

STATIONS
WOLS, Florence; WSNW, Seneca; WBCU, Union; WAIM, WAC, Anderson; WTNX, Orangeburg; WESC (AM-FM), Greenville; WDGS, Chester; WJKD, Newberry; WLBG, Laurens, S. C.; WRF, Athens; WGAC, Augusta; WKLY, Hartwell, Ga.

Rocky Mountain Broadcasting System
29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737
PERSONNEL
President & Gen. Mgr. .......... Frank C. Carman
Vice-Pres. & Sales Mgr. .......... John Schile
Vice-Pres. & Program Dir. .......... Ray Fadel
Traffic Director .......... Dorothy Janney

STATIONS
KGEM, Boise; KBOI, Burley; KIFI, Idaho Falls; KEIO, Pocatello; KLIX, Twin Falls, Idaho; KOPR, Butte; KOK, Billings; KMON, Great Falls; KENO, Los Vegas, Nev.; KUTA, Salt Lake City; KCSU, Provo; KVOG, Ogden, Utah; KFBC, Cheyenne; KVOC, Casper; KRAL, Rawlins, Wy.

Rural Radio Network, Inc.
118 N. Tioga St., Ithaca, N. Y.
Phone: 3341
PERSONNEL
President ........................ C. E. Snyder
Sey-Treas. ........................ R. B. Gervan
General Manager ........................ M. R. Hanna
Sales Manager .......... H. S. Brown
Program Supervisor .......... M. K. Knapp
Farm Service Dir. .......... L. Hammrick
Chief Engineer .......... B. Humphrey

STATIONS
WHCU-FM, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WFN, Wethersfield; WHDL-FM, Olean; WVLT, Bristol Center; WVCN, Devonshire; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WVCU,
Cherry Valley: WFLY, Troy; WHVA, Poughkeepsie; WQAN-FM, Scranton, Pa.

* Steinman Stations
8 W. King St., Lancaster, Pa.
Phone: 5251
PERSONNEL
Gen. Mgr. ..................C. K. Beaver

STATIONS
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: ED 3473
PERSONNEL
President .................. Gene L. Cagle
Vice-President .............. Charles B. Jordan
Secretary-Treasurer .......... D. C. Hornburg
Traffic Manager ............. Forrest W. Clough
Program Director ........... Hal Thompson
Chief Engineer ............. James T. Peterson

STATIONS
KFJZ, Fort Worth; KBRC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCMS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCME, Texarkana; WACO, Waco; KFRO, Longview; KMBC, San Antonio; KBW, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville, Texas; KRIQ, McAllen, Texas.

* The Tobacco Network, Inc.
806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, N. C.
Phone: 8885
President .................. Floyd Fletcher, WTIK
Vice-President ............ Hartwell Campbell, WGTC
Secy. and Treasurer ........ Victor Dawson, WFN
STATIONS
WFNC, Fayetteville; WRAL, Raleigh; WGTC, Greenville; WHIT, New Bern; WJNC, Jacksonvillle; WTIC, Durham; WGNI, Wilmingt-
on; WCEC, Rocky Mount, N. C.

* Union Broadcasting System
PERSONNEL
General Manager ............ Jim Healy
STATIONS
WXRA, Buffalo; WOKO, Albany; WCSS, Amsterdam; WWSC, Glens Falls; WENT, Glov-
ersville; WHUC, Hudson; WKNY, Kingston; WKP, Poughkeepsie; WDOS, Oneonta; WKOP, Binghamton; WELM, Elmira; WGAT, Utica; WNDR, Syracuse; WICY, Malone; WEAV, Plattsburg; WNBD, Saranac Lake, N. Y.; WBEC, Pittsfield, Mass.; WACE, Chicopee; WALE, Fall River; WVOI, Boston, Mass.; WSYB, Rut-
land; WJOY, Burlington, Vt.; WWCO, Water-
bury; WTOR, Torrington, Conn.; WFAU, August-
a, Me.; WKNE, Keene, N. H.

* Wisconsin Network, Inc.
Nash Block, Wisconsin Rapids, Wis.
Phone: 723
PERSONNEL
Managing Dir. ............... George T. Frechette
President .................... John M. Walter
STATIONS
WRIN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Poyntette; KFIZ, Fond du Lac, Wisc.

* The Yankee Network
21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800
President ................... William O'Neil
Executive Vice-Pres. & Gen. Mgr. Linus Travers
Vice-President ............. George Steffy
Vice-President ............. Thomas O'Neil
Dir. of Promotion .......... James Richdale, Jr.
Dir. of Production .......... Paul Keyes
Editor, Yankee Network News Service Leland Bickford
Technical Director .......... I. B. Robinson

BOARD OF DIRECTORS
William O'Neil, Loren Angus McQueen, Samuel Smith Poor, James W. Haggetty, Henry Linus Travers, Frank Knowlton, Thomas O'Neil, George W. Steffy, John B. Poor.

BRANCH OFFICES
Crown Hotel, Providence 2, R. I., Phone: Temple 1-0800, Mowry Lowe, WEAN, Super-
visor; 54 Pratt St., Hartford 4, Conn., Phone: Ha'tford 7-9131, Robert Kennett, WONS Supervisor; Hotel Stratfield, Bridgeport 1, Conn., Phone: Bridgeport 6-1121, Robert Kennett, WICC Supervisor.

STATIONS
WNAC, Boston, Mass.; WFAU, Augusta;
WIDE, Biddelford, Me.; WICC, Bridgeport,
Conn.; WTSV, Claremont; WKXL, Concord,
N. H.; WALE, Fall River; WEIM, Fitchburg;
WHAI, Greenfield, Mass.; WONS, Hartford,
Conn.; WHYN, Holyoke, Mass.; WOBC, Hu-
ymns, Mass.; WLNL, Laconia, N. H.;
WCOU, Lewiston-Auburn, Me.; WLIW, Low-
ell-Lawrence, Mass.; WKBK, Manchester, N. H.;
WNBE, New Bedford, Mass.; WNLC, New
London, Conn.; WBKR, Pittsfield, Mass.;
WMTW, Portland, Me.; WHEB, Portsmouth-
Dover, N. H.; WEAN, Providence, R. I.; WSYB,
Rutland, Vt.; WWCO, Waterbury, Conn.;
WDEV, Waterbury, Vt.; WWON, Woonsocket,
R. I.; WAAB, Worcester, Mass.; WTS, Batten-
boro, Vt.; WTSI, Hanover, N. H.
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</tbody>
</table>

AM RADIO STATIONS

U. S. Station Index

Stations Alphabetically Listed by States—Cities

Key Personnel

Licensee

Frequency—Power

NINETEEN FIFTY-ONE
THERE IS
NO SUBSTITUTE
FOR THE GOOD MUSIC
OF WQXR

The Radio Station of The New York Times, Times Square, New York 18, N. Y.
Represented nationally by Paul H. Raymer Co.
## Index Of The Standard Stations Of The United States

<table>
<thead>
<tr>
<th>Station</th>
<th>City—State</th>
<th>Page</th>
</tr>
</thead>
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<td>KAAA</td>
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<tr>
<td>KABC</td>
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WAVU
ALBERTVILLE—1948
Frequency: 650 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
Commercial Mgr..... Eaton P. Govan, Jr.
Program Director..... Annette Abercrombie
Chief Engineer..... Glenn Abercrombie

WRFS
ALEXANDER CITY—1947
Frequency: 1050 Kc..... Power: 1,000 Watts d.
Owned-Operated By...... Piedmont 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
Publicity Director..... Jim Murphy
Chief Engineer..... James W. Whatley
Consulting Engineer........... Claude Grey

WCTA
ANDALUSIA—1946—MBS-KBS
Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By... Andalusia Bcstg. Co., Inc.
Address......... Sanford Rd.
Phone Number............. 844
Air Time............. 5:30 a.m.-10:30 p.m.
Transmitter............. Sanford Rd.
News Service............. UP
Transcription Service......... World
Membership............. NAB
Executive V.P., Gen. Mgr..... J. Dighe Bishop
Commercial Manager..... James Miller
Sales Prom. Mgr..... Guy Williams
Prog. Dir........... Christine Hardage
Chief Engineer & Comm. Mgr..... Bill Bates
Consulting Engineer........... Claude Grey

WHMA
ANNISTON—1938—ABC
Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By... Anniston Bcstg. Co., Inc.
Business-Studio Address......... Radio Bldg.
Phone Number............. 2380-368
Air Time............. 5:45 a.m.-11 p.m.
Transmitter............. 1401 W. 15th St.
News Service............. UP

WATM
ATMORE—1949
Frequency: 1580 Kc..... Power: 250 Watts
Owned-Operated By... Southland Bcstg. Co.
Address......... Main St.

W AUD
AUBURN—1947—LIBERTY
Frequency: 1230 Kc. Power: 250 Watts
Business Address: Box 350
Phone Number: 1240-1
Studio Transmitter: Montgomery Hwy.
Air Time: 6 a.m.-Midnight
News Service: AP
Transmission Service: World
Pres., Gen. Station Mgr.: Elmer G. Saltzer
Chief Engineer: Ted Bellon
Consulting Engineer: C. I. Shelkotsky

WBCO
BESSEMER—1950
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated by: Bessemer Bcstg. Co.
Address: 1720 Third Ave.
Phone Number: 4880
News Service: INS
Transmission Service: Langworth
Pres., Gen. Mgr.: J. E. Lanier
Commercial Manager: W. J. Jarrard
Program Director: Lloyd Williams
Chief Engineer: Jack Warden

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 H'way
News Service: INS
Station Mgr.: James E. Connolly
Comm. Mgr.: Clay Coe
Sales Prom. Mgr.: G anus Scarborough
Program Director: Jane Marlindale
Prod., Mus. Dir.: Annette Simmons
Publicity Director: Mary Patterson
News Director: Bob Umbach
Farm Editor: Otis Dodge
Chief Engineer: Maurice McKinney
Consulting Engineer: Lohres & Culver

WAPI
BIRMINGHAM—1922—CBS
Frequency: 1070 Kc. Power: 5000 Watts
Operated By: Voice of Ala., Inc.
Address: 701 Protective Life Bldg.
Phone Number: 3-8116
Transmitter: Sandusky, Ala.
News Service: UP
Transmission Service: World
Representative: Radio Sales
Membership: NAB, BMB, BAB
Chairman of the Board: Edward L. Norton
President-General Mgr.: Thad Holt
Program Director: Lionel F. Baxter
Production Director: Maury J. Farrell
News Dir., Farm Editor: John McCune
Chief Announcer: Clint Blakely
Chief Engineer: James L. Evans

WBRC
BIRMINGHAM—1925—NBC
Frequency: 860 Kc. Power: 5000 Watts
Address: 1727½ 2nd Ave., N.
Phone Number: 4-7741
Transmitter Location: 2400 Arkedaphila Rd.
News Service: INS, AP
Transmission Service: Standard, Lang Worth
Representative: Paul H. Raymer Co.
Membership: NAB, FMA
President: Eloise S. Hannon
Gen. Manager: G. P. Hamann
Commercial Manager: Don D. Campbell
News, Pgm. Dir.: W. H. McCain
Prom. Mgr.: John T. Orr
Chief Engineer: G. P. Hamann
Farm Editor: Don Norman

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: 4-0525
President, Gen. Mgr.: J. E. Reynolds
V. P.: Mrs. Leach L. Doss
Secty., Treas.: Comm. Mgr.: John A. Thompson
News Director: W. E. Daniels, Jr.
Pgm. Dir.: Claudia Jackson
Chief Engineer: John F. Cram

WKAX
BIRMINGHAM—1945
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: UP
Representative: Hal Holman Co.
Pres., Sta. Mgr.: Glenn V. Tingley
Sales Prom. Mgr.: Harold Tingley
Program Director: Jimmy Kirby
Chief Announcer: Stan Vainiib
Chief Engineer: Stanley L. Hawks
Consulting Engineer: Claude Gray
WSGN

BIRMINGHAM—1927—ABC

Frequency: 610 Kc. Power: 5000w. 1000 n.
Owned-Operated: Birmingham News Co.
Business Address: P.O. Box 2553
Phone Number: 4-3434
Studio Address: YWCA Bldg.
Transmitter Location: Fair Grounds
Newspaper Affiliation: Birmingham News
News Service: AP
Air Time: 5 a.m.-Midnight
Representative: Headley-Reed
Ownership: NAB
Managing Director: Henry P. Johnston
Commercial Manager: J. Harry Calloway
Pgm. Dir.: Craig Lowe
Dir. of Prom. & Res.: Alfred Greenberg
Chief Engineer: J. V. Sanderson
Consulting Engineer: Gautney & Ray

WTNB

BIRMINGHAM—1946—MBS

Frequency: 1430 Kc. Power: 250 Watts
Address: 3427 27th Ave. N.
Phone Number: 4-4511
Air Time: 6-12 Midnight
Representative: Taylor Co.
President: Roy F. Hofheinz
General Manager: Gerard N. Irwin
Program Director: Charles White McGehee
Chief Announcer: Bill Henning
Chief Engineer: Ray Lowery

WVOK

BIRMINGHAM—1947

Frequency: 680 Kc. Power: 50,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
Business Address: P.O. Box 2463.
Phone Number: 6-2924
Transmitter: Bessemer Super Highway
News Service: Capitol
Transcription Service: Radio Reps., Inc.
Pres., Gen. Sta. Mgr.: Ira Lee B. Bennis
Com. Sales Prom. Mgr.: William J. Brennan
News Director: Dan Brennan
Program Director: Fred Wamble
Chief Engineer: William J. Brennan
Consulting Engineer: W. E. Berns, Jr.

WEBJ

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Brewton Bcstg. Co.
Address: Brewton, Ala.
Air Time: 6 a.m.-11 p.m.
Phone Number: 1000

WSGN

BIRMINGHAM—1927—ABC

Frequency: 610 Kc. Power: 5000w. 1000 n.
Owned-Operated: Birmingham News Co.
Business Address: P.O. Box 2553
Phone Number: 4-3434
Studio Address: YWCA Bldg.
Transmitter Location: Fair Grounds
Newspaper Affiliation: Birmingham News
News Service: AP
Air Time: 5 a.m.-Midnight
Representative: Headley-Reed
Ownership: NAB
Managing Director: Henry P. Johnston
Commercial Manager: J. Harry Calloway
Pgm. Dir.: Craig Lowe
Dir. of Prom. & Res.: Alfred Greenberg
Chief Engineer: J. V. Sanderson
Consulting Engineer: Gautney & Ray

WTNB

BIRMINGHAM—1946—MBS

Frequency: 1430 Kc. Power: 250 Watts
Address: 3427 27th Ave. N.
Phone Number: 4-4511
Air Time: 6-12 Midnight
Representative: Taylor Co.
President: Roy F. Hofheinz
General Manager: Gerard N. Irwin
Program Director: Charles White McGehee
Chief Announcer: Bill Henning
Chief Engineer: Ray Lowery

WVOK

BIRMINGHAM—1947

Frequency: 680 Kc. Power: 50,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
Business Address: P.O. Box 2463.
Phone Number: 6-2924
Transmitter: Bessemer Super Highway
News Service: Capitol
Transcription Service: Radio Reps., Inc.
Pres., Gen. Sta. Mgr.: Ira Lee B. Bennis
Com. Sales Prom. Mgr.: William J. Brennan
News Director: Dan Brennan
Program Director: Fred Wamble
Chief Engineer: William J. Brennan
Consulting Engineer: W. E. Berns, Jr.

WEBJ

BREWTON—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Brewton Bcstg. Co.
Address: Brewton, Ala.
Air Time: 6 a.m.-11 p.m.
Phone Number: 1000

News Service: AP
Transcription Service: SESAC, Associated
Ownership: NAB
Pres., Sta. Mgr.: W. Emmett Brooks
Vice-Pres.: William E. Brooks, Jr.
Commercial Manager: W. Emmett Brooks
Program Director: Charles Land
Chief Engineer: R. D. Craig
Consulting Engineer: Claude Gray

WKLF

CLANTON—1949—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By: Southeastern Bcstg. Co.
Bus.-Studio Address: Clanton
Phone Number: 4-49
Transmitter Location: Selma Highway
News Service: AP
Transcription Service: World, Capitol
Representative: Thomas F. Clarke
President: Dr. J. Kelley Robinson
Gen.-Station-Comm. Mgr.: Robert B. Taber
Program Director: Paul Reid
Chief Engineer: Lester Carter
Consulting Engineer: Claude Gray

WFMA

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
The Voice of Cullman

WKUL

CULLMAN—1946—LIBERTY

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
Program Director: Lon Waters
Chief Announcer: Jay Aldredge
Chief Engineer: Arthur Bachmann
Consulting Engineer: Claude Gray

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: ...Flynn Street
Air Time: 7 a.m.-Sunset
Sunset-Sunset
Phone Number: 951
News Service: AP
Transcription Service: Capitol
Gen. Comm. Mgr.: Louis C. Blizzard
Sa’es Prom. Mgr.: W. H. Gibson
Pgm. Farm Dir.: Jim Fust
Chief Engr.: Melvin Cryer
WMSL

DECATUR—1935—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address.......................................P. O. Box 411
Phone Number.................................802-803
Transmitter Location......................Danville Rd.
Air Time..................................6:00 a.m.-10:15 p.m.
News Service ................................AP
Transcription Service......................World
Pres., Gen., Sta. Mgr. .........................Frank Whisenant
Comm. Mgr....................................Cletus Quick (Nat'l.)
Prom. Mgr. (Local Sales Mgr.) ..........Frank Hood
Prog. Dir., Chief Announcer............Cletus Quick
Musical Director............................Wayne Sims
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—1932—MBS
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By.........................Dothan Bcstg. Co.
Address......................................204 1/2 E. Main Street
Phone Number...............................2-9100
Transmitter Location....................Headland Highway
Air Time..................................6 a.m.-11 p.m.
News Service................................AP
Transcription Service......................World
Representative.........................Joseph Hershey McGillvra
Membership....................................NAB
General Manager.........................Julian C. Smith
Comm. Mgr....................................Fred C. Moseley
Program Director.........................J. Arthur Creamer
Chief Engineer.........................John T. Hubbard

WDIG

DOTHAN—1947—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.........................Houston Bcsters.
Business-Studio Address...............107 E. Adams St.
Phone Number...............................3-4100
Transmitter Location......................State Hwy., 52.1 Mi. E. City
News Service................................UP
Representative.........................Cummings Reiner
Pres., Gen. Mgr.........................Jess Swicegood
News Director.........................Wayne Mosely
Pgm. Dir....................................John Ingersoll
Chief Engineer.........................Charles Lawshe
Farm Editor...............................Joe Holloway

WOOF

DOTHAN—1948
Frequency: 560 Kc. Power: 1000 Watts d.
Owned-Operated By..............Dowan-Anderson Bcstg. Co.
Business-Studio Address...........110 1/2 So. Foster
Phone Number.........................2-5600
Transmitter Location......................Radio Road
News Service................................UP
Transcription Service......................Capitol
Representative.....................Sears & Ayer
Membership.....................................BMB
Commercial Manager.............Johnny LaCarter
Chief Engineer.......................Sam Campbell
Consulting Engineer.............William E. Bennes

WIRB

ENTERPRISE—1948
Frequency: 1230 Kc. Power: 250 Watts
Business Address...............Dothan Hwy.
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

EUFALOA—1948—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Phone Number.............................745
Transmitter Loc.........................Dothan Hwy., 1 mi. So.
Air Time..................................6 a.m.-11 p.m.
News Service................................UP
Transcription Service......................World
Representative.....................Dodson
Membership.....................................NAB
President......................Edward P. Fussell
Gen. Comm.-Pgm. Dir..............Lee S. Bullis
Chief Engineer.......................Hugh G. Chastain
Consulting Engr.....................Claude M. Gray

WWWF

FAYETTE—1949
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By........Bankhead Bcstg. Co., Inc.
Address.................................Jasper
Phone Number.............................200
Transmitter Loc.........................Hwy., 43
Air Time..................................Sunrise-Sunset
News Service................................UP
President.........................W. W. Bankhead
General Manager...............James Reese
Station Manager...............Jack Black
Chief Engineer......................Orval Herman
**WJOI**

**FLORENCE—1946—ABC**

Frequency: 1340 Kc. Power: 250 Watts
Address: 850 S. Court St.
Phone Number: 2608

Commercial Manager: Dorothy S. Lester
Sales Prom. Mgr., Pgm. Dir.: Harry Heast
Chief Announcer: Pete Bingham
Chief Engineer: Paul Shannon

**WMFT**

**FLORENCE—1945—KBS-ALA**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tri-Cities Best Co.
Bus. Add.: 800 Cypress Mill Rd., P. O. Box 477
Phone Number: 42 & 1934

Studio-Transmitter: 800 Cypress Mill Rd.
News Service: AP
Air Time: 6 a.m.-Midnight
President: Milton S. Killen
General Manager: James L. Garrett
Commercial Manager: Charles Dickson
Sales Prom. Mgr.: Theda England
Program Director: Len Hensel
Chief Engr. & Ann.: Lee Malone
Consulting Engineer: Claude Gray

**WFPA**

**FT. PAYNE—1950—MBS-ABS**

Frequency: 1400 Kc. Power: 250 watts
Owned-Operated By: Killian Bestg. Co.
Address: Stallworth Building
Phone Number: 850
News Service: INS
Pres. Gen. Mgr.: J. Louis Killian
Commercial Manager: Jim Bell

**WZOB**

**FT. PAYNE—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Ft. Payne on the Air
Address: P. O. Box 255
Phone Number: 1096
News Service: UP
Transcription Service: Thesaurus
Gen. Comm. Manager: Glenn M. Cravitt
Program Director: Lester Haston
News Dir., Chief Engr.: Jess R. Moore

**WGAD**

**GADSDEN—1947—ABC—ABS**

ALA. BROADCASTING SYSTEM

Frequency: 1350 Kc.
Power: 5000 Watts d., 1000 n.

Owned-Oper. By: General Newspapers, Inc.
Address: 520 Chestnut St.
Phone Number: 5641, 5642
Transmitter Location: Atal-a, Ala.
Newspaper Affiliation: Gadsden Times
News Service: UP
Transcription Service: World Station Rep.: General Advertising Service
Membership: NAB, BMB, BBA
President: Carmage Walls
Gen. Comm. Mgr.: Joel Robertson
Sales Prom. Mgr.: Joel Robertson
Program Director: Frances Seal
Publicity Director: Joel Robertson
News Dir., Chief Ann.: Bob Foster
Chief Engineer: Halley D. Williams
Consulting Engineer: Claude M. Gray

**WGWD**

**GADSDEN—1947**

Frequency: 570 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 128
Phone Number: 6-3381
Transmitter Location: Cranford Chapel Rd.
Air Time: 4 a.m.-Sunset
News Service: UP
Transcription Service: Associated Representative: O. L. Taylor Co.
Membership: NAB, BBA, ABA
Gen., Comm. Mgr.: Kenneth L. Wood
Music Director: Neal Miller
Chief Engineer: Gaston Anderson
Consulting Engineer: Claude M. Gray

**WJBY**

**GADSDEN—1928—ABS**

Frequency: 1240 Kc. Power: 250 Watts
Address: 108 Broad Street
Phone Number: 6-3381
Transmitter Location: 108 Broad St.
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
Consulting Engineer: Claude Gray

**WGYV**

**GREENVILLE—1948—ABS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Greenville Bestg. Corp.
Business Address: P. O. Box 227
Air Time: 6 a.m.-10 p.m.
Phone Number: 585
Transmitter Location: Luverne Highway
News Service: UP
Transcription Service: World Representative: Continental
ALABAMA

WGSV
GUNTHERVILLE—1950
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Guntersville Bestg. Co.
Address: P. O. Box 32
Phone Number: 4131
News Service: UP
Transcription Service: Capitol
President: Trent Moore
Vice-President: Hon. Albert Rains
Secretary-Treasurer: Edward Z. Carrell
Program Director: Ray McClendon
Chief Engineer: Welch Huckabay

WJBB
HALEYVILLE—1949—ABS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Halesville Bestg. Co.
Phone Number: 389
Air Time: 6 a.m.-10 p.m.
News Service: AP
Transcription Service: Langworth
Station Representative: Hugh J. Fite
Executive Manager: Lecil C. Mixon
News Director: Don W. Hall
Chief Engineer: Charles B. Tucker
Consulting Engineer: Claude Gray

WERH
HAMILTON—1950
Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Marion County Bestg. Co.
Phone Number: 120
News Service: AP
Transcription Service: Langworth
Station Representative: Hugh J. Fite
Executive Manager: Lecil C. Mixon
News Director: Don W. Hall
Chief Engineer: Charles B. Tucker
Farm Editor: Johnnie Lott

WBHP
HUNTSVILLE—1937—MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton H. Pollard
Bus-Studio Address: 318 W. Clinton
Phone Number: 313
Transmitter Location: Athens Pike
Air Time: 6 a.m.-11 p.m.
News Service: UP
President: Wilton H. Pollard
General Manager-Pgm. Director: William G. Harris
Consulting Engineer: Claude Gray

WFUN
HUNTSVILLE—1946—ABS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Huntsville Bestg. Co., Inc.
Transmitter Address: 410 W. Holmes St.
Phone Number: 2424
Air Time: 6 a.m.-M.
News Service: AP
Representative: Sears & Ayers
President, Gen. Mgr.: J. B. Fall, Jr.
Prom. Sta. Mgr.-Prog. Dir.: John Garrison
Chief Announcer: Earl Fisher
Musical Director: Malcolm Tate
Chief Engineer: John Garrison
Farm Editor: Lloyd Little

WHBS
HUNTSVILLE—1946—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Huntsville Times Co.
Phone Number: 2245
Air Time: 5:05 a.m.-11:05 p.m.
News Service: AP
Membership: NAB, BAB

AP SELLS
For Stations and Sponsors —

For instance . . . . WSFA

“In addition to our network news, we produce four 15-minute, two 10-minute and two 5-minute AP news and sports programs of our own daily. These are 100 per cent sponsored. Our 5:30 p.m. ‘Standard Oil Reporter’ is especially popular.”

HOWARD E. PILL, President,
WSFA, Montgomery, Ala.
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owners/Operators</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WALA</td>
<td>1410 Kc.</td>
<td>5000</td>
<td>NA</td>
<td>Mobile, Alabama</td>
<td>3-7569</td>
</tr>
<tr>
<td>WPBB</td>
<td>1290 Kc.</td>
<td>1000</td>
<td>AP</td>
<td>Jackson, Alabama</td>
<td>1-3155</td>
</tr>
<tr>
<td>WBB</td>
<td>1240 Kc.</td>
<td>750</td>
<td>W. M. Jordan</td>
<td>Jasper, Alabama</td>
<td>1-3756</td>
</tr>
<tr>
<td>WABB</td>
<td>1480 Kc.</td>
<td>400</td>
<td>ABC</td>
<td>Mobile, Alabama</td>
<td>2-8789</td>
</tr>
<tr>
<td>WAPX</td>
<td>1600 Kc.</td>
<td>1000</td>
<td>United BCSTG, Co.</td>
<td>Montgomery, Alabama</td>
<td>3-7569</td>
</tr>
</tbody>
</table>

**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
President: . . . . W. O. Pape
General Sta. Mgr.: . . . . H. K. Martin
Commercial Manager: . . . . A. Treadway
Program Director: . . . . Al Homan
Chief Engineer: . . . . R. B. Hurley

**WKAB**

MOBILE—1947—LIBERTY

Frequency: 840 Kc. . . . . Power: 1000 Watts
Owned-Operated By: . . . . Pursley BCSTG, Service
Business-Studio Address: . . . . Box 1306
Phone Number: . . . . 7-6345
Transmitter: . . . . Donald St.
Air Time: . . . . Local sunrise-local sunset
Transcription Service: . . . . SESAC, Langworth
Representative: . . . . Ind. Met. Sales: Dodson
Membership: . . . . NAB
General Manager: . . . . R. H. Moore
Program Director: . . . . J. T. Jackson
Sales Prom. Mgr.: . . . . J. H. Johnson
Publicity Director: . . . . R. H. Moore
Production Director: . . . . Mary L. Lemon
Chief Announcer: . . . . Ross Smithener
Chief Engineer: . . . . Gene Miller

**WKRG**

MOBILE—1946—CBS

Owned-Operated By: . . . . Giddens & Rester
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
Pgm. Prod. Dir.: . . . . Walter Turner
Chief Engineer: . . . . Richard M. Cole

**WAPX**

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
WSFA
MONTGOMERY—1930—NBC
Frequency: 1440Kc. Power: 1000 Watts
Business Address: P. O. Box 1031
News Service: AP
Transcription Service: World, Standard
Representative: Headley-Reed
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. Well
News Director: Marguerite Daniel
Chief Engineer: Cliff Shelkofsky

W L A Y
MUSCLE SHOALS—1933—MBS
Frequency: 1450 Kc. Power: 250 Watts
Business Address: P. O. Box 230, Sheffield
Transmitter Location: E. 2nd St., Sheffield, Ala.
News Service: UP
Representative: Devney & Co.
President: Frank M. Farris, Jr.
General Mgr.: W. A. Reeves, Jr.
Comm. Manager: Eulys Whitehead
Sales Prom. Mgr.: George Manush
Program Director: Jack Voorhies
Chief Engineer: Lynn McMoran

W J H O
OPELICA—1940—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio-Trans. Address: 1400 Auburn Rd.
Phone Number: 555
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard, SESAC
Membership: NAB
Gen., Station Mgr.: F. Marion Hyatt
Commercial Manager: Jim Ownby

W E L R
ROANOKE—1949—KBS
Frequency: 1380 Kc. Power: 1000 Watts d.
Address: 801 N. Main St.
News Service: UP
Station Representative: Dora Dodson
Pgm., Prod. Dir.: Dick Killebrew
Chief Announcer: Leverne Foster
Chief Engr., Farm. Editor, Consulting Engr.:
Colonel J. C. Vessels

WJ J
MONTGOMERY—1948—MBS
Frequency: 1170 Kc. Power: 10,000 Watts d., 1000 n.
Bus.-Studio Address: 115½ Commerce St.
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

WMGY
MONTGOMERY—LIBERTY
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By, Dixie Bstg. Co.
Business-Studio Address: 4 S. Perry St.
Transmitter Location: E. of Greenwood Cem.
Transcription Service: World
Representative: Robert Mesker
President: Dr. S. D. Suggs
General Manager: Thomas W. Sewell
Commercial Manager: Eron B. Ingle
Sales Prom. Mgr.: Hugh Webb
Program Director: Frank Monteleone
Production Director: Robert Frost
News Director: Felix Robinson
Chief Engineer: John D. Lamar
Farm Editor: Crawford Roguemore
### WWR
**RUSSELLVILLE—1949**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>920 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Bankhead Bcstg. Co., Inc.</th>
<th>Phone Number:</th>
<th>647</th>
</tr>
</thead>
</table>

**Chief Engineer:** Charles G. McLellan  
**Consulting Engineer:** Claude M. Gray

### WCRJ
**SCOTTSBORO—1950**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1050 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Pat M. Courington</th>
<th>Phone Number:</th>
<th>123</th>
</tr>
</thead>
</table>

**Transmitter Address:** Underwood Rd.  
**Air Time:** Sunrise to Sunset  
**News Service:** UP  
**President:** Walter W. Bankhead  
**General Manager:** James E. Reese  
**Sta., Comm. Mgr.:** Hal Kirby  
**Program Director:** James W. Elliott  
**Chief Engineer:** Claude M. Gray

### WGC
**SELMA—1946—CBS**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1340 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Estate of G. W. Covington, Jr.</th>
<th>Phone Number:</th>
<th>2746</th>
</tr>
</thead>
</table>

**Air Time:** 6 a.m.-11:05 p.m.  
**Station Representative:** O. L. Taylor Co.  
**Membership:** NAB, BAB  
**Gen. Mgr.:** John F. Townshend  
**Sales Prom. Mgr.:** John Frazer  
**Program Director:** Mrs. Marie Luker  
**Chief Announcer:** Virgil Moore  
**Consulting Engineer:** T. J. Holey

### WBB
**SELMA—1935—MBS**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1490 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>209 Washington St.</th>
<th>Phone Number:</th>
<th>1194-R</th>
</tr>
</thead>
</table>

**Air Time:** 6:30 a.m.-10:30 p.m.  
**Representative:** Sears & Ayer  
**Program Director:** B. H. Hopson  
**Chief Engineer:** T. F. Kelly, Jr.  
**Consulting Engineer:** Claude M. Gray

### WFEB
**SYLACAUGA—1944—MBS—KBS**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1340 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Alabama Bcstg. Co.</th>
<th>Phone Number:</th>
<th>160</th>
</tr>
</thead>
</table>

**News Service:** UP  
**Air Time:** 6 a.m.-11 p.m.  
**President:** E. E. Forbes, Sr.  
**Comm., Sta. Mgr.:** George W. Carr  
**Program Director:** Billy Oaks  
**Chief Engineer:** Leonard Scott  
**Consulting Engr.:** Claude M. Gray

### WMLS
**SYLACAUGA—1948**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1290 Kc</th>
<th>Power:</th>
<th>1000 Watts</th>
<th>Address:</th>
<th>Marble City Bcstg. Co., Inc.</th>
<th>Phone Number:</th>
<th>1290-1234</th>
</tr>
</thead>
</table>

**Air Time:** 5:45 a.m.-Sunset  
**News Service:** AP  
**Transcription Service:** Capitol  
**General Manager:** Curtis O. Liles, Jr.  
**Commercial Mgr.:** Henry J. Darden, Jr.  
**Prom. Mgr., Pgm. Dir.:** Robert M. Duck  
**Chief Announcer:** Marion McEwen  
**Chief Engineer:** James A. Fitts  
**Consulting Engr.:** Claude M. Gray

### WHTB
**TALLADEGA—1945—MBS—ABS—KBS**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1230 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Voice of Talladega, Inc.</th>
<th>Phone Number:</th>
<th>3733, 2614</th>
</tr>
</thead>
</table>

**Air Time:** 6 a.m.-10:20 p.m.  
**News Service:** AP  
**Pres., Gen. Mgr.:** R. A. Davidson  
**Program Director:** Lillian S. Davidson  
**Chief Announcer:** Frank Haynes, Jr.  
**Chief Engineer:** John Lester Fisher  
**Consulting Engineer:** Claude M. Gray

### WTB
**TROY—1947—MBS—KBS**

<table>
<thead>
<tr>
<th>Frequency:</th>
<th>1490 Kc</th>
<th>Power:</th>
<th>250 Watts</th>
<th>Address:</th>
<th>Troy Bcstg. Corp.</th>
<th>Phone Number:</th>
<th>980-1</th>
</tr>
</thead>
</table>

**News Service:** AP  
**Transcription Service:** World, SESAC  
**Membership:** NAB  
**President:** J. Roy Crow  
**News Dir., Gen. Mgr.:** William C. Needham  
**Commercial Mgr.:** Robert Tolbert  
**Prom. Pgm. Dir.:** Jesse Jordan  
**Chief Engineer:** Joe W. Gilchrist
ARIZONA

Population 749-587—Increase 50.1% ('40-’50)—Radio Homes 184,590
Families 197,200—Stations in State 26

W J R D
TUSCALOOSA—1936
Phone Number. 4464
Transmitter. Fayette Hwy., Northport
Air Time. 6 a.m.-M.
News Service. UP
Transcription Service. World
Representative. Walker
Membership. NAB
General Manager. Wilhelmina Q. Doss
Asst. Mgr., Sales Prom. Mgr. Dick Biddle
Comm. Mgr. . Lehman Mayer
Pgm., Prod. Dir. Charles Welsh
Publicity Director. Mamie Kimbrell
Chief Engineer. J. G. Cobble

K S U N
BISBEE—1933—MBS
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 p.m.
Transcription Service. World
Representative. Blair & Co., Arizona Network
President. Carlton W. Morris
Pgm., Prod. Dir., Chief Anncr. Ray Helgesen
Chief Engineer. John Gann

K C L F
CLIFTON—1950
Frequency: 1400 Kc. Power: 250 Watts
Address. 15 Park Ave.
Phone Number. 320
News Service. UP
General Manager. Chet Darwin
Station Manager. Bob Vache

K C K Y
COOLIDGE—1948—CBS
Frequency: 1150 Kc. Power: 1000 Watts
Address. Roosevelt & Main Streets
Phone Number. 4451

W T B C
TUSCALOOSA—1946—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By. Tuscaloosa Bstg. Co.
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 Announcer. Vic Batson
Chief Engineer. T. H. Todd

Air Time. 6 a.m.-M.
News Service. UP
Transcription Service. SESAC, Associated
Membership. NAB
President. Louis F. Long
General Manager. Paul Merrill
Station Manager. Bill Parady
Commercial Manager. Ken Hooker
Pgm., News Dir. Jim Murdock
Chief Announcer. Bob Harbison
Chief Engineer. Wayne Fernyhough
Farm Editor. Don Graham

K A W T
DOUGLAS—1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Carlton W. Morris
Phone Number. 173
Transmitter Location. W. of Douglas
Air Time. 6:30 a.m.-11 p.m.
News Service. AP
Transcription Service. Capitol
Station Representative. Paul Raymer
Membership. NAB
President. Carlton W. Morris
Chief Engineer. Dusty King
Publicity Director. Phyllis Pratt
Chief Announcer. Tom Sheehy
News Director. Tom Brooks
Musical Director. Rick Hendricks
Chief Engineer. Rick Hendricks
Farm Editor. Dusty King
KCLS
FLAGSTAFF—1950—KBS
Frequency: 1340 Kc.          Power: 250 Watts
Owned-Operated By.  Charles J. Saunders
Address. Box 1877
Phone Number. 988-J
News Service.  AP
Transcription Service.  Langworth
Owner, Gen. Mgr. Charles J. Saunders
News Director. Charles McNeall
Chief Engineer.  Charles Saunders

KGPH
FLAGSTAFF—1950
Frequency: 1230 Kc.          Power: 250 Watts
Owned-Operated By.  Flagstaff Bcstg. Co.
Address. Weatherford Hotel
Phone Number. 51
News Service.  AP
Transcription Service.  Thesaurus
General Manager. A. S. Holm
Commercial Manager. E. C. Phillippi
Program Director. Mary Phillippi
Chief Engineer.  Alan J. Gardiner

KWJB
GLOBE—1938—NBC-ARIZ. BCSTG.
Frequency: 1240 Kc.          Power: 250 Watts
Phone Number. 41
News Service.  AP, INS, UP
Transcription Service.  Standard
Representative. Paul H. Raymer
President. Louis F. Long
Station, Sales Prom. Mgr. Willard Shoecraft
Commercial Manager. Eric Manola
Chief Announcer. Richard Beebe
Chief Engineer.  Herb J. Hanes
Consulting Engr. Western Engr. Assn., Inc.

KGAN
KINGMAN—1949
Frequency: 1230 Kc.          Power: 250 Watts
Owned-Operated By.  J. James Glancy
Business Address. P. O. Box 871
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

KTYL
MESA—1939—KBS
Frequency: 1310 Kc.          Power: 1000 Watts d.
500 Watts n.
Owned-Operated By. Sun Valley Bcstg.

KNOG
NOGALES—1948
Frequency: 1340 Kc.          Power: 250 Watts
Address. Ramco Grande Hotel
Phone Number. 770
News Service.  UP
Transcription Service.  World
Representative. Gene Grant
President. Robert Marcus
General Manager. Samuel Marcus
Station Manager. Harry Hambleton
Chief Engineer.  Benny Greenhaw

KIFN
PHOENIX—1949
Owned-Operated By.  Western Bcstg. Co.
Address. P. O. Box 430
Phone Number. 3-6155
News Service.  UP
Transcription Service.  SESAC
Station Representative. Walker
Pres., Gen. Mgr. Frank P. Redfield
Commercial Manager. John K. Redfield
Program Director. Joe Alvarado
Chief Engineer.  Edgar B. Pool

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. 4-4161
Transmitter Location. 36th St. & E. Thomas Rd.
Air Time. Unlimited
News Service.  AP
Transcription Service.  Thesaurus, Standard
Capitol
Representative. Paul H. Raymer
Membership. NAB, BAB
Ch. of Bd. John J. Louis
Commercial Manager. E. W. Harvey
Sales Promotion Director. John Edwin Miller
Program Director. J. Howard Pyle
Production Director. Paul Hughes
Publicity Directors. Myron Drake, Bob Pollard
Musical Director. Pierson Bancroft
March 15, 1950

Hi Podnuh:

We fellers know you city folks realize Arizona’s got the Grand Canyon, the desert and some cows. But do you know we got one of the best skiing areas in the country? That we’ve got one of the largest pine forests anywhere? That we’ve got a city, Phoenix, which is the 55th ranking market in the United States? That it is the center of a 3000 square mile irrigated area along the Salt River? That within the oasis there grows some of the finest cotton, citrus fruits, melons and market produce you could want anywhere? That takin’ care of them crops and takin’ care of the farmers and so on down the line are 329,000 people, all gathered together in one group? That these folks produce a yearly net taxable income of $538,934,048.00?

As KOOL Clem, one of our hands says, it ain’t often out in the west yuh git that many folks all rounded up and reachable so’s yuh kin brand ’em all at once. We just want to point out that Radio KOOL, located in Phoenix, offers you the finest, quickest and cheapest method to reach that group.

We’re experienced cowhands out here. Your potential customers are herded. Let us stick your brand on ’em.

Sincerely,

Gene Autry
We're the fastest growing
METROPOLITAN MARKET
1940 Population — 181,000
79th place nationally
1950 population — 329,000
55th place nationally
(no other metropolitan area among
1st 100 staged as big an advance)
WHEN CHOOSING ANY
STATION LIST, INCLUDE US

We're the Capital
1st in total income gain
1st in passenger car registration gain
2nd in population gain (among states)

IF YOU'RE SELLING HOME
EQUIPMENT, AUTO ACCESSORIES,
FAMILY GOODS AND COMFORTS,
YOU NEED US

We're the Southwest
Crossroad
4 transcontinental highways
4 airlines
2 railroads
3 bus lines
57 truck lines
IF YOU'RE SELLING TRAVEL,
ADVENTURE, ROMANCE—
YOU NEED US

We're America's
largest oasis
100 miles long, 30 miles wide, the Salt
River Valley is the most successful irrigated
agricultural project in the world.
Six and seven alfalfa crops a year;
highest per-acre-yield of cotton in the
U. S.; one-fifth of the nation's lettuce.
IF YOU'RE SELLING WHAT THE
FARMER NEEDS—
YOU NEED US

We're young
We've got 50,000 veterans and fam-
ilies, three reactivated airfields, three
colleges.
IF YOUR PRODUCT APPEALS TO
YOUTH, YOU NEED US

We're a health center
Because we have the warmest, dry-
est, sunniest weather in the country,
we're a mecca for the aged and the
infirm.
IF YOU'RE SELLING HEALTH,
YOU NEED US

Source Data: U. S. Census Bureau,
Phoenix Chamber of Commerce, Valley
National Bank.

We've got people, health, wealth, sun and fun;
We've got all classes of prospective buyers
Whatever You Sell—YOU NEED KOOL!

KOOL-CBS
5,000 WATTS DAY AND NIGHT, 960 KCs
National Representatives: GEORGE P. HOLLINGBERRY CO.
New York • Chicago • Los Angeles • San Francisco • Atlanta

Bonus listenership: Our population increases over
35% during the tourist season; our surprisingly low
rate stays a marvelous bargain.
News Director..........................John Snow  
Chief Engineer..........................A. C. Anderson  
Farm Editor............................Rol Laughner  
Consulting Engineer....................Glenn Gillett  

KOOL  
PHOENIX—1947  
CBS—RNA  
Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By: Maricopa Bstgts., Inc.  
Business-Studio Address: Adams Hotel  
Phone Number.........................2-1743  
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 Annr............Victor E. Lundberg  
Publicity Director..................Larry Jonas  
Chief Engineer.......................Miles L. Sheperd  

KYO  
PHOENIX—1922—MBS, Don Lee  
Frequency: 550 Kc. Power: 5000 d; 1000 n.  
Owned-Oper. by: Salt River Valley Bstgts. Co.  
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...........World  
Representative......................John Blair  
Membership............................NAB, BAB  
Pres., Comm. Mgr.................John L. Hogg  
Gen-Station Mgr.................Albert D. Johnson  
Program Director..............John R. Williams  
Prod. Dir., Chief Annr.............W. J. Lester, Jr.  
Musical Director....................Alfred Becker  
Chief Engineer......................Clifford R. Miller  
Farm Editor.........................Ernest Douglas  
Consulting Engineer..............Jansky & Boyle  

KPHO  
PHOENIX—1940—ABC  
Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By: Phoenix Bstgts., Inc.  
Business-Studio Address: Adams Hotel Bldg.  
Phone Number.........................4-7387  
Transmitter Location..............2400 W. Buckeye Rd.  
Air Time..................Unlimited  
News Service......................INS  
Transcription Service........Lang-Worth  
Membership............................NAB  
President, General Mgr..............Rex Scheppe  
Commercial Manager................Richard Heath  
Program Director..................William Reddick  
Promotion Manager...............Frank Orth  
Chief Engineer......................Cliff Baker  

KRIX  
PHOENIX—1950—LBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Howard M. Loeb  
Address—Trans. Loc...........2345 Buckeye Rd.  
Phone Number.......................4-8436  
Air Time.....................6:00 a.m.—12 M.  
News Service.........................UP  
Station Representative...........Burn-Smith  
General Manager................Howard M. Loeb  
Commercial Manager.............Arnold Gregory  
Sales Promotion Manager........James Murray  
Program Director...............Larry Jonas  
News Director...................Sheldon Engel  
Chief Engineer......................James E. Groll  

KRUX  
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  

KYCA  
PRESCOTT—1940  
NBC—ARIZ. BCTG.  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Southwest Bstgts. Co.  
Business-Studio Address...........E. Gurley St.  
Phone Number.........................244  
Transmitter.........................E. Gurley St.  
News Service.........................AP  
Transcription Service............Capitol  
Representative......................Paul H. Raymer  
Membership............................NAB, BMB  
Pres., Gen. Sta. Mgr..............Harold Ritter  
Program Director...............Robert M. Pfister  
Publicity Director...............Marcia Gates  
Chief Engineer......................John E. Negley  

KGLU  
SAFFORD—1938—NBC  
Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By: Gila Bstgts. Co.
Business-Studio Address........1218 Sixth Ave.
Phone Number..........................15
Transmitter...................E Star, Highway 70
Air Time..............................Left
News Service.........AP, INS, UP
Transcription Service......World
Representative........Paul H. Raymer
Membership......................BMB
President....................Louis L. Long
General Manager..........Paul Merrill
Pgm., Prod. Dir........Lester McBride
Sales Prom. Mgr........H. Earl Barnett
Commercial Manager......Edward E. Furman
Chief Announcer, News Dir....Ola E. Whelan
Chief Engineer........William E. Scharlach

**K C N A**

**TUCSON—1947—ABC-RNA**

Frequency: 1340 Kc.. Power: 250 Watts
Owned-Operated By....Catalina Bstg. 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...............Weed
President....................Erskine Caldwell
General Station Manager.......Wayne Sanders
Commercial Manager........Harry Chambers
Program Director...........William K. Rider
Chief Engineer..............W. J. Karpisek

**K O P O**

**TUCSON—1947—ABC**

Frequency: 1450 Kc.. Power: 250 Watts
Owned-Operated By....Old Pueblo Bstg. Co.
Business-Studio Address........115 W. Drachman St.
Phone Number.................4-0431
Air Time......................5 a.m.-10 a.m.
News Service............AP
Representative...............Forjoe & Co.
Membership...............NAB, BAB
President....................Harold Tovrea
General-Station Manager.....E. S. Mittendorf
Commercial Manager........Paul Plunkett
Sales Prom. Mgr........S. J. Kossack, Jr.
Pgm. Dir., Chief Announcer.....Matt Lemen
Sales Prom. Mgr........Paul Plunkett
Prod. Dir., Farm Editor.....Cliff Stillinger
Publicity Director.........Jane Abbott
Chief Engineer............Vernard Cimmylotti
Consulting Engineer........Lownes & Culver

**K T K T**

**TUCSON—1949**

Frequency: 1490 Kc.. Power: 250 Watts
Owned-Operated By....Thomas J. Wallace
Business-Studio Transmitter Address........500 W. Elm
Phone Number.........................3-7549
Air Time......................24 hours daily
News Service..................UP

**K T U C**

**TUCSON—1929—MBS-ARIZ. NET.**

Frequency: 1400 Kc.. Power: 250 Watts
Business-Studio Address.....800 E. Broadway
Phone Number.......................2-3344
Transmitter.............900 E. Broadway
Air Time......................6 a.m.-M.
News Service..............UP
Transmission Service.....World, Cole, SESAC, Associated
Representative...............John Blair
Membership......................NAB
General Manager........Lee Little
Business Manager.........John R. Crowley
Sales Prom. Mgr........Gerry O’Brien
Program Director........Francis Murphy
Chief Announcer...........Stan Norman
News Director..............Lou Eaton
Music Director............Peter Tufts
Chief Engineer................Cliff Livingston

**K V O A**

**TUCSON—1929—NBC-ARIZ. BCSTG.**

Frequency: 1280 Kc.. Power: 1000 Watts
Owned-Operated By....Arizona Bstg. Co., Inc.
Business-Studio Address.....48 E. Broadway
Phone Number.........................3-2555
Transmitter Location.....10th and Lee Streets
Air Time......................4:55 a.m.-M.
News Service..............AP
Transmission Service.....Thesaurus, Capitol
Representative...............Paul H. Raymer
Membership......................NAB, BAB
General Manager........R. B. Williams
Business Mgr............Harper M. Phillips
Sales Promotion Mgr........Fred J. Gerlotti
Program Director.........Ben L. Slack, Jr.
Chief Announcer...........George T. Callison
Chief Engineer...............Ray H. Holmclaw
Consulting Engineer........Gillette

**K Y M A**

**YUMA—1950—MBS—DON LEE**

Frequency: 1400 Kc.. Power: 250 Watts
Owned-Operated By....Salt River Valley Bstg. Co.
Address....................699 So. Ave. B.
News Service...............UP
Station Representative.....Blair
Vice-President...............Albert Johnson
General Manager........William L. Lindsey

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KYUM
YUMA—1940—NBC-ARIZ. BCSTG.
Frequency: 560 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Yuma BCSTG. Co.
Business Address ............ 1901 1st St.
Phone Number ............... 88
Air Time .................. Unlimited
News Service ................ AP
Transcription Service ........ Thesaurus
Representative .............. Paul H. Raymer

ARKANSAS
Population 1,909,511—Increase —2.0% (‘40-'50)—Radio Homes 411,260
Families 489,600—Stations in State 35

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 ......... Old Gordon Hiway
Air Time .................. 6 a.m.-11 p.m.
News Service ................ AP
Transcription Service ........ World
President .................... Cecil W. Cupp
Progm., Prod. Pub. Dir. .... Bill Deaton
Chief Engineer .............. E. H. Summers
Consulting Engineer ......... Earl Cullum

KBTA
BATESVILLE—1950
Frequency: 1340 Kc. ....... Power: 250 Watts
Owned-Operated By ......... White River Valley
BCSTG.
Address .................... 307 Main St.
Phone Number ............... 1109
News Service ................ AP
President .................... J. E. Treuathan
Program Director .......... William A. Smith
News Director ............... Andrew Wright
Chief Engineer .............. William A. Smith

KL CN
BLYTHEVILLE—1922—LBS
Frequency: 900 Kc. ....... Power: 1000 Watts d.
Owned-Operated By ......... Harold L. Sudbury
Phone Number ............... 2093
Transmitter Location ......... E. Highway 18
Air Time .................. Sunrise to Sunset only
News Service ................ AP
Transcription Service ........ Langworth
Station Representative ....... John E. Pearson

KAMD
CAMDEN—1946—MBS-KBS
Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Camden Radio Inc.
Address .................... P. O. Box 5859
Phone Number ............... 6791-2
Transmitter Location ......... S. California St.
Air Time .................. 6 a.m.-11 p.m.
News Service ............... AP
Transcription Service ........ Capitol
President .................... Walter E. Hussman
Gen. Manager ............... Frank O. Myers
Comm., Sta. Mgr. .......... David Crockett
Program Director .......... W. M. H. Smith
Chief Announcer .......... Callis Carter
Chief Engineer .............. Marlon Skinner

KCON
CONWAY—1950
Frequency: 1230 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Conway BCSTG. Co.
Address .................... Ark. State Teachers Campus
Phone Number ............... 189
Transcription Service ........ Thesaurus
News Service ............... UP
President, Gen. Mgr. ......... J. E. Clayton
Program Director .......... Jean Ford
Chief Engineer .............. Herman Stermer

KDMS
EL DORADO—1950
Frequency: 1290 Kc. ....... Power: 1,000 Watts d.
Owned-Operated By ......... Cotton Belt BCSTG. Co.
**KELD**

EL DORADO—1935—ABC

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, BAB
President, Pgm. Dir.: W. N. McKinney
Vice-Pres., Gen-Sta. Mgr.: Leon M. Sipes
Publicity Director: J. R. Duerson
News Director: Ed Hall
Musical Director: Mrs. Ann Thelian
Chief Engineer: John Long
Farm Editor: Bill Darland
Consulting Engineer: Earl Cullum

**KGRH**

FAYETTEVILLE—1946—MBS
KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 322 Leverett St.
Phone Number: 862
Transmitter Location: 322 Leverett St.
Air Time: 5:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: SESAC Representative
Membership: NAB, BAB
President: Hayden McIlroy
Gen-Sta-Sls. Prom. Mgr.: Fred J. Stevenson
Commercial Mgr., Pub. Dir.: Ed. Gideon
Progam Director: Wallie Ingalls
Chief Announcer: Pat Perrin
News Director: Dick Evans
Musical Director: Steve Starwynck
Chief Engineer: George Dotson

**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
Membership: NAB
Pres., Gen. Manager: John A. England
Station Mgr., Farm Editor: E. J. Garner
Comm.-Sales From. Mgr.: J. D. Godwin
Program-Musical Dir.: Dorothy Gibson
Production Director: Alton Blake
Publicity Director: J. E. Garner
Chief Engineer: Willard E. Kunkel

**KFSF**

FORT SMITH—1946—ABC
RAZORBACK—OGB

Business-Studio Address: 920 Rogers Ave.
Phone Number: 3126
Transmitter Location: 3600 Wheeler Ave.
Air Time: Unlimited
News Service: UP
Representative: E. E. England
President: Donald W. Reynolds
Gen., Sta., Comm. Mgr.: Weldon Stamps
Program Director: Dorris Grayson
Chief Announcer: Pat Porta
Chief Engineer: Robert W. Platt
Consulting Engineer: Dixie McKee

**KWHN**

FORT SMITH—1947—WESTERN

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: KWHN Bcastg. Co., Inc.
Business-Studio Add.: 421-423 Garrison Ave.
Phone Number: 5867-8
Transmitter Location: End of Plum St.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Associated
Membership: NAB
Secretary-Treasurer: H. S. Nakdimen
Commercial Manager: Packman R. Feezoy
Pgm. News Dir.: Glenn O'Neal
Production Director: A. E. Miller
Music Director: Joe Templeton
Chief Engineer: Frank Tate
Farm Editor: Art Romines
Consulting Engineer: Weldon & Carr
**AR KANSAS**

**KHOZ**
HARRISON—1946—KBS
MBS—RAZORBACK—OZARK—ARK.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harrison Bcastg. 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, ABA
President-Owner: John D. Ewing
General Manager: John J. Wolever, Jr.
Local Sales Mgr.: Ed. C. Appler
Program Director: J. F. Karber
Chief Announcer: William S. Bailey
Musical Director: Wilson Hurst
Chief Engineer: Cecil L. Suit

Tom Longfellow
Pgm. Dir., Chief Engineer: Don Causey
Musical Dir.: Wannie Longfellow

**KFFA**
HELENA—1941—KBS—MBS

Frequency: 1360 Kc. Power: 1,000 Watts d. n.
Owned-Operated By: Helena Bcastg. Co.
Address: 215 York St.
Phone Number: Main 55
Transmitter Location: S. 7th St. Rd.
News Service: AP
Transcription Service: Lang-Worth
Representative: Continental Radio Sales
Membership: NAB, BABA
Pres., Gen. Mgr.: Sam W. Anderson
Comm., Prom. Mgr.: Bill Bigley
Program Director: Hugh Smith
Chief Announcer: Murray Schroyer
Musical Director: Katie Corruth
Chief Engineer: L. A. Sabo
Consulting Engineer: Silliman & Barclay

**KXAR**
HOPE—1947—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hope Bcastg. Co.
Business Address: P. O. Box 131
Phone Number: 508
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.
Operated By: Radio Broadcasting, Inc.
Business-Studio Address: 135 Benton Street
Phone Number: 1160-1
Transmitter Location: Route 2

Air Time: 8 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Branham
Membership: NAB, ABA
President-Owner: John D. Ewing
General Manager: John J. Wolever, Jr.
Local Sales Mgr.: Ed. C. Appler
Program Director: J. F. Karber
Chief Announcer: William S. Bailey
Musical Director: Wilson Hurst
Chief Engineer: Cecil L. Suit

**KWFC**
HOT SPRINGS—1940—MBS—KBS
RAZORBACK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Spa Bcastg. 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, Paul Girard
President: Dr. N. B. Burch
Gen.-Sta. Mgr.: Frank A. Browne
Comm. Mgr.: Robert Choaete
Program Director: Arthur Burnham
News Director: Walter Ebel
Chief Engineer: Tom Wilson

**KBTM**
JONESBORO—1930—MBS—KBS

Owned-Operated By: Jay P. Beard
Address: KBTM Building, Jonesboro
Phone Number: 5597-5598
Transmitter Location E. of the City of Jonesboro
Air Time: 5:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World-Sesac
Membership: NAB

**KGHI**
LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. Power: 1,000 Watts d.
500 Watts n.
Owned-Operated By: KGHI Bcastg. Service
Address: 306 W. 3rd St.
Phone Number: 9168
Transmitter Location: Cantrell Rd. and L St.
Air Time: 5:30 a.m.-12 M.
Station Representative: George F. Hollingsby
General Manager: S. C. Vinsonhaler
Commercial Mgr.: Kermit L. Richardson
Program Director: Virginia Ewing
Chief Announcer: Al Pickworth
Chief Engineer: William Van Dusen
KARK
LITTLE ROCK—1928
NBC-SOUTHCENTRAL QUAL.
Frequency: 820 Kc. Power: 5000 Watts
Address......Radio Ctr., 114 E. Capitol Ave.
Phone Number......LD 99
Transmitter Location......Hiway 67, Little Rock
Air Time......Unlimited
News Service......AP, UP
Transcription Service......Standard
Representative......Edward Petry
Membership......NAB, BAB
Chmnn. of Bd......T. H. Barton
General Manager......T. K. Barton
Pgm., Prod. Dir......Douglas J. Romine
Publicity Dir......A. C. Dowden
Chief Engineer......Dan L. Winn
News Director......Paul H. King
Farm Editor......Robert L. Buice
Consulting Engineer......Earl Culum

Phone Number......2-5427-8; 2-1492
Transmitter Location......Memphis Highway
Newspaper Affiliation......Arkansas Gazette
News Service......AP, UP
Transcription Service......Lang-Worth, Standard
Representative......O. L. Taylor Co.
Membership......NAB, BAB
President......J. N. Helakell
General Manager......W. V. Hutt
Program Director......Harris Owen
Chief Engineer......Kermil F. Tracy
News Director......Mark Weaver
Consulting Engineer......George F. Davis

KVL C
LITTLE ROCK—1948—LIBERTY
Frequency: 1050 Kc. Power: 1000 Watts d.
Owne-Operated By......Southwestern Bestg. 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
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

Furthermore—In These 42 Counties

FOOD STORE SALES

Totaled $1,355,400,000.00
That's MORE than the combined total Food Store Sales in
Albany, N. Y.; Salt Lake City, Utah; and Wilmington, Del.

AND

DRUG STORE SALES

Totaled $2,009,000.00
That's MORE than the combined total Drug Store Sales in
Trenton, N. J.; Glendale, Calif.; Tacoma, Wash.; Racine, Wis.;
and Austin, Texas!

PLUS

KARK also delivers a BIG BONUS of 25 Arkansas and 3 Louisi-
am Counties at 90-99% BMB Level!

Write Us or Phone Your Nearest Petry Man for Full Details!

TO SELL THE BEST PART OF ARKANSAS—BUY

KARK

5000 WATTS

Arkansas Preferred Station
LITTLE ROCK, ARKANSAS

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*All sales figures, Capr. 1950—SALES MANAGEMENT SURVEY OF BUYING POWER, further reproduction not licensed Answer:
KNBY
NEWPORT—1949
Frequency: 1280 Kc...Power: 1000 Watts
Owned-Operated By Newport Broadcasting Co.
Business Address Newport
Phone Number 749
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-Operated By Ark. Airwaves Co.
Business Address 217 E. Third St.
Phone Number 2-2155
Transmitter Address Cotton Belt Blvd.
News Service ...UP
Transcription Service Standard
Representative Pearson
Membership NAB, BAB
President...John F. Wells
General Manager...Emil J. Pouzar
Commercial Manager...Melton Lancaster
Pgm. Dir...Chief Anncr...Ray Nichols
Pgm. News Dir...Bobbie Forster
Chief Engineer...C. H. Butle
Consulting Engineer...Lynn

KVMA
MAGNOLIA—1948—MBS
Frequency: 630 Kc...Power: 1000 Watts
Owned-Operated By Magnolia Broadcasting Co.
Business-Studio Address 212 N. Jefferson St.
Phone Number 650, 631
Transmitter Location 2.2 Mi. N. Magnolia
News Service ...UP
Transcription Service Lend-Worth, World
Membership NAB
Gen. & Natl. S'tes Mgr...C. A. "Bill" Humbert, Jr
Local Sales Manager...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
Owned-Operated By Osceola Broadcasting Corp.
Business Address Hiway 61 S.
Phone Number 860
News Service...AP
Transcription Service Standard
Membership NAB, BAB
President...H. F. Ohlendorf
Gen. Comm. Mgr...Betty G. Woods
Pgm. Dir...Chief Anncr...Leon Little
Chief Engineer...H. M. Jones
Consulting Engineer...Stillman & Barclay

KDRS
PARAGOULD—1947—KBS
Frequency: 1490 Kc...Power: 250 Watts
Owned-Operated By Progressive Broadcasting Co.
Business Address Box 491
Phone Number 627
Transmitter Tower Drive
Air Time 6 a.m.-10 p.m.
News Service...AP
General Manager...Ted Rand
Director...Tom Sell
Sales Manager...Dayne Bateman
Program Dir...Ray Dexter
Chief Anncr...Mark Forrester
News Director...Russ Schwab
Chief Engineer...Walt Lawson
Consulting Engineer...Hayley

KCLA
PINE BLUFF—1947—ABC-LIBERTY
Frequency: 1400 Kc...Power: 250 Watts
Owned-Operated By Radio Engineering Service
Busines-Studio Address Box 752
Phone Number 1900
Transmitter Location 2900 West 28th
Air Time 6 a.m.-11 p.m.
News Service...AP
Transcription Service Lend-Worth
Business Mgr...Kenneth Kesterson
Commercial Manager...Clyde Martin, Sr.
Pgm. Dir...Chief Engineer...Charles Penix
Consulting Engineer...George Davis

KOTN
PINE BLUFF—1934—MBS-KBS
Frequency: 1490 Kc...Power: 250 Watts
Owned-Operated By Universal Broadcasting Corp.
Address 505½ Main St.
Phone Number 721
News Service...AP
Transcription Service...Theotaurus
Pres., Gen. Mgr., Chief Engineer...B. J. Parrish
Asst. & Pgm. Mgr...R. W. Etter
Commercial Manager...Joe L. Wallace
Program Director...Lois Sloan
KPOC
POCAHONTAS—1950
Frequency: 1420 Kc. Power: 1,000 Watts d.
Owned-Operated By: Pocahontas Radio, Inc.
Address: P. O. Box 250
Phone: 500
Transcription Service: Thesaurus
News Service: UP
Pres., Gen., Comm. Mgr.: Adrian L. White
Prog. Dir., Prom. Mgr.: Rudy Pylant
Chief Engineer: Earl Hodges
News Director: Bill Nicholson

KXRJ
RUSSELLVILLE—1947—MBS-KBS
RAZORBACK—ARK.—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Valley Broadcasting, Inc.
Address: Fine Arts Bldg., Arkansas Tech.
Phone Number: 299, 786
Transmitter Location: Russellville
Air Time: 6 a.m.-11 a.m.
News Service: AP
Station Representative: Friedenberg
President: Jerrell A. Shepherd
Commercial Manager: Randall L. McFarrell
Sales Prom. Mgr.: Leon L. Bryan
News, Publicity Director: Morris Leming
Musical Director: Orva Mae Lee
Chief Engineer: William C. McKenney
Consulting Engineer: Fred Grimwood

KUOA
SILOAM SPRINGS—1923—MBS
RAZORBACK
Frequency: 1290 Kc. Power: 5,000 Watts d.
Owned-Operated By: KUOA, Inc.
Business-Studio Address: Siloam Springs
Phone Number: 777
News Service: UP
Transcription Service: World, SESAC
Membership: NAB, BAB
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
Consulting Engineer: A. Earl Cullum

KBRS
SPRINGDALE—1949—ABC
RAZORBACK
Owned-Operated By: Southwestern Pub. Co.
Address: Ft. Smith, Ark.
Phone Number: 2-2011
Transmitter Location: 1 mile N. of City
Air Time: 5:30 a.m.-11 p.m., CST
News Service: AP
Transcription Service: Capitol
Station Representative: Taylor Co.
President: Donald W. Reynolds
Station Manager: Walcott A. Wylie
Chief Engineer: Robt. Platt

KWAK
STUTTGART—1948
MBS—KBS—RAZORBACK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Stuttgart Bstg. Corp.
Business Address: Box 271
Phone Number: 842
Transmitter Address: 1818 S. Buerkle
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
President: Beloit Taylor
Gen.-Station Manager: Melvin P. Spann
Commercial Mgr.: Carroll Lee
Program Dir.: June Spawn
Chief Engineer: Frank Newberry
Consulting Engineer: John Mullaney

KWEM
WEST MEMPHIS—1947—PRS
Frequency: 990 Kc. Power: 1000 Watts d.
Business-Studio Address: 229 Broadway
Phone Number: 2834
Transmitter Location: Highway 70
News Service: UP
Transcription Service: Lang-Worth
Representative: Ra-Tel, PBS
Gen. Mgr., Farm Editor: Hugh Murphy
Program Director: Bill Edwards
Sales Prom. Mgr.: Jerry Smith

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.
Mr. Harry Maizlish  
Station KFWB  
5833 Fernwood Ave.  
Los Angeles, Calif.

Dear Harry:

Now that all your trials and tribulations are over regarding the purchase of the station and you are back on the job as a station owner and operator, please accept our congratulations and good wishes.

We, on RADIO DAILY, do not know of any man in our business who is more deserving of the whole-hearted cooperation of the people in Los Angeles than your good self. We also know of the night and day job that you do on every public service program that comes up in your territory.

Your station has become a leader in public service and because of this, it seems to me that every advertiser coming on your station would receive not only a good audience, but the type of audience that will do the buying.

With kindest personal regards,

Sincerely yours,

Marvin Kirsch

MK:hm
**CALIFORNIA**

Population 10,586,223—Increase 53.3% ('40-'50)—Radio Homes 3,248,650
Families 3,508,200—Stations in State 136

**KDIA**
AUBURN—2950
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Charles E. Halstead, Jr.
Business Address: Diamond H Ranch
Phone: 1178
Dir., Chief Engr. Charles E. Halstead, Jr.

**KAFY**
BAKERSFIELD—1946—MBS-DON LEE
Frequency: 550 Kc. Power: 1000 Watts
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: Harry Manners
Chief Engineer: Ted Froming
Farm Editor: Ralph Ryan

**KBIS**
BAKERSFIELD—1950
Frequency: 970 Kc. Power: 1000 d.
Owned-Oper. By: Marmat Radio Co.
Studio Address: 987 Oak St.
Phone: 21465
Transcription Service: Capitol
News Service: UP
Gen., Prom. Mgr.: James L. McDowell
Sta., Comm. Mgr.: James E. Rennie
Asst. Gen. Mgr.: Guy Marchetti
Program Director: George Crofford
Chief Engineer: Richard Sampson

**KERN**
BAKERSFIELD—1932—CBS
Frequency: 1410 Kc. Power: 1000 Watts
Business-Studio Address: Elk’s Club Building
Phone Number: 8-8431
Transmitter Location: Oak and Ming Streets
Air Time: 6 a.m.-12 M.
News Service: AP, INS, UP
Transcription Service: World, Capitol
Representative: Paul H. Raymer
Membership: NAB

**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 & Eye Sts.
News Service: UP
Transcription Service: Standard
Representative: Avery Knode
Membership: BAB, NAB
Owner: Paul R. Bartlett
Manager: Gene DeYoung
Commercial Manager: Ed Urner
Program Director: Warren Mead
Sales, Prom. Mgr.: Bob Gleason
News Director: Ken Croes
Farm Editor: Jon Hackett

**KPMC**
BAKERSFIELD—1933—ABC
Frequency: 1560 Kc. Power: 1000 Watts
Owned-Oper. By: Pioneer Mercantile Co.
Address: 1532 20th St.
Phone Number: 8-8581
Transmitter Location: 307 E. 21st St.
News Service: UP
Transcription Service: Thesaurus
Station Representative: George P. Hollingsbery
Membership: NAB, BAB
President: F. G. R. Schamblin
Station Manager: L. A. Schamblin
Pgm., Dir. Comm. Mgr.: C. C. Sturm
News Director: 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-S
News Service: AP
Transcription Service: World
Representative: Gene Grant
Membership: NAB
President: William T. Smith
General Mgr.: Carleton Anderson
Commercial Mgr.: Marvin H. Patchen
Chief Engineer: Searcy Woodworth
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.

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.
K W T C
BARSTOW—1946—LIBERTY
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mojave Valley Bcstg. Co.
Business Address: Radio Center, P.O. Box 1230
Phone Number: 4091
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service: World
Rep.: Western Rad. Sales, Donald Cooke
President: W. T. Brown
Station Manager: Harry S. White
Commercial Manager: Jim Harvey
Chief Announcer: Johnny Griffin
Chief Engineer: Fred Fullwood

K R E
BERKELEY—1923
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Central Calif. Bcstgs., Inc
Address-Trans.: 601 Ashby Avenue
Phone Number: Ashberry 3-7715
Air Time: 6 a.m.-12M.
News Service: AP
Membership: NAB, BAB
Transcription Service: Standard
Pres., Gen. Sta., Mgr.: Arthur Westlund
Comm., Prom. Mgr.: Don Hambly
Program Director: Les Avery
Consulting Engineer: Commercial Radio

K Y O R
BLYTHE—1948—BCA-LIBERTY
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated: Bcstg. Corp. of America
Business-Studio Address: Box 668
Phone Number: 2231
Transmitter: 2 Mi. W. of Blythe, Hiway 60
News Service: UP
Representative: Wamakker
President: W. L. Gleeson
Station Manager: Herb Booth
Chief Announcer: Joe Siegle
Chief Engineer: John Dirn

K R O P
BRAWLEY—1946—LIBERTY
Frequency: 1300 Kc. 1000 Watts d., 500 n.
Owned-Oper. By: Bcstg. Corp. of America
Address-Trans. Loc.: Del Rio Country Club
Phone Number: 1300-1301
Air Time: 5:30 a.m.-12M.
Representative: Liberty Pacific Network Sales
Membership: NAB
President: W. L. Gleeson
General Manager: Roy W. Sinor
Commercial Manager: John Chandler
Sales Prom. Mgr.: Roy W. Sinor
Program Director: Lynn Thomas
Publicity Director: Pat Alexander
Chief Announcer: Jim Ensaseline
News Director: Lynn Thomas
Chief Engineer: Drew Walker

K W I K
BURBANK—1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Burbank Bcstgs., 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

K I C O
CALEXICO—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Charles R. Love
Business Address: P. O. Box 786
Phone Number: 918
News Service: AP
President: Charles R. Love
General Mgr.: W. A. Geddes
Program Dir.: Robert Cain
Chief Engineer: Richard Gunn

K H S L
CHICO—1935—MBS-DON LEE
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated: Golden Empire Bcstg. Co.
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: Charles Curtis
Commercial Manager: F. J. A. Pero
Program Director: Loring Curtis
Promotion Mgr.: Henry Hanna
Chief Engineer: Richard Gunn

K X O C
CHICO—1949—CBS
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By: KXOC, Inc.
Address-Trans.: Radio Lane
Phone Number: 3200
News Service: UP
Transcription Service: Standard, Associated
Representative: Pearson, Western, Moore
President: Lincoln Dellar
Gen., Sta., Comm. Mgr.: Donald J. Quinn
CALIFORNIA

Deem

SESAC

AP

Charles

Riley

P.

Paul

Marshall

American

Belle

3900

Dean

Unlimited

Don

Capitol

McGillvra

Russ

Faye

500

Box

Power:

UP

9411

Benjamin

Johnes

Robert

Johnes

James

Coly

Jean J. Johnes

Marshall Colo

Phone Number .................................. 500
Transmitter Location, Bet. W. Dinuba & Reedley
News Service .................................. AP
Transcription Service ........................... Lang-Worth
Gen., Comm. Mgr. .................................. Egan A. Hafer
Program Director ............................... Ruby Thiesen
News Dir., Farm Editor ......................... Jim Bailey
Chief Engineer ................................... Russ Friend

KBMX

COALINGA—1950

Frequency: 1470 Kc.  Power: 500 d.
Owned-Oper. By: Pleasant Valley Radio Co.
Address ............................................ Box 868
Phone .............................................. 136
Transcription Service ............................ Lang-Worth, SESAC
News Service ...................................... UP
Partner, Pres. ..................................... Benjamin M. Bowman
General Manager ............................... Red B. Bowman
Commercial Manager ............................ Alejandro Medina
Program Director ............................... Faye M. Bowman
Chief Engr., News, Farm Dir. ................. Don Daniels

KBUC

CORONA—1948—PACIFIC

Frequency: 1370 Kc.  Power: 500 Watts
Owned ............................................. American Pacific Bcast. Co.
Business Address ............................... Box 111
Phone Number ................................... 1370-1-2
Studio-Transmitter Address ..................... Custer Road
News Service ...................................... UP
Transcription Service ............................ MacGregor, Lang-Worth
Membership ...................................... NAB
Representative ................................. McGilivra Partners
Elmer J. Bucknum, John G. Bucknum
General Mgr. ..................................... E. J. Bucknum
Commercial Mgr. ............................... Mary Bucknum
Sta. Mgr., Pgm. Dir. .............................. Chap Rollins
Chief Announcer ................................. Cliff Miller
News Director ............................ Russ Bryant
Chief Engineer ................................... Don Kerr
Consulting Engineer ............................ Ron Oakley

KCHJ

DELANO

Owned-Oper. By: ..................... Charles Herman Johnes
Address ............................................. P. O. Box 262
Phone .............................................. 9411
Transcription Service .............................. SESAC
News Service ...................................... UP
Commercial Mgr. ............................... James Colo
Pgm., News Dir. ................................... Jean J. Johnes
Prom. Mgr. ........................................ Marshall Colo

KRDU

DINUBA—1946—LIBERTY

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: ......................... Radio Dinuba Co.
Business-Studio Address ........................ Box 157
Phone Number ...................................... 4000
Transmitter ........................................ Eureka Inlet, Humboldt Bay

KXO

EL CENTRO—1927—MBS

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: ..................... Valradio Inc.
Business Address ............................... Box 140
Phone Number ................................... 1100
Transmitter-Studio Location ................. South 4th St.
Air Time .......................................... Unlimited
News Service ...................................... UP
Newspaper Affiliation: Imperial Valley Pub.
Co., Brawley News Pub. Co., Indio Date Palm
Transcription Service ............................... Thesaurus
Representative ................................. Paul H. Raymer
Membership ...................................... NAB
President .......................................... Paul A. Jenkins
General Manager ............................... Riley R. Gibson
Commercial Manager ............................ Belle Hovey
Prog. Dir., Farm Editor ................. F. J. Wineriter
Chief Engineer ................................... Charles Grim

KHUM

EUREKA—1947—LBS-ABC

Frequency: 1240 Kc.  Power: 250 Watts d.,
250 Watts n.
Owned-Oper. By: ..................... Carroll R. Hauser
Address ............................................. Vance Hotel
Phone Number ................................... 3800
Transmitter Location ................. Murray St. at Railroad
Air Time ............................................. 6 a.m.-12M.
News Service ...................................... AP
Transcription Service ............................... Capitol
Representative ............................. Pearson, Western Radio
Pres., Gen., Sta. Mgr. ................. Carroll R. Hauser
Commercial Manager ............................ Frank Smith
Sales Prom. Mgr. ............................... Robert Russell
Program Director .............................. John Zane
Production Director ............................. John Alkire
Chief Announcer ................................. Barry Adams
News Director ................................. Robert Russell
Musical Dir., Chief Engr. ..................... Dean Elliott
Consulting Engineer ............................. Everett Dillard

KIEM

EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.  Power: 500 Watts
Address ............................................. Radio Center, E, Sixth St.
Phone Number ...................................... 4000
Transmitter ........................................ Eureka Inlet, Humboldt Bay
**CALIFORNIA**

News Service .................................. UP
Transcription Service .................................. World
Representative .................................. John Blair
Membership .................................. NAB, BMB
Pres., Gen. Mgr. .................................. Wm. B. Smullin
Commercial Manager .................................. Don Tellford
Sales Promotion Manager .................................. Robert Stach
Program Director .................................. Charles Paul Corbin
Technical Dir. .................................. John Bauriedel

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KDAC
FORT BRAGG—1948

Frequency: 1230 Kc.  Power: 250 Watts
 Address .................................. 2100 East Oak St.
 Phone Number .................................. 5671
 Air Time .................................. 6 a.m.-10 p.m.
 News Service .................................. AP
 Transcription Service .................................. Standard
 Representative .................................. Forjoe
 President .................................. Edward Merile
 Sales Prom. Mgr. .................................. Hal Cherock
 Program Director .................................. Raymond Boots
 Chief Engineer .................................. Dean Kiner

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KARM
FRESNO—1938—ABC

Frequency: 1430 Kc.  Power: 5000 Watts
 Owned-Oper. By .................................. KARM, The George
 Harm Station
 Business-Studio Address .................................. 1333 Van Ness Ave.
 Phone Number .................................. 4-2966
 Transmitter .................................. Van Ness & Alluvial Aves.
 News Service .................................. AP, INS
 Transcription Service .................................. Standard
 Representative .................................. Edward Petry
 Membership .................................. NAB
 President .................................. Hattie Harm
 General-Station Manager .................................. Clyde F. Coombs
 Exec. Sec. Promotion Manager .................................. Eldora Roth
 Program Director .................................. Ed Ropolo
 News Director .................................. Bob Franklin
 Chief Engineer .................................. Elbert Dean

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KFRE
FRESNO—1937—CBS

Frequency: 940 Kc.  Power: 50,000 Watts
 Business-Studio Address .................................. T. W. Patterson Bldg.
 Phone Number .................................. 4-5001
 Transmitter Location .................................. Monson
 Air Time .................................. 5:30 a.m.-M.
 News Service .................................. UP
 Transcription Service .................................. World
 Representative .................................. Avery-Knodel
 Membership .................................. NAB

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KGST
FRESNO—1949

Frequency: 1600 Kc.  Power: 1000 Watts
 Owned-Oper. By .................................. Delle Bbroadcasting Co.
 Address .................................. Farmer's Market
 Phone Number .................................. 6-6526 and 6-5459
 Transmitter Location .................................. Church & Hughes Sts.
 Air Time .................................. 6 a.m.-Sunset
 News Service .................................. UP
 Station Representative .................................. Forjoe & Co.
 Membership .................................. NAB, BMB
 General Manager .................................. Sidney A. Mandel
 Commercial Manager .................................. Morris Mindel
 Program Director .................................. Edward R. Nix
 Sports Director .................................. Joseph Kinser
 Chief Engineer .................................. Milton Gerloff

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KMJ
FRESNO—1922—NBC

Frequency: 580 Kc.  Power: 5000 Watts
 Business-Studio Address .................................. 1559 Van Ness Ave.
 Phone Number .................................. 3-6277
 Air Time .................................. 24 hours
 Transmitter Location .................................. Kerman, Calif.
 News Service .................................. AP, UP
 Transcription Service .................................. Capitol
 Representative .................................. Paul H. Raymur
 Membership .................................. NAB
 President .................................. Eleanor McClatchy
 Station Manager .................................. Hal Brown
 Sales Manager .................................. Coyle Chambers
 Program Manager .................................. Joe Tomes
 News Editor .................................. Bill Sanford
 Chief Technician .................................. William N. Wallace
 Farm Editor .................................. Ed Sturgeon
 Consulting Engineer .................................. George C. Davis

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KYNO
FRESNO—1947—DON LEE

Frequency: 1300 Kc.  Power: 1000 Watts
 Owned-Oper. By .................................. Radio KYNO, The Voice
 of Fresno
 Address .................................. Hotel Fresno
 Phone Number .................................. 2-6141
 Transmitter Location .................................. Barton Ave.
 Air Time .................................. 5 a.m.-12M.
 Representative .................................. Pearson, Hollingbery
 Membership .................................. NAB
 President .................................. Robert Schuler
 General Manager .................................. L. E. Chenault

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340
### California

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFWB</td>
<td>980 Kc</td>
<td>5000 Watts</td>
<td>1925</td>
</tr>
<tr>
<td>KGFJ</td>
<td>1230 Kc</td>
<td>250 Watts</td>
<td>1926</td>
</tr>
<tr>
<td>KLAC</td>
<td>570 Kc</td>
<td>5000 Watts</td>
<td>1946</td>
</tr>
<tr>
<td>KREO</td>
<td>1400 Kc</td>
<td>250 Watts</td>
<td>1946</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIEV</td>
<td>870 Kc</td>
<td>250 Watts d.</td>
<td>1933</td>
</tr>
<tr>
<td>KNBS</td>
<td>620 Kc</td>
<td>1000 Watts</td>
<td>1948</td>
</tr>
<tr>
<td>KECA</td>
<td>790 Kc</td>
<td>5000 Watts d.</td>
<td>1929</td>
</tr>
</tbody>
</table>

| KFWB   | 980 Kc   | Power: 5000 Watts | 1925 |
| KGFJ   | 1230 Kc | Power: 250 Watts | 1926 |
| KLAC   | 570 Kc | Power: 5000 Watts d. | 1946 |
| KREO   | 1400 Kc | Power: 250 Watts | 1946 |

**KFWB**

- **Frequency:** 980 Kc
- **Power:** 5000 Watts
- **Owned-Oper. By:** KFWB Broadcasting Corp.
- **Business-Studio Add.:** 6419 Hollywood Blvd.
- **Phone Number:** HE 5151
- **Transmitter:** 5775 W. Jefferson, Los Angeles
- **Air Time:** Unlimited
- **News Service:** AP, INS, UP
- **Representative:** William G. Rambeau Co.
- **Pres. & Gen. Mgr.:** Harry Mazilish
- **Pub. & Adv. Direc.:** Sydney Yallen
- **Pgm. & Prod. Dir.:** William V. Ray
- **News & Special Events Dir.:** Al Gordon
- **Chief Announcer:** Joe Yocum
- **Chief Engineer:** Harry Myers

(See Page 334)

**KGJ**

- **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
- **Transmission Service:** Muzak
- **Owner:** Ben S. McGlashan
- **General Manager:** Thelma Kirchner
- **Commercial Manager:** Jim Strain
- **Chief Engineer:** Homer Obuchon
- **Consulting Engineer:** Comm. Rad. Equip. Co.

**KLAC**

- **Frequency:** 570 Kc
- **Power:** 5000 Watts d.
- **1000 Watts n.**
- **Owned-Operated By:** KMTR Radio Corp.
- **Address:** 1000 Cahuenga Blvd.
- **Phone Number:** HUDSON 2-7311
- **Transmitter Location:** Soto & Indiana Sts.
- **News Service:** INS, UP
- **Transmission Service:** Capitol, SESAC
- **Representative:** Adam J. Young, Jr.
- **President:** Mrs. Dorothy Schiff
- **Exec. V.P. & Sta., Gen. Mgr.:** Don Fedderson
- **Commercial Manager:** Dave Lundy
- **Program Director:** C. G. Renier
- **Publicity Director:** Red Doff
- **News Director:** Jim McNamara
- **Musical Director:** R. W. Conner
- **Consulting Engr.:** Craven, Lohnes, Culver

**KREO**

- **Frequency:** 1400 Kc
- **Power:** 250 Watts
- **Owned-Oper. By:** Bcstg. Corp. of America
- **Address:** Box 707 Indio
For instance . . . . KGER

"Freeman A. McKenzie, Jr., Long Beach Ford dealer, tells us their daily 15-minute AP newscasts over KGER have produced excellent new and used car sales, increased service business and new business from nearby communities.

"Although I have been in radio more than ten years, I had not used Associated Press news service until two years ago. I find that AP news has meant extra business for us. It is the finest news service I have ever known."

GALEN O. GILBERT,
General Manager,
KGER, Long Beach, Calif.
KCVR
LODI—1946—KBS

KFOX
LONG BEACH—1924

KGER
LONG BEACH—1926

KFAC
LOS ANGELES—1931
**KFVD**

**LOS ANGELES—1925**
Frequency: 1020 Kc. Power: 5,000 Watts
Owned-Operated By: Standard Bcstg. Co.
Business-Studio Address: 338 S. Western Ave.
Phone Number: Dunkirk 8-2345
Transmitter Location: Lynwood, Calif.
Air Time: 6 a.m.-2 a.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
P. e. S., Gen. Mgr.: Frank Burke, Jr.
Commercial Manager: Vern Lindblade
Program Director: Carl Brewster
Chief Announcer: Clyde Cadwell
Chief Engineer: Leonard Reeves

**KHJ**

**LOS ANGELES—1922**
Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address: 1313 N. Vine St., Hollywood
Phone Number: HUdsom 2-2133
Transmitter Location: Venice Blvd.
Air Time: 6 a.m.-M.
News Service: AP, INS
Representative: John Blair
Membership: NAB, BAB
President: Willet H. Brown
V.P. & Gen. Counsel: Don B. Tatom
V.P. & Gen. Sales: Ward D. Ingrum
Sales Manager: George Whitney
Sales Prom. Mgr.: 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
News Dir., Farm Editor: Les Mawhinney

**KMPC**

**LOS ANGELES—1927—LIBERTY**
Frequency: 710 Kc. Power: 5000 Watts
Owned-Operated By: The Station of the Stars, Inc.
Address: 5939 Sunset Boulevard
Phone Number: Hollywood 9-5341
Transmitter Location: 12755 Burbank Blvd.
North Hollywood
Air Time: 5:15 a.m.-M.
News Service: INS, UP
Transcription Service: Standard, Lang-Worth
Representative: H. R. Represenatives
President: John Patterson
Gen. Mgr. & V.P.: Robert O. Reynolds
V.P. & Asst. Gen. Mgr.: Loyd C. Sigmon
Sales Mgr.: Tom Frandsen; National Sales Mgr.: Charles Cowling
V.P. in Chg. of Bcsts.: Mark Haas
Dir. of Pub. Rela.: John Baird
Chief Announcer: Howard Flynn
News Director: Jim McCulla
Musical Director: Jerome Sybilrud
Engineering Supervisor: Mal Mabrey, Jr.
Farm Editor: Charles Stone

**KNX**

**LOS ANGELES—1924—CBS**
Frequency: 1070 Kc. Power: 50,000 Watts
Business-Studio Address: 8121 Sunset Blvd.
Phone Number: Hollywood 9-1212
Transmitter Location: Torrance, Calif.
Air Time: 5:25 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales, CBS
President (CBS): Frank Stanton
V.P., Gen. Exec.: Howard S. McIgghan
Station Manager: Merle S. Jones
Sales Manager: Edward W. Buckalew
Sales Prom. Mgr.: Ralph Taylor
Program Director: George W. Allen
Production Director: Allen Botzer
Publicity Director: Earl Brownfield
News Director: Jack Beck
Musical Director: Bud Gluskin
Chief Engineer: Les Bowman
Farm Editor: Robert Wilson

**KPOL**

**LOS ANGELES**
C.P. Frequency: 1540 Kc. Power: 5000 Watts
Owned-Oper. By: Coast Radio Bcstg. Corp.
Address: 877 So. Tremaine Ave.
Phone: Wyoming 8081
President: Hugh R. Murchison

**KRKD**

**LOS ANGELES—1927**
Owned-Oper. By: Radio Bcstg., Inc.
Business-Studio Address: S41 So. Spring St.
Phone Number: TRucker 7111
Transmitter Location: 1050 Montecito Drv.
News Service: INS
Transcription Service: Associated, SESAC
Membership: NAB
President: Frank P. Doherty
General-Station-Comm. Mgr.: Ned Connor
Publicity Director: Doug Douglas
Pgm. Dir.-Chief Announcer: Charles Clifton
Chief Engineer: Willis O. Freitag

**KMYC**

**MARYSVILLE—1940—MBS-DON LEE**
Frequency: 1450 Kc. Power: 250 Watts
Owner-Oper. Marysville-Yuba City Bcstg., Inc.
Business Address: P. O. Box 631
California—the nation's Second Retail State—is your market...

and...you recognize that SUCCESSFUL RADIO ADVERTISING demands local tie-in MERCHANDISING...

if...you...because...

ABSOLUTELY CANNOT OVERLOOK the Pacific Regional Network, your Best Salesman in California...

the Pacific Regional Network, the nation's most flexible sales and merchandising radio station network...

...offers to advertisers
(1) network time purchase of any or all of 49 separate California AM radio stations;
(2) outstanding programming; and (3) LOCAL radio sales promotion in all its ramifications... at substantial savings in time, effort and money.

For details write, wire, or phone
PACIFIC REGIONAL NETWORK
6540 SUNSET BOULEVARD • PHONE Hillside 7406 • HOLLYWOOD 28, CALIFORNIA
**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. AP  
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**

**MT. SHASTA—1947**

Address. E. Alma Street  
Phone Number. 2124  
Air Time. 7 a.m.-10 p.m.  
News Service. AP  
Transcription Service. Standard  
Station Representative. Western, Continental. E. Coast  
Membership. NAB  
President. Vernita Adler  
General Manager. Arthur Adler  
Station Manager. David H. Rees  
Program Director. Jola Huntingdon  
Chief Engineer. Donald F. Keys

**K V O N**

**NAPA—1947—LIBERTY**

Frequency: 1440 Kc.  
Power: 500 Watts  
Address. Foster Rd.  
Phone Number. 6-2023  
Air Time. 6 a.m.-10:30 p.m.  
News Service. AP  
Transcription Services. World. Associated  
Representative. Farjoe  
Pres., Gen. Mgr. Luther E. Gibson  
Commercial Manager. David Bous  
Pgm. Dir., Chief Annnc. George W. Grayson  
Chief Engineer. Herbert Vanderbeck  
Farm Editor. Herman Baade

**K LO 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.-6 p.m.  
Newspaper Affiliation. Tribune Tribune  
News Service. AP, UP  
Transcription Service. Bruce Fells, World Representative  
Membership. NAB  
President. J. R. Knowland, Jr.  
Gen. Station Manager. Glenn Shaw  
Program Director. Jerry Morton  
Commercial Manager. J. Milton Serepan  
Musical Director. Lou Dean Grow  
Publicity Director. Gloria Markoff  
News Director. John K. Chapel  
Chief Engineer. Roswell S. Smith  
Consulting Engineer. E. C. Page

**K R O W**

**OAKLAND—1925**

Frequency: 960 Kc.  
Power: 1000 Watts d.  
1000 Watts n.  
Owned-Operated By. KROW, Inc.  
Address. 466 19th St.  
Phone Number. TWiNoaks 3-9600  
Transmitter Location. 1520 8th Ave.  
Air Time. 5:30 a.m.-2 a.m.  
News Service. UP  
Transcription Service. Standard. Associated Representative. Ra-Tel Repre., Inc.  
Membership. NAB  
President. Sheldon F. Sockets  
Gen., Sta. Mgr. Alan L. Torbet  
Commercial Manager. David M. Sacks  
Promotion Manager. Alan L. Torbet  
Program Director. Russ Coughlan  
Publicity Director. Mercedes Prosser  
Chief Announcer. Russ Coughlan  
News Director. William Winter  
Chief Engineer. Paul Leake  
Consulting Engineer. Andrew Ring

**K W B R**

**OAKLAND—1920**

Frequency: 1310 Kc.  
Power: 1000 Watts  
Business-Studio Address. 327-21st St.  
Phone Number. Higate 4-1212  
Transmitter Location. 327-21st St.  
Air Time. 6 a.m.-6 p.m.  
News Service. AP  
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 Armey

346
Production Director.................George Oxford
Chief Announcer....................Bob Bourd
Musical Director....................Sam Watts
Chief Engineer.......................Paul Gregg

K O C S
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 Thomas
Pgm. Dir.—Chief Announcer George Crofford
Chief Engineer.............Floyd Hall
Farm Editor......................Gene Durbin

K D A N
OROVILLE—1947
Frequency: 1340 Kc. Power: 250 Watts
Address................P. O. Box 231
Phone Number...............1340
Transmitter Location........In Oroville on Levee
Air Time.........................Unlimited
News Service......................UP
Transcription Service............Lang-Worth
General Manager...............Ray L. Partridge
Promotion Manager...........William Aiston, Jr.
Program Director............Ray L. Partridge
Chief Engineer................Ray L. Partridge
Farm Editor....................William Lamberton

K C M J
PALM SPRINGS—1946—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Palm Springs Bstg. Co.
Business Address........Box KK
Phone Number...............2253
Studio, Transmitter Location..N. Indian Ave.
Air Time........................6:45 a.m.—11:30 p.m.
News Service......................UP
Representative.................John E. Pearson
President.........................Richard W. Joy
Gen. Station Mgr..............Roland B. Valle
Commercial Mgr...............Harry Davis
Program Mgr.....................Dorothy Fanning
News Director...............Paul Grannis, Jr.
Chief Engineer...............Donald C. McBain

K I B E
PALO ALTO—1949
Frequency: 1220 Kc. Power: 250 Watts
Owned-Oper. By James Blaine Rhodes
Address......................813 Fremont, Menlo Park
Phone Number...................Davenport 2-5055
Air Time........................E. Palo Alto
News Service......................AP
Transcription Service...........Standard
Representative...............Scott & Co.
Membership......................NAB
Gen., Sta. Mgr..................Jay B. Rhodes
Commercial Manager...........Walter Grau
Sales Prom. Mgr.................William Gunning
Program Director.............John Egan
Chief Announcer...............Robert Seaman
Consulting Engineer.........Ray Mort

K A L I
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
Transcription Service...........Capitol
Representative...............Shepp-Reiner
Owner.........................John H. Poole
Manager.........................Aubrey H. Ison
Commercial Manager...........J. Newton Yates
Program Director................Allan Berg
News Director.................George Nemett
Music Director................Fred Smith
Chief Engineer.................Harvey Fitch

K X L A
PASADENA—1942
Frequency: 1110 Kc. Power: 10,000 Watts
Owned-Operated By Pacific Coast Bstg. Co.
Business Address........1401 So. Oak Knoll Ave.
Phone Number................RY 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.......................Clliff Stone
Chief Engineer.................Jack Reader
Farm Editor....................Dr. L.Roy Smith

K W K W
PASADENA—1942
Frequency: 1300 Kc. Power: 1000 Watts
Address.........................690 Sierra Madre Villa
Phone Number................RY 1-6744
News Service......................UP
Representative...............Forjoe
Membership......................NAB
President.........................Marshall S. Neal
Gen. Station-Comm. Mgr........William J. Beaton
Pgm. Dir.—Chief Anncr........Bill Garr
Publicity Director...............Clair Hughes
News Director...................Bob Knoos
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>KPRL</td>
<td>Paso Robles</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>Box 480</td>
<td>193</td>
<td>Project</td>
<td>Unlimited</td>
<td>AP</td>
<td>San Luis Obispo</td>
<td>1450 &amp; 1451</td>
<td>354</td>
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<tr>
<td>KAFP</td>
<td>Petaluma</td>
<td>1490 Kc.</td>
<td>250 Watts</td>
<td>Box 480</td>
<td>183</td>
<td>Project</td>
<td>UP</td>
<td>Thesaurus</td>
<td>346 Oak St</td>
<td>354</td>
<td>1450</td>
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<tr>
<td>KECC</td>
<td>Pittsburg</td>
<td>990 Kc.</td>
<td>1000 Watts</td>
<td>Box 717</td>
<td>1646</td>
<td>2 miles NE City</td>
<td>6 a.m.-12M.</td>
<td>UP</td>
<td>346 Oak St</td>
<td>354</td>
<td>1450</td>
</tr>
<tr>
<td>KPMO</td>
<td>Pomona</td>
<td>1600 Kc.</td>
<td>500 Watts</td>
<td>Box 1293</td>
<td>2-1293</td>
<td>1240 E. Holt St</td>
<td>Unlimited</td>
<td>UP</td>
<td>1240 E. Holt St</td>
<td>2-1293</td>
<td>1240 E. Holt St</td>
</tr>
<tr>
<td>KZYX</td>
<td>Redlands</td>
<td>990 Kc.</td>
<td>1000 Watts</td>
<td>Box 1312</td>
<td>1450</td>
<td>2 miles NE City</td>
<td>6 a.m.-12M.</td>
<td>UP</td>
<td>1240 E. Holt St</td>
<td>2-1293</td>
<td>1240 E. Holt St</td>
</tr>
</tbody>
</table>

**KIP**
PORTERVILLE—1946—LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: J. F. Tighe
Business-Studio Address: Newcomb & Grand Ave., P. O. Box 1312
Phone Number: 1450 & 1451
Transmitter Location: Newcomb Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Cook, Grant
Membership: NAB, BMB, SCBA
General Manager: Frank Robinson Brown
Program Director: Marjorie B. Lay
Chief Engineer: John M. Herman
News Editor: Kenneth Clifford, Jr.

**KBLF**
RED BLUFF—1946—LBS
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Tehama Bcstg. Co.
 Studio-Business Address: 346 Oak St
 Phone Number: 354
 Transmission Location: E. Red Bluff
 Air Time: 6:45 a.m.-10 p.m.
 Representative: Tracy Moore
 Membership: NAB, BMB
 General Mgr.: Arvo Haapanen
 Pgm. Dir., Chief Engr.: Howard Parsons

**KVCV**
REDDING—1938—MBS
Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By: Golden Empire Bcstg. Co., Inc.
 Address: Box 717, Merced
 Phone Number: 1646
 Transmission Location: 2 miles NE City
 Air Time: 6 a.m.-12M.
 News Service: UP
 Transmission Service: World
 Representative: W. S. Grant Co.
 President: Mrs. Hugh McClung
 Station Manager: Fred M. Stulpnagel
 Commercial Manager: H. E. McCarty
 Promotion Manager: Robert Hoskins
 Pgm., Prod. Dir.: Lyle Mathys
 Publicity Director: Frances Bruce
 Chief Announcer: Vincent Lambert
 News Director: Charles Castor
 Musical Director: Ted Dooley
 Chief Engineer: Russ Pope
 Farm Editor: Vincent Lambert
 Consulting Engineer: Kier & Kennedy

**KZYZ**
REDDING—1949
Frequency: 990 Kc. Power: 1000 d.
 Owned-Oper. By: Orange Empire Bcstg. Co.
 Address: 209 ½ Orange St.
KPRO
RIVERSIDE—1941—BCA
LIBERTY—PACIFIC
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 . . . . Duane Wannamaker
President-General Mgr. . . . W. L. Gleeson

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 . . . Route 3, Box 1213 A
Air Time . . . . 6 a.m.-12 M.
News Service . . . . UP, AP
Transcription Service . . . . World
Representative . . . . Robert Meeker, W. S. Grant
Membership . . . . NAB
President-General Mgr. . . . Ewing C. Kelly
Commercial Manager . . . John Dupell
Program Director . . . Irma Davis
News Director . . . . Jack Matranga
Chief Engineer . . . . W. Herbert Hartman
Farm Editor . . . . Dick Wood

KFBK
SACRAMENTO—1922—ABC
Frequency: 1530 Kc. . . Power: 50,000 Watts
Business Studio Address . . . . 708 Eye St.
Phone Number . . . . Gilbert 3-1745
Transmitter Location . . . Pleasant Grove
News Service . . . . UP, AP
Transcription Service . . . . Capitol
Representative . . . . Paul H. Raymer
Membership . . . . NAB
President . . . . Eleanor McClatchy
Station Manager . . . Keith B. Collins
Director of Sales . . . Perry Nelson
Publicity & Promotion . . . Tom C. Flynn
Program Manager . . . Richard S. Burdick
News Editor . . . . Victor Blanks
Music Librarian . . . Herbert Harrison
Chief Engineer . . . . Stam Sronce
Farm Editor . . . . Ray Rodgers
Consulting Engineer . . . George C. Davis

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, AP
Transcription Service . . . . Associated
Representative . . . . Avery-Knodel
Membership . . . . NAB
Gen. Sta. Mgr. . . . Clyde F. Combs
Commercial Manager . . . Byron H. Nelson
Ass't Mgr. . . . Pgm. Dir. . . William J. Ratcliff
News Director . . . . Henry Thornley
Chief Engineer . . . . William Karpisek
Farm Editor . . . . Scotty Mortland
Consulting Engineer . . . A. D. Ring & Co.

KXOA
SACRAMENTO—1945
MBS-DON LEE
Frequency: 1470 Kc. . . Power: 1000 Watts
Owned-Oper. By . . . SACRAMENTO Bcstgts., Inc.
Phone Number . . . . Hickory 9-3576
Transmitter Location . . . N. SACRAMENTO Freeway
Air Time . . . . 6 a.m.-M.
News Service . . . . UP
Transcription Service . . . . Associated
President . . . . Lincoln Dollar
General Station Mgr. . . . Herb Ferguson
Program Director . . . . I. Earle Russell
News Director . . . . Hal Laffoon
Chief Engineer . . . . Earland Berler
Consulting Engineer . . . A. D. Ring

KSBW
SALINAS—1947—MBS-DON LEE
Frequency: 1380 Kc. . . Power: 1,000 Watts
Owned-Operated By . . . SALINAS Bcstgts. Corp.
Business Address . . . . P.O. Box 1651
Phone Number . . . . 807
Studio-Transmitter . . . Laurel Dr.
News Service . . . . AP
Transcription Service . . . . Standard
Representatives . . . . Burn-Smith, Western
Membership . . . . NAB
Pres., Gen., Sta. Mgr. . . . Dr. Harry Morgan
Commercial Manager . . . William M. Oates
Pgm. Dir. . . . Chief Annrcr. . . Raymond A. Wilson
Prod., Pub. Dir. . . . . James R. Oliver
Musical Director . . . . James Robinson
Chief Engineer . . . . Robert K. Cobb
Consulting Engineer . . . A. D. Ring & Co.

KCSB
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
News Service . . . . AP, UP
President-Gen. Mgr. . . . Mrs. Essie Binkley West
Commercial Prom. Mgr. . . Dave W. Adams
Program Director .................. Chap Rollins
Chief Engineer .................... Walter Bronk

KFXM  
SAN BERNARDINO—1929—MBS  
Frequency: 590 Kc. Power: 1000 Watts  
Business-Studio Address: . 512 Fifth St.  
Phone Number: .................. 4761  
Transmitter Location: .. . "E" St.  
Time: 5:30 a.m.-m.  
Transcription Service: .. . UP  
Transcription Representative: .. . World Representative  
President: ..................... J. Clifford Lee  
General Manager: .. . Gene W. Lee  
Commercial Manager: .. . Don S. Cummings  
Sales Prom. Mgr.-Pub. Dir.: .. . Lowell Smith  
Program Director: .. . Erma Jones  
Prod. News Dir.: .. . John Harder  
Chief Announcer: .. . Jim O'Leary  
Chief Engineer: .. . George Ewing  
Farm Editor: .. . Howard Baichly  

KITO  
SAN BERNARDINO—1947—ABC  
Frequency: 1290 Kc. Power: 5000 Watts  
5000 Watts n.  
Owned-Operated By: .. . KITO, Inc.  
Address: .. . 569 Fourth St.  
Phone Number: .................. 7807  
Transmitter Location: .. . 1416 E. Baseline  
Air Time: .. . Unlimited  
News Service: .. . UP  
Transcription Service: .. . Capitol  
Representative: .. . Hollingbery  
Pres., Gen., Sta. Mgr.: .. . J. J. Flanigan  
Commercial Manager: .. . Charles Foll  
Pgm., Prod. Dir.: .. . Arnold Benum  
Publicity Director: .. . Marshall King  
Chief Announcer: .. . Jerry Lietz  
News Director: .. . Leo Cross  
Musical Director: .. . Betty Jean Doop  
Chief Engineer: .. . Richard Klitzing  
Farm Editor: .. . Fred Reinhardt  
Consulting Engineer: .. . Owen Ford

KRNO  
SAN BERNARDINO—1948  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: .. . Western Empire Bcstg., Inc.  
Address: .. . 890 Colton Ave  
Phone Number: .................. 8-2771  
Air Time: .. . 6 a.m.-m.  
News Service: .. . AP  
Representatives: .. . Cook, Western  
Transcription Service: .. . SESAC  
President, Comm. Mgr.: .. . James W. Gerrard  
General Manager: .. . Norman H. Rogers  
Program Director: .. . Robert Stone

KFSF  
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: .. . INS  
Transcription Service: .. . World  
Representative: .. . Paul H. Raymer  
Membership: .. . NAB  
President: .. . Thomas E. Sharp  
Manager: .. . John C. Merino  
Program Director: .. . Deane Long

KGB  
SAN DIEGO—1926—MBS-DON LEE  
Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By: .. . Don Lee Bcstg. Syst.  
Address: .. . Greyhound Terminal Bldg.  
Phone Number: .. . Franklin 6151  
Air Time: .. . 6 a.m.-m.  
News Service: .. . UP  
Transcription Service: .. . World  
Representative: .. . John Blair  
Station Manager: .. . F. D. Ide  
Comm-Sales-Prom. Mgr.: .. . Hobby Myers  
Pgm. Dir.: .. . Jerry Lee Fehl  
Chief Engineer: .. . William G. Collins

KCBQ  
SAN DIEGO—1946—CBS  
Frequency: 1170 Kc. Power: 5000 Watts  
1000 Watts n.  
Owned-Operated By: .. . Charles E. Salik  
Business Studio Address: .. . 1405 Fifth Ave.  
Phone Number: .. . Franklin 3151  
Transmitter Location: .. . 62nd & El Cajon Blvd.  
Air Time: .. . 6 a.m.-1 a.m.  
News Service: .. . UP  
Transcription: .. . Lang-Worth, Standard  
Representative: .. . George P. Hollingbery  
Membership: .. . NAB, BAB  
Pres., Gen. Mgr.: .. . Charles E. Salik  
Commercial Manager: .. . Graham H. Moore  
Sales Prom. Mgr.: .. . Joseph Miller  
Program Director: .. . Grady Edney  
Prod. Dir., Chief Anncr.: .. . Robert Regan  
News Director: .. . Richard Boynton  
Musical Director: .. . Betty Hersey  
Chief Engineer: .. . Charles J. Sherburne  
Farm Editor: .. . Howard Kiddie  
Consulting Engineer: .. . Stillman & Barclay

KFBM  
SAN DIEGO—1941—ABC  
Frequency: 550 Kc. Power: 1000 Watts
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.-M.
News Service: AP, UP
Transcription Service: Standard
Representative: Sears & Ayer, Western
V.P.-General Manager: Jack Heintz
Pgm. Dir.: Wilson Edwards
Chief Engineer: Vern Milton

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: Associated
Representative: Forjoe
V.P. Gen. Mgr.: Fred Rabell
V.P. Comm. Mgr.: Gordon Studebaker
Program Director: Dorothy Johnson
Chief Engineer: Warren Williamson

KGIL
SAN FERNANDO—1947

Frequency: 1260 Kc. Power: 1000 Watts
Business Address: 4919 Van Nuys Blvd.
Phone Number: State 4-6291
Transmitter Location: 14808 Lassen St.
Air Time: 6 a.m.-M.
News Service: UP
Pres., General Mgr.: F. J. Smalley, Jr.
Commercial Manager: Howard P. Grey
Program Director: Allan W. McKee
Chief Engineer: Jay Rice
Consulting Engineer: Ron Oakley

KCBS
SAN FRANCISCO—1912—CBS

Address: Palace Hotel
Phone Number: YUKon 2-7000
Transmitter Location: Alviso
Air Time: 5:50 a.m.-M.
News Service: AP, UP
Transcription Service: Standard
Representative: Radio Sales, Inc.
President (CBS): Frank Stanton
Vice-Pres. & Gen. Mgr.: Arthur Hull Hayes
Commercial Manager: Jules Dunides
Prom. & Adv. Mgr.: Howard Luck Hayos
News Director: William Nettles
Musical Director: Raymond Hackett
Chief Engineer: Alan Cormack
Farm Editor: Gordon Roth

KFRC
SAN FRANCISCO—1924

Frequency: 610 Kc. Power: 5000 Watts
C.P.: 50000 Watts
Owned-Operated By: Don Lee Bcstg. System
Business Studio Address: 1000 Van Ness Ave.
Phone Number: Prospect 6-0500
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 Templeton
Program Dir.-Prod. Mgr.: Mel Venier
Chief Announcer: Lewis Fiehler
Musical Director: Lyle Bardo
News Director: Bill Nettles
Chief Engineer: E. G. Underwood
Farm Editor: Bert Buzzini

KGO
SAN FRANCISCO—1924—ABC

Frequency: 810 Kc. Power: 5000 Watts
Business Address: 155 Montgomery St.
Phone Number: Exbrook 2-6544; Greystone 4-6565
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
President (ABC)..........................Robert E. Kinner
General-Station Manager..............Gayle V. Grubb
Commercial Manager.....................Vincent Francis
Sales Promotion-Pub. Dir..............Maury Baker
Program Director........................Bloyce Wright
Chief Announcer.........................John Galbraith
News Director.....................Vic Reed
Musical Director.......................Phil Bovero
Chief Engineer..........................A. E. Evans
Consulting Engineer....................Kear & Kennedy

K J B S
SAN FRANCISCO—1924
Frequency: 1100 Kc. Power: 1000 Watts d.
Owned-Operated By.........................KJBS Bcstrs.
Business Studio Address.................1470 Pine St.
Phone Number..........................Ordway 3-4148
Transmitter Location....................1470 Pine St.
Time.....................................5 a.m.-Local Sunset
News Service.............................UP, INS
Transcription Service....................Standard, MacGregor, Lang-Worth, Associated
Representative..........................Headley-Reed
Membership................................NAB
Gen. Mgr.-Sta. Mgr.......................Edwin P. Franklin
Comm. Mgr..............................Stanley G. Breyer
Chief Engineer .........................Wayne Berthold

K N B C
SAN FRANCISCO—1922—NBC
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By......................National Bcstrs. Co.
Address.................................420 Taylor St.
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, BAB
President (NBC).........................Joseph H. McConnell
Asst. Gen. Mgr...........................George Greaves
Commercial Manager..............Alfred W. Cropsey
Sales Promotion Manager............Randy Smith
Program Director......................Paul Speegle
News, Pub. Dir..........................John Thompson
Musical Director........................Tony Freeman
Chief Announcer..........................Hal Wolf
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 Bcstrg. Corp.
Trans. Studio Address.....................1355 Market St.
Phone Number..........................Market 1-8171
Air Time..................................6 a.m.-M.
News Service............................AP, UP
Transcription Service...................Lang-Worth
Representative..........................Western Radio Sales
Membership................................NAB
President..................................S. H. Patterson
Gen.-Sta.-Comm. Mgr......................Lee C. Mikessell
News Director.............................Frank Arthur
Chief Engineer...........................Norwood Patterson

K S F O
SAN FRANCISCO—1925
Frequency: 560 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By......................The Associated Bcstrs., Inc.
Business Studio Address..............Mark Hopkins Hotel
Phone Number..........................EXbrook 2-4567
Transmitter Location.............Island Creek, Pier 92
Air Time..........................6:15 a.m.-12:15 a.m.
News Service............................INS, UP
Transcription Service..................Standard; World
Representative..........................Wm. Rambeau Co.
Membership................................NAB, BAB
President.................................Wesley L. Dunn
V.P.-Gen. Mgr.........................Philip G. Lasky
Commercial Mgr........................John G. Campbell
Sales Promotion Mgr...................Kay Mulvihill
Program Dir............................Robert Hansen
Dir. of Engineering......................A. E. Towne
Farm Editor.........................Herb Kennedy
Consulting Engineer....................Universal Research Labs

K Y A
SAN FRANCISCO—1926—LBS
1000 Watts n.
Owned-Operated By....................Palo Alto Radio Station, Inc.
Business Studio Address..............Fairmont Hotel
Phone Number..........................DOuglas 2-2536
Transmitter Location.............Candestick Pt.
Air Time..............................24 hours
News Service.............................UP
President.................................Elroy McCaw
Production Director...................Les Keiter
Chief Announcer.........................Vern Wilson
News Director.........................Arthur Primm
Chief Engineer..........................Paul Beck

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 358
Phone Number..........................Sanger 490
Transmitter.............................4 1/2 Mi, NE of Sanger
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
KEEN
SAN JOSE—1947
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: United Broadcasting Co.
Business Address: Hotel De Anza
Phone Number: Cypress 4-0344
Transmitter: Wayne Ave. & Oakland Hgy.
Air Time: 6 a.m.-M.
News Service: Up
Representative: W. S. Grant
Membership: NAB
President: George M. Mardikian
Genl. Mgr.: Floyd Farr
Commercial Mgr.: George Blum
Program Dir.: George Snell
Chief Engineer: Lee Johnson
Farm Editor: Gene Vennum
Consulting Engineer: George Adair

KLOK
SAN JOSE—1946
Owned-Operated By: Valley Broadcasting 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, Pearson
President-Gen. Mgr.: E. L. Barker
Commercial Mgr.: Richard E. Ryan
Program Director: Ruth Poindexter
Chief Engineer: Bill Cunningham

KSJO
SAN JOSE—1946
Owned-Operated By: Santa Clara Broadcasting Co.
Business Address: P. O. Box 985
Phone Number: Cypress 3-8030
Transmitter-Studio Location: Story and Lucretia
Air Time: 6:15 a.m.-M.
Newspaper Affiliation: San Jose Times, Gilroy Dispatch
News Service: Up
Transcription Service: AP
Representative: For Joe
President: Patrick H. Peabody
Gen. Sta. Mgr.: Charles F. Mallory
Commercial Manager: Richard W. O'Donnell
Chief Engineer: Walter H. Scott
Consulting Engineer: Wesley I. Shellhammer

KXRX
SAN JOSE—1948
Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By: San Jose Broadcasting Co.
Address: Box 187
Phone Number: Cypress 2-5080
Studio-Transmitter: Bayshore Highway
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 Bing
Chief Engineer: Frank Glass

KMNS
SAN LUIS OBISPO—1949—PBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Pacific Broadcasting Co.
Business-Studio Address: Box 700
Phone Number: 3171
Transmitter Location: South Street
Air Time: Unlimited
News Service: Up
Pres. Gen. Mgr.: Marc C. Spinell
Program Director: Mrs. Leslie Gurney
Chief Announcer: Paul McElroy
Chief Engineer: William Kolenberger

KVEC
SAN LUIS OBISPO—1937
MBS-DON LEE-KBS
Owned-Oper. By: Christina M. Jacobson
Business Address: 851 Higuera St.
Phone Number: 1100-1
Transmitter Location: Highway One
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
Pres.-Owner: Christina M. Jacobson
Gen. Sta. Mgr.: Les Hacker
Commercial Manager: Joe Shuttleworth
Prod. Dir.: Sales Prom. Mgr.: Steve Lamkin
Program Director: Robert S. Wilton
Chief Announcer: Hugh Harling
News Director: Les Hacker
Musical Director: Pete Stephenson
Chief Engineer: Dale Schwartz
Farm Editor: Andy Kasptien
Consulting Engineer: Lohnes & Culver

KSMO
SAN MATEO—1947
Frequency: 1550 Kc. Power: 1000 Watts
Owned-Operated By: Amphlett Printing Co.
Business-Studio Address: 811 "B" St.
Phone Number: 4-2594
Transmitter Location: Bayshore Highway
KVSM
SAN MATEO—1946

Frequency: 1050 Kc. ... Power: 250 Watts d.
Owned-Oper. By ... Hugh H. Smith
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 ... Representative ... Sears & Ayer
Representative ... Hugh H. Smith
Gen. Mgr. ... Charles E. Morin
Commercial Manager ... Gilbert L. Bond
Chief Engineer ... Merwyn F. Planting

KTIM
SAN RAFAEL—1947

Frequency: 1510 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Marin Broadcasting 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

KVOE
SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc. ... Power: 1000 Watts
Owned-Oper. By ... The Voice of the Orange Empire, Inc., Ltd.
Business Address ... 105 E. 5th St.
Phone Number ... Kimberly 3-6321
Studio Transmitter ... 12531 E. Willowluck Dr.
Air Time ... Unlimited
News Service ... UP
Transcription Service ... Standard, MacGregor
Representative ... Donald Cook
Pres., Gen. Sta., Mgr. ... Ernest L. Spencer
Commercial Manager ... Donner P. Spencer
Sales Prom. Mgr. ... Carol Jean Young
Program Director ... Deane S. Long
Prod. Dir., Chief Ann. ... Frank R. Russell
Pub., News Dir. ... Art Sipherd, Jr.
Chief Engineer ... Stanley G. Guenther
Consulting Engineer ... Jay Tapp

KDB
SANTA BARBARA—1921
MBS-DON LEE

Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... Don Lee Broadcasting 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
Pgm., News Dir. ... Donald C. Roberts
Prod. Dir. ... Richard Collins
Chief Announcer ... George Humphrey
Chief Engineer ... Forrest T. Choate
Farm Editor ... Kenneth Pascoe

KIST
SANTA BARBARA—1946—NBC

Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Oper. By ... Radio KIST, Inc.
Business Studio Address ... Balboa Bldg.
Phone Number ... 3981
Transmitter Location ... 725 State St.
Air Time ... 5:45 a.m.-12:15 a.m.
News Service ... UP
Representative ... George P. Hollingbery
President ... Harry C. Butcher
Gen.-Comm., Mgr. ... Fin Hollinger
Sales Prom. Mgr. ... Michael J. McKeogh
Chief Announcer ... Robert Sevey
Prog.-Pub. Director ... Mary Ann Casey
Musical Director ... Jose Medina
Prod. Dir. ... Al Stasa
Chief Engineer ... Gene Forrester
Consulting Engineer ... Lloyd Sigmund

KTMS
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 ... Long-Worth
Representative ... Paul H. Raymer
Membership ... NAB
President ... Thomas M. Storke
Vice-President ... Charles A. Storke
Station Manager ... Al Albinger
Pgm. Dir. ... Chief Ann. ... E. A. Sprague
Sales Prom. Mgr. ... Pub. Dir. ... Cliff Badger
News Director ... Graham Alexander
Chief Engineer ... Albert A. Nicolay
CALIFORNIA

KDON
SANTA CRUZ—1935
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: Salinas Newspapers, Inc.
Business Address: P. O. Box 1091, Salinas
Phone Number: 6451
Transmitter Location: Palm Beach
Air Time: 6 a.m.-11 p.m.
Newspaper Affiliation: Salinas Californian
News Service: UP
Transcriptions Service: World, Cole
Representative: W. S. Grant Co.
Membership: NAB, BAB
President: Paul Caswell
General Manager: Gilbert Baymiller
Pgm.-Prod.-Publ. Dir.: Orel Phillips
Commercial Mgr. in Lawance: B. Butler
Chief Engineer: Omer Wright
Charles Vernon Berlin

KSCO
SANTA CRUZ—1947
Frequency: 1080 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Radio Santa Cruz
Business Address: P. O. Box 1080
Phone Number: 1080
Transmitter Address: Portola Drive & Corcoran Lagoon
Air Time: 6 a.m.-M.
News Service: Standard, Thesaurus
Membership: NAB, BAB

KCOY
SANTA MARIA—1947
ABC-TRI-COUNTY
Frequency: 1400 Kc. Power: 250 Watts
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

KSMA
SANTA MARIA—1947—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Central Coast Bcastg. Co.
Business-Studio Address: 510 W. Morrison St.
Phone Number: 43
Transmitter Location: 510 W. Morrison St.
Air Time: 6:30 a.m.-11 p.m.

KOWL
SANTA MONICA—1947
Frequency: 1580 Kc. Power: 5000 Watts d.
Owned-Operated By: KOWL, Inc.
Address: Pico at Ocean
Phone Number: Exbrook 4-6761
Transmitter Location: 11637 Cha:nock Rd., Los Angeles
News Service: UP
Transcription Service: Associated
Pgm.-Dir.: Arthur H. Croghan
Pgm. Dir., Chief Annr.: Warren Deem
Chief Engineer: John Morecroft

KSPA
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 Location: 112 N. Middle Rd.
Air Time: 6 a.m.-11 p.m.
Membership: NAB
Transcription Service: World
President, Gen. Mgr.: R. W. Le Mond
Sta., Comm. Mgr.: Bob Funnell
Chief Engineer: Homer Parker
Chief Annr.: Bob Rae

KSRO
SANTA ROSA—1937—LBS
Frequency: 1350 Kc. Power: 1000 Watts
Bus.-Studio Address: Corner Fresno & Finley
Phone Number: 110
Transmitter Location: Finley Ave. & Fresno
Air Time: 6:30 a.m-11 p.m.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
President: Mrs. Ruth Finley
General-Station Manager: Charles P. Scott
Comm., Prom. Mgr.: Lee Fleming
News, Prod. Pgm. Dir.: Russ Siner
Chief Engineer: Vern Hassett

KROG
SONORA—1949
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Mother Lode Bcastg. Co.
Business Address: Sonora
Phone Number: 426
KGD M
STOCKTON—1926—CBS
Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By: E. F. Peffer
Business-Studio Address: 519 E. Market St.
Phone Number: 4-4551
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
Stn-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 Bstg. Co.
Business Address: Hotel Clark
Phone Number: 4-7338
Air Time: Unlimited
Transmitter Address: Ralph Ave.
News Service: UP Representative: Hollingbery
President: Knox LaRue
General Manager: D. M. Greene
Program Director: Ellis Lind
Chief Engineer: Carl McGee

KW G
STOCKTON—1921—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: McClatchy Bstg. Co.
Bus.-Studio Address: 612 E. Market St.
Phone Number: 5-5728
Transmitter Location: Weber and E Sts.
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Capitol Representative: Paul H. Raymer
Membership: NAB President: Eleanor McClatchy
Station Manager: Howard L. Bailey
Program Manager: James E. Longe
Chief Technician: Frank Nesmith
Farm Editor: John Mackenzie
Consulting Engineer: George C. Davis

KXOB
STOCKTON—1947—MBS-DON LEE
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: Valley Bstg. 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 Address: 110 E. Market
Phone Number: 354-B
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service: World Representative: Tracy Moore
Membership: NAB
Commercial Manager: Zeke White
Program Director: Dale Dwelley
Chief Annr., Chief Engr.: Harold C. Houston
Consulting Engr.: Howard Martineau

KTKR
TAFT—1948—MBS
Owned-Operated By: Taft Bstg. Co.
Business Address: P.O. Box “WW”
Phone Number: 5-3101
Studio-Transmitter Address: 1 mi. W. of Taft
Air Time: 7 a.m.—local Sunset
News Service: UP
Chief Annr., News Dir.: Jack Smith
Musical Director: George Tschumy
Chief Engineer: Kenneth Atiken

KCO K
TULARE—1945—MBS
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 ........................ W. S. Grant Co., Wester
Membership ....................... NAB, BAB
President ............................... Herman Anderson
General Manager .................. Sheldon Anderson
Sta., Sales Prom. Mgr. ............. J. Alan Rinehart
Commercial Manager ............ Roger Hunt
Program Director ..................... Dick Martin
Sports Director ....................... Bob Lee
Pub. Dir., Farm Editor ............. Jean Hixon
News Director .......................... Bob Lee
Chief Engineer ...................... Don Ferguson
Consulting Engineer ................ Sheldon Anderson

**KTUR**
TURLOCK—1949

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By .......... Turlock Bcstg. Corp.
Address ....................... P. O. Box 526
Phone Number ................ Turlock 43430, 45827
Transmitter Location .......... Quincy Road
News Service ........................ UP
Transcription Service ........... Langworth, SESAC
Representative .................... O'Connell
Membership ........................... NAB, BAB
President .......................... Wallace Lindskoog
General Manager ................ H. Ansell McMillen
Traffic Manager ............... Algie Iris Thorp
Program Director .............. Rusty Simmons
News Director ...................... Don Burns
Chief Engineer ..................... Maxon Sayre

**KUKI**
UKIAH—1950

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......... Bartley T. Sims
Address ....................... P. O. Box 638
Phone ............................ 1400
Representative .................... Western
Transcription Service ........... Standard
News Service ........................... AP
Pres., Gen. Mgr. ................. Bartley Sims
Commercial Manager ............. Gene Dietrich
Program Director ................ John Olivera
Promotion Manager ............. Adria Merrill
Chief Engineer ..................... Stanley Ryno
News Director ...................... William Sweet

**KGYW**
VALLEJO—1947

Business-Studio Address .... 3257 Sonoma Blvd.
Phone Number .................. 3-5667
News Service ....................... UP
Representative .................... Tracy Moore
General Manager ............. David McKay
Station-Commercial Mgr. .... Ralph Stillings
Program Director ............ Victor Paulsen
Chief Announcer .................. Hal Engebreton
Chief Engineer ...................... William Roberts

**KVEN**
VENTURA—1948—PACIFIC

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .......... Coast Ventura Co.
Address ....................... P. O. Box 1611
Phone Number .................. Miller 3-8875
Transmitter ...................... San Pedro & Alessandro Sts.
News Service .............................. UP
Transcription Service .......... Capitol
Air Time ............................. 5:30 a.m.-M.
Representative ...................... Western, Cooke
Membership ....................... NAB, BAB
President .......................... Dr. Charles Stuart
General Manager ............. Mort Werner
Prod., Pgm. Dir. ............. Dana Marble
Commercial Manager .......... Harry Engel
Sales Prom. Mgr. ............. Sidney Holden
Musical Director ................ Donal Brown
Chief Engineer ..................... Fred Hall
Farm Editor ......................... Jack Powell

**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 ............... 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 1588
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
Comm.-Sales Prom. Mgr. ........... Albert Blain
News Director ..................... Jerry Pomerance
Musical Director ................ Evelyn Brown
Chief Announcer .................. Don Warren
Chief Engineer ..................... Lyman Treaster
Farm Editor ......................... Irv Terrell
**KWSO**  
WASCO—1950  
Frequency: 1050 Kc.  
Power: 250 Watts d.  
Owned-Operated By  
Maple Leaf Bcstg. Co.  
Address  
P. O. Box 366  
Phone  
4152  
Transcription Service  
Lang-Worth  
News Service  
UP  
President  
E. J. Peters  
Commercial Manager  
Eldon Easter  
Chief Engineer  
Edward Robertson  
News Director  
Bob Bann

**KSYC**  
YREKA—1947—LIBERTY  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Oper. By  
.Siskiyou Cty, Bcstg. Co., Inc.  
Address  
Lawrence Lane & S. Oregon St.  
Phone Number  
624  
Air Time  
6:45 a.m.-10 p.m.  
News Service  
AP  
Transcription Service  
World  
Representative  
Tracy Moore  
Membership  
NAB  
President  
E. G. Millbourn  
General Manager  
Holt C. Wardrip  
Sta.-Comm.-Sales-Prom. Mgr.  
Jack R. Wagner  
Chief Engineer  
Bill Maginnis  
Consulting Engineer  
Grant Fickert

**KUBA**  
YUBA CITY—1947—LIBERTY  
Frequency: 1600 Kc.  
Power: 1000 Watts d.  
Owned-Operated By  
Peachbowl Bcstrs., Inc.  
Address  
P. O. Box 309  
Phone Number  
3-7309  
Transmitter Location  
Samborn Rd., Sutter Co.  
News Service  
AP  
Transcription Service  
Standard, Capitol  
Representative  
W. Coast Radio Sales  
President  
Chester V. Ullom  
Station Manager  
Roger R. Hunt  
Clyde L. Goodnight  
Chief Engineer  
Roy D. Swanson

**COLORADO**

Population 1,325,089—Increase 18.0% ('40-'50)—Radio Homes—366,110  
Families 378,600—Stations in State 31

**KG1W**  
ALAMOSA—1929—KBS  
Frequency: 1450 Kc.  
Power: 250 Watts  
Owned-Operated By  
E. L. Allen  
Business Address  
P. O. Box 179  
Phone Number  
26  
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  
Lloyd Allen  
Sales Prom. Mgr.-Farm Ed.  
Charles Dynes  
Chief Engineer  
Bill Brokaw

**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  
6:50 a.m.-11:15 p.m.  
News Service  
AP  
Transcription Service  
Standard, BBS  
Membership  
NAB, BAB  
President  
Herb Hollister  
Russel Shaffer  
News Dir., Chief Annr.  
Bob Butz  
Musical Director  
Russ Cole  
Chief Engineer  
Blair Dobkins

**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


Program Director G. C. Underhill

Chief Announcer Austin Schneider

Chief Engineer O. J. Birdsong

KRDO COLORADO SPRINGS—1947 COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Pikes Peak Bcastg. Co.

Business-Studio Address: Alta Vista Hotel

Phone Number Main 1125

Transmitter Location: Alta Vista Hotel

Air Time 5:30 a.m.-M.

News Service AP

Transcription Service: Standard, Lang-Worth

Membership NAB


Station Manager Paul Crozier

Commercial Manager Harry Hoth

Prog., Musical Dir. Jean Gitz

Chief Announcer Wes Bradley

News Director Bill Totten

Prod. Dir., Chief Engr. Robert Fitzmorris

Consulting Engineer McNary-Wrathall

KVO COLORADO SPRINGS—1923—CBS

Frequency: 1300 Kc. Power: 1000 Watts

Owned-Operated By Voice of the Rockies, Inc.

Business-Studio Address: 800 Exchange Natl. Bank Bldg.

Phone Number Main 278

Transmitter Location: 2803 E. Platte Ave.

Air Time Unlimited

News Service UP

Transcription Service: World

Representative Raymer Co.

Membership NAB


Station Manager Everett Shupe

Prod., Fgm. Dir. Morrison Parker

Chief Announcer Cecil Sceavey

Music Director Elaine Wendlandt

Chief Engineer Cozine Strang

News Dir., Farm Editor Ralph Conner

Consulting Engineer E. C. Page

KRAI CRAIG—1948—COLUMBINE

Frequency: 1230 Kc. Power: 250 Watts


Business Address Box 1027

Phone Number 707-8

Air Time 6-30 a.m.-10 p.m.

News Service UP

Transcription Service SESAC

President G. N. Winder

Gen. Sta. Mgr. Phillip Donn

Commercial Manager Richard S. Fox

Consulting Engineer Howard Johnson

KLZ DENVER—1922—CBS

Frequency: 560 Kc. Power: 5000 Watts

Owned-Operated By Aladdin Radio & TV, Inc.

Business-Studio Address: Shirley-Savoy Hotel

Phone Number Main 4271

Transmitter Location: Engelwood, Colo.

Air Time 6 a.m.-M.

News Service AP, INS.

Transcription Service Standard Rep.

Membership NAB, BAB

President Harry E. Huffman

General Manager Hugh B. Terry

Commercial Manager R. Main Morris

Sales Prom. Mgr. John Connors

Program Director Charles C. Roberts

Production Director Clayton Bragg

News Director Sheldon Peterson

Medical Director Arthur Gow

Chief Engineer Harvey E. Wehrman

Farm Editor Lowell Watts

KOA DENVER—1924—NBC

Frequency: 850 Kc. Power: 50,000 Watts

Owned-Operated By National Bcastg. Co., Inc.

Business-Studio Address: 1625 California St.

Phone Number Main 8211

Transmitter Location: Aurora, Colo.

Air Time Unlimited

News Service AP, INS, UP

Transcription Service Thesaurus Rep.

Membership NAB, BAB

Pres. (NBC) Joseph H. McComill

Gen. Station Manager Lloyd E. Yoder

Sales Manager Duncan A. McCall

Sales Promotion Manager C. M. Penley

Program Manager Earle C. Ferguson

Publicity Director Wm. B. Day

Production Supervisor Eddy Rogers


Agricultural Dir. Donald M. Peach

KTLN DENVER—1948—LIBERTY

Frequency: 980 Kc. Power: 1000 Watts d.

Owned-Operated By Radio Station KTLN

Address Box 4117

Phone Number 4636

Transmitter Location: 3200 S. Platte Riv. Dr.

Air Time Sunset-Sunrise

News Service UP

Transcription Service Standard Rep.

Membership NAB

Pres., Gen. Mgr. Leonard Coe

Station Manager John L. Buchanan
Commercial Manager .................. Mike Spar
Program Director .................. Jack Helling
Chief Announcer, News Dir. .......... Paul Blue
Musical Director .................. Elinor Herron
Chief Engineer .................. O. E. Kelley
Consulting Engineer .................. Commercial Radio

KVOD
DENVER—1925—ABC
Frequency: 630 Kc  Power: 5000 Watts
Owned-Operated By .......... Colorado Radio Corp.
Business-Studio Address ........ Midland Savings Bldg.
Phone Number .................. TAbor 2291
Transmitter Location ........ No. of Denver
News Service .................. UP
Transcription Service ........ Lang-Worth, Associated
Representative .................. Free & Peters
Membership .................. NAB, BAB
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

KFEI
DENVER—1923—MBS
Frequency: 950 Kc  Power: 5000 Watts
Owned-Operated By .......... Eugene P. O’Fallon, Inc.
Business-Studio Address ........ Albany Hotel
Phone Number .................. Alpine 4681
Transmitter Location ........ 5350 W. 20th St.
Air Time .................. 24 hrs.
News Service .................. INS
Transcription Service ........ Associated, SESAC
Representative .................. John Blair
General Manager .................. Gene O’Fallon
Managing Director ................. Frank Bishop
Commercial Mgr. .................. W. H. Conklin
Prod., Pgm. Dir. .................. Dale Morgan
Musical Director ................. Nancy Breve
Chief Announcer ................. Ronald J. McCoy
News Director .................. Jack L. Fitzpatrick
Farm Editor .................. Gus Swanson
Chief Engineer .................. T. G. Morrissey
Consulting Engineer .............. Comm. Radio

KMYR
DENVER—1941—LIBERTY
Address .................. Security Life Bldg.

Serving these national advertisers
- AJAX - ARRID
- BIRDS-EYE
- BLONDOX
- BLUE BONNET MARGARINE
- BLUE GOOSE FROZEN FOODS
- BLU-WHITE SOAP
- Borden’s STARLAC
- BUICK
- BUTAY PRODUCTS
- BUTTERNUT COFFEE
- CHASE & SANBORN COFFEE
- CHESTERFIELDS
- CHEVROLET
- CINCH MIXES
- CROSLEY - DRAS-TIC
- DUFF’S MIX
- DUPONT
- EDWARDS COFFEE
- EINOT HOME PERMANENT
- ENCHANTMENT MAGAZINE
- FORD - FOUR-WAY COLD TABLETS
- GENERAL MILLS CAKE MIXES
- GRIFFIN SHOE POLISH - ROBERT HALL CLOTHES
- HAZEL BISHOP LIPSTICK - HILLS BROS. COFFEE
- IVORY SOAP - JOY
- KELLOGG VARIETY PACK - KOOLS
- LADIES HOME JOURNAL
- LA FRANCE - LIPTON TEA & SOUP
- LYNDEN FOODS
- MRS. McCONALD’S CHOCOLATES
- MUSTEROLE
- NUCOA - NUTRENA DOG FOOD
- PERTUSSIN - POLL PARROT SHOES
- PREMIUM CRACKERS
- RANCHO SOUPS
- REAL GOLD CITRUS PRODUCTS
- REDDI-WIP
- RESISTAB
- ROYAL DESSERTS
- SATURDAY EVENING POST - SPIC & SPAN
- SUN VISTA CANNED FOODS - SURF
- SWANSDOWN
- SWIFT ICE CREAM
- TEN-B-LOW DESSERT
- TENDERLEAF TEA
- TONI - ZOOM
- and Many Fine Local Accounts, Too!
<table>
<thead>
<tr>
<th><strong>KFTM</strong></th>
<th><strong>FORT MORGAN—1949</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLUMBINE</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 1260 Kc.</td>
<td>Power: 500 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By: Fort Morgan Bcstq. Co.</td>
<td>Address: P. O. Box 431</td>
</tr>
<tr>
<td>Phone Number: 1000</td>
<td>Air Time: Daytime</td>
</tr>
<tr>
<td>News Service: AP, UP</td>
<td>Transcription Service: Standard</td>
</tr>
<tr>
<td>Program Director: Teena Paynter</td>
<td>News Director: Helen Cudworth</td>
</tr>
<tr>
<td>Chief Engineer: Bill Hall</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th><strong>KIUP</strong></th>
<th><strong>DURANGO—1935</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL RADIO</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 930 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By: San Juan Bcstq. Co.</td>
<td>Address: P. O. Box 799</td>
</tr>
<tr>
<td>Phone Number: 117, 1050</td>
<td>Air Time: 6 a.m.-11 p.m.</td>
</tr>
<tr>
<td>News Service: UP</td>
<td>Transcription Service: Standard, Lang-Worth, Eells, Mayfair, Ziv, Teleways</td>
</tr>
<tr>
<td><strong>Representative</strong></td>
<td>Holman Co.</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>NAB, BAB</td>
</tr>
<tr>
<td><strong>President</strong></td>
<td>M. L. Cummins</td>
</tr>
<tr>
<td><strong>Gen. Sta. Mgr.</strong></td>
<td>R. E. O'Brien</td>
</tr>
<tr>
<td><strong>Commercial Manager</strong></td>
<td>T. Ralph Bennett</td>
</tr>
<tr>
<td><strong>Promotion Manager</strong></td>
<td>Lindsey Becker</td>
</tr>
<tr>
<td><strong>Pgms., Prod. Dir.</strong></td>
<td>Don Hoover</td>
</tr>
<tr>
<td><strong>Publicity Director</strong></td>
<td>T. Ralph Bennett</td>
</tr>
<tr>
<td><strong>Chief Announcer, News Dir.</strong></td>
<td>Pat O'Brien</td>
</tr>
<tr>
<td><strong>Musical Director</strong></td>
<td>Mrs. Lee O'Brien</td>
</tr>
<tr>
<td><strong>Chief Engineer</strong></td>
<td>Lew VanderLinden</td>
</tr>
<tr>
<td><strong>Farm Editor</strong></td>
<td>Don Hoover</td>
</tr>
<tr>
<td><strong>Consulting Engineer</strong></td>
<td>Chambers &amp; Garrison, Washington, D. C.</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>KGLN</strong></th>
<th><strong>GLENWOOD SPRINGS—1950—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL RADIO</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By: Western Slope Bcstq. Co.</td>
<td>Address: Silver Spruce Lodge</td>
</tr>
<tr>
<td>Phone Number: 777</td>
<td>Representative: Holman</td>
</tr>
<tr>
<td><strong>News Service</strong></td>
<td>UP</td>
</tr>
<tr>
<td><strong>President</strong></td>
<td>Rex Howell</td>
</tr>
<tr>
<td><strong>Gen. Comm. Mgr., News Dir.</strong></td>
<td>Hal Reed</td>
</tr>
<tr>
<td><strong>Program Director</strong></td>
<td>Earl Davis</td>
</tr>
<tr>
<td><strong>Chief Engineer</strong></td>
<td>Carl Anderson</td>
</tr>
<tr>
<td><strong>Farm Editor</strong></td>
<td>Jay Biggs</td>
</tr>
</tbody>
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<thead>
<tr>
<th><strong>KEXO</strong></th>
<th><strong>GRAND JUNCTION—1948</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLUMBINE</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 1230 Kc.</td>
<td>Power: 250 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By: Voice of Western Colorado, Inc.</td>
<td>Address: 2208 North Ave., P. O. Box 629</td>
</tr>
<tr>
<td>Phone Number: 1230</td>
<td>Air Time: 6 a.m.-12M.</td>
</tr>
<tr>
<td>News Service: INS</td>
<td>Transcription Service: Capitol, Thesaurus, World</td>
</tr>
<tr>
<td><strong>Representative</strong></td>
<td>Harold Oakes</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>NAB</td>
</tr>
<tr>
<td><strong>President</strong></td>
<td>D. Spencer Grow</td>
</tr>
<tr>
<td><strong>Gen. Sta. Mgr., Prod. Dir.</strong></td>
<td>Abbott Teasman</td>
</tr>
<tr>
<td><strong>Comm., Prom. Mgr., Pgm. Dir.</strong></td>
<td>Robert Collins</td>
</tr>
<tr>
<td><strong>Publicity Director</strong></td>
<td>Gene Wilburn</td>
</tr>
<tr>
<td><strong>Chief Announcer, Musical Director</strong></td>
<td>Jim Eicher</td>
</tr>
<tr>
<td><strong>News Director</strong></td>
<td>Bill Orr</td>
</tr>
<tr>
<td><strong>Chief Engr., Farm Editor</strong></td>
<td>Bill Metcalf</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>KFJ</strong></th>
<th><strong>GRAND JUNCTION—1926—MBS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL RADIO</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 920 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By: Western Slope Bcstq. Co.</td>
<td>Address: Hillcrest Manor</td>
</tr>
<tr>
<td><strong>Business-Studio Address</strong></td>
<td>Commercial Radio</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>KOL</strong></th>
<th><strong>FT. COLLINS—1947—COLUMBINE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL RADIO</strong></td>
<td></td>
</tr>
<tr>
<td>Frequency: 1410 Kc.</td>
<td>Power: 1000 Watts</td>
</tr>
<tr>
<td>Phone Number: 2600</td>
<td>Air Time: Unlimited</td>
</tr>
<tr>
<td>News Service: AP</td>
<td>Transcription Service: Standard</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>NAB, BAB</td>
</tr>
<tr>
<td><strong>President</strong></td>
<td>Herb Hollister</td>
</tr>
<tr>
<td><strong>Gen. Sta. Mgr.</strong></td>
<td>Douglas D. Kahle</td>
</tr>
<tr>
<td><strong>Commercial Manager</strong></td>
<td>Dave Schlotherau</td>
</tr>
<tr>
<td><strong>Program-Publicity Director</strong></td>
<td>Jack Hitchcock</td>
</tr>
<tr>
<td><strong>Prod. Mgr-Mus. Dir-Chief Ann. Russ Rountree</strong></td>
<td>Chief Engineer: Harold Austin</td>
</tr>
<tr>
<td><strong>Chief Engineer</strong></td>
<td>Bill Paxton</td>
</tr>
<tr>
<td><strong>Consulting Engineer</strong></td>
<td>Commercial Radio</td>
</tr>
</tbody>
</table>

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362
K F K A
GREELEY—1921
Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: Mid-Western Radio Corp.
Business-Studio Address: 620—8th Ave.
Phone Number: 450-1
Transmitter Location: Radio Ranch, Evans
Air Time: 5 a.m.-11 p.m.
Representative: Hal Holman
News Service: UP
Transcription Service: Lang-Worth, Cole, SESAC
Pres., Gen. Mgr.: Francis Price
Commercial Manager: Everett Shupe
Sales Prom. Mgr.: William G. Stewart
Program Director: Jack Redus
Publicity Director: Delbert Wood
News Director: Cooper Welch
Chief Engineer: Harry Brewer
Farm Editor: Carl Jordan
Consulting Engineer: Kenneth Cooper

K Y O U
GREELEY—1948—COLUMBINE LIBERTY
Frequency: 1450 Kc. Power: 250 Watts
Address: 2424 6th Avenue
Phone Number: 3275
Air Time: Unlimited
News Service: AP
Representative: McGilvra, Inc.
Transcription Service: World
Membership: NAB, BAB
President: Elwood H. Meyer
Commercial Manager: Frank Thomas
Program Director: Fred Finlay
Production Director: Mrs. Betty L. Wickam
Sales Prom. Mgr.: Mrs. Merwin Smith
Chief Engineer: Paul Emrich

K O K O
LA JUNTA—1936—LBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Southwest Bcstg. Co.
Address: P. O. Box 185
Phone Number: 42

Transmitter: W. of La Junta on Hiway 50
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Grant, Clark
Pres., Gen. Mgr.: Douglas D. Kahle
Sta., Comm. Mgr.: Reggie Shirk
Sales Prom. Mgr.: Wm. McConnell
News, Pgm. Dir.: Cal Stephens
Publicity Director: Melba Zorn
Chief Engineer: Walter Sickelska

K L M R
LAMAR—1948—LBS
Trans. Address: Lamar, Colorado
Phone Number: 804
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World
President: Ralph Eaton
Gen. Sta. Mgr.: Orth Bell
Commercial Manager: Don Stephens
Promotion Manager: Dorothy Shaffer
Program Director: Phyllis St. John
Chief Engineer: Edwin Wood

K L V C
LEADVILLE
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Virginia N. James

K L M O
LONGMONT—1949
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Longmont Bcstg. Co.
Phone Number: 1050
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
Pres.-Gen. Mgr.: J. P. Dubberley
Comm. Mgr.: P. R. Walker
Program Director: Willis Evans
Production Director: Curtis Christensen
Chief Engineer: R. R. Blanchard
Chief Announcer: Harold Meyer

K U B C
MONTROSE—1947—KBS
COLUMBINE
Frequency: 1260 Kc. 1000 Watts d.
500 Watts n.
Owned-Operated By: Uncompaghre Bcstg. Co.
Business-Studio Address: P. O. Box 279
Phone Number: 199
News Service: UP
President: F. J. Hartman
Gen.-Sta. Mgr.: Geo. Cory
Comm., Sales Prom. Mgr.: Bob Hale
Program Director: Martin Begley
Chief Engineer: Bob Sidwell
KCSJ
PUEBLO—1947—MBS-COLUMBINE
Frequency: 590 Kc. Power: 1000 Watts
 Address ............... 211 W. 5th St.
 Phone Number ............ 8522
 Transmitter Location .................................................. North Hudson
 News Service .......................... AP
 Transcription Service .......................... Associated Representative .......................... O. L. Taylor
 Membership .......... NAB
 President .................. F. W. Meyer
 General Manager .................. Doug Kahle
 Comm., Prom. Mgr. .................. Howard Myers
 Program Director .................. Esther Marie
 News Director .......................... Cliff Hendrix
 Chief Engineer .................. Gerald Kounter

KDZA
PUEBLO—1947—LIBERTY
Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By .......... Pueblo Radio Co.
 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, Capitol
 Representative .................. Donald Cooke
 Membership .......... NAB
 President-Gen.-Sta. Mgr. .................. Dee B. Crouch
 Comm.-Sales Prom. Mgr. .................. Maxson Bevens
 Musical Director .................. Constance Aylen
 Chief Engineer .................. Dee B. Crouch

KGH
PUEBLO—1927—ABC
Frequency: 1350 Kc. Power: 5000 d. 1000 n.
 Business-Studio Address ........ 304 N. Main St.
 Phone Number .................. 3877
 Transmitter Location .................. N.W. of Pueblo
 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
 Chief Engineer .................. Willis C. Shanks
 Farm Editor .................. Irwin Cunningham

KVRH
SALIDA—1948—KBS-LBS
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By .......... KVRH
 Address .................. Salida
 Phone Number .................. 30

Air Time .................. 7 am to 10 p.m.
 Transcription Service .................. KBS
 News Service .................. UP
 Representative .................. Clark, Continental
 Membership .......... NAB
 Gen., Comm. Mgr. .................. Vir N. James
 Program Director .................. Frank Allen
 Technical Director .................. Vir N. James

KG 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

KC R T
TRINIDAD—1946—KBS
Frequency: 1240 Kc. Power: 250 Watts
 Business-Studio Address ........ 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 Annr. .................. 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 .......... James E. Blair
 Bus.-Studio Address ............. P. O. Box 787
 Phone Number .................. 414

K P H C
WALSENBURG—1948
Frequency: 1450 Kc. Power: 250 Watts
 Business Address ............. 10th & Main
 Phone Number .................. 79
 Studio-Transmitter Location ........ 10th & Main
 Air Time .................. 6:30 a.m.-10 p.m.
 News Service .................. UP
 Representative .................. Thomas F. Clark
 President .................. Tom G. Banks, Jr.
 Program Director .................. Rose Mary Towne
 Chief Engineer .................. Henry M. Long
There is always a most efficient way to do a job . . .

For your SELLING job in this top U. S. market use WTIC . . .

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

CONNECTICUT

Population 2,007,280—Increase 17.4% ('40-'50)—Radio Homes 534,905
Families 542,500—Stations in State 26

WICC
BRIDGEPORT—1926—MBS-YANKEE
Frequency: 600 Kc....Power: 1000 Watts d.
500 Watts n.
Address.............21 Brookline Ave., Boston
Phone Number........6-1121-2-3
Transmitter Location.........Pleasure Beach Pt.
Air Time...............6:30 a.m.-M.
News Service..........AP
Transcription Service............Associated
Representative............Edward Petry
General Manager............Robert L. Kennett
Comm.-Sales Prom. Mgr. ...Charles W. Parker
Pgm.-Prod.-Pub. Dir. ......James W. Evans
Chief Announcer..........John R. Montgomery
News Director............Robert Maguire
Musical Director..........Hester Hitzrot
Chief Engineer............Winthrop Crawford

WLIZ
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 Avenue
Air Time........Local sunrise-local sunset
News Service........AP
Transcription Service.........Thesaurus
Representative............Adam J. Young
Pres., Gen., Sta. Mgr. ....Philip Merryman
Commercial Manager..........Manning Slater
Program Director.............Wallace B. Dunlap

WNAB
BRIDGEPORT—1941
ABC-CONN. STATE
Frequency: 1450 Kc....Power: 250 Watts d.
Owned-Operated By. WNAB, Inc.
Business-Studio Address....991 Broad St.
Phone Number........3-3112
Transmitter ............Locomobile Pk.
Air Time...............Unlimited
News Service........UP
Representative............William G. Rambeau
President-Chief Engineer....Harold Thomas
General Manager..........Levon Thomas
Program Director..........Jack Dahly
Traffic Manager........Jean O'Shea
Commercial Manager........Phillip G. Terhune

WBIS
BRISTOL—1948
Frequency: 1440 Kc....Power: 500 Watts d.

Wlad
DANBURY—1947
Frequency: 800 Kc...Power: 250 Watts d.
Owned-Operated By. Berkshire Bcstg Corp.
Business-Studio Address...207 Main St.
Phone Number........8-3565
Transmitter ............Brushy Hill Rd.
Air Time...............Daytime
News Service..........UP
Transcription Service............SESAC
President............Robert Doran
General Manager..........John P. Previti
Commercial Manager...J. Thomas Mathers

Wccc
HARTFORD—1947
Frequency: 1290 Kc....Power: 500 Watts d.
Owned-Oper. By. Greater Hartford Bcstg Corp.
Business-Studio Address....Bond Hotel
Phone Number........5-6649
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 Ramelka

Wdrc
HARTFORD—1922—CBS
Frequency: 1360 Kc....Power: 5000 Watts d.
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, BAB
President............Franklin M. Doolittle
Station Manager............Walter B. Haase
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
Transcription Service......Associated
President...................William O'Neil
Vice-President................Tom O'Neil
Gen.-Sta.-Comm. Mgr........Robert Kennett
Pgm. Dir.-Prod. Mgr........Ralph Klein
Music Director.............Morris Sechtman
Pub. Dir., Farm Ed.........Milton Berkowitz
Chief Engineer...............Rogers Holt

WHTT
HARTFORD—1936
ABC-CONN. STATE
Frequency: 1230 Kc........Power: 250 Watts

WTIC
HARTFORD—1925
NBC-VERN
Frequency: 1080 Kc........Power: 50,000 Watts
Owned-Oper. By...........Travelers Bestg. 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
Representative................Weed
Membership..................NAB, BAB
President....................Jesse W. Randall
Vice Pres.-Gen. Mgr.........Paul W. Morency
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
Consulting Engineer........Ring & Clark

(See Page 365)
CONNECTICUT

Business-Studio Address ... 462 Main St.
Phone Number ............ 5821
Air Time .................. Daytime
News Service .............. UP
Representative .......... Friedenberg
Program Director ......... Ernest Watso
Production Chief ......... Lou Brooks

WHAY
NEW HAVEN—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
General Mgr-Chief Engineer .... H. W. Hat
Sa'l's Manager .............. Tom Negade
Program Director .......... Leo Boren
Chief Announcer ........... Curt Clements

WKNB
NEW BRITAIN—1946
Frequency: 840 Kc...... Power: 1000 Watts d.
Address ................. 213 Main St.
Phone Number ............ 3-6303-4
Transmitter Location ... Newington
Air Time .................. Local sunrise-local sunset
News Service .............. AP
Transcription Service ...... World
Representative .......... Forjoe
President, General Manager .. Julian Gross
Station-Commercial Mgr. .... Peter B. Kenney
Pgm., Prod. Dir. .......... J. J. Mariani
Publicity Director ...... Philip B. Hale
Chief Announcer .......... Ray Neilian
Musical Director ........... Al DeCaro
Chief Engineer .......... Sam Balnius
Farm Editor ............... E. H. Forbush
News Director ............ Joseph Brosh

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 ....... Thill St., W. Haven
Air Time .................. Local sunrise-local sunset
News Service .............. UP, AP
Representative .......... Keller
Transcription Service ..... Thesaurus
Membership ............... NAB, BAB
President ................ Victor W. Knauth
V.P., Gen., Sta. Mgr. ......... Dan'l W. Kops
Commercial Manager ....... Richard J. Monahan
Program Director .......... Robert H. Gillespie
Chief Announcer .......... John Mariani

News Dir., Farm Editor .... Thomas W. Bentley
Musical Director .......... Gordon Pentz
Chief Engineer .......... Ernest S. Gellman
Consulting Engineer ...... Lynne C. Smey

WELI
NEW HAVEN—1935—ABC
Frequency: 960 Kc........ Power: 1000 Watts
Owned-Operated By ....... Conn. Radio Foundation, Inc.
Business-Studio Address ... 221 Orange St.
Phone Number ............ 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
General Manager .......... Richard W. Davis
Commercial Manager ....... Edwin H. Schweitzer
Publicity Director ....... Rudy Frank
News Director ............. Robert McKernan
Program Director .......... Charles H. Wright
Chief Engineer ............ Fred King
Consulting Engr. ........... Craven, Lones & Culver

WNHC
NEW HAVEN—1944
Frequency: 1340 Kc........ Power: 250 Watts
Owned-Operated By ...... Elm City Bcstg. Corp.

YOUR BEST BUY TODAY IS
NEWS
IN NEW HAVEN THAT MEANS
WAVZ
"The Newspaper of the Air"

- 8 reporters for local news
- AP & UP for worldwide news
- Complete sport news coverage

Member:
The Home of Champions Network

In New York City: Watkins 4-6599
Telephone 70171

In New Haven: Bob Keller
Dan Kops, Gen. Mgr.
Business-Studio Address ........... 1110 Chapel St.
Phone Number ....................... 6-9826
Transmitter Location .............. Front Ave., W. Haven
Air Time ....................... 6:58 a.m.-12:05 a.m.
News Service .................... AP, INS
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 ............... Walter Neilsen
News Director ..................... John Quinn
Musical Director ................. John Drake
Chief Engineer .................... Vinnie DeLaurentis
V.P. in Chg. of Engineering ...... Goro W. Ray

W N L C
NEW LONDON—1936 — MBS
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By .......... The Thames Bcastg. Corp.
Business-Studio Address ........ 281 State St.
Phone Number ................. 2-4365
Transmitter ................. Winthrop Pt., E. New London
Air Time ....................... Unlimited
News Service ....................... UP
President-Gen. Sta. Mgr. ......... Gerald J. Morey
Vice-President .................... Roderick L. Morey
Comm.-Sales Prom. Mgr.-Prod. Dir. . Leo B. Keegan
Publicity Director .............. Nelson Brown
Program Dir.-Chief Engineer .... Gerald J. Morey
Farm Editor ...................... Patrick Nelan
Consulting Engineer .............. A. D. Ring Co.

W N L K
NORWALK—1947
Frequency: 1350 Kc. . Power: 500 Watts
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 .................... McGivern
Membership ....................... NAB
Pres.-Gen.-Comm. Mgr. ........ Benjamin Glazier
Program Director .............. Milton Warren
Chief Engineer .................... Charles W. Winter, Jr.

W I C H
NORWICH—1946
Frequency: 1400 Kc. . Power: 250 Watts
Business-Studio Address ........ 91 Main St.
Phone Number .................... 7-1613
Transmitter Location .......... Lucas Pk. Rd.
Air Time ....................... 6:45 a.m.-11 p.m.
Newspaper Affiliation .......... Norwich Bulletin
News Service ....................... AP
Transcription Service .......... World
Membership ....................... NAB
President-General Mgr. ........ John Deme
Commercial Manager ........... Noel Freault
Program Director ............... Robert Silverberg
News Director .................... Jack Purinton
Chief Engineer .................... Alexander Dubenetsky
Consulting Engineer ............ McNary & Wrathall

W S T C
STAMFORD—1941
ABC-CONN. STATE
Frequency: 1400 Kc. . Power: 250 Watts
Business-Studio Address ........ 270 Atlantic St.
Phone Number ................... 4-7575
Transmitter Location .......... 320 Strawberry Hill Ave.
Air Time ....................... 6:30 a.m.-M.
Newspaper Affiliation .......... Stanford Advocate
News Service ....................... UP
Transcription Service .......... Work
Representative .................... Everett-McKinney
President ......................... Kingsley Gillespie
Gen.-Sta. Manager ............... Julian Schwartz
Commercial Manager ........... Wharton Ford
Program Director ............... Frank J. Deluca
Chief Engineer ................. Edward A. Fanbel
Consulting Engineer ............ George C. Davis

W L C R
TORRINGTON—1946
Frequency: 990 Kc. . Power: 1000 Watts d.
Business-Studio Address ........ 23 Main St.
Phone Number ................... 4171
Transmitter Location .......... Highland Ave.
Air Time ....................... Local sunrise-local sunset
News Service ....................... UP
Transcription Service .......... World
Representative .................... Sears & Ayer, Devney & Co.
Membership ....................... NAB
Pres., Gen. Mgr. ................. J. Richard Dobbins
Commercial Manager ........... William C. Franklin
Sales Prom. Mgr. ................ Charles O. Scott
Pgm., Prod. Dir. ................ George Phillips
Publicity Director .............. Joseph Storm
Chief Annr., News Dir. .......... Pete Stoner
Chief Engineer .................... Alfred Palokat
Farm Editor ...................... Ray Atherton
Consulting Engineer ............ John Creuzl
TRANSMITTER LOCATION ........................................ 93 Perkins St.
AIR TIME .......................................................... 7 a.m.-M.
NEWS SERVICE ..................................................... AP
REPRESENTATIVE .................................................. Rambeau
GENERAL MANAGER ............................................. Harold Thomas
STATION MANAGER ................................................ Edmund Waller
COMMERCIAL MANAGER .......................................... John J. Morris
PROGRAM DIRECTOR ............................................. Richard C. Kilbourn
CHIEF ENGINEER .................................................. Russ Jensen

WATR
WATERBURY—1934
ABC-CONN. STATE
Frequency: 1320 kc. Power: 1000 Watts
Owned-Oper. By The WATR Co., Inc.
Business-Studio Address ... 440 Medow St.
Phone Number ....................... 3-5161
Transmitter Location ...... Baldwin St.
AIR TIME .............................. 7 a.m.-M.
NEWS SERVICE .................. AP
REPRESENTATIVE ............................ William G. Rambeau
MEMBERSHIP .......................... NAB
PRESIDENT-GEN. MGR. ....................... Harold Thomas
STA.-COMM. MGR. ..................... Sam Elman
SALES PRO. MGR. PUB. DIR. .......... Wallace Gordon
Pgm. Dir., Chief Announcer ............ Wally King
News Dir. .............................. Joseph C. Callan
Chief Engineer .................. Russell Jensen

WBRY
WATERBURY—1934—CBS
NUTMEG
Frequency: 1590 kc. Power: 5000 Watts
Owned-Oper. By American-Republican, Inc.

WDOV
DOVER—1948
Frequency: 1410 kc. Power: 1000 Watts
Business Address .. Bradford & Loockerman Sts.
Phone Number ....................... 5816
Air Time .............................. Daytime
NEWS SERVICE .................. AP
REPRESENTATIVE ............................ Rambeau
PRESIDENT ............................. Dr. C. F. Freed
GEN. MGR., Pgm. Dir. .......... Mildred Carroll
COMMERCIAL MANAGER ................ William S. Freed
Chief Ann., Form Editor .......... Bill Gregory
News Director ........................ Chet Smith
Chief Engineer .................. Ralph Galow
Consulting Engineer ...... Herbert L. Wilson Asso.

Business-Studio Address .... 138 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
COMMERCIAL MANAGER ......... Harry A. DeVorken
STA.-SALES PROM. MGR.-PUB. DIR. ...... J. Maxim Ryder
Prog.-Prod. Dir. ...................... Walter O. Howard
Chief Announcer .................... Robert Stewart
News Director ........................ E. Chrisy Erk
Musical Director ................... Louis Boltsvert
Chief Engineer .................. Frank B. Hales
Consulting Engineer ...... McNary & Wrathall

WSCO
WATERBURY—1946
MBS-YANKEE
Frequency: 1240 kc. Power: 250 Watts
Owned-Operated By Mattatuck Bstg. Co., Inc.
Business-Studio Address .... 119 W. Main St.
Phone Number ....................... 4-5141
Transmitter Location .......... Thomaston Ave.
Air Time .............................. Unlimited
NEWS SERVICE .................. AP
MEMBERSHIP .......................... NAB
PRES., GEN. MANAGER ......... Milton H. Meyers
COMMERCIAL MANAGER ......... Gustave Nathan
Program Director ................ Robert Crager
Publicity Director .......... James Logan
Chief Announcer .......... Gene Valentino
Chief Engineer ........ Gene Fleisher

DELAWARE
Population 318,085—Increase 19.4% ('40-'50)—Radio Homes 79,350
Families—83,260—Stations in State 5

WAMS
WILMINGTON—1948—MBS
Frequency: 1380 kc. Power: 1000 Watts
Owned-Oper. By Wilmington Tri-State Bstg. 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 .................. TRANS-Radio
TRANSCRIPTION SERVICE .......................... Transradio, Standard
REPRESENTATIVE .................... Hollingberry
PRESIDENT .............................. Frank S. Carrow
COMM. MGR. ............................. William S. Ewing
News Director ........................ Don Mathewson
Sales Prom. Mgr. ...................... I. Alan Goff
Program Director ............ Bill Smith
Music Director .................. Alan Barclay
Chief Engineer .......... Herbert Eckstein
DELARWAE—DISTRICT OF COLUMBIA

WDEL
WILMINGTON—1922—NBC
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: WDEL, Inc.
Business-Studio Address: 10th & King Sts.
Phone Number: 7288
Transmitter: New Castle Co.
Air Time: 6:00 a.m.-1 a.m.
News Service: UP
Transcription Service: World Representative: Robert Meeker
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

WILM
WILMINGTON—1922—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Delaware Bstg. Co.
Business-Studio Address: 920 King St.
Phone Number: 47771
Transmitter: 1 mile N.W.—Route 202
Air Time: 6:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: World

DISTRICT OF COLUMBIA
Population 802,178—Increase 21.0% (’40-’50)—Radio Homes 199,630
Families 205,800—Stations in D. C. 7

WGMS
WASHINGTON, D. C.—1947
Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Station WQQW, Inc.
Address: 1125 Vermont Ave., N.W.
Phone Number: 8676
Transcription Service: Associated News Service
Air Time: Sunrise to Sunset
President: Morris Rodman
General Manager: M. Robert Rogers
Commercial Manager: V. F. Callahan
Program Director: Pierson Underwood
Chief Engineer: Robert B. Martin

WINX
WASHINGTON, D. C.—1940—SBN
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio: 8th & Eye Sts., N.W.
Phone Number: 8000
Transmitter Location: Florida St. & Lee Hway.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Representative: Adam J. Young, Inc.
Pres.-Gen.-Sta. Mgr.: William A. Banks
Asst. Gen.-Sta. Mgr.: Dolly R. Banks
Sales Prom. Mgr.: Frank Blandin
Program Director: William Hedgepeth
Chief Engineer: Ralph E. Cannon, Jr.

WTUX
WILMINGTON—1947
Frequency: 1290 Kc. Power: 500 Watts d.
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: Thesaurus Representative: Forjoe
Membership: NAB
Pres.-Sta. Mgr.: Gordon K. MacIntosh
General Mgr.: Howard R. Robinson
Comm. Mgr.-Publ. Dir.: Sidney Schuman
Program Director: Wanda L. Clark
Chief Anncr.-Prod. Dir.: Fred Hechman
Chief Engineer: Wayne Neuhaus
Consulting Engineer: Dixie McKay

WMAL
WASHINGTON, D. C.—1925—ABC
Frequency: 630 Kc. Power: 5000 Watts d.
Owned-Operated By: The Evening Star Bstg. Co., Inc.
Business-Studio Address: 724 14th St., N.W.
Phone Number: 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
LOOK AT THE RECORD!...
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**

(Check your nearest NBC Spot Sales Office)

* American Research Bureau Radio Diary Study

**FIRST in WASHINGTON**

WRC

5,000 Watts - 980 KC

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**District of Columbia**

Membership .................................. NAB
President .................................. S. H. Kauffmann
V.P., General Manager ..................... K. H. Berkeley
Sales Prom. Mgr. .......................... Howard Bell
Commercial Manager ...................... Ben B. Baylor, Jr.
Pgm. Dir. ................................. Charles Kelly
Pub. Dir. .................................. Mary P. Perry
Chief Anncr. ............................... Harold Stepler
News Director ............................. William Neel
Chief Engineer ............................ Frank Harvey

**W O L**

WASHINGTON, D. C.—1924—MBS
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Operated By ........................ Cowles Bstg. 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
Membership ................................. Katz
President-Owner ......................... Gardner Cowles
V.P., Gen. Sales Mgr. ........................ Phil Hoffman
Chief Engineer ............................ Harold Reed

**W R C**

WASHINGTON, D. C.—1923—NBC
Frequency: 980 Kc.  Power: 5000 Watts
Owned-Operated By ........................ National Bstg. Co., Inc.
Business-Studio Address ................. 724 14th St. N.W.
Phone Number ................................ Republic 4000
Transmitter Location ..................... Ager Rd., W., Hyattsville, Md.
Air Time ................................... 5:30 a.m.-1 a.m.
News Service ............................... AP, INS, UP
Transcription Service .................... Thesaurus, Standard Representative
Membership .................................. NBC Spot Sales
President-Owner ........................... Joseph H. McConnell
General Manager ......................... William R. McAndrew
Program Manager ......................... Kenneth French
Sales Director ............................. Mahlon Glasscock
Chief Engineer ............................. Donald Cooper
News Director ............................. Cassius Keeler
Sales Promotion Manager .......... Tom Geoghegan
Musical Director .......................... Fritz Balfatz
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, INS
Representative ............................. CBS Radio Sales
Mr. Plus joins the Staff

WWDC
WASHINGTON joins Mutual

The big "PLUS" is now MUTUAL

AP SELLS
For Stations and Sponsors—

For instance . . . WWDC
"The sale of Associated Press newscasts has been consistently successful for WWDC."

BEN STROUSE,
General Manager,
WWDC, Wash., D. C.
FLORIDA
Population 2,711,305—Increase 46.1% (‘40-‘50)—Radio Homes 689,650
Families 769,800—Stations in State 69

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: AP
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—KBS-LIBERTY
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Manatee Bcstg. Co.
Business Address: Memorial Pier
Phone Number: 37-531, 37-561
Studio-Transmitter Location: Memorial Pier
Air Time: 6:45 a.m.-11:45 p.m.
News Service: AP
Representative: H. L. Best
Transcription Service: Associated
Pres.-Gen., Sta. Mgr.: L. E. Jackson
Program Director: Atch McCabe
Chief Announcer-Prod. Dir.: Al Mareau
Publicity Director: Carmen Greenlaw
News Director: Bill MacKenzie
Chief Engineer: Charles Castle
Farm Editor: Ed Ayers

WPIN
CLEARWATER—1946—KBS-LIBERTY
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Clearwater Ra. Bcstg., Inc.
Business Address: 350 Aragon Ave.
Phone Number: 83-4683
Transmitter Location: S.W. 16th St., S.W. 32nd Ave., Miami
Air Time: 7:00 a.m.-12 M.
News Service: Associated
Transcription Service: Associated
Representative: Joseph Hershey McGillivra
Membership: NAB
President: Richard Endicott
Program Director: Noah Tyler
Chief Engineer: Walter Kinney

WTTT
CORAL GABLES—1946
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Atlantic Shores Bcstg.
Business-Studio Address: 1000 Aragon Ave.
Phone Number: 83-4683
Transmitter Location: S.W. 16th St., S.W. 32nd Ave., Miami
Air Time: 7:00 a.m.-12 M.
News Service: Associated
Transcription Service: Associated
Representative: Joseph Hershey McGillivra
Membership: NAB
President: Richard Endicott
Program Director: Noah Tyler
Chief Engineer: Walter Kinney

WVCN
CORAL GABLES—1947—PG
Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By: Pensular Bcstg. Corp.
Business Address: 223 Aragon Ave.
Phone Number: 48-7411-2
Transmitter Location: Bird & Ludlum Eds., Miami
Air Time: Sun. to sunset
News Service: AP
Transcription Service: Associated
Membership: NAB, BAB
President-General Mgr.: George W. Thorpe
Program Director: Robert S. Stevens
Chief Announcer: Peter F. Cole
Chief Engineer: Lawrence Mannitt
Consulting Engineer: Lynn Smeby

WCNU
CRESTVIEW—1949—KBS-LIBERTY
Frequency: 1010 Kc. Power: 1000 Watts d.
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS

AP
Air Time: Unlimited
News Service: Associated
Transcription Service: Associated
Membership: NAB
Pres.-Gen. Mgr.: E. J. Sperry
Commercial Mgr.: R. Y. Huffman
Program Director: Susan Baldwin
Chief Engineer: L. M. Menard

**WJBS**
DELAND—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: John B. Stetson Univ.
Address: 220 East Hubbard Ave.
Phone Number: 1490
Transmitter Location: 220 E. Hubbard Ave.
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: RC, Thesaurus
Membership: FAB
President: Dr. J. Ollie Edmunds
General Manager: C. L. Menser
Station Manager: Lauren Mickle
Commercial Manager: M. M. Davis
Program Director: Robert H. Walton
Sports Director: Dick Pearce
Chief Engineer: Lauren Mickle

**WB RD**
FT. LAUDERDALE—1950
Frequency: 1580 Kc. Power: 250 Watts
Owned-Operated By: Broward Bstq. Co.
Address: P. O. Box 78
Phone Number: 2-2563
News Service: UP
President: L. C. Judd
Gen., Comm. Mgr.: Robert Standart III
Prog. Dir., Prom. Mgr.: Frank W. Halney
Chief Engineer: John D. Miller
News Director: Bert Wills

**WFTL**
FORT LAUDERDALE—1948-LIBERTY
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 Service: UP
Transcription Service: World
Representative: Sears & Ayer
Commercial Manager: W. T. Burghart
Chief Engineer: Merle Sanford
Consulting Engineer:eldon & Carr

**WINK**
FT. MYERS—1938—CBS-KBS-FS
Frequency: 1240 Kc. Power: 250 Watts
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 Whifield
Pub. Dir.: Dan Harlacher
Chief Annr.: Bob Nash
Chief Engineer: James Lacy

**WIRA**
FORT PIERCE—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Indian River Bstq Co.
Business Address: Melody Lane
Phone Number: 870
Air Time: 6:30 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Standard
Membership: NAB
Pres., Gen.-Sta. Mgr.: Douglas Silver
Program Director: Marjorie B. Silver
Commercial Manager: J. Kingsley Butt
Chief Announcer: William Strickland
Chief Engineer: James Sowinski
Form Editor: Anne Wilder
Consulting Engineer: Andrew Ring

**WG GG**
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: UP
Transcription Service: Associated, Capitol
Representative: Ashcraft & Banninger
Pres., Gen.-Sta. Mgr.: R. M. Chamberlin
Comm.-Sales Pgm. Mgr.: Leon E. Mims
Pgm. Dir.-Chief Annr.: S. Scott Sutton
Chief Engineer: R. M. Chamberlin

**WRUF**
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, BAB, FMA
General Manager..............Garland Powell
Commercial Manager.........John Dunnavant
Program Director............Ray Dantzler
Chief Announcer.............Oulis Boggs
Chief Engineer..............Ovid Gano
Farm Editor..................Clyde Beale
Consulting Engineer.........Geo. C. Davis

WIVY
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........Springgrove Ave. at
A. C. & L RR. Tracks
Air Time......................Local sunrise to local sunset
News Service...................INS
Membership....................NAB
Pres., Gen. Mgr...............Edward J. Oberle
Sta. Comm. Mgr..............Alexander Kiersey
Sales From Mgr..............Joe Forster
Pgm., News Dir..............Al Kiersey
Production Director........Earl Wood
Publicity Director...........Claude Taylor
Chief Announcer.............Tom Carswell
Musical Director.............Fred Arnold
Chief Engineer..............James Stephens
Consulting Engineer..........Silliman & Barclay

WJAX
JACKSONVILLE—1925—NBC
Frequency: 930 Kc. Power: 5000 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, Muzak
Representative..............John Blair; Harry E. Cummings
Sta. Mgr., Chief Engr........John T. Hopkins III
Program Director...........Marion DeTrowell
Commercial Manager..........J. W. Douglass
Chief Announcer...............Starling Coleman
Musical Director..............Frank Morris
Consulting Engineer.........Paul Godley

WJHP
JACKSONVILLE—1940—MBS
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By...........The Metropolitan Co.
Business-Studio Address......500 Laura St.
Phone Number................4-7711
Transmitter Location........Lane Ave. Annex
Air Time......................6 a.m.-1 a.m.
Newspaper Affiliate..........Jacksonville Journal
News Service..................UP
Transcription Service........Lang-Worth
Representative..............John H. Perry
Gen-Sta. Mgr..................Reggie Martin
Asst. Pgm. Dir................Martha Thomas
Production Director.........Jocelyn Brown
Publicity Director...........Charlie Harris
News Director..............Jim Underwood
Chief Engineer..............Beecher Hagford
Consulting Engineer.........McIntosh & Inglis

WMBR
JACKSONVILLE—1934—CBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By...........Florida Bstg. 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, INS
Transcription Service.......World, Associated
Representative..............Avery-Knodel
President.....................Frank King
Comm. Mgr....................Charles M. Stone
Program Director...........Roger O. Van Duzer
Chief Engineer..............Ernest B. Vordermark

WOBS
JACKSONVILLE—1948
Frequency: 1380 Kc. Power: 1000 Watts d.
Business-Studio Address.....10 East Forsyth St.
Phone Number................6-4231
Transmitter Location.......Gilmore Road
Air Time......................Sunrise to sunset
News Service..................INS
Station Representative......Forjoe
President.....................Jack Sharpe
General Manager.............Jim Macri
Commercial Manager.........R. L. McQuage
Program Director...........Wayne Farrell
Chief Engineer..............W. F. Askew

WPDQ
JACKSONVILLE—1942
ABC-FLA.-AMER. GROUP
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By...........Jacksonville Bstg. Corp.
Phone Number................4-4421
Studio Address..............Gulf Life Insurance Bldg.
Transmitter Location.......Lenox Ave.
Air Time......................5:30 a.m.-1205 a.m.
News Service..................AP
Transcription Service.......Standard
Station Representative.....Katz
President.....................James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Manager.........Frank Taylor, Jr.
Sales Prom. Mgr...............Evelyn C. Cooper
Farm Editor, Prod., Pgm. Dir...James O. Hardin, Jr.
Publicity Dir................Frieda J. Sanders
News Director...............John MacLean
Chief Announcer.............Tommy Tucker
Nelle AP P. Power: Hil Lang-Worth 525 WLBE, James S. H.
Associated Lang-Worth Ted 6 5117 George Andrew Tom Bruce WRHC, 3674 Power: Hil Everett Penman Sunrise Robert
Owned-Operated Chief Air Phone Business-Studio Frequency:
Chief Commercial Air Phone Air Business-Studio Frequency:
News Air Business-Studio News Air Prayer Consulting Chief Engineer.
Musical Consulting Engineer.......Everett Dillard

WONN LAKELAND—1949—MBS

WEAT LAKE WORTH—1948—NBC
Frequency: 1490 Kc. Power: 250 Watts Owned-Operated By James R. Meachem Business Address 422 N. Dixie Hwy. Phone Number W. Palm Beach 7545 Transmitter Location Nineteenth Ave. No. Air Time 6:30 a.m-12:05 a.m. News Service AP Representative Pearson General Manager James R. Meachem Commercial Manager Clifford H. Glick Program Director Bill Schoochart Chief Engineer Andrew Kelcher

WLBE LEESBURG-EUSTIS—1949—KBS
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 Ann., Chief Engineer Charles Castle
FLORIDA

WNER
LIVE OAK—1949—KBS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By...........John A. Boling
Business Address............Jacksonville
Phone Number................1450
Transmitter...........1 Mi. E. city Rte, 90
News Service...................UP
Transcription Service........SESAC, Lang-Worth
President.....................John A. Boling
Sta. Gen. Manager.............Norman Protsman
Program Director.............James M. Crosley
Chief Engineer.................C. S. Parker
Consulting Engineer.........Claude Gray

WMIB
MELBOURNE—1947
Frequency: 1050 Kc........Power: 250 Watts d.
Owned-Operated By...........Melbourne Bestg. Corp.
Business-Studio Address........Front St.
Phone Numbers................575-6
Transmitter Location...........Front St.
Air Time......................Local sunrise to sunset
Representative...............Hil Best
News Service...................UP
Transcription Service........Capitol
Membership....................NAB
President......................Joseph H. Wickham
General Manager..............Austin V. Catterton
Commercial Manager.............Joseph A. Peters
Chief Engineer.................Kenneth R. Waltz

WTYS
MARIANNA—1948
Frequency: 1340 Kc........Power: 250 Watts
Business Address.............P. O. Box 565
Phone Number................650
Studio-Transmitter Address....U. S. Hwy, 90, E.
Air Time......................5:30 a.m.-10:30 p.m.
News Service...................AP
Transcription Service.........Thesaurus
Representative................Harry Cummings

WIOD
MIAMI—1926—NBC
Frequency: 610 Kc........Power: 5,000 Watts
Owned-Oper. By..............Isle of Dreams Bestg. Corp.
Business-Studio Address....600 Biscayne Blvd.

We've Arrived! We've the Figures to Prove That...

MIAMI
(Dade County) Ranks 4th Among All Official Metropolitan County Areas in Percentage of Population Growth Since 1940!* Among All Cities in Its Population Group...the Miami Area Ranks 1st in Percentage of Population Increase!*

WIOD
(Miami-NBC) Passed Its First Quarter Century Mark This Month! And, Proud We Are to Have Had a Part in the Growth and Development of Miami Into One of the Top Markets in the Entire South! Selling Did It! For the Facts and Figures, Call Our Rep...George P. Hollingbery Co.

*1950 U.S. Census

James M. LeGate,
General Manager

5,000 WATTS • 610 KC • NBC
WFEC
MIAMI—1949
Frequency: 1220 Kc. Power: 250 Watts
Owned-Operated By: Howard D. Steere DBA Florida E. Coast Bcstg. Co.
Transmitter Location: Cameo Island
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated, Standard
Representative: George P. Hollingbery
Membership: BAB
President: Daniel J. Mahoney
Manager: James M. LeGate
Commercial Manager: Robert L. Fidlar
Program Director: Scott Bishop
News Director: Eugene Strul
Prom. Pub. Dir.: Martha Henriquez
Musical Director: Earl Barr Hanson
Chief Engineer: M. C. Scott
Consulting Engineer: Chambers & Garrison

WGBS
MIAMI—1939—CBS
Frequency: 710 Kc. Power: 50,000 Watts
10,000 Watts n.
Owned-Operated By: The Fort Industry Co.
Address: 1605 Biscayne Blvd.
Phone Number: 9-2401
Transmitter Location: 6½ miles NW of Hialeah
Air Time: 5:30 a.m.-2:00 a.m.
News Service: INS, UP
Transcription Service: Langworth
Station Representative: The Katz Agency Inc.
President: George B. Storer
Manager Director: Stanton P. Kettle
Commercial Manager: M. N. Babcock
Sales Promotion Manager: Frank Jaffe
Program Director: Ewald Kockritz
News Director: Robert Bingham
Chief Engineer: A. W. Shropshire
Consulting Engineer: A. Earl Cullum

WMIE
MIAMI—1947
Frequency: 1140 Kc. Power: 10,000 Watts
5,000 Watts, n.
Owned-Operated By: Sun Coast Bcstg. Corp.
Business Address: Everglades Hotel
Transcription Service: Cole
Phone Number: 3-5556
Transmitter Location: Sunset Rd. & Snapper Creek, So. Miami
Air Time: 6:30 a.m.-4 a.m.
News Service: INS, Transradio, UP
Transcription Service: Associated
Representative: Forfees
Membe ship: NAB, BAB
President: J. Allen Brown
General Manager: Robert G. Venn
Commercial Manager: Wm. Van der Busch
Merchandise Mgr.: Roland Jones
Production Manager: Wm. Rega
Publicity Director: Matt Mathews
News Director: John Price
Music Librarian: Ruth Lee Jones
Chief Engineer: Russell Bennett

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

WINZ
MIAMI BEACH—1946—LBS
Frequency: 940 Kc. Power: 1000 Watts
FLORIDA

WKAT
MIAMI BEACH—1937—MBS

Owned-Operated By W.K.A.T., Inc.
Trans-Address 1759 No. Bay Road
Phone Number 5-5711
Air Time 6:00 a.m.-12 M.
News Service UP
Transcription Service Standard, Cole
Representative Weed
Membership NAB
President A. Frank Katzentine
General Manager Chester Franklin
Commercial Manager Walter A. Callahan
Chief Engineer Arthur Smith

WMBM
MIAMI BEACH—1947

Frequency: 800 Kc. . . . . . Power: 1000 Watts d.
Owned-Oper. By Associated Newspapers, Inc.
Business-Transmitter Address Okeechobee Ter.
Phone Number 5-5586
Air Time Daytime
News Service UP
Transcription Service Standard, Capital
Representative Rambo
Membership NAB BABA
President Kenneth S. Keyes, Sr.
Gen., Sta., Comm. Mgr. J. Lyte Williams
Sales Prom., Pub. Dir. Dick Parker
Program Prod. Dir. Arnold Kaufman
Farm Editor Lloyd Beckworth
Chief Engineer Charles A. Hartwick, Jr.
Consulting Engineer Gillette

WTMC
OCALA—1939—MBS-KBS

Frequency: 1290 Kc. . . . . . Power: 1000 Watts
Owned-Operated By Associated Newspapers, Inc.
Address 1 Broadcast Place, O. O. Box 831
Phone Number 128-129, 1929
Transmitter Location Highway 500, RFD
Ocala

WDBO
ORLANDO—1925—CBS

Frequency: 580 Kc. . . . . . Power: 5000 Watts
Owned-Operated By Orlando Bcasting Co., Inc.
Business-Studio Address P. O. Box 3707
Phone Number 6181
Air Time 5 a.m.-12 a.m.
News Service AP, UP
Transcription Service World, Thesaurus
Representative John Blair, Harry Cummings
Membership NAB, BABA
Dir. Sales Dir. W. G. McBride
Local Sales Director John M. Pedrick
Program Directors Rosalind Baggs
Musical Director Walter D. Kimble
Chief Engineer J. E. Yarbrough
Farm Editor, Chief Announcer Carter Scofield

WHOO
ORLANDO—1947—ABC-FAB

Frequency: 980 Kc. . . . . . Power: 10,000 Watts d.,
5000 Watts n.
Owned-Oper. By Orlando Daily Newspapers, Inc.
Address Fort Gatlin Hotel
Phone Number 9800
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 Andersen
Gen., Sta., Mgr. Clarence Braegey
Commercial Manager Carl Hallberg
Prog. Dir. Chief Announcer Dan Daniel
Publicity Director Joan Fluke
Chief Engineer Gene Dashiell
News Director Phil Gaines
Farm Editor Bob Kilgore
WLOF
ORLANDO—1940—MBS
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Hazelwood, Inc.
Business-Studio Address: Angellblt Hotel
Phone Number: 8163
Transmitter Location: Near Orlo Vista
Air Time: 4:55 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Paul H. Raymer
Membership: NAB, BAB
President: William Joe Sears
V.P., Gen. Mgr.: J. Allen Brown
Comm. Mgr.: Don R. Colee
Prom. Mgr., Pub. Dir.: Pat Kerr
Program Director: R. Donahue
Chief Announcer: Rocky Smith
News Director: Paul Marlowe
Chief Engineer: Dodd Daniel
Farm Editor: Bob Keith

WORZ
ORLANDO—1946—NBC
Frequency: 740 Kc. Power: 1000 Watts
Business-Studio Address: P. O. Box 2231
Phone Number: 2-2451
Studio Address: 740 N. Orange
Transmitter Location: Winter Garden Rd.
Air Time: 4:55 a.m.-1:05 a.m.
News Service: AP
Transcription Service: Standard
Representative: Weed
Membership: NAB, BAB
President: James Dandelake
Gen., Comm. Mgr.: Eugene D. Hill
Station Manager: W. O. Murrell, Jr.
Sales Prom. Mgr.: Sammy Roen
Program Dir.: Tony Chastain
News Director: John Lofton
Chief Anngr., Farm Editor: Lou Kennedy
Musical Director: Gordon Towne
Chief Engineer: Harold Stontisch
Consulting Engineer: Silliman & Barkley

WWPF
PALATKA—1947
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By: Palatka Bscstg. Co.
Address: 900 River St.
Phone Number: 354
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth
Partners: L. C. McCa1, E. E. Massey
Gen.-Station Manager: L. C. McCa1
Commercial Manager: Herb Young
Music Director: Bruce E. Wilson
Chief Announcer: Wally Luce
Chief Engineer: L. C. McCa1

WWPG
PALM BEACH—1941—ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Palm Beach Bscstg. Co.
Business Address: South Ocean Blvd.
Phone Number: 3-5801, 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. Greenfield
Chief Engineer: Clyde E. Walkden

WDLP
PANAMA CITY—1940
FFN—LIBERTY—KBS
Frequency: 580 Kc. Power: 1000 Watts
Owned-Oper. By: Panama City Bscstg. 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 Haylord
Sales Prom. Mgr.: John Thomas
Chief Engineer: Elmer Scott

WPCF
PANAMA CITY—1949—ABC
250 Watts n.
Owned-Operated By: Bay County Bscstg. Co.
Trans-Address: 300 E. 15th St.
Phone Number: 6175-6177
Air Time: 6 a.m.-12 p.m.
News Service: AP
Transcription Service: Thesaurus
Program Director: Eleanor Whitlaw
Chief Announcer: Cal Howigan
News Director: George Rowe
Chief Engineer: Leon Hance
Consulting Engineer: Edward Holmes

WSBR
PENSACOLA—1946—ABC
Frequency: 1450 Kc. Power: 250 Watts
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

WCOA
PENSACOLA—1926—NBC
Frequency: 1370 Kc. Power: 5000 Watts
Business-Studio Address ........ San Carlos Hotel
Phone Number .......................... 4111
Transmitter Location ................. Cary's Lane
Air Time ................................. 6 a.m.-M.
Newspaper Affiliation ............... News-Journal
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
Program Director ....................... Russell Hirsch
Chief Engineer ........................... Harold Heath
Consulting Engineer .................. Maclintosh

WEAR
PENSACOLA—1947—MBS—LBS
Frequency: 1490 Kc. Power: 250 Watts
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. ............ P. Mel Wheeler
Pgm., Prod. Dir ......................... LeRoy Morris
Chief Engineer ........................... Howard Grove

WPLA
PLANT CITY—1949—KBS
Owned-Operated By .................... W. A. Smith
Address ................................. P. O. Box 1588, Hopewell Rd.
Phone Number .......................... 526
Transmitter Location ................. Hopewell Rd.
Air Time ................................. 7:00 a.m.-5:30 p.m.
News Service .......................... UP
Transcription Service ................ C. Eells
Station Representative .............. Best
Gen., Comm. Mgr ......................... Leon Lloyd
Program Director ..................... Elyse Shuman
Chief Announcer ....................... Jerry Bleich
News Director .......................... Joseph J. Wilson
Chief Engineer ......................... Jim Cruikshank

WCNH
QUINCY—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .................... Quincy Bstg. Corp.
Business Address ...................... Box 190, Quincy
Phone Number .......................... 300
Studio-Transmitter Location .... Shelf 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

WFYO
ST. AUGUSTINE—1940—CBS
250 Watts n.
Owned-Operated By .................... Fountain of Youth Broadcasting Co.
Address ................................. Box 588 Magnolia Park
Phone Number .......................... 1622
Transmitter Location ................. Magnolia Park
Air Time ................................. 6 a.m.-12:05 a.m.
News Service .......................... UP
Station Representative ............... Avery-Knodel Agency
President ............................... John C. Bell
Chief Announcer ....................... Bob Sheppe
Chief Eng., Farm Editor ................ Ernest Raistrick

WPIN
ST. PETERSBURG-CLEARWATER—1946
Owned-Operated By .................... Florida West Coast Broadcasters, Inc.
Address ................................. Royal Palm Hotel
Phone Number .......................... 7-0511
Transmitter Location ................. Largo, Florida
Air Time ................................. Sunrise to Sunset only
News Service .......................... AP
Station Representative ............... Ind. Met. Sales
Gen., Comm. Mgr. ...................... Arthur Mundorf
Sta. Mgr., Prod. Dir. ................... Herbert Anderson
Chief Engineer ........................... Manly St. Jean

WSUN
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
News Service .......................... UP  
Transcription Service .......................... Associated  
Representative .......................... Weed  
Membership .......................... NAB  
Sta., Prom. Mgr. .......................... George D. Robinson  
Commercial Manager .......................... Vera New  
Pgm. Dir., Chief Engr. .......................... Louis J. Link  
Chief Announcer .......................... Burl McCarty  

**W T S P**  
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.  
News Service .......................... UP  
Transcription Service .......................... World, Capitol  
Representative .......................... John E. Pearson  
Membership .......................... NAB  
President .......................... Nelson Poynter  
V.P., Gen. Mgr. .......................... F. J. Kelly  
Comm. Mgr. .......................... L. L. Wildman  
Prom., Prog. Dir. .......................... Jack Faulkner  
Chief Engineer .......................... William D. Mangold  

**W T R R**  
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.  
Representative .......................... Hil Best  
News Service .......................... UP  
Gen. Mgr. .......................... Myron A. Reck  
Comm. Mgr. .......................... Dick Aiken  
Program Dir. .......................... J. Marion Harman, Sr.  
Chief Engineer .......................... Emerson Browne  

**W K X Y**  
SARASOTA—1949—LIBERTY  
Frequency: 1540 Kc. Power: 1000 Watts  
Owned-Operated By: Sarasota Bcstg. Co.  
Business Address .......................... P. O. Box 2431  
Phone Number .......................... 3666  
Representative .......................... Hil Best  
News Service .......................... AP  
Transcription Service .......................... Capitol  
Gen. Mgr., Chief Engr. .......................... A. G. Fernandez  
Comm. Mgr., News Dir. .......................... William P. Carey  
Pgm. Dir., Farm Editor .......................... Robert W. Hanesworth  

**W S P B**  
SARASOTA—1939—CBS  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WSPB, Inc.  
Business Address .......................... Ringling Isle  
News Service .......................... UP  
Transcription Service .......................... World  
Representative .......................... John E. Pearson  
President .......................... Robert C. Jones, Jr.  
General-Station Manager .......................... John B. Browning  
Pgm., Prod., Pub. Dir. .......................... David Hale  
Music Director .......................... Margaret Fleischman  
Chief Engineer .......................... James E. Grant  

**W J C M**  
SEBRING—1950—LBS  
Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By: Highlands Bcstg. Co.  
Business Address .......................... P. O. Box 233  
Phone Number .......................... 81811  
Representative .......................... Best  
Transcription Service .......................... Standard  
News Service .......................... UP  
President .......................... Henry L. Jollay  
Gen., Comm., Mgr., Chief Engr. .......................... J. R. H. Wilson  
Program Director .......................... Jim Hardie  

**W T A L**  
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 .......................... 2-1270  
Studio Address .......................... Cherokee Hotel  
Transmitter Location .......................... Lake Bradford  
News Service .......................... AP  
Transcription Service .......................... World  
Representatives .......................... Blair, Cummings  
President .......................... John H. Phipps  
General Manager .......................... L. Herschel Graves  
Program Director .......................... Joe Hosford  
Chief Engineer .......................... W. A. Snowden, Jr.  

**W T N T**  
TALLAHASSEE—1946—ABC—KBS—FAG  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Tallahassee Appti. Corp.  
Business-Studio Address: Duval Hotel  
Phone Number .......................... 2-1450  
Transmitter Location .......................... East Park Ave.  
News Service .......................... UP  
Transcription Service .......................... World, Associated  
Representative .......................... Thomas F. Clark  
Membership .......................... NAB  
President, General Manager .......................... Frank W. Pepper  
Comm., Sales Prom. Mgr. .......................... Frank W. Hazelton  
Program Director .......................... Tom Dunn  
Chief Engineer .......................... Charles Clifton  

**W A L T**  
TAMPA—1946—LBS  
Frequency: 1110 Kc. Power: 1000 Watts  
Owned-Operated By: W. Walter Tison tr/as  
Tampa Broadcasting Company  
Address .......................... 401 W. Tyler St.
WDAE
TAMPA—1922—CBS
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Co.
Business Address: P. O. Box 2409, 114 N. Franklin St.
Phone Number: 2-2911
Studio Address: Tampa Times Bldg.
Transmitter Location: Forrest Hills Country Club Area
Air Time: Unlimited
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: Associated
Representative: Katz
Membership: NAB
President: David E. Smiley
Gen.-Sta.-Comm. Mgr.: L. Spencer Mitchell
Prog.-Prod.-Publicity Dir.: Kenneth W. Skelton
Mus. Dir.: Edward C. Walker
Chief Announcer: S. J. Fleischman
Chief Engineer: William Pharr Moore
Farm Editor: Mark E. Swingle
Consulting Engineer: Paul Godley

WEBK
TAMPA—1950
Owned-Operated By: Hillsboro Bstg. Co.
Address: 1521 E. Broadway
Phone Number: 4-3982
News Service: INS
Co-Owners: E. P. Martin, Mrs. Alpha Martin, Elmo B. Kitts
President: E. P. Martin
Vice-President: Mrs. Alpha Martin
General Manager: Elmo B. Kitts
Program Director: Mrs. Ann Bowman
Chief Engineer: Angelo Louis Fazzi

WFLA
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: Melvin A. Myer
Sales Prom. Mgr., Pub. Dir.: Tom Matthews
Prog.-Prod. Director: Paul M. Jones
Chief Announcer, Farm Editor: Mardi Liles
News Director: Fred Reiter
Musical Director: Frank Grasso
Chief Engineer: Joseph Mitchell

WHBO
TAMPA—1948
Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Harold A. Dunlap
Business Address: 8122 Nebraska Ave.
Phone Number: 33-2251
Transmitter Location: 10001 Florida Ave.
Air Time: Local sunrise-sunset
News Service: AP
General Manager: Harold A. Dunlap
Business Manager: Ken Weber
Sales Prom. Manager: Richard P. Baker
Program Director: Ellen Melching
Traffic Dir.: Betty Strong
Chief Engineer: Edwin W. Hill
Consulting Engineer: E. C. Page

WIRK
WEST PALM BEACH—1947—MBS
SCBS
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Ken-Sell, Inc.
Business Address: 715 S. Flagler Drive
Phone Number: 2-1744
Transmitter Location: S. Military Trail
Air Time: Unlimited
News Service: INS
Transcription Service: Associated
Representative: Cooke
Chief Annr., Mus. Dir.: James W. Anderson
Chief Engineer: William P. Heitzman
Farm Editor: John Wooten

WJNO
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
WSIR
WINTER HAVEN—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts

Population 3,444,578—Increase + 10.3% ('40-'50)—Radio Homes 699,800
Families 840,100—Stations in State 74

WALB
ALBANY—1940—ABC
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Herald Publishing Co.
Transmitter Location: Old Leesburg Road
Phone Number: 1590-1
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Burn-Smith-Dodson
Membership: NAB, BAB
President: James H. Gray
Gen. Sta., Comm. Mgr.: E. Arthur Tate
Pgm., Prod. Dir.: Tommy Stillwagon
News Editor: Don Fernando
Chief Engineer: Thomas Duke
Farm Editor: Bill Bowick
Consulting Engineer: W. J. Holey

WGPC
ALBANY—1933—CBS—GSN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albany Bdcstg. Co.
Business-Studio Address: New Albany Hotel
Phone Number: 13760
Transmitter Location: Gillivernle Road
Air Time: 6:15 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Associated
Representative: George P. Hollingbery
Membership: NAB, BAB
President: J. W. Woodruff
Executive Manager: J. W. Woodruff, Jr.
Sta., Comm. Sales Prom. Mgr.: L. M. George
Program, News Director: Walter H. Flint
Chief Engineer: Redus A. Carlton
Farm Editor: Bill Fowler

WDEC
AMERICUS—1947—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Citrus Belt Bcstrs., Inc.
Business Address: S.W. Lake Howard Dr.
Phone Number: 31-313
Transmitter Location: Lake Howard Dr.
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
President: Frederick L. Allman
General Manager: Larry Rollins
Program Director: Richard Eyre
Chief Engineer: L. Orden Iraq
Consulting Engineer: Dixie McKey

WGAI
ATHENS—1938—CBS—GALS—KBX
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: 6:35 a.m.-12:05 a.m.
News Service: AP
Owners: J. K. Patrick, C. A. Rowland, E. Brasswell, Tate Wright
Gen. Sta., Comm. Mgr.: R. Lewis Doster
Program Dir.: Mary L. Betts
Chief Announcer: Sol Abrams
Chief Engineer: Bill Evans

WRFC
ATHENS—1948
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Radio Athens, Inc.
Business-Studio Add.: 279 1/2 N. Lumpkin St.
Phone Number: 448-7
Studio-Transmitter Location: Lake Road
Air Time: Sunrise to Sunset
News Service: UP
Transcription Service: Associated
Membership: AB, BAB
Representative: Dodson Agency (Southeast)
GEORGIA

Commercial Manager Claude Williams, Jr.
Prom., Pgm. Dir. Charles A. McClure
News Director H. R. Holden
Chief Engineer L. D. Drewry
Farm Editor R. D. Stephens
Consulting Engineer W. J. Hole}

**WAGA**
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. Frasier
Sales Prom. Mgr., Pub. Dir. Lidie Lee
Program-Production Director William McCain
Chief Announcer Marijane Bouleware
Musical Director

Chief Engineer Paul B. Cram
Farm Editor Dale Clark

**WATL**
ATLANTA—1931—LIBERTY
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By Atlanta Broadcasting Co.
Business Address Henry Grady Bldg.
Phone Number Walnut 4377-8
Transmitter Location Chalmers Dr., S.W.
Air Time 6 a.m.-M.
News Service INS
Transcription Service Standard
Representative Forjoe
President J. W. Woodruff, Sr.
General Manager J. W. Woodruff, Jr.
Commercial Manager E. A. Wing
Program Director E. R. Capral
Farm Editor H. W. Fields

**WGST**
ATLANTA—1923—MBS
Owned-Operated By Board of Regents, Uni-

LOWEST COST PER THOUSAND
TO COVER ATLANTA NATION'S NO. 2 TEST CITY
On every survey* ever made of listener preference in the great Atlanta market WSB has been FIRST!

*Ask your Petry man to show you the latest ratings
WBGE
ATLANTA—1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: General Bestg. Co.
Bus.-Studio Address: Georgian Terrace Hotel
Phone Number: 217 W. Ponce de Leon Ave.
News Service: AP
Transmitter Location: Lawrenceville Hiway
News Director: Gene Mushall
Farm Editor: Dick Granville

WEAS
ATLANTA-DECATUR—1947
Frequency: 1010 Kc. Power: 10,000 Watts d.
Owned-Oper. By: Euriath Dickinson Rivers, Jr.
Address: 217 W. Ponce de Leon Ave.
Phone Number: Dearborn 2521
Transmitter Location: Lawrenceville Hiway
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

WERD
ATLANTA—1949
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Atlanta, Inc.
Business-Studio Address: 274½ Auburn Ave., NE
Phone Number: Lamar 0666-7-8
Transmitter Location: Fairmount Street, NW
Representative: Interstate
President: J. B. Blayton, Sr.
Gen. & Sta. Mgr.: J. B. Blayton, Jr.
Program Dir.: A. Kenneth Knight
Publicity Director: L. M. Wells
Chief Annncr., News Dir.: R. Brisendine
Chief Engineer: William F. Kennedy

WQXI
ATLANTA—1948—MBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: R. W. Rounsaville
Business-Studio Address: Peachtree at Mathieson
Phone Number: Cherokee 2196
Transmitter Location: Cheshire Bridge Rd.
Air Time: 5:15 a.m.-1:05 a.m. (Mon.-Sat.)
News Service: UP
Transcription Service: World
Station Representative: Walker
Pres., Gen. Mgr.: R. W. Rounsaville
Station Manager: H. G. Price
Program Dir.: Bob Corley
News Director: Herb Harris
Chief Engineer: Harold Price

WSB
ATLANTA—1922—NBC
Frequency: 750 Kc. Power: 5000 Watts
Owned-Oper. By: Atlanta Newspapers, Inc.
Business-Studio Address: Biltmore Hotel
Phone Number: HEmlock 1045
Transmitter Location: Tucker
Air Time: 5:15 a.m.-1:05 a.m. (Mon.-Sat.)
7 a.m.-1:05 a.m. (Sun.)
News Service: AP, UP
Transcription Service: World, Standard
Representative: Edward Petry
Membership: NAB, BAB
President: G. C. Biggers, Sr.
General Manager: John M. Butler, Jr.
Commercial Manager: Frank Gaither
Sales Promotion Manager: Vincent C. Piano
Program Director: Marcus Bartlett
Publicity Director: Wayne L. Anderson
Chief Engineer: C. F. Daugherty
Musical Director: Bob Van Camp
Farm Editor: Lee Morris
Consulting Engineer: Frank McIntosh

WBBQ
AUGUSTA—1946—MBS-KEYSTONE
Frequency: 1340 Kc. Power: 250 Watts
Owner: Savannah Valley Bstdcg. Co.
Business-Studio-Transmitter
Location: 515 Jefferson Davis Avenue
Phone Number: 4-5441
Air Time: 6 a.m.-1 a.m.
News Service: AP
Representative: Walker
President: George G. Weiss
Sales Prom. Mgr., Pub. Dir.: Russell Poteet
Pgm., Prod. Dir.: George M. Scott
Chief Engineer: Marvin Tarpley
News Director: George Scott
Farm Editor: Ed Dunbar

WGAC
AUGUSTA—1940—ABC
1000 Watts n.
Address: WGAC Bldg.
Phone Number: 2-2692
Transmitter Location: Martinez
News Service: Up
Transcription Service: RCA
Representative: Avery-Kindel
Membership: NAB, BAB
Station Mgr.: Donald MacDonald
Program Dir.: Warren Hiles
Prod. Dir., Chief Annr.: John G. Lyon
News Director: John Barnes
Chief Engineer: John Jopling
Farm Editor: Ed Tracy
Consulting Engineer: Ring & Clark

WJBF
AUGUSTA—1945—NBC
Frequency: 1230 Kc. Power: 250 Watts
Phone Number: 4-2421
Transmitter Location: Sunset Ave.
Air Time: 6:00 a.m.-M.
News Service: Up
Transcription Service: World
Representative: Taylor
Membership: NAB, BAB
Pres., Gen. Mgr.: J. B. Fuqua
Station Mgr.: D. M. Kelly, Jr.
Commercial Manager: Steve Manderson
Pub., Pgm. Dir.: Tom Hennessy
Chief Announcer: Hugh Allison
Chief Engineer: Ernest Swint

WRDW
AUGUSTA—1930—CBS
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By: Radio Augusta, Inc.
Business-Studio Address: 8th & Broad Streets
Phone Number: 2-8805
Transmitter Location: Berkmans Rd.
News Service: Up
Transcription Service: Lang-Worth
Representative: Headley-Reed
Membership: NAB
President: Ernest D. Black
Gen., Sta. Sales Prom. Mgr.: W. R. Ringson
Commercial Manager: Wm. B. Smart
Pgm., Pub. Dir.: Charles H. Poiitn
Production Director: Raymond Culpepper
News Director: F. F. Hubbs
Chief Engineer: Rabun F. Bobo
Farm Editor: Bob Ruckle

WMGR
BAINBRIDGE—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: S. Marvin Griffith
Address: Faceville Hwv.
Phone Number: 776
General Mgr.: S. Marvin Griffith

WGIG
BRUNSWICK—1949
Frequency: 1440 Kc. Power: 1,000 Watts
 Owned-Operated By: Brunswick Bcastg. Corp.
Business-Studio Address: 1514 Union St.
Phone Number: 2714
Transmitter Location: Blythe Island
Air Time: 7:00 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., Chief Announcer: Ted Booth
Publicity Dir.: Ammie Ree Penn
Musical Dir.: Sue Shaw
Chief Engineer: Herman Lange
Farm Editor: Eddie Wade

WMOG
BRUNSWICK—1940—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Coastal Bcastg. 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.-Stat.-Comm. Mgr.: Kenneth E. White
Chief Engineer: Sidney Hargraeves

WGRA
CAIRO—1950
Frequency: 1300 Kc. Power: 1000 Watts d.
Address: Bainbridge Rd.
Phone Number: 439
Transcription Service: Standard
News Service: Up
President: Ed Stevens
General Manager: William C. Woodall
Comm. Mgr., Chief Engr.: Jim Honey
Program Director: Kenneth E. Flynn
Prom. Mgr., News Dir.: Royce A. Jones
Farm Editor: Bob Davis

WLBB
CARROLLTON—1947—GALS-KBS
GEORGIA

WBHF

CARTERSVILLE—1946—MBS-KBS
Frequency: 1450 Kc.    Power: 250 Watts
Owned-Operated By... W. R. Frier
Transmitter Location... Dallas Road
Phone Number........... 1200
Air Time............... 6 a.m.-11 p.m.
News Service.......... UP
Transcription Service.. Lang-Worth
Representative........ W. Ryan Frier
Gen., Sta. Mgr...... W. Ryan Frier
Commercial Manager... Minor C. Shadbourn
Promotion Manager... James H. New
Program Director..... Martha Sullins
Chf. Engr., Farm Editor. J. T. Norton
News Director........ George Boswell
Consulting Engineer... W. J. Holey

WGA

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........... 777-570
Transmitter Location... Rome Highway
Air Time............... 6:45 a.m.-11:15 p.m.
News Service.......... AP
Transcription Service.. World
Membership............. NAB, BAB
President.............. O. C. Lam
Gen., Sta., Comm. Mgr.. Frank H. Burgess
Program Director...... Wade H. Boggs
Production Director... Harold Burgess
Chief Engineer......... Garry C. Hunt
Chief Anncr., Farm Editor. W. D. Hendrix
Consulting Engineer... Garry C. Hunt

WDAK

COLUMBUS—1943—NBC
Frequency: 1340 Kc.    Power: 250 Watts
Owned-Operated By... Radio Columbus, Inc.
Business-Studio Address... Martin Bldg.
Phone Number........... 5447
Transmitter Location... Brickyard Road
Air Time............... 5:30 a.m.-1:05 a.m.
News Service.......... AP
Transcription Service.. World
Station Representative... Headley-Reed
Membership............. NAB, BAB
President-General Manager... Allen M. Woodall
Sta. Mgr., Pub. Dir... Miles H. Ferguson
Commercial Manager... William Massie
Pgm., Prod. Dir., Chief Anncr... Joe Byars
Musical Director...... Loretta Exum
Chief Engineer......... Hudie Brown

WG A

COLUMBUS—1947—ABC-MBS
Frequency: 1460 Kc.    Power: 1000 Watts
Owned-Operated By... Columbus Bdcstg. Co.
Business-Studio Address... 1213 1/2 Broadway
Phone Number........... 3-3603
Transmitter Location... Morris Rd.
Air Time............... 6 a.m.-1 a.m.; Sun: 6:55 a.m.-M.
News Service.......... UP
Transcription Service.. Lang-Worth
Representative........ Brannham
Membership............. NAB, BAB
President.............. A. H. Chapman
General Manager...... Walter M. Windsor
Commercial Manager... A. H. Haack, Jr.
Program Director..... Ridley Bell, Jr.
Sales Promotion Manager... Hillard Brown
Chief Engineer........ William R. Atkinson
Consulting Engineer... McNary & Wrathall

WRB L

COLUMBUS—1928—CBS
Frequency: 1420 Kc.    Power: 5000 Watts
Owned-Operated By... Columbus Bdcstg. Co.
Business-Studio Address... 1350 - 13th Ave.
Phone Number........... 2-0601
Transmitter Location... Phenix City, Ala.
News Service.......... INS, UP
Transcription Service.. Associated
Representative........ George P. Hollingbery
Membership............. NAB, BAB
Partner................ J. W. Woodruff, Sr.
Commercial Manager... B. Ed Johnson
Pgm., Prod. Dir...... George GingeII
News Director......... George Theeringer
Musical Director...... George Davis, Jr.
Publicity Director.... Nora Brennan
Chief Engineer........ J. A. Gamble
Farm Editor.......... Douglas Gary

WM JM

CORDELE—1940—MBS-KBS
Frequency: 1490 Kc.    Power: 250 Watts
Owned-Oper. By... Southeastern Bdcstg. System
Business-Studio Address... 2019 Ave. & E St.
Phone Number........... 686
News Service.......... UP
President.............. James S. Rivers
General Mgr........... William E. Blizard, Jr.
Comm., Prom. Mgr...... Willard Belote
Program Dir........... Bryant Lane
Chief Engineer......... Reo Chairland
WMOC
COVINGTON—1946—MBS-KBS
GA. SPORTS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Covington News
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: Belmond Dennis
General-Station-Commercial
Manager: W. Thomas Hay
Program Director: W. I. Allgood
Chief Annr., Musical Dir.: Roy Jones
Chief Engineer: Robert L. White, Jr.
Farm Editor: Leo Mallard

WBLJ
DALTON—1940—MBS-KEYSTONE
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 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership Representative: NAB, BMB
President: H. C. Kenemer
Gen. Sta. Mgr.: William B. Davies
Program Director: Bernice Ewton
News Director: James L. Clark
Chief Engineer: John S. Andrews
Consulting Engineer: Claude Gray

WDWD
DAWSON—1948
Frequency: 990 Kc. Power: 1000 Watts D.
Owned-Operated By: Dawson Bdcstg. Co.
Trans. Bus. Studio Address: Farrott Road
Phone Number: 415
Air Time: Daytime
News Service: UP
Transcription Service: Standard, B. Eells
Membership Representative: NAB
President: Ed Stevens
Program Director: Olyn L. Gee
Publicity Director: George Burton, Jr.
Chief Annr., News Dir.: Bill McGuirt
Chief Engineer: Joe Stephens
Consulting Engineer: W. J. Holey

WGLS
DECATUR—1949—GALS
Frequency: 970 Kc. Power: 1000 Watts d.
Business-Studio Address: 546 N. McDonough St.
Phone Number: 6471
Transmitter Location: Northern Ave.
News Service: UP
Transcription Service: Standard
President: Guy W. Rutland, Sr.
Gen., Sta. Mgr., Pub. Dir.: Sam W. Kane
Comm. Sales Prom. Mgr.: Al Ciraldo
Program Dir.: Ruth Kent
News Dir., Farm Editor: Tom Nolan
Chief Engineer: Sam Dillard

WDMG
DOUGLAS—1947
Frequency: 860 Kc. Power 1000 Watts D.
Owned-Operated By: WDMG, Inc.
Business-Studio Address: 620 E. Ward St
Phone Number: 564
Transmitter Location: Alma Highway
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World, SESAC
Representative: Dora C. Dodson
Membership Representative: NAB
President: Downing Musgrove
General Manager: B. F. J. Timm
Musical Director: George Lund
Chief Engineer: Wilfrido Nunez
Consulting Engineer: Claude M. Gray

WMLT
DUBLIN—1945—MBS-GALS-KBS
Frequency: 1340 Kc. Power: 250 Watts D.
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 Representative: 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-Oper. By: James S. Doris, R. Rivers
Address: 203 E. Point St.
Phone Number: Fairfax 4343
Transmitter Location: Dotson Drive
Air Time: 6 a.m.-Sunset
News Service ...................................... INS 
Transcription Service ............................ KBS 
President ........................................ James S. Rivers 
Gen. Sta. Mgr. .................................. Willard Belote 
Commercial Manager ............................ James Brown 
Promotion Manager ............................. William T. Middlebrook 
Music, Pgm., Prod. Dir. ......................... Helene Randal 
Publicity Director .............................. Walter Hood 
Chief Engineer ................................ Wm. J. Hill, 3rd 
Farm Editor, Chief Announcer, News Dir. ... J. Brannon

WSGC
ELBERTON—1946—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts 
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

WBHB
FITZGERALD—1946—MBS
Frequency: 1240 Kc.  Power: 250 Watts 
Owned-Operated By .................... Ben Hill Bcstg. Corp. 
Address ......................................... 217½ S. Main St. 
Phone Number .................................. 2342-1 
Transmitter Location .................. Tower Heights 
Air Time ................................. 6 a.m.-11 p.m. 
News Service ............................... AP 
Transcription Service ................. Capitol 
Representative ........................ NAB, BAB 
Membership ........................................ 
President ....................................... Paul C. Plagino 
Commercial Manager .................... Gary Arnold 
Program Director ........................ Julius Still 
Chief Engineer ............................ Lesley P. Brooks 
Consulting Engineer .................. Chambers & Harrison

WDUN
GAINESVILLE—1947—LIBERTY
Frequency: 1400 Kc.  Power: 250 Watts 
Business-Studio Address .................... 217½ S. Main St. 
Phone Number .................................. 2342-1 
Air Time ........................................ 6 a.m.-11 p.m. 
News Service ..................................... AP 
Transcription Service ....................... Capitol 
Representative ............................... Continental 
Membership ........................................ 
President ......................................... Paul C. Plagino 
Commercial Manager ....................... Gary Arnold 
Program Director ............................ Julius Still 
Chief Engineer ............................ Lesley P. Brooks 
Consulting Engineer .................. Chambers & Harrison

WGGA
GAINESVILLE—1941—MBS-KBS
Frequency: 1240 Kc.  Power: 250 Watts 
Owned-Operated By ........................ Blue Ridge Bcstg. Co. 
Business Address ............................ F. O. Box 654 
Phone Number .................................. 1600 
Studio-Transmitter Location ............ 2400 Athens Rd.

WGIA
GAINESVILLE—1946—MBS-KBS
Frequency: 1400 Kc.  Power: 250 Watts 
Owned-Operated By ........................ Blue Ridge Bcstg. Co. 
Business Address ............................ F. O. Box 654 
Phone Number .................................. 1600 
Studio-Transmitter Location ............ 2400 Athens Rd.

AIR TIME

WKEU
GRANTON—1934—MBS-KBS
Frequency: 1450 Kc.  Power: 250 Watts 
Owned-Operated By ........................ WKEU, Inc. 
Address .......................................... P. O. Box 155 
Phone Number .................................. 5507 
Air Time ........................................ 6 a.m.-11:15 p.m. 
News Service ..................................... UP 
Representative ..................................... Sears-Ayer 
President, General Mgr. ............ A. W. Marshall, Jr. 
Chief Announcer, News Dir. ........... Bill Pennell 
Consulting Engineer .................. Ben Ackerman

WKLY
HARTWELL—1947
Frequency: 980 Kc.  Power: 1000 Watts 
Owned-Operated By ....................... Louie L. Morris 
Business Address ............................ Box 189, Hartwell 
Phone Number .................................. 71 
Air Time ........................................ Local sunrise-sunset 
News Service ............................... UP 
Transcription Service ................. Capitol 
President ....................................... Louie L. Morris 
Gen., Sta. Mgr., Pgm. Dir. ............ Max G. Plaender 
Comm. Mgr., News Dir. ..................... Joe Wilder 
Sales Prom. Mgr. ............................. Burch Griffin 
Chief Announcer, Engr. ............. Broadus McLean

WBGU
JESUP—1949—KBS
Frequency: 1370 Kc.  Power: 1000 Watts 
Owned-Operated By ....................... Altamaha Bcstg. Co. 
Address .......................................... Jesup 
Phone Number .................................. 2444, 2232 
Air Time ........................................ Sunrise-Sunset 
News Service ............................... UP 
Transcription Service ................. Standard 
Representative ............................... Dora C. Dodson 
Pres., Gen. Mgr. .............................. W. G. Thomas 
Comm. Mgr. .................................... Fred Milliken 
Chief Announcer ............................ Joseph F. Crum 
Chief Engineer, Farm Editor ........... D. A. Nichols

WLAD
GRANGE—1941—MBS
Frequency: 1240 Kc.  Power: 250 Watts
GEOBIA

Owned-Operated By...LaGrange Bdsatg. Co.
Business-Studio Address...305-307 Broome St.
Phone Number...3505
Transmitter Location...LaGrange
Air Time...6 a.m.-M.
News Service...UP
Transcription Service...World
Membership...NAB, BAB
President...Roy C. Swank
General-Station-Commercial
Manager...Edwin Mullins
Program Director...John Bogguess
Publicity Director...Fayolle Scarborough
Musical Director...William Hyde, Jr.
News Editor...Bill Gregory
Chief Engineer...James McKay
Farm Editor...Joe Hawkins
Consulting Engineer...Holey & Hillegas

WBML MACON—1940—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Middle Georgia Bdsatg. Co.
Business-Studio Address...240 Second St.
Phone Number...2728
Transmitter Location...8th & Cherry St.
Air Time...6 a.m.-12:30 a.m.
News Service...AP
Transcription Service...World
Representative...O. L. Taylor
Membership...NAB, BAB
President...E. D. Black
Gen. Sta. Mgr...Charles W. Fitman
Commercial Manager...Walter Graham
Prod., Music Dir...Nancy Hester Richardson
Prod., Pub., News Dir...Frank Proctor
Chief Announcer...Tommy Snellgrove
Chief Engineer...H. S. Goodrich
Consulting Engineer...George Davis

WIBB MACON—1948
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By...Peach State Bdsgt, Co., Inc.
Business-Studio Address...Professional Bdsg.
Phone Number...2716
Transmitter Location...Millions Road
Air Time...Local sunrise-sunset
News Service...UP
Pres., Gen. Mgr...Thomas H. Maxwell
Commercial Manager...George W. Patton
Sales Prom. Mgr...Don C. Frost
Production Director...Dick Ashby
Publicity Director...Betty Crowell

WMAZ MACON—1922—CBS
Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By...Southeastern Bdsgt. Co.
Business-Studio Address...Bankers Insurance Bdsg.
Phone Number...8525
Transmitter Location...LaGrange
Air Time...5:30 a.m.-12:30 a.m.
News Service...INS
Transcription Service...Lang-Worth
Representative...Katz
Membership...BMB
Pres., Chief Engineer...George P. Rankin
Gen. Sta. Mgr., Pgm. Dir...Wilton E. Cobb
Sales Prom., Comm. Mgr...Frank Crowther
Publicity Director...Ed Pendleton
News Director...Ben Chattfield
Chief Announcer...Lloyd Harris
Farm Editor...D. F. Bruce
Consulting Engineer...George C. Davis

WNEX MACON—1945—MBS-GFSN
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Macon Bdsgt. 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...Bramham
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

WFOM MARIETTA—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Chattahoochee Bcsrs.
Business Address...So. Cobb Dr., P. O. Box 131
Phone Number...1746
Studio-Transmitter Location...So. Cobb Dr.
Air Time...7 a.m.-11 p.m.
News Service...AP
Partners...Fred B. Wilson, Channing Cope
General Manager...Albert L. Jones
Program Director...Pat Mason
Chief Announcer...Bill Scott
Chief Engineer...Chuck Strans
Farm Editor...C. Cope
Consulting Engineer...W. J. Holey

WMVG MILLEDGEVILLE—1946—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Jere N. Moore
Business-Studio Address...P. O. Box 307
Phone Number...250
Transmitter Location...Fishing Creek
Air Time...6:45 a.m.-11:15 p.m.
News Service...UP
WMGA
MOULTREI—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: 5:45 a.m.-11 p.m.
News Service: UP
Representative: Thomas Clarke
General Manager: John F. Pidcock
Station Mgr., Program Dir.: Roy F. Zess
Commercial Manager: A. Wandell Murphy
Chief Announcer: Spence Raulerson
Chief Engineer: Lamar Beatty
Farm Editor: Harold Brown

WCOH
NEWMAN—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Newnan Bstg. 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

WKMA
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: 6:145 a.m.-10 p.m.
News Service: UP
Owner, Sta., Comm. Mgr.: John R. Bartlett
Program Dir.: Elizabeth Bartlett
Chief Engineer: Jack V. LoPresti

WLAQ
ROME—1947—KBS
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By: News Publishing Co.
Business-Studio Address: W. 1st Street
Phone Number: 2-1511
Transmitter Location: Hanks St.
News Service: AP
Transcription Service: Capitol
Membership: NAB
President: B. H. Mooney, Sr.
General Manager: James F. Mann
Commercial Manager: Martha Daniel
Pgm. Dir., Chief Annr.: Blair Jesse
Sta. Mgr., News Dir.: J. B. Roberts
Chief Engineer: Edward Cole
Consulting Engineer: W. J. Holey

WRGA
ROME—1930—MBS-GSN
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: R. V. Bstg. Corp.
Bus.-Studio Address: Natl. City Bank Bldg.
Phone Number: 2-2411
Transmitter Location: Off Summerville Rd.
Air Time: 5:30 a.m.-12 M.
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
Prod., Pgm., Pub. Dir.: Jim Roberts
Chief Announcer: Ben Lucas
News Director: Cap Hicks
Musical Director: Kitty Allford
Chief Engineer: R. A. Starr
Farm Editor: W. J. Holey

WRAT
ROME—1946—LIBERTY
Frequency: 710 Kc. Power: 1000 Watts d.
Owned-Oper. By: Coosa Valley Radio Co.
Business-Studio Address: 121 Broad St.
Phone Number: 2-0833, 4
Transmitter Location: Cooper Dr.
Air Time: Sunrise-sunset
News Service: AP
Representative: Everette M. McKinney
Dora Dodson (Southeast)
Press, Comm. Mgr.: Dean Covington
Gen., Sta. Mgr.: Edward N. McKay
Commercial Manager: Dean Covington
Program Director: Charlie Doss
Publicity Director: Dorothy McKay
Production Director: Charles Angle
News Director: Harry Steiner
Chief Engineer: Gary Hunt
Consulting Engineer: Ben Ackerman
SAVANNAH—1946—MBS

**WCCP**

Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated by:  Dixie Bcastg. Co.  
Business-Studio Address:  P. O. Box 943  
Phone Number:  2-4182  
Transmitter Location:  West Greenwich St.  
Air Time:  Unlimited  
News Service:  UP  
Transcription Service:  Standard  
Representative:  Walker  
Membership:  NAB  
Owner, Gen. Mgr.:  Carter C. Peterson  
Sta., Comm. Mgr.:  Weldon Herrin  
Program Director:  Charles Beresford  
Publicity Director:  Al Jennings  
Chief Anncr., Musical Dir.:  Chuck Ford  
Chief Engineer:  William Moats  
Consulting Engineer:  Kear & Kennedy  

***SAVANNAH—1946—ABC***

**WDAR**

Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Operated By:  WDAR, Inc.  
Business-Studio Address:  34 E. Bryan St.  
Phone Number:  3-8807  
Transmitter Location:  E. Perry Street  
Air Time:  6:30 a.m.-12:05 a.m.  
News Service:  AP  
Representative:  Adam J. Young, Jr.  
Membership:  NAB  
President:  A. C. Neff  
General-Station Manager:  L. H. Thesmar  
Commercial Manager:  Robert Finch  
Sales Promotion Manager:  Jule C. Rossiter  
Program Director:  Milton Bellah  
Pub., Prod. Dir.:  Jimmy Woods  
Chief Announcer:  Jesse Mooney  
News Director:  Dale Johnson  
Musical Director:  Harriet Heriot  
Chief Engineer:  Howard Jewett  
Farm Editor:  Faye Hancock  
Consulting Engineer:  Everett Dillard  

**WJIV**

SAVANNAH—1950

Frequency: 900 Kc.  Power: 1000 Watts  
Owned-Operated By:  WSAV, Inc.  
Bus-Studio Address:  Liberty Natl. Bank Bldg.  
Phone Number:  3-0234  
Transmitter Location:  Oatland Island  
Air Time:  6 a.m.-12:05 a.m.  
News Service:  AP  
Transcription Service:  Thesaurus  
Representative:  George P. Hollingbery  
Membership:  GAB  
Pres., Gen. Sta., Mgr.:  Harben Daniel  
Comm. Mgr.:  Don Jones  
Sales Mgr.:  George P. Cooper, Jr.  
Pgm., News Dir.:  Robert Shipler  
Prod., Pub. Dir.:  Robert Brett  
Chief Announcer:  Norman Strand  
Musical, Farm Director:  Melvin Peacock  
Chief Engineer:  M. E. Thompson  
Consulting Engineer:  Harold B. Rothrock  

***SAVANNAH—1929—CBS***

**WTOC**

Frequency: 1290 Kc.  Power: 5000 Watts  
Owned-Operated By:  Savannah Bcastg. Co.  
Business-Studio Address:  516 Abercorn St.  
Phone Number:  2-0127  
Transmitter Location:  Anderson Rd.  
Air Times:  5:30 a.m.-12:10 a.m.  
News Service:  UP  
Transcription Service:  Lang-Worth, World  
Representative:  W. O. King  
Membership:  NAB, BAB  
Comm. Manager:  Ben Williams  
Music, Pgm., Pub. Dir.:  Dwight J. Bruce  
Production Director:  Ben H. Quick  
Chief Announcer:  W. O. King  
Chief Engineer:  Reid Owen  

***STATESBORO—1945—MBS-KBS***

**WWNS**

Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Operated By:  Statesboro Bcastg. System  
Phone Number:  502  
Studio-Transmitter Location:  E. Olliff St.  
Air Time:  6 a.m.-11:15 p.m.  
News Service:  UP  
Transcription Service:  World  
Pres., Gen. Mgr.:  H. M. Thompson  
Sta. Mgr., Chief Engr.:  Jack Lopreati  
Program Director:  J. H. Watson  
Consulting Engineer:  Claude M. Gray
HGTA
SUMMERTVILLE—1950
Frequency: 950 Kc....Power: 1000 Watts d.
Address ..................................................Box 213
Phone Number ...........................................295
News Service ............................................UP
Co-owner & Pres. ............E. C. Pesterfield
Co-owner, Secy-Treas...........William B. Farrar
Program Director.............Laurence Keown
Chief Engineer .................James S. Stowers, Jr.

WJAT
SWAINSBORO—1950
Frequency: 800 Kc....Power: 1000 Watts d.
Owned-Oper. By...........Jack & Nancy M. Thompson
Address ....................................................Coven Road
Phone Number ...........................................2011
Transcription Service ..........Lang-Worth
News Service ............................................UP
Partner, Gen. Mgr.............Jack A. Thompson
Partner .................................................Nancy M. Thompson
Commercial Manager ..........R. J. Roche
Program Director.............Farris Laverne Evans
Chief Engineer .................John H. Wisely
Farm Editor ..................Walter Poole

WSFT
THOMASTON—1947—MBS-GSN
Frequency: 1220 Kc....Power: 250 Watts d.
Business-Studio Address ......101 N. Church St.
Phone Number ...........................................423
Transmitter Location .........Hightower Rd.
Air Time ..............................................Daytime
News Service ............................................AP
President ....................Edward M. Farris
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.
Business-Studio Address......Bank of Thomas County Bldg.
Phone Number .....................1501-2
Transmitter Location .........Pavo Hwy.
Air Time ..............................................Daytime
News Service ............................................AP
Transcription Service .......World
Representative .................Thomas F. Clark,
Dora C. Dodson
Program Director .........William B. Hill
Chief Engineer .................K. T. Malory
Consulting Engineer ..........Claude M. Gray

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 ..........Capitol
Membership ............................................NAB
General Manager ...............H. Wimpy
Commercial Manager ..........Al Feinberg
Chief Engineer ..................James Poole

WTWA
THOMSON—1947—MBS-KBS
Frequency: 1240 Kc....Power: 250 Watts
Business-Studio-Transmitter
Address ................................................215 Lumpkin St.
Phone Number ...........................................777
Air Time ..............................................5:30 a.m.-12:15 p.m.
News Service ............................................UP
Transcription Service ..........World
Membership ............................................NAB
President ....................Walter Brown
President (MBS) ..............Clifford G. Kinney
Chief Engineer .................Edward H. Kobak

WWGS
TIFTON—1946—MBS
Frequency: 1340 Kc....Power: 250 Watts
Full Time
Owned-Oper. By.............Tifton Bcstg. Corp.
Phone Number ........................................921
Bus.-Transmitter Location .....800 S. Main St.
Air Time ..............................................6 a.m.-10:30 p.m.
News Service ............................................UP
Membership ............................................NAB
President ....................W. A. Graham
President (MBS) ..........Edward H. Kobak
Chief Engineer .................Edward H. Kobak

WLET
TOCCOA—1941—MBS-KBS-GALS-GSN
Frequency: 1420 Kc....Power: 1000 Watts
Owned-Operated By............R. G. Letourneau
Bus.-Studio-Transmitter Address ......423 Prather Bridge Rd.
Phone Number ...........................................544
Air Time ..............................................6 a.m.-Sunset
News Service ............................................UP
Transcription Service ..........Keystone

397
Representative .................................. Thomas F. Clark
President ..................................... R. G. Letourneau
Gen., Sta. Mgr.................................. Virgile E. Craig
Commercial Manager ..................... Sam A. Gaines
Sales Prom. Mgr., Pub. Dir............. Charles Gaines
Pgm. Dir., Chief Annr........................ Roy E. Gaines
Chief Engineer .............................. J. Carl Meeks
Consulting Engineer ..................... W. J. Holey

WGOV
VALDOSTA—1940—MBS
Frequency: 950 Kc .................. Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ................. E. D. Rivers
Phone Number .................................. 1420-1
Transmission Location ................... Kinderlou
Air Time ...................................... 6 a.m.-12 M.
News Service ................................ UP
Representative .............................. John E. Pearson,
Dora C. Dodson
Owner ...................................... E. D. Rivers
General Mgr................................... Mrs. E. D. Rivers
Business Manager .................... Mary Gorman
Program Director ...................... Robert S. Mansfield
Chief Engineer .......................... Ralph Dennis

WVOP
VIDALIA—1946
GALS—KEYSTONE
Frequency: 1450 Kc .................. Power: 250 Watts
Owned-Operated By ................. Vidalia Bcstg. Co. Inc.
Address.................................. Box 391, Mt. Vernon Rd.
Phone Numbers ......................... 327, 692, 698
Transmission Location ............... Vidalia
Air Time ...................................... 6:30 a.m.-11:00 p.m.
News Service ................................ UP
Transcription Service .............. World, Cole
Member ...................................... NAB
Gen., Sta. Mgr., Farm Editor ....... Howard C. Gilbreath
Comm., Prom. Mgr................. Joe Eagleson
Program Director ..................... Neil Windham
Pub., News Dir ............................ R. E. Ledford
Prod. Dir., Chief Annr ............. Warren Smith
Musical Director .................... Lula Mae Leverett
Chief Engineer ........................ James B. Weir
Farm Editor .............................. H. C. Gilbreath
Consulting Engineer ............... L. C. McCall

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
Transmission Location ............... Waycross
Air Time ...................................... 6:30 a.m.-M.
News Service ................................ UP
Transcription Service .............. World, Cole

AP SELLS
For Stations and Sponsors —
For instance . . . . WBBQ

"Scott's market has had the same schedule of five-minute Associated Press news for nearly two years. Mr. Scott tells us the program has done a terrific job for his business."

JOHN W. WATKINS, Manager,
WBBQ, Augusta, Ga.
Population 588,637—Increase + 12.1% ('40-’50)—Radio Homes 159,100
Families 163,500—Stations in State 20

**KDSH**
BOISE—1947—CBS
Frequency: 950 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 .................... UP
Transcription Service. Lang-Worth
Representative. Free & Peters
Membership .................. NAB, BAB
President .................... Saul Haas
General Manager. Western Whillock
Musical Director. George Ganz
News Director ................ Wm. Eames
Farm Editor, Chief Annctr. Bill Graham
Chief Engineer............... James A. Johnz, Jr.
Chief Announcer.............. Vern Moore
Chief Engineer.............. Harold W. Toedemeier
News Dir., Farm Editor ....... Rulon Bradley
Consulting Engineer .......... Commercial Radio

**KBIO**
BURLEIGH—1946
ABC-ROCKY MT. NET-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. KBIO, Inc.
Business-Studio Address....... P. O. Box 461
Phone Number............ 10
Transmitter Location.. 1 1/2 Mi. W. of Burley
Air Time....................... 6 a.m.-12M.
News Service .............. UP
Transcription Service. Lang-Worth
Representative. Donald S. Cook
Membership .................. NAB
President .................... Jessica L. Longston
Pgm., Prom. Dir., Farm Editor. James Schroeder
Pgm., Prod. Dir. ............ Dewitt C. Yelton
Chief Engineer............... Donald R. Lockwood
Consulting Engineer .......... J. B. Hatfield

**KGEM**
BOISE—1946
ABC-RMBS-GEM STATE NET-KBS
Frequency: 1140 Kc. Power: 10,000 Watts
Business-Studio Address....... Owyhee Hotel
Phone Number.............. 533
Transmitter Location. Cassia at Eagleson
Air Time....................... 6 a.m.-1 a.m.
News Service .............. AP
Transcription Service. World
Representative. George P. Hollenberg
Membership .................. NAB, BAB
President .................... Frank C. Carman
General Manager. Milo J. Petersen
Assistant Manager ............ H. Waterstone
Program Director ............ H. E. Cunningham
Chief Engineer............... Richard Eggelston
Consulting Engineer .......... Grant Wrathall

**KIDO**
BOISE—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By. KIDO, Inc.
Phone Number................ 660
Transmitter Location. 10 Mi. S.W. Boise
Air Time....................... 6 a.m.-12M.
News Service .............. AP, UP
Transcription Service. Standard
Representative. John Blair
Membership .................. NAB, BAB
President .................... Georgia M. Davidson
General Mgr. ................. Walter E. Wagstaff
Commercial Mgr. ............ Hugh Shelley
Program Dir. ............... James B. McKibben, Jr.

**KCID**
Caldwell—1947
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address....... 520 So. Kimball Ave.
Phone Number................ 1950-51
Transmitter ............... Franklin Lane
Air Time....................... 6:45 a.m.-10 p.m.
News Service .............. UP
Transcription Service. World
Representative. Walter Biddick
President .................... J. T. La Fond
Sta., Gen., Comm. Mgr. H. R. McCosh
Chief Annctr., News Dir. E. B. Spinetti
Chief Engineer............... T. G. Burgess
Consulting Engineer .......... J. A. Johnz, Jr.

**KVNI**
COEUR D'ALENE—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By. The Coeur d'Alene Bcstrg.
Business-Studio Address....... Blackwell Island
Phone Number................ 1250, 900
Transmitter Location. Blackwell Island
Air Time....................... 7 a.m.-11 p.m.
Transcription Service. Capitol
Representative. George P. Hollenberg
Pres., Gen. Mgr. ............ Burl C. Haagadone
Station Manager ............. Wayne E. Olsen
Pgm. Dir., Asst. Mgr. ....... Bernard V. Merriman
Chief Engineer............... C. W. Evans
KID
IDAHO FALLS—1927
MBS-INTERMOUNTAIN NET
Owned-Operated By:  Idaho Radio Corp.  
Business-Studio Address:  Hotel Bonneville
Phone Number:  4500  
Transmitter Location:  N. Yellowstone Hwy.
Air Time:  Unlimited  
News Service:  AP  
Transcription Service:  RCA, Thesaurus
Representative:  George P. Hollinbery
Membership:  NAB, BMB, BAB
President:  J. M. Brady  
General Manager:  H. E. Studebaker
Station Manager:  Donald Thomas
Commercial Manager:  Robert Taylor
Program Director:  Bill Doebel
Sales Prom. Mgr.:  Glenn Spear
Prod. Dir.:  Harry Howard
Chief Engineer:  Gene Wilson
Farm Editor:  Irv Failing

KRPL
MOSCOW—1947—KEYSTONE
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
News Service:  AP
Transcription Service:  Cole, SESAC
Representative:  Walter Biddick (Pacific Coast)
Membership:  NAB, BMB, BAB
President:  Ted R. Farrier  
Comm., Sales Prom. Mgr.  D. R. Schroeder
Chief Engineer:  Herbert D. Young

KFXD
NAMPA—1930
MBS-INTERMOUNTAIN NET.
Frequency: 580 Kc.  Power: 1000 Watts
Owned-Oper. By:  Frank E. Hurt & Son
Business Address:  1024 12th Ave. S.
Phone Number:  1200  
Transmitter Location:  Near Meridian
Air Time:  6 a.m.-11 p.m.
News Service:  UP
Transcription Service:  RCA, Capitol
Representative:  Avery Knodel
Membership:  NAB
President:  E. E. Coleman  
General Manager:  Edward P. Hunt
Sta., Comm. Mgr.:  D. A. Cain
Chief Engineer:  G. M. Rose

KEIO
POCATELLO—1946
ABC-KBS-RM-GS
Frequency: 1440 Kc.  Power: 1000 Watts
Owned By:  Eastern Idaho Bcstg. & TV Co.
Business-Studio Address:  Hotel Bannock
Phone Number:  3400  
Transmitter Location:  Pole Line Rd.
News Service:  AP
Transcription Service:  World
Representative:  George P. Hollinbery
Membership:  NAB
President:  James M. Brady  
General Mgr.:  Charles Crabtree
Commercial Manager:  Don W. Burden
Prom. Mgr., Pgm. Dir.:  James Van Sickle
Chief Engineer:  Denzel Musulin
Consulting Engineer:  McNary & Wrathall

KEYY
POCATELLO—1946
MBS-INTERMOUNTAIN
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By:  Radio & Telev. Bcstg. Co. of Idaho
### KSEI
**POCATELLO—1926**
**NBC-UTAH-IDAHO NET**

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<td>Phone Number</td>
<td>4000</td>
<td>Business-Studio Address: Hotel Whitman</td>
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<td>Air Time</td>
<td>6 a.m.-12M.</td>
<td>Phone Number: 1270</td>
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<td>News Service</td>
<td>UP</td>
<td>Phone Number: 2400</td>
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<td>Transcription</td>
<td>Standard, Lang-Worth</td>
<td>Commercial Mgr.: Henry H. Fletcher</td>
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<tr>
<td>Membership</td>
<td>NAB, BMB, BAB</td>
<td>Publicity Dir.: Olive M. Leeney</td>
</tr>
<tr>
<td>President</td>
<td>O. P. Soule</td>
<td>Chief Engineer: Ellis W. Call</td>
</tr>
<tr>
<td>Program Director</td>
<td>Ruth A. Fletcher</td>
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<td>Chief Engineer</td>
<td>N. Pratt Smith</td>
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### K PST
**PRESTON—1948—KBS**

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<tbody>
<tr>
<td>Phone Number</td>
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<td>Business-Studio Address: 17 North St.</td>
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<td>Air Time</td>
<td>6 a.m.-12M.</td>
<td>Phone Number: 2450</td>
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<td>News Service</td>
<td>UP</td>
<td>Phone Number: 2490</td>
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<tr>
<td>Transcription Service</td>
<td>Standard, Lang-Worth</td>
<td>Gen., Sta. Mgr.: Leon Smith</td>
</tr>
<tr>
<td>President</td>
<td>Leon Smith</td>
<td>Commercial Mgr.: Rulon Dunn</td>
</tr>
<tr>
<td>Gen., Sta. Mgr.</td>
<td></td>
<td>Program Dir.: Bob Gregg</td>
</tr>
<tr>
<td>Program Director</td>
<td></td>
<td>Chief Engineer: Kenneth F. Smith</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### KSPT
**SANDPOINT—1949—KBS**

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>555</td>
<td>Business Address: Sandpoint</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
<td>Recording Partners: Norman E. Bauer, Ione N. Bauer</td>
</tr>
<tr>
<td>Asst. &amp; Comm. Mgr.</td>
<td></td>
<td>Program Dir.: Ione N. Bauer</td>
</tr>
<tr>
<td>Promotion Mgr.</td>
<td></td>
<td>Chief Engineer: Carl I. Hill</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td></td>
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</tr>
</tbody>
</table>

### KLIX
**TWIN FALLS—1946—KBS**
**ABC-GEM STATE-ROCKY MT.**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Business-Studio Transmitter</td>
<td>Elizabeth Blvd.</td>
<td>Phone Number: 2484</td>
</tr>
<tr>
<td>Air Time</td>
<td>5 a.m.-10:55 a.m.</td>
<td>News Service: AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Capitol, MacGregor</td>
<td>RCA. Thesaurus: George P. Hollingbery</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
<td>V.P., Gen. Mgr., Prom., Pub. Dir.: Frank C. McIntyre</td>
</tr>
<tr>
<td>Commercial Mgr.</td>
<td>Juneau H. Shinn</td>
<td>Program Director: Earl Daphstom</td>
</tr>
<tr>
<td>Asst. Mgr., News Dir.</td>
<td>Ian Elliott</td>
<td>Chief Engineer: Lloyd James</td>
</tr>
<tr>
<td>Production Director</td>
<td>Eddie Gish</td>
<td>Farm Editor: Don Flinders</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>F. C. McIntyre</td>
<td>Consulting Engineer: McNary &amp; Wrathall</td>
</tr>
</tbody>
</table>

### KTFI
**TWIN FALLS—1928**
**NBC-UTAH-IDAHO**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>2400</td>
<td>Business-Studio Address: 241 Main Ave. W.</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-12M.</td>
<td>Phone Number: 2490</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
<td>Phone Number: 2300</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard, Lang-Worth</td>
<td>Gen., Sta. Mgr.: O. P. Soule</td>
</tr>
<tr>
<td>President</td>
<td></td>
<td>Gen.-Station-Comm. Manager: F. M. Gardner</td>
</tr>
<tr>
<td>Production Director</td>
<td></td>
<td>Mus‘c Director: Bud Beachwood</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td></td>
<td>Chief Engineer: Bonnie Baird</td>
</tr>
<tr>
<td>News Director</td>
<td></td>
<td>Consulting Engineer: Marvin Hartley</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td></td>
<td>Consulting Engineer: McIntosh &amp; Inglis</td>
</tr>
</tbody>
</table>

### KVMV
**TWIN FALLS—1946**
**MBS-INTERMOUNTAIN-DON LEE**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>2002</td>
<td>Business Address: P. O. Box 511</td>
</tr>
<tr>
<td>Air Time</td>
<td>6 a.m.-12M.</td>
<td>Phone Number: 2300</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
<td>Phone Number: 2300</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
<td>Representative: Averey-Knodel</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
<td></td>
</tr>
</tbody>
</table>
President: Spencer D. Grow
Exec. Vice-Pres., Chief Eng., Arch L. Madsen
Sta., Comm. Mgr.: Dewain Sylvester
Prom., News Dir.: Jack Hughes
Pgm., Pub. Dir., Chief Annr.: Al Lee
Music Dir.: Don Chandler

General Manager: Robert G. Binyon
Program Director: W. Mondell Spencer
Chief Engineer: G. Turner Dreher

KWAL
WALLACE—1939—MBS-KBS
Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: Silver Bestg. 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

KWEI
WEISER—1947—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Inland Best. Co.
Business-Studio Address: Box 791
Phone Number: 700
Transmitter: 1 Mi. S. Weiser, Hway. No. 30
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth, Standard
Membership: NAB
President: Frank Gwilliam
Gen., Sta. Mgr.: Claude W. Cain
Pgm., News Dir., Chief Engr.: Don Jones
Commercial Manager: Walter Lake
Chief Annr., Farm Editor: Leo Ellsworth

AP SELLS For Stations and Sponsors—

For instance . . . . WMLS

"70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

"Associated Press newscasts not only are easy to sell; they sell for our advertisers."

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.
WOKZ
ALTON—1948
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By WOKZ, Inc.
Address Hotel Stratford
Phone Number 3-5506
Transmitter Location Rt. 100 Jerseyville Rd.
Air Time Sunrise-Sunset
News Service AP
Transcription Service Standard
Station Rep. Joseph Hershey McGillvray
President Edward A. Wheelard
General Manager Ray L. Watton
Commercial Manager Bill Burch
Chief Announcer, Pgm. Dir. John O’Hara
Music, Prod. Director Ralph Reynolds
News Director Bob Linn
Chief Engineer William Garcia

WMRO
AURORA—1938—KBS
Owned-Operated By Martin R. O’Brien
Business-Studio Address 184 S. River
Phone Number 4215
Transmitter Location Hurd’s Island
News Service INS
Transcription Service Lang-Worth
Sales Prom. Mgr. Vincent G. Coley
Program Director Jeanne M. Doran
Production Director Michael O’Brien
Publicity Director Carol King
Chief Announcer James O’Brien
Musical Director Elaine Hayden
Chief Engineer John Kimer
Farm Editor Bill Randles

WIBV
BELLEVILLE—1947
Owned-Operated By Belleville Bestg. Co.
Bus.-Studio-Transmitter Address 2100 W. Main
Phone Number 5000
News Service AP
Transcription Service Thesaurus. World Representative Hal Holman
Gen. Station Mgr. Paul A. Wnorowski
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
Owner-Bestg. Corp. Bloomington
Phone Number 5281
Transmission Location R.R. No. 2
Air Time 6 a.m.-12 m.
News Service UP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NAB
President Loring C. Merwin
General Manager Warner C. Tidemann
Commercial Manager Harry Swift
Program Director Fred Muxfeld
Chief Engineer Fred L. Bailey

WKRO
CAIRO—1942—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Oscar C. Hirsch
Business Address Box 311
Phone Number 1490
Studio-Transmitter Location Patierdale
Air Time 6 a.m.-11 p.m.
News Service UP
Representative John E. Pearson
Membership NAB
Owner Oscar C. Hirsch
Gen.-Station-Comm. Mgr. Merrill C. Currier
Program Director Charles Housewright
Chief Engineer Oscar C. Hirsch

WBYS
CANTON—1947—KEYSTONE
Business-Studio-Transmitter 310 W. Main
Phone Number 1877
Air Time Sunrise-Sunset
News Service AP
Transcription Service Lang-Worth
Representative Sears & Ayer
President H. R. Winsor
General Manager William Richardson
Chief Engineer Gene Ribas

WCIL
CARBONDALE—1946
Owned-Operated By Southern Illinois Bestg.
Business-Studio Address 218 W. Main St.
Phone Number 167, 765
Transmission Location 1 Mi. W. of Carbondale
News Service AP
Transcription Service Capitol

403
YOU'LL KNOW HOW

to buy more tuned-in homes per dollar in the rich Chicago market when you get the WCFL Cost Story.

Ask your Bolling Company representative or write

WCFL, 666 Lake Shore Drive, Chicago 12, Illinois.
Representative .................... Harlan Oakes
Membership ......................... NAB, BMB
President-Gen., Station Mgr. ... Paul F. McRoy
Comm. Sales Prom. Mgr. ........ Walter Schaefer
Chief Announcer, Musical Dir. ... Jim Bolen
Chief Engineer ...................... Marion Sawyer

WROY
CARMI—1948—KEYSTONE
Frequency: 1460 Kc.  Power: 1000 Watts
Owned-Oper. By  .... Carmi Beauty Co.
Address .................. 101 South Walnut St.
Phone Number ................. 4161
Trans. Loca.: U. S. Hvy 460, 1 M. W. of Carmi
News Service ................... UP
Transcription Service .... Lang-Worth
Representative ................. Sears & Ayer, Inc.
Membership ...................... NAB
President ....................... Roy Clippinger
General Manager .............. Thomas S. Land
Station Manager .............. Ken Boultinghouse
Commercial Manager ........ Howard M. Reed
Program Director ............ Garnet Williams
News Director .................. John W. Berry
Chief Engineer ................ Harold Vandamett
Farm Editor ..................... Louis Glass

WCNZ
CARTHAGE—1921
Frequency: 990 Kc.  Power: 1000 Watts d.
Owned-Oper. By  ...... Superior Best B. 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 W.
Phone Number .................. 5151
News Service ...................... UP
Transcription Service .... Standard
Representative ................. Sears & Ayer
President ....................... George F. Isaac
Comm, Sta. Mgr. ............ Merle G. Rogers
Program Director ............ W. R. O'Donnell
Publicity Director ............ Pete Brown
Chief Engineer ................ Dwight North
News Director .................. Dick Berry
Musical Director ............. Bill Staser

WDWS
CHAMPAIGN—1937—CBS
Frequency: 1400 Kc.  Power: 250 Watts
Owner .................. 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 ....... UP
Representative ................ Robert Meeker & Associates
Membership ...................... NAB
General Manager .............. J. A. McDermott
Station Manager .............. Marc Howard
Chief Engineer ................ Robert Schenke

WAFF
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 ................. John E. Pearson Co.
Membership ...................... NAB
President ....................... Ward A. Neff
General Manager .............. W. E. Hutchinson
Comm. Sta. Mgr. ............. Thomas L. Davis
Promotion Manager .......... Charles Pratt
Program Director ............ Del Hester
Publicity Director ............ Helen McKinley
Chief Engineer ............... Carl W. Ulrich
Chief Announcer, News Dir.  Bill Bauer
Consulting Engineer ......... McNary & Wrathboll

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. Ashton
Program Director ............ Rosemary Petru
Musical Director ............. Joseph Rudolph
Chief Engineer ............... Edward W. Jacker

WCFI
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
Not ONE...

But TWO Organizations

Say WGN reaches more homes than any other Chicago Station!

First...

the 1949 BMB showed WGN reached more homes than any other Chicago station.

Next...

the March-April, 1950, A. C. Nielsen annual report showed WGN reached more homes.

If your problem is sales...

how can you afford not to be on 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
Transcription Service ......................... Standard
Representative ............................... Bolling
Pres., Gen. Mgr. ............................... William A. Lee
Commercial Manager ......................... George Isaac
Program Director ............................ Robert A. Platt
Production Director ......................... Louis J. Ronder, Jr.
Publicity Director ............................ Frank McGivern
Musical Director ............................. Jack Kelly
Chief Engineer ............................... Charles Willett
Consulting Engineer ......................... Walter Kean

WBBM
CHICAGO—1923
Frequency: 780 Kc. . Power: 50,000 Watts
Owned-Oper. By ................................CBS, Inc.
Address ....................................... 410 N. Michigan Ave.
Phone Number ............................... Whitehall 4-6000
Transmitter Location ......................... Itasca
Air Time ....................................... Sunrise-Unlimited
News Service ................................. AP, INS, UP
Transcription Service ....................... Lang-Worth
Representative ............................... CBS Radio Sales
Pres., Gen. Mgr. ............................... H. Leslie Atllass
Station Manager .............................. E. H. Shomo
Commercial Manager ......................... Ralph Brent
Sales Promotion Manager .................... Dave Kimble
Production Director .......................... Al Morey
Publicity Director ............................ Dave Moore
News Director ................................. Julian Bentley
Musical Director .............................. Caesar Petrillo
Chief Engineer ............................... George Sherman
Farm Editor ................................. Harry Campbell

WCBD
CHICAGO—1947
Frequency: 820 Kc. . Power: 5000 Watts
Owned-Oper. By ............................... Christian Catholic Church
Business Address ............................ Administration Bldg., Zion
Phone Number ............................... S21
Studio Address ............................... C.O. Station WAIT
Transmitter Location ......................... Elmhurst
Air Time ....................................... Share Time with WAIT
Chief Exec. ................................. Michael J. Mintern

WCRW
CHICAGO—1926
Frequency: 1240 Kc. . Power: 100 Watts, d.
Owned-Operated By ............................ Clinton R. White
Address ....................................... 2756 Pine Grove Ave.
Phone Number ..................... Eastgate 7-8860
Pres.-Owner-Chief Engr. ..................... Clinton R. White
General Manager ............................. J. A. White

WEDC
CHICAGO—1926
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By ............................. Emil Denemark, Inc.
Address ....................................... 3860 W. Ogden Ave.
Phone Number ............................... CHawroll 7-4100

Air Time ....................................... Unlimited
News Service ................................. UP
President ....................................... Emil Denemark
Gen.-Station-Comm. Mgr. .................... Franklin J. Kotnour
Musical Director ............................. William P. Brady
Chief Engineer ............................... Thomas F. Korn

WENR
CHICAGO—1924—ABC
Frequency: 890 Kc. . Power: 50,000 Watts
Owned-Operated By ............................ American Best Co.
Business-Studio Address ...................... 20 N. Wacker Dr.
Phone Number ............................... ANdover 3-7800
Transmitter Location ......................... Tinley Park
News Service ................................. AP, INS, UP
Transcription Service ....................... Standard
Representative ............................... ABC Spot Sales
Membership ................................. NAB, BMB
President (ABC) .............................. Mark Woods
General Mgr. ................................. James L. Stilton
Station-Comm. Mgr. ......................... Roy McLaughlin
Sales Promotion Manager .................... Karl R. Sutphin
Program Director ............................ Harold Stokes
Production Director .......................... Burr E. Lee
Publicity Director ............................ Ell W. Henry
News & Sports Events ....................... Con O'Dea
Musical Director ............................. Rex Mauplin
Chief Engineer ............................... Ed Horstman

WGES
CHICAGO—1924
Frequency: 1390 Kc. . Power: 5000 Watts
Owned-Operated By ............................ Radio Station WGES
Business-Studio Address ...................... 2708 Wash. Blvd.
Phone Number ............................... SACramento 2-1700
Transmitter Location ......................... 8601 South Kedzie
Air Time ....................................... 6 a.m.-1 a.m.
News Service ................................. UP
Transcription Service ....................... Associated
Membership ................................. NAB
Station Manager ............................. John A. Dyer
Commercial Mgr. ............................. Elizabeth M. Hinzman
Sales Promotion Manager ..................... K. P. Freda
Program Director ............................. Herbert Rudolph
Chief Engineer ............................... Ellery Plotts

WGN
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
Air Time ....................................... 24 hrs.
News Service ................................. AP, INS, UP
Transcription Service ....................... Standard
Representative ............................... Keenan & Eickelberg
President ................................. Col. Robert R. McCormick
General Sta. Manager ....................... Frank P. Schreiber
"Effective buying income" buys your product only when effective advertising sells it ...

WLS advertising is effective because of the confidence millions of people have in WLS.

A Clear Channel Station

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.
WIND
CHICAGO—1929
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
President .............. John S. Knight
General-Station Mgr. ... Ralph L. Atllass
Commercial Manager ... John T. Carey
Prom. Mgr., Pgm. Dir. ... H. Leslie Atllass, Jr.
Production Director ... Walter Rubeus, Jr.
News Director ............ Jim Dale
Chief Engineer ........... Kenneth C. Shirk
Consulting Engineer ... E. C. Page

WJJ 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
Membership .............. NAB, FMA
President ................ Marshall Field
Gen.-Sta. Mgr., Pgm. Dir. ... Arthur F. Harre
Commercial Manager .... Frederick G. Harn
Sales Prom. Mgr., Pub. Dir. ... Edwin G. Short
Chief Annocr., Prod. Dir. ... Carl Warner
Musical Director ......... Don E. Lavery
Chief Engineer .......... Walter F. Myers
Farm Editor .............. Randy Blake

WLS
CHICAGO—1924—ABC
Frequency: 890 Kc. Power: 50,000 Watts
Owned-Operated By... Agricultural Bcast. Co.
Business Address... 1230 Washington Blvd.
Phone Number............ MO 6-9700
Air Time .............. Share Time with WENR

Transmitter Location .......... Tinley Park
News Serv. .AP, Transradio, UP, Overseas N.
Transcription Service ......... Standard
Representative .......... John Blair
Membership .............. NAB, BAB
President ................ James E. Edwards
Gen., Sta. Mgr. .......... Glenn Synder
Program Director ......... Harold Safford
Publicity Director ........ John Drake
Chief Announcer .......... Thomas Rowe
Musical Director .......... Osgood Wesley
Chief Engineer ............ Thomas Rowe
Farm Editor .............. Randy Blake
Consulting Engineer ....... Jansky & Bailey

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS AP
in RADIO and TELEVISION
in Chicago

WMAQ . . . . WNBQ

AUDIENCE — The station more people listen to daily than any other Chicago station (BMB Study No. 2)

SALES — After almost 30 years (WMAQ went on the air April 13, 1922), still keeping sponsors happy. Witness the Chicago and North Western Railway, Richman Brothers, Skelly Oil Company, Wieboldt Stores, Inc., and Shell Oil Company who have sponsored WMAQ programs for 10 years or longer.

PROGRAMS — Still building award-winning programs like "Destination Freedom"; still featuring Chicago’s top radio personalities like Norman Ross, Wed Howard, Everett Mitchell; still prepared to build quality programs to fit any advertising budget.

AUDIENCE — Month after month still attracting more viewers day or night than any other Chicago television station (American Research Bureau).

SALES — Still the TV master of the nation’s No. 2 market. American Research Bureau surveys prove the audience is ours; any sponsor will tell you our audience buys — sometimes too well (have you heard the Home Container Corporation Fresherator story?)

PROGRAMS — Where such stars as Dave Garroway, Wayne King, Clifton Utley, Clint Youle first hit TV stardom.

When you “buy Chicago” . . . Buy

NATIONAL BROADCASTING COMPANY
WMAQ
CHICAGO—1922—NBC
Frequency: 670 Kc. Power: 50,000 Watts
Owned-Operated By: National Bcastg. 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
V.P. Chg. Gen. Div.: I. E. Showman
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

WSBC
CHICAGO—1925
Frequency: 1240 Kc. Power: 250 Watts
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: SESAC
Commercial Manager: Julius Miller
Musical Director: Richard Feinberg

WHFC
CICERO—1925
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WHFC, Inc.
Address: 2136 S. 61st Court, Cicero 50, Ill.
Phone Number: Townhall 3-6305
Trans. Loca.: 3350 S. Kedzie Ave., Chicago
Air Time: 7 a.m.-12 m.
News Service: UP
Transcription Service: Capitol, Lang-Worth
President: Richard W. Hoffman
General Manager: Marie E. Clifford
Program Director: John P. Odell
Musical Director: Frank Linhart
Tech. Super.: Elmer P. Hayes

WHO
CLINTON—1947—LINCOLN NET
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornbelt Bcastg. Co.
Business Address: 401 1/2 E. Side Sq.
Phone Number: 305
Transmitter Location: Rt. 51, 4 Mi. S. City

WDBA
CHICAGO—1944—NAB
Frequency: 1590 Kc. Power: Unlimited Watts
Owned-Operated By: WDBA, Inc.
Business-Studio Address: 1520 W. Madison St.
Phone Number: Superior 7-8300
Transmitter Location: 1520 W. Madison St.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Thesaurus
Representative: NBC Membership
V.P. Chg. Gen. Div.: I. E. Showman
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

WDZ
DECATURE—1921
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WDZ Bcastg. Co.
Business-Studio Address: 285 S. Park St.
Transmitter: 1/4 mi. SW of Decatur, RR No. 4
Phone Number: 3-9744
News Service: UP
Transcription Service: World, Capitoll
Representative: Free & Peters
Membership: NAB, BAB
President: Charles C. Caley
Commercial Manager: Howard G. Bill
Program Director: William F. Miller
Chief Ann.: Hugh Gray
News Director: Wick Evans
Chief Engineer: A. James Ebel
Farm Editor: Marty Roberts
Consulting Engineer: Craven, Lohnes & Culver

WSOY
DECATURE—1925—CBS
Frequency: 1340 Kc. Power: 250 Watts
Business Address (Sales): 351 N. Main St.
Phone Number: 5371, 5151
Studio-Transmitter: Route 58 at N. Jasper St.
Air Time: 5:45 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Weed
Membership: NAB, BAB
President: Frederick W. Schaumb
General Manager: Morill Lindsay
**ILlINOIS**

**W L B K**

DE KALB—1947


**W T M V**

EAST ST. LOUIS—1935


**W C R A**

EFFINGHAM—1947—KEYSTONE


**W R M N**

ELGIN—1949


**W N M P**

EVANSTON—1946


**W F R L**

FREEPORT—1947


**W G I L**

GALESBURG—1938

W E B Q
HARRISBURG—1923—KBS
Frequency: 1240 Kc. Power: 250 Watts
Bussiness-Studio-Transmitter. 100 E. Poplar St.
Phone Number 28
Air Time. 6 a.m.-noon
News Service. UP
Representative. George O. Sutton
Membership. NAB
President. J. M. Pruet
Sales Prom. Mgr. Farm Editor. Ken Hamilton
Grogram Dir. Norma Alexander
Production. Music Director. Naomi Rice
Chief Announcer. Ed Wise
Chief Engineer. Elmer L. Gladson
Consulting Engineer. John B. Caraway

W J O L
JOLIET—1926
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio-Transmitter. 601 Walnut St.
Phone Number 4761
Air Time: 7 a.m.-11 p.m.
News Service. UP
Transcription Service. World
Representative. Joseph Hershey McGilvra
President. Calvin Wilson
Pgm. Dir., Farm Editor. Eileen Caron
Chief Announcer. Scott Dilworth
News Director. Glenn Loagan
Musical Director. Gregg Phillips
Chief Engineer. Lester DeCosta
Consulting Engineer. Andrews

W K A N
KANKAKEE—1947
Frequency: 1320 Kc. Power: 1000 Watts
Business-Studio Address. 193 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
President. Leslie C. Small
General Manager. Purrel Small
Sta. Manager. Bruce Brown
Commercial Manager. Robert Hawkins
Program Director. Orren Allen
News Director. John Allen
Chief Engineer. Richard Eckels

W L D S
JACKSONVILLE—1941
Frequency: 1180 Kc. Power: 1000 Watts
Ownder-Oper. By. Milton Edge & E. J. Korsmeyer
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
Program Director. T. J. Fairburn
Musical Director. Virginia Colwell
News Director. T. J. Fairburn
Chief Engineer. G. J. Cassens
Farm Editor. E. H. Garlich
Consulting Engineer. Fred O. Grimwood

W T A Q
LA GRANGE—1950
Frequency: 1300 Kc. Power: 500 Watts
Address. 813 S. 7th Ave.
Partner, Comm., Prom. Mgr., News Dir. Charles Sebastain
WVMC
MOUNT CARMEL—1948
Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Operated By: Mt. Carmel Bcstg. Co.
Address: 114½ W. 4th St.
Phone Number: 927
Air Time: Daytime
News Service: UP
Transcription Service: Capitol
Owner, President: Charles VanDever
Chief Engineer: Raymond E. Luth

WMIX
MT. VERNON—1946
Frequency: 940 Kc. Power: 1000 Watts d.
Address: No. 2 Radio Center Bldg.
Phone Number: 3500
Trans. Location: Route 37, No. of Mt. Vernon
Air Time: 6:30 a.m.-9:15 p.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson Co.
Membership: NAB, BAB
President: John Russell Mitchell
Sports Director: James Purser
Prom. Mgr., Pub. Dir.: David Berlo
Prom. Dir., Chief Annr.: William C. Bailey
News Director: Robert E. Brown
Musical Director: Mildred McGill
Chief Engineer: Neill R. Westerdale
Farm Editor: Robert E. Brown

WOPA
OAK PARK—1950
Frequency: 1490 Kc. Power: 250 Watts
Address: 408 S. Oak Park Ave.
Phone Number: 8-5760
Transcription Service: Associated
News Service: UP
General Manager: William L. Klein
Commercial Manager: Egmont Sonderling
Chief Engineer: Bryan Wright

WVLN
OLNEY—1947
Owned-Operated By: Olney Bcstg. Co.
Business-Studio Address: 302½ E. Main St.
Phone Number: 935
Air Time: Daytime
News Service: AP
Transcription Service: World
Representative: Geo. P. Hollingbery Co.
Membership: NAB
President: Dalton LeMasurier
Exec. V. P., Gen. Mgr.: G. LaVerne Flambo
Commercial Manager: M. John Hand
Pgm. Dir., Farm Editor: Verne Glewwe
Production Director: Jack Davis
News Director: Dan Rafferty
Chief Engineer: Larry Lynch

WSIV
PEKIN—1945—MBN
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 a.m.-local sunset
News Service: AP
Representative: Hal Holman
Membership: NAB, BAB
Pres., Gen.-Sta. Mgr.: W. Kenneth Patterson
Commercial Manager: Robert Schumm
Sales Prom. Mgr., Pub. Dir.: George Udry
Program Director: Bob R. Snow
Production Director: Phillip Strand
Musical Director: Charles Timm
Chief Announcer: Gerald Hansen
Chief Engineer: Emil Brandoni
Farm Editor: Farn Wilson
Consulting Engineer: Fred O. Grimwood

WEEK
PEORIA—1947—NBC
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: West Central Bcstg. Co.
Phone Number: 3-3688
Transmitter Location: Bartonville
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Headley-Redd
Membership: NAB, BAB
President: Robert S. Kerr
Gen., Sta. Mgr.: Fred C. Mueller
Production Director: Leonard Elliott
News Director: Larry Finley
Chief Engineer: Wayne Lovely
Consulting Engineer: McIntosh & Inglis
I L L I N O I S

**W I R L**

**PEORIA—1948—ABC—MBS**

Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address: 115 N. Jefferson Ave.
Phone Number: 4-9239
Transmitter Location: Groveland Township
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: Avery-Knodel
President: Timothy W. Swain
General Manager: Tom Gavin
Chief Engineer: Rudolph Luukinen
Pgm., Prod. Dir.: Jack Gordon
Publicity Dir.: Jack Lawrence
Farm Editor: Dick Herx
Chief Announcer: Robyn Weaver
News Director: Phillip Wilson

**W M B D**

**PEORIA—CBS**

Frequency: 1470 Kc. Power 5000 Watts
Owned-Operated By: Peoria Bcstg Co.
Address: 212 South Jefferson Street
Phone Number: 6-0711
Transmitter Location: 1 Mi. S. of Groveland Township
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Thesaurus Representatives
Membership: NAB, Free & Peters
Vice Pres., Gen. Mgr.: Charles C. Caley
Commercial Manager: Don D. Kynaston
Dir. of Prom. and Pub. Rela.: Marvin H. Hilt
Program Director: Charles Barnhart
Production Director: Charles Miller
Chief Announcer: Robert Carlton
News Director: Brooks Watson
Musical Director: Harold Osborne
Dir. of Engineering: A. James Ebel
Farm Director: Emil Bill
Continuity Director: Charles Stephen

**W P E O**

**PEORIA—1950**

Frequency: 1020 Kc. Power: 1000 Watts d.
Owned-Oper. By: WPEO, Inc.
Address: P. O. Box 1229
Representative: Pearson
Manager: T. E. Brewer

**W W X L**

**PEORIA—1947**

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.

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**W G E M**

**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.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB, BMB, BAB
President: T. C. Oakley
Sta., Gen. Mgr.: Joseph S. Bonansinga
Program Dir.: Paul McClelland
Musical Director: Mary Harvey
Chief Engineer: Edmund Derhake
News Director: Gene Terry

**W T A D**

**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: AP
Transcription Service: Associated Representative
Weed & Co. Membership: NAB, BAB
President: Lee P. Loomis
General Manager: Walter Rothchild
Nat. Sales Mgr. (Lee Stan.): Walter Rothchild
Commercial Manager: Lloyd Loers
Sales Prom. Mgr.: John Phillips
Program Dir.: Merritt Milligan
News Editor: Don Nicholson
Musical Dir.: Jean Fessler
Chief Engineer: Urlin Whitman
Farm Editor: Dick Faler
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: 321 18th St.
Phone Number: 6-5441
WROK
ROCKFORD—1928—ABC

Owned-Operated By: Rockford Bcsts., Inc.  
Bus.-Studio Address: Rockford Newstower  
Phone Number: 2-6621  
Transmitter Location: Guilford  
Air Time: 6 a.m.-12 M.  
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. Tho  
Program Director: Maurice P. Owens  
Production Director: Lee Hauptman  
Farm Editor: Don Bowton  
Musical Director: Lorna Lane  
Chief Engineer: Wilfred A. Smith  
News Director: C. F. Harrison

WCVS
SPRINGFIELD—1922—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WCBS, Inc.  
Business-Studio Address: 523 E. Capitol Ave.  
Phone Number: 9855  
Transmitter Location: 3000 So. 4th St.  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: World  
Representative: Sears & Ayer  
Membership: BAB  
President: H. L. Dewing  
Comm., Prom., Gen., Sta. Mgr.: C. W. Neeld  
Program, Music Dir.: John Geil  
Prod., Pub. Dir.: Mary Bruemmer  
News Director: James H. Mitchell  
Chief Engineer: R. Ashenfelter  
Farm Editor: Ken Spengler

WMAY
SPRINGFIELD—1950


Look at the Record!*

WROK
Rockford's Only Station
Leads in Listening
In This $426,000,000 Market

Morning - - - - 42.5%
Afternoon - - - - 44.5%
Evening - - - - 34.6%

*Results of a New Conlan
Taken Week of Jan. 28, 1951

An ABC Affiliate
H-R REPRESENTATIVES, INC.
Nat'l. Reps.
**WTAX**  
SPRINGFIELD—1930—CBS  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: WTX, Inc.  
Address: Route 66 & E. Cook St.  
Phone Number: 24441  
Trans. Location: 3/4 Mi. S. E. Cook St.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Weed  
Membership: NAB, BAB  
President: Oliver J. Keller  
Sales Prom. Manager: Shelby T. Harrison  
Program Director: John W. Midgely  
Production Director: John Begue  
News Dir., Chief Ann.: Glen Farrington  
Chief Engineer: E. C. Swaringen  
Farm Editor: Spizz Singer

**WKID**  
URBANA—1948—LINCOLN NET  
Frequency: 1580 Kc. Power 250 Watts  
Owned-Operated By: Kemper-Fabert, Inc.  
Address: P. O. Box 192  
Phone Number: 75431  
Transmitter Location: 1/2 Mi. S. E. Urbana  
Air Time: Sunrise-Sunset  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Joseph Hershey Malgilvra  
Membership: NAB  
President: Elwood Fabert  
General Manager: Frank Strand  
Station Manager: Jim Strand  
Commercial Manager: Bob Eaton  
Chief Announcer: Stewart Cochran  
Musical Director: Marilyn Holley  
Chief Engineer: Joseph Swingle

**WSDR**  
STERLING—1949  
Frequency: 1240 Kc. Power 100 Watts  
Owned-Operated By: Blackhowk Bdcstg. Co.  
Address: Lawrence Bldg.  
Phone Number: 3400  
News Service: UP  
Transcription Service: Standard  
Membership: NAB, BAB  
Pres., Gen., Sta. Mgr.: Sam Bartlett  
Comm., Sales Prom. Mgr.: Lillian Bartlett  
Pgm., Prod. Dir.: John Rohwer  
News Director: Bob Edell  
Chief Engineer: Ed Fisher  
Farm Editor: Sam Bartlett

**WKRS**  
WAUKEGAN—1949  
Frequency: 1220 Kc. Power 1000 Watts  
Owned-Operated By: New Sun Bdcstg. Co.  
Address: P. O. Box 500  
Phone Number: ONario 9000  
News Service: AP  
Transcription Service: World, Standard  
Representative: McGilvra  
President: Frank H. Just  
General Mgr.: Joseph B. Kirby  
Commercial Mgr.: Donald DeThorn  
Program Dir.: Fritz Sorenson  
Chief Engineer: M. D. Hunnicutt, Jr.

**WCBC**  
ANDERSON—1946  
Frequency: 1470 Kc. Power: 1000 Watts  
Address: Civic Bdcstg Corp.  
Phone Number: 8822  
Transmitter Location: State Roads 9 and 67  
News Service: AP  
Transcription Service: World, SESAC  
Representative: Hal Holman  
Membership: NAB, BAB  
President: L. B. Gallimore  
Gen., Comm. Mgr.: William Travis  
Sales Promotion Manager: Harry Neff  
Program Director: Lorraine Travis  
Chief Announcer: Morie Kirk  
News Director: Al Woodbridge  
Farm Editor, Musical Dir.: Std. Grieb  
Chief Engineer: Kenneth Routh

**WHBU**  
ANDERSON—1923—ABC—CBS  
Frequency: 1240 Kc. Power 250 Watts  
Address: Anderson Bdcstg. Corp.  
Business-Studio: 640 Citizens Bank Bldg.  
Phone Number: 7791  
Transmitter Location: 1110 Meridian St.  
Air Time: 6:30 a.m.–M.  
News Service: AP  
Transcription Service: Standard  
Representative: Boling Co.  
Membership: NAB, BAB  
President: C. Bruce McConnell  
General Manager: John R. Atkinson  
Program Director: E. R. McCord  
Chief Engineer: L. M. Shroyer  
Consulting Engineer: A. D. Ring & Co.
41% Gain in Sales over 1949...

50% Increase in Mail Response*

200 New Local and Regional Advertisers

BONUS Coverage of Indiana's First Market

Success Stories Galore


Anderson is Indiana's FIFTH Market.

*2000 letters weekly in peak 1950 months.

WCBC, with 1000 EFFECTIVE watts, is in the CENTER of Indiana's HEAVIEST CONCENTRATION of population. Mail TELLS the story: Indianapolis, only 22 air miles distant, accounts for 17.5% of WCBC mail. Muncie, only 11 air miles distant, accounts for nearly 20% of WCBC mail. Obviously, WCBC provides EFFECTIVE SUPPLEMENTAL COVERAGE of "Metropolitan Central Indiana."

WCBC

That SUCCESSFUL Independent

Anderson, Indiana

Wm. TRAVIS
Gen. Manager

An L. B. Gallimore
Radio Enterprise

Represented by Hal Holman
**WBW**

**BEDFORD—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Bedford, Inc.
Address: Radio Farm, P. O. Box 169
Phone Number: 4421-4422
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol & Lang-Worth Representative
Sales Manager: Martin H. McGehee, Chic.
Commercial Manager: William C. Smith, Jr.
News Directors: Warren Thomas & L. Incollingo
Musical Director: Michael Sargent
Chief Engineer: Carl J. Finger
Diet: James D. Baker
Consulting Engineer: Harold B. Rothrock

**WTOH**

**BLOOMINGTON—1945—KBS**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Fred O. Grimswood
Business Address: Quincy
Transmitter Location: Allen St.
Air Time: 5 a.m.-1 a.m.
News Service: AP
Membership: NAB
President: Fred O. Grimswood
Gen. Mgr.: Maurice Latimer
Comm. Prom. Mgr.: Paul Lennon
Program Director: George Willeford
Prod. Pub. Dir.: John Taylor
Chief Announcer: William Fraser
Musical Director: Jack Gilbert
News Director: Dave Smith
Chief Engineer: Keith Nyholt
Farm Director: Maurice Latimore
Consulting Engineer: James Rolle

**WTTS**

**BLOOMINGTON—1949**

Frequency: 1370 Kc. Power: 500 Watts d.
500 Watts n.
Owned-Oper. By: Sarks Tarrett
Business Studio Address: 535 S. Walnut St.
Phone Number: 2-3366
Transmitter Location: 2½ Mi. SE of City
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated World Representative
Robert Meeker Assoc., Inc.
Membership: NAB
Owner: Sarks Tarrett
General Mgr.: Glenn Van Horn
Commercial Manager: Robert Lemon
Program Director: Steve Riems
Publicity Dir.: Lyle Warrick
Chief Engineer: Morton Welgel
Consulting Engineer: Earl & Kennedy

**WBNL**

**BOONVILLE—1950**

Owned-Oper. By: Henry C. Sanderst, Norman Hall

**WCSI**

**COLUMBUS—1950**

Owned-Oper. By: Syndicate Theatres, Inc.
Address: WCSI Bldg.
Phone Number: 3397
Transcription Service: Associated World News Service
AP President: Joseph P. Finneran
General Manager: Richard L. Pyles
Commercial Manager: Dick Jewel
Program Director: Ernie Kerns
Promotion Manager: Virgil Royer
Chief Engineer: Paul Kelley
News Dir.: Farm Editor: Charles Powell

**WCNB**

**CONNERSVILLE—1948**

Owned-Oper. By: News Examiner Co.
Business Studio Address: 406 Central Ave.
Phone Number: 1950
Transmitter Location: Summit Ave.
Air Time: 7 a.m.-local sundown
News Service: UP
Transcription Service: World, Capitol Representative
Burn-Smith Co., Inc.
General Mgr.: G. S. Tatman
Comm. Mgr.: E. M. Jackson
Pgm. Pub. Dir.: Ralph T. Underwood
Chief Engineer: James C. Wulliman
Chief Announcer: Harold H. Heekin

**WTRC**

**ELKHART—1931—NBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: The Truth Publishing Corp.
Business Studio Address: 116 S. Second St.
Phone Number: 3-1980
Transmitter Location: Oakland Ave.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World, Standard, Representative
John E. Pearson Co.
Membership: NAB
General Mgr.: Richard W. Holloway
Commercial Mgr.: Donald McFall
Publicity Director: Dorothy Fleck
Program Director: Boyd Lawlor
Chief Announcer: Jack Whalen
Chief Engineer: Lester Zellmer
News Director: Phillip Holmes
WEOA
EVANSVILLE—1936—CBS
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 ... AP
Transcription Service ... Longworth Representative
President ... Harry M. Bitner, Jr.
General-Station-Commercial Mgr. ... Don Menke
Prod., Pgm.-Pub. Dir. ... Bill Fall
News Director ... Courtney Smith
Chief Engineer ... William Schultz
Farm Editor ... Eddie Duncan

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 ... AP
Transcription Service ... Standard Representative
President ... Robert S. Davis
Gen., Sta., Comm. Mgr. ... Robert J. McIntosh
Sales Prom. Mgr., Pub. Dir. ... Betty Sparkman
News, Pgm., Prod. Dir. ... Jack McLean
Chief Announcer ... Vern Paule
Mental Director ... Dorothy Roeder
Chief Engineer ... Gilbert Hoffman

WGBF
EVANSVILLE—1923—NBC
Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By ... On The Air, Inc.
Business-Studio Ad ... 1001 Diamond Ave.
Phone Number ... 21171
Transmitter Location ... Burkhardt Rd.
News Service ... AP
Transcription Service ... World Representative
Air Time ... 6 a.m.-M.
News Service ... AP
Transcription Service ... World Representative
News Director ... Weed
Membership ... NAB, BAB
General Manager ... Clarence Leich
Operations Manager ... Martin L. Leich
Local Sales ... Guy R. Crecelius
Prom., Pub. Mgr. ... Del Greenwood
Pgm., Prod. Dir. ... Mrs. Pat Roper
Chief Engineer ... Erwin P. Schoeny
Chief Annr., News Dir. ... Fred Rollison
Musical Director ... R. A. Schmalz
Farm Editor ... Al Bishea

WANE
FT. WAYNE—1948—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By ... Radio Fort Wayne, Inc.
Trans. Add. ... 1205 Ft. Wayne Bank Bldg.
Phone Number ... 7-6212
Air Time ... 6 a.m.-M.
News Service ... AP
Transcription Service ... Standard Representative
President ... C. Bruce McConnell
Gen., Comm. Mgr. ... Charles E. Kennedy
Program Director ... Paul Murphy
Chief Engineer ... William Wallace Warren

WGL
FT. WAYNE—1924—ABC
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By ... News-Sentinel Bstg. Co., Inc.
Business-Studio Address ... 201 W. Jefferson St.
Phone Number ... 535-6
Transmitter Location ... Lower Huntington Rd.
Air Time ... 6 a.m.-M. (Sunday, 7 a.m.-M.)
News Service ... AP
Transcription Service ... Thesaurus Representative
President ... Helene R. Foellinger
Gen., Sta. Mgr. ... Pierre Boucheron
Commercial Mgr. ... Merrill C. Johnson
Prom. Mgr., Pub. Dir. ... Richard M. Katt
Pgm., Prod. Dir. ... Norman Widenhofer
Chief Engineer ... Don Holzapfel
Consulting Engineer ... A. D. Ring

WKJG
FT. WAYNE—1947—MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owner ... Northeastern Indiana Bstg. Co., Inc.
Business-Studio Add. ... 220 E. Jefferson St.
**WOWO**

FT. WAYNE—1925—ABC

Frequency: 1190 Kc. Power: 10,000 Watts
Owner: 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: RCA Thesaurus
Representative: Free & Peters
Station Manager: Robert G. Duffield
Commercial Manager: Paul E. Mills
Sales Prom. & Pub. Mgr.: Hilda C. Woehrmeier
Program Director: Carl Vandegrift
Chief Engineer: Bruce H. Ratts

**WGRY**

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: WGRY, Inc.
Address: 2489 La. St.
Phone Number: 3-8516
News Service: UP
President, Chief Engr.: George Whitney
General Manager: Bert Mulroy
Commercial Manager: George Brenard
Program Director: Don O'Connor

**WWCA**

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lake Bdcstg Co., Inc.
Address: Hotel Gary
Phone Number: 9171
Transmitter Location: 50th and Chase Streets
Air Time: 6 a.m.-2:05 a.m.
News Service: AP, Transradio
Transcription Service: Standard
Representative: Hal Holman Co.
Membership: NAB, BAB
Pres., Gen., Sta., Comm. Mgr.: Dee O. Coe
Sales Promotion Manager: Roy G. Parry, Jr.
Pgm. Prod. Dir.: Todd Branson
Chief Announcer: Mike Raphak
News Director: Morrison Schwartz
Musical Director: Henry Roddiger
Chief Engineer: Victor Voss
Farm Editor: Bill Foster

**WJOB**

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.
News Service: UP
Transcription Service: Associated, World, SESAC
Representative: Joseph Hershey McGillivra
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 Mans
Chief Engineer: Jess Peters
News Director: Wm. Warrick

**WFBM**

INDIANAPOLIS—1926—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.
News Service: AP, INS
Transcription Service: Associated
Representative: Katsu
Membership: NAB, BMB
Commercial Manager: William F. Kiely
Prom. Mgr., Pub. Dir.: David F. Milligan
Program Dir.: Frank O. Sharp
Chief Announcer: Lyell Ludwig
News Director: Gilbert Forbes
Chief Engineer: Harold Holland
Farm Editor: Harry Martin

**WIBC**

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d. 10,000 n.
Owned-Operated By: WIBC, Inc.
Business-Studio Address: 30 W. Washington St.
Phone Number: Lincoln 2305
Transmitter Location: E. 86th St., Zionsville
Air Time: 24 Hrs.
News Service: AP
Transcription Service: SESAC
Representative: John Blair
Membership: NAB, BAB
President: Richard M. Fairbanks
V.P., General Mgr.: Kenneth W. Church
Program Director: William L. Dean
News Director: Gordon Graham
Chief Engineer: Harvey Aderhold
Farm Editor: Jack Morrow
INDIANAPOLIS—1924—NBC
Frequency: 1430 Kc. Power: 5000 Watts d.
Owned-Oper. By: Indianapolis Bcastg., Inc.
Business-Studio Address: 307 N. Pennsylvania St.
Phone Number: Ri. 1541
Transmitter Location: 44th St. & Knollion Rd.
News Service: AP, UP
Transcription Service: World
Representative: John E. Pearson
Membership: BMB
President: Eugene C. Pulliam
V.P. Gen. Station Mgr.: Willard C. Worcester
Commercial Manager: Daniel C. Park
Pgm. Prod. Dir.: M. Wayland Fullington
Chief Anncr. Farm Editor: Thomas Peden
Chief Engineer: Eugene E. Alden

INDIANAPOLIS—1941—ABC
Frequency: 1310 Kc. Power: 5000 Watts d.
Business-Studio Address: 1440 N. Meridian St.
Phone Number: Riley 4595
Transmitter Location: Post Rd. & Rawls Ave.
News Service: AP
Transcription Service: Standard
Representative: Free & Peters
Membership: NAB, BAB
President: C. Bruce McConnell
Vice-Pres. Gen. Mgr.: Robert B. McConnell
Station Manager: William H. Spencer
Prod. Pgm. Dir.: William E. Frosch
Chief Engineer: Stokes Gresham, Jr.
Farm Editor: Howdy Carlson
News Director: Bill Folger

WXLW
INDIANAPOLIS—1948
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Indianapolis, Inc.
Transmitter Address: 3003 Kessler Blvd.
Phone Number: Highland 6494
News Service: UP
Transcription Service: Capitol
Representative: Metropolitan
President: John C. Appel
Comm. Sales Prom. Mgr.: Parker Smith
Chief Engineer: Edward C. Lockwood

WITZ
JASPER—1948—PBS
Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Jasper on the Air Inc.
Phone Number: Jasper 678
Transmitter Address: Highway 45
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Associated Pgm. Serv.
Representative: Sales Division PBS
President: Dr. Gilbert E. Metzger
General Manager: F. A. Higgins
Commercial Manager: Dennis Keller
Sales Promotion Manager: George Foulkes
Pgm. Prod. Dir.: Carl Van Sittert
Publicity Director: Patricia Frezon
Chief Announcer: Robert Bolby
Musical Director: Frank Martin
Chief Engineer: Donald Ryule

WIOU
KOKOMO—1948—CBS
Frequency: 1350 Kc. Power: 1000 Watts
Owner: North Central Indiana Bcastg. 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: Standard
Representative: Weed
Membership: NAB
President: Richard Blacklidge
V.P., Gen., Sta. Mgr.: John Cary Jeffrey
Program Director: James E. Muse
News Director: Robert Bruner
Chief Engineer: Chester Rector
Farm Editor: Dixon Harper
Consulting Engineer: Gillette

WASK
LAFAYETTE—1941
MBS—MIDWEST
Frequency: 1450 Kc. Power: 250 watts
Owned-Operated By: WFAM, Inc.
Business-Studio Address: McCarty Lane
Phone Number: 4300
Transmitter Location: McCarty Lane
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Representative: Ra-Tel
Transcription Service: World
Membership: NAB, BAB
Station Manager: E. R. Herker
Pgm. Dir., Chief Announcer: Richard Fraser
Chief Engineer: Harry Garba
Consulting Engineer: Frank McIntosh

WLOI
LA PORTE—1948
Business-Studio Address: Rumely Hotel
Phone Number: 3734
Transmitter Location: Holton Rd.
News Service .................................. INS
Transcription Service ......................... Capital
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
Address .............................. P. O. Box 399
Phone Number ...................... 4261
Transmitter Location .......... Main at Hamilton
Air Time .............................. 6 a.m.-11 p.m.
News Service ......................... AP
Transcription Service .......... Associated
Membership ............................ NAB, BAB
President ............................... John C. Conner
Sam Searfoss
News, Pgm., Prod. Dir. .......... Dick Aker
Chief Announcer .................. John Datsell
Chief Engineer ...................... Earl Nelson

WBAT
MARION—1947

Frequency: 1600 Kc .......... Power: 500 Watts d.
Owned-Operated By .......... Marion Radio Corp.
Business-Studio Address ......... Resnick Bldg.
Phone Number ...................... 5500
Transmitter Location .......... ¾ Mi. So. Roseburg
News Service ......................... AP
Transcription Service .......... World Representative
Membership ............................ Hal Holman Co.
Comm.-Sales Prom. Mgr. .......... Kermit A. Batkin
Pm., Prod. Dir. ...................... Lenaor Fulker
Chief Engineer ...................... Chas. E. Westfall
Chief Announcer, News Dir. ...... William Fowler
Farm Editor ........................... Guy Harris

WIMS
MICHIGAN CITY—1947

Frequency: 1420 Kc .......... Power: 1000 Watts d.
(CP 500 n.)
Owned-Oper. By .............. Northern Indiana Bcstg., Inc.
Business-Studio Address ......... 415 Franklin St.
Phone Number ...................... 4980
Transmitter Location .......... Keiffer Rd.
News Service ......................... UP
Transcription Service .......... World Representative
President ............................. O. E. Richardson
Gen. Sta. Mgr. ....................... E. R. Herkner
Program Director ............... Richard S. Olson
News Director ....................... J. H. Gleason
Chief Engineer ...................... Robert Schilling
Farm Editor ........................... W. C. Ashton

WLBC
MUNCIE—1926—CBS

Frequency: 1340 Kc .......... Power: 250 Watts d.
Owned-Operated By .......... Tri City Radio Corp.
Business Address ................. P. O. Box 271
Phone Number ...................... 4403
Studio-Trans. Location .......... W. 35 SE City
Air Time ............................. 5:45 a.m.-12:05 a.m.
News Service ........................ AP
Transcription Service .......... Standard Representative
Transmission Service .......... Walker, Hal Holman
Comm. Prom. Mgr. ............... W. F. Craig
Program Director ................ Lee Allerton
News Director ........................ Fred M. Hinshaw
Musical Director ................. Bill Summers
Chief Engineer ...................... Maury Crain

WLBP
NEW ALBANY—1949

Frequency: 1570 Kc .......... Power: 1000 Watts d.
Transmitter Add. ............... 1216 Slate Run Rd., Box 285
Phone Number ...................... 42235
Air Time ............................. Daytime
News Service ......................... UP
Transcription Service .......... Lang-Worth
Commercial Manager .......... Dwight L. Barr
Pm., Prod. Dir., Chief Ann. ... Keith Reising
Publicity Director ............... Joe Gillman
Chief Engineer ...................... Eugene A. Fischer
Musical Director ................... Rita Loesch

WPGB
PORTLAND—1950

Frequency: 1440 Kc .......... Power: 500 Watts d.
Owned-Oper. By ............... Glenn West
Address ........................... R.R. No. 2
Phone Number ...................... 1054
Transcription Service .......... Thesaurus, SESAC
News Service ........................ INS
President, Gen. Mgr. ............... Glenn West
Commercial Manager .......... William B. Thomas
Chief Engineer ...................... Maurice J. Lamb
Pgm., News Dir. ...................... Robert Ehle

WRAY
PORTLAND—1950

Frequency: 1250 Kc .......... Power: 1000 Watts d.
Owned-Oper. By ................. M. R. Lankford

WKBV
RICHMOND—1926—MBS

Frequency: 1490 Kc .......... Power: 250 Watts d.
Owned-Operated By .......... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address . 25 S. Ninth St.
Phone Number ...................... 2-1156
Air Time ............................. 6 a.m.-10:30 p.m.
WSBT
SOUTH BEND—1922—CBS
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address . 223 W. Colfax Ave.
Phone Number . 3-6161
Transmitter Location Ironwood Road
News Service . UP
Transcrip. Serv. RCA Thesaurus, Standard
Representative . Paul H. Raymer
Membership . NAB, BAB
President . F. A. Miller
Station Manager . Robert H. Swinzy
Commercial Manager . Neal B. Welch
Program Director . Robert J. Drain
Production Director . Oliver Parcer
Chief Anncr. News Dir. Morton Linder
Musical Director . Harlan Hogan
Chief Engineer . Herbert G. Cole
Farm Editor . Philip Combs

WTMJ
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 65-E
Air Time . Unlimited
News Service . AP
Sales Prom. Mgr., Pub. Dir. Steve Belling
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.
News Service . AP, UP
Transcription Service . World
Representative . Weed
Membership . NAB, BAB
President . Alvin Eades
Commm., Gen., Sta. Mgr. William F. Rippe toe
Sales Prom. Manager . Sigel A. Roush
Program Director . Leo J. Baxter
Prod. Dir., Chief Anncr. Harry Frey
Publicity Director . Madeleine K. Barry
News Director . Howard Stevens
Chief Engineer . Howard Stewart
**WTI**

**TERRE HAUTE—1947—CBS**

Frequency: 1480 Kc.  Power: 1000 Watts
Owmed-Oper. By Wabash Valley Bdg. Corp.
Address ........................................ 120 South 7th Street
Phone Number ..................... Crawford 9481
Trans. Loca. .................................. 13th St. & Hasselburger Rd.
Air Time .................................. 6 a.m.-6 p.m.
News Service................................. UP
Transcription Service .............. Lang-Worth Library
Representation ............. Bolling and Co., Inc.
Membership .................. NAB, BAB
President ..................... Mr. Anton Hulmon, Jr.
Gen., Sta. Mgr. .............. Mr. Joseph M. Higgins
Commercial Manager ......... Dick Forbes
Sales Promotion Mgr. ........ Arthur V. Crary, Jr.
Program Director .......... Ben Falber, Jr.
News Director ......................... Robert Kimbro
Musical Director ................. George Martin
Chief Engineer ................. Ray Felts
Farm Editor ......................... George Martin

**WAOV**

**VINCENNES—1940—MBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owmed-Operated By. ....... Vincennes Sun Co.
Business Address ............... 320 Bussevan St.
Phone Number ..................... 787
Studio Address .................. 320 Busseron St.
Transmitter Location ....... Hwy., N. of Vincennes

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**WKAM**

**WARSAW—1949**

Owmed-Operated By. ....... Kosciusko Bstg. Corp.
Address ........................................ RFD No. 1
Phone Number ..................... 65
Transmitter ........................ 1 Mi. E. of City
Air Time ................................ Daytime
News Service ....................... AP
Transcription Service ............. London, Cole
Representative ................... Hal Holman Co.
Pgm., Farm Edit., News Dir. .......... Jack A. Luse
Chief Engineer ................ Charles F. Stinson
Consulting Engineer ............ Kear & Kennedy

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**AP SELLS For Stations and Sponsors —**

For instance .... WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and Chevrolet dealers for the only AP newscast we had left—at 10 P.M., seven nights a week.

"Associated Press news programs are the easiest to sell."

FRANK S. HOY,
General Manager,
WLAM, Lewiston, Me.
KASI
AMES—1948
Frequency: 1430 Kc.  Power: 1000 Watts d.
Business-Studio Address: 328 1/2 Main St.
Phone Number: 3460
Transmitter Location:  Ontario
Air Time:  Daytime
News Service:  AP
Transcription Service:  Capitol
President:  W. S. Rupe
Gen. Sta. Mgr.:  George A. Skinner
News Director:  Bill Chase
Musk. Director:  Richard Schorley
Chief Engineer:  Doyle D. Kelso
Consulting Engineer:  A. D. Ring

KJAN
ATLANTIC—1950
Owned-Operated By:  George Basil Anderson
Phone Number: 1694
Rep. Representative:  Biddick
News Service:  AP
Pres. Gen. Mgr.:  George Basil Anderson
Commercial Manager:  Leslie Wally
Chief Engineer:  Bob Falk
News Director:  Bill Sander

KWBG
BOONE—1950
Frequency: 1590 Kc.  Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By:  Boone Bscg. Co.
Address:  609 Boone Nail Bldg.
Phone Number:  2145
Transmitter Service:  Standard
News Service:  UP, INS
President:  Harold L. Fisher
Comm. Gen. Mgr.:  Harold W. Higby
Pgm., News Dir.:  Robert S. Graham
Chief Engineer:  Don Garretson

KCUR
BURLINGTON—1941—ABC
Frequency: 1490.  Power: 250 Watts
Owned-Operated By:  Burlington Bscg. Co.
Business-Studio Address:  National Bank Bldg.
Phone Number:  680
Transmitter Location:  West Burlington
Air Time:  6:00 a.m.-M
News Service:  UP
Transcription Service:  Standard
Representative:  Taylor-Boroff
Membership:  NAB, FMA
Pres., Gen. Mgr.:  Gerard B. McDermott
Prom., Comm. Mgr.:  David H. Steinele
Secretary-Treasurer:  R. H. Plock
Program Director:  Richard Mosena
Chief Engineer:  John Gallino

KCIM
CARROLL—1950
Frequency: 1380 Kc.  Power: 1000 Watts
Owned-Oper. By:  Carroll Broadcasting Co.
Address:  520 N. Adams St.
Phone Number:  1380
Transcription Service:  Lang-Worth
News Service:  UP
President:  C. Everett Bliss
Pgm., News Dir.:  Bill Parker
Chief Engineer:  Bernard Neher
Farm Editor:  Dale Barton

KCRG
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:  44194
Transmitter Location:  Cedar Rapids
News Service:  AP, INS
Transcription Service:  Standard
Representative:  Burn-Smith
Secretary, Vice-President:  Joseph F. Hldaky
Gen., Comm. Mgr.:  Fred W. Wagenvoord
Sales Prom., Pub. Dir.:  Edna A. Herbst
Program Director:  Robert L. Quinn
News Director:  Dick Yoakam
Musical Dir.:  Jordon Jarker
Chief Engineer:  Kenneth M. Caldwell
Farm Editor:  Rex Conn
Consulting Engineer:  George C. Davis

KWCR
CEDAR RAPIDS—1949—TALL CORN
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By:  Cedar Rapids Bscg. Corp.
Business Address:  211 First St. SW
Transmitter:  2616 Robbins Road
Phone Number:  3-8285
News Service:  UP
Transcription Service:  Capitol, Thesaurus
Representative:  McKinney, Meneough-Friedman
Membership:  NAB, BAB
President:  William J. Barron
Pgm., Music, Prod. Dir.:  Ralph Willey
Commercial Manager:  Richard Huber
Chief Engineer:  James A. Dickens
News Director:  Richard Cheeveron
WMT  
CEDAR RAPIDS—1922—CBS  
Frequency: 800 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 a.m.-1 a.m.  
News Service: AP, INS, UP  
Transcription Service: World, Lang-Worth  
Representative: Katz  
Membership: NAB, BAB  
Exec. Vice-Pres.: William B. Dolph  
General Manager: William B. Quarion  
Com-mercial Manager: Lew Van Nostrand  
Promotion Mgr.: Leo F. Cole  
Program-Production Director: Douglas B. Granl  
Publicity Dir.: Dorothy Ireland  
Chief Announcer: Bob Lee  
News Director: James Borman  
Musical Director: Esther Rausch  
Chief Engineer: George Hixenbaugh  
Farm Editor: Charles A. Worcester  

KCOG  
CENTERVILLE—1949  
Frequency: 1400 Kc. Power: 500 Watts  
Owned-Operated By: Centerville Bcstg Co.  
Address: 1910 South Main St.  
Phone Number: 1311  
Transmitter Location: 1910 South Main St.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Joseph Hershey McGillivray, Inc.  
Membership: NAB  
Pres.: R. K. Beck  
Gen., Sta., Comm., Mgr.: A. M. Farber  
Pgm., Prod., News, Dir.: Clyde Holbrook  
Chief Eng., Annocr.: Robert K. Reimers  
Farm Editor: Warren Langfitt  

KCHA  
CHARLES CITY—1949  
Owned-Operated By: Inland Bcstg. Corp.  
Business Address: Davenport Bcstg Co.  
Phone Number: 787  
Air Time: Daytime  
President: Dean Hollingsworth  
Chief Engineer: Robert Weiry  
News Service: Thesaurus  
Transcription Service: Thesaurus  
Representative: Everett McKinney, Inc.  
Membership: NAB, BAB  
President: W. S. Jacobsen  
Gen., Sta., Comm. Mgr.: W. J. Teich  
Sales Prom. Mgr., Pgm. Dir.: Henry Dihlmmann  
Production Director: John Elliott  
Publicity Director: Edward Rodgers  
Farm Dir., Chief Annocr.: Jack Thomsen  
News Director: Lee White  
Chief Engineer: Gerald Parker  

KSWI  
COUNCIL BLUFFS—1947  
Frequency: 1580 Kc. Power: 500 Watts d.  
Owned-Operated By: Nonpareil Bcstg Co.  
Address: P. O. Box 509  
Phone Number: Co. Bufs 4041—Omaha: Jackson 7736  
Transmitter Location: South Omaha Rd.  
Air Time: Sunrise-Sunset  
News Service: UP  
Transcription Service: Lang-Worth-Associated  
Representative: Everett-McKinney  
Membership: NAB, BAB  
Pres.: Robert R. O'Brien  
Gen., Sta., Mar.: Robert L. Davis  
Commercial Manager: Richard B. Gurney  
Program Director: Harold Hughes  
Chief Announcer: Don French  
News Director: Robert L. Davis  
Chief Engineer: Robert W. Hall  
Farm Editor: C. W. McManamy  

KSIB  
CRESTON—1946—KBS  
Frequency: 1520 Kc. Power: 1000 Watts d.  
Owned-Op., By: Southwest Iowa Bcstg Co.  
Address: Radio Center  
Phone Number: 75  
Transmitter: Highway 24  
News Service: AP  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
President: Arthur Horning  
E. M. Horning  
Pgm., Prod. Dir.: Dorothy Lindley  
Chief Annocr., Musical Dir.: Jack Mills  
News Director: Ed Helmer  
Chief Engineer: Jean Pool  
Farm Editor: Dirk Arnold  

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  

428
Iowa

Transmitter Location .......... Milan, Ill.
News Service .......... UP
Transcription Service .......... C. P. MacGregor
Representative .......... J. P. McKinney
President, Station Manager .......... Hugh R. Norman
Commercial Mgr. .......... Neil Conklin
Chief Announcer .......... Warren Anderson
Musical Director .......... Joe Greer
Farm Editor .......... Warren Anderson

WOC
DAVENPORT—1922—NBC

Frequency: 1420 Kc. . . . Power: 5000 Watts
Address .......... 805 Brady Street
Phone Number .......... 3-3661
Transmitter Location .......... Bennendorf
Air Time .......... 6 a.m.-M.
News Service .......... UP
Transcription Service .......... Lang-Worth, Thesaurus
Representatives .......... Free & Peters, Inc.
Membership .......... NAB, BAB
President .......... Col. B. J. Palmer
Gen., Sta. Mgr. .......... Ernest Sanders
Commercial Manager .......... Mark Wodlinger
Sales Promotion Manager .......... Fred Reed
Pgm., Prod. Dir. .......... Charles Freburg
Publicity Director .......... Paul Ives
News Director .......... Bob Redeem
Musical Director .......... George Sontag
Chief Engineer .......... Paul Arvidson
Farm Editor .......... Bob Frank

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.
News Service .......... AP
Transcription Service .......... Standard
Representative .......... Everett-McKinney
Membership .......... NAB
President .......... F. W. Woodward
General Manager .......... William J. Croker
Commercial Manager .......... George Dorrington
Chief Engineer .......... Paul Arvidson

KCBC
DES MOINES—1946

Frequency: 1390 Kc. . . . Power: 1000 Watts
Business-Studio Address .......... 2325 Grand Ave.
Phone Number .......... 4-3151
Transmitter Location .......... E. 42nd & Dean Ave.
News Service .......... AP
Representative .......... Weed
President .......... Karl Peters
General-Station Mgr. .......... Rollo H. Bergeson
Commercial Mgr. .......... C. E. Grant
Operations Mgr. .......... J. L. Mitchell
Chief Engineer .......... Bob Brown

KIOA
DES MOINES—1948—MBS

Frequency: 940 Kc. . . . Power: 10,000 Watts d.
5,000 Watts n.
Address .......... 10th & Mulberry, Onthank Bldg.
Phone Number .......... 2-9191
Transmitter Location .......... Hartford
Air Time .......... 6 a.m.-12 M.
News Service .......... INS, UP
Transcription Service .......... World
Representative .......... Paul H. Raymer Co.
President .......... Ralph L. Alass
Gen., Sta. Mgr. .......... Marvin L. Rosene
Commercial Manager .......... James L. Kelehan
Program Director .......... Lee L. Harris
Publicity Director .......... Janice R. Hull
News Director .......... R. J. Nash
Chief Engineer .......... Lloyd R. Amoo
Farm Editor .......... Don Ames

KRN
DES MOINES—1935—ABC

Frequency: 1350 Kc. . . . Power: 5000 Watts
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, BAB
President .......... Gardner Cowles
General-Station Mgr. .......... Bob Dillon
Commercial Manager .......... Paul Elliott
Sales Prom. Mgr., Pub. Dir. .......... Joe Hudgens
Program Director .......... Dick Covey
Musical Director .......... Wayne Ackley
Chief Engineer .......... Charles Quentin

KSO
DES MOINES—1922—CBS

Frequency: 1460 Kc. . . . Power: 5000 Watts
Owned-Operated By .......... Murphy Bcastg. Co.
Business-Studio Address .......... Tenth & Grand Ave.
Phone Number .......... 3-0571
Transmitter Location .......... E. 38th & Broadway
News Service .......... AP
Transcription Service .......... Capitol
Station Representative .......... Headley-Reed
Representative .......... Petry & Co.
Membership .......... NAB, BAB
President .......... Kingsley H. Murphy
Pub., Pgm. Dir. .......... B. C. Baldwin
News Director .......... Glenn Goodwin
Chief Engineer .......... F. E. Bartlett
KWDM

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: 2-3363
Transmitter Location: Levey Road
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Cole, Capitol, Associated
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 Schwars

WHO

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
News Service: AP, INS, UP
Transcription Service: Thesaurus, SESAC
Station Representative: Free & Peters
Membership: NAB, BAB
President: Col. B. J. Palmer V. Pres. & Resident Mgr.: Paul A. Loyet
Exec. V. Pres.: Ralph Evans
Assistant Manager: W. W. Woods
Sales Manager: Harold Fulton
Sales Promotion: John Schweiker
Program Director: Jack Kerrigan
Production Director: Kenneth Gilleler
News Bureau Manager: Jack D. Shelley
Chief Engineer: Reed E. Snyder
Farm Editor: Herb Plambeck
Consulting Engineer: A. D. Ring

KDTH

DUBUQUE—1941—MBS

Frequency: 1370 Kc. Power: 1000 Watts
Owner: Dubuque Telegraph-Herald
Bus-Studio Address: Eighth Ave. & Bluff Sts.
Phone Number: 1603
Transmitter Location: East Dubuque
News Service: AP
Transcription Service: Associated
Station Representative: Everett-McKinney
Membership: NAB
President: F. W. Woodward
General-Station Manager: K. S. Gordon
Commercial Manager: A. C. Newburgh
Program Director: Arnie Stierman
News Director: George Freund
Chief Engineer: Robert I. Hamcock
Farm Editor: Gerald McAleece

WKB

DUBUQUE—1933—ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Dubuque Bcstg. Co.
Business-Studio Address: 505 Main St.
Phone Number: 572
Transmitter Location: R. No. 2
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Robert Meeker
Membership: NAB
President: Charles T. Landon
General Manager: James D. Carpenter
Commercial Mgr.: Harry Hatzenbuehler
Program-Production Dir.: Gleason Kistler
Chief Announcer: L. Vaughn Gayman
Musical Director: Ethel M. Carpenter
Chief Engineer: Barkey-Helm
Farm Editor: Gleason Kistler

KVFD

FT. DODGE—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Northwest Bcstg. Co.
Business-Studio Address: Warden Bldg.
Phone Number: 3761
Air Time: 6-12 M.
News Service: UP, INS
Transcription Service: Lang-Worth
Representative: Everett-McKinney
Membership: NAB
President, General Manager: Edward Breen
Office Manager: Lester Person
Commercial Mgr.: Max Landes
Sales Prom. Mgr.: Wally Engelhardt
Farm Edit., News, Pgm. Dir.: Drexel Peterson
Publicity Director: Kenneth Peterson
Chief Announcer: Johnny Green
Chief Engineer: David G. Sinclair

KXGI

FT. MADISON—1948

Owned-Operated By: Carson Radio, Inc.
Business-Studio Address: Marquette Bldg.
Phone Number: 1380
Transmitter Location: Ft. Madison
Air Time: Sunrise to sunset
News Service: AP
Transcription Service: Lang-Worth
President: A. Orrle Carson
General Manager: Robert M. Carson
Station Manager: L. R. Nuss
Chief Engineer: Hubert Marshall
Program Director: Robert Chamlee

KXIC

IOWA CITY—1948—HSN

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: Johnson County Bcstg. Corp.
IOWA

Bus-Studio Address.... 108 1/2 E. Washington St.
Phone Number........ 8-1181
Transmitter Location.. 1 Mi. N. of Iowa City
Air Time............ Local sunrise-local sunset
News Service.......... UP
Representative........ Wm. G. Rambeau
Transcription Service.. Lang-Worth
Ownership. . .... NAB, BAB
Gen., Sta. Mgr., News Dir. Gene Claussen
Chief Announcer... Gene Philippe
Musical Director... Herbert D. Olson
Chief Engineer...... Elliott Full
Farm Editor.......... G. M. Ludwig
Consulting Engineer... James Ebel

KEOKX
KEOKUK—1947—TALL CORN
Frequency: 1310 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Keokuk Bcstg. Co.
Address........ 500 1/2 Main Street
Phone Number..... 235
Transmitter Location.... Hamilton, Ill.
Air Time............ Unlimited
News Service......... UP
Transcription Service.. World
Representative........ Tallcorn
Ownership. . .... NAB
President........... H. W. Stadler
Gen., Comm. Mgr...... H. O. Totten
Pgm., Prod., Chief Anncr. C. C. Andrews
News Director...... Edwin H. Newcombe
Musical Director.... Chester C. Andrews
Chief Engineer...... James L. Mott

KFJ B
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..... 3381
Transmitter Location... Route No. 3
Air Time............ Unlimited
News Service......... UP
Transcription Service.. Standard
Representative........ Everett-McKinney
Ownership. . .... NAB
President........... John W. Norris
Station Manager...... William P. White
Commercial Manager... R. W. Brown
Program Director.... Ray P. Bennett
Publicity Director... Allan Scheck
Musical Dir........ D. Gatrelle
Chief Engineer...... Herbert G. Anderson
Farm Editor.......... W. Benson

KGLO
MASON CITY—1937—CBS
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By... Lee Radio, Inc.
Business-Studio Address... 12 1/2 2nd St., N.E.
Phone Number..... 2800
Transmitter Location... Hwy., 18
Air Time............ 6 a.m.-12 M.
News Service......... AP, UP
Transcription Service.. Standard
Representative........ Weed
Ownership. . .... NAB, BAB
President........... Lee P. Loomis
Exec. V.P........... Herbert R. Ohrt
Sta. Comm Mgr...... Henry B. Hook
Sales Promotion Manager.. Donald Harrer
Program Director..... William G. Suter
Prod. Dir., Chief Anncr. Robert Claussen
Publicity Director... Dorothy Brown
Chief Engineer...... Roger E. Sawyer
News Director..... Charles Hilton
Farm Editor.......... Bob Crom
Consulting Engineer... Esterly Page

KRIB
MASON CITY—1948—MBS
TALL CORN
Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By.. Mason City Bcstg. Co.
Address........ 3 Second St., S.W.
Phone Number..... 5400
Representative........ Menough
Transcription Service.. World
News Service......... AP
Partners.............. Louis, George, Abbott
& Robert Wolf
General Manager..... William Yearout, jr.
Commercial Manager... Joseph Simon
Pgm., News, Farm Dir... Paul Patrick
Promotion Manager... Robert Erickson
Chief Engineer...... Larry Lawson

KSMN
MASON CITY—1948
Frequency: 1010 Kc. Power: 1000 Watts d.
Business-Studio Address.. Weir Bdg.
Phone Number..... 5420
Transmitter Location... Hiway 18
Air Time............ Daytime
News Service......... UP
Ownership. . .... NAB
Transcription Service.. Associated, B. Ellis
Representative........ Wm. Rembeau Co.
Pres., General-Station Mgr.. Robert M. Carson
Comm., Sales Prom. Mgr.. Norman W. Rice
Pgm., Prod. Director... Milton H. Cohen
News Director...... Chuck Ney
Chief Engineer...... Jack Duncan
Farm Editor.......... Reuben A. Hall
Consulting Engineer... Weldon & Carr

KWPC
MUSCATINE—1947—TALL CORN
**KOEL**

OELWEIN—1950—LBS

Frequency: 950 Kc.  Power: 500 Watts d.
Owned-Oper. By:  Northeast Iowa Radio Corp.
Address:  41/2 W. Charles St.
Phone Number:  317
Representative:  Continental
Transcription Service:  UP
General Manager:  John O. Vick
Program Director:  Chester T. Behman
Chief Engineer:  James A. Peterson
News Director:  David Melton

**KBOE**

OSKALOOSA—1950

Address:  117 High Ave. E.
Phone Number:  301
Transcription Service:  Standard
News Service:  AP
Chief Engineer:  Robert W. Moore
News Director:  Glen Law

**KBIZ**

OTTUMWA—1941—MBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By:  KBIZ, Inc.
Address:  Seven Acres, 2513 N. Court Rd.
Phone Number:  5600-1
Transmitter Location:  Community Gardens
News Service:  AP
Transcription Service:  World
President, General Mgr.:  James J. Conroy
Station Manager:  Eleanor M. Huling
Commercial Mgr.:  Richard Melier
Program-Production Dir.:  Del Donahoo
Promotion Mgr.:  Berg Allison
Chief Engineer:  Wayne J. Hatchett

**KFNF**

SHENANDOAH—1924—MBS

Owned-Operated By:  Capital Bstg. Co.
Address:  407 Sycamore
Phone Number:  1302
Air Time:  Unlimited
News Service:  AP
Transcription Service:  World
Representative:  Taylor-Borrell
Membership:  NAB
President:  C. J. Abbott
General Manager:  C. Earl Williams
Comm. Mgr.:  Mark W. Bullock
Program Director:  Earl Blakesley
Chief Announcer:  Harry Packard

**KMA**

SHENANDOAH—1925—ABC

Frequency: 960 Kc.  Power: 5000 Watts
Owned-Operated By:  May Bstg. Co.
Phone Number:  192
Transmitter Location:  1 mi. NE of Shenandoah on Hgw. 48
Air Time:  Unlimited
News Service:  AP, UP
Transcription Service:  Capitol
Representative:  Avery-Knodel, Inc.
President:  Edward W. May
Gen., Sta. Mgr.:  Owen Saddler
Comm. Mgr.:  H. O. Peterson
Sales Prom. Mgr.:  H. B. Arkoff
Program Director:  Wayne Reavers
Chief Announcer:  Jim Kendrick
News Director:  Ralph Childs
Musical Director:  Virginia White
Chief Engineer:  R. J. Schroeeder
Consulting Engineer:  Wm. L. Foss

**KCOM**

SIOUX CITY—1949—TALL CORN

Frequency: 620 Kc.  Power: 1000 Watts
Owned-Operated By:  KCOM Bstg. Co.
Address:  820 Insurance & Exchange Bldg.
Phone Number:  8-0628
Air Time:  6 a.m.-12 M.
News Service:  UP
Transcription Service:  Standard
Representative:  Everett-McKinney, Tall Corn
President & Manager:  Dietrich Dirks
Sales, Comm. Mgr.:  Sheldon Singer
P.m., News Dir., Ch. Annrcr.:  Don Soliday
Chief Engineer:  Al Smith
Consulting Engineer:  McIntosh & Inglis

**KSCJ**

SIOUX CITY—1927—CBS

Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Operated By:  Perkins Bros. Co.
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<td><strong>Station-Commercial Mgr.</strong></td>
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<td><strong>Promotion Manager</strong></td>
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<td><strong>Pam., Prod., News Dir., Farm Edt., Bob Hansen</strong></td>
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<td><strong>Chief Engineer</strong></td>
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<td><strong>Prog. Dir., Farm Edt.</strong></td>
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<td><strong>Chief Engineer</strong></td>
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<td><strong>President, Gen.-Station Manager</strong></td>
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<td><strong>President</strong></td>
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<td><strong>General Manager</strong></td>
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KSOK
ARKANSAS

Business-Studio

Lang-Worth
Oscar

Stauiier

S.

Thompson
Martin H. Thomas
C.

News

Director
Musical Director

Melvin A. Haines

Chief Engineer

Edward

Farm

George Carroll

KARE

Richard M. Seaton
Robert L. Pratt

.Lang-Worth, Capitol
Art Hagg

Manager

C

Denious
Herschel Holland
J.

W.

Comm. Mgr

Elliott

Stan Gribble
Duane Hoisington

Don Wilson

Editor

W

AP

News

Service
Transcription Service

Spoonamore
Bob Evans
Warren Mowden
E. B.

World

NAB

Membership
Pres., Sta.

Mgr

Sales Promotion

Dean Turner

Program Director

Jomlnel

Chief

Cook

Engineer

Owen

H. Balch

John He9tland
Helen Klostermann
Dale Allen

KGAR

GARDEN CITY— 1949—LIBERTY

1947

Owned-Oper. By

.

Power: 250 Watts
Owned-Oper. By
Emporia Bcstg. Co., Inc.
Business-Studio Address
613 Merchant St.
Phone Number
153-4
Transmitter Location
Soden Grove
Air Time
Unlimited

KXXX
COLBY—
Frequency: 790 Kc

.

Frequency: 1400 Kc

Weed

Joe

AP
.

KTS

NAB. BAB

S.

St.

EMPORIA— 1939—MBS-KBS

World

J.

1371

6 a.m.-10:30 p.m.

Chief Announcer
Chief Engineer

AP

Chief Announcer
Chief Engineer
Farm Editor

1370,

NAB, BAB

President, General
Program Director

Farm

Bcstg. Co.

W. Park

Membership

147

Dir

d.;

Globe BIdg.

Transmitter Location
Air Time
News Service
Transcription Service
Representative

So. Coffeyville, Okla.
6 a.m.-12 M.

Membership

Dodge City

Phone Number

Sta.,

Phone Number

Power: 1000 Watts

Owned-Oper. By

COFFEYVILLE— 1930—ABC

Pgm.. Prod., News
Publicity Director

Editor

Business Address

Frequency: 690 Kc. ..Power: 10,000 Watts d.,
5000 Watts n.
Business-Studio Address
8th & Elm

Mgr
Commercial Manager

Robert Krafft
U. L. Lynch
Embert Coles

250 Watts n.

KGGF

Gen. Mgr

Gene McGehee

Freqxiency: 1370 Kc

.

Transmitter Location
Halls, Missouri
Air Time
8 a.m.-12 M.
News Service
AP
Transcription Service
Standard Radio
Representative
William G. Rambeau Co.
Partners
J. M. Griffith & P. H. Buenning
Program Director
Jack Lloyd
Chief Engineer
Claude Kramer

Pres..

NAB
Jomes V. Pratt
George A. Nickson
William Morse

K G N

1470 Kc
Power: 1000 Watts
Owned-Oper. By
Griffith-Buenning Bdstg. Co.
Address
Fifth & Kansas Ave.. Atchison
Phone No. ... 2447 Atchison. 4-0958 St. Joseph

Prom.. Sta.

Headley-Reed

DODGE CITY— 1930—KBS

Frequency:

Transmitter Location
Air Time
News Service
Transcription Service
Representative

Associated, Capitol

Howe

H.

ATCfflSON— 1939—KBS
.

790-1

Colby
Daytime
INS

2 Mi. E. of

President
Gen., Sta. Mgr
Program Dir
Publicity Dir
Chief Announcer
Chief Engineer

AP

News

S.

Hotel

Membership

Sunrise-Sunset

Service
Transcription Service
President
Gen., Sta. Mgr
Pgm., Prod. Dir

Cooper

Transmitter Location
Air Time
News Service
Transcription Service
Representative

Frequency: 1280 Kc. ...Power: 1000 Watts d.
Owned Operated By .The KSOK Bdcstg, Co.
Phone Number
2666
Trcms. Loca
1
Mi. No. of Arkansas City

Time

Address

317,670

Phone Number

CITY— 1947

Air

Homes

('40-'30)—Radio
—Stations
in State 55

Power: 5000 Watts d.
Western Plains Bcstg. Co.

Frequency: 1050 Kc
Power: 1000 Watts d.

434


KIUL
GARDEN CITY—1933—MBS-KBS
Frequency: 1240 Kc.
Power: 250 Watts
Owned-Oper. By: Telegram Publishing Co.
Business-Studio Address: 509 ½ 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: Robert Wells
Station Manager: Tom Lanman
Program-Publicity Director: Bob Bryant
Chief Engineer: Tony Jewell
Farm Editor: Jerry E. Banks

KWBW
GOODLAND—1947
Frequency: 730 Kc.
Power: 1000 Watts d.
Business-Studio Address: Hotel Goodland
Phone Number: 331
News Service: UP
President, General Mgr.: James E. Blair
Commercial Mgr.: Dick Eldridge

KVGB
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: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: BAB
President: Helen T. Coogan
V.P., Gen., Sta. Mgr.: Grover C. Cobb
Asst. Mgr.: Sherwood R. Parks
Sales Mgr.: Bill J. Jarvis
Mus. Pgm. Dir.: Roy H. Beard
Chief Ann., News Dir.: James F. Heaton
Chief Engineer: Chester A. Wallack
Consulting Engineer: John B. Heffelfinger

KAYS
HAYS—1948—KBS
Frequency: 1400 Kc.
Power: 250 Watts
Owned-Operated By: Kays, Inc.
Phone Number: 1700
Studio-Transmitter Address: 2450 Hall St.
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Thesaurus, Capitol
Membership: NAB
President: Frank Motz
Gen., Sta. Mgr.: Bob Schmidt
Commercial Manager: Bud Ryan
Program Director: Bob Jenkins
Promotion Manager: Quent Bogart
Chief Engineer: Glen Barnett

KWFK
HUTCHINSON—1946—KBS
Frequency: 1190 Kc.
Power: 1000 Watts d.
Owned-Operated By: KWHK Bstg. 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
Prom., Comm. Mgr.: Glenn Darling
Program Director: Malcolm West
Publicity Director: Don Salmon
Musical Director: J. Bruce Murray
Chief Engineer: Millary Clary
Consulting Engineer: Earl Cullum

KIND
INDEPENDENCE—1949—KBS
Frequency: 1010 Kc.
Power: 250 Watts d.
Owned-Operated By: Central Bstg., Inc.
Bus.-Studio-Transmitter: Professional Bldg.
KANSAS

Phone Number ...................... 1010
Transmitter Location .............. 16th & Maple
Air Time ......................... Local sunrise-local sunset
News Service ..................... AP
Program Director ................ Cal Rains

KJCK
JUNCTION CITY—1949
Frequency: 1420 Kc.  Power: 1000 Watts d.
Address .......... 724 1/2 No. Washington St.
Phone Number .......... 317 on City 1477
Trans. Loca.  3 Mi. S. of Junction City, on
U. S. 77
Air Time ......................... Sunrise-Sunset
News Service ..................... UP
Transcription Service ....... Microgroove
Representative ............ Hal Holman Co.
Sales Promotion Manager ... John R. Conley
Program Director ........ Vernon F. Gielow
Production Director ...... Geo. P. Nelson, Jr.
Chief Announcer .......... Lee Vogel
News Director ............. Nancy Harris
Musical Director ........ Gene Joslin
Chief Engineer, Co-owner . Richard P. Mask
Farm Editor ................ Bounce Nunamaker

KCKN
KANSAS CITY—1924
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By  KCKN Bdstg. Co., Inc.
Capper Publications, Inc.
Business Address ............. 300 Wattleor Blvdg.
Phone Number ................ 3664
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
Address .......... 418 1/2 Cherokee
Phone Number ............... 3620-3621
Transmitter Location ...... R.F.D. No. 2
News Service ................... UP
Transcription Service ....... Capitol
Representative ............... Hil F. Best
President ...................... Alf M. Landon
Gen., Sta., Comm. Mgr. .... M. L. Gleason
Chief Annr., Sales Prom. Mgr.  Dick Behner
Program Director .......... Bill Willson
Pub., News Director .......... Mrs. Esther Norman
Musical Director .......... Frances Johnston
Chief Engineer ............... David L. Reed

KSCB
LIBERAL—1948
Frequency: 1270 Kc.  Power: 1000 Watts d.
Owned-Oper. By  Seward County Bdstg. Co.
Business-Studio Address .......... E. 8th St.
Phone Number ................ 3891
News Service ................... UP
Transcription Service ....... Standard
Membership ................. NAB
President ...................... Alf M. Landon
General Manager .......... Leon S. Salathell
Pgm. Dir., Chief Annr. ... Larry Filkins
Chief Engineer ............... Wayne Pash

KMAN
MANHATTAN—1950
Frequency: 1350 Kc.  Power: 500 Watts d.
Address .......... 114 No. 4th St.
Phone Number ............... 4451
Transcription Library ...... Capitol
News Service ................... AP
President ....................... Fred A. Seaton
General Manager .......... Ray L. Kozak
Commercial Manager ...... Fred J. Langan
Pgm. Dir., Farm Edtor.  Frederic D. Butcher
Chief Engineer ............... Herbert P. Lavin
News Director .............. James H. Hendricks

KNEX
McPHerson—1949
Owned-Operated By  McPherson Bdstg. Co.
Address .......... P. O. Box 186
Phone Number ............... 1540
Transmitter Location ... 2 Mi. So. of McPherson
News Service ................... AP
Transcription Service ....... Capitol, SESAC
President ....................... Evart Mills
General Manager .......... Henry Dais
Commercial Mgr. .......... Vance Archer
Chief Engineer ............... Claude Hughes
Consulting Engineer .......... Ted Heithecker

KPRS
OLATHE—1949
Frequency: 1593 Kc.  Power: 1000 Watts d.
Address .......... 131 E. Park Street
Phone Number ............... 1200
Trans. Loca. ................. 1 Mi. So. of Olathe
Air Time ....................... 6 a.m.-Local Sunset
News Service ................... AP
Transcription Service ....... Capitol
Representative ............... Continental
President ....................... L. H. Witherspoon
News Dir., Gen., Sta. Mgr. ... S. P. Madden

436
KOFO
OTTAWA—1949
Transmitter Address: 20th & So. Main Streets
Phone Number: 1045
Air Time: Daytime
News Service: AP
Transcription Service: Capitol
Pres., Gen. Mgr.: J. N. Jones
Sta. Mgr., Farm Ed.: Herbert M. Iones
Prom., Comm. Mgr.: Tommy Rube
News, Pm., P-od., Pub. Dir.: Chief Annr.: L. J. Hawley
Chief Engineer: Daniel W. Coltrane
Consulting Engineer: John Mullanea

KLKC
PARSONS—1948
Owned-Oper. By: Community Bcast. Co.
Business-Studio Address: 1904 Broadwav
Phone Number: 4050
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: Thesaurus
President: Clyde M. Reed, Jr.
General Manager: Richard C. Schiele
Program Director: Ray Drenner
Chief Engineer: James L. Tats

KOAM
PITTSBURG—1937—NBC
Frequency: 860 Kc. Power: 10,000 Watts d.
5000 n.
Business Address: P. O. Box 603
Phone Number: 2165
Transmitter Location: 3½ Mi. E. of Pittsburg
Air Time: 5:45 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: John E. Pearson
Membership: NAB
President: E. V. Baxter
Gen., Sta., Comm. Mgr.: R. E. Wode
Chief Announcer: Lou Martin
Chief Engineer: Leo Stafford

KSEC
PITTSBURG—1947—LBS
Frequency: 1341 Kc. Power: 250 Watts
Business-Studio Address: Hotel Besse Bldg.
Phone Number: 742

KJAY
TOPEKA—1947—LBS
Frequency: 1440 Kc. Power: 5000 Watts d.
1098 Watts n.
Owned-Oper. By: S. H. Patterson
Address: 908 Kansas Ave.
Phone Number: 4-1336
Transmitter Location: Lake Lingf
Air Time: 6 a.m.-11 p.m.
News Service: INS
Representative: Adam J. Young, Jr.
Owner, President: S. H. Patterson
General Manager: John S. Major
Commercial Manager: Wm. P. Dugdale
Pgm., Prod. Dir.: Eddie Jones
Pub., Chief Annr.: Craig Lawson
Sports & News Director: Walt Lochman
Chief Engineer: Gale Totten

KTOP
TOPEKA—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Bailey Axton
Address: 314 W. 6th St.
Phone Number: 4-3444
Transmitter Location: North Buchanan
Air Time: Unlimited
News Service: AP
Representative: Ra-Tel
General Manager: Bailey Axton
KANSAS

WIBW
TOPEKA—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned By: Copper Publications, Inc.
Operated By: Topeka Bstg. 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
President: H. S. Blake
General Station Manager: Ben Ludy
Commercial Manager: Hilton Hodges
Program Manager: Maude Carlson
Publicity Director: Allan Young
Chief Engineer: Lewis Dickensheets
Farm Editor: Wes Seyler

WREN
TOPEKA—1927—ABC
Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WREN, E. H. Conger, Inc.
Business-Studio Address: 411 W. 10th St.
Phone Number: 2-0505-67
Transmitter Location: Grantville
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Weed
Membership: NAB, BAB
President: R. C. Jackman
Business Manager: Fred L. Conger
Sales Promotion Manager: Gerald K. Barker
Program Manager: Max Falkenstein
Chief Engineer: Carl B. Blieran
Publicity Director: Don Heath
News Director: Allan Franklin

KAKE
WICHITA—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KAKE Bstg. 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: Radio Reps., Inc.
Membership: NAB
Sta. Gen. Mgr.: Jack Todd
Commercial Manager: Martin Bass
Pgm., News Dir.: Graeme Fletcher
Chief Engineer: Harold Newby

KFBI
WICHITA—1923—ABC
Frequency: 1070 Kc. Power: 10,000 Watts
Owned-Operated By: KFBI, Inc.
Business-Studio Address: 200 E. First St.
Phone Number: 2-1447
Trans. Location: 5 Mi. No. of Wichita
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NAB, BAB
President: Howard Lane
Gen. Mgr.: H. Bondurant
Commercial Mgr.: D. W. McCoy, Sr.
Sales Promotion Manager: C. Sewell
Program Dir.: Henry Mattison
Production Director: Vic Rugh
Publicity Director: Marie MacDonald
News Director: Bob Gabberry
Musical Dir.: James Carpenter
Chief Engineer: K. W. Pyle
Farm Editor: Lester Weatherwax

KFH
WICHITA—1922—CBS
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station KFH Co.
Business-Studio Address: KFH Bldg.
Phone Number: 2-4491
Transmitter Location: RR 3
Air Time: 5:30 a.m.-12:05 a.m.
News Service: AP, UP
KWBB
WICHITA—1950
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Oper. By...Wichita Beacon Bcastg. Co.
Address........2829 Salina Ave.
Phone Number........7-1265
Transcription Service........Capitol. Thesaurus
News Service........AP
President........Louis Levand
General Manager........J. Milton Hall
Program Director........Donald Wells
Chief Engineer........Ralph McClellan
Secy.-Treas.........Merrit Winsby

KCAS
KANSAS-KENTUCKY

WCMI
ASHLAND—1935—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Ashland Bcastg. Co., Inc.
Address........120 20th Street
Phone Number........3010
Trans. Location.....48th & Clay Streets
Air Time........6 a.m.-12 M.
News Service........UP
Trans. Service........World, Thesaurus
Representative........John E. Pearson
Membership........NAB, BAB
President........Gilmore N. Nunn
Comm., Gen. Mgr.......Charles C. Warren
Ass't. Sales Prom. Mgr......Whitney R. Martin
Pgm., Prod., News Dir......George Marshall
Traffic Manager.......Ed Paulin
Mus. Dir., Farm Editor.....James Bryne
Chief Engineer........Clarence W. Weaver

WLBJ
BOWLING GREEN—1940—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Bowling Green Bcastg. Co.
Address........901 Fairview Ave.
Phone Number........1340-1
Air Time........5 a.m.-M.
News Service........AP

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS? AP

Chief Engineer........Jack Hendricks
Farm Editor........Clem Cockerel

WKCT
BOWLING GREEN—1947—ABC
Frequency: 930 Kc. Power: 1000 Watts d.
500 Watts n.
Address........Park Row
Phone Number........2640
Trans. Location........Richardsville Road
Air Time........6 a.m.-12 M.
News Service........UP
Transcription Service........Standard
Representative........J. H. McGilvra Inc.
President........J. Ray Gaines
Sta., Gen. Mgr........Al Temple
Commercial Manager.......Houston Griffin
Prod., Pgm., Chief Annr........Dee Huddleston
Prom. Mgr., Pub. Dir........Mrs. Audrey Jackson
News Director........Al Temple

Population 2,944,806—Increase +3.5% (’40-’50)—Radio Homes 678,000
Families 718,240—Stations in State 41

LANG-WORTH
Representative........Edward Petry
Membership........NAB, BAB
President........John Rigby
Exec. V.P........Marcellus M. Murdock
General Manager........Frank V. Webb
Comm. Mgr........Robert Hix
Sales Promotion Manager...Ruth Kimbley
Program Director........Thomas Bashaw
Chief Announcer........David M. Wilson
News Director...Bob Arthur, Bob Page
Musical Director........Ruth Carnahan
Chief Engineer........T. L. Kidd
Farm Editor........Bruce Behymer

Chief Engineer........Jack Hendricks
Farm Editor........Clem Cockerel

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS? AP

Chief Engineer........Jack Hendricks
Farm Editor........Clem Cockerel

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS? AP

Chief Engineer........Jack Hendricks
Farm Editor........Clem Cockerel

NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS? AP
Transcription Service ........... Capitol, Keystone
Representative .................. Burn-Smith
Membership .................... NAB
Comm.-Sales Promotion Mgr. .. Elmer A. Finley
Program-Production Dir. ...... William Kuznitsof
Publicity Dir. .................. Robert & Proctor
Chief Engineer ................. Rondal L. Miller

WT CO
CAMPBELLSVILLE—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 Campbellsville
Air Time ....................... Daytime
News Service ................. AP
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
Business Address ........... 308 S. Main St.
Phone Number ............... 123-4, 1071
Trans. Location .......... Cumberland Falls Hwy.
Air Time ...................... 6 a.m.-11:15 a.m.
News Service ................. AP
Transcription Service ...... Keystone
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
 Owned-Operated By .......... WZIP, Inc.
Bus.-Studio Address .... Sixth & Madison Aves.
Phone Number ............... 5300
Transmitter Location ...... Eighth & Horton Sts.
Air Time ..................... Daytime
News Service ................ AP
Trans. Serv. ................. World, SESAC, Lang-Worth
Membership ................. NAB, BAB
Pres., Gen.-Comm. Mgr. ... Arthur L. Eilerman
Sta. Mgr., Pgm., Prom., Dir. Llovd W. Baldwin
Prod. Dir., Chief Anncr. ... Stephen Crane
News Director ............... Walter Rehbaum
Musical Director ............ Earl Jenkins
Chief Engineer ............. Edd Toleman
Farm Editor ................. Ray Scott

WHIR
DANVILLE—1947—KBS
Frequency: 1230 Kc. .......... Power: 250 Watts
Address ........ F. O. Box 234
Phone Number ............. Danville 1230
Transmitter Location ...... Burging Road
Air Time ...................... 5:55 a.m.-11 p.m.
News Service ................. AP
Transcription Service ...... World
Representative ............. Hal Holman Co.
Membership ................ NAB, BAB
Pres., Comm. Mgr. ......... W. T. Isaac
V.P., Pgm. News Dir. ...... David B. Highbaugh
Chief Announcer .......... Hascal Jones
Chief Engineer .......... Henry C. Lovell

WIEL
ELIZABETHTOWN—1950
Frequency: 1400 Kc. .......... Power: 250 Watts
Address ........ P. O. Box 524
Phone Number ............... 515
Transcription Service ...... Associated, World
News Service ................. AP
President ..................... J. W. Hodges
Pgm., News Dir. .............. Wendell Rex Jones
Prcm. Mgr. ............... Russ Honeymoon
Chief Engineer .......... Thomas Moo-e Baldwin
Farm Editor ................. Chuck Hardin

WF KY
FRANKFORT—1945—MBS
Frequency: 1490 Kc. .......... Power: 250 Watts
Transmitter Address ....... Ky. Ave. Extended
Phone Number ............... 2509
News Service ................. AP
Transcription Service ...... World
Representative ............. Colton
Membership ................. NAB, BAB
Pres., Gen. Mgr. ............ W. Wal’ ace Ralston
Vice-President .............. R. B. Hensley
Program Director .......... T. K. Smith
Chief Announcer .......... John Vroman
Secy.-Treas. ................. Mrs. B. G. Norris
Chief Engineer ............. T. K. Smith

WKAY
GLASGOW—1946
Frequency: 1490 Kc. .......... Power: 250 Watts
Transmitter Address ...... Happy Valley Rd.
Phone Number ............... 598, 632
News Service ................. UP
Transcription Service ...... World, Standard
President ........ .......... Gordon E. Brown
Gen., Sta., Comm. Mgr. .... Louis Rayburn
Pgm. Dir., Chief Anncr. ..... Jack Eversole
Chief Engineer .......... C. H. Haise
**WAVE**

LOUISVILLE—1933—NBC

Frequency: 970 Kc.  Power: 5000 Watts
Owned-Operated By: WAVE, Inc.
Business Address: 334 E. Broadway
Phone Number: Wabash 2201
Transmitter Location: Hamburg Pike
Air Time: 5 a.m.-M.
News Service: AP, INS
Transcription Service: Thesaurus, Lang-Worth
Representative: Free & Peters
Membership: NAB

President: George W. Norton, Jr.
General Manager: Nathan Lord
Commercial Manager: La Velle Waltman
Sales Manager, Pub. Dir.: Robert Elderman
Program Director: George Patterson
Production Director: William Hodapp
Chief Engineer: Wilbur Hudson
News Director: James Caldwell
Musical Director: Earle Keke

**WINN**

LOUISVILLE—1940

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By: Kentucky Bestg. Corp., Inc.
Bus.-Studio-Transmitter Address: Earle Hotel
Phone Number: Wabash 5148
Air Time: 6:15 a.m.-1 a.m.
News Service: UP
Trans. Service: World, MacGregor
Representative: The Taylor Co.
Membership: NAB

Pres., Gen. Sta. Mgr.: Harry McTigue
Commercial Manager: Chas. A. Schacht, Jr.
Program Director: M. Katherine McCarten
Production Director: George Partridge
Publicity Director: Helen E. Roberts
Chief Announcer: Jim McIntyre
News Director: Neil Savage
Chief Engineer: Melvin Scareas
Musical Director: Claude Frawl
Farm Editor: S. Hanscher

**WGRC**

LOUISVILLE—1936—MBS

Owned-Operated By: Northside Bestg. Corp.
Bus.-Studio Address: Ky. Home Life Bestg.
Phone Number: Wabash 8871
Transmitter Location: Jeffersontown
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Walker
Membership: NAB

Pres., Comm. Mgr.: J. Porter Smith
Sta., Gen. Mgr.: Charles L. Harris
Pm., Prod. Dir.: Ward Hatcher
Prom., Pub. Dir.: L. DocCassidy
Chief Engineer: Perry Esten
Chief Announcer: Jerry Fordyce
News Director: Jack Donnell
Farm Editor: C. M. East

**WHAS**

LOUISVILLE—1922—CBS

Frequency: 840 Kc.  Power: 50,000 Watts
Owned-Oper. By: WHAS, Inc.
Address: 525 W. Broadway
Phone Number: WABash 2211
Trans., Location: Eastwood, Ky.
News Service: AP, UP
Transcription Service: Associated
Representative: Edward Petry & Co.
Membership: NAB

President: Barry Bingham
Director: Victor A. Sholits
Sales Director: Neil D. Cline
Program Director: Harold C. Fair
Production Director: William O. Aldridge
Chief Announcer: Paul A. Clark
News Director: Richard Oberlin
Chief Engineer: Orrin W. Towner
Farm Editor: Frank Cooley

**WKLO**

LOUISVILLE—1948—ABC

Owned-Oper. By: Mid-America Bestg. 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 P. Brownlee
Sta., Gen. Mgr.: Joe Eaton
Commercial Manager: Tom Underwood
Program Director: Russell J. Pickey
Production Director: W. G. Bottorff
Publicity News Director: Jean Clos
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 4611
Transmitter Address: River Rd., nr. Louisville
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Burn-Smith
Membership: AIMS
President, Treasurer: F. Eugene Sandford
V.P.-Station Manager: Edwin E. S. Weldon
V.P.-Operations: S. A. Clauer
Commercial Manager: W. S. Luckenbill
Program Director: David Wilburn
News Director: George Stratton
Chief Engineer: Nolan Ponrich
**W LOU**

**LOUISVILLE—1948**

Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Louisville Bcstg. Co.
Phone Number: Calhoun 3680-89
Air Time: Daytime
News Service: UP
Transcription Service: Capitol Representative: Sears & Ayer, Inc.
Pres., Gen., Comm. Mgr.: Mrs. J. E. Messervy
Chief Engineer: Steve Dawson

**WF M W**

**MADISONVILLE—1949—LBS**

Address: Box 387
Phone Number: 1885
Trans. Location: Hwy 41-E
Air Time: Sunrise-Sunset
News Service: AP, UP
Trans. Service: Capitol, World, Standard
President: Edgar Arnold, Sr.
Sta., Gen. Mgr.: H. W. Wells
Prom., Comm. Mgr.: Elmer L. Kelley, Jr.
Program Director: Richard T. Harris
Chief Announcer: John T. Gatlin
News Director: Edgar Arnold, Jr.
Chief Engineer: Evers Mick
Farm Editor: Ernest Claytor

**W K T M**

**MAYFIELD—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.
Phone Number: 46
Studio Address: Mayfield Hotel
Transmitter Location: Fancy Farm Hwy.
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Lang-Worth Representative: Sears & Ayer
Membership: NAB
President: Frank Evans
General Manager: Pierce Lackey
Gen., Sta., Comm. Mgr.: Wayne Morgan
Sales Promotion Manager: Edwin Morrow
Program Director: Margaret Dowdy
Pub., News Dir., Farm Editor: J. B. Fowler
Chief Engineer: Joseph M. Hargrove
Chief Announcer: Jack Neely

**W NGO**

**MAYFIELD—1946**

Frequency: 1320 Kc. Power: 1000 Watts d.
Business-Studio Address: Box 26
Phone Number: 1204

**W F T M**

**MAYSVILLE—1947**

Frequency: 1240 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 Director: Gene Waters
Chief Announcer: Harold S. Sgarves
Musical Director: Louise Carter
Chief Engineer: Harvey Cross

**W M I K**

**MIDDLEBORO—1948**

Frequency: 560 Kc. Power: 500 Watts d.
Phone Number: 880
Representative: Holman
Transcription Service: World
News Service: AP
President: Dr. U. G. Brummet
General Manager: H. Webster Taylor
Comm., Prom. Mgr.: Maurice K. Henry
Chief Engineer: Tad England

**W N B S**

**MURRAY—1947**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Murray Bcstg. Co.
Address: P. O. Box 548
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
Chief Engineer: John Latham

**W N O P**

**NEWPORT—1948—LBS**

Business-Studio Address: 606 Monmouth St.
Phone Number: Juniper 7100-1
Transmitter Location: Cold Springs
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: World
Representative: Forioe
President: James G. Lang
Station Manager: Anna Mae Rolles
News, Pgm. Dir., Chief Annr.: Doug Nunn
Commercial Manager: Robert W. Frigo
Chief Engineer: Elmer C. Drake
Musical Director: Robert Stuart

WOMI
OWENSBORO—1938—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. Box 536
Phone Number: 3-1558
Studio-Transmitter Location: Byers Ave. & Livermore Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: NAB, KBA
President: Lawrence W. Hager
Gen- Sta. Mgr.: Hugh O. Potter
Program Director: Clifford Potter
Musical Director: Clifford Potter
Chief Engineer: Harold I. Peters

WVJS
OWENSBORO—1947
Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By: Owensboro On The Air, Inc.
Business-Studio Address: 324 Allen St.
Phone Number: 3-3521, 3-3522
Transmitter Location: Hwy. 60 W.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: William G. Rambeau
President: V. J. Steele
V.P., Gen., Sta. Mgr.: Malcolm Greep
Asst. Gen., Comm., Mgr.: John T. Rutledge
Sales Prom. Mgr.: Leola C. Hayden
News, Pgm. Dir.: Larry Adams
Production Dir.: Charles Steele
Chief Engineer: Robert Earl Jagoe

WKYB
PADUCAH—1946—MBS
Frequency 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Paducah Newspapers, Inc.
Business-Studio Address: 504 Kentucky Ave.
Phone Number: 800
Trans. Loca.: 4 Mi. SE of City on U. S. 45
Air Time: 6 a.m.-12 M.
News Service: AP
Trans. Serv.: Standard, Associated, Capitol
Representative: RaTel
Membership: NAB, BAB
President: Edwin J. Paxton, Sr.
Program Dir.: Zack Hill
Chief Announcer: J. E. English, III
Musical Director: Lois Cooper
Chief Engineer: C. G. Sims

WPAD
PADUCAH—1930—CBS
Frequency: 1450 Kc. Power: 250 Watts
Address: 4th & Bway—Taylor Bldg.
Phone Number: 4100
Transmitter Location: 1600 North 8th
Air Time: 5 a.m.-12 M.
News Service: UP
Trans. Serv.: Lang-Worth & World
Representative: Sears & Ayer
Membership: NAB, BAB
President: Pierce E. Lackey
General Manager: Prewitt Lackey
Sta. Mgr., News Dir., Chief Annr., Pgm. Dir.: Ray Mosfield
Comm., Sales Prom. Mgr.: Linn Wolff
Production Director: Bill Bloss
Publicity Director: Jane Jones
Musical Director: Jim Youngblood
Chief Engineer: U. C. Morris
Farm Editor: Joe Saxon

WSIP
PAINTSVILLE—1949
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: W. Howes Meade
Address: Paintsville
Phone Number: 1196
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.
Address: Pikeville
Phone Number: 161
News Service: UP
Transcription Service: Lang-Worth
President: W. J. Ward
Gen., Prom. Mgr., Pgm. Dir.: Meyer Layman
Station Manager: Frank Knutti
Commercial Mgr.: John Ward
Chief Engineer: Guy N. Ferrell
WPKE
PIKEVILLE—1949—MBS
Frequency: 1240 Kc. Power: 250 Watts
Address Peach Orchard Rd.
Phone Number 1280
News Service AP
Transcription Service AP
Membership NAB, BAB
President Mr. Thadeus Scott

WPKY
PRINCETON—1950
Address U. S. Highway 62
News Service AP
Sta., Gen. Mgr. Leslie Goodaker
Program Dir. Mrs. Leslie Goodaker
Chief Anncr. Wilburn Wilson
Chief Engineer Marvin Mahoney

WSFC
SOMERSET—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Southeastern Bdcstg. Corp.
Address P. O. Box 526
Transmitter Address Stanford Pike
Phone Number 907-8
News Service AP
Transcription Service AP
Membership NAB
President Alonzo Carter
Gen., Sta. Mgr. Mike Layman
Commercial Manager Donald Orwin
Program Director John A. Hartnet
Chief Engineer Ralph F. Denton

WMTC
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
Transmitter Location Mt. Carmel Rd.
News Service AP
Transcription Service AP
Representative Continental
President Dr. Lela G. McConnell
General-Station-Comm. Mgr. Wilfred Fisher
Program Director Violet Person
Production Dir., Chief Anncr. Louis Bouch
Musical Director Rachel Picazo
Chief Engineer M. E. Picazo

WVLK
VERSAILLES—1947—MBS
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By Bluegrass Bdcstg. Co.
Bus.-Studio Address 218 E. Main St.
Phone No. Versailles 654; Lexington 2-7177
Transmitter Location Yeestown & Yarnallton-Ironworks Rds., Fayette Co.
News Service AP
Transcription Service SESAC
Representative Burn-Smith, Inc.
President A. B. Chandler
General Manager Donald J. Horion
Comm. Mgr. Lynn E. Knox
Pub., Pgm. Dir. O. C. Halward, Jr.
Chief Anncr. Ray Holbrook
Chief Engineer Paul Dunbar
Farm Editor Bud McClain

LOUISIANA
Population 2,683,516—Increase +13.5% (‘40-‘50)—Radio Homes 565,050
Families 670,880—Stations in State 41

KROF
ABBEVILLE—1948
Frequency: 960 Kc. Power: 1000 Watts
Owned-Oper. By Abbeville Bdcstg. Serv. Inc.
Business Address P. O. Box 620
Phone Number 90
Studio-Transmitter Location Abbeville-LaFayette Hwy, U. S. 157
Air Time Sun.-Sunet
News Service AP
Transcription Service AP
Membership NAB
Program-Publicity Dir. Ebba Lou Martin
Chief Engineer George F. Martin

KALB
ALEXANDRIA—1935—ABC
Frequency: 580 Kc. Power: 5,000 Watts d.
1,000 Watts n.
Address Fifth and Johnston
Phone Number 2-9335

445
KSYL

ALEXANDRIA—1947—NBC


Owned-Oper. By: KSYL, Inc.

Trans. Loca. Address: Bolton Ave., N. Hwy 71 (P. O. Box 1489)

Air Time: 6 a.m.-11:05 p.m.

News Service: AP

Transcription Service: Lang-Worth

Representative: Harold M. Wheelahan

Pres., Prom., Comm. Mgr.: Milton Fox

Pgm., Prod. Dir.: Bruce Rainey

Publicity Director: Jack McCall

Chief Announcer, News Dir.: Paul Mitchell

Chief Engineer: Raymond S. Schreiber, Jr.

Farm Editor: Jack McCall

KVOC

ALEXANDRIA—1946—MBS

Frequency: 970 Kc. Power: 1000 Watts d.


Address: 1710 Jackson St.

Phone Number: 20481

Transmitter Location: Old Boyce Road

News Service: AP

Transcription Service: Associated

Representative: J. H. McGillivr. Inc.

President: Roy O. Martin


Commercial Manager: Eleanor Wagner

Pgm. Dir., Chief Announcer: Dean Durham

News Director: Charles Coughlin

Chief Engineer: John Crawford

KTRY

BASTROP—1948


Bus. & Studio Address: 215 S. Washington St.

Phone Number: 1400-01

Transmitter Location: Shelton Road

Air Time: Sunrise-local sunset

News Service: AP

Transcription Service: Standard

Membership: NAB, BAB

President: Nathan Bolton

Gen., Sta., Mgr.: Bill Davis

Commercial Manager: G. I. Johnson

Program Director: Gene Presson

Chief Announcer: Jack Stapleton

Chief Engineer: S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts d.

Owned-Oper. By: Modern Bcastg. Co. of Baton Rouge, Inc.

Address: 1048 Florida St.

Phone Number: 48571

Transmitter Location: College Drive

Air Time: 6 a.m.-1 a.m.

News Service: AP

Transcription Service: RCA Thesaurus

Representative: Walker

Membership: NAB, BAB

President: Louis S. Prejean

Gen., Sta., Mgr.: T. E. Gibbens

Commercial Manager: John F. Screen

Pgm., Pub., News Dir.: John Ferguson

Prod. Dir., Chief Announcer: Ralph Burge

Musical Director: Roland Dagre

Chief Engineer: Donald K. Allen

Farm Editor: Gordon Loudon

Consulting Engineer: Guatney & Ray

WJBO

BATON ROUGE—1934

NBC-LA. NET

Frequency: 1150 Kc. Power: 5000 Watts
**LOUISIANA**

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, BAB, LAB  
President: C. L. Mansfield  
V.P., General Mgr.: J. Roy Dabadie  
Sales Manager: Charles C. Garvey  
Pgm., Pub. Director: Ralph H. Sims  
Production Dir.: Robert H. Searce  
Music Librarian: John Rutledge  
Chief Engineer: Vernon E. Dudley

**W L C S**  
**BATON ROUGE—1946—ABC**

Frequency: 1400 Kc.  
Power: 250 Watts  
Owmed-Operated By: Air Waves, Inc.  
Business Address: 204 North St.  
Phone Number: 24411  
Transmitter Location: 3399 Broussard St.  
Air Time: Unlimited  
News Service: AP, INS  
Transcription Service: Associated  
Representative: Wm. G. Rambeau  
Membership: NAB, BAB  
President: R. F. Cangelosi  
General Manager: Earl Smith  
Commercial Manager: A. Lamar Simmons  
Chief Announcer: Herman A. Nelson  
News Director: Charles Lee Coney  
Chief Engineer: J. Edward Van Valkenburg

**W I K C**  
**BOGALUSA—1947—MBS-LBS-KBS**  
**LA. NET**

Frequency: 1490 Kc.  
Power: 250 Watts  
Owmed-Operated By: I. K. Corkern, Jr.  
Business Address: Box 811  
Phone Number: 1906  
News Service: AP  
Transcription Service: World  
Membership: NAB, LAB  
Program Director: J. A. Gatewood

**K S I G**  
**CROWLEY—1947—LBS**  
**LOUISIANA**

Frequency: 1450 Kc.  
Power: 250 Watts  
Owmed-Operated By: Acadia Bcstg. Co.  
Bus.-Studio Address: 101 N. Parkerson Ave.  
Phone Number: 1450-1  
Transmitter Location: Odd Fellow Rd.  
News Service: AP  
Representative: Joseph Hershey McGillvra  
Membership: NAB  
General Manager: B. Hillman Bailey, Jr.  
Commercial Manager: Jay Hoffspaur  
Program Director: Freda S. Thomas  
News Director: Alden Sonnier  
Chief Engineer: Clovis L. Bailey

**W I H L**  
**HAMMOND 1947—KBS LA. NET**

Frequency: 730 Kc.  
Power: 250 Watts  
Bus.-Studio Add.: 205 E. Thomas St.  
Phone Number: 980-61  
Transmitter Location: Hammond  
Air Time: Daytime  
News Service: AP  
Membership: LAB  
Partner, Gen. Manager: F. E. Curnutt  
Comm. Mgr.: J. K. Ferris  
Program Director: George R. Bonnell  
Chief Announcer: Rick Webb  
Chief Engineer: F. E. Curnutt

**K C I L**  
**HOUMA—1946—MBS-LBS**

Frequency: 1490 Kc.  
Power: 250 Watts  
Owmed-Operated By: Charles W. Lamar, Jr.  
Business Address: P. O. Box 1031  
Phone Number: 6828  
Transmitter Location: Bayou Black Dr.  
Studio Address: Box 1031  
Air Time: 5:30 a.m.-11 p.m.  
News Service: World  
Membership: NAB, BAB  
Gen., Sta. Mgr.: Frank Conwell  
Commercial Mgr.: Joseph S. Strada  
Sales Prom. Mgr.: Frank King  
News Director: Jane Wykoff  
Prod., Pgm. Dir.: Dick McMullen  
Musical Dir.: Ovide Davis  
Chief Engineer: Donald L. Jones  
Consulting Engineer: Dixie B. McKey

**K J E F**  
**JENNINGS—1950—LOUISIANA**

Frequency: 1290 Kc.  
Power: 500 Watts d.  
Owmed-Oper. By: Jennings Bcstg. Co., Inc.  
Address: P. O. Box 935  
Phone Number: 1155  
Pres., Prom. Mgr.: Max J. Thomas  
General Manager: Cleve C. Griffin  
Commercial Manager: B. Hillman Bailey, Jr.  
Program Director: Clovis L. Bailey  
Chief Engineer: Edgar E. Barton, Jr.  
News Director: Alden C. Sonnier  
Farm Editor: G. L. Newman

**K L F Y**  
**LAFAYETTE—1950**

Frequency: 1390 Kc.  
Power: 500 Watts d.  
Address: P. O. Box 367
K VOL 
LAFAYETTE—1935—NBC
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Alphonse Strauss
Business-Studio Address: 519 S. Buchanan St.
Phone Number: 5111-2
Transmitter Location: Scott Rd.
Air Time: 5 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Meeker
Membership: NAB, BAB
General Manager: Stanley G. Young
Prom. News, Farm Dir.: B.ooks Read
Promotion Manager: Mildred R. Bland
Chief Engineer: William H. Bland, Jr.

K WSL
LAKE CHARLES—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Alonzo Stanley Dudley
Address: 1 Mill St.
Phone Number: 6-1401
News Service: UP
Transcription Service: Lang-Worth
Representative: Friedenberg
General Mgr.: A. Stanford Dudley
Comm., Sales Prom. Mgr.: Thomas A. Gresham
Pgm., Prod. Dir.: Roy K. Rhodes
Chief Engineer: L Vance Carson

K LCO
MONROE—1950—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Dr. Frank Cerniglia
Address: Strauss Bldg.
Phone Number: 3518
Transcription Service: Capitol
News Service: UP
Pres., Gen., Prom. Mgr.: Dr. Frank Cerniglia
Commercial Manager: Robert Powell
Program Director: Roger Hesdorffer
Chief Engineer: Henry N. Fones
Special Events Dir.: Troy Bland

K PLC
LAKE CHARLES—1935
NBC-LA. STATE
Frequency: 1470 Kc. Power: 5000 d. 1000 n.
Business Address: P. O. Box 1521
Phone Number: 2713
Transmitter Location: W. of Lake Charles
Air Time: 5:30 a.m.-M.
News Service: AP, UP
Transcription Service: World
Representative: Weed
President: T. B. Lanford
Gen. Sta. Mgr.: David Wilson

K MNL
MONROE—1930—ABC-LOUISIANA
Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By: Liner's Bstq. Station, Inc.
Business Address: P. O. Box 1723
Phone Number: L D. 25, 4321-2, 3852
Studio Address: Francis Hotel
Transmission Location: Milhaven Rd.
News Service: UP
Transcription Service: World
Representative: Taylor
Membership: NAB
President: I. C. Liner, Sr.
Sales Prom. Mgr.: Lawrence Gibbs
Pgm. Pub. Dir.: Marjorie Watson
Chief Engineer: O. L. Morgan

K NOE
MONROE—1944—NBC—LBS
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: James A. Noe
LOUISIANA

Business-Studio Address........Bernhardt Bldg.
Phone Number ..................8155
Transmitter Location ...........Good Hope Rd.
News Service ....................AP
Transcription Service ..........Associated
Representative .................Ra-Tel
Membership .....................NAB, RAB
President .......................James A. Noe
General Manager ...............Paul H. Goldman
Commercial Manager ..........Lloyd Lenaard
Program Director .............Irving Zeidman
Chief Engineer .................William Hyatt

KWCJ
NATCHITOCHES—1947—KBS-LBS
Frequency: 1450 Kc..............Power: 250 Watts
Business-Studio Address ......Box 232
Phone Number .................2353
News Service ..................AP
Transcription Service .........Lang-Worth
President .......................Dr. William H. Pierson
Gen., Comm. Mgr ..............Charles L. Planchard
Program Dir ...................Kenneth M. Dowty
Chief Engineer .................Carroll G. Crew

KANE
NEW IBERIA—1946—MBS-MBS
Frequency: 1240 Kc..............Power: 250 Watts
Phone Number .................965
Transmitter Location ........1102 W. Main St.
News Service ..................UP
Transcription Service .........Capitol
General Manager ..............George H. Thomas
Station Manager ..............Dierrell Hamm
Pgm. Dir., Chief Annr. ......Donald Bonin
Chief Engineer .................L. M. Blackmon
Farm Editor ....................Kearney Escagne

KVIM
NEW IBERIA—1950
Frequency: 1570 Kc..............Power: 1000 Watts d.
Owned-Oper. By ...............Queen City Bcstg. Co.
Address .........................P. O. Box 50
Phone Number .................2121
Transcription Service .........Associated
News Service ....................INS
President .......................George H. DeClouet
Program Director .............Val Jensen
Chief Engineer .................William H. Bland

WDSU
NEW ORLEANS—1923—ABC
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 .......................6 a.m.-12 M.
News Service ....................AP, UP
WJWB
NEW ORLEANS—1926
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By . Mrs. Louise C. Carlson
Business-Studio Address . Cigall 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

WJMR
NEW ORLEANS—1946
250 Watts n.
Owned-Operated By . Supreme Bestg Co., Inc.
Address . Jung Hotel, 1500 Canal Street
Phone Number . Canal 0356-0357
Transmitter Location . 1500 Canal St.
Air Time . Sunrise-Sunset
News Service . UP
Transcription Service . Long-Worth Associated
Representative . Forjoe & Co.
Membership . NAB, BAB
President . William Cortada
Pgm. Prod. Dir. . W. John Bleckley
Publicity Director . George A. Mayoral
Chief Announcer . Robert Murphy
News Director . W. John Bleckley
Musical Director . Catherine Hairston
Chief Engineer . William C. Nevill
Farm Editor . Arden Schnauder

WMRY
NEW ORLEANS—1950
Frequency: 600 Kc. . Power: 500 Watts d.
Address . 2107 Dryades St.
Phone Number . Tulane 4841
Representative . Pearson
News Service . UP
Pres., Managing Dir. . Lester Kamin
Chief Engineer . Vernon E. Bradford
News Director . Malcolm LaPlace

WNDE
NEW ORLEANS—1925—MBS
Frequency: 1060 Kc. . Power: 50,000 d.; 5000 n.
Owned-Operated By . James A. Noe
Business-Studio Address . St. Charles Hotel
Phone Number . Raymond 0423
Transmitter Location . Belle Chase
Air Time . Unlimited
News Service . AP, UP
Transcription Service . Standard SESAC
Representative . Ra-Tel
Owner . James A. Noe
Prom., Comm. Mgr. . Winston S. Dustin
Farm Edit., Pgm. Dir. . Beverly Brown
News Director . Bill Monroe
Production Director . Eldon Durand
Publicity Director . Ray Livzza
Chief Announcer . Larry Wilson
Chief Engineer . Albert Bourgeois
Technical Director . William R. Hyatt

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—LBS
Frequency: 940 Kc. . Power: 1000 d.; 500 n.
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 . Branham
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. Debilieux

WWFE
NEW ORLEANS—1947
Frequency: 690 Kc. . Power: 5000 Watts
Owned-Operated By . Sky Bestg, 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, BAB
President ...................... Rev. Thomas J. Shields
Gen-Station Mgr. .............. W. H. Summerville
Comm. Manager ............... Larry Baird
Prod., Pgm. Dir. ............. E. M. Hoerner
Musical Director .......... I. Vidavcovich
Chief Engineer ............... J. D. Bloom, Jr.
Farm Editor ..................... George Shannon

KSLO
OPEOUSAS—1947
MBS-LIBERTY-KBS-LA. NET
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ............. KSLO Bstq., 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
Gen., Sta. Mgr. .............. W. Eugene Jones
Commercial Manager .......... E. E. Ellis
Program Director .......... Byron Davidson
News Director ............... Floyd Cormier
Chief Announcer .......... Floyd Cormier
Chief Engineer .............. Freddie Hebert
Farm Editor ..................... Dudley Lattrape, Jr.

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 .................. 14690
Transmitter Location ........ Hwy. 80, 2 Mi. W. of
City
Air Time ......................... 6 a.m.-M.
News Service .................... UP
Transcription Service . Lang-Worth
Membership ...................... NAB
President ......................... C. E. Faulk, Jr.

General Manager .................. Lloyd A. Goodin
Program Director ................ Kenneth L. Whittaker
Traffic Mgr. ..................... Eloise Fowler
Chief Engineer .................... Chester Gillespie

KCIJ
SHREVEPORT—1950—LBS
Frequency: 980 Kc.  Power: 5000 Watts d.
Address .......................... 710 Milam St.
Phone Number ..................... 4-6861
Transcription Service ....... Thesaurus
News Service ..................... UP
Pres., Gen. Mgr. .......... Lester Kamion
Comm., Prom. Mgr. ....... James Grant Greer
Program Director .......... Maryland Harriman
Chief Engineer .......... Joel E. Wharton
Station Manager .......... Martin Kersh, Jr.
News Director .......... Marjorie V. Cobb
Farm Editor .................... Morris Trowomey

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
Owner, General Manager ..... Frank H. Ford
Commercial Manager .......... Frank H. Ford, Jr.
Sales Prom. Mgr., Pub. Dir. .... Bill Monroe
Pgm., Prod. Dir. .............. Bob Murray
Musical Director .............. Charlene Pryor
Chief Engineer .................... L. J. Carlson

KRMD
SHREVEPORT—1928—ABC
Frequency: 1360 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
Membership ...................... NAB
Manager ......................... G. V. Wilson
Station Director .............. W. L. Switzer

KTBS
SHREVEPORT—1929—NBC-TQ
Frequency: 710 Kc.  Power: 10,000 Watts d.
5,000 Watts n.
Owned-Oper. By .............. Radio Station KTBS, Inc.
Address .......................... 312 East Kings Hway
Phone Number ..................... 7-3644
Transmitter Location ........ Dixie
Air Time ......................... 5 a.m.-12 M.
**LOUISIANA-MAINE**

News Service .......................... AP, UP
Representative .......................... Petry
Transcription Service .......................... SESAC
President ................................ E. Newton Wray
Gen., Sta. Mgr. .......................... C. K. Beaver
National Sales Manager .......................... Dean R. Upson
Local Sales Manager Chas. F. Whitesides, Jr.
Pub., Dir. .......................... Sales Prom. Mgr. 
Marie B. Gifford
Pgm., News Dir. .......................... Deane R. Flett
Musical Director .......................... Marjorie Utt
Chief Engineer .......................... C. H. Maddox
Farm Editor .......................... Jack P. Timmons

**KWKH**

SHREVEPORT—1925—CBS-SCQN

Frequency: 1130 Kc.  Power: 50,000 Watts

**MAINE**

Population 913,774—Increase +7.9% ('40-'50)—Radio Homes 228,690

Families—240,470—Stations in State 15

**WF AU**

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.  Power: 250 Watts

Owned-Oper. By: Twin City Bstg. Co., Inc.
Transmitter Address .......................... 160 Bangor St.
Phone Number .......................... 2540-1
Air Time .......................... 6 a.m.-12 M.
News Service .......................... AP
Transcription Service .......................... Standard
Representative .......................... For Joe
President .......................... Faust Couture
Station Manager .......................... Norman G. Gallant
Program Director .......................... William H. Blaisdell
Chief Engineer .......................... Robert H. Parker
Chief Announcer .......................... Larry Draper

**WRDO**

AUGUSTA—1932—NBC-MAINE

NERN

Frequency: 1400 Kc.  Power: 250 Watts d.,
250 Watts n.

Owned-Oper. By: .................... WRDO, Inc.
Address .......................... 175 Water Street
Phone Number .......................... 2285
Transmitter Location .......................... Chelsea, Me.
Air Time .......................... 6 a.m.-12 M.
News Service .......................... AP
Transcription Service .......................... NBC Thesaurus
Representative .......................... Wee'di, Brannon
Membership .......................... NAB, BAB
President .......................... Adeline B. Rines
Sta. Gen. Mgr. .......................... Jack S. Atwood
Commercial Manager .......................... Donald K. Powers
Sales Promotion Manager .......................... Jack S. Atwood
Prod., Pgm. Dir. .......................... Leslie R. Hubley
Pub., Chief Annr. .......................... Danny I. Kelly

News Director .......................... Frederick Kunte
Chief Engineer .......................... Harold I. Dinsmore
Farm Editor .......................... Linwood Broelee

**WABI**

BANGOR—1922—ABC

Frequency: 910 Kc.  Power: 5000 Watts

Owned-Oper. By: Community Bstg. Service
Business-Studio Address .......................... 57 State St.
Phone Number .......................... 6446
Transmitter Location .......................... Wilson St., Brewer
Air Time .......................... 6 a.m.-12:05 a.m.
News Service .......................... AP
Representative .......................... Young
President .......................... Horace E. Hildreth
Gen., Sta. Mgr. .......................... Murray Carpenter
Pub., Pgm., Dir., Farm Editor .......................... Richard Bronson

Chief Engineer .......................... Walter Dickson

**W GUY**

BANGOR—1947—CBS

Frequency: 1230 Kc.  Power: 250 Watts

Owned-Oper. By: Guy Gannett Bstg. Services
Phone Number .......................... 7354
Studio-Transmitter Location .......................... 329 Mt. Hope Ave.
Air Time .......................... 6 a.m.-12 M.
News Service .......................... AP
Representative .......................... Paul H. Raymer
President .......................... H. Guy P. Gannett
General Manager .......................... Lawrence W. Stubbs
Station Manager .......................... Samuel G. Henderson, Jr.
Commercial Manager .......................... Harvey M. Grant
Program Director .......................... Elizabbeth A. Kihlmire
Chief Engineer .......................... Lauris P. MacGown

452
WLZ
BANGOR—1926—NBC-NERN
MAINE
Maine B'casting System
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 Bannam
Membership: NAB, BAB
President: William H. Rines
Program Director: Irving S. Hunter
News Director: William Mincher
Publicity Director: George Chapman
Musical Director: Norman Lambert
Chief Engineer: John Wibby
Farm Editor: Jack Brofee

WIDE
BIDDEFORD—1948—MBS-YANKEE
250 Watts n.
Owned-Oper. By: Biddeford Bcstg. Corp.

AP SELLS
For Stations and Sponsors —

For instance . . . . WLAM

"WLAM carries a total of 87 sponsored AP newscasts weekly, including ten 15-minute programs
for women and 14 others on Sports.

"We have just closed a contract with the Oldsmobile, Cadillac and
Chevrolet dealers for the only AP newscast we had left—at 10 P.M.,
seven nights a week.

"Associated Press news pro-
grams are the easiest to sell."

FRANK S. HOY,
General Manager,
WLAM, Lewiston, Me.

Transmitter Location: Garfield St., Saco
Air Time: 7 a.m.-11:10 p.m.
Address: 234 Main St.
Phone Number: 4-4566
News Service: UP
Transcription Service: Capitol
Representative: Devney & Co.
Membership: NAB, BAB
Pres., Gen., Sta. Mgr.: Gordon J. Lewis
Commercial Manager: Carl Swanson
Sales Prom. Mgr.: Aiden Jacobs
Pgm., Prod. Dir.: Harold Dyer
Publicity Director: Henry Perates
Chief Announcer: Holland Low
News Director: Henry Perates
Chief Engineer: Arthur Deters

WABM
HOULTON—1950
250 Watts n.
Phone Number: 2257
Transmission Loc. Address: 1340 North Rd.
Air Time: 5:55 a.m.-11:15 p.m.
News Service: AP
President: Harry E. Umphrey
General Manager: Harold D. Glidden
Station Manager: Alberghini
Commercial Manager: Scott Sesson
Pgm. Dir., Farm Editor: Ted Coffin
Chief Announcer: Morgan Brown
News Director: Ralph Barrett
Chief Engineer: Robert W. MacIntosh

WCOU
LEWISTON—1938—MBS-YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Twin City Bcstg, Co., Inc.
Business-Studio Address: 223 Lisbon St.
Phone Number: 4-6921
Transmission Location: Webber Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, SESAC
Representative: Forjoe
Owner-Executive: Faust Couture
General-Station Mgr.: John C. Libby
Pgm., Prod., Pub. Dir.: Herb Fontaine
Chief Announcer: Norman Card
Musical Dir.: Marion Payne Louisef
Chief Engineer: Donald Mason
Farm Editor: Harold Alberghini

WLAM
LEWISTON—1947—ABC
Frequency: 1470 Kc. Power: 5000 Watts
Business-Studio Address: 129 Lisbon St.
Phone Number: 4-5401
Transmission Location: Oakdale, Auburn
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol
Representative ........................... Everett-McKinney, Kettell-Carter  
Kettell-Carter
Membership ..................................... NAB, BAB  
President, Station Mgr. ............................... Elden H. Shute, Jr.  
General Manager ............................. Frank S. Hoy
Comm., Sales Prom. Mgr. ...................... Gerald T. Higgins  
Program Director .......................... William Finkeldey
Production Director .......................... Norman McKinstr  
Musical Director .......................... Bert Cote
News Director .................................. F. Parker Hoy  
Chief Engineer ............................... Leslie R. Hall
Farm Editor ..................................... Charles Eastman

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, BAB
President .......................................... Adeline B. Rines  
General Manager .............................. William H. Rines
Station Manager ............................. Linwood T. Pitman
Commercial Manager ......................... Albert W. Smith  
Prod., Pgm. Dir. ............................. Arthur Owens
Musical Director ............................. Norman Ayres
Chief Engineer ................................. Daniel B. Smith
Farm Editor ............................. Linwood H. Brofey
News Director ..................................... William F. McCrory

WGAN
PORTLAND—1938—CBS-NERN  
Frequency: 560 Kc.  Power: 5000 Watts  
Owned-Oper. By:  Guy Gannett Bcstg, Services  
Business-Studio Address .......................... 390 Congress St.,  
Phone Number ..................................... 2-7423
Transmitter Location .......................... Riverton
Air Time ........................................... 6 a.m.-12:05 a.m.
N. ws Service ....................................... AP, UP  
Transcription Service ............................. Lang-Worth
Representative ..................................... Paul H. Raymer  
President .......................................... Guy P. Gannett
General Manager .............................. Creighton E. Gatchell
Commercial Manager ......................... Arthur K. Atherton
Sales Representative ...................... Richard E. Bates
Chief Anncr., News Dir. ................. Russell A. Dorr  
Chief Engineer ............................... Roger W. Hodgekins

WMTW
PORTLAND—1946—MBS-YANK  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Operated By:  Radio Enterprises, Inc.  
Address ........................................... 212 Middle St.  
Phone Number ..................................... 4-2649
News Service ....................................... AP  
Transcription Service ............................. Associated
Representative ..................................... Forjoe, Borgatti
President .......................................... John Baybutt  
Gen., Comm. Mgr. .............................. Abbott Smith  
Station Manager .............................. Donald J. Curran
Chief Announcer ......................... Dick Smith
Chief Engineer ............................... Horace Ruiz

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 ........................................... 6:30 a.m.-12 M.
News Service ....................................... AP  
Transcription Service ............................. Standard
Representative ..................................... Everett-McKinney  
Kettell-Carter
Membership .......................... NAB, BAB
Commercial Manager ....................... William J. Mullen
Sales Prom. Mgr. .............................. Anne Bradford
Pgm., Prod. Dir. .............................. Raymond Mercier
Chief Anncr., News Dir., Mus. Dir. .......... S. Blake Ellis
Chief Engineer ............................... Roger L. Perry

WAGM
PRESQUE ISLE—1931—KBS  
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 ........................................... 5:55 a.m.-11:15 p.m.
News Service ....................................... AP  
Transcription Service ............................. Thesaurus
Representative ..................................... Continental
President .......................................... Harry E. Umphrey  
General Manager .............................. Harold D. Glidden
Commercial Manager ....................... Forrest Craig
Farm Edit., Pub., Pgm. Dir. ............. Ted Coffin  
Chief Announcer ......................... Dick Marshall
Chief Engineer ............................... Lester E. Hughes
News Director ............................... Ralph Barrett
Musical Director ............................... Clayton Smith

WTVL
WATERVILLE—1946—ABC-NERN  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Operated By:  Kennebec Bcstg, Co.  
Business-Studio Address .......................... 36 Silver St.  
Phone Number ..................................... 2700-1
Transmitter Location .......................... Winslow
Air Time ........................................... 6:28 a.m-M
News Service ....................................... AP  
Transcription Service ............................. Standard
Representative Everett-McKinney, Kettell-Carter  
Membership .......................... NAB
Comm.-Sales Prom. Mgr. .............. Harold L. Vigue
Pgm., News Dir., Chief Anncr. .......... Paul Huber  
Chief Engineer ............................... Donald H. Sutherland
Farm Editor ............................... Paul Willey
ABOUT PROGRAMMING

WBAL is affiliated with NBC. Think what that means in programming. Besides NBC's Big Shows... WBAL's fine local programs... with people like Al Ross, Galen Fromme and many others... make WBAL the BIG station.

ABOUT POWER

WBAL is the only station in Maryland with 50,000 watts. Think what that means in coverage. Besides the rich Baltimore and State of Maryland territory... WBAL is the BIG station for a great part of the middle Atlantic states.

ABOUT MERCHANDISING

WBAL boasts a complete promotion and merchandising department. Think what that means in selling. There's a direct tie-up with your product and WBAL... at the point of sale.

50,000 Watts

THINK OF WBAL RADIO BALTIMORE

When Trying to Reach Maryland and the Rich Middle Atlantic States

Nationally represented by Edward Petry and Co.
MARYLAND
Population 2,343,001—Increase +28.6% ('40-'50)—Radio Homes 574,940
600,770 Families—Stations in State 23

WANN
ANAPOLIS—1946
Frequency: 1180 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. 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
President, General Mgr. ... Morris H. Blum
Station-Commercial Mgr. ... Thomas S. Carr

WASL
ANAPOLIS—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 ... Truxtun Hgts.
Air Time ... Local sunrise-local sunset
News Service ... AP, Transradio
Transcription Service ... World Radio
Membership ... NAB
Pres., Gen. Mgr. ... Robert L. Blalock
Pgm. Dir. ... M. E. Blalock
Chief Announcer, Farm Editor ... Bill Earle
Chief Engineer ... Stanley C. Leek

WNAV
ANAPOLIS—1949—LIBERTY
Frequency: 1430 Kc. ... Power: 500 Watts d.
500 Watts n.
Owned-Oper. By ... The Capital Bcstg. Co.
Trans. Loca. Add. ... P. O. Box 829, Admiral’s Dr., Admiral Hgts.
Phone Number ... 2639, 2630, 7766
Air Time ... 6 a.m.-12 M.
News Service ... AP, Transradio
Transcription Service ... Capitol & Associated
Representative ... McGillvra, Inc.
President ... Albert H. MacCarthy
Sta. Gen. Mgr. ... H. Philip Nesbitt
Commercial Manager ... Wm. T. O'Connor
Sales Promotion Manager ... Ken Quortion
Program Director ... Harrison Eagles
Production Director ... Patricia Dugan
Publicity Director ... Tom Christian
Chief Ann., News Dir. ... Joseph Powers
Chief Engineer ... Paul C. Jones
Farm Editor ... Joseph Powers

WBAL
BALTIMORE—1925—NBC
Frequency: 1090 Kc. . . . . Power: 50,000 Watts d.
50,000 Watts n.
Owned-Operated By ... Hearst Radio, Inc.
Address ... 2610 North Charles St.
Phone Number ... Hopkins 3000
Trans. Loca. ... Winans Rd., Randallstown
Air Time ... Unlimited
News Service ... AP, INS, UP
Transcription Service ... Associated Representative ... Edward Petry & Co., Inc.
President ... Charles B. McCabe
V.P., & Gen. Mgr. ... Tom A. Brooks
V.P. & Sta. Mgr. ... Harold C. Burke
V.P., (Engineering) ... John Wilner
Bus. Manager ... D. L. Provost
Commercial Manager ... Leslie H. Peard, Jr.
Production Manager ... William Rock
Publicity Director ... Tom White
Chief Engineer ... William C. Bareham
Chief Announcer ... Walter Linthicum
News Director ... Galen Fromme
Farm Director ... William Rock

WBMD
BALTIMORE—1947—LBS
Frequency: 750 Kc. . . . . Power: 1000 Watts d.
Owned-Oper. By ... Key Bcstg. Corp.
Business-Studio Address ... 4 W. Eager St.
Phone Number ... Mulberry 7095-6-7
Transmitter Location ... 2901 Moravia Rd.
Air Time ... 24-7
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—CBS
Frequency: 600 Kc. ... Power: 5000 Watts
Owned-Oper. By ... Monumental Radio Co.
Business-Studio Address ... 1102 N. Charles St.
Phone Number ... Mulberry 6600-1-2-3-4
Transmitter Location ... Park Hgts., AVE.
Air Time ... Unlimited
News Service ... AP
Transcription Service ... World Representative ... Paul H. Raymer
Membership ... NAB, BAB
President ... Lewis M. Milbourne
Exec. V.P., Gen. Mgr. ... L. W. Milbourne
Chg. Nat'l. Sales ... Robert M. Richmond
Program Dir. ... George L. Filling
Chief Announcer ... Charles W. Purcell
News Director ... William F. Conhurst
Chief Engineer ... Martin L. Jones
MCB
Baltimore—1924—MBS
Frequency: 680 Kc. Power: 10,000 d.; 5000 n.
Bus-Studio Address: Hartford & North Aves.
Phone Number: Belmar 8400
Transmitter Location: Painters Mill Rd., Owings Mills
Air Time: 6 a.m.-12 M.
News Service: UP, INS
Representative: Weed
President, Comm. Manager: John Elmer
Chief Engineer: G. Porter Houston

WSID
Baltimore—1948
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: United Bcastg. Co.
Business-Studio Address: 109 W. Baltimore St.
Phone Number: Saratoga 8250
Transmitter Location: Essex
Air Time: Sunrise-sunset
News Service: AP
President: Richard Eaton
General Manager: Albert R. Lanphear
Promotion Mgr.: Helen Wherley
Chief Engineer: Leroy Reckling

MORE POWER FOR US means
MORE SELLING POWER FOR YOU
NOW
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
You get a lot for a little*

See your Headley-Reed man today for the whole W-I-T-H story

* More families-per-dollar than any Radio or TV station in Baltimore
WITH
BALTIMORE—1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Maryland Bcastg. 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
Membership: NAB, FMA
Comm., Sales Prom. Mgr.: Robert C. Embry
Program Dir.: Morillie Considine
Musical Director: Anna Ray Suter
Chief Engineer: James S. Duff

WWIN
BALTIMORE—1951

Frequency: 1400 Kc. Power: 250 Watts
Address: 5740 Reistertown Rd.
Phone Number: 4400
Transcription Service: Associated
President: Thomas F. McNulty
Commercial Manager: Beatrice Y. Jarrett
Program Director: Lenoire Feldman
Chief Engineer: H. A. Kemp

WBCC
BETHESDA—1947—MET. NET

Owned-Oper. By: Broadcast Management, Inc.
Business-Studio Address: 5 Wilson Lane
Transmitter Location: Kenwood Country Club
News Service: UP
Transcription Service: Lang-Worth, Associated Representative
Membership: NAB
President: Willard D. Egolf
Sales Agents: Bethesda Newspapers, Inc.
(c/o Comm. Mgr.—WBCC)
Pgm., Musical Dir.: Grace Campbell Egolf
Farm Edit.: Carl Robinson
Chief Engineer: Donald Herr
News Director: John Parker

WCEM
CAMBRIDGE—1947—MBS

Frequency: 1240 Kc. Power: 100 Watts
Bus.-Studio Address: P. O. Box 333
Transmitter Location: N. E. Corner Bay St. & Queen Ann Ave.
News Service: UP
Transcription Service: Thesaurus
Membership: NAB
President: John W. Downing
General Manager: Charles I. Truitt
Sta., Comm. Mgr.: James H. Wood
Chief Annr., Pgm. Dir.: Edward H. Brigham
Chief Engineer: Jerrold P. Merritt

WCUM
CUMBERLAND—1948—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: The Tower Realty Co.
Transmitter Add.: Wm. Rd. P. O. Box 360
Phone Number: 5400-1
Air Time: 6:30 a.m.-11:35 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Meerkr
Membership: NAB
President: Karl F. Steinmann
Commercial Manager: Roy S. Knotts
News Director: Lawrence Merritt
Chief Engineer: William Paul Clendenen

WTBO
CUMBERLAND—1928—NBC

Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 31 Frederick St.
Phone Number: 299
Transmitter Location: Cumberland
Air Time: 6 a.m.-12:05 a.m.
News Service: AP, UP
Sta., Comm., Prom. Mgr.: Aurelia S. Becker
Chief Announcer: William Loy
Chief Engineer: John Ridgeway

WDYK
CUMBERLAND—1949—ABC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Richard A. Raese
Phone Number: 5001
Air Time: 6 a.m.-12:05 a.m.
News Service: AP, Sports Wire
Representative: Radio Representatives, Inc.
Pres., Gen. Mgr.: Richard A. Raese
Sta. Com. Mgr.: George J. Kapel
Program Director: William A. Vaughn
Publicity Director: Phil Wilson
News Director: Sid Darion
Musical Director: Tom Fallon
Chief Engineer: Edmund N. Sepe

WFMD
FREDERICK—1936—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Monocacy Bcastg. Co.
Business-Studio Address: E. Church St.
Phone Number: 1626
Transmitter Location: Jagerstown Turnpike
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World
President: Laurence Leonard
General Manager: James W. Robertson
Commercial Manager: William Hardy
Program Director: Evelyn Leonard
Chief Engineer: James W. Robertson
**WARK**

HAGERSTOWN—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 128 S. Prospect St.
Phone Number: 4500
Transmitter Location: Commonwealth Rd.
Air Time: 6 a.m.-6 p.m.
News Service: AP
Membership: NAB
President: Richard Eaton
Managing Director: Albert R. Lanphere
General Manager: Samuel E. Phillips, Jr.
Prog. Dir.: Farm Editor: Hunter Reams
Publicity Director: Joanne Haugh
Chief Engineer: G. Harold Brewer

**WJEJ**

HAGERSTOWN—1932—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Hagerstown Bcastg. Co., Inc.
Business-Studio Address: Franklin Court
Phone Number: 2233
Transmitter Location: Carroll Heights
Air Time: 6 a.m.-12:05 p.m.
News Service: AP, Transradio
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB, EAB
Pres., Gen. Mgr.: Grover C. Crilley
Sta., Prom., Mgr.: William H. Paulsgrove
Commercial Mgr.: Clarence Myers
Pgm., Prod. Dir.: Robert Lesh
Publicity Director: Marie Whitecraft
Musical Director: Patsy Miller
Chief Anncr., News Dir.: D. Glenn Thomas
Chief Engineer: George McIntire

**WASA**

HAVRE DE GRACE—1948—KBS

Frequency: 1330 Kc. Power: 1000 Watts d.
Owned-Oper. By: Chesapeake Bcastg. Corp.
Address: P. O. Box 97
Transmitter Address: Bel Air Rd.
Phone Number: 800
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Schepp-Reiner
President, General-Station Mgr.: Jason T. Pote
Comm.-Sales Prom. Mgr.: Charles W. Irwin
Chief Engineer: William O. Kuntz

**WBOC**

SALSBURY—1940—MBS

Frequency: 950 Kc. Power: 1000 Watts
Bus.-Studio-Transmitter Address: Radio Park
Phone Number: 6131
Air Time: 6 a.m.-1:30 a.m.
News Service: AP
Transcription Service: World, Lang-Worth
Representative: Burn-Smith
President: John W. Downing
Gen., Sta., Comm. Mgr.: Charles J. Truitt
Program Director: John W. Downing, Jr.
Musical Director: Charles R. Yohe
Chief Engineer: Jack W. Ward

**W G A Y**

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
Business Address: Silver Spring
Phone Number: 7010
Studio-Transmitter Location: Kemp Mill Rd.
Air Time: Daytime
News Service: AP, Transradio
Transcription Service: World
Representative: Nall. Time Sales
Membership: NAB
President: John W. Klas
Gen., Sta., Comm., Sales Mgr.: Joseph L. Brechner
Chief Anncr.: Chuck Dulane
Chief Engineer: Nicholas J. Achaonos
Farm Editor: John Seybold

**W O O K**

SILVER SPRING—1947

Business Address: 1143 Connecticut Ave.
NW., Washington, D. C.
Phone Number: 7265
Studio Address: 1143 Conn. Ave., N.W., Washing-
ton, D. C.; 8512 Georgia Ave., Silver Spg.
Air Time: Daytime
Pres., Gen., Comm. Mgr.: Richard Eaton
Program Director: Arnold Bl Fort
Chief Engineer: Vernon V. Story

**WHY IS AP THE BEST**

BECAUSE—AP has more news correspondents, more news bureaus, more miles of news wire than any other news service.
Massachusetts
Population 4,690,514 — Increase + 18.7% ('40-'50) — Radio Homes 1,220,770
Families—1,234,350 — Stations in State 48

Wara
Atteboro—1950
Frequency: 1320 Kc. — Power: 1000 Watts
Owned-Oper. By ... Atteboro Radio Assn.
Address ... Bronson Bldg.
Phone Number ... 1320
Representative ... Bannan, Walker
Transcription Service ... Thesaurus
News Service ... UP
Gen. Mgr., Treasurer ... J. Ottmar
Station Manager ... Keith S. Field
Commercial Manager ... William A. Dawson, Jr.
Program Director ... Henry A. Felix
Promotion Manager ... Henry Ottmar
Chief Engineer ... Stanley A. Emery
News Director ... Jim Elliot
Farm Editor ... Stanley Morgan

Wbms
Boston—1946
Frequency: 1090 Kc. — Power: 1000 Watts
Owned-Oper. By ... Friendly Group
Business-Studio Add... Steubenville, Ohio
Transmitter Location ... Medford
Air Time ... Sunrise-sunset
News Service ... UP
President ... Jack M. Berkman
Sta., Gen. Mgr. ... George Lasker
Comm. Mgr. ... Frederic S. Bailey
Music, Pgm. Dir. ... Martin Booksphan
Chief Announcer ... William Stewart
Chief Engineer ... Herbert Rattigan

Wbzs–Wbza
(Synchronous Operation)
Boston-Springfield—1921
Nbc-Nern
Frequency: 1030 Kc. — Power: WBZ, 50,000
Watts; WBZA, 1000 Watts
Owned-Oper. By ... Westinghouse Radio Sta-
tions, Inc. (Synchronous Operation)
Business-Studio Add... 1170 Soldiers Field Rd.
Phone Number ... Algonquin 4-5870
Transmitter Location ... WBZ, Hull, Mass.
Air Time ... Unlimited
News Service ... AP, UP
Transcription Service ... Thesaurus, Associated
Representative ... Free & Peters
President ... Walter Evans
Vice-President ... Walter E. Benoit
General Manager ... J. B. Conley
Station Manager ... W. C. Swartley
Sales Manager ... C. Herbert Masse
Promotion Manager ... John Stills
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 Bstg. 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, Kels
Representative ... Katz
Membership ... NAB, BAB
President ... John Cowles
General-Station Manager ... Craig Lawrence
Commercial Manager ... A. N. Armstrong, Jr.
Sales Promotion Manager ... John Wilkoff
Local Sales Mgr. ... Harry Wheeler
Program Director ... Gene King
News Director ... Ron Cochran
Production Director ... Henry Lundquist
Publicity Director ... Eleanor Morrison
Musical Dir. ... Louis Goldberg
Chief Announcer ... Edwin Dicodoff
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 Pkwy.
Air Time ... Unlimited
News Service ... AP, UP
Transcription Service ... Lang-Worth
Representative ... Radio Sales
General Manager ... Harold E. Fellows
Asst. General Mgr. ... Wilbur S. Edwards
Natl. Sales Dir. ... Guy H. Cunningham
Sales Promotion Mgr. ... Charles B. H. Vaill
Program Director ... Raymond G. Girardin
Production Director ... Thomas H. Calhoun
Publicity Director ... Marie H. Houlahan
Chief Announcer ... Carlton H. Dickerman
News Director ... Charles J. Ashley
Chief Engineer ... Harold A. Dorschug
Musical Director ... Frank Bell
Farm Editor ... Jesse H. Bulflow

Wdh
Boston—1927
Frequency: 850 Kc. — Power: 50,000 Watts
Owned-Oper. By ... Boston Herald-Traveler, Corp.
Bus-Studio Address ... 8 St. James Ave.
Play to New England’s Largest Audience on the Yankee Home-town Circuit

Actually the Yankee Network covers more territory than any other New England regional network. It is your medium for reaching New England’s largest audience.

Every Yankee home-town station offers you two tangibles—a ready-made, dependable audience for Yankee and Mutual programs and the greater effectiveness of local, saturating coverage as compared with thin coverage from outside.

With Yankee’s 29 home-town stations and their network audience, you get this saturating coverage throughout the entire Yankee six-state area. It is an incomparable combination for selling all New England locally, market by market, and keeping it sold.

Acceptance is The Yankee Network’s Foundation

The Yankee Network, Inc.
Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass. Represented Nationally by Edward Petry & Co., Inc.
Phone Number .................. HAncock 6-5500
Transmitter Location .................. Needham
Air Time .................................. Unlimited
News Service .......................... AP
Transcription Service .................. Standard
Representative .......................... John Blair
Membership ................................ NAB
President ................................. Robert B. Choate
Managing Director ..................... William B. McGrath
Commercial Manager .................. Arthur T. Brush
Program Director ....................... George M. Perkins
Production Director .................... George M. Watson, Jr.
Publicity Director ...................... William E. Shea
Chief Engineer .......................... Philip K. Baldwin
Chief Announcer ....................... Robert Clayton
Farm Editor ............................. Joseph Kelly
Musical Director ....................... Kenneth Wilson

WNAC
BOSTON—1922—MBS-YANKEE
Frequency: 1260 Kc ........ Power: 5000 Watts
Owned-Oper. By ................. Yankee Network
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
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

WMEX
BOSTON—1934
Frequency: 1510 Kc ........ Power: 5000 Watts
Owned-Oper. By ................. The Northern Corp.
Business-Studio Address ....... 70 Brookline Ave.
Phone Number .................. Commonwealth 6-3900
Transmitter Location .......... 71 W. Squantum St., Quincy
Air Time ................................. 7:15 a.m.-M.
News Service .......................... INS
Transcription Service ........ Associated, Lang-Worth

WMEX
MEANS EXTRA SALES IN BOSTON
Will MEAN EXTRA SALES IN BOSTON
MASSACHUSETTS

WORL
BOSTON—1950
Frequency: 950 Kc. Power: 5000 Watts d.
Address 92 State St.
Phone Number Lafayette 3-4000
News Service AP
President Joseph A. Dunn
Program Director: Norm Prescott
Promotion Manager Robert Cabill
Asst. Salesman: Claire Crawford
Chief Engineer John Parker
News Director Bernard Kamenske
Phone Number Springfield 6-1323.
Air Time Sunrise-sunset
News Service AP
Membership NAB, BAB
Representative IMS, Kettell-Carter-Grant
Membership NAB, BAB
President: David Hayes
Program Dir. Charles J. O'Malley
News Director Robert Begley
Chief Engineer Richard Glinka

WALE
FALL RIVER—1948—MBS-YANKEE
Frequency: 1400 Kc. Power: 250 Watts
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
Station Manager J. Buz Way
Program Director Nellie F. Mccain
Chief Engineer Norman P. Guilmond

WVOM
BOSTON—1948
Frequency: 1600 Kc. Power: 5000 Watts
Owned-Oper. By The Boston Bstg. Corp.
Address 1 Harvard Sq. Brookline
Phone Number Beacon 2-5650
Representative McGilliwa
Exec. V.P., Gen. Mgr. Benjamin Bartoff
News Service UP, Transradio

WBET
BROCKTON—1946
Owned-Oper. By Enterprise Publishing Co.
Business-Studio Address 60 Main St.
Phone Number Brockton 7062
Transmitter Location Cor. West & Belmont Sts.
News Service AP
Transcription Service Thesaurus, SESAC
Representative Bannan, Colton
Membership NAB
Station Mgr. Charles A. Fuller
Commercial Mgr. Earle G. Clement
Production Director William W. Pierce, Ill

WTAO
CAMBRIDGE—1948
Owned-Oper. By Middlesex Bstg. Corp.
Address 439 Concord Ave.
Phone Number Elliot 4-6745
News Service AP
Transcription Service World
Representative Cooke
President Frank J. Lyman, Jr.
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 Bstg. Co.
Business Address Bridgeway Hotel
Phone Number Springfield 6-1323.
Air Time Sunrise-sunset
News Service AP
Membership NAB, BAB
Representative IMS, Kettell-Carter-Grant
Membership NAB, BAB
President: Joseph Robert
Program Dir. Charles J. O'Malley
News Director Robert Begley
Chief Engineer Richard Glinka

WSAR
FALL RIVER—1921—ABC
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Oper. By Fall River Bstg. Co., Inc.
Business-Studio Address Academy Bldg.
Phone Number 7-9477-8
Transmitter Location So. Somerset
Air Time 6:30 a.m.-M.
News Service UP
Transcription Service Standard, Long-Worth
Representative Headley-Reed, Bertha Bannan
Membership NAB
Treas., Gen. Mgr. Melvin Lahr
Commercial Manager Neil Sullivan
Publicity Director 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. Lunenberg
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Kettell-Carter
Membership NAB
Commercial Mgr. Carter S. Knight
Program Dir. James W. Chalmers
Chief Engineer Ted Kalin

464
MASSACHUSETTS

WFGM
FITCHBURG—1950
Frequency: 1580 kc. Power: 1000 Watts d.
Address: 455 Main St.
Phone Number: 6977
Representative: Devney
Transcription Service: Capitol
News Service: INS
Program Director: Edward J. Penney
Chief Engineer: Donald L. Coleman
News Director: Loren C. Smith

WKOX
FRAMINGHAM—1947
Frequency: 1190 kc. Power: 1000 Watts d.
Owned-Operated By: Suburban Bstg. Co.
Business-Studio Address: Smith Bldg., Irving
Phone Number: Framingham 7400, 7409
Transmitter Location: Mt. Wayne Ave.
Air Time: Local sunrise-sunset
News Service: UP
Representative: Grant, Ketel-Carter
Station Manager: Richard E. Adams
Commercial Manager: James H. Shoemaker
Chief Announcer: Lee Emmerich
News Director: James H. Robbins
Chief Engineer: Francis Bartol

WHOB
GARDNER—1946
Frequency: 1430 kc. Power: 250 Watts
Owned-Operated By: Gardner Bstg. Co.
Business Address: 39 Pleasant St.
Phone Number: 1490
Transmitter Location: Green St.
Air Time: 7 a.m.-10 p.m.
News Service: AP
Representative: William G. Rambeau
Membership: NAB, BAB
President, General Mgr.: David M. Richman
Station Manager: Frank Hull
Commercial Manager: Fred Shulman
Program Director: P. H. Vincent
Chief Annr., News Dir.: Robert E. Johnson
Chief Engineer: P. H. Vincent

WHAI
GREENFIELD—1938—MBS-YANKEE
Frequency: 1240 kc. Power: 250 Watts
Owned-Operated By: John W. Haigls
Business-Studio Address: 356 Main St.
Phone Number: 4901-2
Transmitter Location: Woodard Rd.
Air Time: 6 a.m.-11:30 p.m.
News Service: NAB
Transcription Service: Thesaurus, Associated
Representative: Bertha Bannan. Walker
Membership: NAB

WHAV
HAVERHILL—1947—LIBERTY
Frequency: 1490 kc. Power: 250 Watts
Owned-Oper. By: Haaverhill Gazette Co.
Business-Studio Address: 30 How St.
Phone Number: 4-4733
Transmitter Location: 110 Observatory Ave.
News Service: AP
Transcription Service: World
Representative: Ketel-Carter
Membership: NAB
Pgm. Prod. Dir.: Kenneth Ash
Chief Engineer: Eugene Gaumont

WHYN
HOLYOKE—1941—MBS-YANKEE
Frequency: 560 kc. Power: 1000 Watts d.
1000 Watts n.
Owned-Oper. By: Hampden Hamshire Corp.
Address: 180 High St.
Phone Number: Holyoke 8238, 8239
Transmitter Location: West Holyoke
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker Co. & Bertha Bannan
Membership: NAB, BAB
Sta., Gen. Mgr.: Charles N. DeRose
Commercial Manager: Patrick I. Montague
Program Director: John Vondell
Chief Operator: Jack Paley

WREB
HOLYOKE—1950
Frequency: 930 kc. Power: 500 Watts d.
Address: 323 High St.
Phone Number: 2-3296
Transcription Service: Associated, SESAC
News Service: AP
Treasurer: Anthony DeMarco
Commercial Manager: Albert Beaupre
Chief Engineer: Arthur Beaton
News Director: Fran Hammel

WCCM
LAWRENCE—1947
Frequency: 800 kc. Power: 1000 Watts d.
Address: 54 Essex Street
W LAW

LAWRENCE—1937—ABC-NEMMG

Frequency: 680 Kc. Power: 50,000 Watts
Owned-Oper. By: Hildreth & Rogers Co.
Business-Studio Address: 278 Essex St.
Phone Number: Lawrence 4107
Air Time: 6 a.m.-12:05 a.m.
News Service: Associated News
Transcription Service: Associated, SESAC
Pres., Gen. Mgr.: Theodore Feinlein
Station Manager: Winslow Bettinson
Commercial Mgr.: Kenneth Strong
Program Director: Winslow Bettinson
Chief Announcer: Dave Mann
News Director: Ernest Rosenthal
Chief Engineer: John W. Parker

W L H

LOWELL—1934—MBS-YANKEE

250 Wats n.
Trans. Address: 39 Kearney Square, Gregg
Bldg. (Lawrence)
Phone Number: 8715, Lawrence 2-2148
Air Time: 6:25 a.m.-12 M.
News Service: Associated
Transcription Service: Associated News
Representative: Gerald Harrison
V. P.: Carl S. Wheeler
Sta. Mgr.: Dana W. Fitzgerald
Commercial Manager: Haskell Bloomberg
Pgm. Dir., Chief Annr.: Tom Clayton
News Director: Fred A. Simmonds
Chief Engineer: Anthony G. Michaels

W L Y N

LYNN—1947

Business-Studio Address: 7 Willow St.
Phone Number: 5-8200
Transmitter Location: Heath's Court
Air Time: 6:45 a.m.-Sunset
News Service: Associated
Transcription Service: Associated, SESAC
Pres., Gen. Mgr.: Theodore Feinlein
Station Manager: Winslow Bettinson
Commercial Mgr.: Kenneth Strong
Program Director: Winslow Bettinson
Chief Announcer: Dave Mann
News Director: Ernest Rosenthal
Chief Engineer: John W. Parker

W B S M

NEW BEDFORD—1949—NERN

Frequency: 1230 Kc. Power: 100 Watts
Address: Pope's Island
Phone Number: 3-1767
Representative: McGillvra
Transcription Service: MacGregor
News Service: Associated
President: Joseph P. Duchaine
General Manager: Otto F. A. Arnold
Commercial Manager: Harry W. Moore
Pgm., Farm Dir.: Edward L. Merritt
Chief Engineer: Harold H. Hoover, Jr.
News Director: Frank Burgmeier

W N B H

NEW BEDFORD—1921—MBS

YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: E. Anthony & Sons, Inc.
Business-Studio Address: County & Union Sts.
Phone Number: 8-5228
Transcription Service: Associated News
Representative: Walker Co., Bertha Bannan
News Service: Associated
President: Paul Perreault
Vice-President: Basil Brewer
Station Manager: Paul Perreault
Comm., Sales Prom. Mgr.: David Shurtleff
Publicity Director: Conrad White
Program Director: Edward Boghosian
News Director: Z. V. Grobowski

W N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: 466 Curran
Phone Number: 1230
News Service: Associated
Transcription Service: Associated
Representative: Grant
News Service: Associated, SESAC
Part Owner, Gen. Mgr.: J. Gordon Keyworth
Commercial Rep.: Richard J. O'Brien
Program Manager: Benjamin A. Hubley
Chief Technician: William B. Dailey
MASSACHUSETTS

WNAW
NORTH ADAMS—1949
Owned-Oper. By: N. W. Welch
Address: 20 State St.
Phone Number: 860-1
Transmitter Location: Curran Highway
Air Time: 6:30 a.m.-12 m.
News Service: UP
President: Walter W. Welch
Sta. Mgr.: William E. Gordon
Sales Pro. Manager: Winston Budrow
Program Director: E. Norman Bailey
News Director: Clay Perry
Chief Engineer: Gerald F. O’Grady

WHMP
NORTHAMPTON—1950
Frequency: 1400 Kc. Power: 250 Watts
Address: 78 Main St.
Transcription Service: Standard
President: John W. Williams
Gen., Comm. Mgr.: Alexander W. Milne

WBEC
PITTSFIELD—1947—ABC-UBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 30 Eagle St.
Phone Number: 829-2
Transmitter Location: 30 Eagle St.
Air Time: 6:45 a.m.-M.
News Service: AP
Transmission Service: Lang-Worth
Representative: Everett-McKinney, Kettell-Carter
Membership: NAB, BAB
President: Donald B. Miller
Pgm., Prod. Dir.: Harry Brown
Chief Announcer: Dana Jones
Chief Engineer: Walon Ayer
News Director: Edward Farrel, Jr.
Farm Editor: M. Haggarty
Musical Director: Robert Hennacherry

WBPK
PITTSFIELD—1938—MBS-YANKEE
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 8 Bank Row
Phone Number: 2-1555
Transmitter Location: 100 East St.
Air Time: 6:40 a.m.-12 M.
News Service: AP
Transmission Service: Associated
Representative: Walker, Bannan

WJDA
QUINCY—1947
Frequency: 1300 Kc. Power: 1000 Watts d.
Business-Studio Address: 29 Brackett St.
Phone Number: 9-1300
Transmitter Location: Germantown
News Service: AP
Transmission Service: World
Chief Announcer: George Erwin
News Director: Bill Edwards

WESX
SALEM—1939
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: WESX
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

WMAS
SPRINGFIELD—1932—CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: WMAS, Inc.
Business-Studio Address: 1757 Main St.
Phone Number: Springfield 7-1414
Transmitter Location: Pynchon Pk.
News Service: AP
Transmission Service: Associated
Representative: Edward Petry
Membership: NAB, BAB
President: Gerald Harrison
Sales Prom., Sta. Mgr.: Robert Donahue
Commercial Manager: Robert Feldman
Program Director: Turner Cooke
News Director: Noah LaMountain
Chief Engineer: John Michnovex

WSFL
SPRINGFIELD—1948
Frequency: 1600 Kc. 5 KW d.
MASSACHUSETTS

Address ........................................ 137 State St.
Phone Number ................................. 2-7487
Trans. Loca. ......................................... No, Main St., Longmeadow
Air Time ............................................. Unlimited
News Service .............................. UP, Armstrong Sports
Representative .......................... The Rolling Co.
President .............................................. G. A. Askinas
Commercial Manager ........................ E. G. Hewinson
Sta. Mgr., Pgm. Dir. ......................... C. M. Manisias
Chief Engineer ............................... E. G. Hewinson

**WSPR**

**SPRINGFIELD—1936—ABC**

Frequency: 1270 Kc.  Power: 1000 Watts
Owned-Operated By ......................... WSPR, Inc.
Business ........................................... 63 Chestnut St.
Phone Number .............................. Springfield 6-2757, 6-4218
Transmitter Location ................................... Union St. & Palmer Ave.
Air Time ............................................. Unlimited
News Service ....................................... AP
Transcription Service ................ Lang-Worth
Representative .......................... George P. Hollingbery
Membership ...................................... NAB, BAB
President ......................................... Quincy A. Brackett
Station Manager ............................... Alan C. Tindall
Commercial Manager ........................ William H. Burleigh
Program Director ............................. Wayne H. Latham
Chief Announcer ............................. Robert L. Jones
Chief Engineer ..................... George Townsend

**WPEP**

**TAUNTON—1949**

Frequency: 1570 Kc.  Power: 1000 Watts d.
Address ........................................... 174 Broadway
Phone Number ............................... 4-7528
Transcription Service ................ Lang-Worth
News Service .................................. UP
Ptn., Gen. Mgr. ............................... James Milton Hammond
Station Manager ............................. Robert A. Brennan
Chief Engineer ............................... John B. Tracy, Jr.
News Director ............................. Paul A. McCormack

**WCRB**

**WALTHAM—1948**

Frequency: 1330 Kc.  Power: 500 Watts d.
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. McArdle
Program Director ............................. Wm. Sherman
Publicity Director ...................... Harold P. Richardson, Jr.
Chief Engineer ............................. J. H. Bonney

**WARE**

**WARE—1948**

Frequency: 1250 Kc.  Power: 1000 Watts d.
Owned-Operated By ......................... Donald W. Howe
Business-Studio Address .................. East St.
Phone Number ................................ 1250, 1251
Transmitter Location .................. Atop Coy's Hill, Warren
Air Time ............................................. Daytime
News Service ....................................... AP
Transcription Service ................ Lang-Worth
Representative ...................................... E. G. Hewinson
Membership ...................................... NAB, BAB
Pres., Gen., Sta. Mgr. ......... Donald W. Howe
Farm Ed., Pgm. Dir. .......... Tom Colton
News Director ............................. Bill O'Neil
Chief Engineer ............................... Fred Joslin

**WTXL**

**WEST SPRINGFIELD—1949**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ........................... Telecolor Corp.
Address ........................................... 34 Sylvan St.
Phone Number ............................... 9-4768
Air Time .............................................. 6:45 a.m.-12 M.
News Service ....................................... AP
Transcription Service ................ Capitol, World
Representative ...................................... Cooke
Membership ...................................... NAB
Pres., Gen., Prom. Mgr. ......... J. A. Reilly
Commercial Manager .......... Holland D. Cameron
Oper. Mgr., Pgm. Dir., Chief Engr. .. J. L. Spates

**WOCB**

**WEST YARMOUTH—1940**

MBS-YANKEE-KBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ................. E. Anthony & Sons
Transmitter Address .......... South Sea Ave.
Phone Number ...................... Hyannis 502
Air Time ..................................... 7 a.m.-11:30 p.m.
News Service ....................................... AP
Transcription Service ................ World
Representative ...................................... Walker, Bertha Bannon
President ............................................ Basil Brewer
Gen., Sta. Mgr. .............................. Gerald L. Staten
Commercial Manager ............. Paul G. Collins
Chief Engineer ...................... Zigmum Grobowski
News Director .................................... William J. Torpey

**WAAB**

**WORCESTER—1931—MBS-YANKEE**

Frequency: 1440 Kc.  Power: 5000 Watts
Owned By ........................................... The Olin Corp.
Operated By ............................... Radio Enterprises, Inc.
Business-Studio Address .................. 34 Mechanic St.
Phone Number ................................ 2-5811
MASSACHUSETTS

TRANSMITTER LOCATION

Holden
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Associated Representative
Asst. to Pres. William R. Sweeney
Traffic Manager Dorothy Morris

WNEB
WORCESTER—1946
Frequency: 1230 Kc. Power: 250 Watts
Trans. Address Park Bldg., 507 Main St.
Phone Number 6-4672
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Bolling, Kettell-Carter
President Paul C. Lyle
Sta., Gen. Mgr. John J. Hurley
Commercial Mgr. Edward T. McCann, Jr.
News Director Andrew F. Hickey
Musical Director Robert F. Bilske
Chief Engineer Vernon P. Wilson

WORC
WORCESTER—1925—ABC
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By Alfred F. Kleindienst
Business-Studio Address 65 Elm St.
Phone Number 5-3101
Air Time 7 a.m.-M.
News Service INS
Transcription Service Lang-Worth
Representative Weed
Membership NAB
Chief Owner A. F. Kleindienst
Gen., Sta. Mgr. M. P. Stanton

WTAG
WORCESTER—1924—CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By WTAG, Inc.
Business-Studio Address 18 Franklin St.
Phone Number 5-4321
Air Time 6 a.m.-12:05 a.m.
News Service AP
Transcription Service World, Associated Representative
President, Gen. Mgr. Robert W. Booth
Commercial Manager Herbert L. Krueger
Sales Promotion Manager Edwin W. Quinn
Prod., Pgm. Dir. A. J. Brissette
Publicity Director A. C. Fuller
Chief Engineer E. A. Browning
Form Editor H. Sidney Vaughn

AP SELLS

For Stations and Sponsors—

For instance . . . WMLS

“70 AP newscasts on WMLS are sold out. The biggest sponsor is Hill Grocery Company, the largest Alabama retail grocery chain, with three 5-minute AP newscasts daily.

“Associated Press newscasts not only are easy to sell; they sell for our advertisers.”

CURTIS O. LILES,
General Manager,
WMLS, Sylacauga, Ala.
proof of the year-in year-out selling power of WWJ . . .

In radio business, you don't get renewals unless you give results. WWJ must be giving them.

Detroit's largest department store, on WWJ for the past 16 years with an hour-long daily program, renewed again. A utility, on WWJ since 1945 with three programs weekly, renewed again. A foremost men's clothing chain, on WWJ for 12 years with a nightly news program, renewed again. An automobile dealers' group, on WWJ 5 programs a week, just renewed again for its third year. And so it goes.

What better proof is there of the effectiveness of WWJ . . . NBC station in Detroit . . . now celebrating its 30th year of community leadership . . . in a market of 1½ million radio sets in the homes and cars of workers who spent more than 3 billion dollars last year in Detroit's retail stores!
**W A B J**

**ADRIAN—1946**

Frequency: 1500 Kc. Power: 250 Watts d.

Owned-Oper. By: James Gerity, Jr.

Address: Treat Rd.

Phone Number: 9000

Transmitter Location: Treat Rd.

News Service: Sunrise-Sunset

Transcription Service: World

Representative: Hal Holman Co.

Member: NAB, BAB

Owner: James Gerity, Jr.

General Manager: O. Wm. Myers

Commercial Manager: Harley West, Jr.

News, Pgm. Dir.: Larry Payne

Chief Announcer: Phil Sanford

Chief Engineer: Elwood Brown

Far Editor: Don Dean

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**W F Y C**

**ALMA—1948—GLN**

Frequency: 1280 Kc. Power: 1000 Watts d.

Owned-Oper. By: WFYC, Inc.

Address: 401½ Gratiot Ave.

Phone Number: 95, 157

Trans. Loca.: 1 Mi. E. of City on U.S. 27

Air Time: 6 a.m.-Sun Down

News Service: UP

Trans. Service: Lang-Worth, World

President: Reid Brazell


Chief Announcer: David Sommerville

News Director: Stan Heineman

Musical Director: Lilian Curtis

Chief Engineer: Irving Grove

Far Editor: Carl Bottie

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**W A T Z**

**ALPENA—1946**

MBS-KBS-PAUL BUNYAN


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

President: Les Biederman

General Manager: Drew McClay

Chief Engineer: William Kiker

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**W H R V**

**ANN ARBOR—1947—ABC**

Frequency: 1600 Kc. Power: 1000 Watts d.

Owned-Oper. By: Huron Valley Bstg., 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

Member: NAB

President: J. F. Hopkins

General Manager: Douglas Campbell

Program Dir.: Amy H. Wilcox

Chief Announcer: Claire Linn

Chief Engineer: James Allen

Consulting Engineer: Lohnes & Culver

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**W P A G**

**ANN ARBOR—1945**

Frequency: 1050 Kc. Power: 100 Watts d.


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

Member: NAB, FMA

President: Arthur E. Greene

Gen. Sta., Mgr.: Edward F. Baughn

Commercial Manager: A. H. Turner

Program Director: Pat Quinn

Chief Announcer: Albert J. Sanborn

Chief Engineer: George D. Stearns

News Director: Ota Hardy

Far Editor: Howard E. Heath

Consulting Engineer: George C. Davis

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**W L E W**

**B AD AX E—1950**


Phone Number: 1010

Representative: Headley-Reed

Transcription Service: Standard

News Service: AP

Owner, President: Milton L. Greenebaum

Oper. Dir., Gen. Mgr.: Jack Parker

Commercial Manager: Cliff Thomas

Program Director: Earl Johnson

Facility Dir.: Meredith Koerner

Chief Engineer: Harold McCullen

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471
• Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money

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50,000
WATTS
800 kc.

• Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

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Guardian Bldg. • Detroit 26

Adam J. Young, Jr., Inc., Nat'l Rep. • J. E. Campeau, President
**WBCK**  
**BATTLE CREEK—1948—MBS**  
Frequency: 930 Kc.  
Power: 1000 Watts  
Owned-Operated By: Michigan Bcstg. Co.  
Phone Number: 3-5555  
Air Time: 6 a.m.-12 M.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Robert H. Holmes  
General Manager: A. E. Johansen  
Chief Engineer: Arris J. Geranis

**WELL**  
**BATTLE CREEK—1925—ABC**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Oper. By: Federated Publications, Inc.  
Bus-Studio-Transmitter Address: Michigan National Bank Bldg.  
Phone Number: 5655  
Air Time: 6 a.m.-11:30 p.m.  
News Service: AP  
Transcription Service: Standard  
Representative: Bolling  
Membership: NAB  
Station Manager: Dan E. Jayne  
Commercial Manager: E. P. Mills, Jr.  
Program Director: Forrest F. Owens  
Chief Engineer: Earl J. Stone

**WBCM**  
**BAY CITY—1928—ABC**  
Frequency: 1440 Kc.  
Power: 1000 Watts d.; 500 Watts n.  
Owned-Operated By: Bay Bcstg. Co., Inc.  
Business-Studio Address: Wenonah Hotel  
Phone Number: 7551-2  
Transmitter Address: Tuscola Rd., Hampton  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: George P. Hollingbery  
President: Harley D. Peet  
Gen-Station-Comm. Mgr.: Hugh A. Giesel  
Program Director: Charles E. Anthony  
News Director: Frank J. Walsh  
Musical Director: Lionel H. DeRemer  
Chief Engineer: Ralph H. Carpenter  
Farm Editor: G. Edward Vallender  
Consulting Engineer: Janscy & Bailey

**WGRO**  
**BAY CITY—1949—LBS—KBS**  
Frequency: 1260 Kc.  
Power: 500 Watts d.  
Trans. Address: 4451 Wheeler Rd.  
Phone Number: 3-1260  
Air Time: Daytime  
News Service: AP  
Transcription Service: Capitol  
Representative: Sears & Ayer  
Pres., Gen. Mgr.: Gail D. Griner  
Commercial Manager: Stanley Hommes  
Program Director: Edward T. Dillon  
Chief Anncr., News Dir.: Hal Shore  
Musical Director: Wilmetta Jean Resley  
Chief Engineer: Floyd Woody

**WHFB**  
**BENTON HARBOR—1947**  
Frequency: 1060 Kc.  
Power: 1000 Watts d.  
Address: Benton Harbor  
Phone Number: 5-2113  
Transmitter Location: Fairplain Ave.  
Air Time: Sunrise-Sunset  
News Service: AP  
Transcription Service: Lang-Worth & RCA  
Representative: Hal Holman  
Membership: NAB, BAB  
President: Stanley R. Banyon  
Gen., Sta. Mgr.: J. P. Scherer  
Commercial Manager: Ted Vernasco  
Sales Prom. Mgr., Pub. Dir.: Dwight Edmunds  
Program Director: John Pershing Chase  
Production Director: Cal Bollwinkel  
News Director: Jack Cogswell  
Musical Director: Lee Lockwood  
Chief Engineer: Munson Robinson  
Farm Editor: John Pershing Chase  
Consulting Engineer: Craven, Lohnes & Culver

**WATT**  
**CADILLAC—1945**  
MBS-KBS-BUNYAN-WOLVERINE  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned-Operated By: Midwestern Bcstg. Co.  
Business-Studio Address: Cadillac  
Phone Number: 2-1200  
News Service: AP  
Transcription Service: SESAC, KBS  
Representative: Hal Holman  
General Manager: Les Biederman

**WTVB**  
**COLDWATER—1949—KBS**  
Frequency: 1590 Kc.  
Power: 1000 Watts  
Owned-Oper. By: Twin Valley Bcstrs, Inc.  
Address: Box 32  
Phone Number: 1230  
Trans. Loca.: 1½ Mi. So. on U.S. 27  
Air Time: 6 a.m.-9 p.m.  
News Service: AP  
Trans. Service: Associated, Capitol, Cole  
Representative: McGillvra  
President: George Hosek  
Board Chairman: James Wilson  
Station Manager: E. Harold Munn, Jr.
H. N. Stovin
Adam J. Young, Jr.
Membership ..............................................NAB, BAB
President, General Mgr. ..................J. E. Campeau
Sta. Mgr., Chief Engr. .................W. J. Carter
Commercial Manager ......................E. Wilson Wardell
Sales Prom. Mgr. .............................Art Glover
Pgm., Prod. Dir. .................................S. Campbell Ritchie
News Director .................................. Val Clare
Publicity Director .........................H. Arthur Loing
Chief Announcer .............................. John Gordon
Musical Director .............................. Wally Townsend
Farm Editor ................................. Austin Grant
Consulting Engineer ............................Kear & Kennedy

WJRB
DETOUR—1927—CBS
Frequency: 760 Kc.  Power: 50,000 Watts

WJRB
DETOUR—1920—NBC
Frequency: 950 Kc.  Power: 5000 Watts

See Page 472
**MICHIGAN**

**WBBC**

FLINT—1947—MBS

Frequency: 1330 Kc.  
Power: 1000 Watts  
Phone Number: Detroit, Woodward 2-0220; Flint, 9-8686

Transmitter Location: 3076, Bristol Rd.  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: World Representative: Forje  
President: John Lord Booth  
General Manager: W. Eldon Garner  
Program Dir.: Jerry Schroeder  
Chief Announcer: Willard Lamb  
News Director: James Rush  
Chief Engineer: G. Elwood Ryan

**WFDF**

FLINT—1922—ABC-MRN

Frequency: 910 Kc.  
Power: 1000 Watts  
Owned-Operated By: The Trebil Corp.  
Bus.-Studio Address: Mott Foundation Bldg.  
Phone Number: 2-7158

Transmitter Location: Briston Road  
Air Time: 5:45 a.m.-1 a.m.  
News Service: AP  
Transcription Service: Capitol, Thesaurus, Standard Representative: Katz  
Membership: NAB, BAB  
President: Harry M. Bitner, Sr.  
General Mgr.: Lester W. Lindow  
Sales Prom. Mgr.: Marvin Levey  
Farm Ed., Pgm. Dir.: Elmer A. Knopf  
Publicity Dir.: Richard Toohay  
Chief Announcer: Ted Taylor  
News Directors: Jack Lewin, Jim Corbett  
Musical Director: Billy Geyer  
Chief Engineer: Frank D. Fallin  
Consulting Engineer: Gillett & Assoc.

**WDJH**

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.  
Power: 5000 Watts  
Operated By: WXYZ Inc.  
Business Address: 1700 Stroh Bldg.  
Phone Number: Woodward 3-8321

Studio Address: 8415 E. Jefferson Ave.  
Transmitter Location: Joy Rd. & Greenfield  
Air Time: 6:30 a.m.-1 a.m.  
News Service: INS, UP  
Transcription Service: Standard, Lang-Worth  
Representative: ABC Spot Sales  
Pres., Gen. Mgr.: James G. Riddell  
Commercial Manager: Harold Christian  
Prod., Pgm. Dir.: Jack McCarthy  
Musical Director: Phil Brestoff  
News Director: Henry Alexander  
Chief Engineer: Charles Kocher

**WDGC**

ESCANABA—1941—MBS-KBS

Frequency: 680 Kc.  
Power: 1000 Watts  
Owned-Operated By: Delta Bestg. Co.  
Business-Studio Address: Lud. & First Sta.  
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

**WMRP**

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: 3417 Lapeer Rd.  
Air Time: Daytime  
Transcription Service: WFDF  
Transcription Service: Standard, SESAC Representative: Best  
President: Victor Longfield  
General Manager: William H. Marford  
Chief Engineer: Homer Blumerich  
Commercial Manager: Mell Moss  
Chief Announcer: Cliff Martin
**WTAC**
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
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

**WATC**
GAYLORD—1950—BUNYAN
Frequency: 900 Kc......Power: 1000 Watts d.
Address........Paul Bunyan Bldg., Traverse City
Phone Number........Traverse City 2700
Representative.............Holman

**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.

**WGHN**
GRAND HAVEN—1951
Frequency: 1490 Kc.....Power: 250 Watts
President............Walter R. Hammel
General Manager.......Kerm Trimble

**WFUR**
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
Trans. Loca...............Garfield & Butterworth
Air Time ................Sunrise-sunset
News Service ...............AP
Trans. Serv..............Lang-Worth, Thesaurus
Representative............Hil F. Best
**W GRD**

**GRAND RAPIDS—1947**

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Operated By: Music Bcstg. Co.
Business-Studio Address: 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 McGilvra
Pres., Gen., Sta. Mgr.: Paul F. Eichhorn
News Director: Joseph C. Hooker
Chief Annr., Pgm. Dir.: Robert J. Whitcomb
Musical Director: Jack Harrison
Chief Engineer: Richard Groenevelt
Consulting Engineer: Gautney, Ray & Price

**W J E F**

**GRAND RAPIDS—1945—CBS**

Address: 124 W. Mich. Ave., Kalamazoo
Phone Number: 602-6512
Transmitter Location: Pantlind Hotel
Air Time: 6 a.m.-12:05 M.
News Service: AP
Transcription Service: Thesaurus
Representative: Avery-Knodel, Inc.
Membership: NAB, BAB
Pres., Gen. Mgr.: John E. Fetzer
Pub. Dir., Sta. Mgr.: Martin Giagmo
Commercial Manager: John W. O’Harow
Sales Promotion Manager: Martin Giagmo
Production Supervisor: Donald Richardson
Dir. of Public Affairs: Dr. Willis F. Dunbar
Chief Engineer: Carl E. Lee
Farm Editor: Carleton W. Collin
Consulting Engineer: Paul F. Godley

**W L A V**

**GRAND RAPIDS—1940—ABC**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Trans. Loca. Add.: 6 Fountain St., N.E.
Phone Number: 6-5461
Air Time: 7 a.m.-M.
News Service: UP
Transcription Service: Standard
Representative: John E. Pearson
Membership: BAB
Owner: Leonard A. Versluis

**W O O D**

**GRAND RAPIDS—1924—NBC**

Address: 1408 Grand Rapids Natl. Bank Bldg.
Phone Number: 9-4211
Transmitter Location: 633 - 60th St.
Air Time: 5:30 a.m.-1 a.m.
Trans. Serv.: Lang-Worth, World Representative
President: H. M. Bliner, Sr.
Gen., Sta., Comm. Mgr.: William Schroeder
Production Manager: Frank Siisson
Production Director: Rudy Pessel
Publicity Director: Howard Silbar
News Director: Rob Bunyon
Chief Engineer: Robert Wilson
Farm Editor: Dick Henry

**W H T C**

**HOLLAND—1948**

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: 97 Central Avenue
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World, Lang-Worth Representative
Grant President: W. A. Butler
Chief Engineer: millard C. Westrate
Prom., Comm., Sta. Mgr.: Sandy Meek
Production Director: Robert Nelson
Program Director: Willard C. Wichers
Publicity Director: William F. Young
Consulting Engineer: Andrews Co.

**W H D F**

**HOUGHTON—1929—MBS—KBS**

Frequency: 1400 Kc. Power: 250 Watts
Phone Number: Houghton
Transmitter Location: Hancock
Air Time: 7 a.m.-11:15 p.m.
Transcription Service: World Representative
Walker Membership
Chief Owner: G. L. Burgan
General Manager: Albert W. Payne
Prog. Dir., Chief Announcer: Earl Norden
Technical Supervisor: George L. Burgan
**WMIQ**

IRON MOUNTAIN—ABC-NORTHERN

Frequency: 1450 Kc.        Power: 250 Watts
Business-Studio Address: 211 E. Ludington St.
Phone Number: 2031
Transmitter Location: Pewabic Hill
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Capitol
President: ...Frank J. Russell
General Manager: Russell J. Staffeld
Sta., Comm. Mgr.: William C. Johnson
Program Director: Merv Baldrige
Chief Engineer: Paul F. Anick

**WIKB**

IRON RIVER—1949—MBS—KBS

Frequency: 1320 Kc.        Power: 250 Watts
Owned-Operated By: WIKB, Inc.
Phone Number: 102-3
Transmitter Location: Caspian
Air Time: 6:55 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Walker
President: ...William L. Johnson
Sta., Comm., Prom. Mgr.  ...James F. Kauper
Prod., Pgm. Dir.  ...Bob Serenson
Publicity Director: Judith Garrett
Chief Announcer: Ralf Smith
News Director: Len Johnson
Chief Engineer: Eugene Kaari
Consulting Engineer: Andrew Engless

**WJMS**

IRONWOOD—1931—MBS

Frequency: 630 Kc.        Power: 1000 Watts
Business-Studio Address: 124 E. McLeod Ave.
Phone Number: 20
Transmitter Location: Cary, Wis.
Air Time: 7 a.m-M.
News Service: UP
Transcription Service: World
Representative: Walker
President: ...William L. Johnson
General Manager: Donald R. Hoover
Commercial Manager: Eugene T. Callahan
Music, Pgm. Dir.: Laura Johnson
News Director: John LaForge
Farm Edit., Prod. Dir., Chief Ann., Tom Kelly
Chief Engineer: Arne Dahlbacka
Consulting Engineer: Andrew F. Inglis

**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
Air Time: 6-55 a.m.-12 M.
Transcription Service: AP
News Service: Lang-Worth
Pres., Gen., Sta. Mgr.: ...J. P. Deegan
Promotion Manager: Carl B. Tupala
Program Director: Paul C. Crowley
Musical Director: Howard E. Swanson
Chief Engineer: Bernard R. Maloney

**WIBM**

JACKSON—1927—ABC

Frequency: 1450 Kc.        Power: 250 Watts
Owned By: WIBM, Inc.
Transmitter Address: 2511 Kibby Rd.
Phone Number: 6121
Air Time: 6:30 a.m.-M.
Representative: Hal Holman, Forjoe
President: ...Herman Radner
Vice President: Roy Radner
Station-Commercial Manager: William Ciezek
Prog. Dir., Chief Announcer: Jack Underwood
Chief Engineer: Charles Wirtanen
Farm Editor: M. K. McGregor

**WGFG**

KALAMAZOO—1947—ABC

Frequency: 1360 Kc.        Power: 1000 Watts
Business-Studio Address: State Theatre Bldg.
Phone Number: 4-0111
Transmitter Location: 4154 Jennings Dr.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: ...H-R Reps., Inc.
President: ...Harold F. Gross
General Manager: ...L. Joe Bolles
Chief Engineer: Carl E. Stephens
Consulting Engineer: ...Kear & Kennedy

**WKZO**

KALAMAZOO—1923—CBS

Frequency: 590 Kc.        Power: 5000 Watts
Owned-Operated By: Feltzer Bcstg. Co.
Business Address: 124 W. Michigan Ave.
Phone Number: 3-1223
Transmitter Location: Route 2, Richards Dr.
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Avery-Knodel
Membership: NAB, BAB
**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
Trans. Serv. Lang-Worth Thesaurus Representative: Forjoe
Pres., Gen., Sta. Mgr.: Grant F. Ashbacker
Com., Prom. Mgr.: Henry Z. Ungar
Prod. Pgm. Dir.: Robert Johnson
Publicity Director: B. L. Bennett
Chief Announcer: Steve Conrad
News Director: Dalton Hille
Chief Engineer: E. B. Pendleton
Consulting Engineer: E. C. Page

**WKNK**

**MUSKEGON—1949—MBS**

Frequency: 1600 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Nick Kuris
Address: Federal Square
Phone Number: 32126
News Service: UP
Representative: Best
President: Nicholas W. Kuris
General Manager: Don Mann
Program Director: Chuck Bird
Promotion Manager: Bill Wolff
Chief Engineer: George Krevitzky
Farm Editor: A. Taber
Traffic Manager: Bud Pickel

**WMUS**

**MUSKEGON—1947**

1000 Watts n.
Owned-Oper. Greater Muskegon Bcastg., Inc.
Business-Studio Address: 1783 Peck St.
Phone Number: 2-7608
Transmitter: 4 Mi. E. Hwy. 31 on Giles Rd.
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—GLN**

Owned-Operated By: Argus Press Co.
Transmitter Address: 2300 N. Shiawassee
Phone Number: 860
Air Time: Daytime
News Service: AP
Transcription Service: Lang-Worth Representative: Joseph Hershey McGillivra
President: J. E. Campbell
Prom., Gen., Sta. Mgr.: M. H. Wirth
Merrill Walker
Musical Dir., Chief Engr.: M. Carson
Farm Editor: J. Kinosky
Consulting Engineer: Craven, Lohnes & Culver

**WMBN**

**POTOSKEY—1946**

**MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1340 Kc. Power: 250 Watts
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: 2146 Federal 3-7141
Air Time: Local sunrise-local sunset
News Service: AP, INS Representative: John E. Pearson
President, General Mgr.: H. Y. Levinson

**WHLS**

**PORT HURON—1938—MBS-KBS**

250 Watts n.
Address: 932 Military St.
Phone Number: 28536
Transmitter Location: 340 - 32nd St.
Air Time: 6 a.m.-2 a.m.
Transcription Service: UP
Membership: NAB, BAB
Gen., Sta., Comm., Sales From Mgr.: John F. Wismer
Prod., Pgm. Dir.: Lyle A. Patterson
Pub. Dir., Chief Anncr.: Ernest O. Ferribby
News Director: Stanley G. Smith
Chief Engineer: Russel S. Thorn
Farm Editor: Lyle Patterson
<table>
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<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner</th>
<th>Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Trans. Serv.</th>
<th>Program</th>
<th>Commercial</th>
<th>Membership</th>
<th>Representative</th>
<th>Consultant Engineer</th>
<th>Director</th>
<th>Engineer</th>
<th>Mgr.</th>
<th>Salesman</th>
<th>Sales</th>
<th>News</th>
<th>Prom.</th>
<th>Program</th>
<th>Promotion</th>
<th>Musical</th>
<th>Consulting Engineer</th>
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<tr>
<td>WTTH</td>
<td>1380 Kc.</td>
<td>1000 W</td>
<td>Royal</td>
<td>Huron</td>
<td>221 So. Wash. Ave</td>
<td>3-4471-2-3</td>
<td>Sunrise-Sunset</td>
<td>UP</td>
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<td>WKNX</td>
<td>1210 Kc.</td>
<td>1000 W</td>
<td>Lake</td>
<td>Huron</td>
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<td>3-4471-2-3</td>
<td>Sunrise-Sunset</td>
<td>UP</td>
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<td>WHAK</td>
<td>960 Kc.</td>
<td>1000 W</td>
<td>Rogers</td>
<td>City</td>
<td>117 West Genesee</td>
<td>2-8161</td>
<td>6:30 a.m.-12 M.</td>
<td>AP</td>
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<td>WSA</td>
<td>1400 Kc.</td>
<td>250 W</td>
<td>Saginaw</td>
<td>Bdstg. Co.</td>
<td>117 West Genesee</td>
<td>2-8161</td>
<td>6:30 a.m.-12 M.</td>
<td>AP</td>
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<td>WSAM</td>
<td>1480 Kc.</td>
<td>250 W</td>
<td>Saginaw</td>
<td>NBC-GLN</td>
<td>117 West Genesee</td>
<td>2-8161</td>
<td>6:30 a.m.-12 M.</td>
<td>AP</td>
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<td>WSGW</td>
<td>1340 Kc.</td>
<td>250 W</td>
<td>Saginaw</td>
<td>1950-MBS</td>
<td>117 West Genesee</td>
<td>2-8161</td>
<td>6:30 a.m.-12 M.</td>
<td>AP</td>
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</table>
MINNESOTA

Population 2,982,483—Increase +6.8% (’40-’50)—Radio Homes 766,160
Families 785,000—Stations in State 43

KASM
ALBANY—1950
Frequency: 1150 Kc. Power: 500 Watts d.
Phone Number 160
Transcription Service Thesaurus
News Service... UP
President William Blatner
General Manager Urban J. Kleppers
Promotion Manager John J. Nugent
Chief Engineer Clyde A. Welvoda

KATE
ALBERT LEA—1937—ABC
Frequency: 1450 Kc. Power: 250 Watts n.,
250 Watts n.
Owner Albert Lea-Austin Bcastg. Co., Inc.
Address 332 South Broadway
Phone Number 2338
Transmitter Location West Seventh St.
Air Time 6 a.m.-12 M.
Transcription Service... UP
Representatives J. E. Pearson, Bulmer & Johnson
Membership NAB, BAB
President Bennett O. Knudson
General Manager Anson Vann
Station Manager Margaret Haley
Program Director Jack Hootger
Production Director Don Peterson
Chief Announcer Mel Grayson
News Dir., Farm Editor Duke Brewer
Chief Engineer Robert Holt

KWRA
ALBERT LEA—1949
Frequency: 1490 Kc. Power: 250 Watts
Address Alexandria
Phone Number 1000
Air Time 6 a.m.-12 M.
News Service... UP
Transcription Service... Lang-Worth
Representative Lanson & Assoc.
Membership NAB
General Manager R. C. Brown
Commercial Manager Everett Q. Walters
Program Director Kenneth Bechtel
Chief Announcer Wayne Moody
Chief Engineer Gerald Lentz
Consulting Engineer Charles Persons

KAUS
AUSTIN—1948—MBS
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcastg. 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. McHimm
Commercial Mgr. Tom Steenland
Sales Prom. Mgr. Ken Soderberg

WSOO
SAULT STE. MARIE—1940
ABC-NORTHERN
Frequency: 1230 Kc. Power: 250 Watts d.,
100 Watts n.
Owned-Operated By Hiawathaland Bcastg. Co.
Business-Studio Address 107 W. Portage Ave.
Phone Number 3000
Trans. Loca. Hwy. No. 2, 2 Mi. S. of City
Air Time 6:30 a.m.-12:05 a.m.
Membership NAB, BAB, MAB
President, General Manager Stanley R. Pratt
Sta., Comm. Mgr., Richard Y. Burnett
Mus., Prod., Pgm. Dir., Farm Editor Ed. Krieger
Prod., Publicity Dir. Margaret Fountain
Chief Announcer Charles Bergesom
News Director Homer Foster
Chief Engineer William F. Morris

WTCM
TRaverse City—1941
MBS—BUNYAN—KBS
Frequency: 1400 Kc. Power: 250 watts d.,
250 Watts n.
Address Paul Bunyan Bldg.
Phone Number 2700-1
Transmitter Location Elmwood Township
Air Time 7 a.m.-11:30 p.m.
News Service... AP
Transcription Service Langworth
Representative Hal Holman Co.
Membership NAB, BAB
President Les Biederman
General Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer Wm. H. Kiker
Consulting Engineer George C. Davis
<table>
<thead>
<tr>
<th>MINNESOTA</th>
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<tr>
<td>Pgm., Pub. Dir.</td>
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<tr>
<td>Production Dir.</td>
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<td>Chief Announcer</td>
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<td>Musical Dir.</td>
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<tr>
<td>Chief Engineer</td>
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</tbody>
</table>

**K B U N**

**BEMIDJI—1946—MBS**

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Butler Bcstg. Co., Inc.
Business-Studio Address: 419 1/2 Beltrami Ave.
Phone Number: 1900
Transmitter Location: Midway Dr.
Air Time: 7 a.m.-11:30 p.m.
News Service: UP
Transcription Service: SESAC Representative
Pgm., Prod. Dir. Gwyneth Butler
Chief Annncr., Mus., News Dir. Ray Wright
Chief Engineer Art Vandersluis
Farm Editor: Irv Miller
Consulting Engineer: Nat Williams

**K L I Z**

**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
Membership: NAB
President, General Manager: E. T. O’Brien
Program Director: Lucille Grosse
Comm., Prom. Mgr. Edward J. Wilder
Chief Engineer: Arthur Vandersluis

**K B M W**

**BRECKENRIDGE—1948**

250 Watts n.
Address: Wahpeton, N. D.
Phone Number: 567
Transmitter Location: Breckenridge
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard Membership: NAB, BAB
President: Kline E. Bower
Gen., Sta., Comm., Sales Prom Mgr.:
Publicity Director: Herbert E. Nelson
Production Director: Jack Freeborn
Musical Director: LeMar Olson
Chief Engineer: Grant Unkenholz
Farm Editor: Virgil Forner
Consulting Engineers: Chambers & Garrison

**K R O X**

**CROOKSTON—1948—LBS**

Frequency: 1260 Kc.  Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Crookston Bcstg. Co.
Business-Studio Address: Eagles Bldg.
Phone Number: 1260
Transmitter Location: 1.5 Mi. N. of Crookston
Air Time: 6 a.m.-2 a.m.
News Service: UP
Transcription Service: Thesaurus Representatives: Donald Cook, Gene Grant, Lawson & Assoc.
President: D. A. McKenzie
General Manager: Garfield L. Fox
Commercial Manager: Jerome A. Dahlberg
Sales Prom. Mgr.: Ralph Melbye
Program Director: Edward J. Boe
Publicity Director: Frederick Shrimpton
Chief Announcer: Donald Mulvany
News Director: Garry Fox
Chief Engineer: William J. Kiewel
Musical Director: Gordon Knauer
Farm Editor: Bruno Jerken
Consulting Engineer: George Bairley

**K D A L**

**DULUTH—1936—CBS**

Frequency: 610 Kc.  Power: 5000 Watts
Business-Studio Address: 218 Bradley Bldg.
Phone Number: Melrose 2-2628
Trans. Loca.: 801 So. 63rd Ave. W.
Air Time: 24 Hours
News Service: AP
Transcription Service: Lang-Worth Representative: Avery-Knodel Membership: NAB, BAB
Pres., Gen. Mgr.: Dalton Le Masurier
Commercial Manager: Odin S. Ramsland
Prom., Mgr., Pub. Dir.: Jack Brockway
Pgm., Prod. Dir.: Dick Lawrence
News Director: Bill Krueger
Chief Engineer: Robert A. Dellman

**W E B C**

**DULUTH—1924**

**NBC-NORTHWEST-ARROWHEAD**

Frequency: 1320 Kc.  Power: 5000 Watts
Business-Studio Address: WECB Bldg.
Phone Number: Melrose 2-2873
Transmitter Location: 3925 Tower Ave., Superior, Wis.
Air Time: 6 a.m.-12 M.
News Service: UP
Trans. Serv. Associated: SESAC, World Representative: Ra-Tel
President: Morgan Murphy
General Manager: W. C. Bridges
Station Manager: Greg Rouleau
Publicity Director .......................... Gail Cowles
News Director .............................. Earl Henton
Musical Director .......................... Gus Jackson
Chief Engineer ............................. Norman Gill
Farm Editor ............................... D. T. Grussendorf
Consulting Engineer ...................... C. B. Persons

WREX
DULUTH—1948—MBS
Frequency: 1080 Kc.  Power: 10,000 Watts d.
5000 Watts n.
Business-Studio Address ............... 213 E. Superior St.
Phone Number ............................ 7-2911
Transmitter Location ..................... McCuen St.
Air Time .................................. 6:30 a.m.-11:30 p.m.
News Service .............................. UP
Representative ............................ Weed
President ................................. Thomas McCabe
Commercial Manager .................... James R. King
Sta. Mgr., Chief Engr. .................. William Lounsberry
News Directory ........................... Loren Payniter

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 Location ..................... 1/5 Mi. S. of Ely
News Service .............................. UP
Transcription Service .................... SESAC, Cole
Representative ............................ Lawson
Air Time .................................. 7 a.m.-10 p.m.
Commercial Mgr. ........................ Edward B. Nichols
Program Dir. .............................. Marion Herrala
Musical Dir. .............................. Ken Reckinger
Chief Engineer ........................... Darrel Gander

WEVE
EVELETH—1947—ABC
250 Watts n.
Owned-Oper. By ............................ WEVE
Address ................................. Park Hotel
Phone Number ............................ 991
Transmitter Location ..................... Eveleth
Air Time .................................. Unlimited
Transcription Service .................... Lang-Worth
Representative ............................ Orville Lawson
President ................................. Carl Bloomquist
General Manager ........................ Arthur F. Nelson
Program Director ........................ Joe Cesar
Chief Engineer ........................... Mel Lasky

KDH L
FAIRBIAULT—1948
Frequency: 920 Kc.  Power: 1000 Watts
Owned-Oper. By ............................ Lee-Smith Bcstg. Co.
Business-Studio Address ............... 213 Central Ave.
Phone Number ............................ 2312
Transmitter Location ..................... Hwy. 65
Air Time .................................. 6 a.m.-M.
News Service ............................. AP
Transcription Service .................... Standard
Representative ............................ Pearson, Lawson
General Mgr. .............................. Herbert H. Lee
Commercial Mgr. ........................ Palmer Draagsten
Program Dir. .............................. Jorgen D. Nash
Musical Director ........................ Mera Ballis Frydenlund
Chief Engineer ........................... John E. Hyde, Jr.

KSUM
FAIRMONT—1949—MBS
Frequency: 1370 Kc.  Power: 1000 Watts
Address .................................. 306 North Park St.
Phone Number ............................. 1370
Transmitter Location ..................... Lair Road
Air Time .................................. 6 a.m.-12 M.
News Service .............................. UP
Representative ............................ Walker Co., Lawson
Trans. Serv. ............................... Standard, Thesaurus
Membership .............................. NAB
President ................................. Leo J. Seifert
General Manager ........................ Frank Endersbe
Program Director ........................ Everett Ohrt
News Director ............................. Tom Murphy
Musical Director ........................ Lowell Stewart
Chief Engineer ........................... Walton Wilson
Consulting Engineer ..................... Chambers & Garrison

KGDE
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
Secy-Treas., Exec. Dir. ................. Harold L. Dell
Station Manager ........................ Don L. Albertson
Asst. Mgr. ................................. Frederic T. Dell
Chief Engineer ........................... Harold E. Allen

KBZY
GRAND RAPIDS—1948—MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ........................ Itasca Bcstg. Co.
Phone Number ............................. 198
Transmitter Location ..................... Grand Rapids
Air Time .................................. 7 a.m.-11 p.m.
News Service .............................. UP
Transcription Service .................... Lang-Worth
Representative ............................ Bulmer & Johnson
General Manager ........................ Robert D. Kennedy
Program Director ........................ Bul Germ
Chief Engineer ........................... Ross A. Fessenmeyer
**WMFG**
**HIBBING—1935—NBC-ARROWHEAD NORTHWEST**
Frequency: 1240 Kc.  Power: 250 Watts
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

**KTOE**
**MANKATO—1950—ABC**
Frequency: 1420 Kc.  Power: 1000 Watts
Phone Number:  4537
News Service:  UP
President:  H. W. Linder
General Manager:  D. O. Linder
Program Director:  Wayne Mack
Chief Engineer:  Don Rammiger

**KYSM**
**MANKATO—1938
NBC-NORTHWEST**
Frequency: 1230 Kc.  Power: 250 Watts
Business-Studio Address:  101 N. Second St.
Phone Number:  4673
Transmitter:  Belgrade Hill, N. Mankato
Air Time:  6 a.m.-1 a.m.
News Service:  UP
Transcription Service:  Standard, Thesaurus Representative
John E. Pearson
Membership:  NAB, BAB
Gen.-Station-Comm. Mgr.:  John F. Meagher
Sales Promotion Manager:  Ernest Ashley
Prom., Pgm. Dir.:  Bob Gardner
Chief Announcer:  Chuck Paske
Musical Director:  Maurice Piché
News Director:  Julian Hoshal
Chief Engineer:  James Houts
Farm Editor:  Don Redcliffe
Consulting Engineer:  George C. Davis

**KMHL**
**MARSHALL—1946—MBS DAIRYLAND**
Frequency: 1400 Kc.  Power: 250 Watts
Business-Studio Address:  KMHL Bldg.
Phone Number:  2282-3
Transmitter Location:  1/2 Mi. E. of City

**KEYD**
**MINNEAPOLIS—1948**
Frequency: 1440 Kc.  Power: 5000 Watts d.
Business-Studio Address:  15 N. Ninth St.
Phone Number:  Lincoln 8451
Transmitter Location:  Golden Valley
Air Time:  6 a.m.-Sun down
News Service:  AP
Transcription Service:  Standard Representative
Rambeau Membership:  NAB, BAB
President:  Henry Klages
Sta. Gen. Mgr.:  Lee L. Whiting
Commercial Manager:  Harold A. Winther
Prod., Pgm. Dir.:  Harry Zimmerman
Musical Director:  James Allen
Chief Engineer:  Harvey V. Headen
Consulting Engineer:  Frank H. McIntosh

**WCCO**
**MINNEAPOLIS—1924—CBS**
Frequency: 830 Kc.  Power: 50,000 Watts
Business-Studio Address:  625 Second Ave. S.
Phone Number:  Main 1202
Transmitter Location:  Anoka
Air Time:  5 a.m.-1 a.m.
News Service:  AP, UP
Transcription Service:  Lang-Worth
Radio Sales
Sta. Gen. Mgr.:  Eugene Wilkey
Commercial Manager:  Carl S. Ward
Sales Prom. Mgr., Pub. Dir.:  Tony Moore
Program Director:  Robert P. Sutton
News Director:  Wiley S. Moloney
Musical Director:  Wallace Olson
Chief Engineer:  J. J. Beloungy
Farm Editor:  Larry Haeg

**WDGY**
**MINNEAPOLIS—1923**
Frequency: 1130 Kc.  Power: 50,000 Watts d.
25,000 Watts n.
Business-Studio Address:  Hotel Nicollet
Phone Number:  Bridgeport 2271, Midway 6363
Transmitter Location:  103rd & Lyndale Ave. S.
Air Time:  6 a.m.-M.
News Service:  AP
MINNESOTA

Transcription Service .......................... Standard
Representative .......................... Avery-Knodel
Membership .................................. NAB
President .......................... James Stuart
Program Director ......................... Robert L. Heinisch
News Director .......................... John Leslie
Chief Engineer .......................... Charles W. Winkler
Consulting Engineer .......................... John Creutz

WLOL
MINNEAPOLIS—1940—MBS
Frequency: 1330 Kc.  Power: 5000 Watts
Business-Studio Address .......................... 1730 Hennepin Ave.
Phone Number ... Atlantic 0406. Midway 4043
Transmitter Location .......................... 1370 Davenport, St. Paul
Air Time ..................................... Unlimited
News Service .................................. UP
Representative .......................... John Blair
President .......................... Ralph L. Atlas
V.P., Gen., Sta. Mgr. ......................... C. T. Hagman
Commercial Manager ......................... Samuel N. Nemer
Musical Director .......................... Vern Rooney
Studio Engineer .......................... Gene Brautigam
Transmitter Engineer .......................... Merle Bjork
Consulting Engineer .......................... E. C. Page

WPBC
MINNEAPOLIS—1949
Frequency: 980 Kc.  Power: 500 Watts d.
Address ........................................ 1133 Stinson Blvd
Phone Number ... Granville 4356. Prior 3181
Trans. Loca. .................................. 1133 Stinson Blvd
Air Time ..................................... Daytime
News Service .................................. UP
Transcription Service ......................... Lang-Worth
Representative .......................... Sears & Ayer, Inc.
Sales Prom., Mgrs. J. Kane & L. Sherman, II
Chief Annr., News Dir. ..................... Gary Healy
Chief Engineer .......................... Sumner Rasmussen
Consulting Engineer .......................... Gautney, Ray & Price

WTCN
MINNEAPOLIS-ST. PAUL—1934
ABC-DAIRYLAND
Frequency: 1280 Kc.  Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address ........................ Radio City, 50 S.
Ninth St.
Phone Number ... Lincoln 0552. Nestor 8661
Transmitter Location .......................... 2235 N. Snelling
Air Time ..................................... 6 a.m-M.
News Service .................................. AP, UP
Transcription Service ......................... Associated, Capitol
Representative .......................... Free & Peters
Membership .................................. NAB
President .......................... William J. McNally
Gen., Sta. Mgr. .......................... F. Van Konyenber
Commercial Manager ......................... Robert N. Ekstrum
Program Director .......................... Judy Bryson
Broadcast Operations ........................ C. D. Miller
Prom. Mgr., Pub. Dir. ....................... C. J. Rain
Chief Annr., News Dir. ...................... Jack Bell
Musical Director .......................... William Melchnek
Chief Engineer .......................... John Sherman
Farm Editor .......................... Robert Carlson
Consulting Engineer .......................... John M. Sherman

KVox
MOORHEAD—1937
MBS-GREAT NORTHERN
Frequency: 1430 Kc.  Power: 250 Watts
Business-Studio Address ................................ Fred Martin Hotel
Phone Number .......................... 3-1522
Transmitter Location .......................... 14th St. & 12th Ave, So.
Air Time ..................................... 8 a.m-12 M.
News Service .................................. UP
Transcription Service ......................... World
Representative .......................... Walker, Lawson
Membership .................................. NAB, BAB
President .................................... E. J. McKellar
General-Station Manager ....................... M. M. Marget
Chief Annr., Pgm. Dir. ...................... Dale Howard
Chief Engineer .......................... Don Geiken

Knuj
NEW ULM—1949
Frequency: 860 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................... Knuj, Inc.
Address ........................................ 308½ N. Minn. St.
Phone Number .......................... 904, 905-6
Air Time ..................................... Daytime
Transmitter Location .......................... So. Bridge St.
News Service .................................. AP
Transcription Service ......................... Lang-Worth
Membership .................................. NAB
President ..................................... W. K. Mickelson
General Manager .......................... Bernard L. Young
Sales Promotion Manager ..................... Wip Robinson, III
Promotion Manager .......................... George Korenchen
Chief Engineer .......................... Leon Brauhn

KAAA
RED WING—1949
Frequency: 1250 Kc.  Power: 1000 Watts d.
Address ........................................ Radio City, 50 S.
Phone Number .......................... 3511
Trans. Loca. ................................ ½ Mi. So. Red Wing
Air Time ..................................... 8 a.m-Local Sunset
News Service .................................. AP
Transcription Service ......................... Associated
President .......................... Fred C. Clarke

487
IF KSTP WORE SERVICE BARS FOR RENEWALS...

Average Spot Contract Life on KSTP since 1928...11 1/4 years. Proof of KSTP's remarkable Consumer Influence.

KSTP-TV is the Television Service of...

50,000 WATTS - CLEAR CHANNEL KEY STATION FOR THE NORTHWEST NETWORK EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES Represented Nationally by Edward Petry & Co.
KLER
ROCHESTER—1948—ABC
Owned-Operated By: Rochester Bcstg. Co.
Address: 229 First Ave. S.W.
Phone Number: 2-2757
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard Library Representative
Membership: NAB, BAB
President: Alice P. Mayo
General Manager: Walter T. Bruzek
Commercial Manager: Robert A. Fick
Program Director: Robert C. Bouchier
News Director: Donald Wright
Chief Engineer: Boynton Hagaman

KROC
ROCHESTER—1935
NBC-NORTHWEST
Frequency: 1340 Kc. Power: 250 Watts
Address: 100 1st Ave. Bldg.
Phone Number: 3924
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Thesaurus Representatives
Membership: NAB, BAB
President: Mrs. G. P. Genling
General Manager: G. David Genling
Sta. Mgr.: Pgm. Dir.: Cal Smith
Commercial Manager: Jerry Bratzas
Sales Prom. Mgr.: Pub. Dir.: Jim Faber
Chief Announcer: Joe Foss
Sports Director: Bernie Lusk
News Director: Ray Thompson
Musical Director: Jerry Boyum
Chief Engineer: Bob Cross
Farm Editor: Jim Faber

KFAM
ST. CLOUD—1938
NBC-NORTHWEST
Frequency: 1450 Kc. Power: 250 Watts
Address: Weber Bldg.
Phone Number: 3330, 3331
Trans. Loca.: Hway. 152, 2 Mi. S. of city
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus Representatives
Membership: NAB, BAB
Pres.: Gen. Mgr. Frederick C. Schilplin
Sta. Mgr., Pub. Dir.: Cliff Sakry
Commercial Manager: John F. Green
Salesman: Don Orth
Sales Promotion Manager: John F. Green
Prom. Mgr., Pgm. Dir.: Patricia M. Rieder
Prod.: News Dir., Chief Annr., Gene Nelson
Musical Dir., Farm Editor: Cliff Sakry
Chief Engineer: Robert Witschen

WJON
ST. CLOUD—1950—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Granite City Bcstg. Co.
Address: St. Cloud Hotel
Phone Number: 1240
Representative: Ra-Tel
Transcription Service: World
News Service: UP
President: Max H. Lavine
General Manager: W. C. Porson
Commercial Manager: Paul T. Zaborik
Program Director: Wallace MacBreach
Promotion Manager: Norman Vance
News Director: Robert Wayne
Chief Engineer: Robert Muchow

WMIN
ST. PAUL—1936
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WMIN Bcstg. Co.
Address: 538 Hamm Bldg.
Phone Number: Garfield 1361
Air Time: Unlimited
News Service: AP
Transcription Service: Associated Representative: Radio Reps
Membership: NAB
V.P., Gen., Sta. Mgr.: Frank M. Devaney
Commercial Manager: N. L. Benson
Pgm. Dir., Chief Annr.: Norman Page
Publicity Director: Richard Stevens
Chief Engineer: Warren B. Fritz

KSTP
ST. PAUL-MINNEAPOLIS—1928-NBC
Frequency: 1500 Kc. Power: 50,000 Watts
Owned By: KSTP, Inc.
Address: 3415 University Ave.
Phone Number: Prior 2717
Trans. Location: County Rd. C. & Hway. 61, St. Paul
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
TRANSCRIPTION SERVICE

WSHB
STILLWATER—1949—KBS
Frequency: 1220 Kc. Power: 250 Watts
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

KTRF
THIEF RIVER FALLS—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Henry K. Arneson
Address 1313 North Main Ave.
Phone Number 13, 14
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative Bulmer & Johnson, Inc.
General Manager Henry K. Arneson
Station Manager Wendell F. Husebo
Salesmen Glenn Simpson & James Bailey
Program Director Alverda Noel
Production Director Wendell Husebo
Pub., News Dir. Katherine Barzen
Musical Director Elaine Thompson
Chief Engineer Henry J. Bothman
Farm Editor Katherine Barzen
Consulting Engineer May & Bond

WHLB
VIRGINIA—1936—NBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Head of the Lakes Bcstg.
Address Virginia
Phone Number Virginia 2000
Transmitter Location 17th & 6th Ave So.
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service World, SESAC
Representative Ro-Tel, Bulmer & Johnson
Membership NAB

President Morgan Murphy
General Manager Walter Bridges
Pgm., Pub. Dir. Aly steel BeBride
News Director Bob Mattson
Chief Engineer Norman Gill
Farm Editor August Neubauer
Consulting Engineer C. Persons

KWAD
WADENA—1948—MBS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By Associated Bcstg., Inc.
Bus.-Studio Address First Natl. Bank Bldg.
Phone Number 920-1
Transmitter Location 5 M. S. City
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Sesac
Representatives Bulmer & Johnson
President C. V. Phillips
Gen., Sta., Comm., Mgr. Carl E. Holt
Chief Engineer M. F. Mickelson

KWLM
WILLMAR—1940—ABC
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address 307 W. 6th St.
Phone Number 1340
Transmitter Location Foot Lake
Air Time 6 a.m.-6 M.
News Service UP
Transcription Service Col
Representative John E. Pearson
Membership NAB, BAB
President Gen., Mgr. H. W. Linder
Chief Engineer Willard Linder

KWNO
WINONA—1938—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Winona Radio Service
Business-Studio Address 216 Center St.
Phone Number 3314
Transmitter Location Tower Bluff
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service World
Representative John E. Pearson
Membership NAB, BAB
President M. H. White
General Manager Ken Marsh
Commercial Manager Red Hurd
Chief Announcer Charles Williams
News Director Gordon Holte
Chief Engineer Stanley Johnson
MINNESOTA—MISSISSIPPI

KWA
WORTHINGTON—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Phone Number 2-7301, 2-7311
Transmitter Location 4 Mi. W. of City
News Service UP
Transcription Service Lang-Worth

MISSISSIPPI
Population 2,178,914—Increase —0.2% ('40-'50)—Radio Homes 434,340
Families 543,600—Stations in State 42

WLOX
BILOXI—GULFPORT—1949—MBS
KBS—MISS.
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WLOX Bestg. 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 Annr., Farm Editor Jerry Thompson

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.
MISSISSIPPI

WJMB
BROOKHAVEN—1948
Frequency: 1340 Kc. Power: 250 Watts
Phone Number: 1298
Transmitter Location: Highway 51
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: World, Lang-Worth
Ulmans Jim Library
Representative: Continental
Membership: NAB, BAB
Pres., Gen. Mgr.: Tullius Brady
Station Mgr., Prog. Prod. Dir.: Guy Harris
Chief Engineer: Tom Pharris

WROX
CLARKSDALE—1943—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Imes, Jr.
Address: 257 1/2 Delta Ave.
Phone Number: 1566-2467
Transmitter Location: Delta Ave.
Air Time: 5:30 a.m.-11:30 p.m.
Representative: Radio Sales & Service
Membership: NAB, BAB
President: Birney Imes, Jr.
General Manager: Bob McRae
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCLD
CLEVELAND—1949—LBS
Frequency: 1480 Kc. Power: 250 Watts
Owned-Oper. By: Cleveland Bestg. Co., Inc.
Address Trans.: Highway 61, S.
Phone Number: 990
Air Time: 6 a.m.-10:00 p.m.
News Service: AP
Transcription Service: World
Station Representative: McGilvray
Membership: NAB, MBA
President: Lowry Tims
Gen. Sta. Mgr.: Melvin C. Lee
Commercial Manager: "Rusty" Pausch
Sales Promotion Manager: Russell N. Pausch
Program Director: Dorothy Guereri
Prod. Dir., Chief Announcer: Claude Rainey
Musical Director: Lawrence Feduccia
Chief Engineer: John J. Gilmore
Consulting Engineer: W. M. Ellington

WCBI
COLUMBUS—1940
MBS—KBS-MID SOUTH
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Birney Imes, Jr.
Address: 513-1430
Phone Number: 193-1430
Transmitter Location: River Bridge

AP SELLS
For Stations and Sponsors —

For instance . . . . WAML

"Our success is due largely to the excellent writing and accuracy of The Associated Press radio report."

GRANVILLE WALTERS,
General Manager,
WAML, Laurel, Miss.
MISSISSIPPI

WCMA
CORINTH—1945—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Corinth Bestg. 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
President: Dr. Frank M. Davis
General Manager: Aaron B. Robinson
Sta. Sales Prom. Mgr.: John E. Bell
Program Director: William H. Mathews
Commercial Manager: Joe P. Van Dyke
Chief Announcer: Jack Dill
Chief Engineer: James D. Anderson
Farm Editor: Thomas J. Williams
Consulting Engineer: Kear & Kennedy

WGM
GREENVILLE—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Cotton Belt Broadcasting Co.
Bus.-Studio Address: 316 Washington Ave.
Phone Number: 4559
Transmitter Location: Old Leland Road
Air Time: 5 a.m.-Sunset
News Service: UP
Transcription Service: Standard
Representative: Devney, Reiss
General Manager: David M. Segal
Prod., Pub. Director: Wallace D. Hoy
Chief Engineer: Welton H. Jetton
Consulting Engr.: Lee E. Baker

WJPR
GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Radio Services Co., WJPR
Business-Studio Address: 107 So. Poplar St.
Phone Number: 9040-9049
Transmitter Location: End of Pollackover Levee
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
Pres., Gen. Sta. Mgr.: Emmet H. McMurry
Commercial Manager: Frank W. Baldwin
Program Director: Barbee Ashley
Sales Prom. Mgr., Pub. Dir.: Pat Avery
Production Dir.: Margo Stephens
Chief Announcer: Bill McHan
News, Musical Director: Barbee Ashley
Chief Engineer: Ray Allen
Farm Editor: Thomas Golding
Consulting Engr.: Harold B. Rothrock

WABG
GREENWOOD—1950

Frequency: 960 Kc. Power: 1000 Watts d.
(C.P.: 1000 Watts d., 500 Watts n.)
Address: 222 Howard St.
Transmission Service: World
Pres., Gen. Mgr.: Cy Bahakel

WGRM
GREENWOOD—1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: P. K. Ewing
Phone Number: 1900-1
Studio-Transmitter Location: Walnut St.
Air Time: 6 a.m.-12 M.
News Service: UP
Transmission Service: Capitol
President: P. K. Ewing
General Manager: F. C. Ewing
Commercial Manager: Van Power

WNAG
GRENADA—1949—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Trans. Address: Barwin Hotel
Phone Number: 740
Air Time: 5:58 a.m.-11 p.m.
Representative: Mid-South Network
General Manager: Bob McRaney
Pub. Dir.: Monroe Looney
Chief Announcer Eng.: Charles Aldridge
Consulting Engr.: Dixie Engineering

WGCM
GULFPORT—1929—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bestg. Co.
Address: Hewes-Martin Bldg.
Phone Number: 1110
Transmitter Location: Arlington Heights
M I S S I S S I P P I

Air Time: 5:55 a.m.-M.
News Service AP
Transcription Service World
Station Representative Sears & Ayer, Inc.
Membership NAB
Pres., Owner & Gen. Mgr. Hugh O. Jones
Prog. Dir., Sta. Mgr. C. Edwin Vann
Commercial Manager Mrs. O. I. Owens
Sales Promotion Manager Dorothy Russum
Publicity Director Thomas Davis Berry
Chief Engineer Charles T. Hook
Consulting Engineer Ring & Clark

W F O R
HATTIESBURG—1925—KBS-REBEL
Frequency: 1400 Kc. Power: 250 Watts
Address 302 Hemphill St.
Phone Number 1866
Transmitter Location West 7th St. & 25th Ave.
Air Time 5:30 a.m.-11:05 p.m.
News Service UP
Transcription Service World
Station Rep. George P. Hollingbery Co.
Membership NAB, BAB
Pres., Gen., Sales Mgr. C. J. Wright, Jr.
Program Director Carl Anderson
Prod., Pub. Director Bud Norval
News Dir., Farm Ed. Jack Dix
Musical Director Ed. Jenkins
Chief Engineer B. B. McLemore
Consulting Eng., Broadcast Engineering Service

W H S Y
HATTIESBURG—1948—ABC-LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Hub City Bcstg. Co., Inc.
Address P. O. Box 1008
Phone Number 3180
Transmitter Location Highway 11 North
News Service Lang-Worth
Membership NAB, BAB
President Charles W. Holt
Gen., Sta. Mgr. Vernon J. Cheek
Commercial Manager Frank Hollifield
Sales Promotion Manager Bob Robinson
Pgm., Prod. Dir. Connie Holt
Publicity Director Thomas N. Kern
Chief Announcer, News Dir. Jerry Williams
Chief Engineer Charles Sharpling
Farm Editor Claud Fewell
Consulting Engineer C. Shelkofsky

W J D X
JACKSON—1932—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
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 Langfitt
Chief Engineer Percy G. Root

W J Q S
JACKSON—1946—CBS-MISS.
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address Edwards Hotel
Phone Number 3-9681
Transmitter Location Pleasant Ave.
Air Time 6 a.m.-12:10 a.m.
News Service UP
Transcription Service Standard
President, General Manager Withers Gavin

W J X N
JACKSON—1945—LBS
Frequency: 1450 Kc. Power: 250 Watts
Address Deposit Guaranty Bank Bldg.
Phone Number 2-6673
News Service AP
Transmitter Location Fair Grounds
Air Time 6 a.m.-12 M.
Representative Metropolitan
Gen., Comm. Mgr. James T. Ownby
Sales Prom. Mgr. Hy Davis
Chief Announcer Mike O’Reilly
Musical Director Betty Wright
Chief Engineer Thomas Patterson
Consulting Engr. Claude Gray

W R B C
JACKSON—1947—MBS
Frequency: 620 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address 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, BAB
Gen., Sales 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 Bstg. Co., Inc.
Business Address...P. O. Box 1847
Phone Number...3-2788
Transmitter Location...Hwy. 51 N. Air Time...5:30 a.m.-12 M.
News Service...AP
Transcription Service...World Representative...Weed
Membership...NAB, BAB
President...W. R. Newman
General-Station Manager...L. M. Sepaugh
Commercial Manager...F. E. Wilkerson, Jr.
Sales Promotion Manager...B. M. Files
Prod. Prog. Director...B. K. Smith
Publicity Director...M. B. Wray
Chief Announcer...Bill Lohmeler
Musical Director...Roger Noble
Chief Engineer...C. A. Perkins
Farm Editor...Jim Neal
Consulting Engineer...A. D. Ring

WKOZ
KOSCIUSKO—1947—LBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Kosciusko Bstg. 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...Cyr. N. Bahakel
Station Manager...Melvin C. Lee
Program Director...Erlene Leach
Chief Engineer...George C. Ray

WAML
LAUREL—1932—NBC-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...World Representative...George P. Hollingbery
Membership...NAB, BAB
President...Harold Matison
General-Station Manager...Granville Walters
Commercial Manager...M. M. Caver
Pub. Program Director...Stanley Walters
Prod. Dir., Farm Director...Granville Walters
Chief Announcer, News Dir...Ed Breland
Musical Director...Paul Carlisle
Chief Engineer...Clyne Graves

WLAU
LAUREL—1946—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Southland Bstg. Co.
Bus-Studio Address...437½ 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
Chief Engineer...Ed Pierce

WMBC
MACON—1946—MISS.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By...Mississippi Bstg. Co., Inc.
Address...Thomas Jefferson Hotel
Phone Number...310
Transmitter Location...Old Starkville Rd.
Air Time...6 a.m.-M.
News Service...UP
President, General Manager...Withers Gavin

WAPF
McCOMB—1948—KBS
Frequency: 1010 Kc. Power: 250 Watts
Owned-Operated By...S. W. Bstg. Co. of Miss.
Address...209½ Main St., Box 804
Phone Number...1884
Transmitter Location...Hiway 24 West
News Service...UP
Transcription Service...Lang-Worth
Pres., Gen., Sta. Mgr...Louis Alford
Commercial Manager...Bill Tyler
Sales Promotion Manager...Philip Brady
Program Director...Carl Austin
Production Director...Mal Jones
Publicity Director...Mack Smith
News Director...Meredith Burch
Musical Director...Bonnie Sanders
Chief Engineer...Phillip Brady
Farm Editor...Mack Smith
Consulting Engineer...George B. Bair

WSKB
McCOMB—1937—MISS.-PBS
Frequency: 1250 Kc. Power: 5000 Watts d.
500 Watts n.
Owned-Operated By...McComb Bstg. Corp.
Address...P. O. Box 111
Phone Number...37
News Service...AP
Transcription Service...Associated, Capitol
Pres., Gen., Comm. Mgr...George Blumenstock
Program Director...Julia Blumenstock
Promotion Manager...Al Baxter
Chief Engineer...Robert Louis Sanders
WCOC
MERRIDIAN—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 ... Hwy., 45 North
Air Time ... 6 a.m.-12:10 a.m.
News Service ... UP
Transcription Service ... Standard
President, General Manager ... Withers Gavin

WMOX
MERRIDIAN—1946
MBS-KBS-MIDSOUTH
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... Birney Imes, Jr.
Transmitter Location ... 31st Ave. S.
Air Time ... 5:30 a.m.-M.
News Service ... AP
Representative ... Mid-South Network
Membership ... NAB, BAB
Owner ... Birney Imes, Jr.
General Manager ... Bob McRaney
Station Manager ... Paul Mowery
Commercial Mgr. ... Eddie Holladay
Chief Engineer ... Al Betmarik

WTOK
MERRIDIAN—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 p.m.
News Service ... INS
Transcription Service ... Lang-Worth
Representative ... Headley-Reed
Pres., General-Station Mgr. ... Robert F. Wright
Comm.-Sales Prom. Mgr. ... William B. Crooks
Pub., Pgm. Dir., Chief Annr. ... Cecil Germany
News Director ... George Shannon
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 ... 215 Main St.
Phone Number ... 2800-1
Transmitter Location ... Hwy., 61 N.
Air Time ... 8:30 a.m.-M.
News Service ... AP
Transcription Service ... Capitol
Membership ... NAB
President ... P. Ewing
Gen.-Prom. Mgr. ... P. K. Ewing, Jr.

WNAV
NATCHEZ—1949
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Oper. 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
Trans. Address ... Hwys. 15 & 16 S.
Bus. Address ... P. O. Box 26
Phone Number ... 740
Air Time ... 6 a.m.-10:30 p.m.
Summer, 5 a.m.-10 p.m.
News Service ... UP
Transcription Service ... Capitol
Membership ... NAB
President ... William Howard Cole
Pub. Musical Dir. ... S. J. Parks
Pub. Director ... Kate Hemphill
News, Prod., Prog. Dir. ... Jim Sparks
Musical Directors ... K. Hemphill, J. Sparks
Chief Engineer ... F. H. Frantz

WRJW
PACAYUNE—1949—P.B.S.
Frequency: 1320 Kc. ... Power: 1000 Watts d.
Owned-Operated By ... Moseley Bros.
Business Address ... Ritz Theater
Phone Number ... 510
Transmitter Location ... State Rd. 2 Mi. E. of City
Air Time ... Daytime
News Service ... UP
Transcription Service ... Capitol, Lang-Worth
Representative ... Continental
Pres., Gen. Mgr. ... W. L. Moseley
Program Director ... Archie Rushing, Jr.
Cons. Engr., Chief Engineer ... Don Murphy

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: 1450 Kc. Power: 250 Watts
Owned-Operated By: Tupelo Bcaster, Co.
Business-Studio Address: 606. So. Street
Phone Number: 1400
Transmitter Location: Hwy. 45 So.
News Service: AP
Station Representative: Mid-South Net
Membership: NAB
Owner: C. J. Lang-Worth
General Manager: Bob McRaney
Station Manager: Bob Evans
Commercial Manager: Reeves Whirley
Program Director: Tour Fleet
Chief Engineer: LeRoy Green
Farm Editor: Red Purnell

WQBC
VICKSBURG—1931—MBS-KBS
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By: Delta Bcaster, Co., Inc.
Business-Studio Address: Hotel Vicksburg
Phone Number: 312
Transmitter Location: 2½ Mi. E. of City
News Service: AP
Transcription Service: Sears & Ayer
Membership: NAB, BAB
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: 1490-1
Transmitter Location: Thompson & Floyd Sts.
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: England-Worth
Membership: NAB
President: James T. Ownby
S's. From. Mgr.: Pgm. Dir.: Genevieve Johnson
Chief Announcer: Cecil Goodreau
Chief Engineer: Thomas Wilson

WROB
WEST POINT—1947
MBS-MID SOUTH—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Bob McRaney, Sr.
Studio Address: WROB Bldg.
Transmitter Address: Forrest St.
Phone Number: 807
Air Time: 6 a.m.-11 p.m.
Representative: Mid South Network
President: Bob McRaney, Sr.
Gen. Sta., Comm. Mgr.: Bill Parkes
Prom. Mgr.: Pgm. Dir.: Hugh Shankle
Chief Ann., Eng.: Jay Alridge

WAZF
YAZOO CITY—1946—MISS.-LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WAZF, Inc.
Phone Number: 1300-1
Transmitter Location: 1 Mi. No. of City
Air Time: 5:30 a.m.-10:30 p.m.
News Service: AP
Membership: BAB, NAB
Transcription Service: World
Pres., Gen. Sta. Mgr.: Guy Corley
Prom., Comm. Mgr.: Harris L. Umstead
Pub. Prod. Program Director: Fred Rand
Chief Engineer: D. A. Flinspach

MISSOURI
Population 3,954,653—Increase +4.3% ('40-'50)—Radio Homes 981,380
Families 1,040,700—Stations in State 49

KFVS
CAPE GIRARDEAU—1925—MBS
Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By: Hirsch Bcaster Co.
Business-Studio Address: 324 Broadway
Phone Number: 2104-5
News Service: UP
Representative: John E. Pearson
Membership: NAB, BAB
President, General Manager: Oscar C. Hirsch
Station Manager: Ralph L. Hirsch

KDMO
CARTHAGE—1947—KBS-LBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Carthage Bcaster Co.
Trans. Address: 1201 E. Chestnut
Phone Number: 2648, 2623
Air Time: 8 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol, Keystone
Membership: NAB
Station Manager: L. C. McKenney
Commercial Manager: J. I. Daly
KC RV
CARUTHERSVILLE—1950
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By: Penmisco Bcstrs., Inc.
Phone Number: 965
Transcription Service: Thesaurus
News Service: UP
President: William R. Smith
Gen. Mgr., News, Farm Editor: Norman Shain
Commercial Manager: Charles Smith
Chief Engineer: Dewey Lusk

K CHI
CHILLICOTHE—1950—KBS
Owned-Oper. By: Cecil W. Roberts
Address: Box 449
Phone Number: 1920
Transcription Service: SESAC
News Service: UP
Owner: Cecil W. Roberts
General Manager: Howard G. Rion
Commercial Mgr., Pgm. Dir.: Jack D. Funk
Chief Engineer: James L. Preston

K FRU
COLUMBIA—1925—ABC-MSN
Owned-Oper. By: KFRU, Inc.
Trans. Business Address: U. S. 40 at U. S. 63
Phone Number: 4141
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Long-Worth
Membership: NAB, BAB
President: H. J. Waters, Jr.
Comm., Sales Prom. Mgr.: F. J. LeGrand
Program Director: Harold Douglas
Publicity Director: Mahlon Aldridge
News Director: Edward Lambert
Musical Director: Lois Todd
Chief Engineer: Robert Hailgh
Farm Editor: Winston Martin
Consulting Engr.: John B. Helfellinger

K REI
FARMINGTON—1947—KBS
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Oper. 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: Long-Worth
Owner: Cecil W. Roberts
Station Manager: Mrs. Mary Burton
Sales Manager: Howard G. Rion
Chief Engineer: Kermit Barker

K FMO
FLAT RIVER—1947
GRISEDEICK
Owned-Oper. 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
Representative: John E. Pearson
President, General Manager: Oscar C. Hirsch
Station-Comm. Mgr.: James F. Collins
Program Director: Virginia Collins
Chief Announcer: Earl Whitener

K FAL
FULTON—1950
Owned-Oper. By: M. O. Central Bcstrs.
Address: 5th and Market
Phone Number: 1400
Transcription Service: Capitol
News Service: UP
Co-Owner, Gen. Mgr., Chief Engr.: Robert W. Nickles
Co-Owner, Pgm., Sta. Dir.: Roger P. Fox

K HMO
HANNIBAL—1941—MBS
Frequency: 1070 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Courier-Post Publishing Co.
Business-Studio Address: 102½ S. Main St.
Phone Number: 3450
Transmitter Address: 6 Mi. S. of Hannibal
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: Long-Worth
Representative: John E. Pearson
Membership: NAB, BAB
Sec. - Treas.: E. L. Sparks
Commercial Manager: P. H. Cunningham
Gen.-Sta.-Sales Prom. Mgr.: Wayne W. Cribb
Pgm., Prod., Pub. Dir.: Gene Hoenes
News Director: George Allen, Jr.
Chief Engineer: Ben Parrish
Farm Editor: George Allen, Jr.
Consulting Engr.: Herbert L. Wilson

K I MO
INDEPENDENCE—1947
Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Blue Valley Co.
Business-Studio Address: 310 N. Osage
MISSOURI

Phone Number: CL 9810
Transmitter Location: 29th & Northern Blvd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Capitol Representative: Cooke
Membership: NAB
General Manager: Craig Siegfrid
Program Director: John Waddell
Business Manager: F. E. Fowler
Chief Engineer: Eldon Ryan

KWOS
JEFFERSON CITY—1937
MBS-GRIESEDIECK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Capital Bstg. Co.
Business-Studio Address: 210-212 Monroe St.
Phone Number: 6-3137
Transmitter Location: St. Mary’s Blvd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth Representative: Sears & Ayer
President: R. C. Goshorn
Gen., Sta. Comm. Mgr.: Catherine Roer
Chief Engineer: Leroy S. Hackmann

KFSB
JOPLIN—1948
Frequency: 1310 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By: Four States Bstgers, Inc.
Business-Studio Address: 1027 Main
Phone Number: 1310
Transmitter Location: N.W. of Joplin
News Service: UP
Transcription Service: Lang-Worth Membership: NAB
President: Harry Easley
Program Director: Ed Johnson
Chief Engineer: Ralph Meador
Consulting Engr.: Robert Silliman

KSWM
JOPLIN—1946—CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Air Time, Inc.
Trans. Address: 1928 W. 13 St.
Phone Number: 7260
News Service: UP, Transradio
Transcription Service: World Representative: William G. Rambeau
Membership: NAB
Pres., Gen. Mgr.: Austin A. Harrison
Sales Prom. Mgr.: John D. Whitt
Comm., Sales Prom. Mgr.: Roy V. Whisnand
Pgm., Prod. Dir.: Ronald W. Robson
Chief Engineer: Austin A. Harrison
News Director: Kenneth Rowe

WMBH
JOPLIN—1926—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joplin Bstg. Co.
Business-Studio Address: Frisco Bldg.
Phone Number: 330
Transmitter Location: 13th & Munroe
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth Representative: Sears & Ayer
Membership: NAB
Pres., Gen., Station-Comm. Mgr.: D. J. Poynor
Program Director: Mrs. Alyne Sheldon
Chief Announcer: Bill Grigsby
Musical Director: Golda Shaunce
Chief Engineer: Jack Langford
Consulting Engr.: Commercial Radio Equipm’t

KCKN
KANSAS CITY—1925
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KCKN Bstg. Co., Capper Pub., Inc.
Business-Studio Address: 300 Walthower Bldg.
Phone Number: 3864
Transmitter Location: 901 N. 8th St., Kansas City, Kan.
Air Time: 7 a.m.—11 p.m.
News Service: AP, UP
Transcription Service: Langworth, Standard Representative: Capper Publications, Inc.
President: W. A. Bailey
General Manger: Ben Ludy
Sta., Comm., Sales Prom. Mgr.: Joe Story
Prog., Prod. Dir.: George Stump
News Director: Eric Taintor
Technical Supervisor: Max Williams
Consulting Engineer: Chambers & Garrison

KCNO
KANSAS CITY—1936—ABC
Frequency: 810 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By: KCNO Bstg. Co.
Address: 1515 Commerce Bldg.
Phone Number: Baltimore 1234
Transmitter Location: Nashua
Air Time: Unlimited
Tir Time: 5 a.m.—1 a.m.
News Service: AP, UP
Transcription Service: Thesaurus, Associated Representative: Katz
Membership: NAB, BAB
President: Tom L. Evans
Gen. Sta. Mgr.: E. K. Hartenbower
Commercial Manager: R. W. Evans
Program Director: S. B. Tremble
Production Director: Kenneth Heady
Undisputed Leadership by The KMBC-KFRM Team!

NEW HOME OF THE KMBC-KFRM TEAM

First in Facilities...

The KMBC-KFRM Team in spacious new quarters has now placed in the hands of listener and sponsor alike, broadcast operational facilities that are by far the finest in the Heart of America — and among the best in the entire nation. Typical KMBC-KFRM foresight and planning have taken care of every detail to make "The Team" FIRST in facilities in the Kansas City trade area.

First in Audience....

A 1950 survey, conducted at the state fairs of Kansas and Missouri and the American Royal, has further confirmed KMBC-KFRM's leadership in Kansas City's trade area. 2,843 interviews with farm and small-town listeners from 142 counties revealed that The Team has far out-stripped its comfortable first-place lead of a year ago and remains FIRST in audience.

To Sell the whole Heart of America "WHOLEHEARTEDLY," it's...

Represented Nationally by FREE & PETERS, Inc.

The KMBC-KFRM Team
11th & Central, Kansas City 6, Missouri
KFRM
KANSAS CITY—1947
Owned-Operated By.......Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number..............HA. 2850
Transmitter Location......10 Mi. S. of Concordia
Air Time................Sunrise-sunset
News Service...............AP, UP
Transcription Service......World, Lang-Worth
Representative............Free & Peters
Membership................NAB
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
News Director...............Erle Smith
Chief Announcer.............Lee Stewart
Musical Director............P. Hans Flath
Chief Engineer..............Roy Moler
Farm Editor................Phil Evans
Consulting Engr.............Jansky & Bailey

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.-12:05 a.m.
News Service...............AP
Transcription Service......Standard
Representative..............Edward Petry
Membership................WB
President....................Roy A. Roberts
General Manager............Dean Fitzger
Commercial Mgr...............Manne E. Russo
Program Director..........Harry J. Kaufman
Chief Engineer.............J. A. Flaherty

WHB
KANSAS CITY—1922—MBS
Frequency: 710 Kc. Power: 10,000 Watts d.;
5,000 Watts n.
Owned-Operated By.......WHB Bcstg. Co.
Business-Studio Address.....Scarritt Bldg.
Phone Number..............Harrison 1161
Transmitter Location......Route 1, Liberty
Air Time................5:30 a.m.-1:00 a.m.
News Service...............AP
Transcription Service......Associated
Representative.............John Blair & Co.
Membership................NAB, BAB
Pres., Comm. Mgr........Donald Dwight Davis
Gen., Sta. Mgr...............John T. Schilling
Sales Prom. Mgr...........Charles Rosenfeldt
News, Program Director.....Richard Smith
Prod. Dir., Farm Edit.......Bruce Grant
Chief Announcer............Lou Kemper
Musical Director............Edna Lee Crouch
Chief Engineer..............Henry Goldenberg
Consulting Engineer........Earl Collium

KBOA
KENNETT—1947
Frequency: 830 Kc. Power: 1000 Watts d.
Owned-Operated By.......Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennon
Phone Number...............830
Air Time................Daytime
News Service...............AP
Transcription Service......Standard, Capitol
President, General Manager.....Paul C. Jones
Sta., Comm. Mgr...........Bill H. Cate
Sales Prom. Mgr...............Joe Bankhead
Chief Engineer.............Robert H. Conner

KIRX
KIRKSVILLE—1947—LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.......North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address.....KIRX Bldg.
Phone Number...............86
Air Time................6 a.m.-11 p.m.
News Service...............AP
Transcription Service......Standard
Representative..............Sears & Ayer
Membership................NAB, BAB
General Manager ............... Samuel A. Burk  
Commercial Manager ............ R. M. Harpster  
Program Director .............. Lee Jones  
News Director .................. Robert S. Herrin  
Chief Engineer ................ Charles Porter

KLWT  
LEBANON—1948—MBS  
Frequency 1230 Kc............. Power: 250 Watts  
Owned-Operated By ........... Lebanon Bstg. Co.  
Bus. Address .................. 221 E. Commercial St.  
Phone Number ................. 2328  
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

KMMO  
MARSHALL—1949—KBS  
Frequency: 1300 Kc............ Power: 500 Watts d.  
Owned-Operated By ............ Central Mo. Bstg. Co.  
Phone Number ................. 2328  
Transmitter Location .......... 1 Mi. N.W. of City  
Air Time ...................... Daytime  
News Service .................. UP  
Transcription Service .......... Lang-Worth  
Representative ................ Conwell Co.  
Membership .................... NAB, BAB  
President ...................... W. C. Evans  
General Manager ............. W. D. Snead  
Station Manager ............. Bettie S. Baldwin  
Program Director ............. Georgia Page  
Chief Engineer ................ Bill Williams

KXEO  
MEXICO—1948—MBS  
Frequency: 1340 Kc............ Power: 250 Watts  
Owned-Operated By ............ Audrain Bstg. Corp.  
Phone Number ................. 2340-1  
Transmitter Location .......... Highway 54 E.  
Air Time ...................... 6:00 a.m.-12 M.  
Transcription Service .......... Capitol  
Representative ................ John E. Pearson  
Membership .................... NAB, BAB  
President ...................... John Badaracco  
Gen., Sta. Mgr. ............... W. Earl Dougherty  
Commercial Manager .......... Walter Gregory  
Sales Promotion Manager ....... Jack McGee  
Production News Director ...... Ralph Gould  
Prog. Pub. Dir. ............... Dick Harris  
Chief Announcer .............. H. John Jarvis  
Musical Director .............. Sue Williams  
Chief Engineer ................ Bob Bruner  
Farm Editor ................... W. Earl Dougherty  
Consulting Engineer .......... Ben Parrish

KNM  
MOBERLY—1950  
Frequency: 1230 Kc............ Power: 250 Watts  
Phone Number ................ 1600  
Representative ................ Conwell  
Transcription Service .......... Lang-Worth  
News Service .................. UP  
Pres., Gen. Mgr. ............... Jerrell A. Shepherd  
Commercial Manager .......... Ed Dahl  
Program Director .............. James Lipsey  
Chief Engineer ................ W. D. Snead  
News Director ................ Don Baker

KRMO  
MONETT—1950—LBS  
Frequency: 990 Kc.............. Power: 250 Watts d.  
Address ....................... 858 E. Capitol Rd.  
Phone Number ................ 13  
Transmitter Location .......... Smeller Hill  
Air Time ...................... 6:30 a.m.-10 p.m.  
News Service .................. UP  
Transcription Service .......... SESAC  
Representatives ............... Biddick Co., Conwell Co.  
Gen., Sta. Mgr. ............... William R. Tedrick  
Comm., Sales Prom. Mgr. ....... Bill E. Brown  
Prog., Prod. Dir. ............. Audrey Tedrick  
Publicity Director ............ William R. Tedrick  
Chief Announcer, News Director ...... Bob Morey  
Chief Engineer ................ Paul Gregg  
Consulting Engineer .......... Jim McCall

KNEM  
NEVADA—1949—KBS  
Frequency: 1240 Kc............ Power: 250 Watts  
Owned-Oper. By ............... Cecil W. Roberts  
Address ....................... So. Side Sq.  
Phone Number ................ 13  
Transmitter Location .......... Smeller Hill  
Air Time ...................... 6:30 a.m.-10 p.m.  
News Service .................. UP  
Transcription Service .......... SESAC  
Representatives ............... Biddick Co., Conwell Co.  
Gen., Sta. Mgr. ............... William R. Tedrick  
Comm., Sales Prom. Mgr. ....... Bill E. Brown  
Prog., Prod. Dir. ............. Audrey Tedrick  
Publicity Director ............ William R. Tedrick  
Chief Announcer, News Director ...... Bob Morey  
Chief Engineer ................ Paul Gregg  
Consulting Engineer .......... Jim McCall

KWOC  
POPLAR BLUFF—1938—KBS  
Frequency: 1340 Kc............ Power: 250 Watts  
Transmitter Address .......... KWOC Bldg.  
Phone Number ................ 3922  
Air Time ...................... 6:00 a.m.-10 p.m.  
Transcription Service .......... SESAC  
Representative ................ John E. Pearson  
President, General Manager ... A. L. McCarthy  
Sta., Comm., Mgr. ............. Byron Kearbey, Jr.
### MISSOURI

**KTRR**
**ROLLA—1947—KBS**

- Frequency: 1490 Kc.
- Power: 250 Watts
- Owned-Oper By: "Show-Me" Bsttg. Co.
- Address: P. O. Box 567
- Phone Number: 380
- Transmitter Location: Soest Rd., Rolly, Mo.
- Air Time: 6:00 a.m.-11 p.m.
- News Service: AP
- Transcription Service: Capitol, SESAC
- Pres., Gen-Sta.-Comm. Mgr.: Luther W. Martin
- Sales Prom. Mgr.: Wilson C. Burkey
- Production Director: Alma I. Vogeler
- Publicity Director: Lois Marie Clark
- Chief Announcer: Russ Preuss
- News Director: Luther W. Martin
- Musical Director: Mel Lee
- Chief Consulting Engr.: Martin W. Milchum
- Farm Editor: Wilson C. Burkey

**KFEQ**
**ST. JOSEPH—1923—MBS**

- Frequency: 680 Kc.
- Power: 5000 Watts
- Owned-Operated By: KFEQ, Inc.
- Business-Studio Address: KFEQ Bldg.
- Phone Number: 4-0813
- Transmitter Location: Hwy. No. 71
- Air Time: 5:45 a.m.-12 M.
- News Service: UP, AP
- Transcription Service: World, SESAC
- Representative: Headley-Red
- President: Barton Pitts
- Commercial Manager: Glenn G. Griswold
- Prod., Prog. Director: W. Roch Ulmer
- Musical Director: Paul Moskau
- Chief Engineer: J. Wesley Koch
- Farm Editor: Harold J. Schmitz
- Consulting Engr.: George C. Davis

**KRES**
**ST. JOSEPH—1948—LBS**

- Frequency: 1230 Kc.
- Power: 250 Watts
- Owned-Oper. By: Missouri Valley Bsttg. Corp.
- Business-Studio Address: 113 S. 7th St.
- Phone Number: 4-8346
- Transmitter Location: Hwy. 59 Rte. 4
- Air Time: 6 a.m.-12 M.
- News Service: AP

**KMOX**
**ST. LOUIS—1925—CBS**

- Frequency: 1120 Kc.
- Power: 50,000 Watts
- 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
- General Manager: John Ackerman
- Commercial Manager: P. S. Anderson
- Sales Prom. Mgr.: C. W. Doebler
- Program Director: T. A. Bland
- Production Director: George M. Clare
- Publicity Director: Sam Parnas
- News Director: Rex Davis
- Musical Director: Stan Daugherty
- Chief Engineer: Harry Harvey
- Farm Editor: Ted Mangner

**KSTL**
**ST. LOUIS—1948—LBS**

- Frequency: 890 Kc.
- Power: 1000 Watts
- Owned-Operated By: Radio St. Louis, Inc.
- Address: 6 North 7th St.
- Phone Number: Main 0600
- Transmitter Location: East St. Louis, Ill.
- Air Time: Sunrise-sunset
- News Service: UP
- Transcription Service: Standard Representative: Adam J. Young, Inc.
- Pres., Gen. Mgr.: William A. Ware
- Asst. Manager: Dick J. Kasten
- Commercial Manager: Ralph L. Stufflebeam
- Sales Prom. Manager: William A. Knight
- Program Director: Bob Terry
- Production Director: Rose DiCarlo
- Publicity Director: Dolores J. Ryan
- News Director: Brad Harrison
- Musical Director: Bob Rector
- Chief Engineer: Edward B. Bench, Jr.
- Farm Editor: Bob Terry
KSD Has the LARGEST Daytime Half-Millivolt Coverage Area of Any Radio Station in ST. LOUIS

5,922,226 POPULATION
$5,009,210,000 RETAIL SALES

THE ST. LOUIS POST-DISPATCH RADIO STATION
5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.
NBC PROGRAMS • AP NEWS • TELEVISION AFFILIATE: KSD-TV
KSD
ST. LOUIS—1922—NBC
Frequency: 550 Kc. . . . Power: 5000 Watts
Business-Studio Address . . . 1111 Olive St.
Phone Number . . . . Main 1111
Transmitter. . . . Hway. 66, E. St. Louis, Ill.
News Service . . . . AP
Transcription Service . . . World, Thesaurus
Representative . . . . Free & Peters
Membership . . . . NAB
President . . . . Joseph Pulitzer
General Manager . . . . George M. Burbach
Sales Manager . . . . Guy E. Yeldell
Program Director . . . . Harold Grams
Commercial Manager . . . . Edward W. Hamlin
Promotion Manager . . . . David Pasternak
Chief Engineer . . . . J. E. Risk

KWK
ST. LOUIS—1927—MBS
Frequency: 1380 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . KWK, Inc.
Bus.-Studio Address . . . . 1215 Cole St.
Phone Number . . . . Main 9100
Transmitter Location . . . . 500 Logan St., Baden
News Service . . . . AP
Transcription Service . . . . Kritz
President, General Mgr. . . . Robert T. Convey
Station Director . . . . Ray E. Dady
Commercial Director . . . . V. E. Carmichael
Program Director . . . . John W. Tinne
Production Mgr. . . . . John Traxler
Publicity Director . . . . Fred J. Mueller
Program Coordinator . . . . Russell C. Kaiser
News Director . . . . Jack Griffin
Chief Engineer . . . . N. J. Zehr

KXLW
ST. LOUIS—1947
Frequency: 1320 Kc. . . . Power: 1000 Watts d.
Bus.-Studio Address . . . . 8135 Forsythe Blvd.
Phone Number . . . . Delmar 1320
Transmitter Location . . . . Brentwood
News Service . . . . UP
Transcription Service . . . . Lang-Worth
Pres., Gen. Mgr. . . . . S. E. Sloan
Station Director . . . . Les Ware
Program Director . . . . E. Frank Brown
Publicity Director . . . . Edgar J. Mothershead
News Director . . . . Dr. Bertram L. Hughes
Chief Engineer . . . . Wallace E. St. Vrain
Consulting Engineer . . . . Weldon & Carr

KXOK
ST. LOUIS—1938—ABC
Frequency: 630 Kc. . . . Power: 5000 Watts
Business-Studio Address . . . . 12th & Delmar
Phone Number . . . . Chestnut 3700
Transmitter Location . . . . Madison, Ill.
News Service . . . . AP, UP
Transcription Service . . . . Associated, Standard
Representative . . . . John Blair
Membership . . . . NAB, BAB
President . . . . Elizey Roberts
General Manager . . . . C. L. Thomas
Asst. to Gen. Mgr. . . . . Bruce Barrington
Commercial Manager . . . . V. N. Springgate
Promotion Manager . . . . Foster H. Brown
Program Director . . . . Elmer Muschany
Production Director . . . . Robert Holt
News Director . . . . Bruce Barrington
Musical Director . . . . Robert Gotch
Chief Engineer . . . . Arthur F. Rekert
Farm Editor . . . . Charley Stookey
Consulting Engineer . . . . Jansky & Bailey

WEW
ST. LOUIS
Frequency: 770 Kc. . . . Power: 1000 Watts d.
Owned-Oper. By . . . . The St. Louis University
Address . . . . 3642 Lindell Blvd.
Phone Number . . . . Franklin 5665
News Service . . . . INS
Transcription Service . . . . Lang-Worth
President (St. Louis U.) . . . Very Rev. Paul C. Reinert, S.J.
Gen. Manager . . . . Daniel P. O’Connor
Prom. Comm. Manager . . . Glen Manley
Program Director . . . . Daniel P. O’Connor
Production Director . . . . Alan Thompson
News Director . . . . Charles Rogers
Chief Engineer . . . . Joseph A. Volk

WIL
ST. LOUIS—1922
Frequency: 1430 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . Missouri Bestg. Corp.
Business-Studio Address . . . . Hotel Chase
Phone Number . . . . Rosedale 6200
Transmitter Location . . . . North Dupo, Il.
News Service . . . . AP
Transcription Service . . . . Lang-Worth
Representative . . . . John E. Pearson
Membership . . . . NAB
Pres., Gen. Mgr. . . . . L. A. Benson
Commercial Manager . . . . R. M. Hetherington
Promotion Manager . . . . Nick Pagliara
Program Director . . . . Edward M. Galloway
News Director . . . . John Carr
Musical Director . . . . Harold Grogan
Chief Engineer . . . . Wells Chapin

KSGM
STE. GENEVIEVE—1947—KBS
BASEBALL
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . . Dunze Enterprises, nc.
Bus.-Studio Address . . . . 245 Merchant St.
KICK
SPRINGFIELD—1949—MBS
Frequency: 1340 Kc. ... Power: 250 Watts
Address: 610 College St.
Phone Number: 4-1561-2
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, SESAC
Representative: McGillvra
Membership: NAB
President: Floyd W. Jones
General Manager: Miles N. Walker
Sta. Mgr., Prog. Dir., Chf. Ann.: Bill Buckley
News Director: Richard Hainline
Chief Consulting Eng.: Lee E. Baker

KTTS
SPRINGFIELD—1941—CBS
Frequency: 1400 Kc. ... Power: 250 Watts
Address: Chamber of Commerce Bldg.
Phone Number: 7-2747
Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB, BAB
President: J. H. G. Cooper
Commercial Manager: Bob Burke
Program Director: Wendel Smith
News Director: Bill Bowers
Chief Engineer: William F. Curry
Consulting Engineer: McNary & Weathall

KWTO
SPRINGFIELD—1933—ABC
Frequency: 560 Kc. ... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By: Ozarks Bstg. Co.
Business-Studio Address: 606 E. St. Louis St.
Phone Number: 2-4422
Transmitter Location: So. Fremont Rd.
Air Time: 5 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: John E. Pearson
Membership: NAB, BAB
Press, Gen. Mgr.: Ralph D. Foster
Asst. Sta. Mgr.: Leslie L. Kennon
Program Director: Lon Black
Chief Ann., Prod. Dir.: Joe Slattery
Publicity Director: Bill Bailey
News Director: Floyd M. Sullivan
Chief Engineer: Fritz Bauer
Farm Editor: Loyd Evans
KWRE
WARRENTON—1949
Owned-Operated By: W. T. Zimmerman
Address: Warrenton
Phone Number: 398
Transmitter Location: Hway 47
News Service: UP
Transcription Service: RCA
Representative: Continental Radio
Station Manager: Don Clem
Commercial Manager: Leo Waters
Program Director: Don Clem
Production Director: Bob Roberts
News Director: Don Clem
Chief Engineer: Cal Morris
Farm Editor: King Engle

KWPM
WESTPLAINS—1947
KBS-MSN
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Robert F. Neathery
Trans. Address: E. Abe Taylor Blvd.
Phone Number: 700
News Service: AP
Transcription Service: Standard Stas.
Sta. Mgr.-Pres.: Robert F. Neathery
Commercial Manager: Fritze Williams Dixon
Program Director: John Billingsley
Consulting Engineer: Fred Grimwood

AP SELLS
For Stations and Sponsors —

For instance . . . KCMO

"KCMO's most salable property is NEWS! We have 13 local newscasts daily besides our network news. One sponsor has been with us for ten years, another for six. Associated Press service enables us to air complete coverage."

E. K. HARTENBOWER,
General Manager,
KCMO, Kansas City, Mo.

MONTANA
Population 591,024—Increase +5.6% ('40-’50)—Radio Homes 164,100
Families 169,000—Stations in State 25

KANA
ANAConDA—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Mosby's, Inc.
Business Address: Box 1470, Missoula
Phone Number: Missoula—KGVO
Studio-Transmitter Location: 1 Mi. E. of City
News Service: UP
Transcription Service: Lang-Worth
Representative: A. J. Mosby
President: F. Gilbert Mosby
Station Manager: John B. Hogan
Commercial Manager: Helen M. Ryan
Program Director: Katz

KBMY
BILLINGS—1946—KBS
MBS-INTERMOUNTAIN
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Billings Bstg. Co.
Business Address: Box 2124
Phone Number: 3838
Transmitter Location: W. of City
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol
Representative: Avery-Knodel
Membership: NAB, BAB
President: Don C. Foote
Sta. Gen. Manager: Franz J. Robischon
Comm. Prom. Manager: Ken Nybo
Program Director: Charles Du Bois
Chief Engineer: Theodore Hildebrand

KGHL
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
MONTANA

President: C. O. Campbell
Prom. Mgr., Pgm. Dir.: M. V. Braunberger
Chief Engineer: Jeff A. Kichl

KOOK
BILLINGS—1950
Frequency: 970 Kc. Power: 500 Watts
Owned-Oper. By: The Montana Network
Address: F. O. Box 1025 Phone Number: 9-5970
News Service: Thesaurus
President: C. L. Crist
Vice-President: J. Carter Johnson
General Manager: Allen Ciernutt
Sales Manager: Don R. Christopher

KBMN
BOZEMAN—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Penn Enggr. Co. Address: Box 691 Phone Number: 2104
Transcription Service: Associated News Service: UP
Co-Owner, Gen. Mgr.: G. Norman Penwell Commercial Manager: Homer P. Steenerson Pgm. Dir., Farm Editor: Gerald E. Tyo
Promotion Manager: Win Neely Chief Engineer: Jack Penwell
News Director: Tom Robischon

KXLQ
BOZEMAN—1939
NBC-PACIFIC NORTHWEST
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: KBMN Bcsters, Inc. Business Address: Bozeman Phone Number: 1420
Transmitter Location: 21/2 Mi. E. of City Representative: Walker President: E. B. Crane
General-Station Mgr.: Ernest A. Neath Commercial Manager: J. Ray Bridges
Program Director: Wally Reid Publicity Director: Jim Gilchrist Chief Engineer: Duane Parker

KBOW
BUTTE—1947—CBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Copper City Radio Co. Address: 720 Yale Ave. Phone Number: 7429
News Service: UP Representative: Donald Cooke Membership: NAB
Pres., Gen. Mgr.: Frank Reardon Manager: Don Anderson

KOPR
BUTTE—1948—ABC INTERMOUNTAIN
Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Copper Bcst. Co. Business-Studio Address: Hotel Finlen Phone Number: 6546
Transmitter Location: Beel Trail Heights Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: World Representative: George P. Hollingbery
Membership: EMB
President: Frank C. Carman
General Manager: Ed Cooney
Program Director: Hal Carpenter
Chf. Ann., Prod. Director: Jim Harrold
Publicity Director: Bill Curtis
News Director: Hugh McIntosh
Chief Engineer: Jim Foster
Consulting Eng.: McNary & Wrathall

KXLF
BUTTE—1929—NBC-Z NET PACIFIC NORTHWEST
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Oper. By: KGIR, Inc. Phone Number: 2-2344
Transmitter Location: W. of Butte News Service: UP
Program Director: Ray Kelley Production Director: Al Plachta Publicity Director: Hugh Conway Chief Engineer: W. J. Proviss

KXGN
GLENDIVE—1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Lewis Wiles Moore Phone Number: 122
Transmitter Location: S. Pearson Ave. News Service: AP

KFBB
GREAT FALLS—1922—CBS
Frequency: 1310 Kc. Power: 5000 Watts
News Service ......................... UP
Transcription Service .............. World
Membership .......................... Weed
President ............................ Fred Birch
General Manager .................... J. P. Wilkins
Commercial Manager ............... W. J. Towner
Chief Engineer ...................... Wilbur L. Myhre

KM ON
GREAT FALLS—1948
ABC-INTERMOUNTAIN
ROCKY MTN.

Frequency: 560 Kc.............. Power: 5000 Watts
Business Address ........... Tribune Bldg.
Phone Number .................. 4382
Transmitter Location ...... 5 Mi. S. of City
Air Time ......................... Unlimited
News Service ...................... AP
Transcription Service ......... Lang-Worth
Representative ................. Avery-Knodel
President ......................... Lester Cole
General Manager .............. Robert H. Warner
Commercial Manager .......... Frank W. KauU
Program Director .............. Mel Hallock
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
Bus, Studio, Transmitter Address . Park Hotel
Phone Number .................. 2-2453
Transmitter Location ...... Park Hotel
Air Time ......................... 6 a.m.-11 p.m.
News Service ...................... UP
Representative .................. Walker
President ......................... J. R. Larcombe
Sta. Gen. Manager ............. Paul Hatton
Commercial Manager .......... Ted L. Frayling
Pro. Dir., Chief Engr. ......... E. R. Kukkola
Chief Announcer ............... Glenn L. Lockwood

K A V R
HAVRE—1946—KBS-MBS
INTERMTN. NET
Frequency: 1240 Kc.............. Power: 250 Watts
Owned-Operated By .......... KAVR, Inc.
Business-Studio Address .... P. O. Box 672
Phone Number .................. 1240
Transmitter Location ...... 1 1/4 Mi. E. of Havre
Air Time ......................... 6 a.m.-11 p.m.
News Service ...................... UP
Transcription Service ......... World, Keystone
Representative .................. Cooke

AP SELLS
For Stations and Sponsors —

For instance .... KSD

"KSD has used AP news continuously since 1935. Our AP membership certificate is No. 1-R. We were the first station to apply for membership, and proudly acknowledge the importance of our AP service in the preparation of KSD's 76 weekly newscasts."

GEORGE M. BURBACH,
General Manager,
KSD, St. Louis
President ........................................ Jessica S. Longston
General Manager ............................. James L. Hamstreet
Commercial Manager ........................ George MacDonald
Program Director ............................. Earl Bingham
Chief Engineer ................................. Verle Jones, Jr.
Farm Editor .................................... Ed Miller
Consulting Engineer .......................... Archer Taylor

KOJM
HAVRE—1947
Frequency: 610 Kc.  ... Power: 1000 Watts d.
Business-Studio Address: Box 70, Liberty Hotel Bldg.
Phone Number .................................. 1096-7
Transmitter Location .......................... 35 Mi. N.E. of Havre
on Shepard Rd.
Air Time ........................................ 6 a.m.-12:30 a.m.
News Service ...................................... UP
Transcription Service .......................... Associated, Standard.
Capitol Representative ........................ Friedenberg
President ................................. Dr. Francis W. Aubin
General, Sta. Mgr. .......................... Charlotte H. Braden
Commercial Manager ........................ Carlyle D. Leeds
Prog. Dir., Chf. Ann. ........................ James R. Saenger
Production Director .......................... Stanley G. Stephens
Chief Engineer ................................. George H. Bauer
Consulting Engineer .......................... Dixie B. McGey

KFDW
HELENA—1949
Frequency: 1340 Kc.  ... Power: 250 Watts
Owned-Oper. By: Lewis & Clark Bstg. 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
Prog. Dir. ................................. Frank Russell
Chief Engineer ................................. Archer Taylor

KXLJ
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 .......................... NAB, BMB
Membership ..................................... NAB
President ...................................... A. T. Hibbard
Station Mgr. ................................. Barclay Craighead
Sales Prom. Mgr. .............................. Carl Argabrite
Program Director ............................. Gene Hogan
Chief Engineer ................................. Ed Goodreau

KGEZ
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 Hwy. 93
Air Time ........................................ Unlimited
News Service ...................................... UP
Transcription Service .......................... World, SESAC, Standard
Membership ..................................... NAB
Pres., Gen., Sta., Mgr., Donald C. Treloar
Prom., Prog., Prod. Dir. ........................ Norm Fisher
Chief Announcer ............................... Glen Milhouse
Musical Librarian ............................. Paul Johnston
Chief Engineer ................................. William H. Patterson
Farm Editor ................................. Glenn Millhouse

KXLO
LEWISTON—1947—MBS
INTERMTN. NET-KBS
Frequency: 1230 Kc.  ... Power: 250 Watts
Owned-Operated By: Montana Bstg. 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
Comm. Mgr., Prog. Dir. ........................ Marlin T. Obie
Chief Engineer ................................. David Sather

KPRK
LIVINGSTON—1947—MBS
INTERMTN.-KBS
Frequency: 1340 Kc.  ... Power: 250 Watts
Business Address ................................ Box 681
Phone Number .................................. 1000
Transmitter-Studio Address .................... E. Park St.
Air Time ........................................ 6 a.m.-11:15 p.m.
News Service ...................................... UP
Transcription Service .......................... World
Membership ..................................... NAB
Pres., Gen. Mgr. ............................... Paul B. McAdam
Comm.-Sales Prom. Mgr. ........................ Jack Hinman
Prod., Pub. Prog. Dir. ........................... Gerald Tyo
Chief Engineer ................................. Dick Sylvester
Farm Editor ................................. Gordon James

KRJF
MILES CITY—1941—KBS
MBS-INTERMOUNTAIN
Frequency: 1340 Kc.  ... Power: 250 Watts
Owned-Operated By: Star Printing Co.
Business Address .............................. Box 1015, Miles City
Phone Number .................................. 1340
Transmitter-Studio Location .................... Haynes Ave.
MISSOULA—1931—CBS
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: ... Osby's, Inc.
Business-Studio Address: 127 E. Main
Phone Number: 2155
Transmitter Location: 5 Mi. S. of City
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: McGillvra
Membership: NAB, BAB
Pres., Gen.-Sta. Mgr. ... A. J. Osby
Comm. Sales Prom. Mgr. ... Marion E. Dixon
Prog., Prod. Dir. ... W. J. Strother
News Director ... Russ Nielson
Musical Director ... John Dzialk
Chief Engineer ... Don Dahl
Farm Editor ... W. J. Strotham

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 Location: River Rd.
Air Time: 6 a.m.-M.
News Service: UP
Representative: Pat M. Goodover
Pres., Gen., Sta. Mgr. ... E. E. Krebsbach

KXLL MISSOULA—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By ... Tri County Radio Corp.
Address: 1 N. Santa Fe Ave.
Phone Number: 560
News Service: UP
Transcription Service: World, KBS
Representative: William Grant
Membership: NAB
President: John J. Hurley
General Manager ... Frank Krebsbach
Gen., Sta., Comm. Mgr. ... L. R. Wing
Pgm., Prod. Dir. ... George Potter
Publicity Director ... Chester Neduesky
Chief Ann. Farm Editor ... Richard Bannon
Chief Engineer ... George Potter

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 Location: River Rd.
Air Time: 6 a.m.-M.
News Service: UP
Representative: Pat M. Goodover
Pres., Gen., Sta. Mgr. ... E. E. Krebsbach

NEBRASKA
Population 1,325,510—Increase +0.7% ('40-50)—Radio Homes 342,840
Families 358,250—Stations in State 22

KCOW ALLIANCE—1949
Frequency: 1400 Kc. Power: 250 Watts
250 Watts n.
Owned-Operated By ... Sandhills Bestg. Corp.
Trans. Address: 1030 W. 3rd St.
Phone Number: 1300
Air Time: 6:30 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World, SESAC
Membership: NAB, BAB
Commercial Mgr. ... Bob Gillis
Program Director ... Pat M. Goodover
Publicity Director ... John Campbell
Chief Engineer ... Dave Green

KWEB BEATRICE—1949
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By ... Blue Valley Bestg. Co.
Address: 112½ North 6th St.
President ... Hansford Jaggers
Gen., Sta. Mgr. ... Gene Ackerley
Commercial Manager ... Arnold Kuhn
Program Director ... Gene Ackerley
News Director ... Eddie McCullough
Chief Engineer ... Edward Davenport
Phone Number ........................................... 1245
Transmitter Location ................................ Mary & Sherman Sts.
Air Time .................................................... 6 a.m.-11 p.m.
News Service .............................................. AP
Transcription Service .................................... World, M. M. Cole
Membership ................................................ NAB
Pres. & Treas. Gen.-Sta. Mgr. ......................... John Thorwald
Comm. Sales Prom. Mgr. .............................. Bud Pents
Proq., Pub. Director ..................................... C. H. Brugh
Chief Ann., News Director ............................ L. H. Pribyl
Chief Engineer ............................................ Wilbur R. Emerson
Farm Editor ............................................... Junior Thimm
Consulting Engineer .................................... Weldon & Carr

KCN I
BROKEN BOW—1949—MBS
Frequency: 1490 Kc.  .................................... Power: 250 Watts
Owned-Oper. By ........................................... Custer County Bldg., Co.
Address ...................................................... Box 460
Phone Number ............................................. 5154
Studio-Transmitter Location ....................... Columbus
Air Time ..................................................... Sunrise-sunset
News Service .............................................. AP
Representative ............................................. Beddick
Transcription Service .................................. World, SESAC
Gen., Sta. Mgr. ............................................ George Basil Anderson
Commercial Manager .................................... Milo Kincaid
Program Director ...................................... Florence L. Anderson
Musical Dir., Farm Editor ......................... Carl L. Rafferty
Chief Engineer .......................................... Harold Hardy
Farm Editor ............................................... Gene Jove

KJS K
COLUMBUS—1948—KBS
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
Representative ............................................. Beddick
Transcription Service .................................. World, SESAC
Gen., Sta. Mgr. ............................................ George Basil Anderson
Commercial Manager .................................... Milo Kincaid
Program Director ...................................... Florence L. Anderson
Musical Dir., Farm Editor ......................... Carl L. Rafferty
Chief Engineer .......................................... Harold Hardy
Farm Editor ............................................... Gene Jove

KFG 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
Sales Prom. Mgr., Pub. Dir. ......................... Helen Norwood
Program Director ...................................... John R. Hamlon
Farm Editor ............................................... Dan Jackson

KMM 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 ............................................. 705-4
Transmitter Location .................................... Phillips
Air Time ..................................................... Daytime
News Service .............................................. UP
Representative ............................................. Headley-Reed
Membership ................................................ NAB, BMB
President ................................................... Don Searle
General Manager ....................................... Wick Heath
Asst. Gen.-Comm. Mgr. ............................... Bill Martin
Sales Promotion Manager ......................... Rex Hadden
Pgm. Dir., Chief Announcer ......................... Orie Kerwood
Prod., Pub. Dir. .......................................... Joe Martin
Chief Engineer .......................................... Eugene Seier
Farm Editor ............................................... George Kister

KHAS
HASTINGS—1940—MBS-KBS
Frequency: 1230 Kc. .................................... Power: 250 Watts
Owned-Operated By .................................. Nebraska Bldgs., Co.
Trans. Address .......................................... Tribune Bldg.
Phone Number ............................................. 2-5101
Air Time ..................................................... 6 a.m.-12 M.
News Service .............................................. INS
Transcription Service .................................. Capitol
President ..................................................... Fred A. Seaton
Gen. Sta. Mgr. ............................................. Duane L. Watts
Commercial Manager ......................... Ken James
Pub., Prod., Pgm. Dir. ................................. Lloyd O. Thomas
News Director ........................................... Carl Sisskind
Chief Engineer .......................................... Duane B. Allison

AP SELLS
For Stations and Sponsors —

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"Twenty-eight out of 30 daytime newscasts are sold . . . spot adjacencies are all sold . . . due to the practically immediate salability of Associated Press news programs."

PAUL R. FRY,
General Manager,
KBON, Omaha, Neb.
K G F W
KEARNEY—1930—MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: Federal Annex Bldg.
Phone Number: Business, 2-3541
Transmitter Location: Lakeside
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: News
Representative: Howard A. Shuman
General Manager: J. Russell Joynt
Program Director: Del Brandt
News Director: Thomas C. Sorensen

K R V N
LEXINGTON—1950
Frequency: 1010 Kc. Power: 25,000 Watts d.
Owned-Oper. By: Nebraska Rural Radio
Address: 108 W. 8th St.
Phone Number: 715
Representative: Taylor
Transcription Service: Standard
President: Jay A. Person
General Manager: Max Brown
Program Director: Gary Schroeder
Traffic Manager: Patricia Boyle
Chief Engineer: Tom Copeland

K F O R
LINCOLN—1924—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. 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
Transcription Service: Capitol, Standard
Representative: Edward Petry
Membership: NAB, BAB
President: James Stuart
Pub., Sales Promotion: Lydia Nekuda
Prod. Program Director: Robert Johnson
News Director: Bob Gamble
Chief Announcer: Avrum Bondorin
Musical Director: Fieda Ziegenbein
Chief Engineer: Charles W. Winkler

K B R L
McCOOK—1947—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address: Hway 83 & "J" St.
Phone Number: 1450
Air Time: 6:30 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Standard
Prom., Pres., Gen. Mgr.: LeRoy W. Lenwell
Prod. Dir., Chief Ann.: Wyn Lundberg
News Director: Mil Grummert
Chief Engineer: L. W. Lenwell
Consulting Engineer: Fred O. Grimwood

W J A G
NORFOLK—1922
Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By: The Norfolk Daily News
Bus.-Studio Address: Norfolk Ave. & 6th St.
Phone Number: 432
Transmitter Location: 3½ Mi. W. of Norfolk
Air Time: Daytime
News Service: AP
TRANSCRIPTION SERVICE .......................................................... Standard
Representative ................................................................. Walker
Membership ................................................................. NAB, BAB
President ................................................. E. F. Huse
General Manager ......................................... Art Thomas
Station Manager ................................................. Bob Thomas
Commercial Manager ............................ Vernon Stedy
Music Prod., Prog. Dir. .................................... Glenn Hixson
News Director ................................................. Mrs. Maude Rouse
Chief Engineer ................................................. Frank Wiedenbach

KODY
NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. ........................................ Power: 250 Watts
Owned-Oper. By ........................................ Radio Station KODY
Bus.-Studio-Transmitter Address ................................ 1521 W. 12th St.
Phone Number .......................................................... 382
Air Time .......................................................... 6 a.m.-12 M.
News Service ................................................. AP
Transcription Service .................................... Lang-Worth
Representative ................................................. John Blair
Membership ................................................................. NAB, BAB
President, Gen. Mgr. ...................................... John Alexander
Office Manager ..................................................... Jerry Wing
Commercial Manager ....................................... Joe di Natale
Chief Announcer ................................................. Bill Wood
News Director ..................................................... Charles Craig
Chief Engineer ..................................................... Jay Blakesley
Farm Editor ......................................................... Ed Launer

KBON
OMAHA—1942—MBS

Frequency: 1480 Kc. ........................................ Power: 250 Watts
Owned-Operated By ........................................ Inland Bstg. Co.
Business-Studio Address ................................ 676 World Insurance Bldg.
Phone Number ..................................................... Jackson 8282
Transmitter Location ................................ 2807 So. 38th St.
Air Time .......................................................... 6:30 a.m.-12 M.
News Service ..................................................... AP
Transcription Service ........................................ Associated
Representative .......................................................... Pearson
Membership ................................................................. NAB, BAB
President ..................................................... John K. Morrison
Pres., Gen. Mgr. ................................................. Paul R. Fry
Station Manager ..................................................... Richard E. Welna
Commercial Manager ...................................... Ernest S. Friesman
Sales Prom., Mgr., Pub. Dir. ................................ Beverly Bush
Prog., Production Director ........................................ Richard F. Low
News Director ..................................................... Richard McConn
Musical Director ..................................................... Richard Coffey
Chief Engineer ..................................................... Richard E. Welna
Consulting Engineer ................................................. E. L. Dillard

KFAB
OMAHA—1924—CBS

Frequency: 1110 Kc. ........................................ Power: 50,000 Watts
Owned-Operated By ........................................ KFAB Bstg. Co.
Business-Studio Address ................................ 620 Farnam Bldg.

KOIL
OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc. ........................................ Power: 5000 Watts
Business-Studio Address ................................ Omaha Natl. Bank Bldg.
Phone Number ..................................................... Jackson 7626
Transmitter Location ................................ 5000 50th St.
Air Time .......................................................... Unlimited
News Service ..................................................... AP, INS
Transcription Service ........................................ Capitol, Standard
Representative ..................................................... Edward Petry
Membership ................................................................. NAB, BAB
President ..................................................... James Stuart
Sta., Gen. Mgr. ..................................................... William J. Newens
Sales Promotion Manager ................................ Charles Frandsen
Commercial Manager ...................................... Arden Swisher
Program Director ..................................................... Virgil Sharpe
News Director ..................................................... Ted L. Haas
Musical Director ..................................................... Betty Baker
Chief Engineer ..................................................... Charles W. Winkler

KOWH
OMAHA—1922

Frequency: 660 Kc. ........................................ Power: 500 Watts d.
Owned-Oper. By ........................................ Mid-Continent Bstg. Co.
Business-Studio Address ................................ 15th & Farnam
Phone Number ..................................................... Atlantic 2228
Transmitter Location ................................ 60th & Redmon
News Service ..................................................... AP, UP
Transcription Service ........................................ Standard, Lang-Worth
Representative ..................................................... Independent
President ..................................................... Robert H. Storz
Sta., Comm., Gen. Manager ................................... Todd Storz
Sales Promotion ..................................................... Jack Sandler
Program Director ..................................................... Gaylord Avery
Production Director ..................................................... Don Loughman
Publicity Director ..................................................... Jack Sandler
Chief Announcer ..................................................... Jim O'Neill
News Director ..................................................... Walt Kavanagh
Musical Director ..................................................... Peg E. McGrath
Studio Supervisor ..................................................... Dale Moudy
Transmitter Supervisor ........................................ N. P. Nelson
Farm Editor ......................................................... Russ Leger
**N E B R A S K A — N E V A D A**

**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, BAB
President: Francis P. Mathews
General Manager: Frank P. Fogarty
Natl. Sales Mgr.: Bob Dooley
Sales Promotion Manager: Bill Wiseman
Program Director: Lyle DeMoss
Production Director: Ray Olson
Chief Announcer: Merrill Workhoven
Musical Director: Morton Wolls
Technical Supervisor: Joseph Halld
Chief Engineer: William J. Kotera
Farm Editor: Mal Hansen

**K N E B**
*SCOTTSBLUFF—1948*

**Frequency:** 970 Kc. **Power:** 1000 Watts d.
Business-Studio Address: Golden Rule Bldg.
Phone Number: 1620-1
Transmitter Location: 1 1/2 Mi. S.E. of City
Air Time: 6 a.m.-Sunset
News Service: AP
Transcription Service: Capitol

**W E D A S T R A Y**
*NEVADA—1950—CBS*

Population 160,083—Increase +45.2% ('40-'50)—Radio Homes 45,750
Families 48,510—Stations in State 8

**K E L K**
*ELKO—1948*

**Frequency:** 1340 Kc. **Power:** 250 Watts
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

**K E L Y**
*ELY—1950*

**Frequency:** 1230 Kc. **Power:** 250 Watts
Address: Hotel Nevada
Phone Number: 2077
Transcription Service: Capitol
News Service: INS
Co-Mgr., Chief Engr.: D. I. Hansen
Co-Manager: D. V. Bradley
Comm. Mgr., Pgm., News Dir.: J. D. Steward

**K E N O**
*LAS VEGAS—1940—ABC*

**Frequency:** 1460 Kc. **Power:** 1000 Watts
Business Address: Box 1310
Phone Number: 1400
Studio-Transmitter Location: "The Strip,"
Air Time: 5 a.m.-3 a.m.
News Service: INS
Transcription Service: Thesaurus
Representative: W. S. Grant

515
K A T O
RENO—1946—MBS-DON LEE-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Sierra Bcstg. Co.
Business-Studio Address: Box 2231.
Mapes Hotel
Phone Number: 2-4501
Transmitter Location: 6th & Cassinelli Rds.
Air Time: 6-30 a.m.-1 a.m.
Representative: John E. Pearson, Western Radio
Transcription Service: MacGregor
Membership: NAB, BAB
President: R. K. Wittenberg
Sta.-Gen. Manager: Robert L. Stoddard
Commercial Manager: Bob Hughes

KOH
RENO—1928—NBC
Frequency: 630 Kc. Power: 5000 Watts
Business-Studio Address: 143 Stevenson St.
Phone Number: Reno 5106
Transmitter Location: Sparks
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: World, Capitol
Representative: Paul H. Raymer
Membership: NAB
President: Eleanor McClatchy
Station Manager: Hewitt Kees
News Editor: Rolon Irish
Chief Technician: Wesley Craig
Farm Editor: Charles E. Harris
Consulting Engr.: George C. Davis

KOLO
RENO—1946—CBS
Frequency: 920 Kc. Power: 1000 Watts
Business-Studio Address: 33 Sierra St.
Phone Number: 2-4516
Transmitter Location: Sparks
Air Time: 6 a.m.-M.
News Service: AP, UP
Representative: George P. Hollingbery
Membership: NAB, BAB
President: Dave McKay
General-Station Manager: H. G. Wells
Comm.Sales Prom. Mgr.: Jack Kehoe
Prod., Program Director: William Ruff
Chief Announcer: Bill Binford
News Dir., Farm Editor: Len Sherman
Musical Director: Al Coon
Chief Engineer: Merle Peterson

WHY IS AP
THE BEST?
BECAUSE—AP members, the greatest body of news collectors in the world today, provide their news to their AP.
NEW HAMPSHIRE
Population 533,242—Increase +8.5% (*19*4—*50)—Radio Homes 142,050
Families 148,120—Stations in State 13

KWRN
RENN—1947—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Reno Newspapers, Inc.
Business-Studio Address: Gazette Bldg.
Phone Number: 6156
Transmitter Location: Kettell-Carter
Air Time: 7 a.m.-M.
News Service: AP
Representative: Walker
Membership: NAB
President: Merritt Speidel
General Manager: Merrill Inch
Station Manager: Larry Shields
Commercial Manager: Jay G. Barker
Program Director: John B. Stodelle
Chief Engineer: Wilbur C. Comer

WMOU
BERLIN—1946—KBS
Frequency: 1230 Kc. Power: 250 Watts
Phone Number: 1797-8
Transmitter Location: Hutchins St.
Air Time: Unlimited
News Service: AP
Transcription Service: Langworth
Representative: Kettell-Carter, Radio Reps.
Membership: NAB, BAC
President: John W. Guidry
Program Director: Wendell C. MacKenzie
Chief Announcer: Phil Brown
News Director: Wendell C. MacKenzie
Musical Director: Phil Brown
Chief Engineer: James F. Hennessy

WTSV
CLAREMONT—1948
MBS-YANKER-GRANITE
Frequency: 1230 Kc. Power: 250 Watts
Address: 221 Washington St.
Phone Number: 1800
News Service: AP
Representative: Bannan, Bolling
President: William J. Barkley
General Manager: W. F. Rust, Jr.
Comm., Sales Prom. Mgr.: Fred Sterns
Pgm., Sta. Dir., Chief Ann.: Dick Hill
News Director: Joseph V. Shaw
Chief Engineer: A. Davis

WKXL
CONCORD—1946—MBS-YANKER
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Hon. Charles M. Dale
Business-Studio Address: Eagle Hotel

WTS
HANOVER-LEBANON—1950—MBS
YANKER
Frequency: 1400 Kc. Power: 250 Watts
Address: 155 Front St.
Phone Number: 4-4075
Representative: Bolling
News Service: UP
President: William J. Barkley
General Manager: Will F. Rust, Jr.
Commercial Manager: Henry Lewis
Program Director: Emil Popke
Chief Engineer: William Heiser

WKNE
KEENE—1926—CBS-NBS
Frequency: 1280 Kc. Power: 5000 Watts d.
Owned-Oper. By. WKNE Corp.
Address: 17 Dunbar St.
Phone Number: 2080
Transmitter Location: Stanhope Ave.
News Service: UP
Transcription Service: World
Representative: Meeker, Kettell-Carter
Membership: NAB, BAC
Commercial Manager: Frank B. Estes
Sales Prom. Mgr., Pub. Dir.: Herbert Allen
Prod. News Director: Howard E. Wheelock
Prog. Dir.: Chief Announcer: Osborne C. Wade
Chief Engineer: Ernest F. Batchelder
Farm Editor: Stacey Cole

WLNAH
LACONIA—1922—MBS-YANKER
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 835 Main St.
Phone Number: 2-300
Transmitter Location: Sanboro
Air Time: Unlimited
News Service: AP
Representative..........................Kettell-Carter
Membership..............................NAB
Qgm., 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. Bcast., Inc.
Business-Studio Address........286 Franklin St.
Phone Number......................5-5491
Transmitter Location.........Merrimack
Air Time........................6:30 a.m.-11:15 p.m.
News Service.........................AP
Transcription Service........Long-Worth
Representative................Adam J. Young, Jr.
Kettell-Carter
Membership..............................NAB
President..............................Morris Silver
Gen. Sta. From. Mgr...........Warren H. Journay
Prog. Dir...............................Saul Gross
Commercial Manager...........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..............Grantham Bcastg., Inc.
Trans. Address.....................155 Front St.
Phone Number.......................44075
Air Time.........................6 a.m.-11:30 p.m.
News Service.........................UP
Representative...............Borgatti, Bolling
President..........................W. J. Barkley
General Manager...............W. F. Rust, Jr.
Commercial Manager..........Ralph Gottlieb
Program Director..............Norman Bailey
Publicity Dir......................William Carrisle
Chief Engineer.....................Royston Phillips

W M U R
MANCHESTER—1941—ABC
Frequency: 610 Kc. Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address.......1819 Elm St.
Phone Number......................Ma, 5-5788
Transmitter Location........Front St.
Air Time.....................6:30 a.m.-11:15 p.m.
News Service.........................AP
Transcription Service........World
Representative................Weed
Membership..............................NAB, BAB
President..................Hon. Francis P. Murphy
Production Dir................Bernie Mack

News Director......................Tom Power
Musical Dir........................Bertram Colter
Chief Engineer.....................Vincent Chandler
Farm Editor.........................Robert Webster
Consulting Engr...................Tansky & Bailey

W O T W
NASHUA—1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By..............Nashua Bcastg. 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, BAB
Asst. Gen. Mgr..............Angeline Kopka
Program Dir......................Paul Keefe
News Director......................Edward Lecius
Chief Engineer...............Robert C. Bingham
Consulting Engineer..........Russell P. May

W H E B
PORTSMOUTH—1932—MBS
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
Pres., Gen. Mgr..............Hon. Charles M. Dale
Commercial Manager............Jack Kane
Sales Promotion...............Walt Emery
Program Dir......................Lucien Dumont
Chief Announcer...............Roger Walker
Musical Director.................Don Grady
Chief Engineer....................Anthony Vaccaro

W W N H
ROCHESTER—1948
GRANITE STATE
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By..............Strafford Bcastg. 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

518
NEW JERSEY

Population 4,835,329—Increase +16.2% ('40-'50)—Radio Homes 1,261,110
Families 1,306,850—Stations in State 18

W J L K
ASBURY PARK—1926
Frequency: 1310 Kc. Power: 250 Watts
Owned-Operated By: Asbury Park Press, Inc.
Address.............Press Plaza
Phone Number........Asbury Park 2-3000
Transmitter Location............Neptune, N. J.
Air Time.............7 a.m.-M.
News Service.............AP
Transcription Service.............Associated Representative Jos. McGillvra, Inc.
Membership.............NAB, BAB
President.............W. D. McMurray
Station Manager.............Thomas B. Tighe
Program Director.............Everett Rudloff
Chief Engineer.............Cleon McKnight

W M I D
ATLANTIC CITY—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Mid-Atlantic Bestg. Co., Inc.
Business-Studio Address........Convention Hall
Phone Number.............4-1340
Transmission Location.............Atlantic Blvd.
Air Time.............7 a.m.-3 a.m.
News Service.............AP
Transcription Service.............Lang-Worth
Representative.............Forjoe
President.............Richard Endicott
Gen. Sta. Mgr.............David H. Freedman
Chf. Ann., Prod. Dir.............Alan Owen
Publicity Dir.............Irving Peiser
News Director.............William Konser
Musical Director.............Ruth Talley
Chief Engineer.............Norman Katz
Farm Editor.............Fred Parker

W B A B
ATLANTIC CITY—1940—CBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address.............1900 Atlantic Ave.
Phone Number.............Atlantic City 5-1111
Studio-Trans. Address.............Asbcon Blvd. & Beach
Air Time.............7 a.m.-12:05 a.m.
News Service.............AP
Transcription Service.............World
Representative.............Headley-Reed
Membership.............NAB, BAB
President.............Albert J. Fayl
Gen-Sta. Comm. Mgr.............Monroe L. Mendelsohn
Prog. Dir., Chief Announcer....Ralph Shoemaker
News Director.............Bern Penrose
Musical Director.............Harry Lee
Chief Engineer.............Earle Godfrey
Farm Editor.............Bern Penrose
Consulting Engr.............Tansky & Bailey

W F P G
ATLANTIC CITY—1940—ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bestg. Corp.
Business Address.............Steel Pier
Phone Number.............5-2188
Transmitter Location.............Venice Park
News Service.............UP
Transmission Service.............MGM
Representative.............John E. Pearson
Membership.............NAB
President.............John J. Laux
Gen. Sta. Mgr.............Fred Weber
Commercial Mgr.............Wm. C. Byrnes, Jr.
Continuity Dir.............Lydia I. Hawkins
Program Dir.............Ed Davis
Production Dir.............Fred Haggerty
Chief Engineer.............Blair K. Thron

W S N J
BRIDGETON—1937—KBS
Frequency: 1240 Kc. Power: 250 Watts

W F P G
Atlantic City, N. J.
Serving the 107th Market of the Nation

with
MORE play-by-play sports
MORE network programs
MORE news
from its
408 FOOT TOWER
(Tallest structure in New Jersey, south of Newark)

WSTV
Steubenville
WBMS
Boston
WPIT
Pittsburgh
WFPG
Atlantic City
Address: Bridgeton
Phone Number: 2930
Transmitter Location: Old Burlington Rd.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Thesaurus
Representative: Thomas Clark
President: Russell S. Henderson
General-Station Manager: Paul Alger
Commercial Manager: Jerry Alden
News Director: Don Hart
Chief Engineer: Francis Fekel
Farm Editor: Don Hart

**WCAM**
CAMDEN—1924

Frequency: 1310 Kc. Power: 250 Watts

Owned-Operated By: City of Camden, Inc.
Business-Studio Address: City Hall
Phone Number: Emerson 5-5600
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Standard, Capitol
Membership: NAB
Director: Mayor George E. Brunner
Managing Dir.: Willard C. Schriver
Staff, Comm. Mgr.: John Cleary
News Director: William Stewart
Chief Engineer: John Zander

**WKDN**
CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.

Business Address: 2881 Mt. Ephraim Ave.
Phone Number: EM 5-7200
Air Time: Daytime
News Service: AP
Transcription Service: Associated, SESAC
Pres., Gen. Mgr.: Major Hannell Compton
Station Manager: Gordon Giffen
Program Director: Jerry Williams
News Director: Bob Roos

**WMTR**
MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.

Owned-Operated By: Morrisstown Bscg. Co.
Address: P. O. Box 345, Park Square Bldg.
Phone Number: MO 4-5700
News Service: AP
Transcription Service: Associated
Representative: Daveny & Co.
Membership: NAB
President: George S. Croy
Station Mgr.: Kenneth A. Croy
Commercial Mgr.: Clement T. Lowden
Chief Engineer: Rudolph C. Prow
News Director: Merrill Morris

**WAAT**
NEWARK—1921


**WVNJ**
NEWARK—1948—NJSN

Frequency: 620 Kc. Power: 5000 Watts

Owned-Operated By: Newark Bscg. Corp.
Business-Studio Address: 45 Central Ave.
Phone Number: Mitchell 3-7600
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Lang-Worth, Standard
Membership: NAB
V.P., Gen.-Comm. Mgr.: Ivan B. Newman
Station Manager: Helen Sutton Newman
Publicity Director: Walter Kaney
Chief Engineer: Bernard Kellom

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620 on your dial
The most for your dollar in the metropolitan area
WHBI
NEWARK—1921
Owned-Operated By... May Radio Bstg. Corp. Business-Studio Address... 100 Shipman St. Phone Number... Mitchell 2-7354
Transmitter Location... 155 Washington St. Air Time... Unlimited
Representative... Masi, Maplewood, N. J. Membership... NAB
Pres., Gen. Mgr... James L. Shearer Sta., Comm. Mgr., Prog. Dir... William Masi
Chief Engineer... Herman Foster

WNJR
NEWARK—1947
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By... North Jersey Bstg. Co., Inc. Business-Studio Address... 91 Halsey St. Phone Number... MArket 3-2700
Transmitter Location... Union Air Time... 7 a.m.-11 p.m.
News Service... INS, UP
Transcription Service... World, Standard Representative... Rambeau

WCTC
NEW BRUNSWICK—1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Chanticleer Bstg. 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 Membership... NAB, BAB
Pres., Gen. Mgr... James L. Howe
Station Manager... Robert Williams
Commercial Manager... James M. Vogdes
Program Director... Donald V. Meaney
News Director... Kenneth Bernstein
Chief Engineer... Robert L. Williams
Consulting Engineer... Russel P. May

WPAT
PATERSON—1941
Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By... North Jersey Bstg. Co., Inc. Business-Studio Address... 86 Hamilton St. Phones... Armory 4-3400, Pennsylvania 6-2945

Program Director... Steven Van Gluck
Chief Engineer... Peter Testan
Farm Editor... Will Peigelbeck
Consulting Engr... Paul Godley

IT'S
WPAT FOR
RESULTS
IN
NEW YORK, NEW JERSEY and CONNECTICUT

930 Kc.

5000 Watts
NEW JERSEY — NEW MEXICO

Transmitter: Broad at Hepburn Rd. Clifton
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: Associated, Sesac, Lang-Worth
President: Richard Drukker
General Manager: D. J. Wright
Program Director: Don Kerr
Asst. V.P., Chief Engineer: Earl F. Lucas
Musical Director: Frank Tuoti

WOND
PLEASANTVILLE—1950
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Pioneer Bstsr., Inc.
Address: Old Turnpike 3971
Phone Number: 3371
Transcription Service: Standard
News Service: AP
President: Charles Rupp
Pgm. Dir., Prom. Mgr.: John Struckell
Chief Engineer: Milton Thurlow
News Director: Art Keiser
Farm Editor: Bill Gregory

WTNJ
TRENTON—1923
Frequency: 1300 Kc. Power: 250 Watts
Owned-Operated By: WOAX, Inc.
Address: 416 Bellevue Ave.
Phone Number: 8149
Transmitter Location: Lincoln Pl., Morrisville, Pa.
Air Time: Sunrise to Sunset only
News Service: UP
Transcription Service: Sesac
Gen., Comm. Mgr., Prom. Dir.: Murray J. Green
Chief Announcer: Frank T. Parr
Chief Engineer: John Novak

NEW MEXICO

Population 681,187 — Increase + 28.1% ('40-’50) — Radio Homes 154,300
Families 170,300 — Stations in State 23

KALG
ALAMOGARDO—1950
Frequency: 1230 Kc. Power: 250 Watts
Address: Box 268
Phone Number: 311
News Service: UP
Co-Owners: Louis M. Neale, Jr., Norman Lassetter
Commercial Manager: Floyd R. Grady
Program Director: Bob Hoffman
Chief Engineer: Louis M. Neal, Jr.

KGGM
ALBUQUERQUE—1927—CBS
Frequency: 610 Kc. Power: 5000 Watts
Business Address: P. O. Box 1294
Phone Number: 34543
Transmitter Location: So. 2nd St.
Air Time: 5:30 a.m.-12 M.
News Service: Up, AP
Transcription Service: World
Representative: Avery-Knodel, Inc.

WTTM
TRENTON—1942—NBC
Frequency: 920 Kc. Power: 1000 Watts
Owned-Oper. By: Trent Bstsr. Corp.
Business-Studio Address: 541-42 E. State St.
Phone Number: 5-8515-6-7-8
Transmitter Location: Yardley, Pa.
Air Time: 7 a.m.-12:05 a.m.
News Service: UP
Representative: Forjoe
Membership: NAB, BAB
President: Hon. Elmer H. Wene
General Manager: Carl Mark
Commercial Manager: Fred L. Bernstein
Sales Prom. Mgr.: Alfred J. Barker
Program Director: William H. Griffin
Publicity Director: Mary Irish
News Director: Arnold Snyder
Chief Engineer: Theodore P. Kilner
Consulting Engr.: Paul Godley

WWBZ
VINELAND—1945
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Community Bstsr. Serv., Inc.
Address: 633 Wood St.
Phone Number: Vineland 7-1380
Transmitter Location: Isaac & Gershali Aves., Brotmanville, N. J.
Air Time: 6 a.m.-12 M.
News Service: World
Transcription Service: UP
Representative: Joseph M. Bullock
Gen. Sta. Prom. Mgr.: Fred E. Wood
Commercial Manager: John Serra
Program Director: Dorothy H. Carlson
Chief Engineer: C. V. Mullen
Consulting Engineer: John Creutz

522
K O A T
ALBUQUERQUE—1946—ABC
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: .122 S. Tulane
Phone Number: .5501
Transmitter Location: .2000 W. Indian School Rd.
Air Time: .24 hrs.
News Service: .UP
Transcription Service: .Capitol Langworth Representative
President: .Herbert W. Wimberly
General Manager: .A. M. Caldwell
Chief Engineer: .William Carman

K O B
ALBUQUERQUE—1920—NBC
Frequency: 770 Kc. Power: 50,000 Watts d.
25,000 Watts n.
Bus-Studio Address: .5th & Silver
Phone Number: .3-4411
Transmitter Location: .Alameda
Air Time: .6 a.m.-M.
News Service: .AP, INS
Transcription Service: .Standard Representative
Pres., Gen. Mgr.: .T. M. Pepperday
Station Manager: .Phil Hoffman
Program Director: .John Griswold
Asst. Prom. Mgr.: .Rolf S. Nielsen
Chief Engineer: .George S. Johnson

K V E R
ALBUQUERQUE—1947—MBS
GREAT WEST
250 Watts n.
Owned-Oper. By: .Western Air, Inc.
Address: .317 N. Broadway, Box 1388
Phone Number: .3-1744
Transmitter Location: .Old Albuquerque
Air Time: .5:30 a.m.-M.
News Service: .UP
Transcription Service: .MGM Representative
Walker Co. Membership: .NAB, BAB
President: .William T. Kemp
General Manager: .Ken Palmer
Station Manager: .Keith Type
Commercial Manager: .Paul Kehe
Sales Promotion Manager: .Ernie Hill
Program Director: .Raquel Marquez
Publicity Director: .Violet Shine
Chief Announcer: .Connie Alexander
Musical Director: .Mac Vernon

K S V P
ARTESIA—1946—KBS-MBS
Frequency: 1450 Kc. Power: 250 Watts
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
Commercial Manager: .Wayne Griffin
Chief Engineer: .Robert Meeker

K A V E
CARLSBAD—1936—CBS-SWN
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: .601 No. Canal St.
Phone Number: .244
Transmitter Location: .3 mi. SW City
Air Time: .6 a.m.-M.
News Service: .AP
Representative: .Taylor Co.
President: .Val Lawrence
General-Station Mgr.: .Norman R. Loose
Commercial Manager: .Don Meyers
Program Director: .Alexander Pitcaithley
Chief Engineer: .William Sene

K P B M
CARLSBAD—1950
1000 Watts n.
Owned-Operated By: .McEvoy Bros.
Address: .313 W. Mermod
Phone Number: .1095
Transmission Service: .Lang-Worth
News Service: .AP
Commercial Manager: .Darrell A. Swayne
Program Director: .Wayne F. Scott
Chief Engineer: .Harland Nifong
News Director: .Earl Burnam

K L M X
CLAYTON—1949
Frequency: 1450 Kc. Power: 250 Watts
Address: .Fair Grounds
Phone Number: .616
Transmission Service: .Capitol
News Service: .UP
President: .Arthur Jernigan
Vice-President: .E. K. Stevens
Secy-Treas.: .E. H. Beckner
KICA
CLOVIS—1933—MBS
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Hugh DeWitt Landis & R. B. McAllister
Address: 520 Pile St. Phone Number: 5511
Transmitter Location: 1 mile East of Clovis
Air Time: 5:30 a.m. to 11:30 p.m.
News Service: AP, UP
Transcription Service: Standard, Long-Worth
Station Representative: O. L. Taylor Co.
Membership: NAB, BAB
President: DeWitt Landis
General Manager: R. B. McAllister
Prod., Prog. Director: Robt. L. Sanders
Musical Director: Wm. Evans
Chief Engineer: Vernon Hughes

KGAK
GALLUP—LBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Thunderbird Brood. Co.
Address-Transmitter: East Highway 66
Phone Number: 1177
Air Time: 6:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Capital, Long-Worth
Station Representative: McGilvra
President, Gen. Mgr.: Merle H. Tucker
Com. Mgr., Prog. Dir.: B. J. Fitzpatrick
Chief Announcer: Don Husted
News Director: B. J. Fitzpatrick
Chief Engineer: Kay Palmer
Consulting Engineer: Craven, Lohnes & Culver

KWEW
HOBB—1938
MBS-KSOUTHWEST
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, Long-Worth
Representative: Taylor-Borroff
President: W. E. Whitmore
General Manager: Harry McAdams
Commercial Manager: Phil McGee
Program Director: Dorthy A. Montgomery
Chief Engineer: Roy Evans

KCHS
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
News Service: UP
Transcription Service: Capitol
Membership: NAB
Representative: Continental Radio Sales
President: Leonard R. Trainer
Gen., Sta. Mgr., Ch. Engr.: Russell A. Walz
Commercial Manager: A. B. Gemoets
Program Director: Lynne Rasmussen

Kobe
LAS CRUCES—1947—MBS
Frequency: 1450 Kc. Power: 250 Watts
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

KFUN
LAS VEGAS—1941—MBS
Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. 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
Program Director: Dorothy G. Thwaites
Chief Engineer: A. F. Schultz

KRSN
LOS ALAMOS—1949
Frequency: 1490 Kc. Power: 250 Watts
Address: Community Center
Phone Number: 4422
Representative: Cooke
Transcription Service: Capitol
News Service: UP
President: H. W. Wimberly
Vice Pres., Gen. Mgr.: H. W. Bumpas
Secy-Treas.: A. M. Cadwell
Station Manager: Bob Porton

KRTN
RATON—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. Inc.
K FL
ROSWELL—1927—MBS-SW-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
Rep. NAB
Pres. Gen. Manager: W. E. Whitmore
Commercial Manager: G. F. Roberts
Program Director: Oldfield
Chief Engineer: Eugene Rader

K S W S
ROSWELL—1947—ABC-ZIA NET LBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio Address: Radio Center
Phone Number: 2400
Transmitter Location: 19th & Railroad Sts.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Rep. NAB
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
Farm, Pgm., News Dir.: Tom Foulkes
Chief Engineer: Ray R. Summersgill

K T R C
SANTA FE—1946—ABC-LBS
Frequency: 1400 Kc. Power: 250 Watts
Address: 122 South Tulane
Phone No.: 57501 (Albuq.), 3003 (Santa Fe)
Transmitter Location: 208 East Marcy St.
Air Time: 6:00 a.m. to 12 M.
News Service: UP

K V S F
SANTA FE—1935—CBS
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By: Sante Fe Bstg. 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
Rep. NAB
General Manager: Ivan R. Head
Program, Prod. Dir.: Jim Matze
Musical Dir.: Bill Reitmann
Chief Engineer: E. J. Vanderwood

K S I L
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
Rep. NAB
Program Director: Ed Duty

K T N M
TUCUMCARI—1941—MBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The McMa Agency
Business Address: Box 668
Phone Number: 100
Transmitter Location: Outside east city limits
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Partners: Grady Franklin Maples, R. B. McAllister
Commercial Manager: Keith Kivlehen
Chief Announcer: Webster Smith
Chief Engineer: David Fred White, Jr.
Continuity Chief: George Entz
Traffic Manager: Kathryn Ann Stephenson
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...Braintree 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—1925—UBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By...Gov. Dongan Bcstg. Corp.
Bus.-Studio Address...Hotel Wellington, 138 State St.
Phone Number..............3-6638
Transmitter Location...Kenwood Ave., Elsmere
Air Time....................Unlimited
News Service.................AP
Transcription Service.....Standard
Representative.............McGiliora
President, General Mgr...James T. Healey
Station Manager...........A. Kellert
Program Director..........Paul Baron
Chief Announcer...........Lyle Bosley
Musical Director...........Gordon Seaman
Chief Engineer...........Al Sardi
Consulting Engr...........Millard M. Garrison

W P T R
ALBANY—1948
Frequency: 1540 Kc. Power: 50,000 Watts
Owned-Oper. By...Patroon Brcstg. Co., Inc.
Address....................Hotel Ten Eyck
Phone Number..............5-3345, 5-5422
Transmitter Location...Middle Rd., Colonie, N. Y.
Air Time....................Unlimited
News Service.................AP, INS
Transcr. Service.........Associated, SESAC
Station Representative...Weed and Co.
Membership................NAB
President....................J. Myer Schine
General Manager..........Robert L. Coe
Sta. Mgr., Ch. Engr......W. Russell David, Sr.
Com. Prom Mgr...........George L. Sutherland
Program Director........Glen Walrath
Publicity News Dir........Howard W. Maschmeier
Chief Announcer...........Glen Walrath
Musical Director..........Frank D'Armond
Farm Editor.................Ellis Barrett
Consulting Engineer......A. D. Ring, Inc.

W R O W
ALBANY—1947—MBS
Frequency: 590 Kc. Power: 5,000 Watts d.: 1,000 Watts n.
Owned-Oper. By...Hudson Valley Br. Co., Inc.
Address....................112 State Street
Phone Number..............3-2225
Transmitter Location...Route 9W—Glenmont
Air Time....................6:00 a.m. to 1:00 a.m.
News Service.................INS, UP
Transcription Service.....World
Station Representative...The Bolling Co.
Membership................NAB
President....................Dr. John J. Quinlan
General Manager..........Harry L. Goldman
Station Mgr., Prog. Dir...Johnny Lee
Commercial Mgr...........Norman D. Tillman
Production Director......Mary Elinor Wells
Chief Announcer...........Walter Sheahan
News Director..............Arnold Freedman
Musical Director..........Richard Hartigan
Chief Engineer............Charles Heisler
Farm Editor.................George Michael

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....................6:00 a.m.-12:05 a.m.
News Service.................UP
Representative.............Katz
President, Gen. Mgr...Stephen R. Rintoul
Commercial Manager......Gren Rand
Sales Prom. Mgr...........Eugene Fitzpatrick
Program Director.........Fred Daiger
News Director..............George Tabachnick
Chief Engineer............George Wemore
Consulting Engr...........Robert M. Sullivan

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
Air Time ............................ Unlimited
News Service .......................... INS, UP
Transcription Service .................. World
Membership ................................ NAB
Program-Production Dir. ............... Ray Cheney
Publicity Director ..................... Joan MacGregor
Chief Engineer .......................... Guy Rauer

WMBO
AUBURN—1926—MBS—SBN—KBS
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, EBS
Representative ......................... Thomas F. Clark
Membership ................................ NAB, BMB
President ................................ William O. Dopping
Gen. Sta.-Comm. Mgr. ................. Frederick L. Keese
Sales Prom. Mgr., Prog. Dir. ........... Robert B. Morgan
Chief Announcer ....................... A. John Hefer
Chief Engineer .......................... Herbert House
Farm Editor ............................. Charles Hammond

WBTA
BATAVIA—1941—MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By .................. Batavia Bcast, 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. Newshead
Program-Production Dir. ............. J. Gordon Bridge
Pub. Dir., Farm Editor ................. James Gerresy
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.-12:05 a.m.
News Service ............................ AP
Transcription Service ................. Lang-Worth
Representative ......................... George P. Hollingbery
Membership ................................ NAB, BAB
President .............................. Donald Kramer
General Manager ...................... C. A. Bengston
Station Executive ..................... E. R. Vadeboncoeur
Commercial Manager .................. H. R. Nicholson
Program Director ..................... Charles Bishara
Publicity, News Director .............. George O'Connor
Chief Announcer ...................... Jan Costley
Chief Engineer .......................... A. A. Kelley
Consulting Engr. ...................... Craven, Lohnes & Culver

WKOP
BINGHAMTON—1947—MBS
Owned-Oper. By ....................... The Binghamton Bcast., Inc.
Business-Studio Address ............. 34 Chenango St.
Phone Number .......................... 2-3437
Transmitter Location ................. Morgan Rd.
Air Time ............................... 5-30 a.m.-1 a.m.
News Service ............................ AP
Transcription Service ................. World
Representative ......................... Burn-Smith
Membership ................................ NAB
Pres., Gen. Sta. Mgr. ................. Andrew Jarema
Prom.-Com. Manager ................. Norman Stewart
News-Prod.-Prog. Dir., Farm Editor .. Wally Buman
Publicity Director ...................... Frahn O'Connor
Chief Engineer .......................... Art Goodwin
Musical Director ....................... Len Hathaway
Chief Announcer ....................... Art Goodwin
Chief Engineer .......................... Charles Hallinan
Consulting Engineer .................. Dixie B. McKee

WNBF
BINGHAMTON—1927—CBS
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By .................. Clark Associates, Inc.
Business Address ....................... P. O. Box 48
Phone Number .......................... Binghamton 2-3481
Transmitter Location ................. Ingraham Hill
News Service ............................ UP
Transcription Service ................. Capitol
Representative ......................... Bolling
Membership ................................ NAB
President ............................... John C. Clark
General Manager ...................... Cecil D. Mastin
Station Manager ....................... L. L. Rogers
Commercial Manager .................. S. N. Heslop
Prog.-Prod. Dir., Chief Announcer .. E. M. Scala
Musical Director ....................... Ethel Henton
Chief Engineer .......................... L. H. Stantz
Farm Editor ............................. Sam Page
Consulting Engineers .................. Lanksy & Bailey

WENE
BINGHAMTON—ENDICOTT—1947
ABC
Frequency: 1430 Kc.  Power 5000 Watts
Owned-Oper. By ....................... Empire Newspapers-Radio
Business-Studio Address ............. Radio Center
NEW YORK

Phone Number ............... 5-3351
Transmitter Location ..........Pierce Hill, Vestal
Air Time .................. 6 a.m.-12:05 a.m.
News Service ................ AP
Transcription Service .......... Associated
Associated Capitol Representative .......... Radio Reps. Inc.
Membership ............... NAB, BAB
President ..................... James H. Ottaway
Managing Director ..........F. H. Brinkley
Sales, Prom., Mgr. ..........S. W. Ryder
Pgm., Prod. Dir. .......... Farm Editor
Publicity Dir. .......... James A. McKeechne
News Director .......... Harold Hancock
Musical Director .......... Harold E. Graves
Chief Engineer .......... Sheldon W. Weyland
Consulting Engr. .......... Chambers & Garrison

WBEN
BUFFALO—1930—NBC
Frequency: 930 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... WBEN, Inc.
Phone Number .......... 19370
Transmitter Location .......... Grand Island
Air Time .................. 5:45 a.m.-1 a.m.
News Service .......... AP, INS, UP
Transcription Service .......... Thesaurus, Lang-Worth, Standard
Representative .......... Edward Petry
Membership ............... NAB, BAB
President .......... Edward H. Butler
General Manager .......... C. Robert Thompson
Station Manager .......... Frank W. Kelly
Local Sales Mgr. .......... C. E. Daly
Program Director .......... William E. Rich
Publicity Director .......... Joseph A. Haeffner
Chief Announcer .......... 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 Sparvento
Musical Director .......... Art Croson
Chief Engineer .......... Thomas L. Vines

WGR
BUFFALO—1922—CBS
Frequency: 550 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... WGR Bcastg. Corp.
Business-Studio Address .......... Rand Bldg.
Phone Number .......... Washington 3100
Transmitter Location .......... Hamburg
Air Time .................. 5:30 a.m.-1:05 a.m.
News Service .......... UP
Transcription Service .......... MGM, World
Representative .......... Free & Peters
Membership ............... NAB
Chairman of Board .......... Leo J. Fitzpatrick
Asst. Sta. Mgr. .......... F. R. Greene
Commercial Manager .......... Nat Cohen
Sales Promotion Manager .......... R. McPherson
Program Director .......... Robert Strigl
Production Director .......... Ray F. Wonder, Jr.
Publicity Director .......... F. L. Lounaberry
Chief Announcer .......... Allan Lewis
News Director .......... Jack McLean
Musical Director .......... David Cheskin
Chief Engineer .......... K. B. Hoffman
Farm Editor .......... Donald Huckle

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 .................. 5:30 a.m.-2 a.m.
News Service .......... AP, INS, Reuters
Transcription Service .......... Standard
Representative .......... Katz
Membership ............... NAB
President .......... William J. Conners, III
General Manager .......... Cy King
Commercial Manager .......... William Doerr, Jr.
Program Director .......... Lloyd Gibson
Production Director .......... Clarence Allen
Chief Announcer .......... Ed Tucholka
News Director .......... Gene Barry
Musical Director .......... Victor D’Ana
Chief Engineer .......... Frank B. Ridgeway

WWOL
BUFFALO—1947—PBS
Frequency: 1120 Kc. .......... Power: 1000 Watts d.
Address .......... 315 Main St.
Phone Number .......... MO 1200
Trans. Location .......... Dorance St., W. Seneca, N. Y.
Representative .......... Forjoe
President .......... Leon Wyszatyci
Commercial Manager .......... Jack Greenfield
Sales Promotion Manager .......... S. Casey
Prog.-Prod. Director .......... Joe A. Rico
Chief Announcer .......... Fred Klestine
News Director .......... Ron Donlevy
Musical Director .......... Trudy Peeples
Chief Engineer .......... Frank Sain
BEST BUY in the BUFFALO MARKET!

WKBW
YOUR WESTERN NEW YORK SALESMAN

Greatest Dollar-for-Dollar Value!
In Western New York, WKBW is delivering more measurable “cash-register” results per dollar invested than any other Buffalo station.
If you want to sell merchandise in Buffalo and the rich Western New York Market, WKBW should be... Your FIRST Choice

FIRST IN POWER
Ten times more powerful than any other Buffalo station. WKBW’s 50,000 watts blanket the Eastern Seaboard from Maine to North Carolina... adequate power to reach 10,783,700 radio homes in the most populous section of the United States.

FIRST IN FACILITIES
WKBW has the most modern broadcasting facilities in Western New York... the last word in transmitting and studio equipment that maintain under all conditions the ultimate in high standards of broadcast quality.

FIRST IN NEWS
Complete aggressive coverage of local and national news including two sponsored daily newscasts by Roger Baker, Buffalo’s all-time favorite radio personality — backed by Winchell, Pearson, Agronsky, Davis, Hill and Headline Edition.

FIRST IN SPORTS
Top coverage of local and national sports with Bill Mazer. Gillette Cavalcade of Sports plus Mazer on all local sports events have made WKBW Western New York’s Sports Station. To know the value of a WKBW sportscast, ask the man who bought one.

FIRST IN ENTERTAINMENT
WKBW has a strong line-up every day. Screen Guild Players, Stop the Music, Inner Sanctum, Production Parade, Lone Ranger, Mazer’s Matinee, The Original Amateur Hour, Tello-Test, Breakfast Club, My True Story, We Know Buffalo’s Wishes.

FIRST IN PUBLIC SERVICE
WKBW’s record of public service in the field of important civic, patriotic and community activities has won the station undisputed leadership. If it benefits the public, you’ll hear it on WKBW.

FIRST IN DOLLAR VALUE
WKBW offers greater coverage than any other Buffalo Station and has developed program and copy techniques that ring the register. Ask our Sales Department for our merchandising success stories.

Not Buffalo’s Oldest... but Buffalo’s FIRST Station!

50,000 WATTS
BUFFALO’S MOST POWERFUL STATION
ABC NETWORK
CLINTON H. CHURCHILL
Founder, President and Manager
**NEW YORK**

**WKBW**
**BUFFALO—1925—ABC**
Frequency: 1520 Kc., Power: 50,000 Watts
Owned-Operated By: WKBW, Inc.
Business Address: Radio Center, 1430 Main St.
Phone Number: Gratt 5101
Transmitter Location: R.F.D. No. 5, Hamburg
Air Time: 24 hrs.
News Service: Associated News
Transcription Service: World-Novelty
Membership: NAB
President: General Mgr. Clinton H. Churchill
Asst. to Pres.: Roger M. Baker
Sales Manager: Alfred E. Anscome
Program Director: Paul Martin
Publicity Dir.: Alfred E. Anscome
News Director: Hugh Shannon
Chief Engineer: Leroy Fiedler

**WXRA**
**BUFFALO-KENMORE—1948**
Frequency: 1080 Kc., Power: 1000 Watts, d.
Trans. Loc.: 1515 Niagara Falls Blvd., Amherst
Phone Number: AMherst 1161
News Service: Associated Press
Transcription Service: Wm. G. Rambeau
General Manager: Thaddeus Podbielniak
Commercial Manager: Richard C. Shepard
Sales Promotion Mgr.: Pub. Dir.: Jack Decker
Program Director: James J. Frieling
Chief Announcer: Bradley D. Steiger
Chief Consulting Engr.: Edwin R. Sanders

**WCLF**
**CORNING—1950—ABC**
Frequency: 1540 Kc., Power: 250 Watts, d.
Owned-Oper. By: Corning Leader, Inc.
Address: 114 Walnut St.
Phone Number: 1000
Representative: Walker
Transcription Service: Associated News
President: W. A. Underhill
General Manager: Walter Valierius
Commercial Manager: Paul Liston
Program Director: C. Ronald Graham
Chief Engineer: Allen N. Bell

**WKRT**
**CORTLAND—1947**
Frequency: 920 Kc., Power: 1000 Watts, d., 500 n.
Owned-Operated By: Radio Cortland, 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, Standard
Representative: Joseph Hershey McGillvra
President: Leighton A. Hope
General Manager: Robert M. Hope
Station Mgr.: Program Dir.: William J. Hall
Commercial Manager: Keith W. Horton
News Director: Robert C. Michel
News Director: Ed Glacken
Chief Engineer: William Barron
Farm Editor: Ed Glacken
Consulting Engr.: William L. Foss, Inc.

**WCBA**
**CORNING—1949**
Frequency: 1350 Kc., Power: 1000 Watts, d.
Owned-Operated By: Corning Wellsboro Broad. Adv, Inc.
Address: English-Keenan Bldg.
Phone Number: 2608-9
Transmitter Location: Caton Rd.
Air Time: 6:30 a.m.-Sunset
News Service: Associated Press
Transcription Service: Lang-Worth, Capital
Representative: McGillvra, Inc.
Paul E. Carpenter
Commercial Manager: Marcene Therber
Program Director: Harry Lee
Production Director: Jerry Wells
Publicity Director: Wm. McGonigle
Chief Announcer: Joseph Bishara
News Director: Jerry Wells
Musical Director: Harry Lee
Chief Engineer: Wm. Dowling

**WFCB**
**DUNKIRK—1949**
Owned-Operated By: Dunkirk Broad. Corp.
Address: 316 Main St.
Phone Number: 7756-7-8
Transmitter Location: Willow Rd.
Air Time: 8:00 a.m.-1:00 a.m.
News Service: Associated News Service
Transcription Service: Lang-Worth
Membership: NAB, BAB
Commercial Manager: Paul Rinehardt
Program Director: James L. McGrath
Publicity Director: Robert Gifford
Chief Announcer: Donald E. Crissy
Chief Engineer: George Smith
Farm Editor: James L. McGrath
Consulting Engr.: Russell-May-Washington

531
666,200 POPULATION

$613,220,000 TOTAL RETAIL SALES

$188,951,000 FOOD STORE SALES

$138,984,000 AUTOMOTIVE AND FILLING STATION SALES

$15,084,000 DRUG STORE SALES

That's the market in LONG ISLAND'S NASSAU COUNTY—where WHLI reaches more homes 6 or 7 days a week than any other New York or Long Island Independent Station1... and where WHLI delivers more daytime listeners than 4 New York City network stations and all New York City Independents put together!

Data Sources:
Market—SRDS Consumer Markets 1950-51
1—BMB Study #2 2—CONLAN—SPRING 1951

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President
Represented by RAMBEAU
**NEW YORK**

**WELM**  
ELMIRA—1947—CBS  
Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Operated By: Cornings, Inc.  
Business-Studio Address: 222 E. Market St.  
Phone Number: 246-1200  
Transmitter Location: Grand Central Ave.  
Air Time: 6 a.m.-m.  
News Service: AP  
Transcription Service: Standard  
News Director: W. J. Underhill  
Manager: Walter Varlow  
Sales Manager: Alex Ross  
Business-Studio Manager: G. Graham

**WOSC**  
FULTON—1949  
Frequency: 1300 Kc.  Power: 1000 Watts  
Owned-Operated By: Oswego County Broadcasting Co., Inc.  
Address: 118 Oneida St.  
Phone Number: 410-1  
Transmitter Location: Town of Granby  
Air Time: Sunrise to Sunset only  
News Service: UP  
Transcription Service: Lang-Worth, Capitol  
News Director: Robert Fitzgerald  
Studio Representative: Mrs. Robert Fitzgerald  
Chief Engineer: Fred Edwards  
Farm Editor: Robert Fitzgerald

**WENY**  
ELMIRA—1939—NBC-MBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By: Elmira Star-Gazette, Inc.  
Bus-Studio Address: Mark Twain Hotel  
Phone Number: 5181  
Transmitter Location: Milton St.  
Air Time: 6:30 a.m.-1 a.m.  
News Service: AP  
Transcription Service: World, Lang-Worth  
Representative: Everett & McKinney  
Membership: NAB, BMI  
General Manager: Dale L. Taylor  
Sales Manager: Phil Cameron  
Production Director: Ted Hodge  
Chief Engineer: Thurlow A. Greene

**WGVA**  
GENEVA—1947—MBS  
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Operated By: Star Bstg. Co., Inc.  
Address: Geneva Federal Savings Bldg.  
Phone Number: 6691  
Transmitter Location: Lennox Park  
Air Time: 6:30 a.m.-m.  
News Service: AP  
Representative: M. R. Forman  
V.P., Comm., Gen. Mgr.: Thomas L. Brown  
Program Director: William S. Brower, Jr.  
Production Director: Alex Lamutis  
News Director: William S. Brower, Jr.  
Chief Engineer: R. Carleton Greene  
Consulting Engr.: Lohnes & Culver

**WGBB**  
FREEPORT—1923  
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: 7 a.m.-12 m.  
News Service: AP  
Transcription Service: Thesaurus  
Owner, Pres., Gen. Mgr., Harry H. Carman  
Commercial Manager: Murray Evans  
Sales Promotion Mgr.: Neal Seaman  
Production Director: Charles Schon  
Program Director: A. Cheesman  
Publicity Director: Robert Stirrat  
News Director: John Frogge  
Chief Engineer: Robert Milos  
Consulting Engr.: G. Graham

**WHLI**  
HEMPSTEAD—1947  
Frequency: 1100 Kc.  Power: 250 Watts  
Business-Studio Address: 245 Baldwin Rd.  
Phone Number: Hemsthead 2-8000  
Transmitter Location: 470 Milburn Ave.  
News Service: UP  
Transcription Service: Associated World  
Thesaurus  
President, Gen. Mgr.: Elias I. Godofsky  
Exec. V.P., Station Mgr.: Paul Godofsky  
V.P., Sales: Joseph A. Lenn  
News Director: Jerome J. Karpl, Jr.  
Production-Musical Dir.: Roger Wayne  
Publicity Director: Arthur E. Paterson, Jr.  
V.P., Chief Engineer: Frank E. Knaack  
Farm Editor: Jerry Carr
**WWSC**

GLENS FALLS—1946—ABC-KBS

250 n.

Owned-Operated By: Gt. Northern Radio Co.
Address: .13 Warren St.
Phone Number: 2-6518
Transmitter Location: Pruyn's Island
Air Time: 6:30 a.m.-m.
News Service: UP
Transcription Service: World
Station Representative: Everett-McKinney Inc.
Membership: NAB, BAB
President: Louis P. Brown
General Manager: Martin R. Karig
Sta. Mgr., Prod. Dir.: Carl W. Mattison
Commercial Manager: Alfred A. Brown
Program Director: Richard P. Weld
Publicity Director: Kent E. Jones
Chief Announcer: James Sowdon
News Director: E. Victor Wiley
Musical Director: Sheldon Bullock
Chief Engineer: Joseph Thomas
Farm Editor: Dick Weld
Consulting Engineer: Gaultney & Ray

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**WHUC**

HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Trans. Address: Union Turnpike
News Service: UP
Membership: NAB, BAB
Gen. Station Manager: John Kearney
Comm. Prom. Manager: Robert Strakos
Prog. Dir. Director: James F. McDonough
Chief Announcer: Clifton Holman
Chief Engineer: James F. McDonough
Farm Editor: Clifton Holman

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**WLEA**

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: Long-Worth
Representative: McGilvra
Pres. General Mgr.: John S. Booth
Station Manager: Donald L. Sellers
Commercial Manager: Harold McEvoy
Program Director: Mike Ryan
Chief Announcer: Bob Crane
News Director: Ed Ruppert
Musical Director: Bill Cunningham
Chief Engineer: Larry La Casse
Farm Editor: Ed Ruppert

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**WHG**

HORNELL—1946

Frequency: 1590 Kc. Power: 1000 Watts

Owned-Operated By: W. H. Greenhow Co.
Address: 85 Canisteo St.
Transmitter Location: Hornellsville
News Service: AP
Transcription Service: World, Associated
Representative: Sears & Ayers
Membership: NAB, BAB
General Manager: Louis G. Buisch
Station, Comm. Mgr.: Glenn L. Sprague
Production Director: Eddie Spoo
News Director: Bill Wright
Chief Engineer: James Gram

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**WWSC**

GLENS FALLS, NEW YORK

**WHUC**

HUDSON, NEW YORK

**WLEA**

HORNELL, NEW YORK

**WHG**

HORNELL, NEW YORK

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*WHUC can you effectively penetrate the rich up-state New York and southwestern market area!*
NEW YORK

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
Membership: NAB
General Manager: Michael R. Hanna
Commercial Manager: Earl S. Cobey
Program Director: John H. Deal
Musical Director: Raymond H. Corwin
Chief Engineer: Norman R. Hoffman
Farm Editor: Louis W. Kaiser
Consulting Engr.: McLean, Smith, Credle

WJOY
JAMESTOWN—1947—MBS-KBS
Frequency: 1340 Kc. Power: 1000 Watts d.
Owned-Operated By: Air Waves, Inc.
Trans.-Bus.-Studio Address: 415 W. Fourth St.
Phone Number: 5-108
Air Time: 5-55 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: McGillvra
Pres.-Gen., Comm. Mgr.: Harry E. Layman

No "Blue Sky" — Just ACTION!
action and SERVICE!
action and RESULTS!
action and SALES!

WHCU WHCU-FM
CBS (40 KW.)
Michael R. Hanna
General Mgr.
ITHACA, N. Y.

Program Director: Jerry Lawson
Farm Editor: Bill Anderson

WJTN
JAMESTOWN—1936—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Bstg. Co., Inc.
Bus.-Studio Address: 151 Jamestown Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Aves.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Associated, McGregor
Representative: William G. Rambeau
Membership: NAB, BAB
President, Program Dir.: Jay E. Mason
Gen.-Sta.-Comm.-Sales Prom.: Simon Goldman
Publicity Dir.: Raymond C. Finch, Jr.
Music, Prod. Dir.: George Pfleeger
Chief Announcer: William Winn
Chief Engineer: Harold J. Kratzert
Farm Editor: Edmund J. Pennybacker
Chief Engineer: Jaucky & Bailey

WENT
GLOVERSVILLE—JOHNSTOWN
1944—CBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Sacandaga Bstg. Corp.
Business-Studio Address: 8 W. Fulton St.
Phone Number: 4900-1
Transmitter Location: Harrison St.
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Representative: McGillvra
President: George Bissell
Asst. Prog., News Dir.: Harry W. Monroe
Chief Engineer: Richard Stewart

WKNY
KINGSTON—1939—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Kingston Bstg. Corp.
Business-Studio Address: 601 Broadway
Phone Number: Kingston 4500
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 Eckert

535
**WVOS**

**LIBERTY**

Frequency: 1240 Kc.  Power: 250 Watts
Business Address:  Liberty
Phone Number:  1680-1, Monticello 869
Air Time:  6:58 a.m.-12 M.
News Service:  UP
Transcription Service:  Associated
Comm., Prom. Mgr.:  H. G. Boeck
Program Director:  Jack Oranch
Chief Announcer:  Burt Reed
News Director:  Al Turk
Chief Engineer:  Vincent Gabriele
Farm Editor:  Ken Foster

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**WUSJ**

**LOCKPORT—1949**

Owned-Oper. By:  Lockport Union-Sun & Journal, Inc.
Trans. Address:  320 Michigan St.
Phone Number:  4100
Air Time:  7 a.m.-11 p.m.
Newspaper Affiliation:  Union-Sun & Jour., Inc.
News Service:  AP
Transcription Service:  World, Associated
Representative:  Joseph H. McGillivray, Inc.
Membership:  NAB, BAB
President:  Egbert D. Corson
Station Manager:  Jack Gelzer
Gen.-Comm.-Sales Prom. Mgr.:  Peter Corson
Prog., Prod. Director:  Jack Gelzer
Publicity Director:  Wallace D. Soderholm
News Director:  Patrick Fagan
Musical Director:  Stuart A. Dussault
Chief Engineer:  Solomon A. Azar
Farm Editor:  Dick Speuland
Consulting Engineer:  John Creutz

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**WICY**

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc.  Power: 250 Watts
Trans. Address:  65 Woodward St.
Phone Number:  187
Air Time:  7 a.m.-11:15 p.m.
News Service:  UP
Commercial Manager:  Alice M. Tackley
Program Director:  Donald J. Paye
Chf. Ann., News Director:  John Flynn
Chief Engineer:  Adolf F. Stromer
Consulting Engineer:  Lohnes & Culver

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**WMSA**

**MASSENA—1945—ABC-RRN**

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: The Brockway Co.
Business Address:  Central Bldg.
Phone Number:  990
Studio-Transmitter Location:  So. Main St.
Air Time:  6:30 a.m.-12:05 a.m.
Newspaper Affiliate:  Watertown Daily Times
News Service:  UP
Transcription Service:  Associated
Representative:  Weed
Membership:  NAB, BAB
President:  John B. Johnson
General Manager:  Louis Sallif, Jr.
Station-Comm. Mgr.:  Thomas R. McHugh
Program Director:  James H. Nash
Publicity Director:  Robert E. Anderson
Chief Engineer:  Michael Tarkulich
Farm Editor:  Dan Burgess
Consulting Engineer:  George Davis

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**WALL**

**MIDDLETOWN—1942—KBS**

Frequency: 1340 Kc.  Power: 250 Watts
Business-Studio Address:  North St.
Phone Number:  3119
Air Time:  6:45 a.m.-M.
News Service:  AP
President:  John Morgan Davis
General Manager:  James M. Patt
Program Director:  George Shepard
News Director:  Charley Zaines
Chief Engineer:  Charles B. Lissner
Farm Editor:  Morris Weinstein

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**WGNY**

**NEWBURGH—1937**

Frequency: 1220 Kc.  Power: 1000 Watts d.
Owned-Operated By: WGNY Bcstg. Co., Inc.
Business-Studio Address:  161 Broadway
Phone Number:  4600
Transmitter Location:  Cochecton Turnpike
Air Time:  6:00 a.m.-m.
Newspaper Affiliate:  Poughkeepsie Newspapers, Inc.
News Service:  UP
Transcription Service:  Standard
Membership:  NAB, BAB
President:  M. C. Speidel
General Manager:  George W. Bingham
Commercial Manager:  Joseph Rake
Program Director:  Richard Crans
Chief Announcer:  Edward J. Burns
News Director:  William Forrest
Chief Engineer:  Marvin S. Seimes
**WGNR**

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.


Address: 524 North Ave.

Phone Number: 6-1460

Transcription Service: Lang-Worth

News Service: UP


Commercial Manager: Arthur Simon

Program Director: Kenneth Joseph

Chief Engineer: Edward W. Voss

News Director: Ray Lapolla

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**WBNX**

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts


Bus.-Studio Address: 260 E. 161st St., Bronx

Phone Number: MElrose 5-0333

Transmitter Location: Carlstadt, N. J.

News Service: AP, SESAC, Standard

Representative: King

Membership: NAB

President: A. L. Haskell

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**YOUR ADVERTISING DOLLAR IS WELL SPENT ON WBNX**


Our radio audiences receive outstanding public service features that constantly build community confidence and public interest. For this reason, your advertising dollar gets a bigger and better audience in the English and Foreign Language field.

For information on how to sell over this Market-Wise station...

Write, Call or Phone MElrose 5-0333

FOR RATES AND MARKET COVERAGE

---

**WCBS**

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts


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


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

Asst. Gen. Mgr.: Clarence Worden

Chief Engineer: R. G. Thompson

(See Pages 110 and 111)
WHOM

THE GATEWAY TO NEW YORK'S IMPORTANT FOREIGN LANGUAGE MARKET

WHOM

THE IL PROGRESSO STATION
1480 ON YOUR DIAL • 5000 WATTS
**NEW YORK**

**WEVD**
NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Deb's Memorial Radio Fund
Business-Studio Address: 117 W. 46th St.
Phone Number: Plaza 7-0880
President: Adolph Held
Gen.-Sta.-Comm. Mgr.: Henry Greenfield
Chief Announcer: David Niles
Musical Director: Nicholas Sasiyowski
Chief Engineer: Charles Brown

**WINS**
NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By: Crosley Bstg. Corp.
Business-Studio Address: 28 W. 44th St.
Phone Number: BRYANT 9-6000
Transmitter Location: Lyndhurst, N. J.
Air Time: 6 a.m.-3 a.m.
News Service: INS, UP
Representative: WLW Sales Tracy Moore
Transcription Service: Associated
Membership: NAB
President: Robert E. Dunville
Commercial Manager: Henry G. Kirwan
Sales Manager: Roy Holmes
General Manager: Wilmot Losee
Program Director: Joe Terry
Production Director: Edward Bender
Dir. Prom. Act.: Joe Beach
Publicity Director: Dick Winters
News Director: Joseph Gallagher
Chief Engineer: Paul von Kunitz
Consulting Engineer: Weldon & Carr

(See Page 540)

**WJZ**
NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
Business Address: 30 Rockefeller Plaza
Phone Number: CI 7-5700
Transmitter Location: Lodi, N. J.
Air Time: 24 hours
Representative: ABC Spot Sales
President: Robert E. Kintner
General Manager: Ted Oberfielder
Commercial Manager: Earl Solomon
Sales Promotion Manager: Phillip Bernstein
Manager WJZ Programming: Ray Diaz
Production Director: Henry Cox
Publicity Director: Jack Pacey
News Director: Thomas Velotta
Dir. of Tech. Operations: William Trevarthen
Farm Editor: Philip Alampi

(See Page 546)

**WLIR**
NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: New Bstg. Co., Inc.
Business-Studio Address: 207 E. 30th St.
Phone Number: OREgon 9-2720
Transmitter Location: 180 Morgan Ave., Bklyn.
Air Time: Sunrise-sunset
News Service: AP, UP
Transcription Service: Muzak, SESAC, BMI
President: Morris S. Novik
Sta.-Gen. Manager: Harry Novik
Commercial Manager: Charles E. Seilman
Chief Engineer: John J. Rubbers

(See Page 546)
50,000 watts in the world's richest market, New York

Crosley Broadcasting Corporation
The Red Cross Needs
Your Unstinting Assistance
GIVE!
.. AND WHAT CAN WE DO FOR YOU?

WNEW
1130 ON YOUR DIAL
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
Radio's Biggest One-Year Old!

Metro-Goldwyn-Mayer Radio Attractions

★ THE HARDY FAMILY with MICKEY ROONEY and LEWIS STONE
★ CRIME DOES NOT PAY
★ THE ADVENTURES OF MAISIE starring ANN SOTHERN
★ M-G-M THEATRE OF THE AIR
★ GOOD NEWS FROM HOLLYWOOD with GEORGE MURPHY
★ AT HOME WITH LIONEL BARRYMORE
★ HOLLYWOOD, U. S. A. with PAULA STONE
   Now being renewed for the 3rd cycle of
   26 weeks over 300 STATIONS

and

★ THE STORY OF DR. KILDARE starring LEW AYRES and LIONEL BARRYMORE
   Presented on more than 300 Stations by The Rhodes Pharmacal Company
   makers of IMDRIN

Stars! ... Service! ... Showmanship! ... Priced for Profit!

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Avenue, New York 22, N. Y.  MUrray Hill 8-1000

MUSIC CORPORATION OF AMERICA
598 Madison Avenue, New York 22, N. Y.  Plaza 9-7500

Exclusive Representatives
See pages 100-101 for

LISTING of NEW YORK PHONE NUMBERS

NETWORKS

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ORGANIZATIONS

TALENT AGENCIES

FM RADIO STATIONS

AM RADIO STATIONS

NEWS ASSOCIATIONS

TELEVISION STATIONS

PROGRAM PRODUCERS

RECORDING COMPANIES

ADVERTISING AGENCIES

TRANSCRIPTION COMPANIES

STATION REPRESENTATIVES
"The Voice of Liberty"

wLIB

SERVING 1,000,000
21 hrs. of programs weekly

Negroes in Metropolitan N.Y.
With Studios at top of Theresa Hotel in the heart of Harlem.

wLIB

SERVING 500,000
12 hrs. of programs weekly

Polish-speaking People
A most loyal audience for anyone's product.

wLIB

SERVING 1,000,000
13 hrs. of programs weekly

Jewish-speaking People
who have proven themselves as buyers of advertised products.

wLIB

SERVING 700,000
12 hrs. of programs weekly

Spanish and Puerto Ricans
A new market to be captured by progressive advertisers.

wLIB

SERVING 2,500,000
20 hrs. of programs weekly

American Jews
Programs in English of Jewish interest such as Israeli News and Israeli Music.
A guarantee that your sales message will reach this great audience.

wLIB • 1190 on your dial

M. S. Novik, President • Harry Novik, General Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.
**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. Well
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 548)

**W Q X R**

**NEW YORK—1936**

Frequency: 1560 Kc. ... Power: 10,000 Watts
Owned-Operated By ... Interstate Bstg. Co.
Inc.
Business-Studio Address ... 229 W. 43rd St.
Phone Number ... LA. 4-1100
Transmitter Location ... Rear of 5000 Grand Ave., Maspeth
Air Time ... 6:30 a.m.-1 a.m.
Newspaper Affiliation ... N. Y. Times (ownership)
News Service ... N. Y. Times
Transcription Service ... Associated, London
Representative ... Paul H. Raymer
President ... Arthur Hays Sulzberger
Exec. V.P., Geo. Mgr. ... Elliott M. Sanger
V.P., Sales Mgr. ... Norman S. McGee
Sales Prom. Dir. ... Mary Rice Anderson
Program Director ... Eleanor N. Sanger
Chief Announcer ... Albert A. Grobe
Publicity Director ... Eleanor "Pat" Hurley
Musical Director ... Abram Chasins
Chief Engineer ... Russell D. Valentine
Consulting Engineer ... John V. L. Hogan

(See Page 296)

**W H L D**

**NIAGARA FALLS—1940**

RURAL—RADIO NET

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
V.P., Gen.Station Mgr. ... Earl C. Hull
Commercial Manager ... Richard G. Robbins
Program Director ... Jack Whitney
Musical Director ... Harold Bradley
Chief Engineer ... Robert Wilson

**W J J L**

**NIAGARA FALLS—1947**

Frequency: 1440 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... John J. Laux
Business-Studio Address ... 130 Brady Circle, Steubenville, O.
Phone Number ... 5266
Transmitter Location ... New Rd.
Air Time ... 6 a.m.-local sunset
News Service ... UP
Transcription Service ... SESAC, BMI
Representative ... Grant
Owner ... John J. Laux
Prom., Sta. Mgr. ... Tom W. Talbot
Commercial Manager ... Terry Milan
Program Director ... Louise Hamrick
Chief Ann., Mus. Dir. ... Don Lea
News Director ... Jimmy Thompson
Chief Engineer ... Gustav Czaplak
Consulting Engineer ... George Davis

**W S L B**

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Oper. By ... St. Lawrence Bstg. 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, BB, 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-KBS

Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By ... WDHL, Inc.
Address ... 3219 State St.
Phone Number ... 4149
Newspaper Affiliation ... Olean Times Herald
News Service ... UP
Transcription Service ... World
Representative ... Everett & McKinney
Membership ... NAB, BAB
President ... E. B. Fitzpatrick
General-Station Mgr. ... John R. Henzel
Commercial Manager ... Donald Merriman
Sales Promotion Manager ... Dr. Joseph K. Eade
Pgm. Producer Dir. ... Chief Annr., E. McGrath
Chief Engineer ... Otis Atherton
Farm Editor ... David Mintz
More Italians* Listen to

WOV

In the Vital Selling Hours of 9 AM to 7 PM
The Fall 1950 Pulse Shows...

WOV's average rating is 10.2, a 6% INCREASE over Fall 1949—while the nearest competing station in the Italian field has an average rating of only 3.8, a DECREASE of 29%.

This dominance is firmly founded on WOV's unequalled Italian language program service—providing network quality entertainment and news coverage from studios both in New York and Rome, Italy...with the showmanship and drive that SELL!

*2,100,000
Italian-Americans Live and Buy in the Greater New York area.

730 FIFTH AVE., NEW YORK 19
ROME STUDIOS:
VIA DI PORTA PINCIANA 4

Originators of AuditedAudiences

WOV NEW YORK

5000 WATTS

National Representative: John E. Pearson Co.
WDOS

ONEONTA—1947—MBS

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By: The Oneonta Star, Inc.
Bus.-Studio Address: 104 Chestnut St.
Phone Number: 2470
Transmitter Location: River Bridge, Main St.
Air Time: 6 a.m.-M.
Newspaper Affiliation: Oneonta Star
News Service: AP
Transcription Service: World, Associated
Representative: Radio Reps.
President: James H. Ottaway
General Manager: Eugene J. Brown
Managing Director: Francis H. Brinkley
Station Manager: Walton F. Deming
From. Mgr., Pub. Dir.: Dennis J. Sullivan
Commercial Manager: George R. Smith
Chief Announcer: David T. Squires
Program Director: Charles Hobart
News Director: Charles Hobart
Chief Engineer: Wiley Bates
Farm Editor: Theodore Rooboh
Consulting Engineer: Jansky & Bailey

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc.  Power: 250 Watts
Owned-Oper. By: Key Bcstg. System Inc.
Address: 25 East Main Street
Phone Number: 2-2500
Transmitter Location: Battery Park
News Service: UP
Transcription Service: MacGregor
R. Lee Holingsworth
Chief Announcer: Robert Troner
News Director: Don MacLaughlin
Musical Director: Robert Troner

WLNA

PEEKSILL—1948

Frequency: 1420 Kc.  Power: 500 Watts
Trans. Address: Dogwood Rd.
Phone Number: 7-2454
Air Time: 6:45 a.m.-6:30 p.m.
News Service: UP
Transcription Service: World, SESAC
Membership: NAB
Pres., Pgm., Dir., Chief Engineer: Peter C. Housekeeper
Sales Promotion: Francis Lough
News Director: Sam D’Onofrio
Consulting Engineer: Paul Godley

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc.  Power: 1000 Watts
Studio Address: 153 Margaret St.
Phone Number: 1600
Transmitter Location: Lake Shore Rd.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Thesaurus
Representative: Joseph Hershey McGillivra
Membership: NAB
President, Gen. Mgr.: George F. Bissell
Ass’t. Sta. Comm. Mgr.: Jan King
Pgm., Pub. Prod. Dir.: Alex Coursey
News Director: James Stoddard
Musical Director: Chester Bosworth
Chief Engineer: Henry Heustis

Wiry

PLATTSBURG—1950—MBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By: Clinton City Bcstg. Corp.
Trans. Loca. Address: 301-03 Cornellia St.
Phone Number: 2800
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard
Representative: W. S. Grant Co., Inc.
Membership: NAB, BAB
Pres., Gen., Comm. Mgr.: Joel H. Scheier
Station Manager: Walter H. Pettersen
Sales Prom. Mgr., News Dir.: Martin D. Mannix
Pgm., Prod. Dir.: Betty Kraus
Chief Announcer: Dick Kernow
Chief Engineer: John M. Nazak
Mus. Dir., Farm Editor: Chester Bosworth
Consulting Engineer: John J. Keel

WEOK

POUGHKEEPSIE—1949

Frequency: 1390 Kc.  Power: 1000 Watts, d.
Owned-Operated By: Mid-Hudson Bcstg. Inc.
Business-StUDIO Address: 385 Main St.
Phone Number: 8300
Transmitter Location: Pendell Road
Air Time: 6 a.m.-local sunset
News Service: INS, Transradio
Transcription Service: World
Representative: Devaney & Co.
Membership: NAB, BAB
President, Gen. Mgr.: Arthur J. Barry, Jr.
Promotion Manager: Alvin Pearlmutter
Program Director: Harold Hennig
News Director: Irving Breslauer
Chief Engineer: John P. Burke
Consulting Engr.: Commercial Radio Equip.
What kind of a TEST CITY is ROCHESTER, N. Y.?

What is the BEST RADIO BUY in ROCHESTER?

WHAM

The Stromberg-Carlson Station
NBC Affiliate — 50,000 w. — Clear Channel — 1180 k.c.
Geo. P. Hollingbery Co., National Representative

- According to figures in "Sales Management's" November 10, 1950 test market study, Rochester, N. Y., is a MUST on test market programs. Here are the exact rankings for Rochester:

  #1 in New York State
  #1 in the Middle Atlantic States
  #7 in all cities of population from 250,000 to 500,000
  #15 in all American cities of all sizes

BUT . . . "Rochester, N. Y."—as any market analyst knows—is much more than a city. It's a closely-integrated, wonderfully varied market area of both urban and rural population. Hence the next question:

- WHAM — and WHAM outstandingly — the only station that offers complete coverage of this rich area. BMB figures prove it: no other Rochester station comes within miles of WHAM'S coverage.

FACTS for FREE!

Write WHAM—or ask your Hollingbery representative—for a copy of the newest compilation of market figures for the WHAM-land area. It's in a convenient filing-folder form, ready to slip right into your market-data drawer.
**NEW YORK**  

**WKIP**  
POUGHKEEPSIE—1940—ABC  
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Oper. By: Poughkeepsie Newspapers, Inc.  
Business-Studio Address: Memorial Sq.  
Phone Number: 6800  
Transmitter Location: Nelson House  
Air Time: 7 a.m.-11:30 p.m.  
Newspaper Affiliation: Poughkeepsie New Yorker  

News Director: David E. Kessler  
Chief Engineer: Kenneth Gardner  
Farm Editor: George Haefner  

**WHEC**  
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, BAB  
President: Frank E. Gannett  
Executive V.P.: Clarence Wheeler  
General-Station Manager: Gunnar O. Wilg  
Commercial Manager: Le Moine C. Wheeler  
Production Director: H. H. MacMillan  
Chief Annunciator: Roger Goodrich  
Musical Director: Gerald Vogt  
Chief Engineer: Bern C. O'Brien  

**WARC**  
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: 2670 So. Clinton Ave.  
Air Time: 24 Hours  
News Service: AP  
Representative: Raymer  
Membership: NAB, BAB  
President, Gen.Sta. Mgr.: S. W. Townsend  
Commercial Manager: Harland Evans  
Sales Prom. Mgr., Pub. Dir.: Ross Woodbridge  
Program Director: Earl Steil  
Chief Engineer: Robert Emch  
Consulting Engineer: Chambers & Garrison  

**WRNY**  
ROCHESTER—1947  
Owned-Operated By: Monroe Bstg. Co., Inc.  
Business-Studio Address: 191 East Ave.  
Phone Number: Hamilton 9775  
Transmitter Location: Mt. Read Blvd.  
News Service: AP  
Transcription Service: Long-Worth  
Representative: Forlue  
President: George B. Kelly  
Gen. Sta. Mgr.: W. Eccles Huff  
Commercial Manager: Thomas O'Neil  
Chief Annunciator: David Curtin  
Musical Director: Joan Rauscher  
Chief Engineer: Ken Anderson  

**WSAY**  
ROCHESTER—1936  
Frequency: 1370 Kc.  Power: 1000 Watts  
Business-Studio Address: 328 Main St. E.  
Phone Number: Baker 4870  
Transmitter Location: French Rd., Brighton  
Air Time: Unlimited  
News Service: INS  
Representative: Walker  
Commercial Manager: C. A. Culver  

**WVET**  
ROCHESTER—MBS  
Frequency: 1280 Kc.  Power: 5000 Watts  
Owned-Oper. By: Veterans Bstg. Inc.
**W F B L**
SYRACUSE—1924—CBS
Frequency: 1390 Kc. Power: 5000 Watts
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
Publicity Director Hendrick Soule
Musical Dir. Claude Bortel
Chief Engineer James Kelly
Farm Editor Al Warner

**W N D R**
SYRACUSE—1946—MBS
Owned-Oper. By Syracuse Bestg. Corp.
Address 306 So. Salina St.
Phone Number 2-6101
Transmitter Location Dewitt Air Time 24 Hours
News Service AP
Transcription Service World, SESAC
Representative Rambeau Membership NAB
President T. Frank Dolan
General Manager Arthur C. Kyle, Jr.
Comptroller Neldon L. Kidd
Commercial Manager Joseph Stamler V.P. in Chq. of Sales Franklin H. Small
Program Director Eric Fields Prod., Pub. Dir. Bruce M. Sabine
Chief Announcer James Gordon
News Director Robert Lovell
Musical Director Eric Fields
Chief Engineer Robert Dye
Farm Editor Merill K. Lemmon

**W O L F**
SYRACUSE—1940
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Civic Bestg. Corp.
Business-Studio Address Onondaga Hotel
Phone Number 2-7211
Transmitter Location Kirkpatrick & Van Rensselaer Sis.
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service Standard
Representative Walker
President, General Mgr. I. Sherman Marshall
Sta. Mgr., Prog. Dir. Hamilton M. Wood
Commercial Manager James J. Coolican
Pub. Dir., Chief Announcer Charles Shaw
Musical Director Norman Meserve
Chief Engineer Don Muir

**W S Y R**
SYRACUSE—1922—NBC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Central N. Y. Bestg. Business-Studio Address 224 Harrison St.
Phone Number 3-7111
Transmitter Location Valley Dr.
Air Time 5 a.m.-M.
Newspaper Affiliation Syracuse Herald-Journal & Post-Standard
News Service UP
Transcription Serv. Lang-Worth, Associated Representative Headley-Reed, Kettell-Carter
Membership NAB, BAB
Commercial Manager W. R. Allford, Jr. Program Manager John F. Hurlbut
Program Director Bill Rothrum Chief Announcer Elliott Gove
News Director Fred Hillegas
Chief Engineer A. G. Belle Isle
Farm Editor R. F. Dobleaday
Consulting Engineer Albert J. Eicholzer

**W H A Z**
TROY—1922
Frequency: 1330 Kc. Power: 1000 Watts
Phone No. Day (AS. 2-3000) Night (AS. 2-6910)
Transmitter Location Russell Sage Lab.
President L. W. Houston
Prom., Pgm. Dir. Carl Kunz
Chief Engineer W. C. Stoker
Musical Director A. Olin Niles

**W T R Y**
TROY—1940—CBS
Frequency: 980 Kc. Power: 5000 Watts
Business-Studio Address 92 Fourth St.
Phone No. Albany 4-2500, Ashley 4-1100
Transmitter Location Niskayuna Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth Representative Headley-Reed Membership NAB, BAB
President H. C. Wilder
General Manager W. A. Riple
Station Manager W. W. Carter
Commercial Manager J. W. Sutphen
**WGAT**

**UTICA—1947—YANK**


Owned-Operated By: Central Bestg. Co.
Business-Studio Address: 250 Genesee St.
Phone Number: 2-9231
Transmitter Location: Kellogg Rd., New Hartford
Air Time: 7 a.m.-11:30 p.m.
News Service: AP
Representative: Meeker
Owner, Gen. Mgr.: J. Eric Williams
Comm., Prom. Mgr.: Roland L. Fowler
Chief Announcer: Roy Monday
Chief Engineer: Peter F. Ghiloni
Consulting Engineer: Sellman & Barclay

**WIBX**

**UTICA—1925—CBS**


Owned-Oper. By: WIBX, Inc.
Address: First Bank Bldg.
Phone Number: 2-2101
Transmitter Location: Clark Mills
Air Time: Unlimited
News Service: INS, UP
Transcription Service: World
Reps.: Colton, Bannan, Biddick
Membership: NAB, BAB
Pres., Gen. Mgr.: Mrs. Margaret B. Stevens
V.P., Sta. Mgr., Pgm. Dir.: Elliott Stewart
Comm., Prom. Mgr.: Nathan W. Cook
Production Director: Betty Cushing Griffin
Publicity Director: Nathan W. Cook
V.P., Secretary: Gladys P. Moore
Chief Engineer: John T. Dowdell
Farm Editor: Ed Siusarczyk

**WRUN**

**UTICA—1947—ABC—RRN**


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
President: Bradley C. Barnard
General Manager: Fritz S. Updike
Station Manager: Richard A. Clark

**WATN**

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio-Transmitter Location: 118 Washington St.
Phone Number: 4120
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
Membership: NAB
Pres., Gen.-Sta.-Comm.-Sales Prom.: G. Harry Righter
Program Director: Hugh L. Cosline, Jr.
Chief Engineer: Donald Schryver
Farm Editor: G. Harry Righter

**WWNY**

**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

---

**WHY IS AP THE BEST?**

**BECAUSE—AP** is more experienced than any other news service... more than 100 years collecting and distributing news.
YOU—
Can tap Westchester's $650,000,000 retail market for as little as 42c per thousand radio families by using WFAS and WFAS-FM!

Ask for proof. It's interesting!

WFAS and WFAS-FM
Westchester Broadcasting Corp.
8 Church Street
White Plains, N. Y.
WHite Plains 9-6400

Represented by
HEADLEY-REED COMPANY
New York, N. Y.

WWRL
New York
5,000 WATTS
Powerfully Selling America's Greatest Market at the Lowest Cost

Tops in New York for Spanish — German Czechoslovakian and the Negro Market

1600 Kc NEwtown 9-3300
NORTH CAROLINA
Population 4,061,929—Increase +13.7% (’40-’50)—Radio Homes 786,210
Families 902,650—Stations in State 93

WRCS
AHOSKIE—1948
Frequency: 970 Kc. Power: 1000 Watts d.
Business Address: P. O. Box 89
Phone Number: 333
Studio-Transmitter Location: Ahoskie-Aulander
Hwy. (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

WABZ
ALBEMARLE—KBS—LBS
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Station WABZ, Inc.
Business-Studio Address: Hotel Albemarle
Phone Number: 1100
Transmitter Address: 3 Mi. N. City, Hiway 52
Air Time: Daytime
News Service: UP
Representative: Devney, Dodson
President: M. M. Palmer
General Manager: W. J. Page
Commercial Mgr.: C. H. Shankle
Pgm. Dir.: J. T. Newman
Chief Engineer: J. D. Brooks

WGW
ASHEBORO—1947
Frequency: 1260 Kc. Power: 1000 Watts d.
Business-Studio Address: 303 E. Salisbury St.
Phone Number: 798, 800
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 Director: Nelson J. Harrill
Chief Engineer: Clyde C. Penny

WISE
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: Unlimited
News Service: AP
Representative: Keller
Membership: NAB, BAB
Commercial Mgr.: Loyd D. Leonard
Sales Prom. Manager: Floye Bowers
Program Director: Harold Moon
Publicity Dir.: Skeeter Moore
Chief Engineer: John Randolph

WLOS
ASHEVILLE—1946—ABC
Frequency: 1380 Kc. Power: 5000 Watts d.
Owned-Operated By: Skyway Bcstg. Corp.
Business-Studio Address: Battery Park Hotel
Phone Number: 2-2431
Transmitter Location: Emma
Air Time: 5:25 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Taylor Co.
Membership: NAB
President: Charles M. Brit
V.P., General Manager: Charles B. Brit
Station Manager: Kenneth Beachboard
Comm., Prom. Mgr.: Edward D. Brandt
Program Director: William L. Robertson
News Director: R. F. Brown, Jr.
Chief Engineer: William M. Chambers

WSKY
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: Campell 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 Ann.: Frank Messer
Publicity Dir.: Burt Peake
Chief Engineer: Bill Clements
WWNC
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: 3611
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
President: Don S. Elfas
Vice President: D. Hilden 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: Herb Terry
Consulting Engineer: A. D. Ring Co.

WATA
BOONE—1950—MBS
Frequency: 1450 Kc. . . . . . . Power: 250 Watts
Phone Number: 467
News Service: AP
Pres., Gen. Mgr.: Doris B. Brown
Commercial Manager: Roland B. Potter
Charles Willong
Chief Engineer: Bill K. Phillips

WPNF
BREVARD—1950—MBS
Frequency: 1240 Kc. . . . . . . Power: 250 Watts
Phone Number: 745
News Service: AP
President: Ed M. Anderson
Exec. Director: John Anderson
Mgr., Comm. Mgr.: M. L. Hammette
Chief Engineer: Clifford Livingston
Program Director: Jonas Bridges
Farm Editor: Bob Liverance
News Director: Bill Pascal

WBBB
BURLINGTON—1946—MBS-KBS
Frequency: 920 Kc. . . . . . . Power: 1000 Watts d.
Owned-Operated By: Alamance Bcstg. Co., Inc.
Business-Studio Address: 310½ S. Main St.
Phone Number: 6-6376
Transmitter Location: Eton College
Air Time: Daytime
News Service: AP
Transcription Service: Associated, Capitol
Representative: Joseph Hershey McCulliva
Membership: NAB, BAB
President: V. W. Lane
Gen., Sta. Mgr.: E. Z. Jones
Commercial Manager: Phil Eakin
News, Pgm. Dir., Farm Editor: Ed Brooks
Production Director: Ted Hunker
Musical Director: James Perkins
Chief Engineer: Berry Tyser
Consulting Engineer: John Creutz

WFNS
BURLINGTON—1946
TOBACCO NET
Frequency: 1150 . . . . . . Power: 1000 Watts d.
Owned-Oper. By: Burlington-Graham Bcstg Co.
Address: 103 W. Andrews St.
Phone Number: 4263
Transmitter Location: Burch Bridge Rd.
Air Time: 5:30 a.m.-12:04 a.m.
News Service: UP
Transcription Service: World, Lang-Worth
Representatives: Sears & Ayer
Membership: NAB
General Manager: John C. Hanner
Commercial Manager: Roy Springes
Program Director: Russ Marion
Chief Announcer: James Looney
News Director: Leon Smith
Chief Engineer: Charles D. Chandler
Farm Editor: James Hall
Consulting Engineer: George Davis

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-Koedel
Membership: NAB, BMB
President: George W. Dowdy
Gen., Comm. Mgr.: Walter H. Goan
Program Director: Harry Barfield
Musical Director: Alonzo G. Squires
Chief Engineer: B. C. Stewart

WBT
CHARLOTTE—1921—CBS
Frequency: 1110 Kc. . . . . . . Power 50.000 Watts d.
Company
Address: Wilder Building
Phone Number: 3-8833
Transmitter Location: Nation’s Ford Rd.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated World
Representative: Radio Sales
Membership: NAB, FMA
President: J. M. Bryan
Gen. Sta. Mgr.: Charles H. Crutchfield
Commercial Manager: Keith S. Byerly
Sales Promotion Manager: J. R. Covington
Program Director: Kenneth I. Tredwell
Asst. Pgm. Manager: Robert L. Rieson
Publicity Director: Carson Brown Merry
Chief Announcer: Clyde McLean
News Director: Jack Knell
Musical Director: Clarence Eiters
Chief Engineer: M. J. Minor
Farm Editor: Grady Cole

WGIV
CHARLOTTE—1947
Frequency: 1600 Kc.
Power: 1000 Watts d.
Owne-Oper. By: Charlotte Radio & TV Corp.
Business Address: 702 Builders Bldg.
Phone Number: 2-6669, 2-4829
Studio-Transmitter Location: 2920 Toomey Ave.
Air Time: Daytime
News Service: Associated World
Representative: Forlue
Membership: NAB, BAB
Pres. Gen. Mr.: Francis M. Fitzgerald
Sta. Comm. Mgr.: J. Law Epps
Promotion Manager: Robert Y. Tabler
Program Director: Fred W. Vinroot
Pub., Musical Dir.: Henry G. Grad
Chief Engineer: Thomas C. Brandon

WSOC
CHARLOTTE—1933—NBC
Frequency: 1240 Kc.
Power: 250 Watts
Owne-Oper. By: Radio Station WSOC, Inc.
Trans. Address: 1925 N. Tryon St.
Phone Number: 7138
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: Headley-Reed
Membership: NAB, BAB
Commercial Mgr.: Bomar A. Lowrance
Prog.-Prod. Dir.: Paul Marlow
News Director: Ron Jenkins
Chief Announcer: Fred Dixon
Chief Engineer: L. L. Caudle, Jr.

WRRZ
CLINTON—1947—ABC
Frequency: 880 Kc.
Power: 1000 Watts d.
Owne-Oper. By: Radio Station WRRZ, Inc.
Bus.-Studio Address: Butler Bldg., Main St.
Phone Number: 2384
Transmitter Location: 1.6 Mi. S. of Clinton, on Hwy. 701
Air Time: Local sunrise-sunset
News Service: AP
Transcription Service: World Walker
Representative: NAB, BMB
Members: W. R. Roberson, Sr.
Exec. V.P.: W. R. Roberson, Jr.
Program Director: Richard Welsh
Promotion Manager: Joseph Tow
Chief Engineer: Herman F. Jolls

WEGO
CONCORD—1943—KBS
Frequency: 1410 Kc.
Power: 1000 Watts d.
Business-Studio Address: P. O. 527
Phone Number: 2271-3
Transmitter Location: Hwy. 25
Newspaper Affiliation: Concord Tribune
News Service: AP, UP
Transcription Service: Standard, SESAC Membership
Pres.: A. W. Huckle
Gen. Sta. Mgr.: W. Ennis Bray
Chief Announcer: George Webb
News Director: Ray Hull
Musical Director: Francis Mooney
Chief Engineer: G. W. B. Burrell
Farm Editor: R. D. Goodman

WCKB
DUNN—1946—LBS-KBS
Frequency: 780 Kc.
Power: 1000 Watts d.
Owne-Oper. By: North Carolina Central Bcstg. Inc.
Business Address: Box 431
Phone Number: 3133-4
Studio-Transmitter Address: Hwy. 421
Air Time: Daytime
News Service: WP
Transcription Service: Lang-Worth
President: Lefon A. Tarte, Sr.
Comm., Sales Prom. Mgr.: John Ciccone
Pgm., Prod., Music Dir.: Ted Burwell
News Director: William Murphy
Chief Engineer: Joseph Kollas
Farm Editor: Robert Caudle

WDNC
DURHAM—1934—CBS
Frequency: 820 Kc.
Power: 5000 Watts d.
1000 Watts n.
Owne-Oper. By: The Durham Radio Corp.
WCNC

ELIZABETH CITY—1939—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Address: WCNC Building
Phone Number: 1400
Representative: Burn-Smith
Transcription Service: SESAC
News Service: UP
President: Joseph A. Gill
Secretary: Sam Twiford
Gen., Comm., Prom. Mgr., News:
Farm Dir.: George W. Haskell
Program Director: Maud McClelland
Chief Engineer: Fred Wagner

WGAI

ELIZABETH CITY—1947—LBS-TSN
Frequency: 560 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. 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: NCAB
President: Herbert Peele
Gen., Comm. Mgr.: William P. Helfernan
Sales Prom. Mgr.: Bob Thomas
Program Director: Bill Gardner
News Director: Herbert Peele
Farm Editor: Fred Chapman
Consulting Engineer: E. C. Page

WFLB

FAYETTEVILLE—1948—ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Fayetteville Bcasters, 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
President: Harry B. Stein
Gen., Prom. Mgr.: L. W. Allen
Commercial Manager: C. M. Gaylord
News, Pgm. Dir.: Bill Farrior
Chief Engineer: W. D. Bailey

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Cape Fear Bcastg. Co.
W W N F
FAYETTEVILLE—1948
Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned By . . . . Wayne M. Nelson, Inc.
Operated By . . . . Carl Jack Aley
Trans.-Bus.-Studio Add.: . . WWNF, Fayetteville
Phone Number . . . . 8131
Air Time . . . . 6 a.m.-12 M.
News Service . . . . AP
Transcription Service . . Lang-Worth, SESAC.
Pres. . . . . Wayne M. Nelson
Program Director . . . Ray Woodard
News Director . . . . James J. McMillan
Chief Engineer . . . . E. M. Stanton, Jr.

W B B O
FOREST CITY—1947—KBS
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
Membership . . . . NAB, BAB
Sta. Comm. Mgr. . . . Fred Blanton
Sales Prom. Mgr. . . . Jane Smith
News Dir., Chief Anncr., Farm Editor . . . Charles Melton
Chief Engineer . . . . Merton Iwerks
Consulting Engineer . . . McNary & Wrathall

W F V G
FUQUAY SPRINGS—1948—KBS
Frequency: 1460 Kc. . . . . Power: 1000 Watts d.
Phone Number . . . . Fuquay Spring 333
Trans. Loca. . . . . 1.5 miles No. of Fuquay Varina
Air Time . . . . Sunrise-Sunset
News Service . . . . UP
Representative . . . . Continental Radio Sales
Membership . . . . NAB
President . . . . J. M. Stephenson
Gen., Sta., Comm. Mgr. . . . William J. Davis
Sales Promotion Manager . . . . Harold Nall
Pgm., Mus. Dir. . . . . William P. Weathers
Production Director . . . . Doris C. Weathers
Pub. Dir., Chief Anncr. . . . Walter Pearson
News Director . . . . Robert E. Stephenson
Chief Engineer . . . . Fred Hepner
Farm Editor . . . . Robert E. Stephenson
Consulting Engineer . . . Phil Hendrick

W G N C
GASTONIA—1939—ABC-KBS
Frequency: 1450 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . F. C. Todd
Phone Number . . . . 5-0821
Transmitter Location . . . Dallas Rd.
Air Time . . . . 6 a.m.-11:15 p.m.
News Service . . . . UP
Transcription Service . . Lang-Worth
Representative . . . . Continental Radio Sales
President . . . . F. C. Todd
General Manager . . . . Pat McSwain
Commercial Manager . . . 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.
Address . . . . P. O. Box 1142
Phone Number . . . . 5-1079, 5-1280
Air Time . . . . Daytime
News Service . . . . UP
Transcription Service . . . World
Representative . . . . Thomas F. Clark
Commercial Manager . . . Boyce C. Morrow
Chief Anncr., News Pgm. Dir. . . . R. St. Lawrence
Prod., Mus. Dir. . . . . Boyce Hamra
Chief Engr., Farm Editor . . . Don C. Voigt
Consulting Engineer . . . Dixie B. McKay

W G B R
GOLDSBORO—1939—ABC
Frequency: 1400 Kc. . . . . Power: 250 Watts d.
Address . . . . P. O. Box 1024
Phone Number . . . . Main Studio-1550, Trans.-2816
Trans. Loca. . . . . 1 Mi. W. of Goldsboro Hwy No. 70
Air Time . . . . 6:30 a.m.-12 M.
News Service . . . . AP
Transcription Service . . . Associated
Membership . . . . NAB
President . . . . A. T. Hawkins
General Manager . . . . V. Gerald Balkcum
Station Manager . . . . Daniel B. Trueblood
Comm., Sales Prom. Mgr. . . . Nat Royster
ONE OF AMERICA'S FIRST STATIONS!

serving the richest area in the southeast for a quarter of a century. Greensboro's Metropolitan area, according to the latest figures from Sales Management's Survey is FIRST in the United States in general merchandise sales gains—(1949 over 1939)—an increase of 619%.

"The Prestige Station of the Carolinas"

represented by hollingbery
**WGTC**

**GREENVILLE—1940**

TOBACCO—MBS


1000 Watts n.

Owned-Oper. By: Carolina Bdcstg. Sys., Inc.

Address: P. O. Box 898

Phone Number: 3182

Transmitter Location: Faulkland Hwy.

Air Time: 6 a.m.-12 M.

News Service: AP

Transcription Service: World, Lang-Worth

Representative: John E. Pearson Co.

Membership: NAB, BAB

President: Earl McD. Westbrook

Gen. Sta., Prom. Mgr.: A. Hartwell Campbell

Commercial Manager: Carl McKinney

Program Director: Margaret Laughinghouse

Production Director: Marion Tribley

Publicity Director: Edith Spinks

Chief Announcer: Charles Whedbee

News Director: Earl Lewis

Musical Engineer: William L. Alford

Consulting Engineer: Dixie B. McKey & Asso.

**WHNC**

**HENDERSON—1945—MBS-KBS**

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. Hwy., 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 Porham

Production Director: Harry Trotman

Chief Announcer: Dick Malloy

Chief Engineer: Lewis Hildan

Farm Editor: Robert B. Harrison

**WHKP**

**HENDERSONVILLE—1947—MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By: Radio Hendersonville, Inc.

Business Address: Radio Center-P. O. Box 575

Phone Number: 9062, 9063 (Emer. 9064)

Transmitter Location: Chimney Rock Rd.

Air Time: 6 a.m.-M.

News Service: AP

Transcription Service: McGregory

Representative: Donald Cooke

President, General Manager: Bob Amos

Bus., Comm. Mgr.: Beverly Middlesex

Prod., Pub., Pgm. Dir.: Kermit Edney

Chief Engineer: Clifford Inman

Consulting Engineer: Palmer Green

**WHKY**

**HICKORY—1939—ABC**

Frequency: 1290 Kc. Power: 5000 Watts d.

1000 Watts n.


Address: 1423 11th Ave.

Phone Number: 2124

Trans. Loca.: 2 Mi. SE of Hickory

Air Time: 6 a.m.-Local Sunset

News Service: AP

Transcription Service: Lang-Worth, Standard

Representative: McGillvra

Membership: NAB, BAB

Pres., Pub., News Dir.: Margaret A. Smith


Commercial Manager: Lee Douglas

Prom. Mgr., Farm Dir.: Mattie I. Padgett

Chief Announcer: Richard H. Benson

Chief Engineer: Elmer H. Troutman

Farm Editor: Mary Frances Miller

Consulting Engineer: John Creutz

**WIRC**

**HICKORY—1948**

Frequency: 630 Kc. Power: 1000 Watts d.

Owned-Oper. By: Foothills Bdcstg., Inc.

Address: 11th Ave.

Phone Number: 2124

News Service: AP

Transcription Service: Lang-Worth, Standard

Representative: McGillvra

Membership: NAB, BAB

Pres., Pub., News Dir.: Margaret A. Smith


Commercial Manager: Lee Douglas

Prom. Mgr., Farm Dir.: Mattie I. Padgett

Chief Announcer: Richard H. Benson

Chief Engineer: Elmer H. Troutman

Farm Editor: Mary Frances Miller

Consulting Engineer: John Creutz

**WHPE**

**HIGH POINT—KBS—LBS**

Frequency: 1070 Kc. Power: 1000 Watts d.

Owned-Oper. By: High Point Enterprise, Inc.

Business Studio Address: 307 N. Main St.

Phone Number: 3466

Transmitter Location: Old Thomasville Rd.

Air Time: Local sunrise-sunset

Newspaper Affiliation: High Point Enterprise

News Service: AP

Transcription Service: Associated, Standard

Membership: NAB, BAB

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Station Service</th>
<th>Chief Engineer</th>
<th>Consulting Engineer</th>
<th>Program Director</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMFR</td>
<td>164 S. Main St.</td>
<td>4593</td>
<td>6 a.m.-M.</td>
<td>UP</td>
<td>Transcription</td>
<td>John Power</td>
<td>Yancy Cecil</td>
<td>Nick Lawrence</td>
<td>NAB</td>
</tr>
<tr>
<td>WJNC</td>
<td>Box &quot;E&quot;</td>
<td>707-708</td>
<td>6 a.m.-11:30 p.m.</td>
<td>UP</td>
<td>Transcription Service</td>
<td>Lester L. Gould</td>
<td>Lois Cosworth</td>
<td>Gary Davis</td>
<td>NCAB</td>
</tr>
<tr>
<td>KGKL</td>
<td>Box &quot;E&quot;</td>
<td>707-708</td>
<td>6 a.m.-11:30 p.m.</td>
<td>UP</td>
<td>Transcription Service</td>
<td>Lester L. Gould</td>
<td>Lois Cosworth</td>
<td>Gary Davis</td>
<td>NCAB</td>
</tr>
<tr>
<td>WFTC</td>
<td>204 East King St.</td>
<td>4111</td>
<td>6 a.m.-M.</td>
<td>UP</td>
<td>Transcription</td>
<td>John Wilson</td>
<td>Robert Moore</td>
<td>David E. Hardison</td>
<td>NAB</td>
</tr>
<tr>
<td>WEO</td>
<td>State Bank Bldg.</td>
<td>770</td>
<td>Daytime</td>
<td>UP</td>
<td>Transcription Service</td>
<td>John J. Wilson</td>
<td>Robert Moore</td>
<td>David E. Hardison</td>
<td>NAB</td>
</tr>
<tr>
<td>WGTU</td>
<td>Cannon Blvd.</td>
<td>2154</td>
<td>Sunrise-sunset</td>
<td>UP</td>
<td>Transcription Service</td>
<td>Howard P. Cohen</td>
<td>Charlie C. Clark</td>
<td>Paul Wynn</td>
<td>NAB</td>
</tr>
</tbody>
</table>

**NORTH CAROLINA**

President: R. B. Terry  
Sta., Comm. Mgr.: Walter Hester  
Program Director: Nick Lawrence  
News Dir., Chief Annr.: Mark Combs  
Musical Dir.: Harold Craven  
Chief Engineer: Yancy Cecil

**WELS**
KINSTON—1950—MBS
Frequency: 1010 Kc.  
Power: 1000 Watts d.  
Address: 1400 W. Vernon St.  
Phone Number: 5151  
President: E. L. Scott  
Gen., Comm. Mgr.: C. Durham Moore  
Pgm., News Dir.: Ed Sheppard  
Chief Engineer: Al Mian  
Farm Editor: Bob Mongold

**WFTC**
KINSTON—1937—ABC
Frequency: 1230 Kc.  
Power: 250 Watts d.  
Owned-Operated By: Kinston Bstg. 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  
President: Alban K. Barrus  
Pres., Gen. Mgr.: William S. Page  
Commercial Mgr.: B. George Barber, Jr.  
Program Dir.: S. Bruce Petteway  
News Director: John J. Wilson  
Prom. Mgr., Farm Editor: Carl B. Caudill, Jr.  
Chief Engineer: David E. Hardison

**WEWO**
LAURINBURG—1947
Frequency: 1080 Kc.  
Power: 1000 Watts d.  
Bus.-Studio Address: State Bank Bldg.  
Phone Number: 770  
Transmitter Location: Laurinburg-Maxon Hwy.  
Air Time: Daytime  
News Service: UP  
Transcription Service: World  
Representative: Devney & Co.  
Membership: NAB, BAB  
President: Edwin Patte  
Commercial Manager: C. J. Cordes  
Program Director: Paul Wynn  
Pub., News Dir.: Dick Brown  
Chief Engineer: Truman M. Brock  
Consulting Engr.: George C. Davis

**WLOE**
LEAKSVILLE—1946—MBS-KBS
Frequency: 1490 Kc.  
Power: 250 Watts d.  
Owned-Operated By: Douglas L. Craddock

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**Musical Program**
**News Service**
**Membership**
**Bus.-Studio-Trsmitter Location**
**News Service**
**Membership**
**Bus.-Studio-Trsmitter Location**

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AP SELLS
For Stations and Sponsors —

For instance . . . WBIG

"Joseph P. Mitchell, Manager of Gray Seal Paint Co., tells us that, thanks to AP news over WBIG, Gray Seal is one of the best known paint brands in this area. Their entire budget is now being spent on this high-power advertising.

"AP news is accurate, fast and completely unbiased, giving our listeners vivid word pictures of happenings all over the world."

GILBERT M. HUTCHISON, President,
WBIG, Greensboro, N. C.
WBRM
MARION—1949—TOBACCO
Frequency: 1250 Kc. Power: 1000 Watts d.
Owned-Operated By: Lake City Bstg. Corp.
Address: 13 1/2 W. Court St.
Phone Number: 102
Transmitter Location: Capitol
Pres., Gen. Mgr.: W. P. Erwin
Commercial Mgr.: J. C. Pleasant
Chief Engineer: J. Ray Horton

WMAP
MONROE—1947—KBS-LBS
Owned-Operated By: Union Bstg. Corp.
Business Address: P. O. Box 382
Phone Number: 1060
Studio-Transmitter Location: Camp Sutton
News Service: Long-Worth
Owned-Operated By: Union Bstg. Corp.
Address: 13 1/2 W. Court St.
Phone Number: 102
Transmitter Location: Capitol
Pres., Gen. Mgr.: W. P. Erwin
Commercial Mgr.: J. C. Pleasant
Chief Engineer: J. Ray Horton

WMBL
MOREHEAD CITY—1947
Phone Number: 6-3188
Transmitter Location: Radio Island
Air Time: Sunrise-sunset
Transcription Service: World and Standard
Representative: McGillivra
Membership: NAB
Pres., Gen-Sta. Mgr.: Grover C. Munden
Com. Mgr.: Charles Markay (New Bern Studios) & Jimmy Wallace
Program Dir.: Chf. Engr.: Ray Cummins
Production Director: Ansil Chapin
Chf. Ann., News Dir.: Walter Niemi
Farm Editor: Jimmy Wallace
Consulting Engineer: George C. Davis

WMNC
MORGANTON—1947—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Nathan J. Cooper
Transmitter Address: Hwy. 181
Phone Number: 1100
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Membership: NAB
Pres., Gen-Sta. Mgr.: Nathan J. Cooper
Comm., Prom. Mgr.: Emory T. Alwrin
Music Program Dir.: Gernell Hudson
Publicity Dir.: Madelyn Patton
Chf. Ann., Farm Edit.: Eugene G. Smith
News Director: Douglas C. Smith
Chief Engineer: Frank Ballew
Consulting Engr.: George Davis

WPAQ
MT. AIRY—1948—CAROLINA SPTS.
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: Thomas Clark
Pres., Gen-Sta. Mgr.: Ralph D. Epperson
Commercial Mgr.: Joe Johnson
News, Prog. Dir.: W. F. Crutchley
Chief Announcer: Arnold Bruce Fleming
Farm Editor: Nell Smith
Consulting Engr.: John J. Keel

WHIT
NEW BERN—1942—MBS-TOBACCO
Frequency: 1450 Kc. Power: 250 Watts
250 Watts n.
Owned-Oper. By: Harmon L. Duncan
NORTH CAROLINA

Address .................................................. US Hwy 17 So.
Phone Number ............................................. 4450-4024
Air Time ..................................................... 6 a.m.-11:30 p.m.
News Service .............................................. UP
Transcription Service ...................................... Long-Worth
Representative .............................................. John E. Pearson
President ..................................................... Harmon L. Duncan
Gen.-Sta.-Comm. Mgr. ...................................... Roy D. Williams
Sales Prom. Manager ....................................... Bruce Lee
Production Director ....................................... Stuart Hall
Publicity Director ......................................... Jerrell Henry
Chf. Ann., Chf. Engr. ....................................... Bob Coddington
News Director .............................................. J. Gaskill McDaniel
Musical Director .......................................... Jerrell Henry
Farm Editor ................................................. Paul Cox

WNNC
NEWTON—1948—MBS
Frequency: 1230 Kc. . Power: 250 Watts
Business Address ........................................ West A St.
Number Phone .............................................. 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
President ..................................................... Charles Turner
Gen. Mgr., Pgm. Dir. ....................................... Earl Holder
Commercial Manager ..................................... George Tarrbrough
Chief Annr., . Harvey Laughter, Bill Taylor
Chief Engineer ............................................. Dennis Long

WKBC
NORTH WILKESBORO—1947
Frequency: 810 Kc. . Power: 1000 Watts d.
Business-Studio Address ................................ Radio Bldg.
Phone Number .............................................. 633
Transmitter Location ..................................... Wilkes County
Air Time ..................................................... Sunrise-sunset
News Service .............................................. AP
Transcription Service ..................................... World
Membership ................................................. NAB
Gen. Mgr., Pres. ............................................. Doris B. Brown
Comm.-Sales Prom. Mgr. .................................. Roland B. Potter
Farm Editor, Pgm. Dir. ..................................... John T. Cashion
Publicity Director ......................................... Charles Wilford
Chief Engineer ............................................. Robert Harvey

WOXF
OXFORD—1949
Frequency: 1340 Kc. . Power: 250 Watts
Address ...................................................... Oxford Bstg. Corp.
Phone Number .............................................. 4167
Transcription Service ...................................... Lang-Worth
News Service .............................................. AP
President ..................................................... Frank W. Hancock
General Manager .......................................... James F. Flanagan
Commercial Manager ...................................... F. K. Ward

Program Director ......................................... Rachel Hedgepeth
Promotion Manager ....................................... Lizzie Hancock
Chief Engineer ............................................. Archie Hawkins
News Director .............................................. Jackson L. Anderson
Farm Editor ................................................. Travis Rogers

WNAO
RALEIGH—1948—ABC
Frequency: 850 Kc. . Power: 5000 Watts
Address ...................................................... 219 So. McDowell St.
Phone Number .............................................. 2-0321
Transmitter Location ..................................... Asbury
Air Time ..................................................... 5:55 a.m.-12 M.
News Service .............................................. UP
Transcription Service ..................................... Standard & Associated
Representative ............................................. Weed & Co.
President ..................................................... Josephus Daniels, Jr.
General Manager .......................................... Frank Daniels
Station Manager ............................................ Neil Hester
Dir. ............................................................ David A. Brown
News Director .............................................. Elmer Oettinger
Chief Engineer ............................................. Bascom E. Porter
Consulting Engr. .......................................... A. D. Ring & Co.

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 ..................................................... Unlimited
News Service .............................................. AP, UP
Transcription Service ..................................... Long-Worth
Representative ............................................. Free & Peters
Membership ................................................. NAB, BAB
President ..................................................... J. R. Weatheraspoon
Gen. Sta. Mgr. .............................................. Richard H. Mason
Sales Manager ............................................. O. L. Carpenter
Dir. Advq. & Prom. ........................................ R. W. Youngsteadt
Program Manager ......................................... Graham B. Pollyer
Dir. of Adv. & Prom. ....................................... R. W. Youngsteadt
News Director .............................................. J. Edgar Kirk
Production Dir. .............................................. Warren Barfield
Chief Engineer ............................................. Henry Hulick, Jr.
Farm Editor .................................................. Joe Reaves
Consulting Engr. .......................................... McNary & Wrathall

WRAL
RALEIGH—1939—MBS-TOBACCO
Frequency: 1240 Kc. . Power: 250 Watts
Bus.-Studio Address ...................................... 130 S. Salisbury St.
Phone Number .............................................. 8411
Transmitter Location ..................................... Bart St.
Air Time ..................................................... 8:30 a.m.-11:15 p.m.
News Service .............................................. AP
Transcription Service ..................................... World
Representative ............................................. Pearson
Membership ................................................. NAB, FMA

566
**WAYN**

**ROCKINGHAM—1946**

Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Operated By: WAYN, Inc.
Bus-Studio-Trans. Address: Rockingham
Phone Number: 4041
Air Time: Daytime
News Service: AP
Transcription Service: MacGregor
President: Wayne M. Nelson
Res., Sta. Mgr.: Matt F. Gettins
Chief Engineer: William Henley

**WCEC**

**ROCKY MOUNT—1947—KBS-LBS TOBACCO**

Frequency: 810 Kc.  Power: 1000 Watts d.
Owned-Operated By: Josh L. Horne
Bus-Studio Address: 115 N. Church St.
Phone Number: 23109
Transmitter Location: Hwy, 95
Air Time: Daytime
News Service: AP
Transcription Service: Associated, Capitol
Representative: Ba-Tel
Membership: FMA
President: Josh L. Horne
Gen. Prom. Mgr.: Mel Warner
Commercial Manager: Ray Thompson
News, Pgm. Dir.: Ray Wilkinson
Publicity Dir.: Dick Johnson
Musical Director: Bobby Pritchard
Chief Engineer: Harold Aycock
Farm Editor: Tal Pollard

**WEED**

**ROCKY MOUNT—1933—ABC**

Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By: W. A. Wynne
Bus-Studio Address: Box 752
Phone Number: 8149
Studio-Transmitter Location: Nashville Hiway
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: World
Gen.-Sta. Manager: W. A. Wayne
Commercial Mgr.: Gordon Floe
Program Dir.: Eunice Snipes

**WRXO**

**ROXBORO—1949**

Frequency: 1430.  Power: 1000 Watts d.
Owned-Operated By: Roxboro Bcastg. Co.
Address: Box 166
Phone Number: 6013
Air Time: Daytime
News Service: UP
Transcription Service: World
General Manager: H. S. Taylor
WSAT
SALISBURY—1947
Frequency: 1280 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Mid-Carolina Bstg. Co.
Business Address ... Drawer 99
Phone Number ... 276-7
Studio-Transmitter Location ... Milford Hills Rd.
News Service ... UP
Transcription Service ... World
Membership ... NAB, BAB
President ... Charles H. Wentz
Gen.-Comm. Manager ... John Smith
Program Director ... W. F. Fleming
Chief Engineer ... Albert Sherman
Consulting Engr. ... Gautney & Ray

WSTP
SALISBURY—1939—MBS
DIXIE NET
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Oper. By ... Piedmont Bstg. Corp.
Bus.-Studio Address ... State Theatre Bldg.
Phone Number ... 2121
Transmitter Location ... Statesville Rd.
Air Time ... 6 a.m.-M.
News Service ... AP
Transcription Service ... Associated
Representative ... Burn-Smith
Membership ... NAB, BAB
President ... Bryce F. Beard, Sr.
Gen.-Sta. Mgr., Prod. Dir. ... Alex P. Beard
Promotion Manager ... Bill Cooper
Prog., Publicity Dir. ... Esther Goodwin
Comm. Mgr. ... Katherine F. Murphy
Chief Announcer ... Bill Brown
News Director ... Polly Eldon
Musical Director ... Hall Frazier
Chief Engineer ... Carl B. Watson
Farm Editor ... Polly Eldon
Consulting Engr. ... Phil Hedrick

WWGP
SANFORD—1946—KBS
Frequency: 1050 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Sandhills Bstg. Corp.
Phone Number ... 860
Transmitter Location ... Tramway
Air Time ... Sunrise-sunset
News Service ... UP
Transcription Service ... Capitol, World, SESAC
Representative ... Donald Cooke, Inc.
Membership ... NAB
President ... Frank L. Baber
Gen.-Sta.-Comm. Mgr. ... James C. Cole
Prog.-Prod.-News Dir., Chf. Ann. ... William H. Fell
Publicity Director ... J. C. Cole
Chief Engr. ... Edward O. Kopriver
Consulting Engr. ... John Cruetz

WOHS
SHELBY—1946—MBS
Frequency: 730 Kc. ... Power: 250 Watts
Owned-Oper. By ... Western Carolina Radio Corp.
Business Address ... Box 1401, Shelby
Phone Number ... 6313
Studio-Transmitter Location ... Hwy. No. 74, W. of city line
Air Time ... Daytime
News Service ... UP
Transcription Service ... Associated
Membership ... NAB, BAB
President ... Lee B. Weathers
Gen.-Sta. Mgr., Chf. Engr. ... Robert M. Wallace
Commercial Mgr. ... Max P. Butler
Program Dir. ... R. O. Dorsey
Chief Announcer ... Don McLain
Farm Editor ... Hugh Dover
Consulting Engr. ... George Davis

WEEB
SOUTHERN PINES—1947—MBS
Frequency: 990 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... The Sand Hill Community Bstg. Inc.
Business Address ... 115 E. Broad St.
Phone Number ... 6191
Studio-Transmitter Location ... U. S. Hwy. No. 1, S.
Air Time ... Daytime
News Service ... AP
Transcription Service ... Associated
Representative ... Forjoy
Membership ... NAB
Vice-Pres., Gen. Mgr. ... Jack S. Younts
Vice- President ... John Mare
Comm. Mgr., Publicity Dir. ... Joe A. Warren
Sect., Treas., Prom. Mgr., Elizabeth M. Younts
Program Dir., Chief Annr. ... Edward Cox, Jr.
Chief Engineer ... Melvin Kushner

WSTS
SOUTHERN PINES—1947—KBS
Frequency: 980 Kc. ... Power: 1000 Watts d.
Owned-Oper. By ... Sandhills Bstg. Corp.
Bus.-Studio Address ... 115 E. Broad St.
Phone Number ... 5451
Transmitter Location ... So. Pines
Air Time ... Daytime
News Service ... UP
Transcription Service ... SESAC
Representative ... Cooke
Membership ... NAB
President ... Frank L. Baber
Commercial Manager ... H. L. Lowder
Gen.-Sta.-Prom. Mgr., Pub. Dir. ... J. C. Cole
News Dir., Chf. Ann. ... William L. Fell
Chief Engineer ... Edward O. Kopriver
Farm Editor ... E. H. Garrison, Jr.
Consulting Engr. ... John Cruetz
WSIC  
STATESVILLE—1947—CSN  
Frequency: 1400 Kc. . . . . Power: 250 Watts d. 
Address ............. Box 1199 
Phone Number ........... 9079 
Transmitter Location . . Radio Rd. 
Air Time ............ 6 a.m.-12 M. 
News Service ........... AP 
Transcription Service ....... World 
Representative ............ Continental Radio Sales 
Membership ............ NAB 
President ............. Dr. James W. Davis 
General Manager ........ L. G. Churchill 
Station Manager ........ Earl L. Boyles 
Commercial Manager ... Charles D. Melton 
Program Director ........ Margaret K. Nesbit 
Publicity Director ........ Mildred C. Benfield 
Chief Announcer ........ Del Carty 
News Director ............ Hadley Williamson 
Musical Director ........ Margaret K. Nesbit 
Chief Engineer ............ T. K. Abernethy 
Farm Editor ............ Bill Brown 
Consulting Engr. .......... Kear and Kennedy 

WCPS  
TARBORO—1946—TOB. SPORTS  
Frequency: 760 Kc. . . . . Power: 1000 Watts d. 
Owned-Oper. . . . . . . . . . . . . . . Coastal Plains Bscbg. Co., Inc. 
Bus.-Studio Address .... Edgecombe Bank Bldg. 
Phone Number ........... 2191-2 
Transmitter—Hway. 64 Bel. Rocky Mt. & Tarboro 
Air Time ............ Daytime 
News Service ........... AP 
Transcription Service ....... Lang-Worth 
Membership ............ NAB, BAB 
President ............. V. E. Fountain 
Comm., Sales Prom. Mgr. ... J. Porter MacNair 
Pgm. Dir., Chief Anncr. .... Eccles Wall 
News Director ............ Harry Allewa 
Production Dir. ............ Margaret Johnston 
Publicity Director ........ Ethel Pitt 
Chief Engineer ............ Charles Neer 
Farm Editor ............ John H. Price 
Consulting Engr. .......... George Davis, Wm. Malone 

WTNC  
THOMASVILLE—1947  
Frequency: 790 Kc. . . . . Power: 1000 Watts d. 
Owned By ............. The Thomasville Bscbg. Co. 
Phone Number ........... 902 
Studio-Transmitter Location . . Salem St., Ext. 
Air Time ............ Daytime 
News Service ........... AP 
Transcription Service ....... World 
President ............. George W. Lyles, Sr. 
Gen., Comm. Mgr. .......... Harold Harrison 
Chief Announcer ........ John Manit 
News Director ............ Fletcher Smith 
Chief Engineer ............ L. M. Sugg 
Musical Director .......... Frank Thomas 
Farm Editor ............ Nell Fonts 
Consulting Engr. .......... Phil Hedrick 

WADE  
WADESBORO—1947  
Frequency: 1210 Kc. . . . . Power: 1000 Watts d. 
Bus.-Studio Address .... Lyon Bldg. 
Phone Number ........... 820 
Transmitter Location . . Morren Rd. 
Air Time ............ Daytime 
News Service ........... UP 
President ............. R. P. Lyon 
Station Manager ........ Jack P. Hanks 
Program Director ........ Walter Mitchell 
Chief Engineer .......... Cecil Sills 

WHED  
WASHINGTON—1948  
Frequency: 1340 Kc. . . . . Power: 250 Watts 
Bus.-Studio Address .... Guaranty Bank Trust Bldg. 
Phone Number ........... 278 
Transmitter Location . . Rt. 17, S. 
Air Time ............ 6 a.m.-12 M. 
News Service ........... UP 
Transcription Service ....... Lang-Worth 
Representative ............ Continental 
President ............. Lee B. Wynn 
Gen., Sta. Manager .......... R. E. Armstrong 
Commercial Mgr. ............. C. E. Armstrong 
Sales Prom. Mgr., News Dir. .... H. A. Eckhoff 
Program Director ........ John Morgan 
Chief Announcer ........ Bill Kirby 
Publicity Director ........ Link Harner 
Chief Engineer .......... John Wilroy 
Farm Editor ............ John I. Morgan 

WRFF  
WASHINGTON—1942—ABC  
Frequency: 930 Kc. . . . . Power: 5000 Watts d. 
Bus.-Studio Address .... Bank of Washington Bldg. 
Phone Number ........... 403 
Transmitter Location . . 1 1/2 Mi. S. of city on 
Hway. 17 
Air Time ............ 5:30 a.m.-sunset 
News Service ........... AP 
Transcription Service ....... World 
Representative ............ Walker 
Membership ............ NAB, BAB 
President ............. W. R. Roberson, Jr. 
Gen., Sta. Manager .......... T. H. Patterson 
Sales Prom. Mgr. .......... Merrill Daniels 
Program Director ........ Don Pierce 
News Director ............ Bill Abeyounis 
Musical Director .......... Charlie Yates 
Chief Engineer .......... I. G. Murphrey 
Farm Editor ............ Bill Abeyounis
WHCC
WAYNESVILLE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WHCC, Inc.
Business-Studio Address: Main St.
Phone Number: 680
Transmitter Location: Howell Mill Rd.
Air Time: 6 a.m.-11 p.m.
Membership: NAB
Chief Engineer: Frank Wilbur
Farm Editor: Wayne Corpening

WENC
WHITEVILLE—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: Whiteville
Phone Number: 120
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
President: Josiah Maulshey
General Manager: Ward A. Coleman
Prog. Dir., Prod. Mgr.: Jerry Honeycutt
Chief Engineer: Ovil Boutwell

WIAM
WILLIAMSTON—1950
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: S. S. Adcock
Address: 110 S. Smithwick St.
Phone Number: 2478
News Service: UP
President: S. S. Adcock
Publ. Relbs., Prom. Mgr.: Robert Best
Program Director: Ruby Pack
Chief Engineer: Allen Breazeale

WGNI
WILMINGTON—1946—MBS
TOBACCO
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 869
Phone Number: 22493
Studio-Transmitter Location: Eagle Island
Air Time: 6:30 a.m.-12 M.
News Service: UP
President: J. S. Brody
Station Manager: Allen B. Jones
Commercial Mgr.: Tommy Thompson
Program Director: Paul Parker
Chief Engineer: Charles L. Arness

WMFD
WILMINGTON—1935—ABC
Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: R. A. Dunlea
Business Address: P. O. Box 696
Phone Number: 4840
Transmitter Location: Brunswick County
Air Time: 6:30 a.m.-12 M.
News Service: UP
Representative: Burn-Smith
Membership: NAB
Pres., Gen.-Sta. Mgr.: R. A. Dunlea
Comm.-Sales Prom. Mgr.: C. O’Shields
Program Director: Bruce Buchanan
Chf. Ann., News Dir.: Bill Guerin
Chief Engineer: E. I. Herring

WGTM
WILSON—1937—CBS
Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By: Watson Industries, Inc.
Bus.-Studio Address: Herring Ave. Ext.
Phone Number: 2188-9
Transmitter Location: Rock Ridge
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard
President: Penn Thomas Watson
Gen.-Sta.-Prom. Mgr.: Allen Wannamaker
Commercial Mgr.: Howard J. Forbes
Prog., News Dir.: W. E. Jackson, Jr.
Production Director: Clint Farris
Chief Announcer: Bill Neal
Chief Engineer: W. H. Malone
Farm Editor: Charlie Slate

WVOT
WILSON—1948—MBS
Frequency: 1420 Kc. Power: 1000 Watts d.
Address: Hway. 301 N.
Phone Number: 5157-8
News Service: AP
Representative: Pearson
President: H. W. Anderson
Gen.-Sta. Manager: Harry Severance
Commercial Mgr.: P. O. Barnes
Sales Prom. Mgr.: Lynda Thomas
Program Director: Joel Lawhon
Production Director: Wistar Moore
Chief Announcer: Callie Wood
News Director: Clint Long
Chief Engineer: Dan Williams
Farm Editor: Ted Leeper

WAAA
WINSTON-SALEM—1950
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Oper. By: Community Bcstg. Service, Inc.
W AIR
WINSTON-SALEM—1937—ABC
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By ...... WAIR Bcastg. 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, BAB
Partner, Gen. Sta. Mgr. .. George D. Walker
Commercial Mgr. .... C. G. Hill
Sales Prom. Mgr., Pub. Dir. .. Lawrence Patrick
Program Director ......... Johnny Miller
Chief Announcer ........ Gilbert Stamper
Musical Director ......... Frances Denny
Chief Engineer .......... Lee King
Consulting Engr. ......... George Davis

WSJS
WINSTON-SALEM—1930—NBC
Frequency: 600 Kc. .... Power: 5000 Watts
Owned-Oper. By ...... Piedmont Publishing Co.
Bus.-Studio Address .. 419-21 N. Spruce St.

K  F  Y  R
BISMARCK—1925
NBC-NORTHWEST
Frequency: 550 Kc. .... Power: 5000 Watts
Owned-Operated By ...... Meyer Bcastg. Co.
Bus.-Studio Address .. 202 1/2 Fourth St.
Phone Number .......... 468
Transmitter Location .. Menoken
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

K D L R
DEVILS LAKE—1925
MBS-GREAT NORTHERN—KBS
Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Operated By ...... KDLR, Inc.
Business-Studio Address .. 1025 3rd St.
Phone Number .......... 1090
Transmitter Location .. E. end Fourth St.
Air Time ............. 6:30 a.m.-11 p.m.
News Service .......... UP
Transcription Service .. World, SESAC
Representative ........ Lawson
President, General Manager ...... Bert Wick
Program Director .......... Wilbur Clemenson
Chief Engineer .......... Richard Moritz

NORTH DAKOTA
Population 619,636—Decrease —3.5% ('40-'50)—Radio Homes 786,210
Families 902,650—Stations in State 13

Production Director .......... Charles Schoregge
Chief Engineer .......... Ivar Nelson

Address ................ Atlantic Bldg.
Phone Number ............. 2-4121
President ................. Roger Page, Jr.
Vice-President, Gen. Mgr. .. Clarence E. Leeper
Commercial Manager ...... Eugene Sink, Jr.
Program Director .......... W. T. Williams
Chief Engineer .......... N. V. Pieler

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
President .......... Gordon Gray
V.P., Managing Dir. ..... Harold Essex
Sales Manager .......... Harry B. Shaw
Program Manager ....... Robert Estes
Production Director ...... John Comas
Publicity Director ......... Jack Burney
Dir. of Engineering ......... Phil Hedrick

WINSTON-SALEM—1947-MBS-CBS
Frequency: 1380 Kc. .... Power: 1000 Watts
1000 Watts n.
Address ................ P.O. Box 739
Phone Number .......... 34353
Transmitter Location .. Polo View Rd.
Air Time ............. 5:30 a.m.-1 a.m.
News Service .......... AP
Transcription Service .. Thesaurus
Representative ........ The Taylor Co.
President .......... James W. Coan
Gen.-Comm. Manager .. John G. Johnson
Sales Prom. Manager .. Charles Brunt
Program Director .......... Bill Billingsley
Production, News Dir. .. Robert St. Lawrence
Chief Announcer ......... Owen Spann
Musical Director ......... Mary Elizabeth White
Chief Engineer .......... Russell Spikula

571
KDIX
DICKINSON—1947—KBS
Frequency: 1230 Kc. ..........Power: 250 Watts
Bus-Studio Address............119 2d Ave. W.
Phone Number.................. 348
Transmitter Location.....1 Mi. N. of Dickinson
Air Time......................6 a.m.-M.
News Service..................AP
Transcription Service Standard, SESAC
Representative..............Orville F. Lawson
Membership....................NARTB
President.....................Dr. P. J. Weir
Commercial Manager...........E. A. Spear
Sales Prom. Manager..........Douglas Anderson
Prog.-Prod.-News Dir. ..........George L. Brooks
Chief Announcer................Wm. Mason
Chief Engineer................Clark Franklin
Farm Editor....................Dale Olson

KFGO
FARGO—1948—ABC
Frequency: 790 Kc. ..........Power: 5000 Watts
Bus-Studio Address............KFGO Bldg.
Phone Number.................4-3291
Transmitter Location........Fargo 2-3291
Air Time......................Wild Rice
News Service..................AP
Transcription Service Standard
Representative................Bolling
President......................W. R. Haggart
Gen. Sta., Comm. Mgr. ........Charles G. Burke
Pgm., Prod. Dir. .............David B. Henley
Chief Engineer.................Olae Gabielson
Farm Editor....................Bob Moses

WDAY
FARGO—1922—NBC-NORTHWEST
Frequency: 970 Kc. ..........Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Business-Studio Address........Black Bldg.
Phone Number..................5357
Air Time......................Unlimited
News Service..................AP, UP
Transcription Service RCA, Theasaurus
Representative...............Free & Peters
Membership....................NARTB
President, Gen. Mgr..........E. C. Reinike
Station Manager...............Jack Dunn
Sales Manager................Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Director.............Ken Kennedy
News Director................Glenn Flint
Chief Engineer................Julius Savold
Technical Director............Julius Helland

KILO
GRAND FORKS—1941—CBS
Frequency 1440 Kc. ..........Power: 1000 d.; 500n.
Owned-Oper. By: Grand Forks Herald, Inc.

KNX
GRAND FORKS—1947
KBS—GREAT NORTHERN
Frequency: 1400 Kc. ..........Power: 250 Watts
Owned By........Community Radio Corp.
Address.......................Grand Forks
Phone Number..................4-4611
Transmitter Location........State Mill Rd.
Air Time......................6 a.m.-M.
News Service..................UP
Transcription Service Standard
Representative...............Notl. Time Sales
President......................Carroll E. Day
Gen.-Sta.-Comm. Mgr..........Elmer Hanson
Sales Prom. Mgr. .............Robert C. Lukkason
Prod.-News Director ..........Jack French
Publicity Director............Donald Dekrey
Chief Engineer................Clifford Thomeford
Consulting Engr.............Chambers & Garrison

KSJB
JAMESTOWN—1937—CBS
Frequency: 600 Kc. ..........Power: 5000 Watts
Address.......................429 S.W. 2d St., Jamestown, N. D.
Phone Number..................429
Transmitter Location.........Hwy 281, 6 Mi. So.
of City
News Service..................UP
Representative...............George P. Hollingbery
Pres., Gen. Manager..........John W. Boler
Station Manager...............Donn A. Clayton
Sales Prom. Manager ..........Jud Milton
Program Director.............Don Kingsley
Publicity Director............Bette Kyle
News Director................Hal Kennedy
Chief Engineer.................Robert E. Ridgway
Farm Editor....................Chester Graham

KGCU
MANDAN—1925
MBS—GREAT NORTHERN
Owned-Oper. By: Mandan Radio Assn., Inc.
THE DOMINATING STATION
IN NORTHWESTERN NORTH DAKOTA

KCJB
Minot, N. D.

910 KC — Unlimited — 1000 W.

Coverage determined by actual field measurement.

<table>
<thead>
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<th></th>
<th>KCJB</th>
<th>STATION B</th>
<th>STATION C</th>
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<tbody>
<tr>
<td>Radio Families</td>
<td>Daytime</td>
<td>0.5 MV/M</td>
<td>0.1 MV/M</td>
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<td></td>
<td>Nitetime</td>
<td>60,903</td>
<td>154,528</td>
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<td>40,200</td>
<td>114,420</td>
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Affiliated with CBS — and with KSJB Jamestown, N. Dak.

Studios also in Fargo and Bismarck

Hooper Survey — October 1950

<table>
<thead>
<tr>
<th>TIME—</th>
<th>SETS IN USE</th>
<th>KCJB</th>
<th>STATION B</th>
<th>STATION C</th>
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<tbody>
<tr>
<td>6:00 to 8:00 P. M.</td>
<td>35.4</td>
<td>45.8</td>
<td>26.9</td>
<td>23.5</td>
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<tr>
<td>8:00 to 10:00 P. M.</td>
<td>38.5</td>
<td>39.7</td>
<td>30.1</td>
<td>23.6</td>
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<tr>
<td>6:00 to 10:00 P. M.</td>
<td>36.9</td>
<td>42.6</td>
<td>28.6</td>
<td>23.6</td>
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Special Survey — February 1951

<table>
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<th>TIME—</th>
<th>KCJB</th>
<th>STATION B</th>
<th>STATION C</th>
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<tbody>
<tr>
<td>10:00 to 10:15 P. M.</td>
<td>38.0</td>
<td>24.6</td>
<td>32.6</td>
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<td>10:15 to 10:30 P. M.</td>
<td>50.2</td>
<td>13.1</td>
<td>33.9</td>
</tr>
<tr>
<td>10:00 to 10:30 P. M.</td>
<td>43.1</td>
<td>19.9</td>
<td>33.1</td>
</tr>
</tbody>
</table>

COVERAGE + RATINGS = SALES IMPACT

If used in combination with KSJB, Jamestown-Fargo, a discount of 20% is allowed on both stations —

For complete details on special features available call —

WEED & COMPANY

573
Bus. Studio Address........... 200 3rd Ave. N.W.  
Phone Number...(Office) 561. (Transmitter) 3680  
Transmitter Location.......... 2 1/2 Mi. SE of Mandan on Hwy. 10  

Air Time..................... 5 a.m. 11:30 p.m.  
News Service................ AP, UP  
Transcription Service........ Lang-Worth  
Representative............... Walker  
Membership.................. NARTB, BMB  
President................... W. S. Russell  
Gen., Sta. Mgr.............. M. J. Reichert  
Commercial Mgr................ Harry McKee  
Traffic-Production Director... Mert Bushee  
Chief Engineer............. Ray Barnett

KCJB  
MINOT—1950—CBS  
Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By............ Minot Broadcasting Co.  
Address...................... 104 A. So. Main  
Phone Number................ 51-161  
Representative........... Weed  
News Service.............. UP  
Pres., Gen. Mgr............ John W. Boler  
Commercial Manager...... G. H. McKinnon  
Program Director.......... Jerry Uppman  
Prod., News Dir............ Armid Johnson  
Chief Engineer........... Reidar Gabrielson

(See Page 573)

KLPM  
MINOT—1929  
MBS-GREAT NORTHERN  
Owned-Operated By........... Minot Broadcasting Co. (Partnership)  
Business-Studio Address......... Fair Block  
Phone Number................ 41-146  
Transmitter................... 2 Mi. E. of Minot on Hwy. 52  
Air Time..................... 6 a.m. 12 M.  

News Service...................... AP, UP  
Transcription Service........... World  
Representative............... Walker  
President, Gen. Mgr.......... John B. Cooley  
Sta. Mgr., Chief Engineer..... C. W. Baker  
Comm.-Prom. Mgr., Farm Edt. ... E. H. Cooley  
Publicity Director........... Lyle Swigert  
Prog.-Prod. Dir............... James J. Hultman  
Chief Announcer............ Bill Lewis  
News Director............... Ken Knutson  
Musical Director............. Dean Thurow  
Consulting Engr............ Commercial

KOVC  
VALLEY CITY—1936—MBS-KBS  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By............ KOVC, Inc.  
Business-Studio Address..... 135 Central Ave.  
Phone Number................ 408-W  
Transmitter Location.... S.W. of town  
Air Time..................... 6:30 a.m. 11 p.m.  
News Service................ UP  
Program Director............ Russ Kaber  
News Director............... Bob Junkert  
Chief Engineer............... Charles Stojstrom

KWBM  
WILLISTON—1948  
Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By........... Williston Broadcasting Co.  
Address...................... Williston  
Phone Number................. 1450  
News Service................ W. 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

Population 7,946,627—Increase +15.0% ('40-'50)—Radio Homes 2,150,010  
Families 2,207,400—Stations in State 67

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................ 6165  
Transmitter Location ............ Route 8, Akron  
Cleveland Rd.  
Air Time...................... 5:30 a.m.-1:05 a.m.  
News Service................ Transradio, UP  
Transcription Service........ Lang-Worth, Standard  
World  
Representative............... George P. Hollingbery  

Owner-Operator............... Allen T. Simmons  
Asst. Mgr., Comm. Dir........ Robert B. Wilson  
Sales Prom. Mgr., Pub. Dir..... Secrest Williams  
News, Program Dir............. Harold H. Hageman  
Production Director........... Doc Williams  
Musical Director............... William E. Beers  
Chief Engineer............... John L. Wildermuth  
Consulting Engr.............. Glen Gillett

WAKR  
AKRON—1940—ABC  
Frequency: 1590 Kc. Power: 5000 Watts  
Owned By........ Summit Radio Corp.  
Operated By........ WAKR  
Bus. Studio Address .......... First Natl. Tower
OHIO

Phone Number: HEmlock 6151
Transmitter Location: 739 Swartz Rd.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated Representative
Membership: NARTE
President, Gen. Mgr.: S. Bernard Berk
Asst. Prom. Mgr.: Viola G. Berk
General Manager: Roger G. Berk
Comm.-Sales Prom. Mgr.: Kenneth M. Keegan
Pgm., Prod., Pub. Dir.: A. R. Cooper
News Director: S. H. Absolom
Chief Engineer: Irwin L. Knopp

WCUE
AKRON—1949
Frequency: 1150 Kc.
Power: 1000 Watts d.
Business-Studio Address: Palace Theatre Arcade Fr. 7114
Representative: Forjoe
News Service: AP
Pres., Bus. Mgr.: George K. Stroupe
V.P., Oper. Mgr.: Tim Elliot
Merchantile Manager: Thomas P. Egan

WHKK
AKRON—1944—MBS
Frequency: 640 Kc.
Power: 1000 Watts d.
Business-Studio Address: 51 W. State St.
Phone Number: BL 7101
Transmitter Location: Akron Peninsula Rd.
Air Time: 6 a.m.-sunset
News Service: AP
Transcription Service: Standard Representative
Large-Worth, Thesaurus
President: R. B. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: R. W. Miner
News Director: J. C. Strasen
Musical Director: Jean Stoltz
Chief Engineer: F. N. Bernato
Farm Editor: John Strasen
Consulting Engr.: Gautney & Ray

WATG
ASHLAND—1950
Frequency: 1340 Kc.
Power: 250 Watts
Owned-Oper. By: Beer & Koehl
Phone Number: 1575-1
Representative: AP
Transcription Service: Lang-Worth, Thesaurus
News Service: AP
Co-Owners: Robert Beer, Edgar Koehl
General Manager: Robert Beer
Commercial Manager: Richard Topper
Asst. Mgr., Prod. Dir.: Richard Leidy
Production Director: Wayne Byers
Chief Engineer: Richard Matthes
News Director: Walter Hauck

WICA
ASHTABULA—1937—STANDARD BUCKEYE—BFN
Frequency: 970 Kc.
Power: 5000 Watts d.
Owned-Operated By: WICA, Inc.
Business-Studio Address: 221 Center St.
Phone Number: 28-221, 27-181
Transmitter Location: Ashtabula-Jefferson Rd.
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth, Thesaurus
Representative: McGilvra
President: R. B. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: R. W. Miner
News Director: J. C. Strasen
Musical Director: Jean Stoltz
Chief Engineer: F. N. Bernato
Farm Editor: John Strasen
Consulting Engr.: Gautney & Ray

WATH
ATHENS—1950
Frequency: 1540 Kc.
Power: 1000 Watts d.
Owned-Oper. By: Andrew Korlan & James Sinyard
Address: P. O. Box 227

AP SELLS
For Stations and Sponsors —

For instance . . . . WFMJ

“WFMJ is now carrying 71 sponsored AP news programs weekly, totaling 690 minutes.”

WILLIAM F. MAAG, JR.,
President,
WFMJ, Youngstown, Ohio
Program Director .......... Russell Barnett
Chief Announcer .......... Chas. Worthington
News Director .......... Milo Townes
Technical Director .......... Gene Peterman
Chief Engineer .......... John Hickey

WCMW
CANTON—1946—STANDARD
Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By .... Stark Bstg. Corp.
Bus.-Studio-Transmitter Address ... 317 W. Tuscarawas St.
Phone Number ............... 5-8475
Transmitter Location .......... Hills & Dales Rd.
Air Time .......... Daytime
News Service .......... AP
Transcription Service .......... Standard, World
Representative .......... S. L. Huffman
Membership .......... NARTB, FMA
President .......... S. L. Huffman
Sta., Comm. Mgr. .......... Clark L. Dozer
Program Director .......... Nick Barry
Promotion Director .......... S. L. Huffman
Chief Engineer .......... Robert Leedham
News Dir., Farm Editor .......... Robert Valligutte

WHBC
CANTON—1925—ABC
Frequency: 1480 Kc. Power: 5000 Watts d.
Owned-Operated By .... Ohio Bstg. Co.
Business-Studio Address ... 550 S. Market Ave.
Phone Number ............... 6-7166
Transmitter Location .......... Richville
Air Time .......... 6:30 a.m.-11 p.m.
News Service .......... AP
Transcription Service .......... Capitol
Representative .......... Taylor Co.
Membership .......... NARTB, BAB
President .......... Roy D. Moore
General Manager .......... Joseph K. Vodrey
Director of Radio .......... Eugene Carr
Station Manager .......... Robert C. Fehlman
Commercial Manager .......... Paul E. Gilmor
Program Director .......... James Roberts
News Director .......... Al Frances
Musical Director .......... Charles Pickens
Chief Engineer .......... Kenneth L. Silker
Farm Editor .......... John Baker
Consulting Engr. .......... Ring & Clark

WBEX
CHILlicothe—1947—ABC
BUCKEYE
Owned-Operated By .... Shawnee Bstg. 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 .......... AP
Transcription Service .......... World
Representative .......... W. S. Grant
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
President, General Manager: L. B. Wilson
Sta.-Comm. Manager, Chief Engineer: C. H. Topmiller
News, Publicity Dir.: John Murphy
Record Librarian: Essie Rupp
Farm Editor: Frank Sommerkamp
Consulting Engnr.: Andrew Ring

WCPO
CINCINNATI—1937—MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: Scripps-Howard Radio, Inc.
Phone Number: Capitol 0777
Studio Address: 2945 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
Mgr., Prod. Dir.: Earl Corbett
Publicity Director: Fred Geisel
News Director: Robert Otto
Chief Engineer: Grant Makinson

WKRC
CINCINNATI—1923—CBS
Owned-Oper. By: Radio Cincinnati, Inc.
Address-Trans.: Hotel Alms
Phone Number: Woodburn 0550
News Service: AP
Transcription Service: Katz
Representative: NARTB
Membership: W. A. Graham
President: Hulbert Taft, Jr.
Gen., Sta. Mgr.: H. E. Fast
Promotion Manager: W. B. Hines
Commercial Manager: Joel W. Stovell
Program Director: Paul Shumate
Publicity Director: Frederic Gregg
Chief Engineer: George Wilson
News Director: Tom McCarthy
Consulting Engnr.: George Davis

WLW
CINCINNATI—1922—NBC
Frequency: 700 Kc.  Power: 50,000 Watts
Owned-Oper. By: Crosley Bstg. Corp.
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: NARTB, FMA
Chairman of Board: James D. Shouse
Pres., 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.: Edward G. Feinthal
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 Chg. of Engineering: R. J. Rockwell
Dir. of Farm Prog. Dept.: Roy Battles

WSAI
CINCINNATI—1924—ABC
Frequency: 1360 Kc.  Power: 5000 Watts
Bus.-Studio Address: 115 E. Fourth St.
Phone Number: Main 1968
Transmitter Location: Mt. Healthy
Air Time: 6 a.m.-1 a.m.
News Service: UP, AP
Transcription Service: Lang-Worth
Representative: Avery-Knoedl
President: Marshall Field
General Manager: Robert M. Sampson
Commercial Mgr.: Robert H. Boulware
Program Director: Richard Fisher
Chief Engineer: William Symons

WDOK
CLEVELAND—1947—LBS
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Operated By: Civic Bstrs., Inc.
Address: 1515 Euclid Ave.
Phone Number: Main 1-3370
Trans. Location: Rockside Rd., 7 Hills Village
Air Time: 24 hrs.
News Service: INS
Transcription Service: SESAC
WE'RE
CLEVELAND—1948
Frequency: 1300 Kc. Power: 5000 Watts d.
5000 Watts n.
Owned-Operated By: ...Cleveland Bcastg. Inc.
Address 1501 Euclid Ave.
Phone Number: Superior 1-9600
Transmitter Location:...Ridge Rd., N. Royalton
Air Time: 5:30 a.m.-1:00 a.m.
News Service: AP, INS
Transcription Service: Lang-Worth, World
Ownership: NARTB, BAB
President: Ray T. Miller
General Manager: Bob Neal
Commercial Manager: Keith Baldwin
Program Director: John Kurtz
Chief Announcer: Gil Gibbons
News Director: Bob Wass
Musical Director: Doris Spoth
Chief Engineer: M. L. Snedeker
Consulting Engineer: George Adair

W GAR
CLEVELAND—1930—CBS
Frequency: 1220 Kc. Power: 50,000 Watts
Owned-Operated By: ...WGAR Bcastg. Co.
Address Hotel Statler
Phone Number: Prospect 1-0200
Transmitter Location: Broadview & Akins Rd.,
Broadview Hts.
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Standard
Station Representative: Myron Speth
Membership: NARTB
President: John F. Patt
General Manager: Carl E. George
Commercial Manager: John Garfield
Sales Promotion Manager: Julius Glass
Program Director: Reg Merridew
Production Director: Stanley Gee
Publicity Director: Manny Eisner
Chief Announcer: Charles Roberts
News Director: Charles Day
Musical Director: Henry Pldner
Chief Engineer: Bob Fox
Consulting Engineer: Ring and Clark

WHK
CLEVELAND—1921—MBS
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: ...United Bcastg. Co.
Business-Studio Address: 1911 Terminal Tower

WJMO
CLEVELAND—1947
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: ...WJMO Bcastg. Co.
Address 2157 Euclid Ave.
Phone Number: Superior 1-4424
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr.
President: W. J. Marshall
Sta.-Gen. Mgr.: Dave Baylor
Commercial Manager: Robert Detchon
Program Director: Brooke Taylor
Chief Announcer: Paul Nakel
News Director: Bill Canady
Chief Engineer: Lawrence Shipley
Consulting Engr.: George Davis

WJW
CLEVELAND—1932—ABC
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: ...WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 1-0101
Transmitter Location: 9861 Ridge Rd.
N. Royalton
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard, Associated
Representative: H-R Representatives, Inc.
President, Gen. Mgr.: William M. O'Neill
Asst. Gen. Mgr.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Publicity & Sales
Promotion Manager: Roger L. Albright
Program Director: Charles V. Hunter
Asst. Prog. Dir.: Bruce MacDonald
Chief Announcer: Stanley Peyton
news Director: Marvin Cade
Chief Engineer: Gerold G. Roberts
Consulting Engr.: George C. Davis
WSRS
CLEVELAND—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: E. Review 1-2005
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World, Lang-Worth
Representative: For joe & Co.
Membership: NARTB, BAB
Office Manager: Herbert G. Pabst
Commercial Mgr.: Jack D. Kelly
Asst. Sales Mgr.: Will Dougherty
Chief Announcer: Jim Doney
Musical Dir.: Lenabelle Guerin
News Director: Bob Engel
Chief Engineer: Ben Whittaker

WTAM
CLEVELAND—1923—NBC
Frequency: 1100 Kc. Power: 50,000 Watts
Bus-Studio Address: 30 Rockefeller Plaza, N. Y.
Phone Number: Cherry 1-0942
Transmitter Location: Brecksville
Air Time: 5:30 a.m.-1 p.m.
News Service: AP, UP
Transcription Service: Thesaurus, Associated
Representative: NBC Spot Sales
Membership: NARTB
President (NBC): Joseph H. McConnell
General Manager: John McCormick
Pgm., Prod. Dir.: Joseph Bova
Pub. & Prom. Director: Clement G. Soerback
Musical Director: Walberg Brown
News Director: Edward Wallace
Engineer-in-Charge: S. E. Leonard
Farm Editor: James Chapman
Consulting Engr.: NBC Engineers

WBNS
CLEVELAND—1924—CBS
Frequency: 1460 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Radiochio, 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
Representative: John Blair
Membership: NARTB, BAB
President: Richard S. Wolle
General Manager: Richard A. Borel
Commercial Manager: W. I. Orr
Promotion Director: Ann Evans
Program Director: Geer Parkinson

WCOL
COLUMBUS—1922—ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Pixley’s, Inc.
Business-Studio Address: E. Broad & Young St.
Phone Number: M. Ain 4581
Transmitter Location: 555 W. Goodale St.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated, World
Representative: H-R Reps., Inc.
Membership: NARTB, BAB
Pres., Gen. Mgr.: L. A. Pixley
Commercial Manager: R. O. Runnstrom
Program Director: Phil S. Bradford
Publicity Director: Margie J. Ruddock
Chief Engineer: Leo DeConnick
Consulting Engr.: Robert M. Higgy

WHKC
COLUMBUS—1921—MBS
Frequency: 610 Kc. Power: 5000 Watts
WING
DAYTON—1921—ABC
Frequency: 1410 Kc.  Power: 5000 Watts
Owned-Oper. By...Great Trails Bstg. 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
Representative...Weed
President...Charles Sawyer
Exec. V.P...John Patterson Williams
General Manager...Adna Karns
Program Director...Arthur L. Martin
Prod.-Musical Dir...Charles G. Reeder
Promotion Director...Jean Broome
News Director...Jack Zelig
Chief Announcer...Jack Wymer
Chief Engineer...H. Lloyd House
Consulting Engr...George C. Davis

WONE
DAYTON—1949—MBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By. Skyland Bstg. Corp.
Address...5 S. Jefferson St.
Phone Number...Michigan 6501-2-3
Transmitter Location...Lebanon Pike
Air Time...5:45 a.m.-1 a.m.
News Service...AP
Transcription Service...Thesaurus
Representative...Headley-Read
Pres., Gen. Mgr...Ronald B. Woodyard
Comm., Prom. Mgr...Jack Thornquest
Program Director...George Case
Publicity Director...Viola Bowersox

WHIO
DAYTON—1935—CBS
Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Oper. By...Miami Valley Bstg. 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, UP
Transcription Service...Standard, World
Representative...Hollingbery
Membership...NARTB
President...James M. Cox, Jr.
Managing Director...J. Leonard Reinsch
General Manager...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. Stieger
WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc. Power: 1000 Watts d.
Business-Studio Address: Pottery Bsttg. Co.
Turk Motor Bldg.

Phone Number: Main 5190
Transmitter Location: Irish Ridge Rd.
Air Time: 7 a.m.-sunset
News Service: UP
Representative: Rambeau
Membership: NARTB, BAB
President: Earl D. Eisenhower
Gen.-Sta. Manager: J. Leonard Taylor
Commercial Manager: John Norman
News Director: Peter Sward
Chief Engineer: William Siebenthal
Farm Editor: Bob Banfield
Consulting Engr.: Weldon & Carr

WOHI

EAST LIVERPOOL—1949—STANDARD—LBS

Frequency: 1490 Kc. Power: 250 Watts
Address: 516 Market St.
Phone Number: Main 1490
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Thesaurus
Representative: W. S. Grant Co., Inc.
Membership: BAB, OAB, NARTB
Pres., Gen. Mgr.: Richard V. Beatty
Farm Edtl., Comm. Mgr.: George T. Farrell
Program Dir.: John W. Riddet
News Director: John R. Longenecker
Chief Engineer: David T. Taylor
Consulting Engr.: A. D. Ring

WEOL

ELYRIA-LORAIN—1948

Frequency: 930 Kc. Power: 1000 Watts d.
Address: Elyria Savings and Trust Bldg.
Phone Number: 2255
Transmitter Location: Granton
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth, Capitol
Membership: NARTB, BAB

WFRO

FREMONT—1949

Address: 1005 W. State St.
Phone Number: Main 3401
Transcription Service: Thesaurus, World
News Service: INS, UP
Pres., Gen. Mgr.: Robert F. Wolfe
Comm., Prom. Mgr.: J. Wadell Kerr
Pgm., Farm Director: Frank Swarts
Chief Engineer: Allen Kauble
News Director: Dorsey Pardo

WMOH

HAMILTON—1944—MBS

Bus.-Studio Address: Second Natl. Bank Bldg.
Phone Number: Hamilton 6543
Transmitter Location: Middletown Pike
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard
President: Robert J. Briede
General Manager: Joseph E. True
Program Director: Robert L. Odson
Chief Announcer: Red Richardson
News Director: James D. Schwab
Chief Engineer: Don J. Volkman
Consulting Engr.: Robert C. Higgy
WHOK
LANCASTER—1948
Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Oper. By: Hocking Valley Bcstg. Corp.
Address-Trans. Loc: Memorial Dr.
Phone Number: 4500
News Service: AP
Transcription Service: World
Representative: McGillivra
Membership: NARTB
President: Dr. Nelson Embrey
General Manager: G. E. Brown
Prog. Dir., Chief Annr.: Forrest H. Respess
News Director: Donald W. White
Chief Engineer: Charles R. Houston
Farm Editor: David J. Collins

WIMA
LIMA—1948—MBS-ABC
Frequency: 1150 Kc. Power: 1000 Watts
Business-Studio Address: 223 N. Main St.
Phone Number: 6-3841
Transmitter Location: 2500 Greenlawn Rd.
News Service: INS
Representative: Weed
Membership: NARTB
President: G. E. Hamilton
General Mgr.: R. W. Mack
Commercial Mgr.: C. B. Heller
News Director: Don Sherwood
Program Dir.: Ester Straker
Musical Director: Red Kirk
Chief Engineer: A. J. F. Smith
Consulting Engr.: George Davis

WLOK
LIMA—1936—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: The Fort Industry Co.
Business Address: Nat'l Bank Bldg.
Phone Number: 6-3411
Transmitter Location: 1424 Rice Ave.
News Service: UP
Representative: Avery-Knodel
President: George E. Storer
General Manager: J. Lee B. Wallas
Commercial Mgr.: Harry Joy
Program Dir.: Richard T. Roll
News Director: Lyle Lee
Chief Engineer: Darrel Hunter
Farm Editor: Perry Beaumont

WMAN
MANSFIELD—1939—ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Richland, Inc.
Business-Studio Address: Ohio Theatre Bldg.
Phone Number: 4235-8
Transmitter Location: Longview Ave.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: The Taylor Co.
Membership: NARTB
Sales Prom. Manager: Carl Kindt
Mus.-Prog.-Pub. Dir.: Robert James
Chief Announcer: John P. Roper
News Director: Frank J. Hudson
Chief Engineer: William Morrison

WMOA
MARIETTA—1946—MBS-KBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. Box 201
Phone Number: 6363-4
Studio-Transmitter Location: 409 Oakwood Ave., Williamstown, W. Va.
Air Time: 6:30 a.m.-M.
News Service: UP
Transcription Service: Long-Worth, Keystone
Representative: W. S. Grant
Membership: NARTB
President: William G. Wells
General Manager: James L. Ulmer
Chief Announcer: Paul E. Kenney
Chief Engineer: Charles E. Clark

WMRN
MARION—1940—ABC
Frequency: 1490 Kc. Power: 250 Watts
Business Address: P. O. 518
Phone Number: 2-6866-7
Transmitter Location: 3/4 Mi. N. of city limits
Air Time: 7 a.m.-M.
News Service: UP
Transcription Service: Thesaurus
Representative: Horace Stovin, Canada
Membership: NARTB, BAB
Pres., Gen-Sta. Mgr.: Robert T. Mason
Commercial Manager: Robert M. Sprouse
News Director: Gene Grove
Musical Director: Richard Stadler
Chief Engineer: Francis Joseph Peters
Farm Editor: Ray Marsh

WPFB
MIDDLETOWN—1947
Frequency: 910 Kc. Power 1000 Watts d.
100 Watts n.
Owned-Operated By: Paul F. Braden
Address-Trans. Loc: Lebanon-Coles Rd.
Phone Number: 2-4625
Air Time ................................. 6 a.m.-1 a.m.
News Service ........................... AP
Transcription Service ................. Lang-Worth, Sesac
Pres., Gen., Sta. Mgr. ................. Paul F. Braden
Commercial Manager ................ Banny Daly
Prom. Prod. Dir. ...................... Jack Kistler
Publicity, News Dir. ................... Harold Calvin
Chief Announcer ....................... Jim Harpring
Musical Director ...................... George Garlinger
Chief Engineer ....................... Larry Beckwith
Farm Editor ............................. Louella Engle
Continuity Director .................... Jean Anne Young
Consulting Engineer ................... George Davis

W C L T
NEWARK—1949
Frequency: 1430 Kc.  Power: 500 Watts d.
Owned-Operated By  Advocate Printing Co.
Address ................................. 25 W. Main St.
Phone Number ......................... 4007
Transmitter Location ................. Jackson Rd., Route 13
Air Time ............................... Daytime
News Service ........................... AP
Transcription Service ................. Capitol, Thesaurus
Representative ....................... Meeker Associates
Membership ............................ NARTB
President ............................... Frank W. Spencer
General Manager ....................... Thomas A. Rogers
Commercial Mgr. ...................... Robert Price
Program Director ..................... Gene Nagle
Chief Engineer ....................... Benjamin Wingle
Consulting Engr. ..................... Lynn C. Smoby

W P T W
PIQUA—1947—OSN
Owned-Operated By  Miami County Bcstg. Co., Inc.
Address-Trans. ......................... 1625 W. Covington Ave.
Phone Number ......................... 1420-1
Air Time ............................... Sunrise-sunset
News Service ........................... AP
Transcription Service ................. World
Representative ......................... W. S. Grant
Prom., Comm. Mgr. ..................... James R. Flinn
Program-Production Dir. .............. Robert Bubp
Publicity Director ..................... Allen Craig
Chief Announcer ....................... Robert Bubp
News Director ......................... Bill Fox
Chief Engineer ....................... William Musson
Farm Editor ............................ Bill Fox
Consulting Engr. ..................... Odes E. Robinson

W P A Y
PORTSMOUTH—1935—CBS
Frequency: 1400 Kc.  Power: 250 Watts
Bus.-Studio-Trans. Address  ........ 1009 Gallia St.
Phone Number ........................ 3-2111
Air Time ............................... 6 a.m.-12 M.
News Service ........................... AP
Transcription Service ................. Lang-Worth
Representative ......................... The Taylor Co.
Membership ........................... NARTB, BAB
President ............................... Roy D. Moore
Director of Radio ..................... Eugene Carr
Station Comm. Mgr. ................... Gerald F. Boyd
Program Director ..................... Floyd M. Jackson
News Editor ........................... E. G. Sheridan, Jr.
Publicity Director ..................... Elaine D. Cobourn
Musical Director ...................... Dorothy E. Page
Chief Engineer ....................... Maurice L. Myers
Farm Editor ............................ Roy E. Vantine
Consulting Engr. ..................... Andrew Ring

W L E C
SANDUSKY—1947—MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By  Lake Erie Bcstg. Co.
Address ................................. Cleveland & Huntington Aves.
Phone Number ........................ 5170
Air Time ............................... 6 a.m.-M.
News Service ........................... AP
Transcription Service ................. World, Lang-Worth
Membership ........................... NARTB, BAB
Pres., General-Station Mgr. ........... Albert E. Heiser
Commercial Manager .................. Ralph S. Silver, Jr.
Chf. Ann., Program Director .......... Jay Wagner
News Director .......................... Irwin Hunt
Chief Engineer ....................... Jay Lelbach
Consulting Engr. ..................... Robert Higgy

W I Z E
SPRINGFIELD—1940—ABC
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By  Radio Voice of Springfield
Trans. Address ........................ 117 W. High St.
Phone Number ........................ 3-4955
Air Time ............................... Unlimited
News Service ........................... UP
Transcription Service ................. Lang-Worth
Representative ......................... Weed
President ............................... Charles Sawyer
Exec. V.P. ............................... J. P. Williams
General Manager ....................... Adna Karns
Station Manager ....................... C. N. Evans
Program Director ..................... Robert Christol
Publicity Director ..................... John McEnaney
Chief Engineer ....................... Victor L. Bushong
Consulting Engr. ..................... George C. Davis

W J E L
SPRINGFIELD—1947—KBS
Frequency: 1600 Kc.  Power: 500 Watts d.
Owned-Oper. By  Champion City Bcstg. Co.
Business Address  ............... 120 So. Limestone St.
Phone Number ......................... 3-4676
Transmitter Location ................. 801 Bechtle Ave.
Air Time ............................... Daytime
News Service ........................... UP
Representative ......................... Schopp Reiner Co.
Membership ........................... BAB
President .................................. Dr. Delbert Joseph Parsons
Program Director ....................... Paul Miller
News Director .......................... Dick Davis
Musical Director ........................ Lucille Martin
Chief Engineer .......................... Frank Knoll
Farm Editor ............................. Bill Coffee

**WWSO**
**SPRINGFIELD—1947—LBS**
Owned-Oper. By. ................. Radio Springfield, Inc.
Address ................................ Chamber of Commerce Bldg.
Phone Number ....................... 3-6488-9
Transmitter Location .............. Arthur Rd.
Air Time ............................... Sunrise-Sunset
Transcription Service ............. M. M. Cole
Representative ........................ Independent, M. Sales
President, Gen. Sta. Mgr. ............ Bradley Kincaid
Comm. Prom. Mgr. .................... E. Pournelle
News Director .......................... Bill Ditzell
Chief Engineer ........................ Ed Stuepak

**WSTV**
**STEUBENVILLE—1940—MBS—OHIO NET**
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Oper. By. ......................... The Valley Bstqg. Co.
Bus.-Studio Address ............ Exchange Realty Bldg.
Phone Number ....................... 2-6265
Transmitter Location .............. Allamont Hghts.
Air Time ............................... 7:45 a.m.-1 a.m.
News Service .......................... UP
Transcription Service ............... World
Representative ........................ Pearson
President .............................. Jack N. Berkman
Gen.-Comm.-Prom. Mgr. ............. John J. Laux
Asst. Gen. Mgr. ........................ Joseph M. Trosch
Pgm., Prod. Dir. ...................... Charles Donley
Publicity Director ................... Mary Buger Worstall
News Director ........................ Ruston Marshall
Musical Director ........................ Thomas Arim
Chief Engineer ........................ Charles S. Shepherd
Farm Editor ............................ F. P. Taylor
Consulting Engr. ....................... George C. Davis

**WSBD**
**TOLEDO—1921—NBC**
Frequency: 1370 Kc.  Power: 500 Watts
Owned-Oper. By. ......................... The Fort Industry Co.
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 ........................... NARTB, BAB
President .............................. George B. Storer
General Manager ..................... E. Y. Flanagan

Local Comm. Mgr. .................. Westford F. Shannon
Program Director ..................... Glen Jackson
Production Director .................. Lester A. Dana
Publicity Director .................... Richard Gourley
News Director ........................ James Vebelhoft
Musical Librarian ..................... Gene Williams
Chief Engineer ......................... William M. Stringfellow
Consulting Engineer .................. Jansky & Bailey

**WTOL**
**TOLEDO—1938—ABC**
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ................. Community Bstqg. Co.
Trans.-Address ..................... Bell Bldg.
Phone Number ....................... Adams 3291
Air Time ............................... 6 a.m.-1 a.m.
News Service .......................... AP, UP
Transcription Service ............... Standard
Representative ........................ Paul H. Raymer
Membership ........................... NARTB
President .............................. Frazier Reams
Gen.-Station Mgr. ................. Thomas S. Bretherton
Commercial Manager ............... Morton Neipp
Sales Prom. Mgr., Pgm.-Pub. ........
Prod. Dir. ............................. Bob Kriehoff
Musical Director ..................... Dorothy Dority
Chief Engineer ........................ Harold Holmes
Farm Editor ............................ Ken Lawrence
Consulting Engr. ...................... Andy Ring

**WHHH**
**WARREN—1941—MBS**
Frequency: 1400 Kc.  Power: 5000 Watts
Owned-Oper. By ......................... Warren Tribune Radio
Station, Inc.
Business-Studio Address .......... 108 Main St., SW
Phone Number ....................... 2212-9
Transmitter Location .............. Lordstown Center
Air Time ............................... 6:45 a.m.-M.
News Service .......................... UP
Transcription Service .......... Associated, SESAC
Representative ........................ Ra-Tel
<table>
<thead>
<tr>
<th>President</th>
<th>Helen Hart Hurlbert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen., Sta. Mgr.</td>
<td>H. R. Farrall</td>
</tr>
<tr>
<td>Pgm.-Prod.-Pub. Dir.</td>
<td>Carl J. Raymond</td>
</tr>
<tr>
<td>News Director</td>
<td>Kenneth Hallerman</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Hugo A. Bondy</td>
</tr>
</tbody>
</table>

**WWST**

**WOOSTER—1947—STANDARD, OHIO STATE**

<table>
<thead>
<tr>
<th>Frequency: 960 Kc.</th>
<th>Power: 500 Watts d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone Number</td>
<td>760</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>1.8 Mi. E. of City, Rte. 30</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth, World</td>
</tr>
<tr>
<td>Gen.-Sta. Mgr.</td>
<td>E. B. Evans</td>
</tr>
<tr>
<td>Comm.-Prom. Mgr.</td>
<td>K. S. Gordon</td>
</tr>
<tr>
<td>Program Director</td>
<td>E. D. Gooding</td>
</tr>
<tr>
<td>Production Director</td>
<td>E. B. Evans</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>William P. Reidonaur</td>
</tr>
<tr>
<td>News Director</td>
<td>Robert E. Heeter</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Willis Sherman</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Harold Edwards</td>
</tr>
</tbody>
</table>

**WRFD**

**WORTHINGTON—1947—LBS**

<table>
<thead>
<tr>
<th>Frequency: 880 Kc.</th>
<th>Power: 500 Watts d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>649 High St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>FR 2-5342</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Powell Rd. &amp; Rte. 23</td>
</tr>
<tr>
<td>News Service</td>
<td>AP, INS</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard</td>
</tr>
<tr>
<td>Representative</td>
<td>O. L. Taylor Co.</td>
</tr>
<tr>
<td>President</td>
<td>James H. West</td>
</tr>
<tr>
<td>General Manager</td>
<td>James R. Moore</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Fred A. Palmer</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>J. D. Bradshaw</td>
</tr>
<tr>
<td>Program Director</td>
<td>Robert C. Miller</td>
</tr>
<tr>
<td>News Director</td>
<td>Winfred C. Arhurs</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Harold Schaaf</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Robert C. Miller, Robert Schmidt</td>
</tr>
</tbody>
</table>

**WBBW**

**YOUNGSTOWN—1949**

<table>
<thead>
<tr>
<th>Frequency: 1240</th>
<th>Power: 250 Watts d.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>Mahoning Valley Bstg. Corp.</td>
</tr>
<tr>
<td>Address</td>
<td>Warner Theatre Bldg.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>44421</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>418 Knox St.</td>
</tr>
<tr>
<td>Air Time</td>
<td>5:30 a.m.-1:05 a.m.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP, INS</td>
</tr>
<tr>
<td>Trans. Serv.</td>
<td>Associated, Capitol, Lang-Worth Station Representative. For Joe &amp; Co. Membership</td>
</tr>
<tr>
<td>President</td>
<td>John Cherpack, Jr.</td>
</tr>
<tr>
<td>Program Director</td>
<td>Tony Ross</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>Dorothy Park</td>
</tr>
<tr>
<td>News Director</td>
<td>Dick O'Hara</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>John Cherpack, Jr.</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Dorothy Park</td>
</tr>
</tbody>
</table>

**WFMJ**

**YOUNGSTOWN—1939—ABC**

<table>
<thead>
<tr>
<th>Frequency: 1390 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By.</td>
<td>WFMJ Bstg. Corp.</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>101 W. Boardman</td>
</tr>
<tr>
<td>Phone Number</td>
<td>3-4121</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Boardman-Poland Rd.</td>
</tr>
<tr>
<td>Air Time</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service</td>
<td>AP, UP, INS</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Thesaurus</td>
</tr>
<tr>
<td>Representative</td>
<td>Headley-Reed</td>
</tr>
<tr>
<td>Membership</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Program Director</td>
<td>Ronald W. Richards</td>
</tr>
<tr>
<td>Production Director</td>
<td>Paul Bedford</td>
</tr>
<tr>
<td>News Dir., Chief Announcer</td>
<td>Bill Crooks</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Frank A. Dieringer</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Eilen Groves</td>
</tr>
</tbody>
</table>

**WKBN**

**YOUNGSTOWN—1926—CBS**

<table>
<thead>
<tr>
<th>Frequency: 570 Kc.</th>
<th>Power: 5000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By.</td>
<td>WKBN Bstg. Corp.</td>
</tr>
<tr>
<td>Bus-Studio Address</td>
<td>17 N. Champion St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>4-2122</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>3930 Sunset Blvd.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World, Lang-Worth</td>
</tr>
<tr>
<td>Representative</td>
<td>Paul H. Raymer</td>
</tr>
<tr>
<td>Membership</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>Station Dir.</td>
<td>J. Lothair Bowden</td>
</tr>
<tr>
<td>Promotion Mgr.</td>
<td>Howard Rempes</td>
</tr>
<tr>
<td>Prog., Prod. Dir.</td>
<td>Don Brice</td>
</tr>
<tr>
<td>News Editor</td>
<td>Jack Jury</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>B. T. Wilkins</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Stu Wilson</td>
</tr>
</tbody>
</table>

**WHIZ**

**ZANESVILLE—1924—NBC**

<table>
<thead>
<tr>
<th>Frequency: 1240 Kc.</th>
<th>Power: 250 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner</td>
<td>Southeastern Ohio Bstg. System, Inc.</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>Lind Arcade Bldg.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>2-5431</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>Newark Rd.</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World</td>
</tr>
<tr>
<td>Representative</td>
<td>John E. Pearson</td>
</tr>
<tr>
<td>Membership</td>
<td>NARTB, BAB</td>
</tr>
<tr>
<td>President</td>
<td>Clay Littick</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Vernon A. Nolte</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Nate Milder</td>
</tr>
<tr>
<td>Program-Prod. Dir.</td>
<td>Robert D. Maley</td>
</tr>
<tr>
<td>Chief Ann., News Dir.</td>
<td>Allan Land</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>William A. Hunt</td>
</tr>
</tbody>
</table>
OKLAHOMA

Population 2,233,351—Decrease —4.4% ('40- '50)—Radio Homes 526,010
Families 587,720—Stations in State 42

KADA
ADA—1934—ABC-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg., Inc.
Business Address: Box 642
Phone Number: 12-3
Studio-Transmitter Address: No. Broadway
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: The Taylor Co.
Membership: NARTB, BAB
President: Dr. C. C. Morris
General Manager: Billy T. Hoover
Station Manager: Brown Morilla
Program Director: Bruce Ligdon
Prod., Music Dir.: Zelma Dean Woods
Publicity Director: Patricia Dutton
Chief Announcer: Monte C. Bell
News Director: Arie Teague
Chief Engineer: George Miller

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-KBS
Frequency: 1560 Kc. Power: 250 Watts
Phone Number: 2899
Transmitter Location: So. of Chickasha
Air Time: 6 a.m. local sunset
News Service: AP
President: P. D. Jackson
Gen., Sta. Mgr.: Clarence E. Wilson
Commercial Manager: Philip Jackson
Program Director: Lorene Null
Chief Engineer: Neal M. Allen

KWOE
CLINTON—1949—LBS
Frequency: 1320 Kc. Power: 1000 Watts d.
Address: Box 706
Phone Number: 617
Transmitter Location: Neptune Park
News Service: UP
Transcription Service: SESAC
Station Representative: Hil F. Best
General Manager: V. M. Preston
Commercial Manager: Grant Ladd
Program Director: Lew Preston
Chief Announcer: Marion Wagon
News Director: Bill Lauderdale
Musical Director: Lew Preston
Chief Engineer: D. W. Savage

KVSO
ARDMORE—1935—ABC
OKLA. NET-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Bus.-Studio Address: 112 N. Washington
Phone Number: 3030
Transmitter Location: Chickasaw & N.W. Blvd.
News Service: AP
Transcription Service: Associated, SESAC
Representative: The Taylor Co.
Membership: BAB
Sta. Gen. Mgr.: Albert Riesen
Prom., Comm. Mgr.: J. E. Riesen
Program Director: Dolly Dutton
Chief Announcer: Heywood Vaughn
Chief Engineer: William E. Kolb
News Dir., Farm Editor: Welton Peden
Farm Editor: Elmer Forbes

KRHD
DUNCAN—1947—MBS-OGB
100 n.
Owned-Operated By: Duncan Bcstg. Co.
Address: Hwy. 81 at Pine St., P. O. Box 1182
Phone Number: 1350
Gen., Sta. Mgr.: J. P. Burnett
KSEO
DURANT—1947—OGB-KBS
Owned-Operated By: Democrat Printing Co.
Address: Box 511 Phone Number: 2200
Air Time: Daytime
News Service: AP Transcription Service: Thesaurus
Membership: NARTB Partners: R. F. Story, Bennett Story
General Manager: Leroy Moses Commercial Mgr.: Fred R. Blackburn
Chief Engineer: L. O. Wilcox

KCHE
EL. RENO—1948
Owned-Operated By: KCHE, Inc.
Bus.-Studio Address: First Natl. Bank Bldg.
Phone Number: 2438
Air Time: Daytime
General Manager: Robert E. Davis
Program Director: Tom Gilmore

KASA
ELK CITY—1932—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Southwest Bcstg. Co.
Business-Studio Address: 1500 North Randall
Phone Number: 730
Transmitter Location: No. Randall
Air Time: Unlimited
Representative: Friedenberg Supervisor: Lonnie J. Preston
Manager: V. M. Preston

KCRC
ENID—1930—ABC-OKLA. NET
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By: Enid Radiophone Co.
Bus.-Studio Address: Broadway Tower
Phone Number: 447
Transmitter Location: 318 E. Willowy
Air Time: 6 A.M.-M.
News Service: AP Transcription Service: Lang-Worth
Representative: O. L. Taylor Co.
Membership: NARTB, BAB President: Milton B. Garber
General Manager: George L. Tarter Commercial Mgr.: H. P. Hale
Prod., Program Dir.: Roger H. Stoner
Publicity Dir.: Edith Barthel
Chief Annr.: Frank Powell
News Director: Richard A. Brown
Chief Engineer: Murray D. Coleman
Consulting Engr.: Commercial Radio Equip.

KTAT
FREDERICK—1948—KBS
Owned-Operated By: Frederick Bestg. Co.
Address: Hotel Frederick Phone Number: 1010
Transmitter Location: 1 Ml. W. of City, Hwy 5
Air Time: Sunrise-sunset
News Service: UP Transcription Service: World
Representative: Hill F. Best General Manager: J. D. Jones, Jr.
Program Director: Mary Wheeler Prod. Dir., Chief Ann.: Don Hughes
Publicity Director: Evelyn Jones News Dir., Chief Engr.: Dan Jones
Musical Director: Frances Burkhardt Farm Editor: Bill Gause
Consulting Engr.: Guy C. Hutcheson

KGYN
GUYMON—1948
Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By: Plains Bestg. Co.
Trans.-Bus.-Studio Address: 21st & Lelia Sts.
Phone Number: 888

AP SELLS
For Stations and Sponsors —

For instance . . . KOCY

“Our sponsors say news is the best buy on KOCY. 1950 is the tenth year for Mid-Continent Petroleum’s sponsorship. Another news sponsor has been with us seven years. AP news provides steady income for KOCY. The Associated Press means the best possible service.”

MATT BONEBRAKE,
General Manager,
KOCY, Oklahoma City

587
**KTJS**

**HOBART—1947—KBS**

Frequency: 1420 Kc. Power: 250 Watts  
Owned-Operated By: T. J. Shriner  
Transmitter Location: 315 E. 11th St.  
Phone Number: 1070  
Air Time: Sunrise-sunset  
News Service: AP  
President, Gen. Sta. Mgr.: T. J. Shriner  
Commercial Manager: M. J. Shriner  
Prom. Manager: A. C. Ferguson, Jr.  
Pgm.-Prod.-Pub. Dir.: Jack Wickizer  
Chief Announcer: Danny Foss  
News Director: Ted Shriner  
Musical Director: Barbara Evans  
Chief Engineer: Darrel D. Foss  
Farm Editor: Tom Morris

**KIH N**

**HUGO—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated 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

**KSWO**

**LAWTON—1941**  
**ABC-OKLA. NET**

Frequency: 1380 Kc. Power: 1000 Watts  
Bus.-Studio Address: 406½ D Ave.  
Phone Number: 1380  
Transmitter Location: 1½ Mi. E. of Lawton  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: The Taylor Co.  
Membership: NARTB BAB  
President: R. H. Drewry  
General Manager: Allan Page  
Commercial Mgr.: Neil Ashlock  
Sales Prom. Mgr.: Paul Goode  
Chf. Ann., Prog. Dir.: Morgan Roberts  
Production Director: Bill Wheatley  
News, Pub. Dir.: Jack Drake  
Chief Engineer: Bill Bulford

**KTMC**

**McALESTER—1946—ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: McAlester Bcstg. Co.  
Address: Municipal Bldg.  
Phone Number: 2111  
Transmitter Location: A & Grier Sts.  
Air Time: 6 a.m.-11 p.m.  
News Service: Standard  
Membership: NARTB BAB  
President: William Young  
Commercial Manager: Robert Baggett  
Gen. Mgr., Prog. Dir.: Ray Judge  
Chief Announcer: Howard Martin  
Musical Director: Bill Myers  
Chief Engineer: Robert Schilbe  
Farm Editor: Bill Dilloll

**KGLC**

**MIAMI—1948**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By: Miami Bcstg. Co.  
Address: Miami Hotel  
Phone Number: 9303  
Transmitter Location: 5 Mi. E. Miami  
Air Time: 6 a.m.-6 p.m.  
News Service: AP  
Transcription Service: Standard  
Membership: NARTB  
President: M. K. Huitts  
General Manager: Charles L. Unger, Jr.  
Commercial Manager: John Kennedy  
Program Director: Bill York  
Chief Engineer: Louis Stone  
Consulting Engr.: A. Earl Culum

**KIX**

**MUSKOGEE—1936—ABC-OKLA. NET-OGB**

Frequency: 1490 Kc. Power: 250 Watts  
Address: 214-216 Wall St.  
Phone Number: 303  
Air Time: 6 a.m.-12 M.  
Transmitter Location: 9th floor, Barnes Bldg.  
News Service: UP  
Transcription Service: The-saurus  
Membership: The Taylor Co.  
President, Gen. Mgr.: Tams Bixby, Jr.  
Comm., Sta. Mgr.: Ernest Watson  
Publicity Director: Walter W. Weber  
Pgm., Prod. Dir.: Pat Sutter  
Chf. Ann., News Dir.: Bill Mercer  
Chief Engineer: Eugene Edwards  
Consulting Engr.: Commercial Radio
**KMU**

**MUS**

**MUSKOGEE—1945—MBS**

**OKLAHOMA**

Business-Studio Address:  |  412½ Court St.
Phone Number:  |  628-7
News Service:  |  UP
Membership:  |  NARTB, FMA
President:  |  R. M. Mountcastle
Gen. Station Mgr.:  |  Jimmie Barry
Program Dir.:  |  Harvey Marsh
Chief Engineer:  |  James Keitel

**KNOX**

**NORMAN—1949**

Frequency: 1400 Kc.  |  Power: 250 Watts
Owned-Operated By:  |  Cleveland County Bcasts. Co.
Address:  |  P. O. Box 542
Phone Number:  |  474-475
Transmitter:  |  1½ mile E. of city Hgy. 9
Air Time:  |  6:30 a.m.-12 M.
News Service:  |  UP
Transcription Service:  |  Standard
Membership:  |  NARTB, BAB
General Manager:  |  William S. Morgan
Commercial Manager:  |  Tel Dickenson
Program Director:  |  Gene Stansberry
News Director:  |  Ken Lowe
Chief Engineer:  |  Don Daniel

**KBYE**

**OKLAHOMA CITY—1946**

Frequency: 890 Kc.  |  Power: 1000 Watts d.
Owned-Operated By:  |  State Bcasts. Co.
Bus-Studio Address:  |  9th & Broadway
Phone Number:  |  3-2324-5
Transmitter Location:  |  55th & N. Eastern
Air Time:  |  Sunrise-sunset
Representative:  |  Radio Reps
Membership:  |  NARTB
General Mgr.:  |  Frank J. Lynch

**KLPR**

**OKLAHOMA CITY—1947**

Frequency: 1140 Kc.  |  Power: 1000 Watts d.
Owned-Operated By:  |  Byrne Ross
Business Address:  |  128½ W. Commerce St.
Phone Number:  |  3-8358
Studio-Transmitter Address:  |  300 Block, SE 73rd St. & Shields Blvd.
Air Time:  |  Sunrise-sunset
News Service:  |  UP
Transcription Service:  |  Associated
Membership:  |  NARTB, BAB
Owner, Pres., Gen. Mgr.:  |  Byrne Ross
Prom. Comm. Mgr.:  |  Fred Farha
Music Program Dir.:  |  Mrs. Kathleen Burkett
Production Dir.:  |  Mrs. Barbara Riddle
Publicity Director:  |  Byrne Ross
Chief Annr.:  |  Michael King
News Director:  |  Jack Reynolds
Chief Engineer:  |  Jay Davis
Farm Editor:  |  Joanne Ragsdale
Consulting Engineer:  |  Commercial Radio

**KOCY**

**OKLAHOMA CITY—1938**

**MBS—OKLA. GP.**

Frequency: 1340 Kc.  |  Power: 250 Watts
Owned-Oper. By:  |  Plaza Court Bcasts. Co.
Business-Studio Address:  |  Plaza Court Bldg.
Phone Number:  |  3-4333
News Service:  |  AP
Transcription Service:  |  Standard
Representative:  |  Walker
Membership:  |  NARTB, FMA
President:  |  John D. Thomas
Gen.-Station Mgr.:  |  M. H. Bonebrake
Commercial Manager:  |  George Collison
Program Director:  |  Wishard Lemons
Publicity Director:  |  John Steele
Chief Engineer:  |  Royden Freeland

**KOMA**

**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:  |  5 a.m.-12 M.
News Service:  |  UP
Transcription Service:  |  Standard
SESAC, Lang-Worth
Representative:  |  Avery-Knodel
Membership:  |  NARTB
President:  |  John Toole Griffin
General-Station Mgr.:  |  J. J. Bernard
Sales Mgr.:  |  Raymond Ruff
Sales Promotion Mgr., News Dir.:  |  Ben H. Holmes
Program Director:  |  Robert M. Eastman
Production Director:  |  Martin Fuller
Chief Announcer:  |  Ray McKee
Musical Director:  |  Clarence Reynolds
Chief Engineer:  |  M. W. Thomas
Farm Editor:  |  Carl Newman
Consulting Engineer:  |  Paul Godfrey

**KTOP**

**OKLAHOMA CITY—1927—ABC**

Owned-Operated By:  |  KTOP, 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:  |  Capitol
K G F F  
SHAWNEE—1930—ABC
Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By: KGFF Bscq. Co., Inc.
Address: Federal Nail. Blvd.
Phone Number: 4390-1
Transmitter Location: Shawnee County Club
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Taylor Co.
Membership: NARTB
President: Oscar S. Stauffer
Comm. Gen. Mgr.: E. D. Harvey
Promotion Manager: William Beck
Prod. Prog. Director: William C. Maugans
News Director: Glen Pool
Musical Director: C. Jack Childs
Chief Engineer: Robert Martin
Farm Editor: Richard Moore

K S P I  
STILLWATER—1947
MBS-OKLA. GP-LBS
Frequency: 780 Kc... Power: 250 Watts d.
Owned-Oper. By: Stillwater Publishing Co.
Address: P. O. Box 231
Phone Number: 311
Studio-Transmitter Location: 1/2 M. S. of Stillwater on Hwy. 40
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Standard
Representative: Ra-Tel
Membership: NARTB
President: C. R. Bellatti
General Manager: L. F. Bellatti
Program Director: Braxton Combs
Chief Engineer: Paul McComb
Farm Editor: Jim Wells

K A K C  
TULSA—1946—OKLA. GP.
Frequency: 970 Kc... Power: 1000 Watts d.
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-Treas.: S. E. Avey
V.P., General Manager: James L. Neal
Commercial Manager: Glen Harmon
Sales Promotion Mgr.: Lee Abbott
Program Director: John B. Wheeler
Production Director: Bill Webb
Publicity Director: Ramon King
Mus. Dir., Chief Annr.: Jack Moore
News Director: Ken Reed
Chief Engineer: M. M. Donley
Consulting Engr.: John Crenz

K F M J  
TULSA—1946—LIBERTY
Frequency: 1050 Kc... Power: 1000 Watts d.
Business-Studio Address: 1242 S. Boston
Phone Number: 5-5555
Transmitter Location: 23rd & Yale
Air Time: Daytime
News Service: UP
Transcription Service: Standard
Representative: Independent Net Sales
Membership: NARTB, BAB
President: Fred Jones
Sta. Gen. Manager: Lawson Taylor
Commercial Manager: Leon (Jack) Betz
Program Director: M. M. McGuigan
Chief Announcer: E. B. (Bob) Parker
Chief Engineer: Nate Wilcox

K O M E  
TULSA—1938—MBS-OKLA. NET
Frequency: 1300 Kc... Power: 5000 d. 1000 n.
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: Pearson
Membership: NARTB
President: Harry Schwartz
Sta. Gen. Director: Dick Campbell
News. Program Director: Claude Evans
Production Director: Larry Roberson
Publicity Director: Ann Fountain
Chief Announcer: John Holmes
Musical Director: Jack Davidson
Chief Engineer: Roy Brown
Farm Editor: Jack Newman
Consulting Engr.: Earl Cullum

591
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......in the OREGON MARKET

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and at this time, KGW is deemed to cover the population...
For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW's dominance of this market. Haley Canning Company, one of the city's major packing plants, was visited by the Tour-Test. Above William Christensen (left) Hillsboro business figure, and Bill Watkins, Haley's president, examine with "Miss KGW" canned meat products destined for the U.S. armed services. Hillsboro's expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

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<th>DAYTIME</th>
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<td>367,370</td>
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<td>337,330</td>
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This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
For a full century Hillsboro, Oregon, has been a major producing, marketing and processing center. Today foods packed by Hillsboro plants are consumed throughout the world. A recent KGW Tour-Test, conducted with the cooperation of the Oregon State Motor Association, proved KGW’s dominance of this market. Haley Canning Company, one of the city’s major packing plants, was visited by the Tour-Test. Above William Christensen (left) Hillsboro business figure and Bill Watkins, Haley’s president, examine with “Miss KGW” canned meat products destined for the U.S. armed services. Hillsboro’s expanding economy is delivered through the COMPREHENSIVE COVERAGE of KGW.

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KRMG
TULSA—1949—ABC-WESTERN NET
Frequency: 740 Kc. Power: 50,000 Watts d.
25,000 n.
Owned-Operated By All Oklahoma Bcstg. Co.
Business-Studio Address...311 So. Denver Ave.
Phone Number................5-3291
Transmitter Location.........Keystone
Transcription Service........Capitol
Air Time......................5:30 a.m.-M.
Representative.................John Blair
News Service..................AP
President......................Robert S. Kerr
Commercial Manager...........Frank S. Lane
Sales Prom. Mgr. Publicity Dir. .Montez Tjaden
News Director................Glenn Condon
Prod., Pgm. Dir...............Perry W. Ward
Chief Engineer.................Aiden F. Wooster
Farm Editor....................John Martin
Consulting Engr................McIntosh & Inglis

KTUL
TULSA—1934—CBS
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By Tulsa Bcstg. Co.
Business Address....Boulder-on-the-Park
Phone Number..............2-3191
Transmitter Location.....Turley
Air Time.....................5:30 a.m.-M.
News Service..............UP
Transcription Service.....Lang-Worth
Representative...........Avery-Knodel
Membership................NARTB, BAB
President..................John T. Griffin
Commercial Mgr............L. A. Blust, Jr.
Sales Prom. Mgr............George Ketcham
Chief Announcer...........Ed Neibling
Program Director..........Karl Janssen
Production Director......Harry Abbott
News Director...............Jack Morris
Musical Director...........Glenn Hardman
Chief Engineer.............Robert Snider
Farm Editor................Jim Rosson
Consulting Engr...........Paul F. Godley

KVBO
TULSA—1925—NBC
Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Oper. By..Southwestern Sales Corp.
Bus.-Studio Address...2104 Philtower Bldg.
Phone Number...............3281
Transmitter Location.....11 Mi. E. of Tulsa
Air Time....................Unlimited
News Service..............INS
Transcription Service.....Standard, World
Representative...........Edward Petry
President................P. Q. Proctor
Sta. General Mgr........William B. Way
Commercial Manager.......Gustav K. Brandborg
Sales Prom. Mgr...........N. T. McClarin
Program Director.........Tom DeVore
Production Director.......John Henry
News Director.............Ken Miller
Musical Director.........Joe O’Neill
Chief Engineer...........Watt Stinson
Farm Editor................Sam Schneider

KSIW
WOODWARD—1947—MBS
Frequency: 1450 Kc. Power: 250 Watts
Address Trans. Loc........22 & Cedar Sts.
Phone Number............1450
Air Time....................6 a.m-10:15 p.m.
News Service...............AP
Transcription Service.....Lang-Worth, Cole
Representative...........Continental
Pres., Gen. Mgr...........Edward A. Ryan
Program Director.........Mrs. Connie Shimeall
Chief Engineer............George Archer
Chief Announcer...........Hubert Feese

Kwil
ALBANY—1941—MBS-DON LEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Central Willamette Bcstg.
Co.
Bus.-Studio-Transmitter Address...Queen Ave.
& Elm St.
Phone Number...............1234
Air Time......................8 a.m.-M.
News Service...............UP
Transcription Service.....Standard, World
Representative...........John Keating
Membership................NARTB
President...................R. R. Cronise
General Manager..........Cheif Wheeler
Sta. Mgrs. Derwood Smith, Robert Cornell,
Fred Henshaw
Prom. Mgr., News, Pub. Dir.....Ken McCoy
Commercial Manager.......Warren Stoffer
Program-Production Dir......LeRoy Jolley
Chief Announcer...........Lee Kidd
Chief Engineer, Farm Editor..Herbert Davidson

OREGON
Population 1,521,341—Increase +39.6% ('40-'50)—Radio Homes 463,060
Families 475,420—Stations in State 42
KWIN
ASHLAND—1946—KBS
Frequency: 1400 Kc.       Power: 250 Watts
Address: 1160 Helman Rd.
Phone Number: 2-1351
Air Time: Unlimited
News Service: AP
Transcription Service: World, Standard
Representative: Gene Grant
Membership: NARTB
President: M. S. Hamaker
General Manager: Edward P. Barnett
Comm., Prom. Mgr.: Burton Lane Bardeen
Program Director: Doyle Seely
Chief Engineer: Philip R. George

KBND
BEND—1938—MBS-KBS
Frequency: 1270 Kc.       Power: 1000 Watts
Bus.-Studio Address: 1101 Wall St.
Phone Number: 848
Air Time: 6 a.m.-11 p.m.
Transmitter Address: Butler Market Rd.
News Service: UP
Transcription Service: Standard
Representative: W. S. Grant
Membership: NARTB, BMB
Gen., Sta. Mgr.: Frank H. Loggan
Comm. Mgr.: W. H. Barton
Pgm. Dir., Farm Editor: Kessler Cannon
Chief Engineer: Robert Dickinson

KAST
ASTORIA—1935—MBS-KBS
Frequency: 1370 Kc.       Power: 1000 Watts
Bus.-Studio Address: P. O. Box 445
Phone Number: 95-6
News Service: AP
Transcription Service: Standard
Representative: McHugh
Membership: NARTB
Station Mgr.: R. D. Holmes

KOOS
COOS BAY—1928—MBS
Frequency: 1230 Kc.       Power: 250 Watts
Owned-Oper. By: KOOS, Inc.
Bus.-Studio-Trans. Address: 505 Hall Bldg.
Phone Number: 4321-4331
Air Time: Unlimited
News Service: AP, UP
President: Sheldon F. Sackett
General Manager: Fred F. Chitty
Station Manager: Hal Shade
Commercial Manager: Jack Irvine
Program Director: Sara Spaugh
Chief Engineer: Roger Spaugh

KVAS
ASTORIA—1950
Frequency: 1050 Kc.       Power: 250 Watts d.
Owned-Oper. By: Clatsop Video Bcstrs.
Address: 612 Commercial St.
Phone Number: 41
Representative: Keating
News Service: UP
Partners: L. E. Parsons,
E. W. Littlehales, J. W. Spencer
Gen. Mgr., Chief Engr.: L. E. Parsons
Promotional Manager: J. W. Spencer
Pgm., News, Farm Dir.: E. W. Littlehales

KVRO
COQUILLE—1948—KBS
Frequency: 1450 Kc.       Power: 250 Watts
Owned-Oper. By: KVRO Bcstrs.
Address: P. O. Box 396
Phone Numbers: 3961-3971
News Service: AP
Transcription Service: Associated, Cole
Representative: Gene Grant
Pres., Gen. Mgr.: Walter L. Read
Secretary-Treasurer: William E. Walsh
Commercial Manager: William Cook
Chief Engineer: Phillip Iann
Chief Annr., Farm Editor: Curt Raynes
Program Director: David L. Riggs

KBKR
BAKER—1939—KBS—LBS
Frequency: 1490 Kc.       Power: 250 Watts
Owned-Oper. By: Inland Radio, Inc.
Bus.-Studio Address: Second & Auburn Sts.
Transmitter Location: H. Street
News Service: UP
Transcription Service: World
Membership: NARTB, BAB
President: Lee W. Jacobs
Gen., Station Mgr.: Kenneth B. Lockwood
Commercial Mgr.: Milton L. Levy
Program Dir.: Kenneth Holden
Production Director: Mal Waltsman
Chief Engineer: Walt Bobisud
President ........................................... J. C. Haley
Gen. Sta. Mgr. ..................................... C. W. Peck
Sales Prom. Mgr. ................................. Doris Peck
Chief Announcer ............................... Wayne Loerke
News Director .................................... Ted Carlson
Musical Dir. ...................................... Steve Evans
Chief Engineer .................................. Wayne Loerke
Farm Editor ..................................... Clayton Raker
Consulting Engr. ............................... James C. Hatfield

**KODL**
THE DALLES—1940—KBS
Frequency: 1230 Kc. . Power: 250 d., 100 n.
Owned-Oper. By ................................ Western Radio Corp.
Trans. Address ................................ Scenic Dr. nr. Sorosis Pk.
Phone Number ..................................... 2300
Air Time ........................................... 6:45 a.m.-10:15 p.m.
News Service ..................................... UP
Transcription Service .......................... MacGregor
Representative ................................. Keating
Pres., General Manager ..................... V. B. Kenworthy
Station Manager .............................. Paul E. Walden
Chief Engineer ................................. Arthur Elliott

**KASH**
EUGENE—1947—KBS
Frequency: 1600 Kc. . Power: 1000 Watts
Owned-Oper. By ................................ Radio Air Ways, Inc.
Business Address Trans. ......... Day Island Rd.
Phone Number ................................. 5-3357
Air Time ........................................... 6 a.m.-M.
News Service ..................................... UP
Transcription Service ........................ Capitol. Sesac
Representative ................................. Donald Cooke
Pres., Gen.-Station Mgr. ................. E. L. Kincaid
Commercial Manager ................. Paul N. Plank
Program Director ............................ Laura Nidever
Publicity Director ............................. Clare Mattingly
Chief Announcer .............................. Floyd Coons
Chief Engineer ................................. William Riley

**KERG**
EUGENE—1949—LBS
Frequency: 1280 Kc. . Power: 1000 Watts d.,
1000 Watts n.
Owned-Operated By ............... Eugene Broadcasters, Inc.
Address ................................... Studio Bldg-13th & Willamette
Phone Number ................................. 5-4304
Transmitter Location ............. Route 2
Air Time: ...................................... Unlimited
News Service ..................................... AP
Transcription Service .............. Standard Radio
Representative ............................... West Coast Radio Sales
Membership ................................. NARTB
President ...................................... Alton F. Baker
Gen., Sta. Mgr. ................................. L. W. Trommlitz
Commercial Manager ............... Herb Michael
Pgm., Prod. Dir. ............................. Reg Rose
News Director ................................. Jack Craig
Chief Engineer ............................... Calvert Applegate
Farm Editor ................................. Earl Britton

**KORE**
EUGENE—1927—MBS-DON LEE
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By ............... Lane Bestg. Co.
Business Address ........................ P. O. Box 1032
Phone Number ................................. 4-4214
Studio-Trans. Location ......... S. Willamette St.
Air Time ........................................... 6 a.m.-M.
News Service ..................................... UP
Transcription Service .................. World
Representative ............................... Everett-McKinney
Membership ................................. NARTB
Director ........................................ Glenn McCormick
General Mgr. ................................. Lee Bishop
Commercial Mgr. ......................... Bob Hillyer
Program-Production Dir. .......... Robert Eubanks
Publicity Dir. ................................. Waddy Slater
Chief Engineer .............................. Floyd Vikesen
Farm Editor ................................. Dolph Janes

**KUGN**
EUGENE—1946—ABC
Frequency: 590 Kc. . Power: 1000 Watts
Owned-Operated By ....................... KUGN, Inc.
Business Address ........................ P. O. Box 590
Phone Number ................................. 4-6216
Studio-Transmitter Location .... Coburg Rd.
Air Time ........................................... 5:55 a.m.-M.
News Service ..................................... AP
Transcription Service .................. Lang-Worth
Representative ............................... Meeker, Frank J. McHugh, Jr.
Membership ................................. NARTB
President ...................................... C. H. Fisher
Sta., Gen. Manager ................. S. W. McCreary
Commercial Manager ............... L. N. Young
Program Director .................... L. S. Ready, Jr.
Chief Announcer ................. Don Porter
News Director ............................ Jack Billings
Chief Engineer ............................. Skip Hathaway
Consulting Engr. ....................... Grant S. Feikert

**KFGR**
FOREST GROVE—1950
Owned-Oper. By ....................... Irving G. Schmidike
Address ....................................... Rt. 2, Box 59
Phone Number ................................. 5791
Transcription Service .............. Standard
News Service ..................................... AP
Gen. Mgr. & Chief Engr. ............. Irving Schmidike
Comm. Mgr., News Dir. ............. Ralph Sanders
Program Director .................... Robert Roberts

**KUIN**
GRANTS PASS—1939—MBS
DON LEE
Frequency: 1340 Kc. . Power: 250 Watts
Business Address ........................ P. O. Box 148
Phone Number ................. 4477
Studio-Transmitter Location . Redwood Hwv.
Air Time ................... 6:30 a.m.-11 p.m.
News Service .............. AP
Transcription Service . World, McGregor
Representative .......... W. S. Grant
Membership .............. NARTB
President ................. A. E. Voorhis
General Manager ........ E. A. Malone
Commercial Mgr. .......... Jack T. Sivert
Program Director ......... Dave Allen
News Director ............. Harry Carmichael
Chief Engineer .......... N. L. Williams

KIHR
HOOD RIVER—1950

Frequency: 1340 Kc. Power: 250 Watts
Phone Number .......... 1561
General Mgr., Ptnr. ....... C. H. Fisher
Partner .................. C. O. Fisher
Station Manager .......... Don McCutcheon
Chief Engineer .......... Robert Houghlum

KFJ I
KLAMATH FALLS—1922—MBS

Owned Oper. By .......... W. D. Miller Enterprises
Address ................. P. O. Box 692
Phone Number .......... 22551
Transmitter Loc. ......... Radio Hill
Air Time .................. 6:30 a.m.-12 M.
News Service .......... UP
Transcription Service . World
Representative .......... W. S. Grant, Keating
Membership .............. NARTB
President, General Mgr. .... W. D. Miller
Prom., Sta., Comm., Mgr. . Jack Keating
Prod., Program Director . Bill Wentworth
Chief Announcer .......... Sandy Poteet
News Director .......... Wm. Wentworth
Chief Engineer .......... Edward M. Boyd
Consulting Engr. .......... Harold Singleton

KFL 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 .............. NARTB
President .......... Frank Jenkins
General Manager ........ Bud Chandler
Commercial Manager ......... Aaron Boe
Program Director ......... Marjorie Eagle
Chief Engineer .......... Gilbert Walters
News Director .......... Charles McFarlan
Farm Editor .......... Paul Alexander

KLBM
LA GRANDE—1938—KBS-LBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By ......... Inland Radio, Inc.
Address ................. Old Oregon Trail No. 30
Phone Number .......... 220
News Service .......... UP
Transcription Service . Lang-Worth
Membership .............. NARTB, BAB
President .................. Lee Jacobs
General Station Manager . John G. Jones
Commercial Manager ......... Ken Lillard
Pgm., Prod. Dir. .......... James L. Sams
Chief Engineer .......... Murray Durham

KGAL
LEBANON—1950—KBS-LBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By .......... W. Gordon Allen
Phone Number .......... 8631
Transcription Library . World
News Service .......... AP
President .......... W. Gordon Allen
Gen. & Comm. Mgr. .... Glasco Branson
Program Director ........ Madeline Allen
Chief Engineer .......... Ed McElroy

KCMC
McMINNVILLE—1949—LBS-KBS

Frequency: 1260 Kc. Power: 1000 Watts
Address ................. Lafayette Ave.
Phone Number .......... 3811
Representative .......... Paschal
Transcription Service . Capitol, Lang-Worth
News Service .......... AP
President .......... Jack B. Bladine
General Manager .......... Louis F. Gillett
Commercial Manager ......... Glasco Branson
Chief Engineer .......... Miel Muir
News Director .......... Homer Rhode
Farm Editor .......... Dudley Gaylord

KMED
MEDFORD—1922—NBC

Owned-Operated By ... Radio Medford, Inc.
Address ................. P. O. Box 1306
Phone Number .......... 2-4000, 2-9655
Transmitter Location .... Ross Lane
News Service .......... UP
Transcription Service . Standard-McGregor
Station Representative . Meeker Assoc.
Membership .............. NARTB
President .......... Vern Robinson
General Manager .......... Jennings Pierce
Commercial Manager .......... Bill Hansen
Program Mus. Director . A. O. Hohensee
Chief Engineer .......... Ray Johnson
KYJC
MEDFORD—1947—ABC
Frequency: 1230 Kc. Power: 250 Watts d.
250 Watts n.
Owned-Operated By. Medford Printing Co.
Phone Number. 2-5277
Air Time. 6 a.m.-12 M.
News Service. UP
Transcription Service. Lang-Worth
Representative. Grant McHugh
President. Robert W. Ruhl
Publicity Director. Betty Brugman
Chief Announcer. Tom MacLeod
Chief Engineer. Rodney Richards
Consulting Engineer. Grant S. Feikert

KNPT
NEWPORT—1948
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By. Yaquina Radio, Inc.
Business Address. Box 276
Phone Number. 580
Studio-Transmitter Address. Newport
Air Time. 6 a.m.-11 p.m.
News Service. AP
Transcription Service. World
Pres., Gen. Station Mgr. Tom R. Becker
Commercial Mgr. Joe Kortman
Program Director. Silvia Becker
Chief Engineer. Hal Bigger
Consulting Engr. Harold Singleton

KSRV
ONTARIO—1946—LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Inland Radio, Inc.
Address. Old Oregon Trail
Phone Number. 212
Transmitter Location. Hiway 30
Air Time. 6 a.m.-12 M.
News Service. UP
Transcription Service. World
Membership. NARTE BAY
President. Lee W. Jacobs
V.P., Gen. Mgr. Gordon L. Capps
Commercial Manager. John W. Powell
Program Director. Hal Corwin
News Director. Robert E. Davis
Chief Engineer. Charles E. Harland
Consulting Engr. Harold Singleton

KGON
OREGON CITY—1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Clackamas Bcstrs.
Business Address. Box 391
Phone Number. 5249

KWR
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
Commercial Manager. Jack Webb
Program Director. Pete S. Hansen
Chief Engineer. Robert E. Fay

KBKO
PORTLAND—1926—ABC
Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By. Westinghouse Radio Stations, Inc.
Address. 1230 SW Main St.
Phone Number. 1811
Transmitter Location. Clackamas
Air Time. 6:00 a.m.-1:00 a.m.
News Service. AP, INS
Transcription Service. Associated
Station Representative. Free & Peters Inc.
President. Walter Evans
Vice-Prs. Walter E. Bemot
Manager. J. B. Conley
Commercial Manager. Robert H. Prigmore
Sales Promotion Manager. Charles L. Burrow
Program & Pub. Director. Mel Bailey
Production Director. Ken Finley
News Director. Robert L. Thomas
Chief Engineer. Thomas T. Ely
Consulting Engineer. Westinghouse Radio Stations Inc.

KEX
PORTLAND—1926—ABC
Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Operated By. Westinghouse Radio Stations, Inc.
Address. 1230 SW Main St.
Phone Number. 1811
Transmitter Location. Clackamas
Air Time. 6:00 a.m.-1:00 a.m.
News Service. AP, INS
Transcription Service. Associated
Station Representative. Free & Peters Inc.
President. Walter Evans
Vice-Prs. Walter E. Bemot
Manager. J. B. Conley
Commercial Manager. Robert H. Prigmore
Sales Promotion Manager. Charles L. Burrow
Program & Pub. Director. Mel Bailey
Production Director. Ken Finley
News Director. Robert L. Thomas
Chief Engineer. Thomas T. Ely
Consulting Engineer. Westinghouse Radio Stations Inc.
KGW
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: NARTB, BAB
President: E. B. MacNaughton
General Manager: M. J. Frey
Station Manager: H. Quenton Cox
Commercial Manager: J. N. Wassan
Asst. Manager: Frank H. Colfin
Program Manager: Homer Welch
Chief Announcer: Bob Tomlinson
News Directors: Don Kneass, Charles Foster
Musical Director: Abe Bercovitz
Chief Engineer: Harold C. Singleton
Farm Editor: Don Kneass

KOIN
PORTLAND—1926—CBS
Frequency: 970 Kc. . Power: 5000 Watts
Owned-Oper. By: KOIN, Inc.
Business Address: P.O. Box 1031
Phone Number: ATwater 3333
Transmitter Location: Sylvan
Air Time: 6 a.m.-M.
News Service: AP, INS, UP
Transcription Service: Associated, World
Representative: Avery-Kindel
Membership: NARTB
President: Marshall Field
Promotion Director: George Wann
Program Manager: Ted W. Cooke
Production Director: Willard Mears
Chief Announcer: Duncan Macleod
News Director: Lester Halpin
Musical Director: Owen Dunning
Dir. of Engineering: Louis S. Bookwalter
Farm Editor: Luke L. Roberts

KPOJ
PORTLAND—1932—MBS
Frequency: 1330 Kc. . Power: 5000 Watts
Phone Number: Broadway 3484
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: NARTB, BAB
President: P. L. Jackson
General-Station Manager: R. M. Brown
Commercial Manager: Thomas J. Swaford
Program Director: Hugh Smith
Publicity Prom. Director: Isabel Hoyt
Chief Announcer: Jack Moys
News Director: Vernon E. Mueller
Music Director: Ted Hollock
Chief Engineer: Henry Sturtevant
Farm Service Dir.: Alvin D. Bauer

KWJ
PORTLAND—1927
Frequency: 1080 Kc. . Power: 10,000 Watts
Business-Studio Address: Orpheum Bldg.
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
Prog., Prod. Dir., Comm. Mgr.: Larry Speerstra
Pres., Pub. Dir.: Ben Crosby
News Dir., Chief Announcer: Frank Cooley
Musical Director: John Emmel
Consulting Chief Engineer: Dwight Loomis
Farm Editor: Bill Hansen

KXL
PORTLAND
Frequency: 750 Kc. . Power: 10,000 Watts
Owned-Oper. By: KXL Bctra.
Business-Studio Address: Orpheum Bldg.
Phone Number: BR. 6451
Transmitter Location: Harmony Twp.
News Service: UP
Transcription Service: Standard
Representative: Walker
Sales Prom. Mgr.: James Mount
Program Manager: Jackson Fleming
Chief Announcer: Bill Mason
News Director: Fred Eichhorn
Musical Director: Ted Yaw
Chief Engineer: Ralph Millflin
Farm Editor: Ben Bulsman
**OREGON**

**KRCO**
PRINEVILLE—1950—LBS-VIKING
Frequency: 690 Kc... Power: 1000 Watts d.
Owned-Oper. By... Radio Central Oregon
Phone Number ... 6-239
Representative... Gene Grant
Transcription Service... Capitol
News Service... UP
Pres., Gen. Mgr.... Robert M. Bruce
Commercial Manager... N. A. Miksche
Program Director... William Clayton
Promotion Manager... Guy Welch
Technical Director... C. R. Matheny
News Director... Richard Burger
Farm Editor... Gus Simonson

**KRNR**
ROSEBURG—1935—DON LEE
Frequency: 1490 Kc... Power: 250 Watts
Owned-Oper. By... News Review Co.
Address... 211 N. Main St., 124 N. Jackson St.
Phone Number... 4
Air Time... 6 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Standard Representatives... John Keating, Irene Griffith
Membership... NARTB, BAB
President... Frank Jenkins
Station Manager... Leroy Hiatt
Commercial Mgr... Warren Ward
Program Director... Lyle Fenner
Publicity Dir. ... Carol Kerr
News Director... Bob Grant
Chief Engineer... Max Dick
Farm Editor... Lyle Fenner

**KRXL**
ROSEBURG—1950
Frequency: 1240 Kc... Power: 250 Watts
Owned-Oper. By... Umpqua Bcstrs., Inc.
Address... 1640 Medford St.
Phone Number... 1890
Transcription Service... Lang-Worth
News Service... UP
President... Donn Radabaugh
General Manager... Iris Rice Hellwell
Commercial Manager... Lois D. Hunt
Program Director... Del McKay
Chief Engineer... Ralph E. Smith

**KOCO**
SALEM—1947—LBS-KBS
Frequency: 1490 Kc... Power: 250 Watts
Owned-Oper. By... Loring Schmidt
Address Trans. Loca... 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
General Manager... Loring Schmidt
Program Director... Carl Ritchie
News Director... Ben Hubbell
Chief Engineer... Edward C. McElroy, Jr.

**KSLM**
SALEM—1934—MBS-DON LEE
Frequency: 1390 Kc... Power: 250 Watts
 Owned-Oper. By... Oregon Radio, Inc.
Business Address... P. O. Box 631
Phone Number... 3-4831
Studio Address... Senator Hotel Bldg.
Transmitter Location... Kingwood Rights.
Representative... McKinney
Air Time... Unlimited
News Service... AP, UP
Transcription Service... World, Lang-Worth
Representative... W. S. Grant
Membership... NARTB, FMA
President... Glenn McCormick
Gen., Comm. Mgr... Earl Headrick
Program Director... Dave Hoss
Prom. Mgr., News, Farm Dir... Bill Exline
Chief Engineer... Clyde Carlton

**KTIL**
TILLAMOOK 1946—KBS
Frequency: 1580 Kc... Power: 250 Watts
Owned-Oper. By... Tillamook Bcstrs. 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
General Manager... Mal Baldwin
Commercial Manager... Jim Kelly Jr.
Chief Engineer... Larry Brunes

**WHY IS AP THE BEST?**

**BECAUSE—AP** is more experienced than any other news service... more than 100 years collecting and distributing news.
Pennsylvania

Population 10,498,012—Increase 6.0% (’40-’50)—Radio Homes 2,567,980
Families 2,691,800—Sations in State 106

WAEB
ALLENTOWN—1949—ABC
QUAKER-SBN
Frequency: 790 Kc...Power: 500 Watts d.
1000 Watts n.
Phone Number...4-9364-5-6 Transmitter Location...Mickley
Air Time...7 a.m.-1 a.m.
News Service...UP Transcription Service...Lang-Worth Representative...George P. Hollingsbery Co.
Program Director...Martin Machet Production Director...Ronald Bereson Publicity Director...George Allen
Chief Announcer...Joe Prentiss News Director...Martin France Musical Director...Mrs. Dorothy Masters Chief Engineer...William Gottshall
Farm Editor...Joe Prentiss Consulting Engineer...Macintosh, Inglis

WSAN
ALLENTOWN—1923—NBC
Frequency: 1470 Kc...Power: 5000 Watts
Owned-Oper. By: Lehigh Valley Bcastg. Co. Bus-Studio Address...39-41 N. Tenth St.
Phone Number...4-9511 Transmitter Location...Route 1 Air Time...6 a.m.-12:05 a.m.
News Service...AP, UP Transcription Service...World Representative...Headley Reed General Manager...B. Bryan Musselman Prom., Comm. Mgr. Olivia P. Musselman
Dir. of Programs...George Y. Snyder Production Director...William S. Davies Farm Editor, Chief Annc. John T. Van Sant Chief Engineer...Reuel H. Musselman Consulting Engineer...Gaulney & Ray

WHOL
ALLENTOWN—1948—CBS
Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By: Allentown Bcastg. Corp. Add. Trans. Loca...1125 Colorado St.
Phone Number...4-4801 Air Time...7 a.m.-M.
Chief Announcer...Jay Bechtel News Dir., Farm Editor...Paul Mitchell Chief Engineer...Gerald B. West Consulting Engineer...Lynne Smeyby

WFBB
ALLETOONA—1924—NBC-QUAKER
Frequency: 1340 Kc...Power: 250 Watts
Owned-Operated By: Gable Bcastg. Co. Phone Number...6-867 Transmitter Location...Atop Gable Store Air Time...5 a.m.-1 a.m.
News Service...AP Transcription Service...World Representative...H.B. Reps., Inc. Membership...NARTB, BAB President...George P. Gable General Manager...John M. Snyder Chief Announcer...James Gates Musical Director...Allo Weiladt Chief Engineer...George Burgoon Farm Editor...Eugene Hammil Consulting Engineer...Craue, Lognes Culver

WKAP
ALLENTOWN—1946
Frequency: 1580 Kc...Power: 1000 Watts d. Operated By: WKAP, Inc. Bus-Studio Address...P. O. Box 689, No. 7th St. Pike
Phone Number...3-3166 Transmitter Location...Jordan Pkway Air Time...Local sunrise-local sunset News Service...AP Transcription Service...World Representative...For Joe President...N. Joe Rahall

WJSW
ALLETOONA—1947—MBS
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...NARTB

601
President. Herbert T. Wolf
General Mgr. Thomas W. Metzger
Station-Comm. Mgr. James E. Moren
Sales Prom. Mgr. D. Ruel Burkhardt
Program Director. Lois M. Huey
Publicity Director. Charles Flynn
Announcer. Tom Torrisi
News Director. Skip Miller
Musical Director. Paul Melanson
Chief Engineer. C. Irvin Metzger
Consulting Engineer. George C. Davis

WRTA
ALTOONA—1947—ABC-QUAKER
Frequency: 1240 Kc. Power: 250 Watts
Address. 1421 12th Ave. 6846
Phone Number. 6:30 a.m.-1 a.m.
News Service. UP
Transcription Service. Thesaurus Representative. Robert Meeker
Membership. NARTB
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

WVAM
ALTOONA—1948—CBS
Frequency: 1430 Kc. Power: 1000 Watts d.
1000 Watts n.
Address Trans. Loca. 2801 Edgewood Dr.
Phone Number. 8127
Air Time. 6 a.m.-12:05 a.m.
News Service. UP
Membership. BAB
President. Emanuel S. Leopold
Comm. Prom. Mgr. Will Union
News Director. John Riley
Mus. Dir. Barbara Grove & Edith Raitson
Chief Engineer. Robert Bragonier
Farm Editor. Will Keiner

WAVL
APOLLO—1947
Bus-Studio Address Trans. Loca. No. 4th & Pa. Apollo
Phone Number. 72-3921
Air Time Daytime
News Service. UP
Transcription Service. SESAC, Cole, Thesaurus
General Manager. Cecil F. Clilton
Business Manager. A. J. West
News Director. Fred Baker
Chief Engineer. H. E. Smith
Farm Editor. Jack West
Consulting Engineer. Commercial

WNCC
BARNSBORO—1950
Frequency 950 Kc. Power: 500 Watts d.
Phone Number. 1010
Transcription Service. Thesaurus, Standard
News Service. UP
Pres., Prom. Mgr. Harris G. Breth
Chairman of Board. Ralph Greenwood
Vice-President. Richard Tocbunter, Jr.
General Manager. W. I. Thomas
Mgr. Pgm. Dir. LeRoy W. Staufler
Chief Engineer. Lloyd E. Matter

WBVP
BEAVER FALLS—1948
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. WBVP, Inc.
Business-Studio Address. 1216 Seventh Ave.
Phone Number. 4100
Transmitter Location. New Brighton
Air Time. Unlimited
News Service. UP, AP
Transcription Service. Standard, World
Membership. NARTB, BAB
Program Director. Charles H. Wilson
Production Director. Jean E. Biggord
Chief Announcer. George Allen
News Director. Ernie Kline
Musical Director. Leona Whiting
Chief Engineer. John Wm. Hines
Consulting Engineer. Frank McIntosh

WGPA
BETHLEHEM—1946—ASN
Owned-Oper. By. The Bethlemas' Globe
Pub. Co.
Bus-Studio Address. 426 Broadhead Ave.
Phone Number. 6-8074.
Transmitter Location. Eighth Ave. & Dell St.
Air Time. Sunrise-sunset
News Service. UP
Transcription Service. World, Capitol, Eells
Membership. NARTB
Vice President. Rolland L. Adams
Station Manager. Arthur C. McCracken
Commercial Manager. Frank Collie
Sales Prom. Mgr. Rodney Snyder
Music, Pgm. Dir. Stefan George
Production Director Bernie Black
Publicity Director Betty Fry
News Director Bill Kassell
Chief Engineer Edwin L. Rybak
Farm Editor Bernie Black
Consulting Engr. Lohnes, Culver & Craven

WCNR
BLOOMSBURG—1947—QUAKER
Frequency: 930 Kc. Power: 500 Watts d.
Bus.-Studio Address 38 W. Main St.
Phone Number 1700
Transmitter Location Bloomsburg RFD
Air Time Daytime
News Service AP
Transcription Service Associated
Membership NARTB
President Robert R. Eyerly
Chief Engineer Robert Fulton

WLOA
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 Hilltop
Air Time Daylight
News Service UP
Transcription Service World
Membership NARTB
President William G. Matta
Commercial Manager George Matta
Sales Prom. Mgr. George Botic
Pub., Musical Dir. Kay Melnick
Chief Announcer H. Lockhart
Chief Engineer Richard G. Noullet

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For Stations and Sponsors —

For instance . . . WJAC

“We carry 26 sponsored 15-minute AP programs weekly. Our oldest sponsor, De Roy’s jewelry store, has just renewed its contract for the 6 p.m. news. They have been buying this spot continuously since 1939.”

JOHN P. FOSTER,
Manager,
WJAC, Johnstown, Pa.
W B U T
BUTLER—1949
Frequency: 1580 Kc...Power: 500 Watts d.
Owned-Oper. By...Eagle Printing Co.
Phone Number...53-102
Transcription Service...Thesaurus
News Service...AP
Gen. Comm. Mgr...James Rowe
Pgm. Dir., Prom. Mgr...Leonard Baroff
Chief Engineer...Gerald Coleman
News Director...John Reebuck
Farm Editor...John Turrell

W I S R
BUTLER—1941—TRI-STATE-KBS
Frequency: 680 Kc...Power: 250 Watts d.
Owned-Oper. By...The Butler B cstg. Co., Inc.
Address...357 N. Main St.
Phone Number...4701-2, 5030, 5076
Transmitter Location...McKinley Ave. Ext.
Air Time...6:30 a.m.-Sunset
News Service...UP
Transcription Service...Lang-Worth
Representative...Young
Membership...NARTB, BAB
President...David Rosenblum
News Dir., Sta. Mgr...Robert Kaufman
Bus., Prom. Mgr...Leon Bernard
Pgm., Musical Dir...Warren Ihenfeld
Chief Announcer...Art Ross
Chief Engineer...Paul Rex
Farm Editor...R. H. McDougall
Consulting Engineer...George C. Davis

W C D L
CARBONDALE—1950—MBS-KBS
Frequency: 1230 Kc...Power: 250 Watts d.
250 Watts n.
Owned-Oper. By...Carbondale B cstg., Co., Inc.
Address...11 N. Main St., Carbondale; 849
Main St., Honesdale, Pa.
Phone Number...Carbon, 1230, Hones, 1230
Trans. Loca...116 Salem Rd., Carbondale Twp.
Air Time...6 a.m.-11:05 p.m.
News Service...UP
Transcription Service...SESAC
Representative...Donald Cooke, Inc.
President...William H. Ware
Gen., Sta. Mgr...W. Richard Carlson, Jr.
(Honesdale Studio Manager...Tut Perry)
Comm., Prom. Mgr...William Fletcher
Program Director...Norah B. Carlson
Prod. Dir., Chief Anncr...John Krieger
Publicity Director...Joan Lynady
News Director...Edward James
Musical Director...Joan Burrell
Chief Engineer...Robert G. Adams
Farm Editor...Honesdale Studios J. McKeon
Consulting Engr...Herbert L. Wilson Asso.

W L X W
CARLISLE—1948—KBS
Frequency: 1380 Kc...Power: 1000 Watts d.
Owned-Operated By...Philip Mathews
Business Address...Holly Pike
Phone Number...Carlisle 1785-6
Studio-Transmitter Location...Mt. Holly Pike
Air Time...Daytime
News Service...UP
Transcription Service...Thesaurus
Representative...Philip Mathews
Membership...NARTB
President...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 B cstg. Co.
Address...Craft Press Bldg.
Phone Number...1110-1, 1478
Transmitter Location...Route No. 6, Warm
Spring Rd.
Air Time...Sunrise-sunset
News Service...UP
Transcription Service...Thesaurus, Associated
Representative...Forjoe
Membership...NARTB
General Manager...John S. Booth
Commercial Manager...Earl P. Strine
Pgm. Dir., Chief Anncr...Allen Saunders
News, Pub. Dir...Sam Taylor
Musical Dir., Farm Editor...Harry Criswell
Chief Engineer...James McCurdy
Consulting Engineer...Kear & Kennedy

W E S A
CHARLOER—1947—KBS-QUAKER
Frequency: 940 Kc...Power: 250 Watts d.
Owned-Oper. By...Monongahela Valley B cstg.
Co., Inc.
Address...Monongahela Valley B cstg.
Co., Inc.
Phone Number...3-6551
Air Time...Local sunrise-local sunset
News Service...AP
Transcription Service...Standard
Advertisement...Dr. A. S. Sickman
Gen., Comm. Mgr...C. R. Duvall
Chief Engineer...Mel Wingard
News Director...Bill Bettis

W P W A
CHESTER—1947
Frequency: 1590 Kc...Power: 1000 Watts d.
Owned-Operated By...Lou Poller
Business Address...Chester
Phone Number...3-1641
Trans. Loca...Brookhaven, Middletown Rd.
Air Time...6 a.m.-1 a.m.
News Service...AP
TRANSCRIPTION SERVICE ........... World Representative .......... National Time Sales

Station Manager ............... Harry Simmington
Sales Promotion Mgr. .......... Burton Levin
Pub., Pgm., Prod. Dir. .......... Melvin Levine
Chief Announcer .............. Paul Warren
News Director ................. Jim Reeves
Musical Director .............. Ray Armand
Chief Engineer ............... Harry Simmington
Farm Editor ................... Bill Beauty
Consulting Engineer .......... Russell P. May

WCVI
CONNELLSVILLE—1947
Frequency: 1340 Kc. ...... Power: 250 Watts
Owned-Oper. By .......... Connellsville Bcstrs., Inc.
Bus.-Studio Address ... 124 W. Crawford Ave.
Phone Number .............. Connellsville 2700
Transmitter Location .......... Limestone Hill
Air Time .................. 7 a.m.-12 M.
News Service .............. UP
Transcription Service .......... SESAC, Capitol
Membership ...................... NARTB
President ...................... J. Wylie Driscoll
Program Director .......... John Reynolds
Chief Engineer .............. Paul R. Queer
Farm Editor .................. Rex Carter

WBUX
DOYLESTOWN—1948
QUAKER—ATL. SPORTS
Frequency: 1570 Kc. ...... Power: 250 Watts
Owned-Operated By .......... Charles M. Meredith
Business-Studio Address .... The Hart Bldg.
Phone Number .............. 220
Transmitter Location .......... Doylestown Township
Air Time .................. 7 a.m.-Sunset
News Service .............. AP
Membership ...................... P.B.A.
General Mgr. ............... Charles M. Meredith
Station-Comm. Mgr. .......... William A. Lynch
Sales Promotion Manager .... Donald E. Matern
Production Director .......... Gerald Witcher
Farm Editor, Chief Anncr. ... Chas. R. Fairfield
News Director .............. Frances Vogel
Chief Engineer .............. Paul Fireman

WCED
DUBOIS—1940—CBS
Frequency: 1230 Kc. ...... Power: 250 Watts
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 ............... McGillivra
Membership ...................... NARTB, FMA
President ...................... Harold Gray
Gene’al Mgr. ............... Jason S. Gray
Commercial Manager .......... George Williams
Pgm., News Dir. .............. Edward Paul
Promotion Manager .......... Ken Johnston
Chief Engineer .............. Vernon Stahl

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 MEKER
MEMBERSHIP...... NARTB
STATION EXECUTIVE... CLAIR R. MCCOLLough
STATION MANAGER... EWOLD C. ANDERSON
NATL. SALES MANAGER... J. ROBERT GULICK
PROGRAM DIRECTOR... EUGENE BETHMANN
TECHNICAL DIRECTOR... J. E. MATHIOT

WERC
ERIE—1940—NBC
FREQUENCY: 1260 Kc.
POWER: 5000 Watts
OWNED-OPER. BY... PRESQUE ISLE BROADCASTING CO.
BUS-STUDIO ADDRESS... 121 W. 10 ST.
PHONE NUMBER... 40-185
TRANSMITTER LOCATION... ROBINSON RD.
AIR TIME... 6 a.m.-2 a.m.
NEWS SERVICE... UP
TRANSCRIPTION SERVICE... CAPITOL, LANGLEY-WORTH
REPRESENTATIVE... WEED
PRESIDENT... JACOB A. YOUNG
GENERAL MANAGER... CHARLES E. DENNY
COMMERCIAL MANAGER... ART INGRAM
PROGRAM DIRECTOR... VIRGINIA DONACHY
CHIEF ANNONCER... JOHN LOUCHER
NEWS DIRECTOR... JAMES DEWART
CHIEF ENGINEER... KEN HESTOR
CONSULTING ENGINEER... A. D. RING

WIKK
ERIE—1948—ABC
FREQUENCY: 1330 Kc.
POWER: 5000 Watts
OWNED-OPER. BY... COMMUNITY SERVICE BROADCASTING CO.
BUS-STUDIO ADDRESS... 1021 STATE ST.
PHONE NUMBER... 3-3248, 23-240
TRANSMITTER LOCATION... WATERFORD
AIR TIME... 6 a.m.-M.
NEWS SERVICE... UP
TRANSCRIPTION SERVICE... STERLING
REPRESENTATIVE... TAYLOR CO.
PRESIDENT... KEITH KIGGINS
GEN. STA. MGR... TED NELSON
PROGRAM DIRECTOR... C. E. McELROY
CHIEF ANNONCER... LOU ZERO
CHIEF ENGINEER... CLARENCE BAKER
CONSULTING ENGINEER... GEORGE ADAIR

WLEU
ERIE—1933
MBS-QUAKER-PENN-ATL. NET
FREQUENCY: 1450 Kc.
POWER: 250 Watts
OWNED-OPER. BY... WLEU BROADCASTING CORPORATION
BUS-STUDIO-TRANSMITTER ADDRESS... 2ND FL.
COMMERCE BLDG., 12TH & STATE STS.
PHONE NUMBER... 23-327, 22-129
AIR TIME... 6:30 a.m.-12 M.
NEWS SERVICE... AP
TRANSCRIPTION SERVICE... WORLD

WGET
GETTYSBURG—1950
FREQUENCY: 1450 Kc.
POWER: 250 Watts
OWNED-OPER. BY... TIMES NEWS PUBLISHING CO.
MANAGING DIRECTOR... EARL C. PAGE

WHJB
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... NARTB
PRESIDENT... H. KENNETH BRENNEN
GENERAL-COMM. MGR... G. J. POIDEN
PROGRAM DIRECTOR... GLEN GRAYSON
CHIEF ENGINEER... L. L. ALLEN
SPORTS EDITOR... BOB JOHNSON

WHVR
HANOVER—1949—MBS
FREQUENCY: 1280 Kc.
POWER: 1000 Watts d., 500 Watts n.
OWNED-OPERATED BY... RADIO HANOVER, INC.
ADDRESS... HANOVER TRUST BLDG.
PHONE NUMBER... 3831
TRANSMITTER LOCATION... 1/2 MI. NO. OF CITY
AIR TIME... 6 a.m.-12 M.
NEWS SERVICE... UP
TRANSCRIPTION SERVICE... LANG-WORTH
MEMBERSHIP... PAC
PRES. STA. MGR... JOHN D. BARE
PROM. COMM. MGR... H. VERNON FERSTER
PROD., PUB., PGM. DIR... MACK EDWARDS
CHIEF ENGINEER... PHILIP ROHRBAUGH
FARM EDITOR... JOHN S. KRATZERT
CONSULTING ENGINEER... A. D. RING CO.

WHGB
HARRISBURG—1945—ABC
FREQUENCY: 1400 Kc.
POWER: 250 Watts
OWNED-OPER. BY... HARRISBURG BROADCASTING CORPORATION
BUS-STUDIO-TRANS. ADDRESS... 112 MARKET ST.
**W A Z L**

HAZLETON—1932—NBC-MBS

**HARRISBURG—1924—CBS**

WHP

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
Representative: The Bolling Co.
Membership: NARTB
Gen.-Sta.-Comm. Mgr.: A. K. Redmond
Sales Prom. Mgr.: Beatrice Pottelleger
Program Director: Dick Redmond
Production Director: Harry Hinkley
News, Pub. Dir.: 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
Bus.-Studio Address: 31 N. Second St.
Phone Number: 4-0191
Transmitter Location: Penn Harris Hotel
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Robert Meeker
Membership: NARTB
Station Executive: Clair R. McCollough
Station Manager: David J. Bennett, Jr.
Sales Manager: J. Robert Gulick
Program Director: Don Wear
Technical Director: J. E. Mathiot

**W L T R**

HAZLETON—1947

Frequency: 690 Kc. Power: 1000 Watts d.
1000 Watts n.
Owned-Oper. By: Bloom Radio, Inc.
Address: Hotel Magee, Bloomsburg
Phone Number: 1800 - 1801
Transmitter Location: Scott Twp.
Air Time: Sunrise-Sunset

**W H O D**

HOMESTEAD—1948

Owned-Oper. By: Steel City Bcastg. Corp.
Bus.-Studio Address: 105 E. Eighth Ave.
Phone Number: 400
Transmitter Location: W. Millin Borough
Air Time: Sunrise-sunset
News Service: UP
Representative: Interstate
President: Alexander Avlon
General-Comm. Mgr.: Roy Ferrero
Office Manager: Shirley Surgeon
Sales Prom. Mgr.: Sid Dickler
Chief Engineer: James Herbert

**W H N**

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio Address: 400 Washington St.
Phone Number: 1291
Transmitter Location:
the 27th & Murray Aves.
Air Time: 7 a.m.-M.
News Service: UP
Transcription Service: SESAC, Long-Worth
President: John H. Biddle
General Manager: Samuel L. Stroh, Jr.
Chief Announcer: Donald M. Stoller
News Director: Eugene Shore
Chief Engineer: Ernest A. Craig
STEP FORWARD WITH WAZL 1490 Kc. HAZLETON, PENNA.

WHO HAS DEVOTED 19 YEARS SERVICE TO THE PENNSYLVANIA EASTERN AREA.

- From our latest Conlan Survey, 8 out of every 10 listeners, tune into WAZL and WAZL-FM every day of the year.

- WAZL is affiliated with the National Broadcasting Company.

- Station established 1932 —
  Vic Diehm - Gen. Mgr.

National Representatives:
Robert Meeker Associates
521 Fifth Avenue
New York City, N. Y.

WAZL-FM 97.9 meg.
**WDAD**
**INDIANA—1945—QUAKER**
**CBS—KBS**
Frequency: 1450 Kc.
Power: 250 Watts d.
250 Watts n.
Owned-Oper. By Indiana Broadcast Inc.
Address Indiana Theatre Bldg.
Phone Number 1780
Transmitter Location East Pike
Air Time 7 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Representative McGilvra
Comm. Prom. Mgr. Tony Ramsey
Sta. Mgr., Pgm. Dir. James E. Patterson
Publicity Director Joseph Donnelly
News Director William J. Jordan
Musical Director Ray Barlow
Chief Engineer Robert Ramsay
Consulting Engineer Kear & Kennedy

**WARD**
**JOHNSTOWN—1946—CBS**
Frequency: 1490 Kc.
Power: 250 Watts
Business-Studio Address Porch Bldg.
Phone Number 81-216
Transmitter Location Prospect Hill
Air Time 6 a.m.-2 a.m.
News Service UP
Transcription Service World
Representative Weed
Membership NARTB
President Paul Short
General Manager George D. Garrett
Station Manager Robert R. Nelson
Commercial Mgr. Herbert B. Scott
Chief Announcer Bill Santoro
News Director Frank C. Jordan
Chief Engineer Millard J. Coleman
Farm Editor H. C. McWilliams
Consulting Engineer Gantney & Ray

**WCRW**
**JOHNSTOWN—1947—ABC—QUAKER**
MBS
Frequency: 1230 Kc.
Power: 250 Watts
Bus-Studio Address 317-319 Main St.
Phone Number 9-8539
Transmitter Location Ihmsen Rd.
Air Time 6:45 a.m.-1 a.m.
News Service INS
Transcription Service Associated
Representative Radio Reps.
President John J. Keel
General Manager John F. Hanssen
Comm. Mgr., News Dir. Dennis Gerken
Program Director Ted Bunn
Chief Engineer Rexford Ackley
Consulting Engineer John J. Keel

**WJAC**
**JOHNSTOWN—1925—NBC**
Frequency: 1400 Kc.
Power: 250 Watts
Owned-Oper. 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 World
Representative Headley-Read
Membership NARTB, BAB
President W. W. Krabs
Vice President L. W. Barnes
Station-Comm. Mgr. John P. Foster
Chief Engineer N. L. Straub

**WACB**
**KITTANNING—1948**

**WAGL**
**LANCASTER—1922—NBC—MBS**
Frequency: 1490 Kc.
Power: 250 Watts
Owned-Oper. By WAGL, Inc.
Bus-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 NARTB
President Clair R. McCollough
Station Manager Harold E. Miller
Natl. Sales Mgr. J. Robert Gulick
Program Director Kenneth Kreider
Technical Director J. E. Mathlot

**WLAN**
**LANCASTER—1946**
**ABC—QUAKER—SBN**
Frequency: 1390 Kc.
Power: 1000 Watts
Bus-Studio Address 252 N. Queen St.
**WEDO**
McKEESPORT—1946
Frequency: 810 Kc. .......Power: 1000 Watts d.
Owned-Operated By .... Tri-City Bcstg. Co.
Business-Studio Address .... Box 810
Phone Number .........McKeessport 4-7167,
Homestead 1-3113
Transmitter Location .........Foster Rd.
Air Time ..........Local sunrise-local sunset
News Service ...............AP
Membership ..............NARTB
Trans. Service ..........World, Thesaurus
Pres., Gen. Mgr. .............Edward J. Harshberg
News Dir., Sta. Mgr. .........Robert E. Badger
Program Director ..........Joseph Guba
Chief Engineer ............Wilkes E. Hurley

**WMCK**
McKEESPORT—1946—KBS
Frequency: 1360 Kc. .......Power: 1000 Watts
Business-Studio Address ....516 Market St.
Phone Number .........88888
Transmitter Location .........Lincoln Twp.
Air Time ..........7 a.m.-1 a.m.
News Service ..............UP
Representative .......... Rambeau
Transcription Service .... Lang-Worth, Standard
President ............ Robert M. Cox
Gen., Sta., Comm., Prom. Mgr. ... Gene Kline
Pgm., Prod. Dir. ......... Pat Haley
Pub., News Dir. .......... Mike Levine
Chief Engineer .......... Charles White
Farm Editor .......... Roy Gallagher
Sports Director .......... Sam Vidovic

**WMGW**
MEADVILLE—1947
Frequency: 1490 Kc. .......Power: 250 Watts d.,
250 Watts n.
Address ..................1st National Bank Bldg.
Phone Number .........46-723
Transmitter Location .........Kerrtown
Air Time ..........6:30 a.m.-12 M.
News Service ..............UP
Trans. Serv. ..........Lang-Worth, SESAC, World
Membership ..........NARTB, BAB
President ............H. C. Winslow
Station Manager ..........Robert Trace
Commercial Manager ..........Jacob E. Hanks
Program Director ..........Zane Knaus
News Director ..........Mark N. Funk, Jr.
Chief Engineer ..........Hoyt H. Stout
Farm Editor ..........Barney Frick

**WBUD**
MORRISVILLE—1947
Frequency: 1490 Kc. .......Power: 250 Watts d.,
Business Address ..........12 S. Penn. Ave.
Phone Number ..........7107
Transmitter Location ..........Morrisville
Air Time ..........6:30 a.m.-12 M.
News Service ..............AP
Transcription Service .........World
Representative ..........McGillvra
President ..........Verna S. Hardin
General Manager ..........Richard M. Hardin
Commercial Manager ..........James Stolcz
Program Director ..........Robert Kent
Promotion Manager ..........Fred Walker
Chief Announcer ..........John Schneider
Chief Engineer ..........William A. Brewer
Consulting Engineer ..........Wm. E. Benns, Jr.

**WHWL**
NANTICOKE—1947
Frequency: 730 Kc. .......Power: 1000 Watts d.
Business-Studio Address ....38 E. Main St.
Phone Number ..........Nanticoke 1332; Wilkes Barre.
Enterprise 1-0539
Transmitter ..........Avondale Plymouth Twp.
News Service ..............UP, AP
Transcription Service ....Standard, Capitol SESAC
Representative ..........For Joe
Membership ..........NARTB
President ..........Henry W. Lark
General Manager ..........Jones Evans

**WKST**
NEW CASTLE—1938—MBS-QUAKER
Frequency: 1280 Kc. .......Power: 1000 Watts d.
Owned-Oper. By ..........WKST, Inc.
Bus.-Studio Address ..........Cathedral Bldg.
Phone Number ..........5050
Trans, Loca. ........3½ Mi. SE of City
Air Time ..........6:30 a.m.-12 M.
News Service ..........UP
Transcription Service .........World
Representative ..........Meeker
President, General Mgr. ..........S. W. Townsend
Production Director ..........Harry Reith
Musical Director ..........Hugh Johnston
Chief Engineer ..........Robert Emch
Farm Editor ..........Al Francis

**WKPA**
NEW KENNSINGTON—1940—PBS
Frequency: 1150 Kc. .......Power: 250 Watts d.
Business-Studio Address ..........810 Fifth Ave.
Phone Number ..........3534-3
Transmitter Location ..........E. Deer Township
Air Time ..........6:30 a.m.-Sunset
News Service ..........UP
Transcription Serv. ..........Lang-Worth, MacGregor,
SESAC, M. M. Cole
Best eye and ear specialist in town!

Best for listening,
best for viewing,
best for selling the Philadelphia market WCAU AM TV

CBS Affiliate • The Philadelphia Bulletin Stations • Represented by Radio Sales
Representative..........................Continental Radio Sales
President.................................C. R. Cooper
Gen., Sta., Comm. Mgr., Pgm. Dir...E. J. Kroen
Chief Announcer.........................Michael Felack
Chief Engineer............................W. W. Neely

**WNA**

NORRISTOWN—1946—QUAKER

Frequency: 1110 Kc. Power: 500 Watts d.
Owned-Operated By..........................WCAU. Inc.
Bus.-Studio Address.........................115 W. Main St.
Phone Number..............................854-9700
Air Time......................................Sunrise-Sunset
News Service...............................UP
Transcription Service......................Lang-Worth
Representative.............................W. S. Grant
Membership.................................NARTB
President...................................N. Joe Rahall
Executive Director.........................Farris E. Rahall
Station Manager.......................Howard W. Kriebel
Program Director..................Robert C. Ardrey
Chief Engineer............................Franklin H. Bissing
Consulting Engineer......................E. C. Page

**WKRZ**

OIL CITY—1946—QUAKER

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..........................WKRZ, Inc.
Business-Studio Address...............232 Seneca St.
Phone Number..............................4-1260, 4-1269
Air Time......................................7 a.m.-12 M.
Transmitter.................................Rich Hill, Cranberry Township
News Service...............................UP
Transcription Service......................World
Pres., Gen., Sta. Mgr.,..................Kenneth E. Rennekamp
Commercial Manager...................Miles B. Layton
Promotion Manager ..................Roland B. Phillips
Prod., Pgm. Dir.............................James Gustafson
Chief Engineer.............................Leo Arcotelli
Chief Announcer.........................Michael Gulla

**KYW**

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts d.
Owned-Oper. By..............................Westinghouse Radio Stations, Inc.
Business-Studio Address........1619 Walnut St.
Phone Number..............................LOcust 4-3700
Transmitter Location.....................Whitemarsh
Air Time......................................6 a.m.-1 a.m.
News Service.................................INS, UP
Transcription Service....................Associated
Representative..............................Free & Peters
President..........................Walter Evans
Vice-President............................Walter E. Benolt
Station Manager...........................L. R. Rawlings
Sales Manager....................R. H. Teter
Promotion Manager................Paul I. Woodland
Program Director................F. A. Tooke
Chief Engineer............................I. N. Eney

**WCAU**

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts d., 50,000 Watts n.
Owned-Oper. By..............................WCAU, Inc.
Address....................................1622 Chestnut St.
Phone Number..............................LOcust 7-7700
Transmitter Location......................Moorestown, N. J.
Air Time......................................Unlimited
News Service...............................UP
Transcription Service......................Lang-Worth
Representative.............................Radio Sales
Pres., Gen. Mgr............................Donald W. Thornburgh
V.P., Asst. Gen. Mgr.......................Jos. L. Tinney
Commercial Manager...................John S. DeRussy
Program Director................Jos. T. Connolly
Prom., Pub. Dir..........................Robert N. Pryor
News Director.............................Alfred T. Ringler
Musical Director.........................David Stephens
V.P., Director of Engr........................John G. Leitch
Farm Editor................................Amos Kirby

**WDAS**

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..............................Max M. Leon, Inc.
Business-Studio Address...............1211 Chestnut St.
Phone Number..............................LOcust 7-7400
Air Time......................................Unlimited
News Service...............................AP
Representative.............................Forjoe
President..............................Max M. Leon
Gen., Sta., Comm. Mgr.....................Lambert B. Beuwekes
Program Director................Richard H. Booth
Chief Engineer.............................Frank W. Unterberger

**WHAT**

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address...............1505 Walnut St.
Phone Number..............................Rittenhouse 6-2058
Transmitter Location.....................Penn Sheraton Hotel, 39th & Chestnut Ss.
Air Time......................................7 a.m.-1:30 a.m.
News Service...............................AP
Pres., Gen., Comm. Mgr....................William A. Banks
Prom., Sta. Mgr..........................Dolly Banks
Pgm., Pub. Dir............................Annette Oromaker
News Director..............................Alan Michaels
Music, Prod. Dir............................Len Stevens
Chief Announcer.........................Terry Gaines
Chief Engineer............................Arnold Goldman
Farm Editor.................................Lee Stewart
Consulting Engineer......................A. D. Ring Co.
Prospecting in WFIL-adelphia?

The shortest path to spendable gold in America's Third Market is the coverage route of WFIL.

Stake your claim to higher sales in this rich market through WFIL. In the 14-county Philadelphia Retail Trading Zone—where buying power is greatest—WFIL's signal is strongest.

In those 14 counties and beyond—in all of WFIL-adelphia—the station serves a city, suburban and farm audience over a 4-state area, and talks the language of each.

Buy WFIL—the ONLY Philadelphia network station to show a DAYTIME and NIGHTTIME AUDIENCE INCREASE in the latest BMB report.

Buy WFIL to Sell Philadelphia

ABC AFFILIATE

WFIL
The Philadelphia Inquirer Station
Represented by THE KATZ AGENCY
W F I L
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
Membership ...................... NARTB, BAB
Sta., Gen. Mgr. .................. Roger W. Clipp
Operations Asst. to Gen. Mgr. 
John D. Scheuer, Jr.
Commercial Manager .......Norman R. Prouty
Sales Prom. Dir. ............George A. Koehler
Program Director ............ T. E. Paisley
Production Director .......... Fred Hayward
Publicity Director .......... Joseph E. Dooley
Chief Engineer ..............Louis E. Littlejohn
Farm Editor .................. Howard Jones
Consulting Engineer ...Chambers & Garrison

W I B G
PHILADELPHIA—1925
Frequency: 990 Kc. . . . . . . . . . . . . Power: 10,000 Watts
Owned-Oper. By...Seaboard Radio Bcastg.
Corp.
Business-Studio Address .......... 1425 Walnut St.
Phone Number ................ Rittenhouse 6-2300
Transmitter Location .......... Conshohocken RFD
Air Time ........................ 5:30 a.m.-2 a.m.
News Service ........................ UP
Transcription Service .......... Lang-Worth
Representative ................. Adam Young
President .................. Paul F. Harron
Sales Prom.-Prod. Mgr. ..... George Hooper
Publicity Director ............. Rupe Werling
Program Director ............ Doug Arthur
Technical Director .......... John H. Henninger
Chief Engineer .............. Paul Godley
Consulting Engineer ...Chambers & Garrison

W J M J
PHILADELPHIA—1948
Frequency: 1540 Kc. . . . . . . . . . . . . Power: 1000 Watts d.
Owned-Operated By................. Patrick J. Stanton
Business-Studio Address .......... St. James Hotel,
13 & Walnut Sts.

Sell Philadelphia
WITH
PENNSYLVANIA'S MOST POWERFUL INDEPENDENT
W I B G
SPORTS
NEWS
MUSIC
10,000 WATT
W I B G - F M S E R V E S S T O R E C A S T I N G
HEADS or TAILS?

Of course not! Buying today is done on a basis of good, sound reasoning—that's why sponsors on WIP have bought again and again to prove WIP by creating an average volume increase for 7 years of 11% and a total volume increase for 10 years of 88% and a 4 year mail increase of 70%.

Why gamble when you can gambol in the green fields of profit? It's no "toss-up" that scores of smart advertisers use WIP to sell their merchandise year after year. Pocket that coin — just "flip" your directory open to our National Representatives:

EDWARD PETRY AND CO., INC.

WIP 5000 WATTS • 610 KC PHILADELPHIA, PENNA.
WIP  
PHILADELPHIA—1922—MBS  
Frequency: 610 Kc.  Power: 5000 Watts  
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: NARTB  
V.P. & Dir. of Sales: Gordon R. Gray  
Program Director: Murray Arnold  
Production Director: Varner Paulsen  
From. Mgr., Pub. Dir.: Samuel Elber  
News Director: Samuel Ettinger  
Technical Director: Clifford C. Harris

WPEN  
PHILADELPHIA—1929—SBN  
Frequency: 950 Kc.  Power: 5000 Watts  
Business-Studio Address: 2212 Walnut St.  
Phone Number: LOccust 4-4383  
Transmitter Location: Brookhaven Rd. & 77th St.  
Air Time: 6 a.m.-2:30 a.m.  
News Service: AP  
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: Saracane Chorashore  
Chief Engineer: Charles W. Burris

WTEL  
PHILADELPHIA—1925  
Frequency: 860 Kc.  Power: 250 Watts  
Business-Studio Address: 4312 N. Broad St.  
Phone Number: GLadstone 5-1310, DAvensport 4-4310  
Transmitter Location: Rowlandville  
Pres., Pgm. Dir.: E. Douglass Hibbs  
Commercial Manager: Henry N. Cocker  
Program Director: E. Douglas Hibbs  
Production Director: Alan Stewart  
Chief Engineer: John Field  
Consulting Engineer: John Keel

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  
President: Walter Evans  
Gen., Sta. Mgr.: Joseph E. Baudino  
Commercial Manager: George D. Tons  
News Director: Jack E. Swift  
Promotion Manager: David N. Lewis  
Program Manager: Robert E. White  
Production Director: Edward P. Young  
Publicity Manager: Lee Curran  
Chief Engineer: Theodore C. Kenney  
Musical Director: Bernie Armstrong  
Farm Editor: Homer H. Mertz

KQV  
PITTSBURGH—1919—MBS  
Frequency: 1410 Kc.  Power: 5000 Watts  
Bus.-Studio Address: 800 Chamber of Commerce Bldg.  
Phone Number: Atlantic 1-9100  
Transmitter: Babcock Blvd. Oak Glenn Rd.  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: Weed  
President: Charles T. Campbell  
Gen., Comm., Prom., Sta. Mgr.: J. F. Murray  
Program Director: Frank Orr  
Publicity Director: Ed Trageser  
News Director: Bill Burns  
Chief Engineer: James J. Schultz  
Consulting Engr.: Craven, Lohnes & Culver

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: NARTB  
Pres., General Manager: Leonard Kapner
AP SELLS
For Stations and Sponsors —

For instance . . . WFIL

"M. Z. Bierly, Goodrich tire distributor, has sponsored AP news on WFIL since 1943. New and repeat sales prove its effectiveness.

"AP newscasts are a real value for advertisers. AP needs no 'audience promotion'. In this era of world change and conflict, radio news is the listener's direct wire from headquarters."

ROGER W. CLIPP,
General Manager,
WFIL, Philadelphia
PENNSYLVANIA

WJAS
PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Bus.-Studio Address . 1406 Chamber of Commerce Bldg.
Phone Number . Grant 1-4860
Transmitter Location . 1459 Crane Rd., Greensburg
Air Time 7 a.m.-12:30 a.m.
News Service . Transradio, UP
Transcription Service . Lang-Worth
Representative . Hollingberry
Comm.-Sales Prom. Mgr. . John H. Buchelt
Program Director . James M. Hughes
Production Director . Fred H. Davy
Publicity Director . Cal T. Mara
News Director . Henry Debacko
Musical Director . Lee Kelton
Chief Engineer . Walter W. McCoy
Consulting Engineer . Chambers & Garrison

WPGH
PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
Bus.-Studio Address . 220 N. Highland Ave., E. Liberty
Phone Number . Emerson 1-5000
Transmitter Location . 2500 E. Lane
Air Time . Sunrise-sunset
News Service . AP
Transcription Service . Lang-Worth, World
Representative . McGillivra
President . George M. Harton
General Manager . Howard Lazarus

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 . Forlue
President . John J. Laux
V.P., Commercial Manager . Don Ioset
Prod. Mgr., Chief Annr. . George Varnum
Chief Engineer . Mike Komichak

WWSW
PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By . WWSW, Inc.
Bus.-Studio Address . Sheraton Hotel
Phone Number . Grant 1-5200
Transmitter Location . Cemetery Lane, Ross Township
Air Time . Unlimited
News Service . AP
Transcription Service . Standard
Representative . John Blair
Membership . NARTB, BAB
President, Gen. Manager . O. M. Schloss
Station-Comm. Mgr. . Ben W. Murao
Sales Prom. Mgr. . Harold J. Goldstein
News Dir., Chief Annr. . Ray F. Schneider
Musical Director . Dwight Cappell
Chief Engineer . Henry R. Kaiser
Consulting Engineer . Glenn D. Gillett

WPAM
POTTsville—1947—MBS QUAKER

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By . Miners Bcastg. 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
Representative . Everett-McKinney, O'Connell
Membership . NARTB, BAB
President . Joseph L. Maguire
Gen., Sta. Mgr. . Louis H. Murray
Commercial Manager . Frank L. Tamulonis
Sales Promotion Manager . John Gallagher
News Director . Mount Ross
Production Director . David Wright
Musical Director . Horace Richards
Chief Engineer . Milton Seltzer
Farm Editor . Harry Poughbaugh
Consulting Engineer . George C. Davis

WPPA
POTTsville—1946

Frequency: 1360 Kc. Power: 1000 Watts d.
500 Watts n.
Bus.-Studio Address . 8 So. Second St.
Phone Number . Pottsville 4744
Transmitter Location . Bull's Head
News Service . AP
Transcription Service . World
Membership . NARTB
Owner, Gen. Mgr. . A. V. Tidmore
Commercial Manager . Ralph L. Price, Jr.
Chief Annr., Pgm. Dir. . Edward Romance
Chief Engineer . Edward Morgan

619
**W E E U**
**READING—1932**
**ABC—QUAKER—PDN**

Frequency: 850 Kc.  Power: 1000 Watts

*Owner:*
- Reading Eagle-Times

*Operated By:*
- Hawley Bestg. Co.

*Business-Studio Address:*
- 533 Penn St.

*Phone Number:*
- 7335

*Transmitter Township:*
- Spring Township

*Air Time:*
- 6:30 a.m.-12 M.

*News Service:*
- UP

*Transcription Service:*
- Associated

*Representative:*
- Headley-Reed

*Membership:*
- NARTB, BAB

*President:*
- Hawley Quier

*Gen., Sta. Mgr.:*
- Thomas Martin

*Commercial Manager:*
- K. Richard Creitz

*Prom. Mgr., Pub. Dir.:*
- Nan Heckman

*Farm Editor, Prod., Pgm. Dir.:*
- George Carroll

*Chief Announcer:*
- Jack Gourde

*News Director:*
- Tony Bourg

*Musical Director:*
- Harry Westcott

*Chief Engineer:*
- Harold Schearer

*Consulting Engineer:*
- Everett Dillard

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**W H U M**
**READING—1943—CBS**

Frequency: 1240 Kc.  Power: 250 Watts

*Owner-Oper. By:*
- Eastern Radio Corp.

*Business-Studio Address:*
- Berkshire Hotel

*Phone Number:*
- Reading 4-4805

*Time:*
- 6 a.m.-12 M.

*News Service:*
- AP

*Representative:*
- George P. Hollingsbery

*Pres., Gen., Sta. Mgr.:*
- Humboldt J. Greig

*Commercial Manager:*
- Richard G. Fichthorn

*Production Director:*
- Arthur W. Held

*Program Director:*
- Alan Lane

*News Director:*
- Johnny Deegan

*Musical Director:*
- A. Raymond Moore

*Chief Engineer:*
- Joseph McCormack

*Farm Editor:*
- Sam Black

*Consulting Engineer:*
- A. Earl Cullum, Jr.

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**W R A W**
**READING—1922—NBC—MBS**

Frequency: 1340 Kc.  Power: 250 Watts

*Owner-Oper. By:*
- Reading Bestg. Co., Inc.

*Business-Studio Address:*
- 19 N. Fifth St.

*Phone Number:*
- Reading 7173

*Transmitter Location:*
- 6th & Penn St.

*Air Time:*
- 6:30 a.m.-1 a.m.

*News Service:*
- UP

*Transcription Service:*
- World

*Representative:*
- Robert Meeker

*Membership:*
- NARTB

*Station Executive:*
- Clair R. McCollough

*Station Manager:*
- Raymond A. Graul

*Natl. Sales Mgr.:*
- J. Robert Gulick

*Program Director:*
- Frank Voss

*Technical Director:*
- J. E. Mathiot

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**W G C B**
**RED LION—1950**

Frequency: 1440 Kc.  Power: 1000 Watts d.

*Owner-Oper. By:*
- Rev. John M. Norris

*Address:*
- Delta Rd.

*Transcription Service:*
- SESAC

*News Service:*
- UP

*President:*
- Rev. John M. Norris

*Station Manager:*
- John H. Norris

*Commercial Manager:*
- Vincent A. Freeman

*Program Director:*
- Stanley D. Deppen

*Chief Engineer:*
- M. F. McDowell

*Traffic Manager:*
- Sarah E. Kitchen

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**W R Y O**
**ROCHESTER—1948—PBS**

Frequency: 1050 Kc.  Power: 250 Watts d.

*Owner-Oper. By:*
- Weaver Valley Radio, Inc.

*Address:*
- Rochester, Pa.

*Phone Number:*
- 4660

*Air Time:*
- Sunrise-Sunset

*News Service:*
- AP, INS, UP

*Transcription Service:*
- World

*Representative:*
- Gene Bray

*Membership:*
- NARTB

*President:*
- Michael Baker, Jr.

*Acting Comm., Prom. Mgr.:*
- Gene Bray

*Pm. Prod. Dir.:*
- Bob Galety

*Chief Announcer:*
- Chuck Barret

*Chief Engineer:*
- Andrew Macioce

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**W A T S**
**SAYRE—1950**

Frequency: 1470 Kc.  Power: 1000 Watts d.

*Owner-Oper. By:*
- Thompson K. Cassel

*Address:*
- 110 N. Elmer Ave.

*Phone Number:*
- 0861

*Transcription Service:*
- Thesaurus

*News Service:*
- UP

*President:*
- T. K. Cassel

*Asst. Manager:*
- John P. Morrissey

*Program Director:*
- Bill Lawson

*News Mgr.:*
- Stan Hinden

*Chief Engineer:*
- Benjamin A. Franklin

*Farm Editor:*
- Bob Keisling

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**W A R M**
**SCRANTON—1940—ABC—QUAKER**

Frequency: 590 Kc.  Power: 5000 Watts d.

*Owner-Oper. By:*
- Union Bdcst. Co.

*Address:*
- Bowman Bldg.

*Phone Number:*
- 4-1148

*Transmitter Location:*
- Falls Twp.

*Air Time:*
- 6 a.m.-12 M.

*News Service:*
- UP

*Representative:*
- Hollingsbery Co.

*Transcription Service:*
- Thesaurus

*President:*
- Martin F. Memolo
General Manager ........ William M. Dawson
Sales Prom. Mgr., Pub. Dir. .......... Mary Lynott
Program Director ........ Joseph H. Salaburg
Chief Announcer ........ Arthur Bolin
Chief Engineer ........ Adolph W. Oschmann
Consulting Engineer .......... Paul F. Godley Co.

**WGBI**

**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 ............ 6296
Transmitter: Location .......... 223 Davis St.
Air Time .......... 6 a.m.-1:05 a.m.
News Service ........ AP
Transcription Service ........ World
Representative .......... John Blair
Membership ........ NARTB
President ........ Mrs. M. E. Megargee
Vice President .......... M. A. Megargee
George D. Coleman
Station Manager .......... Robert E. McDowell
Program Director .......... Frank Monagham
Chief Engineer .......... Kenneth R. Cooke

**WQAN**

**SCRANTON—1923**

Frequency: 630 Kc. .... Power: 500 Watts d.
Owned-Oper. By .......... The Scranton Times
Address Trans. Loca. .......... 149 Penn Ave.
Phone Number .......... 5151
Air Time .......... Sunrise-Sunset
News Service ........ UP, AP
Trans. Serv. .... Standard, Associated, SESAC
Representative .......... The Bolling Co.
Membership ........ NARTB, BAB
Owners ........ Eliz. R. Lynett & Edward J. Lynett
Program Director .......... Robert R. Flanagan
Production Director .......... Jack Guinan
Publicity Director .......... William Pierce
News Director .......... William Cullen, Jr.
Musical Director .......... Jane O'Hara
Farm Editor .......... Frank Malone

**WSCR**

**SCRANTON—1947**

Frequency: 1000 Kc. .... Power: 1000 Watts d.
Co.
Business-Studio Address . 116 Adams Ave.
Phone Number .......... 5242
Transmitter Location .......... 1520 N. Keyser Ave.
Air Time .......... Sunrise-sunset
News Service ........ AP
Transcription Service ........ Long-Worth
Representative .......... Walker
President .......... Hon. Michael J. Eagen

Chief Announcer .......... Mike Woloson
News Director .......... Bob McHale
Musical Director .......... Joe Burke
Chief Engineer .......... Willard Shimski
Farm Editor .......... Jess Landenberger

**WISL**

**SHAMOKIN—1948—MBS**

**QUAKER**

Frequency: 1480 Kc. .... Power: 1000 Watts
Phone Number .......... 2650
Transmitter Location .......... Coal Township
Air Time .......... 7 a.m.-M.
News Service ........ AP
Transcription Service ........ Thesaurus
Representative .......... Forjoe
Membership ........ NARTB, BAB
President .......... Henry W. Lark
General Manager .......... Charles R. Petrie
Program Director .......... Dick Owen
Chief Announcer .......... Jerry Kreeger
Chief Engineer .......... Bernard Marshall
Farm Editor .......... Bill Sickler
Consulting Engineer .......... Weldon & Carr

**WPIC**

**SHARON—1938**

Frequency: 790 Kc. .... Power: 1000 Watts d.
Business Address .......... P. O. Box 541
Phone Number .......... 4113
Transmitter-Studio Location . Pine Hollow Blvd.
News Service ........ UP
Transcription Service .......... Associated, Capitol,
Lang-Worth. World
Representative .......... Adam J. Young, Jr.
Program Director .......... Marc McCulloch
Production Director .......... Harold E. Smith
Publicity Director .......... Evelyn L. Keller
Chief Engineer .......... A. C. Heck

**WMJ**

**STATE COLLEGE—1945—MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By .......... Centre Bcstrs., Inc.
Bus.-Studio Address . P. O. Box 888
Transmitter Location .......... Ferguson Township
News Service ........ AP
Transcription Service .......... Long-Worth. World
Membership ........ NARTB, BAB
President .......... R. J. Kennard
General Mgr. .......... William K. Ulerich
Station Manager .......... Alethea Mattern Ulerich
Chief Ann., Pgm., Dir. .......... Milton J. Bergstein
Commercial Manager .......... Miriam Krebs
News Director .......... John Pfleif
Chief Engineer .......... Douglas Beman
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
WKB I
ST. MARYS—1950—QUAKER
Frequency: 1400 Kc. Power: 250 Watts
Address: 41 Erie Ave.
Phone Number: 2321
Transmission Service: Capitol
News Service: AP
Co-Partners: K. E. Rennekamp, C. H. Simpson
General Manager: C. H. Simpson
Commercial Manager: George A. Clark
Program Director: Bert O. States, Jr.
Promotion Manager: Clyde F. Robison
Chief Engineer: Gerald O. Quint
News Director: John A. Fay
Address: F. T. & T. Bldg.
Phone Number: 8-3900, 8-3909
Transmitter Location: Burgess Field
Air Time: 7 a.m.-12:05 a.m.
News Service: UP
Transmission Service: SESAC
Representative: Meeker Asso., Inc.
Pres., Gen. Mgr.: J. C. Burwell
Stat., Comm. Mgr.: H. C. Burwell
Sales Promotion Manager: Ed Hamlyn
Prod., Pub. Dir.: Ed Hamlyn
News Director: James Gismondi (News & Sports Editor)
Chief Engineer: Thomas Kikta
Farm Editor: Rex Carter
Consulting Engineer: George C. Davis

W V P O
STROUDSBURG—1947
Owned-Operated By: Pocono Bstg., Inc.
Business-Studio Address: 578 Main St.
Phone Number: Stroudsburg 1102
Transmitter Location: Cherry Valley & Highland Inn Rds.
Air Time: Sunrise-Sunset
News Service: UP
Transmission Service: Associated
Representative: Radio Reps.
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

W K O K
SUNBURY—1933—ABC QUAKER
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sunbury Bstg. Corp.
Bus.-Studio-Transmitter: 1150 N. Front St.
Phone Number: Sunbury 1325-6
News Service: AP
Transmission Service: Lang-Worth
Representative: Continental Radio Sales
Membership: NARTB
President: Harry H. Haddon
General Manager: Homer R. Smith
Commercial Manager: W. Robert Trevitt
Program Director: Michael J. Kane
Publicity Director: Nelson Futch
Chief Announcer: Jerry Moore
Chief Engineer: John W. Keller

W M B S
UNIONTOWN—1937 CBS—QUAKER
Frequency: 590 Kc. Power: 1000 Watts
Address: Sunset Hotel
Phone Number: 85-4150
Transmission Service: Associated
Representative: Regional Reps.
President: John H. Stenger, Jr.
General Manager: William E. Bickel
Business-Studio Address: 85 W. Union St.
Phone Number: 50-1950
Transmission Location: Route 41, Edwardsville Borough
Air Time: 7 a.m.-12:05 a.m.
News Service: UP

W N A E
WARREN—1946—MBS
Frequency: 1310 Kc. Power: 1000 Watts
Address: Second Avenue
Phone Number: 3032
Transmitter Location: R. D. 1 - Kinzua Rd.
Air Time: Sunrise-Sunset
News Service: AP
Transmission Service: Thesaurus
Representative: Deveny & Co.
Membership: NARTB, BAB
Comm., Sales Prom. Mgr.: James W. Potter
Chief Engineer: Homer M. Haines

W J P A
WASHINGTON—1942—MBS
Frequency: 1450 Kc. Power: 250 Watts
Bus. Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: So. Strabane Township
Air Time: 6 a.m.-7 p.m.
News Service: UP
Transmission Service: World, Lang-Worth
Representative: Joseph Hershey McGillivra
Membership: NARTB
Managing Director: A. Boyd Siegel
Commercial Mgr.: Peter Stanton

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: 3-0198
Transmission Location: Route 11, Edwardsville Borough
Air Time: 7 a.m.-12:05 a.m.
News Service: UP
WILK
WILKES-BARRE—1946
ABC-QUAKER
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio Address: 88 No. Franklin St.
Phone Number: 4-4666
Transmitter Location: Dawes Ave., Kingston
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth, Thesaurus
Representative: Avery-Knodel
President: Dr. I. C. Morgan
General Manager: Roy E. Morgan
Station Mgr.: Thomas P. Shelburne
Commercial Manager: Harry P. Butler
Program Director: Hal Berg
Chief Announcer: Charles Whittier
Chief Engineer: Theodore French
Consulting Engineer: John Creutz

WRAK
WILLIAMSPORT—1930—NBC
Owned-Oper. By: WRAK, Inc.
Address: 244 West 4th St.
Phone Number: 2-6116
Transmitter Location: 1561 W. 4th St.

The right combination for a REAL selling campaign in the Williamsport market.

21 YEARS of PUBLIC SERVICE
WRAK, INC
WILLIAMSPORT, PENNSYLVANIA
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Everett McKney
Membership: NARTB
President: E. M. Case
General Manager: George E. Joy
Treasurer: W. Van Person
Comm. Mgr., Music Dir.: J. Wright Mackey
Pgm. Mgr., Chief Announcer: Leon E. Kelly
Program Director: Marian E. Antes
Publicity Manager: Everett W. Rubendall
Chief Engineer: Glenn L. Sherman
Consulting Engineer: Spearman-Robertson

**WWPA**

**WILLIAMSPORT—1949—CBS**

Frequency: 1340 Kc. 
Power: 250 Watts
Address: 330 Government Pl.
Phone Number: 7119
Transmitter: So. Williamsport
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: World Representative
Membership: NARTB, BAB
President: Harry J. W. Kisseling
General Manager: Woodrow W. Ott
Commercial Manager: J. David Fleming
Program Director: Louis C. Cat
News Director: John Archer
Musical Director: Will Mykle
Consulting Engineer: Russell May

**NOW**

**York—1948—A.B. & F.N.**

Frequency: 1250 Kc. 
Power: 1000 Watts d.
Owned-Operated By: Helm Coal Co.
Business-Studio Address: 25 S. Duke St.
Phone Number: 8-2911-8-2952
Transmitter Location: R. D. 5
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Associated
Membership: NARTB, BAB

General Manager: Lowell W. Williams
Commercial Manager: John O. Border
Sales Prom. Mgr.: Murray Goldsborough
News Director: Albert Gadding
Prog.-Prod. Dir.: H. E. Daugherty
Publicity Director: Edwin L. Fay
Chief Engineer: Willis N. Weaver
Consulting Engineer: Dixie B. McKee

**WORK**

**York—1932—NBC-MBS**

Frequency: 1350 Kc. 
Power: 1000 Watts
Business-Studio Address: 13 S. Beaver St.
Phone Number: 6629
Transmitter Location: W. Manchester Township
Air Time: 6 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Thesaurus Representative: Robert Meeker
Membership: NARTB
Station Executive: Clair R. McCollough
Station Manager: Leroy K. Strine
Nat'l. Sales Mgr.: J. Robert Gulick
Program Director: James R. Wilson
Technical Director: J. E. Mathiot

**WSBA**

**York—1942—ABC—Quaker**

Frequency: 910 Kc. 
Power: 1000 Watts d.
Owned-Operated By: Susquehanna Bcastg. Co.
Address: P. O. Box 910
Phone Number: 82676-81308
Transmitter Location: York, R. D. 5
Air Time: 6 a.m.-12:30 a.m.
Membership: NARTB, BAB
President: Louis J. Appell
General Manager: Walter J. Rothensies
Comm., Sales From Mgr.: Philip K. Eberly
Program Director: Otis B. Morse
Chief Engineer: Woodrow G. Eberhart
Farm Editor: Herman E. Stebbins

**WHY IS AP THE BEST?**

**BECAUSE—AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.
more New Englanders listen to WPRO than any other Rhode Island station

...compared* to the second-place station, WPRO offers you:

152.4% MORE AUDIENCE WEEKDAY MORNINGS
73.5% MORE AUDIENCE WEEKDAY AFTERNOONS
50.2% MORE AUDIENCE EVENINGS SUN.-SAT.

*Comparison of a typical seasonal survey (1949-1950 Winter-Spring Hooper Audience Index for Providence — Pawtucket, R. I.)

listeners are customers! customers are buyers!

TO REACH THE MOST BUYERS, BUY BASIC... WPRO AM & FM PROVIDENCE 630 KC 5000 W

REPRESENTED BY RAYMER
WRJM
NEWPORT—1948—KBS
Frequency: 1540 Kc. ... Power: 1000 Watts d.
Owned-Oper. By. ... The Aquidneck Bcstg. Corp.
Business-Studio Address ... 204 Thames St.
Phone Number ... 4673
Transmitter Location ... Middletown
Air Time ... Daytime
News Service ... AP
Transcription Service ... Associated
Representative ... Deveny & Co.
Membership ... NARTB, B& F
President ... Columbus O'Donnell
General Manager ... Warren G. Clement
Commercial Manager ... Gilbert M. Congdon, Jr.
Program Director ... Edwin Kane
News Director ... John St. Clair
Chief Engineer ... Joseph Britto

WPAW
PAWTUCKET—1950
Frequency: 1380 Kc. ... Power: 500 Watts d.
Owned-Oper. By ... Roger William Bcstg. Co.
Address ... 32 N. Union St.
Phone Number ... 5-9000
Transcription Service ... MacGregor
News Service ... UP
Co-Owner, Pres., Treas. ... Neale D. Murphy
Co-Owner ... Dominic Hysko
Sta., Prom. Mgr., Pgm. Dir. ... Muriel T. Choquette
Chief Engineer ... Jim Bonney
News Director ... William J. Torpey

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. (8 a.m.-M. Sun.)
News Service ... AP, Yankee News
Transcription Service ... Associated
Representative ... Edward Petry
President ... William O'Neill
Gen., Sta., Comm. Mgr. ... Mowry Lowe
Prog.-Prod.-Pub. Dir. ... Donald Morton
Chief Engineer ... Henry Tilley

WFIC
PROVIDENCE—1941—ABC
Frequency: 1420 Kc. ... Power: 5000 Watts
Owned-Operated By ... Pawtucket Bcstg. Co.
Bus.-Studio Address ... Sheraton-Biltmore Hotel
Phone Number ... PL 1-8565
Transmitter Location ... Lonsdale
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Associated
Representative ... Avery-Knoedel
Membership ... NARTB, B& F
Sta., Gen., Comm. Mgr. ... Wallace A. Walker
Program Director ... David Brooks
Musical Director ... Arthur Paquette
Chief Engineer ... Gilbert Johnson
Consulting Engineer ... Krogsted

WDEM
PROVIDENCE—1947
Frequency: 1290 Kc. ... Power: 500 Watts d.
Owned-Oper. By ... Narragansett Bay B. Co.
Address ... 15 Chestnut St.
Phone Number ... Jackson 1-6565
Trans. Loca. ... Bold Pt. E. Providence
Air Time ... Sunrise-Sunset
News Service ... UP
Pres., Gen. Mgr. ... Louis A. R. Pieri
Sta. Mgr., Pgm. Dir. ... Walter Neiman
Comm., Sales Prom. Mgr. ... Arthur Gordon
Production Director ... Ernest Anderson
News Director ... David Rosehill
Musical Director ... William Willis
Chief Engineer ... Milton Krogsted

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
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 Phibbrook

WPRO
PROVIDENCE—1924—CBS-NEMM
Frequency: 630 Kc. ... Power: 5000 Watts
Owned-Oper. By ... Cherry & Webb Bcstg. Co.
Bus-Stud. Add. ... 24 Mason St., WPRO Bldg.
Phone Number ... Plantations 1-9776
Transmitter Location ... E. Providence
Air Time ... 6 a.m.-1:05 a.m.
News Service ... AP, UP
Transcription Service ... Thesaurus, Lang-Worth
Representative ... Paul H. Raymer
RHODE ISLAND — SOUTH CAROLINA

Membership ......................... NARTB, BAB
President ......................... William S. Cherry, Jr.
General-Comm Mgr. ....... Arnold E. Schoen, Jr.
Program Director ............. John A. Owen
Chief Engineer ................. John V. Ferri
Consulting Engineer .......... McNary & Wraithall

W J A R
PROVIDENCE—1922—NBC-ERN
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 ........ Wampanog Trll. E. Providence
Air Time ......................... 6 a.m.-M.
Transcription Service ......... World News Service
Representative ................. AP Weeds Membership
Chairman of Board .......... Mortimer L. Burbank
Program Director .......... Sothern Abbott
News Director ................ Ben Boyden
Chief Engineer ........ Thomas C. J. Prior

W R I B
PROVIDENCE—1949
Frequency: 1220 Kc. Power: 1000 Watts d.
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 ................. Associated
Transcription Service .......... Associated Representative Membership .......... NARTB
President .................... Frank Rado

General Manager ............ Nicholas Ruggieri
Prod., Pgm. Dir., Chief Annr. ....... Dan Rogers
News Director ................. Fabian Hum
Chief Engineer ................. Richard Buckley

W E R I
WESTERLY—1949—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned Oper. By ........ Radio Westerly, Inc.
Address .................. 34 Main St.
Phone Number ................ 2263
Transmitter Location .... Margin St. Air Time ............ Unlimited
News Service ................ UP
Transcription Service .......... Lang-Worth
Colton, Bannan President .......... Richard G. Moore
General Manager ................ Warren M. Greenwood
Program Director .......... A. W. Warren
Chief Engineer ............. Donald W. Siegel

W W O N
WOONSOCKET—1946
CBS—YANKEE
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address ......... 99 Main St.
Phone Number .................. 3800-1741
Transmitter Location ......... Getchell Ave. Air Time .......... 6 a.m.-12 M.
News Service .................... AP Transcription Service World, Standard
President .................... William S. Palmer
General Manager .......... Buell W. Hudson
Station Manager ........ Mitchell F. Stanley
Commercial Manager ........ Eugene A. Mailloux
Production Director .......... Gene Rousseau
News Directors ................. G. O'Neill, B. Riley
Chief Engineer ............ Joseph Gerson

SOUTH CAROLINA
Population 2,117,027—Increase +11.4% (1940-1950)—Radio Homes 409,620
Families 492,330—Stations in State 43

W A I M
ANDERSON—1935—CBS
PALMETTO NET
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... Wilton E. Hall
Address-Trans. Loca. .......... 1 Martin St.
Phone Number .................. 3800-1-2
Air Time ..................... 5 a.m.-12:05 a.m.
News Service ................... INS Transcription Service Associated World
Representative ................ Burn Smith, Dora Dodson
President .................... Wilton E. Hall
General Manager ............ Glenn P. Warnock
Prom., Comm. Mgr. ............... G. P. Brown

Program Director .......... Ray Barath
News Director ................. R. Powell
Chief Engineer ............ H. B. Greene
Farm Editor ................. Grady Newman

W A N S
ANDERSON—1949
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By .......... Carolina Bcstg.
Address .................. Box 211
Chief Engineer ................ Charles Newborn
WBS
BENNETTSVILLE—1947—MBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: 212 Broad St.
Phone Number: 780
Transmitter Location: 1 1/2 Mi. N.W. of Bennettsville on Hwy. No. 9
News Service: AP
Representative: Joseph He-shey McGilvra
Gen., Comm. Mgr.: Malcolm A. Young
Prog.-Prod.-Pub.-Musical Dir.: Don Bridges
Chief Engineer: John Gronert

WACA
CAMDEN—1948—KBS
BASEBALL NET
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By: Camden Best Co.
Address: Camden
Phone Number: 80
Transmitter: 4 Mi. E. of City
Air Time: 6 a.m.-Sunset
News Service: UP
Transcription Service: Standard
Membership: NARTB
President: Haygood S. Bowden
Gen., Sta., Comm., Pgm. Mgr.: Tom Richards
Prod. Pgm. Dir.: Arthur Sheehan
Chief Engineer: Frank Richardson
Chief Announcer: Arthur Sheehan

WCS
CHARLESTON—1930—CBS
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By: WSCC, Inc.
Address: Franc's Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles Nest
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: World
Representative: Free A Peters
Membership: NARTB, BAB
Pres., Gen., Sta. Mgr.: John M. Rivers
Commercial Manager: Roland Weeks
Sales Promotion Manager: Alma D. Davis
Pgm., Pub. Dir.: Russell Long
Publicity Director: Alma D. Davis
Copy Chief: Dorothy LaTorre
News Director: Robert Truere
Musical Director: Bob Tamlyn
Chief Engr., Cons. Engr.: Wilbur Albee
Farm Editor: Bob Tamlyn
Traffic Manager: Annie Laurie Quarterman

WHAN
CHARLESTON—1947—ABC
Frequency: 1340 Kc. Power: 250 Watts
Business-Studio Address: 152-B Market St.
Phone Number: 3-1643
Transmitter Location: St. Andrew's Parish
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Burn-Smith
President: S. Lewis Johnson
Gen., Sta., Comm. Mgr.: W. Ben Hutto
Pub., Pgm. Dir.: Vernon M. Bushong
News Director: Dick Terlfr
Production Director: Traynor Perillo
Mus. Dir., Farm Editor: Ray Thomas
Chief Engineer: William P. Birchfield
Consulting Engineer: W. J. Holey

WPAL
CHARLESTON—1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By: George G. Weiss
Business-Studio Address: 149 Wentworth St.
Phone Number: 3-8428-9
Transmitter Location: Windemere
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
Representative: Dora Dodson Pearson
Gen., Sta. Mgr.: Lauren P. Moore
Commercial Manager: Robert T. Cristie
Promotion Manager: Walt Hanna
Program Director: Bob Austin
Chief Announcer: James Reynolds
Publicity Director: Al Dengee
Chief Engineer: Carlton E. Modlin

WTMA
CHARLESTON—1939—NBC
Owned-Oper. By: Atlantic Coast Bstg. Co.
Bus. Add.: 133 Church St., P. O. Box 297
Phone Number: 2-2861
Transmitter Location: St. Andrew's Parish
Air Time: Unlimited
News Service: Associated
Transcription Service: Associated
Representative: George P. Holland
Membership: NARTB, BAB
President: Edward Manigault
Gen., Sta. Mgr.: Douglas M. Bradham
Comm. Mgr.: Grange S. Cuthbert, Jr.
Publicity Director: Nina K. Parker
Production Director: Robert Yeager
News Director: Harry Gianaris
Musical Director: Edna E. Richardson
Chief Engineer: U. Gordon Knight

WUSN
CHARLESTON—1948—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Southern Bstg. Co.
Bus.-Studio-Trans. Address: 42 Tenth St.
Phone Number: 2-2652
News Service: UP
Air Time: 6 a.m.-1 a.m.
WGC D

CHESTER—1948—MBS—KBS
Owned-Oper. By ...... Craig Bscag, Co. Address ...... 128 Main St., Press-Radio Bldg.
Phone Number ...... 1171 & LD995 Transmitter Location ...... Harris Street
Air Time ...... 6 a.m.-11 p.m.
News Service ...... AP President ...... Morgan J. Craig
News, Music, Pgm. Dir. & Chief Anncr. ...... Arthur Cornwall
Prod., Pub. Dir. ...... James Kennedy
Chief Engineer ...... Vernon Cameron
Farm Editor ...... Arthur Cornwall
Consulting Engineer ...... Charles A. Thomas

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 Trans. Location ...... 2806 Edgewood Rd.
Air Time ...... 6 a.m.-12:30 a.m. (Mon.-Sat.)
News Service ...... AP Transcription Service ...... World Representative ...... Taylor Co.
President ...... E. Black General-Station Manager ...... James W. Hicks
Commercial Manager ...... Dixon Harp Program Director ...... Stewart Spence
Chief Engineer ...... Robert D. Lambert, Jr.

WIS

COLUMBIA—1930—NBC
Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By ...... Bscag, Co. of the South Business-Studio Address ...... 1111 Bull St.
Phone Number ...... 3-6431 Transmitter Location ...... Bluff Rd.
Air Time ...... 6 a.m.-12 M.
News Service ...... AP Transcription Service ...... Standard Representative ...... Free & Peters
Membership ...... NARTB, BAB President ...... B. Calhoun General Manager ...... G. Richard Shatto
Station Manager ...... J. Dudley Saumenig
Local Sales Mgr. ...... W. Miller Montgomery Prom.-Pub. Manager ...... Steve Libby
Program Director ...... Frank Harden Prod. Dir., Chief Anncr. ...... Mackle Quave
Musical Director ...... Ruth Stone Chief Engineer ...... Herbert G. Eldson, Jr.
Farm Editor ...... Speca Munzell Consulting Engr. ...... Jansky & Bailey

WMSC

COLUMBIA—1945—CBS
Business-Studio Address ...... 1127 Lady St. Phone Number ...... 2-8659
Transmitter Location ...... Lexington County News Service ...... UP Transcription Service ...... Lang-Worth, Associated Representative ...... H-R Representatives Membership ...... NARTB, BAB

WNOK

COLUMBIA—1947—MBS
Address ...... P. O. Box 307 Phone Number ...... 2-1518
News Service ...... AP Representative ...... For Joe Membership ...... NARTB General Manager ...... H. Moody McElveen

WLAT

CONWAY—1945—MBS
Business-Studio Address ...... P. O. Box 497 Phone Number ...... 340 Transmitter Location ...... U. S. Hwy., 701, 1 1/4 Mi. N.W. Center of City News Service ...... AP Representative ...... Joseph Hershey McGivra Membership ...... NARTB 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 Bscag, Co., Inc.
Business-Studio Address ...... Box 231 Phone Number ...... 470-1 Transmitter Location ...... U. S. Hwy., 301, 3 1/2 Mi. S. of Dillon Air Time ...... Sunrise-Sunset
WJMX
FLORENCE—1947—ABC
Business Address: P. O. Box 1211
Phone Number: 6351
Studio-Transmitter Location: 3 Mi. N.W. Florence, U. S. 52
Air Time: Sunrise-Sunset
News Service: AP
Transcription Service: World
Representative: Walker
President: Eugene E. Stone
News, Pgm. Dir.: Sam I. Latimer
Chief Announcer: Bob Forbes
Chief Engineer: Frank Jenne
Consulting Engineer: Craven, Lohnes & Culver

WOLS
FLORENCE—1937—KBS
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address: 151 S. Dargan St.
Phone Number: 3271-2
Transmitter Location: 1 Mi. NE City
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGuilvra
Membership: NARTB
Pres., Gen. Station Mgr.: Melvin Purvis
Comm., Sales Prom. Mgr.: A. P. Skinner
Chief Engineer: W. A. Pritchett

WFGN
GAFFNEY—1948—KBS
Owned-Oper. By: Cherokee Radio Co., Inc.
Address: P. O. Box 759
Phone Number: 4785-6
Trans. Loca.: 4785-6
Air Time: Sunrise-Sunset
News Service: UP
Transcription Service: Lang-Worth
President: A. Ray Godshall
Gen. Sta. Farm Edit.: Morton E. Green
Comm., Sales Prom. Mgr.: Velma Wilder
Program Director: E. Parrott
Prods., Pub. Dir.: V. Gertz
Chief Announcer-Music Dir.: Jim Brazzell
News Dir., Chief Engr.: Roger Clark

WGTN
GREENVILLE—1949—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address, Trans. Loc.: 216 Fraser St.
Phone Number: 621-629
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
President: Dr. John T. Assey, Jr.
Sta. Comm. Mgr.: Allen Wester
Continuity Director: Joe Maurice
Program Director: Mamie Delzell
Chief Engineer: Patrick J. Robinson

WAKE
GREENVILLE—CBS-MBS
Frequency: 1490 Kc. Power: 250 Watts
Address: 400 Mayberry St.
Phone Number: 5-6772
News Service: INS
President: V. D. Ramseur
General Manager: J. S. Ayers
Chief Engineer: H. A. Morris
News Director: Wayne Davis

WESC
GREENVILLE—1947—MBS
CBS-PALMETTO
Frequency: 660 Kc. Power: 5000 Watts
Business-Studio Address: 1 College St.
Phone Number: 2-8241
Air Time: Sun.-Sun.
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
President: (Mrs.) Scott Russell
Commercial Manager: W. C. Bachman
General Manager: Glenn P. Warnock
Program Director: Arthur H. Roberts
Chief Engineer: Lewis W. Elias, Jr.

WFBC
GREENVILLE—1933—NBC
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Greenville News Piedmont Co.
Business-Studio Address: Polksett Hotel
Phone Number: 2-7616-7
Air Time: 5:30 a.m.-1 a.m.
News Service ........................................ UP
Transcription Service ................................. UP
Representative ........................................ A. S. Thesaurus
General Manager ...................................... B. H. Peace, Jr.
Commercial Mgr. ...................................... Robert Whitmire
Sales Prom. Manager ................................. P. H. Chapman
Program Director .................................... Newton W. Smyth
Chief Announcer ...................................... Frank Duncan
Publicity Director ..................................... N. P. Mitchell
Musical Director ...................................... Alice Wyman
Chief Engineer ....................................... William Garrison
Consulting Engineer ................................. A. D. Ring & Co.

WMRC
GREENVILLE—1940—ABC

Frequency: 1440 Kc.  Power: 5000 Watts
Owned-Operated By .................................... Textile Bstg. Co.
Bus. Studio Address ................................. Box 1499, Prevost Bldg.
Number .................................................. 2-2751
Transmitter Location ................................. White Horse Rd.
Air Time ............................................... Unlimited
News Service ......................................... AP
Transcription Service ................................. AP
Representative ........................................ Weed & Co.
Membership ............................................. NARTB
President ............................................. R. A. Jolley, Sr.
General Manager ...................................... Guy Zwahlen
Prom. Comm. Mgr. ................................. Kenneth C. Willson
Prod. Pgm. Dir. ...................................... William T. Arrington
Chief Announcer ...................................... James D. Simpson, Jr.
News Director ........................................ Claude E. Freamon
Chief Engineer ....................................... George D. Tate
Farm Editor .......................................... Paul Fisher

WMUU
GREENVILLE—1949

Frequency: 1260 Kc.  Power: 1000 Watts d.
Owned-Oper. By ....................................... Bob Jones Univ.
Address ............................................. Bob Jones Univ.
Phone Number ...................................... 2-6711
Transmitter Location ................................. 11 Radio Dr.
Air Time ............................................... 5 a.m.-Local Sunset
News Service ......................................... Ins
Transcription Service ............................... SESAC, Associated
Membership ............................................ NARTB, BAB
President ............................................. Dr. Bob Jones, Jr.
General Manager ...................................... R. K. Johnson
Commercial Manager .............................. Lamont Haynes
Sales Promotion Manager ......................... Marvin Stiellens
Publicity Director .................................. Laura Pratt
Chief Announcer ...................................... Velma Eubanks
News Director ........................................ Kenneth Ouellette
Musical Director ..................................... Barbara Boyd
Chief Engineer ....................................... Don Smith
Farm Editor .......................................... Jack Buttram

WCRS
GREENWOOD—1941—NBC

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .................................... Greenco, Inc.
Phone Number ....................................... 4300, 3971
Studio-Transmitter Location ...................... Willson St.
Air Time ............................................... 5:30 a.m.-11:30 p.m.
News Service ......................................... AP
Transcription Service ................................. AP
President ............................................... Douglas Featherstone
General Manager ...................................... Bob Cross
Commercial Mgr. ..................................... Ralph Norman
Program Director .................................... Randy Davidson
Chief Engineer ....................................... Charles Sparks
Consulting Engineer ................................. McNary & Wrathall

WEAB
GREER—1949

Frequency: 800 Kc.  Power: 250 Watts d.
Address ............................................. P. O. Box 151
Phone Number ...................................... 1057
Air Time ............................................... Daylight
News Service ......................................... AP
Transcription Service ................................. AP
Partner ............................................... Lang-Worth
Program Director .................................... W. R. Frier
Partner, Gen. Mgr. ..................................... E. A. Burch
Chief Engineer ....................................... Vernon Fox
Chief Announcer ...................................... Paul Fisher

WHSC
HARTSVILLE—1946—MBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Oper. By ....................................... Hartsville Bstg. Co., Inc.
Business-Studio Address............................. 1306 College Ave.
Phone Number ...................................... 654
Transmitter Location ................................. 1 Mi. S. of Hartsville on Hwy, 15-A
Air Time ............................................... 6:55 a.m.-11:15 p.m.
News Service ......................................... AP
Transcription Service ................................. AP
President ............................................... Charles H. Campbell
Commercial Manager .............................. Gerald Quick
Program Director .................................... Leo Williams
Publicity Director .................................... Frances Bass Tyner
Chief Engineer ....................................... Donald A. Brienon
Musical Director ..................................... David Rogers
Farm Editor .......................................... Ernest Stokes

WDKD
KINGSTREE—1949

Frequency: 1300 Kc.  Power: 1000 Watts d.
Owned-Operated By .................................... Palmetto Bstg. Co.
Address ............................................. Kingtree
Phone Number ...................................... 6761
Transmitter Location ................................. Hwy, 52
News Service ......................................... AP
Transcription Service ................................. AP
Partner ............................................... Lang-Worth
Membership ............................................ NARTB, BAB
Partners .............................................. M. L. Few, E. G. Robinson, Jr.
General Manager ...................................... John L. McWhorter
Chief Engineer ....................................... Thomas B. Williams, Jr.
WLBG
LAURENS—1948—KBS-LBS
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 F. Arrington
General Manager: ......... James C. Todd
Program Director: ......... Len Ledford
Promotion Manager: ......... Colleen Willard
Secy-Treas: ......... Richard Todd
News Director: ......... Jack Taylor
Chief Engineer: ......... Clyde J. McClure

WIAY
MULLINS—1949
Frequency: 1280 Kc. Power: 1000 Watts d.
Phone Number: 390 (Marion. 3901 (Mullins)
Transmitter Location: Highway 76 bet. Mullins and Marion
Air Time ......... 5 a.m. to local sunset
News Service: ......... UP
Transcription Service: ......... Langworth
Membership: ......... NARTB, BAB
Owners: ......... W. L. Harrelson, B. G. Smith
President: ......... W. G. Smith
Station Manager: ......... Forrest Ramsey
Prog. Dir., Chf. Ann.: ......... Robert A. Allen
Musical Director: ......... George Magara
Chief Engineer: ......... George Mcadora
Consulting Engr.: ......... Robert Lambert

WMRA
MYRTLE BEACH—1948—KBS
Owned-Oper. By: ......... (Mrs.) Elizabeth Evans
Address: ......... Ocean Forest Hotel
Phone Number: 137
Transmitter Location: ......... 28th & Oak
Air Time: ......... Unlimited
News Service: ......... AP
Transcr. Service: ......... Lan3-Worth Library
Pres., Gen. Mgr., Prog. Dir.: ......... Elizabeth Evans
Sta., Comm. Mgr., Chf. Eng.: ......... W. D. Sneed
Ch. Ann., News Dir.: ......... Jack Eichman
Farm Editor: ......... John McNamee
Consulting Engineer: ......... John Keel

WKDK
NEWBERRY—1946—MBS-KBS
Frequency: 1240 Kc. Power: 250 Watts
Address, Trans.: ......... 11 Radio Dr., Box 211
Phone Number: ......... 143
Air Time: ......... 8 a.m.-12 M.
News Service: ......... AP
Transcription Service: ......... World
President: ......... John F. Clarkson
Gen., Sta., Comm. Mgr.: ......... James F. Coquilts
Pgm., Publ. Dir.: ......... Marcia Coquilts
Chief Engineer: ......... Wayne Gilliam

WRNO
ORANGEBURG—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: ......... WRNO, Inc.
Phone Number: 1420-P
Air Time: ......... 5:58 a.m.-12:01 p.m.
News Service: ......... AP
Transcription Service: ......... Capitol
President: ......... Charles S. Henery
Gen., Sta., Mgr.: ......... Frank B. Best, Jr.
Commercial Mgr.: ......... Norman M. Mathews
Program Director: ......... James N. Armistead, Jr.
Chief Announcer: ......... W. Hampton Smith
News Director: ......... Jem Newbury
Chief Engineer: ......... Gus Browning
Farm Editor: ......... Glenn French

WTND
ORANGEBURG—1948—LBS
PALMETTO
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: ......... Sims Publishing Co.
Phone Number: 1600
Transmitter Location: ......... 1 Mi. N.W. City
Air Time: ......... Daytime
News Service: ......... UP
Transcription Service: ......... World, Associated
Representative: ......... Thomas F. Clark
Membership: ......... NARTB
Program Director: ......... Richard R. Rame
Publicity Director: ......... Ella Rogers
Chief Engineer: ......... Larry W. Styles

WRHI
ROCK HILL—1944—MBS-KBS
FM, TV Affiliation: ......... WRHI-FM
Phone No.: ......... 2085, 2077 (Studio): 5767 (Trans.)
Transmitter Location: ......... E. Black St. Ext.
News Service: ......... AP
Transcription Service: ......... World
Membership: ......... NARTB
Sta. Mgr., Prog., Prod. Dir.: ......... Wm. C. Beaty
<table>
<thead>
<tr>
<th>W Y T C</th>
<th>ROCK HILL—1948—LBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1150 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Bus.-Studio Address: Robert Marshall Hotel</td>
<td></td>
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<tr>
<td>Phone Number: 3175</td>
<td></td>
</tr>
<tr>
<td>Transmitter: Hwy. 21 near Charlotte Hwy.</td>
<td></td>
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<tr>
<td>Air Time: 7 a.m.-Sunset</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Lang-Worth</td>
<td></td>
</tr>
<tr>
<td>Representative: Continental Radio Sales</td>
<td></td>
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<tr>
<td>Membership: NARTB</td>
<td></td>
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<tr>
<td>President: W. G. Reid</td>
<td></td>
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<tr>
<td>Chl. Ann., Prog. Dir.: Edgar Talibert</td>
<td></td>
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<tr>
<td>Chief Engineer: Tom L. Byrd</td>
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</tbody>
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<thead>
<tr>
<th>W S N W</th>
<th>SENECA—1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1150 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Address: Seneca</td>
<td></td>
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<tr>
<td>Phone Number: 8234</td>
<td></td>
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<tr>
<td>News Service: UP</td>
<td></td>
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<tr>
<td>Transcription Service: Lang-Worth, SESAC</td>
<td></td>
</tr>
<tr>
<td>Pres., Gen. Mgr.: J. A. Gallimore</td>
<td></td>
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<tr>
<td>Treasurer: Virginia F. Gallimore</td>
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<tr>
<th>W O R D</th>
<th>SPARTANBURG—1940—ABC—LBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Business-Studio Address: 291 E. Main St.</td>
<td></td>
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<tr>
<td>Phone Number: 3271</td>
<td></td>
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<tr>
<td>Transmitter Location: Vanderbilt Rd.</td>
<td></td>
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<tr>
<td>Air Time: 5:30 a.-12:05 a.m.</td>
<td></td>
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<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Thesaurus</td>
<td></td>
</tr>
<tr>
<td>Representative: Hollingberry</td>
<td></td>
</tr>
<tr>
<td>Membership: NARTB</td>
<td></td>
</tr>
<tr>
<td>President: Walter J. Brown</td>
<td></td>
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<tr>
<td>General Manager: John W. Kirkpatrick</td>
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<tr>
<td>Sales Manager: John C. Carrington</td>
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<tr>
<td>Program Director: Sterling W. Wright</td>
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<tr>
<td>News Director: Allan R. Willis</td>
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<tr>
<td>Chief Engineer: Clyde J. Burdette</td>
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<tr>
<td>Consulting Engr.: A. D. Ring</td>
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</tbody>
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<thead>
<tr>
<th>W S P A</th>
<th>SPARTANBURG—1929—CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 850 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Broadcasting, Co. of the So.</td>
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<tr>
<td>Business-Studio Address: 224 E. Main St.</td>
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<tr>
<td>Phone Number: 33621</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Route 7</td>
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<tr>
<td>News Service: UP</td>
<td></td>
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<tr>
<td>Air Time: 19 hrs., 5 min.</td>
<td></td>
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<tr>
<td>Transcription Service: Standard</td>
<td></td>
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<tr>
<td>Representative: John Blair</td>
<td></td>
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<tr>
<td>Membership: NARTB, BAB</td>
<td></td>
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<tr>
<td>President: Francis Hipp</td>
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<tr>
<td>General Manager: G. Richard Shalto</td>
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<thead>
<tr>
<th>W F I G</th>
<th>SUMTER—1940—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Oper. By: Radio Station WFIG, Inc.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: Radio Center Bldg.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 1150</td>
<td></td>
</tr>
<tr>
<td>Transmitter: 1 Mi. E. of Sumter on Hwy. 76</td>
<td></td>
</tr>
<tr>
<td>News Service: UP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Lang-Worth</td>
<td></td>
</tr>
<tr>
<td>Representative: Joseph Hershey McGillvra</td>
<td></td>
</tr>
<tr>
<td>President: Hubert D. Osteen</td>
<td></td>
</tr>
<tr>
<td>General Manager: T. Doug Youngblood</td>
<td></td>
</tr>
<tr>
<td>Commercial Mgr.: William H. Moore, Jr.</td>
<td></td>
</tr>
<tr>
<td>Sales Prom. Mgr.: Charles Ballard</td>
<td></td>
</tr>
<tr>
<td>Program Director: Paul Reidy</td>
<td></td>
</tr>
<tr>
<td>News Director: John Sherman</td>
<td></td>
</tr>
<tr>
<td>Publicity Director: Robert Raymond</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: James L. Williams</td>
<td></td>
</tr>
<tr>
<td>Farm Editor: T. O. Bowen</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>W B C U</th>
<th>UNION—1946—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1460 Kc.</td>
<td>Power: 1000 Watts d. n.</td>
</tr>
<tr>
<td>Address: 210 East Main St.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 1200</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Buffalo Rd.</td>
<td></td>
</tr>
<tr>
<td>Air Time: 6:00 a.m. to 12:00 M.</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Capitol</td>
<td></td>
</tr>
<tr>
<td>Station Repr.: Palmetto Network</td>
<td></td>
</tr>
<tr>
<td>President: E. H. Hughes</td>
<td></td>
</tr>
<tr>
<td>Comm., Sales Prom. Mgr.: Leonard Magrider</td>
<td></td>
</tr>
<tr>
<td>Prog., Prod. Dir.: Marilyn F. Scraggs</td>
<td></td>
</tr>
<tr>
<td>Publicity Director: Mary A. Scarboro</td>
<td></td>
</tr>
<tr>
<td>Chief Announcer: C. P. Stirling</td>
<td></td>
</tr>
<tr>
<td>News Dir., Farm Edit.: J. B. Clements</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: T. W. Weather</td>
<td></td>
</tr>
<tr>
<td>Consulting Engineer: Joseph H. Chambers</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>W A L D</th>
<th>WALTERBORO—1947—MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1490 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Transmitter Address: Ft. Benson St.</td>
<td></td>
</tr>
<tr>
<td>Studio Address: Box 12</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 3861</td>
<td></td>
</tr>
<tr>
<td>Air Time: 6 a.m.-12 M.</td>
<td></td>
</tr>
<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>President: R. M. Je3eres</td>
<td></td>
</tr>
<tr>
<td>Comm., Gen., Sta. Mgr.: David E. Bigley</td>
<td></td>
</tr>
<tr>
<td>Program Director: Wilma W. Bigley</td>
<td></td>
</tr>
<tr>
<td>News Dir., Farm Ed.: M. W. Strassser</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: T. O. Bowen</td>
<td></td>
</tr>
</tbody>
</table>

634
KSDN
ABERDEEN—1948—MBS-SO. DAK.
Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By: Aberdeen News Co. Radio Station KSDN
Phone Number ................................ 4953
Air Time .................................... 6 a.m.-12 M.
News Service ................................ AP
Transcription Service ....................... World Representatives
President .................................... Henry J. Schmitt
Sta. Gen. Manager ....................... Byro McElligott
Commercial Manager ............... Robert Edward Lawson
Program Director .................... E. C. Pieplow
Chief Engineer ......................... George Crocker
Consulting Engr. ....................... Dick Doyle

KDSJ
DEADWOOD—1947—KBS-LBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Heart of the Black Hills Sta.
Address ........................................ P. O. Box 462
Phone Number ................................ 186
Representative ............................. John Daniels, Eli Daniels
Gen. Mgr., Chief Engr. ............ Eli Daniels
Production Director ................. Jim Tyne
News Director .................. Mel Rochester

KIJV
HURON—1947—MBS
Frequency: 1340 Kc. Power: 250 Watts
Bus.-Studio Address ............. 32 Second St. S.E.
Phone Number .......................... 785
Transmitter Location .......... 18th St. & Idaho
Air Time .................................. 6 a.m.-12 M.
News Service ............................... UP
Representative ............................. Lawson
Transcription Service ............. Thesaurus
Membership .............................. NARTB, BAB
President, General Mgr. .... Max F. Staley
Commercial Manager .......... Dwight Coursey
Program Director ............. Dale Larson
Chief Announcer ................. Derwin Bird
News Director .................. William E. McGivern
Chief Engineer ................... Roland H. Marty

KORN
MITCHELL—1947—MBS
GOLDEN PHEASANT
Frequency: 1490 Kc. Power: 250 Watts
 Bus.-Studio Address .......... 217-219 N. Main
 Phone Number ....................... 621
 Transmitter Location .... 1/2 Mi. E. of city on
 Hway. U. S. 16
 Air Time ................................. 6 a.m.-M.
 News Service ............................... UP
 Transcription Service .......... Lang-Worth
 Membership .............................. NARTB
 General-Station Mgr. .. Raymond V. Eppel
 Comm., Sales Prom. Mgr. ... B. Harland Ohde
 Program Director ............ Raymond Eppel
 News Director .................... Robert Wood
 Chief Announcer ................. Edward Welch
 Chief Engineer ....................... R. B. Brodie

KGFX
PIERRE—1916—KBS
Owned-Oper. By: Estate of Dana McNeil
Bus.-Studio-Transmitter Address ...... 203 W. Summit Ave.
Air Time .................................. 9:30 a.m.-Sunset
Phone Number .......................... 2351
Air Time .................................. 9:30 a.m.-Sunset
News Service ............................... UP
Representative ............................. Continental
President ................................. Ida A. McNeil
Chief Engineer ........... Charles W. Hobbs

KOTA
RAPID CITY—1936—CBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By: Black Hills Bstg. 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
Air Time .................................. 6 a.m.-M.
News Service ............................... UP
Representative ............................. Headley-Reed
Transcription Service ........ Standard, Associated, Capitol, World
Membership .................. NARTB, BMB
Pres., Gen. Mgr. ............. Robert J. Dean
Commercial Manager .......... Stan Lieberman
Program Director ............. Abner H. George
Promotion Manager ........... Ellen Crilly
Sales Manager ................. Stanley Lieberman
Chief Announcer ............... Harlan Horton
Chief Engineer ....................... A. E. Griffiths
Farm Editor .................... Ed Denslow

KELO
SIOUX FALLS—1937—NBC
Frequency: 1320 Kc. Power: 5000 Watts

SOUTH DAKOTA
Population 652,740—Increase +1.5% (1940-1950)—Radio Homes 160,340
Families 167,370—Stations in State 12
**SOUTH DAKOTA**

**KIHO**

**SIOUX FALLS—1948—MBS**

Frequency: 1270 Kc. Power: 1000 Watts d. n.  
Owned-Oper. By: Big Sioux Bractg. Co., Inc.  
Address: 218 South Main Ave.  
Phone Number: 4-7736  
Transmitter Location: 5 miles s.w. of City  
Air Time: 6:00 a.m. to 12:00 M.  
News Service: UP. Radio & News Wire  
Transcription Service: World  
Station Representative: Paul H. Raymer Co.  
Membership: NARTB  
President: Dr. John D. Conner  
General Manager: David J. Kempkes  
Commercial Manager: Richard C. Morenus  
Program Director: Fred W. Schweikher  
Chief Announcer: Wayne Pritchard  
News Director: Paul Fredricks  
Chief Engineer: David J. Kempkes  
Consulting Engineer: Frank H. McIntosh

**KISD**

**SIOUX FALLS—1948—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KISD, Inc.  
Bus. Studio Address: 311 S. Phillips Ave.  
Phone Number: 4-5571  
Transmitter Location: W. 12th St.  
Air Time: 6:45 a.m.-M.  
News Service: AP  
Transcription Representative: Cocke  
Transcription Service: Lang-Worth  
President: H. R. Alton  
Gen. Mgr., Prog. Dir.: Verl Thomson  
Commercial Manager: William Hardt  
Promotion Manager: Helen Ruble  
Chief Announcer: Bill Johnson  
Musical Director: Pat Patrick  
Chief Engineer: Bob Gloc

**KSOO**

**SIOUX FALLS—1927**

Frequency: 1140 Kc. Power: 5000 Watts d. n.  
Owned-Oper. By: Sioux Falls Bcstg. Assoc., Inc.  
Address: 317½ S. Phillips Ave.  
Phone Number: 4-7545  
Transmitter Location: W. 13th St., Sioux Falls  
Air Time: Local, sunrise to sunset only  
News Service: AP  
Transcription Service: RCA, Thesaurus, Standard  
Station Representative: Avery-Knodel, Inc.  
Membership: NARTB  
President: Morton Henkin  
General Manager: George R. Hahn  
Station Manager: George "Bill" Rohn  
Commercial Manager: Rollie R. Williams  
Sales Promotion Manager: Ray Krohn  
Program Director: Ray Lofness  
Production Director: Murray Stewart  
News Director: Orrin Melton  
Musical Director: Bob Helgeson  
Chief Engineer: Max Pierce  
Farm Editor: E. C. "Red" Stangland  
Consulting Engineer: George C. Davis

**KWAT**

**WATERTOWN—1926—KBS**

Frequency: 950 Kc. Power: 1000 Watts  
Address: Watertown  
Phone Number: 777  
Air Time: 6 a.m.-11 p.m.  
News Service: SESAC, World, Standard  
Representative: Orville Lawson, Walker  
Membership: NARTB  
President: John E. Conner  
General Manager: Thomas L. Young  
Commercial Manager: Morris Wisott  
Sales Prom. Mgr.: Ross E. Case  
Program Director: Doug Marlow  
Production Director: Dory Marks  
Publicity Dir.: Bob Keller (N. Y.)  
Chief Announcer: Bob Carroll  
News Director: Don Anderson  
Musical Director: Mildred Swenson  
Chief Engineer: Francis Alwin  
Farm Editor: Bob Robinson  
Consulting Engr.: Commercial Radio

**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 DAKOTA—TENNESSEE

W N A X
YANKTON—1926—ABC
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bestg. Co.
Bus.-Studio Address: 2nd & Capitol Sts.
Phone Number: 442
Transmitter Location: 5 mi. E. of Yankton
Air Time: 5:30 a.m.-M.
News Service: AP, UP
Transcription Service: Standard

TENNESSEE

Population 3,291,718—Increase +14.5% (1940-1950)—Radio Homes 697,690 Families 802,860—Stations in State 52

W L A R
ATHENS—1946—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Athens Bestg. Co.
Business-Studio Address: N. Jackson St.
Phone Number: 691
Transmitter Location: Decatur Hwy.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
President: Lowell F. Arterburn
General Manager: Buell J. Charles
Program Director: Roy Carr
Commercial Manager: Max Robinette
News Dir.: Jack Dalton
Chief Engineer: J. W. Turner
Consulting Engr.: Claude Gray

W O P I
BRISTOL—1929—NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Radiophone Bestg. Station, 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: BAB
President, General Mgr.: W. A. Wilson
Comm. Mgr.: James C. Wilson
Sales Prom. Mgr.: Sam Davis
Prod., Musical Dir.: Mike Cady
Chief Ann., Farm Editor: Harry Moreland
Publicity Director: Jane Glavin
Chief Engineer: Russell V. Robinson

W A G C
CHATTANOOGA—1945—MBS
Frequency: 1450 Kc. Power: 250 Watts
Address: Hotel Patten
Phone Number: 7-1128
Transmitter Location: Rossville Blvd.
Air Time: 5:55 a.m. to 11 p.m.
News Service: AP
Transcription Service: Langworth
Station Repr.: Rambeau
General Manager: Vann Campbell
Commercial Manager: H. D. Parker
Trac Director: Vivian Russell
Chief Announcer: Harry Thornton
News Director: Roy Morris
Musical Director: Chris Conrad
Chief Engineer: Charles Stokely

W A P O
CHATTANOOGA—1936—NBC
Owned-Oper. By: WAPO Bestg. Service
Business-Studio Address: Read House
Phone Number: 6-8141
Transmitter Location: Pineville Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: World Representative: Headley-Reed
Membership: BAB
General Manager: R. G. Patterson
Comm. Mgr., Pub. Dir.: Helen Patterson
Program Director: Frances Harley
Chief Engineer: B. B. Barnes
Farm Editor: J. D. Cilett

W D E F
CHATTANOOGA—1941—ABC
Bus.-Studio Address: 4th Fl., Volunteer Bldg.
Phone Number: 6-5684
Transmitter Location: Moccasin Bend
Air Time: 5:30 a.m.-M.
News Service: UP

637
TENNESSEE
President
Gen., Sta.. Comm.
Program Director

News

WBAC

Capitol

Trantcrlption Service
Repretentative

Branham

CLEVELAND— 1945—MBS

W. Engel

loo

Ken Flennlken

Mqr.

Power: 250 Watts
Robert W. Rounsaville
Owned-Oper. By
Central Ave.
Business-Studio Address
62
Phone Number
Chattanooga Hway.
Transmitter Location
6:00 a.m.-10:30 p.m.
Air Time
Frequency: 1340 Kc

Quave

Morrle

Warren Herring

Dir.

Chlel Announcer
Chief Engineer

Masengill
Baker

Luther

B. C.

Consulting Engr

Russell P.

May

News

WD D
CHATTANOOGA—

Station

Phone Number

Prom. Mgr., Pub. Dir

Bill

Bcstg. Co., Inc.

Bus.-Studio-Transmitter Address. .P. O.

Bush
Wilson

J.

Phone Number
Air Time

Charley Gullickson
Gene Carr
Bob Bosworth
George Barnard

WDXB,

News

Frequency: 1400 Kc
Owned-Operated By
Bus.-Studio Address
Phone Number

Cohen

Charles W. Trippe
Byron E. Fincher

Transmitter Location
Air Time
News Service
Representative

W J ZM
CL ARKS VILLE— 1 94 1—MBS-KBS
Owned By
Operated By
Business-Studio Address

Martin
6

a.m.-ll

Pres.,

Gen.-Sta.

AP
E.

T.

Clay

Chief Engineer

John H. Bailey

807 Hickory

St.

6 a:m:-l 1:05 p.m.

UP
Continental Radio Sales

NARTB. BAB
L. Medley
Joe Mabry

M.

MBS-KBS-MID-SOUTH-DIXIE
Frequency: 1450 Kc

Owned-Oper. By
Address
Phone Number

Joseph R. File
Cline,

St.

789

DYERSBURG— 1946

Campbell

Comm., Sales Prom. Mgr
Program Production Dir

Inc.

WDSG

St.

p.m.

NARTB. BAB

Mgr

WHUB.
315 E. Spring

Sales Prom. Mgr.. Pub. Dir
Stacy Mott
Musical Director
Thomas W. Harris
Chief Engineer
George W. Daughtery

Capitol

Membership

Power: 250 Watts

Sta. Mgr.. Prog. Dir

Campbell & Sheftall
E. T. Campbell
411 Madison St.
2295-6

Transmitter Location
Air Time
News Service
Transcription Service

B

Membership
Pres.. Gen.-Comm. Mgr

Power: 250 Watts

Phone Number

Bill Frasehr
Revis Hobbs
Ring & Co.

Ed.

COOKEVILLE— 1940—CBS-KBS

John Bloom

Frequency: 1400 Kc

Farm

W HU

SESAC
AP

Dir..

Dir..

Chief Engineer
Consultign Engr

Inc.

539 Vine St.
6-1114
Forjoe

E.

Wally Beecham

Chief Announcer

Power: 250 Watts

David

NARTB. BAB

Mel Dugger
Sales Prom. Mgr
Pgm., Prod. Dir
Al Knott
Publicity Director
Jim Keiran
Pres..

WDXB

Representative
Trarxscriptlon Service
News Service
President
V.P., Prom. Mgr
Chief Engineer

TVA Network

Membership

CHATTANOOGA— 1948
Phone Number

UP
Capitol

Representative

Gaylord McPherson

Frequency: 1490 Kc
Owned Oper. By
Address

Box 71

1340-1
5 a.m.-M.

News Service
Transcription Service

W. Roy Owens

Editor

Power: 250 Watts
The Middle Tennessee

Owned-Oper. By

W. Winger
B.

H. D. Price

Frequency: 1340 Kc

Standard
Paul H. Raymer
Earl

F. Fitch

COLUMBIA— 1946—MBS-KBS-TVA

UP

Commercial Manager

Thad

WKRM

Unlimited

Production Director
Chief Announcer
Musical Librarian
Chief Engineer

Rounsaville
S. A. Wade

Harry Sullivan
William D. Stuart

Chief Engineer
Technical Director

6-5117
Baylor Rd.

Program Director

W.

Manager

Program Director

Power: 5000 Watts
Frequency: 1310 Kc
WDOD Bcstg. Corp.
Owned Oper. By
Hamilton Natl. Bank Bldg.
Address

Farm

R.

Comptroller

1925—CBS

Transmitter Location
Air Time
News Service
Transcription Service
Representative
Pres., Gen., Sta. Mgr

UP

Service

Gen. Mgr

Jr.

638

.

.

Power: 250 Watts

State Gazette Bcstg. Co., Inc.

Box 58
77


Air Time: 6 a.m.-11 p.m.
News Service: AP
President: Russel M. D. Bruce
General Manager: Frank Armstrong
Commercial Manager: Raymond Rush
Pub., Prgm. Director: Robert Ward
Chief Engineer: C. W. Morrow

WBEJ
ELIZABETHTON—1946—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: Elk Ave.
Phone Number: 2-1241
Transmitter Location: State Line Rd.
News Service: UP
Senior Partner & Mgr.: R. W. Rounsaville
Station Manager: Frazier Cochrane
Comptroller: S. A. Wade
Commercial Mgr.: James Cox
Program Director: Fred Lockett
Production Dir.: Ruth Ritchie
Chief Engineer: Martin Condon Bowers, Jr.
Technical Director: H. G. Price

WEKR
FAYETTEVILLE—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: Box 625
Phone Number: 1240
Transmitter: 1 Mi. W. of City, Hiway 64
News Service: UP
Pres., Gen. Mgr.: John R. Crowder
Sta. Mgr.: Jim Tate
Comm. Mgr.: Teddy Barnes
Chief, Ann. & Pgm. Dir.: Glen Slayton
Chief Engineer: Ernest Tucker

WHIN
GALLATIN—1948
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Sumner County Bcstg. Co.
Address: Box 28
Phone Number: 1010
Transmitter Location: Portland Highway
News Service: UP
Transcription Service: Capitol
Membership: NARTB
President: A. B. Perkins
Gen. Manager: R. C. Wood
Sta., Comm. Mgr.: W. E. Stamps
Prgm., Mus. Director: Weston Britt
Chief Engineer: Eugene B. Moore

WGRV
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 Mc Hale
Commercial Manager: Hugh Pickel
Program Director: Tom Lyons
Chief Engineer: Lula Hampton

WHBT
HARRIMAN—1947—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Bus. Studio Address: Crescent & Devonia
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: NARTB
Owner, Gen. Mgr.: F. L. Crowder
Commercial Manager: Walter Scarbrough
Program Director: John Fielder
Promotion Manager: Carl Williams
Chief Engineer: Kenneth Hargis

WIRJ
HUMBOLDT—1949—MID-SOUTH KBS
Address: 210 N. 22nd Ave.
Phone Number: 740
Membership: NAB
Air Time: Daytime
News Service: UP
Transcription Service: Lang-Worth
President: J. F. Warmath
Commercial Manager: Thomas S. Armistead
General Manager: Howard E. Byrum
Chief Engineer: Charles Brown

WDXI
JACKSON—1948—MBS-KBS
Frequency: 1310 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: Dixie Bcstg. Co.
Business-Studio Address: Williams Bldg.
Phone Number: 7-9611
Transmitter Location: 3 Mi. N. Hiway 45
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Burn-Smith
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 Deitmer
WPLI
JACKSON—1949
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By: George Arthur Smith
Address: Old Bolivar Road
Phone Number: 7-8541
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Lang-Worth
representative: McGillva
President: George Arthur Smith
General Manager: Ken Crosthwait
Asst. Mgr.: Bill Mutell
Comm. Sales Prom. Mgr.: Herb Langston
Pgm. Prod. Dir.: Charles McMillan
Ch. Ann. News Dir.: Bill Mutell
Chief Engineer: David Bruce Jordan
Farm Editor: Bob Aycock
Consulting Engineer: Gillette

WTJS
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
Transcription Service: World
Representative: Brannham
Membership: NARTB, BAB
Exec. V-P.: Harris Brown
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
Consulting Engr.: George Davis

WJHL
JOHNSON CITY—1938—ABC
Owned-Operated By: WJHL Inc.
Business-Studio Address: 145 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: NARTB, BAB
Pres., Gen. Mgr.: W. H. Lancaster
Sales Prom. Mgr., Pub. Dir.: Ken Matthews
Pgm., Prod., Musical Dir.: Bill Snitger
Chief Announcer: Ed Cowell
Chief Engineer: O. K. Garland
Farm Editor: Raymond Rosson

Profit-Margin COVERAGE
Ask for new BMB figures that show WJHL domination in reaching the million plus people in the WJHL area—156,480 radio families. And WJHL attracts 90-95% in Johnson City and vicinity. This coverage is the extra margin that pays bigger profits—makes your budget successful! WJHL leads in Hooperatings! Leads in BMB summaries! Get the facts! Get WJHL’s audience! You’re sure to get a profitable share of the $264,258.000 annual retail volume.

WJHL
JOHNSON CITY, TENNESSEE
910 KC 5000 WATTS
FULL TIME REGIONAL COVERAGE
"BONUS: WJHL-FM, 100.7 meg., full time."
National Representative:
JOHN E. PEARSON COMPANY
WETB
JOHNSON CITY—1947—LIBERTY
Frequency: 790 Kc. Power: 1000 Watts d.
Business Address: Press Bldg.
Phone Number: 2993
Studio-Transmitter Location: Asheville Hiway
Air Time: Sunrise-sunset
News Service: AP
Representative: McGilivra
Transcription Service: World
Membership: NARTB, BAB
President: Carl A. Jones, Jr.
Station Manager: Cliff Goodman
Adv. Mgr.: Bud Kelsey
Program Director: Berney Burleson
Chief Ann., News Dir.: Ray Moore
Chief Engineer: E. B. Jones
Farm Editor: Raymond Rosson

WKPT
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
Transmission Service: Standard, World
Representative: Donald Cooke
President: C. P. Edwards, Jr.
General Manager: A. F. Martin
Commercial Mgr.: Phil Weaver
Chief Engineer: Thomas Phillips

WBIR
KNOXVILLE—1941—ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WBIR, Inc.
Business-Studio Address: 818 S. Gay St.
Phone Number: 4-3321
Transmitter Location: Painter & Concord Sts.
Air Time: 5:30 a.m.-M.
News Service: UP
Transmission Service: NBC Thesaurus
Representative: Bolling
Membership: NARTB, BAB
President: Gilmore N. Nunn
Gen.-Sta.-Sales Prom. Mgr.: John P. Hart
Commercial Manager: James A. Dick
Musical Director: W. R. Johnston, Jr.
Chief Engineer: J. Rex Horton

WIBK
KNOXVILLE—1947—KBS
Frequency: 800 Kc. Power: 1000 Watts d.
Business-Studio Address: 406 W. Church St.
Phone Number: 4-9866
Transmitter Location: Rouse Hill

Air Time: Sunrise-sunset
News Service: AP
Representative: Donald Cooke
Membership: NARTB
Pres., Gen. Mgr.: Marvin L. Thompson
Commercial Manager: William E. Lane
Program Director: Walter Martin
Promotion Manager: Margaret Covington
Chief Engineer: John D. Caylor
News Director: George Gilbert
Farm Editor: Bob Johnson

WKGN
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 Allor Ave. at L. & N. R. R.
Air Time: 6 a.m.-M.
News Service: AP
Transmission Service: Lang-Worth, Capitol
Representative: Forjoe
Membership: NARTB
Pres., Gen. Sta. Mgr.: Clarence Beamann
Comm., Sales Prom. Mgr.: C. R. "Dick" Watts
Pgm., Prod. Dir., Chief Ann.: Tony Barrett
Sports Director: Bill Sorrell
Chief Engineer: Milton L. Jones

WNOX
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
Transmission Service: Standard
Representative: Branham
President: Jack R. Howard
Gen.-Station Mgr.: R. B. Westergaard
Comm.-Sales Prom. Mgr.: O. L. Smith
Publicity Director: Para Lee Brock
Chief Announcer: Lowell Blanchard
Musical Director: Jerry Collins
Chief Engineer: Ray Evans
Music Dir., Farm Ed.: Cliff Allen

WROL
KNOXVILLE—1927—NBC-LIBERTY
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Mountcastle Bcstg. Co.
Business-Studio Address: 531 S. Gay St.
Phone Number: 2-7111
Transmitter Location: Holston Hills
Air Time: 5 a.m.-1 a.m.
News Service: UP
WCOR
LEBANON—1949

Owned-Operated By: Lebanon Bestg., Co., Inc.
Address: 106 Cumberland St.
Phone Number: 1640
News Service: UP
Transmission Service: Standard
Ass. Mgr., Pgm. Dir.: Bill Barry
Production Director: Sterling Brewer
Publicity Director: Marion Simpson
Chief Announcer: Bob Allen
News Director: Herman Eskew
Musical Director: Burton Wilson
Chief Engineer: Warren Gilpin
Farm Editor: Jim Ward

WLIL
LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
Owner: Arthur Wilkerson Lumber Co.
Address: Wway at Grand
Phone Number: 402
Transmission Service: Capitol, SESAC
News Service: UP
Owner, Gen. Mgr.: Arthur Wilkerson
Commercial Manager: R. R. Tinell
News Director: Bob Hutshell
Pgm. Prom. Mgr.: Bob Dickson
Chief Engineer: Edward Seward
Farm Editor: Bob Brown

WJ JM
LEWISBURG—1947

Owned-Oper. By: Estate of James J. Murray
Address: East Hill
Phone Number: 780
News Service: Continental
Membership: NARTB
Chief Engineer: Louis D. Lingner

WGAP
MARYVILLE—1947—KBS

Owned By: Aluminum Cities Bestg. Co.

WMBT
McMINNVILLE—1947—MBS
KEYSTONE—TVB

Owned-Oper. By: McMinnville Brdg., Co., Inc.
Address: P. O. Box 409
Phone Number: 401
Transmitter Location: North Chancery St.
Air Time: 6:00 a.m. to 11:15 p.m.
News Service: UP
Transmission Service: World
President: Dr. Sam J. Albright
General Manager: Royce E. Richards
Commercial Manager: Georgi Overby
Sales Prom. Manager: Henry Trent
Program Director: Emie Richards
Ch. Annct. News Dir.: George Martin
Chief Engineer: Hubert Beasley
Farm Editor: H. V. Massey
Consulting Engr.: Worthington C. Lent

WDIA
MEMPHIS—1947

Owned By: Bluff City Bestg., Co.
Operated By: John Pepper, Bert Ferguson
Business-Studio Address: 2074 Union Ave.
Phone Number: 36-2703
Transmitter Location: 1125 University
Air Time: 11:15 p.m. to Daytime
News Service: UP
Representative: John E. Pearson
Membership: NARTB, BAB
Gen., Sta. Mgr.: Bert Ferguson
Commercial Manager: Harold F. Walker
Program Director: Christine Cooper
Production Director: Don Kern
News Dir.: Marie Wathen
Farm Editor: Ernest Brazile
Consulting Engr.: Fred O. Grimwood

W HBO
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: 8-8868
WHHM
MEMPHIS—1946—LIBERTY
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Mid-South Bcast. Corp.
Business-Studio Address: Sterick Bldg.
Phone Number: 37-4422
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: IMS
Membership: NARTB
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
News Dir.: Bill Crabbe
Chief Announcer: Kenny Sargent
Musical Director: Owen Elkins
Chief Engineer: William Marsh

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: NARTB, BAB
V.P., Gen. Mgr.: Harold R. Krelstein
Sales Prom. Manager: W. B. Rudner
Program Director: George Faulder
Production Director: Tys Terwey
Musical Director: Fred Christensen
Chief Engineer: J. E. Deaderick

WREC
MEMPHIS—1922—CBS
Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: WREC Bcastg. Service
Business-Studio Address: Hotel Peabody
Phone Number: 5-1313
News Service: UP

FOR FOLKS WHO KEEP THEIR EYE ON THE CASH REGISTER
Results from the Station That Hits All Segments (not just a portion) of the Memphis Market.

WHHM
Liberty Broadcasting System
MEMPHIS, TENNESSEE

Patt McDonald, manager
Representatives:
Independent Metropolitan Sales
Air Time .................................. Unlimited
Transcription Service .................... World, Lang-Worth, SESAC
Representative .......................... Katz
Membership ................................ NARTB
Owner, General Manager .......... Hoyt B. Wooten
Commercial Manager ........ Hollis R. Wooten
Pgm. Dir., Prom. Mgr. ............. Roy Wooten
Chief Engineer .................. Wilson Raney

**WCRK**
MORRISTOWN—1947—MBS
Frequency: 1450 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Address ... Brown Ave.
Phone Number ............... 1450
Air Time .................................. Unlimited
News Service..................... AP
Transcription Service ............ World
Representative ........................ Hal Holman
Membership .......................... NARTB
President ............................ Herbert S. Walters
Program Director ....... John Frank McCravy
Chief Engineer ............. James R. Redden

**WGNS**
MURFREESBORO—1947—MBS-TV
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By ......... WGNS, Inc.
Address ........................ P. O. Box 456
Phone Number .............. 1450
Representative ............ Holman
Transcription Service .... Lang-Worth, World
News Service .................. UP
Vice-President ............ Mrs. Cecil Elrod, Sr.
Secy., Treas. ................. Cecil Elrod, Sr.
Commercial Manager ....... Neil Lancaster
Production Director ...... Louis Higginson
Promotion Manager ...... John D. Hood
Chief Engineer ............ Charles Freeman
News Director ........... John K. Williams

**WKDA**
NASHVILLE—1946
Frequency: 1240 Kc. Power: 250 Watts
Bus.-Studio Address ... 1st 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 .................. NARTB, BAB
(Partners) Owners .... T. B. Baker, Jr. &
A. G. Beaman
General Manager ....... T. B. Baker, Jr.
Commercial Manager ...... Roy V. Whisnau
Sports Director .......... L. H. Munson
Program Director ........ James E. McKinney
News Director ................ Roque Fajardo
Chief Engineer .............. Oscar C. Griffin, Jr.
Consulting Engr. ......... A. D. Ring Co.

**WLAC**
NASHVILLE—1926—CBS
Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Oper. By ......... WLAC Bstg. 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 .................. NARTB
Owner ............................ J. T. Ward
Comm., Gen. Mgr. ......... F. C. Sowell
Sales Manager ............. E. G. Blackman
Program Director ....... Paul Oliphant
News Director ........... Robert S. Larimer
Chief Engineer .......... F. D. Binns

**WMAK**
NASHVILLE—1948—MBS
Frequency: 1300 Kc. Power: 5000 Watts
Address .................. Maxwell House
Phone Number .......... 4-3411-2-3
Transmitter Location ....... Hyde's Ferry Rd.
Air Time ...................... 6 a.m.-12 M.
News Service ............... UP
Representative ............. Weed & Co.
Pres., Gen. Mgr. ............ Frank W. Mayborn
Pub., News Director ...... Robert L. Chandelier
Promotion Manager ...... Clarence L. Waggoner
Pgm. Dir. ................. Ruth Cline
Musical Director ....... Anita Kerr
Consulting Engr. ....... McIntosh & Inglis

**WNH**
NASHVILLE—KBS-LBS
Frequency: 1360 Kc. Power: 1000 Watts d.
Address .................. James Robertson Hotel
Phone Number .......... 4-7611
Transcription Service .... Standard
Program Director ...... Donn C. McInturff
Chief Engineer .......... I. D. Byars

**WSIX**
NASHVILLE—1927—ABC
Frequency: 980 Kc. Power: 5000 Watts d.
Owned-Oper. By ...... Jack and Louis R. Draughon
WSM
NASHVILLE—1925—NBC
Frequency: 650 Kc. Power: 50,000 Watts
Owned By: WSM, Inc.
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: Associated, Thesaurus
Representative: Edward Petry
Membership: NARTB
President: John H. DeWitt, Jr.
Commercial Manager: Irving C. Waugh
Sales Prom. Mgr., Pub. Dir.: Tom Stewart
Program Director: Jack Stapp
Dir. of Pub. Relns.: William R. McDaniel
News Director: H. W. Eskridge
Chief Engineer: George A. Reynolds
Farm Editor: John McDonald

WATO
OAK RIDGE—1948—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WATO, Inc.
Address: Municipal Market Bldg.
Phone Number: Oak Ridge 5-3535
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
Representative: Burn-Smith
Membership: NARTB
Commercial Manager: Harry C. Weaver
Program Director: Arthur J. Metzler
Chief Engineer: Marvin L. Paul
News Director: Bill Anderson

WTPR
PARIS—1947—KBS-MID-SOUTH
Owner: Kentucky Lake Bcastg. 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

WKSR
PULASKI—1946
Address: Radio Center
Phone No.: 1066-67
Transmitter Location: Highway 84-W
Air Time: Sunrise-Sunset
News Service: UP
Membership: NARTB
Pres.: Gen. Manager: John R. Crowder
Station Manager: Virgil Trim
Sales Prom. Manager: Mike Freeland
Chief Announcer: Jack Hendrickson
Chief Engineer: Richard Spruill
Consulting Engineer: John H. Mullaney

WHAL
SHELBYVILLE—1946—MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Shelbyville Bcastg. Co., Inc.
Phone Number: 1400-1
Transmitter Location: Lewisburg Hwy.
Air Time: 6 a.m.-11 p.m.
News Service: UP
President: Harvard Smith
Pgm., Prod. Dir., Chf. Ann.: Frank Huber
News Director: Charles Bragg
Chief Engineer: Tim Marsh
Farm Editor: Claude Gray

WDBL
SPRINGFIELD—1950
Frequency: 1430 Kc. Power: 1000 Watts d.
Address: P. O. Box 76
Phone Number: 1287
Transcription Service: Lang-Worth
News Service: UP
Comm., Prom. Mgr.: H. C. Young, Jr.
Program Director: J. C. Fonts
Chief Engineer: Anna A. Duke

WJIG
TULLAHOMA—1947—TVN-KBS
Business Address: West End Dr.
TENNESSEE - TEXAS

Phone Number ........................................... 2607-8
Studio-Transmitter Location .................. West End Dr.
Air Time .................................................. Sunrise-sunset
News Service ................................................ UP
Transcription Service ............................. Capitol, Eells
Office Manager ................................. James Walkup
Sales Prom. Mgr. .............................. Mary C. Prescott
Chl. Ann., Pgm. Dir. ......................... John Collins
News Director ...................................... Thomas Meachum
Chief Engineer .................................. Carl Spraggins
Farm Editor ......................................... Thomas Meachum
Consulting Engr. ................................. Claude Gray

WENK
UNION CITY—1946—MBS—KBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Union City Bcstg. Co.
Phone Number .................................. 1240-1
Transmitter Location ................. Fulton Hwy.
Air Time ................................................. 6 a.m.-M.
News Service ................................................ UP
Transcription Service ......................... World
Representative ....................................... Burn-Smith
Pres., General Mgr. ......................... Aaron B. Robinson

WINCHESTER—1946—MBS
Owned-Oper. By: Arthur D. Smith, Jr.
Address .................................................. Box 1103
Phone Number ............................................. 2201
Transmitter Location .................... Cowan Hwy.
Air Time .................................................. 6:00 a.m. to 10:00 p.m.
News Service ................................................ UP
Membership ................................................. NARTB
Comm. Prom. Manager .......... Hughes H. Brewer
Pgm. Dir., Ch. Ann. .................................... Guy Parrish
Chief Engineer ............................................ Frank Spencer
Consulting Engineer ....................... Claude M. Gray

Population 7,711,194—Increase + 20.2% ('40-'50)—Radio Homes 1,789,810
Families 2,029,260—Stations in State 176

K R B C
ABELINE—1936—ABC—TEXAS
Business Address ..................................... Box 178
Phone Number ............................................. 4-8255
Transmitter Location ....................... Old Anson Rd.
Air Time ................................................. 6 a.m.-M.
News Service ................................................ AP
Transcription Service .......................... Capitol
Representative ....................................... John E. Pearson
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
Consulting Engr. ................................. Commercial Radio

KBKI
ALICE—1946—MBS
Frequency: 1070 Kc.  Power: 1000 Watts d.
Owned-Operated By: Alice Bcstg. Co.
Business Address ..................................... Box 731
Phone Number .............................................. 2070
Transmitter Location ..................... No. on Hiway 281
Air Time .................................................. 12 a.m.-12 M.
News Service ................................................ AP
Transcription Service ......................... Capitol
Representative ....................................... Donald Cook
President ............................................. E. G. Lloyd, Jr.
Commercial Manager ....................... D. C. Houston
Sales Prom. Mgr. ............................. Nat Watson
Pgm., Music, Dir. ......................... J. Allen Frye
Prod., Pub. Dir. ....................................... Jack Allen
Chief Announcer ................................. Chuck Farkas
News Director ..................................... Nat Watson
Chief Engineer ...................................... S. L. Spencer
Farm Editor ........................................... Cliff DuBose

646
**K V L F**

ALPINE—1947—MBS-S.W.-TSN
LBS—KCASTUS

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
News Service:  AP, UP
Representative:  Hil F. Best
Membership:  NARTB
President:  Barney H. Hubbs
General Manager:  Jack Hawkins
Station Manager:  Gene Hendryx
Program Director: Sellette Suratt
Chief Announcer:  James Dawson
News Director:  John Newell
Chief Engineer:  Earl McCall
Farm Editor:  G. H. Harfst

**K A M Q**

AMARILLO—1947—MBS

Frequency: 1010 Kc.  Power: 1000 Watts d.,
500 Watts n.
Address:  1301 Polk St.
Phone Number: 2-6543
Representative:  Forjoe
Transcription Service:  Capitol
News Service:  AP
Manager:  Walter P. Spelght, Jr.
Vice-President:  Hoyt Houck
Seyc-Treas. Gen. Mgr.:  R. D. Houck
Commercial Manager:  Jess Richardson
Program Director:  Ray Whithworth
Promotion Manager:  Johnny Hatchcock
Chief Engineer:  Stewart Parsons

**K F D A**

AMARILLO—ABC—LBS

Frequency: 1440 Kc.  Power: 5000 Watts d.,
1000 Watts n.
Business-Studio Address:  109 E. 5th St.
Phone Number: 5343
Transmitter Location:  Belaire Pk.
News Service:  UP
Transcription Service:  World
Representative:  Branhan Co.
Membership:  NARTB, BAB
President:  Gilmore Nunn
Station Manager:  Bill Fairley
News Director:  Kelly West
Musical Director:  Bland Ouxer
Chief Engineer:  Noel Luddy
Farm Editor:  Kelly West

**K G N C**

AMARILLO—1922
NBC-LONE STAR

Frequency: 710 Kc.  Power: 10,000 Watts d.,

**K L Y N**

AMARILLO—1949—CBS
WESTERN NET

Frequency: 940 Kc.  Power: 1000 Watts d.,
1000 Watts n.
Address:  1014 West Seventh
Phone Number: 2-6773
Trans. Loca.:  7 Mi. SE of City
Air Time:  6 a.m.-12 M.
News Service:  UP
Transcription Service:  Standard
Representative:  John Blair & Co.
Membership:  NARTB, BAB
President:  R. G. Hughes
General Manager:  Kenyon Brown
Station Manager:  Howard Roberson
Chief Engineer:  Gene Fennimore
Farm Editor:  Pat Flynn

**K B U D**

ATHENS—1948

Business Address:  Box 309
Phone Number: 2277
Transmitter Location:  Highway 19
Air Time:  6 a.m.-Sunset
News Service:  UP
Sta., Gen. Mgr.:  J. B. McNutt, Jr.

**K A L T**

ATLANTA—1950

Frequency: 900 Kc.  Power: 1000 Watts d.
Phone Number: 681
Transcription Service:  Capitol
News Service:  UP
President:  Herman H. Wommack, Jr.
Gen. Mgr., Chief Engr.:  David A. Wommack
Commercial Manager:  Robert Bieloh
Program Director:  Norm Bale
**NOW**

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.  Power: 250 Watts


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:  Standard

Representative:  Pearson

Membership:  NATB

President:  Wendell W. Mayes

Station Manager:  Louis R. Cook

Program Director:  Warren M. Beam

Chief Engineer:  James E. Lewis

**KTBC**

AUSTIN—1939—CBS-LONE STAR


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:  6 a.m.-12 M.

News Service:  UP

Transcription Service:  World

Representative:  Taylor Co.

President:  Claudia T. Johnson

General Manager:  J. C. Kellam

Sales Manager:  Sam Plyler

Program Director:  Richard S. Pryor

Publicity Director:  Revis Taylor

News Director:  Paul Bolton

Musical Director:  Barbara Rongo

Chief Engineer:  A. B. Hearne

Farm Editor:  Reese Turner

**KTXN**

AUSTIN—1937—Radio KTXN, Inc.

Frequency: 1370 Kc.  Power: 1000 Watts d.

1000 Watts n.

Owned-Oper. By:  Radio KTXN, Inc.

Address:  1211 East 6th St.

Phone Number:  74476

Transmitter Location:  Bee Cave Rd.

Air Time:  Sunrise-Sunset

Gen., Sta. Mgr.:  Frank Stewart

Commercial Manager:  Joe K. Harry

Program Director:  Frank Stewart

Production Director:  Manuel Escobedo

News Director:  Ed. Idar

Chief Engineer:  Dale Taylor

**KVET**

AUSTIN—1946—CBS-LIBERTY

Frequency: 1360 Kc.  Power: 1000 Watts


Business-Studio Address:  113 W. Eighth St.

Phone Number:  8-8521

Transmitter Location:  Bull Creek Rd.

News Service:  AP

Transcription Service:  Lang-Worth

Representative:  Forjoe

President:  John B. Connally

General Manager:  Willard Deason

Commercial Manager:  Charles Howell

Pub., Pgm. Prod. Dir.:  Dave Smith

Chief Engineer:  Alfred W. Scharath

**KRUN**

BALLINGER—1947—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.:  News Dir.

Chief Engineer:  W. C. Kelley

Program Director:  Helen Hampton

**KIOX**

BAY CITY—1947—MBS-KBS


Owned-Oper. By:  Bay City Bcstg. Co.

Business Address:  P. O. Box 1391

Phone Number:  642-3

Studio-Transmitter Location:  State Hiway 35

Air Time:  6 a.m.-M.

News Service:  AP

Transcription Service:  Capitol

Representative:  Paul Girard

President:  J. G. Long

Gen. Sales Prom. Mgr.:  Hayden Curtiss

News Director:  Ford Robertson

Program Director:  Virginia Lee

Chief Engineer:  Glenn R. Ellis

Promotion Manager:  Glenn McClain

**KRCT**

BAYTOWN—1947—KBS


Owned-Operated By:  Bay Bcstg. Co.

Address:  Box 629

Phone Number:  8251

Trans, Loca.:  Ft. of E. Texas Ave.

News Service:  AP

Air Time:  Sunrise-Sunset

President:  C. Q. Alexander

Station Manager:  Sylvia McKinstry

Commercial Manager:  C. Paul Spidel

Program Director:  Bill Dunn

Publicity Director:  Joe Dollar

Chief Engineer:  Emilio Rodriguez, Jr.

Consulting Engineer:  Guy C. Hutchinson

**KREL**

BAYTOWN—1947—DIXIE-LIBERTY

Frequency: 1360 Kc.  Power: 1000 Watts
Business Address .......... P. O. Box 419, Decker Dr.
Phone Number .............. 8211-2

Studio-Transmitter Location .......... Decker Dr.
News Service ................. UP
Transcription Service ............. World
Representative .............. Thomas F. Clark
President .................... Robert Matherne
Gen., Sta. Mgr. ................ William M. Lightfoot
Commercial Manager .......... Tommy Rochelle
Production Director .......... Dick Eason
Production Director .......... Mary Lightfoot
Chief Engineer ................ Marvin Daugherty

KFD M
BEAUMONT—1924
ABC-LONE STAR

Frequency: 560 Kc. .... Power: 5,000 Watts d.,
5,000 Watts n.

Address .......... P. O. Box 2950, 1420 Calder Ave.
Phone Number .......... 2-7758
Trans. Loca. .............. 2 Mi. No. of Bridge City
Air Time ................... Unlimited
News Service .......... UP
Transcription Service .......... Lang-Worth
Representative .......... Free & Peters, Inc.
Membership ........... NARIB, BAB
President .......... D. A. Cannon
Sales Promotion Mgr. .......... H. F. Caldwell
Pub. Dir., Farm Editor .......... Ralph Ramos
News Director .......... Dave Russell
Chief Engineer ............ Harold W. Bartlett

KP BX
BEAUMONT—1947—LBS

Frequency: 1380 Kc. .... Power: 1000 Watts d.

Address .......... P. O. Box 1432
Phone Number .......... 2-0201
Representative .......... Forjoe
Transcription Service .......... Standard
News Service .......... AP
President .......... J. M. Gilliam
Gen. Mgr., Treas. .......... W. L. Hammond
Commercial Manager .......... Lynn Toney
Pgm., News Dir. .......... Raymond Gordon
Chief Engineer .......... Lawrence Sanders

KRIC
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
Trans. Loca. .............. 3060-3130 Blanchette
Air Time ................... Unlimited
News Service .......... AP
Transcription Service .......... Capitol, Thesaurus
Representative .......... Branhamb
President! .......... O. Eugene Davis
Vice-Pres., Gen. Mgr. .......... E. C. Davis

Station Manager .......... Les Ryder
Commercial Manager .......... John Edwin Henry
Program Director .......... Mrs. Virginia Ryder
Pub., News Dir. .......... Bob Tucker
Musical Director .......... Hal Rydberg
Chief Announcer .......... Karl von Leuwen
Chief Engineer .......... Marvin J. Easterwood

KTRM
BEAUMONT—1947

Frequency: 990 Kc. .... Power: 1000 Watts

Owned-Operated By .......... KTRM, Inc.
Business-Studio Address .......... 230 Orleans St.
Phone Number .......... 2-8478
Transmitter Location .......... Crow & Odom Rds.
Air Time ................... 5 a.m.-12 M.

News Service .......... INS
Transcription Service .......... World
Representative .......... Walker Co.
Commercial Manager .......... Bill McRae
Sales Prom. Mgr. .......... Barclay Harring
Pgm., Prod. Dir. .......... Joseph S. Trum
Publicity Director .......... R. D. Shotts
Chief Anncr., Musical Dir. .......... Roy Dixon
News Director .......... Jack Neil
Chief Engineer .......... Ben F. Hughes
Farm Editor .......... Charles Schmucker

KIBL
BEEVILLE—1949

Frequency: 1490 Kc. .... Power: 250 Watts d.
250 Watts n.

Address .......... P. O. Box 650
Phone Number .......... 1490
Air Time ................... 6:30 a.m.-10:30 p.m.

News Service .......... AP
Transcription Service .......... Capitol
General Manager .......... John D. Rosi
Commercial Manager .......... L. H. Landgraf
Pgm., Dir., Chief Anncr. .......... Louis B. Shaw
News Director .......... Charles Dunn
Chief Engineer .......... Harry W. Wardell
Farm Editor .......... Paul Russell

KBS T
BIG SPRING—1936—ABC
TEXAS STATE

Frequency: 1490 Kc. .... Power: 250 Watts

Bus.-Studio Address .......... 702 Johnson St.
Phone Number .......... 1500
Transmitter Location .......... 1½ Mi. N.E. of city
Air Time ................... 6 a.m.-8 p.m.

News Service .......... AP
Representative .......... John E. Pearson
Commercial Manager .......... William L. Cox
Chief Engineer .......... Andrew M. Jones
Consulting Engineer .......... Commercial Radio
**KTXC**

*BIG SPRING—1949—LBS*

- **Frequency:** 1400 Kc.
- **Power:** 100 Watts
- **Owned-Oper. By:** Big State Bdcstg. Co.
- **Address:** Box 1366
- **Phone Number:** 5300
- **Trans. Loca.:** City Park
- **Air Time:** 6 a.m.-11 p.m.
- **News Service:** UP
- **President:** V. T. Anderson
- **Gen., Sta. Mgr., News Dir.:** Leonard R. Lyon
- **Commercial Manager:** Jim Taylor
- **Sales Promotion Manager:** T. W. Pinkstaff
- **Program Director:** Vance Kimble
- **Publicity Director:** Earnest Dean Rodman
- **Chief Announcer:** Chuck Stark
- **Chief Engineer:** Alfred Martel
- **Farm Editor:** Bruce Fraizer

---

**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
- **Trans. Serv.:** Lang-Worth, World, SESAC
- **Representative:** Paul Girard
- **Membership:** NARTB, BAB
- **President:** R. G. Hughes
- **Commercial Manager:** Bill Sercomb
- **Sales Promotion Manager:** Louis Roberts
- **Gen., Sta. Mgr.:** Jack Roberts
- **News, Pub. Dir.:** Bill Clark
- **Musical Director:** Bob Porter
- **Chief Engineer:** Herman Kreiger

---

**KNEI**

*BRAKES—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—KBS*

- **Frequency:** 1430 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Stephens County Bsdng. 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
- **Representative:** Best
- **Transcription Service:** Lang-Worth
- **Membership:** NARTB
- **Pres., Gen. Mgr.:** R. W. Chapman
- **Commercial Manager:** Sidney Foster
- **Program Director:** T. Drakley
- **Chief Engineer:** R. E. Smith

---

**KWHO**

*BRENHAM—1947*

- **Frequency:** 1280 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Tom S. Whitehead
- **Business Address:** 108½ Main St.
- **Phone Number:** 655
- **Studio Address:** Main St.
- **Transmitter Location:** 2 Mi. N. on Hwy. 36
- **Air Time:** 6 a.m.-sunet
- **News Service:** UP
- **Transcription Service:** Lang-Worth, SESAC
- **Pres., Gen. Mgr.:** Tom S. Whitehead
- **Commercial Manager:** J. C. Price
- **Chief Engineer:** R. D. Elder

---

**KTFY**

*BROWNFIELD—1949—LBS*

- **Frequency:** 1050 Kc.
- **Power:** 250 Watts d.
- **Owned-Oper. By:** Terry City, Bsdng. Co.
- **Address:** Box 1032
- **Phone Number:** 678
- **Transmitter Location:** Tahoka Hwy.
- **Air Time:** Sunrise-Sunset
- **News Service:** A.P.
- **Transcription Service:** Standard
- **Membership:** NARTB, BAB
- **Gen., Comm. Mgr.,** David R. Worley
- **Sales Prom. Mgr., Prod. Dir.:** Sid McIntosh
- **Program Director:** Nathan Daniel
- **Chief Announcer:** Bill Morgan
- **Chief Engineer:** Robert B. Spear
- **Farm Editor:** Larry Chisholm

---

**KBOR**

*BROWNsville—1949—LBS*

- **Frequency:** 1600 Kc.
- **Power:** 1000 Watts d.
- **Owned-Oper. By:** Brownsville Bsdng. Co.
- **Address:** Box 472
- **Phone Number:** 2-5677
- **Transmitter Location:** 1934 Central Blvd.
- **Air Time:** 6:30 a.m.-11 p.m.
- **News Service:** AP
- **Trans. Service:** World, Thesaurus
- **Representative:** Best, Girard
- **Membership:** NARTB, BAB

---

*650*
Commercial Manager .......... Vance C. Wilson
Chief Announcer .......... Tom Martin
Chief Engineer .......... Willis A. Wilson
Consulting Engr. .......... George E. Gautney

KVAL
BROWNSVILLE—ABC
TEX. QUAL. NET
Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By: KVAL Bstg. Co.
Address: P. O. Box 1792
Phone Number: 2-6452
Transmitter Location .......... Hwy 77
Air Time: Unlimited
News Service .......... AP
Transcription Service .......... Standard
Representative .......... Free & Peters
Membership .......... NARTB
President .......... T. Frank Smith
Chief Engineer .......... James R. Christian
Consulting Engr. .......... George C. Davis

KBWD
BROWNWOOD—1941—MBS
Frequency: 1380 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By .. Brown County Bstg. Co.
Business-Studio Address: 800 Hawkins St.
Phone Number: 2401
Transmitter Location: Williams Ranch Rd.
Air Time: 6 a.m.-11 p.m.
News Service .......... UP
Representative .......... Walker
Membership .......... NARTB
Commercial Manager .......... Joe B. Foster
Production Director .......... Pat Brinkley
Sales Prom. Mgr. .......... Bill Jamar
Chief Announcer .......... Ronald Ripple
News Director .......... A. D. Wisenant
Chief Engineer .......... A. W. Stewart
Consulting Engr. .......... Everett Dillard

KORA
BRYAN—1947—MBS
Frequency: 1240 Kc. Power: 250 Watts
Bus.-Studio Address: 604 Varisco Blvd.
Phone Number: 3-1240
Transmitter Location: Villa Marla Rd.
Air Time: 6 a.m.-M.
Commercial Manager .......... Euell G. Byers
Chief Engineer .......... David C. Jones, Jr.
Pgm. Dir., Chief Anncr. .......... William J. Zak, Jr.

KDET
CENTER—1949
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Center Bstg. Co., Inc.
Address: 205 Austin St.
Phone Number: 1199
Location .......... Center
Air Time .......... Daytime
News Service .......... UP
Transcription Service .......... Standard
Representative .......... Hil F. Best
Pres., Pgm. Dir. .......... Tuibert E. Foster
Gen., Sta. Mgr. .......... Tom E. Foster
Commercial Manager .......... Grant Pickens
Chief Announcer .......... Chuck Hancock
Chief Engineer .......... T. McLachlan
Farm Editor .......... John Moosberg

KCTX
CHILDRASE—1947—MBS
Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By .. Golden West Bstg. Co., Inc.
Bus.-Studio Address: 217 1/2 N. Main
Phone Number: 1085-6
Transmitter Location: 1 Mi. W. of Childress
Air Time: Local sunrise-sunset
News Service .......... AP
Representative .......... P. W. Seward
President .......... R. Malone Hagam
General Manager .......... George D. Cowan
Program Director .......... Leroy Carter
Publicity Director .......... Nelle Hagam
Chief Announcer .......... Bob Pace
Chief Engineer .......... John B. Braffett
Consulting Engr. .......... Guy Hutchinson

KCLE
CLEBURNE—1947
Frequency: 1120 Kc. Power: 250 Watts
Owned-Oper. By: Martl, Inc.
Address: 919 N. Main
Phone Number: 1025-1028
Transmitter Location: Route 3
Air Time: Sunrise to Sunset only
News Service .......... AP
Representative .......... Hil F. Best
Membership .......... NARTB, BAB
Promotion Manager .......... Frank N. Hardgrove
Program Director .......... E. D'Voe Lee
Chief Announcer .......... E. G. Craig
Musical Director .......... Lela F. Tompkins
Chief Engineers .......... Loyd E. Rodgers, Walter C. Lacy
Farm Editor .......... C. A. Munsch

KSTA
COLEMAN—1947
Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Oper. By .. Coleman County Bstg. Co., Inc.
Business Address: Box 432
Phone Number: 8406
Studio-Transmitter Address: Abilene Hwy.
Air Time: Daytime
News Service .......... UP
Transcription Service .......... SESAC
WTAW  
COLLEGE STATION—1922  
Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . The Agricultural &  
Mechanical College of Texas  
Bus-Studio Address . . . . College Station  
Phone Number . . . . . 56724  
Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World Representative . . . . . Hil F. Best  
General Manager . . . . . H. Henderson Shuffler  
Sales Prom. Mgr . . . . . Mrs. Elsie Patranella  
News, Pgm. Dir., Chief Annr . . . . John Scogin  
Chief Engineer . . . . . Richard L. Webb  
Farm Editor . . . . . Bob Willis  
Consulting Engr . . . . . H. C. Dillingham  

KVMC  
COLORADO CITY—1950  
Frequency: 1320 Kc. . . . . Power: 500 Watts d.  
Address . . . . . P. O. Box 1251  
Phone Number . . . . . 64  
News Service . . . . . AP  
Partners . . . . . Marshall Formby,  
Elidon Mahon, Clint Formby  
Manager . . . . . Clint Formby  
Comm. Mgr., Pgm. Dir . . . . Walter Grubbs  
Chief Engineer . . . . . Paul Brown  

KEYS  
CORPORUS CHRISTI—1941  
CBS-LONE STAR  
Frequency: 1440 Ks. . . . . Power: 1000 Watts d.;  
500 Watts n.  
Phone Number . . . . . 27411  
Studio Address . . . . . Center Theater Bldg.  
Transmitter Location . . . . Shell Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World Representative . . . . . Taylor Co.  
Membership . . . . . NARTB  
Chief Engineer . . . . . Harold Griffith  

KRIS  
CORPORUS CHRISTI—1935—NBC-TQN  
Frequency: 1300 Kc. . . . . Power: 1000 Watts  

KSIX  
CORPORUS CHRISTI—1947—ABC  
Frequency: 1230 Kc. . . . . Power: 250 Watts d.  
250 Watts n.  
Address . . . . . Show Room Bldg.  
Phone Number . . . . . 2-9242  
Transmitter Location . . . . Whelan Dr.  
Air Time . . . . . 6 a.m.-1 a.m.  
Trans. Serv . . . . . RCA Thesaurus, Red Seal  
Representative . . . . . Forjoe & Co.  
Membership . . . . . NARTB  
Pres., Gen. Mgr . . . . . Vann M. Kennedy  
Commercial Manager . . . . Charles R. Manning  
Program Director . . . . Richard Warner  
Publicity Director . . . . Ardyle Pfanstiel  
News Director . . . . . J. K. Wright  
Musical Director . . . . William Cavness  
Chief Engineer . . . . . W. K. Bridges  
Consulting Engr . . . . . James H. Burney  

KUNO  
CORPORUS CHRISTI—LBS—MBS  
Frequency: 1400 Kc. . . . . Power: 100 Watts  
Address-Trans. Loca . . . . 19th & Agnes Sts.  
Phone . . . . . 4-5203  
Air Time . . . . . Unlimited  
Transcription Service . . . . Capitol  
Membership . . . . . NARTB  
President . . . . . Leslie C. Smith  
Station Manager . . . . Herbert Garrett  
Commercial Manager . . . . Peggy Lindsay  
Program Director . . . . Hank White  
Chief Announcer . . . . Glenn Hunt  

KWBU  
CORPORUS CHRISTI—1944—LBS  
Frequency: 1030 Kc. . . . . Power: 50,000 Watts d.  
Owned-Oper. By . . . . Baylor U.  
Representative . . . . . Branham  
News Service . . . . . AP  
General Manager . . . . Harry Hayes  
Station Manager . . . . Roy R. Kay  
Program Director . . . . Ben Blockman  
Chief Engineer . . . . . Nestor Cuesta
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operated By</th>
<th>Business-Studio Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>News Air</th>
<th>News Air</th>
<th>Membership</th>
<th>Representative</th>
<th>Address</th>
<th>Owner</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>Production Manager</th>
<th>Chief Engineer</th>
<th>Consulting Engineer</th>
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<tr>
<td>KIVY</td>
<td>Crockett</td>
<td>1570 Kc</td>
<td>250 Wts</td>
<td>Trinity Bcastg. Corp.</td>
<td>2008-A Jackson St</td>
<td>Scyene Rd</td>
<td>7251</td>
<td>Unlimited</td>
<td>UP</td>
<td></td>
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<td>Representative</td>
<td>John A. Pearson</td>
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<tr>
<td>KXIT</td>
<td>Dalhart</td>
<td>1410 Kc</td>
<td>500 Wts d</td>
<td>2400 H.W. Giersdorf</td>
<td>6811</td>
<td>Garland</td>
<td>5:30 a.m.-12 M.</td>
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<td>Representative</td>
<td>H. W. Giersdorf</td>
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<tr>
<td>KIXL</td>
<td>Dallas</td>
<td>1040 Kc</td>
<td>1000 Wts d</td>
<td>2500 H.W. Giersdorf</td>
<td>6811</td>
<td>Garland</td>
<td>5:30 a.m.-12 M.</td>
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<td>Representative</td>
<td>H. W. Giersdorf</td>
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WFAA
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 Time: Unlimited
News Service: AP, UP
Trans. Serv.: Long-Worth, Associated
Representative: Edward M. Petry
Membership: NARTB
President: E. M. Dealley
General Manager: Martin B. Campbell
National Comm. Mgr.: Ralph W. Nimmons
Local Comm. Mgr.: Alex Keese
Sales Prom. Mgr.: Mrs. Wyona Portwood
Program Director: Kelly Maddox
Publicity Director: Harry Koengisberg
News Director: Sid Pietzsch
Musical Director: Billy Mayo
Chief Engineer: J. Raymond Collins
Farm Editor: Murray E. Cox

WRR
DALLAS—1920—MBS-Texas State
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By City of Dallas
Business Address: Municipal Radio Bldg.
Phone Number: Tenison 6101
Transmitter Location: White Rock Lake
News Service: AP
Transcription Service: Thesaurus
Representative: John Biala
Membership: NARTB
Chairman: E. O. Cartwright
Managing Director: Dale Drake
Program Director: Pete Teddie
Publicity Director: Carol Weaver
News Director: James Alderman
Chief Engineer: D. J. Tucker

KDLK
DEL RIO—1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Del Rio Bstg. Co.

KDSX
DENISON—1948—LIBERTY
Frequency: 1220 Kc. Power: 1000 Watts d.
Address: Hotel Denison
Phone Number: 3-400
Transmitter Location: 2 Ml. N. City, Hiway 75
Air Time: Unlimited
News Service: AP
Transcription Service: Standard
President: B. V. Hammond, Jr.
Chief Announcer: Allan Hundley
Chief Engineer: Franklin Bailey
Consulting Engr.: A. Earl Cullum, Jr.

KDNT
DENTON—1938—LBS—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Harwell V. Shepard
Address: Radio Center
Phone Number: 276
Transmitter Location: Hiway 24
Air Time: 6:15 a.m.-11 p.m.
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB, BAB
General Manager: Harwell V. Shepard

KDDD
DUMAS—1948
Frequency: 800 Kc. Power: 250 Watts d.
Address: Box 545
Trans. Add.: Hwy. 287, No. edge of Dumas
Phone Number: 5000
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Standard
Representative: Hil F. Best
President: Lucian M. Spencer
News, Pgm., Prod. Dir.: Ray Trent
Chief Announcer: Bill Lusk
Musical Director: Jerry Duke
Chief Engineer: George Pepin
Farm Editor: J. E. Wade

KURV
EDINBURG—1947—LBS
Owned-Operated By: J. C. Looney
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owner-Operator</th>
<th>Business Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Membership</th>
<th>President</th>
<th>General Manager</th>
<th>Commercial Manager</th>
<th>News Director</th>
<th>Chief Engineer</th>
<th>News Director</th>
<th>Address</th>
<th>Phone Number</th>
<th>Location</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Membership</th>
<th>Exec. Vice President</th>
<th>Chief Announcer</th>
<th>News Director</th>
<th>Musical Director</th>
<th>Chief Engineer</th>
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<tbody>
<tr>
<td>KULP</td>
<td>1390 Kc</td>
<td>500</td>
<td>Owner-Oper. By</td>
<td>Wharton County Bcstg. Co.</td>
<td>2130</td>
<td>5 a.m.-5:30 p.m.</td>
<td>UP</td>
<td>Lang-Worth</td>
<td>NARTB</td>
<td>James Cullen Looney</td>
<td>Howard W. Baldwin</td>
<td>Cecil Sansbury</td>
<td>Phil Eakins</td>
<td>Charles Amador</td>
<td>E. L. Gemoets</td>
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<tr>
<td>KELP</td>
<td>920 Kc</td>
<td>1000</td>
<td>Owner-Oper. By</td>
<td>Oil City Bcstg. Co.</td>
<td>1050 Radio Rd.</td>
<td>3:30-9:30 p.m.</td>
<td>UP</td>
<td>Pearson</td>
<td>NARTB</td>
<td>Culo Kneer</td>
<td>Bruce M. Barnard</td>
<td>Bob P. Canavan</td>
<td>Richard Weaver</td>
<td>Edward P. Talbott</td>
<td>V. L. Sandlin</td>
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<tr>
<td>KSET</td>
<td>1340 Kc</td>
<td>250</td>
<td>Owner-Oper. By</td>
<td>Sunland Bcstg. Co.</td>
<td>2201 Wyoming St.</td>
<td>5 a.m.-11:30 p.m.</td>
<td>UP</td>
<td>McGillvra</td>
<td>NARTB</td>
<td>Dorrance D. Roderick</td>
<td>Edward D. Hodge</td>
<td>Bob P. Canavan</td>
<td>George R. Thady</td>
<td>V. Cisneros</td>
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<tr>
<td>KEPQ</td>
<td>690 Kc</td>
<td>500</td>
<td>Owner-Oper. By</td>
<td>KWFT Inc.</td>
<td>2419 N. Piedras St.</td>
<td>6 a.m.-11:30 p.m.</td>
<td>UP</td>
<td>Standard</td>
<td>John Blair &amp; Co.</td>
<td>George P. Hollingbery</td>
<td>Phil Eakins</td>
<td>E. L. Gemoets</td>
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<tr>
<td>KTSZ</td>
<td>1380 Kc</td>
<td>1000</td>
<td>Owner-Oper. By</td>
<td>Tri-State Bcstg. Co. Inc.</td>
<td>2001 N. Oregon St.</td>
<td>5:30-11:30 p.m.</td>
<td>UP</td>
<td>Standard</td>
<td>NARTB, BAB</td>
<td>Robert E. Proctor</td>
<td>George P. Hollingbery</td>
<td>N. E. of City</td>
<td>George P. Hollingbery</td>
<td>V. O. Crockett</td>
<td>5-2731</td>
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</tbody>
</table>

**T E X A S**
EVERY DEPARTMENT STORE IN FORT WORTH USES KFJZ 5000 Watts — Mutual

SECOND HIGHEST HOOPERATED STATION IN TOWN
TOTAL RATED TIME PERIODS (December-January, 1951)
President .................................. Franz Walt Bredberg
Gen., Sta. Mgr. ............................ Karl O. Wyler
Commercial Manager ...................... Roy T. Chapman
Program Director .......................... Jack Chapman
Chief Announcer ............................ Jack Bye
Chief Engineer ............................. Kenneth J. Walton
Farm Editor .................................. Conrey Bryson

**K C N C**
FORT WORTH—1946
ABC—WESTERN
Frequency: 870 Kc. . . . . Power: 250 Watts d.
Owned-Oper. By ...Blue Bonnet Bcstg. Corp.
Bus.-Studio Address .... P. O. Box 629
Phone Number .............................. Fortune 7175
Transmitter Location ......... 4000 Lawnwood St.
Air Time ................................. Daytime
News Service ............................. AP
Membership ............................... NARTB
Commercial Manager .......... J. N. Mullan
Promotion Manager .............. Orvin Franklin
Program Director ........................ Jerry Hahn
Chief Engineer .......................... Chester Grubbs
Consulting Engr. ...................... A. Earl Culum, Jr.

**K C U L**
FORT WORTH—1949
Frequency: 1540 Kc. . . . . Power: 5000 Watts d.
1000 Watts n.
Address ................................ 3607 Camp Bowie Blvd.
Phone Number ............................ SUNset 8555
Transmitter Location ............ Kendalea
Air Time ................................. 6 a.m.-12 M.
News Service ............................. UP
Trans. Serv. ............................ Associated, Thesaurus
Commercial Manager .......... Homer Hogan
Office Manager ....................... Miss Maydell Wallace
Program Director ......... Bill Hayter
Publicity Director ............... Betsy Carr
Chief Announcer ....................... Brett Allison
News Director ......................... Duane Ramsey
Chief Engineer ....................... R. L. McAlister
Consulting Engr. ................. William Foss, Wash., D. C.

**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 ............................. Fa 9231
Transmitter Location ......... Kimbo Rd.
Air Time ................................. Daytime
News Service ............................. AP
Transcription Service ......... Standard
Representative .......................... Rambeau
President ............................... Judge P. W. Seward
General Manager .......... Lewis Love
Commercial Manager .......... Pat McFathers
Sales Prom. Mgr. ............. Charles Lewis
Program Director .......... Dean McLain
Prod., Pub. Dir. .............. Charles Hobble
Chief Announcer .......... Dean McLain
Musical Director .......... Charles Hobble
Chief Engineer ............... Melvin Parsons
Consulting Engr. ............. R. W. Chapman

**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 ............................. Edison 1448
Transmitter Location ... Cor. Piper Lane &
Gallaway 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 Highower
News Director ................. Joe Wills
Chief Engineer ............... John R. Crouse
Consulting Engr. .............. Robert T. Silliman

**WHY IS AP THE BEST?**

**BECAUSE—AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.
WBAP LEADS THE FIELD

YOUR radio and television placements in the rich Southwest are a certainty. Just as certain, after looking over the field, will you be doing business with WBAP (WBAP-570, 5,000 watts, ABC and WBAP-820, 50,000 watts, NBC) and WBAP-TV (Channel 5, ABC and NBC).

At WBAP, as a national advertising agency executive did above, you'll find the "best set-up," the most modern facilities in the business. To name a few things... six large-size radio studios to serve you... three great television studios... complete disc and Ampex tape recording facilities for the production of high quality transcriptions... completely equipped film commercial production department, including film laboratory for processing and developing film.

WBAP leads the Southwest on all counts. Check the station or Free & Peters for complete station and market information.

AMMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUL, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757
WBAP  
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  
Transmitter Location: WBAP-820, Grapevine;  
WBAP-570, Arlington  
Air Time: 5:30 a.m.-12 M.  
News Service: AP  
Transcription Service: Associated. Cole  
Representative: Free & Peters  
Membership: NARTB  
President: Amon Carter  
Directors: Harold Hough, George Cranstoun  
Commercial Manager: Roy Bacus  
Program Director: Ed Lally  
Production Director: A. M. Woodford  
Prom., Pub. Dir.: Thomas Eagle  
Chief Announcer: Frank Mills  
News Director: James A. Byron  
Musical Director: Gene Baugh  
Chief Engineer: R. C. Stinson  
Farm Editor: Layne Beatty  
Consulting Engineer: A. D. Ring

KGBC  
GALVESTON—1947  
Frequency: 1540 Kc. Power: 1000 Watts d.,  
250 n.  
Business-Studio Address: Commerce Bldg.  
Phone Number: 3-4329  
Transmitter Location: E. end Galveston Island  
Air Time: 6:30 a.m.-11:30 p.m.  
News Service: AP  
Transcription Service: Standard  
Commercial Manager: Floyd Smith  
Chief Announcer: Tom Dawson  
News Director: Bob Savage  
Chief Engineer: Jesse Simms  
Consulting Engr.: A. Earl Cullum, Jr.

KLUF  
GALVESTON—1922—MBS-LIBERTY  
Frequency: 1400 Kc. Power: 250 Watts  
Business-Studio Address: 300 Haden Bldg.  
Phone Number: 6676  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: William G. Rambeau  
Pres., Gen., Comm. Mgr.: George Roy Clough  
Chief Engineer: L. D. Clough

KNAF  
FREDERICKSBURG—1947—MBS  
Frequency: 1340 Kc. Power: 250 Watts  
Business-Studio Address: Security State Bank  
Bldg.  
Phone Number: 311  
Transmitter Location: U. S. Hwy. 87  
Air Time: 6:45 a.m.-10 p.m.  
News Service: AP  
Transcription Service: SESAC  
Representative: Hil F. Best  
President: Walter T. McKay  
Vice-President: Arthur Stieling  
Chief Engr., Sta., Gen. Mgr.: Norbert A. Fritz  
Farm Editor: Oscar Krauskopf

KGAF  
GAINESVILLE—1947—KBS  
Address: Box 222  
Phone Number: 248, 1600  
Air Time: Sunrise-Sunset  
News Service: AP  
Transcription Service: Standard  
President: Joe M. Leonard, Sr.  
General Manager: Joe M. Leonard, Jr.  
Asst. Comm. Mgr.: Earl Leonard  
Program Director: Jerry Talley  
Musical Director: Lloyd Ridner  
Chief Engineer: Cordell Martin

KSIJ  
GLADEWATER—1949  
Frequency: 1430 Kc. Power: 1000 Watts d.  
Address: Box 1426, T. W. Lee Bldg.  
Phone Number: 516, 613  
Transmitter Location: Kilgore Highway  
Air Time: Sunrise-Sunset  
News Service: UP  
Trans. Serv.: Capitol Standard  
Representative: Hil F. Best  
Membership: NARTB, BAB  
President: T. W. Lee  
General Manager: Wendell Bedichek  
Station Manager: Joe M. Yowell  
Sales Prom. Mgr.: Tom E. Perryman  
Program Director: Charles Stockley  
Chief Announcer: Douglas Reeh  
News Director: Bob Moore  
Chief Engineer: Lloyd Johnson

KCTI  
GONZALES—1947  
Frequency: 1450 Kc. Power: 250 Watts  
Business Address: 425 St. George St.  
Phone Number: 770  
Transmitter Location: 2½ Mi. E. City, Hiway  
200  
Air Time: 6:30 a.m.-10 p.m.  
News Service: AP
Transcription Service .............................................. Capitol
Representative ....................................................... Gene Grant, Cooke
Sta., Comm. Mgr. ..................................................... Lawrence M. Walshak
Consulting Engineer ............................................... George C. Davis

KS WA
GRAHAM—1948
Frequency: 1330 Kc. .............................................. Power: 500 Watts d.
Owned-Oper. By .................................................... Southwestern, Inc.
Address ................................................................. Box 748
Phone Number ....................................................... 1200
Studio-Transmitter Location .................................... Hiway 24
News Service ......................................................... AP
Air Time ...................................................................... 6:30 a.m.-Sunset
Transcription Service ............................................... SESAC
Pres., Gen. Mgr., Clay Thompson, Jr.
Pgm. Dir., Comm. Mgr. .............................................. W. J. Duncan
Sta. Mgr., Chief Engr. .............................................. Vance Newsom
Consulting Engr. ....................................................... Guy Hutcheson

KGVL
GREENVILLE—1946
MBS-Texas State-KBS
Frequency: 1400 Kc. ................................................. Power: 250 Watts
Owned-Operated By .................................................. Trueitt Kimsey
Phone Number ......................................................... 2066
Air Time ...................................................................... 6 a.m.-M.
News Service ......................................................... AP
Owner, Pres. .............................................................. Trueitt Kimsey
General Manager ..................................................... Leo Hackney
Asst. Manager ........................................................... Paul D. Robinson
Program Director .................................................... James D. Jones
Chief Announcer ...................................................... Bill Rust
Chief Engineer ......................................................... Tom Clyce

KCLW
HAMILTON—1948
Frequency: 900 Kc. .................................................... Power: 250 Watts d.
Bus-Studio Address ............................................... Box 592
Phone Number ......................................................... 500
Transmitter Location ............................................... 2 Mi. Comanche Hiway
News Service ......................................................... AP
Transcription Service ............................................... Standard
Air Time ...................................................................... UP
Membership .............................................................. NARTB
President ................................................................. Clyde Weatherby
Gen., Sta. Mgr. ............................................................ Joe W. Caldwell
Program Director .................................................... Al B. Scott
Chief Engineer ......................................................... Carl Knelly

KGBS
HARLINGEN—1941—CBS
Frequency: 1240 Kc. .................................................... Power: 250 Watts
Owned-Oper. By ....................................................... Harbenito Bstg. Co., Inc.
Phone Number ......................................................... 2200
Studio-Transmitter Address ...................................... U. S. Hwy, 83, bet. Harlingen & San Benito
Air Time ...................................................................... 5:30 a.m.-M.
News Service ......................................................... UP

Transcription Service ............................................... Associated, Standard
Representative ........................................................ Ra-Tel
President ................................................................. McHenry Tichenor
General Manager ..................................................... Troy McDaniel
Commercial Manager .............................................. Dave Bennett
Program Director ..................................................... John Harrison
Chief Announcer ...................................................... Ed Keane
News Director ........................................................ Jerry Fisher
Chief Engineer ......................................................... Al Beck

KGRI
HENDERSON—1947
Frequency: 1000 Kc. .................................................... Power: 250 Watts d.
Business-Studio Address ......................................... Box 1111
Phone Number ......................................................... 4528
Air Time ...................................................................... Daytime
News Service ......................................................... AP
Representative ........................................................ Best
Transcription Service ............................................... Thesaurus
Pres., Gen., Dr., W. C. Crawford
Prom. Manager ........................................................ Bob Lindsey
Chief Engineer ......................................................... James T. Reeves

KPan
HEREFORD—1948
Frequency: 860 Kc. .................................................... Power: 250 Watts d.
Owned-Oper. By ....................................................... Marshall Formby
Address ................................................................. P. O. Box 868
Phone Number ......................................................... 860
Representative ........................................................ Best
Transcription Service ............................................... AP
Pres., Gen., Dir., Marshall Formby
General Manager ..................................................... Don Boles
Commercial Manager .............................................. Jerry Drennan
Program Director .................................................... Bob Lindsey
Promotion Manager .................................................. Bob Blount
Chief Engineer ......................................................... John Ball
Farm Editor ............................................................... Don Smith

KHBR
HILLSBORO—1950
Frequency: 1560 Kc. .................................................... Power: 250 Watts d.
Owned-Oper. By ....................................................... Ross Bohaman
Address ................................................................. 204 E. Franklin
Phone Number ......................................................... 594
News Service ......................................................... AP
Pres., Gen. Mgr. ........................................................ Ray J. Williams
Sta. Mgr., News Dir., Farm Editor .............................. J. Monroe Coston
Commercial Manager .............................................. Nelson W. Galle
Program Director .................................................... J. K. Lane, Jr.
Promotion Manager .................................................. Frank Bershers
Chief Engineer ......................................................... Robert E. Thompson

KATL
HOUSTON—1947—LBS
Frequency: 1590 Kc. .................................................... Power: 5000 Watts d.
5000 Watts n.
Owned-Oper. By ....................................................... Texas Bcasters, Inc.
<table>
<thead>
<tr>
<th><strong>KCOH</strong></th>
<th>HOUSTON—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1430 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Oper. By:</td>
<td>W. Albert Lee</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Milby Hotel</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Preston 1161</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>1 Mi. from intersection N. Sherperd &amp; Airline</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Unlimited</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>World, Associated</td>
</tr>
<tr>
<td>Representative:</td>
<td>Adam J. Young</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>W. Albert Lee</td>
</tr>
<tr>
<td>Gen., Sta. Comm. Mgr.:</td>
<td>John Pace</td>
</tr>
<tr>
<td>Pgm., Prod. Dir.:</td>
<td>William Newkirk</td>
</tr>
<tr>
<td>Pub. Dir., Chief Annr.:</td>
<td>Bob Stevenson</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>Bobbie McManah</td>
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<tr>
<td>Chief Engineer:</td>
<td>Paul Huhndorf</td>
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<tr>
<th><strong>KLEE</strong></th>
<th>HOUSTON—1948</th>
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<tbody>
<tr>
<td>Frequency: 610 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By:</td>
<td>W. Albert Lee</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>1 Main St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Charter 4-1888</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Kerr St.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Daytime</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>World, Associated</td>
</tr>
<tr>
<td>Representative:</td>
<td>Pan American</td>
</tr>
<tr>
<td>Pres., Gen. Mgr.:</td>
<td>Robert C. Meeker</td>
</tr>
<tr>
<td>Sta. Mgr., Pgm. Dir.:</td>
<td>Shirley Sporic</td>
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<tr>
<th><strong>KNUZ</strong></th>
<th>HOUSTON—1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1230 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>4701 Caroline St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Central 8801</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>N. Ennis &amp; Freund Sta.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>24 Hours</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>Representative:</td>
<td>Foroe</td>
</tr>
<tr>
<td>Membership:</td>
<td>NARTB</td>
</tr>
<tr>
<td>President:</td>
<td>Max H. Jacobs</td>
</tr>
<tr>
<td>Gen., Sta. Mgr.:</td>
<td>Dave Morris</td>
</tr>
<tr>
<td>Prom., Comm. Mgr.:</td>
<td>Jack Healy</td>
</tr>
<tr>
<td>Program Director:</td>
<td>Walter Colvin</td>
</tr>
<tr>
<td>Publicity Director:</td>
<td>E. L. Forrester</td>
</tr>
<tr>
<td>Production Director:</td>
<td>Jimmy Young</td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td>Webb Hunt</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>O. C. Crossland</td>
</tr>
<tr>
<td>News Dir., Farm Editor:</td>
<td>Bob Brooks</td>
</tr>
<tr>
<td>Music Director:</td>
<td>J. R. Covington, Jr.</td>
</tr>
<tr>
<td><strong>KPRC</strong></td>
<td>HOUSTON—1925</td>
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<tr>
<td><strong>KTHT</strong></td>
<td>HOUSTON—1944—MBE</td>
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<tr>
<td><strong>KNUZ</strong></td>
<td>HOUSTON—1948</td>
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<td><strong>KPRC</strong></td>
<td>HOUSTON—1925</td>
</tr>
<tr>
<td><strong>KTHT</strong></td>
<td>HOUSTON—1944—MBE</td>
</tr>
</tbody>
</table>

| **News Service** | **UP** |
| **Transcription Service** | **Lang-Worth** |
| **Representative** | **Foroe** |
| **Membership** | **NARTB** |
| **President** | **Max H. Jacobs** |
| **Gen., Sta. Mgr.** | **Dave Morris** |
| **Prom., Comm. Mgr.** | **Jack Healy** |
| **Program Director** | **Walter Colvin** |
| **Publicity Director** | **E. L. Forrester** |
| **Production Director** | **Jimmy Young** |
| **Chief Announcer** | **Webb Hunt** |
| **Chief Engineer** | **O. C. Crossland** |
| **News Dir., Farm Editor** | **Bob Brooks** |
| **Musical Director** | **J. R. Covington, Jr.** |

| **Frequency** | **950 Kc.** |
| **Power** | **5000 Watts d.** |
| **5000 Watts n.** |
| **Owned-Oper. By** | **The Houston Post Co.** |
| **Address** | **Lamar Hotel** |
| **Phone Number** | **Fairfax 7101** |
| **Transmitter Location** | **Deepwater** |
| **Air Time** | **5:45 a.m.-12 M.** |
| **News Service** | **AP** |
| **Transcription Service** | **Thesaurus** |
| **Representative** | **Edw. Peiry & Co.** |
| **President** | **J. W. P. Hobby** |
| **Gen., Sta. Mgr.** | **Jack W. Harris** |
| **Commercial Manager** | **Jack McGrew** |
| **Sales Prom. Mgr., Pub. Dir.** | **Marsh Callaway** |
| **Production Director** | **Lee Norton** |
| **Chief Announcer** | **Francis Sullivan** |
| **News Director** | **Pat Flaherty** |
| **Musical Director** | **Paul Schmidt** |
| **Chief Engr.** | **Harvey T. Wheeler** |
| **Farm Editor** | **Leon Hale** |
| **Consulting Engineer** | **Frank McIntosh** |

| **Frequency** | **790 Kc.** |
| **Power** | **5000 Watts** |
| **Owned-Oper. By** | **Texas Star Bstg. Co.** |
| **Bus.-Studio Address** | **4005 Travis St.** |
| **Phone Number** | **Keystone 5535** |
| **Transmitter Location** | **Nr. San Jacinto Battlegrounds** |
| **Air Time** | **6 a.m.-12 M.** |
| **News Service** | **UP** |
| **Representative** | **Avery-Knodel** |
| **President** | **Roy N. Holheins** |
| **Asst. to Pres.** | **John Erle Stephen** |
| **Gen., Comm., Pgm. Mgr.** | **Bill Bennett** |
| **Production Director** | **John Knapp** |
| **Publicity Director** | **Lauri Schutt** |
| **Chief Announcer** | **Ted Nabors** |
| **Program Director** | **Tim Osborne** |
| **News Director** | **Ray Conaway** |
| **Chief Engineer** | **O. B. Johnson** |
| **Consulting Engineer** | **Louis Jelly** |
| **Chief Engineer** | **John Creutz** |
KTRH
HOUSTON—1930—CBS-TEXAS
Frequency: 740 Kc.  Power: 50,000 Watts
Owned-Oper. By..............KTRH Bcastg., Co.
Address.............Rice Hotel
Phone Number..............580
Transmitter Location.....Baytown
Air Time..............5 a.m.-12 M.
News Service.............AP, INS
Transcription Service.....World
Representative...........John Blair
Membership..............NARTB
President..............B. F. Orr
Station Manager...........Roy Herndon
Sales Manager..............Ray Bright
Program Director...........Tom Jacobs
Publicity Director.....Anna Jane Fortenberry
News Director.............Corwin Riddell
Engineers..............Tom Hiner, Lester Mullan
Farm Editor..............George Roesser
Consulting Engr...........George Davis

K X Y Z
HOUSTON—1930
ABC—SHAMROCK—BDTG
Frequency: 1320 Kc.  Power: 5000 Watts
Owned-Oper. By..............Shamrock Bdsctg.
Address..........Gulf Bldg.
Phone Number.............Capitol 6151
Transmitter Location.....Deepwater
Air Time..............Unlimited
News Service.............AP, UP
Transcription Service.....Standard, Lang-Worth
Representative...........Free & Peters, Inc.
Membership..............NARTB, ABD, FMA
President..............Glenn H. McCarthy
V.P., Gen. Mgr..............Fred Nahas
Commercial Manager........Howard C. Evans
Program Director...........Ted Hills
Production Director.....Ken Bagwell
Publicity Director......Jack Saunders
News Director..............George Peters
Musical Director...........Mack McCormick
Chief Engineer............Gerald Chinski
Farm Editor..............Tim Nolan
Consulting Engr...........Dixie B. McKee & Asso.

KSAM
HUNTSVILLE—1938—KBS-MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By..............H. C. Balles, M. B. Cauthen
Address.............Highway 75 So.
Phone Number..............666
Air Time..............Unlimited
News Service.............AP
Transcription Service.....Capitol
Membership..............NARTB
Ptnr., Gen. Mgr..............H. C. Balles
Partner..............M. B. Cauthen
Commercial Manager........Ray Greer
Program Director...........Don Gullhus
Prom. Mgr., Chief Engr........Al Sebrong

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 Number..............2211-2
Air Time..............6:30 a.m.-10 p.m.
News Service.............UP
Transcription Service.....Lang-Worth, SESAC
Owner, Gen. Sta., Prom. Mgr., Bill A. Laurie
Commercial Manager........J. D. Spencer
Program Director...........Mrs. Emo Laurie
News Dir., Chief Anncr........Joe Mainz
Chief Engineer..............Eugene R. Kints
Consulting Engr...........Guy Hutchinson

KTXJ
JASPER—1948
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By..............Fisher Tonahill
Address.............Texas Theatre Bldg.
Phone Number..............580
Transcription Service.....SESAC, Capitol
News Service.............AP
Partners..............Joe Fisher, Joe Tonahill
Gen. Mgr., News Dir........Mason A. Lewis
Commercial Manager........Gene Fuller
Program Director...........Betty Klein
Promotion Manager........Ed Keim
Chief Engineer..............Fred Smith
Farm Editor..............E. V. Weiser

KERB
KERMIT—1950
Frequency: 600 Kc.  Power: 1000 Watts d.
Owned-Oper. By..............Radio Sta. KERB, Inc.
Address.............107 So. Mulberry
Phone Number..............1090
Transcription Service.....Lang-Worth
News Service.............UP
Pres., Gen. Mgr..............George H. Cook
Sta. Mgr., News Dir........Clarence M. Garnes
Commercial Manager........Jesse Stanton
Program Director...........Charles Van Gundy
Promotion Manager...........Glen Duke
Chief Engineer..............Marvin Bowles
Farm Editor..............Robert Simpson

KEVT
KERRVILLE—1948—LIBERTY
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By..............Kerr County Bcastg. Co.
Address.............Junction Hi-Way
Phone Number..............900, 999
Air Time..............6 a.m.-11 p.m.
News Service.............AP
Representative..............Best
General, Station Manager........V. Dean Turner
Commercial Manager........I. B. Dismukes
Chief Engineer..............Al Mason
KOCA
KILGORE—1936—KBS
Frequency: 1240 Kc. Power: 250 Watts
Address .......... Radio Bldg.
Phone Number .......... 7201
Transmitter Location .......... Martin & Ross Sta.
Air Time .......... 6 a.m.-11 p.m.
News Service .......... AP
Representative .......... Hil F. Best
President .......... Roy G. Terry
General Manager .......... L. W. Christie
Station Manager .......... H. A. Degner
Program Director .......... Richard Wheeler
Chief Engineer .......... Kareem O. Soule
Farm Editor .......... Peggy Rose

KINE
KINGSVILLE—1948
Frequency: 1330 Kc. Power: 1000 Watts d.
Address .......... 205 E. King St.
Phone Number .......... 1931
Transmitter Location .......... Bishop
Air Time .......... Daytime
News Service .......... UP
Representative .......... Hil F. Best
Membership .......... NARTB, BAB
President .......... Josephine Pate Kidd
General Manager .......... Ben A. Glusing
Comm., Sta. Mgr. .......... Eston R. Pace
Chief Engineer .......... R. T. Whitaker

KPET
LAMESA—1946—KBS
Business Address .......... 408½ No. Second
Phone Number .......... 671-690
Studio Trans. Location .......... 2 Mi. S. Lamesa
Air Time .......... Local sunrise-sunset
News Service .......... AP
Membership .......... NARTB
Owners .......... R. O. Parker, Ross Woodson
Gen.-Sta. Mgr. .......... Bob Bradbury
Sales Prom. Mgr. .......... Clayton Barkhurst
Commercial Mgr. .......... Clayton Jay
Program Dir. .......... Olene Blewett
Chief Announcer .......... Bob Harris
Chief Engineer .......... Eugene Cornelius
Farm Editor .......... Hugh Smith
Chief Engineer .......... Don Peak

KLVT
LEVELLAND—1949
Address .......... P. O. Box 866
Phone Number .......... 1030
Transmitter Loc. .......... Farm to Market Hiway.
Air Time .......... 6:00 a.m. to 11:00 p.m.
News Service .......... AP
Transcription Service .......... Standard
Station Representative .......... Hil F. Best
Membership .......... NARTB, BAB
President, Owner .......... Forrest Weimhold
Gen., Sta. Mgr. .......... Gerald H. Sanders
Pgm., Prod., Music, Dir. .......... Wayne Will
Chl. Anncr., News Dir. .......... Wayne Robert
Chl. Engr., Farm Edit. .......... Joe Lazzari

KVOW
LITTLEFIELD—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By . . J. S. Rothwell, J. B. McShan
Business Address .......... Box 192
Phone Number .......... 400
Studio-Transmitter Location .......... Clovis Hiway.
Air Time .......... 6:30 a.m.-10 p.m.
News Service .......... AP
Transcription Service .......... SESAC
President .......... J. C. Rothwell
Gen., Comm. Mgr. .......... B. McShan
Program Director .......... Othell W. Wilson
Chief Engineer .......... Les Miller

KFRO
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 .......... 2118 Marshall Ave
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .......... Lang-Worth
Representative .......... Donald Cooke
Membership .......... NARTB
President .......... James R. Curtis

KHIT
LAMPAAS——1948—LIBERTY
Frequency: 1450 Kc. Power: 250 Watts
Address .......... P. O. Box 228
Phone Number .......... 721
Representative .......... Best
Transcription Service .......... Lang-Worth
News Service .......... UP

KLTI
LONGVIEW—1948
Owned-Operated By . . . LeTourneau Radio Corp.
Address .......... P. O. Box 1886
Phone Number .......... 4331
Air Time .......... 6 a.m.-Sunset
| **K R I O**  
Pot. Mcallen—1947—abc  
Mbs—Texas State |
|---|
| Frequency: 910 Kc.  
Power: 1000 Watts  
Business Address: P. O. Box 1551  
Phone Number: 1700-L, 1440  
Transmitter Location: 3 Mi. W. of Edinburg  
Air Times: 6 a.m.-m.  
News Service: UP  
Transcription Service: Capitol  
Representative: Weed  
President: Gene L. Cagle  
Sta. Gen. Manager: Ingham S. Roberts  
Commercial Manager: Phillip D. Dixon  
Program Director: Normand Mann  
Publicity Director: Hubbert H. Dancy  
Chief Engineer: Wm. Meiners  
Farm Editor: Don James  |

| **K J B C**  
Midland—1950 |
|---|
| Frequency: 1150 Kc.  
Power: 1000 Watts d.  
Owned-Oper. By: Jack Cecil  
Address: Radio Sta. KJBC  
Phone Number: 4066  
Representative: Bowles  
News Service: UP  
Pres., Gen. Mgr., Chief Engr.: Jack Cecil  
Commercial Manager: Bill Joyce  
Pgm., News Dir.: John Drummond  
Promotion Manager: Bill Mathis  |

| **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.  
Number: 183-4  
Transmitter Location: 1½ Mi. W. of McKinney  
Air Times: 6:30 a.m.-sunset  
News Service: AP  
Transcription Service: Lang-Worth  
Membership: NARTB  
Sta. Mgr., Prog. Dir.: Denise Adkins  
Commercial Manager: H. J. Porter  
Chief Announcer, Engr.: C. W. Rampy  |

| **K N R E**  
Midland—1935—ABC  
Texas State |
|---|
| Frequency: 550 Kc.  
Power: 5000 Watts d.: 1000 Watts n.  
Owned-Oper. By: Clarence Scharbauer, Jr., Ruth Scharbauer  
Business-Studio Address: 112 W. Missouri St.  
Number: 1080  
Transmitter Location: W, Hiway 80  
Air Time: 6:30 a.m.-11:30 p.m.  
News Service: UP  
Transcription Service: Standard  
Representative: John E. Pearson  
Membership: NARTB, BAB  
President: Clarence Jr. & Ruth Scharbauer  
General Station Manager: J. M. McDonald  
Commercial Manager: G. L. McDonald  
Sales Prom. Mgr.: Harlan Shade  
Program Director: Wlaly Jackson  
Chief Announcer: Joyce Elliot  
News Director: Wally Jackson  
Chief Engineer: Tom Yates  
Consulting Engr.: McIntosh & Inglis  |

| **K V K M**  
Monahans—1946—Mbs—Lbs |
|---|
| Frequency: 1340 Kc.  
Power: 250 Watts d.  
Owned-Operated By: Chas. Stuckey Enterpr., Inc.  
Address: 317 So. Hoxie St.  
Number: 438-9-4  
Transmitter Loc.: 1½ mi. No. Hiway 82  
News Service: UP  
Transcription Service: World  
Representative: Hill F. Best  
Membership: NARTBAB  
Pres., Gen. Sta. Mgr.: Charles W. Stuckey  
Comm. Mgr.: Woodrow Groves  
Program Director: Jacqui Tipton  
Chief Anncr., News Dir.: Larry Fischer  
Chief Engineer: Clifford La Greide  |

| **K I M P**  
Mount Pleasant—1948 |
|---|
| Frequency: 960 Kc.  
Power: 1000 Watts d.  
Business Address: Box 980  
Phone Number: 915  
Studio Trans. Location: W. on Dallas Hiway  
News Service: AP  
Transcription Service: Lang-Worth  
Membership: NARTB  
President, General Manager: Winton O. Ward  
Commercial Manager: Jessie Pate  
Program Director: Lee Dacus  
News Director: Meador Lowrey |
KECK
Dial "920"

FIRST in Permian Basin in Coverage in Listeners-Conlan survey year in and year out in Local Sports in Nation's Richest Market

Fastest Growing Market in the U. S. Supply center for over 25,000 Producing Oil Wells in Permian Basin

HOME of the World's Largest Carbon Black Plant

Effective Buying Power—$1,470 per capita

COVERS 18 counties in West Texas, 3 in New Mexico

63,610 radio homes in ½ millivolt area
It costs less than .07 to reach 1,000 homes in KECK's primary area.

Auto registry—first 6 months—60,856

Population—234,500

Total Sales—$232,675,000

Total General Food Sales—$49,622,000

Source—Standard Rate and Data 1950-1951 Consumers' Market

1000 Watts-D-Nondirectional

500 Watts-N-Directional

Ben Nedow,
Owner and General Manager

National Representative

FORJOE AND COMPANY, INC.
19 W. 44th Street, New York 18, N. Y.

KECK
ODESSA, TEXAS

Your Best Buy in Radio

KOSF
NACOGDOCHES—1947—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Kelly Bell
Address: Box 8
Phone Number: 1230
Transmitter Location: 1½ mi. S. on Hiway 59
Air Time: 5 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NARTB
President: Kelly Bell
General Manager: J. C. Stallings
Chief Engineer: Frank Murray

KSFA
NACOGDOCHES—1947—LBS
Frequency: 850 Kc. Power: 1000 Watts d.
Address: Box 506, North St. Sta.
Phone Number: 860
Transmitter Location: 15 Mi. E. Pruitt Hill
Air Time: Daytime
Transcription Service: Capitol
Representative: Paul Girard
Chief Announcer: Grady Bass
Publicity Director: Sara Jane Moon
News Director: J. W. Mitchell
Chief Engineer: C. C. Taylor
Farm Editor: J. W. Mitchell

KGNB
NEW BRAUNFELS—1950
Frequency: 1420 Kc. Power: 1000 Watts d.
Address: 184 Castell
Phone Number: 1612
Transcription Service: Thesaurus, Cole
News Service: AP
President: Charles W. Scuggs
V.P., Gen., Comm. Mgr.: F. T. Wilson
Pgm., News Dir.: Howard Edwards
Chief Engineer: Lawrence Krueger
Farm Editor: Allen Crenwelge

KECK
ODESSA—1947
Frequency: 920 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By: Ector County Bcstg. Co.
Business Address: 120 W. 3rd St.
Phone Number: 5791-2
Transmitter Location: Hiway. 80, 3 Mi. W.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, Standard Representative: Forjoed
Owner, Gen-Sta. Comm. Mgr.: Ben Nedow
Pub. Dir.: Ben Nedow
Prod., Prg. Director: Roy Elsner
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 Hwy.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Representative: Taylor Co.
Membership: NARTB
President: Paul Moss
General Manager: Cecil L. Trigg
Commercial Manager: Jay Mehoofey
Sales Prom. Mgr.: Ed Costello
Continuity Director: John Guffey
Program Manager: John Vacca
Publicity Director: Virginia Haffin
Chief Announcer: Tom Edwards
Musical Director: Lory Bilalock
Chief Engineer: James Simpson
News Editor: Ed Costello
Farm Editor: Vince Paul
Consulting Engr.: Ed Talbot

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, Hwy. 51
Air Time: 6 a.m.-6 p.m.
News Service: UP
Transcription Service: World
Representative: H. F. Best
President: R. O. Canon
General Manager: Jack W. Hawkins
Promotion Manager: Floyd Marshall
Commercial Manager: Jack Howard
Station Manager: Marguerite Larue
Program Director: Robert Smith
Chief Engineer: Harold Poole

KOOG
ORANGE—1947—LBS—KBS
Frequency: 1600 Kc. Power: 1000 Watts d. n.
Owned-Oper. By: Sabine Area Bcstg. Corp.
Address: Lucas Bldg.
Phone Number: 8-4381
Transmitter Location: Hiway. 87 No.
Air Time: 6:00 a.m. to 11:00 p.m.
News Service: UP

KLP
PARIS—1936—ABC—TEXAS STATE
Frequency: 1490 Kc. Power: 250 Watts
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
President: A. Boyd Kelley

KNET
PALESTINE—1936—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Palestine Bcstg. Corp.
Business-Studio Address: Hotel O'Neill
Phone Number: 9686
Transmitter Location: Jacksonvillve Hwy.
Air Time: 6:30 a.m.-10 p.m.
News Service: UP
President: B. A. Laurie
Station 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-Oper. By C. H. Harry & Jane Hoiles
Hardie
Address: 212 N. Ballard
Phone Number: 1100
Trans. Location: Texas Hwy. 60 E. of Town
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NARTB
General Manager: Ralph Julliard
Station Manager: Coy Falmer
Pgm., News Dir.: Kay L. Fancher
Musical Director: Rudi Marti
Chief Engineer: Garth W. Osborn
Farm Editor: Robbin Tibbits
Consulting Engineer: Silliman & Barclay

KPLT
PARIS—1936—ABC—TEXAS STATE
Frequency: 1490 Kc. Power: 250 Watts
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
President: A. Boyd Kelley
Texas

Gen. Sta. Manager: Fred Kincaid
Commercial Mgr.: John Allen
Program Director: Carol Hill
Chief Engineer: Paul H. Daniels

KLV L
PASADENA—1950
Frequency: 1480 Kc. Power: 1000 Watts d.
Owned-Oper. By: Felix H. Morales
Address: Pasadena State Bank Bidg.
Phone Number: 7261
Owner, Gen. Mgr.: Felix H. Morales
Commercial Manager: Victor Lara Ortegon
Promotion Manager: Alejandro Santiesteban
Secretary-Treasurer: Mrs. Felix Morales
Pgm., News, Farm Dir.: Daniel Antoon
Chief Engineer: Eugene C. McNally

KIUN
PECOS—1935—MBS—LBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Jack Hawkins, Barney Hubbs
Business Studio Address: 306 S. Cedar St.
Phone Number: 999-8
Transmitter Location: 1 Mi. N. of Town
Air Time: 7 a.m.-11 p.m.
News Service: UP
Representative: Hil F. Best
Gen. Sta. Mgr.: Jack Hawkins
Comm. Prom. Mgr.: David Martin
Program Director: Carl Reeves
Publicity Dir.: Barney Hubbs
Chief Announcer: James Hurley
News Director: J. V. Davis
Consulting Chf. Engr.: Harry W. Boehemann

KEYE
PERRYTOWN—1948—MBS
Frequency: 1400 Kc. Power: 250 Watts
Address: Perryton
Transmitter Location: 1/2 Mi. W. City
Air Time: 6 a.m.-10:30 p.m.
Transcription Service: Lang-Worth, Capitol
Membership: NARTB
President: Carl Ellis
Gen., Sta., Comm. Mgr.: Irvin R. Buchanan
Program Director: Zeb Williams
Chief Engineer: Coy Thompson

KVOP
PLAINVIEW—1944—MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: KVOP, Inc.
Business Studio Address: Veigle Bldg.
Phone Number: 400
Transmitter Location: Wayland College Grounds
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol
Membership: NARTB

KOLE
PORT ARTHUR—1947—LIBERTY
Frequency: 1340 Kc. Power: 250 Watts
Business Address: P. O. Box 1126
Phone Number: 2-9436-7-8
Studio Address: Payne Bldg., Fourth at Fort Worth Sts.
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Friedman
Membership: NARTB
General-Station Manager: Socs Vratis
Commercial Manager: Glenn Hewitt
Promotion Manager: Marianne Baker
Pgm., Pgm. Dir.: Mary Anne Peiru
News Director: Hal Parkes
Musical Director: Jerry Opped
Chief Engineer: Hulan Smith
Farm Editor: Katie Fruit

KPAC
PORT ARTHUR—1934—MBS
Owned-Oper. By: Port Arthur College
Bus-Studio Address: 1515 Lakeshore Dr.
Phone Number: 5-7458
Transmitter Location: Orange Hwy.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Pearson
Membership: NARTB, BAB
Sta., Gen. Manager: Marjorie R. Vickers
Sales Prom. Mgr.: George Crouchet, Jr.
Program Director: Corinne Enos
Production Director: Carrol Vines
Publicity Director: Mack Newberry
Chief Announcer: Joel Swanson
News Director: Glenn Earl
Chief Engineer: M. Glenn Bootright

KFRD
ROSENBERG—1948
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Oper. By: Ford Bend County Bcastg. Co.
Business Address: P. O. Box 932
Phone Number: 980
TRANSMITTER LOCATION: Extension of Ave. N.

AIR TIME: 6 a.m.-Sunset

NEWS SERVICE: UP

TRANSCRIPTION SERVICE: Capitol

President: Mart Cole

News, Pub. Dir., Comm.: Jim Hairgrove

Gen. Mgr.: Bess Elder

Program, Director: Mark Davis

Prod., Music Dir., Chl. Ann.: Frank Wood

Farm Editor: Jim Hairgrove

Asst. Farm Editor: Ben Oldag

KOR

SAN ANTONIO—1948

Frequency: 1350 Kc. Power: 5000 Watts d.

1000 Watts n.

Owned-Operated By: KOR, Inc.

Business-Studio Address: 310 S. Flores St.

Phone Number: Cathedral 1301

Air Time: Unlimited

Representative: Everett McKinney

Membership: NATRB

President: Raoul A. Cortez

Commercial Manager: William P. Smythe

Program Director: Marvin N. Broyles

KGL

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: NATRB

President: H. C. Raggsdale

General-Station Manager: Lewis O. Seibert

Commercial Manager: Bill Williamson

Program Director: Patty Scott

Publicity Director: Jane Bosworth

Chief Engineer: William Poteet

KTXL

SAN ANGELO—1947

MBS-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts


Bus.-Studio Address: P. O. Box 1565

Phone Number: 7183

Transmitter Location: Robert Lee Rd.

Air Time: Unlimited

News Service: AP

Transcription Service: Capitol

Representative: Taylor

Membership: NATRB

President: Armistead D. Rust

General Manager: Robert McClellan

News Dir., Comm. Mgr.: Walton Foster

Program Director: Don Phillips

Chief Engineer: Robert Benson

KABC

SAN ANTONIO—ABC

Frequency: 680 Kc. Power: 50,000 Watts d.

10,000 Watts n.


Business-Studio Address: Milam Bldg.

Phone Number: Fannin 3126

Air Time: 5 a.m.-12 M.

News Service: AP

Transcription Service: World

Representative: John Blair

Membership: NATRB, BAB

President: Gene L. Cagle

Gen., Sta. Mgr.: Bill Michaels

Asst. Manager: Earl Fletcher

Program Director: Jim Wiggins

Musical Director: Grace Jones

Chief Engineer: Joseph B. Haigh

KIWW

SAN ANTONIO—1948


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

KMBC

SAN ANTONIO—1926

MBS—TSN—LBS

Frequency: 630 Kc. Power: 5,000 Watts d., n.

 Owned-Oper. By: Howard W. Davis

Address: 222-24 W. Commerce St.

Phone Number: Cathedral 6211

Transmitter Location: Hwy. 87, Martinez and Converse Road

Air Time: 6:00 a.m. to 1:00 p.m.

Station Representative: Pearson Co.

Pres., Gen., Sta. Mgr.: Howard W. Davis
Commercial Mgr. ................. Earl J. Hawthorne
Sales Promotion Manager .......... Sam Young
Program Director ................ A. S. (Tony) Bessan
Publicity Director ................ Sandi Comparene
Chief Announcer .................. Ted Johnson
Musical Director ................ K. Kay Underwood
Chief Engineer .................... Al Knight
Farm Editor ........................ Harry O'Connor
Consulting Engineer .............. McIntosh and Inglis

KONO
SAN ANTONIO—1927

Owned-Operated By .......... Eugene J. Roth
Address .......................... Box 2338, 317 Arden Grove
Phone Number ..................... Fannin 5171
Transmitter Loc. ............... Gembler Rd.
Air Time .......................... Unlimited
News Service ...................... AP
Transcription Service .......... Standard
Representative ................... Forioe
Membership ...................... NARTA, BAB
Pres., Owner ...................... Eugene J. Roth
General Manager ............... Jack L. Pink
Station Manager ............... Bob Roth
Commercial Manager .......... James M. Brown
Program Director .............. Robert F. Jenkins
Publicity Director ............. Jack Roth
Chief Engineer .................. George Ing
Farm Editor ...................... Blake McCreless
Consulting Engr. ............... Lynne Smeybo

KWED
SEGUIS—1948

Frequency: 1580 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................. W. Lawson, G. Kiel
Business-Studio Address .... 200 S. Camp St.
Phone Number ..................... 1580
Transmitter ...................... ½ Mi. N. on McQueeney Rd.
Air Time .......................... Daytime
News Service ...................... UP
Transcription Service .......... Lang-Worth
Representative ................... Hil F. Best
Gen., Station Mgr. .............. Garfield Kiel
Comm., Sales Prom. Mgr. ...... Stan McKenzie
Prog. Dir., Chief Announcer .... Henry Lehnhof
Chief Engineer .................. Richard Zuehl
Farm Editor ...................... Stan McKenzie
Consulting Engr. ............... Jansky & Bailey

KEVA
SHAMROCK—1949

Address .......................... P. O. Box 20
Phone Number ..................... 820
Air Time .......................... Daytime

KSEY
SEYMOUR—1950

Frequency: 1230 Kc.  Power: 100 Watts
Owned-Oper. By ................. W. C. Moss, Jr.
Address .......................... P. O. Box 295
News Service ...................... AP
Chief Engineer .................. A. E. Turner
Sey-Bkpr. ....................... Elizabeth Moss

KCNY
SAN MARCOS—1948

Frequency: 1470 Kc.  Power: 250 Watts
Address .......................... P. O. Box 32
Phone Number ..................... 888
Transmitter Location .......... 1105 McKie St.
Air Time .......................... 6:00 a.m. to Sunset
Station Representative ...... H. F. Best
Pres., Gen. Manager ............ Edw. C. James
Sta., Comm. Mgr., Prog., Prod. Dir. .. Jim Coston
Chief Ann., News, Mus. Dir. ... Bob Burton
Chief Engineer .................. Bob Martens
Farm Editor ...................... Meredith Maclarand
Consulting Engineer ............ Joel M. Hirsch

SALES PROMOTION MANAGER .................. Dallas Wyant
Pgm., Prod. Director ........... Jerry Lee
Publicity Director .............. Imogene Stanley
News Directors .................. Henry Howell (Day)
                        Austin Williams (Night)
Musical Director ............... Melvin Winters
Chief Engineer .................. Charles L. Jeffers
Farm Editor ...................... Bill Shomette
Consulting Engineer ........... A. D. Ring & Co.
News Service ...................... UP
Transcription Service .......... Lang-Worth
President ........................ Albert Cooper
General Manager .......... Hal Blymiller
Chief Engineer ................. Acton Tillery

K R R V
SHERMAN DENNISON—1936
MBS-TEX STATE

Frequency: 910 Kc.  Power: 1000 Watts
Address ............... 319 S. Fannin (Dennison)
421 N. Crockett (Sherman)
Phone Number .... 428 (Dennison); 201 (Sherman)
Representative .......... Pearson
Transcription Service . Associated World News Service .......... UP
President .................. G. H. Wilcox
General Manager ..... Tom E. Spellman (Sherman)
W. E. Wilcox (Dennison)
Comm. Mgr. . Claude Cunningham (Sherman)
Lynn Williams (Dennison)
Program Director .......... Earl Ellington
Promotion Manager ..... Ken Rowe, Jr.
Chi Engineer .............. Tom Johns

K T A N
SHERMAN—1947—KBS

Frequency: 1500 Kc.  Power: 250 Watts d.
Owned-Operated By. Sherman Bcastg. Corp.
Business-Studio Address ...... P. O. Box 661
Phone Number .................. 2810
Transmitter Location . ½ Mi. N. of Sherman on Hwy. 75
Air Time ................... Daytime
Representative .......... Hil F. Best
President ................ E. T. Fant, Jr.
Prod., Pgm. Director .......... Jim Shelton
Chief Announcer .......... M. C. Followell
Chief Engineer .............. W. Paul Phillips
Consulting Engr. .......... Merle Saxon

K S N Y
SNYDER—1949—LBS

Frequency: 1280 Kc.  Power: 500 Watts d.
Owned-Oper. By .......... John Blake
Address .................. Snyder
Phone Number ................. 1280
Air Time ................. Daytime
News Service .......... UP
Transcription Service . Lang-Worth
Representative .......... Hil F. Best
Owner .................. John Blake
General Manager .......... Charles R. Wolfe
Chief Engineer .......... Don Morris

K D W T
STAMFORD—1946—MBS

Owned-Oper. By .......... David W. Ratliff
Phone Number .......... 1400 or 866
Transmitter Location .......... Highway 380
Air Time ................... 7 a.m. to 10 p.m.
Membership .................. NARTB
Commercial Manager .......... Lahoma Dickson
Production Director .......... Phil Keener
Chief Announcer .......... Ken Skillern
Farm Editor .................. Ken Skillern
Consulting Engineer .......... Guy C. Hutcheson

K S T V
STEPHENVILLE—1950

Frequency: 1510 Kc.  Power: 250 Watts d.
Owned-Oper. By .......... John Blake
Address ................ P. O. Box 102
Phone Number ................. 850
Transcription Service . Standard
News Service .......... UP
President .................. John Blake
Gen. Mgr., News Dir. .......... Thomas Blake
Program Director ............... William Prince
Chief Engr., Farm Editor ...... Roy Johnson

K S S T
SULPHUR SPRINGS—1947
MBS-KBS

Frequency: 1230 Kc.  Power: 250 Watts
Bus-Studio Address .......... Radio Rd.
Phone Number ................ 1230
Transmitter Location .......... Radio Rd.
Air Time ................. 6 a.m.-10:15 p.m.
News Service .......... AP
Representative .......... Hil Best
President ................. William N. Edwards
Commercial Manager .......... C. David Finch
Publicity Director, Farm Edit. .... Bill McDougall
Pgm. Dir., Chief Ann. ...... Tom Brubaker
News Director ............ Margaret Thomas
Chief Engineer .......... William E. Bradford, Jr.

K X O X
SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc.  Power: 250 Watts
Bus-Studio-Transmitter Address ...... Box 570
Roby Hwy. 70
Phone Number ................. 4655-$
Air Time ................. 6:15 a.m.-11 p.m.
News Service .......... UP
Transcription Service . Standard
Representative .......... Hil F. Best
President ................. J. S. McBeath
Gen., Sta. Manager .......... J. Harley Hubbard
Comm., Sales Prom. Mgr. .......... Elwood Fritch
Chief Engineer .......... J. T. Allen
Farm Editor .............. Tom Porter
**KTAE**

**TAYLOR—1948—LBS**

Frequency: 1260 Kc.  Power: 1000 Watts d.
Owned-Oper. By: KTAE, Inc.
Business Address: Box 191
Phone Number: 1260
Transmitter Location: Hway. 95
Air Time: Daytime
News Service: UP
Transcription Service: World
Pub. Dir.: Graham Gillis Conoley
Chief Announcer: Dick Lewis
Prod., Pgm., News Dir.: R. S. Heller
Chief Engineer: Gordon W. Rainey
Farm Editor: Bob Mitchell
Consulting Engr.: Guy Hutcheson

**KTEM**

**TEMPLE—1936—MBS**

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By: Bell Bcstg. Co., Inc.
Business-Studio Address: 17 S. Third St.
Phone Number: 5252
Transmitter Location: ½ Mi. N. of Temple
Air Time: 6 a.m.-11 p.m.
News Service: Lang-Worth
Transcription Service: World
Membership: NARTB
President: Frank W. Mayborn
General Manager: Burton Bishop
Commercial Manager: J. E. Callaway
Chief Engineer: Curtis M. Casey

**KTER**

**TERRELL—1950**

Address: Walnut & State Sts.
Phone Number: 1710
Transcription Service: SESAC
News Service: UP
Pres., Gen. Mgr.: Frederick I. Massengill, Jr.

**KCMC**

**TEXARKANA—1932**

ABC-TEX. STATE

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Oper. By: KCMC, Inc.
Business-Studio Address: 317 Pine St.
Number: 3-6151
Transmitter Location: Summerhill Rd.
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth, Cole
Representative: Taylor
Membership: NARTB
General Manager: Frank O. Myers
Commercial Manager: Thomas Dillard
Program Director: Herman Cecil
News Director: Robert Jones
Chief Engineer: Harvey Robertson

**KTFS**

**TEXARKANA—MBS**

RAZORBACK-KBS-COTTON BELT

Frequency: 1400 Kc.  Power: 250 Watts
Bus. Studio Address: 409½ State Line Ave.
Phone Number: 3-5123
Transmitter Location: Robinson Rd.
Air Time: 5 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Membership: NARTB
Pres., Gen. Mgr.: David M. Segal
Station Manager: Dave Chapman
Commercial Manager: Tom Alford
Chief Ann., Prod. Dir.: Bill Mitchell
Musical Director: Jim City
Chief Engineer: Orvil Johnson

**KTLW**

**TEXAS CITY—1948—KBS**

Frequency: 920 Kc.  Power: 1000 Watts d.
Owned-Oper. By: Texas City Bcstg. Service
Business-Studio Address: Showboat Theater Bldg.
Phone Number: 5-4418
Transmitter Location: Moses Lake
Air Time: Sunup to Sunset
News Service: UP
Transcription Service: Capitol, Thesaurus
President: J. G. Long
Prom., Gen. Mgr.: Joe Brown
Station Manager: John F. Miller
News, Pgm. Dir.: Randy Evans
Chief Engineer: M. D. Wagner

**KGKB**

**TYLER—1930—MBS-KBS**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By: Lucille Buford
Business-Studio Address: P. O. Box 548
Phone Number: 23875
Transmitter Location: N. Church & Carlyle
Air Time: 5:30 a.m.-M.
News Service: UP
Transcription Service: World
Representative: Pearson, Grant, Girard
Membership: NARTB
General Manager: Lucille Buford
Chief Announcer: Sam Matthews
Program Director: J. Edwin Smith
Chief Engineer: Hudson C. Collins

**KTTB**

**TYLER—LIBERTY-LONE STAR**

Frequency: 600 Kc.  Power: 500 Watts d.
Owned-Operated By: Blackstone Bcstg. Co.
Business-Studio Address: Blackstone Hotel
Phone Number: 4-7728-9
Transmitter Location: Omen Rd.
Air Time: 6 a.m.-sunset!
News Service: UP
Transcription Service: Thesaurus
KVOU
UVALDE—1947—MBS
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 ... NARTB
Representative ... Continental
Pm., Gen. Mgr. ... Edward J. Harpole
Partner ... W. J. Harpole
Commercial Manager ... Joe Watson, Jr.
Program Director ... Eldon Coward
Pgm., Prom. Mgr. ... Burney Jones
Chief Engineer ... Bob Hicks
News, Farm Dir. ... Les Miller

KVWC
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 ... Ken Kendrick

KNAL
VICTORIA—1949—LBS
Frequency: 1410 Kc. ... Power: 500 Watts d.
Owned-Operated By: ... Victoria Bcstg. Co.
Address ... 118 W. Forrest St.
Phone Number ... 1410
Transmitter Location ... So. of town
Air Time ... Daytime
News Service ... UP
Transcription Service ... World
Representative ... Hilt F. Best
Pres., Gen. Mgr. ... Truman Belcher
Sta., Mgr., Chf. Annr. ... Jack Allen Shefrin
Commercial Manager ... Lynwood Boehm
Chief Engineer ... Charles Lewis
Consulting Engr. ... Guy C. Hutcherson

KVIC
VICTORIA—1940—MBS
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Oper. By: ... KVIC Bcstg. Co.
Business Address ... Victoria Bank & Trust Bldg.
Phone Number ... 1108-7
Studio-Transmitter Location ... Cuero Hwy.
Air Time ... 5 a.m.-M.
News Service ... AP
Transcription Service ... World
President ... J. G. Long
Gen., Sta. Mgr., Pub. Dir. ... Robert Thorp
Commercial Manager ... Bill Jackson
Prom. Mgr., Pgm. Dir. ... Robert Cutting
Production Director ... Patricia Breech
Chief Annr., News Editor ... Jim Traber
Chief Engineer ... Robert McCown
Farm Editor ... Clif Berkman

KW TX
WACO—1946—MBS
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By: ... KW TX Bcstg. Co.
Business-Studio Address ... 105½ So. 6
Phone Number ... 3-7331
Transmitter Location ... 35 Mi. S.W. of 12th on Pierrard Rd.
Air Time ... 6 a.m.-M.
News Service ... AP
Representative ... Everett McKinney
Membership ... NARTB
President ... W. W. Callan
General Manager ... M. N. Bostick
Commercial Manager ... J. M. Brinager
Program Director ... C. L. Hinkle
Production Director ... Al Mankin
Chief Announcer ... Byron Lowrey
Musical Director ... Barbara Lowrey
Chief Engineer ... L. R. Grubbs

WACO
WACO—1922—ABC-TEXAS STATE
Frequency: 1460 Kc. ... Power: 1000 Watts
Owned-Operated By: ... Frontier Bcstg. Co.
Business-Studio Address ... Amicable Bldg.
Phone Number ... 2-6571
Transmitter Location ... So. 12th St. Rd.
Air Time ... 6a.m.-M.
News Service ... AP
Representative ... Weed
Membership ... NARTB
President ... Gene Cagle
Vice-President ... Charles B. Jordan
General Manager ... R. Lee Glasgow

KRGV
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 ... 6 a.m.-12 M.
News Service ... AP, UP
Transcription Service ... Lang-Worth, SESAC
Representative ... Taylor Co.
Membership ... NARTB
President ... O. L. Ted Taylor
Sta., Gen. Mgr. ... Byron W. Oglesby
Commercial Manager ... Aubrey Jackson
Program Director ... Jim Cook
Publicity Director ... Ted Cressner
KFDX  WICHITA FALLS—1947  
ABC-LONE STAR
Frequency: 990 Kc. Power: 10,000 Watts d.
1,000 Watts n.
Address: City Natl. Bldg.
Phone Number: 2-8668
Transmitter Location: Iowa Pk. Rd.
Air Time: 5:30 a.m. to 12 M.
News Service: AP, UP
Transcription Service: World
Station Representative: Taylor Co.
Membership: NARTB, BAB
President: Darold A. Cannon
General Manager: W. P. Hood
Commercial Manager: Mott M. Johnson
Local Sales Mgr.: John R. White
Sales Promotion Manager: Howard Fry
Asst. Mgr., Pgm., Prod. Dir.: George Craig
Publicity Director: Howard Fry
Chief Announcer: Warren Silver
Next Director: Mike Carpenter
Musical Director: Jay Warren
Chief Engineer: John Adams
Farm Editor: Mike Carpenter
Consulting Engineer: George Davis

KWFT  WICHITA FALLS—1939—CBS
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By: KWFT, Inc.
Business-Studio Address: P. O. Box 420
Phone Number: 4182
Transmitter Location: 3½ Mi. W. of town
Air Time: 5:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Standard
Representative: John Blair
Membership: NARTB
President, General Manager: Kenyon Brown
Station Manager: Charles E. Clough
Comm. Sales Prom. Manager: A. L. Pierce
Program Director: Blaine Cornwell
Production Director: Eddie Edwards
Musical Director: Lillie Mae Comiskey
Publicity Director: A. L. Pierce
News Director: Pat Halverson
Chief Engineer: Herbert T. Wiley
Farm Editor: Bill Tipton
Consulting Engr.: A. Earl Cullum, Jr.

KBWU  BRIGHAM CITY—1948
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Oper. By: Samuel L. Stephens, Sr.
Address: 548 W. Forest St.
Phone Number: 948
Air Time: Sunrise-sunset
News Service: Continental
Membership: NARTB
President: Samuel L. Stephens, Sr.
Comm. Mgr., Pgm. Dir.: Wade Ebeling
News Director: Weston Vernon
Gen. Mgr., Chief Engr.: Sam Stephens, Jr.

KSUB  CEDAR CITY—1937—CBS
INTERMOUNTAIN
Frequency: 590 Kc. Power: 1000 Watts
Phone Number: 398-9
Transmitter Location: 7 Mi. W. of Cedar City
Air Time: Unlimited
Transcription Service: World
Membership: NARTB, BAB
President: Ivor Sharp
Sta. Mgr.: Arthur Higbee
Chief Engr., Pgm. Dir.: Robt. L. Heyborne
Consulting Engr.: Cutler R. Miller

Population 688,862—Increase + 25.2% (1940-1950)—Radio Homes 173,810
Families 176,630—Stations in State 18
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transcription Service</th>
<th>Station Representative</th>
<th>President</th>
<th>General Manager</th>
<th>Chief Engineer</th>
<th>Phone</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>K V N U</td>
<td>810 Kc.</td>
<td>1000 Watts</td>
<td>MBS-INTERMOUNTAIN-KBS</td>
<td>1393 N. Main St.</td>
<td>1400</td>
<td>6:00 a.m. to 12:00 p.m.</td>
<td>UP</td>
<td>Daytime</td>
<td>Lang-Worth</td>
<td>Herschel Bullen</td>
<td>Eddy Ray</td>
<td>King Harmon</td>
<td>Dallin Herschel</td>
<td>1538</td>
</tr>
<tr>
<td>K M U R</td>
<td>1230 Kc.</td>
<td>250 Watts</td>
<td>MBS-INTERMOUNTAIN-OGDEN</td>
<td>Murray</td>
<td>1360</td>
<td>8 a.m.-M.</td>
<td>UP</td>
<td>Langworth, Capitol</td>
<td>NARTB</td>
<td>Orval J. Wilkinson</td>
<td>James Petersen</td>
<td>Howard Pingree</td>
<td>Mitzi Patterson</td>
<td>1490</td>
</tr>
<tr>
<td>K O A L</td>
<td>1400 Kc.</td>
<td>250 Watts</td>
<td>MBS-INTERMOUNTAIN-OGDEN</td>
<td>Murray Bcstg. Service</td>
<td>250</td>
<td>6:30 a.m.-11:30 p.m.</td>
<td>UP</td>
<td>Standard</td>
<td>Avery-Knodel</td>
<td>Fred Weibell</td>
<td>John T. Hyde</td>
<td>Dale Brown</td>
<td>3426</td>
<td>KOAL</td>
</tr>
</tbody>
</table>

**K V N U**

**LOGAN—1938 MBS-INTERMOUNTAIN-KBS**

- Frequency: 810 Kc.
- Power: 1000 Watts
- Address: 1393 N. Main St.
- Phone Number: 1400
- Air Time: 6:00 a.m. to 12:00 p.m.
- News Service: UP
- Transcription Service: UP
- Station Representative: Avery-Knodel
- President: Herschel Bullen
- Gen., Sta. Mgr.: Reed Bullen
- Comm. Mgr.: A. George Raymond
- Pgm., Prod. Dir.: Paul Coburn
- Chief Announcer: Don Reber
- Chief Engineer: Delmonte Olsen

**K V O G**

**OGDEN—1948—ROCKY MTN.**

- Frequency: 1490 Kc.
- Power: 250 Watts
- Business Address: 1538 Gibson Ave.
- Phone Number: 27535
- Studio-Transmitter Location: 1538 Gibson Ave.
- Representative: Biddick
- Transcription Service: Standard
- President, General Mgr.: Arch G. Webb
- Commercial Manager: Joe T. Johnson
- Chief Engineer: L. Smith
- Promotion Manager: Paula M. Cune

**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: 1360
- Air Time: 8 a.m.-M.
- News Service: UP
- Transcription Service: Langworth, Capitol
- Membership: NARTB
- Station Manager: James Petersen
- Commercial Manager: Howard Pingree
- Pgm.-Prod. Dir.: Mitzi Patterson
- Chief Engineer: Fred Weibell

**K L O**

**OGDEN—1924 MBS-INTERMOUNTAIN**

- Frequency: 1430 Kc.
- Power: 5000 Watts
- Address: 425 25th St. Hotel Ben Lomond
- Phone Number: 5721
- Transmitter Location: Kanesville
- Air Time: 6 a.m.-M.
- News Service: UP
- Transcription Service: World
- Representative: Avery-Knodel
- President: Edris Glassmann
- General Manager: George C. Hatch
- Station Manager: George B. Morgan
- Comm. Mgr., Prog. Dir.: Collin W. Lowder
- Sales Prom. Manager: Kay Sevillier
- Production Director: Doug Stringfellow
- Publicity Director: Clinton Raymond
- Chief Announcer, Musical Dir.: Dean Thueson
- Chief Engineer: Wayne T. Boothe
- Consulting Engr.: W. D'Ort Cozzens

**K O A L**

**PRICE—1936**

- Frequency: 1230 Kc.
- Power: 250 Watts
- Address: P. O. Box 550
- Phone Number: 2802
- Transmitter Location: U. S. Hiway 50
- Air Time: 6:30 a.m.-11:30 p.m.
- News Service: UP
- Representative: Avery-Knodel
- Pres., Gen.-Sta. Mgr.: Jack Richards

**K C S U**

**PROVO—1947—ROCKY MT.**

- Frequency: 1400 Kc.
- Power: 250 Watts
- Owned-Oper. By: Central Utah Bcstg. Co., Inc.
- Address: P. O. Box 550
- Phone Number: 2802
- Transmitter Location: U. S. Hiway 50
- Air Time: 6:30 a.m.-11:30 p.m.
- News Service: UP
- Partner: Frank A. Van Wagenen
- Pgm. Dir.: Prom. Mgr.: Harold E. Van Wagenen
- Commercial Manager: John T. Hyde
- Chief Engineer: Dallin O. Oaks
- News Director: Dale Brown
- Farm Editor: Robert Hough

**K N E U**

**PROVO—1949**

- Frequency: 1450 Kc.
- Power: 250 Watts
- Owned-Oper. By: Lester Taylor
- Address: 307 So. 17th W.
- Phone Number: 3426
- President: Lester Taylor
- General Manager: Myron May
- Commercial Manager: Garn Carter
- Program Director: J. D. Jones
- Promotion Manager: Larry Steppe
- Chief Engineer: Kenneth Smith
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: 1880
Transmitter Location: 651 W. 16th So.
Air Time: 6 a.m.-6 p.m.
News Service: World
Transcription Service: Avery-Knodel
Membership: NARTE
President: Clifton A. Tolboe
General-Station Mgr.: Arch L. Madsen
Commercial Manager: L. H. Curtis
News Director: Le Grange Young
Pgm.-Prod. Dir.: James H. Lawrence
Musical Director: Byron Jensen
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: 620
Transmitter Location: East on 4th South
Air Time: Sunrise-Sunset
News Service: World, SESAC
Transcription Service: Avery-Knodel
Pgm. Dir., Prom. Mgr.: Frank Peacock
Chief Engineer: Ralph A. Ross
News Director: Bill King
Farm Editor: Harvey Dostrap

KDYL
SALT LAKE CITY—1922
NBC

Frequency: 1320 Kc.        Power: 5000 Watts
Business-Studio Address: 143 S. Main
Phone Number: 5-2891
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. Provul
Exec. Vice-Pres.: Easton Woolley
Program Director: Emerson Smith
News, Prom. Dir.: Del Leeson
Chief Engineer: John M. Baldwin

KNAK
SALT LAKE CITY—1945

Owned-Operated By: Granite District Radio Bcstg. Co.
Business-Studio Address: 1042 So. 6th W.
Phone Number: 4-3685
Air Time: 6:30 a.m.-1 a.m.
Representative: Forjoe
President: Howard D. Johnson
General Mgr.: Richard F. Connor
Asst. Mgr., News Dir: Thomas M. Ivory
Commercial Manager: Richard I. Nichols
Sls. Prom. Mgr.: Thomas M. Ivory
Program Director: Robert P. Crawford
Farm Editor: Gloria Whitney
Promotion Manager: Robert Hampton
Chief Engineer: Lyle Wahliquist

KSL
SALT LAKE CITY—1922—CBS

Frequency: 1160 Kc.        Power: 50,000 Watts
Owned-Oper. By: Radio Service Corp. of Utah
Bus-Studio Address: 10 S. Main St.
Phone Number: 5-4641
Transmitter Location: Saltair
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Lang-Worth
Representative: Radio Sales
Membership: NARTE
President: J. Reuben Clark, Jr.
General Manager: C. Richard Evans
Sales Manager: Frank B. McLaughly
Prog.-Prod. Dir.: Edward Kimball
Chief Engineer: Vincent Clayton
Farm Director: Elvon Orme
KUTA
SALT LAKE CITY—1938
ABC-ROCKY MOUNTAIN
Frequency: 570 Kc. Power: 5000 Watts
Business-Studio Address: 29 S. State St.
Phone Number: 3-2737
Transmitter Location: No. Salt Lake City
Air Time: 6 a.m.-1 M.
News Service: NARTB, BAB
Transcription Service: World, Standard
Representative: Hollingbery
Membership: NARTB, BAB
President: Frank C. Carman
Sta. Mgr., Prog. Dir.: Ray Fadel
Commercial Manager: John Schile
Sales Prom. Mgr., Pub. Dir.: Al Thomas
Production Director: Harold Collaprist
Chief Announcer: Marshall Small

KJAM
VERNAL—1947—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: James C. Wallentine
Address: 120 E. Main St.
Phone Number: 494
Air Time: Unlimited
News Service: UP
Representative: W. S. Grant
President: James C. Wallentine
Gen.-Sta. Mgr.: Lee Walker
Comm.-Sales Prom. Mgr.: Grant E. Parry
Program Director: Buchanan Fulmore
Chief Engineer: Compton C. Mitchell

MUSICAL DIRECTOR: Ed Stoker
NEWS DIRECTOR: John Barlow
CHIEF ENGINEER: Wendell Bell
FARM EDITOR: Harry Warren
CONSULTING ENGR.: McNary & Wrathall

VERMONT
Population 377,747—Increase + 5.2% (1940-1950)—Radio Homes 92,690
Families 377,747—Stations in State 9

WTS A
BRATTLEBORO—1950—MBS
YANKEE-GRANITE
Frequency: 1450 Kc. Power: 250 Watts
Address: Putney Rd.
Phone Number: 1700
Representative: Bolling
Transcription Service: SESAC
News Service: AP
President: W. J. Barkley
General Manager: W. F. Rust, Jr.
Program Director: James Simmonds
Chief Engineer: Joe Rich

WCAX
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: World
Representative: Weed
Membership: NARTB
Pres. Gen-Station Mgr.: C. P. Hasbrook
Sta-Sales Prom. Mgr.-Pub. Dir.: J. D. Swan
Commercial Manager: T. B. Brain
Prog.-Prod.-Musical Dir.: Milton Slater
Chief Engineer: James W. Tierney
News Director: L. F. Killick
Consulting Engr.: S. T. Murtin

WJOY
BURLINGTON—1946—ABC—UBS
Frequency: 1230 Kc. Power: 250 Watts
Bus.-Studio-Transmitter Location: 633 Main St.
Phone Number: Burlington 5400
Air Time: Unlimited
News Service: AP
Representative: William G. Rambeau
Membership: NARTB, BAB
President: David W. Howe
Sta. Mgr., Prog. Dir.: Alfred E. Spokes
Pub. Dir.-Chief Engineer: John C. Quill
Farm Editor: Dick Wall

WSKI
MONTPELIER-BARRE—1947—NBS
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Montpelier-Barre Bcstg. Co.
Business Address: Union Mutual Bldg.
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: NARTB, BAB
President: B. M. Jacobsen
General Manager: Paul H. Martin
Publicity Director: Olga S. Wackerman
Pgm. News Dir.: Robert Bannon
Musical Director: Frank Chatterton
Chief Engineer: L. C. Davis
WHWB
RUTLAND—1949
Frequency: 1000 Kc...Power: 1000 Watts d.
Owned-Oper. By...Central Vt. Bcastg. Corp.
Address..........................24½ Center St.
News Service......................AP
Phone Number......................3200
Transmission Service..............Capitol
Pres., Gen. Mgr....................Herbert Wilson
Vice-President....................Vena M. Bates
Treasurer........................Helen M. Wilson
Program Director...............Lewis L. Carter, Jr.
Chief Engineer..................Willard H. Battles
News Director....................Robert Herr
Farm Editor......................Harold Andrews

WSYB
RUTLAND—1930—MBS-YANKEE
KBS-UNION
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
Representative...................Joseph Hershey McGillvra
Station Manager...............J. H. Weiss

WWSR
ST. ALBANS—1940
Frequency: 1420 Kc......Power: 1000 Watts d.
Owned-Oper. By...Vermont Radio Corp.
Business-Studio Address........75 N. Main St.
Phone Number....................1380
Transmitter Location...........Twanlon Rd.
Air Time..........................daytime
News Service......................UP
Transmission Service..............World
Representative...................Walker, Bertha Bannan

WTWN
ST. JOHNSBURY—1949
KEYSTONE
Frequency: 1340 Kc......Power: 250 Watts
Owned-Operated By...Twin State Bcastrs. Inc.
Address........................Concord Ave.
Phone Number....................2344
Air Time..........................Unlimited
News Service......................UP
Transmission Service...........SESAC, Lang-Worth
Representative................McGillvra
Membership.......................NARTB, BAB
President......................E. Dean Finney
Co-Mgrs.........................J. F. McKernan, E. D. Finney
Program Director...............Robert Webster
News Director...................George Peterson
Chief Engineer...............James F. McKernan

WDEV
WATERBURY—1931—MBS
Frequency: 550 Kc......Power: 1000 Watts
Owned-Oper. By...Lloyd Squier
Business-Studio Address........8 Stowe St.
Phone Number....................400-1
Transmitter Location...........Blush Hill
Air Time..........................Unlimited
News Service......................UP
Transmission Service...........World
Representative................Walker
Owner, Gen.-Sta.-Comm. Mgr...Lloyd E. Squier
Program Director...............Thomas L. Dodd, Jr.
Production Director............Craig S. Parker
Chief Annct......................John Woods
Chief Engineer................Theodore Boisvert

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**

Population 3,318,680—Increase + 23.9% (1940-1950)—Radio Homes 702,450

Families 790,160—Stations in State 55

## WPIK
**ALEXANDRIA—1945**

Frequency: 730 Kc. . Power: 1000 Watts d.  
Address . Virginia Theatre Bldg.  
Phone Number . Overlook 3000  
Transmitter Location . 504 Telegraph Rd.  
News Service . AP  
Transcription Service . Lang-Worth  
Traffic Manager . Dorothy E. Mack  
Musical Director . Barbara Power  
Technical Director . Bernard A. Terrien  

## WARL
**ARLINGTON—1947**

Frequency: 780 Kc. . Power: 1000 Watts d.  
Owned-Oper. By . No. Virginia Bstg., 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 . NARTB  
Co-Owners . R. Kilbourne Castell.  
Frank U. Fletcher  
General Manager . R. W. Baker  
Commercial Manager . William W. Jeffery  
Prog. Dir. . Phil Long  
Chief Engineer . John E. Strong

## WEM
**ARLINGTON—1947—MBS**

Frequency: 1390 Kc. . Power: 5000 Watts d.  
Owned-Oper. By . WEAM, Inc.  
Address . 2030 N. 16th St.  
Phone Number . OW 7100  
News Service . AP  
Representative . Donald Cooke, Inc.  
President . Harold H. Thoms  
Pgm., Prod. Dir. . Matthew Warren  
Chief Announcer . Jack Ridge  
News Director . Matthew Warren  
Musical Director . Phil Zoppi  
Chief Engineer . Sammie T. Aed  
Farm Editor . Jack Ridge  
Transmitter Location . Community Bldg.  
Air Time . 6 a.m.-11 p.m.  
News Service . AP  
President . H. S. Robertson  
General Manager . Walter F. Wilkerson  
Commercial Manager . Edward J. Silverman  
Program Director . James T. Barker  
Chief Engineer . Eddie T. Tatum

## WCYB
**BRISTOL—1946**

Frequency: 690 Kc. . Power: 10,000 Watts d.  
Address . Front & Cumberland Sts.  
Phone Number . North 3560  
Transmitter Location . Washington County  
Air Time . Daytime  
News Service . AP, UP  
Transcrip. Service . Associated, World, Cole  
Representative . Bolling  
Membership . NARTB, BAB  
Pres., Gen Mgr. . Robert H. Smith  
Sales Mgr. . J. F. Fey Rogers  
Program Sprv.-Farm Editor . W. T. Lane, Jr.  
News Editor . Ralph Randall

## WFM
**ARLINGTON—1946—MBS**

Frequency: 860 Kc. . Power: 1000 Watts d.  
Address . Hotel Bristol  
Phone Number . 3620  
News Service . UP  
Transcription Service . Standard  
General Manager . William L. Mininger  
Commercial Manager . Homer Worley  
Program Director . Rex Ramey  
Pom. Mgr., News Dir. . Jack Martin  
Chief Engineer . John Hughlett  
Farm Editor . Verlin Mays

## WKLV
**BLACKSTONE—1947—MBS**

Phone Number . 476  
Transmitter Location . Community Bldg.  
Air Time . 6 a.m.-11 p.m.  
News Service . AP  
President . H. S. Robertson  
General Manager . Walter F. Wilkerson  
Commercial Manager . Edward J. Silverman  
Program Director . James T. Barker  
Chief Engineer . Eddie T. Tatum  
Transmitter Location . Community Bldg.  
Air Time . 6 a.m.-11 p.m.  
News Service . AP  
President . H. S. Robertson  
General Manager . Walter F. Wilkerson  
Commercial Manager . Edward J. Silverman  
Program Director . James T. Barker  
Chief Engineer . Eddie T. Tatum

## WCHV
**CHARLOTTESVILLE—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 McGilivra  
Commercial Manager . Robert C. Walker  
Program Director . R. G. Sketchley, Jr.  
Promotion Manager . Charles Smith  
Chief Engineer . Walter W. Gray  
News Editor . Bill Gentry
WINA
CHARLOTTESVILLE—1949
LIBERTY
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By...Charlottesville Bcstg. Corp.
Address: 4th & Main Sts.
Phone Number: 2-6177
Air Time: Daytime
News Service: UP
Transcription Service: Standard, Capitol
Pgm. Dir.-Oper. Mgr. Charles W. Freeman
Chief Engineer: Lawrence Kennedy
Chief Annr., News Dir.: Edward Desmond
Film Editor: Norman Kelsey

WCFV
CLIFTON FORGE—1950
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Clifton Forge Bcstg. Corp.
Address: P. O. Box 214
Phone Number: 1230
Transcription Service: Standard
News Service: AP
President: Dr. G. R. Stevens
Gen. Mgr., Pgm. Dir.: E. A. Schellhous
Commercial Manager: Nancy Johson
Chief Engineer: John H. Wilson

WKEY
COVINGTON—1941—ABC-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Earl M. Key
Business Address: Main St. at Bridge
Phone Number: 8351
Transmitter Location: Fairlawn
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Representative: Dewrey
Transcription Service: World
Membership: NARTB
Pres., Gen. Mgr.: Earl M. Key
Commercial Mgr.: Kenneth L. Bryant
Program Director: John Lee Davis
Promotion Manager: Willis Shawyer
Chief Engineer: John H. Wilson

WSVS
CREWE—1947—KBS
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By...So. Virginia Bcstg. Corp.
Business Address: 117 Carter St.
Phone Number: Crewe 5000
Transmitter Location: RFD, Crewe
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: World
President: Calvin S. Willis
General Manager: John E. Sadler
Asst Manager: Freeman H. Stewart
Commercial Manager: Brown Hoffier
Pgm., Pub. Dir.: Bob Dickson
Music, Prod. Director: George Phillips
Chief Announcer: Tubby Wallhall
Chief Engineer: Everett Wilson

WCVA
CULPEPER—1949—KBS
Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By...Culpeper Bcstg. Co.
Address: P. O. Box 672
Phone Number: 8338
Transmitter Location: Hendricks Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
President: Ira C. Hopkins
Gen., Comm. Mgr.: Anthony C. Thornton
Program Director: Woody Powell

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
Transmitter Location: Mt. Cross Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollingsby
Membership: NARTB
President: L. N. Dibrell
General Mgr.: R. Sanford Guyer
Comm. Mgr.: E. M. Hurd
Program Director: Betty Allen
Farm Ed., Pub. Dir.: Charles Holmes
Chief Announcer: Wally Aylesly
News Director: William Howard
Musical Director: Harry W. Spencer
Chief Engineer: Lyle C. Molley

WDVA
DANVILLE—1947—MBS
Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By...Va.-Carolina Bcstg. Corp.
Address: American Natl. Bank Bldg.
Phone Number: 5300
Transmitter Location: Martinsville Rd.
Air Time: 6 a.m.-6 p.m.
News Service: UP
Transcription Service: Standard
Representative: Burn-Smith; Dora Didson
Membership: NARTB, B&B
President: J. D. Pruit
General Manager: Emerson J. Pryor
Commercial Mgr.: Stover Morris, Jr.
Prog.-Prod. Director: Richard Campbell
Publicity Director: Herbert F. Hodge
Musical Director: Harold Stephens
News Dir.: Charles Craig
Chief Engineer: Rush Sawyer
Farm Editor: Frank Raymond
WFAX
FALLS CHURCH—1948
Owned-Operated By: Lamar A. Newcomb
Address: Box L
Phone Number: FA-0900
Transmitter Location: Seven Corners
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus
Membership: NARTB
Pres., Gen. Mgr.: Lamar A. Newcomb
Commercial Manager: Jeanie Russell
Program Director: Genevieve Newcomb
Chief Engineer: Emmett Murphy

WFLO
FARMVILLE—1947
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Colonial Bcastg. Co.
Business Address: P. O. Box 238
Phone Number: 870
Transmitter Location: Cumberland Rd.
News Service: UP
Transcription Service: Capitol Associated Representative: Clark
General Manager: Carla B. Keys
Manager: Charles R. Maillet
Program Director: Danny Shaver
Chief Engineer: Charles K. Chrismon

WFVA
FREDERICKSBURG—1939—ABC-KBS
Frequency: 1230 Kc. Power: 250 Watts
Business Address: P. O. Box 269
Phone Number: 1261
Studio-Transmitter Location: King's Hwy.
Transcription Service: Lang-Worth Representative: Burn-Smith
Exec. V.P., Gen. Mgr.: Richard F. Lewis, Jr.
Manager: Walter F. Harris, Jr.
Chief Engineer: William S. Candler

WFTR
FRONT ROYAL—1948—MBS
Address: P. O. Box 192
Phone Number: 750
Transcription Library: Thesaurus
News Service: UP
President: Thomas J. Owens
Gen., Comm. Mgr.: Kenneth Gordon
Pgm. Dir., Farm Editor: Tom Gibson
Chief Engineer: Charles N. Joliffe
News Director: Claude Jones

WBOB
GALAX—1947—MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
VIRGINIA

WREL
LEXINGTON—1948—MBS-KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Rockbridge Bstg. Co.
Business-Studio Address 22 S. Main St.
Phone Number Lexington 6000
Transmitter Location Rt. 11, One Mi. No. City
Air Time 6 a.m.-11:05 p.m.
News Service AP
Representative Donald Cooke
Transcription Service Lang-Worth
Membership NARTB, BAB
President Marshall L. Wilmer
News Dir. Bob Rauch
Prog.-Prod. Dir. Andrew Petersen
Musical Director Wayne Scott
Chief Engineer Lindley H. Leggett

WLVA
LYNCHBURG—1930—ABC
Frequency: 590 Kc. Power: 1000 Watts
Address 925 Church St.
Phone Number 2-1242
Transmitter Location Boonesboro
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative George P. Hollingsby
Membership NARTB, BAB
President Edward A. Allen
General Manager Phillip P. Allen
Commercial Manager Joseph F. Wright, Jr.
Prog.-Prom. Dir. William H. Loren
Chief Anncr. News Dir. Wayne Tyler
Chief Engineer John T. Orth
Form Editor Eric Lund
Consulting Engr. George Bailey

WWOD
LYNCHBURG—1947—MBS
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Oper. By Old Dominion Bstg. Corp.
Address First Natl. Bank Bldg.
Phone Number 2-3441
Transmitter Location Boonesboro Rd.
Air Time Unlimited
News Service AP, UP
Transcription Service World
Representative Walker
Membership NARTB, BAB

WMVA
MARTINSVILLE—1941—NBC-KBS
Frequency: 1450 Kc. Power: 250 Watts
Address Box 831
Phone Number Virginia 2152
Air Time 6 a.m.-11:30 p.m.
News Service AP
Membership NARTB
President William C. Barnes
General-Station Manager John W. Shultz
Program Director Barbara Harding
Chief Anncr. Tom Stewart
News Director Maynard Dilabre
Musical Director Paul E. Zimmerman
Chief Engineer Dewey W. Muse
Consulting Engr. George Davis

WGH
NEWPORT NEWS—1928—ABC
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By Hampton Roads Bstg. Corp.
Bus.-Studio Address 500 Postlock Bldg.
Phone Number Norfolk-2-7031
Transmitter Location Military Hiway
News Service Associated
Representative Free & Peters
Membership NARTB, BAB
President Raymond B. Bottom
V.P., Gen. Sta. Manager Edward E. Bishop
Prog. Director Jay Caldwell
Publicity Director Bill Rhyne
News Dir. G. Edward Travis
Chief Engineer Lou Braun
WHYU
NEWPORT NEWS—1947
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Eastern Bstg. Corp.
Business-Studio Address: 114 W. 24th St.
Phone Number: 3-1632
Trans. Loca: Respass Beach, Churchland
Air Time: daytime
News Service: UP
Transcription Service: Capitol
Representative: Devney
President, General Mgr: John Doley
Sta. Mgr: Frederic F. Clair
Program Dir: Tom Bradshaw, Jr.
Technical Dir: Maurice Charles

WCAV
NORFOLK—1947
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Cavalier Bstg. Corp.
Bus.-Studio Address: Helena Bldg.
Phone Number: 2-3266
Transmitter Location: W. Norfolk
News Service: UP
Transcription Service: Long-Worth
Representative: Bolling Co.
Membership: NARTB
President: Joseph Light
President: Joseph Light
Gen. Sta. Mgr: H. A. Seville
Sales Prom, Comm. Mgr: A. F. Hammer
Program, Music Director: Earl Caton
Production Director: Bob Lee
Chief Annr, News Dir: Ray Penner
Chief Engineer: W. M. Manrov

WLW
NORFOLK—1947—VA. SPTS.
Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By: Commonwealth Bstg. Corp.
Bus.-Studio Address: 105 Brooke Ave.
Phone Number: 4-5678
Transmitter Location: Columbus Circle, Portsmouth
Air Time: 24 hrs. daily
News Service: UP
Transcription Service: Capitol
Representative: Forje
V-P, Gen. Mgr: Robert E. Wasdon
Station Manager: William M. Carpenter
Commercial Manager: James W. Campbell
Business Manager: Joseph B. Matthews
Program Director: Del Frank
Production Director: Robert Draper
Technical Director: Jack Siegel
Chief Engineer: Preston Spegar

WNOR
NORFOLK—1949
Frequency: 1230 Kc. Power: 250 Watts
Address: 1019 Boissevain Ave.
Phone Number: 56761
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
President: Louis H. Peterson
General Manager: Earl Harper
Commercial Manager: Bob Rodgers
Sales Promotion Mgr: Don Gordon
Pgm, Prod. Dir: Milton Green
News Director: Milton Green
Musical Director: Bill King
Chief Engineer: Howard Sheets
Consulting Engr: Craven, Lohnes & Culver

WTAR
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: NARTB, BAB
Pres, Gen-Sta. Mgr: Campbell Arnoux
Comm-Sales Prom. Mgr: John W. New
Sales Prom, Pub. Dir: Fred Lowe
Program Director: Joel Carlson
Chief Announcer: Blair Eubanks
News Director: Emileigh Maxwell
Chief Engineer: Dick Lindell
Consulting Engr: Jansky & Bailey

WNVA
NORTON—1946—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Blafox 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
Membership: NARTB
President: Richard B. Helms
General Manager: Jack T. Helms
Chi. Annr, Music Dir: Bill Stallard
Chief Engineer: Gene Tommerdahl
Farm Editor: Ray Sidga

WJMA
ORANGE—1949—MBS
Frequency: 1340 Kc. Power: 250 Watts
Address: Orange
Phone Number: 7263
Air Time: Unlimited
News Service: UP
Transcription Service: SESAC

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VIRGINIA

WSSV
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
Membership NARTB
President Louis H. Peterson
Gen.-Sta. Mgr. Ray L. Moss
Pgm. Prog. Dir. Paul Hennings
Chief Announcer Joe B. Smith
Chief Engineer Edward F. Schwarz

WSAP
PORTSMOUTH—1943—MBS
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Oper. By Portsmouth Radio Corp.
Bus. Studio Address 205 Professional Bldg.
Phone Number 7-3488
Transmitter Location Craney Island
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service Thesaurus, World
Representative Ra-Tel
Membership NARTB
President Tom E. Gilman
Pgm. Prog. Dir. David Nelson
Chief Engineer Charles R. Sledge
Consulting Engr. George Davis

WPUV
PULASKI—1946—MBS-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Southwest Bcstg. Corp.
Address Doris Highway
Phone Number 3-3931
Air Time 6 a.m.-11:15 p.m.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NARTB
President Howard R. Imboden
General Station Mgr. William R. Murray
Program Director Alfred Lee Mills
Chief Engineer Charles E. Fauson
Farm Editor E. C. Grigsby

WRAD
RADFORD—1950—LBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Rollins Bcstg. Inc.
Phone Number 2461
Transcription Service Devaney
News Service Thesaurus
Representative AP
President John W. Rollins
Comm. Mgr., News Dir. Wendell H. Siler
Pgm. Dir., Farm Editor Richard R. Morgan
Promotion Manager James T. Rutherford, Jr.
Chief Engineer Fitzgerald McDaniel

WBBL
RICHMOND—1924
Frequency: 1480 Kc. Power 5000 Watts
Owned-Operated By Grace Covenant Presbyterian Church
Address 1627 Monument Ave.
Phone Number 842485
Air Time Specified Hours
Representative Witcher
General Manager C. H. Liesfield
Chief Engineer R. W. Raabe

WLEE
RICHMOND—1945—MBS
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By Lee Bcstg. Corp.
Bus.-Studio Address Broad-Grace Arcade
Phone Number 3-8741
Transmitter Location Colorado Ave. & Sumpter St.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
President Thomas G. Tinsley, Jr.
Program Director Harvey Hudson
News Director Luc Sterling
Musical Director Stephen Paul
Chief Engineer George W. McGulgan, Jr.
Consulting Engr. Chambers & Garrison

WMBG
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.
Air Time Unlimited
News Service Transradio
Transcription Service Lang-Worth
Representative John Blatt
Chief Announcer: John V. Shand
Musical Director: J. H. Kellogg
Chief Engineer: James Kyle

WRNL
RICHMOND—1937—ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Richmond Newspapers, Inc.
Business-Studio Address: 107-111 N. Fourth St.
Phone Number: 3-3436
Transmitter Location: Wilkinson Rd.
Air Time: 5:30 a.m.-7 a.m., Sun.
News Service: AP
Transcription Service: Standard Representative
Membership: Edward Petry
President: D. Tennant Bryan
Gen. Sta.-Commercial Mgr.: E. S. Whillock
Program Director: Don Martin
Chief Engineer: Vincent Walstonholme

WRVA
RICHMOND—1925—CBS
Frequency: 1140 Kc. Power: 50,000 Watts
Owned-Oper. By: Larkin & Brother Co.
Business Address: Hotel Richmond
Phone Number: 3-6833
Transmitter Location: Edgeworth, Henrico County
News Service: UP
Transcription Service: World, Lang-Worth Representative
Membership: NAB
General Manager: C. T. Lucy
Commercial Manager: Barron Howard
Promotion Manager: Jack Stone
Sales Manager: James D. Clark
Program Service Mgr.: Samuel S. Carey
Production Manager: John B. Tansey
Public Relation Dir.: Walter R. Bishop
Musical Director: Burt T. Replin
Chief Engineer: David C. Woods
Farm Editor: Alen Aaroe

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: 7-4694
Transmitter Location: German School Rd., Chesterfield County
Air Time: 6 a.m.-Sunset
News Service: AP
Representative: Independant Sales
President: Ralph A. Elmore
General Manager: Graeme Zimmer
Commercial Manager: Morris L. Longo
Program Director: John Sinclair
Production Director: Joe Guidi
Chief Announcer: Harry Curran
Chief Engineer: Kay Redd

WDBJ
ROANOKE—1924—CBS
Frequency: 960 Kc. Power: 5000 Watts
Owned-Oper. By: Times-World Corp.
Address: 124 W. Kirk Ave.
Phone Number: 8131
Transmitter Location: Colonial Ave.
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World, Lang-Worth Representative
Membership: Free and Peters, Inc.
President: J. P. Fishburn
President of Times-World Corporation
General Manager: Ray P. Jordan
Commercial Manager: John W. Harkrader
Program Director: Paul E. Reynolds
Production Director: Charles A. Ballou
Publicity Director: Benton B. Boggs
News Director: John W. Eure
Musical Director: Evelyn Nininger
Chief Engineer: J. Edward Newman

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
Membership: NAB
President: Leo F. Henery
Gen. Sta.-Commercial Mgr.: Frank E. Koehler
Chief Engineer: Frank A. Hall

WSLS
ROANOKE—1940—ABC
Frequency: 610 Kc. Power: 1000 Watts
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
Membership: NARTB
President: Paul C. Buford
Exec. Vice President: James H. Moore
Asst. & Sta. Mgr.: Horace Fitzpatrick
Program Director: Bill Saunders
Musical Director: Mavis Owensstreet
Chief Engineer: J. P. Briggs
Farm Editor: Glenwood Howell
Prom. & Pub. Mgr.: Bill Ashworth

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WHLF
SOUTH BOSTON—1947—KBS—ABC
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By: Halifax Bcstg. Co.
Address: P. O. Box 490, Webster St.
Phone Number: 2-9988
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol
Sales Prom. Manager: Warren C. Parker
Pgm. & Prod. Dir.: Ella L. Poin Dexter
Chief Announcer: Preston Young
Musical Director: Ella L. Poin Dexter
Chief Engineer: John Doherty

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: U. S. Route 250
Air Time: Unlimited
News Service: AP
Transcription Service: Associated
Membership: NARTB
General-Station Mgr.: Charles P. Blackley
Comm. Sales Prom. Mgr.:
Publicity Director: Charles E. Seebeck
Prog.-Prod. Dir.-Chief Announcer: Fulton A. King
News Director: Robert Sterrett
Chief Engineer: Rex C. Houser

WLPM
SUFFOLK—1940—ABC—KBS
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By: Suffolk Bcstg. Corp.
Business-Studio Address: P. O. Box 828
Phone Number: 2394
Transmitter Location: Richmond Hiway
Air Time: 6:30 a.m.-M.
News Service: AP
Transcription Service: Thesaurus
Representative: Sears & Ayer
Pres. Gen.-Sta. Manager: Fred L. Hart
Pgm. & News Dir.: E. Earl Hurdley
Production Director: Helen Buffkin
Publicity Director: Lee Williams
Chief Announcer: Bill Walker
Musical Director: San Ronald
Chief Engineer: Veryl W. Bupp
Farm Editor: L. E. Pettyjohn

WNNT
WARSAW—1949
Frequency: 690 Kc. ... Power: 250 Watts d.
Address: Warsaw
Phone Number: 690
News Service: UP

WYVE
WYTHEVILLE—1949
Frequency: 1280 Kc. ... Power: 1000 Watts d.
Address: P. O. Box 452
Phone Number: 840
Air Time: Daylight
News Service: UP
Membership: NARTB, BAB
Transcription Service: Lang-Worth
Owner: A. M. Gates
General Manager: A. M. Gates, Jr.
Commercial Manager: Sidney Tear
Program Director: Charles Carter
Chief Engineer: Luther Norris

WHY IS AP THE BEST?
BECAUSE—AP is faster, more complete, more accurate than any other news service.
K B K W
ABERDEEN—1949—LBS
Owned-Oper. By KWKX, Inc.
Address 701 E. Heron St., Aberdeen, Wash.
Phone Number 1015, 1016
Transmitter Location 701 E. Heron St.
Air Time 6:15 a.m.-11 p.m.
News Service AP
Trans. Serv. Associated World
Representative Art Moore
Membership NARTB, BAB
President Ben K. Weatherwax
Sales Promotion Manager Sam Whitacre
Program Director George Edgar
Production Director Ralph Peyton
News Director Ben K. Weatherwax
Chief Engineer Dick Pooley

K X R O
ABERDEEN—1927—MBS—DON LEE
KBS
Owned-Oper. By KXRO, Inc.
Address 207½ E. Market St.
Phone Number Aberdeen 4098
Transmitter Location 1308 Coolidge Rd.
Air Time 6:45 a.m.-11 p.m.
News Service UP
Representative W. S. Grant Co.
Membership NARTB, BAB
Sales Prom. Mgr. Roy Johnson
Pgm. Prod. Dir. Stanley Craft
Publicity Director Paul R. Speckho
Chief Announcer Ronald O. Forsell
News Director Stanley Craft
Musical Director Lois Johnson
Chief Engineer Philip True
Farm Editor Floyd Svinth
Consulting Engineer J. B. Hatfield

K P U G
BELLINGHAM—1948—MBS
Frequency: 1170 Kc. Power: 1000 Watts
Owned-Oper. By KPUG, Inc.
Business Address P. O. Box 655
Telephone 6200
Studio-Transmitter Address 2340 E. Sunset Dr.
Air Time 6 a.m.-M.
News Service AP
Representative Cooke
President Jessica L. Longston
Station Manager Robert E. Pollack
Program Director Jerome G. Smith
Publicity Director Catherine Lick
News Director John Dimeo
Chief Engineer Donald E. Pinney
Farm Editor Ken Jackson

K V O S
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.
News Service UP
Transcription Service MacGregor, World
Representative McGillivra, Keating
President, General Mgr. R. G. Rogan
Sta. Comm., Prom. Dir. Jack Clarke
Pub., Pgm. Dir. Jim Goodrich
Prod., Musical Dir. Tom Haveman
Sports Director Haines Fay
Chief Engineer Ernest Harper
News Director Bert Jackson
Farm Editor Hal Reeves

K B R O
BREMERTON—1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bruce Bartley
Address 205 Washington St.
Phone Number 3-5095
Transmitter Location 205 Washington Ave.
News Service AP
Transcription Service World
Representative John Keating
General Manager Jack H. Rogers
Program Director Bob Gleason
Chief Engineer Bert Hallberg

K G I B
BREMERTON—1950
Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By Kitsap G.L. Bcstra., Inc.
Address 124 N. Callow St.
Phone Number 7-3757
Transcription Service Standard
News Service UP
President G. A. Weyland
General Manager James Munro
Comm., Prom. Mgr., News Dir. Mel Keely
Program Director Don Edlund
Chief Engineer Paul Crittenden

K E L A
CENTRALIA-CHEHALIS—1937-MBS
KBS
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Oper. By Central Bcstrg. Corp.
Business Address... P. O. Box 720, Centralia; P. O. Box 927, Chehalis
Phone Numbers.................. Centralia 6-3321, Chehalis 8-3321
Studio Address... On Hwy. 99 midway bet. Centralia & Chehalis
Air Time... 6 a.m.-M.
News Service..................... UP
Transcription Service... World
Representative... John Keating, W. S. Grant
Membership..................... NARTB, BAB
President...................... J. Elroy McCaw
Sec.-Treas......................... Mabel A. McGwinn
Gen. Comm. Mgr............. Joe Chytill
Prod., Pgm. Dir............. Eugene Miller
Publicity Director............ Schuyler C. Hill
Chief Announcer.............. Duane White
News Dir., Farm Editor...... Robert Cleland
Musical Director............... Eugene Miller
Chief Engineer................. John L. Kelley

KCLX
COLFAK—1950—KBS INTERSTATE
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Oper. By... Interstate Radio, Inc.
Address.............. P. O. Box 710
Phone Number........ 780
Representative........ Biddick
Transcription Service... Cole, SESAC
News Service............. AP
President........... T. R. Farrier
Gen. Mgr., Pgm., News Dir..... Bert McAllister
Commercial Manager....... W. L. Hopkins
Chief Engineer............ H. D. Young

KKXLE
ELLENSBURG—1946
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Oper. By... Central Washington Bstgs.
Bus. Add. Trans. Loc........ Rte 2, Box 600
Phone Number........ 1440
Studio-Transmitter Location... Route 1
Air Time.................... 6:30 a.m.-10:30 p.m.
News Service................ UP
Transcription Service... Lang-Worth
Representative........... Walker, Tracy-Moore
Membership............... NARTB
President............... Goodwin Chase, Jr.
Station Manager............ Joe Kendall
Commercial Manager...... Darrel Burns
Program Director.......... Don Bevilacqua
News Dir., Farm Editor..... Joe Jaeger
Chief Engineer.............. Darrel Burns

KRKO
EVERETT—1922—MBS
Frequency: 1380 Kc. . Power: 1000 Watts
Owned-Oper. By... The Everett Bstcg. Co., Inc.
Bus.-Studio-Transmitter Address... KRKO Bldg.
Phone Number........ Cedar 1144
Air Time.................... 6 a.m.-M.
News Service................ UP
Transcription Service... World, SESAC
Representative............... Joseph Hershey McGilvra
Membership..................... NARTB, BAB
Pres., Gen., Sta. Mgr.... William R. Taft
Program Director.......... Earl Gerdon
Chief Engineer.............. Dave Foley

KFD R
GRAND COULEE—1950
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Oper. By... Carl F. Kniert

KELS
KELSO—1949
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Oper. By... N.W. Public Services, Inc.
Address.............. P. O. Box 90
Phone Number........ 4900
Trans. Loca.............. Kelso Elks Golf Course
News Service................ UP
Trans. Serv.............. Capitol, Standard
President............... Roscoe A. Day, Jr.
General Manager....... Claire O. Banks
Comm. Prod. Dir........... Lowell Gibson
Sales Promotion Manager... James Miller
Production Director...... Art Kulman
Pub., Music Dir.......... Edward Warmoth
Chief Announcer.......... Bill Fanning
Chief Engineer............ John Holmes
Farm Editor............... Lacey Peoples

KWIE
KENNEWICK—1949
Frequency: 610 . . Power: 1070 Watts
Owned-Oper. By... KWIE, Inc.
Address.............. 11 S. Cascade St.
Phone Number........ 6861
Transmitter Location... Perkins Rd.
Air Time.................... 6 a.m.-12 M.
News Service................ AP
Transcription Service... World, Associated
Representative............... Art Moore
Pres., Gen., Sta. Mgr..... Harold A. Clark
Commercial Manager...... Allen B. Cooke
Program Director.......... Marvin E. Johnston
News Director.............. Ken Waddell
Chief Engineer.............. C. J. McCredie
Farm Editor............... Marvin E. Johnston

KRKL
KIRKLAND—1947
Frequency: 1050 Kc. . Power: 250 Watts d.
Owned-Oper. By... Eastside Bstcg. Co.
KWLK
LONGVIEW—1938—MBS—DON LEE
KBS
Frequency: 1400 Kc..................Power: 250 Watts
Owned-Oper. By .................Twin City Broadcasting Corp.
Business-Studio Address ....14th & Hudson
Phone Number ..................2346
Transmitter Location ...........Langview 1500
Air Time ........................6:30 a.m.-5:45 p.m.
News Service ..................UP
Transcription Service............Associated World
Representative ..................W. S. Grant
Membership ......................NARTB, BAB
President, Gen. Sta. Mgr. ......C. O. Chatterton
Commercial Manager ..........Austin Ragle
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 ..........................Box 276
Phone Number ..................234
Transmitter Location ..........Capistrano Park
Air Time ........................7 a.m.-10 p.m.
News Service ..................UP
Transcription Service............World
Representative ..................Donald Cooke
Pres., Gen. Mgr. .................Jessica L. Langston
Sta. Comm., Prom. Mgr. ......Don G. Bennett
Program Director .............R. L. Seymour
Chief Announcer ...............James Tellen
News Director ..................Ray Robinson
Musical Director ..............Ann Breton
Chief Engineer .................Royand Klasser
Farm Editor ....................Ralph Walton

KBRC
MOUNT VERNON—1946
Frequency: 1430 Kc..................Power: 500 Watts d.
Owned-Operated By .............Beckley Radio Co.
Bus.-Studio Add., Trans., Loca. P. O. Box 240
Phone Number ..................8995
Air Time ........................6 a.m.-10 p.m.
News Service ..................UP
Transcription Service............World
Representative ..................John Keating
Membership ......................NARTB, BAB
Commercial Manager ..........Fred Grant
Chief Annr., Pgm. Dir. .........Alan Miller
News Director ..................Marilyn Anderson
Musical Director ...............Julie Yearsley
Chief Engineer .................Orris Vanersstrom
Farm Editor ....................Alan Miller
Consulting Engineer ..........J. B. Hatfield

KGY
OLYMPIA—1922—MBS—DON LEE
KBS
Frequency: 1240 Kc..................Power: 250 Watts
Owned-Oper. By .................Tom Olsen
Address Trans., Loca. ....Rockway Leland Bldg.
Phone Number ..................6636
Air Time ........................6 a.m.-11 p.m.
News Service ..................UP
Transcription Service............World
Representative ..................Grant Keating
Membership ......................NARTB, BAB
Owner, Pres., Gen. Mgr. ......Tom Olsen
Sta., Comm. Mgr. ..............Elmer J. Holmberg
Sales Promotion Manager ...Sam Crawford
Pgm., Prod., Pub. Dir. .......Joseph Hiley
Chief Announcer ...............Charles A. Roark
News Director ..................William Fox
Chief Engineer ..................Charles A. Roark

KOMW
OMAK—1947
Frequency: 680 Kc..................Power: 1000 Watts d.
Owned-Operated By .............KOMW, Inc.
Business-Studio Address ......Box 151
Phone Number ..................900
Transmitter Location ..........Omak
Air Time ........................2 a.m.-12 m.
News Service ..................UP
Transcription Service .........Lang-Worth, Capitol
Representative ..................John Keating
Membership ......................NARTB, BAB
President .........................R. L. McNett
General Manager ..............Dean Nichols
Commercial Manager ..........Grover D. Allen
Program Director .............Nola Malone
News Director ..................Nick Cain
Chief Engineer ..................Kirk W. Springer

KPKW
PASCO—ABC
Frequency: 1340 Kc..................Power: 250 Watts
Owned-Oper. By .................Western Radio Corp.
Address Trans., Loca. ....Pasco
Phone Number ..................3337
Air Time ........................6 a.m.-12 m.
News Service ..................UP
Transcription Service .........Capitol
Representative .................Keating
Membership ......................NARTB
Pres., Gen. Mgr. ...............V. B. Kenworthy
Sta., Comm. Mgr. ..............A. G. Sanborn
Sales Promotion Manager ...Ken Buda
Program Director .............Bruce Malle
Chief Engineer .................Joseph Muench
**KONP**  
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: 4200  
Air Time: 6:45 a.m.-10:30 p.m.  
News Service: UP  
Transcription Service: World  
Representative: John Keating  
General Mgr.: C. N. Webster  
Station Manager: Keith Patterson  
Chief Engineer: Bevin Roth

**KBKH**  
PULLMAN—1950  
Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Bayton & Hicks  
Address: P. O. Box 356  
Phone Number: 41251  
Transcription Service: Lang-Worth  
News Service: UP  
Partners: J. Ronald Bayton, Maynard Hicks  
General Manager: J. Ronald Bayton  
Commercial Manager: Frank Saraceno  
Pgm. Dir., Farm Editor: Robert Concel  
Promotion Manager: B. J. Bayton  
Chief Engineer: David Graham  
News Director: Mel Strom

**KAPA**  
RAYMOND—1950  
Frequency: 1340 Kc. Power: 250 Watts  

**KXRN**  
RENTON—1947  
Frequency: 1220 Kc. Power: 250 Watts  
Address Trans. Loca.: 7th Ave. & N. Pk.  
Phone Number: Renton 5-3424  
Air Time: 7 a.m.-5:15 p.m.  
News Service: UP  
Transcription Service: Cola  
Membership: NARTB  
Pres., Gen. Mgr.: R. S. McCaw  
Sta., Prom. Mgr.: C. H. Williams  
Commercial Manager: O. W. Simpson  
Pgm., Mus., Dir., Farm Editor: F. J. Jensen  
Production Director: D. L. Moberly  
Publicity Director: V. L. Hase  
Chief Anncr., Engr.: F. C. Cook  
News Director: V. L. Hase  
Consulting Engineer: Wm. Foss

**KALE**  
RICHLAND—1950—LBS  
Frequency: 900 Kc. Power: 1000 Watts d.  
Address: P. O. Box 367  
Phone Number: Pasco 5579  
Representative: Grant  
Transcription Service: Cole  
News Service: UP  
President: Robert S. McCaw  
Gcn., Comm., Prom. Mgr.: Lawrence G. Dix  
Pgm. Dir., Chief Engr.: Dave R. Darris  
Traffic Manager: Edythe Roliko  
News Director: Ben T. Weaver

**KING**  
SEATTLE—1927  
Frequency: 1090 Kc. Power: 50,000 Watts  
Address: 2111 Smith Tower  
Phone Number: Mutual 1090  
Representative: Blair  
Transcription Service: Associated  
News Service: AP  
President: Henry B. Owen  
Co-Owners: Mrs. A. S. Bullitt  
General Manager: Hugh M. Feltis  
National Sales Manager: Roger D. Rice  
Program Director: Grant Merrill  
Chief Engineer: Arthur A. Schultz  
Operations Director: Hal Moon

**KIRO**  
SEATTLE—1935—CBS  
Frequency: 710 Kc. Power: 50,000 Watts  
Owned-Oper. By: Queen City Bcstg. Co.  
Business-Studio Address: 66 Cobb Bldg.  
Phone Number: Seneca 1500  
Transmitter Location: Burton  
Air Time: 18 Hrs.  
News Service: UP  
Transcription Service: Standard  
Representative: Free & Peters  
President: Robert R. Hasz  
General Manager: Loren B. Stone  
Commercial Manager: William F. Tucker  
Program Director: Kenneth Yeend  
News Director: Maury Rider  
Publicity Director: Antia Busk  
Chief Engineer: James Hatfield

**KJR**  
SEATTLE—1923—ABC  
Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By: Totem Bcstgs., 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: Averly-Knodel  
Membership: NARTB, BAB  
President: Marshall Field, III  
General-Station Mgr.: J. Archie Morton  
Sales Manager:Arthur Gerbel, Jr.  
Program Director: Roland Bradley  
Publicity Director: Don Reed  
Chief Engineer: L. S. Bookwalter  
Farm Editor: Bill Mosher
KOL
SEATTLE—1922—LBS

Frequency: 1300 Kc. Power: 5000 Watts
Bus.-Studio Address: Northern Life Tower
Phone Number: MA. 2312
Transmitter Location: 1110 W. Florida
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol. World
Representative: Headley-Reed
President: Archie Taft
From Mgr., Pgm. Dir.: Frank Anderson
Publicity Director: Pat Wilkinson
Chief Announcer: Wheeler Smith
News Director: Ed Scott
Musical Director: Francis Smith
Chief Engineer: Perry Lind
Consulting Engineer: A. G. Sparling

KOMO
SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
Owned-Oper. By Fisher’s Blend Station, Inc.
Bus.-Studio Address: 100 4th Ave. No.
Phone Number: SENeco 6000
Transmitter Location: Vashon Island
Air Time: Unlimited
News Service: UP
Transcription Serv.: Associated. Lang-Worth
Representative: Edward Petry
Membership: NARTB
President, General Mgr.: O. W. Fisher
Commercial Manager: Ray Baker
Mgr., Natl. Sales & Sales, Prom. Mgr.:
Richard E. Green
Program Manager: W. W. Warren
Publicity Director: Margaret Frey
Production Mgr.: Frederick J. Patterson
Chief Engineer: F. J. Brott

KRC
SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Radio Sales Corp.
Add., Trans. Loca.: 2939 Fourth Ave. So.
Phone Number: ELiot 2480
Air Time: 6 a.m.-3 a.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB, BAB
President: J. Elroy McCaw
Gen. Sta. Mgr.: H. E. Riddalls
Comm., Prom. Mgr.: William L. Simpson
News, Pgm. Dir.: Ted Bell
Chief Engineer: Les Cabe

KTW
SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By: The First Presbyterian Church of Seattle, Wash.

KVI
SEATTLE—1928—MBS-DON LEE

Frequency: 570 Kc. Power: 5000 Watts
Business Address: Camlin Hotel
Phone Number: SENeco 4848
Transmitter Location: Vashon Island
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: George P. Hollingbery
Membership: NARTB, BAB
Pres., Gen. Sta. Mgr.: Vernice Irwin
Vice President: Laura M. Doernbecher
Comm.-Sales Prom. Mgr.: Earl T. Irwin
News, Pgm. Dir., Chief Anncr.: Harry Long
Chief Engineer: D. M. McDonough

KXA
SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By: KXA, Inc.
Bus.-Studio Address: 312 Bigelow Bldg.
Phone Number: SENeca 1000
Transmitter Location: 2nd & Union
Air Time: Unlimited
News Service: AP
Representative: Rambeau
Membership: NARTB, BAB
President: Wesley I. Dumm
General Manager: Lincoln W. Miller
Program Director: Patt O’Day
News Director: Bob Ackerley
Chief Engineer: John Dubuque

Kspo
SPOKANE—1922—LBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Louis Wasmers
Address, Trans. Loca.: 526 Riverside Ave.
Phone Number: Riverdale 8053
News Service: UP
Transcription Service: Thesaurus, Capitol
Representative: Headley Reed Co.
President: Louis Wasmers
Pgm. Mgr., Prod. Dir.: Darrel Holt
Production Director: Dave Gordon
Chief Engineer: E. P. Antosyn

KGA
SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By: Corp. of Gonzaga U.
WASHINGTON

KHQ
SPOKANE—1922—NBC
Frequency: 590 Kc.  Power: 5000 Watts
Owned-Operated By:  KHQ, Inc.
Bus-Studio Address:  Radio Central Bldg., Spokane, Wash.
Phone Number:  MAn 5131
Transmitter Location:  4102 So. Regal ST.
Air Time:  6 a.m.-12 M.
News Service:  AP
Transcription Service:  Standard
Representative:  Edward Petry
President:  Rev. Francis E. Cerkery, S. J.
Gen., Sta., Comm. Mgr.:  Harvey Wixson
Chief Announcer:  H. Hartley Sater
News Director:  John Fahey
Musical Librarian:  Marilyn Stanton
Chief Engineer:  A. G. Sparling
Farm Editor:  Del Cody

KNEW
SPOKANE—1947—MBS-DON LEE
Frequency: 790 Kc.  Power: 5000 Watts
Bus-Studio Address:  Sprague & Wall ST.
Phone Number:  Riverside 8035
Air Time:  Unlimited
News Service:  AP
Transcription Service:  World
Representative:  George H. Haysling
Membership:  NARTE
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

KREX
SPOKANE—1947
Frequency: 970 Kc.  Power: 1000 Watts
Owned-Operated By:  Cole E. Wylie
Address:  215 Realty Bldg.
Phone Number:  MAn 3333
Transmitter Location:  Moran Prairie, Rt. 3
Air Time:  6 a.m.-12 M.
News Service:  AP
Transcription Service:  Lang-Worth, Cole
Representative:  Forjoe & Co.
Pres., Gen., Sta., Mgr.:  Cole E. Wylie
Commercial Manager:  Robert H. Wylie
Program Director:  Erwin W. Thomas
Chief Engineer:  Cole E. Wylie

KXLY
SPOKANE—1922—CBS-PNB
Frequency: 920 Kc.  Power: 5000 Watts
Owned-Operated By:  Symons Bstg. Co.
Address:  Television Center
Phone Number:  MAn 1218
Transmitter Location:  So. Regal St.
Air Time:  Unlimited
News Service:  UP
Transcription Service:  Lang-Worth, MacGregor
Representative:  Walker, PNB
Pres., Sta., Gen. Mgr.:  E. B. Crane
Commercial Manager:  B. E. Woolston
Nat'l. Sales Manager:  John Funk
Program Director:  George McGowan
Musical Director:  Del Yandon
Chief Engineer:  George Langford
Farm Editor:  Ernie Jorgenson

KREW
SUNNYSIDE—1950
Frequency: 1050 Kc.  Power: 250 Watts d.
(C.P.: 1230 Kc.  Power: 250 Watts)
Owned-Oper. By:  Cole E. Wylie
Address:  Outlook Rd.
Phone Number:  2277
Transcription Service:  Standard
News Service:  AP
Representative:  Forjoe
President:  Cole E. Wylie
General Manager:  C. Nat Harris
Commercial Manager:  Sam Churchill
Program Director:  Louise Barton
Chief Engineer:  Donald R. Manning

KMO
TACOMA—1922
Frequency: 1360 Kc.  Power: 5000 Watts
Owned-Oper. By:  Carl E. Haymond
Bus-Studio Address:  914½ Broadway
Phone Number:  MAn 4144
Transmitter Location:  Colonial Garden Area
Air Time:  6 a.m.-12 p.m.
News Service:  UP
Transcription Service:  Capitol, Standard
Representative:  McGilvra, Scott
Membership:  NARTE
Pres., Gen. Mgr.:  Carl E. Haymond
Station Manager:  Jerry Gehman
Comm.-Sales Prom. Mgr.:  Ray T. McKenzie
Prog.-Prod. Dir.:  Ted Knightlinger
Chief Announcer:  Vern Sawyer
News Director:  Dan Seymour
Musical Engineer:  And.ine Lewis
Chief Engineer:  John Boe
Farm Editor:  Claude Doran
K T B I  
TACOMA—1941
Frequency: 810 Kc.  Power: 1000 Watts d.
Owned-Operated By: Tacoma Bestrs., Inc.  Address: 2715 Center St.
Phone Number: 2115  Location: 2nd & Cardina
Air Time: Unlimited  News Service: AP
Transcription Service: World  Representatives: McHugh, Moore
Membership: NARTB  President: John W. Kendall
General Manager: Elliot B. Behrens  Sales Promotion Manager: Don Harris
Program Director: Don Parks  Chief Announcer: Carl Hebenstreit
Chief Engineer: Tom Decker  News Director: Carl Hebenstreit
Consulting Engineer: Harold Singleton

K V A N  
VANCOUVER—1939
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Oper. By: Vancouver Radio Corp.
Phone: 3-4717  Twin Oaks 7323  Location: Smith Lake
Address: 707½ Main St.  Air Time: 6 a.m.-M.
Representative: .Keating, Western Radio Sales
President: Sheldon F. Sackett
General-Station Mgr.:  Fred F. Chitty
Commercial Manager:  Mark F. DeLaunay
Sales Prom. Mgr.:  George F. Conner
Program Director:  Rickey Bras
Prod., Pub., News Dir.:  George F. Conner
Musical Director:  Ann Gilronan
Chief Engineer:  Edgar Means
Farm Editor:  Jess Mason
Consulting Engineer:  Paul Leake

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  Location: 1st & Main St.
Air Time: Unlimited  News Service: AP
Transcription Service:  Thesaurus
Representative:  W. S. Grant. John Keating
Membership:  NARTB
Pres., Gen. Mgr.:  H. E. Studebaker
Comm. Mgr.:  National Don Wike
(Local) Norval Armes
Pgm. Dir., Chief Announcer: Howard Bhods Musical Director:  Don Keith Van Velzer
Chief Engineer:  M. L. MacLafferty
Farm Editor:  LaVerne Russell

K W B  
WALLA WALLA—1946—KBS-ABC
Frequency: 1490 Kc.  Power: 250 Watts
Address:  1st & Main  Phone Number:  4103
Transmitter Location:  2nd & Cardina
Air Time: Unlimited  News Service: AP
Transcription Service:  World  Representatives: McHugh, Moore
Membership:  NARTB  President: John W. Kendall
General Manager:  Elliot B. Behrens  Sales Promotion Manager:  Don Harris
Program Director:  Don Parks  Chief Announcer:  Carl Hebenstreit
Chief Engineer:  Tom Decker  News Director:  Carl Hebenstreit
Consulting Engineer:  Harold Singleton

K P Q  
WENATCHEE—1929—ABC
Frequency: 560 Kc.  Power: 5000 Watts
Bus.-Studio Address:  2nd & Columbia Sts.
Phone Number:  2757  Location:  Wenacost & Columbia Rivers Junc.
Air Time:  6 a.m.-M.  News Service:  UP
Transcription Service:  .Cole, World
John Keating
Membership:  NARTB, BAB
President:  Egan Jones
V. P., Gen. Mgr.:  James W. Wallace
Prom., Comm. Mgr.:  Pat O'Halloran
Program Director:  Emerson Elder
Traffic Manager:  Dorothy Lee
Publicity Director:  Charlotte Tchertman
Chief Engineer:  George Frese
Chief Announcer:  Gerry Alfred
News Dir., Farm Editor:  Stuart Maus

K W N W  
WENATCHEE—1948—MBS
Owned-Oper. By:  Appleland Bdcsters, Inc.
Address:  P. O. Box 1510
Phone Number:  2468-2469
Trans. Loca.:  1119 N. Wenacost Ave.
Air Time:  6 a.m.-12 M.  News Service:  AP
Transcription Service:  .Standard
Representative:  Walter Biddick
Membership:  NARTB
President:  James B. Hattie'd
Gen. Mgr., News Dir.:  James W. Thain
Sales Prom. Mgr.:  Ronald D. Satterwhite
Chief Announcer, Mus. Dir.:  Donald D. Brown
Chief Engineer:  William R. McCoy
Consulting Engineer:  James Hatfield
KIMA
YAKIMA—1944
CBS-COLUMBIA PACIFIC
Frequency: 1460 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Oper. By............Cascade Bldg.
Address...............210 Ward Bldg.
Phone Number..............6197
Transmitter Location........Terrace Hts. Rd.
Air Time..............5 a.m.-12M.
News Service............AP
Trans. Serv............Lang-Worth, SESAC
Representative.............Weed & Co.
President...............A. W. Talbot
Gen., Sales Prom. Mgr.........R. Lee Block
Sta. Opera., Pgm. Dir........Tom C. Bostic
Commercial Manager........Ted Morrow
Production Director........Joe Ryan
Publicity Director........Helen Traub
Chief Announcer............Dick Stokke
News Director.............Bob Amick
Musical Director...........M. D. Lambert
Chief Engineer............J. Barry Watkinson
Farm Editor...............John Haigh
Consulting Engineer........Jim Hatfield

Own.-Oper. By..........Valley Bldg., C. E. Haymond
Business-Studio Address..414 E. Yakima Ave.
Phone Number...............8115
Transmitter Location........Washington Ave.
Air Time..................6 a.m.-12 M.
News Service..............UP
Transcription Service........Capitol
Representative............McGillivra, Hollingsberry
President...............Carl E. Raymond
Comm., Gen., Sta. Mgr.........James A. Murphy
Sales Prom. Mgr., Pub. Dir.......William Moody
Chief Annr., Pgm., Prod. Dir.......Jas. W. Nolan
News Director............Peder Wick
Musical Director...........Harrison A. Miller
Chief Engineer............H. B. Murphy
Farm Editor...............Pete Wick
Consulting Engineer.........Chambers & Garrison

KYAK
YAKIMA—1947—MBS
Owned-Oper. By............<Kakima Bldg., Co.
Address..............P. O. Box 172
Phone Number..............2-7143
Transcription Service........World
News Service..............UP
President...............Robert S. McCaw
Gen., Comm. Mgr............H. G. Fearnhead
Program Director...........Gerald Webb
Chief Engineer............Donald E. Gardner
Farm Editor...............Dick Passage
News Director...............Tony Maucione

WCF
BECKLEY—1950—KBS
Owned-Oper. By............Beckley Newspapers
Bldg.
Address...............305 Reserve Rd.
Phone Number..............8361
Transcription Service........ Associated
News Service...............AP
President...............Charles Hodel
General Manager...........E. J. Hadel
Commercial Manager.......George W. Yazell
Program Director...........Arnauld Fleming
Chief Engineer.............Angelo Gonzalez

Air Time...................Unlimited
News Service..............UP
Transcription Service......Cole
Representative.............Weed
Membership.................NARTB
President...............Joe L. Smith, Jr.
General-Station Mgr.........Virginia N. Cooper
Pgm., Prod. Dir.............R. C. Brown
Chief Announcer............Jack Pevora
Musical Director...........Bob Rush
Chief Engineer.............Al J. Ginkel
Farm Editor...............William R. Barrett

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 18-21

Population 2,005,552—Increase 5.4% (1940-1950)—Radio Homes 428,160
Families 466,410—Stations in State 38
President ............................................. N. Joe Rahall
Gen., Sta., Comm. Mgr. ............................ Tom Douds
Production Director ............................... Don Hays
Chief Announcer ................................. Gene Moorehouse
Chief Engineer .................................. Estil Wills
Traffic Director ................................. William G. Francks
Consulting Engineer ........................... E. C. Page

WHIS
BLUEFIELD—1928—NBC
Frequency: 1440 Kc.  Power: 5000 Watts
Business-Studio Address 623 Commerce St.
Phone Number 7114
Transmitter Location .......... Harry Heights
Air Time .......................... Unlimited
News Service ...................... AP
Transcription Service ............ World, Cole
Representative ............................ Kats
General Manager ...................... P. T. Flanagan
Pgm., Pub. Dir. ................. William Hostetter
Prod.-Musical Dir. .......... Barnes Nash
Chief Announcer ................. O. C. Young
Chief Engineer .................. P. T. Flanagan
Consulting Engineer ............ Ring & Co.

WKOY
BLUEFIELD—1948—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ............. WKOY, Inc.
Address ................................ West Virginia Hotel
Phone Number ................. 7405
Air Time ......................... 6:30 a.m.-12 M.
News Service ...................... UP
Representative ............ Devney & Co.
Transcription Service .......... Associated
Pres., Gen. Mgr. .......... J. Lindsey Alley
Program Director ........... E. E. Ebersole
Chief Announcer .......... C. H. Gentry
Chief Engineer .................. Roy Yost

WCAM
CHARLESTON—1947—SBN
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ............. Capitol Bscsig. Corp.
Business Address ................ P. O. Box 2791
Studio-Transmitter Location .......... 16th St. & MacCorkle Ave., S.E.
Air Time ........................ Unlimited
News Service ...................... AP
Transcription Service ............. Lang-Worth
Representative ..................... McGeIlvra
President ........................ Garland F. Wilkinson
General Manager .............. John S. Phillips
Commercial Manager ............ Selma Pierson
Program Director ............ Al Walker
News Director ................ Michael Blancard
Chief Engineer .................... William Stone

Phone Number ................. 28-1311
Transmitter Location .............. So. Charleston
Air Time ........................ 5:30 a.m.-1:05 a.m.
News Service ....................... AP, UP
Transcription Service ............. Standard
Represenative .................... Brannham
Membership ...................... NARTB
President ......................... Lewis C. Tierney
Pub. Dir., Prom. Mgr. ........ Harry M. Brawley
Production Director .......... Frank Annand
Program Director .............. Morton S. Cohn
News Director .................. Ross Edwards
Chief Engineer ................. William E. Dixon
Farm Editor .................... Frank Welling
Musical Director ............... Dorothy Gay
Consulting Engineer .......... Dixie B. McKey

WGKV
CHARLESTON—1939—NBC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ......... The Kanawha Valley Bdcstg. Co.
Address ...................... 210 Dickinson St.
Phone Number ................ 3-7541
Transmitter Location .......... Coal Branch Hgt.
Air Time ........................ 6 a.m.-12:30 a.m.
News Service ...................... AP
Transcription Service .......... Associated
Representative .............. Robert Meeker Assos., Inc.
President ......................... R. M. Venable
Gen., Sta. Mgr. ............ Henry V. Diesenbach
Sales Prom. Mgr., Mus. Dir. .. Charles Coleman
Pgm., Prod., News Dir. . C. P. Vogel, Jr.
Publicity Director ........ Col. Ben W. Venable
Chief Announcer ............. Wm. R. Schillings
Chief Engineer ............... George Whiteman
Consulting Engineer .......... George C. Davis

WKNA
CHARLESTON—1946—ABC
Owned-Oper. By ............. Joe L. Smith, Jr., Inc.
Bus.-Studio Address ........ 804 Kanawha Blvd.
Phone Number .................. 33-9711
Transmitter Location .......... Tyler Mountain Rd.
Air Time ........................ 6 a.m.-12:05 a.m.
News Service ...................... AP
Representative ..................... Weed
Station Manager ............ George J. Gray
Commercial Manager ........ C. Alden Baker
Program Director .......... Robert Provence
Chief Engineer .................. A. J. Ginkel

WTIP
CHARLESTON—1946—MBS
Frequency: 1240 Kc.  Power: 250 Watts
Bus.-Studio Address ........ Capitol & File
Phone Number ................... 23-136
Transmitter Location ............. Stricker Rd.
Air Time ........................ 6 a.m.-1 a.m.
News Service ........................................... UP
Representative ........................................ Forioe
Membership ........................................... NARTB, BAB
President ............................................... Gus Zaharis
Gen., Sta., Comm. Mgr. ................................. Berton Sonis
Program Director ...................................... Joseph J. Herget
Publicity 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
Phone Number ...................................... 4-7571-2
Transmitter Location .............................. Pinnickinnick Hill
News Service ....................................... AP
Transcription Service .............................. Lang-Worth
Representative ....................................... Branham
President ............................................. Austin Wood
General Manager ................................. George H. Clinton
Station-Comm. Mgr. ................................. Fred Zimmerman
Promotion Director ............................... Richard Duncan
Program Director .................................... Russell Bonasso
Musical Director ..................................... Dean Boyer
Chief Engineer ....................................... Harry S. Brown

WHR
CLARKSBURG—1946—MBS-KBS
ABC
Frequency: 1340 Kc.  Power: 250 Watts
Address Trans. Loca. .................. Radio Plaza
Phone Number ...................................... 4-5525-8
News Service ....................................... AP
Representative ....................................... Joseph Hershey McGillvra
Membership ........................................... NARTB
Pres., Gen. Sta., Mgr. .............................. Glaucus G. Merril
Commercial Manager .................. F. T. Gregg
Sales Promotion Manager .................. Robert Edge
Program Director ................................. James Harper
Publicity Director ................................. Sybil Cochran
Chief Announcer ................................. Robert Toothman
News Director ....................................... Roger Harte
Chief Engineer ....................................... Ralph MacCormack

WPDX
CLARKSBURG—1947
Frequency: 750 Kc.  Power: 1000 Watts d.
Owned-Oper. By ................................. Clarksburg Bcstg. Corp.
Business-Studio Address .......... 339 W. Main St.
Phone Number ...................................... 4-8425
Transmitter Location ....................... 3½ Mi. S. of Clarksburg on Weston Rd.
News Service ....................................... UP
Transcription Service .......................... World, Capitol
President ........................................... O. L. Billingsley
Gen., Sta. Mgr. ....................................... R. C. Warden
Comm., Sales Prom. Mgr. ................. Joe M. Larossa
Prog. Dir., Farm Editor ..................... Dewitt Wyatt
Production Director .............................. John Peters
Musical Director ................................. Nancy Wheeler
Chief Engineer ....................................... R. D. Hough

WDNE
ELKINS—1948—MBS-KBS
250 Watts n.
Address ............................................. P. O. Box 867, Morgantown
Phone Number ...................................... 1300
Trans. Loca. ....................................... Washington & Davis Sts.
Air Time ........................................... 6:30 a.m.-11:15 p.m.
News Service ....................................... UP
Transcription Service ............................. World
President ............................................. Mrs. H. C. Greer
Sales Promotion Manager .................. Bill Wilson
Chief Engineer ...................................... Clarence Rulong

WMMN
FAIRMONT—1927—CBS
Frequency: 920 Kc.  Power: 5000 Watts d.
5000 Watts n.
Owned-Oper. By ................................. The Fort Industry Co.
Address ............................................. 208 Adams Street
Phone Number ...................................... 3100
Transmitter Location ............................ Monongah
Air Time ............................................. Unlimited
News Service ....................................... UP
Transcription Service ............................. Lang-Worth, Cole
Representative ...................................... Katz Agency
President ............................................. George B. Storer
General Manager ................................. Lee B. Wailes
V. P., Sta. Mgr. ....................................... Allen L. Haid
Commercial Manager ...................... Charles E. Smith
Sales Prom. Mgr., News Dir. .............. Wm. W. Powell
Program Director ................................. Frank Lee
Publicity Director ................................. E. Yvonne Richards
Chief Announcer ................................. Robert B. Frazier
Chief Engineer ...................................... Joseph C. Strelauskis
Farm Editor ......................................... Francis T. Lauzau
Consulting Engineer ............................. Jansky & Bailey

VVVF
FAIRMONT—1947—MBS
ABC-SBN-ATLANTIC
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Oper. By ................................. Fairmont Bcstg. Co., Inc.
Bus.-Studio Address .................. 119 Fairmont Ave.
Phone Number ...................................... 5000-1-2
Transmitter Location ....................... Radio Pw.
Air Time ............................................. 6:55 a.m.-1:05 a.m.
News Service ...................................... AP
Transcription Service ............................. World
Representative ...................................... Donald Cooke
President ............................................. J. Patrick Beacom
Gen., Sta. Mgr. ....................................... Numa Fabre, Jr.
Commercial Manager ...................... Robert Drummond
Chief Engineer ...................................... June Drummond

WHN
HUNTINGTON—1947—LBS
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 .... Harveytown Rd.
Air Time .......... Daytime
News Service .......... UP
Transcription Service .... Standard
Representative .......... Ind. Mkt. Sales
President .......... A. B. Hyman
Program Director .......... R. Dean Sturm
Chief Engineer .......... Harold F. Sturm
Consulting Engineer .......... Jansky & Bailey

WPLH
HUNTINGTON—1946—MBS
Frequency: 1450 Kc. .... Power: 250 Watts
Business-Studio Address .......... 1105 Fourth Ave.
Phone Number .......... 3-3421
Transmitter Location .......... 1050 McCoy Road
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .......... Capitol
Representative .......... Transit Radio, Walker
Membership .......... NARTB
Program Director .......... Charles T. Snowdon
Commercial Manager .......... Ralph S. Hatcher
News Director .......... Bill Austin
Chief Engineer .......... Robert L. Nixon
Consulting Engr. .......... Craven, Lohnes & Culver

WSAZ
HUNTINGTON—1923—ABC
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 .......... 6 a.m.-1 a.m.
News Service .......... AP
Transcription Service .......... Lang-Worth, SESAC
Representative .......... Branham
Membership .......... NARTB, BAB
President .......... Col. J. H. Long
Commercial Manager .......... Tom Garten
Prod. Dir. .......... Chief Annocr. .......... Bert Shimp
News Director .......... Ron Miller
Chief Engineer .......... Leroy Kilpatrick
Consulting Engineer .......... Odes Robinson

WLOG
LOGAN—1940
Frequency: 1230 Kc. .... Power: 250 Watts
Address .......... Logan
Phone Number .......... 540
Air Time .......... Unlimited
News Service .......... UP
Transcription Service .......... World

WEPM
MARTINSBURG—1946
Frequency: 1340 Kc. .... Power: 250 Watts
Business Address .......... P. O. Box 374
Phone Number .......... 5252
Transmitter Location .......... Red Hill
Air Time .......... 6:28 a.m.-11 p.m.
News Service .......... AP
Transcription Service .......... World
Representative .......... Burn-Smith
Membership .......... NARTB, BAB
Co-Partners .......... C. M. Zinn, C. Leslie Galliday
Pgm. Dir., Chief Annocr. .......... Charles Rand
Production Director .......... Robert Brown
News Director .......... Oscar Luria
Chief Engineer .......... Sterling Heil
Consulting Engineer .......... A. D. Ring

WMON
MONTGOMERY—1946—MBS
Frequency: 1340 Kc. .... Power: 250 Watts
Address .......... Box 750, 1028 1st Ave.
Phone Number .......... 620
Air Time .......... 6 a.m-M.
News Service .......... AP
Transcription Service .......... World
President .......... Arnold M. Vickers
Comm.-Sales Prom. Mgr. .......... Publicity
Director .......... Andrew W. Vickers
Chief Announcer .......... Jack Moran
News Director .......... John Evans
Chief Engineer .......... Campbell J. Craver
Musical Director .......... Betty Kitchen
Consulting Engineer .......... Odes E. Robinson

WAJR
MORGANTOWN—1941—MBS-KBS
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Oper. By .......... West Virginia Radio Corp.
Business-Studio Address .......... 446 Spruce St.
Phone Number .......... 9488
Transmitter Location .......... 1000 Charleston Ave.
Air Time .......... 6:30 a.m-M.
News Service .......... AP
Transcription Service .......... World
Membership .......... NARTB, BAB
President .......... Agnes J. Reeves Greer
General Manager .......... Ford Billings
Commercial Manager .......... John W. Johns
Program Director .......... Bos Johnson
Chief Announcer .......... Nick Basso
Chief Engineer .......... Clarence Rulong

WMOD
MOUNDSVILLE—1950
Frequency: 1470 Kc. .... Power: 1000 Watts d.
Owned-Oper. By .......... James D. Sinyard
Address .......... P. O. Box 308
WOAY
OAK HILL—1947
Frequency: 860 Kc.  Power: 1000 Watts d.
Business Address:  Oak Hill
Phone Number: 479-1211
Studio-Transmitter Location: 1 mi. S. of
Oak Hill on Hwy. 21
News Service:  AP
Transcription Service:  BAB
News Director:  Curt Blair
Consulting Engineer:  Odis Robinson

WCOM
PARKERSBURG—1947—ABC-LBS
Frequency: 1230 Kc.  Power: 250 Watts
Business-Studio Address:  317 Ninth St.
Phone Number:  7-4991-2
Transmitter Location:  New York Ave.
Air Time:  6 a.m.-1:30 a.m.
News Service:  AP
Transcription Service:  World
Representative:  Joseph Hershey McGillvra
President:  Joseph M. Handlan
Gene’al Mgr.:  Richard S. Cotterman
Commercial Manager:  A. N. Archer
Chief Engineer:  Buford Barickman

WPAR
PARKERSBURG—1935—CBS
Frequency: 1450 Kc.  Power: 250 Watts
Business-Studio Address:  211 1/2 4th St.
Phone Number:  75-475
Transmitter Location:  Route 2
News Service:  AP
Transcription Service:  Thesaurus
Representative:  Branham
Membership:  NARTB
President:  Austin V. Wood
Sales Prom. Mgr.:  Lawrence V. Murphy
News, Pgm. Dir.:  Sherman Grimm
Publicity Director:  Joyce S. Burdette
Musical Director:  Frank Halins, Jr.
Chief Engineer:  V. G. Brooks

WWYO
PINEVILLE
Frequency: 970 Kc.  Power: 1000 Watts
Address:  P. O. Box 184
President:  Paul G. White
News Service:  AP
Transcription Service:  Thesaurus
Representative:  Charles E. McFarland
Chief Engineer:  Frank W. Schaefer, Jr.
News Director:  Paul Harris
AP SELLS
For Stations and Sponsors —

For instance . . . . WSAZ

“The S. S. Lawrence drug store has sponsored more than 2,500 consecutive AP newscasts over WSAZ—seven each week since 1943.

“Associated Press news is a very important factor in WSAZ’s revenue. It gives us easy-to-sell programming—programming that helps listener-wise and dollar-wise. We carry 59 AP newscasts every week.”

MARSHALL ROSENE,
General Manager,
WSAZ, Huntington, W. Va.
WKWK
WHEELING—1941—ABC
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Oper. By . . . Community Bstg., Inc.
Phone Number . . . . 5320
Air Time . . . . Unlimited
News Service . . . . UP
Station Representative . . . . Weed
President . . . . Joe L. Smith
General Manager . . . . John B. Reynolds
Commercial Manager . . . . Alfred C. Hilenfeld
Program Director . . . . Nancy A. Hilmes
News Director . . . . Dale Schussler
Chief Announcer . . . . Ray Vingi
Chief Engineer . . . . Fred A. Baker

WWVA
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

WISCONSIN
Population 3,434,575—Increase + 9.5% (1940-1950)—Radio Homes 882,140
Families 903,840—Stations in State 48

WATK
ANTIGO—1947
Frequency: 900 Kc. . . . Power: 250 Watts d.
Business-Studio Address . . . . Antigo
Transcription Service . . . . Standard
President . . . . Artemas F. Burner
Manager . . . . G. McElrone
Commercial Manager . . . . Ted Homering
Program Director . . . . R. Stake
Chief Engineer . . . . Harry Wardwell

WHBY
APPLETON—1924—MBS
WISCONSIN
Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Operated By . . . WHBY, Inc.
Bus.-Studio Address . . . . 600 So. Lawe St.
Phone Number . . . . 3-5639
Air Time . . . . 6 a.m.-M.
News Service . . . . AP
Transcription Service . . . . Lang-Worth
Representative . . . . Everett-McKinley
Membership . . . . NARTB
Sales Promotion Manager . . . Richard Moore
Program Director . . . . Robert Petrie

WATB
ASHLAND—1940—MBS-KBS
Frequency: 1400 Kc. . . . Power: 250 Watts d.,
250 Watts n.
Address . . . . 321 2nd Street W.
Phone Number . . . . 1680
Transmitter Location . . . South Ellis Ave.
Air Time . . . . 6:55 a.m.-12 M.
News Service . . . . UP
Transcription Service . . . . World
Representative . . . . Walker
Membership . . . . NARTB
President . . . . William L. Johnson
Sys. Comm., News Dir. . . . Todd Hogan
Sales Prom. Mgr., Prod. Dir. . . Arnold Peterson
Pgm., Pub., Music, Dir. . . . Mary Jean Anno
Chief Announcer . . . . Clyde Johnson
Chief Engineer . . . . Otto Link
Farm Editor . . . . Paul Ruse
WDUZ  
GREEN BAY—1947—ABC  
Frequency: 1400 Kc.    Power: 250 Watts  
Business-Studio Address: 1404 E. Broadway  
Phone Number:  3085  
Transmitter Location: Cass St., Town of Preble  
Air Time:  6 a.m.-11 p.m.  
News Service:  AP  
Transcription Service:  Lang-Worth  
Representative:  Thomas Taylor Co.  
Membership:  NARTB  
President:  Ben A. Laird  
Commercial Manager:  John Harvey  
Prog.-Prod. Director:  Don Arthur  
Pub. Dir., Chief Announcer:  John R. Kessenich  
News Director:  Robert Houle  
Musical Director:  Roy Hessler  
Chief Engineer:  Paul C. Tyrrell  
Consulting Engineer:  Nathan Williams  

WJPQ  
GREEN BAY—1947—WISCONSIN  
Frequency: 810 Kc.    Power: 1000 Watts d.  
Owned-Oper. By:  Green Bay Newspaper Co.  
Business Address:  Green Bay  
Phone Number:  6400  
Transmitter Location:  Bellevue  
Air Time:  6 a.m.-local sunset  
News Service:  AP  
Transcription Service:  Standard  
Membership:  NARTB, BAB  
President:  V. I. Minahan  
General Manager:  A. B. Turnbull  
Station Manager:  John M. Walter  
Prom., Comm. Mgr.:  Glen R. Holznecht  
Program Director:  Bob Kelly  
Publicity Director:  Ann Weizenegger  
Production Director:  Leroy Sturmer  
Musical Director:  Vi Goin  
News Director:  John M. Walter  
Chief Engineer:  Elmo Reed  
Farm Editor:  Les Sturmer  
Consulting Engineer:  George Davis  

WCLO  
JANESVILLE—1930  
MBS-WISCONSIN  
Frequency: 1230 Kc.    Power: 250 Watts  
Owned-Oper. By:  Southern Wisconsin Radio, Inc.  
Business-Studio Address:  200 E. Milwaukee St.  
Phone Number:  3311  
Transmitter Location:  1436 So. Oakhill Ave.  
Air Time:  6 a.m.-11 p.m.  
News Service:  AP  
Transcription Service:  World, Capitol  
Representative:  William G. Rambeau  
Membership:  NARTB, BAB  
Pres., Gen. Mgr.:  Sidney H. Bliss  
Sta. Prom., Mgr., News Dir.:  V. W. Williams  
Commercial Manager:  Charles W. Bessire  
Musical Director:  Stanley Neuberger  
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:  6162-3  
Air Time:  Daytime  
News Service:  UP  
Transcription Service:  World  
Representative:  Everett-McKinney  
Membership:  NARTB, BAB  
General Manager:  William L. Lipman  
Sta., Comm. Mgr.:  Hugh Gately  
Sales Promotion Manager:  Emil Olson  
Program Director:  Jerome Golden  
Production Director:  Steve Kelley  
Chief Engineer:  Casimir Lubinsky  
Pub., News Dir.:  Virginia Taylor  
Farm Editor, Chief Annr.:  Leo Porwanecki  

WKBH  
LA CROSSE—1923—NBC  
Frequency: 1410 Kc.    Power: 5000 Watts  
Owned-Operated By:  WKBH, Inc.  
Business-Studio Address:  409 Main St.  
Phone Number:  2-4678  
Transmitter Location:  Gillette St.  
Air Time:  6 a.m.-M.  
News Service:  AP  
Transcription Service:  World  
Representative:  The Taylor Co.  
Membership:  NARTB  
President, Station Mgr.:  Howard Dahl  
Program Director:  Berneice Callaway  
Publicity Director:  Paul Ziener  
Chief Engineer:  Al Leeman  

WKTY  
LA CROSSE—1948—MBS—MBN  
Frequency: 580 Kc.    Power: 1000 Watts  
Owned-Operated By:  La Crosse Bcstg. Co.  
Business-Studio Address:  112 N. 4th St.  
Phone Number:  2-6042  
Transmitter Location:  On Stoddard Rd. Hwy., 53, 4 Mi. So. of La Crosse  
Air Time:  6 a.m.-M.  
News Service:  UP  
Transcription Service:  Thesaurus  
Representative:  Weed  
V. P., Comm., Sta. Gen. Mgr.:  Verl Bratton  
Chief Engineer:  I. Harold White  

WL CX  
LA CROSSE—1947—MBS  
Frequency: 1490 Kc.    Power 250 Watts  
Owned-Operated By:  Bermac Radio, Inc.
Wisconsin

WLDY—LADYSMITH—1948—KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Flambeau Bcstg. Co.
Bus.-Studio-Transmitter Address: Westlake Ave.
Phone Number: 594
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: Thomas Clark, O. Lawson
Membership: NARTB, BAB
President: O. J. Falge
Gen., Sta. Mgr.: A. T. Shields
Commercial Manager: R. I. Forrest
Sales Promotion Mgr., Pub. Dir.: Corinne Kopp
Prog., Prod. Dir.: Joseph Dahlgren
Chief Annct., News Dir.: Jeff Evans
Musical Director: Jeanne Brown
Chief Engineer: Dorrel Holbrook
Farm Editor: Orrin Garwood

WKOW—MADISON—1948—CBS
Frequency: 1070 Kc.  Power: 10,000 Watts d., 5,000 Watts n.
Address: 215 W. Washington Ave.
Phone Number: 7-2261
Transmitter Location: MacFarland
Air Time: 5:30 a.m.-12 M.
News Service: UP
Transcription Service: Capitol
Representative: Headley Reed
President: Stewart Watson
Gen., Sta., Comm. Mgr.: Michael Henry
Program Director: Mary Casey
Chief Announcer: Pat Heron
News Director: Jack Davis
Chief Engineer: Vince Vanderheiden
Farm Editor: Roy Gumtow

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: NARTB
Owner, General Mgr.: Francis M. Kadow
Asst. Mgr., Prod. 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

WISC—MADISON—1948
ABC-ARROWHEAD
Owned-Oper. By: Radio Wisconsin, Inc.
Address: Comm. State Bank Bldg.
Phone Number: 7-2588
| Channel | Frequency | Power | Owner-Operator | Address | City | Year | President | General Manager | Commercial Manager | Sales Promotion Manager | Program Director | News Director | Chief Engineer | Farm Director | Consulting Engineer |
|---------|-----------|-------|----------------|---------|------|------|-----------|-----------------|---------------------|---------------------|------------------|----------------|---------------|--------------|--------------|-----------------|

**WISCONSIN**

<table>
<thead>
<tr>
<th>Phone Number</th>
<th>Air Time</th>
<th>News Service</th>
<th>Transmission Service</th>
<th>Representative</th>
<th>Membership</th>
<th>President</th>
<th>General-Station Mgr.</th>
<th>Commercial Manager</th>
<th>Sales Promotion Manager</th>
<th>Program Director</th>
<th>News Director</th>
<th>Chief Engineer</th>
<th>Farm Director</th>
<th>Consulting Engineer</th>
</tr>
</thead>
</table>

**WDLB**

MARSHFIELD—1946—KBS

Frequency: 1450 Kc  Power: 250 Watts d.

- Own.-Oper. By Dairyland’s Bcastg. Serv., Inc.
- Address: Trans. Loca. 1710 N. Central Ave.
- Phone Number: 1212
- Air Time: 6:30 a.m.-11 p.m.
- News Service: UP
- Transmission Service: Capitol, SESAC
- Membership: NARTB, BAB
- President: Lloyd L. Felker
- Commercial Manager: Dave Allen
- Sales Promotion Manager: Roger Thompson
- Program Director: Bob Hansen
- Prod., Music, Dir.: Ulamae Knutson
- Chief Anncr., Farm Editor: Larry Sundquist
- News Director: Jerry Boos
- Chief Engineer: Jerry Boos
- Consulting Engr.: N. Williams, Oshkosh, Wis.

**WIGM**

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc  Power: 250 Watts d.

- Owned-Operated By: George F. Meyer
- Bus.-Studio-Transmitter Address: Medford
- Phone Number: 5147
- Air Time: Unlimited
- News Service: UP
- Transmission Service: SESAC
- Representative: Continental
- Pres., Comm., Gen. Mgr.: George F. Meyer
- Program Director: Irma Meyer
- Chief Engineer: Ray Bohneri

**WLIN**

MERRILL—1948—MBS

Frequency: 550 Kc  Power: 1,000 Watts d.

- Owned-Operated By: Alvin E. O’Konski
- Business Address: Merrill
- Phone Number: 1-444
- Air Time: 6:30 a.m.-12 M.
- Transmitter Location: Hwy. 51 and 17
- News Service: AP
- Membership: NARTB, BAB
- President: Alvin E. O’Konski
- Sta., Comm., From., Gen’t Mgr.: Tony Marta
- Chl. Anncr., News Dir.: Jack Larkin
- Chief Engineer: Chris Zercher
- Consulting Engr.: John Creutz

**WEMP**

MILWAUKEE—1935

Frequency: 1340 Kc  Power: 250 Watts d.

- Bus.-Address: 710 N. Plankinton Ave.
- Phone Number: MARquette 8-7722
- Studio Trans. Location: 5407 W. Martin Dr.
- Air Time: 24 Hours
- News Service: UP
- Representative: Headley Reed
- Membership: NARTB
- President: Glenn D. Roberts
- General Manager: Hugh K. Boice, Jr.
- Commercial Manager: John C. Gagliano
- Sales Prom. Manager: Tom Dyson
- Pgm. Dir., Chief Announcer: Tom Shanahan
- News Director: Hal Prey
- Musical Director: Elmer Ike
- Chief Engineer: Roland Paske
Address .................. 540 N. Plankinton Ave.
Phone Number .............. Division 2-3000
Transmitter Location ...... 5001 So. 60th St.
Air Time .................. Unlimited
News Service ................. INS. UP
Transcription Service ...... World
Representative .............. The Katz Agency
NARTB Membership ......... Ralph Kneale
President .................. Charles B. McCabe
V. P., Gen. Mgr. Hearst Radio, Inc.

Tom A. Brooks
V. P., Gen., Comm. Mgr. WISN, G. W. Grignon
Promotion Director ...... George DeGrace, Jr.
Program Director .......... Jack Raymond
Chief Announcer ........... Milt Brandl
Musical Director .......... Elmer Krebs
Chief Engineer ............. Donald A. Weller
Farm Editor ................. Frances X. Haggerty

WMAW
MILWAUKEE—1947—ABC
Frequency: 1250 Kc. .......... Power: 5000 Watts
Business-Studio Address ... 723 N. Third St.
Phone Number .............. DAly 8-2154
Transmitter Location ...... Hales Corners
Air Time .................. 6 a.m.-12 M.
News Service ................. UP
Representative .............. Bolling Co.
President .................. Clifford C. Randall
Sales Prom. Mgr. Pub. Dir. .... Doris Jacob
Program Director .......... Donald McClellan
Production Director ........ Hal Walker
Musical Director .......... Ralph Herman
Chief Engineer ............. Raymond Host
Farm Editor ................ Bob Frisch

WMIL
MILWAUKEE—1947
Owned-Oper. By .............. Cream City Bstg. Co., Inc.
Bus.-Studio Address ......... 2625 W. Wisconsin Ave.
Phone Number .............. West 3-1290
Transmitter Location ...... Whitefish Bay
Air Time .................. 6 a.m.-Local sunset
News Service ................. UP
Transcription Service ...... SESAC
Representative .............. For Joe
President .................. Gene Posner
Gen., Sta., Comm. Mgr. ..... Jerome Sill
Chief Engineer ............. Gino Monaco

WTMJ
MILWAUKEE—1927—NBC
Frequency: 620 Kc. .......... Power: 5000 Watts
Owned-Oper. By .............. The Journal Co.
Business Address ........... 333 W. State St.
Phone Number .............. MAquette 8-6000
Studio Address ............. Radio City, 720 E. Capitol Dr.
Transmitter Location ...... Rt. 4, Box 444.

WIBU
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
Air Time .................. Unlimited
News Service ................. UP
Transcription Service ...... Standard, SESAC
Representative .............. Burn-Smith
Pres., Gen., Comm. Mgr., Farm Editor ......... William C. Forrest
Sales Prom. Mgr. .......... Doris MacPherson
Program Director .......... Sarah Forrest
News Director ............... Clifford Conohon
Chief Engineer ............. L. Stanley Sadler

WRAC
RACINE—1950
Frequency: 1460 Kc. .......... Power: 500 Watts d.
Owned-Oper. By .............. Bell City Bstg. Co.
Address .................................................. 423 Main St.
Phone Number ........................................ 2-1627
Representative ........................................ Cooke
News Service .......................................... UP
Pres., Gen. Mgr. ......................................... Jerome Sill
Secty.-Treas. ............................................ Gene Posner
Commercial Manager .............................. Merrisell Lewis
Program Director .................................... Bert Mulroy
Chief Engineer ........................................... Gino Monaco
Engineering Supervisor .............................. Howard Immekus
News Director .......................................... Bill Gumm

WRJN
RACINE—1926—ABC-WISCONSIN

KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By ........................................ Racine Bcstg. Corp.
Business Address .......................... 441 Main St
Phone Number ...................................... 4-3311
Transmitter Location: Victory & Kentucky Sts.
Mt. Pleasant
Air Time ............................................. 6:15 a.m.-10:15 a.m.
News Service ......................................... AP
Representative ......................................... Walker
Membership ............................................ NARTB. BAB
President ............................................ Frank R. Starbuck
General Manager ................................. Harry R. LePoidevin
Station Manager ...................................... Harold J. Newcomb
Commercial Manager .............................. Gerald D. Nelson
Chief Ann., Pgm. Dir. ............................... Lyman Merens
News Director ......................................... Eddie Bronson
Prom. Mgr., Pub. Dir. ............................... Amelia French
Musical Director ...................................... Orson White
Chief Engineer ....................................... F. Lee Dechant
Consulting Engineer ............................... George C. Davis

WOBt
RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .............................. Onesla Bcstg. Co.
Business Address ................................. Rhinelander
Phone Number ...................................... 1-240
Studio-Transmitter Location ......... Hiway 8 E.
Air Time ............................................... Unlimited
News Service .......................................... UP
Representative ......................................... Cooke
Transcription Service ................................ World
President ............................................. John R. Tomak
Program Director ..................................... Bill Neil
Promotion Manager .................................... Bruce Radder
Chief Engineer ......................................... Charles Bresette

WJMC
RICE LAKE—1938

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Oper. By ...................................... WJMC, Inc.
Address Trans. Loca. ............................. 1615 S. Main
Phone Number ...................................... 550
Air Time ............................................. 6:30 a.m.-11:05 p.m.
News Service ......................................... UP
Transcription Service .............................. World
Representative .......................................... Ra-Tel
Membership ............................................ FMA
President ............................................. W. C. Bridges
Station Manager ................................. Russell J. Brown
Production Director .............................. Bob Topinka
Chief Ann., Pgm., News Dir. ........................ Paul Albrecht
Musical Director ....................................... Bob Topinka
Chief Engineer ......................................... Robert Kolsky

WRCO
RICHLAND CENTER—1949

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ................................ Richland Bcstg. Co.
Address ............................................... P. O. Box 192
Phone Number ...................................... 20
Transmitter Location ................................ R.F.D. Route 2
Air Time ............................................. 6 a.m.-10:30 p.m.
News Service ......................................... UP
Trans. Serv. .......................................... SESAC, Lang-Worth
Membership ............................................ NARTB, BAB
President ............................................. Arthur Overgaard
Gen., Mgr., Chief Engr. ............................. T. R. Kelley
Program Director ..................................... R. J. Bodden
News Director ......................................... Joseph Koelsch
Chief Engineer ......................................... Donald Northrop

WTCH
SHAWANO—1948

Frequency: 960 Kc.  Power: 1,000 Watts d.
Owner ............................................. Shawano County Leader Pub. Co.
Business-Studio Address ........................ 107 E. Green Bay St.
Telephone Number ................................ 866
Transmitter Location ................................ Hiway 29
Representative ......................................... Schop-Reiner
Air Time ............................................... 8-3:30 a.m.-7 p.m.
News Service ......................................... Daytime
Transcription Service .............................. UP
General Manager ...................................... Jeanne Heald
Station Manager ...................................... D. W. Hodgins

WHBL
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 ...................................... 4844-5
Transmitter Location ................................... Hiway 141
Air Time ............................................... 7 a.m.-11 p.m.
News Service ......................................... AP
Representative ......................................... Taylor Co.
Membership ............................................ NARTB, BAB
President ............................................. A. Matt Werner
General Comm. Mgr .................................. G. P. Richards
Program Director ..................................... Glen James
Chief Announcer ....................................... Hal O'Kalloran
News Director ......................................... Glen James
Chief Engineer ......................................... Herbert J. Mayer

WTWT
STEVENS POINT—1948

WISCONSIN

Business-Studio Address ............... 414 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
Gen., Comm. Mgr. ................................ L. Larry Zurawski
Chief Engineer .................................... Justin Sloniker

WD SM
SUPERIOR—1939—ABC
Frequency: 1230 Kc. ................ Power: 250 Watts
Owned-Operated By .................. Ridsdon, Inc.
Business Address .................. 921 Tower Ave.
Phone Number .................. Superior: 4451-2; Duluth:
Melrose 7234 or Rabinson 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 ........................................... NARTB
President ........................................... Robert Ridder
General-Station Mgr. .................. Carl Bloomquist
Commercial Manager .................. Bill Kirby
Sales Prom. Mgr. .................. Harry Gradin
Program Director .................. Lew Martin
Chief Announcer .................. James Payton
Chief Engineer .................. Melvin Laskey

WTTN
WATERTOWN—1950—KBS
Frequency: 1580 Kc. .............. Power: 250 Watts d.
Owned-Oper. By ................. Watertown Radio, Inc.
Address ........................................ 104 W. Main St.
Phone Number .......................... 2215
Representative ...................................... Devney
News Service ...................................... UP
President ........................................... Albert B. Gale
Program Director .................. Carl V. Kolata
News Director .................. Willard James

WAUX
WAUKESHA—1946
Frequency: 1510 Kc. .............. Power: 250 Watts d.
Owned-Operated By ............. Waukesha Bstg. Co.
Business-Studio Address ........ 319 W. Main St.
Phone Number .................. 6619
Transmitter Location .................. R. I. Orchard St.
Air Time ............................. Sunrise-sunset
News Service ...................................... AP
Transcription Service ............... Lang-Worth
Representative .................. McGeehan & O'Mara
Membership ........................................... NARTB

President ........................................... Carl Taylor
Gen., Sta. Comm. Mgr. .................. Mig Figi
Sales Prom. Manager .................. Charles E. Williams
News Director ...................................... Paul Clifford
Farm Editor, Fgm. Dir. .................. Donald Froehlich
Production Director .................. Mary Miles
Chief Engineer ......................................

WSAU
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 ...................................... Meeker
Station Manager .................. Ben F. Hovel
Program Director .................. R. J. Topinka
Technical Supervisor .............. R. W. Richardt

WGBK
WEST BEND—1950
Frequency: 1470 Kc. .............. Power: 500 Watts d.
Address .................. Decorah Rd. & S. Indiana Ave.
Transcription Service ............... Capitol
News Service ...................................... UP
Chairman of Board .................. August C. Berkholts
Vice-President .................. Wendell S. Ciganic
Treasurer .................. Carl H. Rhode
Seyc, Chief Engr. .................. Paul J. Ripple
Program Director ............... Edward Ruetz

WFHR
WISCONSIN RAPIDS—1940
MBS-WIS.
Frequency: 1340 Kc. .............. Power: 250 Watts
Owned-Oper. By ................. William F. Huffman Radio,
Inc.
Business Address .................. 141 W. Grand Ave.
Phone Number .................. 1340
Transmitter Location ............... 1500 Bonow Ave.
Air Time ............................. 6:30 a.m.-10:30 p.m.
News Service ...................................... AP
Transcription Service .................. Capitol
Membership ........................................... NARTB
President ........................................... Louise F. Huffman
Prom., Comm. Mgr. .................. Bruce G. Beichl
News, Fgm., Prod. Dir. .............. Jim Tighe
Chief Annr., Farm Editor .......... Arnie Strope
Chief Engineer .................. Gordon Miller
Consulting Engineer .................. Nathan Williams

707
WYOMING
Population 290,529—Increase +15.9% (’40-’50)—Radio Homes 78,280
Families 80,700—Stations in State 15

K SPR
CASPER—1930
MBS—INTERMOUNTAIN—KBS
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By Donald L. Hathaway
Business Address Box 930
Phone Number 407
Studio-Transmitter Location 1st & Lennox Sts.
News Service World
Transcription Service Sears & Ayer
Representative Jack Kraft
Membership NARTB, BAB
Owner Pres., Mgr. Donald L. Hathaway
Commercial Manager Frederic W. Hutsmith
Program Director Marcus R. Nichols
Chief Engineer Duane W. Simons

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
News Service AP
Transcription Service Thesaurus
Membership NARTB, BAB
President Jack W. Perry
Program Director E. L. Peias
News, Publicity Dir. Frank Nagel
Chief Announcer Cliff Ewing
Chief Engineer John Mursy

KFBC
CHEYENNE—1940—ABC
Frequency: 1240 Kc. Power: 250 Watts
(C.P., 710 Kc., 10,000 d., 1,000 n.)
Owned-Operated By Frontier Bcstg. Co.
Business-Studio Address Plains Hotel
Phone Number Cheyenne 4461
Transmitter Location 3rd & Evans Ave.
News Service UP
Representative McGillvra
President Tracy S. McCraken
General Manager William C. Grove
Commercial Manager Frank Flynn

Kodi
CODY—1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Absaroka Bcstg. Co.
Address 1277 Sheridan Ave.
Phone Number 444

Pres., Gen. Mgr. William J. Garlow
Sta. Prom. Mgr. James A. Dumas
Commercial Manager Mary Jean Birkes
Farm Editor, Pgm. Dir., Chief Engr' Philip H. Barnhart
Publicity Director Dorothy R. Garlow
Chief Engr., News Dir. G. A. Barrus

KOVE
LANDER—1948—KBS—MBS
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
President Edward J. Breece
Chief Engr., Sta., Gen. Mgr. F. A. Toomey
Commercial Manager Maurice Fitzgerald
Pgm. Dir., Chief Ann csr. Clayton Holm
Publicity Director Jack Breece
Consulting Engineer Stanley Benson

KWB
LARAMIE—1947—MBS
Owned-Oper by Snowy Range Bcstg. Co., Inc.
Address P. O. Box 972
Phone Number 4888
Trans. Loca. 1/2 Mi. W. of City
Air Time 6:30 a.m.-11 p.m.
News Service AP
Transcription Service Standard
Membership NARTB
President F. O. Rice
Comm., Sales Prom. Mgr., Chief Ann csr. J. C. Steele
News Director Eileen Carroll

KPOW
POWELL—1941
MBS-KBS-INTERMOUNTAIN
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper By A. J. Meyer
Business Address Box 879
Phone Number 222
Air Time 6 a.m.-10 p.m.
News Service UP
Transcription Service SESAC, Cole
Representative Avery-Knodel
NOW THAT YOU CAN HAVE THE BEST, WHY BE SATISFIED WITH LESS?

AP
KBYR ANCHORAGE—1948
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Aleutian Bcast. Business-Studio Address: P. O. Box 1960
Phone Number: 3-4433
Transmitter Location: Spenard Rd.
Air Time: Unlimited
News Service: UP, INS
Transcription Service: MacGregor, Capitol
Representative: Donald Cooke
Director: Douglas Sparks

KENI ANCHORAGE—1948-1948-MBS-ABC-NBC
Frequency: 550 Kc. Power: 5000 Watts
Business Address: Box 879
Phone Number: 20301
Studio Address: 4th Ave. Theatre Bldg.
Transmitter Location: Sunset Drive
Air Time: 6:30 a.m.-12 M.
News Service: AP, UP
Transcription Service: Associated
Representative: Wellington Young
President: Miriam Dickey
Station Manager: A. G. Hiebert
Prom., Pgm., Prod. Dir.: Frank O. Brink
News Dir., Chief Anncr.: John A. Borges, Jr.
Chief Engineer: Jack M. Walden

KFQD ANCHORAGE—1924—CBS—NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg., Seattle
Phone Number: Seneca 6333
Transmitter Location: KFQD Road
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott Pres., Gen. Mgr.: Wm. J. Wagner
Station Manager: Wm. Warner
Commercial Manager: Ken Laughlin
Program Director: Nancy Fleming
Chief Engineer: Chas. Mohler

KFAR FAIRBANKS—1939—MBS—NBC
Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By: Midnight Sun Bcastg. 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: Adam Young
President: Miriam L. Dickey
Station Manager: Alvin O. Bramstedt
Commercial Manager: Arvid Erickson
Program Director: Richard Greuel
Chief Anncr., Music, Prod. Dir.: Don McCune
Publicity Director: Audree Vance
News Director: Del Day
Chief Engineer: Jay Bickel

KFRB FAIRBANKS—1948—CBS—NBC
ALASKA
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: College Loop
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Alaska Radio Sales; Scott Pres., Gen. Mgr.: W. J. Wagner
Station Manager: Jack MacCahill
Commercial Manager: Ken Laughlin
Program Director: Ed Mack
Chief Engineer: John Vesel

KINY JUNEAU—1935—CBS—NBC
ALASKA
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By: W. J. Wagner
Address: 830 Securities Bldg.
Phone Number: Seneca 6333
Transmitter Location: Juneau
<table>
<thead>
<tr>
<th>Alaska-Hawaii</th>
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</table>
| **K T K N**

**KETCHIKAN—1935—CBS—NBC**

Frequency: 930 Kc.  Power: 1000 Watts  
Owned-Oper. By: William J. Wagner  
Business-Studio Address: 830 Securities Bldg., Seattle, Wash.  
Phone Number: Seneca 6333  
Transmitter Location: Ketchikan  
News Service: AP  
Air Time: Unlimited  
Transcription Service: Lang-Worth  
Representative: Alaska Radio Sales; Scott  
Pres., Gen. Mgr.: William J. Wagner  
Station Manager: Richard Peter  
Commercial Manager: Ken Laughlin  
Chief Engineer: Charles Gray  

| **K I B H**

**SEWARD—1948—CBS—NBC**

Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By: William J. Wagner  
Business-Studio Address: 830 Securities Bldg., Seattle, Wash.  
Phone Number: Seneca 6333  
Transmitter Location: Sika  
News Service: AP  
Air Time: 6:30 a.m.-12-m.  
Transcription Service: Lang-Worth  
Representative: Alaska Radio Sales; Scott  
Pres., Gen. Mgr.: William J. Wagner  
Station Manager: R. E. Von Postel, Jr.  
Commercial Manager: Ken Laughlin  
Chief Engineer: Richard Nicholas  

| **K H B C**

**HILO—1936—CBS**

Frequency: 970 Kc.  Power: 1000 Watts  
Business Address: P. O. Box 1476  
Phone Number: 4616  
Studio-Transmitter Location: Piilaniu  
Air Time: 6 a.m.-11 p.m.  
News Service: UP, INS, AP  
Transcription Service: World, Standard  
Representative: Free & Peters  
President: J. Howard Worrall  
Station Manager: C. Tracy Thurston  
Commercial Manager: Denzil W. Rose  
Chief Engineer: Robert W. Moore  

| **K I P A**

**HILO—1947—ALOHA NET**

Frequency: 1110 Kc.  Power: 1000 Watts  
 Owned-Oper. By: Big Island Bcstg. Co., Ltd.  
Business-Studio Address: 140 Halii St., P. O. Box 1602  
Phone Number: 2177-8  
Transmitter Location: 4.5 mi. W. of Hilo  
Air Time: 6 a.m.-11 p.m.  
News Service: Unlimited  
Transcription Service: World, Standard  
Representative: Free & Peters  
Pres., Gen. Mgr.: J. Howard Worrall  
Program Director: Louis T. Dwyer  
Chief Annr., News Dir.: Gordon Burke  
Chief Engineer: Ernest G. Lindemann  

| **K A L A**

**SITKA—1950**

Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Oper. By: Baranof Enterprises, Inc.  

| **K I F W**

**SITKA—1949—CBS—NBC**

Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By: William J. Wagner  
Bus.-Studio Address: 830 Securities Bldg., Seattle, Wash.  
Phone Number: Seneca 6333  
Transmitter Location: Sika  
News Service: AP  
Air Time: 6:30 a.m.-12-m.  
Transcription Service: Lang-Worth  
Representative: Alaska Radio Sales; Scott  
Pres., Gen. Mgr.: William J. Wagner  
Station Manager: R. E. Von Postel, Jr.  
Commercial Manager: Ken Laughlin  
Chief Engineer: Richard Nicholas  

| **K G M B**

**HONOLULU—1929—CBS**

Frequency: 590 Kc.  Power: 5000 Watts  
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  
Program Director: Louis T. Dwyer  
Chief Annr., News Dir.: Gordon Burke  
Chief Engineer: Ernest G. Lindemann
KGU
HONOLULU—1922—NBC
Frequency: 760 Kc. Power: 2,500 Watts
Owned-Operated By...Advertiser Pub. Co., Ltd.
Phone Number..................5-2977
Studio-Transmitter Location. South & Kapilolani
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. Polie
Program Director...............Owen Cunningham
Publicity Director..............William Knowles
Chief Announcer...............John Tobert
Chief Engineer................M. A. Mulrony

KHON
HONOLULU—1946
ALOHA NETWORK
KhON
Frequency: 1380 Kc. Power: 5,000 Watts
Owned-Operated By...Aloha Bstg. Co., Ltd.
Business Address..............P. O. Box 1380
Phone Number................95295
Transmitter Location........Kailua, Waikiki
News Service..................UP
Trans. Serv. .................Capitol, Standard
Representative..................Walker
President.........................R. M. Fikkin
Chief Engr., Sta. Mgr.......Ira G. Mercer
Program Director..............Mrs. Lynn Soon

KIKI
HONOLULU—1950
Frequency: 860 Kc. Power: 250 Watts
Owned-Oper. By..............KIKI, Ltd.
Address.......................P. O. Box 692
Phone Number................5086
Representative...............Forjoe
Transcription Service............Lang-Worth
News Service..................AP
Royal V. Howard
Asst. Gen. & Comm. Mgr...William B. Meyers
Promotion Manager........A. R. Goodwin
Program Director..............Clair Weidenaar

KPOA
HONOLULU—1946—LBS—MBS
Frequency: 830 Kc. Power: 5000 Watts
Owned-Operated By...Island Bstg. Co.
Business-Studio Address........1330 Baratania
Phone Number................5-5911
Transmitter Location........Kapilolani & Date St.
News Service..................UP
Representative...............George P. Hollingbery
Partners .................J. Elroy McCaw, John D. Keating
General Manager.............John D. Keating

KULA
HONOLULU—1947—ABC
Frequency: 690 Kc. Power: 10,000 Watts
Owned. Oper. By...Pacific Frontier Bstg. Co., Ltd.
Address......................P. O. Box 1479
Phone Number................90926
Transmitter Location........Kalanipuallo Hwy.
Air Time.......................8 a.m.-11 p.m.
News Service..................UP
Transcription Service..........Standard
Representative...............Avery-Knodel, Inc.
Membership......................NAB
Pres., Gen. Mgr........Jack A. Burnett
Station Manager..............Wm. 8. Murphy
Commercial Manager............Irving C. Phillips
Sales Promotion Manager......Chas. Christianson
Pgm. Pub. Dir.................Ed Doty
Production Director........June Fairchild
Chief Annocr., News Dir......Ted Scott
Musical Director..............Cornellus Keur
Chief Engineer...............M. J. Hook
Consulting Engineer........D’Orr Cozzens

KTOH
LIHUE, KAUAI—1940—ALOHA
Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By...Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location...Lihue, Kauai
Box 1748
Phone Number................Kauai 361, 861
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 Moosman
Program Director..............Raymond K. Sasaki
News Director...............Barlow Hardy
Chief Engineer...............Katashi Nose

KMVI
WAILUKU-MAUI—1946—ALOHA
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By...Maul Publ. Co., Ltd.
Address Trans. Loca...Wailuku-Maui, Box 374
Phone Number................981
Air Time.......................5:25 a.m.-11:15 p.m.
News Service..................UP
Transcription Service..........Standard, Cbs.
Representative...............Walker
President......................J. Walter Cameron
General Manager..............Ezra J. Crane
KAHU
WAIPAHU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By: Rural Broadcast Co., Ltd.

WCMN
ARECIBO—1946

Frequency: 1280 Kc. Power: 1,000 Watts d.,
1,000 Watts n.
 Owned-Oper. By: Caribbean Broadcast Corp.
 Address ........................................ P. O. Box 755
 Phone Number (Studios) 589: Trans. 719
 Transmitter Location .......... Barrio Islate
 Air Time .................................. 7 a.m.-11 p.m.
 Membership .................. NARTB
 President .................... Aristides Santoni Ledesma
 General Manager .......... Nabal Barreto
 Comm. Mgr. ............... Francisco Lopez Oronoz
 Prog. Dir. ................... Rafael Eribiamo, Jr.
 Chief Announcer ........ Héctor Pérez Cardona
 News Director .......... Juan López Montano
 Chief Engineer ........ José Soler

WKVM
ARECIBO—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Owned-Oper. By: Am. Col. Broadcast Corp.
 Address .. 1000 Ponce de Leon Ave., San Juan
 Trans, Loca. ............... Barrio Islote, Arecibo
 Pres., Gen., Sta., Comm. Mgr., Chief, Consulting
 Engineer ..................... Ralph Pérez Perry

WENA
BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By: Bayamon Bcstg. Co.
 Phone Number .......... Bayamon 161
 Transmitter Location .... Cataño-Bayamon Rd.
 Air Time ...................... 6:45 a.m.-10:30 p.m.
 President .......... Dr. A. Díaz Atiles
 General Manager .......... Domingo Díaz Alejandro
 Chief Engineer .......... Juan A. Arias

WRJA
CAGUAS—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owner .......... Inter-American Radio Corp.
 Business Address ............. Caguas
 Phone Number .......... 678

WVJP
CAGUAS—1947

 Owned-Oper. By: Borinquen Broadcast Co.
 Address ................ P. O. Box 207; Caguas
 Phone Number ........... 789-790
 Transmitter Location ........ Guabo Road
 Transcription Service .......... World
 President .......... Francisco Pereira
 Commercial Manager .......... Jorge Luis Arruza
 Sales Prom. Mgr., Pub. Dir. .... Federico E. Virella
 Pgm., Prod. Dir. .......... Ramón Molica Soló
 Chief Announcer .......... Ramón Viscarrondo
 News Director .......... William Valentine Rico
 Chief, Consulting Engr. .. Pedro Luís Jimenez
 Farm Editor ............ Juan Rodríguez Díaz

WMDD
FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Madrazo & Díaz
 Address .......... P. O. Box 187
 Phone Number .......... 132

WXRF
GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts
 Owned-Operated By: Rafael Fuster
 Business-Studio Address .. Calle Hostos No. 42
 Phone Number .......... 243
 Transmitter Location .. Barrio Santo Domingo
 President .......... Rafael Fuster
 Gen., Sta., Comm. Mgr. .... Charles L. Cordero
 Pgm., Prod. Dir. .......... Jose Colon
 Chief Engineer .......... J. H. Conesa

WAEL
MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: .. Mario Acosta
WAPA is 1st again... in

PUERTO RICO ... POPULARITY
PROGRAMS ... PERFORMANCE

... and Puerto Rico, 1st. in number of radio
homes per 1000 in the Caribbean, is a 1st.-
class market buying over $350,000,000
worth of U. S. goods annually.

WAPA
10,000 WATTS

HARWOOD HILL, General Manager
WAPA P. O. Box 6563, San Juan, Puerto Rico.

U. S. Representative CLARK-WANDLESS-MANN, INC., 305 East 42nd Street, New York 17, New York.
Iglesia Power;...

WKB
MAYAGUEZ—1946
Frequency: 710 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Jose A. Bechara, Jr.
Business Address: Box 1233
Phone Number: 983
Studio Address: 59 Minerva St.
Transmitter Location: Guantanamo Ave.
Route 37
Air Time: 6 a.m-M.
pres., Gen. Mgr.: Jose A. Bechara
Station Manager: Arturo Cortes
Commercial Manager: Jaime Sanjurjo
Program Director: Alberto Basora
Chief Announcer: Rafael Colon Diaz
Chief Engineer: Henry Fischback
Farm Editor: Benny Rodriguez
Consulting Engineer: William Greer

WORA
MAYAGUEZ—1947
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: Radio Americas Corp.
Phone Number: 1150
Studio Address: 1150 Guantanamo Ave.
Transmitter Location: Off Guantanamo Ave.
Air Time: 6 a.m-M.
News Service: AP
Membership: NAB
Station Mgr.: Reinaldo Dupont
Commercial Mgr.: Mrs. Jose Moran
Program Director: Ramon S. Ollivecia
Production Director: Angel Rivera Graciano
Chief Announcer: German Velez
News Director: Oswaldo Aviles
Chief Engineer: Edgar S. Olivieri
Musical Director: Blanca Luna de Martinez
Consulting Engineer: Jansky & Bailey

WPRA
MAYAGUEZ—1937
Frequency: 990 Kc. Power: 10,000 Watts
Address: Box 889
Phone Number: 869
President-Gen. Mgr.: Andres Camara
Commercial Manager: Virginia DiCristina
Program Director: Ishmael Torres
Prom. Mgr., News Dir.: Esteban Rosado Baes
Chief Engineers: Luis E. Freyre, Tim Rodriguez

WPAB
PONCE—1939
Frequency: 1370 Kc. Power: 5,000 Watts
Owned-Operated By: Portorican American Bcstg. Co., Inc.
Bus.-Studio Add.: P. O. Box 786, 164 Villa St.

Phone Number: 783, 1177
Transmitter Locations: Pampanos Rd.
News Service: AP
Representative: Inter-American Pub/l. Inc.
Membership: NAB
President: Carlos C. Clavell
Gen. Mgr., Treas.: A. Gimenez Aguayo
Commercial Manager: Radames Mayoral
Program Director: Elliseo Borroto
Chief Announcer: Luis A. Morales
Chief Engineer: Carlos R. Mercado

WPRA
MAYAGUEZ—1936—BBC
Frequency: 910 Kc. Power: 5000 Watts
Owned-Oper. By: Voice of Puerto Rico, Inc.
Business Address: Box 430
Phone Number: 1015, 1752, 1821
Studio Address: Guanape & Salud Sts.
Transmitter Location: Los Cucharas
Transcription Service: Lang-Worth
Representative: Guzman, Co., Inc.
Membership: NAB
President: Guillermo A. Marques
General Manager: Celso E. Garcia
Commercial Manager: Antonio Miro
Program Director: Harold Zayas Torres
Chief Announcer: Carlos Rubén Ortiz
Chief Engineer: José Arxuaga

WRIO
RIO PIEDRAS—1949
Frequency: 1140 Kc. Power: 1,000 Watts d.
500 Watts n.
Address: Gómez Bldg., Stop 35, P. O. Box 335
Phone Number: Hato Rey 1986
President: Isidro Quiñones Vidal
V.P., Sta. Mgr.: Julio Morales Ortiz
Adm. Asst. to V.P., Comm. Mgr.: R. C. Rabelo
Adm. Asst. to V.P.: Manuel Rivera Morales
Adm. Asst. to V.P., Pgm. Dir.: W. P. Picón
Program Director: Waldemar Pillot Picón
Chief Engineer: Julio Morales Ortiz

WWW
RIO PEDIAS—1949
Frequency: 1520 Kc. Power: 250 Watts
Owned-Oper. By: Frank A. Gaudia
Address: P. O. Box 935
Phone Number: 1098
Pres., Gen., Comm. Mgr.: Frank A. Gaudia
Chief Engineer: Fernando Salazar

WAPA
SAN JUAN—1947—ABC-MBS
Frequency: 880 Kc. Power: 10,000 Watts
Owned-Oper. By: José Ramón Quiñones
Bus.-Studio Address: 357 Ponce de León Ave.
Phone Number: 3-0100
Transmitter Location: Guaynabo
Transcription Service: Thesaurus
Puerto Rico is rich in customer-potential... and

WIAC
580 Kc—5000 Watts
San Juan
reaches the customers you want...

... because it takes more than just first class technical equipment to reach Puerto Rico’s 2,200,000 people. WIAC knows how to cover the masses.

NEWS—Always up-to-the-minute news from the wires of the Associated Press.

MUSIC—Both local and international, cleared by BMI and ASCAP.

TALENT—Top dramatic talent for soap operas.

STAFF—Expert announcers and continuity and script writers.

PROGRAMS—Good programming every quarter hour of the day and night.

Our new booklet “Puerto Rico—Rich Port” with interesting market information tells you more. It is yours for the asking.

WIAC
Radio Station WIAC, Inc.
First on all Puerto Rico Dials—580 Kc—5000 Watts
San Juan, Puerto Rico, U.S.A.

Exclusive Advertising Representatives in United States & Canada:
Melchor Guzman Company, Inc.
45 Rockefeller Plaza
New York 20, N. Y.
Circle 7-0624

716
Representative .......... Clark-Wandless-Mann, Inc.
Membership .......................... NAB
President ......................... José Ramón Quiñones
Commercial Manager .......... Segismundo Quiñones
Program Director .......... Emilio Nedrano
Music, Dir. Chief Annr. .. Félix Santiago
Chief Engineer ............... José A. Fernández
Farm Editor ................. Guillermo Atiles
Consulting Engineer .......... Commercial Radio Equip.

**WIAC**
SAN JUAN—1942
Frequency: 580; ...... Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By .......... WIAC, Inc.
Address ....... Ponce de Leon Ave. 654 - Santurce
Phone Number .......... 2-0014
Transmitter Location ...... Isla Verde Rd.
Air Time ........... 6 a.m.-12 M.
News Service .......... AP
Transcription Service ....... Standard
Representative .......... Melchor Guzman Co.
Membership ........................ NAB
President .................... Mrs. Urania Abarca
Gen. Sta. Mgr. .......... Tomás Muñiz
Commercial Manager ........ Enrique Abarca
Sales Promotion Manager .... Manuel Morales
Program Director .......... Francisco Rodríguez
Production Director .......... Esther Pales
Chief Announcer .......... Luis Vigoreaux
News Director .......... Jose Pérez Muros
Musical Director ........ Jose Raul Ramírez
Chief Engineer .......... Alfonso Sanchez
Consulting Engineer .......... George C. Davis

**WIPR**
SAN JUAN—1949
Frequency: 940 Kc. ...... Power: 10,000 Watts
Owned-Oper. By .......... Dept. of Education
Address .......... 1310 Ponce de Leon Ave.
Phone Number .......... 2-3218
Transcription Service ....... World
President ................ Mariano Villaronga Toro
Station Director .......... Jose A. Buitrago
Program Director .......... Francisco Arrioi
Chief Engineer .......... Pedro Luis Jimenez
Adm. Asst. ........ Olga H. Gomez
News Director .......... Ismael Delgado

**WITA**
SAN JUAN—1947
Frequency: 1400 Kc. ...... Power: 250 Watts
Address .......... P. O. Box 3726
Studio Director .......... Fermin F. Bonni
Commercial Manager .......... William H. Montalvo

---

**THE RED CROSS NEEDS**

**GIVE!**

Your Unstinting Assistance

**GIVE!**
In Puerto Rico Most Top Advertisers Use This Proven "Selling Punch"

You're in good company when you broadcast your sales message over W.K.A.Q., the MOST POPULAR radio station in Puerto Rico. RADIO EL MUNDO has more sponsored programs than any other station on the Island because it packs a "Selling Punch" that brings real results.

The American Tobacco Company
Blatz Brewing Company
The Borden Company
Bristol-Myers Company
Campbell Soup Company
Canada Dry
Carnation Company
Coca-Cola Company
Colgate-Palmolive-Peet Company
Corn Products Refining Company
Corona Brewing Company
Dana Parfums
Florida Wine Company
Ford Motor Company
General Motors Corporation
Gulf Brewing Company
Gunther Brewing Company
Humphrey's Medicine Company
India Brewing Company
Keebler Weil Baking Company

Lever Brothers
Liggett & Meyers Tobacco Company
Mennen Company
Miles Laboratories
Murine Company
Nash-Kelvinator Corporation
Norwich Pharmacal Company
Pabst Sales Company
Pal Blades Company
Pan American Airways
Pet Milk Sales Corporation
Pillsbury Mills Incorporated
Ponce Cement Corporation
Procter & Gamble
Puerto Rico Trading Company
Quaker Oats Company
Red Seal Rice Company
F. & M. Schaefer Brewing Company
Sterling Products
Wurlitzer

Exclusive Representatives
INTER-AMERICAN PUBLICATIONS, INC. • 41 EAST 42nd STREET, NEW YORK, N. Y.
**W KA Q**
SAN JUAN—1922—CBS
Frequency: 520 Kc. Power: 5000 Watts
Owned-Oper. By: Angel Ramos
Business Address: P. O. Box 3746
Phone Number: 2-2023
Studio Address: 1261 Ponce de Leon Ave.
Transmitter Location: Sabana Liana
Air Time: Unlimited
Transcription Service: Associated News Service
Representatives: Inter-American Pub’l., Inc.
Membership: NAB
General Manager: Miguel Cuetara

**WNEL**
SAN JUAN—1934—NBC
Frequency: 850 Kc. Power: 5,000 Watts
Owned-Oper. By: WNEL, Inc.
Address: 960 Ponce de Leon Ave.
Representative: Weed
Transcription Service: Lang-Worth
President, Gen. Mgr.: Juan Piza
Manager: R. Blanco
Sales Manager: C. Fraticelli

**WIBS**
SANTURCE—1947
Frequency: 740 Kc. Power: 10,000 Watts
Owned-Oper. By: WIBS, Inc.
Address: P. O. Box 4809
Phone Number: 2-1558
Representative: Pan-American Gen., Comm. Mgr.: Manuel S. Martinez
Production Manager: Jose Luis Torregrosa

**WIPR**
SANTURCE—1949
Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By: P. R. Communications Authority
Address: Santurce
Phone Number: 2-3010
Air Time: Unlimited
Transcription Service: World
President: Rafael Marquez
Station Mgr.: Jose A. Buitrago
Program Director: Jose Martino
Chief Engineer: Pedro Jimenez

---

**WHY IS AP THE BEST?**

**BECAUSE—AP** is more experienced than any other news service... more than 100 years collecting and distributing news.
On CFRB you reach more listeners per dollar than on any other Toronto Station. That's why advertisers keep on using CFRB year after year.

Ask them why! 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 increasing for over twenty years!

REPRESENTATIVES:

**UNITED STATES**
Adam J. Young Jr., Incorporated

**CANADA**
All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!
CANADA

Networks

☐

CBC

☐

CAB

Station Index

☐

Stations

NINETEEN FIFTY-ONE
IN CANADA

From 1944 to 1949 radio homes increased almost 50%. During 1950 there has been a further increase of 10%, making the present total nearly 3,500,000 homes.

In Canada day-time "sets-in-use" have risen from 22% in 1944 to almost 25% in 1949 (Elliott-Haynes), while night-time "sets-in-use" during the same period have risen from 38% to 43%. These figures are substantially higher than those for radio "sets-in-use" for the United States and this disparity is now becoming even more accentuated. "Sets-in-use" in French Canada are the highest in North America.

In Canada radio has an intensity of listening and a concentration of interest enjoyed in few other places or by other media. CBC Network Schedules combine the top-ranking programs from American networks with a wide variety of highly popular home features ensuring consistently faithful audiences.

In Canada both day-time and night-time radio are outstanding buys compared with any other media.
EXECUTIVES and STAFF

Board of Governors
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A. D. Monk, Personnel Relations Officer, Montreal area
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W. R. Johnston, Supervisor of Acceptance and Production
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T. T. Odell, Sales Representative
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Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

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Charles Jennings, General Supervisor of Programs
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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)
"The Hallmark of Effective Radio"

NOT JUST RADIO, BUT COMMUNITY RADIO

The radio that really sells your goods is not an out-of-town salesman who travels across the country, shoving his foot in every door, delivering the same pitch from the Atlantic to the Pacific.

Rather it is a friendly neighbor, who drops in for a cozy chat about the price of coal, a different recipe, the new cars, or what the Joneses are wearing this year.

That's radio, on the community level, speaking to its neighbors in their own language, through the well-known voice of Bill Smith — old Steve's kid who used to deliver for the corner store and sing in the choir, and is now working as an announcer at Sam Green's radio station.

The service offered to business by Canada's Community Radio Stations is as simple as that.

But there is something more.

One hundred of Canada's privately-owned community stations are bonded together in the Canadian Association of Broadcasters for the general betterment of broadcasting.

While studiously maintaining their individuality and independence, these stations pool their collective strength to give advertisers all the advantages of a nation-wide organization, in terms of co-ordinated effort, with none of the unwieldiness and lack of flexibility of centralized programming.

When you buy time on one, some or all of the 100 CAB stations, you get better merchandising, better programming, better production, better research, better results, because you get a neighborly presentation of your message, besides all the benefits of a national organization devoting its time to these "multiple-pluses" which no individual station could possibly offer.

For Full Information

on your specific merchandising problems, consult

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. Allard, 
General Manager, 
108 Sparks St. 
Ottawa

Pat Freeman, 
Sales Research Director, 
37 Bloor St. W., 
Toronto

724
Canadian Association of Broadcasters

OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—37 Bloor Street West, Toronto, Ont.
Phone: Pr 3729

Officers

Chairman of the Board........................................... William M. Guild
President ............................................................. Malcolm Neill
Manager ............................................................... T. J. Allard
Secretary-Treasurer ................................................ T. Arthur Evans
Dir. Adv. & Station Services .................................... Patrick Freeman
General Counsel ..................................................... Joseph Sedgwick, K.C.

Directors


Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 98 privately owned (independent) broadcasting stations in Canada.
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<td>CHFA</td>
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<td>728</td>
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<tr>
<td>CHGB</td>
<td>Ste. Anne de la Pocatiere, Que.</td>
<td>748</td>
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<td>CHLN</td>
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<td>CHLO</td>
<td>St. Thomas, Ont.</td>
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<td>CHLP</td>
<td>Montreal, Que.</td>
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<td>CHLT</td>
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<td>CHML</td>
<td>Hamilton, Ont.</td>
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<td>CHNC</td>
<td>New Carlisle, Que.</td>
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<td>CHNO</td>
<td>Sudbury, Ont.</td>
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<td>CHNS</td>
<td>Halifax, N. S.</td>
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<td>CHOK</td>
<td>Sarnia, Ont.</td>
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<td>CHOV</td>
<td>Pembroke, Ont.</td>
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<td>CHRC</td>
<td>Quebec City, Que.</td>
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<td>CHRL</td>
<td>Roberval, Que.</td>
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<td>CHSJ</td>
<td>Saint John, N. B.</td>
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<td>CHUB</td>
<td>Nanaimo, B. C.</td>
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<td>CHUM</td>
<td>Toronto, Ont.</td>
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<td>CHVC</td>
<td>Niagara Falls, Ont.</td>
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<td>CHWK</td>
<td>Chilliwack, B. C.</td>
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<td>CIAD</td>
<td>Montreal, Que.</td>
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<td>CIAT</td>
<td>Trail, B. C.</td>
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<td>CIAY</td>
<td>Fort Alberni, B. C.</td>
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<td>CIBC</td>
<td>Toronto, Ont.</td>
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<td>CIBQ</td>
<td>Belleville, Ont.</td>
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<td>CJBR</td>
<td>Rimouski, Que.</td>
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<td>CJCA</td>
<td>Edmonton, Alta.</td>
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<td>CJCB</td>
<td>Sydney, N. S.</td>
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<td>CJCJ</td>
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<td>CJCS</td>
<td>Stratford, Ont.</td>
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<td>CJD</td>
<td>Dawson Creek, B. C.</td>
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<td>CJEM</td>
<td>Edmundston, N. B.</td>
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<td>Riviere-Du-Loup, Que.</td>
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<td>CJFX</td>
<td>Antigonish, N. S.</td>
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<td>CGX</td>
<td>Yorktown, Sask.</td>
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<td>CJB</td>
<td>Vernon, B. C.</td>
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<td>CJC</td>
<td>Sault St. Marie, Ont.</td>
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<td>CJKL</td>
<td>Kirkland Lake, Ont.</td>
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<td>CJS</td>
<td>Yarmouth, N. S.</td>
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<td>CJNB</td>
<td>North Battleford, Sask.</td>
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<td>CJNT</td>
<td>Quebec City, Que.</td>
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<td>CJOB</td>
<td>Winnipeg, Man.</td>
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<td>CJOC</td>
<td>Lethbridge, Alta.</td>
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<td>CJOR</td>
<td>Vancouver, B. C.</td>
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<td>CJOL</td>
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<td>Kenora, Ont.</td>
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<td>Summerside, P. E. I.</td>
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<td>CISO</td>
<td>Sorel, Que.</td>
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<td>CIVI</td>
<td>Victoria, B. C.</td>
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<td>CKAAC</td>
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<td>CKBB</td>
<td>Barrie, Ont.</td>
<td>737</td>
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Canada's Selective Radio

Headquarters

The little All-Canada man represents all phases of Canadian broadcasting — both time and talent.

Through the years he has come to symbolize not only the Company he represents, but the medium he champions: Selective Radio.

In a vast country with wide "skip-distances" between major markets, All-Canada offers you the most economical, most effective method of reaching the consumer at home through a select group of key Canadian stations.

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ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

727
**CFAC**

**CALGARY—1922—CBS**

Frequency: 960 Kc.       Power: 5000 Watts  
Owned-Oper. By: Calgary Bcastg. Co., Ltd.  
Bus.-Studio Address: 1000 Greyhound Bldg.  
Phone Number: 2-9966  
Transmitter Location: Midnapore, Alta.  
Air Time: Unlimited  
News Service: PN, BUP  
Transmission Service: Thesaurus, World, Associated  
Representative: All-Canada, Weed  
News Service: PN, BUP  
President: H. R. Carson  
General Manager: A. M. Cairns  
Commercial Manager: A. R. MacKenzie  
Production Director: D. MacMillan  
Promotion Manager: R. J. Tregillas  
News Director: Larry Heywood  
Chief Engineer: E. C. Connor

**CFBN**

**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: 2-1161  
Transmitter Location: 9 Mi. S. of Calgary  
Air Time: 6:30 a.m.-M.  
News Service: PN, BUP  
Transmission Service: Standard, Lang-Worth, Capitol  
Representative: Radio Representatives.  
Membership: CAB, BBM, WAB  
President: H. G. Love  
Commercial Manager: E. H. McGuire  
Program Director: James A. Love  
Publicity Director: G. L. Carter  
Chief Announcer: E. A. Q. Brown  
Chief Engineer: Robert Lamb

**CKXL**

**CALGARY—1927**

Frequency: 1140 Kc.       Power: 1000 Watts  
Address: Victory Bldg.  
Phone Number: 2-9966  
Transmitter Location: Chestermere Hts.  
Representative: Cooke, Inc.; Natl. Bcastg, Sales  
News Service: BUP  
Membership: CAB  
Pres. & Gen. Mgr.: Frederick R. Shaw  
Station Manager: G. Max Bell  
Commercial Manager: E. K. Elton  
Sales Prom. Mgr.: Pub. Dir.: John Thompson  
Program Director: Ted Soksin  
Prod. Dir.: Chief Ann.: Jack Stewart  
News Director: Guy Vaughan  
Chief Engineer: Ross Craig

**CBX**

**EDMONTON—1948**  
**CBC TRANS-CANADA**

Frequency: 1010 Kc.       Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcastg. Corp.  
Bus.-Studio Address: 713 MacDonald Hotel  
Phone Number: 2-9311  
Transmitter Location: Lacombe, Alta.  
General Manager: Dr. Augustine Frigon  
Alberta Manager: D. E. Cameron  
Commercial Mgr. (Winnipeg): W. G. Carpenter  
Program Director: Ralph L. Horley  
Supervising Engr.: Gordon Shillabeer  
Farm Editor: Al Richardson

**CFRN**

**EDMONTON—1934**  
**CBC DOMINION**

Frequency: 1260 Kc.       Power: 5000 Watts  
Owned-Oper. By: Sunwapta Bcastg. Co., Ltd.  
Business-Studio Address: 109 CPR Bldg.  
Phone Number: 22101  
Transmitter Location: Jasper Hwys., 2 Mi. W.  
News Service: BUP, PN  
Representative: Radio Representatives.  
Membership: CAB, BBM  
Pres., Gen. Mgr.: G. R. A. Rice  
Comm., Sales Prom. Mgr.: A. J. Hopps  
Program Director: George A. Duffield  
Production Director: Jerry Forbes  
Publicity Director: Isabel McDonald  
Chief Announcer: Claude Blackwood  
Musical Director: Eric C. Candy  
Chief Engineer: Frank G. Makepeace

**CHFA**

**EDMONTON—1949**

Frequency: 680 Kc.       Power: 5000 Watts  
Owned-Operated By: Radio Edmonton, Ltd.  
Business Address: 1260 109th St.  
Phone Number: 42157  
News Service: CP  
Membership: CAB, WAB  
President: Dr. L. O. Beauchemin  
Station Manager: J. A. Gallant  
Commercial Manager: Louis Hiller  
Program Director: Fernand Ippersiel  
News Director: Tharcis Foreatier  
Chief Engineer: Gordon L. Sadler

**CJCA**

**EDMONTON—1922**  
**CBC TRANS-CANADA SUPP**

Frequency: 930 Kc.       Power: 5000 Watts  
Bus.-Studio Address: 452 Birks Bldg.  
Phone Number: 28151  
Transmitter Location: Ellerslie
Air Time ................................................. Unlimited
News Service ......................................... PN, BUP
Transcription Service ................................ World, Thesaurus, Standard
Representative ........................................ All-Canada, Weed
Membership ............................................. CAB
Station Manager ........................................ Gerry Goetz
Assistant Manager ...................................... R. L. Barnes
Commercial Manager ......................... Joe MacKenzie
Production Director ................................... Dalt Elton
Chief Announcer .......................................... Paul Guy
News Director ............................................ Russ Sheppard
Promotion Manager ...................................... Miss Win Sutton
Chief Engineer .......................................... Frank Hollingsworth
Farm Editor ............................................... Don Clayton
Consulting Engineer .................................... Keith McKinnon

CFG P
GRANDE PRAIRIE—1937
CBC-TRANS-CANADA

Frequency: 1050 Kc. Power: 1000 Watts
Owned By ............................................ Northern Bstg. Corp., Ltd.
Bus-Studio Address ................................ 9910—99th St.
Phone Number ......................................... 611
Transmitter Location .................................. Clairmont Hwy.
Air Time ............................................... 6:30 a.m.-M.
News Service ........................................... CP
Transcription Service ................................ World, 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 ...................................... Margaret Wilson
Chief Announcer ....................................... Gordon Pearcy
Musical Director ...................................... Alice O'Brien
Chief Engineer ......................................... Jim de Roaldes
Consulting Engr. ...................................... Keith McKinnon

CJOC
LETHBRIDGE—1926
CBC-TRANS-CANADA

Frequency: 1220 Kc. Power: 5000 Watts
Owned-Oper. By ....................................... Lethbridge Bstg., Ltd.
Address .................................................. 1015 Third Ave. S.
Phone Number ......................................... 3161
Transmitter Location .................................. Broxburn, Alberta

CHWK
CHILLIWACK—1927
CBC DOMINION

Frequency: 1230 Kc. Power: 250 Watts (C.P. 1000 Watts)
Owned-Oper. By ....................................... Fraser Valley Bstgrs., 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.
News Service .......................................... BUP
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 ............................................. W. York

CHAT
MEDICINE HAT—1946—CBC

Frequency: 1270 Kc. Power: 1000 Watts
Address .................................................. 520 First St.
Phone Number ......................................... 2281
Representative ......................................... Weed, All-Canada
Transcription Library ................................. Standard
President ............................................... J. H. Yull
Promotion Manager ................................. Eleanor McDougall
Chief Engineer ......................................... Ian Carson
News Director .......................................... Stan Weiler

CKRD
RED DEER—1949
CBC DOMINION SUPP

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .................................. Central Alberta Bstg. Co., Ltd.
Business Address ...................................... Foster Bldg.
Air Time ............................................... Unlimited
News Service .......................................... BUP
Transcription Service ................................ Standard
Representative ......................................... Radio Reps., Young
Memberships ............................................. WAB, CAB
Commercial Manager ................................. Ike Kaila
Program Dir. ............................................. Ned Corrigall
News Dir. ................................................ Cliff Bowers
Chief Engr. ............................................. Wm. Forst
Consulting Engr. ...................................... Canadian Marconi Co.
CJDC
DAWSON CREEK—1947
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Radio Station CJDC, Ltd.
Business Address: 2nd Ave. & 9th St.
Phone Number: 1R2
Transmitter Location: Grandview Heights
News Service: Press News
Transcription Service: Associated Representative.
Radio Representatives, Cooke
Membership: CAB, BBM, WAB
President: W. B. Michaud
Gen. Sta. Mgr.: Lewis R. Roskin
Sales Prom. Mgr.: J. Hull
Program Director: Stan Salberg
Production Director: John Symonds
Publicity Director: Orest Rudko
News Director: Roy Darling
Musical Director: Michael Laverne
Chief Engineer: William Gordon
Farm Editor: Mrs. W. Velander
Consulting Engineer: Charles Tremblay

CFJC
KAMLOOPS—1926—CBC
Frequency: 910 Kc. Power: 1000 Watts
Business-Studio Address: 310 St. Paul St.
Phone Number: 1021
Transmitter Location: Kamloops Jct.
Representative: All-Canada, Weed
Transcription Library: United
News Service: PN
Membership: CAB
General Manager: Ian G. Clark
Prom. Comm. Mgr.: R. J. Innes
News, Pgm. Dir.: Walter Harwood
Chief Engineer: G. G. Henderson

CKOV
KELOWNA—1931
CBC TRANS-CANADA
Frequency: 630 Kc. Power: 1000 Watts
Owned-Oper. By: Okanagan Bcast. Ltd.
Business-Studio Address: Box 1481
Phone Number: 1331-2-3
Transmitter Location: Okanagan Mission, B. C.
News Service: PN
Transcription Service: World, Thesaurus 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
News Director: J. D. Bews

CHUB
NANAIMO—1949
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: George Randall

CKL
NELSON—1939—CBC
TRANS-CANADA SUPP
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: News Publishing Co. Ltd.
Address: 266 Baker St.
Phone Number: 19
News Service: PN
Representative: Stavin, Young
Membership: BBM, CAB, WAB
Station Mgr.: Chief Engineer: A. R. Ramsden
Chief Announcer: Telford K. Oliver
News Director: W. J. D. Anderson
Consulting Engineer: H. B. Seabrooke

CKNW
NEW WESTMINSTER—1944
Frequency: 1320 Kc. Power: 1000 Watts
Owned By: International Bcast. Co., Ltd.
Operated By: William Rea, Jr.
Business-Studio Address: 227 Columbia St.
Phone Number: 3000
Transmitter Location: Lulu Island, B. C.
News Service: PN
Transcription: Associated, World, Cole.
Republic, Keystone
Representative: Foroe, Radio Reps.
Nat. Sales Mgr.: Phil Baldwin
Program Manager: Hal Davis
Promotion Manager: Sheila Hassell
Chief Engineer: Bill Collins
Local News Mgr.: Don MacLeod
Chief Announcer: Bill Duncan
News Director: Bill Hughes
Musical Director: Vic Fergie

CKOK
PENTICTON—1948
Frequency: 800 Kc. Power: 250 Watts
Owned-Operated By: CKOK, Ltd.
Business-Studio Address: Nanaimo Ave.
Phone Number: 800
Transmitter Location Addr.: Skaha Lake
Air Time: 6:30 a.m.-M.
News Service: PN
Transcription Service: Standard Representative.
Radio Reps., Cooke, Hunt
Membership: BBM, CAB, BCAB
President: Maurice P. Finnelly
Station Manager: Harry O. Watts
Sales: Bruce Howard
News Director: Vic A. Duggan
Chief Engineer: Jim English
CJAV
PORT ALBERNI—1946
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: CJAV, Ltd.
Address: 735 Third Ave. N., H. A. CAB
Phone Number: 603-4
Air Time: Unlimited
News Service. AP, CP
Transcription Service: Lang-Worth, Cole
Representative: Radio Representatives
Membership: CAB
Vice-President: Harold Warren
Station Manager: Charles J. Rudd
Commercial Manager: K. Hutcheson
Program-Production Dir.: T. Rannie
Publicity Director: Roy Jobling
News Director: Robert J. Hall
Chief Engineer: H. Hollway

CKPG
PRINCE GEORGE—1946
CBC TRANS-CANADA SUPP
Frequency: 550 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station CKPG, Ltd.
Address: 434 George St., So. Fort George
Phone Number: 140
Air Time: 7 a.m.-11 p.m.
Representative: All-Canada, Weed
Membership: CAB, BBM
President: Frank H. Elphicke
General Manager: Cecil G. Elphicke
Commercial Mgr.: Ralph E. Spencer
Station Manager: Jack Carbutt
Production Director: Arthur Hall
Chief Engineer: Ralph E. Spencer

CFPR
PRINCE RUPERT—1938—CBC
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Northwest Bcst. & Service Co., Ltd.
Studio Address: 336 Second Ave., Box 848
Phone Number: 863
Representative: Stovin
General Manager (CBC): Dr. Augustin Frigon
Station Manager: C. H. Insulander

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: 1840
News Service: PN
Representative: All-Canada, Weed
Membership: BBM, CAB, WAB, BCAB
President: E. W. Harlwood
Station Manager: John W. Loader
Commercial Manager: Donald G. Marshall
Program Director: Joseph P. Kobluk
Chief Engineer: John D. Hepburn

CBR
VANCOUVER—1936—CBC
Frequency: 1130 Kc. Power: 5000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Address: 701 Hornby St., BUP, R. CP
Phone Number: Marine 6121
News Service: BUP, R. CP
General Manager (CBC): Dr. Augustin Frigon
Commercial Manager (CBC): E. A. Weir
Regional Representative: Kenneth Caple
Dir., Pres. & Info. Ser. (CBC): Ron C. Fraser
Pres. & Info. Rep.: W. Gil Clark
News Director (CBC): D. C. McArthur
Farm Editor (CBC): A. R. Kemp

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
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
Production Director: Dorwin Baird
Program Director: Ross Mortimer
Publicity Director: Miss K. V. Cronin
News Director: Hal Rodd & Keith Curler
Musical Director: Wallie Peters
Chief Engineer: A. H. Chandler

CKMO
VANCOUVER—1926—CBC
Frequency: 1410 Kc. Power: 1000 Watts
Address: 812 Robson St.
Phone Number: Marine 1271-2-3
Transmitter Location: River Rd., Lulu Is.
News Service: BUP, PN
Transcription Service: Standard, Associated, SESAC
Representative: Natl. Bcstg. Sales, Cooke
Membership: CAB
President: Mrs. R. J. Sprott
Vice-President: Bruce Arndel
General Manager: Mrs. E. M. Willis
Asst. Sales Mgr.: Al Goodwin
Program Director: Wally Garrett
Chief Engineer: M. McKenzie
News Director: Roy Jacques

CKWX
VANCOUVER—1923—MBS-DON LEE
Frequency: 980 Kc. Power: 5000 Watts
Owned-Oper. By: Western Bcstg. Co., Ltd.
C J V I
VICTORIA—1941—DOMINION CBC
Frequency: 900 Kc. Power: 1000 Watts d.
Business-Studio Address. 820 View St.
Phone Number. Garden 2014, 8653
Transmitter Location. Cedar Hill Cross Rd.
Air Time. 6 a.m.-11 p.m.
News Service. CP
Transcription Service. Thesaurus, World
Membership. C A B, W A B
Representative. Weed, All-Canada
President. Harold T. Matson
General Manager. Harold R. Carson
Station Manager. M. V. Chestnut
Commercial Manager. Lee F. Hallberg
S A L E S P R O M O T I O N M A N.
James S. Crawford
Pgm., Prod. Dir. Richard T. Batey
Chief Announcer. Rudy Hartman
News Director. Bruce Lowther
Musical Director. Fred Usher
Chief Engineer. Joe Sommers
Consulting Engineer. Keith McKinnon

C K D A
VICTORIA—1950
Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. David M. Armstrong
Address. Douglisa Hotel
Representative. Radio Representatives
President. David M. Armstrong

M A N I T O B A
C K X
BRANDON—1928—CBC DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By. Western Manitoba Bcstrs.
Address. 8th St. & Princess Ave.
Phone Number. 4532
Transcription Service. Thesaurus, World
Representative. Radio Representatives, Cooke
News Service. CP
Membership. WAB, CAB, BBM
Managing Director. J. B. Craig
Commercial Manager. E. D. Holland
Program Director. Eric Davies
Publicity Director. Archie Olson
Chief Engineer. Humphrey Davies

C F A R
FLIN FLON—1937—CBC TRANS-CANADA
Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By. Arctic Radio Corp., Ltd.
Address. 75 Hill St.
Phone Number. 590

C J B
VERNON—1947—CBC DOMINION SUPP
Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By. Interior Bcstrs., Ltd.
Business Address. Box 428
Phone Number. 900
News Service. PN
Transcription Service. Associated
Representative. Radio Representatives, Cooke
Membership. CAB, B BM
President. J. T. Mutrie
Station Manager. Howard Thompson
S A L E S P R O M O T I O N M A N.
Sales Prom. Mgr. John Cotlon
Pgm. Dir., Chief Anncr. Don McGibbon
Production Director. Enid Meston
News Director. Stan Jones
Chief Engineer. Loren E. Merriman
Farm Editor. Ken Shepherd

B R I T I S H C O L U M B I A — M A N I T O B A
CBW
WINNIPEG—1948
CBC TRANS-CANADA
Frequency: 990 Kc............Power: 50,000 Watts
Owned-Operated By........Canadian Bestg. Corp.
Business Address............300 Telephone Bldg.
Phone Number................922-91
Transmitter Location........Carman
News Service..................BUP, PN, Reuters, CP
Chairman (CBC)..............A. D. Dunton
General Manager..............Dr. A. Frigon
Regional Representative....J. R. Finlay
Station Manager (CBC) Winnipeg
I. N. Morigide
Commercial Manager...........W. G. Carpentier
Presentation Officer.........Norman Lucas
Publicity Director............C. E. L’Ami
Chief Announcer...............Maurice Burchell
News Director...............G. G. Gunning
Chief Engineer..............R. D. Cahoon
Farm Editor..................R. G. Knowles

CKRC
WINNIPEG—1934—CBC DOMINION
Frequency: 630 Kc............Power: 5000 Watts
Owned-Oper. By.............Transcanada Communications, 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. Desourd
Prog. Dir., Prod. Mgr........J. M. Hill
Chief Engineer...............Bert Hooper

CJOB
WINNIPEG—1946
Frequency: 1340 Kc............Power: 250 Watts
Owned-Operated By............Blick Bestg., Ltd.
Business-Studio Address.....Lindsay Bldg.
Phone Number..................9-6374
Transmitter Location........St. Boniface
News Service..................PN, BUP
Transcription Service.......World, United
Associated, Standard
Representative..............Radio Representatives, Cooke
Membership....................CAB, BBM
President, General Manager...J. O. Blick
Commercial Manager..........A. J. Messner
Program Director............C. E. Faren
Chief Engineer...............R. V. Durie

NEW BRUNSWICK

CKNB
CAMPBELLTON—1939
CBC DOMINION
Frequency: 950 Kc............Power: 1000 Watts
Business Address.............P. O. Drawer 226
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

CKRM
EDMONSTON—1944—CBC FRENCH SUPP
Frequency: 1230 Kc............Power: 250 Watts
Owned-Oper. By..............Edmondston Radio, Ltd.
Business-Studio Address....91 Canada Rd.
Phone Number..................880
Transmitter Location.........Iroquais
Air Time....................7 a.m.-11:15 p.m.
Transcription Service.......World
Representative...............Stovin, Young
President.....................Georges Michaud
Gen. Sta. Mgr...............Maurice Lacasse
Commercial Manager...........Georges Guertet
Pgm., Prod. Mgr.............Maurice Lacasse
Chief Announcer.............Robert Beaulieu
News Director..............Reynald Teasdale
Chief Engineer...............Yvon Roy
Farm Editor..................Leopold Bedard
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
Representative: All-Canada, Weed
Membership: CAB
Gen. Sta. Mgr.: Dr. Malcolm Neill
Sales Prom. Manager: C. Austin Moore
Program Director: J. T. H. Fenety
News Director: Claude Cain
Chief Engineer: Glenn D. Glove
Consulting Engineer: Cana Marconi

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
Representative: McGillvra, Stovin
Membership: CAB, BBM
Pres., Gen. Mgr.: F. A. Lynds
Commercial Manager: F. A. Bestall
Program Director: R. R. Rowlands
Publicity Director: All. T. Parkes
Chief Announcer: Bob Pugh
News Director: Dane Crosby
Chief Engineer: James A. White
Consulting Engineer: .RCA

CKMR
NEW CASTLE—1949
Frequency: 1240 Kc. Power: 250 Watts
Business Address: Castle St.
Phone Number: 680
Air Time: Unlimited
News Service: BUP
Transcription Service: Standard
Representative: Wright
President: W. Flett
Program Director: William Murray
General Manager: J. H. Coalson
Chief Engineer: Robert Wallace
Traffic Manager: Mary Braken
News Director: Graham Galloway

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: BUP, CP, Reuters, AP, UP
President (CBC): Dr. Augustin Frigon
Regional Prog. Dir.: W. E. S. Brigg
Commercial Manager: E. A. Weir
News Director: D. C. MacArthur
Promotion Manager: Wyn Rhydwen
Regional Engineer: H. M. Smith
Chief Engineer: J. A. Ouimet

CFBC
SAINT JOHN—1946
CBC DOMINION
Frequency: 930 Kc. Power: 5000 Watts
Business-Studio Address: 4 Carleton St.
Phone Number: 3-2421
Transmitter Location: Sand Cove Rd.
Air Time: Unlimited
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. Gaussen

CHSJ
SAINT JOHN—1934
CBC TRANS-CANADA
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By: New Brunswick Bcstg.
Co., Ltd.
Business-Studio Address: 14 Church St.
Phone Number: 3-3304
Transmitter Location: Coldbrook
Air Time: Unlimited
News Service: PN
Transcription Service: World, Lang-Worth.
Associated
Representative: Stovin, Young
Membership: CAB, BBM
Station Manager: George A. Cromwell
Sales Promotion Manager: Herman Covy
Program Director: Cleve G. Stillwell
Production Director: Earl McCarron
Publicity Director: Christine Frewings
Chief Engineer: J. G. Bishop
Farm Editor: Leonard Rudolf
Consulting Engineer: T. Reid Dowling

734
General Manager: John F. Hirtle
Comm. Mgr., News Dir.: Howard E. MacLean
Sales From. Mgr.: Lester L. Rogers
Sta. Mgr., Pgm. Prod. Dir.: James A. MacLeod
Publicity Director: Bruce F. Rafuse
Chief Anncr., Musical Dir.: A. Max Ramey
Chief Engineer: Douglas B. Hirtle
Farm Editor: Frank J. Nicholson
Consulting Engineer: RCA Victor

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: 1:30 a.m.-12:10 a.m.
News Service: BUP, FN, Reuters, CP
Representative: CBC Commercial Div.
General Manager: Dr. Alexander Frigon
Station Manager: S. R. Kennedy
Commercial Manager: E. A. Weir
Production Staff: S. K. Appleby, G. I. Stewart
Publicity Director: W. R. Rydywen
Chief Announcer: Carl MacCaul
News Director: M. MacDonald
Supervising Operator: Arleigh Canning
Chief Engineer: H. M. Smith, Maritime
Regional Engineer: J. W. R. Graham

CHNS
HALIFAX—1926—CBC DOMINION
Frequency: 960 Kc. Power: 5000 Watts
Bus.-Studio Address: Broadcasting House, 10 Tobin St.
Phone Number: 3-8318
Transmitter Location: Rockingham, Halifax County
Air Time: 7-12:15 a.m.
News Service: GP, BUP
Transcription Service: Thesaurus, Lang-Worth, World
Representative: All-Canada, Weed
Membership: GAB, BBM
Manager: Andrew W. Robb
General Manager: W. J. MacLeod
Comm.-Sales Prom. Mgr.: Douglas Grant
Publicity Director: Donald LeBlanc
Chief Announcer: John Funston
Musical Director: Richard L. Fry
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: 24 hrs.
News Service: P.N.
Transcription Service: Standard, Associated Representative: Cooke, Nat'l Bcstg. Sales
Membership: CAB, BBM
Managing Editor: B. P. McCurdy
Station Manager: E. Finlay MacDonald
Commercial Manager: C. L. Chambers
Chief Announcer: Cy Lynch
Traffic Manager: Howard E. Gerard
Chief Engineer: A. Reginald MacWilliams

CKEN
KENTVILLE—1948
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: Radio Center Ltd.
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: United
Transcription Service: GE
Representative: Alexander
Membership: CAB, BBM
President, Chief Engr.: A. M. Bishop
General Manager: J. A. Lewis
Commercial Manager: S. D. Kerr

CBI
SYDNEY—1948—CBC TRANS-CANADA MARITIME
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Business-Studio Address: 247 Charlotte St.
Phone Number: 4495
Transmitter Location: South Bar
Air Time: 7-12:10 a.m.
News Service: BUP, Reuters, CP
Representative: CBC
General Manager: Dr. Alexander Frigon
Station Mgr.: Barry MacDonald
Commercial Manager: E. A. Wier
Regional Representative: W. E. S. Briggs
News Director: Mrs. M. MacDonald
Publicity Director: W. R. Rydywen
Chief Announcer: John MacEwan
Supervising Operator: George Dalton
Chief Engineer: H. M. Smith

CJCB
SYDNEY—1929—CBC DOMINION
Frequency: 1270 Kc. Power: 1000 W
5000 Watts n.
Owned-Operated By: Eastern Bcstg. Ltd.
Business-Studio Address: Radio Bldg.
Phone Number: 5596-7
Transmitter Location: So. Bar. Cape Breton
Air Time: 7 a.m.-12M.
**NOVA SCOTIA - ONTARIO**

**C K C L**

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: BUP, Radio Press
Transcription Service: Associated
Representative: William Wright
Membership: CAB, BBM
President, General Mgr.: J. Arthur Manning
Comm. Manager: Alex Thomson
News Director: Shirley McPhail
Chief Engineer: Sidney Bernasconi
Consulting Engineer: No Electric Co., Ltd.

**C F A B**

WINDSOR—1945

Frequency: 1450 Kc. Power: 250 Watts
Address: Pulsifer Bldg.
News Service: PN
Transcription Service: Thesaurus, Lang-Worth, UTS
Representative: A. E. Vernon
Conference Service: World, Thesaurus
Shop Manager: Ralph T. Snegloge
Business-Studio Address: 11 Victoria Ave.
Phone Number: 3200-1
Transmitter Location: Foxboro Hwy.
Air Time: Unlimited
News Service: CP
Phone Number: Windsor 498
Transmitter Location: Falmouth
Air Time: 7 a.m.-10:15 p.m.
News Service: PN
Transcription Service: UTS
Representative: Alexander
Membership: CAB, BBM
President, Chief Engr.: Avard M. Bishop
General Manager: J. A. C. Lewis
Commercial Manager: S. D. Kerr
Program Director: Willard A. Bishop
Chief Announcer: Bob Bambury

**C J L S**

YARMOUTH—1934—CBC DOMINION

Owned-Oper. By: Gateway Bcstg. Co., Ltd.
Address: 22 Main St.
Phone Number: 500
Transmitter Location: Brooklyn, Yarmouth Co.
Air Time: 7:45 a.m.-12:15 a.m.
News Service: CP
Transcription Service: All-Canada
Representative: All-Canada, Weed
Membership: BBM
Sales Prom. Mgr., Pgm. Dir.: Denny J. Comeau
Publicity Director: Gen. Alton
Chief Announcer: Denny J. Comeau
Chief Engineer: Donald L. Smith
Consulting Engineer: Fred J. Ball

**C K B B**

BARRIE—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Ralph T. Snegloge
Address: 26 Elizabeth St.
Phone Number: 5585
Representative: Young Natl. Bcstg. Sales
News Service: PN
Pres., Gen. Mgr.: Ralph T. Snegloge
Program Director: Richard Mungham
Chief Engineer: Jack Mittenley
Office Manager: H. J. Snegloge
News, Farm Director: Bill Maynard

**C J B Q**

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 Hwy.
Air Time: Unlimited
News Service: CP
Phone Number: Windsor 498
Transmitter Location: Falmouth
Air Time: 7 a.m.-10:15 p.m.
News Service: PN
Transcription Service: UTS
Representative: Alexander
Membership: CAB, BBM
President, Chief Engr.: Avard M. Bishop
General Manager: J. A. C. Lewis
Commercial Manager: S. D. Kerr
Program Director: Willard A. Bishop
Chief Announcer: Bob Bambury

**C K P C**

BRANTFORD—1923

CBC DOMINION SUPP

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By: Telephane City Bcstg. Ltd.
Address: 525 Colborne St.
Phone Number: 3-2664
Air Time: Unlimited
News Service: BUP
Transcription Service: World
Representative: J. L. Alexander
President: Mrs. E. M. Buchanan
Commercial Manager: Hugh Bremner
Program Director: Wally Shubat
News Director: Frank Kovacs
Chief Engineer: Ken Stewart
CFJR
BROCKVILLE—1943
CBC DOMINION
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned By: Eastern Ontario Bscg., Co., Ltd,
Business-Studio Address: Revere Hotel
Phone Number: 4628
Transmitter Location: Perth Road
Air Time: 7 a.m.-11:30 p.m.
News Service
Representative: David J. Rodger
Membership
Owner: W. H. McLellan
Program Director: John Oakes
Chief Engineer: John G. Brasford
Farm Editor: Arthur D. Mealor

CFBL
GUELPH—1948
CBC DOMINION SUPP
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: Dominion City Life Bldg.
Business Studio Address: 252 Pig St.
Phone Number: 426
Air Time: Unlimited
News Service: BUP
Transcription Service
Representative: Stovin, Young
Commercial Manager: John Beardall
Program Director: George Sulman
Chief Engineer: Gordon Brooks

CKSF
GUELPH—1945
CBC DOMINION SUPP
Frequency: 1230 Kc. .......... Power: 250 Watts
 Owned-Operated By: Standard-Freeholder, Ltd.
Business-Studio Address: 36 Pitt St.
Phone Number: 1250
Air Time: Unlimited
News Service: CP
Transcription Service: World
Representative: Stovin, McGillvra
Membership: CAB, BEM
President: Arthur D. Mealor
General Manager: John McKay
Station Manager: H. Harrison Flint
Program Director: Fred Pemberton
Prod. Dir., Chief Mgr.: Howard Bailey
Publicity Director: Margaret Gillie
Chief Engineer: Mahlon Clark

CKFL
HAMANTON—1926
CBC DOMINION SUPP
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By: Radio Station CKFL
Business-Studio Address: 240 Scott St.
Phone Number: 240
Air Time: Unlimited
News Service: BUP
Representative: Natl. Bst, Sales, Young
Transcription Service: Standard, Associated
Membership: BEM
President: Kenneth D. Soble

CKPR
FORT WILLIAM—1931
CBC TRANS-CANADA
Frequency: 580 Kc. .......... Power: 1000 Watts
Owned-Oper: By: Douglas Motor Car Co.
Bus.-Studio Address: 416 Victoria Ave.
Phone Number: 33477
Transmitter Location: Memorial Ave.
Air Time: 7:15 a.m.-11:30 p.m.
News Service: BUP, BEM
Transcription Service: Thesaurus, United
Representative: Stovin, Radio Representatives
Young, All-Canada, Oakes
Membership: BEM, CAB
President: H. F. Dougall
Commercial Manager: George Jeffrey
Prod. Dir., Chief Announcer: J. P. Friesen
Chief Engineer: W. T. Ross

CJQY
GUELPH—1948
CBC DOMINION SUPP
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Oper: By: CJQY, Ltd.
Business Address: Bond Bldg.
Phone Number: 555
Transmitter Location: 1250
Air Time: Unlimited
News Service: BUP
Transcription Service: Lang-Worth
Representative: Radio Reps., Cooke
Station Manager: Wallace Slatter
Commercial Mgr.: Frederick T. Metcalfe
Program Director: Don LeBlanc
News Director: Bill Montgomery
Chief Engineer: D. A. Page
Consulting Engineer: McMurdo
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<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Address</th>
<th>Telephone Number</th>
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<td>CKOC</td>
<td>1150 Kc</td>
<td>5000 Watts</td>
<td>Wentworth Radio Bcstg.</td>
<td>74483</td>
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<tr>
<td>CJKL</td>
<td>560 Kc</td>
<td>5000 Watts</td>
<td>Northern Bcstg. Co., Ltd.</td>
<td>3-3628</td>
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<td>CKWS</td>
<td>1220 Kc</td>
<td>1000 Watts</td>
<td>Kenora Bcstg. Co., Ltd.</td>
<td>6212</td>
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<td>CKCR</td>
<td>1490 Kc</td>
<td>250 Watts</td>
<td>K. W. Bcstg. Co., Ltd.</td>
<td>125 King St. W.</td>
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<td>3-3628</td>
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<td>CFPL</td>
<td>980 Kc</td>
<td>5000 Watts</td>
<td>London Free Press Printing Co.</td>
<td>442 Richmond St.</td>
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<td>5200</td>
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**Ontario**

Gen. Station Mgr., Prog. Dir. ....... Tom Darling
Commercial Manager ............... W. D. Whitaker
Sales From, Mgr. .............. Daryl Wells
Chief Engineers ............... Hugh Potter, Phil Tahany
Farm Editor, News Dir. .......... Art Hill

**CKOC**

HAMILTON—1922
CBC TRANS-CANADA SUPP
Frequency: 1150 Kc. Power: 5000 Watts
Bus.-Studio address .......... 32 John St.
Phone Number .......... 74483
Transmitter Location .......... Elfrida
Air Time .......... Unlimited
News Service .......... BUP
Transcription Service .......... Thesaurus, World, Lang-Worth
Representative .......... All-Canada, Weed
Membership .......... CAB, BBM
Station Manager .......... W. T. Cranston
Commercial Manager .......... L. A. Westmoreland
Asst. Manager .......... J. Lyman Potts
Sales & Pub. Dir. .......... W. H. Edge
Program Director .......... J. O. Stone
News Director .......... W. E. Lockie
Music Director .......... D. A. Meadows
Chief Engineer .......... Leslie Ho-ton

**CJRL**

KENORA—1938—CBC DOMINION
Frequency: 1220 Kc. Power: 1000 Watts
Address .......... Johnson Block
Phone Number .......... 6212
Transmitter Location .......... Jaffray Township
Air Time .......... Unlimited
News Service .......... CP
Transcription Service .......... Thesaurus
Representative .......... Stovin, Cooke
Membership .......... CAB, BBM, WAB
President .......... Mrs. James Richardson
Sales, Prom. Mgr. .......... Paul Hack
Pgm. Dir., Chief Annr. .......... Kenneth Meibur
Chief Engineer .......... F. J. Hackett
News Director .......... J. Bourke
Farm Editor .......... J. Bourke

**CKWS**

KINGSTON—1942
CBC TRANS-CANADA
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By .......... Brookland Co., Ltd.
Address .......... 306 King St.
Phone Number .......... 4405
Transmitter Location .......... Wolfe Island
Air Time .......... Unlimited
News Service .......... PN
Transcription Service .......... Lang-Worth, World
Representative .......... Natl. Bcst. Sales
Membership .......... CAB
President .......... Senator W. R. Davies

**CJKL**

KIRKLAND LAKE—1934
CBC TRANS-CANADA
Frequency: 560 Kc. Power: 5000 Watts
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
General Manager .......... J. M. Davidson
Station Manager .......... Harry M. Edgar
Commercial Manager .......... Don Lawrie
Program Director .......... Don Nairn
Chief Announcer .......... Al Brooks
Chief Engineer .......... Les Oliver

**CKCR**

KITCHENER—1929
CBC DOMINION SUPP
Frequency: 1490 Kc. Power: 250 Watts
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, Young
Pres.-Station Mgr. .......... W. C. Mitchell
Commercial Manager .......... G. Liddle
Sales Pgm. Mgr. .......... Gordon Shaw
Program Director .......... Don Martz
Prod. Manager .......... Ed Manning
Chief Engineer .......... Bill Marchand
General Manager .......... Murray T. Brown

739
ONTARIO

Commercial Manager............. Keith Chase
Sales Promotion Manager........ Douglas C. Trowell
Program Director.............. Robert A. Reinhart
Production Director........... Jack N. Illman
News Director.................... John V. Trethewey
Chief Engineer.................. Glen A. Robitaille
Farm Editor...................... Roy Jewell

CHVC
NIAGARA FALLS—1947
Frequency: 1600 Kc........... Power: 1000 Watts
Owned-Oper. By................. Radio Station CHVC, Ltd.
Business Address.............. Rainbow Bridge
Phone Number............ Niagara Falls, Ont. 4110
Transmitter Location........ Queen Elizabeth Way
Air Time......................... 6:30 a.m.-M.
News Service..................... BUP
Transcription Service........ World
Representative.................. Cooke, Alexander
President....................... E. Howard Bedford
Manager Welland.............. Len Gaugher
Commercial Manager........... R. H. Hamilton
Chief Announcer.............. Bob Douglas
Production Director........... Arthur W. Blakely
Chief Engineer.................. George Slinn
Farm Editor...................... Bill Killough

CFCH
NORTH BAY—1936—CBC
TRANS-CANADA
Frequency: 600 Kc............ Power: 1000 Watts
Owned-Oper. By................. Northern Bscg. Co., Ltd.
Address......................... Fraser St. & First Ave.
Phone Number................... 2400
Air Time......................... Unlimited
News Service..................... BUP
Transcription Service........ Standard, Long-Well
Representative.................. Natl., Best, Sales, Cooke
President....................... Roy H. Thomson
General Manager.............. Jack M. Davidson
Station Manager............... Clifford O. Pickrem
Commercial Manager........... Keith Packer
Sales Promotion Manager...... M. Rainville
Program Director............. Phil Clayton
News Director................... A. Cupplets
Chief Engineer.................. Jack Barnaby
Farm Editor...................... J. Tyrell

CFOR
ORILLIA—1945—CBC DOMINION
Frequency: 1570 Kc............ Power: 1000 Watts
Owned-Oper. By................. Gordon E. Smith
Bus. Studio Address............ 101 Mississauga St. E.
Phone Number................... 3511
Transmitter Location.......... Orillia Township
News Service..................... BUP
Representative.................. Slosin
Membership....................... CAB, BBM
President, General Mgr........ Gordon E. Smith
Program Director............. James McCarvey
Commercial Manager........... Alex Gilmour
Promotion Manager............. Russ Waters
Chief Announcer............. James Sullivan
Music Director.................. Bill Bramah

CKLB
OSHAWA—1946
Frequency: 1240 Kc............ Power: 100 Watts
Business-Studio Address.... 16 Centre St.
Phone Number................... 4481
Air Time......................... Unlimited
News Service..................... PN
Transcription Service........ United, World
Representative.................. Alexander
President....................... Alfred H. Collins
General Manager.............. Michael Hopkins
Program Director............. William B. Swinton
Chief Engineer.................. Bert McCallum
Commercial Manager........... Gordon C. Wilson

CBO
OTTAWA—1924
CBC TRANS-CANADA
Frequency: 910 Kc............ Power: 1000 Watts
Owned-Oper. By................. Canadian Bscg. Corp.
Bus-Studio Address............ Chateau Laurier Hotel
Phone Number................... 2-1151
Transmitter Location.......... Hawthorne
Air Time......................... Unlimited
General Manager.............. Dr. Augustin Frigon
Sta. Mgr., Pgm. Dir............ Charles P. Wright
Chief Engineer.................. Maxted Gilbert
Commerical Manager........... E. A. Weir
News Editor..................... D. C. McArthur

CFRA
OTTAWA—1947
Frequency: 560 Kc............ Power: 1000 Watts
Owned-Operated By............. Frank Ryan
Business Address.............. Auditorium, Catherine St.
Phone Number................... 3-6241
Transmitter Location.......... City View
Air Time......................... Unlimited
News Service..................... BUP
Transcription Service........ Standard, World, Cole, Capitol
Representative.................. All-Canada, Weed
Membership....................... CAB, BBM
President, General Mgr........ Frank Ryan
Commercial Manager........... George M. Gowling
Program Director............. Fred Davis
Pub. & News Director .......... Brian O’Connell
Chief Announcer............... Tom Willis
Musical Director............... Ken Watkins
Chief Engineers................. Jack Church, Cliff Simpkins
Farm Editor...................... Frank Ryan
Consulting Engineer........... Fred S. Howes

CKY
OTTAWA—1924—CBC DOMINION
Frequency: 1310 Kc............ Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By............. CKY, Ltd.
Address......................... 272 Somerset St., W.
Phone Number................... 3-5658
News Service..................... BUP, AP
ONTARIO

CFOS

OWEN SOUND—1940
CABC DOMINION SUPP

Frequency: 1470 Kc. Power: 1000 Watts
Owner-Oper. By: Grey & Bruce Bcstg. Co., Ltd.
Address: 270 9th St. E., Pembroke.
Phone Number: 1940
Transmitter Location: R. R. No. 4
Air Time: Unlimited
News Service: PN
Transcription Service: World
Representative: Stovin
Membership: CAB
President: Howard Fleming
Station Manager: William N. Hawkins
Commercial Manager: D. Frye
Sales Prom. Mgr.: R. Tomlinson
Pgm., Dir.: E. Smith
Production Director: William Fulton
Publicity Director: E. Watson
Chief Engineer: R. Turnpenny
Farm Editor: Mac McKenzie

CFPA

PORT ARTHUR—1944
CABC DOMINION

Frequency: 1230 Kc. Power: 250 Watts
Owner-Oper. By: Ralph H. Parker
Bus.-Studio Address: Public Utilities Bldg.
Phone Number: 57651
Air Time: Unlimited
News Service: Lang-Worth, Standard
Representative: Broadcast Representatives, Alexander, Weed
Owner, Gen. Mgr.: Ralph H. Parker
Commercial Manager: R. P. MacGowan
Program Director: Ken Beal

CKTB

ST. CATHARINES—1930
CABC DOMINION SUPP

Frequency: 1550 Kc. Power: 1000 Watts
Business-Studio Address: 12 Yates St.
Phone Number: 57351
Air Time: Unlimited
News Service: PN
Transcription Service: Thesaurus, UTS
Representative: National Broadcast Sales, J. H. McGillivray
Membership: CAB, BBM
President: W. B. C. Burgayne
Commercial Manager: V. A. Lococo
Gen. Mgr., Pgm. Dir.: W. C. Wingrave
Production Manager: W. C. Wheeler
Chief Engineer: W. H. Allen
Farm Editor: C. S. McKnight

CHLO

ST. THOMAS—1948
CABC TRANS-CANADA SUPP

Frequency: 880 Kc. Power: 1000 Watts
Owner: Station CHLO, Ltd.
Business-Studio Address: Radio Centre
Phone Number: 3696
Air Time: Unlimited
News Service: CP
Transcription Service: Lang-Worth, Associated
Representative: Radio Reps., Cooke
President: Clarence Nichols
Commercial Manager: G. N. Miller
Pgm., Prod. Dir.: L. C. Evans
Gen. Mgr., Chief Engr.: J. C. Warder
Sales Prom. Mgr.: Robert Campbell
Chief Announcer: Peter Dickens

741
CHOK
SARNIA—1946
CBC TRANS-CANADA SUPP
Frequency: 1070 Kc. Power: 5000 Watts d.
1000 Watts n.
Address 148½ Front St. N.
Phone Number Digby 1211
Air Time Unlimited
Transmission Service Standard, Lang-Worth
Representative Natl. Best. Sales
President H. M. Hueston
Managing Director Claude R. Irvine
Station Manager Karl Monk
Commercial Manager Gerry Hall
Publicity Director George Rich
Program Director Grant Webber
Chief Engineer Robert F. Cooke
News Director Graham Emslie
Music Director Joan Mercer

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.
News Service News
Transmission Service World
Representative J. L. Alexander, McGillivra
Membership CAB, BBM
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
News Service UP, BUP
Transmission Service Worldwide
Representative All Canada, Weed
President General Mgr. Frank M. Squires
Commercial Manager S. E. Tapley
Prom. Mgr. Pgm. 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
Transmitter Location Burwash Rd.
Air Time Unlimited
News Service PN
Transmission Service Associated
Representative Wrlght, Young
President General Mgr. F. B. Ricard
Station Commercial Manager R. Riel
Sales Manager M. E. Bond
Production Director Jean De Villiers
Chief Announcer Bill McGee
Program Director Don Killoran
Publicity Director Jim Boyd
Chief Engineer G. A. Wilson
Farm Editor Jean St. Denis

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
Transmission Service Thesaurus, World
Representative All Canada, Weed
President G. M. Miller, K.C.
General Manager W. J. Woodill
Assistant Manager K. Dobson
Program Director R. D. Alexander
Chief Engineer J. McRae

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 1-500
Transmitter Location Mountjoy Township
Air Time Unlimited
News Service PN
Transmission 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 Gordon Burnett
Program Director Jesse French
Chief Announcer Cecil Linder
Music Director Roger St. Jacques
Chief Engineer Emile Mott
Consulting Engineer George McCurdle

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.
ONTARIO

Phone Number ...................................... Ki 0580
Transmitter Location .......................... Hornby
News Service .......................... BUP, Reuters, PN, CP, AP, UP
Representative .......................... CBC
President (CBC) ................................ Dr. Augustin Frigon
Commercial Manager (CBC) .................. E. A. Weir
Program Director .......................... Harry J. Boyle
News Director .................................. D. P. McArthur
Publicity Director .......................... Ron C. Fraser
Chief Engineer .......................... J. A. Ouimet

CFRB
TORONTO—1927—CBS
Frequency: 1010 Kc.  Power: 50,000 Watts
Business-Studio Address ....................... 37 Bloor St. W.
Phon Number .................................. Princess 5711
Air Time ...................................... Unlimited
News Service .................................. BUP, PN
Transcription Service ......................... Associated, Thesaurus, World
Representative .......................... Young, All-Canada
President .......................... Harry Sedgwick
Vice-President .......................... J. Eilsworth Rogers
General Manager .......................... Lloyd Moore
Promotion Manager .......................... Ken Marsden
Commercial Manager ......................... Waldo Holden
News Pgm. Dir. .......................... Wes McKnight
Publicity Director .......................... Ken Marsden
Chief Engineer .................................. Clive Eastwood
Farm Editor .......................... Rex Frost

(C Unexpected 720)

CHUM
TORONTO—1945
Frequency: 1050 Kc.  Power: 1000 Watts d.
Owned-Oper. By .......................... York Ccstg., Ltd.
Address .................................. 225 Mutual St.
Phone Number .......................... Elgin 4271
Transmitter Location ....................... R. R. 1, Tadmorden
Air Time ...................................... Sunrise-sunset
News Service .................................. BUP
Transcription Service .......................... Lang-Worth, United
Standard Representative ........................ McGilvra
President .................................. John H. Q. Part
General-Comm. Mgr. .......................... Robert L. Lee
Sales Promotion Manager .................. Leigh Stubbs
Chief Announcer .......................... Phil Stone
Chief Engineer .......................... Aurelle Boisvert
Music Director .......................... Gordon Atkinson

CJBC
TORONTO—1936
CBC DOMINION
Frequency: 860 Kc.  Power: 50,000 Watts
Business-Studio Address ..................... 354 Jarvis St.
Phone Number .................................. Midway 5481
Representative .......................... Slovin
News Service .................................. CP, BUP, Reuters
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. McCall
Supervisor of Press & Information .......... R. C. Fraser

CKEY
TORONTO—1944
Owned By .................................. Toronto Ccstg. Co., Ltd.
Bus.-Studio Address ......................... 444 University Ave.
Phone Number .......................... WAverly 3881
Transmitter Location .......................... Scarborough
Air Time ...................................... 24 hrs. daily
News Service .................................. CP, BUP
Transcription Service .......................... World, Lang-Worth
Standard, Associated Representative .......................... Natl. Bst, Sales, Cooke
President, General Mgr. ..................... Jack K. Cooke
Station Manager .......................... Hal Cooke
Commercial Manager .......................... Jack Turrall
Program Director .......................... Don Insley
Publicity Director .......................... W. J. Houston
Chief Engineer .......................... Ernie M. Swan
News Director .......................... Harry Rasky
Consulting Engineer .......................... Toye, Canadian G. E. Co.

CKFH
TORONTO—1951
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Oper. By .......................... Foster Hewitt
Address .................................. Maple Leaf Gardens
President .......................... Foster Hewitt

CBE
WINDSOR—1950—CBC
Frequency: 1550 Kc.  Power: 10,000 Watts
Address .................................. Security Bldg.
News Library .......................... CP, BUP, R
General Mgr. (CBC) .......................... Dr. Augustin Frigon
D Press & Info. Ser. ......................... Ron C. Fraser
Commercial Manager (CBC) .................. E. A. Weir
Station Manager .......................... M. L. Poole
News Director (CBC) .......................... D. C. McArthur
Farm Editor (CBC) .......................... A. R. Kemp

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.

743
Business-Studio Address .................. Josephine St.
Phone Number ..................................... 158
Transmitter Location .................. Belgrave
Air Time ........................................... Unlimited
News Service ........................................ BUP
Transcription Service .................. Lang-Worth, World
Representative .......................... Alexander, Young
President. General Mgr. .................. W. T. Cruickshank
Station Manager ...................... J. J. Cruickshank
Commercial Manager .................. G. W. Cruickshank
Production Director .................. V. Dittmer
Program Director .................... J. F. Brent
Chief Announcer .................. Tom Rafterty
Publicity Director .................. R. Clark
Chief Engineer .......................... S. C. Reid
News Director .................. John Strong
Music Director .................. H. V. Pym
Farm Editor .......................... Robert Carbert

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
Chief Engineer .......................... B. D'Ambrogio

PRINCE EDWARD ISLAND—
CFCY
CHARLOTTETOWN—1924
CBC DOMINION-MARITIME
Frequency: 630 Kc.  Power: 5000 Watts d.
1000 Watts n.
Business-Studio Address .............. 85 Kent St.
Phone Number .................................. 741
Transmitter Location .................. North River
Air Time ........................................ 7 a.m.-12:10 a.m.
News Service .................................... FN
Transcription Service ................. Associated
Representative .......................... All-Canada, Weed
Membership ....................................... CAB
Pres., Managing Dir. .................. Lt. Col. K. S. Rogers
Station Manager ...................... R. F. Large
Promotion Manager .................. C. E. Cooper
Traffic Supervisor .................. W. A. MacMillan
Technical Spvr. .................. A. L. Finley
News Director .......................... A. S. Dickson
Musical Director .................. W. K. Rogers

W S M U M M E R S D I E — 1948
\nFrequency: 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 a.m.-11:15 p.m.
News Service .................................... BUP
Transcription Service ............. World, All-Canada.
Guild Radio Features
Representative .......................... Radio Reps.
Membership ....................................... CAB, BBM
President .............................. J. K. Curran
Sta.-Comm., Mgr., Chief Engineer .......... A. G. Rogers
Chief Announcer .................. Albert Nicholson
News Director .......................... C. L. Fitzpatrick
Program Director .................. R. C. Schurman
Musical Director .................. Lowell Huestis
Consulting Engineer .................. A. H. Mackie

QUEBEC
CHAD
AMOS—1942
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.
Representative .................. Renault, Weed
Transmitter Location .................. Amos
Air Time .................................. 7 a.m.-M.
QUEBEC

CHEF
GRANBY—1946

250 Watts n.

Owned-Oper. By: Granby Bcstg., Co., Ltd.
Address: 13 Centre St.
Phone Numbers: 3353, 4892

Transmitter Location: 1½ mi. out of city. R. 1

Air Time: 7:45 a.m.-11 p.m.
News Service: CP
Station Representative: Omer Renaud & Co.
Membership: BBM
President: Raymond Chaput
Gen., Sta. Mgr.: Gerard Laliberte
Comm., Prom. Mgr.: Fernand Normandin
Pgm., Prod., Dir.: Chief Anncr.: Florian Bastien
Publicity Director: Ray-Marc Dube
News Director: Gerald Boutet
Musical Director: Pierrette Robichaud
Chief Engineer: Gerard Laliberte
Farm Editor: Claude Dery

CKLS
LA SARRE—1950

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By: Radio La Sarre, Inc.
Representative: Raymond Renaud
Station Manager: Jean Senecal

CKBL
MATANE—1949

Frequency: 1250 Kc. Power: 1000 Watts

Owned-Oper. By: La Cie de Radiodiffusion de Matane Ltee
Address: 144 Ave. St. Jerome
Phone Number: 355
Transmitter Location: Poncheville
Air Time: 7 a.m.-12 M.
News Service: PN
Transcription Service: Associated Representative: Jos. A. Hardy & Co., Ltd.
Membership: BBM
Commercial Manager: Octave Lapointe
Promotion Manager: Marcel Houle
Prod., News Dir.: Jean Berger
Chief Engineer: Paul Duberger

CBF
MONTREAL—1936—CBC FRENCH

Frequency: 690 Kc. Power: 50,000 Watts

Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio Address: Radio Canada Bldg., 1425 Dorchester St. W.
Phone Number: PLateau 5111
Transmitter Location: Vercheres
Air Time: 7 a.m.-
News Service: BUP, CP, AFP
Membership: BBM
President: A. D. Dunton
Gen. Mgr.: Dr. Augustin Frigon
Commercial Manager: M. Valliquette
Mus., Pgm. Dir., Sta. Mgr.: Marcel Ouimet
Sales Representative: J. R. Peloquin
Prod. Director: Roger Laveluy
Publicity Director: J. Saint-Georges
Chief Announcer: Miville Couture
News Director: E. R. Bertrand
Chief Engineer: H. Audet
Farm Editor: Armand Berube
CBM
MONTREAL—1937
CBC TRANS-CANADA
Frequency: 940 Kc Power: 50,000 Watts
Owned-Oper. By Canadian Bstg. Corp.
Bus-Studio Address Radio Canada Bldg.
Phone Number PLateau 7161
Transmitter Location Marieville
News Service CP, BUP, R
Air Time 6 a.m.-M.
Representative CBC
Membership BBM
Gen. Mgr. (CBC) Dr. Augustin Frigon
Commercial Manager E. A. Weir
Director Marcel Ouimet
Program Director William J. L’Reilly
News Director E. R. Bertrand
Dir., Gen. Engr. (CBC) Gordon W. Olive
Dir., Press & Info. Ser. (CBC) Ron C. Fraser

CF CF
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.-12:05 a.m.
News Service BUP
Transcription Service Standard
Representative Wead, All-Canada
Membership CAB, BBM
Bstg. Manager W. Victor George
Station Manager J. Allan Hammond
Commercial Manager T. J. Quigley
Publicity Director Frank Jones
Production Director J. Howlett
News Director Tracy S. Ludington
Chief Engineer John Gottenby
Consulting Engineer Canadian Marconi Co., Ltd.

CHLP
MONTREAL—1933
Frequency: 1410 Kc Power: 1000 Watts
Owned-Oper. By La Patrie Publishing Co., Ltd.
Address 180 St. Catherine St. W.
Phone Number La 3121
Transmitter Location Laprairie
Air Time Unlimited
News Service PN
Transcription Service Associated
Representative Alexander, McGillivra, Hunt

Montreal’s First Station
in
Canada’s First Market

ASK THE MEN WHO KNOW

Reps.: in Canada ALL CANADA RADIO FACILITIES

in U. S. WEED & CO
QUEBEC

CJAD

MONTREAL—1945—CBS
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CJAD, Ltd.
Business-Studio Address: 1191 Mountain St.
Phone Number: 730
Transmitter Location: MacKayville
Air Time: 6 a.m.-12:05 a.m.
News Service: PN, BUP, CN
Transcription Service: Lang-Worth, The Thesaurus
World, Associated, Thesaurus, Capitol
Representative: Young, Radio Time Sales
Membership: CAB, BBM
Program Director: Ron Morrier
Chief Announcer: Mac McCurdy
Chief Engineer: A. K. Taylor
Consulting Engineer: Northern Elec. Co., Ltd.

Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Lang-Worth, United
Representative: Stovin, Cooke
President, General Manager: Jack Tietolman
Station Manager: Claude Thomson
Commercial Manager: Judah Tietolman
Program Director: Omer Durancéau (French)
Hal Stubbs (English)
Production Director: Marcel Provost
Publicity Director: Cory Thomson
Chief Announcer: Jean Boulu
Musical Director: Billy Munro
Chief Engineer: J. C. Charlebois
Farm Editor: Claude Sequin

CHNC

NEW CARLISLE—1933
FRENCH SUPP
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: New Carlisle
Phone Number: 64
Transmitter Location: Barachois de Paspebiac
Air Time: 6 a.m.-11 p.m.
Representative: Hardy, Young
Membership: BBM, CAB
President: Dr. Charles E. Dumont
General Mgr.: Dr. Charles Houde
Sta., Comm., Prom. Mgr.: Viateur Bernard
Chief Engineer: Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC FRENCH
Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Business Studio Address: Palais Montcalm
Phone Number: 5-8155
Representative: CBC
Transmitter Location: Charlesbourg
Air Time: 7:30 a.m.-M.
News Service: CP, BUP
General Manager: Dr. A. Frigon
Station Manager: Guy Dumais
Comm. Mgr. (French Net): E. A. Weir
Prog. Dir. (French Net): Marcel Oumet
Pres. & Info. Serv. Dir.: Ron C. Fraser
Dir., Gen. Engr.: Gordon W. Olive
Supvr. Press & Info.: J. St. Georges
Pgm. Dir., Prom. Mgr.: Magella Alain
Chief Engineer: Arsene Nadeau

CHRC

QUEBEC CITY—1926
TRANS-QUEBEC
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHRC, Limitée
Business-Studio Address: 39 St. Jean
Phone Number: 2-9177
Transmitter Location: St. Romuald
Air Time: 8:30 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth, The Thesaurus

CKVL

MONTREAL—VERDUN—1946
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: J. Teltolman
Business Studio Address: 211 Gordon Ave.
Phone Number: Tremore 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: Claude Thomson
Commercial Manager: Judah Tietolman
Program Director: Omer Durancéau (French)
Hal Stubbs (English)
Production Director: Marcel Provost
Publicity Director: Cory Thomson
Chief Announcer: Jean Boulu
Musical Director: Billy Munro
Chief Engineer: J. C. Charlebois
Farm Editor: Claude Sequin

CJAD

MONTREAL—1945—CBS
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CJAD, Ltd.
Business-Studio Address: 1191 Mountain St.
Phone Number: 730
Transmitter Location: MacKayville
Air Time: 6 a.m.-12:05 a.m.
News Service: PN, BUP, CN
Transcription Service: Lang-Worth, The Thesaurus
World, Associated, Thesaurus, Capitol
Representative: Young, Radio Time Sales
Membership: CAB, BBM
Program Director: Ron Morrier
Chief Announcer: Mac McCurdy
Chief Engineer: A. K. Taylor
Consulting Engineer: Northern Elec. Co., Ltd.

Air Time: Unlimited
News Service: PN, BUP
Transcription Service: Lang-Worth, United
Representative: Stovin, Cooke
President, General Manager: Jack Tietolman
Station Manager: Claude Thomson
Commercial Manager: Judah Tietolman
Program Director: Omer Durancéau (French)
Hal Stubbs (English)
Production Director: Marcel Provost
Publicity Director: Cory Thomson
Chief Announcer: Jean Boulu
Musical Director: Billy Munro
Chief Engineer: J. C. Charlebois
Farm Editor: Claude Sequin

CHNC

NEW CARLISLE—1933
FRENCH SUPP
Frequency: 610 Kc. Power: 5000 Watts
Business-Studio Address: New Carlisle
Phone Number: 64
Transmitter Location: Barachois de Paspebiac
Air Time: 6 a.m.-11 p.m.
Representative: Hardy, Young
Membership: BBM, CAB
President: Dr. Charles E. Dumont
General Mgr.: Dr. Charles Houde
Sta., Comm., Prom. Mgr.: Viateur Bernard
Chief Engineer: Gordon S. Coleman

CBV

QUEBEC CITY—1939—CBC FRENCH
Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By: Canadian Bstg. Corp.
Business Studio Address: Palais Montcalm
Phone Number: 5-8155
Representative: CBC
Transmitter Location: Charlesbourg
Air Time: 7:30 a.m.-M.
News Service: CP, BUP
General Manager: Dr. A. Frigon
Station Manager: Guy Dumais
Comm. Mgr. (French Net): E. A. Weir
Prog. Dir. (French Net): Marcel Oumet
Pres. & Info. Serv. Dir.: Ron C. Fraser
Dir., Gen. Engr.: Gordon W. Olive
Supvr. Press & Info.: J. St. Georges
Pgm. Dir., Prom. Mgr.: Magella Alain
Chief Engineer: Arsene Nadeau

CHRC

QUEBEC CITY—1926
TRANS-QUEBEC
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHRC, Limitée
Business-Studio Address: 39 St. Jean
Phone Number: 2-9177
Transmitter Location: St. Romuald
Air Time: 8:30 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth, The Thesaurus

CKVL

MONTREAL—VERDUN—1946
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: J. Teltolman
Business Studio Address: 211 Gordon Ave.
Phone Number: Tremore 2525
Transmitter Location: Laprairie, Que.
CAB
CAB
Henri
The
PN
Raymond
George
Hotel
PN
3gg
CKCV,
PN
G.
Power:
Unlimited
Laurent
5-6119
Armand
Mcrin.
Radio
6:30
Lucien
Power:
Northern
Power:
PN
203
Gaston
La
7
Raoul
101
Radio-Temiscoual
Magella
Roger
21x51
Phone
Frequency:
Musical
Phone
Owned-Oper.
Address
Publicity
Commercial
Representative
Owned-Operated
Business-Studio
Pgm..
Commercial
President
Chief
Membership
President
Herve Baribeau
General Station Manager
Henri Lepage
Commercial Manager
Aurele Pellitter
Program Director
Magella Alain
Chief Announcer
Roger Lebel
News Director
Maurice Descarreux
Musical Director
Fernando St. Gorges
Chief Engineer
Arsene Nadeau

CJNT
QUEBEC CITY—1949
Frequency: 1340 Kc. . . . . Power: 250 Watts d.
250 Watts n.
Owned-Oper. By: . . . . The Goodwill Bstrs. of
Quebec, Inc.
Address
30 Garden St.
Phone Number
5-6119
Transmitter Location
405 Hamel Blvd.
Air Time
Unlimited
Newspaper Service
CBC
Transcription Service
SESAC
Representative
Alexander, McGilivra
J. Narcisse Thivierge
Pgm., Music Dir.
A. Mercier
Prod., Pub. Dir.
M. Mullins
Chief Announcer
Jean Langlais
Chief Engineer
G. Verrecault

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
Air Time
6:30 a.m.-1 a.m.
News Service
PN
Transcription Service
World, UTS
Representative
Renaud, Weed
Membership
CAB, BBM
President
Gaston Pratte
Paul Lepage
Sales Promotion Manager
Marie Paul Vachon
Marcel Leboeuf
Publicity Director
Jean Bender
News Director
Laurent Chateauneuf
Musical Director
Roger Lachance
Chief Engineer
Albert DuBerger
Consulting Engineer
Keith MacKinnon

CJBR
RIMOUSKI—1937
CBC FRENCH SUPP
Frequency: 900 Kc. . . . . Power: 5000 Watts
Owned-Oper. By: . . . . The Central Public Service
Corp., Ltd.
Address
33 St. John St.
Phone Number
396
News Service
PN
Transcription Service
United, Standard
News Service
PN
Representative
Stovin, Young
President
H. A. Brillant
General Manager
Guy Caron
Commercial Manager
Andre Leconte
Guy Ross
Chief Engineer
Cecil Dack

CJFP
RIVIERE-DE-LOUP—1947
CANADIAN BROADCASTING CORP.
Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By: . . . . Radio-Temiscouat Ltee
Address
203 rue Lafontaine
Phone Number
2727
Transmitter Location
La Pointe
Air Time
7 a.m.-12M.
Representative
Young J., Renaud
Armand Belle
Henri Bourdeau
Commercial Manager
Yves Marchand
Sales Prom. Mgr.
Luc Simard
Pgm. Dir., Chief Annr.
Lucien Emond
Production Director
Rene Viel
News Director
Raoul Savard
Musical Director
Charles-Eugene Albert
Chief Engineer
Raymond Lavoie
Farm Editor
Adrien Martin.
Scientific Agriculturist (non-staff)
Consulting Engineer
Rene Viel

CHR L
ROBERVAL—1949
Frequency: 1340 Kc. . . . . Power: 250 Watts
Owned-Oper. By: . . . . Hotel Maison Blanche
Address
PN
Representative
Renaud
President
Fernand Levesque
General Manager
L. Morin

CKRN
ROUYN—1939—CBC FRENCH SUPP
Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By: . . . . Northern Radio, Inc.
Bus-Studio Address
Reilly Block Bldg.
Transmitter Location
Rouyn
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—1938
CBC
Frequency: 570 Kc. . . . . Power: 1000 Watts
Owned-Oper. By: G. Thomas Desjardins
Address
Main St.
Phone Number
101
Representative
Renaud, McGilivra
Transcription Service
Lang-Worth, SESAC
QUEBEC—SASKATCHEWAN

News Service .................................. PN
Pres.. Gen. Mgr., Chief Engr.. G. T. Desjardins
Pgm. Dir., Prom. Mgr. ................. P. E. Hudon
Chief Engineer .............................. A. Dube

CHLT
SHERBROOKE—1937
CBC FRENCH SUPP
Frequency: 300 Kc.  Power: 1000 Watts
Owned-Operated By  .................................... La Tribune, Ltd.
Business-Studio Address  .................................. 3 Marquette St.
Phone Number .................. 3-2525
Transmitter Location  .......................... 2 miles from city
Air Time ......................................... 6 a.m.-M.
Transcription Service  .................................. World, UTS, Thesaurus
News Service ................................. CP
Representative .......................... Young, Hardy
Membership ................................. BBM
President ................................. Sen. Jacob Nicol
General Manager  ......................... A. Gauthier
Commercial Manager  ...  J. L. Gauthier
Program Director  ...................... Ren Caron
Chief Engineer  .................................. Romeo Paquette

CKTS
SHERBROOKE—1946
CBC DOMINION
Frequency: 1240 Kc.  Power: 250 Watts
Business-Studio Address  .................................. 3 Marquette St.
Phone Number .................. 2071
Transcription Service  .................................. Thesaurus, World
Representative .......................... CBC, Hardy, Young
President ................................. Hon. C. B. Howard
General Manager  ......................... A. Gauthier
Prom. Mgr., Pgm. Dir.  ...................... J. L. Gauthier
Commercial Manager  ...  Gordon Beerworth

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 .................. 3-2822
Transmitter Location  .......................... Bohrm
Air Time ......................................... Unlimited
News Service ....................................... BUP
Transcription Service  .................................. Lang-Worth
Representative .......................... Stovin, Weed
Membership ................................. CAB
President ................................. J. E. Sleight
General Manager  ......................... J. S. Boyling
Commercial Manager  ...  N. Skingle
Promotion Manager  ...................... Rita Spicer
Program Director  ...................... Jim Purvis

CJSO
SOREL—1945—FRA
Frequency: 1320 Kc.  Power: 1000 Watts
Owned-Oper. By  .................................. Radio Richelieu, Lee
Business Studio Address  .................................. 72 Rue Du Roi
Phone Number .................. 3318
Trans. Location .................. 3100 Rte. 1 Natl.
Air Time ......................................... 6:15 a.m.-11 p.m.
News Service ....................................... CP
Representative .......................... Renaud
General Manager  ......................... Henri Olivier
Comm., Prom., Sta. Mgr.  .......... Maurice Boulanne
Prod., Pgm. Dir. ...................... Willfrid Mondou
Chief Announcer  ...................... Marcel Villemaire
Chief Technician  ...................... Joseph Cardin

CHLN
THREERIVERS—1937
Frequency: 550 Kc.  Power: 1000 Watts
Owned-Oper. By  .................................. Le Nouvelliste, Lté.
Bus.-Studio Address  .................................. Chateau de Blois Hotel
Phone Number .................. 4500
Representative .......................... Hardy, Young
News Service ....................................... PN
Transcription Service  .................................. World, UTS
Representative .......................... Hardy, Young
Station Manager  ...................... Leon Pretremer

CKVD
VAL D’OR—1939
Frequency: 1230 Kc.  Power: 100 Watts
Owned-Oper. By  .................................. Northern Radio, Inc.
Address  ........................................ Reilly Block, Rouyn
Representative .......................... Renaud, Weed
President ................................. David A. Gourd
Station Manager  ...................... Louis Hiller

CJNB
NORTH BATTLEFORD—1946
Frequency: 1470 Kc.  Power: 1000 Watts
Business Address  .................................. Box 38
Phone Number .................. 2373
Transmitter Location  .......................... N. Battleford
Air Time ......................................... Unlimited
News Service ....................................... BUP
Transcription Service  .................................. World, Capitol
Representative .......................... Stovin
Membership ................................. CAB, WAB, BBM
General, Station Manager  .......... Hume A. Lethbridge
Prod. Dir., Chief Engineer  .......... A. C. Nichol

Chief Engineer .............................. M. Pickford
Production Director  ...................... George Sillery
News Director ............................. Earl Barnholden
Music Director ............................. Cy Knight
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
Transmission Service: Theasaurus
Representative: All-Canada, Weed
Membership: CAB, BBM, WAB
Station Manager: E. A. Rawlinson
Comm.-Sales Prom. Mgr.: Gerald Prest
News Director: Francis Church
Program Director: J. J. Cannon
Music Director: Lee Wickett
Chief Engineer: Tom Van Nes
Farm Editor: Benny Blacklock

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
Transmission Service: World
Representative: All-Canada, Weed
Membership: CAB, BBM, WAB, SAB
President: Victor M. Sitton
General Manager: Harold A. Crittenden
Commercial Manager: Gil Seabrook
Dir. Spec. Services: Allen Edwardsan
Prod. Director: D. R. Dawson
Chief Announcer: Jim Grisenthwaite
News Director: Jim McLeod
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
Transmission Service: Lang-Worth
Representative: All-Canada, Weed
Membership: CAB, BBM
Station Manager: N. Botterill
Commercial Manager: Don Oakes
Program Director: W. L. Walker
Chief Engineer: William MacDonald
Publicity Director: R. Rees

Chief Announcer: T. Hill
News Director: D. McDonald

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
Transmission Service: Standard, Lang-Worth, Cole
Representative: Radio Reps., Young
President: A. A. Murphy
Station Manager: Vernon Dallin
Commercial Manager: Blair Nelson
Program Director: Wilfred Gilbey
Traffic Director: Margaret Barton
Chief Announcer: Harry Dekkers
News Director: Godfrey Hudson
Chief Engineer: Lyn Hoekins

CBK
WATROUS—1939
CBC TRANS-CANADA
Frequency: 540 Kc. Power: 5000 Watts
Owned-Oper. By: Canadian Bcstg. Corp.
Bus.-Studio Address: 300 Manitoba Telephone Bldg.
Phone Number: 922-181
Transmitter Location: Watrous
Air Time: Unlimited
News Service: PN, BUP
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

CJGX
YORKTON—1927—CBC DOMINION
Frequency: 940 Kc. Power: 1000 Watts
Bus.-Studio Address: Smith-McKay Bldg.
Phone Number: 258
Transmitter Location: 1/2 Mi. E. of Yorkton
on Hwy. No. 10
Air Time: Unlimited
News Service: CP
Transcription Service: World
Representative: Sivin, Young
Membership: CAB, WAB
President: Dawson Richardson
Gen., Sta. Mgr.: Arthur Mills
Commercial Manager: J. M. Shortreed
Pgm. Dir., Sales Prom. Mgr.: N. R. Runix
Chief Announcer: E. LePage
Chief Engineer: Arthur Mills
Farm Editor: Lionel Moore
Consulting Engineer: K. MacKinnon
PRODUCTION

RADIO AND TELEVISION

Program Producers

Transcription Companies

Recording Companies

Music

NINETEEN FIFTY-ONE
ONE MORE FINE ARTIST joins the Associated family of outstanding musical stars. It's a happy event that means still another great name in the APS roster of leading musical performers. And it's another example of how APS subscribers continue to benefit because they selected the best and ever-improving radio library in the world.

With such excellent talent, plus the finest quality of recording and the experienced sales and promotion service Associated now renders — it is no wonder why APS subscribers unanimously agree that here is the library which “pays as it plays”.

Associated is your surest guarantee of programming at a profit. Why not write, phone or wire today for more facts on how APS can create bigger sales for your station?

APSH "the library that pays for itself"

Associated Program Service
151 West 46th Street, New York 19, N.Y.
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. 57th 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.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MUnray Hill 7-1881
President ..................Paul F. Adler

Services Offered: Live programs plus syndicated films. Syndicated script services.

AGENTS TELEVISION CORP.
724 Sixth Ave., New York 19, N. Y.
Phone: JUdson 2-3885-3886-3887
9119 Sunset Blvd, Hollywood 46, Calif.
Phone: CRestview 1-9134

President ..................Irving Salkow
Vice-Pres., West Coast........Buster Collier
Vice-Pres., New York.........Jack Lawrence

Personnel:
Packaging ..................Martin Sperber
Writers ..................Wm. A. Drake, Manny Wolfe
Talent ..................Leo Lefcourt, John Creighton
Radio ..................Ruby Cowan

Services Offered: Clearing house for 64 leading talent and writers agents in Hollywood.

AIR FEATURES, INC.
347 Madison Ave., New York, N. Y.
Phone: MU 9-5900

Services Offered: Radio programs.

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 N. Wabash Ave., Chicago 2, Ill.
Phone: Financial 6-2255

Asso. Producer ..............Jean Gendon
Asso. Producer ..............Phyllis F. O'Brien
Asst. Producer ..............Allis Allen
Admin. Asst ..............Helen Mawer
Admin. Asst ..............Dan D. O'Brien

Services Offered: Live shows, film, film commercials; shows on air: "Comic Capers" WBKB daily—third season; "Anonymous Yours", weekly public service program, first season—WBKB; "Parade", weekly talent show, fourth season.

ANIMATION HOUSE, INC.
(For complete listing see TVFilmProducers)

ASSOCIATED BROADCAST ADVERTISING CO.
8409½ Melrose Place, Los Angeles 46, 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.

ANN BARBINEL
54 Riverside Dr., New York 24, N. Y.
Phone: ENdicott 2-4351
Stanley J. Wolf Productions

Complete Radio and Television Packages

Transcriptions
Recording Facilities and Studios
Television and Film Commercials

Rockhill Radio, Inc.

18 East 50th
PLaza 9-7979
President ...................... Ann Barbinel  
Services Offered: Creating-producing-directing custom built package shows for radio and TV.

BARRY & ENRIGHT PRODUCTIONS, INC.  
104 E. 40th St., New York 16, N. Y.  
Phone: ORegon 9-3118  
President ...................... Jack Barry  
Vice-President ...................... Dan Enright  
Production Supervisor ...................... Ann Lawton  
Head Writer ...................... Myron Oppenheimer  
Services Offered: Creation and production of radio and TV programs. Currently producing "Juvenile Jury (General Foods), "Life Begins at 80" (Arnold Bakers), "Joe DiMaggio Show" (Lionel Trains). Soon to be telecast: "The Faith Baldwin Hour," "Stars and Starters." "Junior Celebrities" (WOR).

BASCH RADIO & TELEVISION PRODUCTIONS  
17 E. 45 St., New York 17, N. Y.  
Phone: Murray Hill 2-8877  
Sales Manager ...................... Charles J. Basch, Jr.  
Services Offered: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; TV programs and commercial spots, live and film.

ZACH BAYM FILMS  
13 E. 37 St., New York 16, N. Y.  
Phone: Murray Hill 9-4175  
Director ...................... Zach Baym  
Services Offered: A series of 26 animated cartoon baseball shows, on film, called "Great Guys & Goats," with Ward Wilson, available to TV stations and sponsors. Audition film sent upon request.

IRENE BEASLEY RADIO PRODUCTION SERVICE  
501 Madison Ave., New York 22, N. Y.  
Phone: Pl. aza 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. Cages  
Sales Promotion ...................... Mel Jass  
Services Offered: Television 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 West'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 programs. 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 & TV Packages, Complete Literary Library to Supply both markets. Representing World Famous authors and their works. TV shows on film.

WALTER BIDDICK CO.  
(Radio Programs Div.)  
Manager ...................... Guy Riddick  
Asst. Mgr ...................... Mildred Biddick  
Traveling Rep ...................... Burt Zoul  
Services Offered: Preparing and recording commercial announcements for your own individual requirements. Packaged 1/2-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ALBERT BLACK TELEVISION PRODUCTS  
1270 Sixth Ave., New York 20, N. Y.  
Phone: Columbus 5-5885-6  
Owner ...................... Albert Black  
Services Offered: Live and film package shows for television.

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.
"LIVE LIKE A MILLIONAIRE" — RADIO
NBC — Mondays through Fridays at 2:30 p.m.
Sponsored by General Mills.

"LIVE LIKE A MILLIONAIRE" — TV
CBS-TV — Alternate Fridays at 9:30 p.m.
Sponsored by General Mills.

"BRIDE AND GROOM" — TV
CBS-TV — Tuesdays and Thursdays at 3:15 p.m.
Sponsored by Hudson Pulp & Paper Company.

"YOUR PET PARADE" — TV
ABC-TV — Sundays at 4:30 p.m.
Sponsored by the Ralston Purina Co.

Produced by
MASTERSON, REDDY & NELSON
745 Fifth Avenue
New York, N. Y.

6331 Hollywood Boulevard
Hollywood, Calif.
THE BORIES ORGANIZATION
509 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-4900
President .................. Bob Bories
Services Offered: Radio and TV package producer.

RICHARD BRADLEY ASSOCIATES
540 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5543
President .................. Richard Bradley
Secretary-Treasurer ........ B. J. Tunick
Prog. Exec. & Dir. of Radio
Sales ...................... Richard Bradley
Office Manager ............ Leo Rabens
Services Offered: General advertising services, specializing in radio advertising, TV accounts, etc.

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.

BYRON PRODUCTIONS
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-2677
President .................. Edward A. Byron
Services Offered: Package programs.

GARRY J. CARTER OF CANADA LTD.
59 Avenue Rd., Toronto, Canada
Phone: PR. 3505
President .................. Garry J. Carter
Asst. to the President ....... Bob Howe
Production Manager ........ Eva Rogers
Time Buyer .................. Isabel Philip
Copy Chief .................. Stanton Edwards
Public Relations ............ D. Peters
Services Offered: General advertising in all media, creative and art.

THE BRUCE CHAPMAN CO.
55 W. 42nd St., New York 18, N. Y.
Phone: Wisconsin 7-9244
President .................. Bruce Chapman
Vice-President-Treasurer .... Edna Chapman
Sales Manager ............. Quentin Gulliver
Program Manager .......... Dan Morley
Editor ..................... Charles Forrester
Production Manager ........ Allin Robinson
Paris: Manager ............ Fletcher Coates
Paris: Associate Manager ... Mary Hutcheson
Paris: Program Director .... Alan Oak

CHESIRE & ASSOCIATES
Phone: Hollywood 9-4580
General Manager .......... Bob Reichenbach
Productions Director ..... Harry V. Cheshire
Services Offered: Transcribed program and spot announcement producers and distributors.

CINEFFECTS, INC.
(For complete listing see TV Film Producers)

LESLIE CLUCAS
Phone: Hollywood 5111
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 9-6229
Vice-President-Secy. & Treas. Shirley Thomas
Ass't to Pres. ............... E. R. Woodworth
Traffic Mgr. ................ Eleanor Payne
Services Offered: Create, write & produce "live" and transcribed" radio programs ... also TV programs.

COMMONWEALTH FILM & TELEVISION, INC.
(For complete listing see TV Film Producers)

JACK L. COOPER RADIO ADVERTISING SERVICE
1331 W. 111th Place, Chicago 43, Ill.
Phone: Beverly 8-2056
Manager .................... Jack L. Cooper
Office Mgr. & Asst. Dir. ....... Bob Roberts
Sales Manager ............. Sonny Porter
Continuity Supervisor-Emanuel Mauldin, Jr.
Religious Pgm's. Dir. ......... I. Leon Roberts
Announcer .................. Larry Wynn
Services Offered: Recorded programs: popular, religious, organ: Live talent: religious, drama, etc.

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-President-in-Charge .......... John Lewellen
Vice-President-in-Chge. Sta. Rel. .. R. D. Michels
Services Offered: AM-TV-Productions-Net-work 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. Synchronous sound track for TV.

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
Business Manager..........Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES
1 Montgomery Place, Brooklyn (15), N. Y.
Phone: Nevins 8-4374
Director .........................Mac Davis

Services Offered: Sport programs for radio and television. Unusual sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16, N. Y.
Phone: Oregon 9-3595
Producer, Writer, Composer. Gordon M. Day
Producer-Director.............Carol Bulkley

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.

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. Pickin
Chief, Music Dept.............I. Rabinowitz
Chief, Art Dept.................Ed Winslow

Services Offered: Consultants in Public Relations through radio, TV and motion pictures.

TWO OF OUR TOPS!
A 6 YEAR OLD
Sponsored by BRISTOL MYERS
BREAK THE BANK
Radio’s and Television’s Leading Quiz Show
RADIO
½ Hour Daily, 5 Days a Week
11 A.M., WNBC and NBC Coast-to-Coast Network
BUD COLLYER
MC
with WIN ELLIOTT
TELEVISION
Wednesday WNBC, 10 to 10:30 P.M.
and NBC Cross Country Network with
BERT PARKS
MC

WOLF ASSOCIATES, Inc.
Radio and Television Productions
420 MADISON AVENUE, NEW YORK
pictures. Planning and development of new programs. Complete motion picture service for 35 m/m, 16 m/m, theater or TV.

THE DEMBY COMPANY
34 E. 51 St., New York 22, N. Y.
Phone: PLaza 9-2495
President .......... Emanuel Demby
V.P. & Gen. Mgr. .... Myron Broun
Program Supervisor ... Alexander Marshaek
Script Editor ........ Allen Swift
Women & Fashions Editor .. Mildred Demby

Services Offered: Produce live and film TV shows and commercials as well as radio. Public Relations films. Representation in Asia and Latin America. Exploitation and public relations for programs.

JERRY DEVINE PRODUCTIONS
Phone: HU 2-1228
Owner ............... Jerry Devine
Casting Director ...... Peg Pillion

Services Offered: Packaged radio programs.

ALFRED DIXON PRODUCTIONS
424 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1246
President .............. Alfred Dixon

Services Offered: Radio, stage, film, TV productions.

DOMINION BROADCASTING CO.
4 Albert St., Toronto, Ont., Canada
Phone: Adelaida 3383
General Manager .... Hal B. Williams

Services Offered: Program Productions, Air and Line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

WALTER P. DOWN LIMITED
624 Dominion Sq. Bldg., Montreal, Que.
Phone: Ma. 6368
President .............. Walter P. Downs
Secretary .............. Ann E. Bay

Services Offered: Recording studio available to advertising agencies.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20, N. Y.
Phone: Columbus 5-7035
Owner .................. Harry S. Dube
Manager ................. J. Knight

Services Offered: Live Talent, package shows and transcriptions.

THE SOUVAINAINE COMPANY
Leading producers and distributors of Television and Radio Productions

30 Rockefeller Plaza
Circle 7-5666
DYNAamic Films INC.
112 W. 39th St., New York 24, N. Y.
Phone: TRafalgar 3-6221

President .................. Henry Morley
Treasurer ................. Nathan Zucker

Services Offered: Film producer—open end
films and commercials made specifically for
TV; amusement and dramatic shorts; educa-
tional and industrial shorts; marionette
shorts; spot news and special event cover-
age; video transcriptions; complete sound
recording and sound stage facilities; film
consultants.

W. M. Ellsworth
75 E. Wacker Drive, Chicago 1, Ill.
Phone: CEntral 6-0942
Owner .................. W. M. Ellsworth

Services Offered: Talent, programs, pro-
duction.

EMPIRE BROADCASTING CORP.
420 Lexington Ave., New York 17, N. Y.
President-Treasurer . Helen D. Kellcher
Vice-President ........... Fred de Jaager
Vice-President ........... Arthur Lubo
Secretary ................ John H. Dwyer

Services Offered: All types of recording
namely: tape-disc, studios, air-line checks,
Program Producers

Owner: Mildred Fenton
Director: Henry Fownes
Writers’ Repr.: Blanche Gaines
Show Sales and Talent Repr.: Mildred Fenton

Services Offered: Radio and Television Package Producer. Also functions as radio and television counsel for advertising agencies.

FILM ASSOCIATES, INC.
440 E. Schantz 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
Editorial Director: Del Gay
Office Manager: Carolyn S. Baumhardt


FISHER PRODUCTIONS
1501 Broadway, New York, N. Y.
Phones: PENna 6-9557-9558, Bry 9-7122
Owner: Maggy Fisher
Assistant: Catherine Sundmark

Services Offered: Packaging, writing, directing TV and radio shows.

EDWARD H. FORD
156 W. 44th 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

“WALT FRAMER ASSOCIATES
501 Madison Ave., New York 22, N. Y.
Phone: PLaza 5-2000

Services Offered: Specializing audience participation and quiz shows. Packages, production, question research, contestant screening.

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
Camerman: Arthur Florman
Camera Assistant: William Horgan
Sound Technicians: Russell Harknett, Bill deDufour
Editorial: Raymond Hall, Joseph Taylor
Location Manager: Chan Buck

Available transcribed:
DOWm OUR WAY, half-hour
STROLLIN’ TOM, quarter-hour

Walter White, Jr., President
Shirley Thomas, Vice-Pres.

HOPALONG CASSIDY
for General Foods, t.c.

CLYDE BEATTY SHOW
for Kellogg Co., t.c.

TARZAN
Dr. Ross Dog & Cat Food
Program Producers

GAINSBOROUGH ASSOCIATES
1440 Broadway, New York 18, N. Y.
Managing Director .............Nathan M. Rudich
Radio Director ...............Shirley Graf
Publicity Dir. ..............Eli Lloyd Hoffman
Talent Superv. .............Arlene Shelley Gaines
Prod. Manager ............Jay Barrett
Television Mgr. ..........Nathan M. Rudich
Services Offered: Production of radio and TV package shows; production and distribution of films for TV; radio and television 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.

GALE, INC.
48 W. 48 St., New York 19, N. Y.
President ......................Moe Gale
Services Offered: Talent.

HAROLD R. GINGRICH, PRODUCTIONS
333 N. Michigan Ave., Chicago 1, Ill.
Director .......................Harold R. Gingrich
Musical Director .............Jack Wonnell
Research Director ............Jessica Petrie
Program Producer ........Jameson E. Brinkmeyer
Talent Supervisor ........Lawrence Gutter
Services Offered: Live shows, telephone quiz and audience participation, for Radio and Television, Transcriptions.

GENERAL ARTISTS CORP.
1270 Sixth Ave., New York 20, N. Y.
President: Circle 7-7543
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.
President & Treasurer: Howard G. Barnes
P. P. & Secretary: A. Edward Masters
General Manager: Hugh Brooks
Executive Assistant: Eleanor Block

What's the Gag?

TV
Kathi Norris
Curly Kayoe
TV and Radio
Carl Caruso
Sheldon Stark
(Straight Arrow)

Radio
Morrow on Mars
If I Were You
Larry Menkin
Charles Speer
(Hands of Mystery—Rocky King, Detective)

WILBUR STARK
510 MADISON AVENUE, NEW YORK, N. Y.
PL 3-1742

Programs and Personalities for Radio and Television
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.

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
Phone: GRanite 5343
General Manager........... Bob Reichenbach
Executive Producer ........... Grace Gibson
Services Offered: Production and distribution of transcribed dramatic programs, especially tales of mystery, adventure, romance and authentic documentary series, such as "Drama of Medicine."

HARRY S. GOODMAN PRODUCTIONS
19 E. 53rd 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, transcription, TV shows.

LAURENCE HAMMOND PRODUCTIONS, INC.
45 E. 51st St., New York 22, N. Y.
Phone: PLaza 9-2210
President ................ Laurence Hammond
Vice-Pres. ...................... Merikay Howard
Vice-Pres. & Ex. Prod. ....... Christopher Story
Musical Consultant .......... Lloyd Shaffer
Accountant .................... Lou Goldenberg
Public Relations Counsel..... Millard C. Faught
Services Offered: Packaging radio and TV programs, live, transcribed and filmed.
American Beauties

The Best Plays with John Chapman
Chamber Music Society of Lower Basin Street
Duke Ellington Show
Meet My Husband
Lilli Palmer TV Show
Helen Parkhurst
The Jane Pickens Party
Report from the Future
Quentin Reynolds’ "Night Edition"
The Jimmy Savo Show
Luigi Pirandello Estate
Damon Runyon Estate
Stefan Zweig Estate

Gale

AGENCY INC.

48 West 48th Street • New York 19, N. Y. • PLaza 7-7100
Program Producers

HUBBELL TELEVISION, INC.
315 E. 56th St., New York 22, N.Y.
Phone: PLaza 8-2675
President ...................Richard W. 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. Company plans no activity until FCC ends freeze on TV.

HUDES & LIND
550 Fifth Ave., New York 19, N.Y.
Phone: PLaza 7-8321
Producer ......................Ted Hudes
Asst. Producer ..............Bert Lind
Services Offered: Producers of transcribed and live public service radio and television programs.

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 .......................Gene Stinson, 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—Wallaby 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. .............Forjoe & Co., Inc.
Services Offered: Specialists in Spanish language advertising. Production of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California) and XECL (Mexicali).

INTERNATIONAL 16mm CORP.
165 W. 46th 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 Spanish and English.

Greetings from

* BARRY & ENRIGHT PRODUCTIONS, INC.

* Jack, not Bud.
16mm. and 35mm. subjects. Classical music with Symphonic Orchestras.

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 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
4157 Farmdale Ave., No. Hollywood, Calif.
Phone: SUNset 11331
President ............. Robert Joseph
Program Director ........ Walter Klinger
Film Division .......... John Strauss-Chip Cleary
Pub. & Pro. ............ Inez Pierson, Allan Stone
Production Assistant .......... Helene Lane

KAGRAN CORP.
4 W. 58th St., New York 19, N. Y.
Phone: MU. 8-0585
Gen. Mgr., Prod........ Martin Stone
Pub., Prom. Mgr........ Lela Hadley
Asst. to Prod......... Harriet Halsband
Mdse. Directs.......... Inez Pierson, Allan Stone
Writer ............... Eddie Kean
Services Offered: Merchandising and TV package producers of "Howdy Doody," “Author Meets The Critics” and “Gabby Hayes Show.”

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.

HOLLYWOOD SCREEN TEST
ELOISE SALUTES THE STARS
PENTHOUSE PARTY
SUCCESS STORY

LESTER LEWIS ASSOCIATES
1 CHRISTOPHER STREET, NEW YORK 14
WAtkins 4-8582

Radio-Television Productions
Personal Representation
Program Producers

ROGER KAY ENTERPRISES, INC.
666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164
Executive Producer.................Roger Kay
Agency Contact....................Nan Marquand
Legal Counsel......................Miller & Miller
Services Offered: Creators, producers,
packagers of television and radio programs,
live, transcribed, and film. Consultants on
programming. TV Show Doctoring. Com-
mercials.

SONNY KENDIS, INC.
1776 Broadway, New York 19, N. Y.
Phone: PLaza 7-2070-1
Pres., Exec. Prod.................James Sonny Kendis
Services Offered: Lived & filmed radio-TV
programs. Complete program packaging
service—ideas, scripts, production, talent, sales.
Personal management of top talent—artists
and writers.

JACK KURTZE AGENCY
214 North Canon Drive, Beverly Hills, Calif.
Phone: CREstview 45403
President.........................Jack M. Kurtze
Vice-President...............Lulu Mae Kurtze
Executive Producer........Eddie Chevie
Asst. Executive Producer.....Walter Jackson
Services Offered: Specialized services to
advertisers and advertising agencies, produc-
tion, direction and casting facilities for TV
and Radio.

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. 49th St., New York 19, N. Y.
Phone: CREcle 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: IJudson 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 com-
mercial radio programs, both live and re-
corded, dramatic and musical.

V.I.P. SERVICE, INC.
35 West 53rd St. New York, N. Y.
Phone: PLaza 7-0130

"CINDERELLA WEEKEND"...

... number one local quiz show on
radio and television...

"CINDERELLA WEEKEND" is a com-
plete package for a Monday thru
Friday quarter or half-hour audi-
ence participation strip on your
station.

V.I.P. writes the scripts, ships you
the prizes and sets-up the produc-
tion. You have a live, locally pre-
sented show offering as a grand
prize every week a complete all-
expense-paid weekend in New York.

The weekend (for two) includes
hotel reservations, nightclub, the-
a ter, tours of the city, breakfast
in bed, hairstyling, dancing lesson,
and luncheons and dinners at New
York's top restaurants.

Available for single sponsorship or
participation... now playing on:

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<th>Station</th>
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<td>WCAU-TV</td>
<td>Philadelphia</td>
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LANG-WORTH FEATURE PROGRAMS, INC.
Steinway Hall, 113 W. 57th St., New York 19, N. Y.
JUdson 6-5700
President..................C. O. Langlois
Secretary ..................John D. Langlois
Treasurer ...............C. O. Langlois, Jr.
Vice-Presidents........W. O'Keefe, Pierre Weis
Stations Relations.....Walter B. Davison
West Coast Mgr..........William E. Young
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
Time Buyer .................Hazel Roberts
Exec. Prod. .................Jules Pewowar
Services Offered: Packages and producers of TV programs and commercials.

HERBERT S. LAUFMAN & COMPANY
624 So. Michigan Ave., Chicago 5, Ill.
Phone: Webster 9-2302
Owner ....................Herbert S. Laufman
Time Buyer .................Hazel Roberts
Exec. Prod. .................Jules Pewowar
Services Offered: Packages and producers of TV programs and commercials.

LAWRENCE PRODUCTIONS
760 Thayer Ave., Hollywood 28, Calif.
Phone: Arizona 9-3265
Owner .....................Bee Eaton Lawrence
Production Manager........Richard Hill Wilkinson
Services Offered: Own and sell transcribed radio series "Mystery Is My Hobby" half-hour show.

JERRY LAYTON ASSOCIATES, INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-6320
President .................Jerry Layton
Services Offered: Production and packaged shows for television and radio; management of personalities, performers and writers for radio and television.

LESTER LEWIS ASSOCIATES
1 Christopher St., New York 14, N. Y.
Phone: WAtkins 4-8382
Manager ....................Lester Lewis
Services Offered: TV package shows, script, talent.

It's Elementary...WATSON

Call or Write for Special Rate Card

AUDIO-VIDEO RECORDING COMPANY, Inc.
1650 Broadway, New York 19, N.Y. • Plaza 7-0780
BOB LOEWI PRODUCTIONS, INC.
255A E. 49th St., New York 17, N.Y.
Phones: MU 8-2600, PL 5-0958
President .........................Bob Loewi
Assistant .........................Barnaby Smith
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.
President.........................Phillips H. Lord
Vice-President......................John O. Ives
Manager............................Dorothea E. Levy
Program Supervisor.............Leonard L. Bass
Services Offered: Package shows.

C. P. MacGREGOR
729 S. Western Ave., Hollywood 5, Calif.
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
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.

MANNON SOUND STAGES
(For complete listing see TV Film Producers)

MARSHALL—HESTER PRODUCTIONS
521 Fifth Ave., New York 17, N.Y.
Phone: MUrray Hill 7-2722-3-4
Partner.........................A. W. Marshall
Partner............................Harriet Hester
Director of Production........Martin Magner
Legal Representative............Gerald Dickler
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs, Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MASTЕRSON, REDDY & NELSON
Phone: HIlside 8235
Partner.........................John Reddy
745 Fifth Ave., New York 22, N.Y.
Phone: PLaza 9-1120

Byron Productions
Company

PRESIDENT
Edward A. Byron

Roger Kay
producer-director
creator of distinctive television packages

Roger Kay Enterprises, Inc.
666 Fifth Ave., New York 19, N.Y.
MU. 8-2164
Manager: Donald Hirsch

Services Offered: Packaging and production of radio and TV programs.

ALEXANDER McQUEEN & ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.
Phone: RAvenswood 8-9010

Owner: Alexander McQueen

Services Offered: "Nothing But The Truth" feature (Reg. U. S. Pat. Office), in person, transcribed, or TV. Research for human-interest stories on sponsor's product.

ALEXANDER McQUEEN & ASSOCIATES

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS
711 Fifth Ave., New York 22, N. Y.
Phone: MURray Hill 8-1000

Director: Bertram Lebhar, Jr.
Director of Production: Raymond Katz
Dir. Dist. & Record: Frank Roehrenbeck
West Coast Director: L. K. Sidney
West Coast Administrator: Les Petersen


CHARLES MICHELSON, INC.
23 W. 47th St., New York 10, N. Y.
Phone: PLaza 7-0695-6

President: Charles Michelson

Services Offered: Porta-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

Services Offered: Production of transcribed and live package programs. Directorial and supervising service.

KnowHow! 9 Times Over

9 *say it with acting
   (Network—Brown Shoe Co.)
9 *BOB HOWARD SHOW
   (Local—Philip Morris)
9 *WOMEN TALK IT OVER
   (Local—Torino Food Products)
9 ANSWER YES OR NO
   (Network—Emerson)
9 HOLD THAT CAMERA
   (National—Esquire)
9 ARTHUR MURRAY PARTY TIME
   (National—Arthur Murray Studios)
9 FLAME CLUB
   (Network—Sustaining)
9 KIDS A.C.
   (Local—Sustaining)
9 THE THREE FLAMES
   (Local—Sustaining)

TELEFEATURE PRODUCTIONS
30 ROCKEFELLER PL.
   JUDSON 2-3026
   (Formerly—West Hooker Productions)

Wayne Wirth, Pres.
MOLE, DAVIS, INC.
105 W. 55th St., New York 19, N. Y.
Phone: Circle 6-0006
President ..................John Mole
Exec. V.-P. & Secy........Blanche Stuart Lee
Office Mgr.................Michaela M. Mole

Services Offered: Production of packaged shows for Radio and TV. “Josephine McCarthy Cooking Show.”

WILLIAM MORRIS AGENCY, INC.
1270 Sixth Ave., New York 20, N. Y.
Phone: Circle 7-2160
Exec.-in-Chge. 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. Producers of “Why Do We Do It.”

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York, N. Y.
Producer..................Herbert M. Moss
Sec.-Treas..................Rose Gray

Services Offered: Live and transcribed shows for Radio and TV.

MOTION PICTURE PRODUCTIONS, INC.
Rockefeller Bldg., Cleveland 13, Ohio
Phone: PRospect 1-4900
President................Donald C. Jones
Vice-President............Claude N. Rakestraw
Secretary..................Marjorie M. Watson

Services Offered: Producers of motion pictures, television, and slidefilms on industrial relations, sales promotion, sales and technical training, in black and white or color with RCA sound in own studios and laboratories.

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.

HUDES and LIND
RADIO and TELEVISION PRODUCTIONS

★

“Affairs of Dame Rumor”
“Mind Your P’s and Q’s”
“Inside Music”

★

550 Fifth Ave. • N. Y. 19, N. Y.
PLaza 7-8321
Program Producers

MUZAK CORPORATION
(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

MUSCOMMERCIALS BY NOVAK
344 W. 72 St., New York 23, N. Y.
Owner..................Frank J. Novak, Jr.
Manager..................Dick Mooney
Copy Dept. Mgr............Lew Reid
TV Producer................John Gunn
Radio-TV Continuity........Betty Marshall

THE NATIONAL RESEARCH BUREAU, INC.
415 Dearborn St., Chicago 10, Ill.
Exec. Vice-Pres............Frank P. Kendall
Editorial Dir....(Mrs.) Genevieve B. Smith

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.

NELSON PRODUCTIONS, INC.
341 Madison Ave., New York 17, N. Y.
President ..............Raymond E. Nelson
Services Offered: Feature and commercial films to order; live shows for radio and TV.

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 19, N. Y.
Producer-Dir........Oliver W. Nicoll
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 of NSTP—National Society of Television Producers.

CREATIVE PROGRAMMING
of
TV PRODUCTIONS
(live and film)
also
PERSONAL MANAGEMENT
• performers
• writers
• directors

SONNY KENDIS, INC.
1776 BROADWAY
NEW YORK 19, N. Y.
Plaza 7-2070, 2071

TV PACKAGING
* "Howdy Doody”
(NBC-TV)
tops in TV kid shows
* "Gabby Hayes"
(NBC-TV)
tops in children’s pro-
gramming
* "Author Meets the
Critic”
(ABC-AM)
tops in discussion
shows

Other top notch properties available.

KAGRAN CORP.
4 West 58th St., N. Y.
MU. 8-0585
(formerly Martin Stone Associates)
LILIAN OKUN, INC.
2 W. 67th 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.

PAN AMERICAN BROADCASTING CO.
17 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0810
Program Director ...............Leo Shore
Services Offered: Scripting, producing and recording programs in over 50 foreign languages for use in United States and in foreign countries.

NORMAN & IRVING PINCUS
101 W. 55 St., New York, N. Y.
Phone: CIrcle 6-0138
Partnership ..........Norman & Irving Pincus
Script Editor ...............Eugene Burr
Director ..................Donald Richardson
Services Offered: Program producers.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
President .................Kent Cooper
Vice-President ...........Oliver Gramling


GEORGE LOGAN PRICE, INC.
20828 Pacific Coast Hwy., Malibu, Calif.
Phone: Malibu 7871
President .........George Logan Price
Sales Manager ..........S. M. Lauch
Copy and Production ....George Price, Jr.
Services Offered: Production of packed programs geared to sell to and for outstanding accounts on the basis of 30 years' national advertising agency experience in New York, Cincinnati, Los Angeles. Complete copy service.

RCA VICTOR CUSTOM RECORD SALES DIVISION
(See Transcription Companies.)

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-5130
Cable Address: ARREFFAY, Newyork

PRODUCER - DIRECTOR
BOB LOEWI
TELEVISION CONSULTANT
PLaza 5-0958

773
Program Producers

Executive Director: Oliver W. Nicoll
Associate Director: Sandra Munsell
London Representative
Towers of London, Ltd., 34 Hallam St.,
London W. 1, England
Phone: L'Agham 6248, 5050
(Harry Alan Towers)


RAO VIDEO
366 Madison Ave., New York 19, N.Y.
Phone: Va. 6-3417
Exec. Dir. Producer: Robert A. Ormbach
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: MUrrey Hill 7-7979

ARTHUR H. MILLER
PUBLICITY
and
PUBLIC RELATIONS

The Jack Berch Show — NBC
People's Platform — CBS-TV
John Conte's Little Show — NBC-TV
Prudential Family Playhouse — CBS-TV
Station WTAG
Telecomics, Inc.

39 East 49th Street
New York 17, New York 774

President: Lou Goldberg
Vice-President: Wanda Ellis
Secretary: Lloyd Marx

Services Offered: Producers of "The Original Amateur Hour."

REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 16155
President: Stuart Reynolds

Services Offered: Specializing in the production and sale of television and radio programs; also in the filming of television programs and TV commercials. Now offering "Mike Stokey's PANTOMIME QUIZ" especially filmed for TV on a market-by-market basis.

BOB L. ROBERTS PRODUCTIONS
806 7th Ave., New York 19, N.Y.
Phone: JUdson 6-0266
President: Bob L. Roberts


QUALITY
T.V. PROGRAMMING

- MR. I. MAGINATION
"Best Children's Show" '50
LOOK AWARD WINNER

- ELLERY QUEEN
"The mystery show of the year."
T.V. GUIDE AWARD '50

NORMAN and IRVING PINCUS
101 W. 55th St. N. Y. C.
ROBINSON RECORDING LABS.
35 S. 9th 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 broad-
cast and TV.

ROCKHILL RADIO
18 E. 50th St., New York 22, N. Y.
President:Stanley J. Wolf
Robert F. Levine
Steven R. Carlin
Services Offered: Complete packages, radio,
transcriptions, TV film.

JACK ROURKE PRODUCTIONS
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.

BARNARD L. SACKETT TELEVISION-
RADIO PRODUCTIONS
126 W. 46th St. (Branch), New York, N. Y.
Phone: LUXemburg 2-1615
Phone: Kingsley 5-7055
Production Manager......Barnard L. Sackett
Fashion Director.........Ann E. Pestor
Film Technician.........Richard Newmayer
Script Editor.............Toba Sackett
Publicity ...............Morris Yuter
Sales Manager...........Jean Sargeant
Services Offered: Complete television serv-
ices for video stations and advertisers, live
and film productions, commercials, minute
spots, animation, custom-built shows, tele-
cision consultants, personal radio-television
representation, concert management.

JAMES L. SAPHER 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. Sapheir
Manager of Chicago Office......Stefan Hatos
Services Offered: Radio and TV produc-
tions, sale of package programs and talent.

BOB L. ROBERTS
RADIO AND TELEVISION
A few of the stars who have appeared with
Bob Roberts on WMCA

Frankie Laine
Jane Pickens
Bill Farrell
Gordon MacRae
Thelma Carpenter
Eileen Wilson
George Shearing
Lionel Hampton
Rose Murphy
Gil Lamb
Art Lund
Jimmy Wakely
Phil Brio
Don Cornell
Tony Bennett
Benny Fields

Producer and M.C. of "YOUR NIGHT OUT"
Every Sat. Station WMCA, N. Y.
Sponsored by YELLOW TAXI SYSTEM INC.
Originator and promotion director of the na-
tion's first official "Taxi Week" and the "Miss
Taxicab Beauty Contest" on behalf of the Taxi
Industry. Featured in New York on WMCA-AM,
WPX-TV, and Newsreels throughout the country.

R O B E R T S
"The Show Business Center of the World"
Radio, Television, Stage and Screen
Studios: 806 Seventh Ave., N. Y. C.
Tel. JUdson 8-0023 Bob L. Roberts, Pres.
Kermit Schafer Radio & Television Productions

1585 Broadway, New York 19, N. Y.
Phone: JU 6-1496-7

President .................. Kermit Schafer
General Manager ............... Harry Lee
Treasurer ...................... Michael Louis
Office Manager .............. Patricia Cullen

Services Offered: Live and film television productions, transcribed radio series and kinescope television series. Specialists in cooperative advertising also offers celebrity securing and prize procuring services.

SEABOARD STUDIOS, INC.

(For complete listing see TV Film Producers)

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. 44th 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.

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. C. Harper
Secretary ...................... David Griffith, Jr.
Producer-Director ............. Ann Archer
Director ...................... Harry Mancke
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. Dahlney
Production Director .......... Lary Kurtze
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.

321 E. 44th St., New York 19, N. Y.
Phone: MURray Hill 5-6626

President .................. Fletcher Smith
Vice-President ............... Charles Schettler
Secretary-Treasurer ........... Peter Caldera

Services Offered: Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

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.

RICHARD STARK & COMPANY

125 E. 72nd St., New York 21, N. Y.
Phone: REGent 7-9608

Partners .............. Richard Stark, Jane Troxell
Financial Advisor ........... Seymour Schneidman
Associates ............. 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.

WILBUR STARK, INC.

510 Madison Ave., New York 22, N. Y.
Phone: PLAza 3-1742

President .................... Wilbur Stark
Executive Secretary ........... Nancy Bowling

Services Offered: Personalities for radio and television, Radio-TV package-producers of shows, and produced. Also functions as Radio-TV consultant for ad agencies.

RICHARD STROUT PRODUCTIONS

Box 2261, Hollywood 2, Calif.
Phone: Capitol 0767

507 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-6924

President ................. Richard Strout
Exec. Prod. ............... Robinson Taylor, Jr.
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

**Services Offered:** Production of live and filmed TV programs.

**TV PROGRAMS, INC.**
350 Fifth Ave., New York 1, N. Y.

Phone: Chlickering 4-1374

President..................Edward Roberts, Jr.
Treasurer..................William Mills, 3rd
Sales Manager..............Philip Lesserman
Production Manager........Frances Hidden

**Services Offered:** Package producers of live shows for TV. Also represent and furnish talent.

**TAYLOR PRODUCTIONS, INC.**
6700 Sunset Blvd., Hollywood 28, Calif.

Phone: HU 2-1089

President..................Gordon Van Dover

**Services Offered:** Sales agents for Tom, Dick and Harry, Chuckwagon Jamboree, Strange Wills. Transcribed radio shows. Also write and produce Radio & TV spots.

**HAL TATE PRODUCTIONS**
831 S. Wabash Ave., Chicago 5, Ill.

Phone: Webster 9-3965

Owner-Manager..............Hal Tate
Canadian Sales Mgr........S. W. Caldwell
S. W. Caldwell, Ltd.

80 Richmond St. W., Toronto, Canada

Phone: EL 6586

**Services Offered:** Syndicators of “WHO’S TALKING?” Program being used by 86 AM and TV stations in U. S. and Canada. Program is a telephone quiz show handled by a local emcee. Tate firm furnishes over 100 transcribed poetic clues of more than 100 nationally known celebrities. Also promotional material including masked photos of all celebrities.

**THE TEE VEE CO.**
915 N. La Cienega, Hollywood 46, Calif.

Phone: CR 5-1076

New York Phone: PLaza 9-8000

Chairman of Board..........Gifford Phillips
President....................LuLow Flowers
V.P., Gen. Mgr., Chg. Sales & Production..............Marc Frederic
Branch Office
445 Park Ave., New York, N. Y.

Phone: PLaza 9-8000

Representative................Saul Reiss

**Services Offered:** Live and film producers. Also distributors commercials, entertainment.

**TELECO PRODUCTIONS**
55 W. 53 St., New York, N. Y.

Phone: PLaza 7-0394

President....................Albert Gannaway
Secretary...................Charles McGregor

**Services Offered:** Program producers of package shows: (live, transcribed, filmed)—ideas, scripts, productions for Radio & TV.

**TELEFEATURES, INC.**
30 Rockefeller Plaza, New York, N. Y.

Phone: JUdson 2-3026

President..................Wayne Wirth

**Services Offered:** Program producers and talent management.

**TELESHOWS, BECK STUDIOS, INC.**
Lyceum Theatre, Minneapolis 3, Minn.

Phone: Lincoln 4708

Executive in Charge...........Mel Jass
Film Director...............Benjamin T. Hill, Jr.
Production Director........Ernest S. Colling
Director....................Robert Johnson
Technical Director..........William Piel

**Services Offered:** Television package program services. Live productions and film. Features and commercials. Full studio and camera facilities. Full 16 mm. facilities. Experienced professional personnel. Prior TV rights to Lyceum Theatre—upper midwest’s leading legit playhouse.

**TELEFEX**
5732 Sunset Blvd., Hollywood 28, Calif.

Phone: HI 3537

Pres. & Gen. Mgr..............Donna Fargo
Vice-President..............Victor J. Schulman
Secty. & Treas...............Lois Landon
Photograph...................Joe Paul
Sales Equip...................S. E. Lovett
Public Relations.............Jack Tierney

**Services Offered:** Productions designed around TELEFEX screens. “Stop Look and Listen,” a picture guessing game with clues given by casts in front of various backgrounds. As many as 30 scenes in 200 minutes. “Look Ladies,” daytime program using screens for integrated and worked in commercials. KECA TV. Also TELEFEX Complete Rear Screen Projection (Process) Equipment and Service.

**TELEMATED CARTOONS**
70 E. 45th St., New York 17, N. Y.

Phone: MURray Hill 6-4933

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.
TELEVISION SCREEN PRODUCTIONS, INC.
17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 2-8877
President ................ Charles J. Basch, Jr.
Treasurer ................ Clarence Schmidt
Secretary ................ Frankie Basch
Services Offered: Film programs, film spots, industrial, training and documentary films, slide films, will rent studio facilities with, or without, cameramen, scripts, direction and cast.

TELEWAYS RADIO PRODUCTIONS, INC.
3949 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.

TOWERS OF LONDON, LTD.
37 W. 46th St., New York 19, N. Y.
Phone: LUXemburg 2-5130-5131
Cable address: TOWERSHAM Newyork
International President, Harry Alan Towers
Vice-Pres. & National Dir. for the U. S., Oliver W. Nicoll
London Offices:
Towers of London, Ltd.
24 Hallam St., London W. 1, Eng.
Phone: LAngham 6243, 5050
International President, Harry Alan Towers
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TRANSCIBED RADIO SHOWS
2 W. 47th 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, O.
Phone: 2-4974
President ..................... J. P. Williams
Executive Vice-Pres.......... Adna H. Karns
Vice-Pres. & Gen. Mgr. ...... John F. Hyle
47 W. 56th St., New York 19, N. Y.
Manager ............... Edward Hoehnhauser, Jr.
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)

TRENDLE-CAMPBELL ENTERPRISES, INC.
1803 Stroh Building, Detroit 26, Mich.
President ..................... George Trendle
V. Pres. ....................... H. Allan Campbell
(See Page 264)

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: CLEVELand 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. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 2-0400
Radio News Manager .......... Phil Newsom
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 ARTISTS TELEVISION
729 Seventh Ave., New York, N. Y.
Phone: Circle 5-6000
Director of TV..........John Mitchell
Act. Director..........Miss Louise E. Raphael
Services Offered: Distribution of TV program,
made especially for TV.

THOMAS J. VALENTINO, INC.
150 W. 46th St., New York 19, N. Y.
Phone: Circle 6-4675-6
President...............Thomas J. Valentino
Vice-President..........Michael T. Valentino
Secretary.............Elsie F. Valentino
Treasurer.............T. J. Valentino
Sales Manager........Peter J. Riolo
Services Offered: Sound effects records,
transcriptions, chime and organ recordings,
pressewing, recording service.

VIDEO EVENTS, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-1668
President...............Julienne (Judy) Dupuy
Services Offered: Live TV programs, radio
programs, TV commercials. Specializing in
Children’s shows.

V. I. P.
1775 Broadway, New York, N. Y.
Phone: Plaza 7-0130
President Bill Murphey
Vice-President Charlotte Morgan
Services Offered: Procuring prizes for quiz
shows, producing quiz shows, endorsements
by Very Important People, furnishing guests for
Radio-TV shows, servicing out-of-towners with reservations in hotels, theatre tickets and
travel accommodations.

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.

VISUAL MEDIA, INC.
(See TV Film Producer Section)

WOLF ASSOCIATES, INC.
420 Madison Ave., New York 17, N. Y.
Phone: Plaza 5-7620
Manager Edward Wolf
Services Offered: Radio-TV production.

WOLFF-FELDMAN ENTERPRISES,
INC.
214 W. 42nd St., New York 18, N. Y.
Phone: LA 4-3450
President Max Wolff
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
Secretary-Treas. Irving Oppenheim
Dir. of Sales Wallace A. Ross
Producer Donald Davis
Producer Richard Lewine
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 Prod. Herb Gordon
V-P., Chg. of Sales Alvin E. Unger
Treas. & Comptroller Joseph L. Moore
Partner M. R. Ziv
Services Offered: Network and transcribed
programs.

ZIV TELEVISION PROGRAMS, INC.
488 Madison Ave., New York 22, N. Y.
Phone: Murray Hill 8-4700
Chairman of the Board Frederic W. Ziv
President John L. Sinn
Vice-President M. J. Rifkin
Treasurer Joseph L. Moore
Services Offered: Network and film programs.
RCA Victor
makes every type of record!

**RECORDING**
**PROCESSING**
**PRESSING**

Complete transcribed radio production facilities

Send for our Custom Record brochure today!

Custom Record Sales

Radio Corporation of America  RCA Victor Division

CONTACT AN RCA RECORDING STUDIO TODAY:

120 East 23rd Street
New York 10, New York
O'Regan 7-8000

(As of March 15, 1951:
630 Fifth Avenue
New York 20, New York)

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215

1616 North Sycamore Avenue
Hollywood 36, California
Hillside 5171

780
Transcription Companies

ALL-CANADA RADIO SERVICES, 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. 57th St., New York 19, N. Y.
Phone: Circle 6-0141, 0142
(See detailed listing under Program Producers)

AFFILIATED PROGRAM SERVICE, INC.
535 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1881
President......................Paul F. Adler
Services Offered: Sales representatives of transcribed programs and dproperties. 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: (No New Copy)

ALLIED RECORD MFG. CO.
1041 N. Las Palmas, Hollywood 38, Calif.
Phone: HOLlywood 9-6137
President......................D. K. Broadhead
Services Offered: Transcriptions, processing, phonograph records.

APEX RECORDING STUDIOS, INC.
119 W. 57th St., New York, N. Y.
Phone: PLaza 7-7067-89
Secretary-Treasurer...........Sidney M. Feitelberg
President......................Robert E. Scheuering
Chief Engineer...............Thomas Dowd
Engineer......................Fred Grau
Engineer ......................Al Schmitt

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.

ARTISTS RECORDING STUDIOS
15 West 10th St., Kansas City 6, Mo.
Phone: HA 6109
Owner......................Bill L. Godden
Engineer-Operator.............Bill L. Godden
Services Offered: Original or direct copy masters, TV sound production, phonograph record production, "custom built programs," spot announcements, air-checks, copies of disc, tape or wire, portable tape recordings, complete sound effects libraries, sync. cutting tables, script writers, talent files.

ARTS RECORDING STUDIOS
29 W. 57 St., New York 19, N. Y.
Phone: PLaza 8-4047
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. Maurice B. Mitchell
Vice-Pres. & Treas...............John C. Andrus
Vice-Pres. Chg. Rec.............Andrus M. Wiswell
Program & Prom. Mgr...........Leslie F. Biebl
Account Executive..............Clifford Greenland
Account Executive..............Walter Bates

Services Offered: Transcribed musical library for radio (AM/FM) and TV stations. Includes special production aids (time and weather jingles, etc.), script service for locally-sponsored programs based on library selections. Special local selling plans, sales aids, presentations, etc. Libraries also available for French-Canadian, foreign stations, colleges, universities, special needs.

781
**"NEW ERA"**

**Thesaurus increases sales for you NOW ... with easy-to-sell shows**

Thesaurus shows sell themselves to your sponsors at once. But the hard-hitting locally slanted sales aids you get—brochures, audition discs, promotion kits—make your selling job even easier.

*Thesaurus is complete local programming...*

**BASIC LIBRARY**: approximately 5000 selections.

**MONTHLY RELEASE**: no less than 52 new musical selections each month, with the average number of selections delivered much greater. Hit tunes released in advance of their popularity.

**WEEKLY SCRIPTS**: continuity for 25 program series... 73 individual shows per week, enough material for over 20 full hours of broadcasting. Special scripts for holiday shows and other bonus productions.

**PRODUCTION AIDS**: voice tracks, theme music, tie-ins, cross-plugs, mood music, sound effects, vocal cues, time and weather jingles, open-end commercial jingles, news and sports signatures, fully-recorded holiday shows.

...plus loose-leaf catalog, card index file and storage cabinets.
in the first 12 months of Thesaurus' "New Era"

...and a vast array of top-name artists

Sammy Kaye
Vincent Lopez
Xavier Cugat
Art Van Damme Quintet
Johnny Guarnieri Quintet
Johnny Desmond
Bette Chapel
Sons of the Pioneers
Music of Manhattan
Norman Cloutier
Hugo Winterhalter
Hank Snow
Allen Roth Chorus
Golden Gate Quartet
Knickerkocker Four
Novatime Trio
John Seagle
Thomas L. Thomas
Edwin Franko Goldman

Max Hollander
Lawrence Duchow
Dolly Mitchell
Patti Dugan
Bob Hannon
Carson Robison
Richard Leibert
Jimmy Wakely
Thomas Hayward
Earl Wild
Louise Carlyle
Russ McIntyre
Church In The Wildwood Choir
Seagle Mixed Quartet
Concert Hall String Quartet
Varsity Glee Club
Denver Darling
Slim Bryant

Ask for our detailed Thesaurus general brochure today!

more great shows...
more sponsored time in 1951!
from every point of view—the finest

columbia transcriptions

a Division of Columbia Records, Inc.

New York: 799 7th Avenue, Circle 5-7300 • Los Angeles: 8723 Alden Drive, Bradshaw 2-5411
Chicago: Wrigley Building, 410 N. Michigan Avenue, Whitehall 4-6000
ATLANTIC AND PACIFIC BROADCASTING SYSTEM
Phone: Gladstone 6983
Vice-Pres. & Gen. Mgr. ............... Jack Parker
Prod. Mgr. & Asst. to V.P. .......... Ray Bond
Executive Producer ................. Garland Brunton
TV Producer & Chief TV Script Editor
Ross Van Nibroc

Services Offered: Transcription radio and TV network. Programs produced to order. Commercial copy service. Scripts to order. Associated with TV Films of America, Crest Film and TV Productions and Sight and Sound Productions, Ltd.

AUDIO-VIDEO RECORDING CO., INC.
1650 Broadway, New York, N. Y.
Phone: PL 7-0780
President .................. Charles E. Rynd
Vice-Pres. Chg. Sales ............ Russell O. Hudson
Vice-Pres. Chg. Engn. .......... W. Oliver Summerlin
Treasurer ................... Richard Rynd
Dir, of Advertising ............. Leon A. Wortman

Services Offered: Complete facilities for original magnetic tape recordings, tape productions; editing, multiple tape duplications at NAB and RMA standards; mastering from tape to disc or from live to disc; telephone line facilities available for remotes; air checks; spot recordings at any time (8 a.m.-midnight).

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. Sound recorded on disc, tape, film.

CAPITOL RECORDS, INC.
BROADCASTING DIVISION
Phone: Hollywood 28, Calif.
Phone: Hollywood 9-8171
Sales Manager .................. Clifford E. Ogden
Program Director ............ Kenneth Nelson
TV Production Director ......... Elmo Williams
Office Mgr. ................... Larry A. Robbins
Eastern Rep. .................. Alvin King
Southern Rep. .................. Jack Barton

Services Offered: Producers and distributors of Capitol transcribed music library for AM, FM and film TV programs.

THE CARDINAL CO.
1459 N. Seward St., Hollywood 28, Calif.
Phone: HEmstead 1177
President ...................... Joseph F. MacCaughtry
Vice-President ............... G. L. MacCaughtry
Secretary-Treasurer .......... Joseph T. Scott

Canadian Office
S. W. Caldwell, Ltd.
80 Richmond St. W., Toronto, Canada

Services Offered: Radio and TV productions, live and transcribed.

CINEMART, INC.
Exec. & Sales Offices
565 Fifth Ave., New York 17, N. Y.
Phone: MUrrey Hill 8-2827
President ..................... Varian M. Fry
Vice-President .............. George M. Benson
Secretary .................... Samuel Oliphant
Treasurer ..................... George M. Benson

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 ......................... Arthur Shaer

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. Custom-built radio programs and spots for electrical transcriptions.

COLUMBIA TRANSCRIPTIONS
(A Division of Columbia Records, Inc.)
799 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-7300
General Manager .............. Robert J. Clarkson
Senior Sales Rep. ............. Alden O. Carlson
Sales Representative .......... Carl Reinschild
Mgr., Order Serv. Dept. ...... William L. Reeves
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.
Lateral 33 1/3 RPM

Outside Start

**THE FINEST EQUIPMENT**

**THE BEST PERSONNEL**

**THE MOST SERVICE**

- 10 Studios (all sizes) . . . Custom-built Disc Lathes . . . Air Conditioned Editing Rooms . . .
- 10 Ampex Tape Recorders . . . All combine to offer you the ABSOLUTE TOPS in Recording.

**Gotham Recording Corporation**

2 WEST 46th STREET, NEW YORK 19, N. Y.

Herbert M. Moss, Pres.

Stephen F. Temmer, Vice-Pres.

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

Services Offered: As "Assistant radio-TV department" for agencies to supply jingles, spots and programs as needed.

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 6-4500
President & Treasurer........Helen D. Kelleher
Vice-President...............Arthur Lubo
Vice-President...............Fred de Jaeger
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 6-9430
President .....................Harry Jackson
Vice-President...............Frank Kay
Secy. 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. Also Tape.

MITCHELL GERTZ AGENCY, INC.
240 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 4-5491
President .....................Mitchell Gertz
Literary Division............Arthur Hyman
Radio & TV Division..........Bob Oakley,
Bob Detmers, Bob Ross and A.T.C.

Services Offered: Packagers of Radio and TV shows—live, transcribed, or kinescoped. 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.

GOTHAM RECORDING CORP.
2 W. 46 St., New York, N. Y.
Phone: JU 6-5577
President ......................Herbert M. Moss
Vice-President...............Stephen F. Temmer
Secretary-Treasurer..........Rita Bourne
General Manager............Harry F. Landon

Services Offered: Line checks, air checks, studios, remotes, Ampex tape and Presto disc recording, high quality transcriptions. Writing and production staff available.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa.
Phone: GReat 1-3696
President .....................George Heid
Chief Engineer...............Clar "Doc" Cypher
Musical Director...........Max Adkins
Organist .....................Dick Nussbaum

Services Offered: Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV.

MARY HOWARD RECORDINGS
37 E. 49 St., New York 17, N. Y.
Phones: Plaza 3-4800 Ext. 47 & 55
Owner .........................Mary Howard
Mgr. Chg. of Sales and Prom.
Betty Jane Keiuls
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 .....................Edwin H. Kasper
Treas., Com. Dir. & Gen. Mgr.
Aaron S. Bloom
Office Manager...............Robert W. Graham
Engineer .....................Frederick Piroumian

Services Offered: Transcribed spots, jingles, and programs—custom-built and "open-end" (syndicated). "Live" programs; complete recording facilities including disc, wire, and tape; syndicated musical, dramatic, and specialized business programs. Script and talent services, jingles, spots, and air check.
KEystone Broadcasting System, Inc.

580 Fifth Ave., New York 19, N. Y.
Phone: Plaza 7-1460

Executive Vice-President....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’nt & 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. Block, Jr.

Services Offered: The Keystone Broadcasting System is a network which assists local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 400 Keystone affiliates, located in towns of 10,000 to 50,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond the clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in these Keystone markets run into the millions, all within the prime area of Keystone affiliates. And, most of these homes are beyond effective television influence of the larger metropolitan areas.

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

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

During 1951, as in 1950, many of the nation’s largest advertisers are using the
facilities of Keystone. Most of them are in the drug and food field. Types of programming vary from 25 word spots to one hour shows.

LANG-WORTH FEATURES PROGRAMS, INC.
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..................Pierre Weis, W. O'Keefe
Mgr. of W. Coast Oper............Walter B. Davison
Sales Representative............Wm. E. Young

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 4-1991
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

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-..............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," and "The Greatest of These."

FRED C. MERTENS & ASSOCIATES
20823 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871
President......................Fred C. Mertens
Sales Manager...............George L. Price

Services Offered: Primarily devoted to inspirational programs suitable for any type of ethical account, geared to sell for sponsor and to render genuine moral-building service to the community.

CHARLES MICHELSON, INC.
23 West 47 St., New York 19, N. Y.
Phone: PLaza 7-0695
President.....................Charles Michelson
Divisional Sales Mgr.........Sidney Guber

appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Processed Masters—masterpieces of invariable quality
- MUZAK custom-compounded Vinylite
- Transcriptions and phonograph records—all speeds—all sizes
- 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.

Muzak TRANSCRIPTION DIVISION
a service of Muzak Corporation
Sales Dept., 250 West 54th St., New York 19, N. Y. PLaza 7-7700
<table>
<thead>
<tr>
<th><strong>Services Offered</strong></th>
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<tr>
<td>Open-end and custom</td>
<td>Recorded feature programs, Speedy-Q Sound Effect Libraries.</td>
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<td>Recorded feature programs. Gen-net and Speedy-Q Sound Effect Libraries.</td>
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<td>Musicommercials</td>
<td>Musicommercials 344 W. 72 St., New York 23, N. Y.</td>
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<td>President ................. Frank Novak</td>
<td>Phone: TRafalgar 4-1999</td>
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<td>360 N. Michigan Ave., Chicago 1, Ill.</td>
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<td>Phone: Central 6-4144</td>
<td>Phone: Central 6-4144</td>
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<td>President ................ Morton Jacobson</td>
<td>President ............... Morton Jacobson</td>
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<td>Secretary ................ Cecelia Jacobson</td>
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<td>Services Offered: Open-end and custom built transcriptions, live packages. Transcribed programs.</td>
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Don't Gamble

WITH THOUSANDS OF DOLLARS WORTH OF TALENT!

Into your shows go vast amounts of time, talent, and money. To be assured that your investment—and reputation—are protected, let Allied follow through.

The hundreds of firms all over the world now using Allied’s service, confirm that Allied’s exacting reproduction and never-failing dependability mean that your show always will be processed, pressed and delivered right—and on time.

Write for free folder "Allied All the Way."

Allied Record Manufacturing
1041 N. Las Palmas, Hollywood, Calif., HO. 9-5107
619 W. 54th St., New York 19, N. Y., JU. 2-3791
790
**Transcriptions—Recordings**

Vice-Pres. & Gen. Mgr...Richard A. Wilson
Gen. Sales Mgr.........Alexander Motenko
Mgr. Transc. Sales.......Edward Rogers
Adv. & Prom. Mgr.......Walter M. Warner

**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. & Treasurer...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 Muzak studios in all principal cities.

**NATIONAL RECORDING & FILM CORP.**
540 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5543
President...............Richard Bradley
Secretary-Treasurer........B. J. Tunick
Prog. Exec. & Dir. of Radio Sales
Richard Bradley
Office Manager............Leo Rabens

**Services Offered:** General advertising, ET and transcribed programs, library services, etc. . . Script service program production, air checks, film program services.

**NOLA RECORDING STUDIOS**
1657 Broadway, New York, N. Y.
Phone: PL 7-4870
Steinway Hall, 113 W. 57 St., New York, N. Y.
Phone: JU 6-0040
President...............Vincent J. Nola
General Manager..........Thomas Nola
Engineering Supervisor...Stanley Bumbly

**Services Offered:** Complete tape and disc facilities for studios, master transcriptions, location and live AM, FM, and TV; sound-echo chambers, sound tables, organs.

---

**IF YOUR RADIO & TV DRAMATIZATIONS NEED SOUND EFFECTS & MOOD MUSIC**

SEND FOR F R E E CATALOGUE TODAY
DISTRIBUTED BY
Thomas J.
VALENTINO, Inc.
DEPT. RA
150 WEST 46th STREET
NEW YORK 19, N. Y.

**USE MAJOR SOUND EFFECT RECORDS**

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

**CANADIAN DISTRIBUTOR**
Instantaneous Recording Service
42 Lombard St.
Toronto, Ont., Can.
PREMIER RADIO ENTERPRISES, INC.
3033 Locust St., St. Louis 3, Mo.
Phone: NEwstead 3555
President................Theodore P. Desloges
Vice-President .............Wilson Dalzell
Services Offered: Recording Studios and Sound Stage for Transcribed Radio programs and motion pictures for television. Pressing facilities for 10, 12 and 16 Vinyfile transcriptions.

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111
Vice-Pres. & Asst. Gen. Mgr., Oliver Gramling
Services Offered: Sports Star Special—a 5-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.
20828 Pacific Coast Highway, Malibu, Calif.
Phone: Malibu 7871
President..................George Logan Price
Sales Manager...............S. M. Lauch
Production and Copy.......George Price, Jr.
Services Offered: Planning, preparation, production of transcribed programs of any length, with accent on sales TO and FOR outstanding accounts, Commercials, publicity, promotion, based on 30 years’ national advertising experience.

RCA VICTOR CUSTOM RECORD SALES DIV.
120 E. 23 St., New York 10, N. Y.
Phone: ORegon 7-8000
Manager......................James P. Davis
Administration Mgr........Ralph C. Williams
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
New York Sales Rep. (Transcriptions)
Chicago Sales Rep...........Geoffrey B. Bennett
James R. Cunnison
Services Offered: Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

There’s A TELEWAYS SHOW
★ FOR EVERY BUDGET
★ FOR EVERY PRODUCT
★ FOR EVERY AUDIENCE
The Following Transcribed Shows Are Now Available ..............

AT LOW COST!

- JOHN CHARLES THOMAS
  156 15-Min. Hymn Programs
- RIDERS OF THE PURPLE SAGE
  156 15-Min. Western Musical Programs
- MOON DREAMS
  156 15-Min. Romantic Musical Programs
- BARNYARD JAMBOREE
  52 30-Min. Variety Hillbilly Programs
- DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs

SEND FOR FREE AUDITION PLATTER AND LOW RATES FOR YOUR STATION

Write! Wire! Phone!

TELEWAYS
HOLLYWOOD
RADIO PRODUCTIONS, Inc.
8949 SUNSET BLVD., HOLLYWOOD 46
PHONES: CREstview 6-7238 • BRadshaw 2-1447
RCA Recorded Program Services
Manager..........................Donald J. Mercer
Sales Manager...................A. B. Sambrook
Central Sales Manager.......William F. Reilly
Western Sales Manager....William C. Garthland
Northeastern Sales Rep.....Donald D. Axt
Southeastern Sales Rep.....Henry A. Gillespie
Central Sales Rep..........David B. Rogers
Southwestern Sales Rep....William T. Davies

Services Offered: THESAURUS (musical program service); RCA SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows).

Studios and Regional Offices
120 E. 23 St., New York 10, N. Y.
Phone: ORegon 7-8000
445 North Lake Shore Drive, Chicago 11, Ill.
Phone: WHitehall 4-3215
1016 No. Sycamore Ave., Hollywood 38, Calif.
Phone: Hillside 5171
522 Forsyth Bldg., Atlanta 3, Ga.
Phone: Walnut 5946
1907-11 McKinney Ave., Dallas, Texas
Phone: Riverside 1371

RADIO FEATURES OF AMERICA
37 W. 46 St., New York 19, N. Y.
Phone: LUXembug 2-5130
Cable address: ARREFAY 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.

REEVES SOUND STUDIOS, INC.
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
Engineers............Charles E. Campbell,
Emil Neroda, George Piros.

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

Processing
Pressing
Transcription service

K.R.SMITH
COMPANY, INC.

619 West 54th Street, New York, N. Y. • JUdson 7-3791

MANUFACTURERS OF FINE TRANSCRIPTIONS AND PHONOGRAPH RECORDS
Transcriptions—Recordings

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; Tape recordings.

JACK ROURKE PRODUCTIONS
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
General Manager..............K. A. Jadassohn
Services Offered: Licensing 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.

SONG WRITERS’ COOPERATIVE, INC.
2251 Earl St., Los Angeles 39, Calif.
Phone: Normandie 1-0845
Business Manager..............Harry Henderson
President .........................Dorothea Towne
Vice-President .....................Bill Cody
Secretary-Treasurer..............Sally Weightman
Directors at Large..............Billy Smith, Franklin Hmerlein
Music Supervision..............Kenneth Howell

SNADER TELESCRIPTIONS, INC.
277 S. Beverly Dr., Beverly Hills, Calif.
Phone: Gr 5-4551
President .........................Louis D. Snader
Talent Director .....................Phil Bloom
Production Co-ordinator........Lou Victor
Distribution Co-ordinator........Bob Snader
Production Executive...........Jack Snader
Production Manager............Harold Godsoe
Musical Director..............Harry Zimmerman
Publicity, Public Relations........Blowitz-Maskel
Services Offered: Three 3½ inch film musicals featuring vocalists, orchestras, variety, symphonic and specialty acts.

ALLENTOWN RECORD CO.
Fabricators of VINYLITE records
specialists in
LP MICROGROOVE PRESSINGS

Complete service from acetate to drop-shipments, including processing, art-work, albums, and labels. Capacity in excess of 300,000 records per month.

Attractive prices for 78 RPM and 45 RPM pressings.

ALLENTOWN RECORD COMPANY, INC.
10th & WALNUT STREETS
ALLENTOWN, PENNSYLVANIA

S. L. Wortell, President
Phone: 3-7405
Transcriptions

TELEWAYS RADIO PRODUCTIONS, INC.
8949 Sunset Blvd., Hollywood 46, Calif.
Phones: Crestview 6-7238, Bradshaw 2-1447
President..................Charles A. Kennedy
Services Offered: Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, The Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboeree, Strange Adventure. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

L. S. TOOGOOD RECORDING CO.
221 N. LaSalle St., Chicago 1, Ill.
Phone: CEntral 6-5275
Owner......................L. S. Toogood
Services Offered: Recording service.

TOWERS OF LONDON, LTD.
37 W. 46 St., New York 19, N. Y.
Phone: LUXembourg 2-5130-5131
Cable Address: TOWERSAM Newyork
International Pres..........Harry Alan Towers
Vice-Pres. & National Director
for the U. S..............Olive W. Nicoll
London Offices
Towers of London, Ltd., 84 Hallam St.,
London, W. 1, England
Phone: LAngham 6248, 5050
International Pres........Harry Alan Towers
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows; international radio service.

TRANSCRIBE RADIO SHOWS
2 W. 47 St., New York 19, N. Y.
Phone: LUX. 2-3530
President..................M. E. Moore
General Manager...............F. Kronen

TRANSCRIPTION SALES, INC.
117 W. High St., Springfield 35, O.
Phone: 2-4974, N. Y. Phone: CO 5-1544
President....................J. P. Williams
Executive Vice-Pres........Adna H. Karns
Vice-Pres. & Gen. Mgr........John F. Hyle
New York Office
47 W. 56 St., New York 19, N. Y.
Manager....................Edward Hochhauser, Jr.
Services Offered: Open end Transcriptions featuring outstanding name stars such as

RICHARD H. ULLMAN, INC.
295 Delaware Ave., Buffalo 2, N. Y.
Phone: Cleveland 2066
President.................. Richard H. Ullman
Exec. V. P. ................. Robert P. Mendelson
Production Mgr............. Robert Nicholson

UNITED BROADCASTING COMPANY, INC.
301 E. Erie St., Chicago 11, Ill.
Phone: Superior 7-9114
Gen. Mgr. & Chief Producer.. Wm. L. Klein
Assistant Manager......... Maryland L. Fridel
Chief Engineer............. Bryan A. Wright

UNITED RECORDING LABORATORIES
1650 Broadway, New York, N. Y.
Phone: CI 7-2089, 3718
Partners........... George Adams, Anita Smith
Services Offered: Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

UNIVERSAL RECORDERS, INC.
Phone: HOollywood 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.

It's Elementary....WATSON
UNIVERSAL RECORDING CORP.
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<td>Ritchie Music Co., Inc.</td>
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Yellen and Fain
IF HISTORY repeats itself, the first year of BMI's second decade will be one of continuing gains and consolidations, rather than of spectacular growth. In the past years, we have tried to conduct our business, as any business might, by constantly improving both product and service.

The past year has seen the fruition of significant publishing ventures in the field of American music, such as Carl Sandburg's New American Songbag, Songs of the Confederacy, and the Square Dance Book.

While special attention has been given to fostering folk music—with the result that one third of total BMI AM performances in 1950 were folk music—BMI has not avoided its obligations on the wider international scene. Simultaneous with the strengthening of our native roots, BMI has entered into bilateral agreements with the performing rights societies of Spain, Belgium, Austria and Portugal.

BMI has long fostered writers as individuals and it has recently established its writers plan. We are proud of the progress made by this department in the past year. Some of the writers have been responsible for Hit Parade and Honor Roll of Hit Tunes, such as Pee Wee King (Tennessee Waltz, Bonaporte's Retreat); Woody Guthrie (So Long), etc.

As an extension of service, and at the request of several state associations, the well known BMI Program Clinics, which have brought over fifteen hundred station executives to New York has gone out into the field.

OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-chairman of the board 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 series; Jean Geiringer, vice-president, foreign relations; Charles E. Lawrence, assistant treasurer, and Alexander D. Nical, controller.

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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.

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SWCI RECORDS
2261 EARL ST., LOS ANGELES 39, CALIF.
BMI AFFILIATE
In contemplation I realize that for a long time I have been devoting my energies to the cause of music. It has been from a place in the world of music that I have witnessed each phase of the growth and change of the half century. Fifty years with melody — and twenty of those satisfying years at the helm of SESAC. As we leave a momentous year and meet the challenge of the next, I think it more fitting to dwell for a moment on the shape of musical things as they are, than those to come.

SESAC’s purpose, generally speaking, has always paralleled the industry’s — to satisfy a growing need for rewarding listening across the land. Its publishers have made steady strides in the public interest — contributing to the American culture, catering to the fundamental musical tastes of our people.

We are today making available to all music users the works in over 200 outstanding catalogs, an immense repertory of durable standard music that will continue to grow and go on meeting the test of time. SESAC music, by virtue of our complete Performance License coverage, now blankets the nation.

I am glad to also report that our SESAC Transcribed Library — has become a solid sales stimulant and a real Radio Station operational support — presently at 4000 brilliantly produced selections as well as hundreds of bright salable script shows commercially tested and proven — a fine volume of program notes and a practical, workable Catalog of Bridges, Moods and Themes.

We are proud to offer our big, complete and different Library Service at a rate within every station’s reach. It should be of particular satisfaction to discriminating broadcasters who demand balanced musical fare, as light on the ears as on the budget.

Music shall always be a great force in our way of life. Whatever the future asks of radio, SESAC shall continue to mean good listening with "the Best Music in America."

My warmest greetings to you all. May 1951 be the harbinger of lasting good will at home and abroad.
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Albright Music Company (See National Music Company, Inc.)
Alford, Harry L. (Estate of)
Amsco Music Publishing Co., 240 W. 55th St., New York 19
ARCT, M., Warsaw, Poland (See Wydawnictwo Muzyzne Arcta)
Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
Augsburg Publishing House, 425 South 4th St., Minneapolis 15, Minn.
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Babwin Publications (See Palma Music Products)
Barnhouse, C. L., Company, 110 B Avenue
East, Oskaloosa, Ia.
Bartlett, E. M. (See Brumley, Albert E.)
Barwicki, K. T. (See “P.W.P.”)
Bass Co., The, Music Publishers (See King Music Publishing Corp.)
Beazley, Samuel W., & Son (See Stamps-Baxter Music & Printing Co. and Tennesee Music & Printing Co.)
Beirly, Alfred, Co. (See Chart Music Publishing House, Inc.)
Bendix Publishing Corp. (See National Music Company, Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun Music Co., 609 S. Paulina St., Chicago 12 including:
Braun, Hubert J.
Braun Organization, The
Breuer, Harry, 1650 Broadway, New York 19
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E., and Sons, Powell, Mo. including:
E. M. Bartlett
Bryant Music Company, Route No. 3, P. O. Box 511, Orlando, Fla.
Capitol Music Co. (See National Music Company, Inc.)
Cardilli, M. V. (See Cerruti, John M.)
Catholic Music Co. (See McLaughlin & Reilly Co.)
Central Music Co., 14754 Dickens St., Sherman Oaks, Calif. including:
Ramsey, Will M.
Century Music Publishing Co., 47 W. 63rd St., New York 23 including:
Heritage Music Publications, Inc.
Keyboard Publishing Co.
Cerruti, John M., 140 Mulberry St., New York 13 including:
Cardilli, M. V.
Chart Music Publishing House, Inc., 506 S. Wabash Ave., Chicago 5 including:
Beirly, Alfred, Company
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordian Music Company
Choral Press, 1304 Chicago Ave., Evanston, Ill.
Church Music Co., The, 5931 Rand, Buena Park, Calif. including:
Grammer, Frank
Clayton, Norman J. (See Gospel Songs, Inc.)
Clef Music Corp., 797 - 8th Ave., New York 19
Coanacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The, 853 - 7th Ave., New York 19
Concord Music Publishing Co., Inc., P. O. Box 604, Grand Central Annex, New York 17
Craig, Ivy E., Mt. Gilinda, South Rhodesia, Africa (See Sacred Music Foundation)
Cummings, M. Homer, Box 390, Wheeling, West Va.
Czytelnik-Warsaw (See “P.W.P.”)
Daniel, John, Quartet Song Publishers, 2607 Belcourt Ave., Nashville 5, Tenn.
Dawson, L. William (See Music Press)
Dean, Emmet S.
Dean & Edmiston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro (See Accordian Music Publishing Co.)
Denison, T. S., & Company, 315 Fifth Ave. S., Minneapolis 15, Minn.
Denson Trio Music Co. (See Tennessee Music & Printing Co.)
Denson-Parris Music Co. (See Tennessee Music & Printing Co.)
Di Bella, O., Music Co., 162 E. 116th St., New York 29
Edition Gil-Ron (See “IPA,” Israel Publishers Agency)
Edition Hazemer (See “IPA,” Israel Publishing Agency)
Edition “Jastrzab” (See “P.W.P.”) including:
  Rudnicki, Walery
  “W. J. R.”
  Rzepecki, J.
Edition Pizmon (See “IPA,” Israel Publishers Agency)
Editions Pro Arte (See “P.W.P.”)
Eulenburg, Ernst, Ltd., 36-38 Dean St., London, W1, England
Fairbank, H. W., Company (See National Music Co., Inc.)
Ferrill, J. W. (See National Music Co.)
Firm Foundation Publishing House, P. O. Box 77, Austin 22, Tex.
  including:
    Dean, Emmet S.
    Dean & Edmiaston
    Dean & Eurdige
    Dean & Franklin
    Dean & Hensley
    Dean & Morgan
    Dean & Sebren
    Ramsey & Parker
    Trio Music Co.
Fitzsimons, H. T., Co., Inc., 615 N. LaSalle St., Chicago 10
Forberg, Rob., 2303 Pershing St., Durham, N. C.
Fouts-Payne Mus. Co., P. O. Box 353, Oak Ridge, Tenn.
Future Music (See National Music Co., Inc.)
Gebethner & Wolff, Warsaw, Poland
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
  including:
    Target Music Co.
    Europa Music Co.
Gornston, David, 117 West 48th St., New York 19
Gospel Music Publications (See Hathaway, Franklin Earl)
Gospel Songs, Inc., Box 10, Malverne, N. Y.
  including:
    Norman J. Clayton
Grabczewski, F., Lodz, Poland
Grammer, Frank (See Church Music Co.)
Hall Music Co., The, P. O. Box 229, Maryville, Tenn.
Hall & McCreary Co., 434 S. Wabash Ave., Chicago 5
Hanson, Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Co. (Estate of)
  including:
    Harmonia Publications
    Rondo Publications
Harmonie Publications (See Harmonia Edition Pub. Co.)
Harper & Brothers, 49 E. 33rd St., New York 16
Hartford Music Co., The, Powell, Mo.
Hart’s Music Company (See National Music Co., Inc.)
Hathaway, Franklin Earl, Music Publisher, 69 W. Washington St., Chicago 2
  including:
    Gospel Music Publications
  including:
    Morris-Henson Music Co.
    Southern Music Plate Co.
Heritage Music Publications, Inc. (See Century Music Pub. Co.)
Hoffman, Raymond A., Co., 118 W. Ohio St., Chicago 10
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon, Warsaw, Poland
Idzikowski, M. (See “P.W.P.”)
“IAPA,” Israel Publishers Agency, P. O. Box 4345, Tel Aviv, Israel
  including:
    “Iscam,” Israel Society of Composers, Authors and Music Publishers, Tel Aviv, Israel
    Edition Hazemer, Tel Aviv, Israel
    Edition “Pizmon,” Tel Aviv, Israel
    Edition Gil-ron, Tel Aviv, Israel
    Wilensky, Moshe, Tel Aviv, Israel
“Iacam,” Israel Society of Composers, Authors and Music Publishers (See “IPA,” Israel Publishers Agency)
Jastrzab (See “P.W.P.”)
Jeffress Music Company, 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., 1674 Broadway, New York 19
Keyboard Publishing Co. (See Century
Music Publishing Co.)
King, K. L., Music House, Inc., Fort
Dodge, Ia.
King Music Publishing Corp., 797 - 8th
Ave., New York 19
including:
Bass Co., The, Music Publishers
Kjos, Neil A., Music Co., 223 West Lake
St., Chicago 6
including:
Max and Beatrice Krone
Krachtus, John, Inc., 1574 North Halstead
St., Chicago 22
Krone, Max & Beatrice (See Kjos Music
Co.)
Lillenas Publishing Co. (See Nazarene
Publishing House)
Littig, Frank, Music Publishing Co. (See
Chart Music Publishing House, Inc.)
Liturgical Music Company (See Mc-
Laughlin & Reilly Co.)
Liturgical Music Press, Inc., 68 West
125th St., New York 27
Maciejowski, ZB. (See "P.W.P.")
Markiewicz, Adam (See "P.W.P.")
McLaughlin & Reilly Co., 45 Franklin St.,
Boston 10
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
Mercury Music Corp., 47 W. 63rd St.,
New York 23
including:
Music Press, Inc.
Weaner-Levant Publications
Weaner, Maxwell
Modern Music Library, 55 Alexandra
Road, London, N.W. 8, England
including:
Josef Holbrooke
Moniuszko Publishing Co. (See Zalewski,
B. J.)
Morris-Henson Music Co. (See Henson,
J. M. Music Co.)
Music Press, Tuskegee Institute, Ala.
including:
Dawson, William L.
Music Press, Inc. (See Mercury Music
Corp.)
Music Products Corp. (See Pallma Music
Products)
National Music Company, 3404 Avenue
G, Fort Worth, Texas
including:
Ferrill, J. W.
Quartet Music Company
Thomas, Alvis O.
Thomas, J. E.
National Music Company, Inc., 69 W.
Washington St., Chicago 2
including:
A bright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers
(See Hanson, Eddy)
Capitol Music Co.
Fairbank, H. W., Company
Future Music
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company
(See Hanson, Eddy)
Standard Songs
(See Hanson, Eddy)
Windsor Music Company
Also including published copyrighted
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Hanson, Eddy
Nattrass-Schenck, Inc., 141 W. 45th St.,
New York 19
Nazarene Publishing House, 2923 Troost
Ave., Kansas City 10, Mo.
including:
Lillenas Publishing Co.
Network Music Publishers (See Top
Music Publishers, Inc.)
Northwestern Press, The, 2200 Park
Ave., Minneapolis 4, Minn.
Nowa Scena, Warsaw, Poland
Nowacki, Henryk X. (See "P.W.P.")
Oak Ridge Quartet Music Company, 220
Woodland Street, Nashville 6, Tenn.
Pagani, O., & Bro., 289 Bleecker St.,
New York 14
Pallma Music Products Corp., Beaumont,
Calif.
including:
Pallma, Frank, Music Publisher
Music Products Corp.
Babwin Publications
Quincke, Walter A. (Compositions
as per list issued.)
Panella, Frank A., 273 Clearview Ave.,
Pittsburgh 5, Pa.
Paragon Music Publishers, 83 Fourth
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Parks, J. A., Company, The, 223 W. Lake
St., Chicago 6
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Co.)
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Pioneer Music Press, 975 South West Temple, Salt Lake City 4, Utah including:
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Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw, Poland (See "P.W.P.")
Poltauskii, Aleksander (See "P.W.P.")
Pomeranski, Zygmunt (See "P.W.P.")
Popular Music Publications (See National Music Company, Inc.)
Pro Arte (See Editions Pro Arte)
   "P.W.M.," Polskie Wydawnictwo Muzykzne, Krakow, Poland
   "P.W.P.," Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw, Poland
Affiliates:
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   Adamus, Zenobiusz
   Barciewicz, K. T.
   Czytelnik-Warsaw
   Edition "Jastrzab"
   including:
   Rudnicki, Walery
   "W. J. R."
   Rzepecki, J.
   Editions Pro Arte
   Idziekowski, M.
   Jastrzab
   Maciejowski, Zb.
   Markiewicz, Adam
   Nowacki, Henryk X.
   Polskie Towarzystwo Muzyki Wspolczesnej
   Poltauski, Aleksander
   Pomaranski, Zygmunt
   Pro Arte
   Seyfarth, G.
   Slaski, H.
   Towarzystwo Wydawnicze Muzyki Polskiej
   Wiedler, Z.
   Witezyl, Stanislaus
   "Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow
   Zak, Czeslaw
   Zaremba, Alojzy
Quartet Music Company (See National Music Company)
Quincke, Walter, A. (See Pallma Music Products)
Radio City Guitar Studio, 32-18 88th St.,
   Jackson Heights, L. I., New York
   Ramsey, Will M. (See Central Music Co.)
   Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Company, The, Searcy, Ark.
   including:
   Walls, W. M.
   Ricart & Cia, Luis, S. L., Via Layetana 13, Barcelona, Spain.
   Rondo Publications (See Harmonia Edition Publishing Co.)
   Rozan Publishing Co. (See Zalewski, B. J.)
   Rudnicki, Walery (See "P.W.P.")
   Rzepecki, J. (See "P.W.P.")
Sacred Music Foundation, The, 558 South Hope Street, Los Angeles 13, Calif.
   including:
   Tovey, Herbert G.
   Craig, Ivy E.
   Sajewski, W. H., Music Publishing Co., 1017 Milwaukee Ave., Chicago 22
   Schmidt, Arthur P., Co., The, 120 Boylston St., Boston 12
   Schmitt, Paul A., Music Company, 86-88 S. 10th St., Minneapolis 2, Minn.
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   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, A. J., Company, The (See Tennessee Music & Printing Co.)
   Simon, Frank, Box 208, Middletown, Ohio
   Singenberger, John (See McLaughlin & Reilly Co.)
   Singenberger, Otto (See McLaughlin & Reilly Co.)
   Sisk Music Company, The (See Stamps-Baxter Music & Printing Co.)
   Slaski, H. (See "P.W.P.")
   Slater, Will W., Box 7178 Sylvania Station, Fort Worth 11, Texas
   Smith, Wm. J., Music Co., Inc., 254 W. 31st St., New York 1
   Southern Music Plate Co. (See Henson, J. M., Music Co.)
   Stamps-Baxter Music & Printing Company, Box 4007, Dallas 8, Texas;
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   Beasley, Samuel W., & Son (Publications copyrighted in 1925 and thereafter.)
   Sisk Music Co.
   Stamps, V. O., Music Company
Stamps Quartet Music Company, Inc., 916-18 West Jefferson Blvd., Dallas 8, Texas including:
  Parris Music Co.
Parris, O. A.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., 117 W. 48th St., New York 19 including:
  Avalon Music Publishing Co.
Target Music Co. (See Goddard Publishing Corp.)
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Tennessee Music & Printing Co., Cleveland, Tenn. including:
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  (Publications copyrighted up to and including 1924 only.)
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Denson-Parris Music Co.
Hall Music Co., The (Publications as per list issued.)
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Sebren, George W., Music Co.
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Thomas, Alvis O. (See National Music Company)
Thomas, J. E. (See National Music Company)
Top Music Publishers, Inc., 74 Riverside Drive, New York 24 including:
  Kanner Music Publishing Co.
  Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej, Warsaw, Poland (See “P.W.P.”)
Treasure Chest Publications, Inc., 240 W. 55th St., New York 19
Trio Music Co. (See Firm Foundation Publishing House)
Tuskegee Institute (See Music Press—William L. Dawson)
Vaughan, James D., Music Publishers, Lawrenceburg, Tenn.
Vitak-Elsnic Co., 4815 S. Ashland Ave., Chicago 9 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 Muzyce (Warsaw Music Society), Warsaw, Poland
Weaner, Maxwell (See Mercury Music Corp.)
Weaner-Levant Publications (See Mercury Music Corp.)
We's, Kenneth H., 445 N. Central Ave., Chicago 44
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Wheelwright, Lorin F. (See Pioneer Music Press)
Whitney Blake Music Publishers, 1585 Broadway, New York 19
Wiegler, Z. (See “P.W.P.”)
Wilensky, Moshe (See “IPA,” Israel Publishers Agency)
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
Witezyk, Stanislaw (See “P.W.P.”)
“W.J.R.” (See “P.W.P.”)
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AIKEN, DICK
Dick Aiken Sings
WTRR, Sanford, Fla.

ALBERT, EDDIE
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WTRY, Troy, N. Y.

ALEXANDER, DURABLE
Your Song and Mine
WBAP-TV, Fort Worth, Tex.

ALLEN EMORY
Songs for Sunday
WRBL, Columbus, Ga.

ALM, JEANNE
Jum For Supper
WDAY, Fargo, North Dakota

ALMAGUER, ROSITA
Dance Time
KTHV, Little Rock, Ark.

AMERICA, TRIO
WCMN, Arecibo, P. R.

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ANDERSON, PAUL
Breakfast With Bigelow's
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Club 15, CBS.

ARCHER, GENE
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WRC Washington, D. C.

ARMEN, KAY
Stop the Music (AM)

ABC

ARTHUR, GEORGE
Dinner Bell Round Up
WNAX, Yankton, S. D.

ASHBY, ALVIN
Toast 'n Coffee
WGFB, Evansville, Ind.

ASHMAN, MICHAEL
Evening Serenade
KTOH, Lubbock, Kauai , T. H.

ATKISON, PHIL
KINS, Independence, Kansas

ATTAR, VIRGINIA
Dream Girl
WJHP, WMRR-TV, Jacksonville, Fla.

AUSTIN, GENIE
Chow Time & Saturday Jamborees
KFH & KFH-FM, Wichita, Kansas

AUSTIN, WOOD
Singing Milkman
KTRK, Rolla, Mo.

AXELBENDER, ELMER
Elmer's Scrapbook
KSB, Creston, Iowa

B

BAILEY, GENE
WWYO, Pineville, W. Va.

BAKER, CARL
Carl B. Sings & Laugh
With the Ladies
WISH, Indianapolis, Ind.

BAKER, DICK
"Two Ton"
(See Artists).

BAKER, JOY
Songs to Remember
WBBZ, Porona City, Okla.

BAKER, SHELDON
Hillbilly Hayride
WIRA, Ft. Pierce, Fla.

BALLOU, MONTE
Dixieland Jazz
KGN, Oregon City, Ore.

BARRER, LOUISE
Singer-Bob Smiley Show
WGAJ, Cleveland, Ohio

BARFIELD, WARREN
Barfield & Scott
WPTF, Raleigh, N. C.

BARLOW, JERRY
Hi Neighbor
KLOU, Lake Charles, La.

BARNES, ANNIE KATE
Songs for Sunday
WELR, Ronnie, Ala.

BARR, VIRGINIA
Open House
KFOR, Lincoln, Nebr.

BARRETT, LYNNE

BASKIN, BILL
Chuckwagon Jamboree
WKAY, Glasgow, Ky.

BASS, DOUG
Hi Neighbors
WFLA, Tampa, Fla.

BAUER, JOAN
KWHN, Ft. Smith, Ark.

BAVAR, TONY
Club 7, ABC-TV; Wendy Barrie,
WADB-Dumont; Vincent Lopez,
WADB-Dumont; Arthur Godfrey,
CBS; Moods & Melodies, NBC;
Paula Stone, WNEW.

BEAN, BONNIE
Songs by Bonnie Bean
KROS, Clinton, Iowa.

BERLEY, IRENE
Grand Slam, CBS.

BEE, BENNY
Your Song For Today
WJOK, Lancaster, Ohio

BELL, BOB
Breakfast, Frolic
KFX & KFX-FM, Wichita, Kansas

BELL, WANEVA
KWTC, Barstow, Cal.

BELLAMY, TOMMY
WKAY, Glasgow, Ky.

BELOTE, GRACE
WJTH, East Point, Ga.

BENNETT, JEANNE
WBNS, Columbus, O.

BENSON, JUNE
Listen Ladies
WIRC, Hikory, N. C.

BERLIN, PAUL
KNZU, Houston, Tex.

BERNIER, DAISY
Fred Waring Show

CBS-TV

BERRER, CAROL
Hobnail, Corners
KOMO, Seattle, Washington

BEVERLY, ELAINE
Brunch
KDKA, Pittsburgh, Pa.

BINKLEY, JEAN
Star Time
WAND, Canton, O.

BLACK, BETTY
KECA-TV, Hollywood, Cal.

BLACKWOOD, PATSY
Pat Blackwood Sings
KTAT, Frederick, Okla.

BLAINE, SIMMY
(See Announcer-M.C.)

BLAIR, VICKIE
WTMC, Ocala, Fla.

BLANCHARD, CHARLES
Standard Furniture Morning Watch
WROW, Albany, N. Y.

BLANCHARD, LOWELL
Midday Merry Go Round
WNOX, Knoxville, Tenn.

BOLAND, NORM
WFBG, Altoona, Pa.

BOND, ANNA
Western Barn Dance
KFWT, Wichita Falls, Tex.

BONDS, GRANDPAPPY LEE
WGWD, Gadsden, Ala.

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

BOUETTE, WILFIE
Kove Ranch Time
KOVE, Lander, Wyoming

BREEN, PAT SHOW
KTUL, Tulsa, Okla.

BRET, ROBERT
Can You Sing It
WSAY, Savannah, Ga.

BRIANT, NEOMA
Tel-A-Shop
WDSU-TV, Louisville, Ky.

BROOKS, FOSTER
The Foster Brooks Show
WAVE, Louisville, Ky.

BROOKS, LYN
Standard Furniture Morning Watch
WROW, Albany, N. Y.

BROWN, ART
WIMA, Lima, Ohio
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Stop The Music (AM)
ABC

BROWN, JUDY
WHAL, Shelbyville, Tenn.

BROWN, PHIL
The Phil Brown Show
WMOU, Berlin, New Hampshire

BRUCE, MURIEL
WMBR-TV, Jacksonville, Fla.

BURNS, FREDDIE
Tenn. Jamboree
WHRQ, Memphis, Tenn.

BURRELL, JOAN
Song-s with Joan
WCDL, Carbondale-Honesdale, Pa.

BURY, CHESTER
WSBC, Chicago, Ill.

BUSWELL, LILLIAN
My America
KODI, Cody, Wyoming

BUTCHER, JACK
Parade of Grocers
KWPC, Muscatine, Iowa

CAHILL, BOB
WOW-TV, Omaha, Neb.

CAIMAN, BARBARA
TV Dreamhouse
WKEC-TV, Cincinnati, Ohio

CAMPBELL, CHRISTINE
WALT, Tampa, Fla.

CAMPBELL, DICK
Song of the Day
WDVA, Danville, Va.

CAMPBELL, POLLY
Polly, The Singing Sweetheart
KPBZ, Wichita, Kansas

CANAJO, JUDY
The Judy Canova Show, NBC

CAROLINA RANGERS
WGBG, Greensboro, N. C.

CARR, NANCY
Chicago Theater of the Air
WGN, Chicago, Ill.

CARR, ROSEMARY
Robert Q's Matinee; Songs for Sale
CBS-TV

CASH, U.G.

CAY, ALICE

COLE, LYN
KPRC, Houston, Tex.

COSTANZO, ROSA

COOK, JOE & LOIS
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KOFL, Coffeyville, Kansas

CORKYN, MARLENE

CORNWALL, ARTHUR
Shut-Out Hour
WJGD, Chester, S. C.

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Date With Edith
WEAM, Arlington, Virginia

CRANE, JAN

CROOK, MARIAN
Jim O'Neil Show
KOWH, Omaha, Nebr.

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Coffee Time
WPPI, Jackson, Tenn.

— D —

DADDAN, TED
KCUL, Ft. Worth, Tex.
DAHLESTROM, EARL
KLIX, Twin Falls, Ida.

DALE, ALAN
July 9, 1925, Brooklyn, N. Y.; Sing It Again, WCBS-TV, AM; Milton Berle, WNBT; Ed Sullivan, WCBS-TV; Alan Dale Show, WARD; Alan Dale Show, WCBS-TV; Broadway Open House, WNBT.

ROBERT DALTON HAPPY
SMILING BOYS
WGBG, Greensboro, N. C.

DANA, JOE
Dana on Discs
KOY, Phoenix, Ariz.

DANE, DONNA
Operation March
WMDB, Miami Beach, Fla.

DARK, MOLLY
Barndance Show
WSHA, Chambersburg, Pa.

DATA, MARISHA
Polish Poppies
WSBC, Chicago, Ill.

DAVIS, ANDY
Western Memories
WVOS, Liberty, N. Y.

DIEHL, JINNY
WCAU; WCAU-TV, Philadelphia, Pa.

DAVIS, JANETTE
Arthur Godfrey Time (Radio), Arthur Godfrey And His Friends
CBS-TV

DAVIS, MILDRED
The Night Watchman
KHTT, Houston, Tex.

DAWN, MARION
Club 1300
WPBR, Baltimore, Md.

DAY, DENNIS
Jack Benny Program
CBS

DAY, MERRY
Our Third Street
KBUN, Bemidji, Minn.

DAY, JACK
Great Day with Jack Day
WNAR, Norristown, Pa.

DAYBE, SYLVIA
Sylvia Sings
WWSC, Glens Falls, N. Y.

DEAN, BILLY
Billy Dean Show
WNAX, Yankton, S. D.

DEER, JIMMIE
Jimmie Deer Show
WDAR, Savannah, Ga.

DEL AND JIM
Jim and Del
WFMJ, Youngstown, Ohio

DEMPSTER, FRANCES
Frances Dempster Sings, Ann of Anagold
KWKW, Pasadena, Cal.

DESMOND, JOHNNY
The Breakfast Club, ABC; The Don McNeill TV Club, ABC-TV; Johnny Desmond Goes to College, ABC; M-G-M Recording Artist

The HONEY DREAMERS
EXCLUSIVE RCA VICTOR ARTISTS

• BROADWAY OPEN HOUSE
  NBC-TV

• JOHN CONTE LITTLE SHOW
  NBC-TV

• KAY KYSER SHOW
  NBC-TV

PERSONAL MANAGEMENT
ART WARD
BA—9-9046
TONY BAVAAR

"Club 7"

WJZ-TV
Channel 7

Mon., Wed. & Fri.
7:05 to 7:15 P.M.

Tues. & Thurs.
7:05 to 7:30 P.M.

THE HEATHERTONES

Personal Management: PETER DEAN, 15 W. 55th St., New York • CO. 5-0790
| Vocal Artists — Radio-Television |

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Jim Lewis

Tom Lockard

THE MARINERS

COLUMBIA BROADCASTING ARTISTS

Martin Karl

Nat Dickerson

827
GAYLORD, CHET
The Chet Gaylord Show

GERARD, ARMAND
Armand Girard Show
KGO-TV, San Francisco, Calif.

GILLETTE, MARION
WJR, Detroit, Mich.

GLASS, BILL
Glass Showcase
KOTV, Tulsa, Okla.

GRANDPAPPY NERIT
Jamboree
WLAD, Rome, Ga.

GRANT, JANE
Jane Grant Show
KMOX, St. Louis, Mo.

GREEK, CEcil
Early Morning Tunes
KSLI, Glendale, Texas

GRIFFITH, GENE
Morning Matinee
WLW-T, Cincinnati, O.

GRISKE, TONY
Melody Matinee
WCCO, Minneapolis, Minn.

GROVE, BETTY ANN
B. Arlington, Mass.; Stop the Music, ABC; Bert Parks Show, NBC; Paul Whiteman Revue, ABC.

HAGAMAN, CHARLIE
Midday Merry Go Round
WNOX, Knoxville, Tenn.

HALL, CHARLOTTE
Music For You
WHEN, Syracuse, N. Y.

HALLE, MUKIEL
 Renew Musical
WHDH, Boston, Mass.

HALLIDAY, GLORIA
TV WAAAM boree
WAAM-TV, Baltimore, Md.

HAMILTON, DAVE
Dollar Derby
WLW-D, Dayton, O.

HAMILTON, GUY
Hamilton, Berta
WTNT, Tallahassee, Fla.

HANNAMS, LILY JO
Lily Jo Sings
KWNW, Wenatchee, Wash.

HARDOON, CATHY
Carousel
WLW-D, Dayton, O.

HANLEY, PEGGY
Andy Schroeder’s Western Band

HARRIS, HOLLY
Once Upon A Tune
WABD-TV

HAWKES, CHARLEEN
On the Beat, Morning Matinee
KNRH, Hollywood, Cal.

HAWKINS, W. W.
Melody Time
WPAD, Paducah, Ky.

LES (CARROT TOP) ANDERSON

“CARROT TOP ANDERSON”
T.V. Show

“Dude Ranch Varieties”
T.V. Show

“Hom3 Town Jamboree”
T.V. Show

“Harmony House Radio Show”
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Bert Parks Show, NBC-TV; Frank Sinatra, CBS-TV; The Show Goes On, CBS-TV; Versatile Varieties, NBC-TV; Ted Steele, WPIX; By Popular Demand, CBS-TV.

HENDERSON, HAP
Hap Henderson Sings
KOMW, Omak, Wash.

HILL, JACKIE
Manhattan Coffee Quiz, Syn- copation Piece
KMOX, St. Louis, Mo.

HILLIARD, BETTY RUTH
Song Time
WJJS, Jackson, Tenn.

HODDEN, ROSELLA
Rosella
WOW-TV, Omaha, Neb.

HODGES, BOB
Ranch Hands
WALT, Tampa, Fla.

HOGAN, JANE
Jane Hogan Sings
WPKY, Princeton, Ky.

HOLMES, DICK
WILM, Wilmington, Del.

THE HONEY DREAMERS
Broadway Open House, NBC-TV; John Conte's Little Show, NBC-TV; Kay Kyser Show, NBC-TV; Colgate Comedy Hour, NBC-TV; Garry Moore Show, CBS-TV; Arthur Murray Show, WABD-Dumont.

HOOSIER KIDS
Farm Fair
KOMW, Omak, Wash.

HOUSING, JEN
KPRC, Houston, Tex.

HURLEY, BETTY
Betty Hurley Sings
WDLY, Ladysmith, Wis.

JACKIE, JOYCE
WOTW, Nashua, New Hampshire

JAMES & HAYDEN
Smile Awhile Boys
WCKB, Dunn, N. C.

JAYNES, DOC
Farm Front
KFYR, Bismarck, North Dakota

JEFFERS, ‘SLEEPY’
Maric Valley Jamboree
WTIP, Charleston, W. Va.

JOHNSON, FRANCES
WTON, Leavenworth, Kansas

JOHNSON, JOHNNY
Ken Murray Show
CBS-TV

JOYCE, PAUL
Song Souvenirs
WFLA, Tampa, Fla.

KAYE, ELAINE
Elaine Kaye Show
WMUR, Manchester, New Hampshire

KEATHLEY, ANNETTE
Reminiscing with Annette
KTRW, Lawton, Tex.

KENDALL, FRED
WJR, Detroit, Mich.

KING, BEE BEE
Spirit of Memphis Quartet
WDIA, Memphis, Tenn.

KING, PEE WEE
Cheer Up Jamboree, WAVE; Pee Wee King Show, WAVE-TV, Louisville, Ky.

KIRBY, FRED
WTB, Charlotte, N. C.

KIRK, JOHNNY
Mr. Melody
KTUL, Tulsa, Okla.

KIRK, RED
WIMA, Lima, Ohio

KRIPKAT, CLEO
Elmer’s Scrapbook
KSB, Creston, Iowa

KITCHEN, BETTY
Melody Kitchen
WMON, Montgomery, W. Va.

KRUEGER, DICK
Saturday at the Shamrock
KKZY, Houston, Tex.

KUBIAK, BERTY & CARL
Kubiak Brothers
KKF, Shawnee, Okla.

KUNS, BUD & SALLY
Bud & Sally
KAKC, Tulsa, Okla.

LADELLE, JAC
Musical Scrapbook
KPHO-TV, Phoenix, Ariz.
**Vocal Artists—Radio-Television**

**LANE, FRANCIE**  
Easy Does It  
WNBT, New York, N. Y.

**LANGE, RUTH**  
Boy, Girl & A Song  
WAFM-TV, Birmingham, Ala.

**LANGFORD, FRANCES**  
Star Time  
WABD-TV

**La ROSA, PAUL**  
The Cable Show  
WIS, Columbia, S. C.

**La TULLIPPE, DON**  
WJDA, Quincy, Mass.

**LAUGHTON, GRETIE**  
Greta Laughlin Sings  
WKIC, Hazard, Ky.

**LAWRENCE, AIMEE**  
Breakfast Gang  
KDFC, San Francisco, Calif.

**LAWRENCE, BILL**  
Arthur Godfrey Time, Arthur Godfrey And His Friends  
CBS-TV

**LAWRENCE, POLLY**  
Breakfast Gang  
KFRC, San Francisco, Calif.

**LEA, TERRY**  
Early Birds Night Out  
WFAA-TV, Dallas, Tex.

**LEE, BOBBIE**  
Hi Neighbors  
KGFL, Coffeyville, Kansas

**LEE, LINDA**  
Songs by Linda Lee  
WHAZ, Troy, N. Y.

**LEE, MEL**  
Dixie Jamboree  
KTTR, Rolla, Mo.

**LEE, PATSY**  
The Breakfast Club, ABC; The Don McNeill TV Club, ABC-TV

**LEE, SALLY**  
Saturday at the Shamrock  
KXYZ, Houston, Tex.

**LEGER, RUSS**  
KOWH, Omaha, Nebr.

**LEINSEER, LEE**  
Texas Rhythm Boys  
KPRD, Rosenberg, Tex.

**LeMASTER, MARY JANE**  
Morning Call  
WMDB, Peoria, Ill.

**LEON, SONIA SHOW**  
WDAS, Philadelphia, Pa.

**LESTER, BILL**  
Uncle Bill  
ROY, Phoenix, Ariz.

**LESTER STAMPS QUARTET**  
SONG BY RUSSELL LEVIDGE  
KXOK, Birmingham, Ala.

**LEWIS, JEAN**  
Jean Lewis Sings  
WQX, Dayton, Ohio

**LEWIS, LILLIAN**  
Sing A Song  
WAGC, Chattanooga, Tenn.

**LOR, DENISE**  
Garry Moore Show  
CBS-TV

**LORRAINE**  
Lorraine and her Grand Piano  
KETM, Watertown, S. D.

**LUKER, BERYL**  
Play or Pay  
WOC-TV, Davenport, Ia.

**LUYBEN, RITA**  
Rita Sings  
WKOL, Cullman, Ala.

**McCLELLAN, DON**  
Heinie & His Band  
WMAW, Milwaukee, Wis.

**McCLESKEY, FRED**  
Songs with McCleskey  
KUOA, Siloam Springs, Ark.

**McDONALD, PATSY**  
Patsy Sings  
KELB, Roanoke, Ala.

**McDOWELL, JIM**  
Coffee Time  
WHFB, Benton Harbor, Mich.

**McFARLAND, PRUTH**  
KLS, Chicago, Ill.

**McGAY, WARREN**  
Songs By McGay  
KNEB, Scottsbluff, Nebr.

**McHUGH, PAT**  
KRUL, Corvallis, Ore.

**McKITTCHIE, BARBARA**  
KNBC, San Francisco, Calif.

**MACK, JIMMY**  
WHFB, Benton Harbor, Mich.

**MACK, JOHNNY**  
WFAA-TV, Dallas, Tex.

**MADIGAN, BETTY**  
The Game Room  
WTGC, Washington, D. C.

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Vocal Artists—Radio-Television

MAINWARING, CLARA
Meditation in Music
WHAP, Hendersonville, N. C.

MALAIN, NINA
Music a la Mode
WTIT, Coral Gables, Fla.

MALES, CURLY
Compliments with Music
WDAD, Indiana, Pa.

MARINE, JOE
Fred Waring Show
CBS-TV

MARINERS, THE
Arthur Godfrey Time, Arthur Godfrey And His Friends, CBS-TV.

MARLOWE, JACK
Jack Marlowe
KWAD, Wadena, Minn.

MARQUIS, ROSALIND
Sports Doubleheader
WHAS, Louisville, Ky.

MARTIN, FRANK
Breakfast Club
WITZ, Jasper, Ind.

MARTIN, TONY
(See Artists)

MARY, LOU
Southern Maid
WBRL, Columbus, Ga.

MARY, MAY
Vocal Styles
KROX, Crookston, Minn.

MARY, TEXAS
KFAB, Omaha, Nebr.

MEINKE, RUTH
Treasure Trails of Melody
KOA, Denver, Col.

MENONA, ROSINA
Rosina Menona Sings
WITZ, Jasper, Ind.

MESSNER, BUD
Barn dance show
WCHA, Chambersburg, Pa.

MERRILL, ROBERT
Show of Shows, NBC-TV; Metropolitan Opera.

MILLER, BILL
Dick Mills Show
WITZ, Corning, N. Y.

MILLS, DICK
Tunes at Noon
WITZ, Albany, N. Y.

MILLS, ETHEL
Mills and Townsend
WDNJ, Roanoke, Va.

MINNESOTA WOODCHOPPER
KVOX, Moorhead, Minn.

MODERNAIRES
Club 15
CBS

MONETT, ROBERT
KRON, San Francisco, Cal.

THE MOON MAIDS AND MOON MEN
Vaughn Monroe Show, Camel Caravan with Vaughn Monroe
CBS-TV

MORGAN, DON
Through the Years
WFDB, Dunkirk, N. Y.

MORGAN, LEE
Toni DiSimone Trio

MORRIS, BROS.
Jamboree
WLIO, Rome, Ga.

MORRISON, NANCY
Nancy Sings
KTRB, Shreveport, La.

MORRISON, NAT
Singing For You
WKNE, Keene, New Hampshire

MUGHER, GLORIA
Fred Waring Show
CBS-TV

MULLBEHILL, RUTH
Scandia Barn Dance
KOMO, Seattle, Washington

MULLIN, DIANE
Diane Comes Calling
WEAL, Rome, N. Y.

MULLINS, MAXINE
Ballad Time
ECOG, Centerville, Iowa

MURPHY, WANDELL
Musical Kitchen
WMGA, Moultrie, Ga.

MURRAY, BERT & BOB
WGAC, Portland, Me.

MUSTIN, BILLIE
Billie Mustin Show
WIS, Columbia, S. C.

NASH, BARNES
Warlick Presents Barney
WHIS, Bluefield, W. Va.

NEELLETT, BETTY
Let's Have Fun
WBKB, Chicago, Ill.

BETTY ANN GROVE
STOP THE MUSIC—ABC
BERT PARKS SHOW—NBC
PAUL WHITEMAN REVUE—ABC

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COAST-TO-COAST
PAPPY CHERISH'S DUKE RANCH ROUNDUP RADIO SHOW

PARKER, ANDY
And The Plainsmen
Leo Carrillo TV show (coast to coast); Pappy Cheshire's Dude Ranch Roundup Radio Show

PASCAL, BETTY
The Singing Sweethearts
WHBH, Baton Rouge, La.

PATT, ALMA
Songs By Aline
KDAL, Duluth, Minn.

PATTERSON, CREAN
WONS, Hartford, Conn.

PERRY, BOB
Pfeiffer Frohes
WGK, Buffalo, N. Y.

PERRY, PENNY
Fred Waring Show
CBS-TV

PETE, COLORADO
KFIR, KMBC, Kansas City, Mo.

PETERSON, VIRGINIA
Melody Time
WJZ, Philadelphia, Pa.

PHILLIPS, DOROTHY
Sunday Salon
WSSB, Durham, N. C.

PHILLIPS, RALPH
Club 1300
WFIR, Baltimore, Md.

PICKENS, JANE
NBC

PICKETT, BILL
Sports Doubleheader
Of Songs & Stories
Coffee Call
WHAS, Louisville, Ky.

PIEO, IRENE
Through the Years
WFCB, Dunkirk, N. Y.

PIERCE, JOHN
John Pierce Shows
WLAV, Grand Rapids, Mich.

PIKERS, NORTHERN
WPBC, Minneapolis, Minn.

PINE RIDGE BOYS
WJMW, Athens, Ala.

PINO, ARTHUR
Serenade in the Night
KGA, Spokane, Wash.

POST, BILL
Melody Mill
KSL-TV, Salt Lake City, Utah

PRESTON, LEO SHOW
KWOE, Clinton, Okla.

PRICE, MRS.
Mrs. Price Shows
WMEV, Marion, Va.

PULLIAM, NICK
KWPC, Muscatine, Iowa

QUARTET, FOUR SQUARE
Revival Hour
WRFS, Alexander City, Ala.

QUINLAN, ROBERTA
Mohawk Show Room, NBC-TV

QUINN, BENNY
Rainbow Revue
KSUB, Cedar City, Utah

QUIRK, PHIL
Lunch Timers
WBBF, Wills-Barre, Pa.

RAYE, SUSAN
Susan Raye Shows
WABD-TV

LEE FIELDS

John Conte's Little Show — NBC-TV
Ted Steele Show — WPIX
Bobby Clark Comedy Hour — NBC-TV

TR 4-5112

PALMER, COY
KPBN, Pampa, Tex.

PAGE, BOB
Bob Page Shows
WBRE, Wilkes-Barre, Pa.

NEVIN, NADINE
WHTW-TV, Philadelphia, Pa.

NEWMAN, JACEY
Jack Newman Shows
KOKW, Tulsa, Okla.

NEWMAN, LUCILLE
Lucille Norman Shows

NEWMAN, TID
WBAP, Ft. Worth, Tex.

NOVAK, MILDRED
Millie Novak
WPIC, Sharon, Pa.

OGDEN, RUTH
Ruth Ogden Shows

OHKIE, RICHARD
Say It With Music

OSTIN, BOBBY FLORES
Serenade of Love

OVERSTAKE, EVELYN
WLW, Cincinnati, Ohio

PAGE, BOB
Bob Page Shows
WBRE, Wilkes-Barre, Pa.

PALMER, COY
KPBN, Pampa, Tex.

Nelson, Gene
Gene Nelson Shows

Neal, FRED
Treasure Trails of Melody

KOA, Denver, Colo.

Newman, Dick & Ruth
WLAX, Lancaster, Pa.

Nevins, Natalie
WHTW-TV, Philadelphia, Pa.

Newman, Jack
Jack Newman Shows

Norman, Lucille
Lucille Norman Shows

Norman, Ted
WBAP, Ft Worth, Tex.

Novak, Mildred
Millie Novak
WPIC, Sharon, Pa.

O'Gurny, Ruth
Ruth O'Gurny Shows

O'Haire, Richard
Say It With Music

Ostman, Bobby Flores
Serenade of Love

Overstake, Evelyn
WLW, Cincinnati, Ohio

— O —

Page, Bob
Bob Page Shows

WBTX, Chillicothe, Ohio

Palmr, Coy
KPBN, Pampa, Tex.

Parker, Andy
And The Plainsmen
Leo Carrillo TV show (coast to coast); Pappy Cheshire's Dude Ranch Roundup Radio Show

Pascal, Betty
The Singing Sweethearts
WHBH, Baton Rouge, La.

Patt, Alma
Songs By Aline
KDAL, Duluth, Minn.

Patterson, Crean
WONS, Hartford, Conn.

Perry, Bob
Pfeiffer Frohes
WGK, Buffalo, N. Y.

Perry, Penny
Fred Waring Show
CBS-TV

Pete, Colorado
KFIR, KMBC, Kansas City, Mo.

Peters, Virginia
Melody Time
WJZ, Philadelphia, Pa.

Phillips, Dorothy
Sunday Salon
WSSB, Durham, N. C.

Phillips, Ralph
Club 1300
WFIR, Baltimore, Md.

Pickens, Jane
NBC

Pickett, Bill
Sports Doubleheader
Of Songs & Stories
Coffee Call
WHAS, Louisville, Ky.

Piero, Irene
Through the Years
WFCB, Dunkirk, N. Y.

Pierce, John
John Pierce Shows
WLAV, Grand Rapids, Mich.

Pikers, Northern
WPBC, Minneapolis, Minn.

Pine Ridge Boys
WJMW, Athens, Ala.

Pinzi, Arthur
Serenade in the Night
KGA, Spokane, Wash.

Post, Bill
Melody Mill
KSL-TV, Salt Lake City, Utah

Preston, Leo Show
KWOE, Clinton, Okla.

Price, Mrs.
Mrs. Price Shows
WMEV, Marion, Va.

Pulliam, Nick
KWPC, Muscatine, Iowa

Quartet, Four Square
Revival Hour
WRFS, Alexander City, Ala.

Quinlan, Roberta
Mohawk Show Room, NBC-TV

Quinn, Benny
Rainbow Revue
KSUB, Cedar City, Utah

Quirk, Phil
Lunch Timers
WBBF, Wills-Barre, Pa.

Rae, Susan
Susan Raye Shows
WABD-TV

Lee Fields

John Conte's Little Show — NBC-TV
Ted Steele Show — WPIX
Bobby Clark Comedy Hour — NBC-TV

TR 4-5112
**Vocal Artists—Radio-Television**

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**REED, CAROL**
Carol Calling

**REEHL, JOHNIE**
WTRY, Troy, N. Y.

**ROSS, LANNY**
WBS, Buffalo, N. Y.

**RUPPLE, ELVERA**
The G90 Show
WGR, Buffalo, N. Y.

**RYAN, ANN**
Melody Showcase
WLW, Cincinnati, O.

**RYAN, DANNY**
WDAE, Tampa, Fla.

**RYAN, SHIRLEY**
Encores
WDAY, Faro, North Dakota

---

**S**

**SABLON, JEAN**
Jean Sablon Show, WOR

---

**SACK, CLIFF**
KPFAM, St. Cloud, Minn.

**SANDERS, MACK**
Jeanne Sanders
KMA, Shenandoah, Iowa

**SARGENT, MICHAEL**
Steinway, Stencils and Pianoland;
Music and Memories; Music Michael Please; WBED, Bedford, Ind.

**SAUNDERS, FRANK P.**
Jimmy Durante, NBC; Perry Como, Fred Waring

**SAUNDERS, JEAN**
Twilight Time
WORZ, Orlando, Fla.

**Savage, Bill**
Let's Have Fun
WBKB, Chicago, Ill.

**SCHAFFER, BOB**
WKNN, Saginaw, Mich.

**SCHAFF, PEGGY**
PEG-MO, Shallagh
WEAM, Arlington, Va.

**SCHARD, PALMA**
Hall Sawyer Show
KKEC, Hollywood, Calif.

**SCHREIBER, RICHARD**
Treasury of Music
WCLF, Chicago, Ill.

**SOBOEDE, MEL**
WAAAM, Baltimore, Md.

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**SHAHAN, FREDERICK**
Voice in Old Village Chor
WSNL, Bridgeport, N. J.

**SHARVER TRIO**
Shams—Sharver Show
WNTA, Frederick, Okla.

**SHARYN, LYNN**
Shams—Super Saturday Show
WYZ-TV, Detroit, Mich.

**SHERIDAN, PHIL**
Anne Lee's Notebook

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**SHORE, DINAH**
(Mrs. George Montgomery)
B. H. Col. 1917, Winchester, Tenn.; RCA Victor Records; The Tide Show for Procter & Gamble, CBS; Guest Television appearances: Bob Hope, Milton Berle Shows.

**SIMMONS, DICK**
Dick Simmons Show
WTAN, Clearwater, Fla.

**SIMS, BARBARA E.**
Pick a Hit, WBBM-CBS; Hawkins Falls, WMBQ-NBC; The Ann Harris Show, ABC

**THE SKYLARKS**
Refreshment Time
CBS

**SLATER, NORVELL**
WFBA, Dallas, Texas

**SMILEY, BETTE**
Musical Triple Time
WCAE, Pittsburgh, Pa.

**SMITH, DRIFTING JOHNNY**
Drifting Johnny
KRUL, Corvallis, Ore.

**SMITH, JIMMY**
Jimmy Smith Show
WGWD, Gadsden, Ala.

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**STAFFORD, JO**
Carnation Contented Hour, CBS; Club 15 for Campbell's Soup, CBS; Voice of America, Radio Luxembourg; Columbia Records.

**STAMPS-BAXTER**
Texoma Time; Texoma Quartet
KFDX, Wichita Falls, Tex.

**STAMPS QUARTET**
KWFT, Wichita Falls, Texas

**STARLIGHT FOUR**
Songs by the Starlight Four
WLYH, Newport News, Va.

**STEEL, TED**
"Mr. Matine" Show
WPIX, New York, N. Y.

**STEVENS, HERB**
Lee Kelton Orchestra
WJAS, Pittsburgh, Pa.

**STEWART, CLAIRE**
WFBA, Dallas, Texas

**STEWART, REDD**
Pee Wess King Show
WAVE-TV, Louisville, Ky.

**STREICH, AL & SUE**
KNEM, Nevada, Mo.

**SUE & MILLIE**
KFMM, KMBC, Kansas City, Mo.

**SULLIAN, DON**
WBB, Kansas City, Mo.

**SULLIVAN, LEE**
B. May 11, 1911, Brooklyn, N. Y.; Theater Guild, WNBC; Texaco Star Theater, NBC-TV; Mohawk Show Room, WNBC; Ilka Chase, WCB; Paul Whiteman Review, ABC-TV; Date in Manhattan, WNBC.

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**T**

**TANNER, EARLE**
Stars in the Night, ABC; Soo and Soliloquy, ABC; Illusion.

**TEXTOR, SYLVIA AND KEITH**
Fred Waring Show
CBS-TV

**THOMPSON, JOHNNY**
Johnny Thompson Sings
Your Home Beautiful

**TINGLEY, IRVING**
Irv & Dee
WBEL, Beloit, Wis.

**THE TOPNOTCHERS**
KHON, Honolulu, T. H.

**TOWNSEND, DUDLEY**
WDJ, Quincy, Va.

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**TREBBLE TRIO**
WXX, Sweetwater, Tex.

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**UPSON, DAVE**
TV Dreamhouse
WKRC-TV, Cincinnati, Ohio

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**VALENTINE, JANET**
In a Nutshell; Thoughts to Remember;
Scrapbook
WEBB, Duluth, Minn.

**VERNE PULMER QUARTET**
KSFA, Naco, Arizona.

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**WARD, JIM**
Saturday Jamboree
KGB, Cleveland, Cal.

**WEBB, HELEN**
Sooner Shindig, WKB-TV; Anthony Avenue, WKB, Oklahoma City, Okla.

**WEBSTER, JOE**
Anthony Avenue
WKB, Oklahoma City, Okla.

**WESSELS, MAX**
Continental Variety
WWRL, Woodsdale, N. Y.

**WEST, NADINE**
Nadine & Raymond
WANS, Wichita, Kansas

---

**WESTERNAIRES**
WJTN, Jamestown, N. Y.

**WHEATLEY, JOANNE**
Fred Waring Show
CBS-TV

**WILLIAMS, GENE**
WSPD-TV, Toledo, O.

**WILLS, JOE**
Joe Wills Sings
KNEM, Nevada, Mo.

**WILSON, JANE**
Fred Waring Show
CBS-TV

**Wray, Paula**
WGN-TV, Chicago, Ill.

---

**WRIGHTSON, EARL**
(See Artists.)

---

**Y**

**YOUNG, VIRGINIA**
Virginia Young Show
KMH, Marshall, Minn.
### RADIO-TV ARTISTS

—their work during 1950—

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<td>Cedric Adams</td>
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<td><strong>ADAMS, INGE</strong></td>
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<tr>
<td>Wendy Warren, CBS; Big Sister, Brighter Day, CBS; Children’s Sketchbook, Lights Out, NBC; Kraft NBC; I Love A Mystery, MBS</td>
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<td><strong>ALLEN, GRACIE</strong></td>
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<td>B. San Francisco, Cal.; George Burns and Gracie Allen Show, CBS-TV</td>
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<td>Dr. Christian, NBC Theater; Skippy Hollywood, TV-Lynn Allen's Your Home and Shoppe, Look and Listen</td>
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<td>Steve Allen Show, CBS-TV</td>
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<td><strong>ALLISON, FRAN</strong></td>
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<td>“Aunt Fanny” Breakfast Club, ABC; Don McNeill TV Club, ABC-TV; Kukla, Fran and Ollie, NBC-TV</td>
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<td><strong>ALLISON, JONE</strong></td>
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<td>Guiding Light</td>
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<td>CBS</td>
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<td><strong>ANDERSON, EDDIE</strong></td>
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<tr>
<td>B. Oakland, Cal., Sept. 18, 1905; The Jack Benny Show, CBS; Jack Benny TV Show, CBS-TV</td>
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<td><strong>ARDEN, EVE</strong></td>
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<tr>
<td>Our Miss Brooks</td>
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<td>CBS</td>
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<td><strong>ARLEN, MARGARET</strong></td>
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<td>WCBS</td>
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<td><strong>ARTHUR, LOUISE</strong></td>
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<td>Screen Guild, Lux, Gildersleeve, Man Called X</td>
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<td><strong>ARVAN, JAN</strong></td>
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<td>Dr. Christian, CBS; Red Ryder, California Caravan, TV; The Jonathan Story, Ed Wynn, Alan Young Shows</td>
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<td>TV—New York; California</td>
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<td>The Whistler, Dragnet, Amazing Mr. Malone; TV — Mysteries of Chinatown, Stars over Hollywood, Trio Films</td>
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**WILLIAM GARGAN**

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BAKER, DICK
"TWO TON"
Two Ton Baker Show, WGN; Baker's Spotlite, WGN; Weather Jingles, Standard Transcription, Tune For Today, Transcribed, Rhythm Rodeo, DuMont

BAKER, PHIL
$64 Question, NBC; Songs For Sale, CBS; Milton Berle, NBC-TV; Take It or Leave It, NBC; Ed Sullivan, CBS-TV; Big Show, NBC

BARKA, NINA
Mr. President, Family Theater, Blondie, TV — Space Patrol, Pinky Lee Show, Joey Graydon

BARNES, PATT H.
Patt Barnes & Barbara, WJZ-ABC

BARRETT, MICHAEL ANN
This is Your FBI, Lux, Suspense, Sara's Private Caper, TV — Textron-Telequiz, The Pendulum

BARRIE, WENDY
The Wendy Barrie Show, ABC-TV

BARTLEY, BETTY
Studio One, Sure As Fate, The Webb, Suspense, Detective's Wife, CBS-TV

BARTLEY, LES
Lux, Screen Guild, The Whistler, Dangerous Assignment, TV — Stars over Hollywood, Triumphant Hour, TV commercials

BATTERSEA, WES
MC of For All, Jack in all Trades, Battin' Around with Battersea, TV-MC of Ralph's Win It, Bid for Bargain

BAYAN, ADRIENNE
True Detective Mysteries, MBS

BEASLEY, IRENE
Grand Slam, CBS

BECG, JACKSON
B. July 23, 1912, New York, N. Y.; Bobby Benson, MBS; Mark Trail, MBS; Quick As A Flash, ABC; Greatest Story Ever Told, ABC; Escape, CBS-TV; Suspense, CBS-TV; Ma Perkins, CBS; Superman, MBS

BECKER, SANDY
Young Dr. Malone, CBS-AM

BEECHER, WALTER
Hot Point Show, KNX; TV-Mystery is My Hobby, You Be the Jury, Ed Wynn Show

BEHRENS, FRANK
Bobby Benson, MBS

BELL, RALPH
Bobby Benson, MBS

BENADARET, BEA
George Burns and Gracie Allen Show, CBS-TV

BENJAMIN, WILLIAM
Standard Television, ABC

BENNETT, JULIE
Theater Guild of the Air, NBC; True Detective, MBS

BENNY, JACK
B. Feb. 14, 1894, Chicago, Ill.; The Jack Benny Show, CBS; and Jack Benny TV Show

BENSON, AL
WGES, Chicago

BENSON, RED
Red Benson's Movie Matinee, Take A Number, MBS; Julie Conway and Red Benson Show, MBS; St. Nick's Music Hall Varieties, WOR-TV

BERG, GERTRUDE
The Goldbergs, CBS-TV

BERGEN, EDGAR

BERLE, MILTON
Texaco Star Theater, NBC-TV

BERNARD, TOMMY
One Man's Family, Those Websters, Great Gildersleeve, TV — The Ruggles

BERNER, SARA
Star of Sara's Private Caper, Jack Benny, Jimmy Durante, Amos 'n Andy, TV — Toast of the Town, Ted Mack's Original Amateur Hour, Buster

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JAN MURRAY

RADIO-TV
SONGS FOR SALE — CBS
SING IT AGAIN — CBS

Bookings: M.C.A.
Management: JACK BERTELL

PHIL BAKER

"$64 Question"—NBC

Management: JACK BERTELL

EARL WRIGHTSON

At Home Show — CBS-TV
Paul Whitman Revue — ABC-TV
Victor Records

Personal Management:
Jack Bertell
Don Coplin—Associate
745 5th Ave.
New York 22, N. Y.
PL. 9-5260
Keaton, Tex Williams Western
Caravan
BERRY, JIM
This is Your FBI, TV — ABC & KECA Staff
BERTRAM, BERT
Suspense, CBS; Fred Waring Show, Love and Learn, Cameo Theater, NBC: Longines-Wittnauer Show, CBS
BICKART, SANDY
Buck Rogers, ABC-TV; Backstage Wife, NBC; Philco, NBC-TV; Tropic Holiday, ABC-TV; Lights Out, NBC-TV; Studio One, CBS-TV
BILLINGSLEY, SHERMAN
The Stork Club, CBS-TV
BLOCK, HAL
What's My Line?, CBS-TV
BLYDEN, LARRY
Bobby Benson, MBS
BOLES, JIM
B. Feb. 28, 1914, Lubbock, Texas; I Love A Mystery, MBS; One Man's Family, NBC-TV; King's Row, CBS; Greatest Story Ever Told, ABC; The Shadow, MBS; Big Town, CBS-TV; Bobby Benson, MBS; Mr. Fix, NBC; Fred Allen, NBC; Big Story, NBC; Kraft Television Theater, NBC-TV; Famous Jury Trials
BONNEY, GAIL
20 Years in Radio
BOON, ROBERT
Lux, Stars Over Hollywood,
Burdin, Tex Williams Western
Caravan
BOYD, BILL
B. June 5, 1898, Cambridge, O.; Hopalong Cassidy starring William Boyd, MBS, NBC-TV
BRAHAM, HORACE
Studio One, CBS-TV; Philco, NBC-TV; Cavalcade, NBC; Theater Guild, NBC; Mystery Theater, CBS; Man Against Crime, CBS
BRIGGS, DON
True Detective Mysteries, MBS
BROWN, DORIS
Lucky Pup, CBS-TV
BROWN, JOHN
George Burns & Gracie Allen Show, My Friend Irma, CBS-TV
BRYAN, ARTHUR Q.
Fibber McGee & Molly, Richard Diamond, TV — Hank Cune
BRYAN, MARVIN
Shadow and Substance, TV — Lightning Never Strikes, Venus or Bust
BRYSON, LYMAN
We Take Your Word, Invitation To Learning, CBS
BURNIN, HOPE
Lucky Pup, CBS-TV
BURNIN, MOREY
Lucky Pup, CBS-TV
BURKE, BERNARD
Goodyear-Paul Whiteman Revue, ABC; Kraft TV Theater, NBC-TV; The Big Story, NBC; Treasury Men In Action, ABC; Hi'top House, Helen Trent, CBS
BURKE, MAURICE
Philo Theater, NBC-TV; Lucky Strike Theater, NBC-TV; Man Against Crime, WCBS-TV; One Man's Family, NBC-TV
BURNS, GEORGE
B. New York, N. Y.; George Burns and Gracie Allen Show, CBS-TV
BURROWS, AB E
This is Show Business, We Take Your Word, Hear It Now, CBS & CBS-TV
BUTLER, DAWS
Suspense, The Whistler, Dr. Christian, TV — Time for Beany, Yer Ole Buddy
BUYEFF, LILLIAN
Lux, Broadway is My Beat: Richard Diamond

CAESAR, SID
Your Show of Shows, NBC-TV
CALDER, KING
Bobby Benson, MBS
Caldwell, Sam
Garden Gate, CBS-AM

--- C ---

VAN AND THE GENIE

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Lorenzo Fuller
GERTRUDE BERG
AND
THE GOLDBERGS

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NBC-TV
DANNY THOMAS

NBC-TV

"FOUR STAR REVUE"

Congratulations

DINAH SHORE

You just can't help being the best.

Eddie Cantor
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<th>COOK, PERRY</th>
<th>Perry Cook Show, CBS</th>
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<td>CONNOR, WHITFIELD</td>
<td>Drama, Sam Spade. Hallmark</td>
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<td>CONTE, JOHN</td>
<td>B. Sept. 15, 1913, Palmer, Mass.; Arms and the Girl, Theater Guild-Broadway Musical; Star-time, Dumont-TV; Van Camp’s Little Show, NBC-TV; Your Show of Shows, NBC-TV; Studio One, CBS-TV; Somerset Maugham TV Theater, CBS-TV</td>
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<td>COOLEY, SPADE</td>
<td>B. Grand, Okla.; Spade Cooley TV Show, KTLA; Paramount; Decca Records; Standard Transcriptions</td>
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<td>COOK, BARBARA</td>
<td>WCBS</td>
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<td>COOK, TOMMY</td>
<td>Over 2000 Network shows, TV, Several guest appearances</td>
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<td>COTSWORTH, STAATS</td>
<td>Casey-Crime Photographer, CBS; Front Page Farrell, NBC; Marriage For Two, NBC; The Guiding Light, CBS; Cavalcade, NBC; Theater Guild on the Air, NBC; The Shadow, CBS</td>
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| COWLING, SAM       | Breakfast Club, ABC; Don McNeill TV Club, ABC-TV |
| CRAIG, RENA        | 12 yrs., on radio, TV — KFI (live) |
| CROCKETT, BETTY    | Betty Crocker Program, CBS-TV |
| CROSBY, BING       | Bing Crosby Show, CBS |
| CROSBY, BOB        | Club 15, CBS |
| CURY, DAN          | Bobby Benson, MBS |

| DATIONAL, DONALD  | Dangerous Assignment, NBC Theater, So Proudly We Hail, TV — Marshal of Gunsight Pass |
| DIXON, BOB         | Kate Smith, NBC-TV; Ed Murrow Program, CBS; Chulkwagon, CBS-TV; Perry Mason, CBS; Life Can Be Beautiful, NBC |
| 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. |

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Ed and Pegeen Fitzgerald

T V Too!
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DONLEY, BOB
Bobby Benson
MBS
DORING, EDDIE
Date with Judy, Junior Miss, Life of Riley, TV — Mr. Do Good, Assignment Hollywood, Hollywood Mystery House
DOUGLAS, DON
True Detective Mysteries
MBS
DOUGLAS, SHARON
Life of Riley, Joan Davis Show, Judy Canova, Lux
DOWNEY, MORTON
Star of the Family, CBS-TV; Refreshment Time
DRAKE, ALICE
DRAKE, GALLEN
WCBS
DRAFTER, MARGARET
Brighter Day
CBS-AM
DRESSLER, ERIC
True Detective Mysteries
MBS
DRYDON, BOB
Bobby Benson, MBS; I Love a Mystery, MBS
DUNN, EDDIE
(See Announcer-MC)
DURANTE, JIMMY
Norge, NBC-TV; Pet Milk, NBC-TV; Motorola, NBC-TV; Big Show, NBC
DuVAL, JOE
Cisco Kid, Red Ryder, Richard Diamond, TV — Your Witness, Eddie Drake Series

EDWARDS, RALPH
Truth or Consequences, CBS; Truth or Consequences, CBS-TV; This Is Your Life, CBS
EDWARDS, SAM
Corliss Archer, Suspense, Father Knows Best, TV — Hoffman films
EGGLESTON, SHIRLEY
B. Cleveland, Ohio; Nash Air-flyte Theater, CBS-TV; Counter-spy, ABC; Modern Romances, ABC; Hannibal Cobb, ABC; Al-drich Family, NBC; Cathedral Films of Hollywood, Cal.
EILER, VIRGINIA
Dennis Day, Let George Do It, Dr. Christian, TV — Commercials
ELSPETH, ERIC
The Shadow
MBS
ENDERS, RUTH
Mr. I. Magination
CBS-TV
ERLENBORN, RAY
Edgar Bergen, Blondie, Gene Autry, TV — Ed Wynn Show, Alan Young, Buster Keaton Shows

FADIMAN, CLIFTON
This Is Show Business
CBS-TV
FARRAR, STANLEY
20th Year in Radio, TV — The Ruggles

PAUL WINCHELL
AND JERRY MAHONEY

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GOLDFARB, MIRENBURG & VALLON
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Trafalgar 6-5893
FELD, FRITZ
NBC Theater, Night Beat, The Saint, TV — Pantomine Quiz, Buster Keaton

FELTON, VERN
Judy Canova, Much about Doolittle, Dennis Day

FENNELLY, PARKER
The Fred Allen Show

FIELD, NORMAN
Six years on Lux, TV — 30 weeks on Mystery is my Hobby

FIELDS, EDDY
Screen Guild, Lux, My Friend Irma, TV — The Judge

FITZGERALD, ED & PEGEEN
The Fitzgeralds, ABC, 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; The Shadow, MBS

FORAY, JUNE
Fibber McGee & Molly, Buster Brown, Harry & Faye, Bob Hope, TV — Tex Williams, Buster Keaton, Buster Brown Gang

FORD, SENATOR ED
B. June 13, 1887, Brooklyn, N. Y.; Can You Tap This?, NBC; Vox Pop; Hobby Lobby; Guest Appearances.

FRANCIS, ARLENE
What's My Line?, CBS-TV; Blind Date, WJZ-TV

FRANCOIS, EUGENE
Kraft, Lights Out, WNBK; Mr. District Attorney, WNBC; Modern Romances, WJZ; True Detective, Martin Kane, MBS; Perry Mason, CBS

FREEMAN, FLORENCE
Wendy Warren And The News CBS-AX

FROST, ALICE
Mr. & Mrs. North, WCBS; Quick as a Flash, WJZ; M-G-M Theater of the Air, WMGM; FBI in Peace and War, WCBS; Mr. District Attorney, WNBC; Peter Salem, WOR

FULLER, ED
Mr. L. Magination

FULLER, LORENZO
B. March 22, 1924, Stockton, Kan.; Van and the Genie, WPIX; Lorenzo Fuller Show, WLIB; Kiss Me Kate (Musical Conductor, Musical Miniatures), NBC-TV

GARGAN, WILLIAM
Martin Kane, Private Eye, NBC-TV, Mutual

GARLAND, LENOIRE
Bobby Benson

GATES, RUTH
Mama

GAYLIN, FREDERICK
Radio Since 1943, TV — Alan Young, Bill Welsh Shows

GAXTON, WILLIAM
Nash Airflyte Theater

GERALD, HELEN L.
Cavalcade, NBC; Armstrong Theater, CBS; Martin Kane, MBS; Living 1950, NBC; Suspense. CBS-TV; Ford, NBC-TV

GERARD, HARRY
Stock and Repertoire

GERSTLE, FRANK
Lux, Hollywood Star Playhouse, The Whistler, TV — Lone Ranger, Armchair Detective, Hedda Hopper Show

GILMAN, PAUL
One Man's Family, I Love a Mystery, TV — One Man's Family, Spice of Life

GILMAN, TONI
B. June 2, 1923, Chicago, Ill.; Our Gel Toni, ABC-TV

GODFREY, ARTHUR
Talent Scouts, CBS-TV; Arthur Godfrey Show, CBS-TV

FRANCIS, ARLENE
What's My Line?, CBS-TV; Blind Date, WJZ-TV

FRANCOIS, EUGENE
Kraft, Lights Out, WNBK; Mr. District Attorney, WNBC; Modern Romances, WJZ; True Detective, Martin Kane, MBS; Perry Mason, CBS

GAMMILL, NOREEN
23 yrs. on radio, TV — Commercial

GARDNER, ED
"ARCHIE"
Duffy's Tavern, NBC

GARGAN, WILLIAM
Martin Kane, Private Eye, NBC-TV, Mutual

GARLAND, LENOIRE
Bobby Benson

GATES, RUTH
Mama

GAYLIN, FREDERICK
Radio Since 1943, TV — Alan Young, Bill Welsh Shows

GAXTON, WILLIAM
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Cavalcade, NBC; Armstrong Theater, CBS; Martin Kane, MBS; Living 1950, NBC; Suspense. CBS-TV; Ford, NBC-TV

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One Man's Family, I Love a Mystery, TV — One Man's Family, Spice of Life

GILMAN, TONI
B. June 2, 1923, Chicago, Ill.; Our Gel Toni, ABC-TV

GODFREY, ARTHUR
Talent Scouts, CBS-TV; Arthur Godfrey Show, CBS-TV

GEORGE BURNS and GRACIE ALLEN

WCBS-TV

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Writers—
PAUL HENNING SID DORFMAN HARVEY HELM WILLY BURNS

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GOODWIN, BILL
George Burns and Gracie Allen Show
CBS-TV

GORDON, GLORIA
My Friend Irma, The Halls of Ivy, Jack Benny, Alan Young, Lux

GOSFIELD, MAURICE L.
Theater Guild on the Air, NBC; Martin Kane, Pvt. Eye, WOR; Right to Happiness, NBC; Casey Crime Photographer, WCBS; Studio One, CBS-TV; The Clock, NBC-TV

GOSS, JAMES
Cavalcade of America, NBC; Greatest Story, ABC; FBI in Peace and War, CBS; Perry Mason, CBS; Spy King, MBS; Armstrong-SBL, ABC (Chicago)

GRAHAM, TIM
Sherlock Holmes, Lux, Skippy Hollywood Playhouse, Hopalong Cassidy, TV — Mystery is my Hobby, The Ruggles Show

GRAY, JOSEPH
25 years in Radio, TV — Your Witness, You Be the Jury

GRAY, MARVIN
Big Story, NBC; Radio City Playhouse, NBC; FBI In Peace and War, CBS; Cavalcade of America, NBC; CounterSpy, ABC; Kraft Television Theater, NBC-TV; Bobby Benson, MBS

GRAY, GLORIA
One Man's Family, Skippy Hollywood Theater, Guiding Light, TV — Live and Films

GRAY, BARRY
Barry Gray Show, WMCA; Winner Take All, CBS-TV

GRAY, ROBERT
Dangerous Assignment, Lux Theater, Cavalcade of America, TV — Armchair Detective

GREGG, VIRGINIA
Richard Diamond, Let George Do It, Count of Conte Cristo

GREY, ARLYNE
Believe It or Not, NBC-TV, Mary Kay & Johnny, NBC-TV

GREGGS, JOHN
Bobby Benson, MBS

GROVE, DORIS
Jack Armstrong, ABC; Judy and Jane, NBC; Tom Mix, MBS; Quiz Kids Commercials, NBC-TV; Curtain Time, NBC; Hall of Fantasy, MBS

HAGUE, J. ROBERT
Hilltop House, CBS; Rosemary, CBS

HAINES, LARRY
Inner Sanctum, CBS; FBI In Peace and War, CBS; Gregory Hoor, MBS; Cavalcade of America, NBC; Gangbusters, CBS; Rosemary, Dr. Malone, CBS; Pepper Young, Mr. D.A., NBC; True Detective, Shadow, MBS; The Shadow, MBS

HALL, HELEN
WOR's Barbara Welles; Femme Fair, MBS

HALOP, FLORENCE
Duffy's Tavern, Durante Show

HAMMOND, EARL
B. June 17, 1921, New York, N. Y.; Modern Romances, ABC; Kraft, NBC-TV; Inside Detective, WABD; Martin Kane, WNBC-TV, WOR; Detour, WJZ-ABC; CounterSpy, ABC

HANMER, DON
Suspense, CBS-TV; Lights Out, NBC-TV; Ford Theater, CBS-TV; Danger, CBS-TV Sure As Fate, CBS-TV Actors Studio, CBS-TV

HANOR, DONNA
This is Your FBI, Lux, Cisco Kid, TV — Commercials, Hank McCune Show

HARFORD, ALEC
Lux, Suspense, NBC Theater, Hallmark Playhouse

HARRINGTON, MARY LOU
11 years in Radio as "Joan" on One Man's Family, TV-KFI-TV, N. Y. and California

HARRIS, ALAN
Father Knows Best, Cisco Kid, Family Theater, TV-Ed Wynn Show, Alan Young Show; The Ruggles, You Be the Jury

HARRIS, PHIL
Jack Benny Show, CBS

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JACKSON BECK

ACTOR — ANNOUNCER
NARRATOR
RADIO — TELEVISION

PL. 7-0700
Radio and Television Artists

HARVEY, DON
   The Whistler, Red Ryder, Hedda Hopper's Hollywood, TV — The Dictator and other films

HARVEY, KEN
   Dr. Christian, Life of Riley, Red Ryder, TV — Films

HAYES, MICHAEL
   Family Theater, Stars over Hollywood, The Rosary Hour, TV — Mystery Is My Hobby, The Triumphant Hour

HEARN, SAM
   Jack Benny Show, Bob Hope, Dennis Day, TV — Guest appearances, Ed Wynn, Alan Young Show

HECKERT, EILEEN
   The Shadow MBS

HEDLUND, GUY
   Guy Hedlund Co., Traveler's Insurance Co.

HEIDT, HORACE
   Horace Heidt Original Youth Opportunity Program CBS-TV

HERBERT, WILMS
   Richard Diamond

HERMAN, GIL
   Prudential Family of Stars, My Friend Irma, Life with Luigi, TV — Arch Oboler's Comedy Theater, Ed Wynn Show

HERSHFIELD, HARRY
   Can You Top This?, NBC

HERSHOLT, JEAN
   B. July 12, 1886, Copenhagen, Denmark; Dr. Christian (14th year), CBS

HEWITT, ALAN
   The Shadow, MBS, The Aldrich Family, NBC

HICKMAN, HERMAN
   Celebrity Time CBS-TV

HILL, RAMSAY
   Lux, Escape, Pursuit, TV — Armchair Detective, and other films

HILTON, JAMES
   Hallmark Playhouse CBS

HODGE, AL
   Bobby Benson MBS

HOLBROOK, JOHN
   Red Skelton Show, Horace Heidt, Ralph Edwards, TV — Tex Williams Western Caravan, Cyclone Malone

HOLLAND, TOM
   One Man's Family, FBI, Philip Marlowe, Family Theater, TV — The Pendulum, Your Witness

HOLMES, ELSIE

HOLTEN, ROBERT WILSON
   Hollywood Playhouse, Cisco Kid, Dr. Paul

HOOD, DARLA
   Ken Murray Show CBS-TV

HOPE, BOB
   Bob Hope Show, NBC, NBC-TV

HUBER, HAROLD
   True Detective Mysteries MBS

IRVING, CHARLES
   B. July 30, 1912, Minneapolis, Minn.; B-Bar-B Riders, MBS; Milton Berle Show, NBC-TV; The Babe Ruth Story, ET; Joe DiMaggio Show, CBS, NBC; The Henry Morgan Show, NBC; Bobby Benson, MBS

IRVING, HOLLIS
   B. July 22, 1924, Minneapolis, Minn.; Rosemary, CBS; Van Camp Little Show, NBC-TV; Pepper Young, NBC; Detective's Wife, CBS-TV; Ford Theater, CBS-TV; Hollywood Screen Test, ABC-TV

JACKSON, GINNY
   Rex Allan Show CBS

JACKSON, JANET
   If I had my Life to Live Over

---

Miss Toni Gilman

Television:
Chicago — New York

---

851
BEST WISHES

AL BENSON

WGES

Chicago, Illinois

ATHENA LORDE
JIM BOLES

SU. 7-5400
ROBERT J. W.
A Life In Your Hands, NBC; Jack Armstrong, Sky King, ABC

KANE, BYRON
10 years, all networks, TV — Armchair Detective, The Pendulum, Oboler’s Comedy

KAUFMAN, GEORGE S.
This Is Show Business CBS-TV

KAY, GERALDINE
Gloom Dodgers with Willie Shore, WENR-TV (ABC); The Dave Garroway Show, WMAQ (NBC); Studs’ Place, WMAQ, WENR-TV; Hawkins Falls, WMAQ (NBC); Comedy Playhouse, WGN (Mutual); First Nighter, WENR-TV (ABC)

KAYE, VIRGINIA
Rosemary CBS-AM

KEATH, BYRON
Jack Carter, WNBQ-TV; Chi. Mystery Theater, WGN-TV; They Stand Accused, WGN-TV; Sky King, WGN; Crisis, WNBQ-TV; Quiz Kids, WNBQ-TV

KEEN, EARL
Sam Spade, Phil Harris, Let George Do It, Roy Rogers, TV — Commercial Trailer, Special Effects

KEEVE, WM.
B. Aug. 4, 1911, Franklin, Pa.; The Big Story, NBC & NBC-TV; Big Town, NBC; Greatest Story Ever Told, ABC; Famous Jury Trials, WABD; We, The People, NBC & NBC-TV; Road Of Life, NBC

KEIGLEY, WILLIAM
Lux Radio Theater CBS

KEITH, RICHARD
True Detective Mysteries MBS

KELK, JACKIE
The Aldrich Family, NBC-AM, TV

KIDDER, HUGH
Lux Radio Theater, Dr. Paul, Aunt Mary

KILGALLEN, DOROTHY
What’s My Line? CBS-TV

KING, CARL
B. July 30, 1921, St. Louis, Mo.; King’s Crossroads, WOR-TV; Capt. Video, WABD - Dumont; Mayfair House, WPIX

KING, JOHN REED
WOR

KINGSTON, LENORE
TV — Mistress of Ceremonies

KIRKWOOD, JACK
B. Belfast, Ireland; Jack Kirkwood Show, Don Lee Network; The Bob Hope Show, NBC

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SAM COWLING

“Breakfast Club” — ABC
“Don McNeill TV Club” — ABC-TV
Radio and Television Artists

KNOTTS, DON
Bobby Benson
MBS

KOPLIN, MORTON
True Detective Mysteries
MBS

KRAMER, MANDELL
True Detective Mysteries
MBS

KROEGER, BERRY
The Shadow
MBS

KROGMAN, LOU
In radio since 1929, TV — Live and Film

KRUSCHEN, JACk
Drag-net, Suspense, Lux, Broadway is my Beat, Screen Guild, Dennis Day

KRUSCHEN, MIRIAM
Drag-net, Stars Over Hollywood, Rocky Jordan

— L —

LAIRE, JUDSON
Mama
CBS-TV

LANG, HARRY
Cisco Kid

LANSING, MARY
20 years in radio

LAPointe, ARMAND
America's Town Meeting, TV — Narrator, actor

LARKIN, JOHN
A Tree Grows in Brooklyn, Right to Happiness, NBC; Perry Mason, CBS; True Detective Mysteries, MBS

LATHAM, JOE
Big Story, Aldrich Family, Hopalong Cassidy, WNBT; Suspense, CBS-TV; Cavalcade, NBC: F.B.I., CBS

LA TOREE, CHARLES
Lux, Suspense, TV — KNBH; KFI; KTLA

LA VINDER, GRACILLE
This is Hollywood, Family Theater, TV — KTSL; KTLA; KEDA

LAURIE, JOE, JR.
Can You Top This?, NBC

LAWRENCE, CHARLOTTE
Lux, This Is Your FBI, Night Beat, The Whistler, TV — Marge Evans, The Jonathan Story

LAWRENCE, MORT
(See Announcers-MC)

LAWRENCE, RAYMOND
Screen Guild, Sherlock Holmes, Suspense

LAWTON, ALMA
NBC Theater, Lux, Screen Guild, Family Theater, TV — Treasures of Literature, Mystery is My Hobby, The Pendulum

LAWTON, JUDITH
Trouble is my Business, Fred Allen, TV — What’s New? Meet Your Neighbor

LEDoux, LEONE
Radio—10 years, TV—KTSL

LEEDS, PETER
Jimmy Durante, Maisie, Favorite Husband, FBI

LEIGH, LILLIAN
(Mrs. Jack Kirkwood)
Jack Kirkwood Show, Don Lee Network

LENARD, GRACE
Theater Guild, Lux, Mr. & Mrs. North, TV — Kraft Theater, Design for Women, Camera Close-ups

LEONARD, BILL
Let's Live
WCBS-TV

LERoy, Rita
TV — Silver Theater, You’re the Star, Rita Leroy Show, Editor's Round Table

LESLIE, LOUISE
Homemakers Exchange
CBS-TV

LEVEnSON, SAM
The Sam Levenson Show
CBS-TV

LEWIS, CATHY
My Friend Irma

LEWIS, ROBERT Q.
The Show Goes On, Robert Q's Matinee, CBS-TV

LINKLETTER, ART
House Party
CBS

Charles Irving
Le. 2-1100

Hollis Irving
Le. 2-1100
MAGGI McNELLIS
"LEAVE IT TO THE GIRLS"
"TALENT SEARCH"
NBC-TV

JACK CARTER
NBC-TV

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LIPTON, BILL
Bobby Benson
MBS

LISZT, MARGIE
10 yrs. in Radio, TV—KTTV
KNBH; KECA-TV

LIVINGSTON, MARY
(Mrs. Jack Benny)
B. June 23, 1909, Seattle, Wash.;
The Jack Benny Show, CBS

LOEB, PHILIP
The Goldbergs
CBS

LORDE, ATHENA
I Love A Mystery, NBC; One
Man's Family, NBC-TV; Modern
Romances, ABC; The Big Story,
NBC; Man Against Crime, CBS-
TV; Lights Out, NBC-TV; The
Clock, NBC-TV; Gangbusters, CBS

LOULE, EZELLE
Eve Arden, My Favorite Husb-
band, The Whistler, TV —
Alan Young, Armchair Detect-
ive, Joe Graydon

LUNG, CHARLIE
Radio — 27 years, TV — Live
and Films

LYNCH, KENNETH
True Detective Mysteries
MBS

LYPTON, HERBERT
10 years in Radio, TV—Films
and Live

McDONALD, MARGARET
TV — Ruggles Show, Guest
Shots, commercials

McDONNELL, KYLE
Celebrity Time
CBS-TV

McBRIDE, MARY
MARGARET
ABC

McCAFFERY, JOHN K. M.
We Take Your Word
CBS

McCALLION, JAMES
The Shadow
MBS

McCLUSKEY, JOYCE
Broadway is My Beat, Johnny
Dollar, Dr. Christian, TV —
KTLA; WGRB: ABC

McDONNELL, CRAIG
Bobby Benson, MBS; Story
Shop, NBC

McDOWALL, VIRGINIA
NBC Theater, Family Theater,
Hollywood Theater, TV—Hol-
ywood Mystery Theater

McELODY, JENNY
B. Oct. 21, 1913, Kansas; Wel-
come to Hollywood, ABC Coast-
to-Coast; CBC, Canada

McGRATH, PAUL
Your Host of Inner Sanctum,
ABC; John Wayne in Big
Sister, CBS; F.B.I. in Peace
and War, CBS; Philco TV
Playhouse, NBC-TV; Show-
time, U.S.A., ABC-TV; Arm-
strong Circle Theater, NBC-
TV

McKAY, JIM
The Real McKay
WCBS-TV

McKNIGHT, ROBERT
Bobby Benson
MBS

McMILLAN, GLORIA
Eve Arden Show
TV — KNBH; KPI-TV

McMILLAN, JANET
Hopalong Cassidy

McNEAR, HOWARD
Lux, Family Theater, Red Ry-
der

McNEILL, DON
B. Dec. 23, 1907, Galena, III.;
Don McNeill's Breakfast Club,
ABC; Don McNeill's TV Club
ABC

McNELLYS, MAGGI
Leave It To the Girls, Talent
Search, NBC-TV

McQUADE, ARLENE
The Goldbergs
CBS

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ARLENE FRANCIS
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Radio and Television Artists

McVEAGH, EVE
Clyde Beatty Show, Lux, Family Theater, TV — The Jonathan Story, The Pendulum, Armchair Detective

McVEY, TYLER
One Man’s Family, Screen Guild Players, Gene Autry

McWHIRT, DORIS
Ma Perkins, WCBS; Lorenzo Jones, WNBC; We, the People, WNBC; Walter Winchell, WJZ; Modern Romances, WJZ; Aunt Jenny, WCBS

— M —

MACK, GILBERT
Bobby Benson MBS

MALLARD, ANNE
TV — The Pendulum, Commercials

MALONE, TED
B. May 18, 1908; The Ted Malone Show, ABC; Europe Today, ABC-TV; Holiday Overseas, ABC-TV; Crossroads, ABC; It’s Your Business, ABC; Freedom Flight, ABC-TV

MANSON, CHARLOTTE
Kings Row, CBS; Nick Carter, MBS; Norah Drake, CBS; NBC, ABC

MARBLE, HARRY
WCBS

MARGETTS, MONTY
Mrs. John Taylor, NBC, TV — Cook’s Corner, KFI-TV

MARION, PAUL
Lux, Stars Over Hollywood, Mr. President, TV — Pendulum, Queen For A Day

MARTELL, BELLE
Radio — 5 years

MARTIN, IAN
True Detective Mysteries MBS

MARTIN, TONY
Carnation Hour, CBS; Colgate Musical Comedy Hour, NBC-TV

MASSEY, CURT
Curt Massey Time CBS

MASSEY, ILONA
Top Secret, NBC; Studio One, CBS-TV; Ken Murray Show, CBS-TV; Ed Wynn Show, NBC-TV; Arthur Murray Show, Dumont; Holiday Hotel, ABC-TV

MATHEWS, GRACE
Big Sister CBS-AM

MATHEWS, JUNIUS
Radio since 1928

MATTESON, JANICE
True Detective Mysteries MBS

MAUGHAM, W. SOMERSET
Somerset Maugham Theater CBS-TV

MEHRA, LAL CHAND
Lux, I Love a Mystery, Cavalcade of America, TV — KSTL; KTLA

MEIKLE, PAT
WABD-TV

MENKEN, SHEPARD
Lux, Joan Davis, FBI, TV — The Cases of Eddie Drake, Mysteries of Chinatown

MEYBERG, DOT
Hollywood’s Film Reporter of the Air

MILANO, FRANK
Bobby Benson MBS

MILLAR, LEE
Halls of Ivy, Screen Guild, Hollywood Star Theater, TV — Mystery is My Hobby, Mystery of Chinatown, Your Witness

MILLER, MARVIN
Narrator and all voices on Behind the Story (MBS); Burns and Allen, One Man’s Family, Dr. Paul, TV — Mysteries of Chinatown — 26 weeks

MILLER, PEGGY
Lux, TV — John Slott’s Hollywood Theater, Hollywood Career

MINER, JAN
Casey, Crime Photographer, CBS; Hilltop House, CBS; Break the Bank, NBC-WNBT; Under Arrest, Mutual; M-G-M Theater, WMGM; Cloak & Dagger, NBC

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TV

LEXington 2-1100
MINTZ, ELI
The Goldbergs
CBS

MOHR, GERARD
Lux. Phillip Marlowe, Joan Davis

MONKS, JAMES
Tales of the Black Cat, WCBS-TV; Bobby Benson, MBS

MONROE, VAUGHN
Vaughn Monroe Show, Camel Caravan with Vaughn Monroe, CBS

MOODY, RALPH
Family Theater, Dr. Christian, Roy Rogers, Gene Autry, Mr. President, TV — Lone Ranger, Mystery Is My Hobby, Armchair Detective

MOORE, GARRY
Garry Moore Show CBS

MORGAN, ROBIN
Mama
CBS-TV

MORRIS, ROLLAND
Railroad Hour, Halls of Ivy, This is Your FBI, Date with Judy, TV — Stars over Hollywood, Charlie Ruggles Show

MORRISON, BRETT
The Shadow
MBS

MORRISON, DONALD
NBC Theater, Whistler, Sherlock Holmes, TV — Mysteries of Chinatown, Your Witness, Mystery Is My Hobby

MORROW, KAY
The Kay Morrow Show, Bible Stories, ABC-TV, TV — Guest Appearances

MOUNTBATTEN, LADY IRIS
Versatile Varieties Show, CBS

MOYLES, JACK
Rocky Jordan, TV — Mysteries of Chinatown

MUDIE, LEONARD
Lux, Sherlock Holmes, Suspense, TV — Bing Crosby Enterprises

MURRAY, JAN
(See Announcers-MC)

MURRAY, KEN
Ken Murray Show, CBS-TV

NAGEL, CONRAD
Celebrity Time
CBS-TV

NALLE, BILLY
Mama, CBS-TV; We, the People, NBC: Kraft Theater, NBC-TV: Studio One, CBS-TV; Life Begins at 80, ABC-TV; Believe It Or Not, NBC-TV

NELSON, FRANK
Jack Benny Show

NEMETT, GEORGE
Radio — 9 years

NESTLE, JACK
Radio — 17 years
TV — Live & Films since 1946

NIGLIS, ELIZABETH
Theater Guild on the Air, NBC Theater, TV — RFI Dramatic series

NORRIS, KATHI
Kathi Norris Show, NBC-TV; What’s The Gag, NBC-TV

NUSSER, JIM
Suspense, NBC Theater, Family Theater, T Man

O’BRIEN, EDMUND
Yours Truly, Johnny Dollar
CBS

O’CONNOR, BILL
Al Morgan Show, DuM; Man on the Farm, MBS; Golden Gloves, CBS-TV

O’CONNOR, ROD
(See Announcers)

OGG, JIMMY
Lux, Smilin’ Ed Show, Family Theater, Rexall Theater, TV — Lone Ranger, Lights, Cameras, Action

O’MORRISON, KEVIN
Charlie Wild, Private Detective
CBS-TV

CHARLOTTE MANSON
CBS
BILL SLATER
"20 Questions"
"B'way to H'wood"
"Luncheon at Sardi's"

KATHI NORRIS
NBC-TV

JAN MINER
RADIO-TV
Emotional & Light Comedy Leads
PL. 7-0700

JACK McELROY
"Welcome to Hollywood"
ABC Coast-to-Coast
CBC Canada
<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Network</th>
<th>Shows</th>
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</thead>
<tbody>
<tr>
<td>O'NEAL, ANNE</td>
<td>Radio &amp; TV</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>ORTEGA, SANTOS</td>
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<td>The Shadow</td>
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<tr>
<td>PAIGE, MARVIN</td>
<td>Radio Shows, TV</td>
<td>The Goldbergs, City at Midnight</td>
<td>The Shadow, The Goldbergs, Armed Forces Radio Shows, TV</td>
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<tr>
<td>PAYA, YESTOR</td>
<td>All Major Networks, Characters, Leads, Heavies, TV</td>
<td>Live and Film</td>
<td>The Shadow</td>
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<tr>
<td>PAKER, ELLEN</td>
<td>The Real McKay</td>
<td>WCBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PARKER, FRANKLIN</td>
<td>Lux, Cavalcade, Cisco Kid, TV</td>
<td>The Ruggles, Ed Wynn Show</td>
<td>The Shadow</td>
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<tr>
<td>PALMER, LILLI</td>
<td>The Lilli Palmer Show</td>
<td>WCBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PASCO, FRANCES</td>
<td>Sherlock Holmes, Life with Luigi, Family Theater, TV</td>
<td>Ed Wynn Show, Eddie Marr's Medicine Show</td>
<td>The Shadow</td>
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<tr>
<td>PATRICK, PAT</td>
<td>Edgar Bergen, Charlie McCarthy Show</td>
<td>CBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PAUL, SIDNEY</td>
<td>Hollywood Screen Test, ABC-TV</td>
<td>Hopalong Cassidy</td>
<td>The Shadow</td>
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<td>The Clock, NBC-TV; Counterspy, NBC; Superman, ABC; Gangbusters, CBS; M-G-M Theater of the Air, WMGM</td>
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<tr>
<td>PAYNE, BRUCE</td>
<td>Skippy, NBC Theater, I Love a Mystery</td>
<td>CBS</td>
<td>The Shadow</td>
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<tr>
<td>PAYNE, VIRGINIA</td>
<td>Ma Perkins</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>PEARSON, GEORGE</td>
<td>Several years leads on top shows</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>PEEPLES, CORNELIUS J</td>
<td>Tom Mix, MBS; School Time, WLS</td>
<td>The Shadow</td>
<td>The Shadow</td>
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<tr>
<td>PEINE, VIRGINIA</td>
<td>The Stork Club</td>
<td>CBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PERRIN, MAC</td>
<td>Ship Ahoy, The Real McKay</td>
<td>WCBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PERROT, RUTH</td>
<td>My Favorite Husband, Lux, Dennis Day, TV</td>
<td>The Neighbors, Buster Keaton Show, Your Witness, Armchair Detective</td>
<td>The Shadow</td>
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<tr>
<td>PETRIE, GEORGE</td>
<td>B. Nov. 16, 1915, New Haven, Conn.; Charlie Wild, Private Eye, NBC; Gregory Hood, ABC; The Big Story, NBC-TV, AM; FBI in Peace and War, CBS; Cavalcade of America, NBC; Gangbusters, CBS; True Detective Mysteries, MBS</td>
<td>CBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PHILLIPS, BERNARD</td>
<td>Halls of Ivy, Hollywood Star Theater, Father Knows Best, NBC, TV</td>
<td>CBS-TV</td>
<td>The Shadow</td>
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<tr>
<td>PICKENS, JANE</td>
<td>NBC</td>
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<td>The Shadow</td>
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<tr>
<td>PIRKONE, GEORGE</td>
<td>Life of Riley, Family Theater, Cisco Kid</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>PORTER, BECKY</td>
<td>7 years radio</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>PRUD'HOME, CAMERON</td>
<td>David Harum, The Shadow</td>
<td>NBC</td>
<td>The Shadow</td>
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<tr>
<td>PURNELL, CHARLES</td>
<td>Hopalong Cassidy, TV Fashion Shows, Children's Church</td>
<td>NBC</td>
<td>The Shadow</td>
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<tr>
<td>RAEBURN, BRYNA</td>
<td>Gangbusters, CBS; Mr. District Attorney, NBC; Counterspy, NBC; Theater Guild, NBC; Eternal Light, NBC; Nick Carter, MBS; True Detective, MBS; Silver Theater, CBS-TV; Kay Kyser Show, NBC-TV; A Tree Grows in Brooklyn, NBC; Chandu, The Magician, ABC</td>
<td>NBC</td>
<td>The Shadow</td>
</tr>
<tr>
<td>RANDALL, ANTHONY</td>
<td>I Love A Mystery</td>
<td>MBS</td>
<td>The Shadow</td>
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<tr>
<td>RANDELL, RON</td>
<td>Theater Guild of the Air, TV Studio One, Moment of Truth, Kraft Theater</td>
<td>CBS-TV</td>
<td>The Shadow</td>
</tr>
<tr>
<td>RANKIN, PETER</td>
<td>Lux, This is Your FBI, Railroad Hour, Prudential Hour, Hallmark, TV</td>
<td>CBS</td>
<td>The Shadow</td>
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</tbody>
</table>

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Easy Aces

BARBARA COOK
RADIO - TV

JACK ALBERTSON
RADIO
TV

SHIRLEY EGGLESTON
RADIO
BROADWAY
TV
SCREEN
LEXington 2-1100
EDDIE DUNN
9 Eastwoods Lane
Scarsdale, N. Y.

FRAN ALLISON
“Aunt Fanny”
“Breakfast Club” — ABC
“Don McNeill TV CLUB” — ABC-TV
HELEN HALL
WOR's BARBARA WELLES
Radio — Mon.-Fri. — 4-4:30 p.m.
Television — Mon.-Fri. — 10-10:30 a.m.
MUTUAL'S "FEMME FAIR"
Saturday — 10:45-11 a.m.

LON CLARK
Title Role in "Nick Carter" MBS
"The Comic Weekly Man" ET
Writer—Producer—Narrator of
Children Albums
Actor — Announcer — Narrator
PL, 7-0700

BOB HAAG
REGISTRY

ALICE FROST
Radio
LEXington 2-1100
or
PLaza 7-2420
SEFF, RICHARD  
Bright Day, CBS; Road of Life, NBC; Aldrich Family, NBC-TV; Author of Lights Out, NBC-TV  
SHAW, BILL  
NBC Theater, Suspense, Ford Theater, TV — Mystery and Comedy, KTTV, KTSP  
SHAW, MARTHA  
Suspense, Ozzie and Harriet, Rocky Jordan, TV — Mystery is My Hobby, Mysteries of Chinatown, The Pendulum  
SHAW, MONTAGUE  
30 years in Radio  
SHAW, STAN  
WCBS  
SHELDON, HERB  
(See Announcers-MC)  
SHELDON, JEROME  
Jack Benny, Fanny Brice, Dr. Christian, TV — Armchair Detective  
SHELEY, JOSHUA  
We, The People, David Harum, Back Stage Wife, When a Girl Marries, NBC; True Story, ABC; Startime Tel., DuM  
SHERWOOD, BOBBY  
Bobby Sherwood Show, WCBS-TV  
SHELDTS, FRED  
Meet Corliss Archer, CBS  
SHIRLEY, ALFRED  
Mystery Theater, CBS  
SHORE, DINAH  
Jack Smith, Dinah Shore, Margaret Whiting Show, CBS  
SILVER, JOE  
Mr. J. Magination, CBS-TV  
SIMPSON, GLORIA ANN  
All major networks, TV — Alan Young Show, TV Film Adventure, Commercials  
SINATRA, FRANK  
Frank Sinatra Show, CBS-TV; Meet Frank Sinatra, CBS  
SINNETT, TOM  
Lux, Armed Forces Radio Service, TV — Ed Wynn, Hoffinan Television commercia's, Jon Slott's Hollywood Mystery Playhouse  
SKELTON, RED  
Red Skelton Show, CBS  
SLATER, BILL  
Luncheon at Sardi's, WOR; Twenty Questions, MBS; Broadway to Hollywood, Dumont-TV; Football, NBC  
SLOANE, BOB  
The Big Story, NBC, NBC-TV; The Shadow, MBS  
SMITH, BILL  
Guiding Light, CBS-AM  
SMITH, BOB  
Howdy Doody, NBC-TV  
SMITH, CAMEO  
Eastern Network shows; transcriptions; TV-Live and pre-filmed series  
SMITH, JOHN T.  
Suspense, Whistler, Dick Haymes, Hollywood Calling, TV — Armchair Detective, Clyde McCoy Show  
SMITH, KATE  
Kate Smith Show, NBC-TV  
SMITH, LEONARD  
Our Miss Brooks, Suspense, Broadway Is My Beat  
SMOLEN, VIVIAN  
Our Gal Sunday, CBS-AM  
SMYTHE, J. ANTHONY  
One Man's Family, Dead Men Prowl, TV — One Man's Family, Shes of Life  
SOULE, OLAN  
First Nighter Program, Memo From Molly, TV — Home'n Hobby Show, KTTV; Home Magazine of the Air, KTTV  
SPEAR, FREDERICK H.  
Radio 35 years  
STAFFORD, GREY  
Sherlock Holmes, Cisco Kid, So Proudly We Hail, TV — Brownstone Theater, Philco Playhouse, Kraft Playhouse, Ed Wynn Show  
STAFFORD, JO  
Carnation Contented Hour, Club 15, CBS
De Man in DeMANd

Arthur S. Cassel
TV's No. 1 Boy
Featured as Jack Barbour on One Man's Family
B'way — LEx 2-1100 — Radio

MERRILL E. JOELS
Actor - Announcer - Narrator
Radio-TV PL. 7-0700

JOHN LARKIN
Radio Mirror Award Winner
SChuyler 4-5700

Something new has been added in 1951
Radio's first Dad and Daughter Team
PATT BARNES and BARBARA
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4:30 to 5 p.m.
THE CLIFF JOHNSON FAMILY

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BONITO • BROADCAST
BRAND PRODUCTS

BOB RUSSELL
"Your Pet Parade" — ABC-TV
"Jack & Jill Varieties" — WPIX
"Versatile Varieties" — NBT
DIR. - M.C. "MISS AMERICA PAGEANT"

RONALD DAWSON
RADIO
TV
LE. 2-1100

SIDNEY PAUL
"Superman" Narrator-Doubler
"Counter-Spy" "Gangbusters"
"The Clock"
"Insigna" in Chicago company of
"Mr. Roberts"
Su. 7-5400
Radio and Television Artists

NBC: I Love a Mystery, Bobby Benson, MBS
TRIPP, PAUL
Mr. L. Magination
CBS-TV
TULLY, TOM
Hallmark Playhouse, Lux. Life with Luigi, TV—Experimental, The Gorilla, Guest Appearances
TURNER, TIG
Bob Burns, Blondie, TV—Mystery Is My Hobby, Marshal of Gunsight Pass

— U —
UNTERMeyer, LOUIS
What’s My Line?
CBS-TV

— V —
VANCE, ROSAMOND
5, July 23, 1923, Newark, N. J.; Van and the Genie, WPX
VANDER PVL, JEAN
13 Years—Radio, TV—Live and Films
VAN DPK, JAMES
True Detective, MBS: Mr. District Attorney, Big Town, WNBC: Counter Spy, MBS: Studio One, WCBS: Kraft Theater, WNBT: Famous Jury Trials, WABD
VAN PATTEN, DICK
Mama
CBS-TV
VAN ROOTEN, LUIS
The Shadow, I Love a Mystery
MBS

— W —
WALDO, JANET
Meet Corliss Archer
CBS
WALL, LUCILLE
Lorenzo Jones, Portia Faces Life
NBC
WARING, FRED
Fred Waring Show
CBS-TV
WARNER, GERTRUDE
The Shadow
MBS
WARREN, JANET
Hashknife and Sleepy, So Proudly We Hail, Recordings
MBS
WARREN, MARTY
NBC Theater Red Ryder, TV

—Films and Live, Armchair Detective, KTLA
WATERMAN, WILLARD
The Great Gildersleeve
WAXMAN, STANLEY
Hollywood Star Playhouse; Cisco Kid, TV—The Pendulum, Film and Live
WEBB, JACK
Dragnet
NBC
WEBBER, PEGGY
Dragnet, One Man’s Family, Suspense, Sam Spade, TV—Treasures of Literature, Celgate Theater
WEBSTER, CHUCK
True Detective Mysteries
MBS
WELLS, SARAJANE
Dr. Paul
NBC
WEVER, NED
Young Widder Brown
NBC
WHITFIELD, FRAN
15 Years Radio, Family Theater, Five Star Productions, TV—Pinky Lee Show, Designed for Women
WHITING, MARGARET
Jack Smith, Dinah Shore, Margaret Whiting Show
CBS
WHITLEY, JUNE
Father Knows Best, Lux
WHITMAN, GAYNE
Cavalcade of America, Telephone Hour, Pacific Story

WOOD, JEANNETTE

—Films and Live, Armchair Detective, KTLA

Eddie "Rochester" Anderson
EARL HAMMOND
TELEVISION  RADIO
LEXington 2-1100

WILLIAM KEENE
RADIO  —  TV
LEX 2-1100

RALPH CAMARGO
RADIO  —  TV
ACTOR  —  ANNOUNCER
NARRATOR
RADIO REGISTRY

SANFORD BICKART
ACTOR  —  ANNOUNCER  —  NARRATOR
SU. 7-5400
WHYTE, PATRICK
Family Theater, NBC Theater, TV — Christmas Carol, Jimmy Dolan Show, Commercials

WICKER, IRENE
Irene Wicker, The Singing Lady, ABC-TV

WILEY, KAY
The Whistler, Mystery is My Hobby, The Saint, Glider-sleeve, TV — Alan Young, The Ruggles, Ed Wynn, Commercials

WILKINS, MARION
Skippy Hollywood Theater, Romance of the Ranchos, Hollywood Star Theater

WILSON, WARD
Can You Top This, NBC; Aldrich Family, Mr. District Attorney, Gloomdodgers, The Shadow, MBS

WINCHELL, PAUL
Spizel's What's My Name, NBC-TV

WOLFE, DAVID
Lux, Cavalcade, Hollywood Star Theater, Suspense, TV — Fireside Theater, Treasures of Literature, Cases of Edie Drake

WOOD, PEGGY
Mama
CBS-TV

Woods, DONALD
Those We Love, NBC Theater, Suspense, Prudential, Hollywood Star Playhouse, TV — Silver Theater, Pantomime, etc.

WOODS, LESLEY
Guiding Light
CBS-AM

WOODSON, WILLIAM
Studio One, 18 years on radio, TV — Highlights of History

WOOLF, CHARLES
Life of Riley, Date with Judy, Dennis Day, TV — Hoffman Commercials

WOOLLOCK, FREDERIC
Sherlock Holmes series

WREGGE, BETTY
Pepper Young's Family NBC

WRIGHT, BEN II.
Sherlock Holmes, Lux, Screen Actors Guild, Hallmark Playhouse, TV — Own Show, Thespian (7 months), Alan Young Show, Cricket on the Heath

WRIGHT, WILL
Amazing Mr. Tuff

WRIGHTSON, EARL
8. Jan. 1, 1916, Baltimore, Md.; Masland At Home Show, CBS-TV, Goodyear Paul Whiteman Re- vue, WJZ-TV; Coca Cola Program, CBS; Cavalcade of Stars, Dumont-TV

WYNN, ED
Four Star Revue, NBC-TV

Y —

YARBOROUGH, BARTON
Dragnet, One Man's Family NBC

YOCAM, JOE
Breakfast in Hollywood, Chief Anner., KPWB; TV — Gadget Jury, KECA-TV, Admiral TV Show, KLAC-TV; Bill Anson Show, KLAC-TV, Peter Potter Show, Don Lee-TV

YORKE, DICK
Meet the Meeks NBC

YOUKMAN, ALICE
The Adventures of Archie Andrews NBC

YOUNG, AGNES
I Love A Mystery MBS

YOUNG, ALAN
Alan Young Show CBS-TV

YOUNG, JEAN
Prudential Family Hour, Skip- py Hollywood Theater, TV — Commercials, KECA

Z —

ZERBE, LAWSON
8. March 20, 1914, Portland, Ore.; Inner Sanctum, WJZ; Gangbusters, WCBS; Peter Salem WOR; True Story, WJZ; International Airport, WOR; Modern Romances, WJZ; Adventures of Frank Merriwell, NBC; Bobby Benson, MBS

ZUCKERT, BILL
Bobby Benson MBS

THE VERSATILE BOB DIXON
Kaye Smith—NBC-TV
Ed Murrow Program—CBS
“Chuckwagon”—CBS-TV
Perry Mason—CBS
“Life Can Be Beautiful”—NBC

Press Relations: Wiegers-Rikles
Personal Representative: Kay Roberts

GEORGE PETRIE
RADIO — TV
PL 7-0700
AL HELFER

ON MUTUAL

The Sports Digest
Major League Baseball "Game Of The Day"
The Baseball Scoreboard
World Series
College Football "Game Of The Week"
Football Preview
Army vs. Navy
Football Scoreboard
East vs. West All-Star Game

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509 MADISON AVE., NEW YORK 22, N. Y.

EL. 5-0734
Sports Commentators
(RADIO AND TELEVISION)
— their work during 1950 —

A

ACKERLY, BOB
Spotlight on Sports
KXA, Seattle, Wash.

ADAMS, N OREY
Sports of the Day with NA
KPHG, Bellington, Wash.

ADAMS, TONY
Sports Extra
WDFD, Flint, Mich.

ALBERTS, MAL
Sports Camera
KATL, Houston, Tex.

ALBRECHT, PAUL
WTMC, Rice Lake, Wis.

ALEXANDER, ED
Sports Roundup
Speaking of Sports
KBOX, Sweetwater, Tex.

ALDEN, JERRY
WSNJ, Bridgeton, N. J.

ALDRIDGE, CHARLIE
Mississippi Sports
WNAG, Grenada, Miss.

ALDRIDGE, MAHLON
Play by Play
KPRU, Columbia, Mo.

ALLAIN, ORREN
Sizing Up Sports
KNRN, Kankakee, Ill.

ALLBRIGHT, NAT
Allbright Sports
WEAM, Arlington, Virginia

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, KIRBY
Football Games
KKXE, Mexico, Mo.

ALLEN, MEL
B. Feb. 14, 1933, Birmingham,
Alo.; N. Y. Yankee Baseball,
home of champions network;
Notre Dame Football, Dumont-
TV; World Series, MBS; All Star
Game, MBS; Orange Bowl, CBS;
Triple Crown (Turf), NBC, CBS.

ALLEN, STEVEN
Spotlight on Sports
KORK, Keokuk, Iowa

AMBROSE, JOHNNY
Speaking of Sports

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSON, AL
WASA, Havre de Grace, Md.

ANDERSON, ANDY
Saturday Review of Sports
WCNU, Crestline, Fla.

ANDERSON, DICK
"Dick’s ON At Six" 
WEOA, Evansville, Ind.

ANDERSON, DOUG
Spotlight on Sports
KDIX, Dickinson, N. Dak.

ANZIVINO, JOE
Sports Parade
KGBM, Honolulu, Hawaii

ARCHER, VANCE
Sports for All
KNEX, McPherson, Kansas

ARMSTRONG, CARL B.
Sports Digest

ARMSTRONG, STUART
WWXL, Peoria, Ill.

ARNOLD, FULTON
Sportscaster
WTMM, Trenton, N. J.

ARO, SAM
WNB, Daytona Beach, Fla.

ASHLEY, ART
Sports Edition
WONS, Hartford, Conn.

ASKEY, WALLY
Sports Bandstand
WBTM, Danville, Va.

B

BACHRACH, THOMAS
Sportscaster
KDFL, Faribault, Minn.

BACON, NORMAN
Sportlight
WOC, Davenport, Iowa

BAILEY, JIM
Radio Sports Review
KMTV, Omaha, Neb.

BAGLI, GUY
Sports Review
WDAE, Tampa, Fla.

BAILEY, CHARLES
Sports Director
WHBU, Anderson, Ind.

BAILEY, CHARLIE
WEBR, Buffalo, N. Y.

BAILEY, JIM
KRDJ, Dinuba, Ca.

BAILEY, FRANK
Sports Scrapbook
WWHR, St. Albans, Vermont

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

BALTHUS, RICHARD
Sports Review
KNGS, Hanford, Cal.

BANFIELD, ROBERT
WGPR, E. Liverpool, O.

BARBER, RED
Football Roundup, College
Foutball, Rose Bowl
CBS-TV

BARKER, ED
KRLD-TV, Dallas, Tex.

BARKLEY, PAUL
Radio Sports Page
KGNU, Dodge City, Kansas

BARNES, JAY
Sports Roundup
WBIR, Baton Rouge, La.

BARR, BILL
Up to Minute in Sports
WCJU, Columbia, Mls.

BARR, CHUCK
Sports Parade
WROY, Rochester, Pa.

BARR, W. R.
WJLS, Beeckley, W. Va.

BARRON, STAN
Sports Director
WDOK, Cleveland, Ohio

BARRUS, GEORGE
Sports Parade
KODL, Cody, Wyoming

BARRY, JACK
Sports Notebook
WJOY, Burlington, Vermont

BARTON, CHARLES
WHLD, Niagara Falls, N. Y.

BASS, GRADY
KSF, Nacogdoches, Tex.

BATES, MARVIN
WOBF, Evansville, Ind.

BATES, ROY
Sports Revue
WWST, Wooster, Ohio

BATTERS, CHARLES
WRC, Washington, D. C.

BAXTER, GORDON
KPAC, Pt. Arthur, Tex.

BEARDSLEY, B.
Sports Review
WPAI, Portsmouth, Ohio

BEATTE, Irv.
Sports Digest
KROY, Sacramento, Cal.

BEATTY, ROSS H.
Sports with Beaty
WELM, Elmira, N. Y.

BECHEL, JAY
Sportsmen’s Corner
WHOL, Allentown, Pa.

BECK, BILL
KGGF, Shawnee, Ok.’a

BECK, BILL
Speaking of Sports
WGOA, Geneva, N. Y.

BELL, JACK
Texaco Sports News
KDBT, Center, Texas

BELL, TED
KESC, Seattle, Wash.

BELLES, RUSSELL
Speaking of Sports
KMWJ, Wailuku, Maui, Hawaii

BELOTE, WILLARD
WTTH, East Point, Ga.

BENDER, BOB
"Sportscope." Bob Bender
Show. WGY, WRGB, Schenectady, N. Y.

BENGSTON, L. H.
KLP, Oklahoma City, Okla.

BENNEDITH, THURSTON
WBBQ, Augusta, Ga.

BENSON, RICHARD H.
Sports Digest
WIRC, Hickov, V. C.

BEERSON, CHUCK
Sports Review

BERGMAN, DUTC
WRC, Washinton, D. C.

BERGSTEN, MILTON
Salute to Sports
WMJ, State College, Pa.

BERKOWITZ, MILT
Sports Edition
WONS, Hartford, Conn.

875
BERNDT, IRVING A., JR.  Sports Slants  WLER, Wausau, Wis.

BERRY, CHARLES  Bowling Bonanza & Regler's Corner  WGRD, Grand Rapids, Mich.

BETTERS, MITCH  WTHT, Hartford, Conn.

BINGHAM, DICK  WTSP, St. Petersburg, Fla.


BLACKBURN, BOB  Parade of Sports  KSJO, San Jose, Calif.


BLUE, P. A.  Behind Today's Sports  KTLM, Denver, Colo.

BLUM, BOB  Sportsbook  KEEN, San Jose, Calif.

BHIDEM, PAUL  Plays by Play  WNAR, Norristown, Pa.

BOGGS, OTIS  Sports Extra  WDPM, Gainesville, Fla.

BOLAND, CHARLIE  KRJL, Dallas, Texas

BOLAND, JOE  Roland on Sports  WSBT, South Bend, Ind.

BOND, HARRIS  WTXL, W. Springfield, Mass.

BOLGER, JOHNNY  Sports Editor  WERI, Westerly, R. I.

BOSTIC, TOM C.  Sports Extra  KIMA, Yakima, Wash.

BOURG, TONY  Sports Revue  WCAM, Reading, Pa.

BOWER, BOB  Sports Call  WTIP, Charleston, W. Va.

BOWERS, HARLEY  WLAB, Albany, Ga.

BOWSER, BEN  Sports with Ben Bowser  WABC, Kitchingan, Pa.

BOYD, DON  Sports Round-Up  WCIO, Janesville, Wis.

BOYER, JOHNNY  WDRA, Pittsburgh, Pa.

BOX, B. R.  K-RID-TV, Dallas, Tex.

BRACHER, BERNIE  Sports Round-up  WAVY-TV, Louisville, Ky.

BRAGANOVICH, TOM  KNPT, Newport, Ore.

BRADBERRY, WILL  WGST, Atlanta, Ga.


BRANSON, TODD  Big 10 Football  WMCN, Gary, Ind.

BRENNER, LELLI  Days of Sports  KFAB, Omaha, Neb.

BRENNER, BILL  KFY, Olympia, Wash.

BREWSTER, ED  TVGA, Cleveland, Ga.

BRICKHOUSE, JIM  WGN, WGN-TV, Chicago, Ill.

BRIGHAM, ED  Sportsline On Sports  WCEM, Cambridge, Md.

BRISENDINE, ROBERT  WERD, Atlanta, Ga.

BRITT, JIM  Sports Roundup  WHHD, Boston, Mass.

BRITTON, JACK  This Is Sports, Baseball, Football, Basketball  WHBQ, Memphis, Tenn.

BROCKMAN, CHARLES  WXLW, Indianapolis, Ind.

BRODE, BUDDY  Sports Extra; Sports Roundup  WNAR, Norristown, Pa.

BROMBERG, LESTER  Fight Follow up  CBS-TV

BROOKBANK, JIM  Sports with Brookbank  KYTL, Mesa, Ariz.

BROOKS, BOB  Sports Parade  KCGR, Cedar Rapids, Iowa.

BROWN, BILL  Sports Final  WSTP, Salisbury, N. C.

BROWN, BOB  WEPM, Martinsburg, W. Va.

BROWN, GALE  KFST, Rockford, Ill.

BROWN, GLEN  Sports Editor  KVET, Austin, Texas

BROWN, R. FRED  Fred Brown Sports  WLOS, Asheville, N. C.

BROWNIE, FRANK A.  KWFC, Hot Springs, Ark.

BRUBAKER, TOM  KSST, Sulphur Springs, Tex.

BRUNDIGE, BILL  WPEN, Philadelphia, Pa.

BRUSH, JOE  Sports Review, Sports Digest  WRRN, New Britain, Conn.

BRYAN, BILL  Sports Review  KTOW, Oklahoma City, Okla.

BUCHAN, JIM  Sports Topics  KWAD, Wadena, Minn.

BUCK, JACK  Sports Album  WCOL, Columbus, Ohio


BURLINGTON, JOEL  KFIR, Fairbanks, Alaska


BURGHART, BOB  Sports Roundup  KRDO, Colorado Springs, Col.

BURL, SAM  KIRX, Kirkville, Mo.

BURNS, BOB  Bob Burns Sports  KMOX, St. Louis, Mo.

Burr, Chuck  Sports Excerpts  WJDA, Buffalo-Kenmore, N. Y.

Burrett, John  WJNC, Jacksonville, N. C.

Burt, Bob  Sports Roundup  KWAK, Stuttgart, Ark.

Burt, Don  Gen. Mgr.  WLEC, Muncie, Ind.

Butler, Jack  Sports Field & Afloat  KENO, Las Vegas, Nevada

Butterworth, Charles  WTSM, Mayfield, Ky.

Cain, Claude  Sportsman  KWEI, Weiser, Idaho

Campbell, Dave  Speaking of Sports  WAPI, WAPM-TV, Birmingham

Campbell, Dick  Sports Lineup  WDVA, Danville, Va.

Campbell, Jack  In the Sportlight  KANS, Wichita, Kansas

Campbell, Malcolm J.R.  National Sports Parade  WCUM, Cumberland, Md.

Campbell, John  KSFA, Nacogdoches, Tex.


Campfreda, Nick  WAAM-TV, Baltimore, Md.

Canavan, Robert P.  KROD, E. Paso, Tex.

Cannon, Wilson  Play-By-Play  KMVI, Wailuku, Maui, Hawaii

Caray, Harry  Sports Extra  WIB, St. Louis, Mo.

Cariker, Ken  KBBC, Abilene, Texas

Carlson, Ted  World of Sports  KRUL, Corvallis, Ore.

Carlisle, Ernie  WHYN, Holyoke, Mass.

Carr, Ted  Scoreboard  KTUL, Houston, Tex.

Carrick, Johnny  Fishin' Dope  WTW, Clearwater, Fla.

Carson, James  Tioff on Sports  KRFK, Miles City, Montana

Carson, Tom  WTV, Cleveland, Ohio

Carter, Callis  Sports Forecast Play by Play  KAMD, Camden, Ark.

Carter, Linda  KCTX, Children, Texas

Cast, Burt  KOMW, Omak, Wash.

Castor, Charles  Today in Sports  KVVCY, Redding, Cali.

Cates, Jim  Football  KWEI, Kennewick, Wash.

Cavanaugh, Bob  WDIZ, Eau Claire, Wis.

Cavanaugh, Joe  Sports Scene  WARD, Johnstown, Pa.

Chamberlain, Carle  WARC, Rochester, N. Y.
CHAMBERLAIN, GUS
WDEF, Chattanooga, Tenn.

CHAPMAN, DAVE
Old Armchair Athlete
KTFS, Texarkana, Tex.

CHARVAT, JACK
Sports Parade
KTUL, Tulsa, Okla.

CHASEMAN, JOEL
WAAAM-AM, Baltimore, Md.

CHASTAIN, TONY
News and Sports Review
WORZ, Orlando, Fla.

CHRISTIAN, CHARLES
Football
WHAL, Shelbyville, Tenn.

CHRISTENSEN, CHRIS
Sports Whirl
WJBB, Haleyville, Ala.

CHRISTENSEN, RAY
WFBM, Minneapolis, Minn.

CHRISTIE, GEORGE
Sports Page
WFEA, Manchester, N. H.

CHRISTIE, BOB
“Spotlite on Sports”
WPAL, Charleston, S. C.

CIRALDO, AL
Sports Column of the Air
WGLS, Decatur, Ga.

CLANCY, RAY
The Sportsman
WMFJ, Daytona Beach, Fla.

CLARK, BILL
Sports Digest
WHUZ, Borger, Texas

CLARK, PORTER
Play By Play
WEKR, Fayetteville, Tenn.

CLAUSSEN, GENE
KXIC, Iowa City, Iowa

CLAYTON, TOM
Sports Review
WHLY, Lowell-Lawrence, Mass.

CLEMENS, BOB
Sportscast
KENO, Las Vegas, Nevada

CLEMMENTS, CART
Spotlite on Sports
WHAY, New Britain, Conn.

CLEMMENTS, J. B.
Sports Parade
WBCU, Union, S. C.

CLEMMENTS, JOE
Clements for Chevrolet
KLIX, Twin Falls, Idaho

CLERC, CHARLES A.
Cleric Side of Sports
KSEI, Pocatello, Idaho

CLEVERLY, JACK
Sports Relay
WKY, Oklahoma City, Okla.

CLIFT, JOHN
Across the Sports Desk
KDSX, Denison, Texas

CLOSE, BILL
Close-Up in Sports
KOY, Phoenix, Ariz.

CLOVER, COTTON
KECK, Odessa, Texas

CLUNEY, JOHN A.
Speaking of Sports
WBRY, Waterbury, Conn.

COBBLE, PAUL
Sports Review
KVNO, Logan, Utah

COGGIN, JIMMIE
Along the Sports Trail
WKDK, Newberry, S. C.

COLBY, LEONARD
WZKO, Kalama, Wash.

COLE, BENJAMIN
WORA, Mayaguez, P. R.

COLE, BRAD
Western Sportsman
KOOS, Coos Bay, Ore.

COLEMAN, KEN
WJDA, Quincly, Mass.

COLEY, LEM
Play-by-Play
WRFS, Alexander City, Ala.

COLLINS, DAVID J.
Sports Roundup
WHOK, Lancaster, Ohio

COLLINS, DON
Sports Roundup
WCFT, Roanoke Rapids, N. C.

COLLINS, JOE
Sports Report
KICA, Clovis, N. M.

COLLINS, JOHN
Sport Reel
WJIG, Tulaligham, Tenn.

COLON, FELIPE
KCMN, Arecibo, P. R.

COLON, JACK
Sports Almanac
KGMW, Arecibo, P. R.

COLTON, TOM
WARE, Ware, Mass.
DOTE, BILL
WKOP, Binghamton, N. Y.
DOUGLAS, HAROLD
Sports Page
DOUGLASS, GEORGE
Football Play by Play
WDSR, Lake City, Fla.
DOUGLASS, WIN
Sports Daily
KTRI, Sioux City, Iowa
DOYLE, DICK
Sport Page
KSDN, Aberdeen, S. D.
DOYLE, LARRY
Great Moments in Sports
KGA, Spokane, Wash.
DOYLE, VINCE
Picture in Sports
WJVA, South Bend, Ind.

DRAKE, MYRON
KTRK, Phoenix, Ariz.
DRAPER, LARRY
Sports Parade
WFAU, Augusta, Me.

DREES, JACK
Feb. 8, 1917, Chicago, Ill.; Pabst Horse Racing, NBC; Pabst Boxing, CBS; Pontiac Game of the Week, ABC-TV; Collegiate Football, WMAQ.

DUDLEY, JIMMY
Sports Final
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JACK DREES
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On NBC
PABST HORSE RACING

On CBS
PABST BOXING

On ABC-TV
PONTIAC FOOTBALL

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**MARTY GLICKMAN**

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GILLETTE’S “CAVALCADE OF SPORTS”

ABC

Blow by Blow Announcer
Friday Night Fights
From Madison Square Garden
With Radio’s Top Ratings

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DuMont TV Announcer
Garden Track and Basketball
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AVERY, GAYLORD
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Newscaster

"6 O’Clock News" . . WNBC
(Ruppert Knickerbocker Beer & Welch Candy Co.)

"11 O’Clock News" . . WNBC
(for Shell Oil Co.)

Announcer

"When A Girl Marries" . . NBC
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LEX. 2-1100

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<tr>
<th>Commentator</th>
<th>Network</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>CAMERON</td>
<td>ABC</td>
<td>Every Sunday</td>
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<tr>
<td>9:15 P. M., EST.</td>
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<td>6:15 P. M., PST.</td>
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</tbody>
</table>
GORDON, FRASER
News, WJZ; UN Correspondent, WJZ-ABC; Security Council & Assembly, ABC-WJZ; UN Highlights (Daily), ABC; TV News—War Tonite 7 p.m., ABC-TV
FRASER, GORDON
ABC
FREEMAN, CLAUDE E.
Noon Day News
WMRC, Greenville, S. C.
FRENETTE, OSCAR
FROGGE, JOHN
WGBB, Freeport, L. I.
FROMME, GALLEN
WBAL, Baltimore, Md.
FURNISS, WALTER
Walter Furniss-News
WCOL, Columbus, Ohio

GADBERRY, BOB
 News This Morning
KFBI, Wichita, Kansas
GAINES, PHIL
WHO0, Orlando, Fla.
GALLIFORD, GEN. W. T. H.
World News Round Up
WLOW, Norfolk, Va.
GAMBLER, BOB
KEOR, Lincoln, Nebr.
GAMMACK, GORDON
KRNT, Des Moines, Iowa
GAMMELL, SERENO
WTHT, Hartford, Conn.
GARRED, BOB
Bob Garred News
KECA, Los Angeles, Calif.
GARRETSON, JOSEPH
Joseph Garretson
WSAI, Cincinnati, Ohio
GARRISON, JOHN
Noon News
WFUN, Huntsville, Ala.
GAVITT, DICK
KANS, Wichita, Kansas
GAYMAN, L. VAUGHN
Roshek News
WKBB, Dubuque, Iowa
GIANARIS, HARRY
WTMA, Charleston, S. C.
GILREATH, H. C.
WVOP, Vidalia, Ga.
GINGELL, GEORGE
State of the Nation
WRBL, Columbus, Ga.
GIVNEY, JOHN J.
Legislative Reporter
WTRY, Troy, N. Y.
GLADDING, AL
York Journal of the Air
WNOW, York, Pa.
GLASSENN, GENE
News Director
KXIC, Iowa City, Iowa
GOODARD, DON
Shell News
WNBT, New York, N. Y.
GOODWIN, EARL
WRC, Washington, D. C.
GOERCH, CARL
Carolina Chats
WPTF, Raleigh, N. C.
GOLDSMITH, RALPH
Rusk County News
WLDY, Ladysmith, Wis.
GOODE, MIKE J.
People's Lobby
WNHC, New Haven, Conn.
GOODLette, DICK
Sports Co mm of the Air
WKIC, Hazard, Ky.
GOODWIN, GLENN
Newscaster
KSO, Des Moines, Iowa
GORDON, WILLIAM E.
Commentary On the News
GOULD, LESTER L.
WJNC, Jacksonville, N. C.
GOULD, JOHN
What Do You Think
WLAM, Lewiston - Auburn, Me.
GAULD, RALPH
News Director
KKEO, Mexico, Mo.
GOW, GEORGE
KANS, Wichita, Kansas
GRAHAM, WALTER
WBML, Macon, Ga.
GRANT, PETER
3 City Final
WLW-T, Cincinnati, O.
GRANT, TAYLOR
ABC
GRAY, W. CHARLES
Community News
WHEB, Portsmouth, New Hampshire
GREEN, H. E.
News & Interviews
KFKA, Greeley, Col.
GREEN, MORT
It Happened
WFGN, Gaffney, S. C.

WALTER KIERNAN
“ONE MAN’S OPINION”
ABC
For PHILIP MORRIS

GORDON FRASER
ABC
ABC-TV
WJZ-TV
HECKMAN, FRED
WITU, Wilmington, Del.
HARTLEY, KEN
WTH, Kansas City, Mo.
HARTFORD, FRED
Baytown News
KREL, Baytown, Texas
HARVEY, PAUL
ABC
HAWKINS, JACK
Hometown News
KJUN, Decatur, Tex.
HEALY, GARY
WPIC, Minneapolis, Minn.
HEALEY, JAMES T.
News That’s Different
WOKO, Albany, N. Y.
HEETER, ROBERT
Farm Bureau Inc.
WWST, Wooster, Ohio
HEMINGWAY, FRANK
Noonday with Hemingway
KTTV, Los Angeles, Calif.
HENRIN, CLIFF
KCSS, Pueblo, Colo.
HENRY, DICK
HENSON, RUSSELL
WTCT, Corbin, Ky.
HENTON, EARL
Ten O’clock News; Arrowhead
News Roundup; Standard Oil
News & Sports
WEBX, Duluth, Minn.
HERMANN, GEORGE
CBS
HERRIN, ROBERT S.
Behind the World News
KIRX, Des Moines, Ia.
HESSE, CLYDE
HICKLEY, LESLIE
International Commentary
WAPA, San Juan, P. R.
HILL, EDWIN C.
Human Side of the News
ABC
HILLEGAS, FRED
KSY, Syracuse, N. Y.
HINES, LINDELY
KMOX, St. Louis, Mo.
HINN, MICHAEL
Michael Hinn News
WSJC, Madison, Wis.
HINSHAW, MOORE FRED
News Editor
WJLU, Muskegon, Mich.
HODGE, EDDIE
Behind the Headlines
WTVB, Coldwater, Mich.
HOPP, HOLLIS
KGDE, Fergus Falls, Minn.
HOLDER, H. RANDOLPH
WFXC, Athens, Ga.
HOLLINBACK, DON
CBS, CBS-TV
HOLMQUIST, HARRY W.
Editor’s Report
KDB, Santa Barbara, Cal.
HOOE, W. P.
Wichita Falls Scene
KFDX, Wichita Falls, Tex.
HOOKER, JOSEPH C.
WGRD, Grand Rapids, Mich.
HOOKER, KENNETH M.
KOLI, Safford, Ariz.
HOOLEY, JACK
WHAM, Rochester, N. Y.
HOOTLET, RICHARD
CBS
HORDER, BILL
WJTM, Danville, Va.
HOWARD, K. SMITH
CBS
HOLLOWELL, HENRY
WQAL, San Antonio, Tex.
HOWER, BOB
KOTV, Tulsa, Okla.
HOWERY, EARLE G.
Report from Korea
WWWY, Pineville, W. Va.
HOY, FLEEMAN
What Do You Think
WLAM, Lewiston-Auburn, Me.
HUFT, OSCAR
Oscar Cliff Reports
WSAM, Saginaw, Mich.
HUGHES, DR. BERTRAM L.
News with Hughes
NXXW, St. Louis, Mo.
HUGHES, PAUL
Arizona Hi Lights
CTAR, Phoenix, Ariz.
HUNT, IRWIN
News Director
WLEC, Sandusky, Ohio
HUNT, ROY
Noontime News
KONO, San Antonio, Tex.
HUNT, TED R.
WOOD, Grand Rapids, Mich.
HURLEY, ROBERT F.
WGN, Chicago, Ill.
HURLEY, JOE
Milford Hamilton
WAVZ, New Haven, Conn.
IDAR, ED
KXKN, Austin, Texas
INCOLLINGE, LARRY
Talk of the Town
WEVD, Bedford, Ind.
IRWIN, R. JOHN
Reekuk’s Own
KORX, Reekuk, Iowa
IZZARD, EDWIN/S.
Mandalia News, Analysis
KGNK, Amarillo, Texas
JACKSON, ALAN
CBS and CTV
JAFFEE, TED
WAAM-TV, Baltimore, Md.
JAMES, BILL
KSCD, Caldwell, Idaho
JARRELL, W. W.
News Priorities
WKTO, Thomasville, Ga.
JAY, HARRY
WLOK, Lima, O.
JEFFERSON, JOHN
CBS
JENKINS, RON
The Duke Spotlight Reporter
WSOC, Charlotte, N. C.
JENSEN, BLAIR
WLAQ, Rome, Ga.
JOHNSTON, KENNETH
WBNZ, Saranac Lake, N. Y.
JONES, BILL
KTBS, Shreveport, La.
JONES, DAN
Under the Capitol Dome
KTAT, Fredericks, Okla.
JONES, FORREST
Local News
WJRI, Llano, N. C.
JORGENSEN, FRED
Tomorrow’s Headlines
JOY, DICK
B. Dec. 1915, Putnam, Conn.
Ten O’Clock News, CBS
News Room-Sunday Desk, CBS
Dick Joy, News
JOEY, BILL
WTEN, Jamestown, N. Y.
News Commentators—Radio-Television

**K**

KALBER, LOYD
KMZV, Omaha, Neb.

KALLAY, ED
KSFV, Louisville, Ky.

KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.

KAUFMAN, ROBERT
Local News
WISR, Butler, Pa.

KEA, FRED L.
WBQK, Jesup, Ga.

KEEN, HAROLD
People in the News
KFMB-TV, San Diego, Cal.

KELLY, DON
News Director
CILO, Grand Forks, North Dakota

KELLY, GEORGE
The Editor Speaks
WJBT, Johnson City, Tenn.

KELSEY, NORMAN
Kelsey and the News
WINA, Charlottesville, Va.

KENT, GEORGE
Newsreel Theater
WMMW, Meriden, Conn.

KIRBY, BOB
WLAV-TV, Grand Rapids, Mich.

KIRBY, JIMMY
WKAX, Birmingham, Ala.

KIRKPATRICK, FRANK
As I See It
WMAW, Milwaukee, Wis.

KLECKNER, ‘DOC’
KFBE, Fairbanks, Alaska

KLINE, ERNIE
WBVP, Beaver Falls, Pa.

KNEE, JACK
WBT, Charlotte, N. C.

KOHLER, DICK
8-10 News Commentary
KCOL, Ft. Collins, Col.

KOUSSER, BILL
News Editor
WMID, Atlantic City, N. J.

**L**

LABORDE, ADRIAS
News In French
KALB, Alexandria, La.

LACKEY, HENRY S.
WSON, Henderson, Ky.

LACKEY, MARY ALICE
KOGT, Orange, Tex.

LAND, ALLAN
WHIZ, Zanesville, Ohio

LANDIS, MEAD
Evening News Reporter
WSNJ, Bridgeton, N. J.

LA PLANTE, J. OMER
WIRY Reporter
WIRY, Plattsburg, N. Y.

LASUEUR, LARRY
CBS

LAWSON, RALPH
Between the Lines
WHBF, Benton Harbor, Mich.

LEE, BILL
Hometown News
EVVX, Monahans, Tex.

LEE, HARRY
WCBA, Corning, N. Y.

LEE, LYLE
Local News Editor
WLK, Lima, O.

---

**DOUGLAS EDWARDS**

News Reporter
CBS

**EDWIN C. HILL**

"Human Side of the News"
NATHAN, ROBERT
NAUGHTON, CLIFF
KPIX, San Francisco, Calif.
NEAL, ROY
NEIL, JACK
Tomorrow’s News Tonight
KTRM, Beaumont, Texas
NEILMOTHER, BILL
News Desk, Weather Chart
WVAI-TV, San Antonio, Tex.
NELSON, BOB
WBIZ, Ponca City, Okla.
NELSON, GENE
KFAM, St. Cloud, Minn.
Weber’s Noon News
NORQLIST, ROY
KFQD, Anchorage, Alaska
NORTON, J. D.
KNET, Palestine, Texas

OBERLIN, DICK
Oberlin’s Observations
WHAS, Louisville, Ky.
O’BRIEN, LEE
Capital Correspondent
WPTH, Albany, N. Y.
O’BRIEN, PAT
As It Looks From Here
KIUP, Durango, Col.
O’CONNOR, GEORGE
City Desk

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TELEPIX NEWSREEL—Con Edison.

WPIX

PARKER, C. K.
The Rim of the Pacific
WBRK, Pittsfield, Mass.
PARKER, JACK
Town Crier
W2AM, Saginaw, Mich.
PARKER, LARRY
Parker & the News
KRES, St. Joseph, Mo.
PARK, T. FRANK
News at Noon
WTNJ, Trenton, N. J.

PARSONS, LOUELLA
B. Aug. 6, Freeport, Ill.; educ. Dixon Coll.; married to Dr. Harry Watson Martin; with William Randolph Hearst since 1922; Hollywood Reporter, ABC

PAYNE, LARRY
Larry Payne & the News
WAJ, Adrian, Mich.
PEARSON, DREW
ABC
PEDACE, JAMES V.
Around the Town
WICH, Norwich, Conn.
PEPPER, FRANK
WTNT, Tallahassee, Fl.
PETERSON, DREXEL
Program Director
KVFD, Port Dodge, Iowa
PETERSON, ELMER
It Seems To Me
KNBH, Hollywood, Cal.
PETRALLA, JOHN
Italo-American News
KITO, San Bernardino, Cal.
PETTI, RALPH
Sunday Headline News
WJAS, Pittsburgh, Pa.
PETTY, DICK
Valley News
WAVZ, New Haven, Conn.
PHILLIPS, DAVID L.
Week in Review
WLIP, Kenosha, Wis.
Pierce, BARTHOL W.
Headlines that make History
KTRB, Modesto, Cal.
PINELL, CLAUDE
KPAC, Pt. Arthur, Tex.
PINGREE, S. T.
WRXL, Concord, New Hampshire
POWELL, R.
Today’s News
WAIM, Anderson, S. C.

JOHN TILLMAN
TV NEWS REPORTER

DICK JOY

KNX-CBS News

“DR. KILDARE”—“NANCY DIXON”
JERRY STRONG
Dean of Washington
Wake-Up Men
WINX—WRC—WT TG
Disc Jockeys
RADIO AND TELEVISION
— their work during 1950 —

A

ABBOTT, BUD
Abbott Habit
WHAS, Louisville, Ky.

ABBOTT, WARREN W.
Alarm Clock Club
KSMI, Seminole, Okla.

ACREE, JIMMY
WAGP, Dothan, Ala.

ADAMS, BARRY
KHUM, Eureka, Cal.

ADAMS, BILL
Roundup Time
WHOC, Philadelphia, Miss.

ADAMS, CHARLES
WNAB, Annapolis, Md.

ADAMS, DANA W.
Club 600
KRTB, Tyler, Tex.

ADAMS, JOE
KOWL, Santa Monica, Cal.

ADAMS, WARREN
Housewife's Serenade
WXAG, Grenada, Miss.

ALFRED, G.
Club 560
KPG, Wenatchee, Wash.

ALFORD, DICK
Strolling with Alford
KXLL, Little Rock, Ark.

ALLISON, AL
Here Today
WSKI, Montpelier, Vermont

ANDREWS, BOB
Midnight Matinee
WEZ, Waco, Fla.

ANDERSON, BILL
Friendly Arc
KAKE, Wichita, Kansas

ANDERSON, DON
Sunrise Serenade
KFR & KFR-FM, Wichita, Kansas

ANDERSON, ERNEST
Musical Sports Parade
WDEM, Providence, R. I.

ANDERSON, TOM
Platter Party
WLDY, Ladysmith, Wis.

ANDREWS, JOHNNY
Johnny Andrews Show
WEBU, Reading, Pa.

ANDREWS, JOHN
Early Riser
WHO, South Bend, Ind.

ANTHONY, BOB
Tusla Ballroom
KRMG, Tulsa, Oklahoma

ANTHONY, JOE
WCYS, Springfield, Ill.

ARANZAMENDI, FCO.
Club 910

ARBOGAST
Club 710, The Arbogast Show
WHB, Kansas City, Mo.

ARBUCKLE, BRYANT
Late Date
KVAL, Bfrownsville, Texas

ARCHER, GRAHAM
Wax Museum
KGW, Portland, Ore.

ARMAND, RAY
WPWA, Chester, Pa.

ARMBRISTER, RANDY
WYWE, Wytheville, Va.

ARMSTRONG, TIMOTHY
KOLZ, The Dalles, Ore.

ARMSTRONG, JIM
Top of the Morning
WYWE, Wytheville, Va.

ARNOLD, DON

ARNOLD, GARY
Turn Table Terrace
WDUN, Gainesville, Ga.

ARTER, MALCOM
Rise & Shine
WKOK, Sunbury, Pa.

ARTHUR, DOUG
Dance and
WIBG, Philadelphia, Pa.

ASHTON, KEITH
KFQD, Anchorage, Alaska

ASKYE, BOB
Time & Tempos
KOLN, Lincoln, Nebr.

ASMAN, BOB
Rise & Shine
WGVA, Geneva, N. Y.

ATKINSON, J. C.
Wake Up With J. C.
WWBJ, Augusta, Ga.

ATWELL, HODDARD
Club 840
WYPO, Stroudsburg, Pa.

AUSTIN, BOB
Cornfield Frolics
WPAL, Charleston, S. C.

AYCOCK, BOB
Telephone and Juke Box Requests
WPLI, Jackson, Tenn.

B

BACHMAN, ART
WKUL, Culman, Ala.

BACKMAN, HARVEY
Koffee Klub
KXGN, Glendale, Montana

BACON, BOB
Bacon for Breakfast
WBRE, Wilkes-Barre, Pa.

BACON, NORMAN
Playing Favorites
WOC, Davenport, Iowa

BAER, DICK
Ranchhouse Rhythm
WPIN, St. Petersburg, Fla.

BAKING, ROYCE
Musical Memories
KNX, McPherson, Kansas

BAILEY, CLIFFORD
Record Show
KSBW, Salinas, California

BAILEY, JIM
KPRC, Houston, Tex.

BAILEY, JIM
Wake Up Time
WCEN, Mt. Pleasant, Mich.

BAILEY, TOM
Acme Hope
KPOJ, Port and. Ore.

BAILEY, VIRGINIA
Ginnie's Platter Party
WKLY, Hartwell, Ga.

BAKER, DICK
Ranchhouse Rhythm
WPIN, St. Petersburg, Fla.

BAKER, GORDON
1490 Club
WTXL, S Springfield, Mass.

BAKER, JAMES
Baker's Bandstand
WB1W, Belford, Ind.

BAKER, TOBY
Music Hall
WEI, New Haven, Conn.

BALCH, FRANK A.
WWSR, St. Albans, Vermont

BALLARD, GEORGE
WJHL, Johnson City, Tenn.

BALLEW, FRANK A.
Hi Jibby Roundup
WMNC, Morristown, N. C.

BANTZER, LARRY
Peach Play
KHUZ, Borror, Texas

BANDY, ROBERT W.
Party Line
WCJ, Chillicothe, S. C.

BANKS, JOHN
Western Requestin'
KRDJ, Dinuba, Cal.
BARAGAN, BOB
Clockwatcher
WRNY, Rochester, N. Y.

BARBER, ROBERT
Backward DJ, Tuneo
WCOM, Cumberland, Md.

BARBOUR, GREER
WHAR, Clarksburg, W. Va.

BARKLE, LOU
Hal of Records
WRAL, Raleigh, N. Y.

BARKLEY, DON
Club 1230
KDES, St. Joseph, Mo.

BARKLOW, JOHN
Music Especially For You
KUTA, Salt Lake City, Utah

BARNARD, DALLAS
KREM, Spokane, Wash.

BARNETT, HARRY G.
Morning Mixture
KGLU, Safford, Ariz.

BARNETT, BRUCE
KPLT, Paris, Tex.

BARNETT, RICHARD E.
The Dick Barnett Show
WAVZ, New Haven, Conn.

BARNETT, RICK
Rick’s Record Room
WCTMS, Santa Barbara, Cal.

BARRICK, JOHN
WKAY, Glastonbury, Ky.

BARRY, BILL
Join the Five
WCHR, Lebanon, Tenn.

BARRY, GENE
Disc Jockey
WIMG, Dayton, Ohio

BARRY, JACK
You Asked For It
WJOY, Burlington, Vermont

BARRY BROW SHOW
WRAT, Miami Beach, Fla.

BARTELL, PAUL
Fox Club
WFOX, Milwaukee, Wis.

BARTLETT, CURRY
Pop McCoy’s Time
WAGM, Presque Isle, Me.

BARTON, HAL
WTAD, Quincy, Ill.

BARTON, PHIL
WHOT’s Cookin’
WHOT, South Bend, Ind.

BARUCH, ANDRE
WNBC, New York, N. Y.

BASS, GRADY
Dairyman’s Parade
KSFH, Nacogdoches, Tex.

BASKETT, MILES II
Platter Parade
WHTC, Holland, Mich.

BATCHELDER, JOHN
Batchelder’s Quarters
WRC, Washington, D. C.

BATEY, HUGH
Music “Till Midnight
WPDU, Jacksonville, Fla.

BATTISTI, PAUL
Tunes for Teeners
KCFH, Cuero, Texas

BAUER, BILL
Sacred Request Hour
KCVR, Lodi, Cal.

BAUER, BILL
Breakfast Express
WAFF, Chicago, Ill.

BAXTER, DEL
The Del Baxter Show
WJPS, Evansville, Ind.

BAYLY, TRAY
Trav Bayly Show
KDAL, Duluth, Minn.

BEAUMONT, PERRY
WLOK, Lima, O.

BECKER, BILL
Mailbag Matinee
WGVA, Geneva, N. Y.

BECKTEL, EARL
Jersey Jamboree
WSNJ, Bridgeton, N. J.

BECKWITH, SAM
KVON, Napa, Cal.

BEECHAM, SIR THOMAS
WQXR, New York, N. Y.

BEECHER, DON
Midnight Club
WLEU, Erie, Pa.

BEGUE, JOHN
Juke-Box Serenade
WTAX, Springfield, Ill.

BELLE, DON
KRNT, Des Moines, Iowa

BELLES, RUSSELL
Speaking of Sports
KMYI, Wahiulu Maui, Hawaii

BENJAMIN, CLYDE
KTXC, Big Spring, Texas

BENLIZA, RAFAEL
WIAF, San Juan, P. R.

BENNETT, GENE
Musical Clock
WIBA, Ft. Pierce, Fla.

BENNETT, LEN
WNHC, New Haven, Conn.

BENNETT, MYRON J.
K. J. B. Show
KXLW, St. Louis, Mo.

BENNINGTON, RAY
Bands of the Lands
KGW, Portland, Ore.

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BERNGT, HAL
WMP, Memphis, Tenn.

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Music Out of the West
WGAT, Utica, N. Y.

BENSON, RICHARD H.
RFQ 630: Wake Up Club
WIR, Hickory, N. Y.

BENTLEY, DICK
Requestfully Yours
KOSF, Nacogdoches, Tex.

BENTZ, CHARLIE
WNOR, Norfolk, Va.

BENUM, ARNOLD
Benum's Beany Bar
KOTO, San Bernarino, Calif.

BERG, HAL
Club Swingtime
WILK, Wilkes-Barre, Pa.

BERGEN, DON
Lounge Nite Club of the Air
WAEB, Allentown, Pa.

BERGESON, CHUCK

BERRY, BILL
WDBO, Orlando, Fla.

BERRY, LAURENCE
The Music Man
KPRS, Olathe, Kansas

BERRY, ROBERT
Toonerville Tolly
WOW, Nashua, New Hampshire

BEUTEL, BOB
KSO, Des Moines, Iowa

BESSE, HARRY
KSWI, Council Bluffs, Iowa

BEVELAQUA, DON
What America Is Playing
KXLE, Ellensberg, Wash.

BEVERLY
SunKist Reveille, Reveley with Beverly
KIST, Santa Barbara, Cal.

BILL, WILLIS
Breakfast With BW
WDEK, Providence, R. I.

BILLS, DICK
Dick Bills Show
KOB, Albuquerque, N. M.

BILLINGS, FRANK
Wax Museum
KCMG, Portland, Ore.

BIRMINGHAM, JOHN J.
1450 Club
WNBJ, Saranac Lake, N. Y.

BINFORD, BILL
Sierra Serenade
KOLO, Reno, Nevada

BING, DICK
Music Makers
WCEN, Mt. Pleasant, Mich.

BINGHAM, EARL
Bronco, Bing
KAVL, Havre, Montana

BINGHAM, PETE
Hillbilly Humdingers
WJOI, Florence, Ala.

BIRDSONG, LAWRENCE
Birdie's Cage
KLDI, Longview, Tex.

BISHARA, J
Juke Box Review, Polka Party
WCBA, Corning, N. Y.

BITTLEMAN, JACK
Jive, Jam 'n' Jump
WABB, Mobile, Ala.

BLACK, BERNIE
For You By Request
WGPA, Bethlehem, Pa.

BLAIR, BOB

BLAKELEY, STEW
Sunrise Serenade
KBRL, McCook, Nebr.

BLAINE, LEW
Singing Shift
WJHP, Jacksonville, Fla.

BLAIR, LARRY
Rhymmatinee
WTJS, Jackson, Tenn.

BLANCHARD, LOWELL
Good Morning Club & Musical Clock
WNOX, Knoxville, Tenn.

BLANKENSHIP, NOEL
WELV, Blackstone, Va.

BLECKLEY, W. JOHN
Boots and Saddles
WJMR, New Orleans, La.

BLECH, JERRY
Rhythm Room & Swing Out
KONE, Plattsburgh, N. Y.

BLOCK, MARTIN
Make Believe Ballroom
WABK, Plant City, Fla.

BOSS, BILL
Jive Time
WPAD, Paducah, Ky.

BLUM, GEORGE
Alarm Clock
KORN, Mitchell, S. D.

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907
BOLIN, ART
Swing Session
WARM, Scranton, Pa.
BOLLINGER, JIM
J J Time
WINN, Louisville, Ky.
BOLTON, BILL
Hillbilly Hits
KALB, Alexandria, La.
BONDU, DAVE
WERD, Atlanta, Ga.
BONES, ROBERT
Afternoon by Request
WLOH, Princeton, W. Va.
BONNER, ED
Spin 'n Chin
WXJR, Newark, N. J.
BOONE, JOE
Moonlight Melodies
WMVG, Milledgeville, Ga.
BOUCHER, GENE
KCOM, Sioux City, Iowa
BOURQUE, WAREN
WERI, Westerly, R. I.
BOWER, BOB
Music for Everyone, Music in the Night
WTIP, Charleston, W. Va.
BOWERS, BUD
Bud Bowers Show
WSAZ, Huntington, W. Va.
BOWICK, BILL
Coffee With Bill
WALB, Albany, Ga.
BOWMAN, BOB
WLBK, Lebanon, Pa.
BOWMAN, JOHNNY
1410 Club
WDOS, Dover, Del.
BOWER, RICHARD W.
Diskin' with Dick
WRAK, Williamsport, Pa.
BOYCE, WILLIAM
KWBE, Beatrice, Nebraska
BOYD, DALLAS P.
WBRW, Welch, W. Va.
BOYER, DEAN
Ham 'n Eggs, Top Tunes
WBLK, Clarksburg, W. Va.
BOYLES, FRANK A.
KVRH, Salida, Col.
BOZIC, G.
WLOA, Braddock, Pa.
BRADLEY, ROB
Timekeeper
WMIL, Milwaukee, Wis.
BRADLEY, DICK
WQXR, New York, N. Y.
BRADLEY, ROBERT
KCOM, Sioux City, Iowa
BRADLEY, WES
1540 Club
KRDQ, Colorado Springs, Col.
BRAGG, CHARLES
Breakfast On Farm
WHAL, Shelbyville, Tenn.
BRAGG, NELSON
Record Rack
WCOP, Boston, Mass.
BRADSHAW, TOM
The Triple T Show
WHYU, Newport News, Va.
BRANCH, NEAL
1240 Club
WBIR, Knoxville, Tenn.
BRANT, BILL
Midnite's Club
KDRE, Pittsburgh, Pa.

ERNE SIMON
Now Broadcasting and Televising
23 Hours Weekly
5th Consecutive Year on WJJD, Chicago
Sponsored continuously
for 3rd straight year on WBKB, Chicago
5 nights weekly
Disc Jockeys—Radio-Television

BRAZELL, J.  
Hit'N'Bit's  
WVOX, Framingham, Mass.

BRENNAN, DAN  
Breakfast  
WQOK, Birmingham, Ala.

BRETT, ROBERT  
Breakfast with Brett  
WSAV, Savannah, Ga.

BRITAIN, BILL  
Swing Session & Concert  
WATL, Atlanta, Ga.

BROCK, RAY  
Fox Club  
WHBY, Appleton, Wis.

BROCKER, JIM  
WJEJ, Hagerstown, Md.

BRODERS, SPANK  
Platter Pantry  
KCRG, Cedar Rapids, Iowa

BROHAN, DON  
1180 Hour  
WLDS, Jacksonville, Ill.

BROKAW, BILL  
Variety Time  
KGIW, Alamosa, Col.

BROKAW, THOMAS  
Komw, Omak, Wash.

BROOKS, BILL  
Bill Brooks, Show  
WSRS, Cleveland, Ohio

BROOKS, FRANK  
Record Box  
WTVN, Trenton, N. J.

BROPHY, BILL  
WTHT, Hartford, Conn.

BROWN, BERNARD  
Sittin' In  
WAPQ, Chattanooga, Tenn.

BROWN, BILL  
1230 Club A. M.  

BROWN, BILL  
Club 1400  
WSIC, Statesville, N. C.

BROWN, BOB  
WEPN, Martinsburg, W. Va.

BROWN, DON  
Don-Up Brown  
WENH, Wenatchee, Wash.

BROWN, HARRY  
WBEC, Pittsfield, Mass.

BROWN, JACK  
Jack Brown's Record Rack Review  
WTVL, Waterville, Me.

BROWN, LEONARD  
KCID, Caldwell, Idaho

BROWN, MORGAN  
Shiretown Club  
WAGM, Presque Isle, Me.

BROWN, WARREN  
Top Ten  
KPQ, Wenatchee, Wash.

BROWN, PEN  
Pen Brown Show  

BROWN, PHIL  
Country Boy  
WGBA, Columbus, Ga.

BROWNELL, LARRY  
Larry Brownell Show  
WHHH, Warren, Ohio

BROWNING, FRED  
Musical Merry Go Round  
WTWA, Thomson, Ga.

BROWNING, WILLIAM  
KCBQ, San Diego, Cal.

BRUCE, AL  
Wax Works  
WCHA, Chambersburg, Pa.

BRUCE, DICK  
1280 Reveille  
WDSU, New Orleans, La.

BRUCE, JACK  
Saturday Matinee  
WNAX, Yankton, S. D.

BRUCE, RAMON  

BRUGGEMAN, VERN  
KALL, Salt Lake City, Utah

BRUNIN, ROBIN  
Spinning at the Waldorf  
KWWK, Pasadena, Cal.

Brunner, Bob  
Bob Bruner, Show  
WTJU, Kokomo, Ind.

BRYANT, WILLIE  
WHOM, New York, N. Y.

BUDD, MILTON  
Musical Clock  
WMBD, Peoria, Ill.

BUP, ROBERT  
WPTW, Piqua, Ohio

BUCK, GEORGE  
After Hours  
WWOD, Lyncburg, Va.

BUEHLER, CLINTON  
WBEN, Buffalo, N. Y.

BULLOCK, SHEL  
Best on Wax, Shel Bullock Show  
WWSC, Glens Falls, N. Y.

JOE FRANKLIN  
WJZ's “Young Man With the Old Records.”

Also—Joe Franklin Productions, Inc.

220 W. 42nd St., N. Y. C.  WJ 4-755
<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
<th>State</th>
<th>Format</th>
<th>Call Letters</th>
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**Disc Jockeys—Radio-Television**

**C**

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<th>Format</th>
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<td>Country</td>
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<td>Miami</td>
<td>Fla.</td>
<td>Country</td>
<td>WMCX</td>
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**Characters, Duane**

- Juke Box Revue
- KPRS, Olathe, Kansas

**Characters, Preston**

- Top of the Morning
- WGLS, Decatur, Ga.

**Chase, Don**

- WPWA, Chester, Pa.

**Chase, Eddie**

- After Hours
- WOOD, Grand Rapids, Mich.

**Chase, Ilka**

- Ilka Chase Show
- ABC

**Chester, Harvey**

- Hit Times
- WIAL, Lawrence, Mass.

**Chester, Studdard**

- Chester Studdard Show
- WGWD, Gadsden, Ala.

**Chico**

- KOWL, Santa Monica, Cal.

**Childress, Jimmy**

- Gettin' Up Time
- WHCC, Waynesville, N. C.

**Childs, Leland**

- WAPX, Montgomery
- WJGN, Columbus, Ga.

**Christensen, Chris**

- Hillbilly Request Hour
- WJBB, Ala.

**Christensen, Fred**

- Rhythm Express
- WMPS, Memphis, Tenn.

**Christopher, Jerry**

- 1240 Club
- WEKR, Fayetteville, Tenn.

**Clark, Bill**

- Hoosier Hoodown
- WJCD, Dearborn, Ind.

**Clark, Chris**

- Me & My Shadow
- WJRM, Newport, R. I.

**Clark, Douglas**

- WBIX, Utica, N. Y.

**Clark, Henry**

- Rise 'n' Shine: Coffee with Clark; 1240 Club
- WENT, Groversville, N. Y.

**Citty, Jim**

- Melody Corral, City's Clambake
- KTPS, Texarkana, Tex.

**Clark, Dwight**

- Groove Graveyard
- WCOC, Columbus, Col.

**Clark, Roger**

- 1507 Club
- WFGN, Gaffney, S. C.

**Clark, Roger**

- WNOR, Norfolk, Va.

**Clayton, Robert**

- Boston Ballroom
- WJXX, Saturday Night
- WHDH, Boston, Mass.

**Clayton, Bob**

- Respectfully Yours
- WPTN, St. Petersburg, Fla.

**Cleary, Ed**

- Yawin in the Mornin
- KOME, Oceola, Ark.

**Clement, John**

- WHLB, Virginia, Minn.

**Clements, Tom**

- Moonlight Matinee
- WHAY, New Britain, Conn.

**Clifton, Jack**

- BUZZIN' Corner
- WADC, Akron, Ohio

**Coats, Robert**

- KTOP, Topka, Kansas

**Coburn, Paul**

- Coburns Carousel
- KVNU, Logan, Utah
Disc Jockeys—Radio-Television

**Cochran, Stewart**
WKID, Urbana, Ill.

**Cockrell, Clem**
Clem’s Clam Bake
WGRV, Bowling Green, Ky.

**Coddington, Bruce**
1450 Club; Jibe Time
WWWN, New Bern, N. C.

**Cody, Del**
Korn Krib
KGA, Spokane, Wash.

**Cogen, Russ**
Coglin’s Capers
KROW, Oakland, Cal.

**Cole, Fred B.**
Carnival of Music
WHFD, Boston, Mass.

**Cole, George**
KFOX, Long Beach, Cal.

**Cole, Grady, Jr.**
Hillbilly Hit Parade
WSAT, Salisbury, WBT, Charlotte, N. C.

**Cole, Peter**
The Waxworks
WVCG, Coral Gables, Fla.

**Cole, Ray**
Hillbilly Breakfast Club
KTAN, Sherman, Tex.

**Cole, Tracy W.**
WWSR, St. Albana, Vermont

**Coleman, Barry Show**
KMYR, Denver, Col.

**Coleman, Bob**
The Polka Parade
WADC, Kittanning, Pa.

**Coleman, Charles**
WGKV, Charleston, W. Va.

**Coleman, Dick**
Dick Coleman Show
WCBM, Baltimore, Md.

**Collie, Vin**
WERI, Westerly, R. I.

**Collins, David J.**
Fairfield Jamboree
WHOK, Lancaster, Ohio

**Collins, Don**
Wax Museum
WCBT, Roanoke Rapids, N. C.

**Collins, Joe**
Joe’s Jamboree
KICA, Clovis, N. M.

**Comer, Frank**
Rhythm at Random
WLAL, Danbury, Conn.

**Conrey, Jim**
KSHB, Okmulgee, Okla.

**Confer, William**
WFBG, Altoona, Pa.

**Cook, Dick**
Cookies Capers
WMDN, Midland, Mich.

**Cook, Ira**
Pre-Game and Post-Game Player Party, Dollars or Doughnuts
KKEA, Hollywood, Cal.

**Cook, L. A.**
Coffee Cup; Spiritually with Cookie; Cookie Comes Calling; Hall of Popular Music
WTOB, Winston-Salem, N. C.

**Coonza, Eddie**
Morning Watch
KTVU, Tulsa, Okla.

**Cooper, Jack L.**
Rug Cutters Special
SBSC, Chicago, Ill.

**Coopwood, Jesse**
Stampin’, Room
WWCA, Gary, Ind.

**Cope, Frank**
Matinee with Cope, Alarm

**Crok Klub**
KJBS, San Francisco, Cal.

**Corkitt, Ken**
Cats’ Rat Race
WTIK, Durham, N. C.

**Corral, Rege**
6 to 9 Special
WGN, Pittsburgh, Pa.

**Corday, Don**
Don Corday Show
WREX, Cleveland, Ohio

**Corey, Bob**
Corey’s Corner
WXIR, Atlanta, Ga.

**Corey, Jim**
Senior That’s New KIXL and KIXL-FM, Dallas, Texas

**Cornwell, Blaine**
Top Ten
KWPT, Wichita Falls, Tex.

**Corrigan, John**
St. Louis Ballroom
KKOX, St. Louis, Mo.

**Costantino, Joe**
Off The Record
KBO, Santa Barbara, Calif.

**Coughlin, Charles**
Off The Record
KVOB, Alexandria, La.

**Coughlin, John**
Hi Neighbor
WOKZ, Alton, Ill.

**Countiss, Arthur**
WMEV, Marion, Va.

**Cowan, Coley**
Melody Time
WSON, Henderson, Ky.

**Craig, Robert**
WWCO, Waterbury, Conn.
Melody Matinee

**Crag, Dick**
Musical Clock
WCB, Columbus, Miss.

**Crane, Bob**
WLEA Bandstand
WLEA, Hornell, N. Y.

**Crauer, Campbell J.**
Morning in Montgomery
WMOM, Montgomery, W. Va.

**Crawford, George**
WINX, Washington, D. C.

**Crist, Jim**
Morning In Maryland
WFBF, Baltimore, Md.

**Crocker, Lee**
KDMO, Carthage, Mo.

**Crocker, Roy**
1200 Club
WMMT, McMinnville, Tenn.

**Crosby, Bob**
1200 Club
WTOI, Toledo, Ohio

**Crosby, Don**
Pep Club
WFCH, Dunkirk, N. Y.

**Cross, George**
Sagebrush Melodies
WEXL, Royal Oak, Mich.

**Cromwell, George**
Club 930
KHJ, Los Angeles, Cal.

**Crowley, Dick**
Crowley Calling
WCLQ, Jamesville, Wis.

**Cruikshank, Jim**
Make Believe Ballroom
WFLA, Plant City, Fla.

**Cruise, Bill**
1240 Club
KSUE, Susanville, Calif.

**Cruise, Dick**
Don’s Den
KRWC, Muscatine, Iowa

**Crutchley, Bill**
Morning Melodies
WPAQ, Mount Airy, N. C.

**Cummings, Alan**
WSCR, Scranton, Pa.

**Cummings, Tony**
Tony’s Twilight Tune Time
WIKK, Erie, Pa.

**Cummikey, Bob**
Record Rack
WEIS, Bristol, Conn.

**Cunningham, Bill**
You Ask for It
WLEA, Hornell, N. Y.

**Cunningham, Don**
Tip Top Tunes
WHSY, Hattiesburg, Miss.

**Cunningham, Frank**
Corn Platter
WRJD, Tuscaloosa, Ala.

**Curran, Harry**
Glove Record Shop
WXGL, Richmond, Va.

**Curtis, Bill**
550 Club
KOPR, Butte, Montana

**Curtis, Dan**
WIP, Philadelphia, Pa.

**Curtis, George**
560 Revue
WGAN, Portland, Me.

**Curtis, Walt**
WTVN, St. Johnsbury, Vt.

**Cutrer, Tommy**
Mail Bag
KXYZ, Houston, Tex.

**Cutting, Bob**
Polka Time
KVIG, Victoria, Tex.

---

**Dahl, Jon**
The Juke Box
WDMJ, Marquette, Mich.

**Dahl, Don**
Open House
KDAL, Duluth, Minn.

**Dahms, Wally**
KLER, Rochester, Minn.

**Dale, Jeff**
Bunk House Siesta
KDET, Center, Texas

**Dale, Rex**
Makebelieve Ballroom
WCKY, Cincinnati, Ohio

**Dale, Stan**
Stand the Record Man
WSRS, Cleveland, Ohio

**D’Angelo, Michael**
1490 Club
WMG, Haledale, Pa.

**Daniel, Nathan**
Hillbilly Jubilee
KTFY, Brownfield, Texas

**Daniels, Bob**
All Night Show
KDAL, Duluth, Minn.

**Dantin, Paul**
Hillbilly Hayride
WJU, Columbia, Miss.

**Dardano, Mike**
WGAT, Utica, N. Y.

**Darden, Darren**
Chuck Wagon Serenade
WTAR, Norfolk, Va.

**Darien, Frank**
‘Frankie’s Juke Box’
KJEO, San Jose, Cal.

**Daugherty, Don**
1250 Luncheon Club
WNOW, York, Pa.

**Daum, Ken**
WAUXi, Waukesha, Wis.
DAVIS, JOHNNY
Platter Party
WUSJ, Lockport, N. Y.

DAVIDSON, WILLIAM J.
Jack with Bill
KECA, Hollywood, Calif.

DAVIS, ALVIN
Wax Works
WCNC, Charlotte, S. C.

DAVIS, BOB
WTVY, Rock Hill, S. C.

DAVIS, BRITT
WJTV, Patrel
ROWB, Laramie, Wyoming

DAVIS, CHARLIE
Platter Time
WAPX, Roanoke, Va.

DAVIS, DON
Flying Discs
KFRC, San Francisco, Cal.

DAVIS, ERIC
Polka Time
WFPG, Atlantic City, N. J.

DEANS, GEORGE
8 July 26th, 1918, Edmonton, Canada: Singing Battle Royal,
WINS, Battle of the Baritones, WINS.

DEANS, HAL
Hit Tunes of the Past
KRGB, Seattle, Wash.

DAVIS, IVY
Jack with Jackson, Miss.

DAVIS, JACK
Jack Davis Show
WQCA, Moline, Ill.

DAVIS, JAY
Davis on Discs
WHIZ, Eau Claire, Wis.

DAVIS, JAY
Mountain Jamboree
KLPB, Oklahoma City, Okla.

DAVIS, OVIVE
1400 Club
KCTV, Houston, La.

DAVY, FREDERICK
Just For You
WKNJ, Pittsburgh, Pa.

DAWNS, ED
Clockwatchers
WJMB, Brookhaven, Miss.

DELANEY, THE
The Decagon Speaking
KERL, Baytown, Texas

DEAN, JOHN
The Crumb Tree
KHHK, Aberdeen, Washington

DEAN, BUDDY
WHHM, Memphis, Tenn.

DEAN, JOHN
Alarm Clock Club
WDNG, Durham, N. C.

DEDREICK, DAVE
On Stage
KELLO, Sioux Falls, S. D.

DIE, TOMMY
Rise and Shine
WSBT, South Bend, Ind.

DELANEY, CHUCK
Variety Time
WCBS, Columbus, Miss.

DEMERS, BOB
Bandstand
WLAJ, Lewiston-Auburn, Me.

DENNIS, JOHN
WJKO, Lajunta, Col.

DENS, DON
Axen Mayhem & Countfront Radio
KENT, Shreveport, La.

DESMOND, ED
Top Of The Morning
WIXA, Charlottesville, Va.

DESMOND, WARNER
KLO, Ogden, Utah

DEWITT, BILL
Bill's Dewitt Show
WGL, Fair Wayne, Ind.

DICKOFF, CHARLES
Top o The Morning
WISC, Madison, Wis.

DILL, KOEN
WIZE, Springfield, Ohio

DILLINGHAM, FRANK
Breakfast Express
WBLJ, Dalton, Ga.

DILSON, BURT
WJW, Cleveland, Ohio

DIXON, RAY
Wake Up Jo'let
WJOL, Joliet, Ill.

DINSMORE, R.
EBN, Buffalo, N. Y.

DIXON, RANDY
Ebyon Hall of Fame
WJAS, Philadelphia, Pa.

DIXON, ROY
Mixin' with Dixon
KFIR, Beaumont, Texas

DOAK, BILL
Willies Wax Works
KATL, Houston, Tex.

DOCHIE, JACOB
Operatic Favorites
WJW, Detroit, Mich.

DODDS, BAR
You Name It
KDSH, Boise, Idaho

DODGE, NANCY
Revelle Request
KORY, Colorado Springs, Col.

DOHERTY, JOHN
Melody Matinee
WBBF, Cartersville, Ga.

DONALD, TONY
Record Session
WQAM, Miami, Fla.

DONOHUE, TOM
Blue Chasers
WLOF, Orlando, Fla.

DONOHUE, STEVE
Sandman Serenade
WATX, W Springfield, Mass.

DOOLEY, PETE
Requestfully Yours
WVJS, Owensboro, Ky.

DORN, BILL
Showtime at Sunrise
WTMA, Charleston, S. C.

DOTY, BILL
WKOP, Binghamton, N. Y.

DOUGHERTY, CHUCK
Off The Record
KODL, Cody, Wyoming

DOUGLAS, BOB
Date with Douglas
WSAM, Saginaw, Mich.

DOUGLAS, JACK
1500 Club
WCTV, Coldwater, Mich.

DOUGLAS, JOHN
WJDA, Quincy, Mass.

DOW, RALPH
Alarm Clock Club
KLAS, Las Vegas, Nevada

DOWLING, BILL
Afternoon Musical
WACH, Kittanning, Pa.

DOWNY, JACK
Jack Downey's Music Shop
WONS, Hartford, Conn.

DOYLE, LARRY
Dancing Party
KGA, Spokane, Wash.

DRAPER, LARRY
Coffee Time Musicals
WFAU, Augusta, Me.

DRIVER, JOHN
Make Believe Room
WXGI, Richmond, Va.

DURKMAN, BOB
Dunking with Driskman
KINY, Juneau, Alaska

DUM, DEWEY
Early Risers Club
WSOC, Charlotte, N. C.

DRURY, RAY
Platter Date
WTSP, Springfield, Mass.

DUFFLEY, CHUCK
Chuck Duffley's Show
WMUR, Manchester, New Hampshire

DUGDALE, CHARLIE
Here's Charlie
KFOR, Lincoln, Nebr.

DULL, JIM
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.

DUMAS, ROLAND
Tops in Pops
WMAS, Springfield, Mass.

DUNCAN, EDDIE
Requestfully Yours
WEEQ, Harrisburg, I11.

DUNDAS, BOB, JR.
KPRG, Houston, Tex.

DUNLAP, WALLACE
Dial Dunlap
WFLZ, Bridgeport, Conn.

DUNN, BILL
Jive Hive
KETC, Baytown, Texas

DUNN, CHARLES
Musical Mix Up
KIBL, Bevilee, Texas

DURST, LAVADA
Rosewood Ramble and Grooving
with GP.
WGET, Austin, Texas

DUTCH, HAL
Wake Up Maine
WLAM, Lewiston-Auburn, Me.

DUGHL, DALE
Lassen Roundup
KSUE, Susanville, Cal.

DYER, BOB
Hall of Records
WKXN, Saginaw, Mich.

DZIAK, JOHN
Let's Go Places
KGO, Missoula, Montana

E

EARL, DICK
WICY, Monticello, N. Y.

EARLE, ROBERT
Platter Party
WIBR, Baton Rouge, La.

EARLEY, TOM
Shelbac Shack
WKAT, Allentown, Pa.

EARRON, ED
Nicht Shift
WKLO, Louisville, Ky.
Disc Jockeys—Radio-Television

EASTON, SCOTT
Scott & Freddy
KOMO, Seattle, Washington

EATON, GORDON
Gordon
KMOX, St. Louis, Mo.

EBBERT, DICK
Platter Party
WTIP, Porterville, Cal.

EDGAR, BILL
Hi’billy Hits
KTRN, Wichita Falls, Tex.

EDMANN, EDMUND
Washington, D. C.

EDMUNDS, EDGAR
Million Dollar Party
WGBU, New Haven, Conn.

EDENS, ASSA
1490 Club
WALD, Walterboro, S. C.

ELDER, BILL
Western Trail
KX, Memphis, Tenn.

ELSTON, BILL
Atomic 550
KSPR, Williamsport, Pa.

ELSTON, EDGAR
Jukebox Call
KATL, Houston, Tex.

ELSTON, TOM
Good Morning Odessa
KOSA, Odessa, Tex.

EGAN, JOHN
KIBE, Palo Alto, Cal.

EICHMAN, JACK
Jumbo, Myrtle Beach, S. C.

EISEN, JACOB
WMG, New York, N. Y.

ELLIN, MARVIN
Marvin Ellin Evening Carouse-
WCBM, Baltimore, Md.

ELLIOTT, BILL
Jukebox Jamboree
WNOE, New Orleans, La.

ELLIOTT, BOB
WTOO, Toledo, Ohio

ELLIOTT, CHUCK
Atomic Boogie, Housewife’s Hit Parade
WMGY, Montgomery, Ala.

ELLIOTT, DOYLE
550 Round-up
KCRS, Midland, Tex.

ELLIOTT, JIM
Havslot Time
WWHR, Russellville, Ala.

ELLIOTT, WILLIAM
WLZ, Bridgeport, Conn.

ELLIS, HAP
Platter Time
KOLT, Scottsbluff, Nebr.

ELLIS, LEE
Melody-Go-Round
WSPR, Springfield, Mass.

ELLIS, S. BLAKE
WPOR, Portland, Me.

ELLSWORTH, LEW
Matinee Melange
KWEI, Weiser, Idaho

ELSE, MICKEY
Platter Party
WWPA, Williamsport, Pa.

ELSNER, ROY
929 Special
KECK, Odessa, Tex.

ELSTON, GENE
Coffee Club
KXCR, Cedar Rapids, Iowa

ELWOOD, JOHN
WIBM, Jackson, Mich.

EMBODY, RICHARD
Western Jamboree
KGGF, Coffeyville, Kansas

EMERSON, GENE
Des Moines, Iowa

EMMERICH, LEE
Date With A Disc
KROX, Framingham, Mass.

ENDICOTT, WM.
KBRG, Mount Vernon, Wash.

ENGLISH, JAMES
Saturday’s Session
WWKZ, Paducah, Ky.

ENO, JACK
One for the Money
WEBR, Buffalo, N. Y.

JEMEN, BILL
KROP, Brawley, Cal.

ERICSON, HELEN
Harmony Hut
KEOS, Shadon, Wyo.

ESSICK, LOU
WGNI, Wilmington, N. C.

ESTELLE, PICK
Platter Parade
WTVB, Coldwater, Mich.

ESTEP, WILLIAM H.
WBJ, Elizabethton, Tenn.

ESTES, DAVE
1340 Club
KICK, Springfield, Mo.

ESTES, MAURY
Late Dancing Party
WPEB, Sylacauga, Ala.

EVANS, AL
Palmetto Palace
KNCG, Armarillo, Texas

EVANS, BILL
Bill Evans Show
WFL, WGN, Chicago, Ill.

EVANS, DON
The Don Evans Show
WKBJ, Charleston, Va.

EVANS, ED
Musical Mayhem
KXEM, West Memphis, Tenn.

EVANS, JEFF
Night Special
WLXY, Ladysmith, Wis.

EVANS, JOHN
Star Time
WMON, Montomery, W. Va.

EVANS, LOU
Record Matinee
KRRW, Bixbee, Ariz.

EVANS, NORMAN
Melody Matinee
WPIX, Alexandria, Virginia

EVANS, STAN
Band Review
KTRN, Wichita Falls, Tex.

EWING, BILL
Bill Ewing Show
KMPG, Los Angeles, Cal.

EYRICH, DICK
Matinee Frolic
WSIS, Winter Haven, Fla.

EZE, UNCLE
Uncle Ezra—In Person
WGWD, Gadsden, Ala.

F—

FABERZO, RUBEN
WALT, Tampa, Fla.

FAIRMAN, DAMON
Wake Up Time
WSNY, Schenectady, N. Y.

FALCON, ROBERT
Morning Blues Chaser
WWPI, Alexandria, Virginia

FALLON, GENE
Songs of our Times
WKAP, Allentown, Pa.

FALLON, JACK
After Hours
KBFI, Wichita, Kansas

FANCHER, KAY
Music for Today
KPDN, Pampa, Tex.

FARAKS, REMY
WQXR, New York, N. Y.

FARRAR, JAY
Kiloycee Klambake
KTFI, Twin Falls, Idaho

FARRELL, MAURY
Matinee in Birmingham

FEAGANS, ERNIE
Fearsant Follies
WDEF, Chattanooga, Tenn.

FEESSE, JERRE
Teen Time Tunes
KSWI, Woodward, Okla.

FELDMAN, GEORGE
Music Unlimited, Club Cosmo
WJPS, Evansville, Ind.

FELL, BILL
WSTS, Southern Pines, NC
At Your Request
FELL, WILLIAM H.
Requestfully Yours
WWGP, Sanford, N. C.

FELLER, SHERM
Sherm Feller Show
WCOP, Boston, Mass.

FERRY, PERRY
Music For Moderns
KKRL, Kirkland, Wash.

FIELDS, CHARLES
Music Roundup
KMED, Medford, Ore.

FIELDS, CUYLER P.
Coffee Club
WJHL, Rock Hill, S. C.

FILKINS, LARRY
Time
WOC, Vandalia, Ill.

FINAN, JOEL
Cafe Time
WNRC, Liberal, Kans.

FINCH, LARRY
WHR, Salem, Col.

FINLEY, STU
Capital Scrapbook
WRC, Washington, D. C.

FINN, MICHAEL
Finn Fare
WOEA, Evansville, Ind.

FISHER, EARL
Buck Owens, Atomic Boogie
WFUN, Huntsville, Ala.

FISHER, ED
WHIZ, Zanesville, Ohio

FISHER, JIM
Requestfully Yours
KVOW, Littlefield, Tex.

FITZGERALD, ROBERT
Show Case
WOSC, Fulton, N. Y.

FLANAGAN, PAUL
Tri-City Ballroom
WTRY, Troy, N. Y.

FLEISCHER, BILL
KROM, Onondaga, Wash.

FLINT, WALTER
Recordially Yours
WGPC, Albany, Ga.

FLOOD, JOE
Upsee Daisy, The Joe Flood Show
KTLN, Denver, Col.

FOERSTER, DAVE
Disc Date
WLAD, Danbury, Conn.
H

HAAPTEEN, VAN
Van's Night Club

HADDEN, DALE & DOWG
Wake Up M.C.

HAGGARD, IRVING
The Minute Man

HALL, MARVIN

HALL, JOHN
1490 Club

HAMILTON, UNCLE OLLIE
Uncle Ollie Record Show

HANCOCK, HUNTER
Hancock Jamboree

HANCOCK, CHUCK
Chuck's Jamboree

HANCOY, BOB
Yawn Patrol

HANFORD, AL

HANSEN, BILL

HANSON, BILL

HARPER, BILL

HARRIS, BILL

HARRIS, HERB

HARRISON, BOB
Midnight Express

HART, BILL

HARRELL, JIM

HARREL, JACOB

HARNELL, BILL

HARRISON, WES

HARRISON, ZOLLIE

HARSH, BILL

HARRISON, WES

HARRISON, ZOLLIE

HARRIS, BILL

HARRIS, HERB

HART, BILL

HARRISON, WES

HARRISON, ZOLLIE

HARRIS, BILL

HARRIS, HERB

HART, BILL

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HARRIS, BILL

HARRIS, HERB

HART, BILL

HARRISON, WES

HARRISON, ZOLLIE

HARRIS, BILL
HORSTMANN, BETTY ANN  
Director of Women's Activities  
OMG, Dayton, Ohio

HORVATH, STEVE  
KXO, El Centro, Cal.

HOSKINS, ROBERT  
KTVT, Fort Worth  
KVCV, Redding, Calif.

HOSKINS, TROY  
Western Jamboree  
Oklahoma City, Okla.

HOUCK, DON  
WPTW, Piqua, Ohio

HOWARD, BOB  
KFXC, Madison, Wis.

HOWARD, DALE  
KVOX, Moorhead, Minn.

HOWARD, DON  
KSDO, San Diego, Calif.

HOWARD, HARRY  
Jam & Jive  
WNAG, Grenada, Miss.

HOWARD, HARRY  
KKLC, Lewiston, Idaho

HOWARD, MALCOLM  
Timekeeper & Prevue Room  
WTRY, Troy, N. Y.

HOWARD, STAN  
KXCO, the Record Man  
WIKK, Erie, Pa.

HOWARD, WILLIAM  
Club Matinee  
WTDM, Danville, Va.

HOWELL, DON  
Top Twenty  
WSDU, New Orleans, La.

HOWLETT, BILL  
KVNI, Coeur d'Alene, Idaho

HOWRIGAN, CAL  
Tune O  
WPCE, Panama City, Fla.

HUBBARD, DAVE  
KFMX, San Bernardino, Calif.

HUBBELL, LEO  
Musical Matinee  
WJOL, Joliet, Ill.

HUBBELL, HARRY  
BWM, Wilmington, Del.

HUSKINS, H  
Club Coeur d'Alene  
KVNI, Coeur d'Alene, Idaho

HUSKINS, P  
Harvey Hudson Show  
WLNE, Richmond, Va.

HUFF, ROD  
 Stardust in the Afternoon  
WDBY, Waterbury, Conn.

HUGGINS, HANK  
No Name Show  
WUNO, Union City, Tenn.

HUGHES, JIM  
Afternoon Affair  
WBCU, Union, S. C.

HUGHES, RUSH  
WKAT, Miami Beach, Fla.

HUGHES, TOM  
Mailbag  
WSLS, Roanoke, Va.

HULBERT, “HOT ROD”  
WDIA, Memphis, Tenn.

HULL, DICK  
WPRT, Savannah, Ga.

HULL, DOC  
Sleepwalkers’ Serenade  
KVBO, Tulsa, Okla.

HUMPHRIES, DALE  
Off the Record  
WWST, Wooster, Ohio

HUNT, MEL  
1450 Club  
WLAY, Muscle Shoals, Ala.

HURST, ED  
950 Club  
WPEN, Philadelphia, Pa.,

HURST, WILSON  
It's Your Party  
KTES, Hot Springs, Ark.

HUSING, TED BANDSTAND  
WMGM, New York, N. Y.

HUTCHINS, BAILEY  
WAZF, Yazoo City, Miss.

HUTCHISON, JOHNNY  
1340 Platter Party  
WGAU, Athens, Ga.

HUTCHISON, BOB  
Music Shop  
EIIX, Terre Haute, Ind.

HYDER, JOE  
Rhythm at Random  

IDE, CARL  
Carl Ide Calling  
WNYB, Newark, N. J.

HILLENFELD, WARREN  
Take It Easy  
WISR, Butler, Pa.

INCEST, BOB  
KOV, Valley City, N. D.

IRVING, PAUL  
Midnight Flyers  
WEDC, Chicago, Ill.

IRWIN, KENNETH  
KODL, The Dalles, re.

JACKSON, KEN  
Cowboy Capers  
KPUG, Bellingham, Wash.

JACKSON, SANDY  
ROWL, Omaha, Nebr.

JACKSON, TED  
Sunshine Time  
WINR, Binghamton, N. Y.

JAGER, BILL  
WBOC, Salisbury, Md.

JAMES, ALLEN  
Melody Mill  
WRFD, Worthington, Ohio

JAMES, DON  
KRO, McAllen, Tex.

JAMES, ED  
Polka Platter  
WCCL, Canton - Honesdale, Pa.

JAMES, LES  
WLCU, Gastonia, N. C.

JAMES, ROBERT  
WSTV, Steubenville, Ohio

JAMES, STEVE  
WBMS, Boston, Mass.

JAMISON, RUSSELL  
Here's Jamison  
KJUD, Medford, Ore.

JARVIS, JIM  
Musical Natcap, Jivin' with Jarvis  
KXEO, Mexico, Mo.

JEFFERS, “SLEEPY”  
Magic Valley Jamboree  
WTIP, Charleston, W. Va.

JENNINGS, AL  
Hibbly Spotlight  
WCCP, Savannah, Ga.

JENSEN, PAUL  
Paul's Platter Party  
KOLN, Lincoln, Nebr.

JERRELL, HENRY  
Morning Matinee  
WHIT, New Bern, N. C.

JESSEE, BLAIR  
You Name It  
WLQA, Rome, Ga.

JEWELL, JAN  
Rhythm at Random  
KOMP, Port Angeles, Wash.

JEWELL, WAYNE  
Eight O'Clock Date  
KSDN, Aberdeen, S. D.

JIM, CRACKER  
Minnie Minn., Fla.

JOBES, N. JAMES  
The Drag  
KOFO, Ottawa, Kansas

JOHNSON, O. W  
Cactus Jack Show  
KLX, Oakland, Calif.

JOHNSON, CLYDE  
Harmony House  
WATW, Ashland, Wis.

JOHNSON, DAVE  
Dinner Music  
KYO, Blythe, Cal.

JOHNSON, EDDIE  
Record Shop  
WTRF, Belleair, Ohio

JOHNSON, GLEN  
WILPO, LaSalle, Ill.

JOHNSON, IRWIN  
Early World  
WBNS, Columbus, Ohio

JOHNSON, KARL  
Home Folks Hour  
KDX, Dickinson, North Dakota

JOHNSON, LEN  
Music Moods  

JOHNSON, ROBERT  
On the Beam  
KORA, Bryan, Texas

JOHNSON, TRAVIS  
Blue Dreamer  
WIRK, West Palm Beach, Fla.

JOHNSON, WALLY  
Platter Parade  
KFEQ, St. Joseph, Mo.

JOHNSON, NELL  
Date With Doc  
KBIR, Knoxville, Tenn.

JOHNSON, PAUL  
Open House  
KGEZ, Kalispell, Montana

JOHNSON, RUSTY  
Harmony House  
KWEI, Kemewick, Wash.

JONES, AL  
Jones Jive Joint  
WRJ, Dallas, Tex.

JONES, BUD  
Grooms by Jones  
WGBG, Greensboro, N. C.

JONES, JAMES  
Disc Derby  
KFAO, Omaha, Nebr.

JONES, MAL  
1010 Club  
WAPF, McComb, Miss.

JONES, ROD  
Rod's Rollicking Record Review  
WJNC, Jacksonville, N. C.

JONES, JR., VERLE  
Ladies' Matinee  

JORDAN, BILL  
Saturday Swings  
WDAD, Indiana, Pa.

JOSEPH, EDDY  
WHLD, Niagara Falls, N. Y.

JOSEPH, HUGH  
Alarm Clock  
WIMA, Lima, Ohio
Disc Jockeys—Radio-Television

LAMB, LESLIE H.
1340 Club
WKIC, Hazard, Ky.

LaHARRY ROY
Your Boy Roy
WFHR, Wisconsin Rapids, Wis.

LAMM, CARL
Down Smithfield Way
WCKB, Dunn, N. C.

LANGAN, JAMES
Clockwatcher
WNBH, New Bedford, Mass.

LANDERS, BOB
Melody Ballroom, Bob Landers Show
WFBR, Baltimore, Md.

LANDFAR, DEAN
Off The Record
WMT, Cedar Rapids, Iowa

LANE, HAL
WGNY, Newburgh, N. Y.

LANE, LARRY
WHBO, Tampa, Fla.

LANG, BOB
Around the Town
KPOA, Honolulu, T. H.

LAPAN, DON
Open House
WTTR, modesto, Cal.

LARKIN, JACK
Recording Secretary
WLIN, Merrill, Wis.

LARSEN, BOB
Coffee Club, Melody Merchant
WEMP, Milwaukee, Wis.

LARSON, PAUL
Timekeeper

LARSON, RAY
Wau Up Montana
KXLF, Butte, Mont.

LASK, BILL
KDDD, Dumas, Tex.

LAWLER, JIM
You Asked For It
WKOW, Madison, Wis.

LAWLEY, LEE
Nite at the Ranchhouse
KGER, Long Beach, Cal.

LAWRENCE, JACK
Open House
WNRL, Peoria, Ill.

LAWSON, RALPH
This—We Liked

LAWTON, BILL
Hillbilly Hoedown
KLVT, Levelland, Tex.

LEACH, BOB
WRUF, Gainesville, Fla.

LEAHY, TOM
Band Stand
KAKE, Wichita, Kansas

LEAN, WALL
Leany's Record Ranch
WSAI, Cincinnati, Ohio

LEE, BOB
Lee's waxworks
KOKJ, Tulare, Cal.

LEE, BRUCE
Listen to Lee
WHIT, New Bern, N. C.

LEE, DAVE
WLOK, Lima, O.

LEE, DICK
WHFB, Benton Harbor, Mich.

LEE, DRAGGIE
Jive at Five
KSIJ, Gladiwater, Texas

LEIGHT, GEORGE
WROW, Albany, N. Y.

LEIGHTON, JERRY
Datin' with Leighton
WSAZ, Huntington, W. Va.

LEMOND, LYN
1400 Club
WPLI, Jackson, Tenn.

Lemaster, Walter
Sagebrush Serenade
KOAC, Kokomo, Ind.

LEMER, BILL
601 Club
KWTX, Sheridan, Wyo.

Lennhoff, Jack
Best on Wax
WLCR, Torrington, Conn.

LeRieux, Gene
KCOU, Tucson, Ariz.

LEWIS, CARL
Request Matinee
KCOY, Alliance, Nebraska

LEWIS, HAL
J. Aku Head Pupule
KHON, Honolulu, T. H.

LEWIS, JACK
KGPW, Kearney, Nebr.

LEWIS, JACK
Timekeeper
WMBG, Richmond, Va.

LEWIS, WALTER
WBAT, Marion, Ind.

LIBUTTI, GEORGE
Melody Matinee
WRNY, Rochester, N. Y.

LIEBECK, HERB
Alarm Clock Club
KWAR, Stuttgarter, Ark.

LIEBEMANN, RANDY
Say It With Music
KEEN, San Jose, Cal.

LILES, CHARLIE
Midnight Dance Party
WFUN, Huntsville, Ala.

LIND, ELLIS
Three Alarm
KSTN, Stockton, Cal.

LINDBERG, WALLY
Melody Rangers
KLER, Rochester, Minn.

LINDLEY, EERRILL
Listen with Lindley
KROI, Cody, Wyoming

LINDNER, VINCE
Memos to the Ladies, Juke Box Jamboree
WNAV, Nacogdoches, Pa.

LINDSAY, WILSON
WAMS, Wilmington, Del.

JIM LINDSEY
950 KTRM, Beaumont, Texas

LOGAN, JOHN
Platter Party
KCTI, Gonzales, Tex.

Lohmeier, Bill
930 Club
WSLI, Jackson, Miss.

Lollard, SAM
Sunrise Serenade
WTJS, Jackson, Tenn.

Lonesome Gal
8. Nov. 4, Dallas, Tex.
Lonesome Gal Show, KHI—Musical Do's Lee

Long, Bob
1240 Club
KRDV, Dinuba, Cal.

Long, CLINT
Siesta Serenade
WVOT, Wilson, N. C.

LONG, D. H. (Buck) JR.
Buck's Back Room
WABB, Mobile, Ala.

LONG, KENNETH
WGAN, Portland, Me.

Longacre, JAY
WBAT, Marion, Ind.

Low, HOLLAND
Pick A Number
WIDE, Biddeford, Me.

Lowe, Jackson
1260 Club
WWDG, Washington, D. C.

Lowery, Bill
WGST, Atlanta, Ga.

Lucas, BEN
WRGA, Rome, Ga.

Lucas, JIM
Study Party
WLAL, Raleigh, N. C.

Lupton, Johnny
Johnny Lupton's Matinee
WLAC, Lancaster, Pa.

Luria, OSCAR
WEPM, Martinsburg, W. Va.

Luton, J. D. TINY
Tiny Luton Show
KVBC, Anchorage, Ark.

Lynch, BILL
Hi Neighbor
KPRB, Fairbanks, Alaska

LyNN, BOB
The Bob Lynn Show
Dreambuster Show
WIOD, Miami, Fla.

LYNN, FREDDIE
Musical Clock
KGBX, Springfield, Mo.

LyNN, NICKI
WJDL, Bessemer, Ala.

Lyons, Jack
Hillbilly Bandwagon
KSIG, Crowley, La.

Lyons, Jimmy
KNBC, San Francisco, Cal.

Me —

McAllister, BOB
Rambling with Roy
WRLD, West Point, Ga.

MeBRIDE, DICK
American Public
KPAD, Pampa, Ky.

MeBRIDE, FORREST
WIRJ, Humboldt, Tenn.

MeBRIDE, JoAN
Tops in Pops
KOFH, Cuero, Texas
Disc Jockeys—Radio-Television

McAfee, Tom
Kana, Anacortes, Montana

McCall, Ed
1490 Club, Music for Dreaming
WMNC, Monticello, N. C.

McCann, Bob
Wax Works
KRMJ, Billings, Montana

McCartney, Don
Outer Drive
WCFL, Chicago, Ill.

McCarthy, Red
Platter Chatter
WHGR, Harrisburg, Pa.

McCauley, Joe
Dawn Patrol
WHP, Philadelphia, Pa.

McClellan, Charlie
920 Club
WWWJ, Rus-sville, Ala.

McClellan, John
Ranchhouse Roundup
WMIL, Milwaukee, Wis.

McCranan, Steele
McClanahan Again
KBOR, Brownsville, Texas

McClosey, Dick
Al from KANE, New Iberia, La.

McCoy, Bill
McCoy's Madhouse
KWHO, Los Angeles, Wash.

McCoy, Ronnie
KFEI, Kilicycle, Club
KFER, Denver, Col.

McCormack, Marty
The McCumber Show
KKKL, Kirkland, Wash.

McCune, Bob
720 Serenade
WJAG, Norfolk, Nebr.

McCurry, Howard
Country Boy Program
WSTP, Salisbury, N. C.

McDaniel, Grant
The Night Owl
KJGL, Los Gatos, Calif.

McDaniel, Clarence
The Bronze Voice
WINZ, Miami Beach, Fla.

McCormack, Jim
WKWK, Wheeling, W. Va.

McDonnell, Stewart
Stew McDonnell Time
WMIS, Michigan, Ind.

McDonald, Jim
Make Your Own Music
WHCJ, Madison, N. Y.

McDowall, Bill
KST, Sulphur Springs, Tex.

McElroy, Ed
Mac the Melodyman
KOLO, Salem, Ore.

McFadden, Jim
Your Request
KITY, Amos, Col.

McGrath, Edward
Morning Serenade
WHDL, Olean, N. Y.

McGiffin, Bill
Everybody's Music
KCMJ, Palm Springs, Calif.

McHale, Bob
WSCR, Scranton, Pa.

McIntouch, Sid
Thirsty Student
KFTY, Brownfield, Texas

McIntyre, Jim
The Jim McIntyre Show
WINN, Louisville, Ky.

McKee, Jim
Night Owl
KFXJ, Grand Junction, Col.

McKasden, Chuck
Hillbilly Jamboree
WGIR, Evansville, Ind.

McKenzie, Ed
Jack the Bellboy
WBDJ, Detroit, Mich.

McKinney, James
WMIX, Mt. Vernon, Ill.

McKinnon, Bob
1050 Club
Alexander City, WRFS, Ala.

McLain, Dean
Hillbilly Disc Jockey
KCRW, Ft. Worth, Tex.

McLane, Brodux
Open House
WRLY, Hartwell, Ga.

McMaster, Jay
Sports Matinee
WMEX, Boston, Mass.

McMenamin, George
Mal bar Matinee
WHDL, Olean, N. Y.

McNamee, Jim
WMIR, Myrtle Beach, S. C.

McNeeley, Marty
Marty's Party
WJMO, Cleveland, Ohio

McNulty, Joe
WSFC, Somerset, Ky.

McNew, Dan
Cuzzin Clem
WAPO, Chattanooga, Tenn.

McRae, Duane
Breakfast in Bedlam
KROY, Sacramento, Calif.

McWhorter, Donald
WMNN, Fairmont, W. Va.

— M —

Mabry, Dick
A Man & His Music
WDOK, Cleveland, Ohio

MacDonald, Ken
PM Club
WPAG, Ann Arbor, Mich.

Mack, Bernie
Club 610, Big Top Ten
WMUR, Manchester, New Hampshire

Mack, Bill
Mack's Meody Matinee
KLYN, Amarillo, Texas

Mack, Ed
Yawn Patrol
KFRB, Fairbanks, Alaska

Mack, Jimmy
Mid-afternoon Potpourri
WHFB, Benton Harbor, Mich.

Mack, Johnny
All Request Jamboree
KROA, Kentucky, Mo.

MacKenzie, Bill
WHDL, Bradenton, Fla.

MacKey, Bob
Show Train
WEAT, Lake Worth, Fla.

MacNeal, Carrol
WHOU, Buffalo, New Hampshire

Madison, Larry
Larry's Turntable
KYRS, Rock Springs, Wyo.

Mael, Merrill
Morning Mael
KEZI, Anchorage, Alaska

Magera, George
Off the Record
WJAY, Mulline, S. C.

Magill, Maury
Maury Magill Show
WWBB, Youngstown, Ohio

MAGRUDER, LEONARD
Last Call for Music
WBUU, Union, S. C.

MAGuire, Tom
Uncle Tom's Cabin
WCEM, Cambridge, Md.

Mamoney, M.
Sincerely Yours
WPKY, Peoria, Ill., Ky.

Maillet, Chuck
Tik Tok Club
WFLO, Farmville, Va.

Mais, E. Marie
Spotlight on Stars
WHBI, Newark, N. J.

Mallory, Jack
Club Show
WHTN, Huntington, W. Va.

Mallcoat, Al
Luncheon Serenade
KGER, Long Beach, Calif.

Malloy, Les
KYA, San Francisco, Calif.

Malone, Pat
Artistry in Music
WHAK, Rogers City, Mich.

Mandler, Sid
Spinning' n' Chinning
KGST, Fresno, Calif.

Mangini, Johnny
The Record Shop
WKBS, Oyster Bay, N. Y.

Mann, Dave
Breakfast Show
WLYN, Lynn, Mass.

Manning, Art
1370 Club
WBGC, Jesup, Ga.

Marble, Dana
Sunny Side Serenade
KVEN, Ventura, Calif.

March, Dick
Club 1490
WSIR, Winter Haven, Fla.

March, Milt
Operation March
WMGM, Miami Beach, Fla.

Margraff, Norm
Fritz the Plumber
WMIL, Milwaukee, Wis.

Mariani, John
Yours By Request
WAYZ, New Haven, Conn.

Marshall, Bob
Party Line, Today's Top Five
WGBS, Miami, Fla.

Marshall, Don
WTAAW, College Station, Texas

Jerry Marshall & Burt Wayne
Music Hall
WNEW, New York, N. Y.

Martel, Walt
Musical Clock
KWAT, Watertown, S. D.

Martin, Dedi
Variety Time
KPDN, Pampa, Tex.

Martin, Bob
Record Rockers
KBOR, Brownsville, Texas

Martin, Frank
Martin's Music Shop
WLEU, Erie, Pa.

Martin, Fred
Sunnyside of the Street
1450 Club
WHTC, Holland, Mich.

Martin, George
Mailbag Show
WMMD, McMinville, Tenn.

Martin, Howie
Wake up with Western
KTCM, McAlester, Okla.

Martin, Johnny
WERD, Atlanta, Ga.
MARTIN, MIKE
WVLK, Lexington - Versailles, Ky.

MARTIN, ROBERT
Dancing Party
KWCQ, Cedar Rapids, Iowa

MARTIN, RONALD
Skyline Patrol
WMFR, High Point, N. C.

MARVIN, JACK
Tellin' Jack, Marvin Show
KKRL, Kirkland, Wash.

MARTY, BRUCE

MASHING, LUTHER
Sun Dial and Loafin' with Luther
WDEF, Chattanooga, Tenn.

MASON, PAUL
Tune Room
WHAN, Charleston, S. C.

MATLEY, JON
Musical Madhouse
WWDC, Washington, D. C.

MATTHEWS, PETE
WPLH, Huntington, W. Va.

MATTHEWS, SAM
KGBR, Tyler, Tex.

MATNEY, DON
Hillbilly Roundup
WHCC, Waynesville, N. C.

MATT, CACTUS
Cactus Mat
WEAM, Arlington, Va.

MATTHEWS, DONNA
WNAY, Annapolis, Md.

MATTHEWS, LEE
Band of the Day
WFUR, Grand Rapids, Mich.

MAXWELL, BOB
Bill Maxwell Show
WWJ, Detroit, Mich.

MAXFIELD, ROBERT
KKRO, El Paso, Tex.

MAXHUGH, BILL
Morning with Maxhugh
WGAY, Silver Spring, Md.

MAYS, BILL
KJF, Dallas, Texas

MAYS, JOHN
Platter Party
KBOA, Kennett, Mo.

MAZER, BILL
Mazer's Matinee
WKBB, Buffalo, N. Y.

MEACHUM, TED
Record Parade
WJIG, Tullahoma, Tenn.

MERRITT, LEE
Musical Clock
KTBX, Tyler, Tex.

METCALF, BILL
Club 1230
KEYS, Grand Junction, Col.

METCALF, BUD
Hi Jinks
WLIO, E. Liverpool, N. Y.

MEYERS, BILL
Bill & Pete Show
KTCM, McAlester, Okla.

MEYERS, PAUL L.
WOHI, East Liverpool, Ohio

MICHAELS, JAN
Club 1080
WXRA, Buffalo - Kenmore, N. Y.

MICHAELS, ALAN

MICHEL, BOB
Platter Party
WSYR, Syracuse, N. Y.

MILAIR, ALAN
Request Time
WRRT, Cortland, N. Y.

MILLER, BILL
In the Mood with Miller
WTAX, Springfield, Ill.

MILLER, BING
Grab Bar
WACE, Chicopee, Mass.

MILLER, BOB
Breakfast
WJTN, Jamestown, N. Y.

MILLER, CLIFF
Circe City Dance Time
KBUC, Corona, Cal.

MILLER, GIVE
KBUN, Bemidji, Minn.

MILLER, LEROY
LeRoy Miller Breakfast Club
Luncheon Club Show

MILLER, NOAH
Morning with Miller
WBIR, Bedford, Ind.

MILLER, RALPH
WBOI, Tampia, Fla.

MILLER, ROSS
Juke Box Jingles
WHTC, Hartford, Conn.

MILLER, AN
All Star Show
WFCB, Dunkirk, N. Y.

MILLS, BILL
Dick Mills Show
WPTR, Albany, N. Y.

MILLS, JACK
Musically Yours
KSIB, Creston, Iowa

MILLS, JOE
Joe's Show
WCFA, Bridgefield, Pa.

MILTON, BOB
The Bob Milton Show
KGLO, Mason City

MIMS, CHARLES
Hillbilly-Uncle Gypsy
WJMX, Florence, S. C.

MINSHALL, BILL
Bill Minshall Show
KRJG, Tulsa, Okla.

MINTOR, DAN
Floor Show
WFEN, Findlay, Ohio

MITCHELL, BILL
Disc Jockey Jump
WJMW, Athens, Ala.

MITCHELL, BILL
Mitchell's Musical Morning
WBRL, Columbus, Ga.

MITCHELL, BOB
This is Mitchell
KTAE, Taylor, Tex.

MITCHELL, BRUCE
Breakfast Bandwagon
Main Street Melodies
WHUC, Hudson, N. Y.

MITCHELL, J. W.
High, Billy Hi, Parade Club
860
KSFA, Nacogdoches, Tex.

MITCHELL, MARK
Early Birds
WKBV, Richmond, Ind.

MITCHELL, PAUL
Morning Coffee Pot
WHOL, Allentown, Pa.

MITCHELL, RAY
KEGM, Boise, Ida.

MILLER, PAT
Request Party
WSSB, Durham, N. C.

MORROW, RALPH
Midnight in Minneapolis
WCCO, Minneapolis, Minn.

MOHER, BILL
Friendly Time
WDAY, Faro, North Dakota

MOHR, BUD
Mailman's Matinee
KOWB, Laramie, Wyoming

MONKMAN, BOB
Robins Nest
WRJN, Racine, Wis.

MONSON, PAUL
Melody Express
WMAS, Springfield, Mass.

MOONEY, JESSIE
A Man & His Music
WDAR, Savannah, Ga.

MORNE, GEORGE
Musical Eye Opener
KFDM, Beaumont, Texas

MOORE, JOE
Joe Moore Show
WWCA, Gary, Ind.

MORE, WILLSON
KRKN, Visalia, Cal.

MONTGOMERY, BOB
Smorrasbord-790
WWEU, Eau Claire, Wis.

MONTGOMERY, BOB
3:31 Club
WGBG, Greensboro, N. C.

MOON, DICK
WMBH, Joplin, Mo.

MOONEY, FRANCES
We Go Glad
WEGO, Concord, N. C.

MOORE, BERI
Musical Clock
WMOX, Manchester, Miss.

MOORE, DICK
Dick's Corner
KGFF, Shawnee, Okla.

MOORE, "GUITAR MOUTH"
WDIA, Memphis, Tenn.

MOORE, HAL
WCAC, Philadelphia, Pa.

MOORE, JACK
Melody Shop
KARK, Tulsa, Okla.

MOORE, JIM
Musical Luncheon Counter
KGO, San Francisco, Cal.

MOORE, RAY
Western Swing Time, Odd Record
WETB, Johnson City, Tenn.

MORAN, JACK
Mailbag
WMON, Montgomery, W. Va.

MORE, TOM
Club 99, Jamboress
WNOX, Knoxville, Tenn.

MOREAU, AL
WDHL, Bradenton, Fla.

MOREY, BOB
Teen Time Tunes
KNEM, Nevada, Mo.

MORGAN, CAROL
Morgan's Musical Inn
WGR, Cleveland, Ohio

MORGAN, HANK
Bandstand
WOBS, Jacksonville, Fla.

MORGAN, RICK
Timekeeper
WKAL, Rome, N. Y.

MORGAN, WILLIAM
Trail of the Lonesome Pine
WHOK, Lancaster, Ohio

MORELAND, HARRY
Cuzin Harry
WOPI, Bristol, Tenn.

MORRIS, BEN
Ben's Record Bar
WKY, Oklahoma City, Okla.

MORRIS, CHUCK
KMO, Tacoma, Wash.

MORRIS, ROY
The Madhouse
WAGC, Chattanooga, Tenn.
<table>
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<tr>
<th>Name</th>
<th>Home Town</th>
<th>City</th>
<th>State</th>
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<tbody>
<tr>
<td>NABORS, TED</td>
<td>Nabora Capers</td>
<td>KTHT, Houston, Tex.</td>
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<td>NAMKAVIC, BILL</td>
<td>KFTH, Dubuque, Iowa</td>
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<td>NAPIER, BYRON</td>
<td>KCRC, Enid, Okla.</td>
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<td>NAUGHTON, RUSSELL</td>
<td>WDRC, Hartford, Conn.</td>
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<tr>
<td>NEAL, BOB</td>
<td>Bob Neall Show</td>
<td>WMPS, Memphis, Tenn.</td>
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<td>NEILAN, RAY</td>
<td>Request Matinee</td>
<td>WKNB, New Britain, Conn.</td>
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<td>NEILSKOG, JUNE</td>
<td>Hillbilly Jamboree</td>
<td>KDRE, Parma, Ark.</td>
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<td>NELSON, BOB</td>
<td>Hillbilly Hit Parade</td>
<td>WEAU, Eau Claire, Wis.</td>
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<td>NELSON, BOB</td>
<td>Newkirk Presents</td>
<td>WEIZ, Ponca City, Okla.</td>
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<td>NELSON, ROB</td>
<td>Swing Clinic</td>
<td>WEIB, Augusta, Ga.</td>
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<td>NELSON, CHARLES</td>
<td>WFBG, Altona, Pa.</td>
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<td>NELSON, DAVE</td>
<td>Dave Nelson Show</td>
<td>WSAF, Portsmouth, Va.</td>
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<td>NELSON, DAVE</td>
<td>Request Club</td>
<td>KCOG, Centerville, Iowa</td>
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<td>NEMETT, GEORGE</td>
<td>Klub Kali</td>
<td>KOPO, Tucson, Ariz.</td>
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<td>NERGER, DICK</td>
<td>KNGS, Hanford, Cal.</td>
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<td>NEWMAN, JACK</td>
<td>1300 Club</td>
<td>KOME, Tulsa, Okla.</td>
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<td>NEWSOM, BILL</td>
<td>Music For You</td>
<td>KEXO, Las Vegas, Nevada</td>
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<td>NEY, CHUCK</td>
<td>Requestfully Yours</td>
<td>KSMN, Mason City, Iowa</td>
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<td>NICOLAS, BOB</td>
<td>Blues <code>n</code> Boogie</td>
<td>WPAL, Charleston, S. C.</td>
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<td>NICHOLS, JAY</td>
<td>Platter Playhouse</td>
<td>WGRO, Bay City, Mich.</td>
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<td>NICHOLSON, NICK</td>
<td>The Nickelodeon</td>
<td>KROW, Oakland, Cal.</td>
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<td>NICKSON, NICK</td>
<td>WARC, Rochester, N. Y.</td>
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**Disc Jockeys—Radio-Television**

<table>
<thead>
<tr>
<th>Name</th>
<th>Home Town</th>
<th>City</th>
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<tr>
<td>NIEHL, WALTER</td>
<td>WMML, Morehead City; 740 Club, WPAG, Mt. Airy, N. C.</td>
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<tr>
<td>NIX, ED</td>
<td>Tower of Melody</td>
<td>KGST, Fresno, Cal.</td>
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<td>NOLAND, AL</td>
<td>Juke Box</td>
<td>KQV, Pittsburgh, Pa.</td>
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<td>NOE, PAUL</td>
<td>West End Pair</td>
<td>WBGE, Atlanta, Ga.</td>
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<td>NOLAN, TIM</td>
<td>Sundial</td>
<td>KXYZ, Houston, Tex.</td>
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<td>NOLL, RAY</td>
<td>KALL, Salt Lake City, Utah</td>
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<td>NORDEN, LEE</td>
<td>1220 Club</td>
<td>WRAK, Warsaw, Ind.</td>
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<tr>
<td>NORMAND, WALLIE C.</td>
<td>1540 Club</td>
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<tr>
<td>NORMAN, HAL</td>
<td>Memory Lane</td>
<td>KFH &amp; KFH-FM, Wichita, Kansas</td>
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<td>NORMAN, HAL</td>
<td>Sunrise Special</td>
<td>WLCR, Torrington, Conn.</td>
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<td>NOVELLO, MIKE</td>
<td>Two Hour Dancing Party</td>
<td>WLEE, Richmond, Va.</td>
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<td>NUSBAUM, MORT</td>
<td>Clockwise Off the Record, Women Only</td>
<td>WHAM, Rochester, N. Y.</td>
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</tbody>
</table>

**OAKS, BILLY**
U Name It

**OBLEDA, PAUL**
Varsity Varieties

**OBREJ, JERRY**
Dawn Beat Club

**O'CONNOR, HARRY**
Hillbilly House Party, Hillbilly Hit Parade

**ODOM, RAYMOND**
Dream River

**ODONNELL, BILL**
WCNT, Centralia, Ill.

**ODONNELL, JIM**
Farm Frolics

**OLBRO, BILL**
Westwood Special

**OLIVER, FRANK**
Lucky Seven

**OLSON, BRUNO**
WLPO, LaSalle, Ill.

**OLSON, DALE**
Radio Rhythm Ranch
**Disc Jockeys - Radio-Television**

**KDIIX,** Dickinson, North Dakota  
**OLSON, LAMAR**  
**KEM,** Breeenridge, Minn.  
**OLSON, NATHAN**  
 **Nate's Coffee Pot**  
**KOOS, Coos Bay, Ore.**  
**OLSON, PAUL**  
**WDLB, Marshfield, Wis.**  
**OLSON, SHERM**  
**WJBC, Bloomington, Ill.**  
**O'NEILL, MARTIN**  
**Martin O'Neill Show**  
**WSBP, Sarasota, Fla.**  
**ONTAI, JOEY**  
**Down the Dreamduster**  
**KGMB, Honolulu, Hawaii**  
**ORANCH, JACK**  
**1540 Express**  
**WVOS, Liberty, N. Y.**  
**ORAVEC, FRANK**  
**Spins 'n Needles**  
**WGBF, Evansville, Ind.**  
**O'REILLY, MIKE**  
**WXIN, Jackson, Miss.**  
**ORK, BILL**  
**The Record Shop**  
**KEXO, Grand Junction, Col.**  
**ORKUM, BILL**  
**KRC, Endl, Okla.**  
**OSBORNE, MURRAY**  
**Night Club of the Air**  
**WINN, Louisville, Ky.**  
**OSBORNE, LUCKY**  
**Record Grows**  
**KPHC, Walsenburg, Col.**  
**OW-SWALD, LORD BOLIVAR**  
**Barter with Bolivar**  
**KDKL, Gladewater, Tex.**  
**OWEN, FRAN**  
**WARC, Rochester, N. Y.**  
**OWENS, TOM**  
**KGNO, Dance Club**  
**KGNO, Dodie City, Kansas**  
**O'WILL, ROBERT**  
**KOOP, Portland, Ore.**  
**OXMAN, JOHN**  
**Musical Mixmaster**  
**WVEC, Hampton, Va.**  
**OZBENT, HOWARD**  
**Record Session**  
**WTMA, Charleston, S. C.**  

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**PAGE, SAM**  
**Requestfully Yours, Anything Goes**  
**WNBF, Binghamton, N. Y.**  

**PALLEN, ART**  
**Record Hits**  
**WSNW, Pittsburgh, Pa.**  

**PALUMBO, TONY**  
**1240 Club**  
**WENY, Schenectady, N. Y.**  

**PARISH, GUY**  
**WEBQ, Harrisburg, Ill.**  

**PARKER, CARL**  
**WEMZ, Boston, Mass.**  

**PARKER, CLARE**  
**Cowboy Capers**  
**WNER, Live Oak, Fla.**  

**PARKER, JOHN**  
**WBCD, Bethesda, Md.**  

**PARKER, JOHNNY**  
**WJIM, Lansing, Mich.**  

**PARKER, PAUL**  
**WGNI, Wilmington, N. C.**  

**PARKER, TED**  
**Calling Program**  
**KRQK, Kankakee, Ill.**  

**PARSONS, BEN**  
**Midnight Dancing Party**  
**WRLB, Columbus, Ga.**  

**PATOFF, REGUS**  
**Early Risers, Late Risers**  
**WLAV, Grand Rapids, Mich.**  

**PATTERSON, PAT**  
**1230 Club**  
**KISD, Sioux Falls, S. D.**  

**PATTERSON, RAY**  
**Patterson by Patterson**  
**WONS, Hartford, Conn.**  

**PATTERSON, PAT**  
**Roundup-Runaround**  
**WMT, Florence, Ala.**  

**PATTISON, JIM**  
**1450 Club**  
**WIDAD, Indiana, Pa.**  

**PATRICK, PAT**  
**Platter Playhouse**  
**KWCX, Chickasha, Okla.**  

**PAUL, VICTOR**  
**Starlite Rhythm**  
**KOSA, Odessa, Tex.**  

**PAULSEN, RAY**  
**Carnival of Music**  
**WJMS, Ironwood, Mich.**  

**PAULSEN, VIC**  
**KGWY, Vallejo, Cal.**  
**Paul Turner’s Almanac**  

**PAULSEN, AL**  
**Carnival of Rhythm**  
**WLOL, Minneapolis, Minn.**  

**PAUSCH, RUSSEL N.**  
**Swing Session**  
**WCLD, Cleveland, Miss.**  

**PAYE, DON**  
**WICY, Malone, N. Y.**  

**PEARS, TOM**  
**Old New Orleans**  
**KVOL, Lafayette, La.**  

**PEARSON, AL**  
**KSRK, Santa Rosa, Cal.**  
**Matinee Moderne**  

**PEARSON, WALTER**  
**Musical Varieties**  
**WPVG, Fquyay Springs, N. C.**  

**PENTERGRAST, WILLIAM**  
**Requestfully Yours**  
**WBNH, New Bedford, Mass.**  

**PENNEILL, BILL**  
**Record Heaven**  
**WKEU, Griffin, Ga.**  

**PENNER, RAY**  
**Risin' With Ray**  
**WACX, Norfolk, Va.**  

**PENNY, GAIL**  
**Curfew Capers**  
**WRJ, Tuscaloosa, Ala.**  

**PERATES, HENRY**  
**Wide Awake Club**  
**WIDE, Biddeford, Me.**  

**PERAZZO, DON**  
**Sunrise Serenade**  
**KBKN, Omaha, Nebr.**  

**PERKINS, RAY**  
**Ray Perkins Show**  
**KVOU, La Verne, Col.**  

**PERRIN, KEYES**  
**Morning Musical Clock**  
**WCAO, Baltimore, Md.**  

**PERRIN, PAT**  
**Koffee Cup Kapers**  
**KGKH, Fayetteville, Ark.**  

**PERRY, BOB**  
**Melody Merry Go Round**  
**WLAW, Lawrence, Mass.**  

**PERRY, C. STEWART**  
**WWBS, St. Albans, Vermont**  

**PERRY, DICK**  
**Afternoon Jamboree**  
**WBOB, Galax, Va.**  

**PETERSON, ARNOLD**  
**Musical Revellie**  
**WATW, Ashland, Wis.**  

**PETERSON, CHAS.**  
**Sunrise Spectacular**  
**KXLEL, Ellensburg, Wash.**  

**PETERSON, DALECE**  
**Studio Party**  
**KASH, Eugene, Ore.**  

**PETERSON, DON**  
**KRGB, Weslaco, Tex.**  

**PETERSON, LEONARD**  
**Nightmare, Woodchopper’s Ball**  
**KTEX, Luiken, Tex.**  

**PETRIE, BUD**  
**Wisin’ Time**  
**WJSU, Shalman, Pa.**  

**PETTAY, FRAN**  
**WJR, Detroit, Mich.**  

**PETTI, RALPH**  
**Polka Party**  
**WJAS, Pittsburg, Pa.**  

**PERKINS, GENE**  
**Start the Day with a Song**  
**KIDO, Boise, Id.**  

**PFALZER, GENE**  
**Openhouse**  
**WLRP, New Albany, Ind.**  

**PEFEIL, JOHN**  
**Blackjack’s Bedlam**  
**WMJX, State College, Pa.**  

**PHILLIPS, C. W.**  
**WBBB, Burlington, N. C.**  

**PHILLIPS, LEE**  
**Listen to Lee**  
**WTTT, Corto Gables, Fla.**  

**PHILLIPS, OREL**  
**Phillips Floraks**  
**KDON, Santa Cruz, Cal.**  

**PHILLIPS, STEVE**  
**TNT Show**  
**WSFL, Springfield, Mass.**  

**PHILLIPS, DAVE**  
**Hillbilly Hit Parade**  
**WPAL, Charleston, S. C.**  

**PICUS, LARRY**  
**Afternoon Session**  
**WTTN, Tallahassee, Fla.**  

**PIERCE, BARRET JOE**  
**KJLF, El Paso, Tex.**  

**PIGGOTT, JOE**  
**Crystal Ballroom**  
**WSAL, Lorraineport, Ind.**  

**PIQUETTE, BOB**  
**Rob’s Bunk House**  
**KVOS, Bellingham, Wash.**  

**PLATIS, GEORGE**  
**Pow-Wow Time**  
**KENO, Las Vegas, Nevada**  

**POOLE, BOB**  
**Poole’s Party Line**  
**WMCN, Greenville, S. C.**  

**PORTER, CHARLIE**  
**Juke Box Review**  
**KIRX, Kirrkville, Mo.**  

**PORTER, DON**  
**Swing Soiree**  
**KUGN, Eugene, Ore.**  

**POSEY, GEORGE**  
**KXOC, Chico, Cal.**  

**POTTER, SANDY**  
**KJFI, Klamath Falls, Ore.**  

**POWELL, CHARLES**  
**Here’s Charlie**  
**WKSG, Ft. Wayne, Ind.**  

**POWELL, JACK**  
**KVEN, Ventura, Cal.**  

**POWELL, NEVILLE**  
**Til Midnight Club**  
**KRIC, Beaumont, Texas**  

**POWERS, JACK**  
**Club 1150**  
**WJBO, Baton Rouge, La.**  

**POWERS, TED**  
**Spins and Needles**  
**WDEV, Waterbury, Vermont**  

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RAMSEY, RAYMOND L.
WHIR, Danville, Ky.

RANDLE, BILL
Bill Randle Show
WERE, Cleveland, Ohio

RAPP, DICK
All Thru the Night
KPTG, Bellingham, Wash.

RANT, MIKE
Dr. Jive and Dancetime
WCOS, Columbus, S. C.

RAWLINSON, "CHUCK"
Matinee Platter Session
WNOW, York, Pa.

RAY, BOB, SHOW

RAY, CURT
The Clock Watcher, The Curt Ray Show
KMXO, St. Louis, Mo.

RAYBURN & FINCH
Anything Goes
WNEX, New York, N. Y.

RAYFIELD, ED
WKAX, Birmingham, Ala.
900 Club

RAYMAN, DICK
Polka Party
KNEB, Scottsbluff, Neb.

RAYMOND, LOU
Record Roundup
WFHR, Wisconsin Rapids, Wis.

RAYNER, RAY
Rayner Shine
WOOD, Grand Rapids, Mich.

REAUX, DAVE
Hi Time
KVVM, Monahans, Tex.

REAVES, JOE
Top O’ the Morning
WTPF, Raleigh, N. C.

REAVIS, HERMAN
Coffee Club
WBOB, Galax, Va.

RECTOR, BOB
Sincerely Yours
KSTL, St. Louis, Mo.

REDFERN, JACK
WQNY, Newburgh, N. Y.

REED, WALLY
Jukebox Party
WTTT, Coral Gables, Fla.

REDER, BILL
The Record Rack, The Country Store
WFEC, Miami, Fla.

REEVES, GENE
Good Yawlin’
WTOJ, Meridian, Miss.

REEVES, GIL
The Night Watchman
KWNW, Wenatchee, Wash.

REEVES, GRADDY M.
WHHP, Huntsville, Ala.

REICH, EDDIE
Top O’ the Morning
WGSC, Fulton, N. Y.

REID, PAUL E.
Rockin’ in Rhythm
WKLF, Clanton, Ala.

REID, WALLY
KXLO, Billings, Montana

REIDY, BOB
KOPW, Kearney, Nebr.

RIGHARD, RICK
Saturday Matinee
KHKK, Akron, Ohio

REITZ, PINKY
Musical Mail Bag
WLRC, Sandusky, Ohio

REMINGTON, JACK
WKRC, Cincinnati, Ohio

RENEE, BILL
Nights Pic

WMAN, Mansfield, 0.

RENFRO, CHARLES
WHKP, Hendersonville, N. C

RENNER, DUANE
Record Review
KWOA, Worthington, Minn.

RHYNE, RICHARD
Moon Music
WTVL, Waterville, Me.

REYNOLDS, FRED
Swinging at the Sugar Bowl
WGN, Chicago, Ill.

REYNOLDS, JACK
Hillbilly Hit Parade
KLEE, Oklahoma City, Okla.

REYNOLDS, LEO
KFDX, Wichita Falls, Tex.

RHOADS, HOWARD
At Your Command, Saturday
Night Jamboree
KUJ, Walla Walla, Wash.

RHODES, BOB
Solid Senders Show, Sat. Nite
Dance Party, Rhodes Record
Room
WHO, Orlando, Fla.

RHONE, PAUL
Music after Midnight
WDBE, Waterloo, Pa.

RIKER, EUGENE
Sunrise Serenade
WSTS, Southern Pines, N. C.

RICE, ED
All Request Program, Rise &
Shine
KOSF, Nacodoches, Tex.

RICHARDS, JIM
Music Box
WMTR, Morristown, N. J.

RICHARDS, MALCOLM
Malcolm Richards
WSAI, Cincinnati, Ohio

RICHARDS, PERK
1450 Club
WNAS, Bridgeport, Conn.

RICHARDS, RALPH
Ralph Richards Show
WLOW, Norfolk, Va.

RICHARDSON, TED
Koffee Klatch
WMOH, Hamilton, Ohio

RICHMOND, DICK
Records Room
KGBS, Hartford, Conn.

RICHMOND, HALE
Platter Party
WUSI, Lockport, N. Y.

RICKENBACKER, “ACE”
On the Record
WSPA, Spartanburg, S. C.

RICO, JOE
Record Session
WWOL, Buffalo, N. Y.

RIDGE, JACK

Rise With Ridge
WEAM, Arlington, Va.

RILEY, BILL
Platter’s Club Parade
KWEM, West Memphis, Tenn.

RILEY, EARL (Spence Hogan)

Friendly Trail
KXA, Seneca, Wash.

RILEY, JOHN
Riley’s Rooster Review
WVAM, Altoona, Pa.

RISER, JIMMY
Beat’s Me
WCAY, Norfolk, Va.

RIYERA, FRANCISCO
Music of the West
WJJP, Caguas, P. R.
ROACH, CHARLES
Mornin' Nabor
WPLI, Jackson, Tenn.

ROBERTS, BOB
Rug Cutters Special
WSBC, Chicago, Ill.

ROBERTS, DON
Music
WKNE, Keene, New Hampshire

ROBERTS, DON
Robby's Pop Shop
WCMJ, Ashland, Ky.

ROBERTS, EARL
Hep Time
KOST, Okeechobee, Ark.

ROBERTS, FRAN
1340 Club
WIRY, Plattsburgh, N. Y.

ROBERTS, MORGAN
KSWO, Lawton, Okla.

ROBEY, TOM
Club "18"
WCAM, Camden, N. J.

ROBBINS, TRAFFON
Sunrise Serenade
WCAX, Burlington, Vt.

RODDY, ROBERT
1600 Club
WSFL, St. Petersburg, Fla.

RODN, CARL
Afternoon Rhymes
WBCC, Bethesda, Md.

ROBINSON, FELIX
WMGY, Montgomery, Ala.

ROBINSON, JAMES
Wake Up with Robinson
KSBW, Salinas, Cal.

RODEN, LONNIE
KNUX, Houston, Tex.

ROCK, DR.
Harlem At Seven
KREL, Baytown, Texas

ROCKE, LOUIS
Risin' with Rocke
WORC, Burlington, Vermont

ROCKWELL, JIM
Rockin' with Rocky
WMDN, Midland, Mich.

RODDY, JIM
Club 800
WWCM, Lawrence, Mass.

RODGERS, EDDIE
KCBQ, Clinton, Iowa

TOM RODGERS SHOW

RODRIGUEZ, GONZALO
Romango Latino
KFRD, Rosenberg, Tex.

ROGERS, CHARLIE
Music & Sports
KTAR, Phoenix, Ariz.

ROGERS, DON
Star Wagon
WDRB, Providence, R. I.

ROGERS, ROBERT V.
WDEC, Americus, Ga.

ROLLINS, CHAP
Square at the Rountable
KBUC, Corpus, Calif.

ROPP, JOHN
The Ropp Show
WCOS, Columbus, S. C.

ROSE, GEORGE
Jet Jive
WHOS, Decatur, Ala.

ROSS, AL
WBAL, Baltimore, Md.

ROSS, ART
Yawn Patrol
WISR, Butler, Pa.

ROSS, BILL
The Music Man
WIOD, Miami, Fla.

ROSS, DANN
Good Morning Man
WATL, Atlanta, Ga.

ROSS, DAVID
WFOC, Petersburg, Va.

ROSS, MARTY
Party with Marty
WORO, Albany, N. Y.

ROTHMAN, RICH
Jockey's Choice
WWXL, Peoria, Ill.

ROTHWELL, BOB
Bob Rothwell Show
WMKH, Dearborn, Mich.

ROU'TREE, RUSS
Polka Time
KIRX, Burlington, Iowa

ROUSH, SIG
Merry Go Round
WBOW, Terre Haute, Ind.

ROUTH, BILL
Juke Box Revue
WHR, Rock Hill, S. C.

RUBELY, TOM
WENE, Binghamton-Endicott, N. Y.

RUBERDALL, EVERETT W.
Talk Time
WRAK, Williamsport, Pa.

RUMORE, JOE
Roundup Time
WTGB, Birmingham, Ala.

RUNKLE, BEN
Clockspiner
WAIR, Winston-Salem, N. C.

RUSSELL, BART
Money for Music
KABC, San Antonio, Tex.

RUSSELL, CHARLIE
The Mixing Bowl
WTNB, Birmingham, Ala.

RUSSELL, FRAN
Music By Request
WMEV, Marion, Va.

RUSSELL, FRANK R.
KVOE, Santa Ana, Calif.

RUSSELL, WEBB
KHBC, Canton, Ohio

RUTHERFORD, JIM
Tunetown, Big Top Ten
WTLM, Frederick, Okla.

RYLE, DON
Spins and Needles
WITZ, Jasper, Ind.

RYAN, DAN
Danny Ryan Show
WBBW, Youngstown, Ohio

RYAN, JOE
Joe's Jambores
WALL, Middletown, N. Y.

RYE, JACK
Rye's Record Room
KTSM, El Paso, Tex.

ST. JOHN, CHARLIE
630 Club & Wake Up, S. A.
KMAC, San Antonio, Tex.

SALZMAN, GRANT
Matinee Showcase
KORA, Bryan, Texas

SAMBORN, AL
Record Review
WPAG, Ann Arbor, Mich.

SAM, JIM
Toons for Teens
WPAM, Pottsville, Pa.

SAMPSON, BILL
Bill Sampson Show
KWWK, Pasadena, Cal.

SANDERS, CLARENCE
Junior's Jamboree
WHIN, Gallatin, Tenn.

SANDS, MICHAEL
Sand Man
WMBS, Uniontown, Pa.

SANFORD, CHARLES R.
Yawn Patrol
WGUY, Bangor, Me.

SANFORD, PHIL
Platter Palor
WABJ, Adrian, Mich.

SARGENT, KENNY
WHHM, Memphis, Tenn.

SAUNDERS, ALLEN
Alarm Clock Club
WCHA, Chambersburg, Pa.

SAUNDERS, BRUCE
Record Shop
WSBP, South Bend, Ind.

SAUNDERS, LARRY
KGBC, Galveston, Tex.

SAWYER, TOM
WHO Wakes Up, Tom Sawyer Time
WHO, Orlando, Fla.

SAXON, JIM
Jim Saxon Show
KRC, Beaumont, Texas

SACON, JON
WICC, Bridgeport, Conn.

SCHAFFON, DON
Early Bird Serenade
WHOB, Gardner, Mass.

SCHARMEN, GEORGE
KRGV, Weslaco, Tex.

SCHWALBERT, ART
Top of the Morning
WBEX, Chillocothe, Ohio

SCHILLING, FRED
Ham n' Eggs
WJHP, Jacksonville, Fla.

SCHILLINGS, W. R.
Dancing Party
WINEIDER, WALLY
1450 Club
KIRX, Kirksville, Mo.

SCHULZ, BOB
Schol Business
WBEL, Beloit, Wis.

SCHOCHAT, BILL
Smile While You Shop
WEAF, Lake Worth, Fla.

SCHORR, DICK
KXO, El Centro, Calif.

SCHEWAB, ROBERT
North Georgia Jamboree
WGGG, Gainesville, Ga.

SCHWARTZ, DALE
Are you Listening
KVEC, San Luis Obispo, Cal.

SCOTT, AL
KCLW, Hamilton, Tex.

SCOTT, BILL
Mail Order Melodies
KSCB, Liberal, Kansas

SCOTT, BOB
Bob Scott Show
WIOU, Kokomo, Ind.

SCOTT, DAVE
Tune, Time & Tempo
EQV, Pittsburgh, Pa.

SCOTT, RAY
Hillibilly Jump
KZIP, Covington, Ky.

SCOTT, PAUL
Music 4 Moderns
WWYO, Pineville, W. Va.

SCOTT, STANLEY V.
KUBA, Yuba City, Cal.

SEARLES, H.
Platter Chatter
KXRA, Alexandria, Minn.
Disc Jockeys—Radio-Television

SHERVE, THERON
Elmer
WGDR, Grand Rapids, Mich.

SHUMWAY, HI
Easy Listening, Night Mayor
WAS-K, Lafayette, Ind.

SICKLER, BILL
Sunrise Serenade
WISL, Shonnokin, Pa.

SICKELLE, WALTER
Juke Box Revue
KROK, Lincoln, Col.

SID, SYMPHONY
Symphony Sid
BC

SIDWELL, ROB
Rob with Robin
WKMH, Dearborn, Mich.

SHANNON, PAUL
ssl Hillbilly
WJOI, Florence, Ala.

SHARPE, MARK
Radio Roundup
KRES, St. Joseph, Mo.

SCHAUHEIN, DICK
Mid-Morning Matinee & 1450 Club
WAOW, Vincennes, Ind.

SHAYER, DANNY
FLO Show
WFCO, Farmville, Va.

SHAW, CHARLES
Memories in Melody
WQDF, Syracuse, N. Y.

SHEAN, WILLIAM
WROW, Albany, N. Y.

SHELDRES, DANNY
Dancing Show
WASA, Haver de Grace, Md.

SHEEREN, ARTHUR
Wax Work Shop
WACA, Camden, S. C.

SHEREY, TOM
Breakfast on a Platter
KAWT, Douglas, Ariz.

SHELTER, MARK
Blues Chaser Club
WEJC, Duluth, Minn.

SHELTON, HERR
Herb, Sheldon Show
ABC

SHELLNER, DAVE
Millman’s Matinee
WARD, Johnstown, Pa.

SHELTON, BANNER
Shelton Time
WQCO, Chester, S. C.

SHELTON, BILL
Memory Melodies
WTMM, Mayfield, Ky.

SHELTON, JIM
Hillbilly Hits
KTAN, Sherman, Tex.

SHEFFIELD, DEANE
KQFD, Anchorage, Alaska

SHERMAN, DON
Matinee in Michigan
WKXN, Saginaw, Mich.

SHERMAN, LEN
Red’s Revue
KOLO, Reno, Nevada

SHERMAN, RAY
1450 Club
WLEC, Sandusky, Ohio

SHELDERS, ROGER
KHAS, Hastings, Nebr.

SHICK, JIM
550 Club
KWYR, Bismarck, North Dakota

SMITH, BILL
Music from the Masters
KTTR, Rolla, Mo.

SMITH, ROB
A Train
WCCP, Savannah, Ga.

SMLEY, ROB
Bob Smiley Show
WGRF, Cleveland, Ohio

SMITH, CLARENCE
WXUA, Waukesha, Wis.

SMITH, CY
KRFN, San Bernardino, Calif.

SMITH, DICK
Musical Roundup
WMWT, Portland, Me.

SMITH, DON
Rumpus Room
KMO, Tacoma, Wash.

SMITH, DOUGLAS
WYVE, Wytheville, Va.

SMITH, EUGENE
Sunny Side-Up, Country Style
WMNC, Moaganton, N. C.

SMITH, FARRELL
1450 Record Review
WVMG, Medfordville, Ga.

SMITH, FLETCHER
Platter Chatter
WENC, Thomasville, N. Y.

SMITH, FRED
Million Dollar Party
WPBM, Indianapolis, Ind.

SMITH, FRED
Roundup Klub KALI
KALI, Pasadena, Cal.

SMITH, FRED
WNOS, Inc., Whitman, St. Ext.
Orangeburg, S. C.

SMITH, GREGG
You Ask Him
WLXL, Indianapolis, Ind.

SMITH, HAMM
WRNO, Inc. Whitman St. Ext.
Orangeburg, S. C.

SMITH, HARRY
Musical Matinee
KFBI, Wichita, Kansas

SMITH, HARRY
Pokka Patch
WKD, Camden, N. J.

SMITH, HARRY
Percolator Patrol
WSUN, St. Petersburgh, Fla.

SMITH, HUGH
Coffee Time
KGET, Lancaster, Tex.

SMITH, JACK
Relaxin’ wit’ Jaxon
KTTH, Taft, Cal.

SMITH, JIM
RFD 1290
WTMC, Ocala, Fla.

SMITH, PUP
WKPA, New Kensington, Pa.

SMITH, “PUTSY”
Ayem Mayhem
KENT, Springfield, La.

SMITH, RALF
Morning Melodies

SMITH, REID
1230 Club
WJBF, Augusta, Ga.

SMITH, ROBERT
Toone Tongue
KVOB, Colorado Springs, Colo.

SMITH, TOM
Record Rampage, Melodies
Par Milady
WACA, Camden, S. C.

SMITH, WARREN
Coffee Time
WVOP, Vidalia, Ga.
Disc Jockeys—Radio-Television

SMITH, WEBSTER
Your Lucky Song
KTNM, Tucumcari, N. M.

SKYDINNER, CHARLES
WBZ, Lock Haven, Pa.

SOBEL, JOHNNY
Clockwatcher's Club
WJBC, Richmond, Va.

SOMERS, JOHN, JR.
Platter Please
WRMC, Elgin, Ill.

SOMMER, BILL
Somertime
WKST, New Castle, Pa.

SPARKMAN, ERNEST
Mornings Revelle
WKIC, Hazard, Ky.

SPREARS, CHARLIE
Western Request Time
WMBG, Richmond, Va.

SPECIALE, JOHN
3:30 Special
KCSS, Pueblo, Col.

SPECKMAN, CARL
Big Three
KPRU, Columbia, Mo.

SPERRY, BILL
WSSL, Jackson, Miss.

SPENCER, JACK
Saturday Session
KUMR, Murray, Utah

SPENGLER, KEN
Musical Clock
WCVS, Springfield, Ill.

SPIDLE, STAN
Doodle Bug Theater
KXRO, Aberdeen, Wash.

SPIKER, WM.
Request Time
WGST, Wooster, Ohio

SPRAGGINS, CARL
WJG, Tallahah, Tenn.

STADLER, RICHARD
Tune Inn, Club 1490
WMRN, Marion, Ohio

STALLINGS, DUD
Sunny Side with Stallings
KTM, McAlester, Okla.

STAMPER, BILL
WJMB, Brookhaven, Miss.

STANNIS, BILL
WHIN, Gallatin, Tenn.

STANFIELD, RAY
Showcase
WFBC, Greenville, S. C.

STANSBERRY, GENE
Sloppy's Corral, Jukebox Favorites
KNOR, Norman, Okla.

STANTON, PAT
Irish Hour
WWMJ, Philadelphia, Pa.

STARBUCK, BERYL
Ballroom
WMT, Cedar Rapids, Iowa

STARCHER, BUDDY
WAYL, Apollo, Pa.

STARK, CHARLES
Charlie Stark's Music Shoppe
WINS, New York, N. Y.

STARR, C. RAYMOND
Production Manager
KWWL, Waterloo, Iowa

STAWYCK, STEVE
Platter Party
KGRH, Fayetteville, Ark.

STEBBINS, ROGER
1260 Club
WERC, Bill, Pa.

STEELE, BOB
Morning Watch
WTIC, Hartford, Conn.

TED STEELE SHOW
WMCA, New York, N. Y.

STEIN, REX
WLDS, Jacksonville, Ill.

STELL, BILL
Original Miami Tab
WSVS, Crewe, Va.

STELLING, JACK
WJPG, Green Bay, Wis.

STENGER, FRANK A.
Sing Along
WKO, Albany, N. Y.

STEPHENS, JOE
Georgia Crackler Jubilee, Jive Junction
WDWD, Dawson, Ga.

STEPHENS, STANLEY G.
Spinner Sanctum
KGJM, Havre, Mont.

STERLING, LUD
1480 Request Club
WLEC, Richmond, Va.

STERNICK, MICHAEL
Sunday Serenade
WGB, Newark, N. J.

STEVEN, BOB
Barn Toast & Coffee
WVCG, Coral Gables, Fla.

STEVENS, ED
KEN Music Room
KENI, Anchorage, Alaska

STEWART, AL
Various
KBRO, Bremerton, Wash.

STEWART, BOB
Hit the Deck
WYNY, Waterbury, Conn.

STEWART, JIM
Spins & Needles, Stewarts Spinning
WMW, Madisonville, Ky.

STEWART, TOM
WMVA, Martinsville, Va.

STICH, BOB
WHYM, Memphis, Tenn.

STILLE, BERT
WHKC, Columbus, Ohio

STILLWAGON, TOMMY
Atomic Rhythm
WLB, Albany, Ga.

TOWNER, EARL
Whirl with Earl
WFA, Danville, Va.

STOKES, DICK
Western Review
WQCG, Greenville, N. C.

STOKES, ERNEST
Record Rendezvous
WHSC, Hartsville, S. C.

STORKIE, DICK
Music For The Missus
KIMA, Yakima, Wash.

STONE, CLIFFIE
Wake Up Ranch
KPVD, Los Angeles, Cal.

STORIE, E. S.
Musical Coffee Pot
WLDS, Asheville, N. C.

STRIKLAND, BILL
Indian River Ranch
WIRA, Ft. Pierce, Fla.

STRIPLING, LEE
WSWAY, Club
Graham, Tex.

STRONG, JERRY
Jerry Strong Show
WIV, Winton, D. C.

SUTTS, GORDON
Suits Song Show
KNC, Amarillo, Texas

SULLER, VERNE
Teen Time Time
KWJB, Glove, Ariz.

SULLIVAN, DENNY
Request Granted
WDOS, Oneonta, N. Y.

SUMMERS, CHUCK
Western Jamboree, Polka Time
WLIN, Merrill, Wis.

SUMMERVILLE, DAVE
Best on WANS
WFYC, Alma, Mich.

SUNDAYE, EARL
Sunrise Serenade
WLAD, Waterboro, S. C.

SUTTON, BILL
KLOU, Lake Charles, La.

SWANSON, ROBERT
The Bob Swanson Show
WISC, Madison, Wis.

SWEENEY, BILL
Sweeney
KFRC, San Francisco, Cal.

SWEENEY, BOB
Variety Club
KVOL, Lafayette, La.

SWEENEY AND MARCH
Sweeney and March
ABC

SWENSON, WARD
Yawning at Dawning

SYDNEY, ART
Svy's Corner
KGN, Oregon City, Ore.

TABER, BILL
Hotcakes and Coffee
KQHP, Port Angeles, Washington

TABER, BOB
Uncle Bob's Barnyard
WKLF, Clanton, Ala.

TABER, JIM
Moonlite Saving Time
WUY, Lexington, N. C.

TABLER, ROBERT X.
Breakfast at Eckerd's, Eddie Arnold Show, The Hired Hand
WGIV, Charlotte, N. C.

TAFOYA, HERMAN
Western Roundup
KQGM, Albuquerque, N. M.

TAGGART, WILLIAM
KDAN, Oroville, Calif.

TAMILYN, BEN
Yawn Patrol and Friend Bob
WCSC, Charleston, S. C.

TAP TAPLIN
TNT Show
WEBR, Buffalo, N. Y.

TASNADY, JOHN
Grandfather's Jukebox
KEBG, Eugene, Ore.

TAYLOR, ELLSWORTH
KIPA, Hilo, Hawaii
Meridian Melodies

TAYLOR, FRANK
1240 Club
WPTT, Maysville, Ky.

TAYLOR, JOHN
Turntable Tunes
WTOM, Bloomington, Ind.

TAYLOR, MORRISS
KDAN, Oroville, Calif.

TAYLOR "SANDY"
Smile with Sandy
WPTR, Albany, N. Y.

TAYLOR, TED
Taylor's Tune Time
WDFD, Flint, Mich.

TEAR, SIDNEY
One To Eight Club
WYVE, Wytheville, Va.

TEMPLETON, JOE
1920 Club
WHHN, Ft. Smith, Ark.

TERFLER, DICK
Milady's Matinee
WHAN, Charleston, S. C.
TERRY, CHEM
WHAP, Ft. Worth, Tex.
TERRY, WILLIAM
WLWN, microphone, Minn.
THAYER, JACK
Swing Club
WLOJ, Minneapolis, Minn.
THOMAS, HENRY J.
Jam, Jive & Gumbo
WJMR, New Orleans, La.
THOMAS, J. KENNEDY
WLOE, Leesville, N. C.
THOMAS, FRANK
Barnyard Frolic, Early Birds Reel
WNTC, Thomasville, N. C.
THOMAS, JERRY TEN
Open House
WMAK, Nashville, Tenn.
THOMAS, LEE
WHJB, Virginia, Minn.
THOMPSON, OLLIE
Olde Folk
KGNO, Dodie City, Kansas
THOMSON, JAY
Tippin' Inn
WJCD, Saratoga, Ind.
THORNTON, HARRY
The Milkman
WAGC, Chattanooga, Tenn.
THURSTON, DON
Caledonia Capers
WTWN, St. Johnsbury, Vermont
TIBBETS, DONN
Woodchoppers Ball
WTST, Claremont, New Hampshire
TOBARAN, GENE
Post Card Parade
KSMJ, Seminole, Okla.
TOWNE, HENRY
KPHC, Walsenburg, Col.
TOWNSEND, SAM F.
Top of the Morning
WSCU, Grawn, N. M.
TRAMMELL, LAMAR
WAGP, Dothan, Ala.
TRAVELER, CHUCK
TRAVIS, WILLIAM
Shoppers Special
WUSM, St. Petersburg, Fla.
TREADWELL, OSCAR
Oscar Treadwell Show
WDAS, Philadelphia, Pa.
TUCKER, TOMMY
Tommy Tucker Time
WPJQ, Jacksonville, Fla.
TUTTS, PETER
It's all Yours
KTFO, Tucson, Ariz.
TURK, M.
Platter Party
WYOS, Liberty, N. Y.
TURNBULL, BEN
Jukebox Serenade
WOLF, Saranac, N. Y.
TURNER, JAMES
Turner's Torture
WGCD, Chester, S. C.
TUTTLE, JOHN
The Night Hawk Show
WHEN, Washington, N. C.
TYSON, DAVEY
Wake Up With Davey
WCAE, Pittsburgh, Pa.
CHILLS, FRAN
Pick the Hits
KCHX, Springfield, Mo.
ULBRICH, RAY
Musical Jamboree
WDJN, Marquette, Mich.
UNDERWOOD, JACK
WHIM, Jackson, Mich.
UNDERHILL, LEO
Breakfast Time
WTCK, Cincinnati, Ohio
UNDERWOOD, CHARLES
This is Music
WMMS, Anniston, Ala.
VACCA, JOHN
Memory Melody Time
KOSA, Odesa, Tex.
VAINRIB, STAN
Stan the Record Man
WJN, Birmingham, Ala.
VAJLER, GEORGE
Let's Get Together with Records
KTJS, Emporia, Kansas
VANDERPOEL, NEIL
Sleepy Serenade
WS3N, St. Petersburg, Fla.
VANE, BILL
Morning Mayor
WCEM, Cambridge, Md.
VALE, AL
Recordally Yours
WAOY, Vincennes, Ind.
VARGO, BUCK
GLOU, Lake Charles, La.
VAUGHAN, FRED
Rendezvous
WJUA, Waynesville, N. C.
VAUGHN, BOB
Pop Parade
KDSM, Boise, Idaho
VAVRIK, FRANK
American-Czech Hour
KRFD, Rosenberg, Tex.
VEITH, CHAS.
Request Hour
KXXO, Sweetwater, Tex.
VELKA, JOE
Best on Wax
EWTX, Elkhorn, Calif.
VIGNE, PIERRE
Music Market
WTON, Trenton, N. J.
VILLANI, JOHN J.
1340 Club
WBWR, Welsh, W. Va.
VOIGHT, WALLY
Second Breakfast
WWOD, Lynchburg, Va.
VON POSTEL, R. E.
Dawn Patrol
KIPW, Sitka, Alaska
VOORKIES, JACK
Jack's Record Rack
WLAY, Muscle Shoals, Ala.
VOORKIES, VAN
WLBR, Lebanon, Pa.
WAGNER, BOB
Musical Mailbag
KMHU, Marshall, Minn.
WAGNER, WALLY
Hardy Guidy Show
WJOC, Jamestown, N. Y.
WALKER, CHARLIE
Musical Merri-go-round
WWDK, Kingston, S. C.
WALKER, DREW
Off the Record
KROP, Brawley, Cal.
WALKER, FLETCHER
Check Walton Round-Up
WHMA, Anniston, Ala.
WALKER, HAL
Around the Town
WMAY, Milwaukee, Wis.
WALL, ECCLES
Breakfast Time
WCPS, Tarboro, N. C.
WALLACE, KERRY
Round about midnite
KGO, San Francisco, Cal.
WALTERS, BILL
Melody Matinee
WMAK, Marinette, Wis.
WARD, JIM
Breakfast Parade
WBAX, Wilkes-Barre, Pa.
WARD, WILLIAM CARROLL
WHBB, Selma, Ala.
WARLAND, D. G.
Music By Request
KFJQ, Webster City, Iowa
WARMOTH, ED
1490 Club
KELS, Longview, Kelso, Wash.
WARREN, DOC
Pony Express
KFDX, Wichita Falls, Tex.
WARREN, DON
KKIN, Visalia, Cal.
WARREN, HARRY
Western Serenade
KUTA, Salt Lake City, Utah
WASSELL, TOM
Music Before Midnight
WIRE, Wilkes-Barre, Pa.
WAX, JERRY
Wax Works
WALL, Middletown, N. Y.
WAYNE, RALPH
Easy Listening
KWRE, Warrenton, Mo.
WATV, BILL
Music in Melody
WOCO, Salem, Ore.
WEATHERLY, BOB
Sunrise Salute
WTAN, Clearwater, Fla.
WEATHERS, WILLIAM
Requestfully Yours
WPFY, Williamsport, N. C.
WEBSTER, JAMES
Melody Ballroom
WUCM, Cumberland, Md.
WEBSTER, KERRY
WBT, Charlotte, N. C.
WECHELRE, JOE
Bandstand
WMOH, Hamilton, Ohio
WEGGELAND, BOB
KSEI, Pocatello, Ida.
WEISS, HARRY
Telephone Time
WTAN, Clearwater, Fla.
WEELCH, COOPER
Time to Dance
KFKA, Greeley, Colo.
WELCH, EDWARD
1490 Club
KORN, Mitchell, S. D.
WELLS, BOB
970 Show
WEBR, Buffalo, N. Y.
WELLS, GEORGE
Radin' The Trail
WKAK, Rantoul, Ill.
WELLS, JERRY
Jerry Wells Show
WCBX, Corning, N. Y.
WHEELER, BILL
You Name It
WTNR, Binghamton, N. Y.
<table>
<thead>
<tr>
<th>Name</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheeler, Doc</td>
<td>Morning Spirituals WWRL, Woodside, N. Y.</td>
</tr>
<tr>
<td>Wahner, Gene</td>
<td>What's New Today, 1400 Club WSSB, Durham, N. C.</td>
</tr>
<tr>
<td>White, Claude</td>
<td>All-Request Bell WHCC, Waynesville, N. C.</td>
</tr>
<tr>
<td>White, Frank</td>
<td>Flying Discs KMYC, Denver, Col.</td>
</tr>
<tr>
<td>White, Zed</td>
<td>Carolina Coffee Time WJAY, Mulline, S. C.</td>
</tr>
<tr>
<td>Whitney, Boyd</td>
<td>Hillbilly Houseparty, Blue Jean Jamboree KTRM, Beaumont, Texas</td>
</tr>
<tr>
<td>Wickner, Gerry</td>
<td>Hi dink WBUX, Doylestown, Pa.</td>
</tr>
<tr>
<td>Wickersham, Harry</td>
<td>Wix Wax Works KSN, San Francisco, Calif.</td>
</tr>
<tr>
<td>Wilkerson, Otho</td>
<td>Your Record Review KARC, Arkadelphia, Ark.</td>
</tr>
<tr>
<td>Wickizer, Jack</td>
<td>Top Tunes KTJS, Hobart, Okla.</td>
</tr>
<tr>
<td>Widman, Ev</td>
<td>WDGY, Minneapolis, Minn.</td>
</tr>
<tr>
<td>Wilcox, John</td>
<td>1400 Club KBOL, Boulder, Col.</td>
</tr>
<tr>
<td>Wilcox, Richard</td>
<td>WSAK, Fall River, Mass.</td>
</tr>
<tr>
<td>Will, Wayne</td>
<td>1230 Club KLVT, Levelland, Tex.</td>
</tr>
<tr>
<td>Willette, Tommy</td>
<td>Open House WDGS, Dyersburg, Tenn.</td>
</tr>
<tr>
<td>Williams, Dave</td>
<td>Western Hits KGVL, Greenville, Tex.</td>
</tr>
<tr>
<td>Williams, Dick</td>
<td>Harlemania ERIC, Beaumont, Texas</td>
</tr>
<tr>
<td>Williams, Gene</td>
<td>Off the Record WSPD, Toledo, Ohio</td>
</tr>
<tr>
<td>Williams, Jerry</td>
<td>Daybreak in Dixie WHSY, Hattiesburg, Miss.</td>
</tr>
<tr>
<td>Williams, Jerry</td>
<td>Jazz Unlimited WKDN, Camden, N. J.</td>
</tr>
<tr>
<td>Williams, John</td>
<td>KAAA, Red Wing, Minn.</td>
</tr>
<tr>
<td>Williams, Leighton</td>
<td>KVOE, Santa Ana, Cal.</td>
</tr>
<tr>
<td>Williams, Nat D</td>
<td>WDIA, Memphis, Tenn.</td>
</tr>
<tr>
<td>Williamson, Jim</td>
<td>Bar None Ranch WTNN, Sanford, Fla.</td>
</tr>
<tr>
<td>Williamson, Ray</td>
<td>Supper Dance WFX, Waycross, Ga.</td>
</tr>
<tr>
<td>Willis, Johnny</td>
<td>Johnny Willis Show KTMS, Santa Barbara, Cal.</td>
</tr>
<tr>
<td>Willis, Chuck</td>
<td>920 Special KWAD, Wadena, Minn.</td>
</tr>
<tr>
<td>Wilson, Bob</td>
<td>Teen Town WGAP, Maryville, Tenn.</td>
</tr>
<tr>
<td>Wilson, Ed</td>
<td>Ed Wilson Shows KWRK, St. Louis, Mo.</td>
</tr>
<tr>
<td>Wilson, Frank</td>
<td>$1,000,000 Ballroom KEEN, San Jose, Cal.</td>
</tr>
<tr>
<td>Wilson, Larry</td>
<td>Working with Wax WNOE, New Orleans, La.</td>
</tr>
<tr>
<td>Wilson, Van</td>
<td>WDAE, Tampa, Fla.</td>
</tr>
<tr>
<td>Wilson, Jr.</td>
<td>Hour of Harm WAX, Princeton, Ky.</td>
</tr>
<tr>
<td>Wimmer, Bruce</td>
<td>Dermination 1:00 AM KYJ, Topeka, Kansas</td>
</tr>
<tr>
<td>Windham, Nell</td>
<td>Hits With A Miss WVQP, Vidalia, Ga.</td>
</tr>
<tr>
<td>Wynn, Bert</td>
<td>KYA, San Francisco, Cal.</td>
</tr>
<tr>
<td>Winsett, Bob</td>
<td>WHIM, Memphis, Tenn.</td>
</tr>
<tr>
<td>Wise, James</td>
<td>Wake up with Music WEGO, Concord, N. C.</td>
</tr>
<tr>
<td>Witty, Charles</td>
<td>Melode Matinee WAX, Waycross, Ga.</td>
</tr>
<tr>
<td>Witte, Bud</td>
<td>Easy Listening WXYZ, Green Bay, Wis.</td>
</tr>
<tr>
<td>Wolfe, Roland</td>
<td>Matinee in Rhythm WGA, Pensacola, Fla.</td>
</tr>
<tr>
<td>Wolfe, Ted</td>
<td>Club 55 WWTY, Pineville, W. Va.</td>
</tr>
<tr>
<td>Woods, Cal</td>
<td>Hillbilly Fever WRFS, Alexander City, Ala.</td>
</tr>
<tr>
<td>Woods, Clay</td>
<td>Durango, Col. Western Request Hour</td>
</tr>
<tr>
<td>Woods, Dick</td>
<td>Platter Party KYKC, Medford, Ore.</td>
</tr>
<tr>
<td>Wperms, Jimmie</td>
<td>Club 1400 WDRR, Savannah, Ga.</td>
</tr>
<tr>
<td>Wroge, Floyd</td>
<td>Polka Party, Alarm Clock WGRB, Bay City, Mich.</td>
</tr>
<tr>
<td>Woolery, Arlo</td>
<td>Singin' Down the Road KSUN, Bisbee, Ariz.</td>
</tr>
<tr>
<td>Woten, Don</td>
<td>Don's Den KWPC, Muscatine, Iowa</td>
</tr>
<tr>
<td>Wotens, William P., Jr.</td>
<td>Club 630 WIRC, Hickory, N. C.</td>
</tr>
<tr>
<td>Worthington, Charlie</td>
<td>WAMS, Canton, O.</td>
</tr>
<tr>
<td>Whater, Lou</td>
<td>Lou's Wax Works WENK, Union City, Tenn.</td>
</tr>
<tr>
<td>Wray, John</td>
<td>Yawn Patrol RUGN, Eugene, Ore.</td>
</tr>
<tr>
<td>Wright, Bill</td>
<td>Merry Go Round til Midnight WSGN, Birmingham, Ala.</td>
</tr>
<tr>
<td>Wright, Jack</td>
<td>All-Request Record Roundup KTNM, Tucumcari, N. M.</td>
</tr>
<tr>
<td>Wright, John W.</td>
<td>Rhythm Matinee WPNC, Greenville, S. C.</td>
</tr>
<tr>
<td>Wright, Ray</td>
<td>KBUN, Bemidji, Minn.</td>
</tr>
<tr>
<td>Wussow, George</td>
<td>Western Jamboree WRYM, Redding, Calif.</td>
</tr>
<tr>
<td>Wyatt, Archie</td>
<td>WCTT, Corbin, Ky.</td>
</tr>
<tr>
<td>Wyckoff, Bob</td>
<td>Singin' WLOE, Lebanonville, N. C.</td>
</tr>
<tr>
<td>Wyne, Paul</td>
<td>Wynn's Musical Inn WEWO, Laurinburg, N. C.</td>
</tr>
<tr>
<td>Wynne, Jimmy</td>
<td>Juke Box Review WAIR, Winston-Salem, N. C.</td>
</tr>
</tbody>
</table>

**Y**

<table>
<thead>
<tr>
<th>Name</th>
<th>Station Details</th>
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<tbody>
<tr>
<td>Yeager, Don</td>
<td>Farmer Brown WTUI, Dundee, N. C.</td>
</tr>
<tr>
<td>Yelland, Star</td>
<td>Time and Tempos KOA, Denver, Col.</td>
</tr>
<tr>
<td>Young, O. C.</td>
<td>Rise &amp; Shine WHIS, Bluefield, W. Va.</td>
</tr>
<tr>
<td>Younger, Charles</td>
<td>The Youngster WASA, Havre de Grace, Md.</td>
</tr>
<tr>
<td>Yount, Chuck</td>
<td>1400 Club WKBV, Richmond, Ind.</td>
</tr>
<tr>
<td>Yost, Robert</td>
<td>Breakfast With Bob WBRK, Pittsfield, Mass.</td>
</tr>
</tbody>
</table>

**Z**

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<thead>
<tr>
<th>Name</th>
<th>Station Details</th>
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<tr>
<td>Zegarske, Ed</td>
<td>Platter Party WHUB, Cookeville, Tenn.</td>
</tr>
<tr>
<td>Zell, Lubo</td>
<td>WKOP, Binghamton, N. Y.</td>
</tr>
<tr>
<td>Zimmermann, Harry</td>
<td>Record Rodeo, Random Ranch KEYD, Minneapolis, Minn.</td>
</tr>
<tr>
<td>Zink, Chuck</td>
<td>Pot Luck With Chuck WHYR, Hanover, Pa.</td>
</tr>
<tr>
<td>Zippany, Al</td>
<td>Best by Request KVOX, Littlefield, Tex.</td>
</tr>
<tr>
<td>Zuccaro, Bernard</td>
<td>Seven O'Clock Call WIBR, Baton Rouge, La.</td>
</tr>
<tr>
<td>Zurch, Sam</td>
<td>Music By The Masters WIS, Columbia, S. C.</td>
</tr>
</tbody>
</table>
My sincere thanks and appreciation to those who have made this possible

Paramount Pictures
American Schools
N. Y. World-Telegram & The Sun
Loew’s Incorporated
Thom McAn
Station WINS
The Crosley Broadcasting Corporation

ATLANTIC REFINING CO.
OVER THE HOME OF CHAMPIONS NETWORK
OF THE NEW YORK YANKEES
Announcers—MCs
(Radio and Television)
-their work during 1950

--- A ---

ABBOTT, BUD
Ladies Day

ABBOTT, WARREN W.
KSMI, Seminole, Okla.

ADAMS, BILL
Let's Pretend

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.

ADAMS, DEAN
WNBF, Binghamton, N. Y.

ADAMS, PHIL
WCAM, Cambridge, Md.

ADEMIA, Ben
WCAO, Baltimore, Md.

AIKEN, JIMMY
KVOF, Plainview, Tex.

ALKRIDE, CHARLIE
WNAG, Grenada, Miss.

ALEXANDER, GRAMHAM
KTMS, Santa Barbara, Cal.

ALEXANDER, JACK
WNOU, New Orleans, La.

ALEXANDER, PAUL
KSL-TV, Salt Lake, Utah.

ALAMPI, PHIL
Farm News, Home Guardcmen

ALKIRE, JOHN
KHUM, Eureka, Calif.

ALTMEYER, ROD
WLW-C, Columbus, O.

ALLAN, BOB
WJAY, Mlllline, S. C.

ALLAN, BOB
WFAA, Dallas, Texas

ALLAN, BOB
WOX, Framingham, Mass.

ALDRIDGE, JAY
WKUL, Cullman, Ala.

ALLEN, BILL
WJRD, Tuscaloosa, Ala.

ALLEN, BOB
WCR, Lebanon, Tenn.

ALLEN, EMORY
WREB, Columbus, Ga.

ALLEN, FRANK
WREN, Topeka, Kansas

ALLEN, FRED
WNAR, Newport, Conn.

ALLEN, GEORGE
WBVP, Beaver Falls, Pa.

ALLEN, GEORGE F.
WHT, Salisbury, N. C.

ALLEN, GEORGE, JR.
KIMO, Hammond, Ind.

ALLEN, JERRY
KXNK, Kansas City, Ill.

ALLEN, JOHN
KPLT, Paris, Tex.

ALLEN, NEAL
KXOK, Oklahoma City, Okla.

ALLEN, PETER
WQX, New York, N. Y.

ALISON, BRET
KCU, Ft. Worth, Tex.

ALSTON, JOE
KTRH, Houston, Tex.

AMBROSE, ROY
WJZ, Washington, D.C.

ANDERS, BILL
KFYO, Lubbock, Tex.

ANDERSEN, J. J.
KIPW, Sitka, Alaska

ANDERSON, AL
WSKI, Montpelier, Vermont

ANDERSON, CARL
WFOR, Hattiesburg, Miss.

ANDERSON, ED
KTNM, Nevada, Mo.

ANDERSON, ERNEST
WCEM, Providence, R. I.

ANDERSON, JOE
WQUA, Moline, Ill.

ANDERSON, LLOYD
KMFL, St. Louis, Mo.

ANDERSON, ORVAL
KECA, Los Angeles, Calif.

ANDREWS, C. CHESTER
KROK, Reokuk, Iowa

ANDREWS, DAVID
KFPM, Kansas City, Mo.

ANDREWS, DAVID
KMBC, Kansas City, Mo.

ANDREWS, DON
KFH & KFH-FM, Wichita, Kansas

ANGEL, BILL
KFX, Wichita Falls, Tex.

ANGLE, MEL
KGIL, San Fernando, Calif.

ANSBRO, GEORGE
Younger Wilmer Brown, NBC: Life Begins at 80, TV; What Makes You Tick, ABC

ANDREW, ELDON
WOW-TV, Omaha, Neb.

APPLE, BILL
KRSC, Seattle, Wash.

KANZAMENDI, FRANCISCO
WPRP, Ponce, P. R.

ARDREY, BOB
WNAR, Norristown, Pa.

ARMINGTON, CHARLES
KJH, Los Angeles, Calif.

ARMSTRONG, RANDY
WNYE, Wytheville, Va.

ARMSTEAD, JAMES N., JR.
Program Director, WRNO Inc.

ARMSTRONG, TOM
WGW, Cleveland, Ohio

ARNOLD, GEORGE
KBIG, Okmulgee, Okla.

ARO, SAM
WAVW, Daytona Beach, Fla.

ARREDONDO, FRANK
WAPA, San Juan, P. R.

ARTAU, MARIANO
WTUX, Sans Juan, P. R.

ARTER, MALCOM
WKOK, Sunbury, Pa.

ARTHUR, DOUG

ARTHUR, DON
does ABC: Network Show titled No School Today; WSAI, Cincinnatii, Ohio.

ASHBURN, RON
WNOX, Knoxville, Tenn.

ASCELLES, JOHN
WGB, Buffalo, N. Y.

ASHMAN, MIKE
KTOH, Lihue, Kauai, T. H.

ASHTON, KEITH
KFQD, Anchorage, Alaska.

ASKINS, STUART
WGB, Harrisburg, Pa.

ASHMAN, BOB
WGAY, Geneva, N. Y.

ASPLUND, STAN
KPUG, Bellingham, Wash.

ATHERTON, BOB
KOSF, Naco, Ariz.

ATKINS, HARRY
WJKD, Kingstree, S. C.

AYCOCK, BILL
WJBS, Alober, N. C.

AVENEL, HOWARD
WVPO, Stroudsburg, Pa.

AUSTIN, DON
WHOW, Clinton, Ill.

AUSTIN, GRAY O.
WTVN, St. Johnsbury, Vermont

AUSLEY, WALLY
WBTM, Danville, Va.

AVERY, CHARLES
WFPF, Atlantic City, N. J.

AYCOCK, BOBBY
WPLI, Jackson, Tenn.

AYLING, DICK
KEPO, El Paso, Tex.

--- B ---

BABB, HUGH
WLAW, Lawrence, Mass.

BARCOCK, WILLIAM
WJAS, Pittsburg, Pa.

BACA, ART
KURV, Edinburg, Tex.

BACHARACH, BERT
Next Week in New York City

BADGER, ROBERT
KWWL, Waterloo, Iowa.

BAELEY, ED
WASA, Havre de Grace, Md.

BAILEY, CLIFFORD
KSBW, Salinas, Cal.

BAILEY, JIM
WCEN, Mt. Pleasant, Mich.

BAILEY, JIM
KRDU, Dinuba, Cal.

BAILEY, LOUISE A,
WMBH, Joplin, Mo.
ANNOUNCERS—M-C's

BAILEY, REED
WESTS, Southern Pines, N. C.

BARKER, JAMES
WW DM, Bedford, Ind.

BALCH, FRANK A.
WW SK, St. Albans, Vermont

BALDWIN, BILL
KSO, Des Moines, Iowa.

BALL, ROGER
WMII, Miami Beach, Fla.

BANSBY, ROBERT W.
WSPC, Anniston, Ala.

BENFIELD, ROBERT
WJIO, E. Liverpool, Ohio.

BANKSON, JACK
KLIX, Twin Falls, Idaho.

BARRER, DON
WGBS, Miami, Fla.

BARCLAY, ALAN
WAMS, Wilmington, Del.

BARKLE, LOU
WKAI, Rome, N. Y.

BARKLOW, JOHN
KUTA, Salt Lake City, Utah

BARLOW, RAY
WDAI, Indiana, Pa.

BARNES, HARRIET
KRSO, Santa Rosa, Calif.

BARKES, TEDDY
WFEK, Fayetteville, Tenn.

BARNETT, HARRIET
KGLU, Safford, Ariz.

BARNETT, RUSSELL
WAND A Gram, WAND, Canton, Ohio

BARR, FRED
WWRL, Woodside, N. Y.

BARKETT, BILL
WCJU, Columbus, Miss.

BARKETT, JOHN
WIKY, Evansville, Ind.

BARKETT, RICHARD E.
WAVZ, New Haven, Conn.

BARKETT, RICK
KTMS, Santa Barbara, Calif.

BARRON, LEE
KLIB, Omaha, Neb.

BARRICK, JOHN
WKAY, Gloucester, Ky.

BARRY, JOSH
WNOR, Norfolk, Va.

BARTLETT, BOB
WOLF, Syracuse, N. Y.

BARTLETT, CURRY
WABM, Houall, Me.

BARTLETT, RAY
KWKR, Shreveport, La.

BASKETT, MILES B., JR.
WHTC, Holland, Mich.

BASS, GRADY
KSPA, Nacogdoches, Tex.

BASSO, NICK
WAGR, Morgantown, W. Va.

BATCHelor, richard
WDBO, Orlando, Fla.

BATE, DICK
WNDB, Daytona Beach, Fla.

BATEY, HUGH
WXIQ, Jacksonville, Fla.

BAUER, GEORGE
WGN-TV, Chicago, Ill.

BAUMAN, BILL
KEYD, Minneapolis, Minn.

BAZEL, GORDON
KPAC, Pt. Arthur, Tex.

BEACHWOOD, RUD
KMED, Medford, Ore.

BEAN, DON
WHBB, Macon, Ga.

BEATTY, ROSS H.
WELM, Elmira, N. Y.

BECKER, LINDSEY
KIUP, Durango, Col.

BECKER, SANDY
Charlie Wild, Private Detective

CBS-TV

BEEBE, JOHN
WKAN, Kankakee, Ill.

BEECHAM, WALLY
WKRM, Columbia, Tenn.

BEHNER, DICK
KCCO, Leavenworth, Kans.

BEKAS, TONY
WHGB, Harrisburg, Pa.

BELL, DOUGLAS
WSOC, Charlotte, N. C.

BELL, JACK
KDET, Center, Texas

BELLAH, MILTON
WDAR, Savannah, Ga.

BELLAIRS, MAL
WCPL, Chicago, Ill.

BELLO, TONY
KWK, St. Louis, Mo.

BENAC, HANK
WWSC, Glens Falls, N. Y.

BENDER, TED
KTSM, El Paso, Tex.

BENGTSON, CHARLIE
WATE, Waterbury, Conn.

BENNETT, LEE
WGN, Chicago, Ill.

BENNETT, RAY
KGA, Spokane, Wash.

BENNETT, BING
WLOS, Asheville, N. C.

ANNOUNCER

BIG STORY

CY HARRICE

NARRATOR

CAVALCADE OF AMERICA
**Announcers—M-C's**

**BENNINGTON, WILLIAM**
KBOA, Kilgore, Tex.

**Benson, Hal**
WMPS, Memphis, Tenn.

**Benson, Richard H.**
WIRC, Hickory, N. C.

**Bentley, Dick**
KOSF, Nacogdoches, Tex.

**Berg, Allan L.**
KALI, Pasadena, Cal.

**Bergen, Ron**
WAEB, Allentown, Pa.

**Berlin, Paul**
KNUZ, Houston, Tex.

**Berndt, Irving A., Jr.**
WRAK, Williamsport, Pa.

**BERRYALIN, Robert E.**
WBBC, Flint, Mich.

**Berger, Allan**
WPIT, Pittsburgh, Pa.

**Berger, John**
KGB, San Diego, Cal.

**Berger, Richard H.**
WIRC, Hickory, N. C.

**Benton, Dick**
KOSF, Nacogdoches, Tex.

**Bier, Joe**
WOR, New York, N. Y.

**Bigler, Tom**
WLK, Wilkes-Barre, Pa.

**Bing, Sidney**
WBAL-TV, Baltimore, Md.

**Bingham, Pete**
WJOI, Florence, Ala.

**Birdas, George**
WLNA, Peekskill, N. Y.

**Birmingham, John J.**
WNBD, Saranac Lake, N. Y.

**Bivins, Bill**
Fred Waring Show CBS-TV

**Black, Allan**
WPIT, Pittsburgh, Pa.

**Black, John**
KGB, San Diego, Cal.

**Blair, Curt**
WOAY, Oak Hill, W. Va.

**Blagg, Bob**

**Blaine, Jimmy**
8 April 1974, Greenville, Texas

**Blake, Milton**
KXL, Oakland Cal.

**Blanchard, Lowell**
WNOX, Knoxville, Tenn.

**Blanton, Wally**
KFJZ, Ft. Worth, Tex.

**Bleicher, Jerry**
WPLA, Plant City, Fla.

**Bloodworth, W. M. G.**
WMVG, Milledgeville, Ga.

**Bliss, Bill**
WPA, Paducah, Ky.

**Blue, Paul**
KTIN, Denver, Col.

**Boardman, Frank**
KSWO, Lawton, Okla.

**Bodie, Armand**
WSOC, Charlotte, N. C.

**Bogart, Howard**
WPA-TV, Dallas, Tex.

**Bogden, Hilary**
WJAS, Pittsburgh, Pa.

**Boggs, Ran**
WMTV, Vancleve, Ky.

**Boggs, Wade**
WGAH, Cedarville, Ga.

**Bolen, Bill**
WHG, Eau Claire, Wis.

**Boland, Charlie**
KRLD, Dallas, Texas

**Bolby, Bob**
WITZ, Jasper, Ind.

**Bollinger, Gene**
WEGO, Concord, N. C.

**Bollwinkel, Cal**
WHEB, Benton Harbor, Mich.

**Bolton, Bill**
KALB, Alexandria, La.

**Bolton, Leslie K.**
KARK, Little Rock, Ark.

**Booker, Bob**
WIVY, Jacksonville, Fla.

**Booker, Bob**
WMCR-TV, Jacksonville, Fla.

**Boothby, John**
WGAT, Utica, N. Y.

**Bond, Dave**
WOTW, Nashua, New Hampshire.

**Bondar, Ayrum**
KFOR, Lincoln, Nebr.

**Boren, Charley**
WELO, Tupelo, Miss.

**Borgeson, Arthur**
WABW, Meriden, Conn.

**Borin, Leo**
WHAY, New Britain, Conn.

**Borrero, Miguel A.**
WPRP, Ponce, P. R.

---

**✓ RADIO ANNOUNCER**

"STRIKE IT RICH" — CBS

"TRUE DETECTIVE MYSTERIES" — MBS

**✓ TV SALESMAN**

"HENRY MORGAN SHOW" — NBC-TV

"LIGHTS OUT" — NBC-TV

"STOP THE MUSIC" — ABC-TV

"ELOISE SALUTES THE STARS" — DUMONT

**✓ NEWSCASTER**

"NEWSWEEK PERISCOPE" — SYNDICATED

**✓ M.C.**

"SECOND HONEYMOON" — WOR

---

**RALPH PAUL**

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933
Announcers—M-C’s

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRYAN, GEORGE
Arthur Godfrey’s Talent Scouts
CBS

BUMP, ROBERT
WPTW, Piqua, Ohio.

BUCKLEY, BILL
KICK, Springfield, Mo.

BUD, MILTON
WMBD, Peoria, Ill.

BUCHLER, JACK
WKOW, Madison, Wis.

BUEHLBR, MILDRED
Calling-All Folk Dancers.

BURL, HARRY
WFTL, Ft. Lauderdale, Fla.

BURNS, ALLEN
WMPS, Memphis, Tenn.

BURNS, ED
WGNY, Newburgh, N. Y.

Burr, ROLPH
WMG, Moultrie, Ga.

Burt, BILL
WLW-C, Columbus, O.

Burt, GARLAND
WLAK, Lakeland, Fla.

Burk, TED
WCKB, Dunn, N. C.

Burley, HENRY
WISC, Madison, Wis.

Butcher, THOMAS
WPAR, Parkersburg, W. Va.

Butterfield, BILL
KMYR, Denver, Col.

BUTLER, FRANKLIN
WRFC, Athens, Ga.

BUTLER, JIM
WVLN, Olney, Ill.

Butler, WARDE
WHIZ, Zanesville, Ohio.

BUTSCHER, THOMAS
WPAR, Parkersburg, W. Va.

BUTTERFIELD, BILL
KMYR, Denver, Col.

Byrnes, JIMMY
KNOR, Norman, Okla.

CALDWELL, CLYDE
KFOV, Los Angeles, Cal.

CADDELL, GRAHAM
WJMX, Florence, S. C.

CADDELL, RAYMOND
WHSC, Bartsville, S. C.

Cain, CLAUDE
KWII, Weiser, Idaho.

Caldwell, JOE
KCLW, Hamilton, Texas.

Caldwell, LARRY
WPIC, Sharon, Pa.

Caliste, Al

Callan, JOHN D.
WTAN, Clearwater, Fla.

Calvert, ROBERT
WJR, Morgantown, W. Va.

Campbell, DAVE
WBT, Charlotte, N. C.

Campbell, DICK
Teen Club
WVDV, Danville, Va.

Campbell, REX
KSL-TV, Salt Lake, Utah.

Campbell, STERLING
WMX, Mt. Vernon, Ill.

Campfreda, NICK
WAAM-TV, Baltimore, Md.

Cannady, BILL
WJMO, Cleveland, Ohio.

Cannon, SAM
WCEM, Cambridge, Md.

Carden, JOHN
WJBC, Bloomington, Ill.

Carlo, WILLIAM
WSO, McKeesport, Pa.

Carlisle, PAUL
WAML, Laurel, Miss.

Carlson, ADE
WEBG, Duluth, Minn.

Carlson, J. RALPH
WJTN, Jamestown, N. Y.
CARLSON, RICHARD
WCIL, Carbondale-Honesdale, Pa.

CARLSON, TED
KRLF, Corvallis, Ore.

CARMICHAEL, LES
KWK, St. Louis, Mo.

CARMENTER, RON
Ring Crosby Show

CARPENTER, PAUL E.
WCHU, Cornell, N. Y.

CARR, JOHN
WL, St. Louis, Mo.

CARR, ROY
WLOL, Minneapolis, Minn.

CARRROLL, RALPH
WNRB, Binghamton, N. Y.

CARRROLL, ROGER
KGER, Long Beach, Cal.

CARRROLL, TOMMY
WMBR-TV, Jacksonville, Fla.

CASRO, JOHN
WOW-TV, Omaha, Neb.

CARSWELL, TOM
WIVY, Jacksonville, Fla.

CARTER, FRANK
WKDIN, Camden, N. J.

CARTER, JERRY
WKIP, Poughkeepsie, N. Y.

CARTER, NICK
WYVE, Wytheville, Va.

CARTER, NICK
KEBE, Jacksonville, Tex.

CASE, NELSON
Feb. 3, 1910, B. Long Beach, Cal.

Lowell Thomas, CBS; Armstrong Circle Theater, NBC-TV; Ken Murray Show, CBS-TV; Frigidaire Comedy Hour, NBC-TV.

CASTBERG, RALPH
KNGS, Hanford, Cal.

CATON, EARL
WCAV, Norfolk, Va.

CAUDILL, ROBERT
WBHO, Flint, Mich.

CAVANAUGH, LEE
KMOX, St. Louis, Mo.

CAY YOL, BOB
KWAT, Watertown, S. D.

CFESSNA, BOB
WBYC, Albany, Mich.

CHAMBERLIN, BRUCE, MR.
WHOT, South Bend, Ind.

CHAMBERLIN, GEORGE
WGBS, Miami, Fla.

CHAMBERS, PAT
WFRA, Tampa, Fla.

CHARLES, ROBERT
KJGI, Ft. Madison, Iowa.

CHAMPION, MATT
KLYN, Amarillo, Texas

CHAMPLAIN, GLEN
KEYD, Minneapolis, Minn.

CHAPMAN, ED
WIRG, Mobile, Ala.

CHAPPELL, LLOYD
KNGS, Hanford, Cal.

CHASTAIN, TONY
WORZ, Orlando, Fla.

CHAPMAN, PERRY
KUCO, Montrose, Cal.

CHASE, WARD
WHAY, Green Bay, Wis.

CHERNAULT, GEORGE
WLS, Roscoe, Va.

CHERRY, CHARLES
KTOH, Hilo, Kauai, T. H.

CHESER, ALEC
KITE, San Antonio, Tex.

CHISUM, DUB
KDDB, Dumas, Tex.

CHOATE, HOWARD
WIRJ, Humboldt, Tenn.

CHRISTENSEN, FRED
WMPS, Memphis, Tenn.

CHRISTIAN, CHARLES
WHAL, Shelbyville, Tenn.

CHRISTISON, LOWELL
WRFW, Eau Claire, Wis.

CHULICK, J.
WLOA, Braddock, Pa.

CLARK, BILL
WJCD, Seymour, Ind.

CLARK, CASEY
Buckeye Profiles, WRFD, Worthington, Ohio.

CLARK, JAMES
WSBB, Durham, N. C.

CLARK, GORDON
KRAL, Rawlins, Wyoming

CLARK, JAMES
WWJ, Detroit, Mich.

CLARK, JIMMY
WBLJ, Dalton, Ga.

CLARK, RANDALL
WAIO, Vincennes, Ind.

CLARK, ROGER
WNOR, Norfolk, Va.

CLARK, TOM
WHIZ, Zanesville, Ohio.

CLARK, TOM
WTNS, Coshocton, Ohio.

CLAYBOW, BOB
WFYV, Alma, Mich.

CLAYTON, TOM
WLIR, Lowell-Lawrence, Mass.

FRANK GALLOP

Walter Herlihy
M. C.
MARKET MELODIES — WJZ-TV
LADIES DAILY — WJZ-TV
Announcers—M-C’s

CLEY, ED
KOSM, Osecola, Ark.

CLEY, MARSHALL S.
WKAP, Allentown, Pa.

CLEMENT, J. B.
WBLB, Union, S. C.

CLEMENT, JOHN
WXGI, Richmond, Va.

CLEMENS, CLEM
KXGN, Glendive, Montana.

CLEVER, JIM
WBCK, Battle Creek, Mich.

CLINE, KEN
WJIBX, Detroit, Mich.

CLOW, KENNETH P.
WGBG, Greensboro, N. C.

COBB, AL
KXOK, Sweetwater, Tex.

COCHRAN, BILL
Buck Rogers
TV, ABC

COCKEREL, CLEM
WICT, Bowling Green, Ky.

COLE, RAY
KETN, Sherman, Tex.

COLE, TRACY W.
WSSR, St. Albans, Vermont

COLEMAN, BARRY
KMYR, Denver, Col.

COLEMAN, CHARLES
Ham & Eggs
WGBK, Charleston, W. Va.

COLEMAN, PAUL
WINR, Binghamton, N. Y.

CORDERER, GLENN
WHKK, Akron, Ohio.

COLTON, MIFF
WLAM, Lewiston-Auburn, Me.

COLTON, TOM
WARE, Ware, Mass.

COLLIE, VIN
WERT, Westerly, R. I.

COLLIER, RALPH
WHAM-TV, Rochester, N. Y.

COLLINGSWORTH, JACK
WLAG, LaGrange, Ga.

COLLINS, BOB
KEXO, Grand Junction, Col.

COLLINS, DAVID J.
WHOK, Lancaster, Ohio.

COLLINS, JOHN
WJIG, Tullahoma, Tenn.

COLLINS, PAUL
WIBG, Philadelphia, Pa.

COLLYER, BUD
(See Artists)

COME, HUNTER
KDAL, Duluth, Minn.

CONDIT, ED
WABD-TV

CONDYLLIS, PAUL
WOOD, Grand Rapids, Mich.

CONNOR, GEORGE
KPACK, Baytown, Texas.

CONOVER, HUGH
Big Sister
CBS

CONWAY, JUDE
Theater Of Today, CBS; Fashion Magic, CBS-TV

CONRAD, GENE
WHIO-TV, Dayton, O.

CONWAY, JOHN
WOKZ, Alton, 111.

COURLIS, BUD
WWOD, Lynchburg, Va.

COURTNEY, DEL
KPIX, San Francisco, Cal.

COVINGTON, DICK
WHBQ, Memphis, Tenn.

COWLING, TERRY
WCP, Boston, Mass.

CRAF, STAN
Campus Quiz
KXRO, Aberdeen, Washington

CRAIG, DICK
WCBÍ, Columbus, Miss.

CRAIG, CHARLES
Coffee Club
WDVA, Danville, Va.

CRAIG, CHUCK
WWST, Wooster, Ohio.

CRAIG, EG
KCLE, Cleburne, Tex.

CRAIN, MARVIN
Palestine, Tex.

COONS, FLOYD
KASH, Eugene, Ore.

COOPER, BILL
Telco Test
WSTP, Salisbury, N. C.

COOPER, CLEM
WEST, Gloversville, N. Y.

CORBETT, JOHN
WBEN-TV, Buffalo, N. Y.

CORBITT, KEN
WTK, Durham, N. C.

COSLETT, FRANKLIN D.
WBRE, Wilkes-Barre, Pa.

COSTLEY, JAN
WINR, Binghamton, N. Y.

COTTIN, JOHN
WOKZ, Alton, Ill.

COURTIS, BUD
WWOD, Lynchburg, Va.

CROM, HUNTER
KDAL, Duluth, Minn.

CONDIT, ED
WABD-TV

CONDYLLIS, PAUL
WOOD, Grand Rapids, Mich.

CONNOR, GEORGE
KPACK, Baytown, Texas.

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WHBQ, Memphis, Tenn.

COWLING, TERRY
WCP, Boston, Mass.

CRAF, STAN
Campus Quiz
KXRO, Aberdeen, Washington

CRAIG, DICK
WCBÍ, Columbus, Miss.

CRAIG, CHARLES
Coffee Club
WDVA, Danville, Va.

CRAIG, CHUCK
WWST, Wooster, Ohio.

CRAIG, EG
KCLE, Cleburne, Tex.

CRAIN, MARVIN
Palestine, Tex.

BUD COLLYER

BEN GRAUER
NBC
CRANE, STEVE
Hi Ladies
WEIP. Covington, Ky.

CRAWFORD, SAM
KGY. Olympia, Wash.

CREAMER, JAMES ARTHUR
WAGF. Delano, Ala.

CRISSWELL, HARRY
WCHA. Chambersburg, Pa.

CRISSWELL, WILLIAM
WCUM. Cumberland, Md.

CROCKER, BETTY
Betty-Crocker CBS-TV

CROCKETT, CHARLIE
KHON. Honolulu, T. H.

CROFT, MIKE
WHUS. Huntington, Pa.

CROM. ROB
KGLO. Mason City, Iowa.

CROSS, GEORGE
WEXL. Royal Oak, Mich.

CROSS. MILTON
Metropolitan Opera, Piano Playhouse; Met Opera Auditions

CROUCHFIELD, DOUGLAS
WLOH. Princeton, W. Va.

CULLEN, BILL
Quick As A Flash, ABC; Nora Drake, WOR; Winner Take All; Give and Take, CBS

CUMMiskey, BOB
Accent on Youth
WRIS. Bristol, Conn.

Cunningham, Carroll
KFTV. Oklahoma City, Okla.

Curtis, DeAN
KDHL. Faribault, Minn.

Curtis, WILLIAM A
WGGY. Minneapolis, Minn.

Curtleigh, BOB

Cutte, Joe
WKRM. Columbia, Tenn.

Cutting, Bob
KVic. Victoria, Tex.

DAHL. JON
WDMJ. Marquette, Mich.

Dahlg, Joe
WLdy Barn Dance

Wldy. Ladysmith, Wis.

Bailey, DON
KWTO. Springfield, Mo.

Dais, HANK
The Hen House

KNEX. McPherson, Kansas.

Dally, JOHN
WSAL. Logansport, Ind.

DanEs, SPEnCER
WRBY. Richmond, Ind.

D'ANGELO, ARNOLD
WKRE. Cortland, N. Y.

Daniels, Bob
KDAl. Duluth, Minn.

Danielson, JIM
WTOb. Winston-Salem, N. C.

Dantin, Paul
WCJU. Columbia, Miss.

Darby, VAN B.

DarGo. ROBERT
WCSH. Portland, Me.

DakLAND. BILL

DavEnport, ED
Kcow. Alliance, Nebraska.

DavIssoN, RANDY
WCRS. Greenwood, S. C.

DAVinsoN, WILLIAM J.
Keca-TV. Hollywood, Cal.

DavIs, ALVIN
WCS. Charleston, S. C.

Davis, Bill
KHDR. Oklahoma, Okla.

Davis, Bob
WTVU. Rock Hill, S. C.

Davis, BRITT
ROW. Laramie, Wyoming.

Davis, CLYDE J.
KTEM. Temple, Tex.

Davis, Dick
WJEL. Springfield, Ohio.

DAVIS, GEOFF
B. July 26, 1918, Edmonton, Canada; Commercial Announcer for the Atlantic Refining Company on Yankee Baseball Network; Staff Announcer for WINS; ET Series for the American School; the World Telegram and Sun

DavIs, GEorGE
WRBD. Columbus, Ga.

Daviss, HAL
KRSC. Seattle, Wash.

Daviss, Jack
WBIZ. Eau Claire, Wis.

Johnny Olsen
Radio, Television, Records
"it's good to be working!"

Johnny Olsen's Luncheon Club
Daily on ABC for (Philip Morris)

Johnny Olsen's Rumpus Room
Daily on Dumont (Premier Foods)

And Daily on Records (RCA Victor)

Ken Roberts
Announcer - M.C.
on Radio and TV for Philip Morris — Bulova — P & G — Pillsbury Flour

Ken Roberts Show — WMGM

SU 7-5400
Announcers—M-C’s

DAVIS, JAY
KLP’R, Oklahoma City, Okla.

DAVIS, JOHNNY ‘SCAT’
WXYZ-TV, Detroit, Mich.

DAVIS, MARK
KFBD, Rosenberg, Tex.

DAVIS, WAYNE
WCLT, Newark, Ohio.

DAWKINS, ED
WJMB, Brookhaven, Miss.

DAY, DEL
KPAR, Fairbanks, Alaska.

DAY, JOHN
WHDH, Boston, Mass.

de HOLCZER, GEORGE
B. Nov. 23, Akron, O.; Captain Video, WABD-Dumont; Armstrong Theater, CBS; March Of Time, NBC; CBS School of the Air, CBS; Cavalcade of America, NBC.

DEAL, BILL
WCAM, Camden 1, N. J.

DEAN, DON
WABJ, Adrian, Mich.

DECKER, BEN
WIRK, West Palm Beach, Fla.

DECKER, TOM
KWWB, Walla Walla, Wash.

DEERAN, MIKE
WJMJ, Philadelphia, Pa.

DEFAY, DICK
WTVE, Coldwater, Mich.

D-HAVEN, BOB
WCCO, Minneapolis, Minn.

DELMONTE, JIMMIE
WTEN, Minneapolis, Minn.

DENMOND, ED
WINA, Charlottesville, Va.

DE-VICTOR, MARTY
WNIS, Columbus, Ohio.

DEWEY, CHUCK
WOBX, Jacksonville, Fla.

DeYOUNG, JOHN
WGL, Ft. Wayne, Ind.

DIAZ, JUAN RODRIGUEZ
WVBP, Caguas, P. R.

DIAZ, JOSE RAMON
WAPA, San Juan, P. R.

DICK, DON
WBEX, Chillicothe, Ohio.

DICKERMAN, C. H.
WEEL, Boston, Mass.

DICKOFF, CHARLES
WISC, Madison, Wis.

DIEDEN, ED
KSVA, Santa Paula, Cal.

DIFFIG, BILL
WFNS, Burlington, N. C.

DILLINGHAM, ALEX
WLS, Lansing, Mich.

DILWORTH, SCOTT
WJOL, Joliet, Ill.

DINSMORE, ED
WBEN-TV, Buffalo, N. Y.

DIRK, JOHN
KYOR, Blythe, Cal.

DIXON, BOB
(See Artists)

DIXON, CLARENCE
KLRK, Parsons, Kans.

DIXON, LARRY
KGLC, Miami, Okla.

DIXON, MASON
KICD, Spencer, Iowa.

DOAK, BILL
KATL, Houston, Tex.

DOAN, DOROTHY
Vanity Fair
CBS-TV

DODDS, BARWIN
KDSH, Boise, Idaho.

DOHERTY, SIDNEY
WJLS, Beckley, W. Va.

DONALD, TOM
WJZM, Clarksville, Tenn.

DONALDSON, BOB
WAUD, Auburn, Ala.

DONALDSON, DAN
Ma Perkins
CBS

DONEY, JIM
WSRS, Cleveland, Ohio.

DONLEAVY, RON
WWOL, Buffalo, N. Y.

DOOLEY, PETE
WVJS, Owensboro, Ky.

DOOLEY, TED
KVCY, Redding, Cal.

DORR, RUSSELL A.
WGAN, Portland, Me.

DOSS, CHARLES
WROM, Rome, Ga.

BOUGHERTY, CHUCK
KODI, Cody, Wyoming

DOWNING, DYER
KGY, Olympia, Wash.

BOYLE, DICK
KSDN, Aberdeen, S. D.

BOYLE, VINCE
WJVA, South Bend, Ind.

DRAPER, LARRY
WFAU, Augusta, Me.

DREPPERD, BOB
WLOW, Norfolk, Va.

Hal-Tunis
CARL KING
PL. 7-0700

MORT LAWRENCE
ANNOUNCER — EMCEE — NARRATOR
LE. 2-1100

(LET IT RING, THEY’LL ANSWER SOON)
Announcers—M-C’s

ELLISON, WM. WHBF-TV, Rock Island, Ill.
ELLSWORTH, BOB WXK, Albany, N. Y.
ENDICOTT, AL KEPO, El Paso, Tex.
ENGBRETSON, HAL KEGTV, Vallejo, Cal.
ENGLE, HOLLAND WGN, Chicago, Ill.
ENGLISH, JAMES WKYB, Paducah, Ky.
ERICK, LOU KSST, Sulphur Springs, Tex.
ERICKSON, ARVID KFAR, Fairbanks, Alaska
ERICKSON, LEO KVAN, Vancouver, Wash.
ERWIN, GEORGE KFJZ, Ft. Worth, Tex.
ERWIN, SCOTT Melody Ramblers
ERWIN, ROBERT WBR, Baton Rouge, La.
ESCOBEDO, MANUEL KTXN, Austin, Texas
ESTELLE, DICK WTVB, Coldwater, Mich.
ESTES, DAVE KICK, Springfield, Mo.
EVANS, AL KCLA, Pine Bluff, Ark.
EVANS, CLAIRE KOME, Tulsa, Okla.
EVANS, DAVID KVOE, Santa Ana, Calif.
EVANS, JEFF Night Specials
WILDY, Ladysmith, Wis.
EVANS, JOHN WIS, Columbia, S. C.
EVANS, LOU KSUN, Bisbee, Ariz.
EVANS, ROBLEY WHK, Cleveland, Ohio

FAGAN, PATRICK WUSJ, Lockport, N. Y.
FALLON, TODD Music From the Mecca
WWXL, Peoria, Ill.
FANCHER, KAY KPDN, Pampa, Tex.
FARRELL, BILL KMLH, Marshall, Minn.
FARRELL, MAURY WAPM-TV, Birmingham, Ala.
FARRELL, MAURY WAPI, Birmingham, Ala.
FARRELL, WAYNE WOBS, Jacksonville, Fla.
PARRINGTON, FEIDEN Romance of Helen Trent
CBS
FAULK, LINK WCKB, Dunn, N. C.
FAULKNER, BILL WISH, Indianapolis, Ind.
FAULKNER, CHARLES WWV, Fairmont, W. Va.
FEISE, HUBERT KSIW, Woodward, Okla.
FEESE, HUBERT WSDG, Dyersburg, Tenn.
FELACK, MIKE WKPA, New Kensington, Pa.
FELL, WILLIAM H. WWGP, Sanford, N. C.
FENNELL, DICK WRDW, Augusta, Ga.
FERGUSON, HUGH WCAU, Philadelphia, Pa.
FERGUSON, JOHN WAPB, Baton Rouge, La.
FERGUSON, MAURY WKY, Oklahoma City, Okla.
FERRIE, BOB KITE, San Antonio, Tex.
FIGUEROA, VICTOR WCMN, Arcelico, P. R.
FIELDS, CHARLES KMED, Medford, Ore.
FIELDS, GUILLER P. WRHI, Rock Hill, S. C.
FILKINS, LARRY KSCB, Liberal, Kansas
FINDLEYSON, JACK KPEQ, St. Joseph, Mo.
FINGER, HOWIE WSAJ, Saginaw, Mich.
FINIAN, JOE WISR, Butler, Pa.
FISHER, DALE WTOP-TV, Washington, D. C.
FISHER, EARL Tops in Pops
WFUN, Huntsville, Ala.
FISHER, JIM KYOW, Littlefield, Tex.
FITZ, STEPHEN All Sports
WSNY, Schenectady, N. Y.
FITZGERALD, JOHN WXEL, Cleveland, O.
FITZGERALD, ROBERT WOSC, Fulton, N. Y.

ANNOUNCER — EMCEE
SPORTS COLOR
NARRATOR

STAFF
WNEW
PL 3-3300

LONNY STARR

NELSON CASE
GEORGE de HOLCZER
Narrator - Announcer
Sch. 4-5700
Radio TV

FOSS, JOE
KROC, Rochester, Minn.

FOSTER, BILL
WWCA, Gary, Ind.

FOSTER, GENE
KFBF, Fairbanks, Alaska

FOSTER, JOHN
WHAX, Wilkes-Barre, Pa.

FOSTER, TERRY
WHBL, Sheboygan, Wis.

FOWLER, BILL
WGHC, Albany, Ga.

FOWLER, C. WILLIAM
WHAT, Marion, Ind.

FOX, GARRY
KROK, Crookston, Minn.

FOX, JAMES
WFNS, Burlington, N. C.

FOX, LES
WMMW, Meriden, Conn.

FOX, MIKE
KSTA, Cotman, Texas

FRANCIS, AL
WKST, New Castle, Pa.

FRANCIS, GEORGE H.
WJPD, Ishpeming, Mich.

FRANCIS, JACK
Bellhop Hour
WGAC, Augusta, Ga.

FRANCIS, ROBERT
WLOW, Norfolk, Va.

FRASER, GORDON
Nancy Craig, ABC.

FRAZIER, ROBERT B.
WMMN, Fairmont, W. Va.

FREEBORN, JACK
KBMW, Breckenridge, Minn.

FREEMAN, HARRY
KPSA, Ft. Smith, Ark.

FRENCH, BOB
KBOI, Boise, Idaho

FRENCH, JIM
KPOA, Honolulu, T. H.

FRIELE, JOE
KTBS, Shreveport, La.

FRIELING, JIM
WXRA, Buffalo-Kenmore, N. Y.

FROEHLLICH, DON
WAUX, Waukesha, Wis.

FROEMMING, BOB
WILEW, Eau Claire, Wis.

FUHRMAN, DON
KEIO, Pocatello, Idaho.

FULLER, BOB
WBET, Brockton, Mass.

FULLER, CHUCK
WCMB, Lemoyne, Pa.

FULLERTON, JERRY
KINE, Kingsville, Tex.

FULTON, ROBERT
KELP, El Paso, Tex.

FUNNELL, ROBERT
KSPA, Santa Paula, Calif.

GAINES, CHARLES
WLET, Tooele, Ga.

GAINES, DOUGLAS
KJAC, Medford, Ore.

GAINES, REUBEN
KILT, Anchorage, Alaska

GAINES, ROY
WLET, Tooele, Ga.

GALFOND, DAVE
WJMA, Orange, Va.
GALLAGHER, BOB
WJMJ, Philadelphia, Pa.

GALLOP, FRANK
Lights Out, NBC-TV; Stella Dallas, NBC

GAMBLE, RON
WJR, Detroit, Mich.

GAMBLING, JOHN
WOR, New York, N.Y.

GANDER, DARREL
WEVE, Eveleth, Minn.

GARCIA, EDDIE
KOGT, Orange, Tex.

GARCIA, GENE
WALT, Tampa, Fla.

GARDINER, DON
7:00-7:10 a.m. news (Mon., Wed., Fri.); Monday morning headlines; Cover Times Square—TV; 7:00-7:10 a.m., Tues.-Thurs. (Participation); 7:45-8:00 a.m., Mon.-Fri. (Participation)

GARDINER, GEORGE
WPIN, St. Petersburg, Fla.

GARR, BILL
KWKW, Pasadena, Cal.

GARRET, LEN
KVAN, Vancouver, Wash.

GATLIN, JOHN
WFMW, Madisonville, Ky.

GEE, OLYN
WDWD, Dawson, Ga.

GEER, C.W.
WALT, Tampa, Fla.

GERTZ, MARTY
WRMN, Elgin, Ill.

GELHART, GREGG
KFRB, Fairbanks, Alaska

GENET, BILL
WMAW, Milwaukee, Wis.

GENTRY, BOB
KPVY, Los Angeles, Cal.

GEORGHAN, NORMAN
Staff Announcer

GERMAN, BILL
WHUN, Huntingdon, Pa.

GERSTELE, MARK
KLX, Oakland, Cal.

GIBBONS, GIL
WERE, Cleveland, Ohio

GIBNEY, HAL
KNBH, Hollywood, Cal.

GIBSON, CURT
WSAZ, Huntington, W. Va.

GIBSON, JACK
WRED, Atlanta, Ga.

GIBSON, LOWELL
Top Tunes

GIELLOW, VERNON
KJCK, Junction City, Kans.

GILBERT, AL
WIBA, Madison, Wis.

GILBERT, LIVINGSTON
WAVE, Louisville, Ky.

GILES, JAY
WSOY, Decatur, Ill.

GILSON, CHARLES
WCOS, Columbia, S. C.

GILL, JOHN
WGR, Buffalo, N. Y.

GILLIAND, BILL
WDIA, Memphis, Tenn.

GILLIS, KISS.
WTNT, Tallahassee, Fla.

GILMORE, ART
Dr. Christian

GLADDEN, BILL
WAVE-TV, Louisville, Ky.

GLEASON, BOB
WMSL, Decatur, Ala.

GLEASON, BOB
KERO, Bakersfield, Cal.

GLYNN, JOHN
KPFA, Greetley, Cal.

GOARD, CHARLES
WHBF, Rock Island, Ill.

GOOD, GENE, JR.
KGON, Oregon City, Ore.

GOODING, D. E.
WWST, Wooster, Ohio

GOODWIN, ART
WKOP, Birmingham, N. Y.

GOODWIN, BILL
George Burns and Gracie Allen Show

GOODWIN, GARRY
Leo Carrillo’s Dude Ranch; Wrestling Bells; Wrestling at Ocean Park; Wrestling Workouts

GOODWIN, HAL
KTBH, Austin, Texas

GORDON, LLOYD
Luncheon Club

GOTHBERG, GEORGE
WSBS, Cleveland, Ohio

GOOD, JOHN
WJBC, Ryegate, Mont.

GOGGINS, JIM
WJBC, Ryegate, Mont.

GODEY, BILL
KWMN, Wooster, Ohio

GOREY, BILL
WEVR, Louisville, Ky.

GOODWIN, GARRY

DICK DUNHAM

Radio Registry: PL. 7-0700

PHIL TONKEN

ACTOR - ANNOUNCER - M.C.

BUDDY ROGERS - TV

MUTUAL NEWSREEL

ROD & GUN CLUB

“NEMO” WEATHER REPORTER

RADIO TV

943
GRAVSOX, GEORGE W.
KRON, Napa, Cal.
GRAVSON, NICK
WHIH, Warren, Ohio
GREENE, FRED
WBA, Philadelphia, Pa.
GREENE, KENNETH
WTWN, St. Johnsbury, Vermont
GREENWOOD, DEL
WGHP, Evansville, Ind.
GREGG, DAVE
WMBH, Jolpin, Mo.
GREGORY, BILL
WLAG, LaGrange, Ga.
GREGORY, GREG
KECK, Odessa, Tex.
GRIES, JOE
KWED, Segrin, Tex.
GRIFFIN, WAYNE
WEXR-TV, Chicago, Ill.
GRIFFITH, CHARLES
WTAD, Quincy, Ill.
GRIFFITH, LES
ABC
GRIHOW, GENE
KXLK, G. Falls, Mont.
GRISSON, GAIL
WTTV, Bloomington, Ind.
GROENINK, RUTHIE
KHIL, Santa Barbara, Cal.
GRUSSMAN, ROB
WIL, St. Louis, Mo.
GUIDI, JOE
WXG1, Richmond, Va.
GUNDERSON, LEE
KGOE, Fergus Falls, Minn.
GUNN, BEN
WAGA-TV, Atlanta, Ga.

ANNOUNCERS—M-C's

GOVE, ELLIOT
WSLY, Syracuse, N. Y.
GRAD, HENRY G.
WGIV, Charlotte, N. C.
GRAHAM, DICK
WJPS, Evansville, Ind.
GRAHAM, DICK
WWBZ, Vineland, N. J.
GRAHAM, DON
WGVM, Greenville, Miss.
GRAHAM, GEORGE
KOS, Phoenix, Ariz.
GRANNIS, PAUL, JR.
KCMJ, Palm Springs, Cal.
GRANT, BOB
KRNB, Roseburg, Ore.
GRANT, FRED
KBPG, Mount Vernon, Wash.
GRANT, JOHNNY
KECA-TV, Hollywood, Cal.
GRANT, MILT
WINX, Washington, D.C.
GRAYBERRY, DICK
WGBE, Atlanta, Ga.

GRAYER, BEN
June 2, 1908, Staten Island, N. Y.; NBC Symphony, NBC;
Landing, 1920, NBC; Kay Kyser Show, NBC-TV, NBC; Special Events,
NBC; Say It With Acting, WNBT; Ben Grauer Show, NBC;
UN Security Council, NBC.

GRAYES, HAROLD E.
WNEE, Binghamton-Endicott, N. Y.
GRAYWELL, JOE
WFOY, St. Augustine, Fla.
GRAYMONT, STUART
KRIO, McAllen, Tex.

GUNN, GEORGE
ABC
GUSTAFSON, WARREN
KWAD, Wadena, Minn.
GWYN, BOB
KVET, Austin, Tex.
GWYN, JACK
KRLD, Dallas, Tex.
GWYNN, V. Z.
WIBC, Indianapolis, Ind.
GYNAN, EARL
WLAW, Lawrence, Mass.

HAASER, CHARLIE
WMAS, Springfield, Mass.
HACK, GEORGE
WNOW, York, Pa.
HADEN, CARL
KWTO, Springfield, Mo.
HAGEN, BILL
WFUR, Grand Rapids, Mich.
HAINES, JAMES
WCRO, Johnstown, Pa.
HAIT, MAL
WKIP, Doughtkeepesie, N. Y.
HALE, BOB
KUBC, Montrose, Col.
HALE, PHIL
WKLB, New Britain, Conn.
Haley, AMBROSE
Ozark Ramblers
KHHQ, Hannibal, Mo.
HALEY, HERBERT H.
WHIO-TV, Dayton, O.
HALLI, CHARLIE
WSCR, Charleston, S. C.
HALL, ED
KELD, El Dorado, Ark.

GARRY GOODWIN
Announcer
on Leo Carrillo's Dude Ranch
"Wedding Bells"
Wrestling at Ocean Park
Wrestling Workouts
### Announcers—M-C’s

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<th>Name</th>
<th>Callsigns and Cities</th>
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<tr>
<td>HARBISON, BOB</td>
<td>KCKY, Coolidge, Ariz.</td>
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<tr>
<td>HARDORGE, FRANK H.</td>
<td>KCLE, Cleburne, Tex.</td>
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<tr>
<td>HARDIN, JOSH</td>
<td>KWPC, Hot Springs, Ark.</td>
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<tr>
<td>HARLEY, DICK</td>
<td>WEDC, Chicago, Ill.</td>
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<tr>
<td>HARLING, DON</td>
<td>WMAM, Marquette, Wis.</td>
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<tr>
<td>HARLING, HUGH</td>
<td>KVEC, San Luis Obispo, Cal.</td>
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<tr>
<td>HARPER, DICK</td>
<td>KSEM, Moses Lake, Wis.</td>
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<tr>
<td>HARPER, JOHN</td>
<td>WWRL, Woodside, N. Y.</td>
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<td>HARRISON, CHILDS</td>
<td>WPAQ, Mt. Airy, N. C.</td>
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<tr>
<td>HARRISON, JOHN</td>
<td>WEXL, Royal Oak, Mich.</td>
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<tr>
<td>HARRISON, JOHN</td>
<td>KTVL, Mesa, Ariz.</td>
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<tr>
<td>HARRISON, CHARLES F.</td>
<td>WRBF-TV, Rock Island, Ill.</td>
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<tr>
<td>HARRISON, CLINTON</td>
<td>WEAF, Newark, N. J.</td>
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<tr>
<td>HARRISON, DON STUART</td>
<td>WHBF-TV, Medford, Wis.</td>
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<tr>
<td>HARRISON, LINCOLN</td>
<td>KTVL, Mesa, Ariz.</td>
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<tr>
<td>HARRISON, TWAIN</td>
<td>WABC, New York, N. Y.</td>
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<td>HARRISON, WILLIAM</td>
<td>WOR, New York, N. Y.</td>
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**ARE YOU LOOKING FOR GOOD ANNOUNCERS?**

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*Administration Office: 220 W. 42nd St., N.Y.C.*  
*Judson 6-0025  Wisconsin 7-0038*
Announcers—M-C's

JAFFEE, SYD
WNHC, New Haven, Conn.

JAFFEE, TED
WAAM-TV, Baltimore, Md.

JAMES, BEN
KCRG, Cedar Rapids, Iowa

JAMES, HUGH
Second Mrs. Burton

JAMES, LES
WLTC, Gastonia, N. C.

JAMES, RALPH
KROY, Sacramento, Cal

JAMES, RICHARD
KMHT, Marshall, Tex.

JARVIS, BILL
Bill Jarvis Reports

JENKINS, BOB
KGY, Great Bend, Kansas

JARVIS, B. JOHN
KXEQ, Mexico, Mo.

JASON, EDDY
WBAY, Green Bay, Wis.

JEFFERIES, JIMMIE
KLIF, Dallas, Texas

JEFFREY, ALLAN
WFPG, Atlantic City, N. J.

JEFFREY, LEW
KNTV, Omaha, Neb.

JENKINS, BOB
KGY, Olympia, Wash.

JENKINS, BOB
"For Members Only"
KONO, San Antonio, Tex.

JENKINS, BOB
KAYS, Hays, Kansas

JENKINS, WAYNE
WBOW, Terre Haute, Ind.

JENNINGS, DICK
WATV, Newark, N. J.

JENSEN, LEW
WDBC, Hartford, Conn.

JENSEN, PAUL
KOLN, Lincoln, Nebr.

JENSEN, RAN
WOC, Davenport, Iowa

JENNER, RAN
WOC-TV, Davenport, Ia.

JESKE, FRE D
WDR, Syracuse, N. Y.

JESSEE, BLAIR
WLAQ, Rome, Ga.

JOHNSON, JAMES
KFOF, Ottawa, Kansas

JOHNSON, BILL
KISD, Sioux Falls, S. D.

JOHNSON, BILL
WTAR, Norfolk, Va.

JOHNSON, CLYDE
WATW, Ashland, Wis.

JOHNSON, KIMBERY
WLXA, Peckskill, N. Y.

JOHNSON, RICHARD
WICU-TV, Erie, Pa.

JOHNSON, RON
KIPA, Hilo, Hawaii

JOHNSTON, ALLAN
KTSM, El Paso, Texas

JOHNSON, BILL
WRJ, Dallas, Texas

JOHNSON, BILL
WBET, Brockton, Mass.

JOHNSON, ARMAND
KVET, Austin, Texas

JONES, BILL
KLV, Denver, Col.

JONES, BOB
KIST, Santa Barbara, Cal.

JONES, BOB
KPET, Lamesa, Tex.

JONES, CLAUDE
WTJH, East Point, Ga.

JONES, HASCAL
WHIR, Danville, Ky.

JONES, HOWARD

JONES, JAMES D.
KGYL, Greenville, Tex.

JONES, JAY
KFJ, Tulsa, Okla.

JONES, JOHN PAUL
TV, ABC

JONES, LEE
KIRK, Kirksville, Mo.

JONES, ROD
WJLN, Jacksonvllle, N. C.

JORDAN, BILL
WDAD, Indianapolis, Ind.

JORDAN, LEE
WSBT-TV, Atlanta, Ga.

JORGENSEN, FRED
EGO-TV, San Francisco, Calif.

JOSEPH, HUGH
WIMA, Lima, Ohio

JOURNEY, TOM
KLAB, Alexandria, La.

JOY, DICK

JOYCE, HELEN
WLS, Chicago, Ill.

J — K

KABER, RUSS
KVOX, Moorhead, Minn.

KAHLE, ROBERT
WKLC, Erie, Pa.

KANE, PHILLIP F.
WGEZ, Beloit, Wis.

KARLTON, JERRY
KEGZ, Sidney, Montana

KARRENBARK, BILL
WBHC, Canton, Ohio

KARVER, WALLY
WGPA, Bethlehem, Pa.

KASPER, FRE D
WENR-TV, Chicago, Ill.

KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.

KAUFMAN, BOB
WISR, Butler, Pa.

KAVANAUGH, DANIE LE
WNZ, Saranac Lake, N. Y.

KAUFFMAN, GEORGE
KIRMW, Breckenridge, Minn.

KAY, BOB
WATV, Louisville, Ky.

KAY, FRANK
WDOS, Oneonta, N. Y.

KEARCE, CECIL
WGGA, Rome, Ga.

KEECH, KEL
Kel Keech Visits, Brunch with Keech

KEELEY, LUTHER
KBST, Big Spring, Texas

KNITTER, RICHARD
KDWT, Stamford, Tex.

KELLEHER, PHIL A.
WQAM, Miami, Fla.

KELLY, LEON E.
WRAK, Williamsport, Pa.

KELLEY, RAY
KXLF, Butte, Mont.

KELLY, THOMAS
WJMS, Ironwood, Mich.

KELLUM, SHELTON
WJNC, Jacksonville, N. C.

KENDRICK, EDWARD J. JR.
KWRK-TV, Cincinnati, Ohio

KENNEDY, JOHN
Lux Radio Theater

KENNEDY, LOU
WORZ, Orlando, Fla.

KENNEDY, MICHAEL
KTOW, Oklahoma City, Okla.

KENNEDY, TOM
WBM, Jackson, Mich.

KENT, CARL
KTAR, Phoenix, Ariz.

KERN, DON
WDLA, Memphis, Tenn.

KERN, ROY
WKY, Oklahoma City, Okla.

KERR, KEITH
WCOL, Columbus, Ohio

KESSENHOLZ, JOHN
WDEZ, Green Bay, Wis.

KEYSER, WARREN
WILM, Wilmington, Del.

KIKER, W. A.
WADE, Wadesboro, N. C.

KILGORE, BOB
WQAM, Montrose, Cal.

KILIAN, JIM
WAAM-TV, Baltimore, Md.

KIMBLE, VANCE
KTXC, Big Spring, Texas

KINDEE, ROD
WCOV, Montgomery, Ala.

KING, BILL
WNOR, Norfolk, Va.

KING, BOB
WSOY, De Kalb, Ill.

KING, CARL
See Artists Section

KING, JIM
WJRD, Tuscaloosa, Ala.

KING, JIM
KDMO, Carthage, Mo.

KING, MARSHALL
KITO, San Bernardino, Calif.

KING, MICHAEL
KLPF, Oklahoma City, Okla.

KIRK, WALLY
WATR, Waterbury, Conn.

KING, WALLY
KPIX, San Francisco, Calif.

KING, WALLY
KFSO, San Francisco, Calif.

KINGREY, PAT & HIS KENTUCKIANS
Chuckwagon, Jamboree

KIRBY, BILL
WHED, Washington, N. C.

KIRBY, DORISWOOD
Garry Moore Show, CBS-TV:

KIRBY, LEE
WBT, Charlotte, N. C.

KIRBY, AL
WRG, Rome, Ga.

KIRBY, BOB
WLAY, Grand Rapids, Mich.

KIRKWOOD, JACK
B. Belfast, Ireland; Jack Kirkwood Show, Don Lee Network; The Bob Hope Show, NBC

KIRKWOOD, JOHN
KGGM, Albuquerque, N. M.

KLEIN, FRED
WYOL, Buffalo, N. Y.

KLEIN, GENEVIEVE
WABA, Adrian, Mich.

KNAPP, THOMAS
The Knapp Show

KNIGHT, FRANK
WAVE, Mass.

KNIGHT, FRED
WIBG, Philadelphia, Pa.

KNIGHT, JOE PAT
KMY, Paducah, Ky.
KNOX, BOB
WILCO, Philadelphia, Pa.

KNUDSON, HAM
KENI, Anchorage, Alaska

KOBAS, ED
WAU, Thomson, Ga.

KOHL, JIM
WROW, Terre Haute, Ind.

KOLB, HAROLD
WARC, Rochester, N. Y.

KOLBY, CAL B.
Breakfast Club of the Air
WIBI, Botelle, Conn.

KOVACS, ERNIE
WTTM, Trenton, N. J.

KRAUS, HARRY
WIBY, Appleton, Wis.

KRELL, FRED
WSAM, Saginaw, Mich.

KRIEGER, JOHN
WCDL, Carbondale-Honesdale, Pa.

KROCH, RAY
WS9L, Sterling-Dixon, Ill.

KREIS, LARRY
WJJW, Cleveland, Ohio

KUBLER, RAY
KIST, Santa Barbara, Calif.

KUHN, CARI, JR.
WHAZ, Troy, N. Y.

KURTZ, SPIKER G.
WRAK, Williamsport, Pa.

Lawrence, Mort
B. Dec. 1, 1914, Philadelphia, Pa.; Prince Charming MC, Mutual; Second Honeymoon, Mutual; Starlight Film Theaters MC; WFL/R-TV; High Adventure, NBC; Gangbusters, CBS; $1000 Reward, NBC.

Lawrence, Jack
KNOA, Sacramento, Cal.

Lee, ROD
WWOD, Lynchburg, Va.

Leake, Woody
WDSL-TV, New Orleans, La.

Lee, Bob
KOK, Tulsa, Okla.

Lee, Bruce
WHIT, New Bern, N. C.

Lee, Don
WJJO, Niagara Falls, N. Y.

Lee, Harry
KNUA, Washington, D. C.

Lee, Norman
KIBC, Galveston, Tex.

Leeds, Carl K.
KNOX, Houston, Mont.

LeFEBRE, BILL
WFBF, Baltimore, Md.

Leffingwell, John
WNNY, New London, Conn.

Legaspi, Zoello
KIPA, Hilo, Hawaii

Lehnhoff, Harry
KQED, Secun, Tex.

Lehnhoff, William
KTV, Seattle, Wash.

Leighton, Hattie
WSAT, Houston, Texas, W. Va.

Lemmen, Matt
KOPO, Tucson, Ariz.

Leimer, Bill
KWVO, Sheridan, Wyo.

LeMonD, Bob
Our Miss Brooks CBS

LenNON, PAUL
WTTM, Bloomington, Ind.

Leon, Jack
KHJ, Los Angeles, Cal.

Leonard, Jesse
KEX, Portland, Ore.

Leonard, Vince
WSFA, Indianapolis, Ind.

Lepage, Jean
WMSA, Massena, N. Y.

Leslie, Louise
Homemakers Exchange CHS-TV

LesTer, Bill
KOY, Phoenix, Ariz.

Leutjen, Jack
KGVO, Missoula, Montana

Lewis, Bill
KJL, Mount, North Dakota

Lewis, Dick
KTAE, Iowa, Tex.

Lewis, Earl
WCTE, Greensville, N. C.

Lewis, Ralph
WTAD, Quincy, Ill.

Lezotte, George
WAV, New Haven, Conn.

Lichtner, Fred
WEL, Lorain-Elyria, O.

Liles, MARD
WDA, Tampa, Fla.

Lindley, Merrill
KODI, Cody, Wyoming

Ling, Mike
KSTA, Coleman, Texas

Lingo, Ted
WTOP, Washington, D. C.

Linkous, Melvin
WRIK, Youngstown, Ohio

Linn, Bob
March of Sports
WZIO, Alto, Ill.

Linn, Clare
WCMH, Dearborn, Mich.

Linthicum, Walter
WBL, Glenmore, Md.

LiVioD, Bob
WKPA, New Kensington, Pa.

Litten, Bob
KQER, Eugene, Ore.

Little, Leon
KOSE, Osceola, Ark.

Livick, Art
KOMA, Orange, Va.

Livingston Carl
WGVU, Greenville, Miss.

Lloyd, Jack
WFTO, Miami, Fla.

Locke, Ed
WSNW, Bridgeton, N. J.

Lockhart, H.
WCOL, Rockford, Pa.

Lockwood, Glenn L.
KXLK, Ft. Falls, Mont.

Logan, Kuyk
KOM, Havre, Mont.

Long, Dean S.
KVOE, San Ana, Calif.

Long, Dewey H. (Buck) Jr.
WABW, Mobile, Ala.

Long, Don
KXO, El Centro, Cal.

Long, Thomas
KKEO, Indio, Calif.

Longacre, Dick
KDDO, Colorado Springs, Col.

Longergan, Vincent T.
WDGY, Minneapolis, Minn.

Lonesome Gal
B. Nov. 4th, Dallas, Tex.

Lonesome Gal Show, KJH-Mutual
Don Lee

Loren, Bill
WLVA, Lynchburg, W. Va.

Louden, Vern
KROW, Oakland, Cal.

Low, Holland
WIDE, Biddeford, Me.

Low, Jimmie
WRR, Dallas, Tex.

Lowe, Don
Met Opera Auditions
ABC

Lowery, Bill
WGST, Atlanta, Ga.

Lowrey, Al
KGA, Spokane, Wash.

Lowrie, Bob
KFQD, Anchorage, Alaska

Lloyd, Keith
KYP, Plainview, Tex.

Luce, Wally
WWPP, Palatka, Fla.

Ludlam, Ken
WRC, Washington, D. C.

Lundberg, Wyn
KBRK, McComb, Nebr.

Lundheim, Bob
KGGM, Oakland, Calif.

Lupo, Jim
WLQ, Rome, Ga.

Lupton, Jimmy
WLAN, Lancaster, Pa.

Lyman, Peter
KAAA, Red Wing, Minn.

Lynch, Wilbur
KFRB, Fairbanks, Alaska
Announcers—M-C's

LYNN, DAVE
WGAP, Maryville, Tenn.
LYNN, JACK
WHKX, Toledo, Ohio
LYNN, JAMES
WXYZ, Cheverly, Md.
LYON, LEN
KXLA, Los Angeles, Calif.
LYON, ROY
KCTX, Childress, Texas

MASON, JOHN
WKAI, Miamisburg, Ohio
MASTERS, CARL
WCRO, Johnstown, Pa.
MATHEWS, JOHN
WGAL, Dauphin, Pa.
MATHEWS, TOM
KXLY, Dumas, Tex.
MATNEY, DON
WHCC, Waynesville, N. C.
MAURER, DEL
KDDO, Dinuba, Calif.
MAYHUGH, BILL
WGAY, Silver Spring, Md.
MEALLISTER, ROY
WDEO, West Point, Ga.
MEATEE, JOHN "MAC"
Mac's Musical Roundup
KOVL, Mexico, Ariz.
MEBE, KEITH
WBLT, Baltimore, Md.
MEBREITE, DICK
WPAQ, Paducah, Ky.
MEBREITE, LESTER
KGLU, Safford, Ariz.
MECALL, FRED
KFXR, Amarillo, Tex.
MECALL, JACK
KSFL, Alexandria, La.

MCCANN, JIM
Your Request Please
MCCANN, RICHARD
KXON, Omaha, Nebr.
MCCAL, BOB
KLRN, Roseburg, Ore.
MCCARTY, BURL
WSUN, St. Petersburg, Fla.
MCCARTY, PAT
KRVY, Redding, Cal.
MCCLAIN, DEAN
KWBC, Ft. Worth, Tex.
MCCLARE, BILL
KAKE, Wichita, Kans.
MCCELLAN, CHARLES
WWVR, Russellville, Ala.
MCCELLAN, JOHN
KWRK, KWBU, Waco, Tex.
MCConnell, BYRON
WKST, New Castle, Pa.
MCConEL, JOHN
KSCO, Santa Cruz, Cal.
MCcoY, BOB
KBOB, Albuquerque, N. M.
MCDOUGALL, DOE
KVOY, Littlefield, Tex.

MCCOY, JACK E.
B. Nov. 10, 1918, Akron, Ohio;
Live Like A Millionaire, NBC;
Live Like A Millionaire, CBS-TV.
McCULLEY, JOE
W5NJ, Bridgeton, N. J.
McCUMBER, JERRY
WAKY, Kirkland, Wash.
McDONALD "HANK"
WCBS, Greenwood, S. C.
McDONALD, JIM
WSYR-TV, Syracuse, N. Y.
MCDONOUGH, JIM
WHUC, Hudson, N. Y.
McGILL, BILL
KSST, Sulphur Springs, Tex.
McDOWELL, JIMMY
WHFB, Benton Harbor, Mich.
McGILL, BILL
KQBF, Minneapolis, Minn.
McELROY, ROY
KRMN, Las Vegas, Nev., Cal.
McGLATT, BILL
WBGE, Atlanta, Ga.
McGARRY, MAC
WRC, Washington, D. C.

McGINNLEY, JOE
WCOS, Columbia, S. C.
McGUIRT, BILL
WDWD, Daytona, Fla.
McINTYRE, JIM
WTIP, Charleston, W. Va.
McKee, ROY
KTUL, Tulsa, Okla.
McKEEHAN, ROBERT V.
KCNA, Tucson, Ariz.
McKELFRESH, AL
WVLY, Olive Hill, Ky.
McKELLER, DONALD
McKINLEY, ALLAN
KATL, Houston, Tex.
McKINNEY, JAMES
WMIX, Mt. Vernon, Ill.
McKINNEY, JOE
KCU, Ft. Worth, Tex.
McKINNON, BOB
WRRF, Alexandria City, Ala.
McLEANE, RAY
WKLY, Hartwell, Ga.
McLEOD, DON
WJDB, Detroit, Mich.
McCULLEN, WO
WMBS, Unlompton, Pa.
McNAMEE, PAT
WEVE, Eaylor, Minn.
McNEMER, BILLY
KCIS, Hot Springs, N. M.
McNEVIN, JOHN
WMID, Atlantic City, N. J.
McPHEE, JIM
WGL, Ft. Wayne, Ind.
McQUEEN, JIMMIE
KCRS, Midland, Tex.
MeQuigg, O. J.
WEW, St. Louis, Mo.
MeReYNolds, BILLY
WQAI, San Antonio, Tex.
MeSHANE, JOHN
KTTT, Tucson, Ariz.
MEACHAM, JUSTIN
WSEF, South Bend, Ind.
MEDINA, FRANCISCO RIVERA
WCCN, Arcobio, P. R.
MeIER, EYANUS
WJAG, Norfolk, Nebr.
MeLBY, LOYD
WJMS, Ironwood, Mich.
MeLOY, JACK M.
WHOT, South Bend, Ind.
MeNEFFE, BOB
WTP, Philadelphia, Pa.
MeNRE, EDWARD
WEDO, McKeesport, Pa.
MENTZER, EARL
WEJL, Hazleton, Md.
MeRcer, CLIF
Jam Session
WLOU, Louisville, Ky.
MeRcIER, RAYMOND
WPOR, Portland, Me.
MeRILL, BILL
KMMH, Marshall, Tex.
MeNcER, PETER
WHHH, Warren, Ohio
MeTz, STUART B.
Light of the World, NBC;
Counterplay, ABC; Cavalcade of Stars, DuM;
Cavalcade of Bands, DuM.
MeYErs, WALTER
KTMG, McAlester, Okla.
MeYErs, PAUL L.
WOL, East Liverpool, Ohio
MeYLER, GEORGE
Can You Top This
ABC
Meichael, GEORGE
WROW, Albany, N. Y.
MiCHLER, GEORGE
WBBW, Youngstown, Ohio.
Announcers—M-C's

MILEF, ED
WBCK, Battle Creek, Mich.
MILLS, GLENN
KBZQ, Kalispell, Montana
MILLER, KIRG
Mount Vernon, Wash.
MILLER, EDDIE
WWIZ, Vineland, N. J.
MILLER, DICK
KBUN, Benidji, Minn.
MILLER, JOHN W.
WDEW, Waterloo, Vermont
MILLER, LOY
WPIL-TV, Philadelphia, Pa.
MILLER, MACON (FAT)
WHED, Durham, N. C.
MILLER, NEAL
WGWD, Gadsden, Ala.
MILLER, NOAH
WOC, Philadelphia, Pa.
MILLER, PAUL
WOC, Springfield, Ohio
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILLS, FRANK
WPAB-TV, Fort Worth, Texas
MILLS, JAY
SKIB, Creston, Iowa
MILLS, STEVE
WPA, Clearfield, Pa.
MINOR, DENNIS
WABD-TV
MINTER, DAN
WFIN, Findlay, Ohio
MINTZ, DAVID
WHIL, Olean, N. Y.
MITCHELL, BILL
WMJS, Athens, Ala.
MITCHELL, GIL
KBEW, McCook, Neb.
MITCHELL, JAMES H.
WCVS, Springfield, Ill.
MITCHELL, JAMES L.
WSLS, Roanoke, Va.
MITCHELL, J. W.
KSPA, Nacoodeches, Tex.
MITCHELL, PAUL
WRSQ, Allentown, Pa.
MITCHELL, PAUL
KSYL, Alexandria, La.
MITCHELL, RAY
KBGM, Boise, Idaho.
MITCHELL, REX
KXSO, Aridmore, Okla.
MITCHELL, WALTER
WAGE, Wadesboro, N. C.
MITTON, LAURIE
KGOA, Siloam Springs, Ark.
MONTFORD
WDJU-TV, New Orleans, La.
MONTGOMERY, John R.
WWHC, Bridgeport, Conn.
MOODY, WAYNE
KXLA, Alexandria, Minn.
MOORE, ARK
WMTG, Vancleave, Ky.
MOORE, DAVE
KJOJ, Caldwell, Idaho
MOORE, DON
WWWF, Fayette, Ala.
MOORE, FRED
KFOX, Long Beach, Calif.
MOORE, JACK
KATC, Shreveport, La.
MOORE, TED
WDLB, Marshall, Wis.
MOOREHEAD, TOM
MORAN, JACK
KURV, Edinburg, Texas
MORELAND, HARRY
WPOI, Bristol, Conn.
MORGAN, BILL
WXYT, Detroit, Mich.
MORGAN, JOHN L.
WHED, Washington, N. C.
MORGAN, RAY
Refreshment Time
CBS
MORGAN, RICK
WKAL, Rome, N. Y.
MORRIS, BEN
WKY-TV, Oklahoma City, Okla.
MORRIS, DUDLEY
KGBX, Springfield, Mo.
MORRIS, JAMES N.
WSAT, Salisbury, N. C.
MORRIS, JOHN
WLOL, Minneapolis, Minn.
MORRIS, PAUL
KING-TV, Seattle, Wash.
MORRIS, RICHARD W.
WOH, East Liverpool, Ohio
MORRISON, GARRY
WTMA, Charleston, S. C.
MORROW, DON
WFAA-TV, Dallas, Texas
MORROW, EDWIN
WKTM, Mayfield, Ky.
MORSE, SID
KLOU, Lake Charles, La.
MORSE, TONY
EGO, San Francisco, Calif.
MORTIMER, WILLIAM A.
WTKK, Williamsport, Pa.
MOTT, STACEY
WHUB, Cookeville, Tenn.

Mountbatten, Lady Iris
(See Artists)

MOYS, JACK
KPOJ, Portland, Ore.
MOUELL, JOE,
KPOJ, Portland, Ore.
MUNLEY, JACK
MUNYAN, HARRY
WIOD, Miami, Fla.
MUNZELL, SPECS
WIS, Columbia, S. C.
MURDOCK, JIM
KCKY, Coolidge, Ariz.
MURPHY, BILL
KWWJ, Susanneville, Calif.
MURPHY, ED
WSYR-TV, Syracuse, N. Y.
MURPHY, EMMITT
WFXP, Falls Church, Va.
MURPHY, JIM
KRGS, Alexander City, Ala.
MURPHY, LEO
KARK, Little Rock, Ark.
MURPHY, ROBERT
WJMJ, New Orleans, La.
MURRAY, Y.
WLHO, E. Liverpool, O.

Murray, Jan
Songs for Sale, CBS-TV, AM; Milton Berle Show, NBC-TV; Ed Sullivan Show, CBS-TV; Anta Show, ABC-TV.
MURRAY, LEE
WMCK, McKeesport, Pa.

Musser, Walter J.
WHCM, Bay City, Mich.
MUTTLEY, BILL
WJLL, Jackson, Tenn.
MYER, DICK
WAGM, Presque Isle, Me.

N

Nagle, Dave
KXYZ, Houston, Tex.
Nagle, Jeff
WNAX, Yankton, S. D.
Napier, Austin
KCRZ, Enid, Okla.
Nash, Barnes
WHLS, Bluefield, W. Va.
Neal, Bob
WMPS, Memphis, Tenn.
Neal, Jim
WLII, Jackson, Miss.
Nemer, Alton
WIBA, Madison, Wis.
Neilson, Walt
WNEC, New Haven, Conn.
Nelson, Wally
KSCC, Seattle, Wash.
Neilson, Warren
KMAH, Sheldon, Iowa
Nelson, Bill
KING-TV, Seattle, Wash.
Nelson, Bob
WBBZ, Fortuna City, Okla.
Nelson, Charles
WFPG, Altoona, Pa.
Nelson, Dave
KOOG, Centerville, Iowa
Nelson, Herman E.
WLCX, Baton Rouge, La.
Nelson, Jim
KJFP, Webster City, Iowa
Nelson, Vern
KTRI, Sioux City, Iowa
Nemett, George
KALL, Pasadena, Cal.
Newcombe, H. Edwin
KOKX, Keokuk, Iowa
Newman, Eugene
WVOV, Birmingham, Ala.
Newman, Jack
KOME, Tulsa, Okla.
Newson, Buck
KENO, Las Vegas, Nevada
NEYERLIN, Warren
WWPO, Stroudsburg, Pa.
Niagro, Joe
WDBG, Philadelphia, Pa.
Nichols, Jay
WGRB, Bay City, Mich.
Nicholson, Nick
KROW, Oakland, Cal.
Niggins, Jim
KABC, San Antonio, Tex.
Nimmo, Bill
WVLW-T, Cincinnati, O.
Noah, Bob
WBRY, Waterbury, Conn.
Nook, Robert
WGEX, Beloit, Wis.
Noel Dick
WTAG, Washington, D. C.
Noetiens, William K.
KUBA, Yuba City, Cal.
Nohoya, Ed
WBEZ, Evan Claire, Wis.
Nolan, James W.
KIT, Yakima, Wash.
Nolan, Larry
KWBE, Beatrice, Nebr.
Nolan, Tim
KXYZ, Houston, Tex.
Norman, Bob
Breakfast Show
WSBB, Bradford, Pa.
Norman, Don
KFAB, Omaha, Neb.
Announcers—M-C's

NORMAN, JACK
WCBJ, Columbus, Miss.

NORMAN, NANCY
WFDZ, Decatur, Ill.

NORMAN, WALLIE
WPTR, Albany, N. Y.

NORTON, PAUL
KGBA, Kenneth, Mo.

NORWIG, GEORGE
WSCC, Charleston, S. C.

NOY, HAI
KGNU, Dodge City, Kans.

OAKLEY, DAVID
WHUB, Cookeville, Tenn.

O'BRIEN, JERRY
WHAN, Charleston, S. C.

O'BRIEN, ELLIOTT
KPDF, Amarillo, Texas

O'BRIEN, JOE
WMCA, New York, N. Y.

O'BRIEN, JOEL
Rosemary CBS

O'BRIEN, JOHN
KTEM, Temple, Tex.

O'BRIEN, MARK J.
WLCS, Baton Rouge, La.

O'CONNOR, HARRY
KMAC, San Antonio, Tex.

O'CONNOR, ROD
B. Houston, Tex.; Red Skelton Show, CBS; People Are Funny, NBC.

O'DONNELL, JIM
WKEU, Griffin, Ga.

O'DONNELL, ROBERT
WARC, Rochester, N. Y.

O'HALLORAN, HAL
WHBL, Sheboygan, Wis.

O'HIGGINS, KIYOSHI
KIPA, Hilo, Hawaii

OLDAG, BEN
KFRD, Rosenberg, Tex.

O'LEARY, JIM
KFXM, San Bernardino, Cal.

OLIPHANT, PAUL
Garden Gate CBS

OLIVE, GREY
WWOD, Lynchburg, Va.

OLSEN, JOHNNY
Johnny Olsen's Rumpus Room, WBWD-Denton; Luncheon Club, WIZ-ABC.

OLSON, BRUNO
WLPO, LaSalle, Ill.

OLSON, DALE
KDIX, Dickinson, North Dakota

O'NEAL, GLENN
WJBC, Flint, Smith, Ark.

O'NEILL, JIM
KOWH, Omaha, Nebr.

ORANCH, JACK
WVOS, Liberty, N. Y.

ORTega, LOLA
KGiw, Alamosa, Colo.

ORTIZ, CARLOS RUBEN
WPRP, Ponce, P. R.

ORTON, DEAN
KECK, Odessa, Tex.

ORTON, HALL
KRCT, Baytown, Texas

OSBORNE, KARL
WADC, Akron, Ohio

OSGOOD, MANLY
The Night Watchman

OSTRODE, WARREN, JACK
KCTM, Topeka, Kans.

OTT, BEN
KSRO, Santa Rosa, Calif.

OWEN, AL
WMID, Atlantic City, N. J.

OZIMEK, STAN
WKNB, New Britain, Conn.

PAGE, ELLIOTT A.
WDEV, Waterbury, Vermont

PAGE, FRANK
KWKH, Shreveport, La.

PALLMER, LEE
KPDN, Pampa, Tex.

PANNY, FRANK
WBOO, Albany, N. Y.

PARCER, DON
WBWW, Youngstown, Ohio

PARISH, GUY
WEBQ, Harrisburg, Ill.

PARKER, DUANE
KKIQ, Bozeman, Montana

PARKER, JOHNNY
WJMJ, Lansing, Mich.

PARKER, LEE
WNAO, Raleigh, N. C.

PARKS, DARYL E.
WCLM, Cincinnati, Ohio

PARR, T. FRANK
WTNJ, Trenton, N. J.

PARRY, EDDIE
WPLO, Wayville, Va.

PATTERSON, CREAN
WONS, Hartford, Conn.

PATTERSON, PAT
WFLO, Florence, Ala.

PAUL, NORMAN
KSgo, San Jose, Cal.

PAUL, RALPH
Oct. 11, 1920, Denver, Colo.; Strike It Rich, CBS; True Detective Westerns, MBS; Lights Out, NBC-TV; Stop The Music, ABC-TV; Eloise Salutes the Stars, Dumont; Second Honeycomb, WOR.

PAUL, RUEG
WJPS, Evansville, Ind.

PAUL, VINCE
KOSA, Odessa, Tex.

PAUSCH, RUSSELL N.
WCLD, Cleveland, Miss.

PAYE, DON
WCY, Malone, N. Y.

PEARSON, FORT
Curt Massey Time, CBS

PEARSON, WALTER
WEVG, Fauqua Springs, N. C.

PENDERGRAFT, CARL
KTUR, Turlock, Cal.

PENDERGRASS, WILLIAM
WNBH, New Bedford, Mass.

PENNELL, BILL
WKEU, Griffin, Ga.

PENNIX, RAY
WCAV, Norfolk, Va.

PEPPER, BILL
WMTN, Columbus, O.

PERRIN, LLOYD
KGIL, San Fernando, Cal.

PERRY, DICK
WMBQ, San Antonio, Tex.

PERRY, DICK
WBOM, Galax, Va.

PERRY, DON
WJBG, Baton Rouge, La.

PERRY, C. STEWART
WWSR, St. Albans, Vermont

PERKIN, THOMAS E.
KSSL, Watertown, N. Y.

PETERS, BOB
WFGA, White Plains, N. Y.

PETTIFOS, JAMES A.
KMUR, Murray, Utah

PETTERSON, ARNOLD
WATW, Ashland, Wis.

PETTERSON, DAN
WABD-TV

PETTERSON, DON
RGLC, Miami, Okla.

PETTERSON, WILLIAM
KATE, Albert Lea, Minn.

PETTERSON, GENE
WLAV-TV, Grand Rapids, Mich.

PETTIT, LLOYD
WMaw, Milwaukee, Wis.

PHELAM, TOM
KGVO, Missoula, Montana

PHILIPPE, GENE
KKIC, Iowa City, Iowa

PHILLIPS, W.
WBBS, Burlington, N. C.

PHILLIPS, GEORGE
WLCH, Torrington, Conn.

PICKS, LARRY
WTNT, Tallahassee, Fla.

Pierce, Bob
WVCA, Gary, Ind.

Pierce, JERRY
KGNU, Dodge City, Kans.

Pigg, CALVIN
WCLA, Bryan, Texas

PIGGOTT, JOE
WSAL, Logansport, Ind.

PIKE, DICK
WCLY, Cincinnati, Ohio

PIPPERT, PAUL
KMA, Shenandoah, Iowa

PirNIE, DUNCAN
WQXR, New York, N. Y.

PITTINGER, DICK
WFBM, WFBM-TV, Indianapolis, Ind.

PLACHTA, AL
KXLP, Butte, Mont.

PLATT, GENE
KJFJ, Westerly City, Iowa

POLAND, SAM
WCHS, Charleston, W. Va.

POLLARD, BOB
ETAR, Phoenix, Ariz.

POLLES, CHUCK
KAST, Ames, Iowa

POOLE, BOB
WMBR, Greenville, S. C.

PORTA, PAT
KFSA, Ft. Smith, Ark.

PORTER, BOB
KRHZ, Borger, Texas

PORTER, DON
KUGN, Eugene, Ore.

POEY, GEORGE
KKOC, Chico, Cal.

POETT, SANDY
KJFI, Klamath Falls, Ore.

POWELL, FRANK
KERC, Enid, Okla.

POWELL, JACK
KVEN, Ventura, Cal.

POWELL, KENNETH C.
WELM, Elmira, N. Y.

POWER, TOM
WMMMM, Manchester, N. H.

POWERS, DON
KXGN, Glendale, Montana

POWERS, JOE

POWERS, RALPH
KRNT, Des Moines, Iowa

PRATT, JIM
KINE, Kingsville, Tex.

PRENTICE, CHARLES D.
WHAI, Greenfield, Mass.

PRENTISS, JOE
WAEB, Allentown, Pa.

PRESBY, ARCH
KNBH, Hollywood, Cal.

PRESSON, JAYE
WCBS, Greenwood, S. C.
Announcers—M-C's

THACKER, JIM
WSON, Henderson, Ky.

THOMAS, AL
WAGA, Chattanooga, Tenn.

THOMAS, BILL
WGA, Cedartown, Ga.

THOMAS, BRAD
WGS, Philadelphia, Pa.

THOMAS, D. GLENN
WJEJ, Hagerstown, Md.

THOMAS, HARRY
KQRM, Albuquerque, N. M.

THOMAS, J. KENNETH
WLOE, Leavittsville, N. C.

THOMAS, JOHN
WCCL, Clarksdale, Miss.

THOMAS, LEE

THOMAS, LEE
WHLB, Virginia, Minn.

THOMAS, PETER
WMC, Memphis, Tenn.

THOMPSON, CHUCK
WFOR, Hattiesburg, Miss.

THOMPSON, ED
WHRC, Columbus, Ohio

THOMPSON, GLEN
KGFW, Learnery, Nebr.

THOMPSON, RON
WWSO, Springfield, Ohio

THOR, LARRY
WJCD, Seymour, Ind.

THORNTON, RALPH
KBST, Bismarck, Texas

THURROW, DEAN
KFLM, Minot, North Dakota

THURSTON, FRANK, JR.
KDMO, Carthage, Mo.

TIBBETTS, DONN
WTSV, Claremont, New Hampshire

TIDMORE, WILLIAM PENN
WFFA, Pottsville, Pa.

Tiffany, AL
WLS, Chicago, Ill.

TILLMAN, JOHN
WPIX, New York, N. Y.

TIVETTE, JOE
WJMA, Orange, Va.

TRUERE, BOB
WECO, Charleston, S. C.

TRUSSELL, CHARLIE
WNOW, York, Pa.

TUCKER, FRANK
WCMD, Montgomery, Ala.

TUCKER, JAY
WJRT, Sunbury, Pa.

TUCKER, JIM
WCMU, Lemoine, Pa.

TUCKER, KENNETH
KORG, Mineral Wells, Tex.

TUCKER, LINDSEY
WCAV, Norfolk, Va.

TUCKER, TOMMY
WPDQ, Jacksonville, Fla.

TULLY, LEE
WJMA, Orange, Va.

TUNIS, HAL
You're On Your Own, Dumont-WABD: Cinema 7, ABC-WJZ-TV; Richard Hayes Show, Dumont-WABD: Fun With Music, WPIX; Concert Debut, WPIX; Hal Turner Show, WMGM, WAGM-FM.

TUOHY, EDWARD D.
WBCD, Bay City, Mich.

TUPPER, HOWARD
WGY, Schenectady, N. Y.

TURNER, DEAN
KGGE, Coffeyville, Kansas

TURNER, JAMES
WQCD, Chester, S. C.

TURNER, RALPH
KMPC, Los Angeles, Cal.

TURNER, RAY
WTLA, Norfolk, Va.

TUTTLE, JOHN H.
WHED, Washington, N. C.

TYLER, NOAH
WITU, Coral Gables, Fla.

TUNIS, HAL
You're On Your Own, Dumont-WABD: Cinema 7, ABC-WJZ-TV; Richard Hayes Show, Dumont-WABD: Fun With Music, WPIX; Concert Debut, WPIX; Hal Turner Show, WMGM, WAGM-FM.

ULBRICH, RAY
WDMJ, Marquette, Mich.

UNDERWOOD, CHARLES H.
WMBS, Uniontown, Pa.

UNDERWOOD, DON
WWSI, Lake City, Fla.

URBAN, JOSEPH
WCLG, Janesville, Wis.

URBAN, JOSEPH
WVID, Newark, N. J.

USSERT, QUINTON
KTJS, Hobari, Okla.

UTTAL, WARREN
WILV, Lynchburg, Va.

VACCA, JOHN
KOSA, Odessa, Tex.

VALENTINE, DAN
WJTL, Dallas, Tex.

VALENTINE, RANCE
WEBC, Duluth, Minn.

VALENTINO, GENE
WBCO, Waterbury, Conn.

VALLE, DON
WPAS, White Plains, N. Y.

VALLEE, RUDY
WOWC, New York, N. Y.

VALIER, GEORGE
KTSW, Emporia, Kansas

VAN CARL
WJTV, Jasper, Ind.

VAN CAMP, BOB
WSB-TV, Atlanta, Ga.

VANCE, JOHN
WWEK, Milwaukee, Wis.

VANN, FRANK
WTAR-TV, Norfolk, Va.

VARE, AL
WAOV, Vincennes, Ind.

VARNUM, GEORGE
WPIT, Pittsburgh, Pa.

VASEN, WARREN
WOC, WOC-TV, Davenport, Iowa

VAUGHAN, FRED
WHCC, Wenasville, N. C.

VAUGHN, BOB
KDSH, Boise, Idaho

VICK, DICK
KGEZ, Kalsispell, Montana

VICKERS, LEE
WTOP, Washington, D. C.

VIEIRA, JOE
W0KTC, Baxston, Cal.

VILLANI, JOHN J.
WBRW, Welch, W. Va.

VINGI, RAY
WFKW, Wheeling, W. Va.

VINSON, AL
KCLI, Longview, Tex.

VINSON, JIMMY
WBML, Macon, Ga.

VIZCARRONDO, RAMON
WVJP, Caguas, P. R.

VOGEL, LEE
WKJQ, Junction City, Kan.

VOGNT, KEN
WFOX, Milwaukee, Wis.

VOIGT, WALLACE
WWOD, Lynchburg, Va.

VOORHIS, VAN
WLLB, Lebanon, Pa.

WADE, C. OSBORNE
WKNE, Keene, N. H.

WAGNER, BOB
WBNZ, Columbus, Ohio

WAGNER, BOB
KKOC, Chico, Cal.

WAGNER, BOB
KMLH, Marshall, Minn.

WAGNON, BOB
KWOE, Clinton, Okla.

WALDE, ALLAN
WTAW, College Station, Texas

WALKER, FLETCHER
WHMA, Anniston, Ala.

WALKER, JIMMY
KGMB, Honolulu, T. H.

WALKUP, JIM
WGJG, Tallahoma, Tenn.

WALLACE, ROBERT
WSNY, Schenectady, N. Y.

WALLINGTON, JIMMY
Carnation Contented Hour CBS

WALTERS, STANLEY
WAML, Laurel, Miss.

WALTON, JIM
Coffee Call
WHAS, Louisville, Ky.

WAMBLE, FRED
WVOE, Birmingham, Ala.

WARD, BAXTER
WMAL-TV, Washington, D. C.

WARD, BILL
WHOW, Clinton, Ill.

WARD, BILL
WUSN, Charleston, S. C.

WARD, JIM
WBAX, Wilkes-Barre, Pa.
WARD, WILLIAM CARROLL
WHIB, Selma, Ala.

WARE, C. JACK
KDKG, Cedar Rapids, Iowa

WARE, WALTER
KGB, San Diego, Calif.

WARE, DOUG
WCBD, Miami, Fla.

WARE, HARRY
KUTA, Salt Lake City, Utah

WARE, JIM
WEAM, Lexington, Virginia

WARE, RICK
KEX, Portland, Ore.

WATSON, BILL
Bill Watson Show

WATTERS, DAVE
WDCN, Decatur, Ill.

WAYNE, FRANK
WYCH, Chester, Pa.

WEATHERLY, BOB
WTAN, Clearwater, Fla.

WEATHERS, WILLIAM
WFGC, Young Springs, N. C.

WEAWER, ALLAN
KTP, Porterville, Calif.

WEAVER, BILL
KGBP, North Cape, North Dakota

WEAVER, BILL
KGFF, Shawnee, Okla.

WEAVER, JACKSON
WMAL, FM-TV, Washington, D. C.

WEAVER, ROBERT
WTJV, Miami, Fla.

WEIR, ROBYN
WIRL, Peoria, Ill.

WEBB, DEWEY
KTHB, Huntsville, Ala.

WEBB, HUGH
WMGY, Montgomery, Ala.

WEBB, RICK
WHO, Hattiesburg, La.

WEBSTER, RALPH
KWAD, Wadena, Minn.

WEBSTER, TED
KCH, Cedar City, Utah

WECKERLE, JOSEPH A.
WMOH, Hamilton, Ohio

WEBG, LONNIE
KGFM, Sheridan, Wyo.

WEIGEL, FRAN
WAAP, Chicago, III.

WEIL, DOUG
WEAM, Evan Claire, Wis.

WELL, BUD
KEXO, Las Vegas, Nevada

WEIST, DWIGHT
Grand Slam

WSB

WELBORN, CURTIS L.
WFRG, Greensboro, N. C.

WELCH, COOPER
KFXA, Greely, Col.

WELCH, L. JOSEPH
WSAL, Fall River, Mass.

WELLER, ROSS
WHAM TV, Rochester, N. Y.

WELLS, EARL
WHB, Kansas City, Mo.

WELLS, H. W.
WFMW, Madisonville, Ky.

WENDSCHI, CARL
WHX, Chillicothe, Ohio

WENDELL, WM
WWJ, Detroit, Mich.

WENTWORTH, WILLIAM
KEFB, Klamath Falls, Ore.

WERNER, JACK R.
KFGD, Anchorage, Alaska

WEST, DUSTY
KRMG, Tulsa, Okla.

WESTCOTT, HARRY
WEEU, Reading, Pa.

WHALEY, BUD
Whaley's Ballville

WEST, CLAUDE
WTGC, Greenville, N. C.

WHEELER, DANN
WKOQ, Sacramento, Calif.

WHEELER, ROY
WGAP, Maryville, Tenn.

WHITLOCK, E. HOWARD
WKME, Keene, New Hampshire

WHITCOMB, ROBERT J.
WGRD, Grand Rapids, Mich.

WHITE, FRED
KYNQ, Freano, Cal.

WHITE, HARRY
KWTQ, Barston, Cal.

WHITE, PAT
KTS, Shreveport, La.

WHITNEY, BOYD
KTRM, Beaumont, Texas

WHITTAKER, ROB
KSB, Cedar City, Utah

WHITNER, GERRY
WUBX, Doylestown, Pa.

WICKS, JIM
KWNQ, Winona, Minn.

WICKERC, AD
WMAR-TV, Baltimore, Md.

WILBURN, GENE
KEXQ, Grand Junction, Col.

WILcox, JOHNNY
WIP, Philadelphia, Pa.

WILDER, JOE
WKLY, Hartwell, Ga.

WILKINSON, BOYCE
KCLA, Pine Bluff, Ark.

WILL, WAYNE
KLVT, Lewielland, Tex.

WILLIAMS, ALUN
WMGA, CBS-TV ("Mama"), New York, N. Y.

WILLIAMS, BILL
WILK, Wilkes-Barre, Pa.

WILLIAMS, ROB
KRAQ, Rawlins, Wyoming

WILLIAMS, DAN
WRY-TV, Oklahoma City, Okla.

WILLIAMS, GARNET
WROY, Carmi, Ill.

WILLIAMS, HARRY
WMGM, Midland, Mich.

WILLIAMS, JIM
KTRH, Houston, Tex.

WILLIAMS, LES
WISC, Hartsville, S. C.

WILLIAMS, PETER
WAGC, Chattanooga, Tenn.

WILLIAMS, KAY
WAYX, Waycrosses, Ga.

WILLIS, ALAN
WORD, Spartanburg, S. C.

WILLIS, REX
KHON, Honolulu, T. H.

WILSON, BUD
WHAY, New Britain, Conn.

WILSON, DON
Jack Benny Program

WILSON, JOHN
WFLO, Farmville, Va.

WILSON, M. DAVIS
KOPH & KOPH-FM, Whita, Kansas

WILSON, PHIL
WGTW, Norfolk, Va.

WILSON, PHIL
WDYK, Cumberland, Md.

WOLFE, ROGER
WDSX, New Orleans, La.

WOMACK, GEORGE
KJLT, Longview, Tex.

WONDER, DICK
KYOR, Blythe, Cal.

WOOD, BILL
KODY, North Platte, Nebr.

WOOD, JIM
WJR, Detroit, Mich.

WOOD, STAN
WIRA, Ft. Pierce, Fla.

WOODS, CHARLES
Henry J. Taylor, Robert Montgomery, America's Town Meeting—Amalgamated

WOODS, DAVE
KRLA, Rawlins, Wyoming

WOODS, JIMMIE
KFST, Spartanburg, Ga.

WOODWARD, ROSS
KGEM, Boise, Idaho

WOODBURG, CORRICK
WCHQ, Greenville, S. C.

WOOD, BOB
WGAD, Gadsden, Ala.

WRIGHT, BOB
WJIM, Jackson, Mich.

WRIGHT, HOLLY
WRC, Washington, D. C.

WRIGHT, JOHN W.
WFBC, Greenville, S. C.

WRIGHT, RAY
KBU, Bemidji, Minn.

WYCOFF, BOB
WLOE, Leakesville, N. C.

WYMER, JACK
Chief Announcer

WYNN, PAUL
WGWD, Gadsden, Ala.

— Y —

YEAGER, DON
WTKM, Camden, N. C.

YOUNG, JIMMY
KNZU, Houston, Tex.

YOUNG, O. C.
WCHS, Moulfield, W. Va.

YOUNGBLOOD, HULL
WOAI-TV, San Antonio, Tex.

YOUNGBLOOD, WES
WESL, Lubbock, Tex.

YOUST, ROBERT
WBRK, Pittsfield, Mass.

YUKMAN, FRANK
WADC, Akron, Ohio

— Z —

ZANE, JOHN
KCHM, Eureka, Cal.

ZEILER, JERRY
WKTG, Thomasville, Ga.

ZIMMERMAN, PAUL
WWMV, Martinsville, Va.

ZIPPE, AL
KVOW, Littlefield, Tex.

ZURICH, SAM
WIS, Columbia, S. C.
Radio-TV Writers
Advertising Agency—Network—Free Lance

— A —

AARON, JOHN
Edward R. Murrow, News
Program
CBS

ACE, GOODMAN
The Big Show, NBC

ADAMS, TED
Star Of The Family
CBS-TV

ADELMAN, JERRY
Meet Corliss Archer
CBS

AUCHINLOSS, GORDON
Refreshment Time
CBS

— B —

BARRY, PETER
Charlie Wild, Private Detective
CBS-TV

BERNSTEIN, WALTER
Nash Airflyte Theater
CBS-TV

BIXBY, CARL
B. May 4, 1895, Worcester, Mass.; Life Can Be Beautiful, NBC

BLAZER, GEORGE
Jack Benny Show
CBS-TV

BLOCK, HAL
Vaughn Monroe Show
Ken Murray Show
CBS-TV

BURNS, GEORGE
George Burns and Gracie Allen Show
CBS-TV

BURNS, WILLIAM
George Burns and Gracie Allen Show
CBS-TV

BURTON, HELENE
Betty Crocker Program
CBS-TV

— C —

Caldwell, Sam
Garden Gate
CBS

Carrington, Elaine
Rosemary
CBS

Carroll, Carroll
Club 15
CBS

Curran, Charles
Assoc. with Seaboard Studios

— D —

Demling, Bill
Garry Moore Show
CBS-TV

Dorfman, Sid
George Burns & Gracie Allen Show
CBS-TV

CARLTON E. MORSE
WRITER - PRODUCER

"ONE MAN'S FAMILY" ... NBC and NBC-TV

"I LOVE A MYSTERY" ... MBS
DOUG, GIL  
Your Truly, Johnny Dollar  
CBS

DOUGALL, BERNARD  
Mystery File: Crossroads; Detour: Modern Romances; Hannibal Cobb  
ABC

DUDDY, LYN  
Vaughn Monroe Show  
CBS-TV

DUDLEY, PAUL  
Meet Frank Sinatra; Yours Truly, Johnny Dollar  
CBS

FRAMER, WALT  
Break the Bank, NBC; Glamour Manor, MBS, ABC; The Black Hood, MBS

FREED, FRED  
This Is New York  
The New York Story  
WCBS

FURT, JULIAN  
Young Dr. Malone: Big Sister  
CBS

GABRIELSON, FRANK  
Mama  
CBS-TV

GALANOY, TERRY  
Plainclothes Man  
WABD-Dumont

GERSHON, ALICE  
Margaret Arlen Program  
WCBS

GIBSON, DOUGLAS WOOD  
The Clock, NBC-TV; Lights Out, NBC-TV; Actors Studio, ABC-TV; Originals for Lever Bros., Dumont

GLICKMAN, WILLIAM  
Camel Caravan With Vaughn Monroe  
CBS

GOODWIN, NANCY  
ABC-TV Staff Writer; Tim Morrow Productions; The Marshal of Gunsight Pass; Tin Pan Alley-TV, 88 By The Gross, Saturday Date, Shirley and Bedelia, Soap-Box Theater, Hoffman Huddle, Chef Milani's

GRACE, VIRGINIA  
Margaret Arlen Program  
WCBS

GRAHAM, JACK  
Lucky Pup  
CBS-TV

ETTINGER, EDWARD  
What Makes You Tick, Sammy Kaye's Sunday Serenade, Modern Romances, Hannibal Cobb, Martha Lou Harp Show  
ABC

FENN, MICKEY  
Carnation Family Party  
CBS

FOSTER, ROSEMARY  
Mr. I. Magination  
CBS-TV

F - G

HELM, HARVEY  
George Burns & Gracie Allen Show  
CBS-TV

HENLEY, ARTHUR  
Broadway Open House, NBC-TV; Marry - Go - Round, ABC; Press Box, WMGM; We, The People, NBC-TV

HENNING, PAUL  
George Burns & Gracie Allen Show  
CBS-TV

HEYWARD, LOUIS M.  
Hannibal Cobb, ABC: Faye Emerson Show, ABC-TV

--- E ---

CARL BIXBY  
Life Can Be Beautiful  

Sturges Highway  
Southport, Conn.

--- F ---

JOE GRAHAM  
WRITER-DIRECTOR
Lucky Pup, CBS-TV; Garry Moore, CBS-TV; Walter Winchell Summer Show, ABC-TV; Quick as a Flash, ABC; Manhattan Maharanaj, ABC

JACOBY, LOIS
The Ford Theater CBS-TV

JOHNSON, JAY
Fred Waring Show CBS-TV

JOSEFBERG, MILT
Jack Benny Program CBS-TV

KAUFMAN, JERRY
House I Live In Series, Radio Guild Workshop: WNYC

KEATING, BARBARA
Margaret Arlen Program WCBS

KENT, PRISCILLA
Second Mrs. Burton CBS

KIMBELL, RAY
Remember This Date, NBC-TV; Palmolive Sports Newsreel, NBC; Tennessee Ernie, KFIYM; This Is Kimbell, KENO

KRICH, A. M.
Nash Airflyte Theater CBS-TV

LESLIE, LOUISE
Homemaker’s Exchange CBS-TV

LESSING, NORMAN
Nash Airflyte Theater CBS-TV

LEVYSON, LEONARD
Hollywood Star Theater, NBC; Chevrolet Tele Theater, NBC-TV; Ken Murray Show, CBS-TV; Sure As Fate, CBS-TV; We, the People, NBC-TV; The Mickey Finn Show

LEWIS, AL
Our Miss Brooks CBS

LEWIS, MILTON
This Is Nora Drake CBS

MACK, NILA
Let’s Pretend CBS

MARCUS, ELLIS
Nash Airflyte Theater CBS-TV

MARION, IRA
Hannibal Cobb, Metropolitan Opera Auditions of the Air, Milton Cross’ Opera Album, Detour ABC

McGINTY, JOHN
This Is New York The New York Story WCBS

McLEOD, VICTOR IAN
B. Aug. 2, 1906, Nampa, Idaho; Chevrolet Teletheater, NBC-TV; Broadway Open House, NBC-TV; New Year’s Revue, NBC-TV; Arthur Murray, NBC-TV

MORGAN, AL
This Is New York The New York Story WCBS

MORROW, BILL
Bing Crosby Show CBS

MORSE, CARLTON E.
I Love a Mystery, MBS; One Man’s Family, NBC

NISS, STANLEY
Gangbusters CBS

O’FLAHERTY, MAGGIE
Curt Massey Time CBS

OLDHAM, VERA
Modern Romances; Chandu, The Magician ABC

PERRIN, SAM
Jack Benny Program CBS-TV

PHILIPS, IRNA
Guiding Light; Brighter Day CBS

PICARD, JOHN
Wendy Warren and The News CBS

PROVO, FRANK
Wendy Warren and The News CBS

RICHTON, ADDY
Hilltop House CBS

ROSS, DON
B. Feb. 17, 1908, DeMoines, Iowa; Live Like A Millionaire, NBC, CBS-TV; Bride & Groom, CBS-TV; Your Pet Parade, ABC-TV; Animal Fair, KNBH; Auction-Aire, ABC-TV

SAPINSLEY, ALVIN
Nash Airflyte Theater CBS-TV

SCHEN, LILIAN
Hannibal Cobb, Quick As A Flash, Bill Watson Show. Modern Romances, Roger Dann Show ABC

SHAW, DAVID
Nash Airflyte Theater CBS-TV

SKELTON, EDNA
Red Skelton Show CBS

SKLAR, MIKE
Modern Romances, Quick As A Flash, American Sports Page, Detour ABC

STONE, LYNN
Hilltop House CBS

SYNOR, PAUL
Quick As A Flash Marry Go Round, Pick A Date, Detour. Sunday Morning Concert Hall ABC

TACKABERRY, JOHN
Jack Benny Program CBS-TV

TAGGART, TOM
Blackhawk, Modern Romances ABC

TOVROV, ORLIN
Ma Perkins CBS

TUCKER, MADGE
Ship Ahoy WCBS-TV

VENDIG, IRVING
Perry Mason CBS

WELDON, MARTIN
This Is New York The New York Story WCBS

WITTY, DON
Modern Romances, Treasury Bands, American Sports Page ABC

ZOUSMER, JESSE
Edward R. Murrow, News Program CBS
“THE GOLDEN TOUCH”

Frankie CARLE

HIS PIANO AND HIS ORCHESTRA

COLUMBIA RECORDS

Direction —

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON
 Orchestra Leaders
Musical Conductors
and Organists
RADIO AND TELEVISION
—their work during 1950

A

ACKLEY, WAYNE
KRNT, Des Moines, Iowa
ADLAM, BASIL G.
KECA, KECA-TV, Hollywood, Cal.
AGNEW, ARMIN
WHRC, Columbus, Ohio
ALEXANDER, JEFF
Hollywood Star Playhouse
CBS
ALFORD, KITTY
WTV, Rome, Ga.
ALLEN, JAMES E.
WTVS, Jackson, Tenn.
ALLEN, JAMES S.
KIDD, Minneapolis, Minn.
ANDERSON, JAMES W.
WIRK, West Palm Beach, Fla.
ANDREWS, CHESTER C.
KDKA, Pittsburgh, Pa.
ANDREWS, EDDIE
WVEC, Norfolk, Va.
ANDREWS, EUGENE
WWY, Detroit, Mich.
ANNO, MARY JEAN
WATW, Ashland, Wis.
ARMIT, THOMAS
WSW, Steubenville, Ohio
ARMAND, RAY
WQWA, Chester, Pa.
ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.
ARNOLD, FRED
WIVY, Jacksonville, Fla.
ASHLEY, BARBARA
WJPR, Greenville, Miss.
AUXER, BLAND
KFDA, Amarillo, Texas
AYRES, MITCHELL
Perry Como Show CBS-TV
AYRES, NORMAN
WCHS, Portland, Me.

B

BACKMAN, HARVEY
KXGN, Glendale, Mont.
BARKEY, W. EDWIN, JR.
WASA, Havre de Grace, Md.
BAILEY, LANSING
KRON-TV, San Francisco, Cal.
BAILEY, VIRGINIA
WKLY, Hartwell, Ga.
BAKER, BETTY
KOIL, Omaha, Neb.
BALLANTINE, EDDIE
Breakfast Club, Don McNeill's TV Club, ABC, WENR-TV
BALLOU, MONTE
KXGN, Oregon City, Ore.
BALZER, FRITZ
WRC, Washington, D. C.
BANCROFT, P. F.
KTR, Phoenix, Ariz.
BARCLAY, ALAN
WAMS, Wilmington, Del.
BARDO, LYLE
KFRC, San Francisco, Cal.
BARLOW, JERRY
KLOU, Lake Charles, La.
BARLOW, RAY
WDAD, Indianapolis, Ind.
BARR, EDWARD
WHA, Los Angeles, Calif.
BARTON, SAMMY
WRDW, Augusta, Ga.
BASS, GRAHAM
KSF, Nacogdoches, Tex.
BAUGH, GENE
WBAP, Fort Worth, Tex.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEACHWOOD, BUD
KTPF, Twin Falls, Idaho.
BEALS, RAY H.
KVG, Great Bend, Kans.
BEATTY, ROSS H.
WJLM, Elmira, N. Y.
BECKER, ALFRED
KFOY, Phoenix, Ariz.
BEERS, WM. E.
WADC, Akron, Ohio
BELLO, FRANK
WEEL, Boston, Mass.
BENEDICT, ANDY
WWRL, Woodside, N. Y.
BECOVITZ, ABE
KGW, Portland, Ore.
BERGER, CARL
WLAV, Grand Rapids, Mich.
BERGER, CONRAD, JR.
KFDM, Beaumont, Tex.
BEUKEMA, BOB
WFRG, Grand Rapids, Mich.
BILSKE, ROBERT F.

BIRDSONG, LAWRENCE
KLTI, Longview, Tex.
BIVIANA, JOE
Manhattan Maharajah, Robbins Nest, TV; Chance of a Lifetime, TV
BLACK, ALLAN
WPIT, Pittsburgh, Pen.
BLACK, DR. FRANK
Carnegie Hall (AM), ABC
BARLOW, LORY
KOSA, Odessa, Tex.
BLEYER, ARCHIE
Arthur Godfrey Time, Arthur Godfrey and His Friends, Arthur Godfrey's Talent Scouts, CBS-TV.

BLOCH, RAY
Toast of the Town, CBS-TV; Sing It Again, CBS, CBS-TV; Songs for Sale, CBS; The Show Goes On, CBS-TV; Quick as a Flash, ABC

BOISVERT, LOUIS
WBRW, Waterbury, Conn.
BOLANDER, RICHARD
WARK, Pittsfield, Mass.
BOOKSPAN, MARTIN
WRRM, Boston, Mass.
BOSWORTH, CHESTER
WEAV, Plattsburg, N. Y.
BOVERO, PHIL
Malloy & Company
KGO, KGO-TV, San Francisco, Calif.
BOYD, BARBARA
WILM, Clarkesburg, W. Va.
BOYUM, JERRY E
KROC, Rochester, Minn.
BRADLEY, HAROLD
WILD, Niagara Falls, N. Y.

BRADLEY, JESSIE
Van Camp Little Show, NBC-TV; We The People, NBC; We The People, NBC-TV
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRAZZELL, JIM
WPGN, Gaffney, S. C.
BRELAND, ED
WAML, Laurel, Miss.
BRENTON, ANN
KSEM, Moses Lake, Wash.
JOHN GART

COMPOSER • CONDUCTOR
BRESTOFF, PHIL
WXYZ, WXYZ-TV, Detroit, Mich.

BRITT, WESTON
WHIN, Gallatin, Tenn.

BROCK, RAY
WIBY, Appleton, Wis.

BROEKMAN, DAVID
Ken Murray Show
CBS-TV

BROWN, DON
KWW, Wenatchee, Wash.

BRITT, WESTON
WHIN, Gallatin, Tenn.

BROCK, RAY
WIBY, Appleton, Wis.

BROEKMAN, DAVID
Ken Murray Show
CBS-TV

BROWN, DON
KWW, Wenatchee, Wash.

BROWN, DONALD
KVEN, Ventura, Cal.

BROWN, EVELYN
KKIN, Visalia, Calif.

BROWN, JEANNE
WLDY, Ladysmith, Wis.

BROWN, MAURICE
Let's Pretend
CBS

BROWN, WALTER
WTAM, Cleveland, Ohio

BRUCE, DWIGHT J.
WTOC, Savannah, Ga.

BRYNE, JAMES
WCMF, Ashland, Ky.

BUCHAN, JAMES W.
WAD, Wadena, Minn.

BULLOCK, SHELDON
WWSC, Glens Falls, N.Y.

BURRELL, JOAN
WCDL, Carbondale, Pa.

BURRELL, JOAN
WCDL, Carbondale, Pa.

BURTON, BOB
KCNY, San Marcos, Tex.

BURWELL, TED
WCKB, Dunn, N.C.

BURROUGHS, ERNESTINE
KTRE, Lufkin, Tex.

BYRD, VIRGINIA
WISH, Indianapolis, Ind.

C——

CACERES, EMILIO
Spanish Varieties
KEYL, San Antonio, Tex.

CALABRESE, RAY
WLDB, Hazelton, Pa.

CAPPED, DWIGHT
WWSW, Pittsburgh, Pa.

CARLE, FRANKIE
NBC, CBS, ABC

CARLISLE, PAUL
WAML, Laurel, Miss.

CARN, DERWOOD
WJIM, Lansing, Mich.

CARRAHAN, RUTH
WCH, Wichita, Kans.

CARON, EILEEN
WJOL, Joliet, Ill.

Carpenter, Ethel M.
WKBB, Dubuque, Iowa

Carpenter, Jimmy
KFBQ, Colorado Springs, Colo.

Carroll, George
KSON, Arkansas City, Kan.

Carson, M.
WOAP, Owosso, Mich.

Carter, Louise W.
WFTM, Marysville, Ky.

Carter, Ray
Mr. I. Marriage
CBS-TV

Caton, Earl
WCAV, Norfolk, Va.

Cavaness, William
KSTX, Corpus Christi, Tex.

Chandler, Don
KVMV, Twin Falls, Idaho

Chase, Bruce
Bill Farrell Show

Chatterton, Frank
WSBI, Montpelier, Vt.

Cheskin, David
WGR, Buffalo, N.Y.

Childev, C. Jack
KGPP, Shawnee, Oklahoma

Christensen, Fred
WMPS, Memphis, Tenn.

Christian, Charles
KTOP, Topeka, Kans.

City, Jim
KTFS, Texarkana, Tex.

Clark, Allan
WKY, Oklahoma City, Okla.

Cleva, Fausto
Metropolitan Auditions of the Air (AM), ABC

Cleveland, Robert
WSON, Henderson, Ky.

Clyfford, Bill
KRAM, Las Vegas, Nev.

Cliffton, Charles
KERR, Los Angeles, Calif.

Clites, Minor
KRES, St. Joseph, Mo.

ARCHIE BLEYER
“You just must see the Freddy Martin Show. Treat yourself to a treat.”
HERB STEIN,
Hollywood Reporter

“A smart sponsor should grab Freddy for television. His band is a complete entertainment unit by itself.”
NICK KENNY,
N. Y. Mirror

“Tops In Town: Freddy Martin’s musical floor shows.”
DOROTHY KILGALLEN

“Freddy Martin’s ‘Band of Tomorrow’ is rated terrific.”
WALTER WINCHELL

“This is a slick commercial crew . . . band parleys slick dancapsulation with a flexible organization and a broad repertory.”
HERM, Variety

“We didn’t believe it until we saw it. . . . Can’t remember ever seeing a band perform production numbers so well. Television oughta grab this gang in a hurry.”
SID WHITE,
Radio Daily

FREDY MARTIN
“BAND OF TOMORROW” 51.9 TELE-QUE
26 WEEKS IN SAN FRANCISCO AND LOS ANGELES

a noteworthy show. Locally the

best yet.”

DWIGHT NEWTON,
San Francisco Examiner

“ABA DABA HONEYMOON” RCA VICTOR RECORDS
“BEAUTIFUL MADNESS” "NEVER BEEN KISSED"

"JO-ANN"
<table>
<thead>
<tr>
<th>Orchestra Leaders-Conductors-Organists—Radio-TV</th>
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<tbody>
<tr>
<td>Dussault, Stuart A.</td>
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<tr>
<td>Dziak, John</td>
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<td>Edele, Ilva</td>
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<td>Edges, Clarence</td>
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<td>Edwards, Llew</td>
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<td>Ego, Grace Campbell</td>
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<td>Eicher, Jim</td>
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<td>Eilend, Ted</td>
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<td>Elkins, Owen</td>
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<td>Ellis, Hap</td>
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<td>Emmer, Byron</td>
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<td>Erede, Alberto</td>
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<td>Etters, Clarence</td>
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<td>Evans, William</td>
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<td>Exum, Loreta</td>
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<td>Faulk, Tom</td>
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<td>Farber, Burt</td>
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<td>Fazin, Mildred</td>
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<td>Fedeccia, Lawrence</td>
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<td>Feinberg, Richard</td>
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<td>Ferro, Sammy</td>
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<td>Fessler, Jean</td>
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<td>Fields, Eric</td>
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<td>Fitzgerald, Robert</td>
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<td>Flath, P. Hans</td>
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<td>Fleischer, Walter</td>
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<td>Fleischman, Margaret</td>
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<td>Ford, Chuck</td>
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<td>Fox, Bill</td>
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<td>Franklin, Jean</td>
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<td>Fraul, Claude</td>
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<td>Frazier, Hal</td>
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<td>Freeman, Tony</td>
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<td>Friend, George</td>
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<td>Fry, Betty</td>
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<td>Frydenlund, Mera Ballis</td>
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<tr>
<td>Fry, J. Allen</td>
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<td>Funnell, Bob</td>
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</tbody>
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**WAYNE KING**

"The Waltz King"

"The Wayne King Show"

NBC Television
ESSIE BRADLEY
MUSICAL DIRECTOR
OF
The OSCAR BRADLEY Orchestra
"WE THE PEOPLE"—AM-TV-NBC
"VAN CAMPS-LITTLE SHOW"—TV-NBC

JESSIE BRADLEY

LYN MURRAY
Composing and Conducting

Hallmark Playhouse
CBS
Thursday 9:30 EST
6:30 PST

For United Artists Release:
Sam Spiegel's
"THE PROWLER"

Exclusively on Coral Records
Management
Wm. Morris

ROSALIO COMPLETE
SAM SPIEGEL'S "THE PROWLER"

ROSA RIO
SChuyler 4-5700
Big Town, NBC; Stage Door, CBS-TV.

GAY, DOROTHY
WCHS, Charleston, W. Va.

GEER, SANDY
WALT, Tampa, Fla.

GEIL, JOHN
WCVS, Springfield, Ill.

GEYER, WILLIAM
WPDE, Flint, Mich.

GERDORF, H. W.
KRLD, Dallas, Tex.

GERDORF, RIP
KRLD-TV, Dallas, Tex.

GILBERT, JACK
WTOM, Blooming ton, Ind.

GILRONAN, ANN
KVAN, Vancouver, Ind.

GINN, EDITH
WSUN, St. Petersburg, Fla.

GÎTZ, JEAN
KRDO, Colorado Springs, Col.

GLUSKIN, LUD
Alan Young Show, CBS-TV; George Burns and Gracie Allen Show, CBS-TV; also KNX

GOLDENBERG, LOUIS
WCOP, Boston, Mass.

GOLDEN, CLIFF
WAQY, Vincennes, Ind.

GOSSETT, NELLE
WPXO, Jacksonville, Fla.

GOTCH, ROBERT
KXOK, St. Louis, Mo.

GOVIN, VI
WPGJ, Green Bay, Wis.

GOW, ART
KLZ, Denver, Colo.

GRAD, HENRY G.
WGIV, Charlotte, N. C.

GRADY, DON
WIEB, Portsmouth, N. H.

GRAHAM, ANN
WRAI, Macomb, Ill.

GRAHAM, JAMES E.
WWGS, Tifton, Ga.

GRASSO, FRANK
WFLA, Tampa, Fla.

GRAVES, HAROLD E.
WENE, Binghamton-Endicott, N. Y.

GRAY, JERRY
Club 15

GREEN, JOE
KERT, Davenport, Iowa

GREEN, BERNARD
Fat Man, Paul Whiteman Presents (AM), Holiday Hotel, Pulitzer Prize Playhouse, Wonderful Guy (TV)

GREEN, DAVID
KXLL, Missoula, Mont.

GRIFF, HERBERT
WBRC-TV, Birmingham, Ala.

GRIFF, SID
WCBC, Anderson, Ind.

GROGAN, HAROLD
WIL, St. Louis, Mo.

GROSS, ALBERT
WMH, Dearborn-Detroit, Mich.

GROVE, BARBARA
WWAM, Altoona, Pa.

GROW, LOU DEAN
KXL, Oak land, Cal.

GUERIN, LENA
WSRS, Cleveland, Ohio

HACKETT, RAYMOND
KCBS, San Francisco, Cal.

HAINES, FRANK, JR.
WPAK, Parkersburg, W. Va.

HESSLER, ROY
WDUZ, Green Bay, Wis.

HESTWOOD, ARTHUR
Laubon Musicale

HENDLE, TED
KTV, Tulsa, Okla.

HAIRSTON, CATHERINE
WMR-WRCM (FM), New Orleans, La.

HALLOCK, TED
KPOJ, Portland, Ore.

HAMMETT, GENE
Vaughn Monroe Show

HANES, MARLIN
KEPO, El Paso, Tex.

HARDMAN, GLEN
KTLU, Tulsa, Okla.

HARPER, MARY L.
WHK, Akron, Ohio

HANNA, BOYCE
WLGC, Gastonia, N. C.

HANSEN, EARLE BARR
WIOM, Miami, Fla.

HARRILL, NELSON J.
WGWB, Asheboro, N. C.

HARRIS, JAKE
KCBS, Bismark-Mandan, N. D.

HARRIS, THOMAS W.
WHUB, Cookeville, Tenn.

HARRISON, WILLIAM
KFBK, Sacramento, Calif.

HARRISON, JACK
WGIO, Grand Rapids, Mich.
HARRISON, JOHN G.
WFXJ, Royal Oak, Mich.
HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WGGA, Gainesville, Ga.
HARVEY, MARY
WGEM, Quincy, Ill.
HATHAWAY, LEN
WKOP, Binghamton, N. Y.
HATCH, WILBUR
Yours Truly, Johnny Dollar, Our Miss Brooks, CBS
HAVEMAN, TOM
KVOS, Bellingham, Wash.
HAWKINS, ROBERT
KDJB, Globe, Ariz.
HAYS, REX
WXAX, Yankton, S. D.
HEGENSEN, BOB
KSDO, Sioux Falls, S. D.
HEGENSEN, RAY
KSUN, Bisbee, Ariz.
HEMPHILL, KATE
Sparks, James A.
WHO, Philadelphia, Miss.
HENDERSON, MAX
WTAC, Flint, Mich.
HENDRICKS, KICK
KA WT, Douglas, Ariz.
HENKE, CARL
WCMB, Lemoyne, Pa.
HENLEY, HAROLD H.
WOPI, Bristol, Tenn.
HENNABERRY, ROBERT
WBEC, Pittsfield, Mass.
HENRY, JERRELL
WHIT, New Bern, N. C.
HENTON, ETHEL
WNBX, Binghamton, N. Y.
HERRING, HARRIET
WDAR, Savannah, Ga.
HERMANN, KEN
WMUW, Milwaukee, Wis.
HERRON, ELLINOR
KTLN, Denver, Col.
HERRON, JOEL
WMGM, New York, N. Y.
HERSEY, BETTY
KCBQ, San Diego, Cal.
HIGGINS, BILL
KDKN, Spencer, Iowa
HILL, J.
KLX, Twin Falls, Idaho.
HILLARD, ANN
WACB, Kittanning, Pa.
HILLMAN, ROG
KLAC, Hollywood, Calif.
HITZROTH, HESTER
WICC, Bridgeport, Conn.
HIXSON, GLEN
WJAG, Norfolk, Neb.
HOBBIE, CHARLES
KWBC, Ft. Worth, Tex.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOOSENSE, A. O.
K MED, Medford, Ore.
HOLSROOK, CLYDE
KCOG, Centerville, Iowa
HOLLEY, MARILYN
WKID, Urbana, Ill.
HOLOP, ARNOLD
Alan Dale Show WABD-TV
HOOPS, JOHN
W VNS, Coshocton, Ohio
HORSLEY, ROBERT
WMC, Memphis, Tenn.
HOUSE, ANN
W UN, Utica, N. Y.
HUBER, FRANK
W S X, Schenectady, N. Y.
HUDDELSOHN, DEE
W KCT, Bowling Green, Ky.
HUDSON, GERM N
WMNC, Morristown, N. C.
HUFFMAN, GLENDA
KECK, Odessa, Texas
HUGHES, BETTY
KSMT, Seminole, Okla.
HUGHES, JAMES L
KSKY, Dallas, Tex.
HURST, WILSON
KTHS, Hot Springs, Ark.
HYDE, WILLIAM, JR.
WLAG, Lagrange, Ga.
HYLE, ROBERT
WKVA, Lewistown, Pa.

— I —

IGO, JOE
WLIP, Kenosha, Wis.
HILLENFELD, WARREN
WISR, Butler, Pa.
HURKE, ELMER
WEMP, Milwaukee, Wis.
IMBROGULIO, JOSEPH
WPPR, Baltimore, Md.

— J —

JACKS, JORDAN
KCRG, Cedar Rapids, Iowa
JACKSON, GUSTAVE
W EBC, Duluth, Minn.

HENRY HOT-LIPS
("Chamber Music Society of Lower Basin Street")

LEVINE

Jack Miller

KATE SMITH—TV-NBC

ALDRICH FAMILY—Radio-NBC

968
JAMES, JIMMIE
Melody Showcase
WLW-T, Cincinnati, O.

JAMES, ROBERT A.
WMAN, Mansfield, Ohio

JARVIS, RONNIE
Midnight Inn
WICU, Erie, Pa.

JENKINS, EARL
WZIP, Covington, Ky.

JENKINS, ED
WPOR, Hattiesburg, Miss.

JENSEN, BYRON
KVOO, Provo, Utah

JENSEN, F. J.
KXRN, Renton, Wash.

JEROME, JERRY
WPX, New York, N. Y.

JONES, BOB
KYUM, Yuma, Ariz.

JONES, J. L.
WHOP, Hopkinsville, Ky.

JONES, R. L.
WMIE, Miami, Fla.

JONES, R. S.
KCMO, Kansas City, Mo.

JONES, GRACE
KIBC, San Antonio, Tex.

JOSLIN, GENE
KJCK, Junction City, Kans.

KALER, RANDALL
WFAS, White Plains, N. Y.

KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.

KEITH, JANE
KALB, Alexandria, La.

KELLER, EARLE
Two Pianos
WAVE, WAVE-TV, Lousiville, Ky.

KELLOGG, J. H.
WMBG, Richmond, Va.

KELLUM, SHELTON
WJNC, Jacksonville, N. C.

KELLY, JACK
WCFL, Chicago, Ill.

KELTON, LEE
WJAS, Pittsburgh, Pa.

KEHAN, ANITA
WMAR, Nashville, Tenn.

KEUR, CORNELIUS
KULA, Honolulu, T. H.

KEYSER, WARREN
WILM, Wilmington, Del.

KILEY, JOHN
WMEX, Boston, Mass.

KINCL, WALTER
WDBO, Orlando, Fla.

KINDER, ROD
WCOV, Montgomery, Ala.

KING, PEE WEE
WAVE, Louisville, Ky.; RCA-Victor Recording Star.

KING, WAYNE
The Wayne King Show, NBC-TV.

KIPEN, MAURICE
WWMJ, WTMJ-TV, Milwaukee, Wis.

KIRBY, GEORGE
WLON, Blytheville, Ark.

KIRK, RED
WMA, Lima, Ohio

KIRSTIN, GEORGE
WJRI, Lenoir, N. C.

KITCHEN, BETTY
WMON, Montgomery, W. Va.

KNAPP, CLINTON W.
KWOA, Worthington, Minn.

KNAUER, GODDEN K.
KROX, Crookston, Minn.

KNICK, WALTER
WBNS-TV, Columbus, O.

KNUTT, AL
WKRM, Columbia, Tenn.

KNUTSON, ULMAE
WDLB, Marshfield, Wis.

KREBS, ELMER
WISN, Milwaukee, Wis.

KRIEGER, EDWARD L.

KRAMER, RANDY
WASB, Covington, Ky.

LaMAR, OLSON
KBW, Breckenridge, Minn.

LAMBERT, NORMAN
WLBZ, Bangor, Me.

Earl Sheldon
Conductor — Arranger

MuZak
Associated Transcriptions

Now Directing:
Ilka Chase "Fashion Magic"
TV Show — C.B.S.
LANE, LORNA
WROK, Rockford, Ill.
LARKIN, CARL
WBBW Youngstown, O.
LAUDEMANN, PETE
WDSF, WDSU-TV, Louisville, Ky.
LA VOIE, PAUL
WJR, Detroit, Mich.
LEE, DON
WJJO, Niagara Falls, N. Y.
LEE, HARRY
WBAB Atlantic City, N. J.
LEE, HARRY
WCR, Corning, N. Y.
LEE, MEL
KTTR, Rolla, Mo.
LEE, ORA MAE
KXRA, Russellville, Ark.
LEGGE, BONNIE
WLOE, Orlando, Fla.
LEIGHTON, BERNIE
Robert Q's Matinee
CBS-TV
LEFURG, HARRISON
WLPQ, La Salle, III.
LEVERETTE, LL LA MAE
WYOP, Vidalia, Ga.
LEVY, HAL
Theater of Today
CBS
LEVY, SYLVAN
WOR, WOR-TV, New York, N. Y.
LEVINE, HENRY
Strictly from Dixie, ABC.
LEWIS, ADRIENNE
KMO, Tacoma, Wash.
LINDLEY, MERRILL
KODH, Cody, Wyo.
LINHART, FRANK
WHFC, Cicero, Ill.
LITTLE, LEON
ROSE, Oseola, Ark.
LLOYD, NORMAN
Pitching Horseshoes (Billy Rose), TV-ABC
LOCKWOOD, LEE
WHFH, Benton Harbor, Mich.
LOESCH, RITA
WLRP, New Albany, Ind.
LOMBARDO, GUY
B. June 16, 1902, Canada; Guy Lombardo Show, F. W. Ziv Syndicated; Lombardoland, USA, MBS; Lucky Strike, CBS; many guest appearances, top radio-TV guest shots.
LOREN, WILLIAM H.
WLVA, Lynchburg, Va.
LOUVISFELL, MARION PAYNE
WGOI, Lewiston, Me.
LOWERY, BARBARA
KWTX, Waco, Tex.
LUDLOW, BEN
B. Ardmore, Pa.; Ford Theater, CBS-TV; Magnavox Theater, CBS-TV; Hit The Jackpot, CBS; Mr. Feathers, MBS; Philadelphia Orchestra 'Christmas Overture'; Theauras Transcriptions
LUND, GEORGE
WIMG, Douglas, Ga.
LYMAN, PETER
KAAN, Red Wing, Minn.
LYMAN, VIRGINIA
WEOL, Lorrain-Elyria, Ohio

--- M ---
MACKEY, J. WRIGHT
WRAK, Williamson, Pa.
MADDEN, SAMMY
WFOX, Milwaukee, Wis.
MAGERA, GEORGE
WJAY, Mulfus, S. C.
MALOTTE, STANLEIGH
WAPM-TV, Birmingham, Ala.
MARTI, RUDI
KPDN, Pampa, Tex.
MARTIN, FRANK
WITZ, Jasper-Huntingburg, Ind.
MARTIN, FREDDY
B. Dec. 6, 1909, Cleveland, Ohio; Band of Tomorrow; Showtime from Hollywood, F. W. Ziv ET; many guest appearances, top radio-TV guest shots.
MARTIN, GEORGE
WTHI, Terre Haute, Ind.
MARTIN, LUCILLE
WJEL, Springfield, Ohio
MASTERS, DOROTHY
WAER, Allentown, Pa.
MASTREN, CARMEN
Star of the Family, Refreshment Time
CBS-TV
MAYO, BILLY
Early Birds Night Out
WFAA, WFAA-TV, Dallas, Tex.
McBRIDE, LESTER
KGLU, Safford, Ariz.

PAUL TAUBMAN
Organist
Pianist
Conductor
Television
RCA Victor Recording Artist

CHARLES PAUL
Conductor-Composer
"Mr. & Mrs. North"
RADIO
CBS
Martin Kane Private Eye
NBT
Mr. District Attorney
NBC
McCLURE, GENE  
Musical Moods  
WBBB, Chicago, Ill.

McCORMICK, MACK  
KXYZ, Houston, Texas

McCUNE, DON  
KFAQ, Fairbanks, Alaska

McCUTCHEON, KEN  
WIKY, Evansville, Ind.

McDONALD, LOUISE  
WRFD, Worthington, N. Y.

McFARLAND, MARIETTA  
WGBR, Goldsboro, N. C.

McGAY, WARREN  
KNEB, Scottsbluff, Neb.

McGILL, MILDRED  
WMIX, Mt. Vernon, Ill.

McKINNEY, ALENE  
KFAQ, Omaha, Neb.

McKINNON, BOB   
WRFS, Augustus, City

McLEAN, RUSTY  
WFEB, Sylacauga, Ala.

McMILLAN, CHARLES  
WPIL, Jackson, Tenn.

McNEIL, IDA A.  
KGFX, Pierre, S. D.

MEAKIN, JANET  
Hollywood Studio Party  
KTTV, Los Angeles, Calif.

MEDINA, JOSE  
KIST, Santa Barbara, Calif.

MEINERT, MARJORIE  
Musical Moods  
WOC-TV, Davenport, Ia.

MELANSON, PAUL  
WJSW, Altoona, Pa.

MELNICK, K.  
WLOA, Braddock, Pa.

MENDELSON, FRED  
WBNX, N. Y.

MERRICK, MARLON  
Jack Benny Program  
CBS-TV

MESERVY, NORMAN  
WOLF, Syracuse, N. Y.

METCHEK, WILLIAM  
WTCN, Minneapolis, Minn.

MEYERS, BILL  
KTRC, McAlester, Okla.

MILLER, ARCHIE  
WATV, Newark, N. J.

MILLER, CLIFF  
KBUC, Corona, Cal.

MILLER, EUGENE  
KELA, Centralia-Chehalis, Wash.

MILLER, FRIEDA  
WFOD, Toledo, Ohio

MILLER, HARRISON  
KIT, Yakima, Wash.

MILLER, J.  
KWHK, Hutchinson, Kans.

MURRAY, J. BRUCE  
KWHK, Hutchinson, Kan.

MURRAY, JOHNNY  
KLIF, Dallas, Tex.

MILLS, FELIX  
Meet Corliss Archer  
CBS

MILLS, JACK  
KSB, Creston, Iowa

MILLSOP, JOSEPH  
WCPA, Clearfield, Pa.

MITCHELL, BOB  
KFJ, Los Angeles, Calif.

MONTGOMERY, ROBERT  
WEAU, Eau Claire, Wis.

MOONEY, FRANCIS  
WEGO, Concord, N. C.

MOORE, A. RAYMOND  
WHUM, Reading, Pa.

MOORE, JACK  
KAKC, Tulsa, Okla.

MOREAU, AL  
WDHL, Bradenton, Fla.

MORGAN, WAYNE  
WMFR, High Point, N. C.

MORRIS, FRANK  
WJAX, Jacksonville, Fla.

MOSKOW, PAUL  
KFEQ, St. Joseph, Mo.

MOXLEY, WILL  
WWPA, Williamsport, Pa.

MUNN, MILT  
Stump The Expert  
WICU, Erie, Pa.

MURRAY, J. BRUCE  
KWHK, Hutchinson, Kan.

MURRAY, JOHNNY  
KLIF, Dallas, Tex.

MURRAY, LYNN  
Ford Theater, Hallmark Playhouse, CBS

NASH, BARNES  
WHIS, Bluefield, W. Va.

FRANK DeVOL  
CONDUCTOR - ARRANGER - COMEDIAN  
3rd YEAR  
ON THE PROCTER & GAMBLE  
TIDE SHOW  
CAPITOL RECORDINGS  
KTLA (Band Stand Review)  
for  
ACME BEER

Agency  
MCA

Publicist  
BOB WEISS

BEN LUDLOW  
MUSIC
Mr. Tennessee Waltz

PEE WEE KING
RCA-Victor Recording Star
Nation's No. 1 Western Band Leader
Composer of 1950 Hit Songs:
"Bonaparte's Retreat"
"Tennessee Waltz"
Vocals by Redd Stewart
Mgr.—J. L. FRANK—Louisville, Ky.—WAVE

CHARLES SANFORD
Musical Director
"Your Show of Shows"
"Bob Hope's TV Shows"
130 West 56th Street, N. Y. — Plaza 7-6536

NORMAN, RALPH
Casebook of Gregory Hood, Rogers Gallery, Paul Whiteman Presents, Crossroads (AM.), Pulitzer Prize Playhouse (TV), ABC

NORRIS, JULIA
WNNX, Evanson, Ill.

NORTH, ALEX
Pitching Horseshoes (Billy Rose), TV-ABC

O'BRIEN, LEE (MRS.)
KIUP, Durango, Col.

O'HARA, JANE
WQAN, Scranton, Pa.

OLSON, HERBERT
KXIC, Iowa City, Iowa

OLSON, WALLACE
WCCO, Minneapolis, Minn.

O'NEILL, JOE
KVJO, Tulsa, Okla.

OPPEL, JERRY
KOGT, Orange, Tex.

OSBORN, HARRIS
WMBD, Peoria, Ill.

OSSER, ABEL (GLENN)
Paul Whiteman Presents, Saturday Strings — AM, Paul Whiteman, Goodyear Pulitzer Prize Playhouse, Blind Date, TV-ABC

OVERSTREET, MAVIS
WSLS, Roanoke, Va.

OWEN, HARRIS
KLRA, Little Rock, Ark.

PADGETT, MATTIE I.
WIRC, Hickory, N. C.

PAGE, DOROTHY E.
WPAY, Portsmouth, Ohio

PAINTER, GEORGE
Twilight Time
WNHC-TV, New Haven, Conn.

PACUETTE, ARTHUR
WFCI, Providence, R. I.

PARK, DAVE
WLAP, Lexington, Ky.

PATRICK, PAT
KISD, Sioux Falls, S. D.

PAUL, CHARLES
B. New York, N. Y.; Mr. & Mrs. North, CBS; Martin Kane, Private Eye, WNBT; Mr. District Attorney, NBC

PAUL, BRUCE
WLEE, Richmond, Va.

PAUL, CLARENCE
WSAV, Savannah, Ga.

PEEPLES, TRUDY
WWOL, Buffalo, N. Y.

PENTZ, GORDON
WAVZ, New Haven, Conn.

PERKINS, JIMMIE
WEBB, Chicago, Ill.

PFEEGER, GEORGE C.
WJTN, Jamestown, N. Y.

PHILLIPS, GEORGE
WYSY, Crewe, Va.

PHILLIPS, GREG
WJOL, Joliet, Ill.

PEE WEE KING
RCA-Victor Recording Star
Nation's No. 1 Western Band Leader
Composer of 1950 Hit Songs:
"Bonaparte's Retreat"
"Tennessee Waltz"
Vocals by Redd Stewart
Mgr.—J. L. FRANK—Louisville, Ky.—WAVE

"Mr. Tennessee Waltz"
PICAZO, RACHEL
WMTO, Van Cleve, Ky.
PICHÉ, MAURICE
KYSM, Mankato, Minn.
PICKENS, CHARLES
WHBC, Canton, Ohio
PILDEER, HENRY
WGAR, Cleveland, Ohio
POINDEXTER, ELLA L.
WHLP, South Boston, Va.
POND, BURKE
WWDC, Washington, D. C.
PORTER, BOB
KHUZ, Borger, Tex.
POTT, WILLARD
WHK, Cleveland, Ohio
POTTER, CLIFFORD
WOMI, Owensboro, Ky.
PRESS, JACQUES
Nash Airflyte Theatre
CBS-TV
PRESTON, LEW
KWOE, Clinton, Okla.
PRICE, SAM
KUBC, Montrose, Col.
PRYER, CHARLENE
KENT, Shreveport, La.
PUTER, JACK
KFXJ, Grand Junction, Col.

— R —

RAFFERTY, CARL
KJSK, Columbus, Neb.
RAMIREZ, JOSÉ RAUL
WIAC, San Juan, P. R.

RANDALL, GORDIE
TV Showcase
WRGB, Schenectady, N. Y.

RANDALL, HELEN
WTVJ, East Point, Ga.

RAUDENBUSH, GEORGE
WHGB, Harrisburg, Pa.

RAUSCH, ESTHER
WMT, Cedar Rapids, Iowa

RECORE, ARVIE
Dollar Derby
WLW-D, Dayton, O.

RECTOR, BOB
KSTL, St. Louis, Missouri

REED, JAMES
WAPX, Montgomery, Ala.

REEDER, DUANE
KWSO, Worthington, Minn.

RESLEY, WILMETTA
WGBR, Bay City, Mich.

REYNOLDS, CLARENCE
KOMA, Oklahoma City, Okla.

REYNOLDS, RALPH
WRKZ, Alton, Ill.

RICE, NORMA
WEBQ, Harrisburg, Ill.

RICHARDS, ERNIE
WMMT, McMinnville, Tenn.

RICHARDS, HORACE
WPAM, Pottsville, Pa.

RICHARDS, RONALD W.
WFMJ, Youngstown, Ohio

RICHARDSON, EDNA E.
WTMA, Charleston, S. C.

RICHARDSON, MARY HESTER
WELM, Macon, Ga.

RICHEY, DONN V.
WHBF, Rock Island, Ill.

RICKEY, AL
Mr. Keen—8th Year; Kiddieland Records; Decca Records.

ROBB, BILL
KEYL, San Antonio, Tex.

ROBERTS, DON
WKNE, Keene, N. H.

ROBERTS, FRAN
WIRY, Plattsburg, N. Y.

ROBINSON, JAMES
KSBW, Salinas, Cal.

RODDIGER, HENRY
WWCA, Gary, Ind.

ROGERS, MONICA
KTRC, Santa Fe, N. M.

ROEDER, DOROTHY
WJPS, Evanville, Ind.

ROGERS, DAVID
WHSC, Hartville, S. C.

ROGERS, EDDY
KOA, Denver, Col.

AL RICKEY
CONDUCTOR - COMPOSER

Currently

MR. KEEN—8th Year
KIDDE LAND RECORDS
DECCA RECORDS

Formerly Musical Director
for
HAMMERSTEIN MUSIC HALL
MANHATTAN MERRY-GO-ROUND — WALTZ TIME

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JOHN J. O'CONNOR
1697 Broadway, N. Y. C.
Cl. 5-4920
TAUBMAN, PAUL
B. Winnipege, Manitoba, Canada. Rosemary, CBS; Perry Mason, CBS; True Detective Mysteries, MBS; Benji, Moore Point Show, MBS; Penthouse Serenade, NBC; Owner of Penthouse Club, 30 Central Pk. So., N. Y. C.

TEMPELTON, JOE
KWHN, Ft. Smith, Ark.

THEILLAN, ANN
KELD, El Dorado, Ark.

THOMAS, RAY
WHAN, Charleston, S. C.

THOMPSON, ELAINE
KTRF, Chief River Falls, Minn.

THOMPSON, JINX
Piano Patter Waamboree WAAAM-TV, Baltimore. Md.

THOMPSON, NOEL (BUD)
KFYO, Lubbock, Tex.

THURSDON, DEAN
KLO, Ordin, Utah

THURROW, DEAN
KCLP, Minot, N. D.

TIEFHAULT, LEIGHTON
Music For You WHEN, Syracuse, N. Y.

TIMMS, CHARLES
WSIV, Pekin, Ill.

TINGLEY, IRVING
WBEL, Beloit, Wis.

TODD, LOIS
KFRU, Columbia, Mo.

TOMPKINS, LULA F.
KCLE, Cleburne, Tex.

TOPINKA, BOB
WJMC, Rice Lake, Wis.

TOWNE, GORDON
WORZ, Orlando, Fla.

TRENDLER, ROBERT
WGN-TV, Chicago, Ill.

TRIBLEY, MARION
WGET, Greenville, N. C.

TRONER, ROBERT
WKBS, Oyster Bay, N. Y.

TROTTER, JOHN SCOTT
Bing Crosby Show, CBS

TSCHUMY, GEORGE
KTKR, Taft, Calif.

TUCKER, SUE
WRBY, Richmond, Ind.

TUOTI, FRANK
WPAT, Paterson, N. J.

TUTTLE, LEE
WILS, Lansing, Mich.

VAN DRIEL, ROBERT
KGGM, Albuquerque, N. M.

VAN VELEZ, DON KEITH
KUJ, Walla Walla, Wash.

VENTRELLA, LOUIS
KIDD, Boise, Idaho.

VERNON, MAC
KVER, Albuquerque, N. M.

VIDACOVICH, IRVING
WWL, New Orleans, La.

VOLGER, THELMA
KWPC, Muscatine, Iowa

W —

WALKER, EDWARD C.
WDAE, Tampa, Fla.

WALKER, FRANKYE
WFOY, St. Augustine, Fla.

WARD, WM, CARROLL
WHBH, Selma, Ala.

WARING, FRED
Fred Waring Show, CBS-TV

WARMOTI, EDWARD
KELS, Kelso, Wash.

WARREN, JAY
KFXD, Wichita Falls, Texas

WARREN, WILLIAM
KRTK, Tucson, Ariz.

WASHBURNE, COUNTRY
Curt Massey Time, CBS

WATKINS, RICHARD L., JR.
RSIM, Sikeston, Mo.

WAYNE, ROGER
WHLI, Hempstead, N. Y.

WEAR, JAMES V.
KPRS, Olathe, Kan.

WEATHERS, WILLIAM
WFGV, Fquay Springs, N. C

WEBER, HENRY
WGN, Chicago, Ill.

WEED HAROLD (BUDDY)
Trios, Jimmie Blaine Show, Mary Go Round—AM; Pent- house Party, Couple of Joes—TV, ABC

WEILADT, ALLO
WFBG, Altoona, Pa.

WELLS, MORTON
WOW-TV, Omaha, Neb.

WENDLANDT, ELAINE
KVOR, Colorado Springs, Col.

WERNER, BARBARA
WRFW, Eau Claire, Wis.

WESLEY, OSGOOD
WLS, Chicago, Ill.

WEST, ALVY
Celebrity Time, CBS-TV

WESTCOTT, HARRY
WEED, Reading, Penn.

WHEELER, NANCY
WPDX, Clarksburg, W. Va.

WHITE, BEVERLY
WISC, Madison, Wis.

WHITE, ELIZABETH MARY
WTOB, Winston-Salem, N. C.

WHITE, ORSON
WRJR, Racine, Wis.

WHITE, VIRGINIA
KMA, Shenandoah, Ia.

WHITEHEAD, FRANKLIN
KPLC, Lake Charles, La.

WHITEMAN, PAUL
Paul Whiteman Presents—AM; Paul Whiteman-Good- year—TV, ABC

WHITING, LEONA B.
WBVP, Beaver Falls, Pa.

WILL, WAYNE
KLVV, Levelland, Tex.

WILLEY, RALPH D.
KWCR, Cedar Rapids, Iowa

WILLIAMS, GENE
WSFD, Toledo, Ohio

WILLIAMS, BAR
KKEO, Mexico, Mo.

WILLSE, WILLIAM
WDEM, Providence, R. I.

WILSON, BRUCE E.
WWPF, Palatka, Fla.

WILSON, BURTON
WSCR, Lebanon, Tenn.

WACKS, LOU
WMCA, New York, N. Y.

WADDILL, HUGH
WFFA-TV, Dallas, Tex.

WILSON, GRANT
WXEL, Cleveland, O.

WILSON, KENNETH
WBDH, Boston, Mass.

WINTERS, MELVIN
WOAI, WOAII-TV, San Antonio, Tex.

WOLLSTONECROFT, JUSTIN
WWL, Peoria, Ill.

WOODS, ZELMA DEAN
KADA, Ada, Ohio.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, BETTY
WJXN, Jackson, Miss.

WRIGHT, RAY
KBUF, Bemidji, Minn.

Y —

YANDON, DEL
KXLY, Spokane, Wash.

YATES, CHARLES
WRBF, Washington, N. C.

YAW, TED
KKL, Portland, Ore.

YEARSLEY, JULIE
KBRC, Mt. Vernon, Wash.

YOHE, CHARLES R.
WBBC, Salisbury, Md.

YOUNG, VICTOR
B. Aug. 8, 1900, Chicago, Ill.; Carnation Contented Hour, KNX-CBS; Musical Director at Paramount and other films

YOUNGBLOOD, JIM
WPAD, Paducah, Ky.

Z —

ZACHER, EUGENE
WHAM, WAMAM-TV, Rochester, N. Y.

ZEIGENBEIN, FLEDA
KFOR, Lincoln, Neb.

ZIMMERMANN, HARRY
KJJ, Los Angeles, Cal.

ZIMMERMANN, PAUL E.
WMVA, Martinsville, Va.

ZORPI, PHIL
WEAM, Arlington, Va.
CHARLES POLACHECK
NBC - TV
PRODUCER-DIRECTOR
"VOICE OF FIRESTONE"
"NBC OPERA THEATER"

DICK SCHNEIDER
NBC-TV
DIRECTOR
of
MOHAWK SHOWROOM
HENRY MORGAN SHOW

GREG GARRISON
NBC-TV
Director of
KATE SMITH SHOW
SHOW OF SHOWS

DON HILLMAN
NBC-TV
DIRECTOR
of
"REMEMBER THIS DATE"
"BROADWAY OPEN HOUSE"
Radio-TV Directors
—and their work during 1950

A

ANDERSON, BRUCE
Lilli Palmer Show
WCBS-TV

ANDREWS, CLARK
Fat Man Rogues Gallery
ABC

ANDREWS, MARTIN
My True Story, David Amity
ABC

APPELL, DON
Vaughn Monroe Show
CBS-TV

ASHLEY, IRA
Grand Central Station
CBS

AYERS, KIRBY
Grand Slam
CBS

B

BAILEY, MEL
I Love A Mystery
MBS

BANNER, BOB
Fred Waring Show
CBS-TV

BASE, LEONARD
Gangbusters
CBS

BLAKE, HOWARD
Carnation Family Party
CBS

BLEYER, ROB
Arthur Godfrey and His Friends
CBS-TV

BLOTTER, FRANK
Music With the Hormel Girls,
ABC, CBS; Arthur Godfrey
Time, CBS-TV

BRENNEN, WILLIAM
Jack Smith, Dinah Shore, Mar-
garet Whiting Show
CBS

BROWN, WM. JAMES
Missus Goes A Shopping
WCBS

BURKE, MELVILLE
Colgate Theater, NBC-TV; Man
Against Crime, CBS-TV.

BURNETT, MURRAY
True Detective Mysteries
MBS

C

CHARLES, DICK
B. Feb. 24, 1919, Newark, N. J.;
Strictly From Dixie, The Bro-
kenshire Show, This Is My Song,
Sammy Kaye Sunday Serenade,
Thoughts in Passing, Ted Mack
Family Hour
ABC

CLARDY, LYMAN
Phil Cook Show
WCBS

CONWAY, CURT
Danger
CBS-TV

FREDERICK H.
SPEARE
DIRECTOR-OWNER

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Director of
"THE KATE SMITH HOUR"
"VAN CAMP'S LITTLE SHOW"

KINGMAN T. MOORE

NBC
TV DIRECTOR

for

Eddie Cantor       Martin & Lewis
Abbott & Costello  Spike Jones
Fred Allen          Tony Martin
Bobby Clark        Bea'rice Lillie

THE COMEDY HOUR
<table>
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<th>Name</th>
<th>Affiliation</th>
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<td>Cooke, Fielder</td>
<td>Lux Video Theater, CBS-TV</td>
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<td>Corday, Ted</td>
<td>Guiding Light, CBS</td>
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<tr>
<td>Curran, Charles</td>
<td>Assoc. with Seaboard Studios.</td>
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<tr>
<td>D'Angelo, Carlo</td>
<td>Charlie Wild, Private Detective, CBS</td>
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<td>Davis, Donald</td>
<td>The Prudential Family Playhouse, CBS-TV</td>
</tr>
<tr>
<td>Dawson, Ronald</td>
<td>B. Johannesburg, South Africa Adventures of Babe Ruth (Transcribed).</td>
</tr>
<tr>
<td>D'Angelo, Carlo</td>
<td>Charlie Wild, Private Detective, CBS</td>
</tr>
<tr>
<td>Davis, Donald</td>
<td>The Prudential Family Playhouse, CBS-TV</td>
</tr>
<tr>
<td>Dawson, Ronald</td>
<td>B. Johannesburg, South Africa Adventures of Babe Ruth (Transcribed).</td>
</tr>
<tr>
<td>Eastman, Carl</td>
<td>Perry Mason, Rosemary, CBS</td>
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<tr>
<td>Fasset, James</td>
<td>N. Y. Philharmonic Symphony, CBS</td>
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<tr>
<td>Fickett, Homer</td>
<td>Theatre Guild On The Air, NBC</td>
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<tr>
<td>Fisher, Charles</td>
<td>When A Girl Marries, NBC</td>
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<tr>
<td>Foger, Jon</td>
<td>Ship Ahoy, Tales of the Black Cat, WCBS-TV</td>
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<td>Foulton, Lou</td>
<td>Rex Allen Show, CBS</td>
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<td>Framer, Walt</td>
<td>Strike It Rich, CBS</td>
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<tr>
<td>Garrison, Greg</td>
<td>Kate Smith Show, Show of Shows, NBC-TV.</td>
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<tr>
<td>Gerston, Harold</td>
<td>Author Meets The Critics, Pinny Hoolihan, ABC-TV</td>
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<td>Gierlach, Chet</td>
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<td>Gillis, Don</td>
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<td>Goggin, Richard</td>
<td>ABC-TV</td>
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<td>Goode, Richard</td>
<td>Lux Radio Theater, CBS-TV</td>
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<td>Gorman, Walter</td>
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<td>Graham, Joseph</td>
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<td>Grayson, Mitchell</td>
<td>Big Sister, CBS</td>
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<td>Gross, Lloyd</td>
<td>We Take Your Word, CBS-TV</td>
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<tr>
<td>Hamilton, William</td>
<td>May 7, 1921, East Orange, N. J.; Ethel and Albert, ABC; Kate Smith Calls, ABC; Hannibal Cobb, ABC; We Care, ABC; Black Hawk, Mystery Files, ABC; Shoot The Moon, ABC.</td>
</tr>
<tr>
<td>Harrell, Charles</td>
<td>B. Lincoln, Neb.; Armstrong Circle Theater, NBC-TV; Famous Jury Trials, Dumont-TV; Chance of a Lifetime, ABC-AM, TV; Think Fast, ABC-TV.</td>
</tr>
</tbody>
</table>

ED LEFTWICH
Director
Radio
Producer
TV

GREY LOCKWOOD
DIRECTOR
NBC - TV
HARRISON, JEANNE K.
Boston Blockie, WOR-Mutual; Guy Lombardo Show, NBC; Yesterday’s Newsreel, WNBT; CBS-TV; Easy Aces, Dumont; World Broadcasting Co., NBC, CBS, MBS-E.T.; Hearts in Harmony, NBC; Linda’s First Love, NBC; Editor’s Daughter, NBC.

HELMER, FRANKLIN
What’s My Line? CBS-TV

HENRY, MARTIN
Betty Crocker Program CBS-TV

HILLMAN, DONALD STUART
B. April 3, 1925, New York; Broadway Open House, Remember This Date, New York Philharmonic Concerts, Lewisohn Stadium, United Nations Telecasts, Lake Success, N.Y.; Milton Berle Telethon, Around The Town NBC-TV.

HIRSCHMAN, HERBERT
Mr. I. Magination CBS-TV

HOWARD, CY
My Friend Irma, Life With Luigi, CBS

HOWARD, HENRY
Mystery Theater CBS

INGRAM, HARRY
The Shadow MBS

IRVING, CHARLES
B. July 30, 1912; This Is Nora Drake, CBS; That Wonderful Guy, ABC-TV

JACOBER, JAMES
Women Talk It Over, WOR-TV; Bob Howard Show, WOR-TV

JOHNSTONE, JACk
Hollywood Star Playhouse CBS

JONES, CLARK R.
Your Hit Parade, Voice of Firestone, Mohawk Showroom NBC-TV

KAY, ROGER
B. Dec. 9, 1920, Cairo, Egypt; Everything for Angela, The Cheater, Portrait of a Woman, Ruth Chatterton Show.

KELLY, FRED
Steve Allen Show CBS-TV

LA PLANTE, ROY
Hannibal Cobb ABC

LEFTWICH, ALEX
B. Feb. 13, 1910; Faye Emerson Show, CBS; Ilka Chase, CBS; This Is Show Business, CBS; Kyle MacDonnell Show, Dumont; The Show Goes On, CBS; Winner Take All, CBS; Fashion Magic, CBS-TV.

LEFTWICH, EDWARD
B. June 17, 1918, Memphis, Tenn.; Live Like A Millionaire, CBS-TV; Bride & Groom, CBS-TV; Animal Fare, ABC-TV; Holiday Hotel, ABC-TV; Paul White-man, ABC-TV; We The People, NBC-TV.

LEVIN, DAN
Vanity Fair CBS-TV

LEVY, RALPH
George Burns and Gracie Allen Show CBS

LEWIS, AL
Our Miss Brooks CBS

LIEBMAN, MAX
B. August 5, 1902, Vienna, Austria; Your Show of Shows, WNBT; Bob Hope Show, WNBT.

--- I ---

--- J ---

--- K ---

--- L ---

On Television:

ILKA CHASE
FAYE EMERSON
KYLE MacDONNELL
ILONA MASSEY

directed by

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Alex Leftwich

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New York, New York
PLaza 3-1862

JOE GRAHAM
WRITER-DIRECTOR
LOCKWOOD, E. GREY
B. April 18, 1917, Montclair, N. J.; The Clock, Four Star Revue, Life Begins at Eighty, The Joe DiMaggio Show
NBC

— M —

MACK, HELEN
Meet Corliss Archer
CBS

MACK, NILA
Let’s Pretend
CBS

MAGNES, BEN
Lucky Pup
CBS-TV

MARCEAU, WILLIAM
Writer-Director
Magic Cottage; Plainsclothesman, TV.

MARSHALL, WILLIAM
Modern Romances, Metropolitan Opera, Metropolitan Opera Auditions of the Air
ABC

McLEOD, KEITH
Red Skelton Show
CBS

McLEOD, VICTOR IAN
(See Producers).

— O —

MCLEOD, VICTOR IAN
(See Producers).

MOELLER, RICHARD M.
Jack Sterling Show
WCBS

MOORE, KINGMAN T.
Sept. 13, 1919, Macon, Ga.; Lights Out, NBC-TV; Your Show of Shows, NBC-TV; Ford Star Revue, NBC-TV; Frigidaire Comedy Hour, NBC-TV; Colgate Comedy Hour, NBC-TV.

— N —

NELSON, RALPH
Mama: Celebrity Time
CBS-TV

NEUMANN, ALAN
The Kate Smith Hour, NBC-TV; The Little Show, NBC-TV; Chevrolet Tele Theater, NBC-TV; Wendy Barrie Show, NBC-TV; Jimmy Savo Show, NBC-TV.

NICKELL, PAUL
Charlie Wild, Private Detective
CBS-TV

NOVAK, BOB
Bobby Benson
MBS

OLIPHANT, PAUL
Garden Gate
CBS

Owen, Forrest, JR.
Curt Massey Time
CBS

— P —

PAUL, BYRON
The Sam Levenson Show
CBS-TV

POLACHEK, CHARLES
B. Jan. 19, 1914, Milwaukee, Wis.; NBC Opera Theater (Down in the Valley, Madame Butterfly, Fledermaus, Tales of Hoffman, Carmen), NBC-TV; Masterpiece Playhouse (Six Characters in Search of an Author), NBC-TV

POST, TED
Danger
CBS-TV

PRESSMAN, DAVID
Nash Airflyte Theater
CBS-TV

— R —

REDD, BOB
Carnation Contended Hour
CBS

WILLIAM HAMILTON

ABC
Producer — Director

Radio — TV
Radio-Television Directors

REYNER, KATHERINE
Galen Drake’s Housewives Protective League
Stan Shaw
WCBS

RICH, DAVID
Arthur Godfrey’s Talent Scouts
CBS-TV

RITT, MARTIN
Somerset Maugham Theater
Starlight Theater
CBS-TV

ROCHE, JACK
Camel Caravan with Vaughn Monroe
CBS

RUBIN, JACK
Hilltop House
CBS

S—

SATENSTEIN, FRANK
Homemakers Exchange
CBS-TV

SCHAEFFER, FRANKLIN
The Ford Theater
CBS-TV

SCHNEIDER, RICHARD N.
8, March 7, 1925, Cazadero, Calif.; Easy Does It, WNB

Summer Night’s Dream, NBC-TV; Tex & Jinx, WNB; Mohawk Showroom, NBC-TV; Henry Morgan, NBC-TV

SCHNEIDER, JERRY
Robert Q.’s Matinee
CBS-TV

SCHOOLER, LEE
8, June 15, 1922, Chicago, Ill.; Let’s Talk It Over, WJJ

SCHWAB, JR., LAURENCE
Lights Out.
NBC-TV

SCHWARTZ, WILLIAM
This Is New York with Bill Leonard
The New York Story
WCB

SMITH, BEVERLY
Second Mrs. Burton
CBS

SPEAR, FREDERICK H.
Producer Career Theater-KECA; The Spears Show-Case-KGFJ—Every Sunday.

STAMMER, KNUT
Refreshment Time
CBS

T—

THURN-TAXIS, ALEX
The Stork Club
CBS

TYLER, JACK
Theater of Today
CBS

V—

VINCENT, CHICK
(See Producers)

W—

WALLACE, DON
Wendy Warren and The News
CBS

WARBURTON, CHARLES
My True Story, David Amity
ABC

WILSON, TONY
Aunt Jenny
CBS

WOLFE, ED
Ma Perkins; The Brighter Day
CBS

WOLFE, ROGER
Hits and Misses
WCBS

WRAY, JOHN
Toast of the Town; Star of the Family
CBS-TV

MELVILLE BURKE
DIRECTOR
OF
COLGATE THEATRE
NBC-TV
MAN AGAINST CRIME
CBS-TV

DICK CHARLES
Writer — Director — Composer
Paul Whiteman’s “Dance Time USO”
ABC
EL 5-6923

982
Radio-TV Producers
Network & Independent

- A -

ABBENHEIM, PETE
KPIX, San Francisco, Cal.
AIKENS, JIM
KPIX, San Francisco, Cal.
ANDERSON, BRUCE
Tales of the Black Cat
WCBS-TV
ANDERSON, RUSSELL
This Is Nora Drake
CBS
APPELL, DON
Vaughn Monroe Show
CBS-TV
AUCHINCLOSS, GORDON
Meet Frank Sinatra
CBS
AVERY, IRA
Theater of Today
CBS

- B -

BAILEY, JUDSON
Fight Follow Up, College Basketball, Wrestling and Boxing
Bouts
CBS-TV
BAKER, RUSSELL
Latest in Fashions
KGO-TV, San Francisco, Calif.
BANNER, BOB
Fred Waring Show
CBS-TV
BEASLEY, IRENE
Grand Slam
CBS
BERNS, LARRY
Our Miss Brooks
CBS
BERQUIST, EUGENE
KMTV, Omaha, Neb.
BLACK, ALBERT
December 11, 1917; Alan Dale Show, CBS-TV; Richard Hayes Show, WABD; Touchdown, WNBT; All Sports Quiz, WPIX; Hollywood Quideco, WPIX; Batter Up, WPIX.

BLAKE, HOWARD
Carnation Family Party
CBS
BOHL, DON
Two for the Show
WOC-TV, Davenport, Ia.
BORDENKIRCHER, TOM
Dollar Derby
WLW-D, Dayton, O.
BOWNE, JERRY
Live Like A Millionaire., NBC-CBS-TV; Music From Hollywood, NBC; Horace Heidt, Youth Opportunity Program, CBS
BRADY, BEN
Ken Murray Show
CBS-TV
BURKE, CAROLINE
Masterpiece Playhouse, NBC-TV; Red Feather Revue, NBC-TV; Heralds of Good Will, NBC-TV; Around the Town, NBC-TV; Vacation Wonderland, NBC-TV; Watch the World, NBC-TV.
BYRON, WARD
WJZ-TV, New York, N. Y.

WALTER HERLIHY

SYDNEY SMITH

"MARKET MELODIES"

ARTHUR B. MODELL

Producer

CHARLES HARBRUCK
MILTON ROBERTS

Associate Producers
— C —
CARNEY, JACK
Arthur Godfrey's Talent
Scouts: Arthur Godfrey And
His Friends, CBS-TV
CARRULL, CARROLL
CBS
CASIO, FRANK
WSB-TV, Atlanta, Ga.
COLLETT, JACK
Carousel
WJAW-D, Dayton, O.
CONE, JOHN
WSB-TV, Atlanta, Ga.
CONSTANT, A. H.
KRON-TV, San Francisco, Cal.
COOKE, F. W.
WHBF-TV, Rock Island, Illi-
nos
CORY, JOHN
Sincerely Yours
WHIO-TV, Dayton, O.
COTTEN, HAL
Country Store
KPMB-TV, San Diego, Cal.
CRAPER, TED
The Real McKay
WCRS-TV
CRANDALL, BRAD
WSB-TV, Atlanta, Ga.
CROCKETT, DAVE
KING-TV, Seattle, Wash.
CROSBY, JOHN
WHAM-TV, Rochester, N. Y.
CROTTO, BURKE
WJZ-TV, New York, N. Y.

— D —
DANK, MORT
Spanish Varieties
KEYL, San Antonio, Tex.
DAVIS, DONALD
The Prudential Family Play-
house
CBS-TV
DAWSON, RONALD
B. Johannesburg, South Africa
(See Artists).
DE FUK, PAUL
Let's Live
WCBS-TV
DEKES, LEO
WBN-N-TV, Columbus, O.
DEL, VALLÉ, JAIME
Yours Truly, Johnny Dollar
CBS
DEVRIES, VAN
WMAL-TV, Washington, D. C.
DIAMOND, EDWARD
WABD-TV
DIERKES, SHIELDS
WWJ-TV, Detroit, Mich.
DINEHART, ALAN
(Producer-Director)
Alan Young Show
CBS-TV
DOAN, DOROTHY
Vanity Fair
CBS-TV
DOTY, ROBERT
Hoffman Hayride
WKY-TV, Oklahoma City, Okla.
DOUGLAS, HARRY
WFBD-TV, Indianapolis, Ind.

— E —
EASTMAN, CARL
Perry Mason; Rosemary
CBS
EDWARDS, RALPH
Truth or Consequences
CBS-TV
ELLERSON, D.
KRON-TV, San Francisco, Cal.
ELLIS, ELMO
WSB-TV, Atlanta, Ga.
ELLIS, MINERVA
Young Dr. Malone
CBS
ENION, A. BERT
Music For You
WHEN, Syracuse, N. Y.

— F —
FARREN, JACK
Sidney Field's Only Human
Show, WOR; Celebrity Circle.
WOR
FERGUSSON, JAMES
The Sports Almanac
WSAZ-TV, Huntington, W. Va.
FOULTON, LOU
Rex Allen Show
CBS
Producers—Network Independent

FRAMER, WALT
Strike It Rich
CBS

FRANK, NORMAN
Star of the Family
CBS-TV

GOODSON, MARK
What's My Line?
CBS-TV

GOTTLIB, LESTER
Robert Q's Matinee
The Show Goes On
CBS-TV

GRAMMAR, BOB
WBTM-TV, Fort Worth, Tex.

GROSS, LLOYD
(Producer Director)
Perro Como Show
CBS-TV

GUIDICE, FRANCIS V.
WTDF, Washington, D. C.

GUILLON, ALAIN
WFAA-TV, Dallas, Tex.

GUTH, RAY
Square Dance Party
WOC-TV, Davenport, Ia.

H —

HAMMERSTEIN, THEODORE
Ellery Queen, Famous Jury
Trial's
WABD-TV

HANDLEY, ALAN
Easy Does It
WNBT, New York, N. Y.

HARMES, FRANK
Chuck Wagon
WCB-S-TV

HARRELL, CHARLES T.
(See Directors).

HARRIS, DAVID K.
WNBC-TV, New Haven, Conn.

HARRISON, C. F.
WHBF-TV, Rock Island, Ill.

HARRISON, JEANNE K.
(See Directors)

HARROWER, JAN
WWJ-TV, Detroit, Mich.

HART, WALTER
(The Producer Director)
The Goldbergs
CBS-TV

HARVEY AND HOWE
Homemakers Exchange
CBS-TV

HAYNES, STORRS
Ma Perkins
CBS

HELLER, FRANKLIN
The Web
CBS-TV

HELLMAN, DON
Dream Busters, Coffee and Cakes
WXYZ-TV, Detroit, Mich.

HENLEY, ARTHUR
What Makes You Tick, ABC;
Marry-Go-Round, ABC; Press
Box, WMGM.

HERP, EDWARD L.
Shoppers Special, Frazier
Thomas Show, Prize Party
WKRC-TV, Cincinnati, Ohio

HILL, CHARLES
WTOP-TV, Washington, D. C.

HILL, GEORGE
WMAL-TV, Washington, D. C.

HOLLENBECK, BILL
KGO-TV, San Francisco, Calif.

HOLOWCHAK, EUGENE
WWJ-TV, Detroit, Mich.

HORRELL, MARTIN
Grand Central Station
CBS

HUBER, ROBERT
Paul's Porch, TV Dreamhouse,
Hines' Varieties
WKRC-TV, Cincinnati, Ohio

HUMMERT, FRANK AND ANN
Romance Of Helen Trent
Our Gal Sunday
CBS

I —

IRVING, CHARLES
The Detective's Wife, CBS-TV;
That Wonderful Guy, ABC-TV

WALT FRAMER
Free Lance
Producer-Creator-Director
specializing in
AUDIENCE PARTICIPATION &
QUIZ SHOWS for RADIO/TV
Current . . .
"STRIKE IT RICH" . . . CBS
"THE OLD ARMY GAME" . . . CBS

Ready . . .
"THE BIG PAYOFF"
"OUR AMERICAN WAY"
"THE MAGIC LAMP"
"WHAT'S THE BIG IDEA?"

WALT FRAMER ASSOCIATES
501 MADISON AVENUE
NEW YORK 22, N. Y.
Plaza 5-2000

CAROLINE BURKE
NBC-TV Producer Director

985
Producers—Network Independent

Irwin, Carol  
Mama  
CBS-TV

--- J ---

Jackson, Richard  
Foster Brooks Show  
WAVE-TV, Louisville, Ky.

Johnstone, Jack  
Hollywood Star Playhouse  
CBS

Jones, Cal  

--- K ---

Karaker, Al  
Jack Smith, Dinah Shore, Margaret Whiting Show  
CBS

Kane, Paul  
WAAM-TV, Baltimore, Md.

Keene, Charles  
Lilli Palmer Show  
WCBS-TV

Keighley, William  
Lux Radio Theater

Keller, Fred  
WBEN-TV, Buffalo, N. Y.

Kirby, Amos  
WCAU-TV, Philadelphia, Pa.

Koste, Walter  
WWJ-TV, Detroit, Mich.

Kuhl, Cal  
Lux Video Theater  
CBS-TV

--- L ---

Labelle, Jack  
RPHO-TV, Phoenix, Ariz.

Lascher, M. Sidney  
WAGA-TV, Atlanta, Ga.

Lee, Jerry  
Dance Time  
WOAI-TV, San Antonio, Tex.

Leighton, Rick  
Bobby Sherwood Show  
WCBS-TV

Leonard, Bill  
This Is New York  
The New York Story  
WCBS

Lesan, David  
Guiding Light; The Brighter Day  
CBS

Levy, Ralph  
George Burns & Gracie Allen Show  
CBS-TV

Lewis, Richard  
Celebrity Time  
CBS-TV

Lewis, Marlo  
Toast Of The Town; Steve Allen Show  
CBS-TV

Lick, Don  
WICU, Erie, Pa.

Liebman, Max  
August 5, 1902, B. Vienna, Austria; Your Show of Shows, WNBC; Bob Hope Show, WNBC.

--- M ---

Lord, Philip H.  
Gangbusters  
CBS

Lugt, John  
KSL-TV, Salt Lake City, Utah

Mackenzie, Murdo  
Bing Crosby Show  
CBS

MacNamee, Doug  
Margaret Arlen Program  
WBCS

McCann, Dorothy  
Dr. Christian  
CBS

 McDermott, Tom  
Wendy Warren and The News  
CBS

McKee, Burt F., Jr.  
WAFM-TV, Birmingham, Ala.

McLaren, Ivor  
Don McLane's TV Club  
WENR-TV, Chicago, Ill.

McLeod, Victor Ian  
B. Aug. 2, 1906, Nampa, Idaho; Chevrolet Teletheater, NBC-TV; Broadway Open House, NBC-TV; New Year's Revue, NBC-TV; Arthur Murray, NBC-TV.

--- N ---

Mack, Nila  
Let's Pretend  
CBS
ART HENLEY

Creator-Producer

MARRY-GO-ROUND

(ABC)

Producer-Director

WHAT MAKES YOU TICK

(ABC)

Writer

BROADWAY OPEN HOUSE

WE THE PEOPLE

(NBC-TV)

M. C.

PRESS BOX

(Dairylea—WMGM)

Mgt.: MCA
ROSS, DON
B. Feb. 17, 1908, Des Moines, Iowa; Animal Fair, KNBH; Assc. Producer: Live Like a Millionaire, CBS-TV, NBC; Your Pet Parade, ABC-TV; Auction-Aire, ABC-TV
RUSSELL, CHARLES W.
Danger
CBS-TV

SMITH, ROBERT ROSS
Jack Berch Show, NBC; Van Camp's Little Show, NBC-TV.
STAMMER, NEWT
Refreshment Time
CBS

SWOPE, JR., HERBERT
Lights Out, NBC-TV; The Clock, NBC-TV
SWINGGOOD, ROBERT
Sooner Shindig
WKY-TV, Oklahoma City, Okla.

TATE, HAL
Who's Talking? KYW, Philadelphia; Strictly Show Business, WAIT, Chicago; The Hal Tate Show, WAIT, Chicago
TAYLOR, GLENHALL
Meet Corliss Archer
CBS
TERRY, WILLIAM R.
WAGA-TV, Atlanta, Ga.
THOMPSON, DON
Frogs' Clues
KOTV, Tulsa, Okla.
THOMPSON, TOMMY
WBAP-TV, Fort Worth, Tex.
TODMAN, BILL
What's My Line; Rate Your Mate.
CBS-TV
THAYHERN, JIM
WHAM-TV, Rochester, N. Y.

TRONEL, RICHARD
At Jackie's House
WTMJ, Miami, Fla.
TUCKER, MADGE
Ship Ahoy
WCBS-TV

V

VINCENT, CHICK
B. Aug. 29, 1912, New York; (Producer - Director); Pepper Young's Family, NBC; Kitchen Kapers, WJZ-TV; Magazine Theater, MBS; Mr. Magic, WJZ-TV; Mutual Life Health Series, ET; Pathfinder Playhouse, ET

W

WALLACH, GEORGE
Date In Manhattan
WNBT, New York, N. Y.
WARD, AL
Betty Crocker Program
CBS-TV
WAYNE, DON
The Open Door
WHIO-TV, Dayton, O.
WHITE, LAWRENCE
Charlie Wild, Private Detective
CBS-TV
WOLFE, ED
Hilltop House
CBS
WYATT, JERRE
WBAL-TV, Baltimore, Md.

JACK HURDLE
PRODUCER - DIRECTOR
RADIO — TV
Woman Commentators

HOME ECONOMISTS

of Radio Stations in the United States

Alabama

Arnold, Dorothy .............. WCOV, Montgomery
Badham, Mary .................. WBRC-TV, Birmingham
Barber, Barbara ............... WJBB, Huntsville
Brown, Camille ............... WSFA, Montgomery
Carnathan, Betty ............. WKUL, Cullman
Dennis, Mimi .................. WAFM-TV, WAPI, Birmingham
Dobei, Ber Ruby .............. WQWD, Gadsden
Drake, Florence .............. WMGY, Montgomery
Griffin, Nellie ............... WRJD, Tuscaloosa
Grund, Mrs. Lynn ............ WAUD, Auburn
Jackson, Sarah P ............. WSFC, Anniston
Kline, Rita .................. WKAX, Birmingham
Lane, Janet .................. WFUN, Huntsville
McLean, Rusty ............... WFEF, Sylacauga
Mahoney, Esther .............. WSFA, Montgomery
Miller, Virginia ............. WJMW, Athens
Mitchell, Betty .............. WABE, Mobile
Nacson, Goldseid ............ WJWD, Athens
Parrich, Helen, Latin Ladies WKLF, Clanton
Parrish, Agnes ............... WSGN, Birmingham
Rosenberg, Mary Ethel ...... WSPC, Anniston
Russell, Beulah .............. WPBC, San Francisco
Simmons, Annett ............. WJLD, Bessemer
Smollen, Lurline McRaney ... WHMA, Anniston
Tully, Earline ............... WVOX, Birmingham
Wells, Betty ................ WFUN, Huntsville

Arizona

Benito, Virginia ............ KOPO, Tucson
Bentley, Elaine .............. KTRG, Phoenix
Booth, Freda S .............. Kdma, Tucson
Bryce, Bea .................. KCKY, Coolidge
Curtis, Marg ................. KTUL, Mesa
Godfrey, Kathy ............. KPHO-TV, Phoenix
Gunn, Janet ................ KPHO-TV, Phoenix
Harrison, Mrs. Lois ......... KGKL, Safford
Herweg, Mary ................. KTTC, Tucson
Kempton, Roberta .......... KGKL, Safford
McClung, Loy ................ KYUN, Yuma
Pratt, Phyllis ............... KAWT, Douglas

Arkansas

Asbell, Maeada ............... KELD, El Dorado
Bauer, Jean ................ KWHN, Haltom Smith
Cordell, Ann ................ KELD, El Dorado
Cotton, Corrine ............. KJKJ, Forrest City
Edington, Ann ............... KOSE, Osceola
Huston, Yvonne ............. KGGS, Paragould
Ingrass, Mary ............... KGRH, Fayetteville
Pyeatte, Marianne .......... KUOA, Siloam Springs
Williams, Carolyn F ......... KARK, Little Rock

California

Adler, Grace ................. KVEC, San Luis Obispo
Alex, Susan .................. KSAN, San Francisco
Alexander, Pat ............... KROP, Brawley
Ayres, Nova ................. KRDV, Dinuba
Bacher, Jeanne .............. KGST, Fresno
Baker, Betty ................. KROW, Oakland
Baker, Evangeline .......... KGO-TV, San Francisco
Barnes, Harriet ............. KSRO, Santa Rosa
Bartow, Bertha .............. KBEC, San Francisco
Beitz, Blanche .............. KIBE, Palo Alto
Booth, Beverly .............. KYOR, Blythe
Bowen, Jenny ............... KXOC, Chico
Bruce, Frances .............. KYCV, Redding
Casey, Mary Ann ............ KIST, Santa Barbara
Derma, Alex ................ KRDV, Dinuba
Derke, Elma ................. KREO, Indian Wells
Fowles, Elizabeth .......... KFTR, Santa Barbara
Gray, Jeanne ................. KPTV, Los Angeles
Green, Edith ............... KRON-TV, San Francisco
Gurnee, Leslie .............. KMNS, San Luis Obispo
Hart, Trula ................ KBEU, San Jose
Hendrick, Peg ............... KBUT, Corona
Hirbee, Hilda ............... KTRB, Modesto
Hogan, Lee .................. KNBH, Hollywood
Holden, Ann ................. KGO, San Francisco
Holmes, Margaret .......... KUSC, Los Angeles
Houchin, Gladys ............ KFOX, Long Beach
Hoyt, Betty ................ KNBH, Hollywood
Humphreil, Mildred ......... KGUN, Visalia
Hunter, Ruby ............... KPIX, San Francisco
Jewel, Izetta ............... KCBQ, San Diego
Keller, Eloise ............... KDAT, Pt. Reyes
Kerr, Katharine .......... KFCF, Bakersfield
King, Majorie ............. KGO-TV, San Francisco
Lawson, Grace .............. KECA-TV, Hollywood
Lay, Marjorie B ............ KTIP, Porterville, Cal.
McGehee, Barbara .......... KGOC, Santa Cruz
Morse, Molly ............... KSBG, San Diego
North, Audrey .............. KWRK, Pasadena
Paige, Frances .............. KFCA, Sacramento
Price, Cleo ................. KTRB, Modesto
Potter, Penny .............. KCOM, Tulare
Rankin, Dorothy (Jon Lee) ... KNBC, San Francisco
Reed, Bettie ............... KRON, Napa
Ruane, Trudie .............. KROP, Brawley
Salentine, Carol ............ KFMB-TV, San Diego
Schram, Violet ............. KFPD, Los Angeles
Scully, Frances ............ KVEA, Los Angeles
Sharp, Marjorie .......... KIIT, San Bernardino
Stewart, Faye .............. KSFO, KPIX, San Francisco
Swazye, Wanda ............ KIIT, San Bernardino
Sweet, Irene ............... KDON, Santa Cruz
Thomas, Anne .............. KSCO, Santa Cruz
Thompson, Ruth .......... KJBS, San Francisco
Towne, Jane ................. KTDR, Santa Barbara
Truax, Ann ................. KLX, Oakland
Trumbull, Marco .......... KSFQ, San Francisco
Trumbull, Marjorie ....... KRON-TV, San Francisco
Walker, Pegge .............. KDR, Santa Barbara
Walker, Wilna .............. KWTC, Barstow
Waltz, Gwen ............... KSUE, Susanville
Weppner, Barbara ........ KSBW, Salinas
Young, Norma .............. KFRC, Los Angeles

Colorado

Coloper, Mary .............. KCOL, Ft. Collins
Donn, Phillip ............... KRAI, Craig
DeJulio, Lily .............. KXAN, Brownsville
Elkins, Mildred .......... KGHF, Pueblo
Esther, Marie .............. KSJ, Pueblo
Fuller, Mildred ........... KEXO, Grand Junction
Hammer, Murriel .......... KGMD, Grand Junction
Hammersley, Mrs. Evadna ... KOA, Denver
Kayece Ellen (Irva Steffen) KTFL, Denver
Kiefer, Shirley .......... KCOL, Colorado Springs
McGavren, Marge .......... KBOE, Boulder
McGavren, Marge .......... KBOE, Boulder
St. John, Phyllis ........... KLDR, Lamar
Snelling, Sally ........... KIUP, Durango
Thomas, Peg ............... KGJ, Grand Junction
Wathan, Lois Ann ......... KFKA, Greeley
Zorn, Melba ............... KOKO, La Junta

Connecticut

Colbert, Jean ............... WTCP, Hartford
Coleman, Dorothy .......... WM, KVO, New London
Foster, Susan .............. WKBW, New Britain
Galvin, Grace ............. WBIS, Bristol
Gibson, Claire ............ WONS, Hartford
Graham, Peg ............... WCTR, Southfield
Hayes, May Brashaw ....... WICC, Bridgeport
Hurlbut, Miriam .......... WATR, Waterbury
Kimbball, Betty .......... WHAT, New Britain

989
King, Una H. ..... WHTF, Hartford
Levin, Evelyn ..... WNNC, New Haven
Nauman, Hilda ..... WXJL, New London
O'Brien, Jean ..... WXHCTV, New Haven
Osborne, Maybelle Hinton ..... WHRY, Waterbury
Parks, Connie ..... WLIZ, Bridgeport
Patton, Betty ..... WHTS, New Britain
Poirier, Danielle ..... WELI, New Haven
Pirrington, Ann ..... WICH, Norwich
Richards, Perk ..... WNAB, Bridgeport
Singh, Harman ..... WSNY, New Haven
Van Dyck, Per (Claire Gibson) ..... WONS, Hartford

**Delaware**

Carroll, Milred. ..... WDOV, Dover
Price, Marjorie. ..... WILM, Wilmington

**District of Columbia**

Cameroon, Diane ..... WTTG, Washington
Crane, Ruth. ..... WMAL, WMAL-TV, Washington
Lee, Elmer. ..... WTOP, WTOP-TV, Washington
Markel, Hazel. ..... WTOP, WTOP-TV, Washington
Osgood, Nancy. ..... WRC, Washington

**Florida**

Andrews, Fruene. ..... WLFA, Tampa
Bailey, Nina. ..... WTAN, Clearwater
Barfield, Ona. ..... WJB8, Delano
Baker, WGBS, Marietta
Byron, Ev. ..... WALT, Tampa
Carlson, Mrs. Ann. ..... WATE, Lake Worth
Chase, Martha. ..... WMBG, Gator Beach
Christopher, Marjorie. ..... WQAM, Miami
Cynthia. ..... WDOB, Orlando
Daly, Anne. ..... WPDU, Jacksonville
Davis, Aznow. ..... WDNL, Bradenton
Dickens, Betty. ..... WFTL, Ft. Lauderdale
Domene, Ruth. ..... WLOF, Orlando
Estrella, Blanca. ..... WIOD, Miami
Lafromn. ..... WIOD, Spanish
Greenlaw, Carmen. ..... WDNL, Bradenton
Hall, Lee. ..... WLOF, Orlando
Hamilton, Bert. ..... WXTV, Tallahassee
Henderson, Sally. ..... WCOA, Pensacola
Hugh, Kay Todd. ..... WNBX, Daytona Beach
Johanne, Patricia. ..... WIRK, West Palm Beach
Kink, Joanne. ..... WSPR, Sarasota
Knox, Mary Louise. ..... MBRR, Miami
Larson, Helen. ..... WIVY, Jacksonville
McNeely, Beth. ..... WSTP, St Petersburg
Mea, Dottie. ..... WTVJ, Miami
Merritt, Sarah Ellen. ..... WTVJ, Miami
Moody, Emily. ..... WLFA, Tampa
O’Day, Billy. ..... WIOD, Miami
Oberle, Selma. ..... WSPR, Sarasota
O’Mara, Mary. ..... WPIN, St. Petersburg
Pariser, Jean. ..... WLAK, Lakeland
Pere, Jackie. ..... WVGB, Coral Gables
Reese, Parada. ..... WORL, Orlando
Roos, Marda. ..... WORL, Orlando
Silver, Marjorie. ..... WIRF, Ft. Pierce, Fla.
Smith, Ruth. ..... WHOO, Orlando
Shuman, Elyse. ..... WPLA, Plant City
Taylor, Christine. ..... WTCW, Coral Gables
Walker, Frankee. ..... WFOY, St. Augustine
Whitlow, Eleanor. ..... WFAC, Panama City
Whitney, Rebecca. ..... WTMG, Okeechobee
Withers, Alter. ..... WJHP, Jacksonville

**Georgia**

McKay, Dorothy. ..... WROM, Rome
Marshall, Sue. ..... WDCE, Americus
Martin, John. ..... WLOA, Loma
Martin, Mary Ann. ..... WRFC, Athens
Mason, Patricia. ..... WFOM, Marietta
Morris, Louis. ..... WAKA, Columbus
Olize, Mrs. ..... WRDJ, Columbus
Powell, Gladys. ..... WERD, Atlanta
Randolph, Helen. ..... WTVJ, East Point
Rehn. Tab. ..... WATL, Atlanta
Stone, Ed. ..... WSBT, Savannah
Stubb. Eileen. ..... WBBQ, Augusta
Tonies, Nadanah. ..... WWG8, Tifton
Washington, Alice. ..... WNET, Savannah
Wesley, Hannah. ..... WTTA, Savannah
Windham, Nell. ..... WTOP, Vidalia

**Idaho**

Adams, Norma. ..... KEIO, Pocatello
Earin, Barbara. ..... KVIN, Coeur d’Alene
Favoro, Virginia. ..... KRLC, Lewiston
Fletcher, Ruthe A. ..... KSEI, Pocatello
Husselirne, Carma. ..... KKLX, Twin Falls
MacBride, Doris. ..... KSEI, Pocatello
McAllister, Ruth. ..... KPRP, Moscow
Marguerite. ..... KCID, Caldwell
Puckett, Inez. ..... KKLX, Twin Falls
Siemon, Margene. ..... KSEI, Pocatello
Waugh, Barbara. ..... KBIO, Burley

**Illinois**

Alexander, Norma. ..... WEBS, Chicago
Ames, Harriet. ..... WTVX, Chicago
Banks, Paul. ..... WBKB, Chicago
Barley, Barbara. ..... WGN-TV, Chicago
Bass, Clar (Mrs.). ..... WROY, Carbondale
Best, LaVerne. ..... WTVG, Springfield
Colwell, Virginia. ..... WLDS, Jacksonville
Conners, Dorsey. ..... WNZQ, Chicago
Cook, Martha. ..... WQGA, Moline
Crane, Martha. ..... WLS, Chicago
Daisy, Joyce. ..... WTVI, Decatur
Dilley, Mary. ..... WCVC, Springfield
Dwyer, Barbara. ..... WMBD, Peoria
Gale, Virginia. ..... WGN, Chicago
Gale, Pat. ..... WTVG, Peoria
Graham, Ann. ..... WKAI, Macomb
Harper, Mary M. ..... WTVG, Chicago
Harley, Patricia. ..... WTVG, Peoria
Jeffrey, Sylvia. ..... WAKA, Kankakee
Johannes, Oega. ..... WROX, Rockford
Kearney, Sarah. ..... WEOA, East Chicago
Kerrick, Lee. ..... WSIV, Pekin
Lane, Betty. ..... WSOY, Decatur
Lawrence, Mildred. ..... WJOL, Joliet
Linday, Lou. ..... WROY, Carmi
McLoughlin, May. ..... WMBD, Peoria
Muller, Betty. ..... WLPQ, LaSalle
Palmer, Annie. ..... WHER-TV, Rock Island
Raleston, Fern. ..... WRMN, Elgin
Redmon. Tina. ..... WBKB, Chicago
Sams, Eliza. ..... WIRL, Peoria
Sexton, Margot. ..... WTVI, Quincy
Stewart, Virginia. ..... WOKZ, Alton
Zarley, Lois. ..... WJOL, Joliet

**Indiana**

Atkins, Kay. ..... WWCA, Gary
Bartlet, Marcia. ..... WWCT, Bloomington
Bleak, Ruth. ..... WTVS, Michigan
Coors, Barbara. ..... WASK, Lafayette
Cook, Constance. ..... WJPS, Evansville
"Let’s Get Together!" Group. ..... WJPS, Indianapolis
Daniels, Catherine. ..... WISH, Indianapolis
Dodd, Marie. ..... WAOV, Vincennes
Fife, Carolyn. ..... WBEA, Terre Haute
Fuller, Lenore. ..... WBAT, Marion
Geise, Joan. ..... WCNB, Connersville
Ginn, Ann. ..... WSAL, Lafayette
Heilig, Elizabeth. ..... WTVI, Wabash
Kelley, Grace. ..... WBAT, Marion
Knight, Doris. ..... WKAM, Warsaw
Lee, Janet. ..... WBEM-TV, Indianapolis

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<th>Woman Commentators—Home Economists—Radio-TV</th>
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**Iowa**
- Adams, Kay
- WMT, Cedar Rapids
- Bacon, Grace
- KSD, Creston
- Condra, Mrs. Edith
- KCGO, Centerville
- Currier, Bernice
- KMA, Shenandoah
- Hall, Mrs. Betty
- KSWI, Council Bluffs
- Johnson, Gwen
- KROS, Clinton
- Justen, Molly Mrs.
- KXIC, Iowa City
- Lindley, Dorothy
- KSIB, Creston
- Loose, Virginia
- KOKX, Dubuque
- Mawhinney, Josephine
- WTMD, Cedar Rapids
- Marshall, Helen
- KSO, Des Moines
- Marshall, Mary Louise
- WOC, Davenport
- Martin, Amanda
- WCB, Cedar Rapids
- Murphy, Doris
- KMA, Shenandoah
- Phelps, Jean Mrs.
- KCOM, Sioux City
- Rehwald, Helen
- KWPC, Muscatine
- St. Clara, Sister Mary
- WKBW, Dubuque
- Seidner, L. M.
- KXIC, Iowa City
- Sexton, Marian
- KGLO, Mason City
- Shoemaker, Adella
- KMA, Shenandoah
- Shorten, Martha
- KPH, Dubuque
- Sinns, Mary Jane
- KICD, Spencer
- Volger, Thelma
- KWPC, Muscatine
- Walter, Ann
- KASI, Ames
- Wells, Betty
- KRNT, Des Moines

**Kansas**
- Brooks, Julie
- WREN, Topeka
- Callahan, Nell
- KPBS, Olathe
- Cleveland, Ann Chaina
- KSBC, Liberal
- Crist, Rosemary
- KCSB, Liberal
- Elliott, Frances
- KGNO, Dodge City
- Erickson, Elaine
- KANS, Wichita
- Harrington, Martha
- KPH, Dubuque
- King, Mrs. J. E. KF&K, Fort Scott
- MacDonald, Marie
- KFBI, Wichita
- Page, Jeanne
- KCLO, Leavenworth
- Rondebusch, Eleanor
- Welcome Newcomers
- KJAY, Topeka
- Rath, Mrs. Janie
- KAYS, Hays
- Tindier, Katherine
- KWHK, Hutchinson

**Kentucky**
- Crutchfield, Isabelle
- WFMW, Madisonville
- Daly, Linda
- WLW, Louisville
- Dooley, Jane
- WFKY, Frankfort
- Haan, Ruth
- WMTC, Vancleave
- Hubert, Ann
- WAVY, Louisiaville
- Jackson, Audrey
- WKCT, Bowling Green
- Jones, Jane
- WPAD, Paducah
- Kelly, Marion
- WKLO, Louisville
- Larmey, Joyce
- WSMU, Paducah
- McCormick, Dorothy
- WSON, Henderson
- Marshall, Shirley
- WAVE-TV, Louisville
- Martin, Rosemary
- WNOQ, Newport
- Mauney, Ruth
- WCTY, Paducah
- Mills, Jo Anne
- WFMW, Madisonville
- Murphy, Helen
- WFMW, Madisonville
- Nanney, Dorothy
- WKTH, Mulberry
- Paxton, Alberta
- WKYB, Paducah
- Person, Violet
- WMTC, Vancleave
- Waters, Jane
- WCMC, Ashland
- Weiller, Louise
- WINW, Louisville

**Louisiana**
- Barberto, F.
- WHVL, Hammond

**Maryland**
- Brooks, Helen
- WFBK, Baltimore
- Chase, Penny
- WAAM-TV, Baltimore
- DeLano, Martha
- WBGU, Bangor

**Massachusetts**
- Baacke, Walter (Mrs.)
- Homemaker's Club
- WSPFL, Springfield
- Bailey, Mildred
- WCOB, Boston
- Barton, Betty
- WCON, Bedford
- Bradford, Ann
- WLLH, Lowell-Lawrence
- Broeg, Holaide Parker
- WEEI, Boston
- Brown, Mae
- WMAS, Springfield
- Cartwright, Cheryl
- WJUR, Lawrence
- Chase, Julie
- WTAG, Worcester
- Claire, Carol
- WROX, Framingham
- Clark, Audrey C.
- WHAL, Greenfield
- Connelly, Jeanne
- WNED, Worcester
- Dale, Dorothy
- WBET, Brockton
- Evans, Christine
- WHDH, Boston
- Flanders, Lyda
- WTAG, Worcester
- Fortesque, Priscilla
- WEEF, Boston
- Giza, Wanda M.
- WAGE, Ware
- Higginson, Rebekah
- WEEF, Boston
- Hope, Helen
- WJYH, Holyoke
- Huse, Polly
- WLAW, Lawrence
- King, Dorothea
- WSPR, Springfield
- Kessel, Eileen
- KLPL, Lawrence
- McKenney, Pearl
- WCAV, Worcester
- Matthews, Donna
- WNMY, Amherst
- Newman, Ida
- WJDA, Quincy
- Raymond, Virginia
- WAG, Providence
- Robinson, Bianche
- WOCB, Farmington
- Seymour, Freddie (Miss)
- WBET, Brockton
- Thomas, Mildred
- WHOB, Gardner
- Vincent, Pat
- WOCB, Lakeview
- Wenk, Maureen
- WTXL, Springfield
- Whitney, Florence
- WBRK, Pittsfield
- Whittaker, Isabel
- WHOB, Gardner
- Wolf, Zita
- WHOB, Gardner

**Michigan**
- Adams, Sandra
- WKBZ, Muskegon

**Maine**
- Butler, Cecilia
- WLAM, Lewiston-Auburn
- Deane, Beth
- WGUI, Bangor
- Drivas, Chris
- WIDE, Biddeford
- Faulkner, Mary Lou
- WRSO, Augusta
- Forgue, Sonia
- WLAM, Lewiston-Auburn
- Gibbs, Agnes
- WLAB, Lawrence
- Grey, Ethel
- WMWT, Portland
- Hanks, Margaret
- WAGM, Presque Isle
- Rice, Catherine
- WFAU, Augusta
- Standish, Martha
- WPOR, Portland
- Stapes, Marguerite L.
- WTLV, Waterville
- Wadman, Dorothy
- WGAN, Portland

**New Hampshire**
- Barberito, Frank
- WHVL, Hammond

**Oklahoma**
- Boyd, Daisy Lee
- WLCS, Baton Rouge
- Eubanks, Patsey
- WOEN, New Orleans
- Jewell, Mary
- WNNO, New Orleans
- Leslie, Juan
- WJMR, New Orleans
- Marshall, Mary Louise
- WQCT, Davport
- Robinson, Pat
- KANE, New Iberia
- Smith, Joyce
- WDSU, WDSU-TV, New Orleans
- Theaux, Ray E. (Mrs.)
- WJNO, New Orleans
- Tippett, Mildred
- KTBS, Shreveport
- Tomb, Helen
- KANE, New Iberia
- Vernevil, James
- WHL, Hammond
- Warner, Elizabeth
- WAVE, Westville
- Williams, Elizabeth
- KPLC, Lake Charles
- Wykoff, Jane
- KCIL, Houma

**Ohio**
- Adams, Kay
- WMT, Cedar Rapids
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- KSD, Creston
- Condra, Mrs. Edith
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- Rehwald, Helen
- KWPC, Muscatine
- St. Clara, Sister Mary
- WKBW, Dubuque
- Seidner, L. M.
- KXIC, Iowa City
- Sexton, Marian
- KGLO, Mason City
- Shoemaker, Adella
- KMA, Shenandoah
- Shorten, Martha
- KPH, Dubuque
- Sinns, Mary Jane
- KICD, Spencer
- Volger, Thelma
- KWPC, Muscatine
- Walter, Ann
- KASI, Ames
- Wells, Betty
- KRNT, Des Moines

**West Virginia**
- Adams, Kay
- WMT, Cedar Rapids
- Bacon, Grace
- KSD, Creston
- Condra, Mrs. Edith
- KCGO, Centerville
- Currier, Bernice
- KMA, Shenandoah
- Hall, Mrs. Betty
- KSWI, Council Bluffs
- Johnson, Gwen
- KROS, Clinton
- Justen, Molly Mrs.
- KXIC, Iowa City
- Lindley, Dorothy
- KSIB, Creston
- Loose, Virginia
- KOKX, Dubuque
- Mawhinney, Josephine
- WTMD, Cedar Rapids
- Marshall, Helen
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- Sinns, Mary Jane
- KICD, Spencer
- Volger, Thelma
- KWPC, Muscatine
- Walter, Ann
- KASI, Ames
- Wells, Betty
- KRNT, Des Moines
Minnesota

Anders. An... WOTC.
Anderson, Fran... WWDF.
Anderson, Mrs. Myrtle... WMPR.
Andersen, Norah... WJSS.
Andrews, Jo... WRLV.
Andrews, Mrs. Myrtle... WMPR.
Anderson, Mrs. Myrtle... WMPR.
Anderson, Mrs. Myrtle... WMPR.
Anderson, Mrs. Myrtle... WMPR.
Anderson, Nancy... WNHQ.
Anderson, Sister Mary... WGNZ.
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Bergin, Polly, WVOE, Liberty
Bolten, Dorothy, WGA, Geneva
Britt, Katharine Norton, WOR, New York
Burt, Ellen T., WIBX, Utica
Cherry, Mary, WGY, Schenectady
Craig, Nancy, Woman of Tomorrow, ABC
Deane, Josephine, WOR, New York
DeGeer, Muriel, WEOK, Poughkeepsie
Dettinger, Alma, WQXR, New York
DeLawrence, Nettie, WOR, New York
Droz, Elaine, WROW, Albany
Erickson, Catherine L., WOJC, Jamestown
Fagan, Jeanne, WXRA, Buffalo-Renmore
Frederick, Paul, ABC
Gale, Marian, WLEA, Hornell
Griffin, Betty Cushing, WIBX, Utica
Grover, Gertrude, WHCU, Ithaca
Guiderman, Elmer, WINS, New York
Halpin, Josephine, WINS, New York
Haynes, Mary, WFAA, White Plains
Hitchcock, Penny, WWSU, Glens Falls
Holland, Joan, WHEN, Syracuse
Johnson, Maggie, WABD-TV, New York
Killion, Dorothy, WGR, Buffalo
Kilsdonen, Dorothy, WOR, New York
Kraus, Betty, WIRY, Plattsburg
Lee, Beth, WPTV, Albany
Leach, Carol, WJTN, Buffalo
Lewis, Joan, WKAL, Rome
McBride, Mary Margaret, ABC
McDann, Dora & Alfred, Jr., WOR, New York
McConnell, Helen, WFCB, Dunkirk
McConnell, Jessie, WILD, Niagara Falls
May, Ruth, WDOE, Oneonta
Miller, Mildred McKeer, Mt. Lebanon
Morse, Margaret, WSNY, Schenectady
Newfield, Harriett, WKBF, Buffal
Niland, Nancy, WUSJ, Lockport
Norris, Kathi, WNIT, New York
O'Connor, Fran, WKOP, Binghamton
Parr, Betty Grey, WDKB, Bingleham
Peeples, Trudy, WWOL, Buffalo
Petrova, Madam Olga, WRBS, Oyster Bay
Reichardt, Jeannette, WPXI, New York
Robinson, Dottie B., WENN, Buffalo
SIBLEY, Binghamton-Endicott
Rogers, Ann, WJAM, Rochester
Roosevelt, Rose P., WNBC, New York
Ronald, Nell, WNET, New York
Schneider, Joan, WFAA, White Plains
Shanks, Dorothy, WEGR, Buffalo
Sherwood, Lorraine, WGR, New York
Slade, Jane M., WHEN, Syracuse
Sternberger, Estelle M., WLJB, New York
Steinberg, Elizabeth, WENN, Binghamton
Swanson, Gloria, WOR, New York
Tomlinson, Lorrell, WKIP, Poughkeepsie
Toback, David, WBCA, Corning
Welsh, Barbara, WOR, WOR-TV, New York
Winczel, Eileen M., WERT, Cortland
Work, Sally, WBEN, Buffalo

North Carolina
Blalock, Betty Jane, WTBV, Winston-Salem
Blocker, Edith, WJRI, Lenoir
Bullock, Jane, WUTR, Durham
Burchfield, Elmer H., WSCG, Landis
Carty, Leona, WSSB, Durham
Cole, Frances, WSTS, Southern Pines
Conrad, Maxine, WTCN, Thomasville
Cornwell, Mary, WHCC, Waynesville
Daly, Sunny, WLGC, Asheville
Denny, May P., WIBV, Winfield
Eason, Pauline O., WCRR, Dunn, N. C.
Edens, Naomi, WLTC, Gastonia
Eldon, Polly, WSTP, Salisbury
Gilmour, Ann, WSOC, Charlotte
Gould, Dorothy R., WJNC, Jacksonville
Hudkins, Virginia, WLGO, Leakesville
Hudson, Gernell, WNUM, Morristown
Jarman, Frances, WOR, Burlington
Johnston, Margaret, WCPS, Tarboro
McDonald, Olga, WSTS, Southern Pines
McGlomery, Betty, WEGO, Concord
Mendenhall, Ann, WSSB, Durham
Mitchell, Binda, WSGC, Statesville
Parks, Mary, WJRI, Lenoir
Pressly, Harlee, WTNS, New Bern
Ross, Hazel, WFRG, Reidsville
Smith, Margaret A., WJRC, Hickory
Washburn, Bett, WBBB, Burlington
Weathers, Donna, WFGV, Fuquay Springs
Young, Ruth, WHIT, New Bern

North Dakota
Graham, Peg., KDIX, Dickinson
Kouneovsky, Rosella, XKLPM, Minot
Stabler, Shirley, KGCU, Mandan

Ohio
Adams, Carol, WBBC, Canton
Adamsen, Hap, WERE, Cleveland
Alexander, Marvin, WAG, Akron
Beath, Lib., WBBX, Chillicothe
Bahman, Alice Mrs., WIZE, Springfield
Birbeck, Joyce, WPTF, Columbus
Bolin, Lu, WJEL, Springfield
Brown, Gloria, WBNK, WTAM, Cleveland
Brown, Jane, WWSO, Springfield
Carson, Vivian, Magic Tree Kitchen
Coon, Dorothy, WTOL, Toledo
Cooper, Madre, WMRN, Marion
DelLucia, Camillo, Neapolitan Serenade
Dinger, Ann, WCA, Ashtabula
Dunn, Jeanne, WJET, Belleira
Engle, Louella, WPBS, Middletown
Evans, Marve, WWST, Wooster
Ez & Chet., WWST, Wooster
Paxton, Dorothy, WPAY, Portampth
Frederick Lois C., WOHI, East Liverpool
Funnell, Mildred, WTAM, WNBK, Cleveland
Fusco, Helen, WRPD, Worthington
Garnor, Charlotte, WCKY, Cincinnati
Goodwin, Gretchen, WHAK, Akron
Hanson, Eleanor, WHK, Cleveland
Hausserman, Elaine, WANN, Youngstown
Henzel, Betty, WBBW, Youngstown
Horstman, Betty Ann, WING, Dayton
Houston, Jip, WHOK, Columbus
Hunter, Horace, WKRC, Columbus
Kumar, March, WWST, Wooster
Lyons, Ruth, WLW-T, Cincinnati
Magni, Nina, WJD, Cleveland
Messe, Wanda, WAND, Canton
Miller, Frieda, WFTD, Toledo
Monroe, Mary, WCGB, Cincinnati
Mullin, Esther, WQAR, Cleveland
Nichols, Sheriff Judy, WDOK, Cleveland
Patterson, Virginia, WLW-D, Dayton
Reed, Janet, WCLD, Newark
Rice, Patricia, WCLC, Lancaster
Roof, Rita, WFAN, Findlay
Sharp, Fern, WBNB, WBNB-TV, Columbus
Shea, Jeanne, WJET, Belaire
Shepard, Jennifer, WLEC, Sandusky
Soule, Mildred, WOMH, Hamilton
Stanko, Ruby, WHOK, Lancaster
Stevens, Jane, WADC, Akron
Straker, Easter, WIMA, Lima
Thomas, Anne, WKRC-TV, Cincinnati
Thomas, Gretchen, WJW, Cleveland
Torti, Paul, WFG, Middletown
Turel, Hellen, WKRC-TV, Cincinnati
van Allston, Earl, WTNS, Cohoschen
Winston, Al, WJTL, Cleveland
Wilcox, Marian, WLOG, Lima
Woods, Glady, WSPD, WSPD-TV, Toledo
Worstaff, Benger Mary, WERE, Detroit
Wulf, Mariamne, WERE, Cleveland
Zanes, Edwina, WBNB-TV, Columbus
**Woman Commentators-Home Economists—Radio-TV**

**Oklahoma**

Bannister, Joy
KFMJ, Tulsa

Barnett, Estelle
KVOO, Tulsa

Craft, Vera
KTUL, Tulsa

Douglas, Anita
KGFF, Shawnee

Fountain, Anna
KOME, Tulsa

Harvey, Nancy
KBCO, Tulsa

Hopkins, Mary Lou
KRMG, Tulsa

Hughes, Betty
KSMI, Seminole

Lewis, Dorothy
KOTV, Tulsa

McCartney, Martha
KTVS, Tulsa

McCollough, Mary
KRJS, Hobart

McIntyre, Mary Jo
KOME, Tulsa

Mahoney, Ann
KOTV, Tulsa

Moore, Eva
KTMG, McAlester

**Oregon**

Ainley, Mary Aznes
KOOS, Coos Bay

Brugman, Betty
KJYC, Medford

Crobin, Marian
KFJJ, Klamath Falls

Frederickson, Roxie
KFPO, Portland

Glen, Mary
KFJJ, Klamath Falls

Jennings, Ann
KMED, Medford

Konrad, Kay
KOOS, Coos Bay

Lauritzen, Laurie
KGON, Oregon City

Nieder, Laura
KASH, Eugene

Paige, Emeline
KEDU, Portland

Robhfs, Emelyn
KORE, Eugene

Stroh, Ramona
KODL, The Dalles

West, Kay
KEX, Portland

**Pennsylvania**

Adrian, Margaret
WLAN, Lancaster

Angel, Janet
WCMB, Lemoynne

Cramer, Alma
WARD, Johnstown

Criss, Verda
WEAE, Reading

Culkin, Ann
WSCR, Scranton

Dinger, Jane E.
WNOW, York

Durante, Mary
WFIL-TV, Philadelphia

Everhart, Helen
WHTR, Hanover

Forman, Lynn
WARM, Scranton

Foster, Eleanor R.
WHUN, Huntington

Fry, Betty
WGPA, Bethlehem

Gardner, Evelyn
KDRA, Pittsburgh

Gernert, Eleanor
WHOL, Allentown

Gibson, Jane
KQV, Pittsburgh

Goddard, Betty
KBSR, Berks

Hadley, June
WNAR, Norristown

Hanna, Edna
WLAN, Lancaster

Harper, Zella Drake
WIBG, Philadelphia

Hart, Harold
WABC, New York

Heckman, Nan
WEUE, Reading

Hertzog, Helen
WKAP, WABE, Allentown

Hill, Ann
WABC, Kittanning

Huei, Lois M.
WXSW, Altoona

Johnston, Marion
WMJS, Uniontown

Jones, Mary
WFIL, WFIL-TV, Philadelphia

Kerr, Shirley
WKST, New Castle

Kohr, June
WHIZ, Lock Haven

Kooney, Josephine
WFEG, Altoona

Kueger, Rosella
WESB, Bradford

Kurtz, Mary Ellen
WLIR, Lebanon

Lee, Anna
KYW, Philadelphia

Lee, Tami
WKPA, New Kensington

Kindham, Jeanne N
WVAM, Altoona

Lloyd, Rhoda
Chester, Pa.

Lynn, Eve
WHAT, Philadelphia

McKeen, Marilyn
WEDO, McKeesport

Melneck, Patsy
WBRD, Braddock

Mickley, Lillian
WHBG, Harrisburg

Millson, Margaret M
WQAN, Scranton

Moneth, Margaret
WCPC, Carlisle

Short, Ella
WABA, Altoona

Short, Sally
WBAX, Wilkes-Barre

Stanger, Nancy
WBAC, Sharon

Singer, Nancy
WBAX, Wilkes-Barre

Trobe, Ann Elberly
WKUT, Elberly Falls

Urich, Aletha M
WMAY, State College

Urich, Isabelle M
WMBW, Altoona

Vodery, Ethel
WJZU, Shamokin

Westbrooke, Bobby
WVPO, Stroudsburg

Yable, Hy
WICU-TV, Erie

Yorke, Joe
WPAM, Pottsville

**Rhode Island**

Climent, Cecil P.
WRJN, Newport

Gunning, Betty
WFCl, Providence

Mac Neil, Marion
WFRH, Westerly

Wallace, Carolyn
WEAN, Providence

**South Carolina**

Allen, Barbara
WCOS, Columbia

Barnum, Pearl
"Pearl Barnum Says"

Birley, Wilma W.
WABN, Waldenboro

Church, Elise
WFLA, Florence

Coggins, Marcia
WKDR, Newberry

Collins, Mrs. Kay
WIS, Columbia

Dale, Betty
WMRA, Myrtle Beach, S. C.

Dalton, Jane
WSPA, Spartanburg

Davis, Alma D.
"Jeanette Movie Reporter"

**South Dakota**

Baxter, Bee
KSOO, Sioux Falls

Holgate, Helen
KSDN, Aberdeen

Horton, Marie
WNOQ, Sioux Falls

Kempkes, David J.
KIHO, Sioux Falls

McCullum, Audrey
KWAT, Watertown

Moore, Mrs. Lois
KISD, Sioux Falls

Speese, Wyne
WAX, Yankton

Starr, Donna
WBDK, Kingstree, S. C.

Wyn, Alice
WBFC, Greenville

**Tennessee**

Bradley, Miss Juanta
WPOI, Bristol

Brock, Para Lee
WNOX, Knoxville

Brown, Olivia
WMC, Memphis

Bulu, Jack
WTIL, Durham

Conrad, Chris
WAGC, Chattanooga

Ford, Annie Lou
WHIN, Gallatin

Foster, Miss Geraldine
WPLI, Jackson

Fryberg, Alice F.
WJHL, Johnson City

Hamilton, Mrs. Martha
WJZM, Clarksville

Harleman, Helen
WHIN, Gallatin

Love, Nancy
WDEF, Chattanooga

Monroe, Willa
WDLA, Memphis

Mulhern, Mary Jo
WTJS, Jackson

Overby, Georgi
WMAT, McMinnville

Parker, Helen
WIBQ, Memphis

Prescott, Mary
WJIG, Tallahoma

**Texas**

Adkins, Denise
KMAE, McKinney

Ahlgren, Lura
KEBO, Graham

Arnold, Frances
WTAW, College Station

Barnard, Edna
KWTX, Waco

Bax, Alice
KEKO, El Paso

Bench, Aggie
KBIA, Beaumont

Bradford, Betty
KVIC, Victoria

Breech, Patricia
KVIB, Victoria

Brittain, Edith
KFBK, Lubbock

Brown, Mildred
KBST, Big Spring

Bush, Janet
KGVL, Greenville

Carter, Charlotte
KSKL, Lubbock

Carter, Joan
KEPM, Houston

Cheesher, Faye
KWED, Seguin
**Woman Commentators-Home Economists—Radio-TV**

- **Washington**
  - Brown, Beverly
  - Bushnell, Lillian
  - Buessard, Mrs. Adelaine
  - Dennis, Shirley Ray
  - Donovan, Bea
  - Earl, Jean
  - Hayes, Fern
  - Hughes, Mae
  - Jewell, Adeline
  - Johnson, Lois
  - Keller, Beverly
  - Kendall, Marjorie
  - Langyli, Mrs. Vicki
  - Lee, Dorothy
  - McClorey, Ruth
  - May, Katherine
  - Smith, Jeanne
  - Storme, Edna
  - Wilson, Kay
  - Wise, Elaine
  - Wise, Katherine
  - Yeartails, Julie

- **West Virginia**
  - Bartlett, Helen
  - Dulaney, Jean
  - Greiz, Siouxs
  - Haden, Evelyn
  - Haid, Mary
  - Hickman, Evelyn
  - Haden, Evelyn
  - Haid, Mary
  - McGeary, Ruth
  - Russos, Jane
  - Stull, Phyllis
  - Wolfe, Shirley Spradlin

- **Wisconsin**
  - Allen, Marjorie
  - Arlene
  - Castore, Betty
  - Broun, Charlotte
  - Quintal, Betty
  - Spracklin, Nora
  - Winner, Betty
  - Birks, Mary Jean
  - Clausen, Harriet
  - Mc Onia, Mrs. Del
  - Muriel
  - Spence, Betty
  - Wood, Mary

- **Wyoming**
  - Bradly, Phyllis
  - Queer, Lucille

- **Alaska**
  - Briggs, Ruch A
  - Fleming, Nancy
  - Meredith, Muriel
  - Richards, Kathy
  - Sheldron, Zelma

- **Hawaii**
  - Bradley, Phyllis

- **Porto Rico**
  - Barrios, Dirna Olivero
  - Carbajal, Silma
  - De Martinez, Blanca Luna
  - Diaz, Carmen Rosa
  - De Jesus, Evangelina

- **Utah**
  - Masters, Margaret
  - Shafer, Betty

- **Vermont**
  - Byrne, Betty
  - Casey, Alice
  - Dodd, Virginia C.
  - Dow, Marjorie
  - Nowlin, Eleanor
  - Spargo, Mary

- **Virginia**
  - Alexander, Mildred
  - Barton, Ginny
  - Brown, Jean
  - Butler, Barbara Ann
  - Fairchild, Emily
  - Furst, Mary Louise
  - Harding, Barbara
  - Joiner, Frank
  - Lamlond, Vivya
  - MacPherson, Mary Merkle
  - Munns, Aloyse
  - Penney, Nancy
  - Roberts, Lyn
  - Roberts, Lyn
  - Wilson, Sue

- **Washington**
  - WAPA, San Juan
  - WOAI, San Juan News
  - WRJN, Fairbanks
  - KPQ, Yakima
  - KAYA, Yakima
  - WWB, Walla Walla
  - KRMN, Aberdeen
  - KGMB, Honolulu
  - WMM, Montomery
  - WAP, Parkersburg
  - WAOY, Oak Hill
  - WOKY, Milwaukee

- **Wisconsin**
  - KRTL, Oshkosh
  - WCLA, Racine
  - WDLB, Marshfield
  - WMB, Wausau
  - Wood, Mary
  - WRJN, Fairbanks
  - KPQ, Yakima
  - KAYA, Yakima
  - WWB, Walla Walla
  - WMM, Montomery
  - WAP, Parkersburg
  - WAOY, Oak Hill
  - WOKY, Milwaukee
Managers and Agents
Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago

NEW YORK

Affiliated Artists
20 East 55th St.
Plaza 3-1862

Alexander, Willard, Inc.
30 Rockefeller Plaza
Circle 6-4224

All America Artists, Inc.
1810 Broadway
Circle 6-6646

Appell, James S.
400 Madison Ave.
Plaza 3-7840

Avery, Ted
545 Fifth Ave.
Murray Hill 7-0576

Becker, V. S. Advertising Service
505 Fifth Ave.
Luxembourg 2-1040

Bestor, Henry
234 W. 54th St.
Plaza 7-0737

Briscoe & Goldsmith, Inc.
222 Fifth Ave.
Murray Hill 2-6244

Brooks, Ted
134 East 57th St.
Plaza 9-1344

Chase, Cleveland B. Co., Inc.
424, Third Ave.
Eldorado 5-1591

Coe, Roberts Associates
360 Madison Ave.
Vanderbilt 6-3417

Collins, Ted
1181 Broadway
Circle 7-0094

Columbia Artists Management, Inc.
113 West 57th St.
Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza
Columbia 5-3580

Cooper, Frank Associates
521 Fifth Ave.
Vanderbilt 6-5661

DeGroot, Roy Consultants, Inc.
551 Fifth Ave.
Murray Hill 7-9135

Ehbins, Milt
1270 Sixth Ave.
Circle 7-2160

Evans & Weinhold
113 West 57th St.
Circle 7-6900

Fadiman Associates, Ltd.
20 Rockefeller Plaza
LaCakawanna 4-3544

Famous Artists Corp. of N. Y.
610 Fifth Ave.
Circle 7-6200

Fanchon & Marco, Inc.
150 Broadway
Chickerin 4-3956

Fenton, Mildred
40 East 49th St.
Plaza 9-8266

Herman H. Lilly Agency
1500 Broadway
Judson 2-4307

Frederick Bros, Agency, Inc.
67 W. 44th St.
Murray Hill 7-2033

Gabbe, Lutz & Byler
1619 Broadway
Circle 5-7998

Gale, Inc.
48 West 44th St.
Plaza 7-1700

General Artists Corp.
1270 Sixth Ave.
Circle 7-7643

Geits, Clark H.
430 Forty Ave.
Plaza 0-0910

Gibbs, John E., & Co.
30 Rockefeller Plaza
Columbia 5-7504

Glasser, Joe, Inc.
745 Fifth Ave.
Plaza 9-4600

Goodman, Martin
Warwick Hotel
Judson 6-1180

Gresham, Alan
1270 Sixth Ave.
Circle 7-3025

Grossman, Al
1270 Sixth Ave.
Circle 5-8422

Haasen, Jones
113 West 57th St.
Circle 7-6900

Haio, Sylvia
711 Fifth Ave.
Plaza 9-6000

Haiman, Mark
654 Madison Ave.
Templeton 8-8730

Hayward, Leland, Ltd.
250 W. 57th St.
Judson 6-2680

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

Sonny Kendis, Inc.
1776 Broadway
Plaza 7-2070

Kerr, Cob
1270 Sixth Ave.
Columbus 3-8051

Leddy, Mark J.
48 West 48th St.
Plaza 7-3760

Lengel, William C. Literary Associates
67 West 44th St.
Murray Hill 2-3606

Lipset, Benjamin B.
1335 Broadway
Chickerin 4-2466

Leipzig, Syd
730 Fifth Ave.
Circle 5-7980

Management Corp. of America
585 Madison Ave.
Plaza 9-7500

William McCaffrey Agency
501 Madison Ave.
Eldorado 5-1076

Metro Artist Bureau
730 Fifth Ave.
Circle 6-8470

Michaud, Arthur T.
1619 Broadway
Circle 7-2800

Milling, Louis A.
113 West 57th St.
Circle 5-5370

Morris, William Agency, Inc.
1270 Sixth Ave.
Circle 7-2160

Morrow, Marjorie
1501 Broadway
Chickerin 4-0644

Moses, John H.
730 Fifth Ave.
Circle 6-2677

Music Corp. of America
585 Madison Ave.
Plaza 9-7500

National Concert & Artists Corp.
721 8th Ave.
Plaza 9-6000

National Radio & Theatrical Bureau
1650 Broadway
Judson 6-3550

North, Meyer B.
150 Broadway
Plaza 7-3445

O’Connor, John
1697 Broadway
Circle 5-4920

Okun, Lillian
2 West 67th St.
Tralfalgar 7-8916

Peel, Earl S.
270 Park Ave.
Plaza 8-3161

Pratt, Ben
322 East 50th St.
Plaza 8-0593

Richard, Max
1776 Broadway
Plaza 7-6414

Roberts, Bob Levi
806 Seventh Ave.
Judson 6-0026

Roberts, Kay
420 Madison Ave.
Plaza 9-7490

Sherr, Louis
1501 Broadway
Chickerin 4-8540

Simon, Arthur
420 Madison Ave.
Plaza 9-7490

Sonneville, Henry, Inc.
30 Rockefeller Plaza
Circle 7-5666

Special Attractions, Inc.
48 West 48th St.
Plaza 7-3830

Stanley, Allen
1619 Broadway
Plaza 7-6770

Stark, Willbur
551 Fifth Ave.
Murray Hill 7-6320

Storer, Douglas F.
1270 Sixth Ave.
Circle 7-6325

Vallon, Mike
1270 Sixth Ave.
Circle 7-0162
Play and Story

BROKERS

* * *

Los Angeles, Calif.

Beutel, George
6606 Sunset Blvd. ... GRanite 8608

Bergerman—Breachner Agency
9029 Brighton Way, B. H. ... CRestview 6-3196

Bloom, Phil, Agency
8506 Sunset Blvd. ... CRestview 4-6064

Elwood, Maren, Agency
4949 Hollywood Blvd. ... OLympic 4786

Famous Artists Corp.
9441 Wilshire Blvd. ... CRestview 1-5222

French, Samuel, Inc.
7923 Sunset Blvd. ... HEmplatead 3146

Goldstone, Nat C.
9121 Sunset Blvd. ... CRestview 6-1071

Jaffe, Sam, Inc.
8535 Sunset Blvd. ... CRestview 6-6121

Hertzbrun, Walter, Agency
9909 Beverly Blvd. (36)... CRestview 6-4157

Irwin, Lou
9134 Sunset Blvd. ... CRestview 1-7131

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

Lichtig & Englander
8776 Sunset Blvd. ... CRestview 1-2141

Literary Corp. of America
915 N. La Cienega Blvd. (46)... CRestview 6-5494

Morris, William, Agency
202 N. Canon Dr., Beverly Hills. CRestview 1-6161

Music Corp. of America
9370 Santa Monica Blvd., B. H. CRestview 6-2001

Orsatti & Co.
300 S. Beverly Dr. ... CRestview 6-6241

Preminger, The Ingo, Agency
204 S. Beverly Dr., B. H. ... CRestview 6-8775

King, S. E.
1654 Cherokee ... GRanite 6412

Small Co., The
441 S. Beverly Dr., B. H. ... CRestview 5-5321

Small, Paul
8747 Sunset Blvd. (46)... CRestview 1-5246

Swanson, H. N., Inc.
8529 Sunset Blvd. ... CRestview 15115

New York, N. Y.

American Play Co.
522 Fifth Ave. ... MUrray Hill 2-0156

Bartsch, Hans
522 Fifth Ave. ... MUrray Hill 2-0156

Brandt & Brandt
101 Park Ave. ... MUrray Hill 3-5890

Brown, Curtis, Ltd.
347 Madison Ave. ... MUrray Hill 6-6170

Century Play Co., Inc.
522 Fifth Ave. ... MUrray Hill 2-9145

Fishbein, Frieda
11 W. 42nd St. ... LrOngacre 5-1379

French, Samuel
25 W. 45th St. ... LUXemburg 2-4700

Hayward, Leland, Ltd.
250 W. 57th St. ... JUdson 6-2580

International Literary Bureau, Inc.
11 W. 42nd St. ... LrOngacre 4-5576

King, Eleanor
19 W. 44th St. ... MUrray Hill 2-6390

Leonard, Claire & Carl Cowl
516 Fifth Ave. ... MUrray Hill 7-6782

Lyons, A. & S., Inc.
515 Madison Ave. ... LPlaza 3-5181

Matson, Harold
30 Rockefeller Plaza ... CIRCLE 6-2750

Morris, William, Agency, Inc.
1270 Ave. of the Americas ... CIRCLE 7-2160

National Artists Bureau
156 W. 44th St. ... LUXemburg 2-3450

Paige, Ethel
Rm. 605, Hotel Edison, 228 W. 47th St.
CIRCLE 6-5000

Pauker, Dr. Edmond
1639 Broadway ... COlumbus 5-1726

Reynolds, Paul R. & Son
590 Fifth Ave. ... MUrray Hill 8-4707

Salisbury, Leah
234 W. 44th St. ... LAckawanna 4-8628

Taylor, Ethel C.
55 W. 55th St. ... CIRCLE 5-8620

Writers Workshop, Inc.
280 Madison Ave. ... LExington 2-9873
AM RADIO
PROGRANS

Titles

Sponsors

Products

Networks

Advertising Agencies

NINETEEN FIFTY
COMPLETE LISTING OF MAJOR NETWORKS COMMERCIAL PROGRAMS OF 1950

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, 1950. 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

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<td>Wildroot Co., Inc. All Products, Wildroot Liquid Creme Shampoo</td>
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| Club 15, with Bob Crosby, Jo Stafford, Andrews Sisters | Campbell Soup Co.  
Campbell Soups | CBS               | Ward Wheelock Co. |
| Club 15, with Dick Haymes, Andrews Sisters and Evelyn Knight | Campbell Soup Co.  
Campbell Soups | CBS               | Ward Wheelock Co. |
| Club Time                                    | Club Aluminum Products  
Aluminum Household Utensils | ABC     | Leo Burnett Co.                  |
| Cloud Nine                                   | Wm. Wrigley Jr. Co.  
Chewing Gum | CBS               | Arthur Meyerhoff & Co.           |
| Columbia Long Playing Record Parade          | Columbia Records, Inc.  
Long Playing Records | CBS               | McCann-Erickson, Inc.            |
| Confidential Closeups                        | Animal Foundation, Inc.  
Hunt Club Dog Food | NBC               | Comstock, Duffes and Co.         |
| Contented Hour                               | Carnation Co.  
Evaporated Milk | CBS               | Erwin, Wasey & Co., Inc.         |
| Corliss Archer                               | Electric Companies Advertising  
Institutional | CBS               | N. W. Ayers and Son, Inc.        |
| Counter Spy                                  | Pepsi-Cola Company  
Pepsi-Cola, Everess  | ABC               | The Biow Co., Inc.               |
| County Fair                                  | The Borden Co.  
All Products | CBS               | Kenyon and Eckhardt, Inc.        |
| Crime Photographer                           | Philip Morris & Co., Ltd., Inc.  
Philip Morris Cigarettes | CBS               | The Biow Co., Inc.               |
| Curtain Time                                 | Mars, Inc.  
Candy | NBC               | Grant Advertising, Inc.          |
| Curt Massey Time with Martha Tilton          | Miles Laboratories, Inc.  
Alka-Seltzer, One-a-Day Vitamin Tablets | CBS               | Wade Advertising Agency          |
| Dangerous Assignment                         | Ford Motor Co.  
Automobiles, Trucks, Parts and Services | NBC               | J. Walter Thompson Co.           |
| Dangerous Assignment                         | Liggett and Myers  
Chesterfield Cigarettes | NBC               | Cunningham and Walsh             |
| Dangerous Assignment                         | Radio Corp. of America  
Radios, Television Sets, Phonographs and Records | NBC               | J. Walter Thompson Co.           |
| Dangerous Assignment                         | Whitehall Pharmacal Co.  
<p>| Dave Rose Orchestra               | Procter and Gamble Co.                       | CBS       | Benton and Bowles, Inc.               |
| Dave Vaile, News                 | Metropolitan Life Insurance                 | CBS       | Young and Rubicam, Inc.               |
| David Harum                      | B. T. Babbitt, Inc. Bab-O                    | CBS       | Duane Jones Co., Inc.                 |
| David Harum                      | B. T. Babbitt, Inc. Bab-O, Clifm             | NBC       | Duane Jones Co., Inc.                 |
| Dennis Day Show                  | Colgate-Palolive-Peet                        | NBC       | Ted Bates and Co.                     |
| Dial Dave Garroway               | Armour and Co.                               | NBC       | Foote, Cone and Belding, Inc.         |
| Dimension X                      | General Mills, Inc. Wheaties                 | NBC       | Knox-Reeves Adv., Inc.                |
| Dinner at Eight                  | Hotpoint, Inc.                               | CBS       | Maxon, Inc.                           |
| Dr. Christian, with Jean Hersholt| Cheseborough Mfg. Co.                       | CBS       | McCann-Erickson, Inc.                 |
| Dr. I. Q.                        | Embassy Cigarettes                           | ABC       | Geyer, Newell and Ganger, Inc.        |
| Double or Nothing                | Campbell Soup Co.                            | NBC       | Ward Wheelock Co.                     |
| Dragnet                          | Liggett and Myers Tobacco Co., Inc.         | NBC       | Cunningham and Walsh                  |
| Drew Pearson                     | Adam Hat Stores, Inc.                        | ABC       | William H. Weintraub &amp; Co., Inc.      |
| Duffy's Tavern                   | Radio Corp. of America                      | NBC       | J. Walter Thompson Co.                |
| Duffy's Tavern                   | Liggett and Myers Chesterfield Cigarettes   | NBC       | Cunningham &amp; Walsh                    |
| Duffy's Tavern                   | Ford Motor Co.                               | NBC       | J. Walter Thompson Co.                |
| Duffy's Tavern                   | Blatz Brewing Co. Beer                       | NBC       | Kaston, Farrell, Chesley and Clifford, Inc. |</p>
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### Inner Sanctum
- Emerson Drug Co.
  - Bromo-Seltzer
- Pabst Sales Co.
  - Pabst Blue Ribbon Beer
- Lucky Lager Brewing Co.
  - Beer and Ale
- Chrysler Corp.
  - De Soto-Plymouth Cars

### Jack Armstrong
- General Mills, Inc.
  - Wheaties, Cheerios, Kix, Betty Crocker Soups
- American Tobacco Co.
  - Lucky Strike Cigarettes
- Doubleday and Co., Inc.
  - Books
- Doubleday and Co., Inc.
  - Books
- Jergens, Andrew Co.
  - Hand Lotion, Face Cream, Face and Body Powders, Toilet Soaps, Deodorants, Shampoos, Perfumes, Make-up Cake

### Jimmy Durante
- R. J. Reynolds Tobacco Co.
  - Camel Cigarettes
- Carter Products
  - Carter’s Little Liver Pills and Arid, 84
- M & M Limited
  - M & M Candies
- Chamberlain Sales Corp.
  - Hand Lotion
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<td>Mindy Carson Sings</td>
<td>Dept. of Army, Organized Reserve Corp., U. S. Army R.O.T.C. Institutional, ROTC Training Corp.</td>
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<td>Mr. District Attorney</td>
<td>Bristol Myers Co. Sal Hepatica and Ipana, Bufferin, Vitalis Hair Cream, Other Products</td>
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<td>Mr. Keen</td>
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Our Gal Sunday  American Home Products Corp. (Whitehall Pharmacal Co. Div.)  CBS
(Anacin)
Our Miss Brooks  Colgate-Palmolive-Peet Co.  CBS
(Colgate Dental Cream, Lustre Cream Shampoo)

P

Pacific Coast Conference Football Games  Tide Water Associated Oil Co.  NBC
(Petroleum Products)
Paul Neighbor’s Orchestra  Ford Dealers of America  CBS
People Are Funny  Brown and Williamson Tobacco Corp.  NBC
(Raleigh Cigarettes, Sir Walter Pipe Tobacco,
Alumider Pack for Raleigh Cigarettes)
Pepper Young’s Family  Procter and Gamble Co.  NBC
(Camay Soap, Shasta, Ivory Snow, Spic & Span,
Other P & G Products)
Perry Mason  Procter and Gamble Co.  CBS
(Tide)
Phil Harris-Alice Faye Show  Rexall Drug Co.  NBC
Portia Faces Life  General Foods  NBC
(Jello and Jello Puddings, Posts 40 Per Cent Bran
Flakes, Instant Postum, Cake Mix, Bran Flakes,
Grape Nuts, Wheat Meal, Other General Foods
Products)
Prudential Family Hour  Prudential Insurance Co. of America  CBS
(Insurance Services)
Pursuit  Wm. Wrigley Jr. Co.  CBS
Chewing Gum
Pursuit  Ford Dealers of America  CBS

Q

Queen for a Day  Miles Laboratories, Inc.  MBS
(Alka-Seltzer and Tabcin, Bactine)
Wade Advertising Agency
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<td>Hixson Jorgenson, Inc.</td>
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| Sam Hayes                       | General Mills, Inc.  
|                                 | Sperry Pancakes and Waffle Flour, Wheathearts, Wheaties    | NBC     | Knox-Reeves Adv., Inc.                     |
| Sam Hayes                       | The Studebaker Corp.  
|                                 | Automobiles                                                | NBC     | Roche, Williams & Cleary, Inc.            |
| Satan's Waiting                 | Colgate-Palmolive-Peet Co.  
|                                 | Halo Shampoo, Palmolive Shave Cream                        | CBS     | Sherman & Marquette                       |
| Screen Director's Playhouse     | Ford Motor Co.  
|                                 | Automobiles, Trucks, Parts and Services                    | NBC     | J. Walter Thompson Co.                    |
| Screen Director's Playhouse     | Liggett and Myers  
|                                 | Chesterfield Cigarettes                                    | NBC     | Cunningham and Walsh                      |
| Screen Director's Playhouse     | Radio Corp. of America  
|                                 | Radios, Television Sets, Phonographs, Records              | NBC     | J. Walter Thompson                        |
| Screen Director's Playhouse     | Whitehall Pharmacal Co.  
| Second Mrs. Burton              | General Foods Corp.  
|                                 | Certo, Sanka, Jello, La France, Swansdown Cake Mix         | CBS     | Benton and Bowles, Inc.                   |
| Sidney Walton                   | Doubleday and Co.  
|                                 | Books                                                       | MBS     | Huber Hoge and Sons                       |
| Sing It Again                   | Sterling Drug, Inc.  
|                                 | Ironized Yeast and Double Dandrine                         | CBS     | Dancer, Fitzgerald, Sample, Inc.          |
| Sing It Again                   | Carter Products, Inc.  
|                                 | Arrid, Rise Shave Cream                                    | CBS     | Sullivan, Stauffer, Colwell & Bayles, Inc.|
| Sing It Again                   | Luden's, Inc.                                               | CBS     | J. M. Mathes, Inc                         |
| Sixty-four Dollar Question       | Radio Corp. of America  
|                                 | Radios, Television                                          | NBC     | The Biow Co., Inc.                        |
| Skippy Hollywood Theatre        | Rosefield Packing Co.  
|                                 | Skippy Peanut Butter                                        | CBS     | Guild, Bascom and Bonfigili               |
| Sky King                        | Derby Foods, Inc.  
<p>|                                 | Peter Pan Peanut Butter, Salted Peanuts, Derby Line        | ABC     | Needham, Louis and Brorby, Inc.           |
| Sky King                        | Derby Foods, Inc.                                            | MBS     | Needham, Louis and Brorby, Inc.           |</p>
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<td>Waltham Watch Company</td>
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<td>Smilin' Ed McConnell and His Buster Brown Gang</td>
<td>Brown Shoe Co.</td>
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<td>Soap Box Derby</td>
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<td>Solitaire Time</td>
<td>Campana Sales Co.</td>
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<td>Songs By Morton Downey</td>
<td>The Coca-Cola Co.</td>
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<td>Sports for All</td>
<td>Mail Pouch Tobacco Co.</td>
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<td>Sports Newsreel of the Air</td>
<td>Colgate-Palmolive-Peet Co.</td>
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<td>Sunoco Three Star Extra</td>
<td>Sun Oil Company</td>
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<td>Surprise Package</td>
<td>Green Spot, Inc.</td>
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<td>Stan Daugherty Presents</td>
<td>Ford Dealers of America</td>
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<td>Star Light Concert</td>
<td>Lewis-Howe Co.</td>
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<td>Armour and Co.</td>
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<td>Stella Dallas</td>
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<td>Stop the Music</td>
<td>Lorillard, P., Co.</td>
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<td>Take It Easy Time with</td>
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<td>Pens, Pencils, Razors, Blades</td>
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<td>Ranges, Laundromats, Refrigerators, Irons, Toaster, Radios, Light Bulbs, Electric</td>
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<td>Tomato Juice, Plum, Fig and Date Puddings, Sun Maid Raisins, Soups, Beans, Ketchup, Spaghetti, Macaroni, Vinegar, Pickles and Baby Foods</td>
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<td>The Voice of Prophecy</td>
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<td>This Changing World</td>
<td>Fruehauf Trailer Co. Trailers and Institutional</td>
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<td>Sweeney and James Co.</td>
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for telecasting...for research...for merchandising...for industry...

there's nothing finer than

DU MONT

television transmitting equipment

Wherever you wish eyes and ears to extend beyond their physical range... wherever you wish to have many eyes see a closeup... whether in color or in black-and-white TV — Du Mont equipment assures you of the finest in precise, dependable, economical performance.

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TELEVISION TRANSMITTER DIVISION
CLIFTON, N. J.
THE 1951 TELEVISION YEAR BOOK

JACK ALICOATE

Editor-in-Chief
FOR LOCAL AND REGIONAL SPONSORSHIP ON TV

ZIV-TV

Your outstanding source of dependable programming

OTHER GREAT ZIV SHOWS

YESTERDAY'S NEWSREEL
EASY ACES • SPORTS ALBUM
FEATURES • WESTERNS • CARTOONS

All Ziv Shows are Produced Expressly for Television by Expert Ziv Technicians, Writers, Musicians, Directors, and Actors, Using the Finest and Latest Television Techniques.
"THE Now! On Television!

CISCO KID"

Starring
DUNCAN RENALDO as "CISCO"
and
LEO CARRILLO as "PANCHO"

AMERICA'S GREATEST SALESMAN
WITH A SENSATIONAL RECORD OF SALES!
Great half-hour programs . . . the finest ever produced exclusively for television. Three full-length commercials. Each program a complete episode. Stirring adventures of O. Henry's famous Robin Hood of the Range.
CISCO GETS THE KIDS...SPONSORS GET THE SALES!

Now! On Television!

"STORY THEATRE"

TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!

Top actors, music, direction, and stories are combined for this great series. Jeanne Cagney, Eric Blore, John Beal, Robert Alda, Dan Seymour, Bill Frawley, Peggy Dow and many other stars of the stage and screen bring to life such classics as Guy de Maupassant's "The Diamond Necklace," Mark Twain's "The Celebrated Jumping Frog," etc., in twenty-six half-hour programs produced exclusively for television. Each half-hour planned for three 1-minute commercials.
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LOCAL AND REGIONAL SPONSORSHIP;

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Ziv Technicians, Writers, Directors, and
Actors.

All Ziv Shows are Produced and Exclusively for Television by
Ziv Technicians, Writers, Directors, and
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ZIV TV

Television Programs Inc.

129 Madison Road
Cincinnati 6, Ohio

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NOW! On Television!

OFFICIAL

THEATRE

OF YOUR

OUTSTANDING

SOURCE

TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!

TELEVISION'S FINEST AUDIENCE-BUILDING DRAMATIC SHOW!

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Take it Easy!

Change TV Programs from your Easy Chair with the Amazing Zenith "Lazy Bones" REMOTE CONTROL

Not one knob to touch! That's right— you just hold the "Lazy Bones" control in your palm, anywhere in the room. To change programs one after another, just press lightly with your thumb. Absolutely nothing else to tune or re-tune. All the necessary adjustments are made for you—automatically. It's the far-ahead design and extraordinary stability of Zenith's Turret Tuner that make possible such miraculous remote control! You must try it yourself to believe it. Your Zenith Radio and Television Dealer invites you, today.

New Zenith® "Byron" TV Console. 19 inch (238 sq. in.) 2-in-1 Reflection-Proof screen, wider than a newspaper page! New "Super-Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

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TELEVISION 1951

This, the Television Year Book of 1951 is as up-to-the-minute as tomorrow and as thorough as enthusiastic industry-wide cooperation and assistance could make it.

The pages that follow are a sincere and comprehensive compliment to the progress of Television in 1950 as well as coming innovations awaiting unveiling in 1951.

To all, everywhere, who have helped in the preparation of the pages that follow, our sincere gratitude.

JACK ALICOATE
Editor-in-Chief
Impact is that which happens to someone who has been hit hard. In Television programming it means a dynamic stirring of the senses during and long after the program has been seen.

Bing Crosby Enterprises has been stirring the senses of America's tele-viewing masses with its great dramatic series "Royal Playhouse,*" produced for first run for Procter and Gamble Company under the name "Fireside Theater." Other productions now under way are "Night Editor" featuring that great story teller Hal Burdick, also Professor Lightskull and Doc Twiddle, a rollicking series of mystery plays (15 minutes) done with a great all-chimpanzee cast.

For information on all Bing Crosby Enterprises productions (or if interested in a program series created especially for you) call any United Programs, Inc., office listed below.

* Royal Playhouse is still available for showing in a number of excellent markets.
TV PROSPECTS FOR 1951

Below is a roundup of TV broadcaster opinion on the prospects for business in 1951. These opinions represent the answers to questions submitted by Radio-Television Daily at the close of business last year. The opinions follow:

Hugh A. L. Half, president and treasurer, Southland Industries, Inc., operators of WOAI-TV, San Antonio, Tex.: "In our first year of operation, TV has shown excellent growth and each month indicates progress. We are looking forward to the year 1951 with great expectations as we have now passed the period where advertisers are buying time on WOAI-TV primarily from the standpoint of obtaining a position or franchise. This is now a well established television market which combined with our type of operation assures advertisers results for their television advertising dollar, not just the hope of obtaining results at some future date."

William Fay, vice-president, Stromberg-Carlson Company, Rochester, N. Y.: "Of course like everyone in station TV operation, we are having difficulty accommodating all network requests for time, but we are selecting the schedule we feel will best serve our audience. I believe the interest in TV which the public has shown for the past two years, will continue to grow—obviously, unless there is a drastic change in our national economic planning, set production will be greatly curtailed."

Marshall Rosene, general manager, WSAZ-TV, Huntington, West Va.: "I am pleased to report that since our microwave relay network went into operation a couple of months ago, our business has grown by leaps and bounds. This is true both as to network as well as national spot business. We are indeed satisfied in the manner our station is progressing, and as to my personal TV predictions for the year 1951, I can only see a continuing upsurge both on the part of set buying, as well as advertising."

Robert D. Swezey, general manager of WDSU, New Orleans, reported "television in New Orleans is moving ahead at pretty much the same rate as it is doing all over the country. Apart from a national emergency of extraordinary impact, I can see no reason why 1951 should not be an exceedingly bright year for television. In my opinion, it has proved its merits as the most effective advertising media, and a channel for education and entertainment of lasting appeal."

Swezey’s optimism was shared by R. E. Dunville, president of WLW, Cincinnati, who said: "Television in 1951 should be good for everyone. In spite of the retention of set sales occasioned by confusing publicity on the matter of color, circulation should continue to increase during 1951 and expanding local and network hours is very definitely indicated. Our three television stations are operating from 7:30 a.m., to as late as 1 a.m., six days a week with a starting time on Sunday of 10:30 a.m. and our greatest problem is time clearances.

"Many stations have resorted to double and triple spotting and it is not anticipated that WLW television will take this step. Expenses will continue to rise in television operations, however, but unless some economic catastrophe occurs, 1951 should be a tremendous year."

By the end of 1951 TV will be tripped or better, according to Miller C. Robertson, vice-president in charge of sales at KSTP-TV, Minneapolis-St. Paul. Robertson added:

"According to the number of sets sold, this is one of the fastest growing TV markets. Local accounts are heavy TV time buyers and without a doubt, TV has taken its place in the Twin Cities beside radio as another great advertising medium."

Campbell Arnoux, president of WTAR-TV, Norfolk, Va., in answer to Radio Daily's query "how's business?" said "I'm glad to say I don't know how it could be any better. We are rapidly reaching the sold-out situation and both local and national spot business is growing by leaps and bounds. Barring unexpected governmental restrictions on production, my personal prediction for TV in 1951 is that we will have more business than we can handle."

(Continued on Page 1039)
SNADER TELESCRIPTORIONS

...produced expressly for television!

COMPLETE LIBRARY NOW PROGRAMMED ON AN EXCLUSIVE UNLIMITED-USE BASIS BY LEADING TV STATIONS . . . IN ALL MAJOR TV MARKETS FROM COAST TO COAST!

watch for our new 15 and 30 MINUTE TV PROGRAMS available for "open-end" sponsorship in all TV markets!

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SNADER TELESCRIPTORIONS CORP.
LOUIS D. SNADER, President

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SNADER TELESCRIPTORIONS SALES, INC.
REUB KAUFMAN, President

BEVERLY HILLS • CHICAGO • NEW YORK
TV PROSPECTS FOR 1951

Reporting growing national spot business, U. A. Latham, general manager of WKRC-TV, Cincinnati, declared: "I am convinced that TV in '51 will be beyond all predictions, just as the set sales for 1950 extended beyond predictions. "Undoubtedly, the network commitments will become more and more of a problem as national spot sales grow in size. However, network affiliations are naturally variable in getting the largest possible audience that will attract spot business. Therefore, the problem of balancing local, network and spot sales will become increasingly more difficult as TV advances."

Philip G. Lasky, vice-president and general manager, KPIX, San Francisco: "KPIX is two years old and we are quite gratified with the healthy way it has grown in this initial period. Business in 1950 has been active and satisfactory, and barring unusual upsets because of the world situation, we look to 1951 to bring complete economic stability to the television broadcasting business."

Alvin D. Schrott, manager, WJAC, Johnstown, Pa: "As far as 1951 is concerned we believe that the set sales will continue to move along at a very good pace. It is almost a certainty that the quality of network shows will continue to improve, thereby swinging many of the 'die-hards' to TV."

Thad Holt, president, WAFM-TV, Birmingham, Ala.: "National spot business is definitely on the increase. 1951 should certainly be a great year for television."

Charles L. Glett, executive vice-president, Don Lee Television: "Business is at all time high on Channel two, Los Angeles. National spot is growing at a tremendous rate. Barring any unusual circumstances, 1951 will be the most important year in the history of television."

Haan J. Tyler, manager of KFI-TV, Los Angeles, reports: "Business has been excellent with KFI-TV. National spot business is still growing, and being strictly an independent operation, we are not faced with any network affiliate problems. My personal prediction for 1951 is that television in this area will be bigger and better than ever. Most of the stations here are planning expanded schedules. In spite of material shortages and talk about color, TV set sales are still going forward at a tremendous pace. Before 1951 has seen its finish, there will be over a million sets in the Los Angeles area. That is a market too large to overlook. It is true that there will be some material shortages brought on by an all-out defense effort on the part of our country. Perhaps there will be some sponsors who will have to curtail because of this. There will, however, be others in line to supplant them, and I see nothing but a big year ahead."

Richard B. Hull, radio-TV director for WOI-TV, Ames, Ia.: "Business is good with WOI-TV (both commercial and educational business). Spot business is still growing. The problem of handling network affiliation commitments is a hot one as you can imagine with a 4-network affiliation, an allocated two circuits out of Chicago West and policy which prevents beer, proprietary medicines, etc. and a generally tougher program acceptance policy than is normal (because of College ownership). On the good side is the fact we maintain our own local loop and deal equally with all 4 networks. "For 1951 I predict TV itself will grow in acceptance and importance and in sale of time. Receiver sales will increase until the end of the first quarter. Only the NPA knows about new stations in view of the emergency and their 'freeze' may be more important than the FCC's."

M. C. Watters of WCPO-TV, Cincinnati, believes: "The trend toward the programming of good shows for daytime viewers will increase in 1951. It is our intention to continue to push WCPO-TV's daytime programming during the new year so that they will become an even greater attraction. Business is fine with WCPO-TV. The national spot business is growing by leaps and bounds. As we subscribe to both the ABC-TV and DuMont Television Networks, we will continue to handle the best programs which are made available to this station by those sources."

Frank Samuels, vice president of ABC in Hollywood, comments: "The national spot business is growing steadily as is our local business."

1039
A TRIBUTE TO THE
ANGELS OF ABC TELEVISION

ADMIRAL CORP.
AMERICAN BAKERIES
AMERICAN TOBACCO
AMERICAN SAFETY RAZOR
ARNOLD BAKERS
B. T. BABBITT
BENDIX HOME APPLIANCES
BEST FOODS
BLATZ BREWING
CANADA DRY
COOK'S CHAMPAGNE
DODGE DEALERS
GENERAL MILLS
GENERAL SHOE CORP.
GOODYEAR TIRE AND RUBBER
GOSPEL BROADCASTING ASS'N
GREEN GIANT CO.
GRUEN WATCH CO.
HUDSON MOTOR CAR
IRONRITE CORP.
KELLOGG COMPANY

P. LORILLARD
MAIDENFORM, INC.
M & M, LTD.
MASON, AU & MAGENHEIMER
PACKARD MOTORS
PEPSI-COLA
PETERS SHOE
PROCTOR & GAMBLE
PHARMACRAFT
PHILCO CORP.
RANGER JOE, INC.
RONSON ART METAL WORKS
JOSEPH E. SCHLITZ BREWING CO.
SEEMAN BROTHERS
C. A. SWANSON & SONS
VOICE OF PROPHECY
THE U.S. ARMY & THE
U.S. AIR FORCE RECRUITING
WANDER COMPANY
WINE CORP. OF AMERICA
YOUNG PEOPLE'S CHURCH OF THE AIR

American Broadcasting Company
A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER
President

Youngest president of a major broadcasting system, ROBERT E. KINTNER, president of the American Broadcasting Company, has played a leading part in the advance of the network to a commanding position in the television field. A native of Stroudsburg, Pa., and a graduate of Swarthmore College, he had a distinguished newspaper career as a financial writer and Washington correspondent before joining the Army in 1941. Following his discharge from the service as a Lieutenant Colonel, Kintner joined ABC as a vice-president. In 1946 he was elected executive vice-president of the network and in 1949 was elected its president. A resident of New York City, he is married and has two children, Susan and Michael.

FRED M. THROWER
Vice-President in Charge of Television Sales

With a background of sales contact and sales experience from the time he entered the broadcasting industry at the age of 19, FRED THROWER has been largely responsible for the rapidly rising sales curve of the American Broadcasting Company. In 1942, when the Blue Network (predecessor of ABC) was set up as a separate entity, Thrower was named its general sales manager. In that year, gross billings of the network were $15,782,493. Last year, with Thrower as its vice-president in charge of sales, the American Broadcasting Company reported gross radio billings of $42,342,225. He was named to his present post in October, 1950. Thrower served as a naval lieutenant in England, Continental Europe and the CBI theatre during the war. A native of Florida, he is an enthusiastic hunter and deep sea fisherman.

ALEXANDER STRONACH, JR.
National Director of Television Programs

With a wide experience of writing, production, and agency operations in his background, ALEXANDER (SANDY) STRONACH, ABC's national director of television programs, joined the network in September, 1948. A former free lance writer for magazines and motion pictures, Stronach joined Young & Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. 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. In addition, he served as production supervisor, manager of the talent department and program manager for Y & R. In 1947 he became associated with the William Morris Agency as an executive in its radio and television department. In his present post, Stronach coordinates all television operations of ABC and its owned and operated stations.
There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can’t see).

To you the important picture is the people in front of the television screen. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture on the screen. For it is the result of creative programming which alone can sustain this kind of impact… building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television’s impact is a picture any advertiser can create — but he needs the magic of CBS to hold it.

CBS TELEVISION
COLOR TV ADVANCES—IN MEDICINE

By G. F. ROLL of Smith, Kline and French Laboratories

As the government continues to wrestle with the problem of color television—it’s up, it’s down, it’s up, etc.—and as the war clouds make this question academic, one fact remains clear:

Color television has slipped in the back door and it is performing a function which is becoming increasingly important as the country arms itself against aggression.

Color television came into this unofficial status through the waiting room of the American doctor. It is an old story how the Philadelphia pharmaceutical firm, Smith, Kline & French Laboratories, obtained special equipment from the Columbia Broadcasting System to bring color televised surgery and medicine to medical meetings from coast to coast.

What’s new is that this project has now apparently become a permanent fixture in the medical and electronic worlds. The color television feature at medical meetings is no longer a novelty, but rather a basic contribution. The American Medical Association, to cite the most conspicuous example, has featured SK&F’s color television at its last four meetings and will again have medical colorcasts at its annual session this June in Atlantic City. The American College of Physicians has presented these programs at its last two meetings. In April the American College of Physicians will present its second program of color televised clinics. In addition to these titans, state and city medical groups have brought SK&F’s programs to their members.

Why? When you consider that the medium is no longer a novelty and yet maintains its popularity for medical audiences, it becomes clear that its appeal is due to its educational value. This was clearly demonstrated last fall when SK&F, with the cooperation of the Wayne University College of Medicine, put on the first post-graduate medical seminar conducted entirely by color television. How did this impress Detroit medical circles? The University conducted a survey of some 500 doctors who attended the seminar. Over 300 responded, and out of this amazing return two outstanding statistics were obtained. First, 96 per cent stated that they preferred watching surgery by color television than by sitting in the old fashioned surgical amphitheater. This is not surprising: from the amphitheater you see next to nothing, while on the color television screen you see as much as the surgeon does. Secondly, 85 per cent stated a preference for color televised medical clinics—featuring live patients—as opposed to the usual procedure of hearing a lecture at best accompanied by slides.

This remarkable degree of acceptance was characteristic of the entire series of colorcasts which SK&F has put on using the practical, natural-color system of CBS. And there has been ample opportunity to judge this. In 1950 alone, SK&F color TV traveled 14,000 miles to 13 medical meetings from Boston to San Francisco, transmitting more than 300 individual operations and medical clinics to an audience which reached a total of 137,000.

Thirteen such programs have been scheduled from February to June of this year, starting recently with a program for the annual Atlanta Graduate Medical Assembly.

All of these programs are supervised by SK&F’s Medical Television Unit, headed by two physicians, and employing the services of CBS technicians. The camera moves to within a few feet of the operating table, and transmits an unmatched view of the operation to 15 or 20 special receivers set up at the convention site. Generally a micro-wave radio link is used for the transmission. The programs also feature medical clinics involving a certain amount of TV “staging” to maintain utmost interest. The Medical TV Unit has written a special guide for the physicians who appear before the camera, explaining the little points which give the presentation a professional touch.

In short, this series of programs has become the foremost example of television’s teaching value.
C. B. S. TELEVISION NETWORK

FRANK STANTON
President

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.

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 1944 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 1945 to take over direction of AM network programs. On 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 membe of the CBS family for 19 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 KMOX, 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.
DUMONT

20th year as pioneer in television

1931-1951
The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

First in development It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

First in radar It was Dr. Du Mont’s work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

First in fine receivers Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

First television station Du Mont established the first really equipped, regularly operating station, WABD, New York City, in 1944.

First television network In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington D.C.

First in daytime television Du Mont inaugurated the first regular daytime programming in 1948.

First with the big tube Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world’s largest direct-view television receiver.

First in station equipment Du Mont has planned, designed and built many of the nation’s leading stations — and the high-fidelity electronic equipment used for telecasting.

First in precision electronics Du Mont is the world’s foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

World’s largest cathode ray tube plant The Du Mont plant at Clifton, New Jersey, is the world’s largest cathode ray tube manufacturing plant.

The name “Du Mont” is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how, the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont first.
NATIONAL magazine recently noted that television shows originating in New York, Hollywood, and Chicago, with star-studded casts and high production budgets, do not completely service the needs of television stations throughout the country, who must fill up their time with local shows, locally produced.

The magazine then went on to paint a rather gloomy picture of the failure of the local, "grassroots," stations to come up with worthwhile programs, with a very few exceptions.

If we admit this is so—and it is hard to escape the fact that local producers, directors, and talent are seldom able to compete on equal terms with those in New York, Hollywood, and Chicago—it becomes increasingly evident that the local advertiser who must reach the consumer through television, has to depend more and more upon the producers of top-notch syndicated television films to help him do the job that must be done in his community.

The local television advertiser is the backbone of the industry, just as the local radio advertiser is the backbone of that industry. He is the gent who has less dollars to spend in total than his national competitors; however, frequently he has as many or more dollars as his national competitor to spend in his own city or region.

The unmistakable trend during the past few years among such advertisers has been to sponsor a filmed-syndicated show.

Having found, sometimes through trial and error, that his own community is unable to provide him with the kind of entertainment he must furnish in order to attract attention to his sales message, he has been investing his advertising dollars in programs featuring big-name stars, or nationally established characters, such as "Cisco Kid."

And, he has found that such an investment has paid off for him handsomely, because he now has the tools with which to buck the competition in his own community from both national and other local firms in the same business.

Here are some typical figures to prove the point:

In San Francisco, "Cisco Kid," a filmed-syndicated production featuring name stars (Duncan Renaldo and Leo Carillo) and as established favorite western character (Cisco Kid), has achieved a 45 rating for its sponsor in that city, Kilpatrick Baking Company. In Los Angeles, for Weber's Bread, the program has built a 33 rating against top competition. In Detroit, where it is sponsored by Packer's Super Market, "Cisco Kid" has a rating of 36.

With such ratings, the local sponsor is assured of reaching as big an audience—if not bigger—than his competitors in his city—which is the only city he cares about—or in his region—which is the only region he is interested in. He has invested his money wisely. He has not wasted one cent in market areas where he has no potential customers or where he has no distribution of his product. He has pinpointed his selling message in exactly the city or areas he knows he has to reach.

Is "Cisco Kid" extraordinary in its rating achievements? Let's examine some typical figures achieved by another filmed-syndicated show, "Story Theater," which is half-hour adaptations of famous stories by famous authors, with casts featuring well known Hollywood actors.

In Detroit, for the Detroit Edison Company, "Story Theater" has a rating of 25. For Rosenbaum's Department Store in Pittsburgh, the program has a 60.5. It's a 20 for the Cincinnati Gas and Electric Company, and a 22 for the Harvard Brewing Company in Boston.

In short, the Main Street butcher, baker and candlestick maker, in small towns and big cities, can successfully meet his competition, local and national, in his city at a price he can afford to pay. He need not gamble on a show produced by people without know-how. By turning to the producer of filmed-syndicated programming he is assured of buying the best.
DR. ALLEN B. DuMONT
President

DuMONT

COMMANDER MORTIMER W. LOEWI
Director

MORTIMER W. LOEWI is currently director of the Du Mont Television Network. Financial mentor and business counselor through the early development of the Allen B. Du Mont Laboratories, Inc., Commander Loewi has devoted his attention during the last few years primarily to building the network. In the industry, he is credited with being “the father of daytime television” and with proving low-cost production techniques, whose need has been emphasized by the recent agreement with the Television Authority. Commander Loewi first came to New York in his college days to study art at Brooklyn’s Pratt Institute and the Art Students League, later going to Paris where he studied at Julian Academy. He served with the Navy during World War II, returning to Du Mont afterward to continue his efforts in laying the groundwork for effective, competitive, nationwide television.

CHRIS J. WITTING
General Manager

WITTING

Joining the Du Mont organization in June 1947, CHRIS J. WITTING has forged to the front of the television industry and, as general manager of Du Mont Television Network, has made substantial contributions to the extension and expansion of sales and program service to the many areas of the nation that currently enjoy video. Witting attended New York University and Columbia University as well as the Fordham Law School. Thereafter he joined the firm of Price, Waterhouse Company. In 1940 he was elected comptroller of the U.S.O. Camp Shows and as an executive officer of that world-wide organization, he played an important part in providing entertainment to twelve million men scattered over the globe. After a year with the Maritime Service with the rank of Commander, he returned to the U.S.O. Camp Shows.

of Rensselaer Polytechnic Institute

Dr. Du Mont has an impressive list of “firsts” to his credit. He founded the world’s first TV network which has more than 60 stations, three of which are owned and operated by his organizations. He introduced the world’s first commercial TV sets, was the first to make regular recordings of TV programs, and this year he has introduced the world’s largest TV set, the Du Mont 30-inch model.
THE so-called battle between motion pictures and television has assumed a scare importance far beyond reality, largely because the motion picture industry, in attempting to analyze the new giant form of entertainment, has allowed itself to become unnecessarily intimidated, and has given itself up to the exorcism of a supposed menace.

The fear is unreasonable and the blindness is unnecessary. There is a relationship to television in which our picture industry can gain and grow, and the sooner we find it the better. Instances of business experience are showing us the way, and the following is an example—the occasion of the first televising of THEIRS IS THE GLORY. This film was highly praised by the press in England, but theatrical release in the United States was not worked out. It was shown over KECA-TV in Los Angeles. A direct result of this television showing was a number of inquiries from theatrical exhibitors requesting information on the availability of the picture for theatrical bookings. In addition to the direct result, an effect of international understanding was accomplished. The producers of the picture had felt naturally, that they were being denied a hearing in the United States market, and that the possibility of profitable theatrical releases was being unfairly withheld from them. Of course the result of all this, directly from television, is that we have a friend instead of a foe.

Plain common sense must be restored to the connection between pictures and television. The television producer will never have the budget for GONE WITH THE WIND, BEST YEARS OF OUR LIVES, SAMSOM AND DELILAH. Is any observer ready to declare that such entertainment as these productions constitute is in jeopardy from television? Rather, why not take advantage of the television screen to bring home to the public the inescapable fact that it depends upon the motion picture industry for an art and entertainment of the greatest magnitude?

What has television to offer? Let's find some good points in the presumed conflict of giants. The following is an attempt to sketch some of them:

Television can find, or has found, in the movies:

1. A well-developed philosophy and practice of visual narration. Television needed it. Television business is mainly administered by radio people, used to telling their stories with nothing but words and sounds.

2. An equipment of technology and techniques which it would otherwise find impossible, in time and money.

3. A vast storehouse of completed entertainment. Accessible films eliminate all pre-production television expense, and it's terrific.


5. Star power—in the can. A Chicago automobile dealer offers his TV audience Stewart Granger, Yehudi Menuhin, Laurel and Hardy, Frederic March, Burgess Meredith, Constance Bennett, Adolph Menjou, Sir Cedric Hardwicke, Alan Ladd, Ralph Richardson.

6. Fresh cultural and entertainment resources. MAGIC BOW had played an art house in Chicago. When it was scheduled and announced for TV, one music teacher made it required viewing for 500 students; besides which it was an entertainment smash, with instant clamor for rerun. Television had it from the British studios, along with SILVER FLEET, TAWNY PIPIT, MR. PERRIN AND MR. TRAIL, THE BROTHERS, BLIND GODDESS, MY BROTHER'S KEEPER.

Largely because of the motion picture industry's fears of television, the broad possibilities of the new medium as a sales avenue have been neglected, except in the smallest sense. Television has been dramatically successful in selling almost all other American products. An irrational dread, chimeras of impossible competition, have prevented the movies from using it.
One of those career men 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.

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 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, 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.
1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size... saw it reach and pass the largest circulation available through national magazines... saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, new millions all over the country saw the magic of television reflected in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets... to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

**ADVERTISERS, JANUARY, 1951**

Admiral Corp.
American Cigarette & Cigar Co., Inc.
American Home Products Corp.
American Tobacco Co.
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Co.
Borden Watch Co., Inc.
Bonafide Mills, Inc.
Borden Co.
Bristol-Myers Co.
Brown Shoe Co.
Campbell Soup Co.
Chesbrough Mfg. Co.
Colgate-Palmolive-PEET Co.
Congoleum-Nairn, Inc.
Corn Products Refining Co.
Derby Foods, Inc.
De Soto Div. of The Chrysler Corp.
Durkee Famous Foods, Inc.
Emerson Radio & Phonograph Co., Inc.
Firestone Tire & Rubber Co.
Ford Dealers of America
Ford Motor Div., Ford Motor Co.
Frigidaire Div., General Motors Corp.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
Hazel Bishop, Inc.
Hunt Foods, Inc.
International Shoe Co.
Andrew Jergens Co.
Most popular programs
For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that’s only part of the picture: NBC’s program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women’s daytime shows.

Add the NBC broadcasts of the United Nations sessions... the operas produced especially for television... the modern living series planned for the younger viewers... the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue... the Sunday Comedy Hour... the Wednesday Four-Star Revue... Broadway Open House... the Kate Smith Show—and you see why

the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.

Facilities expansion
And to mount these and other programs on NBC’s expanded schedules required a parallel and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York’s Center Theatre was converted to the world’s largest television studio. Four additional TV studios were opened.

New advertising concepts
Credit NBC’s tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC’s Hofstra Study—the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships... alternate-week advertising... multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

A great national asset
The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation... with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen, 1951 sees television—the most compelling vehicle of mass communication ever devised—ready, at a moment’s notice, to serve the need of this country in peace or war.

NBC TELEVISION
America’s No. 1 Television Network

The Kellogg Co.
Kraft Foods Co.
P. Lorillard Co.
Manhattan Soap Co.
Mars, Inc.
Miles Laboratories, Inc.
Minnesota Mining & Mfg. Co.
Minute Maid Corp.
Mohawk Carpet Mills, Inc.
Motorola, Inc.
Mutual Benefit Health & Accident Assoc.
National Dairy Products Corp.
Naturalizer Div. of Brown Shoe Co.
Norge Div. Borg-Warner
Pet Milk Sales Corp.
Philco Corp.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corp. of America
Revere Copper & Brass, Inc.
R. J. Reynolds Tobacco Co.
Riggio Tobacco Corp.
Sales Builders, Inc.
Simmons Co.
The S.O.S. Co.
Snow Crop Marketers, Inc.
Speidel Corp.
Standard Brands, Inc.
Standard Oil Co. of Indiana
Stokely-Van Camp, Inc.
Swift & Co.
The Texas Co.
United States Tobacco Co.
The Wander Co.
Waltz Grape Juice Co.
Wildroot Company, Inc.
STATION STATUS
- Operating Station and/or Point of Origin
- Operating Station
- Under Construction
- Application Pending

CIRCUIT STATUS
- NBC Full Time Circuit
- Circuit Shared with Other Networks
- Under Construction Shared Full Time
- Projected
- Off-the-Air Relay Pickups

* Nashville does not require off-the-Air pickup
CASTING COMPANY

[Map of the United States with various TV stations and cities marked on it.]
<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
<th>Year</th>
</tr>
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<tbody>
<tr>
<td>Adanti, Paul</td>
<td>WHEN</td>
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<td>Alvarez, Maria Helen</td>
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<td>Arnoux, Campbell</td>
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<td>Bannister, Harry</td>
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<td>Berkeley, Kenneth H.</td>
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<td>Campbell, Martin B.</td>
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<td>WOW-TV</td>
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<td>Doty, Clarence L.</td>
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<td>Dunham, Harrison M.</td>
<td>KTTV</td>
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<td>Dunville, Robert E.</td>
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<td>Fedderson, Don</td>
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<td>Fetzer, John E.</td>
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TV STATION PERSONALITIES
1950-1951

The Year Book of Television herewith presents a roster of TV executives in the Station Management field as they appeared in the “Tele Topics” column of 1950-51 editions of Radio-Television Daily.

For a man who started out to be a barge line operator on the Mississippi, then became the youngest advertising manager in St. Louis motor circles at the age of 22, ROBERT E. DUNVILLE, president and general manager of the Crosley Broadcasting Corporation, still finds time to devote to the career that became a hobby. A steamboat whistle is, to Bob, what the opening game is to a baseball fan. Bob was born in St. Louis and is a graduate of the University of Missouri. After a short career in the automotive industry, he joined the sales department of KMOX, St. Louis, and shortly thereafter was named assistant general manager of the station. In 1937, Bob joined the staff of WLW and was appointed general manager of WSAI, then owned by the Crosley Broadcasting Corporation. In 1938 he became general manager of the two stations. Bob was appointed vice-president of Crosley and general manager of WLW in 1944 and was elected president of the corporation in 1949.

WILLIAM FAY, vice-president in charge of the broadcasting division of Stromberg-Carlson and a director of that company, is general manager of its three stations, WHAM-AM-FM-TV. He was born in East Hartford, Conn., and after graduating from Albany Business College in 1922 he joined WGY, Schenectady, as musical conductor, baritone soloist and announcer. Bill went to Buffalo in 1927 where he became studio manager of WMARK. While there he also did the play-by-play baseball of the Buffalo Bisons of the International League, in addition to his other duties. In 1928 he was invited to WHAM as program manager and in 1929 stepped up to general manager. In 1942 he was made vice-president and director of the Stromberg-Carlson Company. Bill’s particular pride is Rochester Radio City, built at a cost of $1,000,000, and housing the three Stromberg stations. The building was completed in 1948. He is a director of NAB District II which encompasses New Jersey and the Broadcaster’s Advisory Council.
M. C. WATTERS broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers’ WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va., and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincin-

nati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separated from and independent of its AM affiliate. Under Mort’s guidance, WCPO-TV was the first station to go into heavy daytime programming and one of the first to go into black figures.

GAINES KELLEY, general manager of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, has had wide experience in newspaper advertising and has taken an active part in community life in Greensboro, N. C. He was reared in Birmingham, Ala., and attended the Birmingham YMCA School of Technology, majoring in administration, office practices and salesmanship. Gaines was associ-

ated with the Progressive Farmer, the South’s biggest farm journal for 12 years and from 1932 to 1948 he was classified advertising manager of the Greensboro Daily News and The Greensboro Record, owners of WFMY operations. He is a charter member of the Greensboro Junior Chamber of Commerce and a member of city’s C of C as well as a past president of the local Lions Club.

JACK HARRIS, general manager of KPRC and KPRC-TV, Houston, Texas, considers coverage of the Mississippi flood in 1937 as one of the three most important “big stories” he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the vast flood area. The broadcasts were carried by 600 stations. Four years later Jack was in Washington as deputy to Ed Kirby, setting up the Army’s first radio broadcasting activities. During the war he covered initial Army maneuvers, produced many of the award-winning Army Hour broadcasts; took over Radio Tokyo facilities for Gen. MacArthur, and was in charge of the broadcast of the Japanese surrender aboard the USS Missouri—this was his second “big story.” Returning to Texas, Jack took the helm of KPRC and entered TV last June 1 when The Houston Post Company purchased KLEE-TV.
KEN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. It was in Hollywood that the “entertainment bug” hit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent as a time salesman for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950.

DON FEDDERSO, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's call letters were changed to KLAC and all commercial contracts were cancelled so that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern California.

RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of Radiohio, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank.
ALVIN D. SCHROTT, manager of WJAC-TV, Johnstown, Penna., finds his present duties a long way from the vocation he chose as a high school student. Al had devoted his last years in school to the study of printing and hoped to get a job on a newspaper. He was successful in 1932 in joining the Johnstown Tribune Publishing Company, parent company of WJAC—but in the advertising department, not as a printer. After working several years in the local advertising field, Al was named national advertising manager. Here he became familiar with the workings and personalities in the country’s leading agencies and this knowledge and experience formed the basis upon which he was to build a successful TV station. After Navy service in the war, Al returned to the paper in 1946. One year later he became personnel and credit manager and in 1949 when WJAC-TV needed a manager, Al, green but willing, took on the job.

GEORGE CRANSTON, manager of WBAP, AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada, and to earn passage money he sang as a boy soprano soloist at Edinburgh Episcopal Church, earning a shilling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George studied as concert tenor in London. Coming back to Canada, he participated in one of the first radio broadcasts in November, 1919, making him a real veteran of the medium. Shortly afterwards, he went to Chicago and free-lanced around WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Tiring of the rugged Canadian winters, George moved to Texas to become mgr. of WBAP in 1930.

CHARLES H. CRUTCHFIELD, vice-president and general manager of WBT and WBTV, Charlotte, N. C., was born in Hope, Ark., moving with his family to Spartanburg, S. C., when he was eight. While a student at Wofford College, Charley, bitten by the radio bug, worked part time at WSPA, Spartanburg, as office boy and telephone operator and later as announcer. In 1931, he joined the announcing staff of WBIG, Greensboro, N. C., and shortly thereafter became program director for the station. Following a stint with several other stations, Charley moved to WBT as an announcer in 1933 and was made program director, two years later. In 1945, he was made general manager of the station, and one year later was appointed to the board of directors, and made secretary and treasurer of the Jefferson Standard Broadcasting Company, operators of WBT. In 1947, Charley was promoted to a vice-presidency. With the debut of WBTV in July, 1949, as the first TV station in the Carolinas, Cahrely enlarged his duties.
LYLE DEMOSS, assistant general manager of WOW and WOW-TV, Omaha, Neb. discovered back in 1923 that radio could best serve his ambition to be an entertainer and musician, so he became an announcer and singer on the Anthony, Kansas, experimental station 9DXH. His early start in radio makes Lyle an honored member of the Radio Pioneers. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB.

WOW was his next stop, where he became production manager in 1937. During the summer Lyle commutes the 500 miles to Chicago weekly where he is an instructor in the Northwestern University Summer Radio Institute. In the Fall and Winter he travels with the Omaha C. of C. "Tribe of Yessir" on its jaunts into the Omaha trade area towns. He is in charge of entertainment, naturally. Lyle is married to the former Antoinette Quattrrochi and they have two sons, Billy and Bobby.

RICHARD DOAN has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Doan came East and became news bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in the Navy for three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Doan, star of the CBS Stone television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.

JOHN E. FETZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is affiliated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, la. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John has also served on the board of directors of the American National Bank of Kalamazoo.
MARTIN B. CAMPBELL has guided the destinies of WFAA, Dallas, for the past 18 years and has made the station one of the most influential in the Southwest. Now he has added television, via WFAA-TV, to the roster of air services under The Dallas Morning News banner. The broadcasting bug bit Martin while he was serving as radio editor of the Louisville Times and in 1927 he left the paper to become assistant manager of WHAS, Louisville. In the early thirties Martin trekked southward to accept his present post as general manager of WF AA. Since his association with WF AA, the air properties now include WF AA with 50,000 watts, WBAP, a 5000-watter and now the Channel 8 video service of WF AA-TV. Martin has long been an active and prominent member of NAB with his most conspicuous service as a member of the board of directors. In 1949 he was chairman of the stations planning and advisory committee of NBC.

ROGER W. CLIPP, general manager of the Philadelphia Inquirer's stations, WFIL and WFIL-TV, since 1938, first joined WFIL in 1935 as business manager, after six years with NBC in N. Y. Since 1946, Clipp has been chairman of ABC's planning and advisory committee. He has been secretary-treasurer and a director of BMB since 1944 and active on numerous NAB committees. Recently appointed chairman of the 1951 March of Dimes Campaign of the Philadelphia chapter, Clipp is also chairman of the Clubs and Entertainment Div. of the United Fund 1950 Campaign and a radio-TV representative of the Philadelphia County Defense Council. A graduate of the Wharton School, he is active in alumni affairs as president of the class of '25. He is a past president of the Poor Richard Club; member of the University Club; Pen and Pencil Club and honorary Colonel in the 111th Infantry of the Pennsylvania National Guard.

NATHAN LORD, vice-president and general manager of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville and a former director of NAB. Following a sojourn in Alberta, Canada, he returned to Louisville in 1920 and became a reporter for the Post and Courier-Journal. Eight years later, Nathan left the newspaper as city editor to become advertising manager of the Girdler Corporation. In 1933 he went with the Herald Post and in the same year became vice-presi-
WALTER COMPTON, general manager of WTTG, Washington, D.C., was born in Charleston, S.C. After graduation from Roanoke College at Salem, Virginia, Walter entered radio, in 1935, with WDBJ, Roanoke. The following year he joined the staff of WCSC, Charleston as announcer, control operator, copy writer and the usual number of other ceteras. He subsequently transferred to WIS, Columbia and later moved to Greenville as program director of WFBC. In April, 1937, Walter trekked northwards and joined WOL.

He was appointed White House announcer for the station and for Mutual. In 1939, Walter originated "Double or Nothing" thereby setting off the quiz type of program, still with us today. In mid-1945 Walter requested a release from his WOL and Mutual obligations in order to devote his energies to studying the coming new medium of TV. In June, 1947, he originated from Washington the first regularly scheduled daily news program in television for DuMont and in Jan. 1948, he become general manager.

PAUL ADANTI, general manager of WHEN, Syracuse, has held that post with the city's pioneer television station since its organization in the fall of 1948. In the past two years, he has increased the weekly program hours from 20 to the present 80. Paul has been in various phases of radio and TV since his graduation from Union College in 1934. Following a brief teaching career in his home town of Auburn, N.Y., he joined WMBO as chief engineer and program director. Two years later he moved to Syracuse to work in the engineering and program departments of WSYR. This stint was followed by a period with WGY, Schenectady, as a studio engineer. When WRGB, WGY's TV affiliate was licensed in 1940, Paul moved into television. At the time he went to WHEN in 1948, Paul was chief of technical operations at WRGB.

MARIA HELEN ALVAREZ, general manager of KOTV, Tulsa, Okla., is the only woman chief executive in station TV. She started her radio career in 1943 as a continuity writer for a Tulsa radio station. From this start she branched rapidly into other departments and from program writing to writing her own shows were quick steps. In addition, Helen also handled a regular newscasting assignment. Her contacts with advertisers and agencies led her naturally into time sales and at the time she left radio she was an outstanding successful radio account executive. In 1947, Helen decided that the infant TV industry offered greater opportunities for creative expression and she resigned her position to devote herself to full time study of the new medium. Shortly thereafter, Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Subsequently, Cameron Television, Inc., was formed and Helen was selected to head up the organization which operates KOTV.
CAMPBELL ARNOUX, president and general manager of WTAR Radio Corporation, operators of WTAR and WTAR-TV, was born in New York and spent his early childhood in St. Louis, and moved to Texas where he grew up. He is a graduate of Texas University and got his first job as a reporter on the Fort Worth Record. Following World War I and after a two-year trip around the world, "Cam" became assistant to the director of publicity of the southwestern division of the American Red Cross. In 1922 he became a staff writer on the Fort Worth Star-Telegram shortly before the paper installed a radio station — now WBAP. "Cam" got the job as manager only because it had been offered to all other members of the staff who refused to have anything to do with such a thing as radio. After becoming manager of KTHS, Hot Springs, Ark. "Cam" moved to WTAR where he was named manager in 1933. In 1947 he was named president and general manager of the station. WTAR-TV, opened on April 2nd, 1950.

GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of The Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. George has been associated with the company continuously since 1913 when he left the Munsey newspapers to become advertising manager of the Post-Dispatch. He was elected to the company's board of directors in 1922 and in that year KSD went on the air and George was placed in charge of the station's program and business departments. In 1933 he was named general manager of the entire KSD operation. George's foresight concerning the potential impact of TV resulted in the inauguration of KSD-TV on February 2, 1947, as the first completely post-war equipment television station in the country.

E. Y. FLANIGAN, general manager of WSPD and WSPD-TV, Toledo, Ohio, brings to video over 20 years of experience and has earned a national reputation as an authority in the broadcasting field. "Flan" started his career in the theater. Later, he became a press agent and also spent many years in the newspaper business. "Flan" was born in Pittsburgh and has played a large part in helping build up The Fort Industry Company into the largest independent radio operation in America. He is vice-president of The Fort Industry Company, operators of AM stations in Toledo, Wheeling, Fairmont, Lima, Atlanta, Miami and Detroit. The company also operates TV stations in Detroit and Atlanta as well as in Toledo. Concerning TV, "Flan" says that despite two and a half years of operation in Toledo, the local AM station is still showing gains. However, "Flan" predicts that in 1951, WSPD-TV business will double if the station can clear sufficient time.
HAL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the midwest region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations.

HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV is a veteran of broadcasting and has been head of the big Texan outlet since 1932. Hugh was born in Victoria, Tex., moving later to San Antonio. He attended Phillips Exeter Academy and Yale University. After graduation, Hugh returned to San Antonio and joined A. B. Frank and Associates, wholesale dry goods firm. He resigned from the company to join the Southern Equipment Co., then owners and operators of WOAI. In 1931 he was transferred to the broadcasting end of the business where he handled local sales first; then came a turn as announcer, following which he served in the continuity department. Later he became program director. With this background, he was appointed gen. mgr. of WOA in 1932. Six years later, Hugh was named president and treasurer of Southland Industries, Inc., new corporate name of the firm owning WOAI.

G. P. HAMANN, general manager of WBRC, AM and TV, Birmingham, Ala., is one of the most progressive young executives in the radio and TV field. His experience in the field dates back to 1929 at which time he served as a wireless operator in the Maritime Service. Gerry has also been associated with Radiomarine Corp. of America, Page and Davis, consultant engineers of Washington, D. C., and has instructed at the University of Alabama, Birmingham Southern College and Howard Col-lege in Birmingham and has been a station owner. Gerry, a native of New Orleans, was connected with WSMB of that city for a period of eight years prior to joining WBRC in 1940. Before being made general manager of WBRC, AM and TV, he served as technical director for the station and manager of the FM operation. WBRC was the first station in Alabama to apply for a television license and video operations were begun in July 1949 under Gerry's guidance.
WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, Richmond, Va., AM, FM and TV, respectively, was born in Richmond and has lived there all his life. Wilbur quickly got a job in the automotive business and by 1922 was able to organize his own automotive electric business. Deciding that a knowledge of commercial law would be a good insurance in business he devoted three years of night study to that subject.

HAVENS

JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV, came to the CBS Washington, D. C. affiliate after 13 months as executive vice-president of WINX and WINX-FM, the former Washington Post stations. WTOP is now the Washington Post outlet. Prior to his WINX service, John was station manager of WQXR and WQXO, the New York Times stations, from January, 1946 to January, 1948. During World War II, he directed the American Forces Network in the European Theater. John began his radio career at WIP, Philadelphia, and left his job there as co-ordinator of sales and programming to become assistant to the vice-president of WOR in 1936. He entered the Army in 1941 as aide to the Quartermaster General and quickly rose to a lieutenant-colonelcy where he served as Associate Director of Troop Broadcasting Services under General Eisenhower. John was born in Philadelphia and attended local schools there, graduating from the University of Pennsylvania.

HAYES

LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill., where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising manager and 14 years ago assumed the general manager-ship of WHBF. With his newspaper background, he was able to build the station into a preeminent news outlet—a position which he jealously guards despite the added duties of managing WHBF-TV. Les has served two terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters Association.

JOHNSON
ERNEST A. LANG, commercial manager of WMAR-TV, The Sunpapers television station in Baltimore, helped pioneer the beginnings of TV in Baltimore, a market with a quarter-million receivers. Ernie helped set up the Baltimore station, three years ago. He joined the parent organization, The Sunpapers in 1940 as an advertising salesman, and when the publishing organization undertook its TV operation, Ernie was promoted to commercial manager. He is a native of Austin, Minn., and held various advertising positions in the mid-West, his last previous job before coming to Baltimore, being with Gene Howe's Globe-News in Amarillo, Texas. In his contributions to telecasting, Ernie effected sale of the longest continuously sponsored TV program in the Baltimore-Washington area, the "National Sports Parade," which has been on the air in the two cities since April, 1949. He is in charge of both local and national sales for WMAR-TV.

G. BENNETT LARSON, v-p and general manager of WPIX, N. Y. Daily News-owned video outlet, has been a broadcasting figure for 23 years, having started his career in the crystal-set days of 1927 at KYDL, Salt Lake City. Two years later, he descended on N. Y. to spend five years at NBC producing and directing top-flight radio shows. Between 1934 and 1942, Larson was an exec in the radio departments of Joseph Katz Co., R&R and Y&R—directing and producing programs that starred Milton Berle, Al Jolson, Phil Baker, Eddy Duchin and Morton Downey. At WWG, Washington, D. C., he was general manager and part owner from 1942 until 1945, when he moved up to a managership at WPEN, Philadelphia. Jumping into TV all-the-way, Larson was named a v-p in charge of video at WCAU-TV in 1947, where he remained until his appointment as manager of WPIX.

PHILIP G. LASKY, vice-president and general manager of KSFO and KPIX, San Francisco, was born in Denver where he was prominent as an early wireless "ham" during his school days. In 1923 he traveled the world as a ship radio operator. Later he chased fires and covered the police beat from the Omaha "World-Herald" and wound up on the Denver "Post." From there Phil rejoined KLF, where he had been briefly before. In 1927, Phil joined KDYL, Salt Lake City, and stayed there for eight years. Phil moved to KTAB as general manager in 1935 and shortly thereafter the station changed its call letters to KSFO. Together with W. I. Dunn, owner of KSFO, Phil bought KROW, Oakland. In 1940, the managing of the two stations became too much for Phil so he decided to devote his whole time to KROW. The station was sold in 1945 and Phil returned to KSFO, at the same time acquiring an interest in KXA, Seattle. KSFO received its CP for a TV station in 1947 and Phil put the station on the air in 1948.
U. A. (Jake) Latham, general manager of WKRC-TV, switched his likeable personality over to the field of television in 1949. Known by all his co-workers and fellow tradesmen as "Jake," he has been with WKRC for the past 15 years. Before entering radio he had been a factory representative and sales manager for Cincinnati automobile distributors. "Jake" broke into AM because he sold the manager of WKRC some automobiles in such a quick fashion, he was immediately hired and put on the sales staff. In 1941, "Jake" was made the local sales manager and three years later became general sales manager. He was appointed general sales manager of the TV station in 1949 and was named manager this year. Shortly after "Jake" became manager, WKRC-TV went into early daytime programming, and almost immediately national spot sales increased 250 per cent and total billing rose 183 per cent. "Jake" attended the University of Cincinnati.

W. R. (Bill) McAndrew, general manager of WRC, WRC-FM & WNBW, the three NBC outlets in Washington, D.C., has met radio and TV problems with he same two-fisted approach that won him his name as a "top newsman" in the nation's capital. Bill is a native Washingtonian and was graduated from Catholic University in 1935. He immediately plunged into newspaper work, beginning on the sports desk of the Washington Times-Herald. Later Bill went with the United Press and then switched to radio, becoming news editor of the NBC red network's D.C. office. From the latter post Bill joined Broadcasting Magazine as executive news editor and in 1942 he was information director of the Board of Economic Warfare. In 1944 Bill joined WRC as news manager. Since then Bill has held down several posts, each with added responsibilities, and in 1949 was named general manager of the three Washington stations.

Thomas B. McFadden, manager of NBC-TV's owned and operated KNBH, Hollywood, was named to that post on April 6th of this year. Having started at NBC in 1934 as a page, McFadden climbed up through the ranks to become director of news and special events, then assistant-manager and later manager of WNBC and WNBT. He also served as a news writer in the web's N.Y. newsroom and as news broadcaster for WGY, Schenectady, and WRC, Washington, D.C. McFadden entered the service on Pearl Harbor Day, Dec. 7, 1941, as an ensign in Naval intelligence. When he completed his assignment with the 3rd Naval District Headquarters in New York, he resigned his commission and joined the Army as a private, took flight training and was commissioned in 1942 as a pilot with the rank of second lieutenant. He was a captain when discharged in 1945, and after returning to NBC was named director of news and special events of WNBC in 1946.
IRVING ROBERT ROSENHAUS, president and general manager of WATV, Newark, N. J., entered the broadcasting field with a professional background in education and law. "Irv" graduated from Rutgers University and took his law degree at John Marshall Law College, Jersey City, in 1933. He became an attorney-at-law in the same year and counsellor-at-law of the State of New Jersey in 1937. While at law school, "Irv" taught English at Memorial High School in West New York and since that time has never ceased being interested in education and the extensive public interest programming of WATV and WAAT is a direct reflection of the convictions which were implanted in his mind during those years of teaching. After a short period of practicing law, "Irv" joined the executive staff of the Bremer Broadcasting Corporation as assistant manager of WAAT. Under his guidance the station soon gained dominance in the North Jersey market. In 1947 the corporation was given a CP for a TV station, and in May, 1948 WATV opened.

COL. B. J. PALMER, Iowa's "Mr. Radio" is, today, supporting TV with all the faith and enthusiasm that he has given to radio for 30 years. He is the owner and operator of WHO, 50,000 watt; at Des Moines; WOC, oldest radio station west of the Mississippi, and WOC-TV, Iowa's first television station. Back in 1921, B. J. began radio experimentation in Davenport. The following year he was granted the call letters of WOC, just three months after the original license was granted KDKA. During the early years when radio was viewed as a fad, B. J. showed his faith in the medium, when WOC was ordered to divide time with WHO, by purchasing the latter station from Bankers Life Insurance Company and when the depression was at its worst, he built a costly 50,000-watt station to house the latter outlet. Following his innumerable "firsts" in radio, B. J. has done the same in TV. First station in Iowa; first to serve the Quint-Cities.

JAMES G. RIDDELL, president of WXYZ, Inc., ABC O & O outlet in Detroit, was born in Glasgow, Scotland. He came to the U. S. at an early age and after graduation from high school in Detroit he found that radio was the career for him and began at WXYZ as office boy in 1931. Within a year, Jim had a promotion and has held many positions with the station, including traffic manager, sales manager and commercial manager. When WXYZ was sold to ABC in 1942, Jim was made general manager of the station. Early this year he was promoted to president. As leader of WXYZ-TV, Jim gave the word to pioneer in afternoon TV with the "Pat'n'Johnny" show which won great acclaim as the first afternoon TV show in Detroit, as well as one of the first in the nation. Not content with this, Jim recently started morning television programming from 7:00 to 10:00. Jim is married and the proud father of two daughters, seven and four years of age.
JULIUS F. SEEBACh, JR., member of the Board and v-p of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1926), director of program operations (1935), v-p in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.

HY M. STEED, manager of WLAV-AM-FM-TV, Grand Rapids, Michigan, has been finding some time during the past year and a half to apply his theatrical experience to TV. After deserting a law career in Illinois, Hy joined the Army in 1917, becoming leader of the 54th Field Artillery Band soon after his enlistment. Following the war the maestro chose a group from his military band and toured the vaudeville circuits throughout the United States and Canada. In early 1922 his orchestra located in New York, playing at such places as the Strand Roof and the Commodore Hotel. Following a stint with a road show company of the Schuberts, Hy and his group left show business flat for radio at WWJ and a hotel booking in Detroit. He has been in radio ever since, taking on executive duties in 1929 with WMBC in Detroit. In 1940, when Leonard A. Versluis gained a CP for the second station in Grand Rapids, Hy moved across the state to become manager. In 1946, FM was added and in August, 1949, WLAV-TV started operations.

DONALD A. STEWART, general manager of WDtv, Pittsburgh, is a veteran in the comparatively young life of TV. He has been in the medium for twelve years, since New York City's World's Fair days. Don has been associated with the Allen B. DuMont Laboratories, Inc. for the past seven years. For some years Don owned and operated a circuit of motion picture and vaudeville theaters in Tampa, Ft. Myers, Sulphur Springs and Ybor City in Florida. He also owned and managed a circuit of theaters in Montana, Colorado, New Mexico and Texas. Don is a native of Wyoming and served in the armed forces for two years in World War I. In the recent war he directed the operation of 576 16-mm hospital ward motion picture theaters for the American Red Cross. He was general manager of Television and Motion Picture Associates, New York.
WILLIAM C. SWARTLEY, station manager of Westinghouse Radio Stations in New England, has under his direction four mediums of radio operation—standard band, frequency modulation, shortwave and television. Bill first joined WBZ and WBZA in the capacity of station manager in 1940, after serving as station manager of the Westinghouse stations WOWO and WGL in Fort Wayne, Ind., for a period of two years. Previously he was employed in the office of the president of Westinghouse Electric and Manufac-

turing Company as an administrative assistant. Bill is a graduate of Cornell University with a degree in mechanical engineering and during World War II served with the Ordinance Department, U. S. Army, holding the rank of Major. In his present capacity, Bill oversees the activities of the synchronously-operated stations, WBZ and WBZA; the frequency modulation outlets, WBZ-FM & WBZA-FM; the shortwave station WBOS and New England’s first commercial TV station, WBZ-TV.

G. RICHARD SWIFT, general manager of WCBS and WCBS-TV, heads both AM and television station activities in the New York area. He joined CBS in 1932 and has held the titles of: assistant director in network operations, head of popular music for Columbia’s program department, assistant program director and account exec in WCBS sales, and program director and assistant general manager of WCBS. He was named general manager of WCBS-AM in March, ’49, and of WCBS-TV in May, ’50. As program director of WCBS, Swift developed such shows as Godfrey’s early morning programs, Bill Leonard’s “This Is New York,” and the programs of Phil Cook, Margaret Arlen and Jack Sterling. Known to the trade as “Dick,” he’s 37 years old and lives in the Morristown area of New Jersey with his wife and three children.

ROBERT DWIGHT SWEZEN, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-’48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-’44. Originally, Swezey’s profession was that of attorney at law, having practiced in Boston, New York, and Washington from ’32 to ’38. The background for his career was gleaned at Harvard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he’s a past proxy of the Radio Execs Club of N. Y. and the 150 v-p of the New Orleans AB Club.
EUGENE S. THOMAS, mgr. of TV operations for WOR-TV, returned to the WOR fold in June, this year, after spending 18 months in Washington, D. C., during which time he brought WOIC from the red to the black in the profit column. Thomas is a director of the NAB, representing the TV industry, and of the AFA. He also served two terms as proxy of the New York Ad Club, and was pres. of the Sales Executives Club. A graduate of George Washington U. and Harvard's graduate school of business, Thomas came up through the ranks of newspaper reporting for the Washington Herald, Washington Daily News, and Washington Star before entering the field of public relations. Prior to joining WOR in 1934, he headed the radio department of H. W. Kastor & Sons, Chicago ad agency. At WOR, he has been successively: director of sales promotion and advertising, ass't sales mgr., sales mgr., and executive committee sec'y.

C. ROBERT THOMPSON, a member of the Radio Pioneers, is general manager of WBEN, Buffalo—AM, FM and TV. Bob entered radio even before he graduated from high school, singing over WAIU, Columbus, Ohio, in 1925. The following year he joined the announcing staff of the station. 1928 found Bob at WCAO, Baltimore, as announcer and musical director and later as program director. In 1931 he and Cliff Harris, now of WIP, Philadelphia, leased WTBO, Cumberland, Md., and became co-managers. Returning to Columbus in 1932, Bob served as program director of WCAH (now WBNS) and later became manager of WCOL. Shortly after The Buffalo Evening News acquired WEBR, Bob went there in 1938 to supervise programs and shortly afterwards became station manager. He became assistant manager in charge of sales at WBEN in 1942, becoming manager in 1944, acquiring his new title this year.

CHARLES VANDA, former head of CBS' Hollywood programming for many years, is now vice-president in charge of TV for the WCAU, Philadelphia, stations. In Hollywood, he originated and produced such top radio shows as "Suspense," "Intrigue," and "Stars over Hollywood." In addition Charley produced, wrote and directed most of the super-productions in Hollywood Bowl from 1935 to 1946. During World War II, he chaired the Four-Network Radio Committee; co-produced the "This Is War" series and co-authored the entire plan for the Armed Forces Radio Service. Charley became veeo of WCAU-TV in March of this year. Perhaps his biggest contribution to Philadelphia TV to date came in September when WCAU-TV undertook a daily schedule of 17 hours, one of the heaviest program logs on any TV station in the country. Among his other accomplishments, Charley created and originated "The Big Top."
R. G. WINNIE, station manager of WTMJ and WTMJ-TV, The Milwaukee Journal stations, is a man who grew up with midwest radio station operations and is repeating the process in TV. Russ has been in broadcasting and with the Milwaukee Journal stations for 23 years and has played an active part in the development of both radio and TV in Milwaukee and Wisconsin. As station manager for the AM and TV outlets, Russ works directly under Walter J. Damm, vice-president and general manager of radio.

KENNETH H. BERKELEY, vice-president and general manager of the Evenig Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C., is a native Washingtonian, who has been in the radio business since 1923. Ken has been with WMAL as g.m. since ABC-TV was formed in 1942 and WMAL was separated as the Blue Network from the NBC. Prior to this he was connected with WRC, where he saw service also as general manager. Ken followed the tide of TV and in Oct. 1947, WMAL-TV was born. This station holds the distinction of being the first TV outlet, not excepting networks, to announce a 7-nights-a-week schedule. Ken believed that viewers should be served on a regularly scheduled basis, so that after a nighttime program was established WMAL-TV also began daytime programming, and it was the first TV station in the country to broadcast over a high frequency band.

HARRY M. BITNER, JR., president and general manager of WFBM and WFBM-TV, Indianapolis, Ind., is one of those people that can acclimate themselves in any trade. Graduating from Franklin & Marshall College in 1935 as a psychology major, Harry's first big job was as a newspaper reporter and rewrite man for the Baltimore News Post. In 1939 he left this position to join the staff of WFBM as an assistant program director; a year later he was made office manager of the station and in 1942 he was promoted to general manager. After 3 years of naval service during the war he returned to WFBM as president and general manager in 1946. Since that time WFBM, Inc. has acquired several smaller stations in Indiana and Michigan. In May of 1949, WFBM, Inc., under Harry's leadership, launched the first TV station in Indiana—WFBM-TV, which serves the entire central Indiana area with top TV programming.
CLARENCE L. DOTY, general manager of WJZ-TV, reports that he has been interested in radio since the early '20's when it was a real thrill to hear anything in the headphones except static. In 1923 he helped design and construct and operate the first voice broadcasting station in Charlestown, W. Virginia. Arriving in N. Y. several years later he studied at NYU and Columbia, majoring in business and advertising. From college he joined the National Advertising Dept. of Scripps-Howard newspapers, where he remained seven years. In Jan., 1942, with a varied background of selling in his wake Chick joined the spot sales division of the Blue Network, but after a year entered the Navy for three years. Returning in 1945 to the Blue Network, which by that time had become ABC, Chick was subsequently made sales manager of WJZ and WJZ-TV, and in 1950 was promoted to general manager of WJZ-TV.

HARRISON M. DUNHAM, general manager of KTTV, Los Angeles, was born in Grand Rapids and moved to California at the age of twelve. He is a "fifth generation" attorney, having taken his law degree at Harvard, following his graduation from the University of California at Los Angeles. Harrison joined the law firm of Elliott & Aberle, upon graduation, and two years later was made a partner. In 1939 the Douglas Aircraft Corporation retained the firm and Harrison was named assistant general counsel to the firm. He resigned in 1942 to become general counsel for the Growers Association, Fresno, and a year later purchased a cannery, resigned from the Growers Associations and founded Northern California Canneries. In 1946, Harrison sold his firm and founded two San Francisco food distribution companies. Three years later he sold one company, liquidated the other and then joined the Los Angeles Times in February, 1949, as assistant general counsel.

C. RICHARD EVANS, general manager of KSL and KSL-TV, Salt Lake City, Utah. joined the station's staff as a technician in 1927 while still in his teens and stayed around to watch it expand its facilities until it has become one of the most popular radio and TV outlets in Utah. During the war Dick took time out to work for the government on an engineering research product at Columbia University, and with William Lodge and William Wright, now engineering heads at CBS, he perfected an anti-submarine weapon, still being used by the U. S. Navy. Returning to Salt Lake City in 1943 Dick became KSL's chief engineer, and later was made assistant general manager of the station in 1948. Several months later he was promoted to general manager of the radio outlet and in 1949 when the station went on the air with TV, Dick also assumed the general manager duties of KSL-TV. He is a member of the Accoustical Society of America, the Institute of Radio Engineers and is on the executive committee of the Utah Society of Professional Engineers.
S. S. FOX, president and general manager of KDYL and KDYL-TV, Salt Lake City, Utah, is known throughout the industry as one of the real pioneers of both media. Sid began operation of KDYL when it was the 13th licensed broadcasting station in the country and one of the very few west of the Mississippi. Back in 1938 there was talk of something new called "television." Sid put his ear to the ground and purchased demonstration equipment for use in department stores and at the State Fair, to acquaint the people with what they might expect from this new field. Demonstrations were started in Sept., 1939. With World War II blocking progress, Sid ordered full speed ahead, following V-J Day, and KDYL-TV took to the air on April 19, 1948,—the first TV station between St. Louis and Los Angeles to be on the air regularly. Sid's early years of experience in film and show business made him particularly adaptable to TV and the KDYL-TV operations have been characterized with a flair for showmanship.

GAYLE V. GRUBB, general manager of KGO-TV, San Francisco, is one of the nation's honest-to-goodness pioneers of broadcasting. Even during his student days at Nebraska University, Gayle was gearing his future to a successful executive career in the entertainment field. He edited his college paper, wrote stories and cartoons, acted in little theatre plays and organized and led an orchestra. In 1924 his path led to radio, KFAB, Lincoln, Neb., where he was manager, program director, entertainer, stenographer, song writer and janitor. Later in 1928 he joined WKY, Oklahoma City, as g.m. and built that station into one of the top radio properties in the country. His outstanding record of WKY led to his appointment in 1945 by ABC as g.m. of the network-owned KGO in San Francisco. In May, 1948, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Starting out with a 5-day, 15-hour programming week, KGO-TV is now televising 7 days a week with 50 plus hours of programming.

THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM and WAFM-TV, Birmingham, Ala., was born in Sumterville, Ala. After graduation from Colorado College, he entered the advertising and sales work field and remained there for 20 years. Among the companies Thad was associated with were: Fawcett Advertising Agency and the Wofford Oil Company, as advertising and sales manager. He entered the radio field in 1937 with WAPI, Birmingham. In 1946 he started the first FM operation in Alabama with WAFM, and opened up Alabama's first TV station in 1949 with WAFM-TV. Well-known in Alabama circles, Thad has served as State Director of FERA, WPA, CWA and the NYA. In addition he was at one time assistant national administrator of the WPA in Washington. Thad, a Phi Beta Kappa, was also at one time vice-president and half owner of Famous Features Syndicate in New York.
STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S. and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan’s guidance, began full commercial operation, housed in the station’s ultra-modern radio city building and the only structure in the area built exclusively for radio-TV production.

RICHARD B. HULL, radio and TV director for WOI, Iowa State College, is a man who has come a long way in a little time. Not only is he responsible for the first educationally owned TV station in the U. S., but currently he is also TV chairman for NAEB and director of Region IV of that group. Dick has served 3 terms as president of the National Association of Educational Broadcasters, and in 1946 and ’47 was president of the Iowa Radio News Editors. After graduation from Iowa State in 1938 he served as radio specialist for the University of Minnesota’s Agricultural Extension Service and worked with WCCO, KSTP, WTCN, and KUOM, all in Minn. At WOI-TV, where he was named director in 1946, Dick has instituted a three-fold policy. First, to give the Ames-Des Moines area a complete network program service; secondly to train limited numbers of students in actual TV station situations and thirdly to conduct continuing programs of research on TV audience impact.

GEORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor’s wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator’s license in San Diego, Calif. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schenectady, N. Y., where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station’s first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.
KLAUS LANDSBERG, vice-president of Paramount TV Productions, is certain to figure prominently whenever TV pioneers both in Europe and America are discussed. Though only in his early thirties, Klaus is recognized as one of the leading authorities in the TV fields. He has been actively engaged in this work for over 16 years, and he has started more TV programming trends than any other single individual in the nation. In 1937, Klaus was appointed laboratory engineer and assistant to Dr. Korn, the inventor of picture telegraphy, in Berlin, Germany. Coming to America in 1938, Klaus went to work for Farnsworth TV, Inc., as development engineer and the next year was with NBC. It was during this period that Klaus helped make possible the first public demonstration of TV at the World’s Fair. After working with DuMont laboratories he was sent to Hollywood to organize W6XYZ, the Paramount Picture TV station in 1941. This TV outlet was on the air 5 years on an experimental basis before it became KTLA.

H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his present post. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice-storm, on skates—and Pete did.

JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sports-caster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work, and participation on various dramatic programs. In 1944, he accepted the position of program director of WSAI also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati’s College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off.
CECIL D. MASTIN, general manager of WNBF and WNBF-TV, Binghamton, N. Y., was born in Fairport, N. Y. He entered Syracuse University to study law but after two years he left to pursue the study of voice in New York. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. "Cec" went to Binghamton in 1915 and established a successful voice studio there. In addition to his teaching, "Cec" instituted several concert courses and founded the Binghamton Civic Music Series in 1926, and also founded the Binghamton Choral Society. With business experience gained as a partner in a local music store, "Cec" became program director of WNFB in 1929. When the station was bought by the Wiley B. Jones Advertising Agency in 1932, he became general manager. In 1942, FM was added and "Cec," who had been active in early development of FM, added WNBF-FM to his chores. WNBF-TV was launched on Dec. 1, 1949.

JOHN McCORMICK, general manager of WTAM-WNBK, Cleveland, Ohio, is a prime example of a man who eats, breathes and sleeps television. His introduction to this industry began in 1929 when he joined the staff of radio station WGBS in N. Y. as an announcer. Since that time he has been connected with practically every phase of radio and TV with the possible exception of engineering. He was named program director, WGBS, and remained with them when the station came under the Hearst banner and changed its call letters to WINS. In 1934 John became program and production manager at WKRC, Cincinnati, and manager in 1936. In 1938 he transferred to WCCO, manager, and in Feb. 1940, he was called to NBC to serve with their Chicago network sales division. John has also seen service as radio director of the Republican National Committee under Herbert Brownell in Washington, D. C. from Feb. 1945 until May 1946, at which time he returned to NBC sales in Chicago. John came to WTAM-WNBK in 1948.

JOHN M. OUTLER, Jr. was born in Metcalf, Ga., and after attending local schools was graduated from Young Harris College and later from Emory College. John's first job was classified advertising manager of the Augusta Herald. In 1916 he joined the Atlanta Journal staff, handling real estate advertising from 1916 until he enlisted in the Army in 1917. John returned to the Journal in 1919 as automobile editor—a position he held until 1926 when he became manager of the paper's Roto Advertising Department. John entered radio as business manager of WSB in 1930 and became general manager in 1944. With the inauguration of TV in 1948 he assumed the double duties of general manager of both the AM and TV operations. As manager of the South's largest radio station and first TV outlet, John has been a spokesman for local station TV interests and particularly for local programming in the medium. He has been a member of the Standards of Practice Committee of the NAB as well as chairman of the Sales Manager's Executive Committee.
ARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland “Oregonian” to assume managership of KGW and KEX, the then Red and Blue outlets in the Northwest city. A sports writer at 18, he gave up his job with the “Oregonian” to work his way through the University of Oregon and returned to the paper in 1929.

W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca-Cola Bottling Co. of West Texas and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recognized as the largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

LEE RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wolfson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwitch & Sons Department Store in Norway, Michigan.

During the war he served three-and-a-half years in the Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods of both large and small outlets. As a result, WTVJ has grown in stature during the year. Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president.
OWEN SADDLER, general manager of KMTV, Omaha, Neb., can look back upon colorful diversified career whenever he wants to. He has been an English instructor at two universities, a newspaper reporter, and has spent three years in the legal department of E. Du Pont de Nemours & Co. Add to this 13 years in radio and TV with the May Broadcasting Co., and you find a well-assimilated man. His first experience with radio came in 1938 when he was still working for his Ph.D. at Northwestern U. At that time he met the late Earl May, founder of KMA and a radio pioneer, who lured him to the station in 1938. Owen became assistant to the president and, in 1945, became general manager. He has carried over into TV all the enthusiasm he has developed working in radio. He has managed KMTV since its inception in Omaha, Sept. 1, 1949, and at present many TV executives consider KMTV as a model TV operation.

SADDLER

FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV, has been with the parent Tribune Company for thirty years. During this period he has taken an active and important part in the growth of WGN to a place of prominence in the Midwest AM field and has guided the development of WGN-TV in the television field. Frank joined the Tribune in 1918 as a sports writer. In 1926 he was named assistant sports editor and by 1928 was made assistant general purchasing agent. Three years later he joined WGN as director of public relations. In 1940, Frank was named station manager. He has more than a professional interest in WGN's network. Mutual. In fact, Frank feels more like a parent of the network since he was present at the birth of the web in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Frank is a native Chicagoan, graduate of Northwestern University, and a red-hot sports fan.

SCHREIBER

VICTOR A. SHOLIS, vice-president and director of WHAS and WHAS-TV, Louisville, Ky., was born in Scotland of Lithuanian parents. After this novel beginning he came to Chicago and in 1929 became a U. S. citizen through the naturalization of his father. Attending the University of Illinois he graduated summa cum laude in 1931 with a B.S. degree in journalism. In 1934 he joined the Chicago Daily Times, where he became political editor. He served in this capacity until 1939 when he became a special assistant to Secretary of Commerce Harry Hopkins. He resigned from the Dept. of Commerce and became a director of the Clear Channel Broadcasting Service in Washington in 1941. After serving three years in the Army he returned to CCBS, but resigned in 1947 to accept the post of director at WHAS. At this 50,000-watt clear-channel station he has set a pace for outstanding local and public service programming, and recently became the second Kentuckian ever to receive the American Cancer Society's award for meritorious service.

SHOLIS
FRANKLIN SNYDER, vice-president and station manager of WXEL, Cleveland, was born in Pittsburgh. After graduation from the Carnegie Institute of Technology, where he majored in architecture, he joined the Jones & Laughlin Steel Corporation in the construction engineering department. In 1938, Frank and several of his friends formed the Quality Laboratories, a company engaged in the manufacture and sale of drugs and cosmetics. This organization lasted five years and Frank went on to the Dravo Corporation, a ship-building firm. In 1944, he transferred to the Magnetic Metals Co., where he served in a sales position. At the conclusion of the war the firm converted to the manufacturing of radio and TV parts. As a result of his business contacts, he became friendly with Herbert Mayer, president of Empire Coil Co., who was in the process of developing a TV station in Cleveland. Resigning from Magnetic Metal in 1949, Frank helped construct and organize WXEL and finally assumed active management.

HARRY L. STONE, general manager of KPHO and KPHO-TV, Phoenix, Arizona, is a veteran of 27 years in the radio business. A believer in the idea that network programs need not originate in New York, Chicago or Los Angeles, Harry set about finding a format early in life that would warrant national recognition. Out of one of his brainstorms came “Grand Ole Opry,” still a top Hooper show coast-to-coast. Harry also has to his credit such talent discoveries as Eddy Arnold, Roy Acuff, Minnie Pearl and Ernest Tubb, and was instrumental in giving Dinah Shore her first start. Though he is far from being a songwriter by trade he recently collaborated with a friend and produced “Chattanooga Shoe- shine Boy” which swept the nation. Formerly vice-president and general manager of WSM and WSM-TV, Nashville, Tenn., he assumed the general manager-ship of KPOH-AM-TV this past year. Harry’s main objective appears to be the creation of local live shows for both radio and TV worthy of local acclaim, and produced for national recognition.

KENNETH W. STOWMAN, television sales manager of WFIL-TV, Philadelphia, is a veteran of 25 years in the broadcasting field. He joined the WFIL staff in 1945 as assistant to the general manager, following three and a half years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year, beginning in February, 1947. During this period the station went on the air for the first time. In the mid-twenties, Ken left a job as radio editor of a Philadelphia newspaper to join the staff of a local radio station. Since then he has been associated with the medium, except for his Navy hitch. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken studied business administration at Temple University before entering on his career and is a member of the Poor Richard Club and the 50 Club, as well as a board member of T & A of Philadelphia.
HARRY BANNISTER, general manager of WWJ, Detroit, has AM, FM as well as TV activities under his guidance. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR and in 1933 he joined WWJ as a salesman. Harry became sales manager for the station in 1935 and was appointed general manager in 1941. He is a former member of the board of directors of the NAB and is a member of the Stations Planning and Advisory Committee of NBC.

Before entering radio, Harry was associated with E. I. duPont de Nemours and with Brewer Co. He also did a five-year stint with the American Druggist syndicate. In all jobs he was in sales or sales supervising. On the more personal side, Harry, at his own admittance, is the best gin rummy player and worst crap shooter in radio or TV. He also admits that he plays a violent game of croquet every week-end, in sun, snow, sleet or ice.

P. A. SUGG, vice-president of the WKY Radiophone Company and manager of WKY and WKY-TV, Oklahoma City, Okla., became interested in radio back in 1920 when the medium was still a gadget, and has been in it ever since. In 1929 he entered commercial radio with KPO, San Francisco, and two years later moved to NBC where he served as control supervisor in charge of technical network operations. A Navy reservist, Bud was called to active duty in 1940, and had a major role in the development of radar during the war. He served aboard the U.S.S. Californis, and later was on the staff of Adm. Nimitz, commander of the Pacific Fleet. Released from active duty in 1945 he became manager of WKY on Jan. 1, 1946, and divided his attention between management of the AM station and direction of preparations for the advent of TV in Oklahoma. WKY-TV went on the air commercially June 6, 1949, with a weekly schedule of about 15 hours of programming.

HAAN J. TYLER, manager of KFI-TV, Los Angeles, Calif., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunham Company as an account executive, handling such accounts as O’Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO. Early in 1943, Haan moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948.
TELEVISION STATIONS

Station Index

☆

Alphabetically Listed
by States, Cities and Call Letters

☆

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Facilities

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NINETEEN FIFTY-ONE
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The following list of Television Stations reveals that 107 stations are operating in 63 markets. This is an increase of six stations over the 101 stations operating in 59 cities last year. The total number of TV sets in use as of April 1, 1951, was 12,171,500.

**ALABAMA**

**WA FM-TV**  
BIRMINGHAM—1949—ABC-CBS  
PARAMOUNT

Channel: 13. AP: 13.6 Kw. VP: 26 Kw.  
Business-Studio Address . Protective Life Bldg.  
Phone Number . 3-8116  
Transmitter Location . Radio Park-Red Mt.  
Air Time . 98 hours weekly  
News Service . INS  
Representative . Radio Sales  
Membership . NARTB  
Ch. of the Board . Ed Norton  
Pres., Gen. Mgr. . Thad Holt  
Sta. Mgr., Pgm. Dir. . Lionel F. Baxter  
Commercial Manager . C. P. Persons, Jr.  
Film Production . Burtt McKee, Jr.  
Chief Engineers . Jimmy Evans, N. H. Hurley  
Manager of Operations . E. H. Mitchell  
Consulting Engr. . A. D. Ring & Co.

**WBRC-TV**  
BIRMINGHAM—1949—NBC-DuM

Business-Studio Address . WBRC Bldg.  
Phone Number . 4-7741  
Transmitter Location . Red Mountain  
Air Time . 63 hrs. weekly  
News Service . AP, INS  
Representative . Paul H. Raymer Co.  
Membership . NARTB  
President . Eloise Smith Hanna  
General Manager . G. P. Hamann  
Commercial Manager . Don D. Campbell  
Program Director . M. D. Smith  
Promotion Director . John Orr  
Dir., or News & Special Events . Davenport Smith  
Production Manager . W. D. Smith  
Publicity Director . John Orr  
Dir. of Remotes . Millard Almon  
Chief Engineer . G. P. Hamann

**ARIZONA**

**KPHO-TV**  
PHOENIX—1949—ABC-CBS-NBC-DuM

Channel: 5. AP: 8.7 Kw. VP: 17.5 Kw.  
Owned-Oper. By . Phoenix Television, Inc.  
Studio Address . 631 North First Ave.  
Phone Number . 4-7367  
Transmitter Location . 618 North Central  
Air Time . 70 hrs. weekly  
News Service . INS  
Representative . Petry & Co.  
Pres. & Gen. Mgr. . John C. Mullins  
Sta. Mgr. & Prog. Dir. . Ronald C. Oxford  
Commercial Mgr. . Gil Lee  
Dir. of News & Spec. Events . Art Sprinkle  
Chief Engineer . George L. McClanathan

**CALIFORNIA**

**KECA-TV**  
HOLLYWOOD—1949—ABC

Channel: 7. AP: 15 Kw. VP: 30 Kw.  
Business-Studio Address . ABC-TV Center  
Phone Number . 3-3311  
Transmitter Location . Mt. Wilson  
Air Time . 73 hrs. weekly  
News Service . AP, INS, UP  
Representative . ABC Spot Sales  
President . Robert E. Kintner (ABC)  
General Manager . F. Samuels  
Station Manager . Richard Moore  
Commercial Manager . William K. McDaniel  
Program Director . John I. Edwards  
Promotion Director . John Hansen  
Dir. of News and Special Events . James T. Vandiveer  
Production Manager . E. Carlton Winckler
Southern Californians depend on KTTV for news, sports and outstanding television entertainment every day.

KTTV now occupies Hollywood’s newest, most compact motion picture lot—facilities which mean better production, bigger audiences.

KTTV
Los Angeles Times Television
U. S. TELEVISION STATIONS

KLAC-TV
HOLLYWOOD—1948

KNBH
HOLLYWOOD—1949—NBC

KTLV
LOS ANGELES—1949—CBS

KFI-TV
LOS ANGELES—1948
## Hooper Television Audience Index

**Dec 1950 - January 1951**

### Share of Television Audience

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<th>Time</th>
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<th>TV Station &quot;B&quot;</th>
<th>TV Station &quot;C&quot;</th>
<th>TV Station &quot;D&quot;</th>
<th>KTLA</th>
<th>TV Station &quot;E&quot;</th>
<th>TV Station &quot;F&quot;</th>
<th>Other TV</th>
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<tr>
<td>Sunday Afternoon</td>
<td>25.3</td>
<td>9.8</td>
<td>9.8</td>
<td>17.8</td>
<td>15.6</td>
<td>36.1</td>
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<td>12:00 Noon - 6:00 P.M.</td>
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<tr>
<td>Saturday Daytime</td>
<td>13.9</td>
<td>4.9</td>
<td>3.8</td>
<td>9.4</td>
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<td>60.8</td>
<td>1.7</td>
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<td>8:00 A.M. - 6:00 P.M.</td>
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<tr>
<td>Evening</td>
<td>50.3</td>
<td>16.8</td>
<td>5.7</td>
<td>9.7</td>
<td>15.9</td>
<td>33.3</td>
<td>7.4</td>
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<td>Sun. thru Sat.</td>
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</table>

877,421 TV Receivers in Los Angeles area, January 1, 1951.

KTLA Studios - 5451 Marathon St., Los Angeles 38 - Hollywood 9-6363
Eastern Sales Office - 1501 Broadway, New York 18 - BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
**KTLA**

**LOS ANGELES—1947**

Channel: 5... AP: 15 Kk... VP: 30 Kw. Owned-Oper. by Paramount TV Productions, Inc. Business Studio Address... 5451 Marathon St. Phone Number... Hollywood 9-6363 Transmitter Location... Mt. Wilson Air Time... 50 hours weekly News Service... Gris Rashbaum Membership... TBA Gen. Mgr. & V-P, Paramount T-V Pros... Klaus Landsberg Commercial Manager... Raymond Moore Senior 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... Ray Morgan Moore **KFMB-TV**

**SAN DIEGO—1949—ABC-CBS-NBC DUMONT**

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 Transmitter Location... Mount Soledad Air Time... 80 hours weekly Representative... Gris Rashbaum News Service... AP, INS Membership... NARTB President, General Manager... Jack O. Gross Commercial Manager... William Edholm Prog. Dir., Dir. of Remotes... Alvin Flanagan Prom., Pub. Dir... Neil Morgan Prod. Mgr... Bill Fox Chief Engineer... Thornton Chew Consulting Engineer... George Davis **KGO-TV**

**SAN FRANCISCO—1949—ABC**

Channel: 7... AP: 13 Kk... VP: 27 Kw. Owned-Oper. By... The Chronicle Pub. Co. Business Address... 155 Montgomery St. Phone Number... Exbrook 2-6544 Transmitter Location... Mt. Sutro, ABC TV Ctr. Air Time... 60 hours weekly News Service... AP, INS, UP Representative... ABC Spot Sales President (ABC)... Robert E. Kintner Gen., Sta. Mgr... Gayle V. Grub Commercial Manager... Vincent Francis Program Director... Blythe Wright Promotion Director... Maury Baker Dir. of News and Spec. Events... Vic Reed Production Manager... Russell Baker Publicity Director... Maury Baker Film Director... Phyllis Towner Director of Remotes... Bill Holleback Chief Engineer... A. E. Evans Consulting Engineer... Keary & Kennedy **KPIX**

**SAN FRANCISCO—1948—CBS DUMONT-PARAMOUNT**

Channel: 5... AP: 15.4 Kw... VP: 29.9 Kw. Owned-Oper. By... KPIX Inc. Bus. Studio Address... Mark Hopkins Hotel Phone Number... Exbrook 2-4587 Trans. Location... Roof, Mark Hopkins Hotel Air Time... 53 hours weekly News Service... INS, UP Representative... NARTB Membership... Katz President... Wesley L. Dunn V.P., Gen. Mgr... Philip G. Lasky V.P.—Sales... Colin Selph Commercial Manager... Lou Simon Program Director... Sanford Spellman Promotion Director... Kay Mulvihill Dir. News & Spec. Events... Forrester Mashburn Film Director... Tom Stanford Technical Director... A. E. Towne Consulting Engineer... Universal Research Labs **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... Gafield 1-1100 Transmitter Location... TV Peak, San Bruno Mt. Air Time... 70 hours weekly News Service... AP Representative... Free and Peters Membership... NARTB General Manager... Charles Thieriot Director of Television... Harold P. See Sales Director... Norm Louvau Program Director... Patric Crafton Promotion Director... Don Knight Dir. of News and Spec. Events... A. H. Constant Publicity Director... Dave Ohman Chief Engineer... R. A. Isberg Film Director... B. Kotrich
CONNECTICUT

WNHC-TV
NEW HAVEN—1948
ABC-CBS-MBS-NBC-DuM

Channel: 6 . . . . AP: 857 Kw. . . . . VP: 1.82 Kw.
Owned-Oper. By: . . . . The Elm City Bcstg. Corp.
Business-Studio Address: . . . . 1110 Chapel St.
Phone Number: . . . . 6-8826
Transmitter Location: . . . . Gaylord Mt.
Air Time: . . . . 91 hours weekly
News Service: . . . . AP, INS
Representative: . . . . Katz
Membership: . . . . NARTB
President: . . . . Patrick J. Goode
Sec-Treas: . . . . Aldo DeDominicis
Station Manager: . . . . James T. Milne
Commercial Manager: . . . . Vincent J. Callaman
Prod. Mgr., Progr. Dir.: . . . . David K. Harris
Dir. of News & Spec. Events: . . . . Marion Hosko
Publicity Director: . . . . Vincent DeLaurentis

DELAWARE

WDEL-TV
WILMINGTON—1949—NBC-DuM

Channel: 7 . . . . AP: 5 Kw. . . . . VP: 1 Kw.
 Owned-Oper. By: . . . . WDEL, Inc.
Business-Studio Address: . . . . 10th & King Sts.
Air Time: . . . . 58 hours weekly
Phone Number: . . . . 7268
Transmitter Location: . . . . New Castle County
News Service: . . . . UP
Representative: . . . . NARTB
Membership: . . . . TBA
Station Executive: . . . . Clair R. McCollough
Station Manager: . . . . J. Gorman Walsh
National Sales Manager: . . . . Robert Gulick
Program Director: . . . . James Adashead
Technical Director: . . . . J. E. Mathiot

DISTRICT OF COLUMBIA

WMAL-TV
WASHINGTON, D. C.—1947—ABC

Channel: 7 . . . . AP: 12 Kw. . . . . VP: 22 Kw.
Business Address: . . . . 724 14th St., N.W.
Phone Number: . . . . National 5400
Transmitter Location: . . . . Campus American Univ.
Air Time: . . . . 65 hours weekly
Newspaper Affiliation: . . . . The Evening Star
Representative: . . . . ABC Spot Sales
Membership: . . . . NARTB
News Service: . . . . AP, INS, UP
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 Rush
Publicity Director: . . . . Mary Pauline Perry
Film Director: . . . . Frank Harvey

WN BW
WASHINGTON—1947—NBC

Channel: 4 . . . . AP: 10.5 Kw. . . . . VP: 20.5 Kw.
Business-Studio Address: . . . . 724 14th St., N.W.
Phone Number: . . . . Repub 4000
Transmitter Location: . . . . Wardman Park Hotel
Air Time: . . . . 45 hours weekly
News Service: . . . . AP, INS, UP
Representative: . . . . NBC Spot Sales
Membership: . . . . TBA, NARTB
President: . . . . Joseph H. McConnell
Washington Vice-Pres.: . . . . Frank M. Russell
General Manager: . . . . William R. McAndrew
Director of Programs: . . . . Eugene Juster
Commercial Manager: . . . . Mahlon Glascock
Engineer in Charge: . . . . Donald Cooper
Business Manager: . . . . George Sandefur
Program Manager: . . . . Ralph Burgin
Sales Prom. Mgr.: . . . . Tom Geoghegan
Publicity Manager: . . . . Walter Jay Royen

WTOP-TV
WASHINGTON—1949—CBS

Channel: 9 . . . . AP: 14.4 Kw. . . . . VP: 27.3 Kw.
Owned-Oper. By: . . . . The Washington Post
Business Address: . . . . Warner Building
**U. S. TV STATIONS**

Phone Number: Me. 3200
Transmitter Location: 40th & Brandywine St., N.W.
Air Time: 100 hours weekly
Newspaper Affiliation: Washington Post

**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 Location: 5217 19th Rd., N. W.; Arlington
Air Time: 40-45 hours weekly
News Service: 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. Burleson

**FLORIDA**

**WMBR-TV**
JACKSONVILLE—1949
ABC-CBS-NBC-DuM
Channel: 4......AP: 7.4 Kw......VP: 14.8 Kw.
Owned-Operated By: Florida Bcastg. Co.
Business Address: B. O. Box 5187
Phone Number: 9-4477
Transmitter Location: Southampton & Vine
Air Time: 84 hours weekly
News Service: UP
Representative: Avery-Knodel
President: Frank King
Program Director: Bernie Adams
Prod. Mgr.: John Sever
Chief Engineer: Ernest Vordermark
Consulting Engineer: Andrew Ring
WTVJ
MIAMI—1948—ABC-CBS-NBC-DuM
Channel: 4 .... AP: 1.1 Kw...... VP: 2.2 Kw.
Owned-Oper. By........ Wometco Theatres
Business-Studio Address........ 17 3rd St., N.W.
Transmitter Location........ Everglades Hotel
Air Time: 76 1/2 hours weekly
News Service: UP
Representative........ Free & Peters
President................ Mitchell Wolfson
V.P., Gen., Sta. Mgr........ Lee Ruwitch
Commercial Manager........ John S. Allen
Pgm. Dir., Dir. of News & Spec. Events
Clyde H. Lucas
Pub. & Promotion Director.... Lyn Morrow
Film Director............... Labe B. Mell
Dir. of News & Special Events... Ralph Renick
Program Coordinator........ 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: 71 1/2 hours weekly
News Service: AP
Representative........ Katz
President................ George B. Storer
General Manager............ James E. Bailey
Sta. Mgr................ Geo. B. Storer, Jr.
Commercial Manager........ John W. Collins, Jr.
Program Director........... William R. Terry
Promotion Director........ Lidie Lee
Production Manager........ M. Sidney Lasher
Publicity Director.......... N. A. Cannon
Chief Engineer............. Paul B. Cram
Consulting Engineer........ A. Earl Cullum, Jr.

exclusive coverage of south florida’s gold coast....

NBC - CBS - ABC - DUMONT

WTVJ channel 4
MIAMI 17 N. W. 3rd St., MIAMI, FLORIDA

Represented by
FREE & PETERS, INC.
<table>
<thead>
<tr>
<th>Station</th>
<th>City—Year</th>
<th>Network</th>
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</tr>
<tr>
<td>WENR-TV</td>
<td>Chicago—1948</td>
<td>ABC</td>
</tr>
</tbody>
</table>

**WSB-TV**

Atlanta—1948—ABC-NBC

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.
Owned-Oper. By... The Atlanta Newspapers, Inc.
Address. 1801 W. Peachtree Phone Number. Atwood 3827
Air Time. 90 hours weekly Newspaper Affiliations. Atlanta Newsp. Inc.
News Service. UP Representative. Petry Membership. NARTB
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

**WBKB**

Chicago—1940—CBS

Channel: 4... AP: 7.5 Kw... VP: 11 Kw.
Owned-Operated By.バルバラン & ケッツ・コーポレーション
Bus.-Studio Address. 190 North State St.
Phone Number. RAndolph 6-8210 Transmitter Location. 33 North LaSalle St.
Air Time. 112 hours weekly News Service. UP, INS Representative. Weed Membership. TBA
Dir. of News & Spec. Events. Ulmer Turner Publicity Director. John Davis
Production Manager. William Ryan Film Director. George Rice
Dir. of Remotes. Phil Ruskin Chief Engineer. William P. Kasick

**WGN-TV**

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
Transmitter Location. Tribune Tower Air Time. 100 hours weekly Newspaper Affiliation. Chicago Tribune

(See Page 1100)

**WNBQ**

Chicago—1949—NBC

Channel: 5... AP: 11.8 Kw... CP: 21.8 Kw.

1099
Daytime Television Gets Results
(on WGN-TV, that is)

Since WGN-TV first blazed the way in Chicago television with regularly scheduled daytime programs, advertisers' result stories have been streaming in:

One daytime sponsor says, "We experienced a considerable increase in our Chicago volume right from the start—33\(\frac{1}{3}\)% . Our sales are still climbing and are now 50% ahead of last year."

An agency writes that WGN-TV delivered the highest mail response of any of the 28 stations carrying their program. The mail count was higher than either New York or Los Angeles, both of whom currently have more television sets than Chicago.

These are just two of the many daytime result stories on WGN-TV. If you want results for your products— you need WGN-TV in Chicago.

As one advertiser wrote, "I only wish there were fifty WGN-TVs in this country."


**WHBF-TV**

**ROCK ISLAND—1950—ABC-CBS DuM**

Channel: 4. AP: 5.5 Kw. VP: 11.0 Kw.  
Air Time: 40 hours weekly  
News Service: INS  
Representative: Avery-Knodel, Inc.  
Membership: NARTB  
President: Ben H. Potter  
Gen. Sta. Mgr.: Leslie C. Johnson  
Commercial Manager: Maurice Corken  
Program Director: Forest W. Cooke  
Promotion Director: (Miss) Fern Hawks  
Prod. Mgr., Dir. of News and Spec. Events: Charles F. Harrison  
Publicity Director: (Miss) Fern Hawks  
Film Director: Bunny Smith  
Chief Engineer: Robert J. Sinnett  
Consulting Engineer: E. C. Page

**IOWA**

**WOI-TV**

**AMES—1950**

Channel: 4. AP: 10.4 Kw. VP: 13 Kw.  
Owned-Oper. By: Iowa State A & M Bus.-Studio Address: Service Bldg., Iowa State College  
Phone Number: 2500 Extension 281  
Transmitter Location: Ames  
Membership: NARTB  
President: Charles E. Friley  
General Membership: Richard B. Hull  
Station Manager: Robert Mulhull  
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-Oper. By: Central Bsig. Co. Business Address: 805 Brady St. Phone Number: 3-3651  
Transmitter Location: Bettendorf  
Air Time: 82 hours weekly  
News Service: UP  
Representative: Free & Peters, Inc.  
Membership: NARTB  
President: Col. B. J. Palmer  
Vice-Pres. & Treas.: D. D. Palmer  
Exec. Vice-Pres.: Ralph Evans  
Secretary: William D. Wagner  
Vice-President: Paul Loyet  
Gen. Sta. Mgr.: Ernest Sanders  
Commercial Manager: Mark Wodlinger  
Program Director: Charles Freburg  
Promotion Director: Fred Reed  
Dir. of News and Spe. Events: Bob Redeem  
Television Director: Don Bohl  
Publicity Director: Paul Ives  
Film Director: Ken Wagner  
Director of Remotes: Charles Freburg  
Chief Engineer: Paul Arvidson  
Consulting Engineer: A. D. Ring & Co.
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 .... 70 hours weekly
News Service .... AP, INS
Membership .... NARTB
Representative .... Free & Peters
President .... George W. Norton, Jr.
General Manager .... Nathan Lord
Commercial Manager .... Ralph Jackson
Program Director .... George Patterson
Director of Television .... John Boyle
Prom., Pub. Dir .... Robert Elverman
Dir. of News .... James Caldwell
Production Manager .... Burt Blackwell
Film Director .... Irving Lively
Dir. of Remotes .... Walter K. Witherbee
Chief Engineer .... Wilbur Hudson
Consulting Engineer .... Ring & Clark

WHAS-TV
LOUISVILLE—1950—CBS
Channel: 9 .... AP: 7.2 Kw .... VP: 9.6 Kw.
Owned-Operated By .... WHAS, Inc.
Address .... 6th & Broadway
Phone .... Wabash 2211
Representative .... Petry
News Service .... AP, UP
Director .... Victor A. Sholis
Sales Director .... Neil D. Cline
Promotion Manager .... Richard Hughes

LOUISIANA

WDSU-TV
NEW ORLEANS—1948
ABC—CBS—NBC—DuM
Channel: 6 .... AP: 15.0 Kw .... VP: 31.0 Kw.
Owned-Operated By .... WDSU Bestg. Services
Business-Studio Address .... 520 Royal St.
Phone Number .... Tulane 4371
Transmitter Location .... Hibernia Bank Bldg.
Air Time .... 75 hours weekly
News Service .... AP, UP
Representative .... Blair
Membership .... NARTB
Partners .... Edgar B. Stern, Edgar B. Stern, Jr.
Gen. Sta. Mgr .... Robert D. Swesey
Commercial Manager .... A. Louis Read
Program Pub. Dir .... Roy Rich

the Finest
in Facilities and Programming

WDSU-TV
NEW ORLEANS
Affiliated with ABC•CBS•NBC•DUMONT NETWORKS
Represented by BLAIR-TV INC.
MARYLAND

WAAM-TV
Baltimore—1948—ABC-DuM
Channel: 13 ... AP: 14.0 Kw ... VP: 26.0 Kw.
Owned-Operated By: WAAM, Incorporated
Business Address: 3725 Malden Ave.
Phone Number: MOhawk 7600
Transmitter Location: 3725 Malden Ave.
Air Time: 80 hours weekly
News Service: Transradio, UP
Representative: Harrington, Righter and Parsons, Inc.
Exec. Vice-President: Norman C. Kal
General Manager: Kenneth Carter
Asst. Gen. Mgr.—Sales: Armand Grant
Prog. Film Dir.: Herbert Cahan
Promotion Director: Harriet George
Dir. of News and Pub.: Joel Chaseman
Production Manager: Tony Farrar
Director of Engineering: Benjamin Wolfe
Chief Engineer: Glenn Lahman
Consulting Engineer: Kear and Kennedy

WBAL-TV
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
Transmitter Location: 6400 N. Charles
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. Freielt
Production Director: Victor Campbell
Prom., Pub. Dir.: Tom White
Dir. of News & Spec. Events: Galen Fromme
Film Director: Mel Quinn
Chief Engineer: John Wilner

WNAV-TV
Baltimore—1947—CBS
Channel: 2 ... AP: 10 Kw ... CP: 16 Kw.
Owned-Operated By: The A. S. Abell Co.
Business-Studio Address: Sun Bldg.
Phone Number: MULberry 5670
Transmitter Location: Mathieson Bldg.
Air Time: 80 hours weekly
Newspaper Affiliation: Sunpapers
News Service: AP, Transradio
Representative: Katz
Membership: TBA, NARTB
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
Promotion Director: Gustavus Ober
Publicity Director: Suzanne Gebhart
Film Dir., Dir. of News: David V. R. Stickle
Chief Engineer: Carlton G. Nopper

MASSACHUSETTS

WBZ-TV
Boston—1948—NBC
Channel: 4 ... AP: 7.07 Kw ... VP: 15.61 Kw.
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Address: 1170 Soldiers Field Rd.
Phone Number: ALgonquin 4-5670
Air Time: 75-80 hours weekly
News Service: AP, UP
Representative: NBC Spot Sales
President: Walter Evans
Vice-President: Walter E. Benoit
Gen. Sales Mgr.: Edwin R. Boroff
Station Manager: W. C. Swartley
Sales Manager: C. Herbert Massie
Program Manager: W. Gordon Swan
Publicity Manager: W. A. Davis
Film Librarian: Carl Lawton
Technical Supervisor: Sidney V. Stadig
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: 6-0800
Air Time: Varies
News Service: UP
Representative: Edward Petry
Membership: NARTB
President: William O'Neill
Exec. V.P. & Gen. Mgr.: Linus Travers
V.P. in chg. TV: George Stelly
Vice-President: Thomas O'Neill
Promotion Director: Charles Curtin
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 Lyon
Air Time....82 hours weekly
News Service.....INS
Membership.....NARTB
Representative.....Katz
President.....George B, Storer
Program Director.....E. Hal Hough
Gen., Comm. Mgr., Richard E. Jones
Production Manager.....Lanny Pike
Prom. Mgr., Pub. Dir.....Joyce M. Chapman
Dir. of News & Special Events.....Larry Ruppel
Film Director.....Bob Striker
Director of Remotes.....Ted Beimel
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

WWJ-TV
DETROIT—1947—NBC
Channel: 4....AP: 8.5 Kw....VP: 17.4 Kw.
Owned-Operated By.....Evening News Assoc.
Business-Studio Address....622 W. Lafayette
Phone Number....Woodward 2-2000
Transmitter Location....Penobscot Bldg.
Newspaper Affiliation.....The Detroit News
News Service.....UP
Representative.....Hollingsbery
Membership.....TBA
General Manager.....Harry Bannister
Sta. Mgr.....Willard E. Waibridge
Program Director.....Melvin C. Wissman
Promotion Director.....Jake Albert
Dir. of News & Spec. Events.....Tom McMahon
Production Manager.....Walter Koste
Publicity Director.....John Gnau
Film Director.....Douglas Wright
Chief Engineer.....Russell Williams

WXYZ-TV
DETROIT—1948—ABC
Channel: 7....AP: 13.9 Kw....VP: 27.9 Kw.
Owned-Operated By.....Amer. Broadcasting Co.
Business Address.....1700 Stroh Bldg.
Phone Number.....Woodward 3-8321
Studio-Transmitter Location.....Maccabees Bldg.
Air Time.....105 hours weekly
News Service.....ABC Spot Sales
Membership.....NARTB
President (ABC)....Robert Kintner
Gen. Mgr., Pres. of WXYZ, Inc.
James G. Riddell
Commercial Manager.....Len Kamins
Program Director.....John Pival
Prom. Pub. Dir.....Hal Neal
Production Manager.....Ed Sanchez
Dir. of Spec. Events & Remotes.....Don Hallman
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

WLAV-TV
GRAND RAPIDS—1949—ABC
CBS-NBC-DuM
Channel: 7....AP: 10 Kw....VP: 20 Kw.
Owned-Oper. By.....Leonard A. Versluis
Business Address.....6 Fountain St. N.E.
Phone Number.....Glendale 6-5461
Transmitter Location.....E. 82nd St.
Air Time.....87 hours weekly
News Service.....UP
Representative.....The John E. Pearson Co.
Owner.....Leonard A. Versluis
Gen., Comm. Mgr.....Hy M. Steed
Program Director.....Hal Kaufman
Production Manager.....Dave Hoyle
Chief Engineer.....Lee G. Stevens
Consulting Engineer.....George Davis

WKZO-TV
KALAMAZOO—1950
ABC-CBS-NBC-DuM
Channel: 3....AP: 8.0 Kw....VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bstng Co.
Address.....124 W. Michigan Ave.
Phone Number.....Glendale 1-3223
Transmitter Location.....Mr. Nr. Plainwell, Mich.
Air Time.....63 hours weekly
Representative.....Avery-Kaodel, Mich.
Membership.....NARTB
Pres., Gen., Sta. Mgr.....John E. Fetzer
Commercial Mgr.....John W. O'Harrow
Prod. Supervisor.....Harry E. Travis
Prom. Pub. Dir.....John W. O'Harrow
Dir. News & Spec. Events.....Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

WJIM-TV
LANSONG—1950—ABC-CBS-DuM
NBC
Channel: 6....AP: 9.3 Kw....VP: 18.7 Kw.
MINNESOTA

KSTP-TV
ST. PAUL-MINNEAPOLIS—1948

Channel: 5... AP: 17.3 Kw... VP: 24.7 Kw.
Owned-Operated By: KSTP, Inc.
Bus., Trans. Lo.: 3415 University Ave., St. Paul
Phone Number: Prior 2717
Air Time: 101 1/2 hours weekly
News Service: AP, UP
Representative: Edward Petry
Membership: NARTB
Pres., Gen. Mgr.: Stanley E. Hubbard
V.P., Treas., Asst. Mgr.: K. M. Hance
V.P. in Chg. Sales: Miller C. Robertson
Program Director: Del Franklin
promotion Director: Joseph C. Cook
TV Film Director: Richard Kepler
Chief Engineer: John McMahan
Consulting Engineer: Andrew D. Ring

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 Bscstg. Corp.
Transmitter Location: Foshay Tower
Air Time: 40 hours weekly
News Service: AP, UP
Representative: Free & Peters
Membership: NARTB
President: W. J. McNally
Gen., Sta. Mgr.: F. Van Konynenburg
Commercial Manager: Robert N. Eksirum
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

WDAT-TV
KANSAS CITY—1949
ABC-CBS-NBC-DuM

Channel: 4... AP: 11 Kw... VP: 22 Kw.
Owned-Oper. By: Kansas City Star Co.
Business Address: 1729 Grand Ave.
Phone Number: Harrison 1200
Air Time: 68 hours weekly
Newspaper Affiliation: The Kansas City Star
News Service: AP
Representative: Petry
General Manager: Dean Fitzger
Commercial Manager: E. M. Russo
Program Director: Bill Fitzger
Chief Engineer: Joseph Flaherty

KSD-TV
ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel 5... AP: 8.0 Kw... VP: 16.1 Kw.
Address: 1111 Olive St.
Phone Number: 9233
Air Time: 90 hours weekly
Newspaper Affiliation: St. Louis Post-Dispatch
News Service: AP, INS
Representative: Free & Peters
Membership: TBA, NARTB
President: Joseph Pulitzer
Gen., Sta. Mgr.: George M. Burbach
Program Director: Harold Grams
Chief Engineer: J. E. Risk
Sales Manager: Guy E. Yeldell
Promotion Director: David Pasternak

NEBRASKA

KMTV
OMAHA—1949—ABC-CBS

Channel 3... AP: 8,400 Kw... VP: 16,700 Kw.
Bus.-Trans. Address: TV Ctr. 2615 Farnam St.
Phone Number: HArney 9233
Air Time: 70 hours weekly
News Service: UP
Representative: Katz Agency
President: Edward W. May
Gen., Sta. Mgr.: Owen Saddler
Commercial Manager: Howard Peterson
Program Director: Glenn Harris
Pub., Prom. Dir.: Joe Baker

1105
NEW YORK

WNBF-TV
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
Transmitter Location...Ingraham Hill
Air Time...45 hours weekly
News Service...AP, Telenews
Representative...Bolling
President...John C. Clark
General Manager...C. D. Mastin
Station Manager...L. L. Rogers
Commercial Manager...Stanley N. Heslop
Radio, Pgm. Dir...E. M. Scala
Promotion Director...E. R. McCloskey
Chief Engineer...L. H. Stantz
Consulting Engineer...Jansky & Bailey

WBEN-TV
BUFFALO—1948—ABC-CBS-NBC DuM
Channel 4...AP: 10.2 Kw...VP: 16.2 Kw.
Owned-Oper. By...WBEN, Inc.
Phone Number...Mohan 0930
Studio, Transmitter Location...Hotel Statler
Air Time...82 hours weekly
News Service...AP, INS
Representative...Harrington, Righter & Parsons, Inc.
President...Edward H. Butler
Vice-President...Alfred H. Kirchofer
General Manager...C. Robert Thompson
Sales Manager...Nicholas J. Malter
Program Director...George R. Torge
Promotion Director...Joseph A. Haefner
Edward J. Wegman
Film Director...Quintin P. Renner
Executive Producer...Frederick A. Keller
Technical Director...Ralph J. Kingsley
Asst. Technical Dir...R. Glenn Beerbower
WABD
NEW YORK—1944—DuM
Channel: 5....AP: 9.45 Kw....VP: 14.25 Kw.
Owned-Oper. By.....Allen B. Du Mont Laboratories, Inc.
Business-Trans. Address..515 Madison Ave.
Phone Number...........MURay Hill 8-2600
Air Time.................64 hours weekly
News Service...............INS
Membership................TBA, NARTB
Director..................Mortimer W. Loewi
General Manager..............Chris J. Witting
Administrative Asst.....Clarence G. Alexander
Administrative Asst.......Norman W. Drescher
Director of Sales.........Tom S. Gallery
Pgm., Prod. Dir..........James L. Caddigan
Engineering Director.......Rodney D. Chipp
Dir. of Sports & Spec. Events

WABC-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..........PFlaza 5-2000
Transmitter Location...Chrysler Tower
Air Time................85 hours weekly
News Service............AP, INS, UP
Representative...Radio Sales
Chairman of the Board...William S. Paley
President...............Frank Stanton
General Manager........G. Richard Swift
Asst. to Gen. Mgr.....Clarence Worden
Sales Manager..........George Dunham
Program Director........Richard Doan
Asst. Pgm. Dir.........Jack Lescouille
Promotion Manager......Robert G. Patt
Asst. Promotion Mgr....N. H. LeBlanc
Chief Engineer..........Paul Wittig
Phone Number............Trafalgar 3-7000
Transmitter Location...Empire State Bldg.
Air Time.................65 hours weekly
News Service...............AP, INS, UP
Representative...............ABC
President (ABC)..........Robert E. Kintner
General Mgr..............C. L. Doty
Program Director........Alexander Stronach
Promotion Director.......Phil Bernstein
Dir. of News & Spec. Events...Tom Velotta
Production Manager.......Charles Holden
Publicity Director.........Earl Mullin
Film Director.............Nat Fowler
Chief Engineer............Frank Marx
Consulting Engineer.......Kear & Kennedy

WNBT
NEW YORK—1941—NBC
Channel: 4....AP: 4.27 Kw....VP: 5.2 Kw.
Business Address.....30 Rockefeller Plaza
Phone Number..........Circle 7-8300
Transmitter Location...Empire State Bldg.
Air Time................89 hours weekly
News Service............AP, INS, UP
Representative..NBC Spot Sales Dept.
Membership...............TBA
President...............Joseph H. McConnell
General Manager..........Ted Cott
Commercial Manager.......John H. Reber
Program Director........Ivan Reiner
Promotion Director.......Leonard Safir
Dir. of News & Spec. Events...George Wallach
Publicity Director.......Wini Schaefer

WOR-TV
NEW YORK—1945—MBS
Channel: 9....AP: 11.0 Kw....VP: 9.0 Kw.
Owned-Oper. By....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number..............LONGacre 4-8000
Transmitter Location...N. Bergen, N. J.
Air Time................100 hours weekly
News Service............UP
Station Representative...Carter-Kettell, Keenan & Eckelberg
Membership...............TBA
President...............Theodore G. Streibert
V.P. Chg. of Sales............R. C. Maddux
TV Operations Mgr........Eugene S. Thomas
V.P.. Pgm. Dir........Julius F. Seebach, Jr.
Promotion Director.......Joseph Creamer
Dir. of News & Spec. Events...Dave Driscoll
Production Manager.......Phillip L. Tomalin
Publicity Director.........Robert Blake
Film Director.............Milford Fenster
Chief Engineer............J. R. Poppele
Consulting Engineer.......George C. Davis
WPIX
NEW YORK—1948
Channel: 11...AP: 2.5 Kw....VP: 3.6 Kw.
Owned-Oper. By..WPIX, Inc.
Address..220 E. 42nd St.
Phone Number..MU 2-1234
Transmitter Location..Empire State Bldg.
Air Time..91 hours weekly
News Service..................................AP
Newspaper Affiliation..N. Y. Daily News
Station Representative..Free & Peters
Membership..................................NARTB
President..F. M. Ryland
V.P., Gen. Mgr..G. Bennett Larson
Sales Manager..Walter Duncan
Program Manager..Warren Wade
Advertising Manager..Victor Forker
Public Relations Manager..L. A. Hollingsworth
Production Manager..Ardien Rodner
Chief Engineer..Tom Howard
Film Director..Tony Azzato
Consulting Engineer..A. D. Ring

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 Address..201 Humboldt St.
Phone Number..Culver 7240
Transmitter Location..Pinnacle Hill, Brighton
Air Time..65 hours weekly
News Service..................................UP
Representative.................................Hollingsby
Membership..................................NARTB
Vice-Pres., Gen. Mgr..William Fay
Commercial Manager..John W. Kennedy, Jr.
Program Director..Carles W. Siverson
Promotion Pub. Director..Armin N. Bender
Director of News..David E. Kessler
Production Manager..John Crosby
Film Director..David Manning
Director of Remotes..George Driscoll
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
Transmitter Location..New Scotland
Air Time..70 hours weekly
News Service..................................Telenews
Representative.................................NBC Spot Sales
Membership..................................NARTB
V.P., Mgr. of Bcstg..R. S. Peare
Asst. Mgr. of Bcstg..B. J. Rowan

WEN
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..77 hours weekly
News Service..................................UP
Representative.................................Katz
Membership..................................NARTB
President..E. T. Meredith, Jr.
Gen., Sta. Mgr..PYaul Adanit
Commercial Mgr..W. H. Bell
Dir. of Remotes, Film..D. L. Conway
Chief Engineer.................................H. E. Crow

WSYR-TV
SYRACUSE—1950—NBC
Channel: 5...AP: 12.5 Kw....VP: 23.5 Kw.
Owned-Oper. By..Central N. Y. Bcstg. Corp.
Business Address..Syracuse Kemper Bldg.
Phone Number..3-7111
Air Time..70 hours weekly
News Service..................................INS
Representative.................................Headley-Reed, Kettell-Carter
Membership..................................NARTB
President..H. C. Wilder
V.P., Gen. Sta. Mgr..E. R. Vadeboncoeur
Commercial Manager..W. R. Allard, Jr.
Program Director..William V. Rothrum
Promotion Director..John F. Hurbut
Production Manager..Arnold Wilkes
Publicity Director..John F. Hurbut
V.P. & Chief Engineer..Emard G. Belle Isle
Consulting Engr..Crown, Lohnes and Culver

WKTV
UTICA—1949—ABC-CBS-NBC-DuM
Channel: 13...AP: 6.5 Kw....VP: 13 Kw.
Owned-Oper. By..Copper City Bcstg. Corp.
Business Address..P. O. Box 336
Phone Number..3-0404
Transmitter Location..Deerfield
Air Time..92 hours weekly
News Service..................................UP
Representative.............................Donald Cooke, Inc.
President.................................Myron J. Kallet
General Manager.........................Michael C. Fusco
Comm., Prom. Mgr........................John J. MacDavitt
Program Director........................Jack Fredericks
                           Edwin Whittaker
Film Director................................Joseph Casaleetta
Chief Engineer.............................DeForest T. Layton, Jr.
Consulting Engineer......................George P. Adair

NORTH CAROLINA

WBT TV
CHARLOTTE—1949
ABC-CBS-NBC-DuM

Channel: 3........AP: 8.2 Kw........VP: 16.3 Kw.

Business-Studio Address..................Wildor Bldg.
Phone Number................................3-8833
Transmitter Location........................Spencer Mt., Gastonia
Air Time....................................73 hours weekly
News Service................................INS, UP
Representative..............................CBS Radio Sales
Membership.................................TBA, NARTB
President....................................Joseph M. Bryan
General Manager...........................Charles H. Crutchfield
Sta. Mgr., Pgm. Dir.........................Larry Walker
Commercial Manager.......................Keith M. Byerly
Promotion Director.........................J. R. Covington
Dir. of News & Spec. Events...............Jack Knell
Production Manager.......................Charles E. Bell
Publicity Director........................Mrs. Carson Brown
Merry
Film Director................................Miss Jerry Patterson
Chief Engineer..............................M. J. Minor
Consulting Engineer.......................A. D. Ring

WFMY-TV
GREENSBORO—1948
ABC-CBS-NBC-DuM

Channel: 2........AP: .84 Kw........VP: 1.58 Kw.

Owned-Operated By . Greensboro News Co.
Address....................................212 N. Davie St.
Phone Number..............................3-8611
Air Time....................................75 hours weekly
News Service................................UP
Representative..............................Harrington, Righter & Parsons
Membership.................................TBA, NARTB
Station Manager............................Gaines Kelley
Commercial Manager.......................Robert M. Lambe
Program Director..........................Gomer R. Lesch
Chief Engineer................................William E. Neill
Consulting Engineer.......................Craven, Lohnes, & Calver

OHIO

WCPO-TV
CINCINNATI—1949—ABC-DuM

Channel: 7........AP: 10 Kw........VP: 21 Kw.

Business Address..........................3903-5 Carew Tower
Phone Number..............................CAPtal 0777
Studio-Transmitter Location..............2345 Symmes St.
Air Time....................................69 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. F. Sm'th
Pgm., Prod. Dir..............................Ed Weston
Prom., Pub. Dir..................Fred Giessl
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.

Business Address..........................Times-Star Bldg.
Phone Number..............................Garfield 1331
Trans. Location . Highland & Dorchester Aves.
Air Time....................................113 hours weekly
News Service................................AP
Representative..............................The Katz Agency, Inc.
Membership.................................NARTB
Exec. Vice-Pres.............................Hugh Taft Jr.
Local Comm. Mgr............................Don L. Chapin
Program Manager.........................Rod Mitchell
Prom., Pub. Dir.............................Fred Gregg
Director of News...........................David L. Nichols
Comm. Prod. Mgr............................Syd Cornell
Production Manager.......................George Brengel
Film Director..............................Richard W. Ostrander
Service Manager.........................Warren F. Warner
Chief Engineer.............................George A. Wilson

WLW-T
CINCINNATI—1948—NBC

Channel: 4........AP: 19.5 Kw........VP: 23.5 Kw.

Owned-Operated By . Crosley Bcstg. Corp.
Address.....................................140 W. Ninth St.
Phone Number..............................Cherry 1922
Air Time....................................115-120 hours weekly
News Service................................INS, UP
Representative..............................WLIW Sales—N. Y., Chicago.
Hollywood, Dayton & Columbus
Membership.................................TBA, NARTB
Chairman of the Board: James D. Shouse
President: R. E. Dunville
V.P. & Gen. Mgr.: R. E. Dunville
Dir. of TV Op'ty & Gen. Mgr.: John T. Murphy
Commercial Manager: William J. McCluskey
Program Director: Lin Mason
Dir. Sales Prom.: Edward G. Feintheil
News Editor: Terry Flynn
Mgr. Sales Service: James Hill
Dir. of Film Procurement: Russell Landers
Chief Engineer: Calvin Bopp
Consulting Engineer: Weldon & Carr

**NEWS**

CLEVELAND—1947—ABC-CBS

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: 106 hours weekly
Newspaper Affiliation: Scripps-Howard Newspapers
News Service: UP
Representative: Bransham
President: Jack R. Howard
Vice-Pres., Gen. Mgr.: James Hanahan
Station Director: J. Harrison Hartley
Program Director: Donald E. Pierce
Advertising Manager: Floyd E. Weidman
Dir. of News & Spec. Events, Pub. Dir: F. E. Weidman
Dir. of Remotes: Ernest Sindlar
Technical Director: Joseph B. Epperson

**WNBK**

CLEVELAND—1948—NBC

Business-Studio Address: 815 Superior Ave.
Phone Number: C.Herry 1-0942
Transmitter Location: Brecksville, O.
Air Time: 66 hours weekly
News Service: AP, UP
Representative: NBC Spot Sales
Membership: NABT
President (NBC): Joseph H. McConnell
General Manager: John McCormick
Station Manager: Joseph A. Jenkins
Fgm., Prod. Mgr.: Philip L. Worcester
Dir. of News & Spec. Events: Edward R. Wallace
Prom., Pub. Dir.: Albert M. Henderson
Film Director: Albert L. Odele
Engineer-in-Charge: S. E. Leonard
Oper. Sup.: Andrew L. Hammerschmidt

**WXEL**

CLEVELAND—1949

ABC-CBS-DuM

Owned-Oper. By: Empire Coil Co., Inc.
Address: Pleasant Valley & State Rds.
Phone Number: Victory 3-8400
Air Time: 90 hours weekly
News Service: UP
Representative: Katz
President, Gen. Mgr.: Herbert Mayer
Stn. Manager: Franklin C. Snyder
Promotion Director: Barbara Snyder
Commercial Manager: R. C. Wright
Dir. of News & Spec. Events: Robert Rowley
Co-ordinator: William Barth
Film Director: Edwin Abbott
Production Manager: John Safer
Chief Engineer: Thomas Friedman

**WBNS-TV**

COLUMBUS—1949—CBS

Channel: 10. AP: 12.15 Kw., VP: 24.3 Kw.
Owned-Operated By: Columbus Dispatch Printing Co.
Business-Address: 33 N. High St.
Phone Number: Fletcher 2611
Transmitter Location: 495 Olentangy Blvd.
Air Time: 93 hours weekly
Newspaper Affiliation: Columbus Dispatch
News Service: AP
Station Representative: Blair
Membership: TBA, NAB
Dir. of Television: Richard A. Borel
Sta. Mgr., Film Dir.: Edward H. Banson
Sales Director: Robert D. Thomas
Promotion Director: Jerome R. Reeves
Dir. of News & Spec. Events: Chester S. Long
Director of Remotes: Leo Deker
Chief Engineer: Lester H. Nafziger
Consulting Engineer: Jansky & Bailey

**WLW-C**

COLUMBUS—1949

Channel: 3. AP: 12.8 Kw., VP: 15.2 Kw.
Owned-Operated By: Crosley Bcast. Corp.
Business Address: 3165 Olentangy River Rd.
Phone Number: Jefferson 5441
Trans. Location: 3165 Olentangy River Rd.
Air Time: 115 hours weekly
News Service: UP
Station Representative: WLW Sales Offices
President: Robert E. Dunville
Gen., Sta. Mgr.: James Leonard
Commercial Mgr.: C. George Henderson
Program Director: Tom A. Gleba
Promotion Director: Juanita Wilcox
Production Manager: Walter S. Jacobs
Publicity Director: Juanita Wilcox
Film Director: Ronald Buchanan
Director of Remotes: Walter S. Jacobs
Chief Engineer: Charles Sloan

1110
WTVN
COLUMBUS—1949—ABC-DuM
Channel: 6.........AP: 3.5 Kw...CP: 6.0 Kw.
Owned-Oper. By...Picture Waves, Inc.
Address...........50 W. Broad St.
Phone Number....Fletcher 1529
Trans. Location...Le Veque Lincoln Tower
Air Time........60 hours weekly
News Service.........AP
Representative....Headley-Reed
President............Edward Lamb
Gen. Station Manager...John Rossiter
Commercial Manager....Roger J. LaReau
Program Director....Colin Male
Dir. of News & Spec. Events...Barbara Siclum
Production Manager...Nick Luppino
Film Director........Dean Nack
Chief Engineer........Joseph Gill
Consulting Engineer...Rubin Compton
Dir. of Special Events........Neal VanElls
Director of News........Dave Murray
Prod. Mgr., Film Dir........Charles Vaughan
Film Director........Dick Cook
Chief Engineer........Howard Lepple

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...28 Superior St.
Air Time........55 hours weekly
News Service.........AP, INS, UP
Representative........Katz
Membership..........TBA, NARTB
President........George B. Storer
(News Centre Bldg., Detroit, Mich.)
General Manager.....Ely Flanagan
Program Director....Glenn Jackson
Promotion-Publicity Dir........Rick Gowley
Dir. of Special Events........Bob Evans
Film Director........Elaine Phillips
Director of Remotes........Chris Montrose
Chief Engineer........William Stringfellow

WHIO-TV
DAYTON—1949—ABC-CBS-DuM
Channel: 13........AP: 12.6 Kw...VP: 26.6 Kw.
Business Address....45 S. Ludlow St.
Owned-Oper. By.....Miami Valley Bestg. Corp.
Phone Number........Adams 2261
Transmitter Location...1414 Wilmington Ave.
Air Time........93 hours weekly
News Service.........INS, UP
Membership..........NARTB
President........James M. Cox, Jr.
General Manager.....J. Leonard Reinsch
Station Manager......Robert H. Moody
Commercial Manager....Harvey Young, Jr.
Program Director.....Jack Hodgkinson
Promotion Director...Helen Drennen
Dir. of News & Spe. Events...Stuart D. Strand
Production Manager...Don Wayne
Publicity Director....Helen Drennen
Film Director........George Skipper
Director of Remotes........Robert Crottinger
Chief Engineer........Ernest L. Adams
Consulting Engineer...McIntosh & Inglis

WLW-D
DAYTON—1949—NBC
Channel: 5........AP: 8 Kw......VP: 16 Kw.
Owned-Oper. By.....Crosley Bestg. Corp.
Business-Studio Address...Television Square,
4555 S. Dixie Highway
Phone Number........Walnut 2101
Transmitter........W. Carrollton & Fyrtown Rd.
Air Time........118½ hours weekly
News Service.........UP
Representative....WLW Offices, New York.
Chicago, Hollywood
Membership..........TBA, NARTB
Station Manager.....H. Peter Lasker
Commercial Manager...Wm. J. Williamson
Asst. Mgr., Pgm. Mgr......A. Donovan Faust
Prom. Pub. Dir........Dorothy A. Sanders
Dir. of Special Events........Neal VanElls
Director of News........Dave Murray
Prod. Mgr., Film Dir........Charles Vaughan
Film Director........Dick Cook
Chief Engineer........Howard Lepple

OKLAHOMA

WKY-TV
OKLAHOMA CITY—1949
ABC-CBS-NBC
Channel: 4........AP: 6.2 Kw......VP: 12.1 Kw.
Owned-Oper. By.....WKY Radiophone Co.
Phone Number........3-4306
Studio Address.....P. O. Box Britton Brand
Transmitter Location...6 mi. north of city,
E. of Britton
Air Time........72 hours weekly
News Service.........AP, UP
Representative........Katz
Pres., Gen. Mgr.....E. K. Gaylord
Station Manager......P. A. Sugg
Commercial Manager....Robert Chapman
Administrative Manager.....Hoyt Andres
Program Director.....Robert Olson
Promotion Director...Eugene B. Dodson
Dir. News & Spec. Events...Ewing Canaday
Film Director........Kiehl Mathers
Production Supervisor...Robert Swysgood
Chief Engineer........H. J. Lovell

KOTV
TULSA—1949
ABC-CBS-NBC-DuM-PARAMOUNT
Channel: 6........AP: 8.5 Kw......VP: 16.5 Kw.
FIRST IN TELEVISION IN PHILADELPHIA

PHILCO TELEVISION BROADCASTING CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania
U.S. TELEVISION STATIONS

WGAL-TV
LANCASTER—1949
ABC-CBS-NBC-DuM

WCAU-TV
PHILADELPHIA—1947—CBS

WJAC-TV
JOHNSTOWN—1949
ABC-CBS-NBC-DuM

PENNSYLVANIA

WICU
ERIE—1949—ABC-CBS-NBC-DuM

WPTZ
PHILADELPHIA—1941—NBC
WFIL-TV
PHILADELPHIA—1947—ABC-DuM
Channel: 6 AP: 13.5 Kw VP: 27 Kw.
Business Address 46th & Market Sts.
Phone Number 75 NatL AP: 75.
Transmitter Location Evergreen 2-4700
Air Time 75 hours weekly
Newspaper Affiliation The Philadelphia Inquirer
News Service AP
Station Representative Katz
Membership TBA, NAB, TV Assn. of Phila.
General Manager Robert W. Clipp
Admin. Asst. to Gen. Mgr. Donald W. Kellett
TV Sales Mgr. Kenneth W. Swomman
Program Director Jack Steck
Promotion Director George A. Koehler
Director of News William C. Drescull
Mgr. of Operations Felix Meyer
Publicity Director Joseph E. Dooley
Film Director Walter Tillman
Chief Engineer Louis E. Littlejohn Consulting Engineer Chambers & Garrison

WDTV
PITTSBURGH—1949
ABC-CBS-NBC-DuM
Channel: 3 AP: 8.3 Kw VP: 16.6 Kw.
Owned-Operated By Dr. Allen B. Du Mont Laboratories, Inc.
Business Address Chamber of Commerce Bldg.
Phone Number Express 1-1071 to 1078
Transmitter Location 4101 Grizell St.
Air Time 96 1/2 hours weekly
News Service UP
Representative DuMont Network
Membership TBA
President Dr. Allen B. Du Mont
Gen., Sta. Mgr. Donald A. Stewart
Sales Director Larry Israel
Film Director Harry G. Munson
Chief Engineer Raymond Rodgers

RHODE ISLAND

WJAR-TV
PROVIDENCE—1949
NBC-NERN
Channel: 11 AP: 15 Kw VP: 30 Kw.
Owned-Operated 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 AP
Representative Weed
Transcription Service World
Chmn. of Bd. Mortimer L. Burbank
Program Director M. Solheim Abbott
Production Manager James Orchard
News Director Ben Boyden
Chief Engineer Thomas C. J. Prior

WMCT
MEMPHIS—1948
ABC-CBS-NBC-DuM
Channel: 4 AP: 7.12 Kw VP: 13.6 Kw.
Owned-Operated By 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 NARTB
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 Jay Scott
Film Director Charles Caldwell, Jr.
Director of Remotes Wilson Mount
Chief Engineer E. C. Frase, Jr.

WSMTV
NASHVILLE—1950—ABC-CBS-DuM
Channel: 4 AP: 7.2 Kw VP: 14.4 Kw.
Business Address 301 7th Ave.
Phone Number 6-7181
Transmitter Location 14th Ave., S. & Compton Ave.
Air Time 65 hours weekly
News Service AP, INS
Representative Edward Petry
Membership TBA, NARTB
President John H. DeWitt, Jr.
Commercial Manager Irving Waugh
Program Director Jack Stapp
Pgm., News & Spe. Events Jack Stapp
Production Manager Jim McMurry
Film Director Miss Montrey Ashburn
Pgm., Remotes Dir. Jack Stapp
Chief Engineer Aaron Shelton
Consulting Engineer George Reynolds
TELEVISION STATIONS

TEXAS

KRLD-TV
DALLAS—1949—CBS
Channel: 4........AP: 7.5 Kw......VP: 15 Kw.
Owned-Operated By........KRLD Radio Corp.
Business Address..........Herald Square
Phone Number............Randolph 6811
Transmitter Location.....1101 Patterson St.
Air Time..................60 hours weekly
Newspaper Affiliation......Daily Times Herald
News Service..........AP, INS, UP
Representative........Branham
Membership........NARTB
President........J. W. Hunyon
Managing Director........Clyde W. Rembert
Assistant Manager........J. W. Crocker
Commercial Manager........William A. Roberts
Program Director..........Roy S. George
Pub., Prom. Dir........A. J. Putman
Dir. of News and Spec. Events....Ves. R. Box
Production Manager.......Ed Hallack
Film Director...............Nick Mueller
Director of Remotes......Millman Rochester
Chief Engineer........Roy M. Flynn
Consulting Engineer......Craven, Lohnes and Culver

WFBA-TV
DALLAS—1949
ABC-NBC-DuM-PARAMOUNT
Channel: 8........AP: 13.5 Kw......VP: 27.1 Kw.
Owned-Operated By........A. H. Belo Corp.
(Dallas Morning News)
Business Address........1122 Jackson St.
Phone Number.........Riverside 9831
Transmitter Location...3000 Hines Blvd.
Air Time........50 hours weekly
Newspaper Affiliation.....The Dallas Morning News
News Service...............UP
Representative..........Petry
Membership........TBA
President........E. M. (Ted) Dealey
General Manager........Martin B. Campbell
Commercial Mgr........Natl.: Ralph W. Nimmons
Local: Alex Keese
Program Director........Bert Mitchell
Promotion Director.....Mrs. Wynnod Portwood
Dir. of News and Spec. Events....Lawrence E. DuPont
Production Manager.....E. Ashley Dawes
Publicity Director......Harry L. Koenigsberg
Film Director........Douglas Thompson
Director of Remotes.....Lawrence E. DuPont
Chief Engineer........J. Raymond Collins
Technical Supervisor.....Carlos Dodd
Consulting Engineer......A. Earl Cullum

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.
Phone Number..........Lockwood 1981
Air Time........75 hours weekly
News Service........AP
Newspaper Affiliation....Fort Worth Star-Telegram
Representative........Free & Peters
Membership........NARTB
President........Amon Carter
Director..........Harold Hough
Station Manager........George Cranston
Commercial Manager........Roy Bacus
Program Director........Bob Gould
Prom., Pub. Dir........Thaine Engle
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
Consulting Engineer.....A. D. Ring

KPRC-TV
HOUSTON—1949—ABC-CBS
NBC-DuM
Channel: 2........AP: 7.5 Kw......VP: 15 Kw.
Owned-Oper. By........Houston Post Co.
Address........Lamar Hotel
Air Time........80 hours weekly
Representative.........Petry
Commercial Manager........Terry Lee
Production Director.......Frank Partin
Chief Engineer........Paul Huhndorf

KEYL
SAN ANTONIO—1950
ABC-CBS-DuM
Channel 5........AP: 9.0 Kw......VP: 17.9 Kw.
Owned-Oper. By........San Antonio TV Company
Business Address........Transit Tower
Phone Number..........Garfield 8151
Transmitter Location.....Transit Tower
Air Time........Approx. 30 hours weekly
News Service..........UP & Acme Telephoto
Representative.........Blair
Membership........TBA
V-P, Gen. Mgr........W. D. Rogers, Jr.
Commercial Manager.......Frank Junell
Program Director........W. B. Robb
Dir. of News and Prom........Mort Dank
Film Director...............Tom Maloney
Director of Remotes......Glenn Hill
Chief Engineer........William Jackson
Consulting Engineer......McIntosh & Inglis
W O A I - T V
SAN ANTONIO—1949
ABC-CBS-NBC
Channel: 4 ... AP: 10.8 Kw ... VP: 21.6 Kw.
Address: 1031 Navarro St.
Phone Number ... Garfield 4221
Air Time ................. 45 hours weekly
News Service ........... AP, INS
Representative ........... Petry
Pres., Gen. Mgr ........... Hugh A. L. Half
Asst. Gen. Mgr., Sales ... Jack Keasler
Prom. Mgr .............. Dallas Wyatt
Program Director ....... J. R. Duncan
Production Manager .... Dick Perry
Dir. of News & Spec. Events . Austin Williams
Film Manager ............ Hull Youngblood
Publicity Director ........ Imogene Stanley
Director of Remotes ....... Ed Hyman
Director of Engineering ... C. L. Jeffers
Consulting Engineer .... A. D. Ring

Representative ........ Radio Sales
Membership ............... NARTB
President ................ J. Reuben Clark, Jr.
General Manager .......... C. Richard Evans
Dir. TV Operations ...... D. Lennox Murdoch
Sales Manager ............ E. M. Halliday
Program Director .......... Wayne Richards
Promotion Director ....... Sherrill Taylor
Dir. of News & Spec. Events .. Max Roby
Production Manager ...... Alden Richards
Publicity Director ......... Sherrill Taylor
Film Director ............. Scott Clawson
Director of Remotes ..... Wayne Richards
Chief Engineer .......... Vincent Clayton
Consulting Engineer ...... A. Ring

U T A H

K D Y L - T V
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 ............ 5-2891
Studio Address . . . TV Playhouse, 88 Regent St.
Transmitter Location . . . Walter Bank Bldg.
Air Time ................. 30 hours weekly
Station Representative .. Blair-TV
Membership ............... NARTB
President, General Manager ... S. S. Fox
Director of TV .......... John Baldwin
Commercial Manager ....... George A. Provall
Program Director ....... Dan Rainger
Promotion Director ...... Del Leeson
Dir. of News & Spec. Events . Emerson Smith
Film Director ............ Lee Auslander
Dir. of Remotes .......... Wal Lambourne
Chief Engineer .......... Allan Gunderson

V I R G I N I A

W T A R - T V
NORFOLK—1950
ABC-CBS-NBC-DuM
Channel: 4 ... AP: 2.124 Kw ... VP: 24.248 Kw.
Owned-Operated By . . . WTAR Radio Corp.
Business Address ........ 720 Boush St.
Phone Number ............ 56711
Air Time ................. 80 hours weekly
Transmitter Location ... 720 Boush St.
Newspaper Affiliation . Norfolk News Papers, Inc.
News Service .............. AP
Representative ........... Petry
Membership ............... NARTB, BAB
Pres., Gen. Mgr........... Campbell Arnoux
Commercial Manager ...... John W. Newman
Sales Manager ............ Robert M. Lambe
Prod., Pgm. Dir .......... Winston Hope
Pub., Prom. Dir ......... Fred Lowe
Director of News .......... Emileigh Maxwell
Film Director ............ Harry L. Nicholas
Chief Engineer .......... Dick Lindell
Consulting Engineer ...... Jansky & Bailey

K S L - T V
SALT LAKE CITY—1949
ABC-CBS-DuM
Channel: 5 ... AP: 9.6 Kw .... VP: 18.4 Kw.
Owned-Oper. By . . . Radio Service Corp. of Utah
Business Address .......... 145 Motor Ave.
Phone Number ............ 5-4641
Transmitter Location .... Union Pacific Bldg.
Air Time ................. 52 hours weekly
News Service ............. AP, UP

Representative ........ Radio Sales
Membership ............... NARTB
President ................ J. Reuben Clark, Jr.
General Manager .......... C. Richard Evans
Dir. TV Operations ...... D. Lennox Murdoch
Sales Manager ............ E. M. Halliday
Program Director .......... Wayne Richards
Promotion Director ....... Sherrill Taylor
Dir. of News & Spec. Events .. Max Roby
Production Manager ...... Alden Richards
Publicity Director ......... Sherrill Taylor
Film Director ............. Scott Clawson
Director of Remotes ..... Wayne Richards
Chief Engineer .......... Vincent Clayton
Consulting Engineer ...... A. Ring

W T V R
RICHMOND—1947—NBC
Channel: 6 ... AP: 6.4 Kw .... VP: 12.16 Kw.
Owned-Oper. By . . Havens & Martin, Inc.
Address ........ 3301 W. Broad St., P. O. Box 5229
Phone Number ............ 5-8611
Transmitter Location .... Staples Mill Rd.
Air Time ................. 63 hours weekly
News Service ............. Transradio
Station Representative .. . Blair TV
Pres., Gen. Sta. Mgr .... Wilbur M. Havens
Comm. Mgr., Prom. Dir ... Walter A. Bowry, Jr.
Dir. of News & Spec. Events . John Shand
Consulting Engineer .... McNary & Wrathall
### WASHINGTON

**KING-TV**  
SEATTLE—1948  
ABC-CBS-NBC-DuM  
Channel: 5  \(\text{AP: 3 Kw.} \quad \text{VP: 5 Kw.}\)  
Owned-Operated By: King Bcstg. Co.  
Business Address: Smith Tower  
Phone Number: MUTual 1080  
Transmitter Location: 301 Galer  
Air Time: 60 hours weekly  
News Service: AP, UP  
Representative: Blair-TV  
President: Henry B. Owens  
Sta., Gen. Mgr.: Hugh Feltis  
Commercial Manager: Al Hunter  
Program, Publicity Director: Lee Schulman  
Director of Remotes: Clare Hanawalt  
Chief Engineer: George A. Freeman  
Consulting Engineer: Robert A. Ferguson

### WISCONSIN

**WTMJ-TV**  
MILWAUKEE—1947—ABC-CBS  
NBC-DuM  
Channel: 3  \(\text{AP: 10.2 Kw.} \quad \text{VP: 16.1 Kw.}\)  
Owned-Oper. By: The Journal Co.  
Business Address: 333 W. State St.  
Transmitter Location: 720 E. Capitol Drive  
Phone Number: MArquette 8-6000  
News Service: AP  
Air Time: 80 hours weekly  
Representative: Harrington, Righter & Parsons, Inc.  
Membership: TBA  
V.P., Gen. Mgr. of Radio, The Journal Co.: Walter J. Damm  
Asst. Gen. Mgr.: L. W. Herzog  
Station Manager: H. G. Winnie  
Asst. to the Manager: George Comte  
Asst. to the Mgr.: George Nicoud  
Program Manager: James Robertson  
Local Sales Manager: Neale V. Bakke  
Mgr. Radio & TV Engng.: Philip Laesser  
Mgr., Public Service Bcstrs.: Prom.  
News Editor: Jack Krueger

### WEST VIRGINIA

**WSAZ-TV**  
HUNTINGTON—1949  
ABC-CBS-NBC-DuM  
Channel: 5  \(\text{AP: 8.5 Kw.} \quad \text{VP: 12 Kkw.}\)  
Owned-Operated By: WSAZ, Incorporated  
Address: W. Virginia Bldg.  
Phone Number: 3-9441  
Transmitter Location: Eighth Street Road  
Air Time: 90 hours weekly  
News Service: AP  
Station Representative: Katz

**WHY IS AP THE BEST?**

BECAUSE—AP is faster, more complete, more accurate than any other news service.
Whether you’re an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don’t be puzzled when these and similar questions arise:

- Will the film be shipped on time?
- Are the commercials spliced in properly?
- Where can we store surplus film?
- Where can we consign returned film?
- Who will examine and repair damages?
- Who will remove out-dated commercials?

Call Bonded, the world’s largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded’s Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You’ll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

- **FILM STORAGE**—six huge, centrally located warehouses equipped with the latest and best means of protecting film.
- **PHYSICAL DISTRIBUTION & HANDLING**—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.
- **SCREENING**—Bonded’s Film Center Theatre available for day and night 16mm and 35mm screenings.

For additional information, call JUdson 6-1030.
TELEVISION FILM PRODUCERS

Personnel

Phone Numbers

Addresses

Contacts of 35 & 16 mm. Film Producers

Services Offered

NINETEEN FIFTY-ONE
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 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.

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.

J. A. Maurer, INC.
37-01 31st ST., LONG ISLAND CITY 1, N.Y.
CABLE ADDRESS: JAMAURER
TELEVISION FILM PRODUCERS

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago 10, Ill.
Phone: Michigan 2-0128
Pres. & Dir. of Pro............. Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films; animations; TV consultant to agencies.

A. F. Films, Inc.
1600 Broadway, New York 19, N. Y.
Phone: Circle 7-2850
President.......................Nicolas Bongard
Director.......................Rosalind Kossoff
Services Offered—Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.
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 spot 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 35mm. & 16mm. Entertainment, Adventure, Educational, Documentary and Novelty films. Rental and sale of films to sponsors, TV-chains and stations are Producers of series, titled, Wild Life Pictures. One, two & three reels.

Ambassador Films, Inc.
118 W. 57 St., New York 19, N. Y.
Phone: Circle 7-1900
Pres. & Exec. Producer........Eugene Sharin
Secretary........................Irwin Belenken
Story Editor....................Steven Vas
Director..........................Leopold Hainisch
Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

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, also cutting, editing, and photographing of events of all kinds. 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 32884
Production......................Ace Gamer
Direction & Story..............Dick Hummer
Chg. of Animation.............Pete Burness
Chg. of Layouts & Backgrounds...Bob Gribbock
Chg. of Camera dept...........Jack Buehre
Chg. of Ink & Paint dept....Betty Brennon
Services Offered—Animated and live action TV films, industrial films, educational films.

Animation House, Inc.
347 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 2-8184
Sales Director....................Irving Bunnelle
Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan 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
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
FROM THE NATION'S FOREMOST PRODUCERS OF TELEVISION FILMS

These Outstanding Packages Now Ready For Regional and Local Sponsorship

☆ 'Front Page Detective'
Starring Edmund Lowe In A New Series Of Half-Hour Mystery Dramas

☆ 'Buckskin Rangers'
A New Western Series Filmed Especially For Video Starring Ray "Crash" Corrigan

☆ 'Hollywood Curtain Time'
Starring Top Hollywood Stars In New Series Of Half-Hour Original Television Plays

☆ 'American Legion Wrestling'
The Fastest-Paced, Biggest-Name Wrestling Matches Ever Presented. Hour In Length

☆ 'Paradise Island'
Series of 15-Minute Musicals Packed With Entertainment For Every Type Viewer

☆ 'Television Closeups'
Series of 5-Minute Programs Jammed With Subjects of Every Nature

AND MANY OTHER PACKAGES

Jerry Fairbanks, Inc.

NEW YORK  CHICAGO  HOLLYWOOD
Chg. of Production...........Thomas Craven
Associate Producer...........David Ahlers
General Manager.............Carl Ritchie
Animation Director...........Nicholas Gibson
Art Director.................John Ployard

Services Offered—TV commercials and entertainment films to order. Animated TV commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

Art Reels Co.
510 Cathedral Parkway, SE New York, N. Y.
Phone: MOnument 6-2271

Producer-Dir................Stephen L. Sharff
Editor ..........................Lucille Pelham
Writer ..........................Peter Packer
Prod. Asst.....................Bill Shafr
Cameraman ....................Stan Patsowki

Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

Associated Artists Productions, Ltd.
4444 Madison Ave., New York 22, N. Y.
Phone: MUrRay Hill 8-4754

President ..........................Eliot Hyman

Vice-Res. & Sales Mgr.........Paul Diamond

Services Offered—Production and distribution of film programs for TV.

Atlas Film Corp.
1111 S. Blvd., Oak Park, Ill.
Phone: Euclid 6-3100

President......................K. W. Lineberry
Vice-Res. & Gen. Mgr.........L. P. Mominee
V. P. Chg. Prod............Albert S. Bradish
V. P. Chg. Sales............Edward Schager
V. P. Chg. Adv. & Prom........Frederick K. Barber
Advertising Mgr.............H. C. Maloney

Services Offered — Production of 16mm. and 35mm. motion pictures and slide films—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

ANNUAL AWARD
1951
For the greatest development in the filming of Motion Pictures for Television

Vidicam System

The only television-controlled multiple film camera system!

Designed to meet today's needs — greater quality at considerably lower costs.
Complete facilities, including Animation, under one roof.

Films for every purpose! Every budget!

vidicam pictures corporation
motion picture producers

240 East 39th Street, New York 16, N. Y.
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**

*Services Offered*—Producers of TV commercials and business and education films—black-and-white and color.

**Bailey Films, Inc.**
1133 N. Highland, Hollywood 38, Calif.
*Phone:* Hillside 7949
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.)

**Bengal Pictures**
15108 Plummer, San Fernando, Calif.
*Phone:* Empire 2-1984
Dir. of Photography: Phil E. Cantonwine
Director: Robert Derteano
Research: Cheri Le Blanch
Narration & Story: Larry Chandler
Narrator: Perry King
Narrator: William Udel
Story: Cheri Le Blanch

*Services Offered*—Producers of TV pictures made to order. TV subjects for sponsors, rent and outright sale.

**Albert Black Television Prods.**
1270 Sixth Ave., New York 20, N. Y.
*Phone:* Columbus 5-5885-6
Owner: Albert Black

*Services Offered*—Live and film package shows for television.

**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

---

**CINEFFECTS Incorporated**

115 West 45th Street

New York (19), N. Y.

*Phone:* Circle 6-0951-2-3-4

**Television Motion Picture Productions**

and

A Complete Service of Technical and Cartoon Animation
Black and White or Color —— 16 or 35mm

for

Television, Theatrical and Non-Theatrical Productions

**SPECIAL EFFECTS**

Maps . . . Inserts . . . Art Titles
Slide Films . . . 35mm Kodachrome Duplicates
There Is No Substitute For Know-How

Our Trade Mark, "The Spice of The Program", is known to millions of theatre-goers throughout the world. It has always stood for the finest in screen production.

With the knowledge that television is one of the top industries of our time, this corporation employs men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having 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.

Television 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.

If you have a programming problem, we invite you to take advantage of our years of know-how.
TV Film Producers

Dir., Film & Pub. Div....Katharine N. Parker
Deputy..................Lester Schoenfeld
Asst. Pub. Div..............Dorothy Danish

Services Offered — Rental of educational and documentary sound films.

William F. Broidy
Productions, Inc.
4376 Sunset Drive, Hollywood 27, Calif.
Phone: Normandie 2-9181

President................William F. Broidy
Vice-President............Wesley Barry
Treasurer...................Earl Revoir
Secretary....................Barnett Shapiro

Services Offered — We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

Al Buffington Productions
6711 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-8367

Sales & Program Mgr...Albert B. Buffington
Chg. Talent & Writing........James Wilmas
Staging Mgr................Milford Capman
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.

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C & G Film Effects Co.
1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-2098

Partners..................Hugo A. Casolaro,
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Services Offered — Not Producers. Services to producers include: 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..................Nat Campus
Administrative Asst........Lee Bobker

Services Offered — Producers of sound color motion pictures for advertising, industry, public relations, welfare, and business. Full sound recording studio, film phonographs, sound-on-film, synchronous magnetic tape recorder, Fairchild disc recorders, etc. Films to meet every need and every budget.

Capitol Records, Inc.
Broadcast Division
Sunset and Vine, Hollywood 28, Calif.
Phone: HOLlywood 9-8171

General Manager..........Clifford E. Ogden
Program Dir. Kenneth Nelson
Office Manager Larry A. Robbins
Eastern Rep. Alvin King

Services Offered—Producers and distributors TV film programs and 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.

**China Film Enterprises of America, Inc.**
11 W. 42nd St., New York 18, N.Y.
*Phone: LO 5-6840*
President Hsing-Ching Weng
Vice-President W. M. Choue Seto
Services Offered—Rent and produce 16mm. short films for TV purposes.

**Christian Films**
*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. (Affiliated with Vonna Records).

**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 Seiden
Sound Eng. (Chief) M. Dichter

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Electrical Dept. ................. James Pratt
Construction Dept. ............. R. Peterson
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.

Cinescope Films
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Phone: FLushing 8-1935
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Services Offered—Industrial, documentary, theatrical and TV films to order.

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 No. Highland Ave., Hollywood 38, Calif.
Phone: Hillside 7475
Executive Producer .......... Harry J. Lehman
Secretary ...................... Jacques R. Lehman

Cameraman ..................... Danny Rouzer
Film Editor ..................... Chas. Van Eng, Jr.

Services Offered—Producing films for television, film commercials, color films, semi-animation and producer services. Lab. services.

Cineque Colorfilm Labs, Inc.
424 E. 89th St., New York, N. Y.
Phone: SACramento 2-5837
President ......................... Sam Marcus
Secretary ......................... Edward London
Lab. Mgr.......................... Oscar Fagin

Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, supplicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

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164 No. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-7316
President ....................... George W. Colburn
Secretary-Treas .................. John E. Colburn

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Manager: Bill O'Halloran
Production: Jack Terry
Services Offered—Production of live and filmed TV shows.

**Dephoure Studios**
782 Commonwealth Ave., Boston 15, Mass.
Owner: Joseph Dephouette
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.

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Vice-Pres.: Robt. Ween Olsen
Services Offered—TV films, commercials. Live radio & TV programs.

**The Jean Dubois Company**
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Script: Roy McCune
TV Script: Henry Marcune

Services Offered—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

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Assoc.-Prod., Film Editor: Jason Bernie
V.P. Product Development: Donald Hoffman
General Sales Manager: William Norins
Story Editor: Russ Burton
Cameraman: Walter Strenge

Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)
9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
500 Fifth Ave., New York 18, N. Y.
Phone: Chickering 4-7257
President (N. Y.): Jules Alberti
Vice-Pres.: Dr. Harold S. Wadro
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*Technical Dir.* .............. John E. Burks  
*Eastern Rep.* ............... Milton R. (Mickey) Dubin  

**Services Offered**—Specialty—Films for TV with emphasis on Animation.

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1153 N. Highland Ave., Hollywood 38, Calif.  
*Phone:* Hollywood 9-5800  
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*Engineer* ................. Albert Ferriot  
*Production* .............. Virgil St. Claire  

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*Treasurer* ...................... Martin Mermelstein  
*TV Director* .................... C. Lazar  

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*Phone:* Reagent 7-7549  
*President* .................... J. H. Lenauer  

**Films For Industry, Inc.**
135 W. 52nd St., New York 19, N. Y.  
*Phone:* Plaza 3-2800  
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*V.P. in Chg. Sales* .......... Brewster Righter  

**Services Offered**—TV packaging, commercials, sound studios, animation, stop motion.

**Films of the Nations, Inc.**
62 W. 45th St., N. Y. 19, N. Y.  
*Phone:* Murray Hill 2-0040  
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Exec. Dir. .................. Maurice T. Groen

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: HOLlywood 9-5280
Exec. Producer ............ Harry Wayne McMahan
Production Dir. ............. Chet Glassley
Technical Dir. ............... Taylor Byars
Dir. Creative Copy .......... Charles F. Chaplin
Casting ................. Judy McMahan

Secretaries-Treas. ........ Bernice C. McQuown

Services Offered—In business ten years, Five Star Productions work in the five audio-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.

Hardie Frieberg Televisi- 
on Enterprises, Inc.
270 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 8-0230
President .................. Hardie Frieberg
Treasurer .................. Bernard Samuels
Secretary .................. Fluff Blome

Services Offered—Program production, talent, live and film TV programs.

Gainsborough Associates
(See Program Producers)

Gallagher Films
111 S. Washington St., Green Bay, Wis.
Phone: Adams 2554
President .................. J. C. Gallagher

Services Offered—TV film production, recording and talent.

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Chg. of Production .............. E. J. Spiro
Chg. of Distribution .......... Herbert Dietz
Office Manager .............. Jean Pomerance

**General Business Films, Inc.**

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President .................. William Van Praag
Vice-President ............. Otto H. Sutter
Secretary .................... Nancy Gould
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Manager .................... Elbert S. Kapit

**General Television Enterprises, Inc.**


President .................. Gordon W. Levoy
Vice-President ............. Edith C. Levoy
Secretary .................... A. Albert Spar

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1501 Broadway, New York 18, N. Y.

TV Director .............. Robert H. Wormhaudt

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Vice-President: Thomas J. Shands
Produc. Mgr.: Jerome J. Kleiman

Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

Hack Productions
535 N. Laurel Ave., Los Angeles 48, Calif.
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 retuals are handled by Film Rental Libraries. TV write for details.

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3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840


Services Offered—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

The Jam Handy Organization
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Phone: TR-5-2450; N. Y. Phone: CO 5-7144
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Executive Vice-Prez: Oliver Horn
V.P. Training Devices: John Campbell
V.P. Service Dev.: Everett Schafer
V.P. Sales Dev.: George B. Finch
V.P. Automotive Contacts: Wm. G. Luther
Secretary: Avery W. Kinney
Treasurer: Allan E. Gadelman
Dir., Pub. Impressions: Anne Jioffe

Washington Repr.: Harry C. Watts
Contact (TV): William Uskali

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

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316 W. 57th St., New York 19, N. Y.  
*Phone:* JUdson 6-3750

**Services Offered** — Complete production facilities for filming spot announcements open end commercial and entertainment films.

- **President** .................................. Andre Lord  
- **Secretary** ............................... Gordon Shadwick  
- **Treasurer** .................................. Lewis Abbott

**Sam Hayes Productions**  
6000 Sunset Blvd., Hollywood 28, Calif.  
*Phone:* Hollywood 9-4584  
*New York Office:* Claude Barrere,  
*Phone:* Murray Hill 6-0238

**Services Offered** — One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

- **President** ................................. James L. Hile  
- **Secretary** .................................. Kay Buxton

**Hollywood 35 mm Film Co.**  
1626 No. Wilcox Ave., Hollywood 28, Calif.  
*Phone:* Hillside 7191

**Services Offered** — One-minute video commercials live or semi-animation.

**Leslie Helhena**  
932 N. La Brea Ave., Hollywood 38, Calif.  
*Phone:* GGranite 3174

**Hollywood 35 mm Film Co.**  
1626 No. Wilcox Ave., Hollywood 28, Calif.  
*Phone:* Hillside 7191

**Services Offered** — Complete production facilities for filming spot announcements open end commercial and entertainment films.

- **President** ................................. James L. Hile  
- **Secretary** .................................. Kay Buxton

**Paul Hoefler Productions**  
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*Phone:* Whitney 9045

**Services Offered** — Furnish one and two reel films of adventure, travel and special

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**Lucille Hudiburg Productions**
131 E. 51st St., New York 22, N. Y.
*Phone: EL 5-3508*
Producer ....................Lucille Hudiburg
General Manager..............Walter Keane

*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.

**Impact TV Films**
1153 N. Highland Ave., Hollywood 38, Calif.
*Phone: Hollywood 9-5808*
Manager ....................Albert W. Hellenthal

*Services Offered*—TV film production.

**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, titled: “World Glimpses with Julian Bryan.”

**International Geographic Pictures**
1776 Broadway, New York 19, N. Y.
Executive-Pres. ................J. Allen Julier

*Services Offered*—Producers of educational motion pictures.

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PROVIDE
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BY REAR SCREEN PROJECTION
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Get BETTER EFFECTS With

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PL. 7-0780 Phone: Hollywood 9-6211
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235 E. 45th St., New York, N. Y.  
**Phone**: MU 7-8800  
Mgr. INS-INP TV Dept. .Robert H. Reid  
**Services Offered**—In association with Tele-news Productions: Daily, weekly, sports newreels; also film features; INP photos; INS leased wire; Projectall balopticon.  

**International 16mm. Corp.**  
(See Program Producers)  

**International Tele-Film Productions, Inc.**  
331 Madison Ave., New York 17, N. Y.  
**Phone**: Murray Hill 7-9116  
President .Paul F. Moss  
**Services Offered**—TV live and film package shows, recordings, talent.  

**Jason Comic Art**  
480 Lexington Ave., New York 17, N. Y.  
**Phone**: Plaza 3-9370  
Director .Leon Jason  
**Services Offered**—TV film, production, talent, puppet design.  

**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 children’s audiences, also scripts, and consultant service for TV.  

**Bernard E. Karlen Productions**  
270 Park Ave., New York 17, N. Y.  
**Phone**: PL 9-3107  
Exec. Producer .Bernard E. Karlen  
Vice-Pres. .Roland N. Karlen  
**Services Offered**—Package program, both film and live. Production consultant, supply film clips for integrated shows, commercials and scripts.  

**Roger Kay Enterprises, Inc.**  
666 Fifth Ave., New York 19, N. Y.  
**Phone**: MU 8-2164  
Executive Producer .Roger Kay  
Agency Contact .Ben Marquand  
Legal Counsel .Miller & Miller  
**Services Offered**—Creators, producers, packagers of TV and radio programs, live, transcribed, and film. Consultants on programming. TV show doctoring. Commercials.  

**Victor Kayfetz Productions**  
130 E. 56th St., New York 22, N. Y.  
**Phone**: Murray Hill 8-1707  
Executive Prod. .Victor F. Kayfetz  
Staff Director .Ilia Tolstoy  
Sales Manager .John D. Flanagan  
Prod. Consultant .Rudy Vallee  
Story Dept. Dir. .Elliott Curtiss  
Animation Dir. .Wm. L. Steinel  
**Services Offered**—Producer Kayfetz Productions produces motion pictures: TV program series, TV program films (filler material), TV commercial spot films. We own complete 16mm. and 35mm. production equipment and are staffed by experienced film, stage, and radio personnel. Animated motion pictures.  

**Herbert Kerkow, Inc.**  
480 Lexington Ave., New York 17, N. Y.  
**Phone**: Eldorado 5-0653  
President .Herbert Kerkow  
**Services Offered**—TV films.  

**F. W. Kline Productions, Inc.**  
8445 Melrose Ave., Hollywood 46, Calif.  
**Phone**: MU 2361  
President .Fred W. Kline  
Exec. Vice-Pres. .Leonard Shane  
Comptroller .Louis Most  
**Services Offered**—Complete television and radio, film and live program packaging. Origination of program, and production services are available. Film production includes total service from idea to completed film.  

**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. Mander  
**Services Offered**—Producers of all types of Motion pictures for screen and TV.  

**Albert Lang Productions Inc.**  
1320 Edgcliffe Dr., Los Angeles, 26, Calif.  
**Phone**: Normandy 19536  
President & Gen. Mgr. .Albert E. Lang  
V.P. & Secretary .Olga Haney

Larsen Television Picture Corp.
Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: G. Raceland 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 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.

Gene Lester Productions
1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287
Producer-Director ............... Gene Lester
Charge of Tech. Pers............ John S. Nash
Comptroller-Office Mgr. ....... Charles O. Cross
Asst. Charge of Prod. .......... Martin Sperber
In Charge of Still Dept. ......... Gabor Rona
Services Offered—Production of Hollywood on the Line, for CBS-TV (Our own package). Production of TV Commercial spots. Consultant to other TV film producers.

Libra Film Distributors & Producers
6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161
President ................. Miss Loy Lester
V-P., in Ch. of Prod. ........ Charles M. McCoy
Sec-Treas. ................. M. Briese
Exec. Director ............... C. Mandell
Exec. Producer ............. Charles M. McCoy
Exec. Producer ............. John Leslie Hamilton
Exec. Producer ............. William Troiano
Exec. Producer ............. Miss Loy Lester

Lion Television Pictures Corp.
(See Educational Films listing)
1501 Broadway, New York 18, N. Y.
Phone: P. Pennsylvania 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.

Bob Loewi Productions, Inc.
(See Program Producers)

Loucks-Nor'ing Studios
245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974
Partners ............ J. A. Norling & Wil Marcus
Services Offered—Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

Mannon Sound Stages
112 W. 89th St., New York, N. Y.
Phone: TR 3-1800
Owner, Gen. Studio Mgr. ...... James Pagliaro
Sound Eng. ..................... Larry Mezey
Services Offered—Sound studios for rental for TV pictures.

Master Motion Pictures Co.
50 Piedmont St., Boston, Mass.
Phone: HA 6-3592

Motion Picture Stages, Inc.
—
Complete Facilities for Motion Picture Production
—
• STAGE 1 — 35 x 55'
• STAGE 2 — 40 x 75'
• 35MM. CAMERA and SOUND EQUIPMENT
• INTERLOCK PROJECTION FOR DAILY RUSHES

Serving: March of Time, Louis De Rochemont, Roland Reed, Sarra, Inc., Leslie Roush, Transfilm, Archer Prod., etc.

3 East 57th Street Plaza 3-4840
New York, N. Y.
Maurice Master
Studio Mgr. ................. Wilbert Hanson
Production Mgr. .............. Irving Ross

**Services Offered**—Industrial film producer, TV film commercials, film processing 16mm.
and 35mm. film.

**Mercury International Pictures, Inc.**
1415 Coast Blvd., Corona del Mar, Calif.
Phones: Harbor 1212; Zenith 6009, L.A.
President ..................... V. E. Ellsworth
Walter B. Wenteel—Del. 73934
803 Fischer Studio Bldg., Seattle, Wash.
Wm. E. McKee—Seneca 2788

**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.

**Charles Michelson, Inc.**
23 W. 47th St., New York 19, N. Y.
Phone: Plaza 7-0695
President ................. Charles Michelson
Divisional Sales Mgr. ........ Sidney Guber

**Services Offered**—Already produced OPEN-END TV FILM SERIES “CAPSULE MYSTERIES,” “PARADOX,” “CLUB CELEBRITY” for local station use. Gennett and Speedy-Q Sound Effect Libraries.

**Carlton E. Morse Productions**
1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
President .................. Carlton E. Morse

**Services Offered**—TV film programs, pro-
duction.

**Motion Picture Productions Inc.**
(See Program Producers)

**Motion Pictures Stages, Inc.**
3 E. 57th St., New York 22, N. Y.
Phone: Plaza 3-4840

President ................. C. F. Vetter, Jr.
V.P. Chg. Spec. Prod. ........ Burgess Meredith
Vice-President .............. Max Kreindler
Vice-President .............. Barrett Gallagher
Treasurer .................... Martin L. Scott
Secy. ......................... Gerald Margolis
Tech. Supervisor ............. Victor H. Komow

**Services Offered**—Complete motion picture production facilities, two sound stages, 35 ft.
X 55 ft. and 40 ft. X 75 ft., 35 mm camera and sound equipment, interlock projection, etc.
Mobile equipment and personnel for location production.

**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.

**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 ............. Elwood Siegel
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 Pictures, Inc.**
5746 Sunset Blvd., Hollywood 28, Calif.
Phone: GR 7336
N. Y. Phone: HU 2-7111
Vice-Pres. ................. Edward Nassour
President .................... William Nassour
Secretary .................... W. Lloyd Laumann

**Services Offered**—TV film shows.

**Nation Wide Television Corp.**
1501 Broadway, New York 18, N. Y.
Phone: Lorraine 4-8234
President ................. Irvin Shapiro
Secretary ..................... A. Exelberth
Treasurer .................... M. Mermelstein
TV Director ................. Robert H. Wormhaut

**Services Offered**—Feature films, stream-
liners.

**Nelson Productions, Inc.**
(See Program Producers)

**Ted Nemeth Studios**
729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-8
Production Director .......... Ted Nemeth
Art Dir.—Dir. ............... M. E. Bute

**Services Offerer**—Producers, distributors
of film made specifically for TV producers
of TV film spots and commercial films.

**Official Films**
Ridgefield, N. J.,
Phone: MOrsemere 6-8422
President ..................... Aaron Katz
Sales & Advtg. Mgr. ........ Jack Stewart

**Services Offered**—16 mm, shorts, cartoons,
sports, streamline features, adventures and
musicals.
Executive Director...........Gordon Knox
Director of Production......Norman Mathews
Business Manager............Alfred F. Califano
Writer..........................Ardis Smith
Writer..........................Benjamin Lyon
Director of Distribution.....Sophie C. Hobne

Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives, Inc.
1270 Ave. of the Americas, N. Y. 20, N. Y.
Phones: Plaza 7-6990-1-2

President.......................Irving M. Lesser
Seyc.-Treas. ....................Seymour Poe
TV Manager.....................Camilla Nelson

Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.
366 Madison Ave., New York 17, N. Y.
Phone: VAnderbilt 6-3417

President.......................Robert A. Orenbach
Associate Producer...........Carl LeBow
Associate Producer...........Lola Bishop
Musical Director..............Teddy Hall
Sales Director..................Arnold Manchester

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.

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.

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway, St. Paul 1, Minn.
Phone: Emerson 1393

Pres.-Gen. Mgr..................Reid H. Ray
Sales Mgr., Chicago Off......Frank Balkin
Sales Mgr., Film Ad Div......Emler Merten
Merchandise Mgr...............R. V. Jeffrey
Vice-President.................W. H. Ringold
Secretary......................Alice M. Griswold
Scenario Chief................R. Glenn Low
Prod. Asst.....................E. H. Polsfuss
Film Editor....................Tom Persons
Lab. Mgr.........................C. H. Bradshaw
Sound Engineer................H. C. Oslund

Services Offered—Motion picture and slide
film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

**RD-DR Corp.**
*(Reader's Digest—deRochemont)*
35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440
Chairman of Board—Louis de Rochemont
President .........................Borden Mace
Vice-President ..............Louis de Rochemont
Secretary ..................Marie L. Kenney
Treasurer ..................Martin J. Maloney

**Services Offered**—Feature, commercial and educational film producers. Last 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
Vice-President ...............Guy V. Thayer, Jr.
Secretary-Treasurer ..........Hazel Hall

**Services Offered**—Complete motion picture facilities.

**Regal Television Pictures Corp.**
151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877
President .........................Moe Kerman
Vice-Pres. ..................Joe Felder

**Services Offered**—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Regency Productions, Inc.**
112 W. 48th St., New York 19, N. Y.
Phone: JUson 2-0274
President .........................Joseph Schaeffer
Producer ..................Peter W. Riethof
Director of Sales .............Edward A. Bendell
Director ..................Dwight Godwin

**Services Offered**—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Co., Sedagel, 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).

**RKO Pathe, Inc.**
625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600
Vice-Chairman of Bd..............Ned E. Depinet

President .........................Harry Michelson
Vice-Pres. & Gen. Mgr........Jay Bonfield
Treasurer ......................James H. Herries
Secretary ..................J. Miller Walker
Comptroller ..................Garrett Van Wagner
Production Mgr.............J. Douglas Travers
Mgr. Commercial Film & TV Dept.

M. Clay Adams

**Hal Roach Studios, Inc.**
822 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

**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 6-0266
President .........................Bob Levitt Roberts

**Services Offered**—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

**Rockett Pictures, Inc.**
6108 Santa Monica Blvd., Hollywood 28, Calif.
Phone: GR 7131
Gen. Mgr.-Vice-President ....J. Richard Westen
Vice-Pres. Chg. Sales ........J. Harry Ebbert
Secty.-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 & Owner ..............Danny Rouzer
Vice-President ..............Albert Kelch

**Services Offered**—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, titling, and complete operating personnel. Member: L.A.T.S.E. Local 659; S.M.P.T.E.; and T.F.P.A.
TV Film Producers

Royal Film Exchange
Phone: Hempstead 3173
President .................. Bill Scott Brown

Services Offered—TV films.

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 .......... Mary C. Ruby

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.

Sack Television Enterprises
Film Exchange Bldg., 308 S. Harwood, Dallas 1, Tex.
Phone: Sterling 3069
General Manager .......... Alfred N. Sack
Sales Manager ............ Julius M. Sack
Program Advisor ........ Beverley Littlejohn

Services Offered—Rental of open end films, amusement shorts, educational shorts, musical shorts, features, westerns and serials, and group of twenty-nine three-minute “soundies.”

Bernard L. Sackett Television Productions
(See Program Producers)

Sanft-Costa Television Features
17 E. 42nd 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, open end, for local or national spot advertisers.

Sarra, Inc.
200 E. 56th St., New York 22, N. Y.
Phone: Murray Hill 8-0085
President ................. Valentino Sarra
Sales Prod. Mgr. ......... Jack Henderson

Services Offered—TV film production.

Screen Gems Inc., Television Dept.
(Subsidiary of Columbia Pictures Corporation)
729 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-5044
Gen. Manager .......... Ralph M. Cohn
Prod. Manager ......... Jules Bricken
Editorial Chief .......... Daniel Heiss
Film Editor ............. Robert Horowitz
Gen. Sales Mgr. ......... Philip Frank
Business Manager ...... Floyd Weber

Services Offered—Production and distribution of films for television. Pioneer Telefilms, Inc., and Telespots, Inc., have been absorbed by Screen Gems, Inc.

Seaboard Studios
157 E. 69 St., New York 21, N. Y.
Phone: Regent 7-9200
President ............... Sanford R. Johnson
Vice-President .......... Arthur B. Chapman
Production Manager ....... Frank Walsh

Services Offered—Producers of industrial motion pictures, TV film commercials and slide films. Completely equipped motion picture facilities with largest independent sound stage in Manhattan.

Seidel Films
853 Seventh Ave., New York 19, N. Y.
Phone: PL 7-1597
Manager .................. Tom Seidel

Services Offered—TV film production.

Sentinel Productions
(div. of Sentinel Enterprises, Inc.)
(See Program Producers)

Skibo Productions, Inc.
165 W. 46th 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.

Stephen Slesinger, Inc.
247 Park Ave., New York 17, N. Y.
Phone: Eldorado 5-2544
President ............... Stephen Slesinger

Services Offered—TV films, based on the following properties: “Red Ryder,” “King of the Royal Mounted,” and “Ozark Ike.”

Sonochrome Productions
112 W. 89th St., New York 24, N. Y.
Phone: TR 3-6221
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.  
*President*: John Fox  
*Vice-President*: William F. Crouch  
*Secretary*: Douglas H. Miller  
*Secty-Treas*: John S. K. Hammann  

**Standard Television Corp.**  
1501 Broadway, New York 18, N. Y.  
*Phone*: Lônagare 4-8234  
*President*: Irvin Shapiro  
*Secretary*: A. Exelberth  
*Treasurer*: Martin Mermelstein  
*TV Director*: Robert H. Wormbault  
*Services Offered*: Major feature films and shorts.

**Sterling Television Co., Inc.**  
316 W. 57 St., New York 19, N. Y.  
*Phone*: JUdson 6-3750  
*President*: Saul J. Turell  
*Secretary-Treasurer*: Robert E. Rhoades  
*Director of TV*: Carl King  
*Manager of TV Dept.*: Bernice S. Cap  
*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.

**Wilbur Streech Productions**  
1697 Broadway, New York 19, N. Y.  
*Phone*: JUdson 23816  
*Owner*: Wilbur J. Streech  
*Services Offered*: Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

**Irvin Paul Sulds, Inc.**  
654 Madison Ave., New York 21, N. Y.  
*Phone*: TEMpleton 8-7025  
*President*: Irvin Paul Sulds  
*Assoc. Producer*: Alice Pentlarge  
*Services Offered*: Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

**Swank Films, Inc.**  
627 Salem Ave., Dayton 6, O.  
*Phone*: Taylor 4192  
*President*: Jerrold A. Swank  
*Services Offered*: Color or black and white; Slides, 3½ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

**Taylor Productions, Inc.**  
6700 Sunset Blvd., Hollywood 28, Calif.  
*President*: Gordon Van Dover  
*Services Offered*: Write produce and direct TV film spots.

**The TeeVee Company**  
915 N. LaCienega Blvd., Los Angeles 46, Cal.  
*Phone*: Crestview 5-1076  
*President*: Gifford Phillips  
*General Manager*: Ludlow Flower, Jr.  
*Sec. Chg. Sales, Dist. & Prod.*: Marc Frederic  
*Services Offered*: Custom-built TV shows, film and live; spot commercials.

**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. Hedwig  
*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  
*Secretary-Treasurer*: G. W. Hedwig  
*Services Offered*: Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

**Telemated Cartoons**  
70 E. 45th St., New York 17, N. Y.  
*Phone*: MURray Hill 6-8933  
*Prod.-Dir.*: Saul Taffet  
*Services Offered*: Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

**Telemount Pictures, Inc.**  
5255 Clinton St., Los Angeles 4, Calif.  
*Phone*: Hollywood 9-8321  
*President*: Henry B. Donovan
Secretary-Treasurer ........... Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

**Telepak Inc.**
201 N. Carmelina Ave., Los Angeles 24, Calif.
Phone: AR 3-6076

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 Street, Berkeley, Calif.
Phone: Berkeley 7-5301

Business Mgr.................. J. T. Ward
Prod. Mgr.................. Alex Anderson
Art Director .................. Charles Fuson
Film Editor .................. Bernhardt J. Harwood
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

**Television Cartoons, Inc.**
155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650

Chg. of Prod............... Robert N. Brotherton,
Arthur L. Goldman
Story and Planning.......... Tony Delmar
Art Directors................. Elliott Engel, Sol Siegel
Acct. Execs.................. Donald O. Davis,
B. Frank Rogers
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

**Television Screen Productions**
(See Program Producers)

**Marshal Templeton, Inc.**
Phone: WO 1-6868

612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-3782

President .................. Marshall 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
Secy........................ Constance Webb

Services Offered—Production of dramatic TV shorts on 35mm. film; production of commercial short on 16 and 35mm. film.

**Transfilm Inc.**
35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President .................. William Miesegaes
Vice-President ............. Walter Lowendahl
Vice-Pres................... William Burnham
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 2-1291

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, and "live" package shows.

**TV Ads Inc.**
3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-1232

President .................. Doria Balli
Services Offered—Specialized in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

**TV/films, Inc.**
155 W. 46 St., New York, N. Y.
Phone: LU 2-3607

President ................... R. V. Pollock
Services Offered—TV/films produces commercial TV films and commercial industrial films. A complete production unit with own storyboard, sound and music departments,
camera crew, shooting studio, cutting, editing and viewing room. Animation staff. Color experts.

**TV-Programs, Inc.**
350 Fifth Ave., New York 1, N. Y.
Phone: CHickering 4-1374
President ..................Edward Roberts, Jr.
Vice-President ..........George L. Ogle
Treasurer ..................William Mills, III
Dir. of Sales ..................Donald Ross
Dir. of Adv. & Prom. ...........John Newman

*S 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: HAarrison 5840
President & Gen. Mgr. ..............W. Hardy Hendren
Vice-Presidents .....................C. J. Mabry, E. S. Washburn
Treasurer ......................A. F. Bradley
Sales Manager ..........W. Dwight Ziegler
Adv. Sales Prom. Mgr. TV .............L. P. Hilyer
Prod. & Service Mgr. .................W. J. Scroggin

*S 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: RIHincler 4-7570
Pres. & Exec. Produce ...........Stephen Bosustow
Vice-Pres. in chg. N. Y. Office 
Edward L. Gershman
Vice-Pres. & Supr. Dir. ..............John Hubbley
Vice-Pres. & Prod. Mgr. ..........A. D. Woolery
Secretary .......................Leo L. Rosen
Asst. Sec. & Treasurer .............Maxine Davis

*S services Offered*—Producers of TV film programs and commercials—specializing in animation, also animation production services.

**Unity Television Corp.**
1501 Broadway, New York 18, N. Y.
Phone: L'Ongare 4-8234
President ..................Arthur A. Mayers
Secretary ..................Ann Exelberth
Treasurer ...............Martin Mermelstein
Sales Director ..........Robert H. Wormhoudt
Program Director ..........Constance Lazar
Booker ..................Sidney Weiner

*S services Offered*—Film program booking and distribution.

**Van Praag Productions**
1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

*S services Offered*—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

**Video Drama Productions**
505 Fifth Ave., New York 17, N. Y.
Phone: MU 24326
Exec. Officer & Prod. ..........Henry E. Marcuse
Director & Partner ...........Harvey Janovic
Script Supervisor ...........Charles Cinnamon
Art Supervisor .....................Bill Persichetti
Sales Manager .............Fred Brunswicke

*S 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

*S services Offered*—Motion picture producers, TV program films and commercials. W. Coast sound studios. Latest 35mm. camera and sound equipment.

**Vidican Pictures Corp.**
240 E. 39 St., New York 16, N. Y.
Phone: MU 6-3310
President ..................Larry Gordon
Exec. Vice-Pres. ..........Al Justin
V.P. Chg. Sales ..........Otto H. Sutter
Prod. Supervisor & Vidican Dir. ..Ben Parker
Prod. Supervisor & Tech. Dir. ..James M. Rose
Ch. Sound Record, Engr. Pete Protappas
Script Supvr. & Studio Dir. ......John McKinney
Studio Manager ..............Gil Williams
Casting Director ............Thelma Lee
Chief Editor ................Jack Kemp
Executive Secretary ..Nancy Gould

1148
**TV Film Producers**

*Services Offered:* Producer commercial TV spots, entertainment, industrial, educational, advertising and TV pictures, 35 mm and 16 mm.

**Visual Arts Productions, Inc.**
2 W. 46 St., New York 19, N. Y.
Phone: LU 2-1057
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."

**Visual Media, Inc.**
17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060
President: William M. Nelson
Art Director: Robert L. Greenwell
Head of Film Department: Robert J. Moffett
Sales Manager: Arthur Otto
Chicago Representative: Henry S. Monroe
Exec. TV Producer: Viola Rubber

_Chicago Branch Office:_ 105 South La Salle St., Chicago 3, Ill.
Mgr. in Charge: Henry S. Monroe

_Services Offered:_ Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

**Vitaphone Film Productions**
3531 Via San Delarco, Los Angeles 22, Calif.
Phone: AN 1-3877
President: Jack Helstowski
Vice-President: Chester Maye
Secty-Treas.: Ruth Helstowski
General Sales Mgr.: Ned Costa
Director: Ben Norman
Cameraman: John Pearson
Film Editor: A. G. Case

_Services Offered:_ Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound, animation.

**Roger Wade Productions**
15 E. 46 St., New York 19, N. Y.
Phone: Circle 7-6797
Owner: Roger W. Wade

_Services Offered:_ TV commercials, animation, slide films, color slides, commercial motion pictures.

**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 35mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording, Division of Video Varieties Corp.

**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.

**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.
Chg. of TV Activities: James R. Brewster

_Services Offered:_ Producers and distributors of 16mm. sound educational films.

**Harold Young Productions, Inc.**
168 E. 61 St., New York 19, N. Y.
Phone: TE 8-5292
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.
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.

John Street 1727 Indiana Ave.
Fort Lee, N. J. Chicago 16, Ill.
LOngacre 5-7270 6700 Santa Monica Blvd. HArrison 7-5738
Hollywood 38, Calif.
Hillside 6131
SERVICES TO TV PRODUCERS

Large Screen
☆
Lenses
☆
Projectors
☆
Spot and Flood Lamps
☆
Draperies and Fabrics
☆
Storage Vaults
☆
Laboratories
☆
Raw Stock
☆
Stock Shot Libraries
☆
Cartoon Producers

NINETEEN FIFTY-ONE
TV Service Firms
(Also see Equipment Manufacturers)

Large Screen
General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.
Radio Corporation of America, Camden, N. J.
S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.
United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses
Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Century Projector Corp., 729 7th Avenue, New York. N. Y.

Ross Reports on TELEVISION
WEEKLY — program changes, casts, credits, talent in town
MONTHLY — surveys on costs, film, commercials, directories, contact lists, trends
DAILY — telephone information on any of the above subjects
ON ORDER — special research, lists, comparative data, analyses

Wallace A. Ross, Publisher
551 Fifth Avenue, New York 17, N. Y.
MU 2-5910

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focusing scopes)
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors
Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.
Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.
Century Projector Corp., 729 7th Ave., New York, N. Y.

COSTUMES FOR TELEVISION
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.

BROOKS COSTUMES ARE ON EVERY TV CHANNEL EVERY DAY
Television's Official Costumer
BROOKS COSTUME CO.
1150 AVENUE OF THE AMERICANS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY
Telephone VAndorblit 6-5060

BROOKS COSTUME CO.
**SPOT AND FLOOD LAMPS**

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.

Amplex Corp., 111 Water St., Brooklyn 1, N. Y.

Ariel Davis Supply Co., 375 West South Temple, Salt Lake City, Utah.

Best Devices Co., Inc., 3459 W. 104th St., Cleveland, Ohio.

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.

Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.

Display Lighting, Inc., 417 E. 61st St., New York, N. Y.

Dursto-Test Corp., North Bergen, N. J.

General Electric Co., Nela Park, Cleveland, Ohio.


Klieg Bros., 321 W. 50th St., New York 19, N. Y.

Lusite Corporation of America, 36 Washington St., Brooklyn 1, N. Y.

Metropolitan Sceneic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.

National Theater Supply, 93 Gold St., New York, N. Y.

Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Strong Electric Corp., 87 Park Avenue, Toledo, Ohio.

Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.

Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.

Klieg Bros., 321 W. 50th St., New York 19, N. Y.

Mitchell Camera Corp., 506 West Harvard St., Glendale 4, Calif.

MotoGraph, Inc., 4431 W. Lake St., Chicago 24, Ill.

National Theater Supply, 93 Gold St., New York, N. Y.

Radio Corp. of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

**BACKGROUND PROCESSES**

**LOS ANGELES, CALIF.**

Aene Film Laboratories, Inc.

1161 N. Highland Ave. (38) ...... Hillside 7471

Anderson, Howard A.

General Service Studios .......... Granite 3111

1611 Cosmo St. .................... Hudson 2-1247

Cinecolor, Inc.

2800 S. Olive St., Burbank ....... Stanley 7-1126

Cinema Research

7000 Romaine, Hollywood (38) .. Hudson 2-7464

Consolidated Films Industries, Inc.

939 Seward St. .................... Hollywood 9-1441

Dunningcolor Corp.

932 N. La Brea Ave. ............... Granite 3174

Film effects of Hollywood

1153 N. Highland Ave. ............ Hollywood 9-5808

Hansard, R. L.

8228 W. Washington Blvd., Culver City

TExas 02761

Mercey, Ray

4241 Normal Ave. ................. Olympia 8436

Pacific Title & Art Studio

6350 Santa Monica Blvd. ......... HEmpstead 5611

Pathe Industries, Inc.

6828 Santa Monica Blvd. ......... Hollywood 9-3961

Rabin, Jack

7324 Santa Monica .................. Hudson 2-5463

Schmid, Al

1041 N. Formosa Ave. ............. Granite 5111

Smallwood Process

7324 Santa Monica Blvd. ......... Hollywood 9-5060

Technicolor Motion Picture Corp.

6311 Romaine St. ................. Granite 1101

Telex 5732 Sunset Blvd. ........... PL 7-0780

Williams Lab

1040 N. McCadden Place .......... Hillside 8131

**STORAGE VAULTS**

**LOS ANGELES, CALIF.**

Beckins Storage Co.

1025 N. Highland Ave. .......... Hollywood 9-8181

Lyon Storage Co.

6372 Santa Monica Blvd. ......... Hollywood 9-1401

**NEW YORK, N. Y.**

Bundled Film Storage Corp.

630 Ninth Ave. .................... Circle 6-1030

Consolidated Film Industries,

Div. of Republic Pictures Corp.

1740 Broadway ..................... JUdson 6-1700

Lloyd Film Storage Corp.

729 Seventh Ave. ................. COLUMBUS 5-5400

Wiles, Joseph R., Film Storage

729 Seventh Ave. ................. JUdson 6-4954

1153
LABORATORIES

LOS ANGELES, CALIF.
Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38) ... Hillside 7471
Art Craft Screen Service
4019 W. 60th St. .......... AXminster 5433
Cinecolor Corp.
2800 S. Olive Ave., Burbank... Stanely 7-1126
Cinema Research
7000 Romaine St. (38) ...... HUDson 2-7464
Cinevox
5190 W. Adams ................ Walnut 1500
Color Reproduction Co.
7936 Santa Monica Blvd. (46) ... Hillside 8225
Columbia Pictures Laboratory
1445 N. Beachwood Drive (38) ... Gladstone 1052
Consolidated Film Industries
959 Seward St. (38) ......... Hollywood 9-1441
Lab: 959 Seward St. (38) ... Hollywood 9-1441
Cosmocolor Corp.
727 W. Seventh St. .......... Trinity 9521
Dunningcolor Process Co., Inc.
932 La Brea Ave. (38) ... Granite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Ave. (38) ... Gladstone 7151
Film Effects of Hollywood
1153 N. Highland (38) ... Hollywood 9-6808
Flora Color
7460 Santa Monica Blvd. .... Granite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28) ... Hillside 2181
Hercer, Ray
4341 Normal Ave. (27) ... Olympia 8436
Pacific Title & Art Studio
6350 Santa Monica Blvd. (38) ... HEmpstead 5611
Pathé Laboratories, Inc.
6523 Santa Monica Blvd., (38) ... Hollywood 9-3961
Precision Film Laboratories, Inc.
550 S. Robertson Blvd. (35) ... Bradshaw 2-2340
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46) ... Whitney 4962
Relke Film Lab.
1715 N. Mariposa Ave., (27) ... Olympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St. (38) ... Granite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28) ... Hollywood 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36) ... Hillside 8181

SAN FRANCISCO, CALIF.
Ball Film Laboratory
1256 Howard St. ............... Underhill 1-8638
Commercial Film Enterprises
125 Hyde St. .................. Ordway 3-9162
Dubem Motion Picture Manufacturing Co.
1424 Irving St. ......... Eabright 1-1428
Motion Picture Service Co.
125 Hyde St. .................. Ordway 3-9162
Muticolor Laboratories
700 Gough St. ................ HEmlock 1-6507
Skinner, C., Manufacturing Co.
294 Turk St. .................. Ordway 6909

COLORADO SPRINGS, COLO.
Alexander Film Co.
Alexander Film Bldg. ........... 4200

WASHINGTON, D. C.
Byron, Inc.
1226 Wisconsin Ave., N. W. ... Dupont 1800

ATLANTA, GA.
Paramount News Laboratory
154 Walton St., N. W........ Cypress 1036
Strickland Film Co.
220 Pharr Rd., N. E. ......... Cherokee 5317

CHICAGO, ILL.
Bell and Howell Co.
7100 McCormick Lincolnwood
Chicago Film Laboratories, Inc.
18 W. Walton ................. Whitehall 4-6971
Filmack Laboratories
327 S. Wabash Ave. ......... Harrison 7-3395
Wilding Pictures Productions, Inc.
1345 W. Argye St. ......... Longbeach 1-8410

DES MOINES, IA.
General Pictures Productions
Kempt Rd. ..................... 3-8275

NEW ORLEANS, LA.
HarBlins, Inc.
600 Bienville St. .......... Magnolia 1744
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St. .......... Magnolia 4546

BALTIMORE, MD.
Alpha Film Laboratories
6000 Pimlico Road .......... Liberty 6216

BOSTON, MASS.
Ambuter Motion Picture Co.
42 Melrose Ave. ............. Hancock 6-1158
Master Motion Picture Co.
50 Piedmont St. ............. Hancock 6-3992
Paramount Laboratories
150 Heath St. ................. Garrison 7-4830

DETOUR, MICH.
Jam Handy Organization
2251 E. Grand Blvd. ......... Trinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Blvd. .......... Trinity 5-4206
Wilding Picture Productions, Inc.
4925 Cadieux St. ........... Tuxedo 2-4160

ST. PAUL, MINN.
Kay-Bell Films, Inc.
2269 Ford Parkway ......... EMerson 1393

FORT LEE, N. J.
Consolidated Film Industries
Main St. .......... Fort Lee 8-3400

NEW YORK, N. Y.
Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., E. Klyn.... Nightingale 4-8700
Circle Film Laboratories, Inc.
33 W. 66th St. ............... Colombus 5-6433
Consolidated Film Industries
Div. of Republic Pictures Corp.
1740 Broadway ............... Judson 6-1700
Fort Lee, N. J. ............... Fort Lee 8-3400
Dexter Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave. .............. Circle 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St. .......... Colombus 5-5854
FilmLab, Inc.
120 W. 46th St. .......... Luxemburg 2-2803
Guftani Film Laboratories, Inc.
630 Ninth Ave. .......... Circle 5-5530
Magnor Sound, Inc.
37 W. 57th St. .............. Plaza 8-0759
Major Film Laboratories, Inc.
653 Eleventh Ave. .......... Circle 6-6106

1154
Malcolm Laboratories Corp
244 W. 49th St. Circle 6-8150
Meca Film Laboratories, Inc.
630 Ninth Ave. Circle 6-5290
Mercury Film Laboratories, Inc.
723 Seventh Ave. Circle 5-4930
Movielab Film Laboratories
619 W. 44th St. Circle 6-0300
National Screen Service Corp.
1600 Broadway Circle 6-5700
Paramount Laboratory
Sixth & Pierce Sts., Astoria
Ravenwood 8-8000
Paramount News Laboratory
Office: 544 W. 43rd St. Longacre 3-4300
Ruthie Industries, Inc.
625 Madison Ave. Plaza 5-9600
Perfect Laboratories
105 E. 100th St. TR 6-1120
Precision Film Laboratories
21 W. 46th St. Judson 2-3970
Producers Laboratories, Inc.
457 W. 46th St. Circle 6-5232
Star Safety Film
630 Ninth Ave. Circle 6-0888

CLEVELAND, O.
Essur Motion Picture Service, Inc.
7315 Carnegie Ave. Exidcott 1-2707

PORTLAND, ORE.
Western Color Films
1536 S. E. 11th EMpire 2139

PHILADELPHIA, PA.
Reswick, Harold W.
1017 W. Allegheny Ave. Sagamore 2-7534
Hansman, Ward B.
1020 W. Rising Sun Radcliffe 5-2964
News Reel Laboratory
1733 Sansom St. Rittenhouse 6-3892
Welsh, Charles E.
2661 S. Felton Ave. S. Atomics 9-8884

PITTSBURGH, PA.
Mode-Art Pictures, Inc.
1020 Forbes St. Express 1-1846

DALLAS, TEX.
Jamieson Film Co.
3825 Bryant Tensin 3-8158
Southwest Film Laboratory, Inc.
2015 Young Prospect 0453
Variety Pictures, Inc.
3825 Bryant Tensin 8158

MILWAUKEE, WISC.
Film Arts Corp.
1032 N. 6th St. Daly 8-5070

RAW STOCK

Anseo
Anseo Division of General Aniline & Film Corp., Binghamton, N. Y.; 11 W. 42nd St., Wisconsin 7-8545.

Brulatour, J. E., Inc.

DuPont

Eastman

HAMMER, HAMMER, HAMMER, ON THE HARD HIGHWAY...

• PRODUCERS
• SPONSORS
• AGENCIES
• STATIONS

TV's top intensity of audience attention demands defect-free film for telecasting Kinescopes, Commercials and Features.

Peerless Film Treatment

- toughens the emulsion to resist scratches, lubricates prints to ease projection, and stabilizes moisture content to avoid green and tacky film. Especially now...when replacements are difficult, give all your prints triple Peerless protection against use-damage.

Write for free literature.

Peerless Film Processing Corporation

165 WEST 46TH STREET, NEW YORK 19, N. Y.
959 SEWARD ST., HOLLYWOOD 38, CALIF.*

*Complete distribution service at Peerless Hollywood.

Peerless Film Treatment
also available through licensees in

NEW YORK • WASHINGTON • TORONTO
CLEVELAND • CHICAGO • ST. PAUL
KANSAS CITY • ATLANTA • DALLAS
HOLLYWOOD • SAN FRANCISCO • PORTLAND

17 YEARS EXPERIENCE IN SAFEGUARDING FILM
CARTRIDGE PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2406 W. Alameda, Burbank... STanley 7-1281

Immovible Pictures, Inc.
1505 Crossroads of the World (28) Hillside 3504

Lantz, Walter
801 N. Seward St. (38).... Hollywood 9-2907

Metro-Goldwyn-Mayer
Culver City .......................... TExas 0-3311

Pan-A-Pictures Co. (Puppets)
11520 W. Washington Blvd., Culver City EXbrook 7-9161

United Productions of America
4410 Lakeside Dr., Burbank... CHARleston 0-7171

Warner Bros., Cartoons, Inc.
1351 N. Van Ness Ave........ GLadstone 4131

NEW ROCHELLE, N. Y.

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

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas........ JUdson 6-3442

Eschbaugh, Ted., Studios, Inc.
1069 W. 64th St............. TRafalgar 3-0720

Famous Studios
25 W. 45th St............. LUXemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St............. MURray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse, New York

Frigidaire Division, General Motors Corp., 300 Taylor St., Dayton, Ohio

General Electric Co., 7 Lawrence St., Bloomfield, N. J.

General Elec. Co., 1 River Road, Schenectady, N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma City, Okla.

McQuay, Inc., 1500 Broadway, N. E. Minneapolis 13 Minn.

National Theatre Supply, 92 Gold St., New York, N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

Trane Co., LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St., Brooklyn, New York

United States Air Conditioning Corp., Como Ave., St. Paul, Minn.


Worthington Pump & Machinery Corp., Harrison, N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Dennis, Wm. M.
2306 ½ W. 7th St.................. DUnkirk 4-3722

Dunlay Pictures Corp.
9908 Santa Monica Blvd. (Beverly Hills) BRadshaw 7-8228

Ideal Pictures Corp.
2408 W. 7th St.................. DUnkirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)

Independent Film Library
 c/o Hal Roach Studios, Culver City TEXas 0-2761

Mercey, Ray & Co.
4241 Normal Ave. (27) OLympia 8436

Wild Life Film Co.
9003 W. Sunset Blvd............... HOLlywood 9-3974

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave.................. CIRCLE 5-6873

Milo Film Library
729 Seventh Ave.................. COLUMBUS 5-5400

RKO Pathe, Inc.
105 E. 106th St.................. SACramento 2-2600

SCREENING ROOMS

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St.......................... HOLlywood 9-1441

Eastman Kodak Co.
6706 Santa Monica Blvd........ HOLlywood 9-3101

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd.................. HILLside 2181

Ideal Pictures Corp.
2408 W. Seventh St............. DUnkirk 7-8228

Moviola Co.
1451 N. Gordon St.................. HUDson 2-9440

Pathe Industries, Inc.
6823 Santa Monica Blvd......... HOLlywood 9-3961

RCA
1016 N. Sycamore Ave........... HILLside 5171

NEW YORK, N. Y.

Advance Projection Theaters
729 Seventh Ave.................. COLUMBUS 5-5400

Bonded’s Film Center Theater
630 Ninth Ave.................. CIRCLE 6-0081

Miles Public Projection Theaters
729 Seventh Ave.................. CIRCLE 5-8873

Preview Theater
1600 Broadway.................. CIRCLE 6-0865

RCA Victor Division
415 Fifth Ave.................. MURray Hill 3-7611

1156
TELEVISION PROGRAMS

Commercially Sponsored

Network

Local

NINETEEN FIFTY
COMMERCIAL TELEVISION PROGRAMS — 1950
(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 1950. The programs listed are for the 12-month period ending Dec. 31, 1950. 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.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>SPONSOR-PRODUCT</th>
<th>STATION</th>
<th>ADVERTISING AGENCY</th>
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<tbody>
<tr>
<td>A Girl, A Boy, &amp; A Piano</td>
<td>Union Outfitting Co.</td>
<td>WHAM-TV</td>
<td>Storm Advtg.</td>
</tr>
<tr>
<td>A Year Ago Today</td>
<td>Southern Appliances</td>
<td>WBTV</td>
<td>Boettiger &amp; Summers</td>
</tr>
<tr>
<td>Academy's Economy Wagon</td>
<td>Academy Army Surplus Distributor</td>
<td>KEYL</td>
<td>Pitluk Adv. Agency</td>
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Cowboys 'N' Injuns

Crazy Hat Parade
Crosley Family Square Dance
Crusade in Europe

Crusade in Europe
Crusade in Europe
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Crusade in Europe
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Fletcher Jones
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Ammoniated

Davis Tire Co.
Coca-Cola
P. Lorillard and Co.
Old Gold Cigarettes
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B. S. F & D.
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|                     | Gelatine                        | CBS-TV | Charles W. Hoyt Co., Inc.  
| Homemakers Exchange | Chr. Hansen's Laboratories, Inc.  
|                     | Junket Brands Div.              | CBS-TV | McCann-Erickson, Inc.  
| Homemakers Exchange | Ex-cell-o Corp.  
|                     | Pure Pak Containers             | CBS-TV | Fred. M. Randell Co.  
| Homemakers Exchange | Gorton-Pew Fisheries Co., Ltd.  
|                     | Sea Food                       | CBS-TV | H. B. Humphrey Co.  
| Homemakers Exchange | Hotpoint, Inc.  
|                     | Div. of General Electric Co.    | CBS-TV | Maxon, Inc.  
| Homemakers Exchange | Lewyt Corp.  
|                     | Vacuum Cleaners                | CBS-TV | Hicks & Greist, Inc.  
| Homemakers Exchange | Nash Kelvinator Corp.  
|                     | Nash Cars                      | CBS-TV | Geyer, Newell & Ganger, Inc.  
| Homemakers Exchange | Olney & Carpenters, Inc.  
|                     | Potato Sticks, Frozen French Fried Onions | CBS-TV | Fuller & Smith & Ross, Inc.  
| Homemakers Exchange | Renuzit Co.  
|                     | Renuzit Cleaner                | CBS-TV | McKee and Albright, Inc.  
| Homemakers Exchange | S. O. S. Co.  
|                     | Scouring Pads                  | CBS-TV | McCann-Erickson, Inc.  
| Homemakers Exchange | Swift and Co.  
|                     | Swift's Peanut Butter          | CBS-TV | J. Walter Thompson Co.  
| Homemakers Exchange | United Fruit Co.  
|                     | Bananas                        | CBS-TV | Batten, Barton, Durstine & Osborn, Inc.  
| Homemakers Exchange | Wilbur Suchard Chocolate Co., Inc.  
| Honor Maid Television Theatre | Boston Sausage  
| Hoosier Hotshots | Ontra Cafeterias  
| Hopalong Cassidy | Continental Baking  
|                     | Wonder Bread                   | CBS-TV | Foltz-Wessinger, Inc.  
| Hopalong Cassidy | General Foods  
|                     | Grape Nut Flakes, Post Toasties, Sugar Crisp, Sugar Crinkles and Other General Foods Products | WWJ-TV | Speed & Co., Inc.  
| Hopalong Cassidy | General Foods Corp.  
|                     |                               | NBC-TV | Louis Frank  
| Hopalong Cassidy | Gioia Macaroni Co.  
|                     |                               | WHAM-TV | Western Advertising  
| Hopalong Cassidy | Interstate Bakeries  
|                     | Butternut Bread                | WLAG-TV | Ted Bates  
| Hopalong Cassidy |                               |       | Young & Rubicam  
| Hopalong Cassidy |                               |       | Young & Rubicam  
| Hopalong Cassidy |                               |       | Storm Advertising  
| Hopalong Cassidy |                               |       | R. J. Potts-Calkins & Holden  
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KB Korral
Kay Kyser's College of Musical Knowledge
Keep Going
Ken Murray Show
Kenny Roberts One Minute News
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope

Krajeneke Buick
Ford Dealers of America
Home Style Frozen Foods
Anheuser Busch, Inc.
Budweiser Beer
Cincinnati Enquirer
Camden Trust Co.
Commerce Natl. Bank
Holmes
Indianapolis Power & Light Co.
Int'l Harvester Dealers Refrigerators

WGBK-TV
WIFL-TV
CBS-TV
WLW-TV
WPTZ
WSPTD-TV
WDSU-TV
WFBM-TV
WOC-TV

Rex Advertising
J. Walter Thompson Co.
Solis S. Cantor
D'Arcy Adv. Co., Inc.
Dinerman & Co.
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Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kieran's Kaleidoscope
Kiplinger News
Kitchen Carnival
Kitchen of Today and Tomorrow
Korda Theatre
Kousin Kay's Merry Go Round
Kraft TV Theatre
Kuda Bux
Kukla, Fran and Ollie Show
Kukla, Fran and Ollie Show
Kukla, Fran and Ollie Show
Last Minute Headlines
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Laurel & Hardy
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Leave It to the Girls
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Detroit Edison
Telex Promotion
Gas Ranges, Refrigerators
Granny Goose Foods
Delrich Margarine
Red Goose Shoes
Krafts Food Co.
Mayonnaise, Velveeta, Kraft DeLuxe Slices
Mason au Magenheimer Conf.
Mason Candy
National Dairy Products Corp.
Dairy Products
Radio Corporation of America
Radios, TV Sets, Record Players
Ford Motor Div.
WTMJ-TV
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WABD
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WXEL
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N. W. Ayer and Son, Inc.
NBC-TV
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NBC-TV
J. Walter Thompson Co.
Gunthers Brewery
Benny Blauschild
Auto Dealer
Stokely Van-Camp
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Russell Miller Milling Co.
Enoch Motor Co.
Potter Motor Co.
HFC
Riggio Tobacco Corp.
Regent Cigarettes
WAAM
Ruthrauff & Ryan
WXEL
Gardner Advertising
WLWC
KOTV
Campbell-Mithun, Inc.
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Arc Agency
KNBH
Arc Agency
KNBH
LeVally, Inc.
WWJ-TV
Brooke, Smith, French and Dorrance, Inc.
NBC-TV
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Magic Cottage
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Man Against Crime
Man From Scotland Yard
Man of the Week
Man of the Month
Margaret Masters Kitchen
Marshal of Gunsight Pass
Martin Kane—Private Eye
Masland Home Party,
Starring Earl Wrightson
Matty Bell Sportviews
Max Raney
Jean McBride
Meadow Gold Ranch
Meet the Press
Meet the Press
Meet Your Neighbor

- Schreiber Bros.
- Peter Paul, Inc.
  - Walnettos, Choclettos and Soconettos
- Jaqua Co.
- Thompson's Dairy
- Magnavox Co.
  - Radio—Television & Phonographs
- Major TV Center
- Floyd Rice
  - Ford Dealer
- General Foods Corp.
  - Maxwell House Coffee
- R. J. Reynolds Tobacco Co.
  - Camel Cigarettes
- Holland Furnace Co.
  - Heating Equipment
- Martin & Eckman
- Martin & Eckman
- Purity Biscuit
  - Packaged Cookies
- Kern's Foods
- U. S. Tobacco Co.
  - Model, Old Briar, Dill's Best, Tweed
- MCH Masland and Sons
  - Masland Rugs
- S. H. Lynch Co.
  - DuMont TV Sets
- Columbia Music & Appliance Store
- In-Sink-Erator
- Meadow Gold Butter
- Nash Dealers
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- WAAM
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Q-Ball
Q-Ball Championships
Quarter Hour
Queen for a Day
Quiz Kids

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<td>Vitamins, Alka-Seltzer, Tabcin, Bactine</td>
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R

Rainier Raslin'
Red Dot Time
Red Orange Predicts
Redskins Football Games
Regatta
Rehearsal for Romance
Reisman Magic Show
Remember When
Request Performance
Rhythm Road
Rising Stars

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<p>| Table for Two            | Hudepohl Beer                                        | WLW-T   | Stockton-West-Burkhart                |
| Tailwaggers              | Arcade Pontiac                                       | WMAL-TV | Kal- Ehrlich &amp; Merrick                |
| Take a Chance            | Nestle Co., Inc.                                     | NBC-TV  | Cecil &amp; Presbrey, Inc.               |
| Talent Prospector        | Maceys Jewelers                                      | KGO-TV  | Jane Nuttal                          |
| Talking With Toni        | Rosen Bakery &amp; Walton Rugs                            | WGN-TV  |                                        |
| Tea to Green             | Littler's                                            | KING-TV | Romig Fuller                         |
| Tel-A-Shop               | Marks Isaacs Dept. Store                              | WDSU-TV |                                        |
| Tele Newsreel            | Morley Bros. RCA-TV Sets                              | WLVATV  |                                        |
| Telenews                 | Deseret News Newspaper Promotion                     | KSL-TV  |                                        |
| Telenews                 | Dixie Brewing Co.                                     | WDSU-TV | Sewell, Thompson &amp; Caire             |</p>
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<td>Cunningham Drugs</td>
<td>Simons-Michelson</td>
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Fitzmorris & Miller
A. L. Palmer & Associates
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Simmons-Michelson
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Grey Advertising Agency, Inc.
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Arnold & Co.

Under Bam's Clock
Univ. of Cincinnati Basketball Games
U. of M. Films
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L. Bamberger & Co.
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Ford Dealers
Gen. Elec. Supply Corp.
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WKRC-TV
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WFMY-TV

Robert Acomb, Inc.
J. Walter Thompson
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<td>Seidenberg Cigars</td>
<td>WOR-TV</td>
<td>Lewis Advertising Agency</td>
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<td>Wrestling Matches</td>
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<td>Radio &amp; Appliance Co.</td>
<td>J. Walter Thompson Co.</td>
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<td>Radio Offers Co.</td>
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<td>Pipes</td>
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XYZ

Yard 'N Garden
Year End Tele News
Yellow Cab Revue
Yesterday's Newsreel

Heman Mfg. Co.
P. Ballantine and Sons
Beer
Yellow Cab Co.
Brondes
Studebaker Autos

Lang Fisher & Stashower
J. Walter Thompson Co.
Al Paul Lefton
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<tr>
<td>Yesterday's Newsreel</td>
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<td>Pancake Realty Co.</td>
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<td>Kenyon &amp; Eckhardt</td>
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<td>W. Esty Co.</td>
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<td>Lindsey &amp; Co.</td>
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<td>University-Chevrolet</td>
<td>WABD</td>
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<td>You Can Dance</td>
<td>Great Western Champagne</td>
<td>CBS-TV</td>
<td>Kudner Agency, Inc.</td>
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<td>You Can't Lose</td>
<td>H. L. Green</td>
<td>WHAM-TV</td>
<td>Storm Adv.</td>
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<td>You Have a Date at the Waldorf</td>
<td>General Motors Corp.</td>
<td>WHEN</td>
<td>Huber Hoge and Sons, Inc.</td>
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<td>Your Beauty Clinic</td>
<td>Levin Fur Store &amp; Perry Florist</td>
<td>NBC-TV</td>
<td>Huber Hoge and Sons, Inc.</td>
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<td>Your Day-Time Shopper</td>
<td>Dey Brothers Dept. Store</td>
<td>NBC-TV</td>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<td>Your Home Repair Man</td>
<td>Doubleday and Co., Inc. Books</td>
<td>NBC-TV</td>
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<td>Your Hit Parade</td>
<td>The American Tobacco Co.</td>
<td>WGN-TV</td>
<td>Madison Adv. Agency</td>
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<td>Komiss</td>
<td>WABD</td>
<td>Direct</td>
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<td>Your Success Club</td>
<td>Crossett and Dunlap Books</td>
<td>WHEN</td>
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<td>Your TV Shopper</td>
<td>W. T. Grant Co. Dept. Store</td>
<td>WTVN</td>
<td>J. M. Camp and Co.</td>
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<td>Youth Has Its Say</td>
<td>Junior Chamber of Commerce</td>
<td>ABC-TV</td>
<td>Ruthrauff and Ryan, Inc.</td>
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<td>Youth on the March</td>
<td>Young People's Church of the Air</td>
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<td>Zoo Parade</td>
<td>Quaker Oats Co. Ken-L-Ration Dog Food</td>
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HOW TO GET INTO RADIO & TELEVISION, by Doris Sharp. N. Y. County Press, Inc. 1950.


PRACTICAL TELEVISION ENGINEERING, by Scott Helt. N. Y. Murray Hill. 1950.


TELEVISION, JOB OPPORTUNITIES IN PROGRAMMING. Pasadena. Western Personnel Inst. 1950.

TELEVISION MANUAL. Vols. 4 and 5, N. Y. John F. Rider, Publisher. 1950.


# FM Broadcast Stations In Operations
## As of Jan. 1, 1951

### ALABAMA

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
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<tr>
<td>Alexander City</td>
<td>WAFS-FM</td>
<td>Piedmont Service Corp.</td>
<td>106.3</td>
<td>James L. Coley, Pres.</td>
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<tr>
<td>Anniston</td>
<td>WCTA-FM</td>
<td>Andalusia Bstg Co., Inc.</td>
<td>98.1</td>
<td>J. Dige Bishop, Exec. V.-P.</td>
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<td>Bessemer</td>
<td>WHMA-FM</td>
<td>Aniston B'casting Co.</td>
<td>100.5</td>
<td>Harry M. Ayers, Pres.</td>
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<tr>
<td>Birmingham</td>
<td>WJLN</td>
<td>Johnston Bstg. Co.</td>
<td>104.7</td>
<td>George Johnston, Jr., Pres.</td>
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<tr>
<td>Birmingham</td>
<td>WSGN-FM</td>
<td>Voice of America, Inc.</td>
<td>93.7</td>
<td>E. Horton cocktails, Em.</td>
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<td>Cullman</td>
<td>WFMH-FM</td>
<td>The Voice of Cullman</td>
<td>100.9</td>
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<tr>
<td>Huntsville</td>
<td>WHBS-FM</td>
<td>The Huntsville Times Co.</td>
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<td>R. B. Chandler, Pres.</td>
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<td>Mobile</td>
<td>WABB-FM</td>
<td>Mobile Press Register, Inc.</td>
<td>102.5</td>
<td>F. F. Busby, Gen. Mgr.</td>
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<td>Montgomery</td>
<td>WCOV-FM</td>
<td>Capitol Bstg. Co.</td>
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### ARIZONA

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<tr>
<td>Mesa</td>
<td>KTYL-FM</td>
<td>Sun Valley Bstg. Co.</td>
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### ARKANSAS

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<tr>
<td>Conway</td>
<td>KLCN-FM</td>
<td>Harold L. Sudbury</td>
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### CALIFORNIA

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<td>Alhambra</td>
<td>KSW</td>
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<td>Berkeley</td>
<td>KMAR</td>
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<td>KFPA</td>
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<td>Chico</td>
<td>KVCI</td>
<td>Golden Empire Bstg. Co., Inc.</td>
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<td>KRED</td>
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<td>E. F. Peffer, Pres.</td>
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### COLORADO

- Denver: KFEL-FM, Eugene P. O’Fallon, Inc., 97.3
- Denver: KLZ-FM, Aladdin Radio & TV Co., 94.1
- Denver: KOA-FM, National Bestg. Co., 95.7

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- Greenwich: WGCH, Greenwich Bestg. Corp., 95.9
- Hartford: WTTIC-FM, Travelers Bestg. Service Corp., 96.6
- Meriden: WWAM-FM, Silver City Crystal Co., 95.7
- New Britain: WFHA, New Britain Bestg. Co., 103.7
- New Haven: WAVZ-FM, WAVE Bestg. Corp., 95.1

### DELAWARE

- Wilmington: WAMS-FM, Wilmington Tri-State Bestg. Co., 96.1
- Wilmington: WDEL-FM, WDEL, Inc., 93.7

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- Washington: WASH, Everett L. Dillard, 97.1
- Washington: WQMS-FM, WQWQ, Inc., 103.5
- Washington: WTOP-FM, WTOP, Inc., 105.9

### FLORIDA

- Daytona Beach: WNDN-BM, News-Journal Corp., 94.5
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- Jacksonville: WJPH-FM, The Metropolis, 96.9
- Jacksonville: WMRR-FM, Florida Bestg. Co., 96.1
- Miami: WGBS-FM, Fort Industry Co., 96.3
- Miami: WQAM-FM, Miami Bestg. Co., 94.9
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- Tampa: WFRA-FM, Tribune Co., 93.3

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- R. L. Bowles, Pres.
- Garland Powell, Dir.
- John H. Perry, Pres.
- Frank King, Pres.
- George B. Storer, Pres.
- Massey-McCall, partners
- Charles E. Davis, Pres.
- N. B. Poynter, Pres.
- John H. Hoppin, Pres.
- David E. Smiley, Pres.
- C. G. Baskerville, Gen. Mgr.
### FM Stations in Operation

#### GEOGRAPHY

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<th>City</th>
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<td>Athens</td>
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#### IOWA

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<td>WBMN-FM</td>
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<td>Oak Park</td>
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<td>Woodstock</td>
<td>WILA-FM</td>
<td>WILA</td>
<td>92.1</td>
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### FM Stations in Operation

#### INDIANA

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<th>City</th>
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<th>Frequency (mc)</th>
<th>Chief Executive</th>
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<tr>
<td>Anderson</td>
<td>WIBC-FM</td>
<td>Civic Bcstg. Corp.</td>
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<td>Lloyd B. Calimore, Pres.</td>
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<td>Columbus</td>
<td>WCSC</td>
<td>Syndicate Theatres, Inc.</td>
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<td>Connersville</td>
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<td>Crawfordsville</td>
<td>WFMIU-M</td>
<td>Journal Review</td>
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<td>WIZJ</td>
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<td>WMGS</td>
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## FM Stations in Operation

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<td>WVLH</td>
<td>Loyola University</td>
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**MAINE**

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**MARYLAND**

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<td>WCAC-FM</td>
<td>Monumental Radio Co.</td>
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<td>Baltimore</td>
<td>WTHI-FM</td>
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<td>Thomas G. Tinsley, Jr., Pres.</td>
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<td>Bowie</td>
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<td>Harry B. Nichols, Prog. Dir.</td>
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<td>Bethesda</td>
<td>WBSC-FM</td>
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<td>103.6</td>
<td>Willard Egolf, Pres.</td>
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<td>Richard Eaton, Pres.</td>
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**MASSACHUSETTS**

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**MICHIGAN**

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### FM Stations in Operation

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### OREGON

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### PENNSYLVANIA

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<td>Intermountain Bcstg. &amp; TV Corp.</td>
<td>98.7</td>
<td>S. S. Fox, Pres.</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KSL-FM</td>
<td>Radio Svc. Corp. of Utah</td>
<td>100.3</td>
<td>J. R. Clark, Pres.</td>
</tr>
</tbody>
</table>

**VIRGINIA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danville</td>
<td>WBTM-FM</td>
<td>Piedmont Bcstg. Corp.</td>
<td>97.9</td>
<td>L. N. Dibrell, Pres.</td>
</tr>
<tr>
<td>Harrisonburg</td>
<td>WSVA-FM</td>
<td>Shenandoah Valley Bcstg. Corp.</td>
<td>100.7</td>
<td>Frederick L. Allman, Pres.</td>
</tr>
<tr>
<td>Lynchburg</td>
<td>WLVA-FM</td>
<td>Lynchburg Bcstg. Corp.</td>
<td>97.5</td>
<td>Edward A. Allen, Pres.</td>
</tr>
<tr>
<td>Lynchburg</td>
<td>WWOD-FM</td>
<td>Old Dominion Bcstg. Corp.</td>
<td>100.1</td>
<td>David Hugh Dillard, Pres.</td>
</tr>
<tr>
<td>Martinsville</td>
<td>WMVA-FM</td>
<td>Martinsville Bcstg. Co.</td>
<td>96.3</td>
<td>William C. Barnes, Pres.</td>
</tr>
<tr>
<td>Newport News</td>
<td>WGH-FM</td>
<td>Hampton Roads Bcstg. Corp.</td>
<td>96.5</td>
<td>Raymond B. Bottom, Pres.</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WTAR-FM</td>
<td>W泰安 Radio Corp.</td>
<td>97.3</td>
<td>Campbell Arnoux, Pres.</td>
</tr>
<tr>
<td>Portsmouth</td>
<td>WSAP-FM</td>
<td>Portsmouth Radio Corp.</td>
<td>99.7</td>
<td>T. E. Gilman, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WCOD</td>
<td>Haven &amp; Martin, Inc.</td>
<td>98.1</td>
<td>Wilbur M. Havens, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WLEE-FM</td>
<td>Lee Bcstg. Corp.</td>
<td>102.9</td>
<td>Thomas G. Tinsley, Jr., Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRNL-FM</td>
<td>Richmond Radio Corp.</td>
<td>102.1</td>
<td>D. Tennant Bryan, Pres.</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRVB</td>
<td>Larus &amp; Bros. Co., Inc.</td>
<td>94.5</td>
<td>C. T. Lucy, Gen. Mgr.</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WDBJ-FM</td>
<td>Times World Corp.</td>
<td>94.9</td>
<td>J. P. Fishburn, Pres.</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WROV-FM</td>
<td>Roanoke Radio, Inc.</td>
<td>103.7</td>
<td>Leo F. Henebry, Pres.</td>
</tr>
<tr>
<td>Winchester</td>
<td>WRLF</td>
<td>Richard Field Lewis, Jr.</td>
<td>92.5</td>
<td>Fred L. Hart, Pres.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Richard Field Lewis, Jr., Pres.</td>
</tr>
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**WASHINGTON**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
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</thead>
<tbody>
<tr>
<td>Longview</td>
<td>KWLK-FM</td>
<td>Twin City Bcstg. Corp.</td>
<td>103.9</td>
<td>C. O. Chatterton, Pres.</td>
</tr>
<tr>
<td>Richland</td>
<td>KALE-FM</td>
<td>Yakima Bcstg. Corp.</td>
<td>103.9</td>
<td>Robert S. McCaw, Pres.</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-FM</td>
<td>King Bcstg. Corp.</td>
<td>98.1</td>
<td>Henry B. Owens, Pres.</td>
</tr>
<tr>
<td>Seattle</td>
<td>KIRO-FM</td>
<td>Queen City Bcstg. Corp.</td>
<td>100.7</td>
<td>Soul Haas, Pres.</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO-FM</td>
<td>Fishers' Blend Station, Inc.</td>
<td>98.9</td>
<td>O. W. Fisher, Pres.</td>
</tr>
<tr>
<td>Tacoma</td>
<td>KTNT</td>
<td>Tacoma News Tribune</td>
<td>97.3</td>
<td>Leonard H. Higgins, Mgr.</td>
</tr>
</tbody>
</table>

**WEST VIRGINIA**

<table>
<thead>
<tr>
<th>City</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Frequency (mc)</th>
<th>Chief Executive</th>
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<tr>
<td>Beckley</td>
<td>WFCF</td>
<td>Beckley Newspapers Corp.</td>
<td>101.3</td>
<td>E. J. Hodel, Gen. Mgr.</td>
</tr>
<tr>
<td>Charleston</td>
<td>WGVK-FM</td>
<td>Kanawha Valley Bcstg. Corp.</td>
<td>98.5</td>
<td>R. M. Venable, Pres.</td>
</tr>
<tr>
<td>Charleston</td>
<td>WKNA-FM</td>
<td>Joe L. Smith, Jr.</td>
<td>92.9</td>
<td>Joe L. Smith, Jr., Pres.</td>
</tr>
<tr>
<td>Clarksburg</td>
<td>WPDX-FM</td>
<td>Clarksburg Bcstg. Corp.</td>
<td>95.1</td>
<td>O. L. Billingsley, Pres.</td>
</tr>
<tr>
<td>Fairmont</td>
<td>WJBP</td>
<td>Fairmont Bcstg. Corp.</td>
<td>92.3</td>
<td>J. Patrick Beacom, Pres.</td>
</tr>
<tr>
<td>Huntington</td>
<td>WHTN-FM</td>
<td>Greater Huntington Radio Corp.</td>
<td>100.5</td>
<td>A. B. Hyman, Pres.</td>
</tr>
<tr>
<td>Huntington</td>
<td>WJNC-FM</td>
<td>Huntington Bcstg. Corp.</td>
<td>101.5</td>
<td>Flees C. Butler, Pres.</td>
</tr>
<tr>
<td>Logan</td>
<td>WLOG-FM</td>
<td>Clarence H. Frey, Robert O. Greer Corp.</td>
<td>103.3</td>
<td>C. H. Frey, R. O. Greer, Owners</td>
</tr>
<tr>
<td>Morgantown</td>
<td>WAJR-FM</td>
<td>W. Va. Radio Corp.</td>
<td>99.3</td>
<td>Mrs. A. J. R. Greer, Chief Owner</td>
</tr>
<tr>
<td>Oak Hill</td>
<td>WQAY-FM</td>
<td>Robert R. Thomas Jr.</td>
<td>94.1</td>
<td>Robert K. Thomas, Jr., Owner</td>
</tr>
<tr>
<td>Parkersburg</td>
<td>WPAR-FM</td>
<td>Ohio Valley Bcstg. Corp.</td>
<td>106.5</td>
<td>George H. Clinton, Vice-Pres.</td>
</tr>
<tr>
<td>Wheeling</td>
<td>WKWK-FM</td>
<td>Community Bcstg. Corp.</td>
<td>97.3</td>
<td>Joe L. Smith, Jr., Pres.</td>
</tr>
<tr>
<td>Wheeling</td>
<td>WWVA-FM</td>
<td>The Fort Industry Corp.</td>
<td>98.7</td>
<td>George B. Storer, Pres.</td>
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**WISCONSIN**

<table>
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<tr>
<th>City</th>
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<th>Frequency (mc)</th>
<th>Chief Executive</th>
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</thead>
<tbody>
<tr>
<td>Eau Claire</td>
<td>WEAU-FM</td>
<td>Central Bcstg. Corp.</td>
<td>94.1</td>
<td>W. C. Bridges, Pres.</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WJPG-FM</td>
<td>Green Bay Newspaper Co.</td>
<td>101.1</td>
<td>A. B. Turnbull, Pres.</td>
</tr>
<tr>
<td>Madison</td>
<td>WFWO</td>
<td>Earl W. Fessler</td>
<td>104.9</td>
<td>Earl W. Fessler, Pres.</td>
</tr>
<tr>
<td>Madison</td>
<td>WISC-FM</td>
<td>Radio Wisc., Inc.</td>
<td>98.9</td>
<td>Morgan Murphy, Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WDBL-FM</td>
<td>Dairyland's Bcstg. Inc.</td>
<td>103.9</td>
<td>Lloyd L. Felker, Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WLN-FM</td>
<td>Alvin E. O'Konski</td>
<td>92.9</td>
<td>Alvin E. O'Konski, Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WEMP-FM</td>
<td>Milwaukee Bcstg. Corp.</td>
<td>94.1</td>
<td>G. L. Roberts, Pres.</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WISN-FM</td>
<td>Hearst Radio, Inc.</td>
<td>102.9</td>
<td>G. W. Grignon, V-P,</td>
</tr>
<tr>
<td>Neenah</td>
<td>WNAM-FM</td>
<td>Neenah Menasha Bcstg. Corp.</td>
<td>98.5</td>
<td>Don C. Wirth, Vice- PRES.</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>WOSH-FM</td>
<td>Oshkosh Bcstg. Corp.</td>
<td>92.9</td>
<td>William F. Johns, Jr., Chief Owner</td>
</tr>
<tr>
<td>Payette</td>
<td>WWCF</td>
<td>William C. Forrest</td>
<td>94.9</td>
<td>William C. Forrest, Pres.</td>
</tr>
<tr>
<td>Racine</td>
<td>WRNF-M</td>
<td>Racine Bcstg. Corp.</td>
<td>100.7</td>
<td>Frank R. Starbuck, Pres.</td>
</tr>
<tr>
<td>Rice Lake</td>
<td>WMIC-FM</td>
<td>WIC, Inc.</td>
<td>96.3</td>
<td>Walter C. Bridges, Pres.</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>WHBL-FM</td>
<td>WHBL, Inc.</td>
<td>100.3</td>
<td>A. Matt Werner, Pres.</td>
</tr>
<tr>
<td>Waukesha</td>
<td>WAUX-FM</td>
<td>Waukesha Bcstg. Corp.</td>
<td>95.3</td>
<td>Carl Taylor, Pres.</td>
</tr>
<tr>
<td>Wisconsin Rapids</td>
<td>WFHR-FM</td>
<td>William F. Huffan Radio, Inc.</td>
<td>103.3</td>
<td>Mrs. Louise Huffan, Pres.</td>
</tr>
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</table>
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INCORPORATED

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Radio Annual
and Television
Year Book

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"There must be a reason"

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IN PRICING—Reeves Soundcraft recognizes it cannot command a premium in price for its products merely because it is an acknowledged leader. We endeavor to produce custom-type products at mass production prices.
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☆

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Exec. Vice-Pres............... John B. Haurits
Vice-Pres., Appliance Div..Lee H. D. Baker
Vice-Pres., Real Estate..Richard F. Dooley
Vice-Pres., Electronics Div... R. A. Graver
Vice-Pres., Sales............ Wallace C. Johnson
Vice-Pres., Purchasing...... Frank J. Kazda
Vice-Pres., Prod........... Cy S. Rossate
Vice-Pres., Eng............ Kenneth D. Turner
Treasurer ................. Lynn C. Park
Secretary ................ George E. Driscoll
Assistant Secretary........ Frank H. Uriell
Comptroller ................ Edgar C. Bauler
Adv. Dir.................. Seymour Maintz
Public Relations Dir........ Neil T. Regan
Asst. Adv. Mgr............ John Wm. Walt
TV Promotion Mgr......... Edwin J. Sherwood
Service Manager........... M. J. Schinke
PRODUCTS: Television receiving sets, table models, consoles and TV-radio-phono-
graph combinations. Table model AM radio, AM-FM radio phonograph combina-
tions. Dual-temp and conventional refrigerators, electric ranges.

Allen-Bradley Company
136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5-5151
Pres-Sales Manager............ F. F. Loock
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. Fenisholt
Industrial Relations Mgr.... George Megow
Export Mgrs.................. Rockne Intern' 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 7, Ill.
Phone: HAymarket 1-6800
President ................ A. D. Davis
Treasurer ................ A. E. Davis
Purchasing Agent.......... A. Brodky
Advertising Manager....... J. W. Rubin
Sales Manager.............. S. H. Levey
PRODUCTS: Knight wire recorder, Knight
tape recorder, Knight amplifiers, from 8 to
80 watts, Knight FM-AM tuner, Knight FM-
AM chassis.

American Structural Products Co.
subsidiary of
Owens-Illinois Glass Co.
Box 1935, Toledo 1, O.
Phone: FA. 6543
President ................. S. J. McGiveran
Gen. Sales Mgr............. E. B. Dennis, Jr.
Industrial & Electronics
Sales Mgr...................... J. P. Kearney
Sales Promotion Mgr......... Harlan Hobbs
Advertising Mgr.............. W. E. McWhorter
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
Pres & Sales Manager........ Sam Norris
Dir. of Eng................ Dr. A. Senauge
Advertising Mgr........... Louis Shappe
Export Managers ............ Rockne International
PRODUCTS: Cathode Ray Receiving &
Transmitting Tubes; Power & Transmitting
Tapes; Special Purpose Tubes; Radiotron
Counters.

American Television & Radio Co.
300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791
Pres & Sales Mgr............ Albert A. Goefstein
Chief Engineer.............. Albert A. Goefstein
Credit Manager.............. Henry Blehert
Purchasing Agent........... Albert A. Goefstein
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.

Amy, Aceves & King, Inc.
11 W. 42St., New York 18, N. Y.
Phone: LOngacre 5-6622
President ................ Ernest V. Amy
Pur. Agt. & Credit Mgr...... Frank King
Chief Engineer..........Julius G. Aces-Sales Manager..........F. A. Klingenschmitt
PRODUCTS: Master antenna systems, TV and FM antennas. Electronic developments.

Andrea Radio Corp.  
27-01 Bridge Plaza North, L.I.C., N. Y.  
President ..............Frank A. D. Andrea  
Sales Manager ..........Lynn Eaton  
Gen. Sec. & Chief Engineer ......Charles M. Sherwood  
Plnt Mgr.................Joseph A. Poitras  
Service Mgr..............Joseph Haug  
Credit Manager ..........Victor J. Buck  
Purchasing Agent........Bruce B. Donald  
Industrial Relations Mgr......John Andrea  
Export Manager ..........Ramon Masvidal  
PRODUCTS: Radio and TV-FM receivers and TV-AM-FM phono. combinations.

Andream 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  
V-P & 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, tower lighting equipment, indicating devices (misc.), monitoring equipment relays, transformers, UHF and VHF equipment and accessories.

Ansley Radio & Television, Inc.  
41 St. Joe's Ave., Trenton 9, N. J.  
Phone: TRenton 4-1175  
President ..............Bernard Fein  
Purchasing Agent ..........Gordon Poole  
Traffic Manager ..........John Forman  
PRODUCTS: AM-FM console with phonograph; TV, table, console; FM table, FM console, AM-FM console; FM console with phonograph.

The Astaigve Corporation  
Harbor & Jackson Sts., Conneaut, O.  
Phone: 12-656  
Pres.-Gen. Mgr..............F. H. Woodworth  
V-P-Chief Research Engr......C. M. Chorpening  
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: All channel TV and FM boosters.

Audak Company  
500 Fifth Ave., New York 18, N. Y.  
Phone: LA 4-7233-7274  
President ..............Maximilian Weil  
Vice-President ..........Geo. V. Sullivan  
Advertising ................Hart Lehman  
Secretary ..................J. C. Parvey  
PRODUCTS: Electronic reproducing and recording equipment.

Audio Devices, Inc.  
444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-0973  
President ..............Wm. C. Speed  
Vice-President-Sec. ......Bryce Haynes  
BRANCH OFFICE: Allan H. Bogde, West Coast Mgr., 844 Seward St., Hollywood, Calif.  
PRODUCTS: Recording discs (Audio-discs), recording and playback points (Audio-points), Magnetic Recording Tape (Audiotape).

Audio Masters Co.  
341 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 3-3881  
President ..............Herbert Rosen  
PRODUCTS: Play-back machines, tape recorders.

Audio & Video Products Corporation  
1650 Broadway, New York 19, N. Y.  
Phone: PLaza 7-0780  
Pres. & Gen. Mgr..........Charles E. Rynd  
Vice-President (Sales) .....Russell O. Hudson  
Chief Engineer ..........Richard S. Rynd  
Vice-Pres. (Engrg.) ....W. Oliver Summerlin  
PRODUCTS: Ampex magnetic tape recorders, Altec Lansing equipment, Cinema Engineering Products, Lip-Sync equipment, microphones, recording tape and accessories.

Automatic Manufacturing Corp.  
65 Gouverneur St., Newark 4, N. J.  
Phone: Humboldt 5-2100  
President ..............Martin H. Benedek  
Vice-Prs., Charge of Sales ....Bert E. Smith  
Chief Engineer ..........Joseph A. Mazzola  
Credit Mgr.................M. E. Silver  
Purchasing Agent ..........J. A. Heimbuch  

John F. Beasley Construction Co.  
P. A. Box 1624, Muskogee, Okla.  
Phone: 4762  
President ..............John F. Beasley  
Vice-President ..........Sidney N. Beasley  
Secretary-Treas..........James H. Beasley  
Sates and Engineering Offices in Dallas, Texas and Chicago, Illinois.  
PRODUCTS: Steel erectors (radio towers and antennas.)
Bendix Television & Broadcast Receiver Division (Bendix Aviation Corp.)

East Joppa Road, Towson 4, Maryland

Phone: Towson 2200

General Manager ................. W. A. Mara
General Sales Manager .......... R. W. Fordyce
Credit Manager .................. H. F. B. Kerr
Chief Engineer .................. J. M. Miller, Jr.
Service Manager ................. W. P. Muller

PRODUCTS: 14", 16", 17" and 20" TV receivers, both table models and console. AM and FM Console radios; 3 speed phonograph on some models.

Bendix Radio, Broadcast Receiver & Television, Division of Bendix Aviation Corp.

Baltimore 4, Md.
Phone: TUxedo 4020

General Manager ................. W. A. Mara
Sales Manager ................... R. W. Fordyce
Chief Engineer ................. C. Miller
Advertising Manager .......... W. C. Lederer
Purchasing Agent ............... J. L. Winchester
Gen. Factory Mgr. ............... E. F. Kolar

PRODUCTS: Radio and Television Receivers.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.

Phone: ORchard 4-6960

President ........................... William Brand
Sec. & Treas. ..................... William Naumburg, Jr.
Vice-President ..................... Alfred W. Brand
Sales Manager ................ R. H. Robinson
Chief Engr. ........................... Stanley F. Luques

PRODUCTS: Flexible Oil Varnished Electrical Insulating Tubing; Saturated Screwing; Varnished Glass Tubing; Extruded Plastic Tubing; Mica Plate, Segments and Punched Products; Mica Condenser Films; Block Mica and Punched Forms; Varnisher Cambric, 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 Engr. ........ Lincoln Nash
Purchasing Agent ............... Frank Hill

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. Purinton
Chief Engineer ................. J. C. Sullivan
Production Manager ............ J. C. Sullivan

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 16, Calif.

Phone: Talbot 4943

Owner-Chief Eng., William W. L. Burnett

PRODUCTS: Piezo-electric crystals, crystal holders, constant temperature controlled ovens, frequency measuring equipment, laboratory equipment, conducting regular radio laboratory measurements, offering a complete frequency measuring service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the laboratory. Special laboratory equipment developed and tested.

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. P. Schenck
Purchasing Agent ............... F. A. Bundy
General Superintendent .......... G. M. Cooper
Industrial Relations Mgr. ....... A. M. Daily
Export Manager ................. W. A. Nicely
Traffic Manager .................. R. L. Corner

PRODUCTS: Composition variable resistors, wirewound variable resistors, associated switches.

Clarostat Mfg. Co., Inc.

Dover, N. H.

Chairman of the Bd. ............. John Mucher
President ......................... Victor Mucher
Sales Mgr. Distributors

Div. ................................ Frau Chamberlain
Secretary ......................... Arthur Richenthal
Chief Engineer ................... George Mucher
Sales Mgr. ....................... I. J. Youngblood
Jobber Sales Mgr. ............... Frau G. Chamberlain

PRODUCTS: Variable Controls; Sound System Constant-Impedance Controls; Attenuators, L- and T-pads, Faders, etc.; Fixed and Adjustable Wire-Wound Resistors; Voltage Dividers; Line Voltage Regulators; Resistance Bridges; etc.
Capehart-Farnsworth Corp.
3700 E. Pontiac St., Fort Wayne 1, Ind.
Phone: Anthony 5301
President ......................... Fred D. Wilson
Chairman of the Bd. ........ Wm. H. Harrison
Vice President (Research) .......... J. K. Anderson
Philo T. Farnsworth
Vice President (Engineering) Antony Wright
Asst. V. P......................... J. C. Ferguson
Treasurer ......................... Paul H. Hartmann
Comptroller ...................... W. F. Hoeppner
Secretary and Asst. Treas. ........ C. H. Wiggton
Assistant Secretary ............... Dudley M. Day
Assistant Secretary ............. C. Douglas Webb
Asst. Treasurer .................. John J. Bronson
Asst. Treasurer .................. Edmond H. Dufau
Asst. Comptroller ............... Roy H. Workman
Asst. Comptroller ............... Paul F. Swaante
Director of Sales ................. E. Patrick Toal
Merchandise Mgr .................. I. C. Hunter
Director of Advertising .......... S. A. Morrow
Sales Promotion Mgr ............. William Costello
Director of Purchases ............ E. S. Needler
Traffic Mgr ...................... R. M. Hoey
Credit Mgr ....................... A. E. Sibley

PRODUCTS: Capehart television receivers, AM-FM phonograph-radios, table and clock radios, industrial television systems, FM transmitters, railroad communications equipment, railroad music and radio program distributing systems.

Collins Radio Co.
855—35th St., N. E., Cedar Rapids, lA.
Phone: 3-0281
President ......................... Arthur A. Collins
Executive V. P. (New York) ..... W. J. Barkley
Vice-Pres.-Gen. Mgr. ............ R. S. Gates
Secretary-Treasurer .............. S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receivers and accessories.

Columbia Records, Inc.
1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0161
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. ...................... L. V. Ruysschaert
Ind. Rel. Mgr. .................... K. Raine
Order Service Mgr ............... E. P. Eldridge
Traffic Manager ................ Lou Morrison


Continental Electric Co.
715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140
President ......................... H. R. McIlvaine
Credit Manager ................. J. E. DeVlesheower
Chief Engineer .................. J. H. Conc
Sales Engineer .................. J. S. Kirk
Sales Manager ................... E. C. Hanson

PRODUCTS: Phototubes, rectifier tubes, thytrons, lead sulphide cells, TRU VAC vacuum gauges, TV picture tubes.

Continental Electronics Mfg. Co.
4212 Buckner Blvd., Dallas 10, Texas
Phone: Riverside 3611
President ......................... James O. Weldon
Vice-President ................... Lester H. Carr
General Mgr ..................... W. M. Witty

PRODUCTS: Broadcast Radio Equipment.

Corning Glass Works
Corning, New York
Phone: Corning 372
President ......................... W. C. Decker
V.P. & Controller ............... George D. Macbeth
V.P. & Secretary ............... William H. Curtiss
V.P. & Treasurer ............... Chas. D. LaPollette
Vice President ................... Harry M. Hosier
Vice President ................... Jesse T. Littleton
Vice President ................... William C. Taylor
Asst. Secretary ................. Wm. W. Sinclaire
Asst. Secretary ................. Frederick H. Knight
Asst. Treasurer ................. C. H. Kruiderman
Mgr. Electrical Products Div. .... J. L. Ward
Sales Mgr. Electronic Sales Dept. .... J. S. Muller
Purchasing Agent ............... F. S. Conable
Mgr., Public Relations Department .... Howard E. Bahr

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, metalized glassware, including timer capacitors, resistors, etc.

Cornish Wire Co., Inc.
15 Park Row, New York 7, N. Y.
Phone: Barclay 7-5140
President ......................... John Cook
Vice-Res. & Gen. ............... W. F. Osler, Jr.
Sales Mgr ......................... J. C. Stagg
Treasurer ......................... J. E. Hoffman
Secretary ......................... J. B. Baxter
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
N. Y. Phone: MURray Hill 3-0202
Vice-Pres. & Gen. Mgr. .......... John W. Craig
Vice-Pres. & Gen. Sales Mgr. Wm. A. Blees
Gen. Works Mgr. .......... F. L. Meacham
Controller ................. W. A. Smith
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
Mgr. Appliance Eng. .......... O. E. Norberg
Mgr. Electronic Engineering .......... D. B. Mason
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 .......... Robert E. Dunville

PRODUCTS: Television, 24 models including table, consoles and console phonocombinations. Radio, 28 AM table models in wide color range, 6 clock radios in colors, 4 AM-FM models, 5 portable models, phonocombinations, and versatile radio-TV combinations.

Doolittle Radio Inc.
7421 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdelife 3-4100
President .......... E. M. Doolittle
Genl. Manager .......... M. E. Montgomery

PRODUCTS: FD-12 Frequency & modulation monitor. Monitors carrier operating frequency as well as deviation during FM modulation on any four frequencies between 25 and 175 mc. “Littleones” Models PJZ-2, three-quarters watt output, 25-50 mc, PJZ-4, two full watts output, 25-50 mc, PJZ-12 one-half watt output 150-175 mc, and PJZ-14, one full watt output 150-175 mc.

Hugh H. Eby, Inc.
Phone: DAvenport 4-7000
President .......... James L. Hawley
Vice-Pres. .......... Bernard Offerman
Secy.-Treas. .......... Jules Susman
Personnel Mgr. .......... A. H. Hankinson
Chief Engineer .......... E. E. Ritter
Credit Mgr. .......... Wm. T. Ludwig
Sales Mgr. .......... W. J. Sharp

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.
750 Bloomfield Avenue, Clifton, N. J.
Phone: Mulberry 4-7400
for all divisions
President .......... Allan B. Du Mont
Vice-President .......... Leonard F. Cramer
Director of Research .......... Thomas T. Goldsmith, Jr.
Asst. to President .......... Stanley F. Patten
Ps. .......... C. Edwin Williams
Controller .......... B. L. Graham
Director of Industrial Relations .......... Harry Houston
General Supt. .......... Bruce T. Du Mont
Government Sales .......... H. B. Graham
TV Receiver Manufacturing Div.
35 Market St., East Paterson, N. J.
Manager .......... Ricardo Muniz
Manufacturing Mgr. .......... Morris Specter
Chief Engineer .......... Irving E. Lempert
Purchasing Agent .......... William Paton
TV Receiver Sales Div.
35 Market St., East Paterson, N. J.
Manager .......... Ernest A. Marx
Sales Manager .......... Walter L. Stickel
Service Manager .......... E. W. Merriam
Electronic Parts Div.
35 Market St., East Paterson, N. J.
Manager .......... Paul Ware
Sales Manager .......... Harry Van Renssalaer
Chief Engineer .......... Harvey Mensch
Manufacturing Mgr. .......... Charles Seelig
TV Transmitter Division
1000 Main Avenue, Clifton, N. J.
Manager .......... Herbert E. Taylor
Sales Manager .......... James Tharpe
Chief Engineer .......... Gordon Gregory
Manufacturing Mgr. .......... Chester E. Greenwood
Purchasing Agent .......... Lawrence A. Fuller
Cathode-Ray Instrument Div.
1000 Main Avenue, Clifton, N. J.
Manager .......... Rudolf Feldt
Sales Manager .......... G. Robert Mezger
Chief Engineer .......... P. Samuel Christalid
Manufacturing Mgr. .......... Robert Svozil
Purchasing Agent .......... C. Paul Martin
Cathode-Ray Tube Div.
750 Bloomfield Ave., Clifton, N. J.
Manager .......... Irving G. Rosenberg
Chief Engineer .......... A. Y. Bentley
Manufacturing Mgr. .......... Frank Beldowski
Du Mont TV Network
515 Madison Ave., New York, N. Y.
Phone: MURray Hill 8-2600
Director .......... Mortimer W. Loewi
General Manager .......... C. J. Witting
Sales Manager ............. Thomas Gallery
Chief Eng., Network ............ R. Chipp
Mgr., WTIC, Wash., D. C. Walter Compton
Mgr., WDTV, Pittsburgh Donald Stewart
Public Relations & Publicity ....... G. Lyons
Advertising Sales Promotion ...... C. Stern


Electronic Specialty Co.
3456 Glendale Blvd., Los Angeles 39, Calif.
Phone: NO. 2-2168
President ............. Wm. H. Burgess
PRODUCTS: Ranger radio equipment; Shavex Electronic Inverters.

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 .......... J. Edwin Fitzgerald

PRODUCTS: Cathode Ray Receiving, Multi-Gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscillographs; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators; Electronic Engineering and Development.

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.
Phone: CH. 2-1800
President .................. B. Abrams
Secy-Treas. ............. Max Abrams
Exec. Vice-Pres. .......... Dorman D. Israel
V.-P.-Asst to Pres. ....... John D. Small
Vice-Pres. Sales ........... Charles Robbins
Vice-Pres. Purchasing ...... Harvey Tullo
Vice-Pres. Work Mgr. ...... E. J. Kelly
Controller ................ A. Vogel
Director Engineering ...... D. D. Israel
Distribution Mgr. ........... Joseph Kattan
Sales Mgr. TV Div. ......... S. M. Abrams
Sales Promotion Mgr. ......... Hal Dietz
Public Relations Mgr. ...... E. F. Solow
Gov’t Contracts Div. Mgr. ... Gerald Light
Export Mgr. ............. Joseph Kattan
Personnel Mgr. ............ P. R. Certa
Service and Parts Mgr. .... Edward Fishlein

PRODUCTS: Emerson Television Receivers: Table model and consoles 12½”, 14”, 16”, 17”, 19”, direct view picture tube; also 19” projection TV. In table model and console, combination with radio and phonograph. Emerson Radio Receivers: AC/DC compact and table models; AM compact model; AM table models; AM portable; AM/FM table model. Portable radio: self powered and 3-way. Phonoradio table model; phonoradio console; record players.

Espey Manufacturing Co., Inc.
528 E. 72 St., New York 21, N. Y.
Phone: TRafalgar 9-7000
President & Treas. ............. Nathan Pinsley
V.-P. & Sales Advtg. .......... W. Walter Jablon
Vice-Pres. Production ........... Sol Pinsley
V.-P. Eng. .................. Sam Sack
Secretary .................... Morris Pinsley


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.

PRODUCTS: Sound recorders: synchronous disk recorders, synchronous magnetic tape recorders; transcription tables; magnetic cutterheads; dynamic pickups; miniature cartridges; recording equalizers; pick-up equalizers; unitized amplifier systems and audio systems. Special development projects undertaken.

Federal Telephone and Radio Corp.
100 Kingsland Road, Clifton, New Jersey.
Phone: NUtley 2-3600
Executive Vice-Pres. .......... H. C. Roemer
Vice-President ............... W. Hatton
Vice-President ............... F. B. Powers
Asst. to the Exec. V.-P. ...... G. T. Scharffenberger
Vice-President ............... R. D. Osborne
Secretary ..................... W. B. Levet
Treasurer .................... W. E. Ogilvie, Jr.
Dir. Vacuum Tube Div. ... W. Happe, Jr. Dir. of Selenium Intelin Div. ... S. J. Powers
Works Mgr. ................. T. M. Douglas
General Sales Mgr. .......... R. S. Perry
Advertising Mgr. ............. Crump Smith
Sales Mgr. Vacuum Tube Div. . C. J. Harrison

PRODUCTS: Radio and Television equipment, transmitting and rectifying tubes, TV receiving tubes, microwave radio relay links.
and carrier systems, HF cable, field intensity
meters, radar, miniature and standard sele-
nium rectifier stacks, battery chargers and
power supplies, measuring equipment.

**Facsimile & Electronic Corp.**
4th & Virginia St., Passaic, N. J.
Phone: PR. 7-3440
President...........................Casper M. Bower
Asst. to Pres........................J. G. Cross
Chief Engineer.......................M. L. Cohen
Purchasing Agent.....................E. Cordron
Director of Research.................I. H. Franzel

**PRODUCTS:** Facsimile Receivers, Trans-
mitters and Duplicators; Industrial Facsimile
Equipment.

**Franklin Airloop Corp.**
A. W. Franklin Mfg. Corp.,
43-20-34th St., Long Island City 1, New York
Phone: ST. 4-1160
President..........................Albert W. Franklin
Works Mgr.........................Henry M. Randall
Chief Engineer.....................Milton King
Credit Mgr..........................Albert Pappert
Purchasing Agent...................Jack Blau
Industrial Rel. Mgr................Mrs. Sara Albert
Service Mgr.......................William Telmoss
Sales Promotion Mgr.................Seymour Mausner

**PRODUCTS:** Tube adapters, bakelite
stampings, banana pin boards, capacitor and
resistor boards, brackets, bushings, cable as-
semblies, clamps, clips, connectors, contacts,
couplings, dielectric sockets, fastening de-
vices, fiber stampings, hearing aid connectors,
crystal holders, molded insulation parts,
stamped insulation parts, jacks, test leads,
looking rings, lugs, masonite stampings, metal
parts, stamped metal stampings, pilot light
assemblies, pins, plastic fabrication, plugs,
retaining rings, sockets, switches, terminal
blocks, terminal boards, terminal strips,
metal terminals, insulating washers.

**Freed Radio Corp.**
200 Hudson St., New York 13, N. Y.
Phone: WO. 4-0770
President..........................Arthur Freed
V-P. & Dir. of Eng. & Res........Joshua Sieger
Dir. of Physics....................Adolph H. Rosenthal
Purchasing Agent....................Sam Abramson

**PRODUCTS:** TV consoles, radio-TV con-
soles, radio-TV-phonographs, AM-FM radio
phonographs, AM-FM radios.

**Gates Radio Co.**
123 Hampshire St., Quincy, Ill.
Phone: 522-523
President..........................P. S. Gates
Executive V-Pres....................L. I. McEwen

V-P. Sales & Engr...................F. O. Grimwood
Executive Secretary...............A. S. Petzoldt
Chief Engineer.....................F. W. Wentz
Mgr. Eastern Zone Sales........O. J. McReynolds
N. Y. Sales Engr..................L. J. Cervone

**PRODUCTS:** AM & FM transmitters; com-
plete speech input systems; control units;
transcription turntables and recording units;
antenna phasing, coupling, and control equip-
ment; power supplies; remote amplifiers;
communications and talk-back remotes; trans-
mission line for both coaxial and open wire
types.

**General Electronics Inc.**
101 Hazel St., Paterson 3, N. J.
Phone: MU. 4-5271
President................................D. E. Replogle
Gen. Mgr...........................C. G. Hampson, Jr.
Purchasing Agent.....................C. W. Wilkie
Chief Eng...........................R. Shima
Eng. Chg. Produm....................I. Stein
Sales Mgr..........................V. E. Havers

**PRODUCTS:** Cathode ray tubes.

**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
Mgr., Receiver Div..............Willard H. Sahloff
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, trans-
mitting and industrial tubes, components,
two-way communications equipment, elec-
tronic specialty items.

**The General Industries Co.**
Olive and Taylor Streets, Elyria, Ohio
Phone: 2235
President..........................Allan W. Fritzsche
V-P. Sales Mgr., Motor Div.........H. E. Moon
V-P. Factory Mgr., Plastic Div...O. W. Marsh
Sales Mgr., Plastic Div...........Steve Hilebrant
Factory Mgr., Motor Div.........Charles Walsh
Purchasing Agent...................Clote Heidrie
Treasurer..........................C. F. Russert
Chief Eng., Motor Div...........Howard Shumaker
Chief Eng., Plast Division.........Russell Smith
Dir. of Industrial Relations, George Morrison

**PRODUCTS:** Electric Phonograph motors,
smooth power motors, Disc Recording as-
semblies, Tape Recording assemblies, Mold-
ers of plastic parts.
General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400
Chairman of the Board: A. Blumenkrantz
Vice-President & Treasurer: R. E. Laux
Secretary & Controller: W. M. Torsgeren
Sales Manager: Louis Martin
Director of Engineering: W. P. Hilliard
Chief Engineer: B. N. Fisher
Credit Manager: J. T. Lenihan
Director of Purchases: C. B. L. Townley
Export Agents: Ad. Auriena, Inc.
PRODUCTS: Television Front End Tuners, Variable Condensers, Auto Radio Tuners, Automatic Record Changers.

General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 2-0707
N. Y. Phone: D1gby 9-1330
President: Morris Perlman
Chief Engineer: Albert Krivo
Purchasing Agent: Robert Smith
Sales Mgr.: L. D. 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 Precision Laboratory, Inc.
63 Bedford Road, Pleasantville, N. Y.
Phone: Pleasantville 2-2000
President: H. G. Place
Executive Vice-President: Herbert Barnett
Vice-President & Director of Research: R. L. Garman
Communications Engineer: Blair Foulds
Chief Engineer: W. P. Short
Mgr. Theatre TV Dept.: John Sims
Govt. Contract Rep.: Walter Cooper
Mgr. Field Service Div.: A. C. Haemer, Jr.
PRODUCTS: Image Orthicon Camera Chain, 16-mm Arc Projector, 16-mm Utility Projector, Video Recording System, Rapid Film Processor, Videogam Amplifier, Video Switcher, Synchronizing Generator, Video Film Television System.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400
N. Y. Phone: WOrth 2-5837
Chairman of Board: H. B. Richmond
President: E. H. Locke
Vice-President for Sales: A. E. Thiessen
Vice-President for Mfg.: C. C. Carey
Secretary-Treasurer: F. L. Tucker
Sales Engng. Mgr.: M. T. Smith
Export Mgr.: C. E. Hills, Jr.
Chief Engineer: D. B. Sinclair
Publicity Mgr.: C. E. Worthen
Service Mgr.: H. H. Dawes

Graybar Electric Company, Inc.
420 Lexington Ave., New York 17, N. Y.
Phone: LE 2-4000
President: A. H. Nicoll
Vice-President: G. F. Hessler
Genl. Communications
Sales Mgr.: J. W. La Marque
Mgr., Electronic Sales: R. W. Griffiths
PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices.

The Hallicrafters Co.
4401 W. Fifth Ave., Chicago 24, Ill.
Phone: Van Buren 6-6300
President: Wm. J. Halligan
Exec. Vice-President: R. W. Durst
Genl. Sales Mgr.: R. J. Sherwood
Chief TV Engineer: H. J. Adler
Advertising Mgr.: C. J. Nesbitt
Service Manager: C. A. Sheara
Credit Manager: C. Phillips Export Corp.
PRODUCTS: TV Receivers, Short-Wave "Ham" Xmrns. and Receivers, Portable Radios, FM/AM Radios.

The Hammarlund Mfg. Co., Inc.
460 W. 34 St., New York 1, N. Y.
Phone: LOnogac 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. Hartenstein
Asst. Sec.: M. A. Hartenstein
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM broadcasting, the installation of broadcasting antennae and accessories for FM & TV maintenance and repairs of radio towers, antennae & electrical accessories since 1922.
Harvey Radio Laboratories, Inc.
447 Concord Ave., Cambridge 38, Mass.
Phone: TRowbridge 6-2800
President .................. Frank Lyman, Jr.
Dir. Contract Admin. ....... 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. Genther
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, IF strips, visual alignment signal generators, galvascopes and associated radio and electronic equipment, two-way emergency communications equipment.

Haydu Brothers
P. O. Box 1226, Plainfield, N. J.
Phone: PLainfield 6-0878
President .................. George K. Haydu
Secy.-Treas. ................ Zoltan Haydu
Chief Engineer .............. Victor De Lucia
Sales Manager ............... Don Kenney
Purchasing Agent ........... A. Fleischman

PRODUCTS: Television picture tubes, miniature receiving tubes, power tubes for transmitting and industrial use, electron guns for television picture tubes, components for all types of vacuum tubes, including receiving and transmitting, TV radio, x-ray, incandescent and special purpose tubes, equipment for the manufacture of such tubes, equipment for the manufacture of neon signs, cold cathode lamps, and various special purpose lamp machinery.

Hazeltime Electronics Corp.
58-25 Little Neck Pkwy, Little Neck, L. I., N. Y.
Phone: F-Lushing 7-8700
President .................. W. A. MacDonald
Executive Vice-President .... J. B. Dow
V.P. in Chg. of Sales ........ F. Robinson
V.P. in Chg. of Research ..... A. V. Loughren
V.P. in Chg. of Engrng ....... O. M. Dunning
V.P. in Chg. of Mfrs. ......... J. Willenbecher
Director 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
Chairman of Board-Treas. ... Lloyd H. Coffin
Vice-President ............. Edgar M. Batchelder
Vice-Pres. & Sales Mgr. .... John Q. Adams
V.P. Chg. of Engineering .. C. F. Stromeyer
Advertising Manager ....... Harry G. Burnett
Credit Manager ............. M. S. Jones
Purchasing Agent .......... Edward R. Carroll
Industrial Relations Mgr. ... A. S. Nelson
Export Manager ............. W. L. Urquhart

PRODUCTS: Receiving and electronic tubes; special purpose tubes, voltage regulators.

The Indiana Steel Products Co.
6 N. Michigan Ave., Chicago 2, III.
Phone: FRanklin 2-1114
Pres. & Treas. .............. A. D. Plamondon, Jr.
V. P. & Gen. Mgr. .......... R. F. Smith
V. P. & Sales Mgr. ........ F. A. Hayden
Advertising Manager ....... I. A. Dickey

PRODUCTS: Permanent Magnets, Ion Traps, Permanent Magnet Focus Coils, Magnetrons, Magnet Assemblies, Magnetic Ferites, Hyflux Magnetic Recording Tape, Magnetic Tape Recording and Reproducing Heads.

Insuline Corp. of America
3602—35th Ave., Long Island City 1, N. Y.
Phone: A-Storia 83-738
President .................. S. J. Spector
Secretary-Treasurer ......... A. S. Spector
General Sales Mgr. .......... B. L. Cahn
Advertising Manager ....... A. S. Chambers
Superintendent ............. F. Hennen
Industrial Sales Mgr. ....... I. Romni
Chief Engineer ............. L. Lester
Purchasing Agent ........... H. Westout
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, Resistors; Couplers, Flexible; Cushions, Ear; Cutters, Replacement; Cutting Tools; Dial Markers; Dial Plates; Displays; Drill, Replacement; Eyelets; Equalizing Condensers; FM Antennas; Fuse Mountings; Fuse Retainers; Grid Caps; Grid Cap Shield; Grommets, Rubber; Hardware, Radio; Headphones; Insulators; Jacks; Jacks, Microphone; Jacks, Shielded; Jacks, Tip; Jacks, Transmitting; Jars, Glass; Knobs; Lugs, Sol-
dering: 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; Reeks, 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; Spaghettii, 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..........4..........Paul F. Jackson
Vice-President.........Robert C. Apple
Sales Manager..........Myron Fullkerson
Production Manager.....William Hagstrom

PRODUCTS: Oscillograph, TV generator, tube testers, VTVM, test oscillators, FM generators, condenser testers, audio oscillator.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MAins-field 6-7161
President................J. M. Brennan
V. P. & Sales Mgr..............J. R. Ford
V. P., Engineer..............L. Maurer
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, 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
Sales Manager..............Charles A. Hausen
Product Manager............Ralph P. Glover

PRODUCTS: Loudspeakers and accessories, cabinets for radio and TV equipment.

JFD Manufacturing Co., Inc.
6101-6123 16th Ave., Brooklyn 4, N. Y.
Phone: BEnsonhurst 6-9200
President ..................Julius Finkel
Vice-President ..............Albert Finkel
Secretary-Treasurer .........Edward Finkel

PRODUCTS: 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 adapted harnesses, adjustable ballast tubes, resistance cord adapters, phono adapter switches, microphone connectors, midget jacks and plugs, toggle switches, auto condensers.

Johns-Manville
22 E. 40th St., New York 16, N. Y.
Phone: LExington 2-7600
Commodity Manager........P. J. Washburn (Acoustical Materials)

PRODUCTS: Sound control materials for broadcasting and recording studios.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208
President ..................Vincent M. Kerrigan
Vice-Pres.-Treasurer..........Charles F. Lewis
Secretary .................Barbara H. Sisson

PRODUCTS: Magnet and Litzendraht Wire.

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, barex 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
V.P. of Sales: W. E. Stevenson
Treasurer: J. A. Lambert
V.P. of Production: J. W. Skelton
Vice-President: H. J. Hoffman
Mgr. Engineer: T. H. Rogers
Industrial Rel. Mgr.: R. Gordon Hambleton
Export Mgr.: A. J. Foster

The Magnavox Co.
Bueter Road, Fort Wayne 4, Indiana
Phone: Eastbrook 5471
Chairman of the Bd.: Richard A. O'Connor
President: Frank M. Freimann
V.P. & Secretary: Gerard M. Ungaro
Vice President: Edwin J. Pridham
V.P. & Comptroller: John D. Grayson
Treasurer: J. S. Sturgeon
Radio-Phonograph & TV
Factory Manager: Harold M. Detrick
Factory Mgr.-Components
Division: L. E. Quinell
Chief Television Engineer: Frank Norton
Chief Radio-Phonograph Engineer: R. H. Dreisbach
Mechanical Engineer
R.P. & TV: W. E. Kierulf
Asst. Sales Mgr. & Merch. Mgr.-Radio & TV Div.: Stewart Roberts
Dir. of Adv. & Public Relations: Lauren K. Hagaman
Sales Manager—Components Div.: Stanley S. Sondles
Sales Mgr. Spec. Devices: John C. Koontz
Service Mgr. RP & TV: Ray J. Yeank

Majestic Radio & Television, Div. of Wilcox-Gay Corp.
70 Washington St., Brooklyn 1, N. Y.
Phone: ULster 2-6000
President: Leonard Ashbach
V.-P. & Gen. Mgr.: Louis Silver
Vice-President: Maurice Raphael
V.P. & Comptroller: Ben Ross
Secretary: Barnett S. Trott
Adverting Mgr.: Joseph G. Devico
Export Manager: Ernest Nigaglioni
Chief Engineer: Frank Dieli
PRODUCTS: TV Receivers; TV-radio receivers; TV-radio-phonograph combinations; radio-phonograph combinations.

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, megalohm meters, megacycle meters, modulation 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.

Miles Reproducer Co., Inc.
812 Broadway, New York 3, N. Y.
Phone: SPRing 7-5761
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
Dr. of Pub. Rel.: George Ruskin
PRODUCTS: Filmmgraph 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 4-1108-9
President: James Millen
Sales Mgr.: E. E. Williams
Credit Manager: Frances Bearse
Purchasing Agent: George E. Pike
Chief Engineer: Wade Caywood
Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

**Mirror Record Corp.**
40-25 206 St., Bayside, L. I., N. Y.
President: R. H. Hough
Vice-Pres. & Gen. Mgr.: A. L. Donahue
Vice-President: C. O. Kleinsmith
Mgr.: W. H. Fritz

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

**Motorola, Inc.**
4545 August Blvd., Chicago 51, Ill.
President: Dr. Paul V. Galvin
Exec. Vice-Pres.: Robert W. Galvin
Vice-Pres. Cons. Prod.: E. E. N. Hough
Vice-Pres., Ch. Mchds.: Walter H. Stellner
Vice-Pres. in Charge of Communications & Electronics Division: D. E. Noble
Prod. Mgr. TV & Handie Talkie Units: E. Passow
Dir. Aduty-Sales Prom.: Ellis L. Redden
Sales Mgr. Comm. & Electronic Div.: Eugene S. Goebel
V.P. Finance: George R. MacDonald
Vice-Pres. in Charge of Procurement: Frank J. O'Brien
Credit Manager: Henry Kleinhaus
Export Manager: Carl M. Wynne
Service Manager: A. T. Alexander

PRODUCTS: Receivers: Battery-Automotive, 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, Console, AM-FM Console, AM-FM Console with Phonograph. Record Players. Communications Equipment: Marine, Police, Railroad, Trucks and Busses, Taxicab, Walkie-Talkie, Radar Systems. Transmitters: Marine, Police, Fixed Station, Supervisory Control, Telemetering, Carrier Communication and Microwave Multiplex Systems.

**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


**National Union Radio Corp.**
350 Scotland Rd., Orange, N. J.
Phone: ORange 2-6600
President: K. C. Meinken
Sales Mgr.: V. K. Ulrich
Director Research: A. M. Skellett
Treasurer: W. H. Carey
Secretary: J. V. Deevy
Credit Mgr.: H. A. Pope
Asst. Adv. Mgr.: E. V. Rast

PRODUCTS: Electron tubes, receiving, TV, transmitting, cathode ray, special purpose, tube research & development, panel lamps, radio dry batteries.

**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 Seeger
Plant Superintendent: A. H. Coover
Controller: Kenneth Llewelyn

PRODUCTS: Transformers and reactors for TV, radios, transmitters, and receivers; audio frequency coils, electronic control devices and Hornet miniaturized transformers.

**Oxford Electric Corp.**
3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161
President: J. D. Ceador
V.P. & Mgr.: Hugo Sunberg
Seey. & Treas.: David E. Davis
General Sales Mgr.: John A. Proctor, Jr.
Asst. Sales & Serv. Mgr.: Wm. B. Barnes
Chief Engineer: K. H. Wessel
Works Manager: A. Soric

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....................John L. Speis
Chief Engineer....................Charles Nichols
Plant Manager......................Jean Gleis
General Sales Mgr................Kenneth R. Johnson
Dir. of Adv. & Sales..............George W. Oliver
Service Manager...................Thomas L. Stevens
Personnel Dir......................Charles Askin

The Pentron Corp.
221 E. Cullerton, Chicago 10, Ill.
Phone: Victory 2-7234
President........................Irrving Rossman
Treasurer........................Bernard Sah lens
Secretary........................Theodore Rossman
Chief Engr......................Rudolph A. Bier wirth
Mech. Engr......................Walter Hall
Quality Control..................Thos. Olsen
PRODUCTS: Magnetic Recording Equipment, Amplifiers, Electronic Communications Equipment.

Philco Corp.
Phone: NEbraska 4-5100
Board Chairman.................James T. Buckley
President......................William Balderston
Exec. V.P........................James H. Carmine
Pres.-TV & Radio Div.............Larry F. Hardy
V.P.-Ind. Rel....................Harold W. Butler
V.P. & Dir. of Purchases........William H. Chaffee
V.P.-Oper.-TV & Radio Division..............Joseph H. Gillies
V.P............................Russell L. Heberling
V.P.-Sales-TV & Radio Div..............Frederick D. Ogilby
V.P., Gen. Sales Mgr......John M. Otter
V.P.-Finance......................Courtnay Pitt
V.P.-Watson town Cab. Div..............Fred D. Rombach
V.P.-Service & Quality..........Henry T. Paiste, Jr.
V.P.-Research.....................David B. Smith
V.P.-Dir. of Res. & Eng............Leslie J. Woods
V.P.-Adv.......................John F. Gilligan
Pres.-Philco Intl. Corp........Dempster McIntosh
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 w—with Phonograph, AM Console 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, Console with Phonograph. AM-FM Console with Phonograph, Record Players, Communications Equipment: Marine, Railroad, Walkie-Talkie, Radar Systems. Transmitters: Micro Wave, 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
V.P. & Sales Mgr................M. L. Granat
Chief Engineer................Reginald Burke
Credit Manager................C. Mildred
Export Manager................M. Greenker
Purchasing Agent................Murray Granat
PRODUCTS: TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils.

Pilot Radio Corp.
37-06 36 St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455
President......................Isador Goldberg
Executive Vice-President........E. L. Hall
Secretary-Treasurer.............I. W. Wyckoff
General Works Mgr...............J. I. Benjamin
Sales Manager..................E. M. Gilmore
Purchasing Agent................B. A. Jablo
Chief Engineer...................Dr. W. Auerbach
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: H Ackensack 3-5700
President......................George J. Saliba
Secretary......................Morris M. Gruber
Treasurer......................A. Benjamin
Comptroller....................Ruth B. Sholes
Sales Manager..................Thomas B. Aldrich
PRODUCTS: Disc recording and transcription equipment; tape recording and transcription equipment; recording amplifiers; limiter amplifiers; blank recording discs.
Cantiague Rd., Hicksville, L. I., N. Y.
Phone: Fieldstone 7-2330
President.................T. Mitchell Hastings, Jr.
V.P. & Mgr. of W. Newton
Plant....................Norman F. Hoard
Purchasing Agent........Edward Callum
Chief Engineer...........Earl E. Eldridge
Sales Manager...........J. Harvey McCoy

PRODUCTS: Transmitters, 100 watts to 100 kilowatts for A-1, A-2, A-3, A-5, & F-1, high frequency broadcast & communications. Terminal equipment for radioteletype, radiophone, radiophoto & facsimile. Broadcast-relay equipment including exalted carrier diversity systems, compression amplifiers, line amplifiers, page recorders (six minutes to 24 hours continuous voice recording). Communications equipment for telegraph includes ink-tape recorders, neutral & polar keyers, modulators and demodulators, channelizing terminals and complete receiving terminals.

Polarad Electronics Corp.
9 Ferry St., New York 7, N. Y.
Phone: D Igby 9-2080
President..................Dr. D. L. Jaffe
Chief Engineer.............P. H. Odessey
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, color TV studio & test equipment; color TV receivers & monitors.

Radio Condenser Co.
Davis & Copewood Sts., Camden 3, N. J.
Phone: E Merson 5-5500
President..................Stanley S. Cramer
Exec. Vice-President.......Russell E. Cramer
V.P., Charge of Sales.....Russell E. Cramer, Jr.
Treasurer..................William W. Paul
Chief Engineer.............J. S. Robb

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.
Phone: W Oodlawn 3-8000
V.P. & Gen. Mgr................W. A. Buck
Operating V.P................C. M. Odorizzi
V.P. in Chge. of Tech. Prod................L. W. Teegarden
V.P. in Chge. of Cons. Prod..............J. B. Elliott
V.P. in Chge. of Dis..............R. A. Seidel
V.P. in Chge. of Materials......V. de P. Goubau
V.P. in Chge. of Eng..........D. F. Schmit
V.P. in Chge. of Eng. Prod.....W. W. Watts
V.P. & Dir. Pers. Dept............E. M. Tuft
V.P. & Gen. Mgr. of Home Inst...Dept..................H. G. Baker
V.P. & Dir. Finance Dept......J. S. Carter
V.P. & Western Mgr.............H. R. Maag
V.P. & Gen. Mgr. of Tube Dept.....R. T. Orth
V.P. & Gen. Mgr. of Record
Dept..................P. A. Barkmeier
Pres., RCA Service Co., Inc........E. C. Cahill
Pres., RCA Victor Dist. Corp........W. M. Norton
V.P. & Dir. of Pub. Rel. Dept......J. K. West
Dir. of Acctg..............D. L. Trouant
Dir. of Dist................H. M. Winters
Dir. of Plant Eng..............Frank Sleetner
Gen. Attorney.................S. E. Ewing
Chief Eng., Home Instruments
Dept..................D. D. Cole
Chief Eng. Tube Dept............C. R. Shaw
Gen. Sales Mgr. Home
Instruments...............A. B. Mills
Mgr. Comm. Sales, Records
Dept..................L. A. Kanaga
Gen. Sales Mgr. Tube Dept.......L. S. Thees

Reeves Soundcraft Corp.
10 East 52nd St., New York 22, N. Y.
Phone: PLaaz 9-2644
President .................. Hazard E. Reeves
Exec. Vice-Pre .............. Harry P. Westou
Vice-President-Sales ...... Edward Schmidt
Vice-Pre-Prodution ......... Harry F. Scheirer
Sales Manager ............. Donald E. Ward
Dir. of Magnetic Research
& Production .............. E. W. Franek
Adverting Manager ......... David O. S. Ruark
Mgr. of Gov. Ord. ......... Robert Killgore
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, TV picture tubes, TV projection sets.

Rek-O-Kut Company
38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7623-4
President, Sales Manager... George Silber
Plant Supt. .................. S. Simonson
Credit Manager ............. F. Wein
Export Dept................. 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. Alschular
Vice-President ............. L. Frankel
Vice-President ............. M. D. Block
Production Manager ......... I. J. Jacogsen
Chief Engineer ................ W. J. Schnell
Purchasing Agent ........... J. L. Jones
Credit Manager ............. C. S. Willard
Sales Manager .............. E. G. May
Export Manager ............. H. A. Sillex
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 Metallie Corp.)
1201 Flushing Ave., Brooklyn 6, N. Y.
Phone: HYacinth 7-2820
President ................... P. H. Sherron
Vice-President ............. J. W. Hunter
Senior Vice-President ....... R. M. Stock
Dir. of Electronic Res. ..... John Vegereichik
Director of TV .............. P. J. Golhofer
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

Raytheon Manufacturing Co.
138 River St., Waltham 54, Mass.
Phone: 5-5860
Branch Office:
60 E. 42 St., New York 17, N. Y.
Manager ................. Henry J. Giest
Phone: MUrray Hill 7-1550
PRODUCTS: Tubes, TV microwave relay equipment, communications, microwave equipment.

Radio Engineering Laboratories, Inc.
35-54 36 St., Long Island City 1, N. Y.
Phone: AStoria 8-1010
President ................ C. R. Runyon, Jr. V. P. & Mgr. of Sales... Frank A. Gunther
Seyc. & Dir. of Purchases . Joseph Behr
Chief Engineer .......... Malbon H. Jennings
Director of Research .... James R. Day
Comptroller .............. James A. Cronin
PRODUCTS: Broadcast transmitter, FM 250 watts to 50 kw; Antennas-FM, speech input equipment, FM monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment. Quadriflene Amplifiers, Serrasoid modulators, Ten watt FM educational transmitters, Broadcast mobile transmitter link equipment, point-to-point multiplex communications equipment, FM radio relay links, special FM communications systems, FM store receivers, FM bus receivers and radio music receivers.

Rangertone, Inc.
73 Winthrop St., Newark 4, N. J.
Phone: HUMBoldt 5-2550
President ................ R. H. Ranger
Vice-Pre., Chief Engineer.. P. M. Brubaker
Secretary, Sales Manager .... S. L. Ackerman
Asst. Treasurer-Purchasing Agent.A. V. Colabella
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled 60 cycle Power, and Magnetic Heads.

built equipment designed and manufactured to customers requirements. Experimentally licensed TV station KE2XIE manned by licensed personnel for TV investigations, communications equipment.

**Standard Radio Transmission Services, Inc.**
140 North LaBrea, Hollywood 36, Calif.
Phone: WEBster 9181
President ...................... Gerald King
V-P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office

Gus Hagenah
Business Mgr. & Counsel... Lewis TecGarden
Production Manager........Harry Blustone
Chief Engineer..............Ernest Baumeister

**PRODUCTS:** Standard radio transmission library service, Standard sound effects, Mood music library.

**Stewart-Warner Electric**
Div. of Stewart-Warner Corp.
1826 W. Diversey Pkwy., Chicago 14, Ill.
Phone: LAkeview 3-6000
President ...................... J. S. Knowlson
Sr. Vice-President .......... F. A. Hiter
General Manager ............ E. G. Fossum
Gen. Sales Mgr. .............. E. L. Taylor
Advertising Mgr. ............. J. B. Ottman
Service Mgr. .................. R. W. Felber
Chief Engineer .............. S. C. Kolanowski
Credit Manager .............. A. W. Grossklags
Publicity Mgr. ............... C. W. Grange
Export Mgr. ................... J. E. Burke
Purchasing Agent ............ J. S. Burress
Industrial Relations Mgr. ... W. W. Miller
Traffic Manager .............. R. C. Stockton

**PRODUCTS:** RADIOS: AM, Short-Wave, AM-FM Console, Table, Console Combinations, Table Combinations, Portables; Civil and Military Electronic Devices; Miniaturized Electronic Equipment; Citizens Radio Transceivers. TV: Table, Console, Console Combinations, and Direct View.

**Stromberg-Carlson Co.**
100 Carlson Rd., Rochester 3, N. Y.
Phone: CUVer 0260
President ...................... Robert C. Tait
Vice-President .............. Lee McCame
Vice-President .............. Sidney R. Curtis
Sales Manager ................ Clifford J. Hunt
Credit Manager ............... Charles W. Pritchard

**PRODUCTS:** TV Table Models, TV Consoles, TV Combinations with AM, FM, and 3-speed record changer, Table Model Radios, Combination Radios with AM, FM, and 3-speed changer, Electronic Carillon Equipment, Intercommunicating Systems, Telephones, and Switchboard Equipment.

**Sylvania Electric Products, Inc.**
1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-2424
Chairman of Board ........... Max F. Balcoun
President ..................... D. G. Mitchell
Vice-President .............. E. Finley Carter
Vice-President ............. R. H. Bishop
Exec. Vice-President........ H. Ward Zimmer
General Sales Mgr., Radio Div.
G. R. Sommers
Dir. of Advertising........... T. P. Cunningham

**PRODUCTS:** Television Picture Tubes, Radio and Television Receiving Tubes, Germanium Diodes, Radio and Television Testing Equipment, Radio and Television Receivers, Tube Parts, Tungsten and Chemical Products.

**Sylvania Electric Products, Inc.**
Radio & Television Division
254 Hano Street, Buffalo 7, New York
Phone: Victoria 2450
General Manager ............. A. L. Chapman
Gen. Manufacturing Mgr. .... H. S. Riordon
Gen. Sales Mgr. .............. J. K. McDonough
Adv. & Promotion Mgr. ...... B. O. Holsinger
Industrial Relations Mgr. ... H. S. Hagen

**PRODUCTS:** Sylvania Radio Receivers (AM & FM) Sylvania "Movie-Clear" Television Receivers.

**Television Associates, Inc.**
E. Michigan St., Michigan City, Ind.
Phone: 3655
President ..................... W. C. Eddy
Chief Engineer ................ A. H. Brolly
Plant Superintendent ....... J. L. Lahey
Secretary ................. Margaret Durnal

**PRODUCTS:** Studio lighting equipment: Ceiling mounted incandescent, and fluorescent; dolly mounted fluorescent; control fixtures for mounting spotlights; light panel control equipment and switch panels. Microwave relay equipment: Reflectors and mounting supports; parapet clamps; metal tripods. Studio equipment: Camera Dollies, tripods, hi-hats and lo-hats for camera mounting, cable clamps. Projection Room accessories: Continuous reel magazines, rewind mandrels, and storage racks for continuous reel film loops; kaleidoscope projectors; specialized film loops for continuous reel use.

**Television Equipment Corp.**
238 William St., New York 7, N. Y.
Phone: COrtlandt 1-5160
President ..................... Leonard Mautner
Vice-President .............. William Brown
Secretary ..................... William Brown
Treasurer ...................... Harold B. Schneider

**PRODUCTS:** TV cameras, studio equipment, transmitters, test equipment, oscilloscopes, telecoupler—TV master antenna systems, TV booster amplifiers.
Transmission Equipment Mfg. Co., Inc.
345 Hudson St., New York 14, N. Y.
Phone: WAkins 4-1550

President: Morton B. Kahn
Treasurer: Morton B. Kahn
Secretary: E. J. Nagler

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Console, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

U. S. Recording Company
1121 Vermont Ave., N.W., Washington 5, D. C.
Phone: Sterling 3626

General Manager: Joseph Tait
Plant Manager: Robert L. Kaufman
Chief Engineer: Henry P. Meisinger
Sales Manager: Eugene Rosen

PLANT: 1347 South Capitol St.
Phone: Sterling 3626


United States Television Mfg. Corp.
3 W. 61st St., New York 23, N. Y.
Phone: Circle 6-4255

President: Hamilton Hoge
Vice-President: Francis H. Hoge, Jr.
Purchasing Manager: Jack Gordon
Chief Engineer: N. Maradino
Chief Mechanical Engr.: Henry Strahman
Credit Manager: Herbert Slote


Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh 6, Pa.
President: Gwilym A. Price
V.P. (Cons. Prods.): J. M. McKibbin
Ass't to V. P. (Cons. Prods.): Roger Bolin
Home Radio Division
Manager: F. M. Sloan
Asst. Mgr.: A. C. Rogers
Asst. to Mgr.: L. J. Fitzpatrick
Chief Engineer: G. C. Larson
Mgr. of Mfg.: F. H. Barnett
Purchasing Agent: J. R. Todd
Sales Manager: J. F. Walsh

Asst. Sales Mgr.: J. W. Hitchcock
Adv. & Sales Prom. Mgr.: Earl L. Hadley
Asst. to Adv. Mgr.: J. Reed
Sales Prom. Mgr.: F. S. McCarthy
Service Manager: W. H. McKnew
Merchandise Mgr.: A. Earle Fisher

Weston Electrical Instrument Corp.
614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700; WOrth 4-3510 in N.Y.
President: Earl R. Mellen
Exec. V.P.: Ross Nichols
Vice-President in Charge of Sales: H. L. Gerstenberger
Vice-Pres. & Chief Engr.: John H. Miller
Credit Manager: B. E. Arthur
Purchasing Agent: George T. Deane
Gen. Sales Mgr.: Phil Barnes
Advertising Manager: C. B. Denton
Export Manager: John H. Pureell
Service Manager: Charles W. Biswanger


Wheeler Laboratories, Inc.
122 Cutter Mill Rd., Great Neck, N. Y.
Phone: GReat Neck 2-7806

PRODUCTS: Consulting services and laboratory facilities for special problems in the field of radio and electronics.

Zenith Radio Corp.
6001 W. Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500

Pres. and Gen. Mgr.: E. F. McDonald, Jr.
Exec. V.P. and Treas.: Hugh Robertson
V.P. and Dir. of Sales: H. C. Bonfig
V.P. in Chg. of Eng.: G. E. Gustafson
V.P. in Chg. of Prod.: Donald MacGregor
V.P. and Cont.: S. Kaplan
V.P. in Chg. of Purchases: J. E. Anderson
V.P. in Chg. of Res.: Dr. Alexander Ellett
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Sales: Leonard C. Truesdell
V.P. in Chg. of Speaker Prod.: W. Dummer
Seeyt. and Ass't V.P.: Karl E. Hassel
Asst. V.P.: J. E. Brown
Ass't Treas. and Ass't Sec'y: J. Kuhajek
Asst. Sec'y: H. M. Chesser
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PRODUCTS: Table model radios, table radio-phonographs, portable radios, console radios, console radio-phonographs, table television receivers, console television receivers, console television-radio-phonograph combinations.
Radio—Television Manufacturers Assn.

Officers and Executive Personnel—1950-1951

Headquarters: 1317 F. St., N.W., Washington 4, D. C.
Phone: National 4901

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Chief of Publications
Peter H. Cousins.
Staff Assistant, Transmitter Division
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Office Manager
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1238
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1950-1951
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H. V. ANDERSON & ASSOCs.
134 Clarence St., Lake Charles, La.
Phone: 7-277

ANDREW CORP.
363 E. 75th St., Chicago 19, Ill.
Phone: Triangle 4-4400

L. W. ANDREWS, INC.
219 Whitaker Bldg., Davenport, Ia.
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Everett L. Dillard, general manager

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Highland Park Village, Dallas 5, Tex.
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927 15th St., N.W., Washington 5, D. C.
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President, William L. Foss; Vice-President, John A. Moffet; Radio Engineers, Edmund E. Pendleton, Edward W. Deeters, Gretchen E. Huff.

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Warner Bldg., Washington 4, D. C.
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McCACHREN & ASSOCIATES
2404 Columbia Pike, Arlington, Va.
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Lab.: 910 King St., Silver Spring, Md.
Phone: Juniper 7-9200

1242
DIXIE B. MCKEY & ASSOC.
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Phone: Republic 7236, 8296

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Aptos, California
Phone: 5532

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Bond Bldg., Washington 5, D. C.
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DALE POLLACK
Box 189, New London, Conn.
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3308 14th St., N.W., Washington 10, D. C.
Phone: Adams 7299

RADIO ENGINEERING CO.
1355 Market St., San Francisco 3, Calif.
Phone: Market 1-8171
Owner: Norwood J. Patterson

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Hilltop Dr., Stratford, Conn.
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Phone: Cherry 4070

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6800 Fairfax Rd., Bethesda 14, Maryland
Phone: Wisconsin 3993

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Phone: 4270

MERL SAXON
P. O. Box 32, San Marcos, Tex.
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SILLIMAN & BARCLAY
1011 New Hampshire Ave., Washington, D. C.
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73 S.W. Park Ave. #127, Portland 1, Ore.
Phone: Beacon 6364, Beacon 1201

LYNNE C. SMEBY
820 13th St., N.W. Washington 5, D. C.
Phone: Executive 8073

T & T RADIO MEASUREMENTS CO.
2559 Atlantic Ave., Long Beach, Cal.
Phone: Long Beach 4-2015

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P. O. Box 1479 Missoula, Mont.
Phone: 8562

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2200 N. Tejon St., Colorado Springs, Colo.
Phone: Main 184, Ext. 50

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1605 Connecticut Ave., N.W.
Washington, D. C.
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BRANCHES
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Phone: Riverside 3611
4742 W. Rufner St., Seattle, Wash.
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7401 East 14th St., Indianapolis 19, Ind.
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20 Algoma Blvd., Oshkosh, Wis.
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Asst. Engrs., Robert J. Ziehlke; Secretaries,
Leova Rief, Ursula Cragg.

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1469 Church St., N.W., Washington 5, D. C.
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HERBERT L. WILSON
1025 Connecticut Ave., N. W., Wash. 6, D. C.
Phone: National 7161

W. M. WITTY
6923 Snider Plaza, Dallas 5, Tex.
Phone: Lakeside 7118
Chief Engineers
Of Radio-Television Stations in the United States
As of January 1, 1951

Alabama

Anderson, Gaston................. WGD, Gadsden
Armstrong, Thomas B............ WAAN, Anniston
Buchanan, Art.............. WJKL, Jacksonville
Bates, Bill.................. WCTA, El Dorado
Beaver, Winton.............. WGGY, Greenbay
Bellon, Ted.................. WAUD, Auburndale
Brennan, Bill................. WYOK, Birmingham
Campbell, Sam................ WWOF, Dothan
Carter, Leslie................... WLFL, Clanton
Chastain, Hugh G............. WLUA, Enfalu
Chrestensen, Chris........... WJBB, Haleyville
Cobble, J. G.................. WJRD, Tuscaloosa
Cole, Richard M............. WKKG, Mobile
Craig, R. D................ WBEJ, Bremen
Cryer, Melvin.............. WHOS, Decatur
Evans, James L............. WAFM-TV, Birmingham
Evans, James.............. WAFM, Birmingham
Fisher, John Lester....... WHTB, Talladega
Fitts, James A............ WMLS, Sylacauga
Garrison, John............... WFUN, Huntsville
Hannan, G. P............. WBHP, Huntsville
Harris, W. G............. WKBX, Montgomery
Hudson, Stanley............. WKAQ, Birmingham
Herman, Orval............. WWWW, Fayette
Hubbard, John T............ WAWF, Dothan
Hudson, James............... WMNA, Anniston
Hurley, N. S.................. WAFM-TV, Birmingham
Hurley, R. A.., M............ WAMB, Mobile
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Lamar, John D................... WMGY, Montgomery
Lawes, Chuck............ WDFH, Dothan
Leary, Owen............. WFGM, Montgomery
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Morgan, Gerald............. WABX, Mobile
Nichols, Glenn............ WKBX, Mobile
Roeder, J. V.................. WMSL, Decatur
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Scott, Leonard............. WPEB, Sylacauga
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Weatherly, W. D............. WWOV, Montgomery
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Ferguson, Kenneth........ KVTQ, Tucson
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Wheeler, Lenworth........ KEZI, Yuma

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Hunt, Dudley C............ KAMD, Camden

Jones, Harold M.................. KOSE, Osceola
Lawson, Walt.................. KDJS, Paragould
Long, John.................. KELD, El Dorado
Mckinney, William C........... KXJJ, Russellville
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Platt, Robert W............. KFSA, Ft. Smith
Sabo, L. A................... KFPP, Helena
Skinner, Marion............ KLCN, Blytheville
Smith, Cecil E............. KUOA, Siloam Springs
Suits, Cecil L.................. KTVS, Hot Springs
Summitt, Edward Hall........... KYVE, Arkadelphia
Tate, Frank.................. KWHN, Ft, Smith
Tracy, Kermit F............. KLRA, Little Rock
Van Dusen, William........... KJRG, Long Rock
Wilson, Tom M.................. KWFC, Hot Springs
Winn, Dan L.................. KARK, Little Rock

California

Atkien, Kenneth.............. KTKR, Taft
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Bauriedel, John.................. KIEM, Eureka
Beck, Paul.................. KFPM, San Francisco
Berger, Ewald W.................. XKOA, Sacramento
Berger, W................... XKOC, Chico
Bertel, Allan S............. KKKR, Los Angeles
Bowman, Les.................. KNX, Los Angeles
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Buri, Irene.................. WLIP, Kenneth, Wis.
Califia, Bill G............. KFPG-TV, Bakersfield
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Chote, Forrest T........... KDB, Santa Barbara
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Elliott, Dean............. KHUM, Eureka
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Ferguson, Don.................. KOCQ, Tulare
Forrsell, Gene.................. KIST, Santa Barbara
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Harrison, William............ KTVL, Mesa
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Jarvis, Raymond........... KSF, San Francisco
Johnston, L. C.................. KEEN, San Jose
Jury, Harold............. KTLS, Hollywood
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Klientz, Richard........... KITV, San Bernardino
Kohlenberger, William........... KMNS, San Luis Obispo
Georgia

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Ackerson, William R.

WGHA, Columbus

Andrews, John E.

WRJM, Dunwoody

Beatty, Lamar

WMGA, Moultrie

Bobo, Ruben F.

WRDW, Augusta

Brooks, Lesley P.

WDUN, Gainesville

Brown, Frank H.

WGGA, Gainesville

Brown, Hildie

WDKA, Columbus

Carlton, Redus A.

WGFC, Albany

Cole, Edward

WAGA-TV, Atlanta

Crain, Paul B.

WGCL, Atlanta

Daughterty, C. F.

WSB, Atlanta

Dennis, Ralph M.

WGCV, Valdosta

Dillard, Sam

WGLS, Decatur

Drewry, L. D.

WRFQ, Athens

Duke, Thomas

WALB, Albany

Evans, ill

WGAI, Columbus

Goodrich, H. S.

WMBL, Macon

Hattaway, Robbie O.

WMVG, Milledgeville

Bill, William H., III

WJTH, East Point

Holt, David J.

WBBG, Atlanta

Hoppy, Chesley F.

WLBB, Carrollton

Hunt, Garry C.

WGAA, Cedartown

Hunt, Gary

WRQM, Rome

Jewett, Howard C., Jr.

WDAR, Savannah

Joplin, John

WGAC, Augusta

Kennedy, William P.

WERD, Atlanta

Lindley, John D.

WAVE, Waycross

Laviniston, G. C., Jr.

WATL, Atlanta

Lopresti, Jack

WWNS, Statesboro

Marshall, J. E.

WRLD, West Point

Maltby, Kenneth M.

WHTG, Thomasville

McKay, J. M., Jr.

WLAG, Lagrange

McLeane, Broadus

WKLY, Hartwell

Moake, J. Carl

WLET, Toccoa

Moats, William

WCPP, Savannah

Nichols, Delmas A.

WBGR, Jesup

Norton, J. T.

WBHF, Cartersville

Ogle, David H.

WGDD, Douglas

Owen, Reece

WPXO, Thomasville

Poole, J. W.

WAGA, Rome

Prichard, George P.

WDHG, Dawson

Rabin, John

WWGA, Macon

Roberts, Wendell C.

WQXI, Atlanta

Starr, R. A.

WAGA, Macon

Stephens, Joe

WDJW, Dawson

Straus, Chuck

WFOM, Marietta

Swant, ernst

WJBF, Augusta

Tarpley, Marvin W.

WIBQ, Augusta

Thompson, M. E.

WSAV, Savannah

Weir James B.

WYVP, Vidalia

Whirlin, Paul H.

WKEU, Griffin

Wilder, James M.

WFRP, Savannah

Williams, Edward W., Jr.

WTWA, Thomson

Idaho

Burgess, T. G.

RCID, Caldwell

Carl, E. W.

WICW, Weiser

Eagleston, Richard

KEGM, Boise

Evans, C. W.

KVNI, Coeur d'Alene

Harville, Martin

KCTF, Twin Falls

James, Lloyd

KIDR, Boise

Johanna, James

KWEL, Weiser

Jones, Don

KVCH, Boise

Leahy, Donald R.

KEXI, Boise

Madsen Arch L.

KVVM, Twin Falls

Malcolm, Myron

KJBE, Pocatello

Neathery, John H.

KPHI, Idaho Falls

Price, Gilbert M.

KFXB, Nampa

Trompeter, Harold

KIDO, Boise

Wilson, Gene

KJIC, Lewiston

Young, H. D.

KIPL, Moscow

Illinois

Ashenfelter, Richard L.

WCVS, Springfield

Bailey, Fred

WJBC, Bloomington

Banker, Vincent S.

WFLR, Freeport

Caldwell, John D.

WDJ, Charleston

DeCota, Les

WJOL, Joliet

Derhake, Edmund

WREG, Quincy

Druehl, A. James

WMBD, Peoria

Edwards, Richard K.

WHFQ, Cicero

Fish, Edward

WSDR, Sterling-Dixon

Garcia, William

WOKZ, Alton

Gladson, Elmer

EBSF, Harrisburg

Hages, Elmer P.

WHFC, Cicero

Hirsch, Oscar C.

WKKO, Cairo

Horine, Carl

WWXL, Peoria

Horner, Douglas H.

WGIL, Galesburg

Horstman, Edward C.

WERN-TV, Chicago

Jacker, Edward W.

WAIT, Chicago

Kochel, Ray F.

WPBC, Lincoln

Korn, Thomas F.

WQXO, Chicago

Krausek, William

WBKB, Chicago

Loving, Wayne

WEEK, Peoria

Looper, R. O.

WHOW, Clinton

Luttgens, Howard

WAIQ, Chicago

Lukinich, Rudolph

WURL, Peoria

Lynch, Larry

WQUA, Moline

Marin, T. G.

WRSN, Danville

Meade, Thomas A.

WLPO, Saline

Meyer, John

WKAI, Macomb

Meyers, Carl J.

WGN, WGN-TV, Chicago

Mitchell, Robert J.

WWDE, Chicago

North, Dwight

WCNP, Centralia

Pilcher, Louis P.

KVOL, Lafayette

Plotts, Ellery

WGES, Chicago

Powell, Clair E.

FRM, Chicago

Rastlove, George A.

WRMN, Elgin

Rivas, George

WBYS, Canton

Rowe, Thomas

WLS, Chicago

Schmidt, Emil

WBBI, Chicago

Schneider, C. C.

WJSN, Chicago

Sinnett, Robert J.

WHRD, WHFD-TV, Rock Island

Smith, Wilford A.

WROK, Rockford

Stuckwisch, Milburn H.

WSOY, Decatur

Swart, George E.

WTKE, Springfield

Swingle, Joseph

WKID, Urbana

Tolm, Richard H.

WCRA, Effingham

Ulrich, Carl W., Jr.

WAAF, Chicago

Van Duyne, Louis J.

WKBV, Richmond

Westerdale, Neil R.

WMIX, Mt. Vernon

Whitman, Urlin

WTAD, Quincy

Willett, Charles E.

WJAJ, Jacksonville

Yandell, Rayburn

WJFF, Herrin

Indiana

Anderhold, Harvey

WIRC, Indianapolis

Alden, Eugene E.

WIRE, Indianapolis

Baldwin, Ralph

WAOV, Vincennes

Bock, Francis L.

WJYA, South Bend

Chase, Eugene A.

WKJG, Ft. Wayne

Cole, Herbert

WSBT, South Bend

Crain, Maury

WLBC, Muncie

Dunning, Louis

WKBV, Hobart

Felts, Ray

WTHL, Terre Haute

Finger, Carl J.

WBII, Bedford

Fischer, Eugene A.

WLKP, New Albany

Gadbois, Harry

WASK, Lafayette

Gresham, Stokes

WISH, Indianapolis

Hain, Arnold

WJCD, Seymour

Hoffman, Harold

WBFB, WBFB-TV, Indianapolis

Hokzepel, Don

WGL, Ft. Wayne

Kealey, Ira D., Jr.

WDOT, Lebanon

Keller, Volkert

WSAL, Lockport

Nelson, Earl

WTON, Bloomington

Nafily, Keith

WTMO, Bloomington

Rathkopf, John L.

WDEK, Chicago

Rector, Chester

WIOU, Kokomo

Roult, Kenneth

WCBC, Anderson

Ruyte, Donald

WITZ, Jasper-Huntsburg

Schilling, R. J.

WJSH, Evansville

Schoeney, Erwin

WGBF, Evansville

Schultz, William

WEOA, Evansville

Shroyer, L. M.

WIBU, Anderson
Chief Engineers

Iowa

Stewart, Howard ............. WBOW, Terre Haute
Stinson, Charles F........ WAKM, Woch-Taube
Soltz, Erwin ................ WTMN-KT
Voss, Victor ................ WWCA, Gary
Warren, William Wallace ... WANE, Ft Wayne
Weigel, Morton ............. WTTW-WBBM, Bloomington
West, Paul .................. WERK, Mt. Vernon
Wulliman, James C ......... WCNB, Connersville
Zimmer, Lester ............. WTRC, Elkhart

Amoo, Lloyd R ............. KIOA, Des Moines
Arvidson, Paul ............ WOC, WOC-TV, Davenport
Barker-Heim ................ WKBB, Dubuque
Bartlett, F. E ............. KSO, Des Moines
Burgess, Howard F ......... KXCT, Sioux City
Caldwell, Ken M ........... KCRG, Cedar Rapids
Carlson, Howard .......... KAYL, Storm Lake
Dickens, James .......... KWCRC, Cedar Rapids
Dier, S. C .................. KSCJ, Sioux City
Duncan, Jack H .......... KSMN, Mason City
Easterly, Willard .......... KTRI, Sioux City
Edelson, Ed ............... KWMC, Muscatine
Full, Elliot ............ KXIC, Iowa City
Hall, Robert W .......... KSWL, Council Bluffs
Hancock, Robert ......... KDTH, Dubuque
Hatchett, Wayne J ......... KFJJ, Webster City
Hixenbaugh, George ...... WMT, Cedar Rapids
Kanaro, Elson .......... KICD, Spencer
Kelso, Doyle ............. KASI, Ames
Marshall, Hubert J ......... KKGL, Ft. Madison
Mott, James L .......... KOKX, Keokuk
Parker, Gerald .......... KROS, Clinton
Poole, Jean A .......... KSIB, Creston
Quintin, Charles J ....... KXNT, Des Moines
Reimers, Robert K ...... KCOG, Centerville
Sawyer, Roger ......... KGLO, Mason City
Smith, Alvin ............. KGK, Platte City
Schroeder, R. J ......... KMA, Shenandoah
Sinclair, David .......... KVFJ, Ft. Dodge
Snyder, Reed E ........... WHO, Des Moines
Zuruba, Arnold ......... KDEC, Decorah

Kansas

Allen, Dale .......... KTSW, Emporia
Barnett, Glenn ......... KAYS, Hays
Blesner, Carl B .......... WBRL, Topeka
Bresser, W. D ............ WREG, Topeka
Casey, E. D ............... KGAR, Garden City
Clary, M. H ............. KWHK, Hutchinson
Coltrane, Daniel W ....... KELO, Kansas City
Dickenhearts, Louis .... K Bengal, Page City
Heithecker, Ted .......... KANS, Wichita
Hoisington, Duane ...... KGNO, Dodge City
Howe, Edward H .......... KDKH, Kansas City
Husband, Earle .......... KXN, McPherson
Janinet, J. Sarto ....... KGGF, Coffeyville
Kettner, Ernest L ......... KFIR, Independence
Kidd, T. L ............... KFTR, Wichita
Kramer, Claude .......... KARE, Atchison-St. Joseph
Meek, Richard P ......... KJCK, Junction City
Newby, Harold .......... KAKE, Wichita
Pash, Wayne .......... KSBC, Liberal
Peterson, Willard H ...... KTOP, Topeka
Pyle, Kay ............... KFBI, Wichita
Reed, Daniel ............. KOPA, Liberal
Resset, John J ........... KCLO, Leavenworth
Staats, James L ........... KOM, Pittsburg
Teats, James L .......... KLKC, Parsons
Totten, Gale .......... KJAY, Topeka
Wallack, Chester A ....... KXGB, Great Bend

Kentucky

Cross, Harvey L .......... WFTM, Maysville
Drake, Elmer C .......... WWLO, Louisville
Dawson, Harry .......... WLOU, Louisville
Dentlon, Ralph F ......... WSVG, Somerset
Duban, Paul .......... WVLK, Lexington
Esten, Perry W .......... WRGC, Layne City
Frellinger, A. J ......... WLSI, Pikeville
Fox, J. Francke, Jr ...... WHLN, Harlan
French, James C ........... WUKC, Hazard
Hargrove, Joseph ......... WRTS, Mayfield
Hart, Wm. J. Jr .......... WPKE, Pikeville
Hendricks, Jack .......... WKRT, Bowling Green
Henson, Russell .......... WCTT, Corbin
Hudson, Wilbur .......... WAVE-TV, Louisville
Hulse, C. H ............. WKLY, Glasgow
Jaro, Ear Robert .......... WJJS, Owensboro
Latham, John .......... WBNB, Murray
Locklear, Henry T ......... WKBX, Paducah
Lovell, Henry C .......... WHIR, Danville
Mahoney, Marvin .......... WPFK, Princeton
Meek, Evs .......... WSMN, Menasha
Morris, U. C ............ WPAD, Paducah
Nunn, Vernon R. AM ....... WSON, Henderson
Peters, Harold L .......... WOAL, Owensboro
Picazo, M. E ............. WMTM, Van Cleve
Pontrich, Nolan .......... WKYW, Louisville
Price, Robert L ........... WSBN, Louisville
Rims, C. G ............... WKYL, Paducah
Simson, William L ......... WHOP, Hopkinsville
Smith, T. K ............ WFRY, Frankfort
Summerford, D. C ....... WLKO, Louisville
Toleman, Eld ............ WZIP, Covington
Towner, Orrin W .......... WHAS, Louisville
Weaver, Clarence W ......... WLCI, Ashland

Louisiana

Allen, Donald K .......... WAFB, Baton Rouge
Antony, W. E ............... KWKH, Shreveport
Bailey, Clauds L .......... KSIG, Crowley
Blackmon, L. M .......... KANE, New Iberia
Bloom, J. D. Jr .......... WPLL, New Orleans
Bourgeois, Albert .......... WNOE, New Orleans
Carlson, L. J ............. KENT, Shreveport
Carson, LaVance .. KWSL, Lake Charles
Case, E. E ................ WKBR, Baton Rouge
Craft, A. B .............. KLPL, Lake Charles
Crawford, John .......... KYOB, Alexandria
Curnutt, F. E ............. WKUI, Hammond
Dudley, Vernon .......... WJBO, Baton Rouge
Eckhardt, S. E ............ KTRY, Bastrop
Hebert, Fred .......... KSO, Opelousas
Hyatt, Wm .......... WMP, Lake Charles
Jones, Donald .......... KICL, Houma
Maddock, C. H .......... KTSB, Shreveport
Martin, George P .......... KROP, Abbeville
Neill, William C .......... WJMR-WRMC (FM)
New Orleans

Riddle, Lindsay .... WDSU-TV, WDSU, New Orleans
Schreiber, Raymond S., Jr. WKDQ, August
Sixton, Jesse E .......... KALB, Alexandria
Van Valkenburg, James Edward ..... WOJL, Baton Rouge
Vargo, Andrew .......... KLOU, Lake Charles

Maine

Deters, Arthur .......... WIDE, Biddeford
Dickson, Walter .......... WABI, Bangor
Dinsmore, Harold L ......... WJKD, Augusta
Hall, Leslie R .......... WLAM, Lewiston-Augusta
Hodzik, Roger W .......... WGAN, Portland
Hughes, L. E .......... AGM, Presque Isle
MacGown, Louis P .......... WGNU, Bangor
MacIntosh, Robert W ......... WABM, Houlton
Mason, Donald .......... WCOU, Lewiston
Park, Robert .......... WPOH, Portland
Perry, Roger L .......... WPOR, Portland
Riuz, Horace .......... WMTW, Portland
Smith, Dan B .......... WCNJ, Portland
Sutherland, David H .......... WTVL, Waterville
Wibby, John .......... WHLZ, Bangor

Maryland

Bareham, William C .......... WBAL-TV, WBAL, Baltimore
Brewer, G. Harold .......... WJFI, Baltimore
Chaconas, Nicholas J ........ WYAL, Silver Spring
Cleland, William Paul ........ WCMU, Cumberland
Duffy, James S .......... WJZ, Baltimore
Herr, Donald ............. WJHC, Bethesda
Houston, G. Porter .......... WCM, Baltimore
Jones, Martin L .......... WCAO, Baltimore
Jones, Paul C .......... WJST, Baltimore
Kuntz, William .......... WASA, Havre de Grace
Lahnah, Glenn .......... WAAM-TV, Baltimore
McIntire, George .......... WJWJ, Hagerstown

1247
Chief Engineers

Massachusetts
Asher, James D. WJDA, Quincy
Ayer, Walton T. WVEC, Pittsfield
Baldwin, Ph. R. WBDH, Boston
Bartol, Frances. WXOF, Framingham
Brownlow, E. A. WTAG, Worcester
Darley, Wm. B. WMNX, North Adams
Dorschung, Harold A. WEEL, Boston
Gaunt, Eunice. WHAV, Haverhill
Glinka, Richard. WACE, Chicopee
Grobowsky, Z. V. WNBH, New Bedford; WCBW, Yarmouth
Hale, Roland C. WCOP, Boston
Hauser, W. H. WBZ-TV, Boston
Hewitt, Clinton. WSPR, Springfield
Hinckley, George A. WLAW, Lawrence
Jaspert, Geo. H. WCCM, Lawrence
Joslin, F. R. WEARE, Ware
Lawrence, WYBV, Pittsfield
Manisjian, John. WMEX, Boston
Michael, Anthony G. WLLH, Lowell-Lawrence
Michelovitz, John. WSPW, Springfield
O'Grady, Gerald F. WNAW, North Adams
Paley, Jack. WHYN, Holyoke
Parker, John. WLTY, Lynn
Pavao, John. WHAR, Fall River
Rattigan, Herbert. WBMS, Boston
Spates, James L. WTXF, Springfield
Townsend, George. WSPR, Springfield
Vincent, P. WHOB, Gardner
Wheeler, Lelard F. WHAI, Greenfield
Wilson, Vernon P. WNEB, Worcester

Michigan
Allen, James W. WHRY, Ann Arbor
Anick, Paul F. WMBC, Battle Creek
Blumersch, Homer. WMRF, Flint
Braun, Leon H. WJU, New Ulm
Brown, Elwood. WBAB, Adrian
Broczek, Wm. E. WJWI, Marquette
Burgan, George L. WHDF, Houghton
Clark, Edward H. WJLB, Detroit
Carpenter, Ralph H. WBCM, Bay City
Carr, Wm. P. WQGO, Owosso
Castle, C. X. WJIM, Lansing
Cole, Steve. WCEN, Mt. Pleasant
Dahlabacka, Arno. WJIM, Ironwood
Fallain, Frank D. WDFL, Flint
Forsyth, Ed. WWOK, Owosso
Frincke, Paul O. WJBR, WJBR-TV, Detroit
Gerans, Aris J. WBCK, Battle Creek
Groeveeit, Richard. WGRD, Grand Rapids
Greve, Irving. WYFC, Alma
Jones, Darrell. WTAC, Flint
Kaiser, Eugene A. WIKR, Iron River
Kiker, Wm. H. WTCM, Traverse City; WATZ, Alpena
Klann, Harvey. WHAK, Rogers City
Kocher, Charles. WXYJ, WXYJ-TV, Detroit
Lee, Carl E.
Lewis, W. E. WEF, Grand Rapids; WIZO, Kalamazoo
Leydorf, George. WJKB, Detroit
Maloney, Bernard R. WJPD, Ishpeming
Martin, Jerrold. WMKH, Dearborn-Detroit
McCullough, Earl. WJAZ, Saginaw
Morris, Wm. F. WSOO, Sault Ste. Marie
Munn, E. Harold, Jr. WTVB, Coldwater
Pendleton, K. B. WKBZ, Muskegon
Peterson, Ludwig. WLOE, Lansing
Pomeroy, John C. WILS, Lansing
Robinson, Munson. WHPB, Benton Harbor
Ryan, Elwood. WJBB, Benton Harbor
Sparks, Garrett G. WEXL, Royal Oak
Stearns, George D. WPAG, Ann Arbor
Stephens, Carl. WGFG, Kalamazoo

Steve, Larry G. WLAV, WLAV-TV, Grand Rapids
Stone, Earl J. WELX, Battle Creek
Stoner, Marion. WTTH, Port Huron
Thrall, James K. WPHN, Port Huron
Thrun, Russell S. WILS, Port Huron
Timmer, Jack. WFUR, Grand Rapids
Wesser, Carl. WWJ, Detroit
Wright, Millard. WHTC, Holland
Williams, Russell. WJW-T, Detroit
Wilson, Robert. WOOD, Grand Rapids
Wright, W. W. WKNX, Jackson
Wolf, Peter A. WMDN, Midland
Woody, Floyd. WGRO, Bay City

Minnesota
Allen, Harald E. KGDE, Fergus Falls
Beloung, J. J. WCCO, Minneapolis
Bothman, Henry J. KTRF, Thief River Falls
Brattigam, Gene. WLOL, Minneapolis
Clarke, Fred C. KAAA, Red Wing
Cross, Bob. KROC, Rochester
Dettman, Robert. KDAL, Duluth
Fennesemeyer, Ross. KZY, Grand Rapids
Geiken, Don. KVOX, Moorhead
Hagaman, Boynton. KLER, Rochester
Headen, Harvey V. KEYD, Minneapolis
Holt, Robert. KATE, Albert Lea
Hondorf, Ray. KZOK, Alexandria
Hyde, John E., Jr. KDLH, Faribault
Johnson, Stanley. KWNW, Winona
Kiewel, William J. KROX, Crookston
Lasky, Melvin.
WDSM, Duluth-Superior; WEVE, Eveleth
Lentz, Gerald. KXRA, Alexandria
McManus, R. B. WFLM, Marshall
Lindner, Willard. KWLM, Willmar
Lounsberry, William H. WRED, Duluth
McMahan, John.
KSTP, KSTP-TV, St. Paul-Minneapolis
Mickelson, M. F. WKBW, Wadena
Kasmussen, Sumner. WPBC, Minneapolis
Katz, John M. WTNM, Minneapolis
Unkenholz, Grant. KMBW, Breckenridge
Vandervlis, Art. KBUN, Bemidji
Wilson, Walter. KSAU, Fairmont
Winkler, Charles. WGGY, Minneapolis
Witschen, Robert. KFAM & FM, St. Cloud

Mississippi
Aldridge, Charlie. WNAG, Grenada
Aldridge, Jay. WROB, West Point
Allen, Ray. WJPR, Greenville
Anderson, James B. WCMA, Corinth
Benson, G. G. WRBC, Jackson
Betmarit, Alois. WMOX, Meridian
Brady, Philip. WAPF, McComb
Drake, E. C. WQBC, Vicksburg
Frantz, F. H. WHOC, Philadelphia
Gilmore, Lawrence. WCCL, Cleveland
Graves, C. D. WFOX, Clarksdale
Graves, Clyne. WAML, Laurel
Greene, LeRoy. WELO, Tupelo
Hook, Charles T. WGCM, Gulfport
Jetton, Weldon H. WGV, Greenville
McPeirce, Thomas. WCBG, Columbus
McLemore, B. B. WFOR, Hattiesburg
Murphy, Don. WPLJ, Picayune
Paterson, John X. WJMS, Jackson
Perkins, C. A. WLSL, Jackson
Pharris, Tom. WJMB, Brookhaven
Pleasant, Wm. C. WJPN, Pearl
Sanders, Robert. WSKB, McComb
Saxon, Joe. WTKL, Meridian
Sharpling, Charles. WHSY, Hattiesburg
Tolar, Ray. WCUI, Columbia

Missouri
Barker, Lee E. KICK, Springfield
Bauer, Fritz. KWTO, Springfield
Bench, Edward B., Jr. KSTL, St. Louis
Bruner, Bob. KXBD, Kansas City
Chapin, Wells. WIL, St. Louis
Conner, Bob. KBOA, Kennett

1248
Chief Engineers

Curry, William..........KTTTS, Springfield
Flaherty, J. D. (WAFN, Kansas City
Goldenberg, Henry........WBBN, Kansas City
Gregg, Paul.............KNEH, Nevada
Hackmann, Leroy.........KWOE, Jefferson City
Halig, Everett...........KFBK, Kansas City
Harrison, Austin A.......KSWM, Joplin
Harvey, Harry...........KMOX, St. Louis
Hirsch, Ralph L..........KSIM, St. Louis
Irminer, Roy.............KRES, St. Joseph
Koch, J. Wesley........KFEQ, St. Joseph
Lamford, J. P...........KDMO, Carthage
Langdon, W..............KOMA, Joplin
Lidenton, Donald M........KWOC, Poplar Bluff
Meador, Ralph..........KFSB, Joplin
Mitchum, Martin M........KTTR, Rolla
Moller, Ivan...........KFRA, St. Louis
Morris, Ben..............KWRE, Warren, Tenn
Parrish, Al.............KSIM, Kansas City
Porter, Charles........KIRX, Kirksville
Krekari, Arthur F........KOKM, St. Louis
Risk, J. E..............KSD-TV, St. Louis
St. Vrain, W. E........KXLL, St. Louis
Troglen, Karl............KCVO, Kansas City
Volp, Joseph A........KWEU, St. Louis
White, E. Dennis........KGBX, Springfield
Williams, Bill...........KMMO, Marshall
Williams, James........KKNX, St. Louis
Zehr, Nicholas..........KWK, St. Louis

Montana
Bauer, George H.........KOJ, Havre
Dahl, Ralph..............KQWO, Great Falls
Foster, Jim..............KROP, Butte
Goodreau, Ed...........KXLI, Helena
Halvorsen, Oscar H........KGCV, Sidney
Hildebrand, Ted........KIMY, Billings
Jones, Verle J........KAVR, Havre
Kukkola, Euzene..........KXLL, Great Falls
Myhr, Wilbur L........KFBB, Great Falls
Parker, Duane...........KXLO, Bozeman
Patterson, William H.....KGEZ, Kalispell
Poole, Henry B., Jr.....KMON, Great Falls
Powers, Don Holmes.......KXGN, Glendive
Provis, W. J..............KXLF, Butte
Sather, David...........KXLO, Lewistown
Schofield, Charles L..KRFJ, Miles City
Sylvester, Dick........KPKR, Livingston

Nebraska
Allison, Duane B........KHAS, Hastings
Blakesely, H. Jay........KODY, North Platte
Davenport, Edward........KCMA, Grand Island
Emerson, Wilbur R........KWBE, Beatrice
Hardy, Harold...........KJSK, Columbus
Korinek, M. J...........KOLN, Lincoln
Koteva, Robert...........KXTV, Omaha
Lenwell, LeRoy W........KBRK, McCook
Lewis, Jack..............KGFW, Kearney
Morison, Harold A........KCF, Scottsbluff
Moudy, Dale.............KOWH, Omaha
Nelson, N. P.............KOWH, Omaha
Prector, Leslie A........KNEB, Scottsbluff
Schoeder, R. J...........KNTV, Omaha
Welna, Richard E........KBON, Omaha
Wiedenbach, Frank........WJAG, Norfolk
Winkler, Charles........KOIL, Omaha
Young, Fred.............KKAM, Las Vegas

New Hampshire
Batchelder, Ernest F......WKNE, Keene
Bingham, Robert C.........WNNH, Manchester
Chandler, Vincent C........WMUR, Manchester
Davis, Albert J...........WTSV, Claremont
Davis, George............WXXL, Concord
Hennessey, F M...........KFKM, Farmington
Phillips, Royston.........WKBR, Manchester
Schow, Reginald A. B......WFME, Manchester
Vacarro, Anthony.........WHNH, Portsmouth

New Jersey
Brenner, Frank V.........WATV, Newark
Chassey, Frederick........WKDN, Camden
Fekel, Francis...........WSNJ, Bridgewater
Foster, Herman...........WHIS, Newark
Godfrey, Earl...........KXGW, Atlantic City
Katz, Norman.............WMID, Atlantic City
Kilmer, Theodore P........WTMM, Trenton
Lucas, Earl T............WJTV, Atlantic City
McKnight, Cleon..........WJLX, Asbury Park
Mullen, C. V............WWBZ, Vineland
Novak, John..............WNTN, Trenton
Prow, Rudy..............WWMN, Morristown
Testan, Peter...........WNJR, Newark
Thorn, Blair R...........WFPF, Atlantic City
Williams, Robert L........WCIC, Brunswick
Zander, John.............WCAM, Camden

New Mexico
Carman, W. H............KOAT, Albuquerque
Dodd, Leonaurd........KGGM, Albuquerque
Hutches, Venosa........KICA, Clovis
Johnson, George S., KOB, KOAT, Santa Fe
Morrison, John..........KVDR, Albuquerque
Palmer, Ray.............KGR, Gallup
Barker, Eugene...........KOKN, Santa Fe
Schultz, A. F............KFUN, Las Vegas
Sene, William...........KAVE, Carlsbad
Walz, Russell A........KCHS, Hot Springs
White, David Fred, Jr.....KTMP, Morristown
Wilkins, Ray............KTRC, Santa Fe

New York
Atherton, Otto...........WHLI, Olean
Azar, Salomon A........WUSJ, Lockport
Barron, William A........WKBX, Cortland
Bartlett, Benton R.......WWRL, Woodside
Bates, Wiley R...........WODS, Oneonta
Beck, Irving P...........WSNY, Schenectady
Bell, Allen..............WELM, Elmira
Belle Isle, Armand G.......WSYR-TV, Syracuse
Brown, Charles...........WEVD, N. Y.
Bubbers, John J.........WLIB, New York
Burke, John P.............WEOK, Poughkeepsie
Chasins, Abram...........WQXR, N. Y.
Chismark, Albert H........WTBY, Troy
Crow, H. Eugene...........WHEG, Syracuse
Czaplick, Gus..............WJWL, Niagara Falls
David, W. Russel, Sr.....WPTR, Albany
Delaney, James...........WALM, Rome
Dowey, John..............WIBM, Utica
Dowling, William..........WCBA, Cornings
Dye, Robert..............WNDR, Syracuse
Edwards, Fred............WKOA, Utica
Emch, Robert............WARC, Rochester
Fiedler, LeRoy...........WKBW, Buffalo
Fuelling, Paul...........WMGM, N. Y.
Gabriele, Vincent J......WYOS, Liberty
Gardner, Kenneth J.......WHEM-TV, WHAM, Rochester
Graves, Peter F...........WGTU, Utica
Gram, James.............WWHG, Hornell
Greene, R. Carlton........WQVA, Geneva
Greene, Thurlowe A........WENY, Elmira
Hallinan, Charles........WKOP, Binghamton
Hanson, O. B.............WNBC, N. Y.
Heisler, Charles.........WROW, Albany
Henderson, Ken...........WNY, Rochester
Henry, Carroll—Studio Super., WRUN, Utica
Heustis, Henry...........WEAF, Plattsburg
Hill, Emile..............WJGD, Utica
Hoffman, Jack A..........WGR, Buffalo
Hoffman, Norma R..........WHCU, Ithaca
Holingsworth, R. Lec........WBBS, Oyster Bay
Housekeeper, Peter........WPIX, New York
Howard, T. John...........WPXH, Rochester
Kelley, A. A..............WIRN, Binghamton
Kingsley, Ralph J........WHTN, Elmira
Knaack, Frank D...........WHIL, Hempstead
Kratzert, Harold J........WJTN, Jamestown
La Casse, Larry.........WLEA, Hornell
## Chief Engineers

### Washington

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Autosyn, E. P.</td>
<td>KSPQ,</td>
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<td>Bookwalter, Louis S.</td>
<td>KJTE, Seattle</td>
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<tr>
<td>Boor, John</td>
<td>KMO, Tacoma</td>
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<tr>
<td>Brott, F. J.</td>
<td>KLUL, Longview</td>
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<tr>
<td>Brown, Ralph</td>
<td>KLAL, Seattle</td>
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<tr>
<td>Burns, Darrel K.</td>
<td>KXXL, Ellensburg</td>
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<tr>
<td>Cabe, Les</td>
<td>KRSC, Seattle</td>
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<tr>
<td>Cook, Gene</td>
<td>KQXK, Boston</td>
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<tr>
<td>Dubuque, John</td>
<td>KXAS, Seattle</td>
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<td>Evans, C. W.</td>
<td>KBEW, Spokane</td>
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<tr>
<td>Facey, Dave</td>
<td>KZTV, Seattle</td>
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<td>Frese, George</td>
<td>KPO, Wenatchee</td>
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<td>Goodwin, Sherwin</td>
<td>KKLK, Kirkland</td>
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<td>Hallberg, Bert</td>
<td>KFRE, Bremerton</td>
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<td>Harper, Ernest</td>
<td>KXOS, Bellingham</td>
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<td>Holmes, John</td>
<td>KELS, Kelso</td>
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<td>Kelley, John</td>
<td>KELA, Centralia-Chelatchi</td>
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<tr>
<td>Kissler, Roland</td>
<td>KSEM, Moses Lake</td>
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<td>Langford, George</td>
<td>KXXL, Spokane</td>
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<td>Lind, Perry</td>
<td>KOL, Seattle</td>
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<td>Macafferty, M. L.</td>
<td>KJZJ, Walla Walla</td>
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<td>MacGregor, D. W.</td>
<td>KWWN, Albany</td>
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<td>McCreight, C. J.</td>
<td>KWKB, Kennewick</td>
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<td>McDonough, D. M.</td>
<td>KVI, Seattle</td>
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### West Virginia

<table>
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<td>Baker, Fred A.</td>
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<td>Barickman, Buford J.</td>
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<td>Boyd, Dallas P.</td>
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<td>Brooks, V. G.</td>
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<td>Brown, Harry S.</td>
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<td>Bullio, Robert W.</td>
<td>WBTH, Williamson</td>
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<td>Craver, Campbell J.</td>
<td>WMON, Montgomery</td>
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<td>Dixon, William E.</td>
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<td>Drummond, June</td>
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<td>Flanagan, P. T.</td>
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<td>Ginkel, Al J.</td>
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<td>Graham, Charles E.</td>
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<tr>
<td>Heil, Sterling H.</td>
<td>WEMP, Martinsburg</td>
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<td>Hough, R. D.</td>
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<td>Keim, Edward L.</td>
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<td>Kilpatrick, Leroy</td>
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<td>MacCormack, Ralph</td>
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### Utah

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<td>Bell, C. Wendell</td>
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<td>Booth, Wayne T.</td>
<td>KLO, Ogden</td>
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<td>Clayton, Vincent</td>
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<td>Cozzens, Melville</td>
<td>KSUT, Lake City</td>
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<td>Heyborne, Robert L.</td>
<td>KSUB, Cedar City</td>
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<tr>
<td>Keys, Henry</td>
<td>KYYO, Provo</td>
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<td>Mitchell, Compson C.</td>
<td>KIAM, Vernal</td>
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<td>Olsen, Gordon</td>
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<td>Yates, Rom</td>
<td>KCRS, Midland</td>
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<td>Zuehl, Richard</td>
<td>KWED, Logan</td>
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### Vermont

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<th>Name</th>
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<tr>
<td>Beiser, Theodore</td>
<td>WDEV, Waterbury</td>
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<tr>
<td>Davis, L. C.</td>
<td>WWSR, St. Albans</td>
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<td>McKerman, James F.</td>
<td>WTBN, St. Johnsbury</td>
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<td>Quill, John C.</td>
<td>WNJOY, Burlington</td>
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<tr>
<td>Tierney, J. W.</td>
<td>WXCA, Burlington</td>
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### Virginia

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
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<tr>
<td>Adel, Sammie T.</td>
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<td>Anthony, Robert E., Jr.</td>
<td>WHAP, Hopewell</td>
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<td>Bishop, Lawrence</td>
<td>WXTT, Washington</td>
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<tr>
<td>Boyer, Ed.</td>
<td>WBBO, Galax</td>
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<td>Brann, Lou.</td>
<td>WGH, Newport News</td>
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<td>Brann, Warren L.</td>
<td>WSVA, Harrisonburg</td>
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<td>Briggs, J. P.</td>
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<td>Charles, Maurice</td>
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<td>Christou, Charles R.</td>
<td>WPLO, Farmville</td>
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<td>Deboer, John</td>
<td>WPRI, Boston</td>
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<td>Faison, Charles E.</td>
<td>WPBY, Palaaki</td>
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<td>Hall Frank A.</td>
<td>WROV, Roanoke</td>
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<tr>
<td>Hinkle, Charles</td>
<td>WFPA, Fredericksburg</td>
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<td>House, Leon C.</td>
<td>WJMJ, Staunton</td>
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<td>Kennedy, Lawrence</td>
<td>WINA, Charlottesville</td>
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<tr>
<td>Kyle, James W.</td>
<td>WMBG, WTVR, Richmond</td>
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<td>Lessley, Lindsey</td>
<td>WEAL, Lexington</td>
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<td>Lindell, Dick</td>
<td>WENT, Norfolk</td>
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<td>Manoog, M. M.</td>
<td>WAWS, Norfolk</td>
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<td>McGuigan, George W., Jr.</td>
<td>WLEE, Richmond</td>
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<td>Medley, Jimmy</td>
<td>WFAX, Falls Church</td>
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<td>Murphy, Emmett</td>
<td>WMVA, Martinsville</td>
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<tr>
<td>Myers, Dewey W.</td>
<td>WMRA, Martinsville</td>
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<tr>
<td>Newman, J. Edward</td>
<td>WDDJ, Roanoke</td>
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<tr>
<td>Norris, Luther</td>
<td>WYVE, Wytheville</td>
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<tr>
<td>Orth John T.</td>
<td>WVLA, Lynchburg</td>
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<tr>
<td>Pinkerton, Forest T.</td>
<td>WWOD, Lynchburg</td>
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<tr>
<td>Rabbie, R. W.</td>
<td>WDBL, Richmond</td>
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### Wisconsin

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
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<tbody>
<tr>
<td>Berzun, Kenneth</td>
<td>WBIW, Eau Claire</td>
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<tr>
<td>Boos, Jerry</td>
<td>WDLB, Marshfield</td>
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<tr>
<td>Clay, Wayne A.</td>
<td>WFKL, Clinton</td>
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<tr>
<td>Dechant, F. Lee</td>
<td>WRJR, Racine</td>
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<tr>
<td>Dodge, George</td>
<td>WFOX, Milwaukee</td>
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<tr>
<td>Duben, W. C.</td>
<td>WONT, Manitowoc</td>
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<tr>
<td>Evans, Ralph K.</td>
<td>WLMW, Milwaukee</td>
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<tr>
<td>Fliegel, E. W.</td>
<td>WNAM, Neenah-Menasha</td>
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<tr>
<td>Grecely, W. M.</td>
<td>WISC, Madison</td>
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<tr>
<td>Hahn, Norman</td>
<td>WIBA, Madison</td>
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<tr>
<td>Holbrook, Darrel</td>
<td>WLDY, Ladysmith</td>
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<tr>
<td>Holmes, Stanley</td>
<td>WVEZ, Beloit</td>
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<tr>
<td>Host, Raymond</td>
<td>WMAG, Milwaukee</td>
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<tr>
<td>Jovremson, Thorwald</td>
<td>WEAU, Eau Claire</td>
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<td>Kolsky, Robert</td>
<td>WJMC, Rice Lake</td>
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<td>Laeser, Phil</td>
<td>WTMJ, Milwaukee</td>
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<tr>
<td>Leeman, Al</td>
<td>La Crosse, WKBH</td>
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<td>Link, Otto, R.</td>
<td>WUWM, Milwaukee</td>
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<tr>
<td>Lubinski, Cas.</td>
<td>WLIP, Kenosha</td>
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<td>Mayer, Herbert J.</td>
<td>WHHL, Sheboygan</td>
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<tr>
<td>Merki, George A.</td>
<td>WGBY, Janesville</td>
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<tr>
<td>Meyers, Wendell S.</td>
<td>KPFI, Pond Du Lac</td>
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<tr>
<td>Miller, Gordon</td>
<td>WPHR, Wisconsin Rapids</td>
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<tr>
<td>Mounoue, Gino</td>
<td>WMIL, Milwaukee</td>
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<tr>
<td>Novotny, Donald A.</td>
<td>WQCR, Milwaukee</td>
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<tr>
<td>Paske, Roland E.</td>
<td>WEMP, Milwaukee</td>
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<td>Randall, Arlin</td>
<td>WAUX, Waukesha</td>
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### Wyoming

<table>
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<th>Name</th>
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<tr>
<td>Barnhart, Phil.</td>
<td>KODI, Cody</td>
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<tr>
<td>Clark, Gordon E.</td>
<td>KRAL, Rawlins</td>
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<tr>
<td>Croswithe, Bob</td>
<td>KWOY, Cody</td>
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<tr>
<td>Mueller, Gilbert</td>
<td>KVRS, Rock Springs</td>
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<tr>
<td>Mars, John</td>
<td>KYOC, Casper</td>
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<td>Simons, Duane</td>
<td>KSPR, Casper</td>
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<td>Smith, L. O.</td>
<td>KOWB, Laramie</td>
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<td>Toomey, Frank</td>
<td>ROVE, Lander</td>
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</table>
INTERNATIONAL

International Broadcast Stations
In The United States

☆

Stations of Mexico

☆

Radio Cadena Nacional, S. A.

☆

Radio Programas de Mexico, S. A.

☆

AM Stations of Cuba

☆

TV Stations of Cuba

NINETEEN FIFTY-ONE

1253
IN addition to the
termed during a busy season. The large
director's room is presided over by George
tion by George
Cueto, who also functions as production
manager. A soundproof studio opens from
the main salon. The control room is con-
tiguous to the studio. A rehearsal room
and large office also open from the main
salon.

Four commercial programs emanate
from the WOV-Rome studios daily, keep-
ing the entire staff on its toes. These
programs take distinctly different forms
—news reports, commentaries, interviews,
on-the-spot reporting and travelogues.

WOV-New York listeners were treated
to a recording of the voices of Linda
Christian and Tyrone Power at their wed-
ding in Rome. The WOV mike was in the
orange blossoms before the altar where
they were wed, and Cueto through his
ingenuity obtained a perfect recording
of the event.

A WOV recording broadcast in America
was credited with saving the life of 12-
year old Elio Graffi of Rome. Elio, ill with
a believed incurable complaint, spoke
through the WOV mike to millions of lis-
teners. Funds for his care poured in from
America and the child's life was saved.

In a recent “March of Time” presenta-
tion, part of the sound track was recorded
by WOV on-the-spot at the Italian Boys
Republic.

WOV had the first radio account of the
finding of the tomb of St. Peter in the
recent excavations. The account was given
by chief Vatican archaeologist, Professor
Enrico Josi. This was followed by a further
exclusive when your writer revealed the
story of the finding of the relics of St.
Peter. A series of six programs traced the
historic phases through which the
tomb went preceding its recent discovery.
The details of this patient work will be
compiled in a book by this writer and
Professor Josi. (“The Tomb of St. Peter.”)

The personnel of the WOV-Rome studios
and offices, in addition to Cueto, Basco,
Novasio and Gerbi, include Vera Pon-
tanella, script writer and correspondent;
Magio Maffio-Letti, engineer; Lina Lus-
trati, traffic; and Matilda Biaggi, secretary.
Sponsors placed through WOV-Rome in-
clude Linee Aeree Italiane, E.N.I.T., The
Island of Sicily, and others.

The WOV-Rome studios and offices are
located in a palatial mansion known as
Bondi Palace. It is immediately across
the street from the Medici Villa and gar-
dens. On the same block is the famed
Villa Borghese, Rome's beautiful Public
park. WOV's address is No. 4 Via di
Porta Pinciana.

The WOV offices and studios consist of
a salon and five spacious rooms with high
ceilings, in keeping with the design of a
Roman palace. The salon is used as recep-
tion and leisure room for the large num-
ber of visitors who drop in. Nearly one
thousand callers a month have been regis-
ted during a busy season. The large
director's room is presided over by George
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** ** ** ** **

1254
## International Stations in the United States

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Ownership</th>
<th>Power</th>
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<tbody>
<tr>
<td>The Associated Broadcasters, Inc. San Francisco, California</td>
<td>KWID-1 -2</td>
<td>Government owned</td>
<td>100 kw.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government owned</td>
<td>50 kw.</td>
</tr>
<tr>
<td></td>
<td>-3</td>
<td>Privately owned</td>
<td>50 kw.</td>
</tr>
<tr>
<td></td>
<td>WABC-5 -6</td>
<td>Government owned</td>
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<tr>
<td></td>
<td></td>
<td>Government owned</td>
<td>50 kw.</td>
</tr>
<tr>
<td></td>
<td>-3</td>
<td>Government owned</td>
<td>50 kw.</td>
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<td></td>
<td>WLWO-1 -2</td>
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<td>75 kw.</td>
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<tr>
<td></td>
<td></td>
<td>Privately owned</td>
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<tr>
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<td>WLWO-3 -4</td>
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</tr>
<tr>
<td></td>
<td>-5</td>
<td>Government owned</td>
<td>75 kw.</td>
</tr>
<tr>
<td></td>
<td>-6</td>
<td>Government owned</td>
<td>75 kw.</td>
</tr>
<tr>
<td></td>
<td>-7</td>
<td>Government owned</td>
<td>75 kw.</td>
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<tr>
<td></td>
<td>-8</td>
<td>Government owned</td>
<td>75 kw.</td>
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<tr>
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No mystery...

This ability to serve Mexico's rich market!

Out of Mexico City's thirty-odd broadcasters, XEW and XEQ alone enjoy a combined 85% of the great metropolitan audience.

This remarkable response is also found in provincial Mexico, so substantially covered by W's and Q's nation-wide networks, as well as by the comprehensive good job of a sister organization: Radio Programas de México.

Sounds like a monopoly?... Granted!... However, there's no trick to that... It's downright popularity and listener's loyalty - the pay-off of years of experience and service, plus a stubborn determination to give the Mexican family good, friendly radio entertainment!

Mexico's familiar call letters

XEW - XEQ

Coming soon XEWTV * XEQTV

* With the highest antenna in the world, on Mount Popocatepetl, 17,000 feet above sea level.
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Frequency (Kcs.)</th>
<th>Power</th>
<th>Location</th>
<th>Owner, Mgr. or Operating Agency</th>
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<td>Manuel Rodriguez V.</td>
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<td>San Luis Potosi, S. L. P.</td>
<td>Benjamin Briones</td>
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</table>

1257
Call Letters Frequency (Kcs.) Power Location Owner, Mgr. or Operating Agency

XEBO ....... 1330 500 Irapuato, Gto. Alfonso Martinez
XEFP ........ 1260 250-Torreón, Coah. Alejandro O. Stevenson
XEBS ........ 1250 250-Mexico, D. F. Hispano Mexicano, S. A.
XEBU ........ 1240 250 Chihuahua, Chih. Enriqueta G. de Uranga
XEBS ........ 1280 250 Chihuahua, Chih. Radioemisora del Norte S. de R. L.
XEBS ........ 610 500 Sabinas, Coah. Eugenio Rodriguez T.
XEBS ........ 660 500 Mexico, D. F. Vocero Mexicano, S. A.
XECD ........ 1170 350 Puebla, Pue. Roberto Canedo
XECE ........ 1410 500-­N Los Mochis, Sin. Francisco Perez H.
XECH ........ 1490 250 Toluca, Mex. Rodolfo Llamas
XECL ........ 990 500 Mexicali, B. C. Alfonso A. Lacarra
XECD ........ 1450 250 Culiacán, Sin. Radio Culiacan, S. de R. L.
XECL ........ 1430 1000 San Luis Potosí, 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, Ruperto Villarreal Tams.
XEDE ........ 1450 100 Magdalena, Son. Jesus L. Rochin
XEDE ........ 1250 500 Guadalajara, Jal. Manuel Lopez Diaz
XEDL ........ 1250 500 Hermosillo, Son. Eufemia Esque de Vidal
XEDE ........ 600 1000 Torreon, Coah. Difusora del Norte, S. A.
XEDR ........ 1490 500 Guaymas, Son. Refugio Ortega
XEDE ........ 1420 500 Mazatlan, Son. Alejandro A. Schober
XEDE ........ 1400 150 Durango, Dgr. Carlos C. Armas
XEDW ........ 1280 250 Minatitlan, Ver. Daniel Schacht Perez
XEDW ........ 1540 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, Rafael T. Carranza Tams.
XEFI ........ 1440 1000 Chihuahua, Chih. Pregonero del Edo. de Chihuahus
XEFM ........ 1270 100 Leon Gto. Sucrs. R. Ortiz Gonzalez
XEFO ........ 1110 5000 Mexico, D. F. Cadena Radio Nacional
XEQF ........ 980 500 Cananea, Son. Pedro L. Diaz
XEFO ........ 1240 250 Ciudad Juarez, Chih. Dario Cordoba
XEFW ........ 810 5000 Tampico, Tams. Flores y Martinez
XEGL ........ 1270 500 Navojoa, Son. Fausto M. Gomez
XEGM ........ 950 1000-­N Tijuana, B. C. Gustavo Faist Farnandez
XEGR ........ 250 250 Acambaro, Gto. Jose Martinez Ramirez
XEHF ........ 1370 1000 Nogales, Son. Gaston Mascarenas
XEHK ........ 960 250 Guadalajara, Jal. Francisco E. Fregoso
XEHX ........ 1010 500 Guadalajara, Jal. Radiodifusoras de Occidente, S. A.
XEHX ........ 590 500 Hermosillo Son. Radio Hermosillo, S. de R. L.
XEHU ........ 1090 250 Puebla, Pue. Roberto Canedo
XEHV ........ 1310 1000 Veracruz, Ver. Sucs. de Juan A. Palaricini
XEJA ........ 1400 100 Jalapa, Ver. Adolfo Alvarez
XEJC ........ 1420 150 Cuernavaca, Mor. Miguel A. Tenorio
XEJE ........ 1310 250 Guadalajara, Jal. Guillermo Johnston
XEJF ........ 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.
XEKL ........ 1400 250 Acaquilua, Gro. Ramon Ortega Escobedo
XEKL ........ 500 250 Jalapa, Ver. Carlos Ferrea Matos
XEKS ........ 1300 100 Saltillo, Coah. Efain Lopez
XELA ........ 830 1000 Mexico, D. F. Radio Metropolitana, S. A.
XELC ........ 1600 1000 La Piedad, Mich. Heriberto Guizar Castro

1258
<table>
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<th>Call Letters</th>
<th>Frequency (Kcs.)</th>
<th>Power</th>
<th>Location</th>
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all MEXICO will hear your message through RCN Affiliated 75 Broadcasting Stations

ACAMBARO, GTO.
ACAPULCO, GRO.
AGUA PRIETA, SON.
AGUASCALIENTES, AGS.
C. CAMARGO, CHIH.
C. DELICIAS, CHIH.
C. GUZMAN, JAL.
C. JUAREZ, CHIH.
C. OBREGON, SON.
CUERNAVACA, MOR.
CUAUTLA, MOR.
CULIACAN, SIN.
CHIHUAHUA, CHIH.
DURANGO, DGO.
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LEON, GTO.
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MAZATLAN, SIN.
MENDOZA, YUC.
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MORIELA, MIC.
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TLAQUEPAQUE, JAL.
TORREON, COAH.
VERACRUZ, VER.
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RADIO CADENA NACIONAL
Vallarta 1 Sixth Floor Mexico D.F.
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**Radio Cadena Nacional, S. A.**

*Head Office: Vallarta #1 General Offices: Vallarta #1*

*Phones:*

Head Office: 21-01-78—36-84-68

*P. O. Box 7892
Mexico City, Mexico*

**PERSONNEL**

President & General Manager ........................................ Rafael Cutberto Navarro
Vice-President Manager ................................................ Miguel A. Tinoco
Assistant Manager—Accounting ........................................ Raquel Burgos Romero
Assistant to President ............................................. Maria Vázquez
Advertising Department ............................................ Héctor Ventura de Castro

**AFFILIATED STATIONS IN MEXICO**

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Radio Programas de Mexico, S. A.
Head & General Offices: Bucareli 109
Phones:
Head Office: 35-13-73—12-72-34
General Offices: 36-29-01—12-65-44—13-91-14
P. O. Box 1324
Mexico City, Mexico

— PERSONNEL —

President & General Manager.................................................. Clemente Serna Martinez
Assistant Manager—Commercial.................................................. Antonio Eufracio Ontiveros
Assistant Manager—Accounting.................................................. Horacio Niño Medina
Executive ................................................................. V. Mundz Ayarza
Executive ............................................................... Victor Rivero
Assistant to Pres. & Gen. Mgr.................................................. Joaquin de la Garza
Advertising Department.................................................. Homero Rios D.

AFFILIATED STATIONS IN MEXICO

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Channel 6
CMQ TV
Radio Centro - Habana

In Cuba,
Let C. M. O. Sell for You!

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NOW TELECASTING
9 HOURS DAILY

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U. S. REPRESENTATIVE
NEW YORK CITY

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**UNION TELEVISION, S. A.**

Mazon 52, Habana, Cuba
Cable: Unratel
Telephone: U-6056 — U-5323

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LUXemburg 2-1520

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Vice-Chairman ..................................................... Louis N. Brockway
Vice-Chairman ..................................................... Lee H. Bristol
Vice-Chairman ..................................................... Philip L. Graham
Secretary ............................................................. Frederic R. Gamble
Treasurer ............................................................. Paul B. West
President ............................................................. Theodore S. Repplier
Vice-Prez. ............................................................. Allan M. Wilson
Vice-Prez. ............................................................. George P. Ludlam
Radio & Television Director .................................... Gordon C. Kinney
Public Relations Director ...................................... Maxwell Fox

OFFICES
1200 18th Street, N.W., Washington 6, D. C. T. S.
Replier, President.
203 North Wabash Avenue, Chicago 1, III. L. S. Schwartz, Mid-West Representative.
1680 North Vine Street, Hollywood 28, Cal. R. C. Coleson, West Coast Representative.

FUNCTIONS
A non-profit organization representing all phases of advertising, dedicated to the uses of advertising in the public service.

ADVERTISING FEDERATION OF AMERICA
330 W. 42 St., New York 17, N. Y.
BKvant 9-0430

OFFICERS
President and General Manager ........................................... Elon G. Barton
Chairman of Board ..................................................... Graham Patterson
Secretary ............................................................. Grace M. Johnson
Treasurer ............................................................. Ben R. Donaldson

FUNCTIONS
An organization of advertising clubs, national advertising groups and companies interested in advertising for radio.
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

ADVERTISING RESEARCH FOUNDATION
11 W. 42 St., New York 18, N. Y.
LONGacre 3-5100

OFFICERS
Chairman ............................................................. H. M. Warren
Vice Chairman ...................................................... B. B. Geyer
Treasurer ............................................................. Frederic R. Gamble
Secretary ............................................................. Paul B. West
Managing Dir. ...................................................... A. W. Lehman
Technical Dir. ...................................................... D. B. Lucas

FUNCTIONS
Impartial and objective research to promote greater effectiveness in advertising and marketing for advertisers, agencies, and media. Continuing Studies of Newspaper Reading, Transportation Adv., Farm Publications, Business Papers; Canadian Study of Transportation Adv., Canadian Study of General Magazines.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
420 Lexington Ave., New York 17, N. Y.
LEXington 2-7980
Officers
Fairfax: M. Cone
Vice-Chairman: Louis N. Brockway
Secretary-Treasurer: Ralph L. Wolfe
President: Frederick R. Gamble
Vice-President: Richard L. Schneider
Vice-President: 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.

Officers
President: Joseph P. Salty
Secretary-Treasurer: Joseph F. Kehoe
Vice-President, Broadcast Dept.: William Bender
Publicity Director: Charles Silberman
International Representative: Jules Paris

Branch Offices
Eastern Branch, 420 Perry Blvd., Phila, 2, Penna.
Phone: LO 4-1251.
Mort Borow, Chairman.
Atlantic Branch, 5 Beekman St., N.Y. C. 7, N.Y.
Phone: RE 2-9223.
W. Bender, Chairman.

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 Federation of Musicians
570 Lexington Ave., New York 22, N.Y.
Plaza 8-0600

Officers
President: James C. Petrillo
Vice-President: C. L. Bagley
Secretary: Leo Cluesmann
Treasurer: Harry J. Steeper

Executive Committee
J. W. Parks, Stanley Ballard, Herman D. Konin, George V. Clancy, Walter M. Murdoch.

Branch Offices
570 Lexington Ave., New York 22, N.Y.
Plaza 8-0600.
James C. Petrillo, Pres.
220 Mt. Pleasant Ave., Newark 4, N.Y.
Phone Humboldt 2-8010. Leo Cluesmann, Sec.
220 Mt. Pleasant Ave., Newark 4, N.J.
Phone Humboldt 2-8010. Harry J. Steeper.

American Federation of Radio Artists (AFRA)
15 W. 44 St., New York 18, N.Y.

National Officers
President: Knox Manning
Vice-President: Alan Bunce
Vice-President: Frank Nelson
Vice-President: Pierre Paulin
Recording Secretary: Vinton Hayworth
Treasurer: Janet Baumhower
Executive Secretary: A. Frank Reel

Branch Offices
Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymond A. Jones, Executive Secretary, Jack Arthur
San Francisco Local—26 O’Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

American Guild of Musical Artists, Inc.
276 W. 43 St., New York 18, N.Y.
Longacre 5-7508

Officers
President: Lawrence Tibbitt
1st Vice-Pr. : Conrad Thibault
2nd Vice-President: James Pease
3rd Vice-President: Joscha Heitfetz
4th Vice-President: Astrid Varnay
5th Vice-President: Thelma Votipka
Treasurer: Donald Dame
Recording Sec.: Elizabeth Hoeppe
Executive Sec.: Hyman R. Faine

Branch Offices
6636 Hollywood Boulevard, Los Angeles, Calif.
Phone: Hudson 2-2334.
I. B. Kornblum, Rep.
216 Pine Street, San Francisco, Cal.
Phone: Sutter 1-0855.
Theodore Hale, Rep.
188 West Randolph Street, Chicago, III.

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Artists and Actors 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
920 So. Michigan Ave., Chicago, Illinois
MU. 4-5367

Officers
President: Everett R. Smith
Vice-President: Wilford L. White
Secretary: George H. Brown
Treasurer: Donald E. West

Branch Offices
33 Chapters in 33 American Cities.

Functions
A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

American Newspaper Publishers Association
370 Lexington Ave., New York 17, N.Y.
Murray Hill 5-2000

Officers
President: Edwin S. Friendly
Vice-President: Charles F. Mc Cohill
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.

Functions
To foster and protect the business and business interests of daily newspapers.

American Society of Composers, Authors and Publishers (ASCAP)
575 Madison Ave., New York 21, N.Y.

President: Otto H. Harbach
Vice-President: Saul H. Bourne
Vice-President: Oscar Hammerstein II
Secretary: George W. Meyer
Treasurer: Louis Bernstein
Assistant Treasurer: A. Walter Kramer

Assistant Treasurer: Frank H. Conner

1271
BOARD OF DIRECTORS
BRANCH OFFICES
In all principal cities throughout the United States.

FUNCTIONS
ASCAP is a performing rights society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

AMERICAN TELEVISION SOCIETY, INC.
270 Madison Ave., New York 16, N. Y.

President—David Hale Halpern, New York; Vice-President—Warren Care Treas., New York; Secretary—Barbara Jones, New York; Architect—U. Braunfeld, New York; Assistant Coordinator—Louella S. Loudin, New York; Chairman of Publicity—William Thomas, New York.

DIRECTORS
Halsey V. Barrett, Albert Deane, Richard Rawls, Henry White, Paul Alley, John Fox, Don McClure.

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
ASSN', INC.
1270 Sixth Ave., New York 20, N. Y.

Circle 6-1379


BRANCH OFFICE
203 W. Webush Ave., Chicago 1, Ill.; Phone: Central 6-1775; Sidney J. Page, President.

FUNCTIONS
Trade association of Theatrical Agents.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)
25 W. 45 Street, New York 19, N. Y.

LUXemberg 2-1790

Cable Address: MUSICPUB—NEW YORK

President—Sydney M. Kaye, New York; Vice-President—M. E. Tompkins, New York; Treasurer—Howard Hausman, New York; Asst Secretary—Ruth L. Simonsouw, New York; Counsel—Jack J. Katz.

BOARD OF DIRECTORS
Carl Havenor, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice-President, BMI; Paul Morency, Radio Station WIFIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

ASSOC. OF CANADIAN ADVERTISERS, INC.
701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario

Adeleide 8046-7-8

OFFICERS


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

FUNCTIONS
This association was incorporated in March 1917. For 36 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

ASSN. OF NATIONAL ADVERTISERS, INC.
285 Madison Ave., New York 17, N. Y.

ORegon 9-4900

OFFICERS
President—Paul B. West, Vice-President—Lowell McElroy, Vice-President—Cly Norton, Secretary—Peter W. Allport, Chairman of the Board—Albert Brown (The Best Foods, Inc.), Vice-Chairman—Wesley E. Nunn (Standard 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 business function, and protects the interests of national advertisers and serves their collective needs.

ASSN. OF RADIO NEWS ANALYSTS
C/o Robert Trout, NBC, 30 Rockefeller Plaza, New York, N. Y.

C1 7-8300

OFFICERS
President—Robert Trout, Chairman, Exec. Comm.—H. V. Kalteborn, Executive Comm.—Cecil Brown, Charles Callwood, John Mac Vane, Vice-Presidents—Edward R. Morrow, Bill Henry, Treasurer—Thomas J. Hamilton, Asst Treasurer—Doreen Wright, Asst Secretary—George Hamilton Combs, Ass't. Sec.—John Daly

BRANCH OFFICE

FUNCTIONS
The Association of Radio News Analysts, desires to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.
THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President ........................................... Helen Hull
Vice-President ..................................... John T. Winterich
Secretary ........................................... Merle Miller
Sec. to Council ................................. Luise M. Silicon

COUNCIL

FUNCTIONS
National business organization of authors in the publication field.

THE AUTHORS LEAGUE OF AMERICA, INC.
6 E. 39 St., New York 16, N. Y.
Murray Hill 9-4950

President ........................................... Oscar Hammerstein, 2nd
Vice-President ..................................... John Hersey
Secretary ........................................... Erik Barnouw
Exec. Sec. ........................................... Luise M. Silicon
Asst. Exec. Sec. ................................. Evelyn F. Burke

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 G. Luker
Program Director ............................... Sam J. Slate
Program Assistant .............................. Lillian Lang
Program Assistant .............................. Marian Moss
Chief Engineer .................................. Arthur S. Toby

BRANCH OFFICES
1150 Connecticut Ave., N. W., Washington, D. C.
Phone: Executive 1467.

FUNCTIONS
Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in BBC's North American Service.

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
Sec. to Council ................................. J. Arthur Evans

BOARD OF DIRECTORS
Ernest L. Bushnell, CBC, Toronto; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Quimet, 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, perform 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 ......................................... Charles A. Wall
Vice-President—General Counsel .............. Sydney M. Kaye
Vice-Prez. in charge of Finance & Treasurer .. Robert J. Burton
Vice-Prez. in charge of Publisher Relations ... Robert J. Burton
Vice-Prez. in charge Station Relations ......... Roy Harlow
Vice-Prez. in charge Foreign Sales .................. Joan Kaye
Secretary ........................................... E. M. Tompkins
Assistant Treasurer ............................. Charles E. Lawrence

BOARD OF DIRECTORS

STATION RELATIONS
Roy Harlow, Director; Ralph Wentworth, Glenn Doolberg, James L. Cox, Al Martin, Lewis Pattee, Ken Spernan, Bart 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.

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, Horace N. Stovin & Company, Toronto, Ont.
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

FUNCTIONS
To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.
To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.
To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.
To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

CANADIAN ASSOCIATION OF BROADCASTERS
108 Sparks St., Ottawa, Ont. 3-4036
Chairman of the Board: William M. Guild
President: Malcolm Neill
Manager: T. J. Allard
Secretary-Treasurer: T. Arthur Evans
Dir. Adv. & Station Services: Patrick Freeman
General Counsel: Joseph Sedgwick, K.C.

DIRECTORS

BRANCH OFFICE
37 Bloor St., West, Toronto, Ont. Phone: PR 3729.

FUNCTIONS
The Canadian Association of Broadcasters is a voluntary trade organization of 98 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-President: Pat O'Brien
2nd Vice-President: Jay Jessyn
Recording Secretary: Ed Begley
Historian: Tess Sheehan
Executive Secretary: George Buck
Chairman of Executive Board: Frank McNellis
Chaplain: Rev. Gustav de Leon
Treasurer: Rev. Francis M. Costello

FUNCTIONS
Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

CATHOLIC WRITERS GUILD OF AMERICA, INC.
128 W. 71 St., New York 23, N. Y. ENDICOTT 2-0412

OFFICERS
Spiritual Director: Rev. John B. Kelly
President: Charles N. Hockelman
Vice-President: Richard Reid
Vice-President: Joseph A. Duffy
Executive Secretary: Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES
A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CANADA, LTD.
132 St. George St., Toronto 5, Ont., Canada Phone: M. 8457
405 Keefer Bldg., 1440 St. Catherine St. West, Montreal, Que. Phone: HA-4472.

OFFICERS
General Manager: William S. Low
Manager, Licensing Dept.: C. W. Matheson
Manager, Distribution Dept.: Ruth Passey
Comptroller: J. K. Bailey

DIRECTORS

FUNCTIONS
Composers, Authors and Publishers Association of Canada Limited licenses in Canada general performances of the copyright music of its own Canadian members, and of the members of affiliated performing rights 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-President: George S. Kaufman
Secretary: Dorothy Fields
Exec. Sec.: Mills Ten Eyck, Jr.

FUNCTIONS
The national business organization of dramatists.

FEDERAL COMMUNICATIONS BAR ASSOCIATION
Mayflower Office Bldg., Washington, D. C.
NA-0032

OFFICERS
President: William A. Porter
1st Vice-President: Arthur W. Scharfled
2nd Vice-President: Fred W. Albertson
Secretary: R. Russell Egan
Treasurer: Quayle B. Smith

EXECUTIVE COMMITTEE
Delegate to American Bar Association: Neville Miller

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.
FEDERAL RADIO EDUCATION
COMMUNITY (FREC)
Executive 6300, Extension 2897.

OFFICERS
Chairman ........................................ Earl J. McGrath
Secretary-Editor ................................. Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS
Earl J. McGrath, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Franklin Dunham, Chief, Radio Services, U. S. Office of Education, representing Assn. of Education by Radio
William C. Eddy, Director of Television, Station WBBK, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Sterling W. Fischer, Manager Public Affairs and Education Department, National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hisong, 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
Leon Levine, Director, Discussion Broadcasts (CBS) representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Strauss, 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 of that time that the broadcaster, on one hand, and the educator, on the other, find a common ground 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
Chairman ........................................ James M. Mead
Commissioner ................................. William A. Ayres
Commissioner ................................. Lowell B. Mason
Commissioner ................................ John Carson
Commissioner ................................. (vacancy)
Secretary ......................................... D. C. Daniel
General Counsel .............................. Wm. T. Kelley
Director, Bureau of Antimonopoly .......... Joseph E. Shooby

Dir., Bu. of Antideceptive Practices Richard P. Whiteley
Dir., Bu. of Industrial Economics ... Corwin D. Edwards
Dir., Bu. of Industry Cooperation ... James M. Horton
Dir. of Trial Examiners ... Hayford F. Peck
Dir., Bu. of Administration ............... D. C. Daniel

BRANCH OFFICES
Room 501, 470 Broadway, New York 6, N. Y.
Rolf, Atty, in charge.
133 Federal Office Bldg., San Francisco 2, Calif. Clarence T. Sadler, Atty, in charge
447 Federal Office Bldg., Seattle 4, Wash. Walter W. Harris, Atty, in charge
1031 Federal Office Bldg., New Orleans 12, La. William B. Lott, Atty, in charge

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 or misleading 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 Ave., New York 21, N. Y.
REgent 4-1501
Director ........................................ Pierre Cremesse
Ass't. Dir. ...................................... Alice Lewin
Manager ......................................... Susan Weltman
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 East 56th Street, New York 22, N. Y.
Plaza 8-2675
Chairman ....................................... Richard W. Hubbell

BRANCH OFFICES

FUNCTIONS
Television, motion picture, and radio consultants.
Planning, construction, and operation of TV stations.
Efficiency studies. FCC applications.
Handles problems of management, program production and syndication, engineering.
1948-50 clients included investment groups here and abroad, law firms, film and TV producers, manufacturers of TV equipment, newspapers, real estate companies, and TV and AM stations.

INSTITUTE FOR EDUCATION BY RADIO
Ohio State Univ., Columbus 10, O. UN. 3148 Ext. 280
OFFICERS
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Organizations

Producers-Writer: R. Jarrett Tangney
Producers-Writer: Jack D. Summervold
Producers-Writer: Maureen M. Mosher

COORDINATORS

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.

MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.
45 Rockefelder Plaza, New York 20, N. Y.
Circle 6-3048

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President: Lester Santly
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Treasurer: Abo Olman
Agent and Trustee: Harry Fox

NATIONAL ASSOCIATION OF BROADCASTERS
(For Complete Listing See NAB Section—Page 240)

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

CORRESPONDING OFFICES

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 Whitehan
Treasurer: Don Voorhees
General Counsel: Alfred Rice

BOARD OF DIRECTORS

FUNCTIONS
To protect the interpretive artist from exploitation of his recordings and transcriptions.

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS
WOW-TV, 35th & Farnam, Omaha 3, Nebraska

OFFICERS
President, Ben Chatfield, WMAZ, Macon, Ga.; 1st Vice-Pres.; Jim Bormann, WMT, Cedar Rapids, Iowa; 2nd Vice-Pres., Tom Eaton, WTIC, Hartford, Conn.; Executive Sec., Soren Munkholt, WOW-TV, Omaha, Neb.; Treasurer, Sheldon Peterson, KLZ, Denver, Colo.; Editor NARND Bulletin, Art Barnes, University of Iowa, Iowa City, Iowa.

FUNCTIONS
Annual convention usually in November; Chicago in 1951. Publication monthly Bulletin for members; basic NARND purpose to advance radio and television as news media.

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, Bob Baumgart, Harry Santly, Sam Smith, Mack Clark, Mickey Garlock
Exec. Sec'y: Robert Miller

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54 W. Randolph St., Chicago, III.
Regional Director: Norman Schafer
8630 W. First St., Los Angeles, Calif.
Regional Director: Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director: Danny Engel

FUNCTIONS
Labor Union.

NATIONAL ASSOCIATION OF RADIO STATION REPRESENTATIVES, INC.
101 Park Avenue, New York 17, N. Y.
Murray Hill 5-4141

OFFICERS
President: Lewis H. Avery
Vice-President: Richard Buckley
Secretary: Joseph Timlin
Trustees: Eugene Katz, Joseph Weed, Russell Woodward
Managing Director: T. F. Flanagan

MEMBERS

FUNCTIONS
To develop the use and increase the sale of Spot Radio.

1277
OFFICERS

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(American Broadcasting Co.)

Vice-President ................................. Ralph N. Weil
(WOW, New York)

Secretary ....................................... Claude Barree
(Program Representative)

Treasurer ....................................... John W. Brooke
(Free & Peters, 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, no only to the industry, but to the public at large.

The REC holds meetings on alternate Thursdays from October through May, at luncheons, Waldorf-Astoria, New York City.

RADIO GUILD, LOCAL No. 50,
UOPWA—C.I.O.

13 Astor Place, New York 3, N. Y.
OREgon 3-5120

President ............................... Melvin Gordon
Vice- Presidents .......................... Richard H. Dade, Jr.
Vice-Pres. ............................... Herman Coven
Secy-Treas. ................................. Nelda Scudder

FUNCTIONS

A trade union representing white collar and professional workers in the radio industry.

RADIO-TELEVISION MANUFACTURERS ASSOCIATION

1317 F St., N.W., Washington 4, D. C.
NATIONAL 4901

OFFICERS

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(Sprague Electric Co.)

Treasurer ................................. Leslie F. Muter
(The Muter Co.)

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Raymond G. Zender, Lenz Elec. Mfg. Co.; Arie
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Chief of Publications ........................ Peter H. Cousins
Staff Asst., Transmitter Divn. ............................... Ralph M. Hearlander
Office Manager ............................. Anna M. Chase

(See Complete Listing Equipment Section)

THE RADIO PIONEERS CLUB

580 Fifth Ave., New York 19, N. Y.
P Plaza 7-1800

Founder ......................... H. V. Kaltenborn
Honorary Presidents .............. David Sarnoff, Lee de Forest
President ............................... Frank E. Mullen
First Vice-Pres. ...................... Orestes H. Caldwell
Second Vice-Pres. ................. Arthur B. Church
V.-P. & Secy. ......................... Paul W. Morency
V.-P. & Treas. ......................... Carl Haverlin

Vice-Presidents ........................ Martin Campbell, Jack R. Popple

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 data and 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

EXECutive 6300, Ext. 2897

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 pertinent to the field of educational radio.

RADIO AND TELEVISION DIRECTORS GUILD (A. F. of L.)

114 East 52 Street, New York 22, N. Y.
P Plaza 3-4300, Ext. 214

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NATIONAL BOARD


National Executive Director ........... Newman H. Burnett

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Chicago Local—1351 North State Street, Chicago 10, Illinois, DELaware 7-4867, President, Alan M. Fishburn.
THE RADIO WRITERS’ GUILD OF THE AUTHORS’ LEAGUE OF AMERICA, INC.
6 East 39th St., New York 16, N. Y.
Murray Hill 6-5252

OFFICERS

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Midwest Region Exec. Sec. ................................. Brian Foster

BRANCH OFFICES
Phone: Gladstone 7128.
M. Davidson, Exec. Sec.
65 East Oak St., Chicago 11, Ill. Phone: Superior 7-4443.
R. C. Heinecke, Exec. Sec.
6 East 39th St., New York 16, N. Y. Phone: Murray Hill 6-5252.
M. Bohlman, Exec. Sec.

FUNCTIONS
For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

SESAC INC.
475 Fifth Ave., New York 17, N. Y.
Murray Hill S-536S

OFFICERS

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Secretary-Treas. ............................................. R. C. Heinecke
General Manager ............................................... K. A. Jadassohn

FUNCTIONS
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MU 2-2185

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Executive-Sec. .................................................... Boyce Nemec

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-developing and documenting the technical history of television and all forms of pictorial rendition of action.

SONG WRITERS’ PROTECTIVE ASSOCIATION (SPA)
1250 Sixth Ave., New York 20, N. Y.
Columbus S-3758

OFFICERS

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Secretary ............................................................... Peter De Rose
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Counsel ............................................................ John Schuman
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MEMBERS OF THE BOARD OF DIRECTORS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSN.
Hollywood 9-7254

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FUNCTIONS
Represents 48 member stations and networks, located 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 Thursday (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION
c/o WWMG, 711 Fifth Ave., New York 22, N. Y.
Murray Hill 8-1000

OFFICERS
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Second Vice-Prez. ........................................ Russ Hodges
Treasurer .......................................................... Bill Ackman
Secretary .......................................................... Sam Taub
Executive Secretary ........................................... Jimmy Dolan

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Dir., Dept. of Pub. Info. .................... Tor Gjesdal
Dir., Radio Div. ............................................ Peter Aylen
Deputy Dir., Radio Div. ........................... Carlos Garcia Palacios
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Sup. of Special Projects ................. Norman Corwin
Sr. Broadcast Engineer .................... Arthur E. Barrett

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Hugh Williams, European and Middle East Services; Eugenio A. Solor, 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.
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TOP-RANK TITLES - NICHOLAS NICKLEY
MARK OF CAIN - TWO THOUSAND WOMEN - WE
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